

BECKER'S ASC REVIEW

Practical Business, Legal and Clinical Guidance for Ambulatory Surgery Centers

BECKER'S Hospital Review

BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP

BECKER'S ORTHOPEDIC & SPINE REVIEW

Business and Legal Issues for Orthopedic and Spine Practices

2011 Advertising Media Kit

Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic & Spine Review

This media kit is comprised of four sections: 1) Print – *Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic & Spine Review*
2) E-Weeklies 3) Departments, Channels 4) Executive Briefings 5) Conferences and 6) Webinars

Reach your Target Audience Advertise and Brand Through Becker Publications

"I just wanted to say thank you for putting together the best resource I have found for up-to-date and accurate information for our industry. I look forward to every issue as it always contains pertinent information that we can use in deciding which types of projects we want to pursue. I really do appreciate the quality of your content. Also, I let (an advertiser with Becker's ASC Review) know that I heard about them from your site. It's probably a subconscious thing, but the fact that they were advertising on a quality site made me feel they were worth pursuing. I forward your newsletter to all of my colleagues in the industry because, as you know, healthcare continuously evolves which makes it hard to keep up with. Your newsletter helps all of us stay ahead of the curve.

Greg McGaw
Quorum Medical Equities

I must say your ALERT e-mail is exceptional ... timely info in a concise format. BRAVO!!

Chris Karam
CEO/President
CHRISTUS St. Michael

Advertising, Marketing and Branding Opportunities



Becker's ASC Review

www.beckersasc.com

PRINT – 9 ISSUES PER YEAR

- 25,000 person guaranteed distribution per issue
- Traditional print display advertisements
- Premium placement display ads
- Executive briefings

9TH ANNUAL ORTHOPEDIC, SPINE AND PAIN MANAGEMENT-DRIVEN ASC CONFERENCE - IMPROVING PROFITABILITY AND BUSINESS AND LEGAL ISSUES - JUNE 9-11, 2011, CHICAGO, IL

- Exhibiting and sponsorship opportunities
- 600-800 attendees per conference

18TH ANNUAL AMBULATORY SURGERY CENTERS CONFERENCE - IMPROVING PROFITABILITY AND BUSINESS AND LEGAL ISSUES, OCTOBER 27-29, 2011, CHICAGO, IL

- Exhibiting and sponsorship opportunities
- 600-800 attendees per conference

WEB

- In-content options
- Side scraper options
- Leaderboard options
- Exclusive channels

E-WEEKLY

- 1 to 4 insertions per issue, 3 E-Weeklies per week

WEBINARS

- Limited to one per month
- Target audience: ASC Owners, Surgeons and Administrators

Becker's Hospital Review

www.beckershospitalreview.com

PRINT – 9 ISSUES PER YEAR

- 15,000 person guaranteed distribution per issue
- Traditional print display advertisements
- Premium placement display ads
- Executive briefings

HOSPITALS AND HEALTH SYSTEMS 2ND ANNUAL CONFERENCE - IMPROVING PROFITABILITY AND BUSINESS AND LEGAL ISSUES - MAY 19-20, 2011

- Improving the profitability of your hospital
- Exhibiting and sponsorship opportunities
- 200-250 attendees

WEB

- In-content options
- Side scraper options
- Leaderboard options
- Exclusive channels

E-WEEKLY

- 1 to 4 insertions per issue, 3 E-Weeklies per week

WEBINARS

- Limited to one per month
- Target Audience: Hospital CEOs, CFOs, COOs and CIOs

Becker's Orthopedic & Spine Review

www.beckersorthopedicandspine.com

PRINT – 4 ISSUES PER YEAR

- 10,000 person guaranteed distribution per issue
- Traditional print advertising display advertisements
- Premium placement display ads
- Executive briefings

WEB

- In-content options
- Side scraper options
- Leaderboard options
- Exclusive channels

E-WEEKLY

- 4 insertions per issue, 2 E-Weeklies per week

WEBINARS

- Limited to one per month
- Target audience: Orthopedic and Spine Surgeons

Becker's ASC Review Rates

Frequency	Full Page	1/2 Page	1/4 Page	1/12 Page	Premium Placement:	Statistics
1X	4,000	2,800	2,000	500	Back Cover.....20% Additional	Distribution 25,000
3X	3,600	2,600	1,800	450	Inside Back Cover.....20% Additional	ASC Administrators 25%
6X	3,400	2,200	1,700	400	First 8 Pages.....15% Additional	ASC Medical Directors 15-20%
9X	3,200	2,200	1,500	400	Center Spread.....15% Additional	Surgeons and Proceduralists 40%
Executive Briefings				\$6000		Becker's Mailing Lists 15-20%

Becker's Hospital Review Rates

Frequency	Full Page	1/2 Page	1/4 Page	1/12 Page	Premium Placement:	Statistics
1X	4,000	2,800	2,000	500	Back Cover.....20% Additional	Distribution 18,000
3X	3,600	2,600	1,800	450	Inside Back Cover.....20% Additional	CEOs 34%
6X	3,400	2,200	1,700	400	First 8 Pages.....15% Additional	CFOs 34%
9X	3,200	2,200	1,500	400	Center Spread.....15% Additional	COOs 16%
Executive Briefings				\$6000		CIOs 16%

