

*The Journal of* **MEDIA GUIDE 2024**  
**Healthcare**  
**C O N T R A C T I N G**

**Be a part of the  
supply chain conversation**

Healthcare's only  
publication dedicated  
solely to supply chain.



THE JOURNAL OF HEALTHCARE CONTRACTING IS A SHARE MOVING MEDIA PUBLICATION



## Media Guide 2024

The *Journal of Healthcare Contracting* is the only publication that is solely devoted to supply chain. It focuses on the interactions of the four primary stakeholders in healthcare contracting: health systems and their facilities, manufacturers and suppliers, distributors and group purchasing organizations. The participants in the contracting arena will grow to rely on *The Journal of Healthcare Contracting* for industry understanding, insight into the minds of thought leaders and collaboration opportunities amongst contracting constituents.

**“I read *The Journal of Healthcare Contracting* because the articles are short and condensed, saving time but still giving me all the relative insight. The print vs online issue is preferred since most of the content I keep up with is online. It is nice not having to stare at monitor to get information. Reading what peers are doing is insightful and on most occasions the insight confirms what I believe is critical now and what longer term strategies may need developed.”**

– Mark Welch, Senior Vice President, Novant Health

## Our Readers

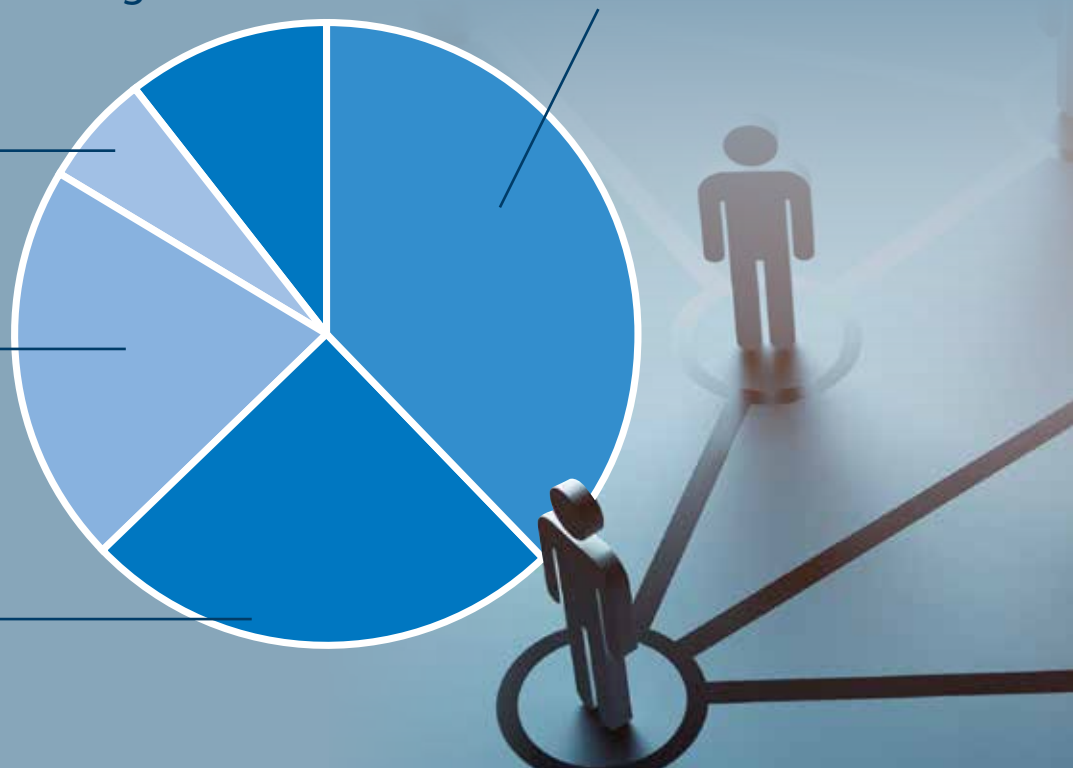
**10,000+** readers involved in healthcare contracting, including:

**500 GPO executives** in sales, marketing, logistics and contracting for national and regional GPOs and distributors.

**2,400 Hospital supply chain executives.**

**3,200 supplier/manufacturer community members**, including president/CEO, VP sales, VP corporate sales and marketing, and corporate and national account executives.

**2,500 IDN executives** involved in healthcare contracting for health systems at 1,100+ health systems. These include president/CEO, CFO/Controller, VP/Purchasing Director and Pharmacy/Formulary Director.



# OUR FOOTPRINT



*The Journal of Healthcare Contracting's footprint includes digital publications, social media outlets, webinars and events.*



## Digital magazines

Every other month, *The Journal of Healthcare Contracting* distributes a digital supplement targeted to thousands of supply chain readers.



Scan for more information



## ANAE

ANAE is a membership-driven organization focused on professional development for corporate and national accounts executives calling on group purchasing organizations (GPOs), regional purchasing organizations (RPCs), accountable care organizations (ACOs), integrated delivery networks (IDNs), individual hospitals, national and regional distribution companies, and managed care organizations.



