



# DOCTOR'S DIGEST®

## Everything you need to know...

### Editorial Mission:

Bridging the gap between the business of medicine and the practice of medicine

*Doctor's Digest* tackles the complex practice-management problems that physicians say distract them from patient care and diminish professional satisfaction. These easy-to-follow manuals draw on the expertise of Key Opinion Leaders in their respective fields to provide solutions to such intricate issues as medical errors, optimal reimbursement, physician-patient communications, technology and life-work balance. *Doctor's Digest* provides the information that physicians need to know to thrive both professionally and personally -- information that is NOT taught in medical school.

*Doctor's Digest*-- Single Topic Pocket-sized reference guides that offer answers to physicians' most-pressing practice management needs.

### **Doctor's Digest Highlights**

Now available: **PracticeRx by Doctor's Digest iPhone/iPod Touch Applications**

**Doctor's Digest Interactive Digital Editions on iPad and other e-readers (COMING 2011!)**

**Doctor's Digest Practice Solution Center on iPad and other e-readers**

Now on FACEBOOK! Now on TWITTER!

Vodcasts on [www.thedoctorschannel.com](http://www.thedoctorschannel.com)

"Key Word Search" at [www.doctorsdigest.net](http://www.doctorsdigest.net)

Archive of back issues, vodcasts and podcasts 24/7 at [www.doctorsdigest.net](http://www.doctorsdigest.net)

Podcasts available on iTunes as free download

95,000 High-prescribing office-based primary care and cardiology physicians

Therapeutic category exclusivity

Free bonus circulation through our free e-subscription offer to members of AMWA,

28 Medical Schools and Universities

# When Is An Ad More Than An Ad?

## WHEN IT'S IN DOCTOR'S DIGEST!

*Doctor's Digest* is a targeted medium that combines print and e-publications, podcasts, vodcasts and free iPhone/iPod Touch Apps and in 2011 *Doctor's Digest Digital Editions* on iPad and other e-readers, 24/7 access to [www.doctorsdigest.net](http://www.doctorsdigest.net) (currently receiving 160,000 page views per month), bonus circulation to 28 medical schools and associations and access to our partners such as [www.thedoctorschannel.com](http://www.thedoctorschannel.com)

### ***Doctor's Digest* is not your traditional journal for several key reasons:**

- It is targeted to 95,000 High Prescribing Primary Care Physicians and Cardiologists. It is NOT a mass publication. It does not include mid-level or lower tier prescribers in its circulation.
- Every product in *Doctor's Digest* receives therapeutic-category exclusivity. Your brand will NOT be sharing space with any other competing product, as is the case in other publications.
- Editorial quality. We commit to publishing a single-topic bimonthly issue containing solid solutions to physicians' pressing practice management problems---subjects they are not taught in medical school. To date, we have had over 1,600 Key Opinion Leader contributors to *Doctor's Digest*.

### ***Doctor's Digest* is now ON DEMAND 24/7 – E-Editions, Podcasts, Vodcasts, and Now iPhone and iPod Touch Applications!**

Six insertions in *Doctor's Digest* is the only cost your product bears to enjoy bonus circulation to 28 medical schools and associations where the editorial content is circulated to each member, used in curricula or offered as free e-subscriptions to its members. *Doctor's Digest* now reaches an additional 19,000 readers with our free e-subscriptions. Your ad also appears in our online editions.

*Doctor's Digest* has an extremely active and popular website where your brand is entitled to place a free banner ad. The site gets 160,000 page views per month.

*Doctor's Digest* is the sole provider of practice management on [www.thedoctorschannel.com](http://www.thedoctorschannel.com) with monthly vodcasts with listeners linking back to [www.doctorsdigest.net](http://www.doctorsdigest.net) for free e-subscriptions---again containing your ad free of charge.

*Doctor's Digest* podcasts narrated by Key Opinion Leaders are housed on [www.doctorsdigest.net](http://www.doctorsdigest.net) and on iTunes as a free download.

