

E-NEWSLETTER ADVERTISING

e-Newsletter metrics

Opt in & delivered: **33,000+**

Average opens: **18%**

A highly engaged audience

Reach our unparalleled audience of 33,000 hospitalists and allied health professionals eager to receive information relevant to them.

Pricing and specifications

\$625 per issue. Purchase multiple newsletters for greater value and exposure.

e-TOC

Top of page: 520 x 120

Side of page: 250 x 300

Between articles: 520 x 120

Top Five

Top of page: 700 x 90

Between news items: 520 x 120

Career Update

Top of page: 600 x 100

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Top horizontal
520 x 120 pixels

Today's Hospitalist
TOP PICKS FROM THE FEBRUARY 2018 ISSUE




In a standoff with the ED?
Figuring out who gets to make admission decisions

Ready for BPCI Advanced? Not so fast
Prepare for a looming deadline and many challenges

Middle horizontal
520 x 120 pixels



RH #1
250 x 300 pixels

Overdiagnosing MIs?
An intervention helps sort out elevated troponins

Paid advertisement

Top of Page
700 x 90 pixels

Today's Hospitalist
THE TOP FIVE

MARCH 23, 2018 | SUBSCRIBE | HOSPITALIST OPENINGS

WEEKLY NEWS BRIEFS FOR HOSPITALISTS

PHYSICIAN COMPENSATION

1. Gender pay gap is getting worse

Survey results based on more than 65,000 physician responses indicate that while pay increase between 2016 and 2017, the compensation gap between male and female physicians widened. The new survey from social media site Doximity indicates that female physicians reported earning \$105,000 less than their male colleagues, a 25% gap that has widened since the survey done the previous year. Further, female doctors' compensation is lowest in the country's top 50 metro areas. Meanwhile, the largest pay increases in 2016-17 increases in overall physician compensation were Charleston, West Virginia, and San Francisco and Las Vegas. [Read more in HealthLeaders Media.](#)

PHYSICIAN EDUCATION

2. Match milestone: biggest Match Day ever

This year's Match was the largest in history with 37,103 applicants vying for 33,167 positions, the most slots ever offered. Among available positions, 96.2% were filled, with 77.3% of applicants matching to one of their top three choices. Fill rates for primary care positions were 97.6% for internal medicine and 96.7% for family medicine, while the big winners were integrated interventional radiology, neuro surgery, physical medicine and rehabilitation, and thoracic surgery. Among non-U.S. citizen IMGs, the number of Match participants declined for the second year in a row, although 56.1% matched to first-year slots, the highest rate since 1993. [Read more from NRMF.](#)

Between news items
520 x 120 pixels

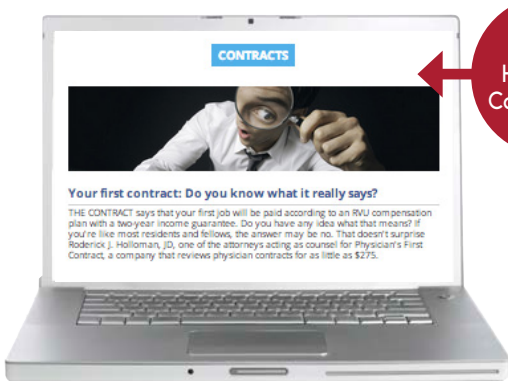
OPIOIDS

3. Hospitals scramble to stock opiates

The president weighed in this week with details of how to fight growing opioid abuse, including increased federal funding, cutting the number of opioid prescriptions by a third over the next three years, and meting out stiffer sentences including the death penalty to drug dealers. But hospitals are reporting another opioid crisis: serious shortages of injectable morphine, fentanyl and Dilaudid. Beset with manufacturing problems, Pfizer (the top producer of injectable opioids) announced that it won't be up to production capacity until next year. As hospital pharmacists find alternative pain medications, the risk of dosing errors is on the rise, and lower-priority patients are being given less potent painkillers. Shortages include prefilled syringes, vials and patches. [Read more from Kaiser Health News.](#)

Monthly
e-TOC

Weekly
Hospitalist
Career News



Banner advertising rates			
NEWSLETTER	FREQUENCY	AUDIENCE	PRICE
Top Five	Weekly	33,000	Top, Middle: \$625
eTOC (Table of Contents)	Monthly	33,000	Top, Middle: \$625
Career Update	Weekly	33,000	Top: \$625
Custom e-mails	Optional	33,000	Call for details

