

practical

patient care

abc Member of the Audit Bureau of Circulations

www.practical-patient-care.com

Media Information



In association with:



Why is *Practical Patient Care* essential reading?

Today's healthcare providers are faced with the hugely challenging task of optimising medical treatment for patients, while minimising operational costs. The level of care provided plays a crucial role in health outcomes, from initial diagnosis to discharge.

Technology, as in other industries, is rapidly evolving and is improving the quality of healthcare. It is not only making processes more efficient and effective for professionals and patients, but also reducing costs.

Practical Patient Care is published with medical practitioners and senior managers in mind. It provides the news and information that they need to enhance healthcare delivery, improve patient outcomes, while adhering to a strict budget.

Expert Opinion from Industry Partners

Practical Patient Care is proud to be affiliated with a number of industry leading bodies and associations. With the shared objective of educating the healthcare market we have featured key opinion pieces from the following associations:

- European Wound Management Association
- British In Vitro Diagnostics Association
- World Union of Wound Healing Societies
- European Society of Clinical Microbiology and Infectious Diseases
- Association of Molecular Pathology
- National Institute for Health and Care Excellence
- World Health Organisation



Editorial Contributors

Practical Patient Care offers some of the most comprehensive editorial coverage for the healthcare sector:

- Whole exome sequencing for heart disease
- New candidate cancer genes identified using mathematical models
- Blood test for melanoma
- Skin test for neurological decisions
- Optimising infection prevention
- Tailored 'cell sheets' to improve post-operative wound closing and healing
- Better hand hygiene to prevent infections
- Spider inspired sticky tape to heal wounds
- Sparing painting fibre bandages onto wounds
- Healing gloves for wound care
- New defensive mechanism against bacterial wound infections
- Non-invasive ventilation
- Simulations before surgery
- Non-invasive imaging for thyroid disorders



Past and present contributors include...

- **Diagnostics:**
 Professor Clare Turnbull, Royal Marsden Hospital
 Nassos Typas, European Molecular Biology Laboratory
 Bekim Sadikovic, London Health Sciences Centre
 Doris-Ann Williams, BIVDA
- **Infection Control:**
 Lona Mody, University of Michigan
 Martine Caris, OLVG Hospital Amsterdam
 Nancy Chobin, Sterile Processing University
 Keith Kaye, Society for Healthcare Epidemiology of America
- **Wound Care:**
 Sue Bale, European Wound Management Association
 Dr Xudong Wang, University of Wisconsin-Madison
 Professor Adrian Gombart, Oregon State University's College of Science
 Professor Sean Murphy, Wake Forest Baptist Medical Centre
- **Operating Room Technology:**
 Anna Brand, Charite-Universitätsmedizin Berlin
 Rolando Del Maestro, McGill University
 Dr Philip Chen, University of Texas Health Science Centre
- **Patient Care:**
 Dr Neelkanth Bardan, Massachusetts Institute of Technology
 Kristina Sheridan, MITRE Corporation
 Ajay Kohli, Drexel College of Medicine Philadelphia
 Dr Dominic King, DeepMind

Circulation & Distribution

We continue to make a massive investment into the ABC-accredited circulation of *Practical Patient Care* and have created the most exciting and engaged database available.

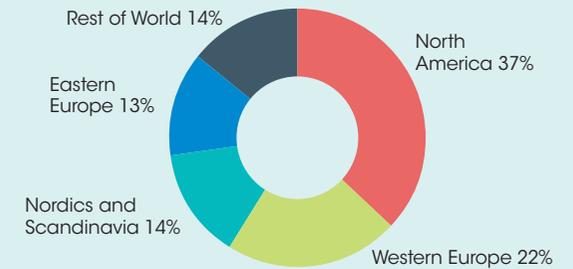


Copies will be sent by name to key decision-makers in the healthcare industry, which will generate a projected readership of approximately 65,000 (publisher's survey), accounting for the majority of purchasing activity in the healthcare industry. The journal is audited by the ABC yearly.