Becker's Orthopedic & Spine Review Rates

Frequency	Full Page	1/2 Page	1/4 Page	1/12 Page	Premium Placement:	Statistics
1X	4,000	2,800	2,000	500	Back Cover.....20% Additional	Distribution 10,000
4X	3,600	2,600	1,800	450	Inside Back Cover.....20% Additional	Orthopedic, Orthopedic Spine and Neurosurgeons, Hospital Directors of Orthopedics and Neurosurgery 100%
Executive Briefings				\$6000	Center Spread.....15% Additional	

Web Rates

Website		<p>"All of your publications are well written, timely and relevant with regard to legislation and associated impact on hospitals, ambulatory surgery centers, healthcare systems and physician practices. You clearly stay abreast of new developments in the healthcare industry and I like the commentary and thoughts on strategies for consideration. The level of detail provided for topics covered is so beneficial in that suggested approaches serve as practical tools for implementation. Of all the publications that I have received, I have always been most impressed with yours."</p> <p>Dana Regnier Director, Business Development Ingalls Health System in Harvey, Ill.</p>
Leaderboard – 728x90	\$700/Month	
Medium Rectangle – 300x250	\$700/Month	
Square Button – 125x125	\$500/Month	
Sponsored Link	\$400/Month	
E-Weekly		
Leaderboard – 700x90	\$700/Issue	
Small Rectangle – 200x200	\$700/Issue	
In-content – 450x200	\$500/Issue	
Custom Webinars		
Limit of One Per Month Per Segment	\$7500/Webinar	

BECKER'S ASC REVIEW

Practical Business, Legal and Clinical Guidance for Ambulatory Surgery Centers

Reach your Target Audience
Advertise and Brand Through Becker Publications

As an anesthesiologist and medical director at a free-standing, physician-hospital jointly owned ASC, I had the recent opportunity to read the most current issue of ASC Review. I found it to be very well done, informative, pertinent, and accurate. Thank You.

William R Bolding, MD

This publication has become my bible. The statistics you publish help to establish benchmarks for my facility. It's nice to see how we are doing in relation to the rest of the world. I also appreciate updates on insurance/legal issues. I keep many articles in a binder for future reference. I have quoted some of the statistics in ASC meetings and reports to the managers of my facility. We have also used the information to make posters for ASC week. Thanks for all your information - keep it coming.

Bonnie Brady
Administrator - Specialty Surgical Center

BECKER'S ASC REVIEW EDITORIAL CALENDAR

January/February - The Benchmarking and Statistics Issue

- The 50 Management and Development Companies to Watch for 2011
- Executive Briefings: TBD

February Special Issue - The Mergers and Acquisitions and Valuation Issue

- Mergers and Acquisitions and Valuation Issues
- 20 Great ASCs to Work For
- Orthopedic, Spine and Pain Management-Driven ASC Conference Brochure
- Executive Briefings: TBD

March/April - The Managed Care and ACO Issue

- 50 Great Administrators
- June Orthopedic, Spine and Pain Management-Driven ASC Conference Brochure
- Executive Briefings: TBD

May/June - The Turnaround Issue/Conference Distribution

- Orthopedic, Spine and Pain Management Driven ASCs**
- 25 Great Orthopedic, Spine and Pain Management Centers
 - 20 CEOs of Physician-Owned Hospitals

June Special Issue - The Safe Harbor and Anti-Kickback Issue/Conference Distribution

- Orthopedic, Spine and Pain Management Driven ASCs Conference Distribution**
- 50 ASC Company CEOs
 - Executive Briefings: TBD

July/August - The Compensation Issue

- 200 People to Know in the ASC Industry
- October Ambulatory Surgery Centers Conference Brochure
- Executive Briefings: TBD

September/October - The State of the Industry Issue/Conference Distribution Annual Improving Profitability, and Business and Legal Issues for ASCs

- 50 Great Physician ASC Leaders
- October Ambulatory Surgery Centers Conference Brochure
- Executive Briefings: TBD

October Special Issue - The Benchmarking and Statistics Issue/Conference Distribution Annual Improving Profitability, and Business and Legal Issues for ASCs

- 50 Women Leaders to Know in the ASC Industry
- October Ambulatory Surgery Centers Conference Brochure
- Executive Briefings: TBD

November/December Issue - The Annual Lists Issue

- 10 Critical ASC Management Best Practices
- 50 Things to Know About ASCs
- 30 Great Physician-Owned Hospitals
- Executive Briefings: TBD

BECKER'S
Hospital Review

BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP

Reach your Target Audience

Advertise and Brand Through Becker Publications

Your email publication is one of the best I've encountered. Our entire senior staff routinely now discusses "Becker's" point of view. Wow!!! Great effort.

Allan E. Atzrott
President and CEO
St. Luke's Cornwall Hospital

Your communications are easy to go through and pick out items of interest. They keep me up to date and informed about many items and with no paper pushing. I can forward excerpts to others and save reference items. I think it is a great tool.

