



# DOCTOR'S DIGEST®

## Everything you need to know...

*Including that the June 2008 Syndicated Audit showed a 35% increase in readership ranking!*

### 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.

#### 2010 Advertiser Benefits:

- Now available in iPhone and iPod Touch Applications
- 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
- 101,000 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
- Topamax360.com, Ortho McNeil Neurologics, Inc. Portal Content

# 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 Applications, 24/7 access to [www.doctorsdigest.net](http://www.doctorsdigest.net) (currently receiving 240,000 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 101,000 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 900 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 15,000 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 240,000 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, NEW "Front Desk Digest" for office staff and with *Pharmacist's Digest*
- Use of PDA and PDF formats, Podcasts, Vodcasts, e-editions and so much more. Right of First Refusal for **MEMO-Snap™** Medical Memo Pads, Message Mate™ Personal Planners for front desk gatekeepers and Patient Reminder compliance premium items.

# Doctor's Digest Single-Sponsored Editions are PhRMA-Guideline Compliant, due to the Educational Nature of our Practice Management Editorial

November 21, 2008

Dear Mr. Uhlendorf:

Thank you for taking the time to speak to me this morning regarding the correct interpretation of the current PhRMA guidelines for promotion to physicians and other healthcare professionals. My company's practice management publications and premium items have been looked at carefully by many pharmaceutical companies as they are of a serious, nonclinical nature, and the guidelines are somewhat open to interpretation. I will pass along your statement that the codes do not suggest to exclude practice management publications and items, as long as they have value for his/her professional responsibilities, not outside of them, including non-clinical single-sponsored publications.

We are positioning our publications as well within the guidelines, as they are educational, have a value of less than \$100 and do not have value outside the profession. They are designed to "benefit patients and enhance the practice of medicine" due to the expert, in-depth, single topic coverage of practice management issues--- information that is NOT taught in medical school. We also give HCPs access to the archive of our past issues in a key word searchable format 24/7 at [www.doctorsdigest.net](http://www.doctorsdigest.net).

My company also produces several practice management premium items designed to "benefit patients and enhance the practice of medicine" as they ensure accurate patient records and coding and billing information for physicians to capture online and telephone encounters and also contain disease state clinical information and expert practice management tips. Memo-Snaps™ have two forms: a print premium item and an e-application available for PDAs, iPhones and Smartphone's. They are the centerpiece of a billing and coding system comprising the educational website [www.memo-snap.com](http://www.memo-snap.com) containing expert advice on third party payer negotiations and billing and coding protocols.

Again, thank you for your time and have a beautiful Thanksgiving.

My best,

Jeannette Brandofino, Publisher

# New! Doctor's Digest Free Application on iPhone and iPod Touch!

Apple research indicates there will be almost 80 Million iPhones and iPod touches in use by the end of 2009. To date, over 80,000 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".

