



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JULY 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



3 issues in the period
38,642 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 (3 issues in the period)	38,642	-	38,642

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	23
Advertiser and Agency	149
Allocated for Trade Shows and Conventions	-
All Other	699
TOTAL	871

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,642	100.0	38,642	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,642	100.0	38,642	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
March/April	38,661
May/June	38,641
July/August	38,625

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2019
This issue is 0.1% or 26 copies below the average of the other 2 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total	ACO affiliated	Non-ACO affiliated
President/CEO	1,998	5.2	209	1,789
Medical Director	166	0.4	45	121
Director of Medicare/Medicaid	15	-	3	12
Formulary Director	108	0.3	14	94
Pharmacy Director	242	0.6	47	195
Chief Pharmacist	2,978	7.7	545	2,433
Clinical Pharmacist	1,676	4.3	880	796
Director of Quality Assurance	444	1.2	58	386
TOTAL HMO/PPO/IDN/PBM/HMC	7,627	19.7	1,801	5,826
CEO	1,316	3.4	1,316	-
Medical Director	7,899	20.5	2,837	5,062
Chairman of Formulary/Formulary Committee Member	1,663	4.3	556	1,107
Director of Managed Care Contracts	750	1.9	750	-
Director of Pharmacy Services	3,992	10.3	1,540	2,452
Director of Medicare/Medicaid	418	1.1	46	372
Director of Utilization Review	456	1.2	456	-
Director of Quality Improvement	1,016	2.6	1,016	-
TOTAL HOSPITAL	17,510	45.3	8,517	8,993
Medical Director	7,411	19.2	1,097	6,314
Pharmacy Managers	522	1.4	47	475
TOTAL NURSING HOME/SKILLED NURSING FACILITIES	7,933	20.6	1,144	6,789
Medical Director	5,555	14.4	5,555	-
TOTAL GROUP MEDICAL PRACTICE & SURGICENTER	5,555	14.4	5,555	-
TOTAL QUALIFIED CIRCULATION	38,625	100.0	17,017	21,608
PERCENT	100.0		44.1	55.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 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:	38,625	-	-	38,625	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,625	-	-	38,625	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	38,624	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	1	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	38,625	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2019

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	318		Kentucky	643	
New Hampshire	218		Tennessee	878	
Vermont	126		Alabama	546	
Massachusetts	1,152		Mississippi	433	
Rhode Island	148		EAST SO. CENTRAL	2,500	6.5
Connecticut	433		Arkansas	471	
NEW ENGLAND	2,395	6.2	Louisiana	663	
New York	1,947		Oklahoma	626	
New Jersey	878		Texas	2,799	
Pennsylvania	1,654		WEST SO. CENTRAL	4,559	11.8
MIDDLE ATLANTIC	4,479	11.6	Montana	261	
Ohio	1,642		Idaho	255	
Indiana	1,008		Wyoming	112	
Illinois	1,622		Colorado	633	
Michigan	1,132		New Mexico	215	
Wisconsin	810		Arizona	650	
EAST NO. CENTRAL	6,214	16.1	Utah	365	
Minnesota	898		Nevada	213	
Iowa	841		MOUNTAIN	2,704	7.0
Missouri	889		Alaska	85	
North Dakota	148		Washington	711	
South Dakota	220		Oregon	577	
Nebraska	421		California	3,866	
Kansas	590		Hawaii	144	
WEST NO. CENTRAL	4,007	10.4	PACIFIC	5,383	13.9
Delaware	86		UNITED STATES	38,625	100.0
Maryland	635		U.S. Territories	-	
Washington, DC	85		Canada	-	
Virginia	848		Mexico	-	
West Virginia	276		Other International	-	
North Carolina	1,116		APO/FPO	-	
South Carolina	491				
Georgia	1,011				
Florida	1,836				
SOUTH ATLANTIC	6,384	16.5			
			TOTAL QUALIFIED CIRCULATION	38,625	100.0

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 38,625 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	August 27, 2019
State	New Jersey
County	Morris
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About BPA Worldwide

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