Theresa Allen Eatherly
Chief Financial Officer
Doctors Hospital Parkway + Tidwell

BECKER'S HOSPITAL REVIEW EDITORIAL CALENDAR

January/February - The Benchmarking and Statistics Issue

- The Year Ahead: Biggest Issues Facing Hospitals in 2011
- Executive Briefings: TBD

February Special Issue - The ACO and Physician Integration Issue

- Hospitals and Health Systems Conference Brochure
- Executive Briefings: TBD

March/April - The 30 Best Hospitals Issue

- 30 Best Hospitals in America
- Executive Briefings: TBD

May/June - The Best Places to Work Issue (distributed at Annual Conference)

- Becker's 100 Best Places to Work in Healthcare
- Executive Briefings: TBD

June Special Issue - The Legal & Regulatory Issue

- The Legal and Regulatory Issue
- Executive Briefings: TBD

July/August - The Compensation Issue

- The Compensation Issue
- Executive Briefings: TBD

September/October - The Lists Issue

- 30 Most Powerful People in Healthcare
- Executive Briefings: TBD

October Special Issue - The Strategy Issue

- Executive Briefings: TBD

November/December - The Leadership Issue

- 200 People to Know in the Hospital Industry
- Executive Briefings: TBD

BECKER'S
ORTHOPEDIC & SPINE
REVIEW

Business and Legal Issues for Orthopedic and Spine Practices

Reach your Target Audience
Advertise and Brand Through Becker Publications

I look forward to receiving the Becker's E-weekly newsletter. In fact, I have used an app called Flipbook on my iPad so when I have a few minutes, I can browse the many interesting subjects. I find the information to be timely, accurate and interesting. I have used many of the resources I have found in Becker's to better understand the business of running an ASC. Thank you for your great resource.

Joshua A. Siegel, MD,
Orthopedic Surgeon and Director of Sports Medicine for Access
Sports Medicine and Orthopaedics in Exeter, N.H.

The benchmarking data is very valuable to compare statistics to similar organizations involved in delivering Orthopaedic surgical care.

Cynthia Armistead
Administrator, Campbell Surgery Center, L.L.C

BECKER'S ORTHOPEDIC & SPINE REVIEW EDITORIAL CALENDAR

January/February - The 50 Great Knee Surgeons Issue/The Device and Implants Issue

- Sports Medicine, Spine and Devices
- Executive Briefings: TBD

March/April - The 100 Great Spine Surgeons Issue/25 Great Spine Medical Practices

- Sports Medicine, Spine and Devices
- June Orthopedic, Spine and Pain Management-Driven ASC Conference Brochure
- Executive Briefings: TBD

July/August - The Compensation Issue/Conference Distribution

- 50 Great Orthopedic and Spine Practices
- Sports Medicine, Spine and Devices

September/October - The Lists Issue/50 Great Shoulder Surgeons/Conference Distribution

- Sports Medicine, Spine and Devices
- October Ambulatory Surgery Centers Conference Brochure
- Executive Briefings: TBD

Website

ASC Communication’s websites, www.BeckersASC.com, www.BeckersHospitalReview.com, and www.BeckersOrthopedicAndSpine.com are the single best source of information for ambulatory surgery centers, for hospitals and for orthopedic and spine practices. The sites focus on business guidance, statistics, lists and news for these niches.



E-Weekly Newsletters

Becker’s ASC Review E-Weekly

The ASC E-Weekly provides current news, business guidance, lists and statistics for ASCs.

Becker’s Hospital Review E-Weekly

The Hospital Review E-Weekly provides current news, business guidance, lists and statistics for hospitals and health systems.

Becker’s Orthopedic & Spine E-Weekly

The Orthopedic & Spine E-Weekly provides current news, business guidance, lists and statistics for orthopedic and spine practices.

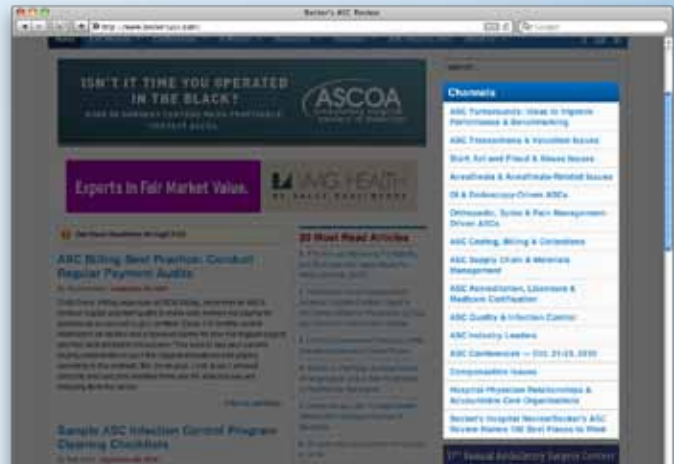


We are currently receiving the print edition in addition to the e-bulletins. The e-bulletins, by the way, have been a great source of information for us, and I am currently updating our Management Board and Medical Staff leadership with selected excerpts. We also use some of the VMG/Intellimarker statistics in our benchmarking.

Joe Ollayos

Becker's ASC Review

- ASC Turnarounds: Ideas to Improve Performance & Benchmarking
- ASC Transactions & Valuation Issues
- Stark Act and Fraud & Abuse Issues
- Anesthesia & Anesthesia-Related Issues
- GI & Endoscopy-Driven ASCs
- Orthopedic, Spine & Pain Management-Driven ASCs
- ASC Coding, Billing & Collections
- ASC Supply Chain & Materials Management
- ASC Accreditation, Licensure & Medicare Certification
- ASC Quality & Infection Control
- ASC Industry Leaders
- ASC Conferences — Oct. 21-23, 2010
- Compensation Issues
- Hospital-Physician Relationships & Accountable Care Organizations
- Becker's Hospital Review/Becker's ASC Review Names 100 Best Places to Work



