



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2019



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Frontline Medical Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054
Tel. No.: (973) 206-3434
Fax No.: (973) 206-9378
www.mdedge.com/jcomjournal

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is an independent, peer-reviewed journal offering evidence-based, practical information for improving the quality and value of healthcare. JCOM is a member of the MDedge Network.

FIELD SERVED

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT serves Managed Care HMO/PPO/IHO/PBM/HMC, Hospitals, Nursing Home/Skilled Nursing Facilities, Group Practice & Surgicenters, ACOs, military hospitals and VA's.

DEFINITION OF RECIPIENT QUALIFICATION

JCOM targets key managed care decision makers such as Medical Directors, Chairman of Formulary/Formulary Committee Members, Formulary Directors, Pharmacy Directors and Managers, Chief and Clinical Pharmacists, Directors of Medicare/Medicaid, Directors of Quality Assurance, Directors of Utilization Review, MCO CEO's, Directors of Managed Care Contracts, Directors of Quality Improvement, and Directors of Pharmacy Services.

CHANNELS

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT



4 issues in the period
39,154 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT (4 issues in the period)	39,154	-	39,154

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency	142
Allocated for Trade Shows and Conventions	12
All Other	68
TOTAL	243

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	39,154	100.0	39,154	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,154	100.0	39,154	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
October	39,316
November	39,316
December	39,298
January/February	38,688

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2019
This issue is 1.6% or 622 copies below the average of the other 3 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total	ACO affiliated	Non-ACO affiliated
President/CEO	2,019	5.2	211	1,808
Medical Director	165	0.4	45	120
Director of Medicare/Medicaid	15	-	3	12
Formulary Director	111	0.3	14	97
Pharmacy Director	239	0.6	48	191
Chief Pharmacist	3,002	7.8	542	2,460
Clinical Pharmacist	1,701	4.4	896	805
Director of Quality Assurance	457	1.2	56	401
TOTAL HMO/PPO/IDN/PBM/HMC	7,709	19.9	1,815	5,894
CEO	1,311	3.4	1,311	-
Medical Director	7,911	20.5	2,824	5,087
Chairman of Formulary/Formulary Committee Member	1,667	4.3	554	1,113
Director of Managed Care Contracts	748	1.9	748	-
Director of Pharmacy Services	3,916	10.1	1,516	2,400
Director of Medicare/Medicaid	419	1.1	46	373
Director of Utilization Review	456	1.2	456	-
Director of Quality Improvement	1,012	2.6	1,012	-
TOTAL HOSPITAL	17,440	45.1	8,467	8,973
Medical Director	7,430	19.2	1,088	6,342
Pharmacy Managers	525	1.4	48	477
TOTAL NURSING HOME/SKILLED NURSING FACILITIES	7,955	20.6	1,136	6,819
Medical Director	5,584	14.4	5,584	-
TOTAL GROUP MEDICAL PRACTICE & SURGICENTER	5,584	14.4	5,584	-
TOTAL QUALIFIED CIRCULATION	38,688	100.0	17,002	21,686
PERCENT	100.0		43.9	56.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	38,688	-	-	38,688	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,688	-	-	38,688	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	38,688	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	38,688	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2019

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	320		Kentucky	640	
New Hampshire	219		Tennessee	878	
Vermont	127		Alabama	549	
Massachusetts	1,157		Mississippi	437	
Rhode Island	148		EAST SO. CENTRAL	2,504	6.5
Connecticut	436		Arkansas	473	
NEW ENGLAND	2,407	6.2	Louisiana	662	
New York	1,948		Oklahoma	628	
New Jersey	889		Texas	2,787	
Pennsylvania	1,660		WEST SO. CENTRAL	4,550	11.8
MIDDLE ATLANTIC	4,497	11.6	Montana	261	
Ohio	1,628		Idaho	260	
Indiana	1,008		Wyoming	113	
Illinois	1,628		Colorado	640	
Michigan	1,141		New Mexico	216	
Wisconsin	813		Arizona	651	
EAST NO. CENTRAL	6,218	16.1	Utah	367	
Minnesota	899		Nevada	213	
Iowa	842		MOUNTAIN	2,721	7.0
Missouri	889		Alaska	84	
North Dakota	148		Washington	715	
South Dakota	219		Oregon	576	
Nebraska	423		California	3,863	
Kansas	587		Hawaii	146	
WEST NO. CENTRAL	4,007	10.4	PACIFIC	5,384	13.9
Delaware	85		UNITED STATES	38,688	100.0
Maryland	638		U.S. Territories	-	
Washington, DC	85		Canada	-	
Virginia	845		Mexico	-	
West Virginia	280		Other International	-	
North Carolina	1,125		APO/FPO	-	
South Carolina	480				
Georgia	1,013		TOTAL QUALIFIED CIRCULATION	38,688	100.0
Florida	1,849				
SOUTH ATLANTIC	6,400	16.5			

ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the January/February 2019 issue, JCOM-Journal of Clinical Outcomes Management changed its frequency from 8 to 6 issues per year.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 38,688 copies or 100.0%, including IQVIA.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Bruce White, VP, Group Publisher
Jared Sonners, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	March 6, 2019
State	New Jersey
County	Morris
Received by BPA Worldwide	March 6, 2019
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About BPA Worldwide:

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