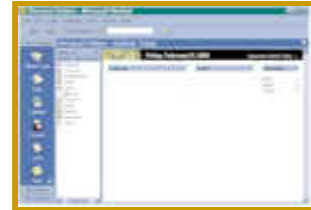


HealthExecWire



HealthExecwire delivers one announcement daily via e-mail to a targeted audience of health business professionals. HealthExecwire offers timely company announcements on such topics as new products and publications, conferences, webinars, and other programs and services.

HealthExecwire limits the frequency of releases to no more than once a day on business days only, so that subscribers are not over-saturated with market information. We protect subscriber e-mail addresses with our privacy policy, make it easy to unsubscribe, and proactively ensure our entire subscriber database is maintained with valid addresses.



Thus 26,500 professionals respond positively to HealthExecWire releases, and look to us as a trusted source for information on new products, services, programs and events

You can submit an announcement for just \$2,395. Discounts are available for contracted commitments for specified quantities. Click-through tracking is available upon request for no extra charge. In addition to the e-mail release, your release is [archived](#) in the HealthExecWire web site.

HealthExecWire Release Policies

A proposed announcement for HealthExecWire needs to meet the following specifications:

- The format should be supplied in final, edited html with any images linked and not attached.
- An additional text format can also be distributed for mail browsers that read in text, if a text only file is supplied
- HealthExecWire will archive the html page on the HealthExecWire site
- HealthExecWire will insert a standard header, including the HealthExecWire logo and a link to the archived web page for mobile users and others to link to if they so wish; and also insert a standard footer with unsubscribe and additional information
- The content of the release is subject to review by HealthExecWire for appropriateness to the audience. HealthExecwire reserves the right to refuse any release.
- Because HealthExecWire limits the number of releases sent to its subscribers, not all dates are available for release. The actual release date and time must be arranged.
- Click-through tracking is available upon advance request
- List suppression of specified domains and or specific e-mail addresses upon request. An administrative fee of \$100 applies to process such requests.

For more information at any time, please don't hesitate to contact Claire Thayer, 503.226.9850 or clairet@mccl.com

HealthExecWire Demographic Information

MCOL conducted a study categorizing the domains subscribed to HealthExecWire in August 2009, with applicable percentages of subscribers by category indicated below:

Top Domains by Category		Top Domains by Category	
General Domain	25.1%	Providers	3.3%
Health Plan	20.9%	Network	1.9%
Hospital	17.6%	Gov	1.5%
Consulting	6.7%	TPA/UM	1.5%
Vendor	6.8%	Association	1.2%
HIT	2.9%	Agent	0.9%
Edu/Institute	3.6%	Media	0.9%
Rx/PBM	3.0%	Grand Total	100.0%
Employer	2.3%		

The following is a detailed listing of the top 200+ domains, including their respective percentage of total subscribers, and their organizational category. These domains comprise approximately 40% of HealthExecWire subscribers:

Rank	Domain	Percent	Category	Rank	Domain	Percent	Category
1	yahoo.com	5.49%	General	24	mckesson.com	0.24%	HIT
2	aol.com	4.29%	General	25	optonline.net	0.24%	General
3	gmail.com	2.16%	General	26	blueshieldca.com	0.23%	Health Plan
4	hotmail.com	2.15%	General	27	highmark.com	0.22%	Health Plan
5	comcast.net	0.99%	General	28	wellpoint.com	0.22%	Health Plan
6	kp.org	0.88%	Health Plan	29	partners.org	0.20%	Hospital
7	msn.com	0.76%	General	30	tenethealth.com	0.20%	Hospital
8	cigna.com	0.72%	Health Plan	31	anthem.com	0.20%	Health Plan
9	yahoo.co.in	0.53%	General	32	bcbsma.com	0.19%	Health Plan
10	sbcglobal.net	0.48%	General	33	ey.com	0.19%	Consulting
11	hcahealthcare.com	0.47%	Hospital	34	excellus.com	0.16%	Health Plan
12	aetna.com	0.45%	Health Plan	35	sentara.com	0.16%	Health Plan
13	humana.com	0.41%	Health Plan	36	healthdialog.com	0.15%	HIT
14	earthlink.net	0.40%	General	37	providence.org	0.15%	Health Plan
15	bellsouth.net	0.39%	General	38	valueoptions.com	0.15%	Specialty
16	uhc.com	0.35%	Health Plan	39	att.net	0.14%	General
17	ghc.org	0.33%	Health Plan	40	chw.edu	0.14%	Hospital
18	deloitte.com	0.32%	Consulting	41	healthways.com	0.14%	TPA/UM
19	cox.net	0.28%	General	42	molinahealthcare.com	0.14%	Health Plan
20	verizon.net	0.26%	General	43	bcbsil.com	0.14%	Health Plan
21	bcbsm.com	0.25%	Health Plan	44	amerigroupcorp.com	0.13%	Health Plan
22	cvty.com	0.25%	Health Plan	45	bcbsnm.com	0.13%	Health Plan
23	us.pwc.com	0.25%	Consulting	46	healthnet.com	0.13%	Health Plan