Becker's Hospital Review

- Hospital-Physician Relationships & Accountable Care Organizations
- Compensation Issues
- Stark Act and Fraud & Abuse Issues
- Hospital Leadership & Executive Moves
- Hospital Transactions & Valuation Issues
- Hospital Finance & Business News
- Healthcare Information Technology
- Becker's Hospital Review/Becker's ASC Review -- 100 Best Places to Work
- Becker's Hospital Review -- 30 Best Hospitals in America
- Gastroenterology & Endoscopy
- Anesthesia and Anesthesia-Related Issues



Becker's Orthopedic & Spine Review

- Spine Procedures, Practices & News
- Sports Medicine Procedures, Practices & News
- Orthopedic & Spine Device & Implant News
- Orthopedic & Spine Industry Leaders
- Improving Orthopedic & Spine Practice Profits
- Orthopedic, Spine & Pain Management-Driven ASCs
- Compensation Issues
- Stark Act and Fraud & Abuse Issues
- Becker's Hospital Review/Becker's ASC Review Names 100 Best Places to Work
- Hospital-Physician Relationships & Accountable Care Organizations



Becker's ASC Review

- ASC Turnarounds: Ideas to Improve Performance & Benchmarking
- ASC Transactions & Valuation Issues
- Anesthesia & Anesthesia-Related Issues
- GI & Endoscopy-Driven ASCs
- Orthopedic, Spine & Pain Management-Driven ASCs
- ASC Coding, Billing & Collections
- ASC Supply Chain & Materials Management
- ASC Accreditation, Licensure & Medicare Certification
- ASC Quality & Infection Control
- ASC Industry Leaders

Executive Briefing: ASC Information Technology

7 Observations on ASC-Based EMR

Asc-based EMR systems are still in the early stages of adoption, but they offer a number of advantages over hospital-based EMR systems. Here are seven observations on ASC-based EMR systems:

1. **ASC-based EMR is still in the early stages of adoption.**
2. **ASC-based EMR systems are still in the early stages of adoption.**
3. **ASC-based EMR systems are still in the early stages of adoption.**
4. **ASC-based EMR systems are still in the early stages of adoption.**
5. **ASC-based EMR systems are still in the early stages of adoption.**
6. **ASC-based EMR systems are still in the early stages of adoption.**
7. **ASC-based EMR systems are still in the early stages of adoption.**

Using Inventory Management and Technology to Increase Profits

Key to increasing profits in an ASC is to use inventory management and technology to increase efficiency and reduce costs. Here are some ways to do this:

1. **Use inventory management software.**
2. **Use technology to track inventory.**
3. **Use technology to track inventory.**
4. **Use technology to track inventory.**
5. **Use technology to track inventory.**
6. **Use technology to track inventory.**
7. **Use technology to track inventory.**

Executive Briefing: ASC Information Technology

Reducing ASC Chronic Technology Pain: 3 Rules to Contain IT Costs

Interim solutions for ASCs can help reduce chronic technology pain and contain IT costs. Here are three rules to follow:

1. **Rule 1: Don't overinvest in IT.**
2. **Rule 2: Don't overinvest in IT.**
3. **Rule 3: Don't overinvest in IT.**

Becker's Hospital Review

- Hospital-Physician Relationships & Accountable Care Organizations
- Compensation Issues
- Hospital Leadership & Executive Moves
- Hospital Transactions & Valuation Issues
- Hospital Finance & Business News
- Healthcare Information Technology

Executive Briefing: Revenue Cycle Management

Monitoring Your Hospital's Revenue Cycle: Six Metrics to Review Each Month

Ascending revenue cycle metrics are essential for monitoring hospital performance. Here are six metrics to review each month:

1. **Days in Accounts Receivable (AR).**
2. **Days in Patient A/R.**
3. **Days in Prepaid A/R.**
4. **Days in Pending A/R.**
5. **Days in Unbilled A/R.**
6. **Days in Unpaid A/R.**

4 Trends in Hospital Revenue Cycle Management

Several trends are shaping the future of hospital revenue cycle management:

1. **Trend 1: Increased focus on patient experience.**
2. **Trend 2: Increased focus on patient experience.**
3. **Trend 3: Increased focus on patient experience.**
4. **Trend 4: Increased focus on patient experience.**

Executive Briefing: Revenue Cycle Management

Six Revenue Cycle Inefficiencies: Key Learnings From Abbeville Area Medical Center

Abbeyville Area Medical Center has identified six key revenue cycle inefficiencies. Here are the learnings from their experience:

1. **Inefficiency 1: Incomplete patient registration.**
2. **Inefficiency 2: Incomplete patient registration.**
3. **Inefficiency 3: Incomplete patient registration.**
4. **Inefficiency 4: Incomplete patient registration.**
5. **Inefficiency 5: Incomplete patient registration.**
6. **Inefficiency 6: Incomplete patient registration.**



Becker's Orthopedic & Spine Review

- Spine Procedures, Practices & News
- Sports Medicine Procedures, Practices & News
- Orthopedic & Spine Device & Implant News
- Orthopedic & Spine Industry Leaders
- Improving Orthopedic & Spine Practice Profits
- Orthopedic, Spine & Pain Management-Driven ASCs

Orthopedic & Spine Device and Implant News & Notes

Trends and Developments Shaping the Future of Spine: Q&A With Ben Shappley of Amica Corp.