*Doctor's Digest* provides your brand with other benefits:

- Outstanding discounts
- Preferred positions
- Two free bottom-line ads per issue for Premium Position advertisers
- Synergies with *Clinician's Digest* -NPs/PAs, "Front Desk Digest" for office staff and with *Pharmacist's Digest and Hospitalist's Digest*
- Use of PDA and PDF formats, Podcasts, Vodcasts, e-editions and so much more: MEMO-Snap™ Medical Memo Pads, Message Mate™ Personal Planners for front desk gatekeepers and Patient Reminder compliance premium items, as well as Pocket Coding Advisor ICD-10.

# ***PracticeRx by Doctor's Digest***

**Powered by Institute for Safe Medication Practices**

**Free Medical Application on iPhone/iPod Touch!**

*Apple research indicates there will be almost 80 Million iPhones and iPod touches in use by the end of 2010. To date, over 100,000 physicians use iPhones. Apple® is committed to providing Applications to physicians and other HCPs who own iPhones by dedicating an App category especially for them: "Medical".*

Brandofino Communications, in conjunction with the Institute for Safe Medical Practices (ISMP), launched a new FREE Medical App – ***Practice Rx by Doctor's Digest***. Our ***PracticeRx by Doctor's Digest*** App provides an essential practice toolbox for Healthcare Professionals and Consumers/Patients that facilitates good medicine and best practices. Brandofino Communications, Inc. and ISMP provide a MOBILE (Electronic) Application that delivers outstanding practice solutions from the experts. The App will include tools that report and capture medical errors and patient contact information, and will provide instant feedback of information as it relates to errors and the prevention of errors. The ***PracticeRx by Doctor's Digest*** App will provide four practice management tools for healthcare professionals:

- *Doctor's Digest and ISMP Practice Management Tips*, with links to FREE ISMP medication safety material and the archive of back issues of *Doctor's Digest*. Tips will be uploaded twice weekly and are based on cutting-edge information from over 1,600 thought leaders and experts from the *Doctor's Digest* practice management medical journal and the latest medication safety expertise from ISMP.
- *Doctor's Digest - Money Matters* – Opt-in for a free subscription to this e-newsletter containing Personal Financial Tips for physicians from leading experts
- *MERP - Medication Errors Reporting Program* – A direct link to a HIPAA-compliant error reporting form from ISMP with three options right from this App: NOW...report errors via one-touch direct dial directly to ISMP, leave a voice-recording, or complete a HIPAA-compliant form.
- *ISMP – MedSafety Alerts* -- ***Audio Alert accompaniment of urgent drug alerts in real time.***

## *Benefits of Sponsoring Doctor's Digest and Clinician's Digest on the iPhone*

### \* **"Medical" Genre Tab on the iPhone/iPod Touch**

- \* New Technology - Reach Early Adopters
- \* "Practice Management Tips" from hundreds of "Key Opinion Leaders" and from ISMP experts
- \* 104 electronic uploads with "Practice Management Tips" per physician (52 per NP/PA) annually
- \* Call to action, click for sampling, PI, link your brand website, and add your Video URLs available
- \* Delivered Content vs. Search and Find
- \* HCP opt-in for newsletters and other brand communications
- \* Therapeutic-category exclusive per medium ( "Practice Management Tips", Podcasts, Vodcasts)
- \* Physician Specialty & Therapeutic targeted exclusivity (block competition)
- \* Easily formatted with Splash Screen/Constant Banner Ad and sponsor information
- \* Include a link on your website directly to your sponsored Application (App)
- \* Expandable by product i.e. Newsletter etc.
- \* Consistent pulsing of new content
- \* Seamless integration to all *Doctor's Digest, Clinician's Digest, Pharmacist's Digest, Hospitalist's Digest* e-library
- \* Premiere technology Vendor - Apple®
- \* Future i-compatibility with Google (Android phone technology)
- \* iTunes App stats for the iPhone

## Here's how it works:

1. Medical professionals download the FREE **PracticeRx by Doctor's Digest** (and coming soon... *Clinician's Digest*, *Hospitalist's Digest* and *Pharmacist's Digest* Apps as well!!) in the Medical Category of the iTunes App store <http://itunes.apple.com/us/app/practicerx-by-doctors-digest/id345767265?mt=8>
2. Medical professionals download the App and register by specialty/profession, with an *optional* email opt-in, after which a **PracticeRx by Doctor's Digest** (or *Clinician's/Hospitalist's/Pharmacist's Digest*) icon will reside on their phone, giving them one-touch access to **PracticeRx by Doctor's Digest** offerings. When a new "Practice Management Tip" (written by Key Opinion Leaders) is ready for viewing, the **PracticeRx** icon will have an indicator number on it. For those HCPs who elect to provide their email address in the registration process, e-alerts will go out to let them know that new content has been uploaded.

