



– CASE STUDY –



Print Advertising the Online Channel Can't Touch

Physicians Practice magazine sponsorships demonstrate value, provide unmatched returns

About *Physicians Practice* unique sponsorship model:

Profiling the latest in practice management theory and practical solutions, *Physicians Practice*, America's Leading Practice Management Journal, is co-branded and distributed through a paid sponsorship by a clinical partner in each local market. *Physicians Practice* was acquired by CMPMedica in 2007.

About Hoag Hospital:

Located between Los Angeles and San Diego in Newport Beach, Hoag Memorial Hospital Presbyterian stands atop the list of the finest medical facilities in Southern California. To learn more, visit www.HoagHospital.org.

Background:

Like most hospitals in this age of growing consumer choice, Hoag Hospital ensures financial viability by providing the best medical care in its region (Southern California), running an efficient operation and ensuring that consumers are educated about the wide array of clinical services and expertise it offers. Often times, however, consumer choice takes a back seat to physician referrals.

Challenge:

Hoag Hospital needed a meaningful way to develop relationships and open a dialogue with referring physicians in Orange County, California. Its state-of-the-art facilities stand atop the area competition, and it needed to educate local physicians about key service lines to strengthen existing referral relationships and create awareness among potentially referring physicians.

Solution:

Hoag Hospital and *Physicians Practice* entered into a partnership in November 2004 based on a strategy already at work on behalf of 60 medical centers and faculty practices across the U.S. The partnership enabled Hoag Hospital to be the exclusive sponsor of *Physicians Practice* in its region, providing all area physicians with valuable information on practice management and business principles, free of charge, from the nation's leading practice management journal. Hoag Hospital receives the following and more:

- Exclusivity in the market: distribution to all practicing physicians (7,500), excluding pediatricians and plastic surgeons
- Seven editorial pages in six issues of *Physicians Practice* to promote clinical programs, centers of excellence, local physicians, CME activities and clinical resources
- Cover branding of four additional issues
- Co-branding of PhysiciansPractice.com
- Letter of introduction for the first issue of *Physicians Practice*

Results:

- Findings from the annual readership survey included:
 - 97% of respondents indicated they read *Physicians Practice*
 - 94% find the articles relevant or somewhat relevant to their practice
 - 189 referrals were made by responding physicians as a result of reading the Hoag specific information in *Physicians Practice*, equivalent to \$349.65 MM in revenue (see chart)
- Hoag Hospital boosts its image and awareness among 7,500 local physicians