Ben Shappley, CEO of Amica Corp., discusses trends and developments shaping the future of spine. Here are some key points:

1. **Trend 1: Increased focus on patient experience.**
2. **Trend 2: Increased focus on patient experience.**
3. **Trend 3: Increased focus on patient experience.**
4. **Trend 4: Increased focus on patient experience.**

NIH Releases New Conflict-of-Interest Rules for Medical Research Funding

The NIH has released new conflict-of-interest rules for medical research funding. Here are the key details:

1. **Rule 1: New conflict-of-interest rules.**
2. **Rule 2: New conflict-of-interest rules.**
3. **Rule 3: New conflict-of-interest rules.**
4. **Rule 4: New conflict-of-interest rules.**

Orthopedic & Spine Device and Implant News & Notes

4 Orthopedic Implant and Device Developments

Four key orthopedic implant and device developments are highlighted:

1. **Development 1: New orthopedic implant.**
2. **Development 2: New orthopedic implant.**
3. **Development 3: New orthopedic implant.**
4. **Development 4: New orthopedic implant.**

Benefits of Not Carving Out Spine Implant Costs

Not carving out spine implant costs offers several benefits:

1. **Benefit 1: Cost containment.**
2. **Benefit 2: Cost containment.**
3. **Benefit 3: Cost containment.**
4. **Benefit 4: Cost containment.**



The presenters always provide professional and meaningful information. The opportunities for networking are endless at these events!

Joy Moore
Executive Director, Oak Surgical Institute, Bradley, IL

1. An excellent selection of a variety of topics was provided. 2. Presenters were excellent with all very well informed on their topics and were good at presenting their material. 3. There was a good mix of vendors in attendance who integrated well with hospital participants. 4. ASC staff did a terrific job keeping sessions on schedule.

Gary Weiss
Executive Vice President and Chief Financial Officer
NorthShore University HealthSystem

May Conference – Hospitals and Health Systems

MAY 19–20, 2011 | PALOMAR HOTEL – CHICAGO, ILLINOIS

The 2nd Annual

**Hospitals and Health Systems Leadership Conference:
ACOs, Physician Hospital Integration, Key Specialties and Improving Profits**

June Conference – Orthopedic, Spine and Pain Management-Driven ASCs

JUNE 9-11, 2011 | WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS

The 9th Annual

**Orthopedic, Spine & Pain Management Driven ASC Conference:
Improving Profitability and Business and Legal Issues ASC Conference**

October Conference – Ambulatory Surgery Centers

OCTOBER 27–29, 2011 | WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS

The 18th Annual

**ASC Communications, Becker's ASC Review, Ambulatory Surgery
Foundation and ASC Association: Improving Profitability and Business
and Legal Issues ASC Conference**

Custom Webinars

Excellent way to directly educate your target audience and have a personal connection with listeners across the world.

HERE'S WHAT **You're** SAYING ABOUT US...

"Your newsletter is FANTASTIC! THANKS!"

William H. Dascombe, MD

"Becker's ASC Review is a unique resource in the ASC market and the only must-read publication dedicated to the challenges, opportunities."

Bob Wood

Vice President, Strategic Planning, Acclarent

"I must say your ALERT e-mail is exceptional ... timely info in a concise format. BRAVO!!"

Chris Karam

CEO/President

CHRISTUS St. Michael

"Scott does an A+ conference every time!"

Don Bartnick

CEO Annapolis Surgery Center

"I count on the delivery of the most current ASC information from the Becker's publications. I feel it is good business practice to be on their email list to keep up to date with news, regulations and more."

Joy Moore

Executive Director, Oak Surgical Institute Bradley IL

"Excellent educational and networking session."

Jim Nelson

Sullivan Cotter and Associates.

"Excellent for our organization from an information perspective and for advertising."

Brent Lambert

MD, ASCOA

"Becker's provides a great way to get insight on the various operational aspects of ASCs and a national perspective on difficult ASC issues that would not otherwise be obtainable without significant research."

William Kaiser

Partner at Bingham McHale LLP

"Great Information."

Shawn McNerlin

Arkansas Specialty Orthopaedic Surgery Center

"Of all the e-newsletters I receive every day ... Becker's ASC is the one I thoroughly READ. It is always informative, a great resource for keeping up to date on all things ASC related."

Carla M. Lyons

VP Marketing and Business Development at LILLIBRIDGE

"1. An excellent selection of a variety of topics was provided. 2. Presenters were excellent with all very well informed on their topics and were good at presenting their material. 3. There was a good mix of vendors in attendance who integrated well with hospital participants. 4. ASC staff did a terrific job keeping sessions on schedule."

Gary Weiss

Executive Vice President and Chief Financial Officer
NorthShore University HealthSystem

"I always enjoy this meeting so much more than the national association meeting. I finally figured out that this one is more geared toward the upper level of management."

Sharon D. Bowen

VP of Operations ASCOA

"Wonderful newsletters! Don't change them."

Don Bartnick

CEO Annapolis Surgery Center

"Your email publication is one of the best I've encountered. Our entire senior staff routinely now discusses "Becker's" point of view. Wow!!! Great effort."

Allan E. Atzrott

President and CEO

St. Luke's Cornwall Hospital

"Your communications are easy to go through and pick out items of interest. They keep me up to date and informed about many items and with no paper pushing. I can forward excerpts to others and save reference items. I think it is a great tool."