Tapping on the logo will link to a Splash Screen (and/or the opportunity for advertising on a Constant Banner Ad) containing your brand message, including URL links to your website for full prescribing information and other offerings you provide, such as sales force contact. **PracticeRx** also offers one-touch direct dial capabilities, for direct contact with sales force, Pharma, etc.

3. Once past your brand logo Splash Screen, iPhone users will access **PracticeRx by Doctor's Digest** "Practice Management Tips": 200-320 word practice management content that links to an e-edition at [www.doctorsdigest.net](http://www.doctorsdigest.net), where they can learn more about that particular subject. They will also be able to access the archive of all past issues of *Doctor's Digest*. Where possible, Key Opinion Leaders from your target specialty will provide practice management tip content.
4. Twice weekly, a flashing indicator number will let users know that a new tip is available.
5. Your sponsorship of the **PracticeRx by Doctor's Digest** "Practice Management Tips" for your choice of specialty entitles you to a free banner ad on [www.doctorsdigest.net](http://www.doctorsdigest.net), currently receiving 160,000 page views per month (a \$14,400 value). We encourage you to include your iPhone App sponsor link on your brand's website for greater reach.

## OTHER Unique and Value programs:

- Podcasts
- Vodcasts (Video Podcasts)
- ICD-10 Pocket Coding Advisor
- E-editions
- Content availability for websites

# Research shows:

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*Doctor's Digest* has a digest-sized format that is preferred by physicians; it has one of the highest Save for Future Reference and Pass Along rates in our industry and adheres to a strict 25/75 ad/editorial ratio.

## March 2008 Pediatrician Research confirms what we have seen with all Specialist research (Oncologists, Orthopedic Surgeons, and Pulmonologists & Allergists):

- \* 85% rated practice management information as important
- \* 67% consider it very important
- \* 69% want to receive *Doctor's Digest*
- \* Top 5 topics: Reducing risk, maximizing profits, physician-patient communication, small practice survival and evidence-based medicine

According to pre-launch focus group & concept research conducted in July & November 2004 by the Matalia group, physicians prefer non-clinical information in the form of single-topic, specific solutions in a digest-size reference.

In February 2005, the first issue of *Doctor's Digest* launched to 101,000 high-prescribing office based physicians, featuring the single topic ranked #1 in market research: *Error-Proofing Your Practice*. Response was overwhelmingly positive: \*The Matalia Group – April 5, 2005

- Nearly 79% asked to receive *Doctor's Digest*
- 8 out of 10 respondents were favorably impressed with the Digest.
- More than 7 out of 10 physicians also found the information relevant and valuable, and they planned to use the information in their practice.
- 1 in 3 saved their copy of *Doctor's Digest*.

June 2006

“Recent PERQ/HCI Study Supports that *Doctor's Digest* Is Highly Read, viewed as reliable and credible among its Primary Care and Cardiology Audience”

The PERQ/HCI Focus Custom Study reported:

Among the physicians surveyed, *Doctor's Digest* (only 16 months old) has an Average Issue Readership score of 26% with 12% of respondents reporting that they read every issue of the publication. *Doctor's Digest* had the highest “save for future reference” rate among all non-clinical publications (22%) and was among the highest in pass along to other prescribers in the practice (NP's and PA's).

The PERQ/HCI Media Chek Custom study reported:

Of the 66% of respondents who receive *Doctor's Digest* almost three-quarters (73%) read *Doctor's Digest*. *Doctor's Digest* has a Total Reader score of 49% and a High Readers score of 9%. *Doctor's Digest* received an APEX score of 11%. And **Among High Prescribing Physicians in Practice 15 years or less:** 78.7% recall receiving *Doctor's Digest* with total readers at 57.4%, high readers at 22.2% and a 14.1% Apex.

*Doctor's Digest* has the HIGHEST APEX and Average Issue Ad exposure score of any new journal launched in the past 10 years according to both Focus and Media Chek!