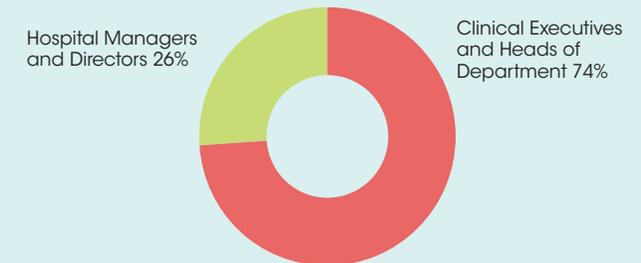
PPC is read across every department within the patient care sector"

- Hospital Managers
- Hospital Directors
- Procurement Managers
- Microbiologists
- Lab Managers
- Lab Technicians
- Heads of Nursing
- Heads of ICU/CC
- Ward Doctors
- Primary Care Physicians
- Wound Care specialists
- Tissue Viability Nurses
- Heads of OR
- Chief Surgeons
- Diabetologists
- Heads of Infection Control
- Clean room managers
- Heads of CSSD

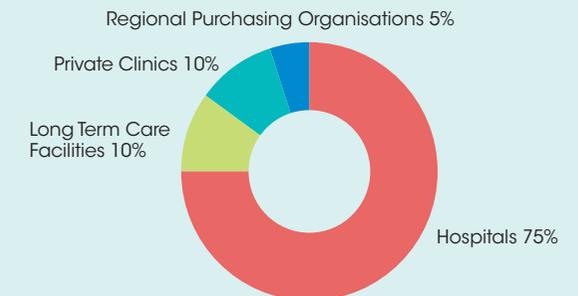
Geographical breakdown



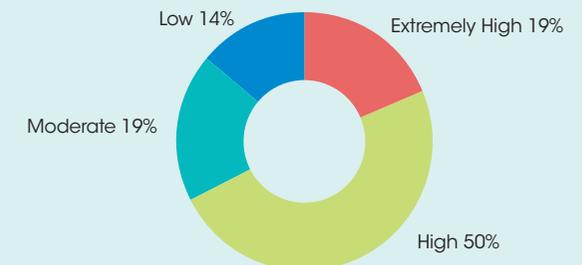
Job function



Type of organisation



Level of purchasing involvement



Digital Edition

20,000 copies of *Practical Patient Care* will be sent by email to the senior decision makers within the healthcare industry globally that our circulation team have confirmed have responsibility for buying, specifying and recommending new products and technologies.

High Impact

The fact your ad will be placed in front of a specialist audience with a confirmed interest in using products and services such as yours will stimulate an even higher level of response. However, the value of your insertion is increased further when you consider the viral marketing opportunities attached to the new digital edition. We estimate the digital circulation will treble to 60,000 as a result of the original recipient forwarding *Practical Patient Care* to their peers and teams.

The digital edition also provides live hyper-links to a chosen landing-page or email address to encourage instant access or ordering. In addition, your advertisement or editorial can be enhanced with sound, animation or video to create a greater impact and response.

Search-engine friendly

Our proven SEO techniques ensure each digital edition of *Practical Patient Care* is indexed by all of the leading search engines, providing yet another way to draw readers to your ad. Readers looking for specific information will be able to arrive at your page within the digital magazine as easily as they would arrive at your website.



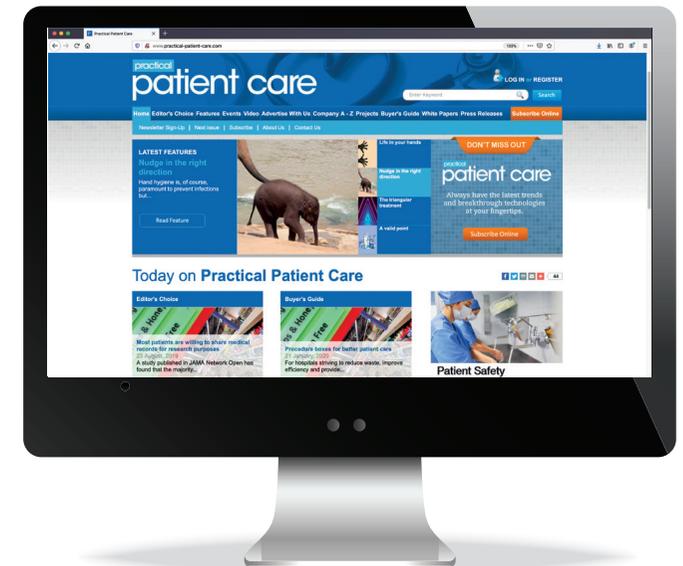
Online advertising digital edition

Advert sizes

- Banner (468×60 pixels)
- Mini Tower (120×300 pixels)
- Spotlight (120×60 pixels)

Production details

- All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats



Online

www.practical-patient-care.com, in conjunction with its partner publication, enables easy and thorough communication between buyers and sellers through multiple, fully optimised channels.

