

# healthexecwire

Once daily e-blast to almost 30,000 health care business professionals

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**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 almost 30,000 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 \$2,475. 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.

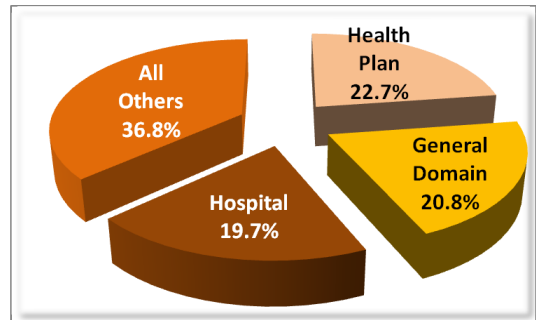
## Healthexecwire Release Policies

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 sponsor may supply the email subject line, subject to MCOL approval
- 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.

MCOL conducted a study categorizing the domains subscribed to healthexecwire in August 2011, with applicable percentages of subscribers by category indicated below:

Top Domains by Category		Top Domains by Category	
Health Plan	22.7%	Provider Network	2.1%
General Domain	20.8%	TPA/UM	1.6%
Hospital	19.7%	Employer	1.5%
Vendor	6.4%	Gov	1.4%
Consulting	6.3%	Association	1.4%
HIT	3.9%	Agent	1.1%
Rx/PBM	3.4%	Media	1.1%
Edu/Institute	3.4%	Specialty Org	0.8%
Providers	2.5%	Total	100.0%



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 43% of HealthExecWire subscribers:

Rank	Domain	Percent	Category	Rank	Domain	Percent	Category
1	yahoo.com	5.25%	General	26	mahealthcare.com	0.26%	Health Plan
2	aol.com	2.98%	General	27	verizon.net	0.26%	General
3	gmail.com	2.79%	General	28	cvty.com	0.25%	Health Plan
4	hotmail.com	1.81%	General	29	cox.net	0.25%	General
5	kp.org	1.14%	Health Plan	30	primewest.org	0.24%	Hospital
6	cigna.com	0.94%	Health Plan	31	deloitte.com	0.24%	Consulting
7	comcast.net	0.82%	General	32	valueoptions.com	0.23%	Specialty
8	uhc.com	0.79%	Health Plan	33	vips.com	0.23%	HIT
9	msn.com	0.64%	General	34	healthdialog.com	0.22%	HIT
10	chw.edu	0.61%	Hospital	35	pfizer.com	0.21%	Rx
11	hcahealthcare.com	0.59%	Hospital	36	trizetto.com	0.21%	HIT
12	aetna.com	0.58%	Health Plan	37	va.gov	0.21%	Gov
13	sbcglobal.net	0.46%	General	38	healthnet.com	0.21%	Health Plan
14	yahoo.co.in	0.39%	General	39	us.pwc.com	0.21%	Consulting
15	mckesson.com	0.37%	HIT	40	milliman.com	0.20%	Consulting
16	bellsouth.net	0.36%	General	41	healthways.com	0.19%	TPA/UM
17	bcbsm.com	0.35%	Health Plan	42	excellus.com	0.18%	Health Plan
18	bcbsma.com	0.34%	Health Plan	43	merck.com	0.18%	Rx
19	ghc.org	0.32%	Health Plan	44	ibx.com	0.18%	Health Plan
20	providence.org	0.29%	Health Plan	45	optonline.net	0.17%	General
21	blueshieldca.com	0.28%	Health Plan	46	primehealthcare.com	0.17%	Hospital
22	tenethealth.com	0.28%	Hospital	47	healthfirst.org	0.16%	Health Plan
23	anthem.com	0.28%	Health Plan	48	phpmm.org	0.16%	Health Plan
24	sutterhealth.org	0.28%	Hospital	49	phsystems.com	0.16%	Health Plan
25	wellpoint.com	0.27%	Health Plan	50	sentara.com	0.16%	Health Plan