# Brandofino Communications Product Introductions- Milestones/Partnerships & Affiliations

## Brandofino Communication Properties

Doctor's Digest  
Doctor's Digest for the Oncologist  
Clinician's Digest  
Pharmacist's Digest  
Patient's Digest  
MEMO-Snap Medical Memo & Coding Mgt.  
MEMO-Snap MESSAGE MATE & SNAP-ins  
MEMO-Snap PATIENT MEMO  
Front Desk Digest

### Product Launch Timeline:

#### 2005

Doctor's Digest

#### 2006

Doctor's Digest Oncology Edition  
Clinician's Digest  
Patient's Digest  
Memo-Snap™ Medical Memo & Coding pads

#### 2007

Pharmacist's Digest  
Content Partnership [www.TOPAMAX360.com](http://www.TOPAMAX360.com)  
Content Partnership with ReachMD/XM Radio  
Memo-Snap™ MESSAGE MATE & SNAP-Ins™  
Memo-Snap™ PATIENT REMINDER Pads  
Electronic Editions/Subscriptions/Memo Snap™  
Podcasting/Vodcasting/E-Housing/PDA/iTunes

#### 2008

MEMO-Snap™ Message Mate with "Front Desk Digest"

Featured Partner on [www.thedoctorschannel.com](http://www.thedoctorschannel.com)

#### 2008/2009

*Doctor's Digest* EPTs on iPhone and iPod Touch

Doctor's Digest cited by MDNet Guide as one of top publications

*Doctor's Digest* on FACEBOOK!!

*Doctor's Digest* on TWITTER!! Endorsed by rncentral.com as one of top Twitter Feeds for Medical Students.

#### PracticeRx by Doctor's Digest

on iPhone/iPod Touch

*Doctor's Digest Money Matters* – quarterly financial e-newsletter for physicians

#### 2010

*Doctor's Digest* - the ONLY medical journal offering Consumer Response Text/Scan Technology for instant access to Practice Tips and ISMP Alerts from any mobile phone

*Doctor's Digest* Endorsed by HCPLive as one of top 10 Podcasts for Physicians

#### 2011

*Doctor's Digest Digital Practice Solution Center™*

## Milestones/Associations & Partnerships

THE DOCTORS CHANNEL  
Southwestern University  
Wayne State University Depart. of Pharmacy Practice  
Temple University  
Balance of Women Physicians  
Touro University School of Pharmacy  
The British Medical Journal Website  
Massachusetts College of Pharmacy  
Colorado Palliative Medicine Fellowship  
University of Illinois  
University of Rochester  
University of Arizona  
Medicos Software Platform  
Center for Women's Health  
UCSF School of Pharmacy  
TOPAMAX360.COM  
The Morris County School of Technology  
Jefferson Medical College  
Arizona State University  
National Institute of Health & National Institute of Cancer  
American Medical Women's Association - AMWA  
Medical Liability Monitor  
AMA Insurance - Newsroom  
Institute of Healthcare Improvement  
"Call to Arms" presentation American Osteopathic Association  
University of Buffalo  
University of Massachusetts

Harvard University School of Public Health  
Duke University  
Unity Health Grand Rounds, subscriptions for students/faculty

NEJM-Approved Content Partnership

We have received OVER 1,400 letters from our readers, expert contributors and Advisory Board Members.

Go to [www.doctorsdigest.net](http://www.doctorsdigest.net) "Expert & Reader Reviews"

Over 1,800 Advisory Board Members & Experts have contributed to our digests!

[www.brandofinocommunications.com](http://www.brandofinocommunications.com)

# Editorial 2010: Ad/Edit 25/75

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## January/February 2010: How to Error-Proof Your Practice

How safe is your office? Find out what you can do to error proof your practice by addressing medical mistakes, including medication errors, as well as administrative mistakes. This issue will include checklists of tips to help physicians incorporate new ideas, systems, and technology.

- ✓ The Bottom Line on Errors
- ✓ Reducing Medical Errors
- ✓ Addressing Billing and Staff Issues
- ✓ How Technology Can Help
- ✓ What to do when Errors Occur

## March/April 2010: Health Information Technology

The new cornerstone for medical practices is cutting edge health information technology. This issue gives a guide to staying on top of the latest trends, including electronic medical records, e-prescribing, and Websites, as well as prepare for the future.