HealthExecWire Demographic Information

Rank	Domain	Percent	Category	Rank	Domain	Percent	Category
47	mayo.edu	0.13%	Hospital	88	merck.com	0.09%	Rx
48	pfizer.com	0.13%	Rx	89	metlife.com	0.09%	Insurance
49	juno.com	0.13%	General	90	nychhc.org	0.09%	Hospital
50	regence.com	0.13%	Health Plan	91	orhs.org	0.09%	Hospital
51	bcbosal.org	0.13%	Health Plan	92	osfhealthcare.org	0.09%	Health Plan
52	ccf.org	0.13%	Hospital	93	roche.com	0.09%	Rx
53	medstar.net	0.13%	Hospital	94	bcbstri.org	0.09%	Health Plan
54	milliman.com	0.13%	Consulting	95	bluecrossmn.com	0.09%	Health Plan
55	sutterhealth.org	0.13%	Hospital	96	centene.com	0.09%	Health Plan
56	dsthealthsolutions.com	0.12%	HIT	97	dewittnh.com	0.09%	Provider
57	healthfirst.org	0.12%	Health Plan	98	fairview.org	0.09%	Hospital
58	bannerhealth.com	0.12%	Hospital	99	geisinger.edu	0.09%	Hospital
59	bgfh.com	0.12%	Health Plan	100	healthplus.org	0.09%	Health Plan
60	hewitt.com	0.12%	Consulting	101	independenthealth.com	0.09%	Health Plan
61	kpmg.com	0.12%	Consulting	102	ingenix.com	0.09%	Publication
62	trinity-health.org	0.12%	Health Plan	103	mchs.com	0.09%	Hospital
63	hap.org	0.11%	Health Plan	104	pol.net	0.09%	HIT
64	principal.com	0.11%	Insurance	105	uhhs.com	0.09%	Hospital
65	ssmhc.com	0.11%	Hospital	106	bcbst.com	0.08%	Health Plan
66	bcbstfl.com	0.11%	Health Plan	107	carle.com	0.08%	Hospital
67	gsk.com	0.11%	Rx	108	centura.org	0.08%	Hospital
68	mindspring.com	0.11%	General	109	fidelisicare.org	0.08%	Health Plan
69	dixon-hughes.com	0.10%	Consulting	110	hphc.org	0.08%	Health Plan
70	mercerc.com	0.10%	Consulting	111	jhmi.edu	0.08%	Edu
71	upmc.edu	0.10%	Health Plan	112	kmhp.com	0.08%	Health Plan
72	promedica.org	0.10%	Health Plan	113	mdanderson.org	0.08%	Hospital
73	covhlth.com	0.10%	Health Plan	114	medica.com	0.08%	Health Plan
74	hpmich.com	0.10%	Employer	115	palmettohealth.org	0.08%	Network
75	mutualofomaha.com	0.10%	Health Plan	116	scanhealthplan.com	0.08%	Health Plan
76	swmail.sw.org	0.10%	Health Plan	117	uabmc.edu	0.08%	Hospital
77	yahoo.co.uk	0.10%	General	118	aimhealth.com	0.08%	Vendor
78	ardenthealth.com	0.09%	Health Plan	119	ama-assn.org	0.08%	Association
79	ge.com	0.09%	Vendor	120	bcbstnc.com	0.08%	Health Plan
80	health-partners.org	0.09%	MD	121	cms.hhs.gov	0.08%	Gov
81	hmsa.com	0.09%	Health Plan	122	cs.com	0.08%	General
82	siemens.com	0.09%	Vendor	123	ibx.com	0.08%	Health Plan
83	trizetto.com	0.09%	HIT	124	integris-health.com	0.08%	Hospital
84	bcbstx.com	0.09%	Health Plan	125	mac.com	0.08%	General
85	bjc.org	0.09%	Hospital	126	magellanhealth.com	0.08%	Specialty
86	caremark.com	0.09%	PBM	127	sharp.com	0.08%	Health Plan
87	lvh.com	0.09%	Hospital	128	us.ibm.com	0.08%	HIT