Scan for more information



## The Journal of Healthcare Contracting Dail-eNews

The Dail-eNews is real-time news for those involved in the business of healthcare. As the industry's first and only e-mail news service, it's e-mailed on a daily basis to over 16,000 decision-makers in GPOs, IDNs and the manufacturing and distribution segments of the healthcare industry.



Scan for more information



## IDN Insights

Learn best practices, strategies and stay informed on the latest trends from key supply chain leaders.



## LinkedIn

Join more than 15,000 industry stakeholders on LinkedIn Groups, including Group Purchasing Organizations and Regional Purchasing Coalitions.



Issue	Print / Digital	Ad Due Date	Issue Highlight
January	Digital	12/28/23	
February	Print	1/19/24	Contracting Professional of the Year
March	Digital	2/23/24	
April	Print	3/18/24	Future Leaders of Supply Chain
May	Digital	4/26/24	
June	Print	5/17/24	Top 5 Non Acute Supply Chain Leaders
July	Digital	6/26/24	
August	Print	7/19/24	Ten People to Watch in Healthcare Contracting
September	Digital	8/26/24	
October	Print	9/19/24	Innovation
November	Digital	10/28/24	
December	Print	11/18/24	Women Leaders, System-to-System Services

**Additional topics to be covered in 2024:** ASCs, Self-Distribution, Regional Purchasing Coalitions (RPCs), Emerging Models, Purchased Services, Talent Development, Career Laddering, Cybersecurity, Alternate Sourcing, Alternate Site/Non-Acute Supply Chain, Physician Preference Items, Pandemic Preparedness, GPO Executive Profiles, Supply Chain Resiliency

JHC spotlights thought leaders in the industry throughout the year, including:

## People to Watch in Healthcare Contracting



**PEOPLE TO WATCH IN HEALTHCARE CONTRACTING** | **encompass**

**SARAH HENDERSON, MBA**  
VICE PRESIDENT SUPPLY CHAIN, AVERA HEALTH

Sarah Henderson is the Vice President of Supply Chain for the Avera Health System based out of Sioux Falls, South Dakota. She oversees the business and department used to manage supply chain across Supply Chain from various aspects of the management of the full product and services including strategic sourcing, the analysis and monitoring of all medical and non-medical supply, new related services, and business technology, hardware and applications, operating room management, inventory in our health system, medical equipment, procurement and the management of the supply chain through the 100th year with hospitals, a central distribution center and several supply organizations for the delivery of care.

Any recent stories of your professional supply chain projects you can share?  
At Avera Health, we have several projects in the works. We have several projects in the works to improve our supply chain. The most recent project that I would like to mention is the implementation of a new supply chain management system. This is a significant project that will improve our supply chain efficiency and reduce costs. We have also implemented a new procurement system, which will improve our procurement process and reduce cycle times. We have also implemented a new inventory management system, which will improve our inventory management and reduce waste.

What are the biggest challenges you face in your supply chain?  
The biggest challenge we face in our supply chain is the volatility of the market. Prices for raw materials and finished goods are constantly fluctuating, which makes it difficult to forecast demand and manage inventory. Another challenge is the complexity of the supply chain, with many different suppliers and products. This makes it difficult to manage the supply chain and ensure that we have the right products in the right quantities at the right time.

How do you stay on top of the latest trends in supply chain?  
I stay on top of the latest trends in supply chain by attending industry conferences and trade shows. I also read industry publications and follow industry news on social media. I also have a network of industry professionals that I can rely on for advice and information.

What advice do you have for other supply chain professionals?  
My advice is to stay focused on your goals and to be proactive in your supply chain management. It's important to have a clear understanding of your supply chain and to be able to identify and address any issues as they arise. It's also important to have a good relationship with your suppliers and to be able to communicate effectively with them.

**PEOPLE TO WATCH IN HEALTHCARE CONTRACTING** | **encompass**

**BILL KELLAR**  
VICE PRESIDENT STRATEGIC SOURCING, HCA HEALTHCARE

Bill Kellar has been with HCA Healthcare for 14 years and has been Vice President of Strategic Sourcing since July 2022. He has extensive experience in the healthcare industry, including 10 years in procurement services and another 4 years in supply spend. He has a proven track record of delivering cost savings and operational excellence across a wide range of healthcare services.

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## Contracting Professional of the Year



**Supply Chain as a Strategic Differentiator**

Henry Ford Health's supply chain team is the organization's "horsepower under the hood," says this year's JHC Contracting Professional of the Year.

