



How we connect you to hospitalists

Hospitalists are hard to reach. Only one-third of hospitalists say they regularly see pharmaceutical representatives. Most say they see detailers less than once (0.6 times) a week. Here's how Today's Hospitalist can help.

In a 2009 survey, our readers said that Today's Hospitalist is their primary source for information on pharmaceutical products:

■ **Today's Hospitalist is where readers first ...**

	Learn of new/improved pharm products	Form impressions about pharm products	Learn differences among pharm products
Today's Hospitalist	45.9%	42.2%	39.4%
The Hospitalist (SHM)	16.4%	16.3%	18.1%
ACP Hospitalist	15.4%	14.5%	15.7%
Jrnl. of Hospital Med.	8.9%	13.8%	13.2%
Hospitalist News	13.4%	13.1%	13.6%

■ **Two of three hospitalists (68%) have positive impressions about pharmaceutical companies that advertise in our pages.**

■ **Today's Hospitalist readers think our advertisers ...**

Value hospitalists as prescribers of their products	45.1%
Have products particularly applicable in institutional settings	41.2%
Are willing to invest in building relationships with hospitalists	26.7%
Likely to offer stronger support to hospitalists (patient education material, etc.)	25.6%

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Source: "The Productivity Of Hospitalists In The U.S. Healthcare System: 2009"
Conducted by: Martin Akel & Associates