



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2020



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.

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**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 organizations allied to the Managed Care/Payer Markets.

**DEFINITION OF RECIPIENT QUALIFICATION**  
JCOM targets key managed care decision makers such as Medical Directors, Medical Doctors, Doctors of Osteopathy, Formulary Directors, P&T Committee Chairs, Directors of Pharmacy, Pharmacy Consultants, MCO CEO/President's, Directors of Quality, Directors of Utilization Review, Directors of Managed Care, and Directors of Medicare/Medicaid.

## CHANNELS

### JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT



3 issues in the period  
38,418 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT</b> (3 issues in the period)	38,418	-	38,418

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere		Copies
Other Paid Circulation		21
Advertiser and Agency		143
Allocated for Trade Shows and Conventions		8
All Other		245
<b>TOTAL</b>		<b>417</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,418	100.0	38,418	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,418</b>	<b>100.0</b>	<b>38,418</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019/2020 Issue	Total Qualified
September/October	38,601
November/December	38,571
January/February	38,083

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2020**  
 This issue is 1.3% or 503 copies below the average of the other 2 issues reported in Paragraph 2.

Titles	Total Qualified	Percent of Total
Medical Director/MD/DO	21,726	57.1
Formulary Director/P&T Committee Chair	259	0.7
Director of Pharmacy/Pharmacy Consultant	8,778	23.0
CEO/President	4,183	11.0
Director of Quality/Utilization Review	2,637	6.9
Director of Managed Care/Medicare/Medicaid	500	1.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,083</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2020

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:	38,083	-	-	38,083	100.0
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,083</b>	<b>-</b>	<b>-</b>	<b>38,083</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	38,083	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,083</b>	<b>100.0</b>

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2020

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	219		Kentucky	577	
New Hampshire	175		Tennessee	854	
Vermont	100		Alabama	619	
Massachusetts	1,744		Mississippi	479	
Rhode Island	122		<b>EAST SO. CENTRAL</b>	<b>2,529</b>	<b>6.6</b>
Connecticut	425		Arkansas	441	
<b>NEW ENGLAND</b>	<b>2,785</b>	<b>7.3</b>	Louisiana	820	
New York	2,122		Oklahoma	603	
New Jersey	906		Texas	2,890	
Pennsylvania	1,771		<b>WEST SO. CENTRAL</b>	<b>4,754</b>	<b>12.5</b>
<b>MIDDLE ATLANTIC</b>	<b>4,799</b>	<b>12.6</b>	Montana	232	
Ohio	1,532		Idaho	218	
Indiana	957		Wyoming	130	
Illinois	1,422		Colorado	564	
Michigan	992		New Mexico	236	
Wisconsin	784		Arizona	578	
<b>EAST NO. CENTRAL</b>	<b>5,687</b>	<b>14.9</b>	Utah	281	
Minnesota	708		Nevada	261	
Iowa	712		<b>MOUNTAIN</b>	<b>2,500</b>	<b>6.6</b>
Missouri	807		Alaska	105	
North Dakota	174		Washington	632	
South Dakota	258		Oregon	413	
Nebraska	438		California	3,533	
Kansas	590		Hawaii	198	
<b>WEST NO. CENTRAL</b>	<b>3,687</b>	<b>9.7</b>	<b>PACIFIC</b>	<b>4,881</b>	<b>12.8</b>
Delaware	98		<b>UNITED STATES</b>	<b>38,083</b>	<b>100.0</b>
Maryland	642		U.S. Territories	-	
Washington, DC	88		Canada	-	
Virginia	789		Mexico	-	
West Virginia	326		Other International	-	
North Carolina	959		APO/FPO	-	
South Carolina	479				
Georgia	990				
Florida	2,090				
<b>SOUTH ATLANTIC</b>	<b>6,461</b>	<b>17.0</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,083</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 38,083 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 M. 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 13, 2020
State	New Jersey
County	Morris
Received by BPA Worldwide	March 13, 2020
Type	BJ
ID Number	J041B0D9

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.