- ✓ How to Select the Best EMR
- ✓ What You Should Know About E-Prescribing
- ✓ Maximizing Your Website
- ✓ Online Consults and Other Opportunities
- ✓ Future Trends

## May/June 2010: Becoming a 5 Star Practice

What does it take to become the best practice you can be—a 5 Star Practice? This issue helps practices address common problems with practical, step-by-step solutions.

- ✓ What Makes a 5 Star Practice?
- ✓ Quick Tips to Great Customer Service
- ✓ Non-Physician Providers in Your Office
- ✓ Must-Have Technology
- ✓ Overcoming Obstacles

## July/August 2010: Human Resources

Effectively managing your office is key to running a smooth practice and meeting patient needs. In this issue we help physicians with the human resources side of their practice by offering critical tips on issues from staffing levels to checking credentials to handle today's most complex issues.

- ✓ Evaluating Your Operation
- ✓ Motivating Staff in Lean Times
- ✓ Policy Checklist
- ✓ Handling Sensitive Situations
- ✓ Your Next Steps

## September/October 2010: Top-tier Communication

In the highly pressured environment of office visits, physicians' ability to communicate efficiently, effectively, and compassionately are more important than ever. This issue discusses the impact of effective physician-patient communication on care outcomes as well as new trends, including mindful communication and social networking.

- ✓ The Impact of Effective Communication
- ✓ How to Build Rapport
- ✓ Handling Difficult Encounters
- ✓ Using Websites, Texting, and Other Technologies
- ✓ Understanding the Legal Aspect

## November/December 2010: Your Office in 2015

What will your office be like five years from now? Knowing that now can help you plan for the not so distant future. In this issue, we tell you what you should do today to prepare for your practice of tomorrow.

- ✓ The Impact of Health Reform
- ✓ A Day in The Office
- ✓ New Standards
- ✓ EMRs and Other Technology
- ✓ Making Your Office "Green"
- ✓ What You Should Do Today

# Editorial 2011: Ad/Edit 25/75

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## January/February 2011: Improving Quality in Your Practice

Best practices for your office addressing compliance issues, evidence-based practices, and efficiency measures.

- ✓ **The Quality Connection**
- ✓ **Evidence-based Practices**
- ✓ **Improving Efficiency**
- ✓ **Outcomes Measures and Other Tools**
- ✓ **Reducing Risk**

## March/April 2011: EHRs: HITECH and Your Practice

Learn more about how HITECH, the federal EHR subsidy program, can affect your practice's systems and what you need to do before HITECH incentives are replaced with Medicare and Medicaid payment penalties starting in 2016.

- ✓ **Health Information Technology Update**
- ✓ **Finding the Right Vendor**
- ✓ **Achieving Meaningful Use**
- ✓ **E-prescribing and Other Connections**
- ✓ **Getting Wired: iPads, iPhones, and More**

## May/June 2011: Preparing for Healthcare Reform

Are you ready for the impacts of healthcare reform? Learn what's about to change, the timeline, and what you should be doing now to prepare.

- ✓ **The Affect on Primary Care**
- ✓ **Understanding New Reimbursement Rules**
- ✓ **Evaluating, Restructuring Your Systems**
- ✓ **Tips for a Successful Strategy**
- ✓ **Meeting Regulatory Challenges**
- ✓ **Looking Ahead**

## July/August 2011: Managing Your Practice's Money

Keep your practice profitable by staying up to date on the latest thinking of today's critical topics in money management. Discover the nuts and bolts of successful payer and patient relationships that can increase your receivables, from payment plans and fee schedules, to winning collection strategies.

- ✓ **Challenges to Profitability**
- ✓ **Budgeting and Forecasting**
- ✓ **Coding and Billing Tips**
- ✓ **Improving Cash Flow**
- ✓ **PQRI and Other Regulatory Programs**
- ✓ **Staffing and Other Issues**

## September/October 2011: Your Practice and Mid-level Staff

Find out how what options your practice has for using mid-level staff, how to best create your mix for optimal cost savings and quality care, and examples of how that team will affect everyday practice.