Rank	Domain	Percent	Category
51	hewitt.com	0.16%	Consulting
52	stjoe.org	0.15%	Hospital
53	medco.com	0.15%	PBM
54	memorialcare.org	0.15%	Hospital
55	hmsa.com	0.14%	Health Plan
56	bcbsa.com	0.14%	Health Plan
57	caremark.com	0.14%	PBM
58	deancare.com	0.14%	Health Plan
59	hphc.org	0.14%	Health Plan
60	lvh.com	0.14%	Hospital
61	upmc.edu	0.14%	Health Plan
62	bluecrossmn.com	0.13%	Health Plan
63	amerigroupcorp.com	0.13%	Health Plan
64	att.net	0.13%	General
65	bcbsil.com	0.13%	Health Plan
66	kindredhealthcare.com	0.13%	Hospital
67	ncqa.org	0.13%	Institute
68	ccf.org	0.12%	Hospital
69	csbs.org	0.12%	Hospital
70	capbluecross.com	0.12%	Health Plan
71	hipusa.com	0.12%	Health Plan
72	metlife.com	0.12%	Insurance
73	deaconess.com	0.11%	Health Plan
74	regence.com	0.11%	Health Plan
75	trustmarkins.com	0.11%	Insurance
76	ahip.org	0.11%	Association
77	ardenthealth.com	0.11%	Health Plan
78	bcbsal.org	0.11%	Health Plan
79	bcbsri.org	0.11%	Health Plan
80	hometownhealth.com	0.11%	Health Plan
81	us.ibm.com	0.11%	HIT
82	astrazeneca.com	0.11%	Rx
83	bcbsvt.com	0.11%	Health Plan
84	elsevier.com	0.11%	Publication
85	priority-health.com	0.11%	Health Plan
86	walgreens.com	0.11%	Rx
87	bcbskc.com	0.10%	Health Plan
88	carefirst.com	0.10%	Health Plan
89	mac.com	0.10%	General
90	medica.com	0.10%	Health Plan
91	medstar.net	0.10%	Hospital

Rank	Domain	Percent	Category
92	mmoh.com	0.10%	Health Plan
93	tmghealth.com	0.10%	HIT
94	vtmednet.org	0.10%	Hospital
95	ge.com	0.10%	Vendor
96	kpmg.com	0.10%	Consulting
97	novonordisk.com	0.10%	Rx
98	siemens.com	0.10%	Vendor
99	trinity-health.org	0.10%	Health Plan
100	abbott.com	0.10%	Rx
101	corvel.com	0.10%	Insurance
102	hap.org	0.10%	Health Plan
103	hpmich.com	0.10%	Employer
104	its.nj.com	0.10%	Rx
105	wittkiewer.com	0.10%	recruitment
106	bcbsla.com	0.09%	Health Plan
107	ingenix.com	0.09%	Publication
108	nychhc.org	0.09%	Hospital
109	pacificsource.com	0.09%	Health Plan
110	thehealthplan.com	0.09%	Health Plan
111	ah.org	0.09%	Hospital
112	ama-assn.org	0.09%	Association
113	ghi.com	0.09%	Health Plan
114	healthalliance.org	0.09%	Health Plan
115	hpmg.com	0.09%	Network
116	mnscha.org	0.09%	Health Plan
117	mutualofomaha.com	0.09%	Health Plan
118	optumhealth.com	0.09%	Health Plan
119	scanhealthplan.com	0.09%	Health Plan
120	summacare.com	0.09%	Health Plan
121	trivest.com	0.09%	Hospital
122	bannerhealth.com	0.09%	Hospital
123	centene.com	0.09%	Health Plan
124	humana.com	0.09%	Health Plan
125	juno.com	0.09%	General
126	mayo.edu	0.09%	Hospital
127	novartis.com	0.09%	Rx
128	rmhp.org	0.09%	Health Plan
129	sanofi-aventis.com	0.09%	Rx
130	sharp.com	0.09%	Health Plan
131	stratishealth.org	0.09%	Hospital
132	bjc.org	0.08%	Hospital