Theresa Allen Eatherly

Chief Financial Officer

Doctors Hospital Parkway + Tidwell

"Event was well thought out to include a number of well educated speakers encompassing a number of current issues in a variety of aspects in the healthcare field...a worthwhile event for those in the field."

Kyle Bruer

Wells Fargo Equipment Finance, Inc.

Testimonials

"I just wanted to say thank you for putting together the best resource I have found for up-to-date and accurate information for our industry. I look forward to every issue as it always contains pertinent information that we can use in deciding which types of projects we want to pursue. I really do appreciate the quality of your content. Also, I let (an advertiser with Becker's ASC Review) know that I heard about them from your site. It's probably a subconscious thing, but the fact that they were advertising on a quality site made me feel they were worth pursuing. I forward your newsletter to all of my colleagues in the industry because, as you know, healthcare continuously evolves which makes it hard to keep up with. Your newsletter helps all of us stay ahead of the curve."

Greg McGaw

Quorum Medical Equities

"Just got the latest print edition of Becker's Hospital Review – looks great, with LOTS of information."

Michael Romano

Director, Media Relations
Catholic Health Initiatives

"This publication has become my bible. The statistics you publish help to establish benchmarks for my facility. It's nice to see how we are doing in relation to the rest of the world. I also appreciate updates on insurance /legal issues. I keep many articles in a binder for future reference. I have quoted some of the statistics in ASC meetings and reports to the managers of my facility. We have also used the information to make posters for ASC week. Thank for all your information- keeps it coming."

Bonnie Brady

Administrator
Specialty Surgical Center

"As Administrator, HIPAA Privacy Officer, Organizational Responsibility Officer, and Risk Management Officer for a Freestanding Multi-specialty ASC Joint Venture between the regional hospital and 30+ physician owners, Becker's ASC Review covers most of my focus areas. I use both the hard copy and the electronic format on a weekly basis. I include articles in our Board packet addendum on related topics such as Stark concerns and general trends in the healthcare industry. I share the Coder and Revenue Cycle articles with our CPC Coders as part of our Revenue Cycle activities. I use the financial benchmarking and ASC productivity tips in developing our metrics, comparing them to other ASCs and establishing formulas for comparables such as overhead expense per OR Time. Becker's ASC Review and hcPro's Briefing on Ambulatory Accreditation are the only newsletters that we currently invest our hard earned dollars toward. We are AAASC & CASCA members and are AAAHC accredited."

Nancy Petty

"Becker's review and e-zines are invaluable. The webinar was great. Scott Becker has always been a trusted source of information in the ASC industry. The ASC Review and the e-mail publications are very valuable to the independent small surgery center. "

Laurie Simon

Western Reserve Surgery Center
Administrator

"I recently read the article 50 Not-for-Profit Hospital Systems to Know written by Leigh Page. I enjoyed the article. The compilation will be useful as I recommend organizations to consider for fellowships to future students and mentees. Again, the article is excellent. I do look forward to directing students to the site as a starting point for a list of great organizations from which one might begin a fellowship search."

Jake Budd

Administrative Fellow
Henry Ford Medical Group

"The Customer Service Efficiency presentation was exceptional."

Julie Fleck

COO
Parkview Ortho Hospital

"Look forward to these [Becker's ASC Review family of publications]. Keeps us up to date on national trends with ASCs."

Gloria Caballero

Dupage Orthopaedic Surgery Center

"It thought it was very good. I think the duration of the talks were right on."

Tommy Hobbs

Illinois Valley Health Corporation

"All of your publications are well written, timely and relevant with regard to legislation and associated impact on hospitals, ambulatory surgery centers, healthcare systems and physician practices. You clearly stay abreast of new developments in the healthcare industry and I like the commentary and thoughts on strategies for consideration. The level of detail provided for topics covered is so beneficial in that suggested approaches serve as practical tools for implementation. Of all the publications that I have received, I have always been most impressed with yours."

Dana Regnier

Director, Business Development
Ingalls Health System in Harvey, Ill.

"The January 2010 issue of Becker's Hospital Review just crossed my desk for the first time – impressive and informative publication."

Amy Blustein

Public Relations Manager
Women & Infants Hospital

"As an anesthesiologist and medical director at a free-standing, physician-hospital jointly owned ASC, I had the recent opportunity to read the most current issue of ASC Review. I found it to be very well done, informative, pertinent, and accurate. Thank You."

William R Bolding MD

"Pertinent, timely information."

Valerie Oxhorn

Quail Surgical & Pain Management Center

Testimonials

"Well organized conference!!! A good place to share ideas. It was nice to see such a high level and respected group of healthcare leaders in one place. Count me in for next year!"

Brad Stern

VP, Wells Fargo Equipment Finance

"I read Becker's articles on a daily basis either by email, website or magazine. Excellent information and I find it quite valuable to my organization!!"

Margaret Avila

Rush SurgiCenter

"The magazine and e-newsletter are both very informative. The articles are timely, interesting, and provide valuable information for use in the ASC business."

Sharon Benson

RN, MSN, MBA, CASC; ASCOA

"Scott's ASC Review is a must read for anyone practicing in the ASC space."

Paul DeMuro

Latham & Watkins LLP

"Always have key pertinent points and are very valuable to me as far as keeping a pulse on the industry."

Gregory P. DeConciliis

Boston Out-Patient Surgical Suites, LLC

"The benchmarking data is very valuable to compare statistics to similar organizations involved in delivering Orthopaedic surgical care."

