

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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The **JOURNAL OF MANAGED CARE MEDICINE (JMCM)** is a peer-reviewed publication. JMCM is sent to 10,000 medical directors from health plans, provider systems and employers. The content of the JMCM consists of original articles addressing the business and clinical side of managed care.

FIELD SERVED

The **JOURNAL OF MANAGED CARE MEDICINE** serves the managed healthcare industry. The various healthcare segments include health plans (HMOs/PPOs/IHO/PMB), group medical practices/IPAs, hospitals, employers, and others related to the industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include medical directors, chief medical officers, and others allied to the field as listed in paragraph 3a.

CHANNELS

**JOURNAL OF
MANAGED CARE
MEDICINE**



2 Issues in the period
10,000 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
JOURNAL OF MANAGED CARE MEDICINE (2 issues in the period)	10,000	-	10,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	312
All Other	250
TOTAL	562

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,000	100.0	10,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	10,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
February	10,000
April	10,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL 2015

This issue is equal to the other issue reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Medical Director/ Chief Medical Officer and Others allied to the field
Group Medical Practices/IPAs	3,119	31.2	3,119
HMO/PPO/IHO/PMB	1,053	10.5	1,053
Hospital	4,994	50.0	4,994
Employers	834	8.3	834
TOTAL QUALIFIED CIRCULATION	10,000	100.0	10,000

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL 2015

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. TOTAL - Sources other than above (listed alphabetically):	8,189	-	1,811	10,000	100.0
Association rosters and directories	-	-	-	-	-
*Business directories	2,841	-	1,811	4,652	46.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	5,348	-	-	5,348	53.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	8,189 81.9	-	1,811 18.1	10,000 100.0	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL 2015

Region	Total Qualified	Percent	Region	Total Qualified	Percent
NEW ENGLAND	716	7.2	UNITED STATES	10,000	100.0
MIDDLE ATLANTIC	1,427	14.3	U.S. Territories	-	-
EAST NO. CENTRAL	1,631	16.3	Canada	-	-
WEST NO. CENTRAL	878	8.8	Mexico	-	-
SOUTH ATLANTIC	1,694	16.9	Other International	-	-
EAST SO. CENTRAL	520	5.2	APO/FPO	-	-
WEST SO. CENTRAL	985	9.8			
MOUNTAIN	707	7.1	TOTAL QUALIFIED CIRCULATION	10,000	100.0
PACIFIC	1,442	14.4			

ADDITIONAL DATA

PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 4,652 copies or 46.5%, including Dunn & Bradstreet. Other sources include 1 source of circulation for a quantity of 5,348 copies or 53.5%, including SK & A.

PUBLISHER'S AFFIDAVIT

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

Jeremy Williams, Director of Communications

Katie Eads, VP, Education

(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 July 30, 2015

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County Henrico

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Type BJ

ID Number J127B0J5

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.