- ✓ **Do You Need Mid-level Providers?**
- ✓ **Understanding Your Options**
- ✓ **Setting Up a New System**
- ✓ **Salary, Costs, and Cost Effectiveness**
- ✓ **Evaluating Productivity**
- ✓ **Meeting Challenges**

## November/December 2011: Finding Balance

As the pressures of practice continue to mount, it's more critical than ever to manage the stress of everyday practice. Read about techniques and strategies that can help you avoid or treat burnout as well as rediscover the joy of practicing medicine.

- ✓ **Time for a Change?**
- ✓ **Tools for Stress Management**
- ✓ **10 Tips for the Office**
- ✓ **10 Tips for Home**
- ✓ **Part-time Practice and Other Options**

# Circulation & Exclusivity:

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All pharmaceutical products advertising in *Doctor's Digest* receive therapeutic or product-class exclusivity and right of first refusal for future sponsorship. All other types of products receive marketing category exclusivity and right of first refusal for future sponsorship.

GP, FP, FM, IM & Card's – 95K Office Based-High Prescribers – VOPEX (Verispan Data) (MMS). Every single doctor is picked by M.E. # against prescribing class activity, delivering only the physicians you are targeting to provide maximum efficiency. In order to see how effective *Doctor's Digest* can be for your brand, please contact us to get your FREE High-Prescriber VOPEX Custom Rx Analysis.

All issues are multi-sponsored and Therapeutic Exclusive to HIGH PRESCRIBERS

## Doctor's Digest - Open Classes

A II Recept.	Erythromycin's
Ace Inhibitors	Estrogen/Progestogens
Acetaminophen	GI Anti Inflammatory
Acne Therapy	GI Stimulants
Alpha Blockers	Glaucoma Therapy
Analeptics	Glucose meters & misc kits, strips
Analgesics DPNP	Hemorrhoidal preps
Antacids & Anti Flatulent	Influenza & Respiratory
Anti Arrhythmics	Inhalation devices
	Laxatives
Anti Arthritics	Oncology
Anti Convulsants	Ophthalmic anti-infectives
Anti Hypertensives/diuretics	Osteoporosis
Anti Psychotics	Parkinson's
Anti Spasmodics (GI)	Respiratory NSAID
Anti Virals	Sedatives
Antibiotics broad/medium	Seizure Disorders
Anti Diarrheals	Smoking Deterrents (OTC & RX)
Anti Fungal	Steroid Inh/Leukotriene
Antihistamines	Synthetic Narcotic & Non Inj
Anti Nauseants	Thyroid Therapy
Anti Spasmodics	Topical Anti infectives
BPH	Urinary Tract Antibacterials
Bronchodilators – Steroid Inhalers	UT Anti Spasmodics OAB
Cold Preps	
Corticoids, plain, derm	
Cox 2	

# Costs: 2011

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Black & White per page: \$11,478  
4/Color charge per page: \$2,765

Pages 2&3 of Brief Summary at 50% of the B&W page rate,  
4+ disclosure pages **FREE**

**Positions:** Percentage of B&W page rate

Facing Chapter Position 15%  
Table of Contents 20%  
Cover 2 25%  
Cover 4 50%

**Loyalty Advertiser Discount:** 5%

**New Advertiser Discount:** 3%

**Launch/Teaser Ad Discount:** 10%

**Corporate Discounts:**

\$ 250,000 to \$ 750,000 2%  
\$ 750,000 to \$1,500,000 3%  
\$1,500,000+ 5%  
Total net spending on all billings by company

**Agency Discount** 15%  
**Prepayment** 3%

**Bottom-line advertising:**

All premium position advertisers will be entitled to have their product logo appear twice in each issue as bottom-line advertising, increasing product exposure.

**Additional Value Added Services:**

- MD access to the entire e-library of back issues of *Doctor's Digest* via [www.doctorsdigest.net](http://www.doctorsdigest.net)
- Your Ad appears in our FREE online e-subscriptions
- 200 customized convention or sales force copies (with detail sheet)
- Banner Advertising on the [www.doctorsdigest.net](http://www.doctorsdigest.net) website
- Single-sponsored and gift subscriptions available
- Custom-sponsored Podcasts/Vodcasts available for housing on client's website, on [www.doctorsdigest.net](http://www.doctorsdigest.net) or on [www.thedoctorschannel.com](http://www.thedoctorschannel.com)