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Rank	Domain	Percent	Category	Rank	Domain	Percent	Category
129	vha.com	0.08%	Association	171	ps.net	0.07%	HIT
130	walgreens.com	0.08%	Rx	172	vips.com	0.07%	HIT
131	wyeth.com	0.08%	Rx	173	ahip.org	0.06%	Association
132	acs-inc.com	0.07%	Health Plan	174	assurant.com	0.06%	Health Plan
133	arh.org	0.07%	Hospital	175	capitasfinancial.com	0.06%	VC
134	bcnepa.com	0.07%	Health Plan	176	carilion.com	0.06%	Hospital
135	catholichealth.net	0.07%	Hospital	177	dakotacare.com	0.06%	Health Plan
136	christushealth.org	0.07%	Hospital	178	flhosp.org	0.06%	Hospital
137	cookchildrens.org	0.07%	Health Plan	179	medcost.com	0.06%	Publication
138	healthalliance.org	0.07%	Health Plan	180	peacehealth.org	0.06%	Hospital
139	hfhs.org	0.07%	Hospital	181	schalleranderson.com	0.06%	Hospital
140	mmoh.com	0.07%	Health Plan	182	wellmark.com	0.06%	Health Plan
141	ncqa.org	0.07%	Institute	183	amhealthways.com	0.06%	TPA/UM
142	parknicollet.com	0.07%	Hospital	184	arkbluecross.com	0.06%	Health Plan
143	summacare.com	0.07%	Health Plan	185	bankofamerica.com	0.06%	Vendor
144	thc-online.com	0.07%	Health Plan	186	chs.net	0.06%	Hospital
145	thehealthplan.com	0.07%	Health Plan	187	duke.edu	0.06%	Edu
146	u.washington.edu	0.07%	Edu	188	novanthealth.org	0.06%	Hospital
147	avmed.org	0.07%	Health Plan	189	novartis.com	0.06%	Rx
148	bbandt.com	0.07%	Agent	190	nyumc.org	0.06%	Hospital
149	charter.net	0.07%	General	191	ohiohealth.com	0.06%	Health Plan
150	cunamutual.com	0.07%	Agent	192	queens.org	0.06%	Hospital
151	eds.com	0.07%	HIT	193	spectrum-health.org	0.06%	Hospital
152	eidebailly.com	0.07%	Consulting	194	tufts-health.com	0.06%	Health Plan
153	express-scripts.com	0.07%	PBM	195	uhsinc.com	0.06%	Hospital
154	healthpartners.com	0.07%	Health Plan	196	wittkiewer.com	0.06%	recruitment
155	hipusa.com	0.07%	Health Plan	197	worldcongress.com	0.06%	Conference
156	med.va.gov	0.07%	Gov	198	accenture.com	0.06%	Consulting
157	medco.com	0.07%	PBM	199	beslerconsulting.com	0.06%	Consulting
158	phs.org	0.07%	Health Plan	200	bhsi.com	0.06%	Hospital
159	pssystem.com	0.07%	Health Plan	201	bkd.com	0.06%	Consulting
160	preferredcare.org	0.07%	Health Plan	202	carefirst.com	0.06%	Health Plan
161	prodigy.net	0.07%	General	203	carolinashealthcare.org	0.06%	Hospital
162	stvincent.org	0.07%	Hospital	204	crozer.org	0.06%	Hospital
163	ahss.org	0.07%	Hospital	205	hpmg.com	0.06%	Network
164	allina.com	0.07%	Hospital	206	ix.netcom.com	0.06%	General
165	bcbsla.com	0.07%	Health Plan	207	lahey.org	0.06%	MD
166	cbiz.com	0.07%	TPA/UM	208	lpnt.net	0.06%	Hospital
167	cshs.org	0.07%	Hospital	209	martinspoint.org	0.06%	Health Plan
168	horizonblue.com	0.07%	Health Plan	210	mercy.net	0.06%	Hospital
169	labcorp.com	0.07%	Provider	211	mhs.net	0.06%	Hospital
170	priorityhealth.com	0.07%	Health Plan	212	scrippshealth.org	0.06%	Hospital