Cynthia Armistead

Administrator, Campbell Surgery Center, L.L.C

"Becker's ASC Review's awareness to the current macro and micro issues confronting ASC's is superior. Becker's conferences are the best I have ever attended and allow the foremost voices in the ASC industry to be heard. Becker's publications are not only insightful and factual; they are timely and strategic in the ever-challenging healthcare environment. Without hesitation, I highly recommend Scott Becker's seminars and publications."

John Reitzel

Business Administrator
Foot and Ankle Center

"Becker's ASC Review covers the gamut of ASC issues and provides information for strategic planning and understanding practical business, legal and clinical issues facing ASCs today."

Jeff Simmons

Western Region President at Regent Surgical Health

"Excellent, better than most conferences I have attended. Information was geared to the level of actual project implementation and speakers were very responsive"

Norman Fredrick Webb II

MBA, Webb Associates, Inc.

"The presenters always provide professional and meaningful information. The opportunities for networking are endless at these events!"

Joy Moore

Executive Director, Oak Surgical Institute Bradley IL

"Timely and pertinent topics. Well-informed and well-prepared presenters. Great conference."

Jim Cohick

Hospital Administrator
Shriners Hospitals for Children - Chicago

"By the way - great publication. ASC Review - so much good information. Thanks."

Dr. Raman Patel

"Very enthusiastic presenters and audience."

Henry Brown

CPA
Westchester General Hospital

"Becker's ASC Review keeps us abreast of industry news, multispecialty opportunities and familiar with new technology. It's must reading for strategic thinkers involved with ASCs."

Nap Gary

Eastern Region President at Regent Surgical Health

*"Dear Scott, Jessica and Team,
Once again CTQ enjoyed an excellent Becker's ASC Communication's Conference. Your entire team continues to shine throughout the entire process – from registration and booth location, to scheduling excellent speakers for industry-relevant topics, to facilitating an outstanding networking event. The participation and engagement by attendees with vendors is superb. All members of the Becker's ASC Communications Team are friendly, helpful and genuinely care about everyone's experience. Congratulations on another outstanding event. Our organization already looks forward to attending your fall conference."*

Paul G Faraclas

President & CEO
CTQ Solutions

"We use Becker's ASC Review not only as a marketing tool to deliver our message to prospective partners, but also as a resource to gain more in-depth coverage of the latest news, trends and business issues affecting the ASC industry."

Kenny Hancock

President and Chief Development Officer at
Meridian Surgical Partners

"The topics in Becker's ASC Review are very relevant, and Regent Surgical Health considers this magazine a valuable resource to our business."

Tom Mallon

CEO and Founder of Regent Surgical Health

Testimonials

"Becker's ASC Review is the industry-leading resource for relevant information on the current legal, financial and operating issues affecting surgery centers. In a complex market, having insightful and relevant information from industry leaders isn't an option, it's a requirement. It's a standard with which VMG Health is proud to have the opportunity to be a part."

Jon O'Sullivan

Senior Partner at VMG Health

"ASCOA has been an advertiser in ASC Review for many years because we have come to realize that we are gaining greater access to the decision-makers than in any other venue. We have received more leads through ASC Review than any other advertising that we do."

Dr. Brent Lambert

CEO of Ambulatory

Surgical Centers of America

"Surgery Center Billing has been advertising in the ASC Review for many years. It is a very high-quality publication with excellent circulation."

Caryl Serbin

President of Surgery Consultants of America and Surgery Center Billing

"Dear Mr. Becker,

Thank you for giving us the opportunity to continue to advertise in Becker's ASC Review. We have advertised our services (finding corporate partners for ASCs and assisting physicians in the sale of their ASCs) in the ASC Review for 4 years now. We find the ASC Review to be by far our most effective advertising vehicle, both in terms of reaching the decisions makers at the ASCs that are our target market, and developing high quality leads at an economical cost. Most importantly, our ads are seen by the people we want exposure to because the editorial content in the ASC Review is consistently important information for the ASC leadership and our ads are seen by more physicians who are interested in our services. Most of our prospects come to us because they have seen our ad in the ASC Review. Thank you for producing a quality publication that is distributed to ASC physician-leadership."

Jon Vick

President

ASCs Inc

"I consider the Becker's ASC Review to be my primary source of ASC information. I usually read the articles on line, but I keep a catalog of all hard copies. I feel there is great value for HMP."

Kenny Spittler

HealthMark Partners

"In a highly fragmented and fast-growing market, the challenge for medical device manufacturers is to gather accurate data about ambulatory surgical centers. Becker's ASC Communications keeps us up-to-date on the latest news and trends driving the market by providing us with valuable information and insight in one, easy-to-access place. From its publications to its various networking events, Becker's ASC offers us multiple avenues to reach and connect with key industry influencers."

B. Braun Medical Inc.

"Becker's articles are always right on point and have the latest information."

Sharon D. Bowen

VP of Operations ASCOA

"I read them front to back on my many airplane rides."

Lisa Austin

Pinnacle III

"I read the e-newsletter and the Becker's website regularly; good sources of news and practical advice for ASC's."

Bill Gilbert

AdvantEdge Healthcare Solutions

"I appreciate the content layout as it makes for an easy read to valuable information."

Paul Faraclas

CTQ Solutions

"Great resource."