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

### \* **NEW Genre Tab on the iPhone and iPod Touch – "Medical"**

- \* New Technology - Reach Early Adopters
- \* "Essential Practice Tips" from hundreds of "Key Opinion Leaders"
- \* 104 electronic uploads with "Essential Practice Tips" per physician (52 NP/PA) annually
- \* Call to action, click for sampling, PI, link your brand website, and add your Video URL
- \* Delivered Content vs. Search and Find
- \* HCP opt-in for newsletters and other brand communications
- \* Therapeutic-category exclusive per medium ( "Essential Practice Tips", Podcasts, Vodcasts)
- \* Physician Specialty & Therapeutic targeted exclusivity (block competition)
- \* Easily formatted with Splash Screen 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 e-library of issues
- \* 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 **Doctor's Digest and Clinician's Digest Application (App)** in the iTunes App store ([www.apple.com/iphone/appstore](http://www.apple.com/iphone/appstore) ).
2. Medical professionals download the App and register by specialty, after which a *Doctor's Digest* or *Clinician's Digest* icon will reside on their phone giving them one-touch access to *Doctor's Digest* offerings. When a new "Essential Practice Tip" (written by Key Opinion Leaders) is ready for viewing, the *Doctor's Digest* 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 twice monthly to let them know that new content has been uploaded. Tapping on the logo will link to a Splash Screen containing your brand message, including URL links to your website for full prescribing information and other offerings you provide, such as sales force contact.
3. Once past your brand logo Splash Screen, iPhone users will access *Doctor's Digest* and *Clinician's Digest* "Essential Practice Tips": 200-320 word practice management content that links to an e-edition at [www.doctorsdigest.net](http://www.doctorsdigest.net) and [www.cliniciansdigest.net](http://www.cliniciansdigest.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 "Essential Practice Tip" content.
4. Twice weekly (once for NP/PA) a flashing indicator number will let users know that a new "Essential Practice Tip" is available.
5. Your sponsorship of the "Essential Practice Tips" for your choice of specialty entitles you to a free banner ad on [www.doctorsdigest.net](http://www.doctorsdigest.net), currently receiving 240,000 page views per month (a \$14,400 value). You will also receive a free banner ad on [www.cliniciansdigest.net](http://www.cliniciansdigest.net). We encourage you to include your iPhone App sponsor link on your brand's website for greater reach.

# 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  
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 on iPhone and iPod Touch  
Doctor's Digest on FACEBOOK!!

Doctor's Digest on TWITTER!!

## Milestones/Associations & Partnerships

THE DOCTORS CHANNEL  
Southwestern University  
Wayne State University Department 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

Over 900 Advisory Board Members & Experts  
have contributed to our digests!  
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"

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

## Readers weighed in with the following comments:

With *Doctor's Digest* you can be painlessly informed with a minimum amount of time invested to be PROACTIVE! Experts find this is an effective way to help change what may be an unhappy situation into a more satisfying and productive activity.... That's the real reason we entered the medical profession! Physicians use the *Doctor's Digest* website who knew of it simply because THEIR INTEREST WAS STIMULATED BY INFORMATION PRESENTED IN THE DIGEST! They can find additional sources of useful information in an efficient use of their time...by getting through to the crux of the issues as reviewed and discussed by leading experts.

**Phillip Bonanni M.D. Professor of Medicine Clinical Nursing and Medical Humanities  
University of Rochester School of Medicine and Dentistry.**

Congratulations on your new publication. I just read it and think Lynn Wagner did a wonderful job capturing the important issues in patient safety in a way that will be accessible to practicing physicians. Quite a tour de force, really! I hope you are successful. Busy doctors need summative material of this sort, and I suspect will like the ""in my pocket"" format you are experimenting with. If they all are of this quality, you should do well.

**Lucian Leape MD -- Harvard School of Public Health**

Outstanding job, Jeanette. I reviewed the entire issue and found it very helpful. I am often amazed at how well good writers and journalists can summarize complex data and information.

**John Hickner, MD, MSC - Prof of Family Medicine The University of Chicago Pritzker School Medicine**

You have done a fine job with a number of topics. Congratulations!

**Jon Allen, MD – IPC Director, Year 2; Assistant Dean of NE Campus Assoc. Prof. of Internal Medicine --  
Office of Medical Education University of North Dakota School of Medicine and Health Sciences**

The *Doctor's Digest* is outstanding. I really enjoyed its hard-hitting content and unbiased information. I would like to schedule a call to discuss how we can better collaborate and recommend the Digest to our clients. We have published several books for the AMA and other specialty academies and would welcome the opportunity to do more contributing to the Doctors Digest.