# healthexecwire Demographic Information

Rank	Domain	Percent	Category
133	chs.net	0.08%	Hospital
134	dsthealthsolutions.com	0.08%	HIT
135	healthplus.org	0.08%	Health Plan
136	medecision.com	0.08%	HIT
137	mednet.ucla.edu	0.08%	Edu
138	promedica.org	0.08%	Health Plan
139	aispub.com	0.08%	Publication
140	bgfh.com	0.08%	Health Plan
141	orhs.org	0.08%	Hospital
142	uhsinc.com	0.08%	Hospital
143	wellmark.com	0.08%	Health Plan
144	avmed.org	0.08%	Health Plan
145	communitymedical.org	0.08%	Hospital
146	dochs.org	0.08%	Hospital
147	emdeon.com	0.08%	HIT
148	geisinger.edu	0.08%	Hospital
149	gsk.com	0.08%	Rx
150	hp.com	0.08%	HIT
151	jhmi.edu	0.08%	Edu
152	pol.net	0.08%	HIT
153	primetherapeutics.com	0.08%	Provider
154	ssmhc.com	0.08%	Hospital
155	ucare.org	0.08%	Health Plan
156	yahoo.co.uk	0.08%	General
157	fideliscare.org	0.07%	Health Plan
158	healthpartners.com	0.07%	Health Plan
159	highmark.com	0.07%	Health Plan
160	indianapca.org	0.07%	Network
161	oaohs.com	0.07%	Hospital
162	spencerstuart.com	0.07%	recruitment
163	assurant.com	0.07%	Health Plan
164	bcidaho.com	0.07%	Health Plan
165	dixon-hughes.com	0.07%	Consulting
166	lacare.org	0.07%	Health Plan
167	macipa.com	0.07%	Network
168	mchs.com	0.07%	Hospital
169	medimpact.com	0.07%	PBM
170	mvphealthcare.com	0.07%	Health Plan
171	uabmc.edu	0.07%	Hospital
172	allina.com	0.07%	Hospital

Rank	Domain	Percent	Category
173	bcbsnc.com	0.07%	Health Plan
174	coh.org	0.07%	Hospital
175	dhs.lacounty.gov	0.07%	Gov
176	healthnow.org	0.07%	Health Plan
177	healthpart.com	0.07%	Health Plan
178	jhnc.com	0.07%	Hospital
179	johnmuirhealth.com	0.07%	Hospital
180	mercer.com	0.07%	Consulting
181	uhhs.com	0.07%	Hospital
182	arkbluecross.com	0.06%	Health Plan
183	aspirus.org	0.06%	Hospital
184	bcnepa.com	0.06%	Health Plan
185	christushealth.org	0.06%	Hospital
186	ihs.org	0.06%	Hospital
187	novanthealth.org	0.06%	Hospital
188	ps.net	0.06%	HIT
189	umich.edu	0.06%	Edu
190	vha.com	0.06%	Association
191	advocatehealth.com	0.06%	Network
192	ashn.com	0.06%	Specialty
193	carolinashealthcare.org	0.06%	Hospital
194	cbiz.com	0.06%	TPA/UM
195	dewittnh.com	0.06%	Provider
196	flhosp.org	0.06%	Hospital
197	gatewayhealthplan.com	0.06%	Health Plan
198	gormanhealthgroup.com	0.06%	Consulting
199	healthplan.org	0.06%	Health Plan
200	hfhs.org	0.06%	Hospital
201	independenthealth.com	0.06%	Health Plan
202	integris-health.com	0.06%	Hospital
203	ladhs.org	0.06%	Hospital
204	lexisnexis.com	0.06%	HIT
205	midlandschoice.com	0.06%	Network
206	msha.com	0.06%	Hospital
207	networkhealth.com	0.06%	Health Plan
208	parknicollet.com	0.06%	Hospital
209	prodigy.net	0.06%	General
210	rxamerica.com	0.06%	PBM
211	sierra-view.com	0.06%	Hospital
212	spectrum-health.org	0.06%	Hospital