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# The Journal of Healthcare C O N T R A C T I N G

## DIGITAL PRODUCTS

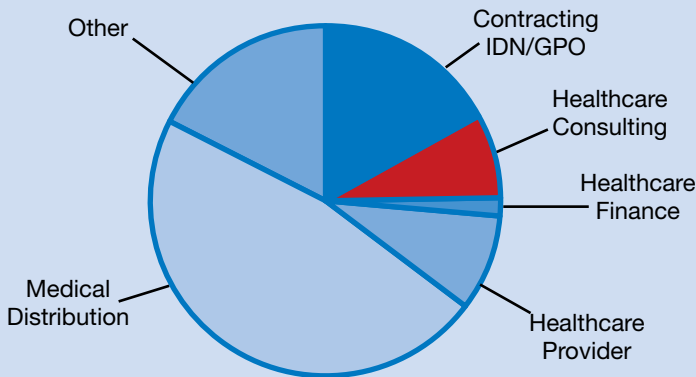


### Our Footprint

The Journal of Healthcare Contracting's footprint includes our digital newsletter, social media outlets, website, and podcasts.

### dail-e-news

Circulation breakdown: Total (20,000) 100.0%



### The Journal of Healthcare Contracting Website:

- Unique visitors/month: 5,500



### Healthcare Supply Chain Radio:

- 4,300 listeners
- Postcast Sponsorship Cost: \$5,000



### Social Media Outlets

# OPPORTUNITIES

## Platinum Package

Only 5 Available

- 6 full-page ads in print issues
- 6 full-page ads in digital issues
- 1 Podcast
- 1 Sponsored Content piece in JHC and digital footprint

### ► BELLY BAND, INSERTS AND DAIL-ENEWS

options available upon request - contact sales rep for specification sheet.

Size	1x	3x	6x
Full Page	\$5,886.42	\$5,728.39	\$5,500.00
Two-Page Spread (two full pages)	\$10,733.00	\$10,433.00	\$10,000.00
Inside Front Cover Premium – \$1,075.00			
Inside Front Cover Premium – \$1,075.00			
Back Cover – \$1,200.00			

### DISPLAY ADVERTISING SPECIFICATIONS:

The *Journal of Healthcare Contracting* is printed in four-color process in Macintosh format using Adobe Indesign CC. All colors and artwork must be saved as CMYK. All ads produced on a PC must be submitted in pdf and have all fonts in outline form.

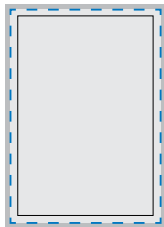


### Traditional and digital work together to promote your brand.

- It builds a relationship with the people who purchase your products
- It aligns your company with market leaders
- It strengthens your company's brand
- It creates trust with supply chain leaders
- It helps you capture mind share, and therefore market share
- It delivers your message to their office

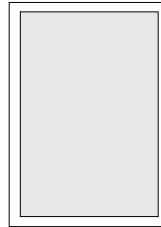
## DISPLAY ADVERTISING SPECIFICATIONS: Trim Size: 8.375"W x 10.875"H, Bleed size: 8.625"W x 11.125"H

**Bleeds:** Ads with bleed must extend 1/8-inch (.125) beyond trim. 1/8-inch of bleed is calculated into the sizes listed for full-bleed ads. Live/Safe area is 7.375" x 9.875"; all text, logos and any important information must be within the live/safe area allowing proper distance from trim edge. The dashed lines indicate the trim edge, solid line shows live area and the darker gray indicates bleed edge.



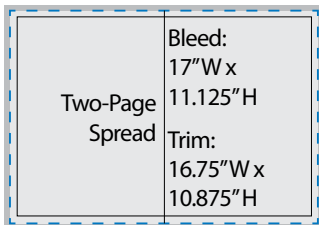
### Full-Page:

Trim Size: 8.375"W x 10.875"H  
Bleed Size: 8.625"W x 11.125"H  
Live Area: 7.375" x 9.875"



### Bleeds:

Ads which bleed must extend no less than 1/8" beyond trim. Trim Size is 8.375" x 10.875". Please do not extend live area past 1/2" trim size.



### Non-Bleed:

The non-bleed sizes allow for a 1/2" float space between ad and trim, as indicated.  
Non-Bleed Size: 15.75" x 9.875"  
Spread ads need to have an 1.5" total space in the middle for gutter clearance

## SUBMITTING ADS:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CC. Ads produced on PCs must be submitted as a pdf with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- Please put the advertiser's name in the title of your file.
- Please send a high resolution print ready pdf of your ad directly to your account manager.

## TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
4. Requests for specific position are not guaranteed unless premium position is paid.
5. Prices are subject to change.
6. Color proof must be supplied with advertising materials.
7. The publisher's liability for any error will not exceed the charge for the advertising in question.
8. Payment terms are net 30 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
9. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
10. Verbal agreements are not recognized.
11. No cancellations will be accepted after the Ad Due Date.





# The Journal of Healthcare CONTRACTING

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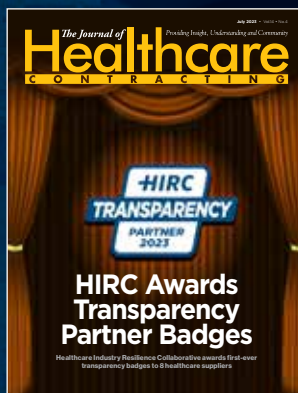
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