**Jeffery Dairepont, Principal - The Coker Group**

## Just a few of our 900+ Advisory Board Members and Expert Sources

AAFP	Medical Justice Services, Inc.
American College of Physicians	Medical Society of the State of New York
American Medical Group Association	Baylor College of Medicine
Duke University Medical Center	Medical Liability Monitor
Harvard School of Public Health	East Tennessee State University
Mayo Clinic	Mt. Sinai Faculty Practice
Medical Group Management Association	The Univ.of Chicago Pritzker School of Med
Mercy Medical Center	Tulane University School of Medicine
State University of New York at Buffalo	State University of New York at Buffalo
Temple University, School of Medicine	Univ. of Calif. San Fran. School of Medicine
The University of Chicago Pritzker School of Med	National Alliance for Health Information Tech
Tulane University School of Medicine	The Health Care Group
UCLA Center for Patient Safety & Quality	University of Massachusetts Medical School
University of North Carolina	University of Illinois
University of Med & Dentistry of New Jersey	Duke University University of Washington

# Editorial 2009: Ad/Edit 25/75

## January/February 2009: Time Management

Effective time management can make practices more efficient and profitable *and* improve the quality of physician's lives. This issue will offer practical tips and real-life examples for managing a busy schedule at work and at home.

- ❖ Best Practices for Scheduling Patients
- ❖ The Art of Staying Focused
- ❖ Maximizing the 15-minute Office Visit
- ❖ Supporting Staff to Work Efficiently
- ❖ Making the Most of Your Off-Hours

## March/April 2009: Accurate Billing and Coding

As claims data is used for quality improvement projects and other purposes beyond reimbursement, getting coding right is more important than ever.

- ❖ Beyond Reimbursement
- ❖ Preventing Billing Problems
- ❖ The Physician's Role in Coding
- ❖ Payer-specific Coding Issues
- ❖ Technology That Can Help

## May/June 2009: Primary Care and the Medical Home

Research shows that building long-term relationships between practices and patients leads to higher quality care. It also makes good business sense and increases job satisfaction for physicians.

- ❖ Primary Care Model Gains Momentum
- ❖ Building Your Medical Home
- ❖ How Technology Can Help
- ❖ Paying the Bill
- ❖ Seven Medical Home Experiences

## July/August 2009: Marketing for the Primary Care Physician

While physicians might think of marketing as advertising and promotions, it's really about communicating ideas and information. And it's key to building solid relationships with colleagues, co-workers, employees, and patients.

- ❖ Honing Your Professional Identity and Message
- ❖ Identifying and Reaching Out to New Markets (job seeking, building a patient base)
- ❖ Developing a Strategic Marketing Plan for Yourself or Your Practice
- ❖ Web-based Social and Professional Networking
- ❖ Tracking the Effect of Marketing on the Bottom Line

## September/October 2009: Best Practices

Patient safety is on everyone's minds these days. This issue looks at best practices for building a partnership among physicians, practice staff, and patients to help ensure quality care is delivered in a safe environment.

- ❖ Designing a Safer Practice
- ❖ Medication Safety
- ❖ Reporting Requirements
- ❖ Implementing Quality Improvement Projects
- ❖ Building on Success

## November/December 2009: Your Practice and the Recession

Health care, it turns out, is not immune from the economic crisis. From patients who put off visits to practices trying to get credit, primary care is feeling the pinch. This issue will explore how deeply the recession is affecting physicians and what relief may be in store from the stimulus package. We'll outline other coping strategies and opportunities, such as e-prescribing, to get through these tough times and poised for what could be a new landscape in medical care.

- ❖ How Recession Has Affected Practices
- ❖ What's in the Stimulus Package for You: Medicare & Medicaid
- ❖ Coping Strategies
- ❖ Other Opportunities (e-prescribing, PQRI)
- ❖ Looking Ahead

# 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 – 101K 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
Anti Arthritics	Laxatives
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: 2010

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Black & White per page:	\$10,998
4/Color charge per page:	\$2,633

Pages 2&3 of Brief Summary at 50% of the B&W page rate, 4+ disclosure pages	<b>FREE</b>
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**Positions:** Percentage of B&W page rate

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

<b><u>Loyalty Advertiser Discount:</u></b>	5%
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<b><u>New Advertiser Discount:</u></b>	3%
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<b><u>Launch/Teaser Ad Discount:</u></b>	10%
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**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	

<b>Agency Discount</b>	15%
<b>Prepayment</b>	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 available for housing on client's website or on [www.doctorsdigest.net](http://www.doctorsdigest.net)