Our online service brings together a global community of industry professionals and a wealth of market knowledge based around extensive experience.

Content

The stimulating content and focused services for your business includes:

■ Industry projects

Details of past, present and future projects, including an indispensable source of direct links to tier suppliers.

■ Products and services

Categorisation of leading suppliers, providing buyers with crucial information for critical purchasing decisions.

■ Feature articles

Strategic articles and compelling comment written by leading industry figures and covering the cutting edge of technological and strategic development.

■ Key websites

A repository of knowledge containing major resources on the web.

■ Events

The latest conference and meetings of particular relevance to the market.

■ White papers

A repository containing the latest analysis, insights and technology solutions updates.

E-BLASTS: Created by you and distributed by us, e-blasts are targeted emails sent to our readers on your behalf – a great way to reach our audience. The emails are perfect for exhibition marketing, product launches, new website designs and tactical offers or sales promotions.



WHITE PAPERS:

Host your white paper on the *PPC* website with data capture options to deliver a successful lead generation programme.



VIDEO: Promote your company via video. Created by you, it can be uploaded to our dedicated Video page, the digital publication and your own dedicated profile on the *PPC* website.



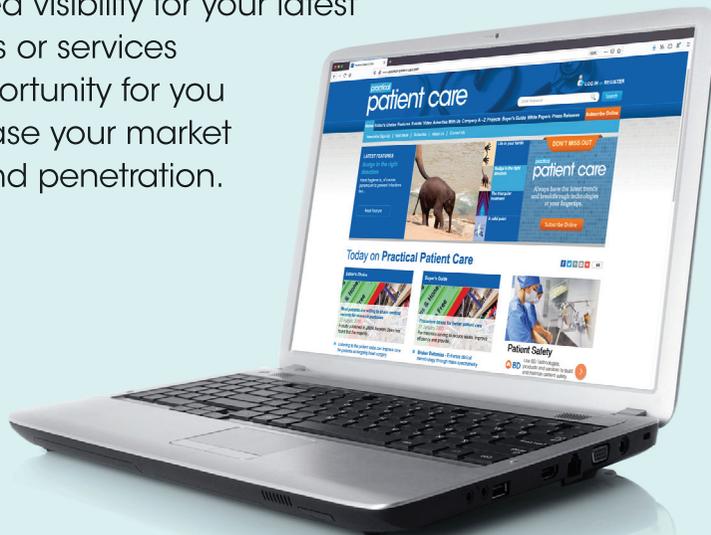
Web

A prime location to get your message to the right people...

Our expertise, contacts and community ensure that your message reaches the right people in the diagnostics community, and with maximum impact.

www.practical-patient-care.com delivers:

- Great brand awareness in line with your corporate strategy
- Potential customers to your corporate homepage
- Qualified business enquiries from your target markets
- Increased visibility for your latest products or services
- The opportunity for you to increase your market share and penetration.



And most importantly for our key clients:

- Measurable results from qualified sources.

Our key clients promote their targeted message through specifically designed profiles.

Each profile consists of:

- 600 words of optimised, product or service-specific content
- Five expandable images with captions
- Contact information
- Corporate URL

Optional profile additions include:

- Up to 12 press releases linked to your profile and included in the hmi-online.com monthly newsletter
- Downloadable white papers linked to your profile and housed in the white paper archive
- Exclusive lead banners, strategically positioned, at the head of an appropriate page within hmi-online.com to divert traffic back to clients' corporate homepage
- Advanced, industry-leading marketing statistics by WebTrends, providing exhaustive, real-time data on user sessions to confirm our clients' return on marketing spend.

For further information on joining the *Practical Patient Care* community, please contact your Publication Manager, **Shamraiz Ayub on +44 (0)115 704 3715 or email shamraiz.ayub@ns-mediagroup.com**
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