

Editorial Content

Based on editorial research by *Physicians Practice*, these supplements will include:

May 2008

Cover: Managing Prescriptions

Pediatric offices are deluged with faxed refill reminders from pharmacies and last-minute calls for new scripts from frantic parents. Learn what you can do to manage the flow, from getting out of big pharmacy rigmarole to reducing phone calls.

FINANCE

Negotiating Payer Contracts: Think pediatricians don't have any clout? Learn how practices like yours got more from payers.

IN PRACTICE

Immunization Protection: How to stay on top of requests for up-to-date immunization records, from low-tech to patient health records.

ALSO: Ask an Expert, Editor's Note

October 2008

Cover: Extra Pay, Same Work

Pediatricians are charging patients for everything from filling out forms to no-shows. Find out what is fair and legal and update your financial policies.

HUMAN RESOURCES

Assessing Clinical Staff: Get sample forms and suggestions for assessing the performance of nurses, nurse practitioners, and physician assistants – and advice for avoiding common problems.

GETTING PAID

Get Paid, Faster: Revenue cycle management vendors promise to reduce denials, improve collections, and get you your money faster. Find out how their software works and decide if it can work for you.

ALSO: Ask an Expert, Editor's Note

PHYSICIANS PRACTICE

for Pediatrics

a Special Supplement to

Consultant

FOR PEDIATRICIANS

***A unique opportunity to reach
62,000 pediatric practitioners!***

Launch your message in the only editorial supplement addressing the unique practice-management needs faced by pediatric clinicians

Distribution

Physicians Practice for Pediatrics will be poly-bagged with the May and October issues of ***Consultant for Pediatrics***, the authoritative monthly report distributed to more than 60,000 pediatric practitioners.

Expertise

Physicians Practice is America's leading practice management journal, with a circulation of nearly 280,000 physicians nationwide. Our award-winning content helps physicians manage their practices more effectively to improve the quality of patient care.

Bonus Distribution!

All Pri-Med Shows, 2008
AAP, Oct. 11-14, 2008, Boston
AAFP, Sept. 17-21, 2008, San Diego

Consider these facts:

45% of pediatric practitioners are disappointed with their income

20% are not sure they'll be able to meet their overhead for the next five years

When you add in these factors:

- the rising cost of vaccines
- the high demand for same-day appointments
- unreimbursed care in the form of school forms, immunization record upkeep, and phone calls ...

It's no wonder so many pediatric clinicians are fed up!

Physicians Practice for Pediatrics teams experts from *Consultants for Pediatrics* and *Physicians Practice*. The result is a special supplement focusing solely on the unique challenges facing pediatricians today.

Rates

Full-page, four-color	\$5,000 net
Half-page, four-color	\$3,800 net
Third-page, four-color	\$3,200 net
Premium Placement	
Cover 4	\$7,500 net
Cover 2	\$6,250 net

Specs

Full-page, live area	7 x 10
Full-page, trim size	7.75 x 10.75
Full-page, bleed size	8 x 11
Half-page horizontal	8 x 5.375
Half-page vertical	4 x 11
Third-page vertical	2.563 x 11

Dates

	May	October
Ad Space	3/24/08	8/26/08
Artwork	3/31/08	9/3/08
Publication	4/20/08	9/23/08

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