Mark Miller

Symbion Healthcare

"The presentations were excellent and pertinent to the Orthopaedic Ambulatory Surgery Center setting. I also enjoyed the opportunity to network with others associated with Ortho/Spine/Pain Management Centers to compare data specific to this type of Ambulatory Surgery Center."

Cynthia Armistead

Administrator, Campbell Surgery Center, L.L.C

"Scott assembles the leaders in the industry for his very insightful conference."

Paul DeMuro

Latham & Watkins LLP

"Thank you for the webinar yesterday. I found it very informative."

Joan McKibben, RN, BSN, ONC

Administrator/DON

Ambulatory Surgical Center of Somerset

"Always a great event- great topics and speakers."

Gregory P. DeConciliis

Boston Out-Patient Surgical Suites, LLC

"The best surgery center conference in the industry regarding content and networking."

Kenny Hancock

"Mr. Becker,

Although I do not submit to most of the rhetoric that is printed in the Out Patient Surgery Magazine I do appreciate your column. Your candid insight has proven noteworthy on numerous occasions."

Sean Hintz

Testimonials

"Good Afternoon, Mr. Becker. As a physician transitioning from clinical practice to hospital leadership, I cannot tell you how wonderful this site is for me. For me, it is a rolling CME. Thanks so much."

Andrew M. Schwartz, M.D., M.S.

Overland Park, Kansas

"Over the course of my career, I have utilized many different advertising sites and methods to promote my company. Without exception, ASC Review has given us results exceeding our expectations. This publication represents the highest level of ASC expertise today and we have found that our potential clients are better informed than most in this industry."

Adena Dorsey

Vice President

Corporate Communications

National Medical Billing Services

"The conference was well planned to allow for educational opportunities, as well as networking opportunities."

David Kadish

Medi-Corp, Inc

"The conference was so well organized. I appreciated the range of topics presented and the opportunity to network with others. Speakers were excellent. Scott Becker always organizes the best conferences!"

Dana Regnier

MacNeal Hospital

"We are currently receiving the print edition in addition to the e-bulletins. The e-bulletins, by the way, have been a great source of information for us, and I am currently updating our Management Board and Medical Staff leadership with selected excerpts. We also use some of the VMG/Intellimarker statistics in our benchmarking."

Joe Ollayos

"The staff made me feel so comfortable."

Angela Blankinship

San Luis Valley Regional Medical Center

"Great event to meet high level healthcare managers. The networking opportunities throughout the conference are not overwhelming for the attendee, as they don't like to feel pressured into talking to vendors."

Christina Gandy

Anesthesia Healthcare Partners

"Hi Rob,

I just wanted to let you know that your answer to my question really helped. I am a new Clinical Supervisor at new ASC for pain management. I'm not really sure I how I came across your website (besides lots of web surfing), but I wanted to say that your website has been a tremendous source of information, even on topics I had no idea we needed to be aware of. Keep up the great job, and many thanks to you and your staff."

Robert Morsut

R.N. Clinical Supervisor

"The panoply of offerings from Becker's ASC Communications represent the most publications are a must for everyone in our organization. We have received more leads through our advertising in Becker's publications than any other source."

Dr. Brent Lambert

President and a founder of Ambulatory Surgical Centers of America

"Great symposium. You all did a good job. The last panel was particularly good."

Jim Nelson

Managing Principal

Sullivan, Cotter and Associates

"Our group really enjoys the publications and forum created for the surgery center industry. If you've got questions about ASCs and/or the industry...Becker's ASC is invaluable."

Kenny Hancock

"For starters, Jessica and Rob were absolutely outstanding in coaching me through the process and providing the webinar management and follow-up necessary to make the event successful. It's apparent how Becker's ASC Review has become such an important resource in our industry -- you always "over-deliver" on your commitments. The slide portion of the webinar has attracted a good deal of interest and several people have requested copies. Rob's summary story about the webinar (posted today in Becker's ASC Review) was very succinct and accurate. I'll be linking to it from the Medical Surgical Partners website later today."

David M. Thoene

Managing Partner

Medical Surgical Partners

"The ASC Communications Orthopedic Coding in ASCs audio conference was excellent. The speaker, Stephanie Ellis, is extremely knowledgeable and addressed the specific type of procedures we do in our center. She covered a wide range of codes in a short amount of time and provided detailed notes that have become a valuable resource on my reference shelf. It's really helpful to be able to get ASC-specific training without having to leave the office!"

Linda Abel

Business Manager

Midland Surgical Center

Ad Specs for Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic and Spine Review

The preferred file format is a high resolution PDF. All embedded artwork should be at least 300 dpi and in CMYK color format. Please embed all fonts. Ads do not bleed, so there is need for crop marks. Other acceptable file formats are .tif, .eps, or high resolution JPEG.

Print Sizes

1/12 PAGE	2" x 2"	
1/4 PAGE	3.635" x 5"	
1/2 PAGE	7.5" x 5"	
FULL PAGE	7.5" x 10"	
2 FULL PAGES (FULL BLEED)	17" x 11"	

If you prefer the full page ad to bleed the size is 8.5" x 11" and need crop marks and .125" bleed on all four sides.

Web Sizes

Leaderboard	728x90
Side Scraper	300x250
Square Button	125x125

Electronic materials must be received one week before scheduled ad placement.

E-Weekly

Leaderboard	700x90
Side Scraper	200x200
In-content	450x200

Electronic materials must be received one week before scheduled ad placement.

