

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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healthcare financial management association [www.hfma.org](http://www.hfma.org)

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Official Publication of: Healthcare Financial Management Association  
Established: 1946  
Issues Per Year: 12

**FIELD SERVED**

HEALTHCARE FINANCIAL MANAGEMENT serves hospitals, medical clinics, nursing homes, extended care facilities, multi-hospital corporations, accounting, consulting firms, government, professional and academic institutions, consultants and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are administrative, financial, business and other personnel as reported by title in Paragraph 3a herein.

Also qualified are associations, consultants, educational and related services.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	286
Advertiser and Agency _____	11
Rotated or Occasional _____	180
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,837
<b>TOTAL</b>	<b>2,314</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	477	1.5	-	-	477	1.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	30,408	98.5	341	1.1	30,067	97.4
Multi-Copy Same Addressee _____	3	-	2	-	1	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,888</b>	<b>100.0</b>	<b>343</b>	<b>1.1</b>	<b>30,545</b>	<b>98.9</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	-	1,115	337	34,786	35,123	October _____	150	1,101	343	29,848	30,191
August _____	7,062	-	337	27,724	28,061	November _____	107	1,055	351	30,788	31,139
September _____	-	1,179	339	28,901	29,240	December _____	102	533	349	31,221	31,570
						<b>TOTAL</b>	<b>7,421</b>	<b>4,983</b>			

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008****This issue is 1.0% or 302 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
<b>I. Hospitals</b> (Including General, Geriatric Hospitals, Maternity, EENT, Children's Limited Medical, Mental Retardation, Orthopedic, Psychiatric, Rehabilitation, Tubercular, and Other Special) (See Note 1) CFO/VP Finance/Financial Executives (See Note 2) _____	7,994	25.7	33	7,961
CEO/Administrator/Other Executives (See Note 2) _____	861	2.8	10	851
Financial Directors/Department Directors (See Note 2) _____	5,429	17.4	15	5,414
Other Professionals (See Note 2) _____	3,441	11.1	15	3,426
<b>Total Copies to Hospitals</b>	<b>17,725</b>	<b>56.9</b>	<b>73</b>	<b>17,652</b>
<b>II. Health Maintenance Organizations &amp; Medical Clinics</b> Medical Clinics _____	387	1.2	3	384
Ambulatory Care Facility (See Note 2) _____	130	0.4	-	130
Home Health Agency (See Note 2) _____	131	0.4	-	131
<b>Total Copies to HMO's &amp; Medical Clinics</b>	<b>648</b>	<b>2.1</b>	<b>3</b>	<b>645</b>
<b>III. Nursing Homes/Extended Care Facilities</b> (Including Convalescent Homes, Homes for the Aged, Retirement Homes, Residential Care Homes, and Other Long-Term Care Facilities) (See Note 1) <b>A. General Administration</b>				
1. Administrators, Owners and Managers (including Homes Planned for Construction) _____	81	0.3	-	81
3. Chief Financial Officers _____	211	0.7	2	209
5. Other General Administration Personnel _____	69	0.2	-	69
<b>Sub-Total: Copies III-A</b>	<b>361</b>	<b>1.2</b>	<b>2</b>	<b>359</b>
<b>E. Other Nursing Homes/ECF Personnel, Library Copies, Copies in the Name of the Home/ECF</b> _____	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Total Copies to Nursing Homes/ECF's</b>	<b>364</b>	<b>1.2</b>	<b>2</b>	<b>362</b>
<b>IV. Others</b> <b>A. Consultants</b> _____	3,116	10.0	37	3,079
<b>C. Healthcare Group Purchasing</b> _____	82	0.3	-	82
<b>G. Professional Associations</b> _____	323	1.0	18	305
<b>H. Schools and Libraries Not in Hospitals or Nursing Homes/ECF's</b> _____	244	0.8	1	243
<b>I. Accounting Firms</b> _____	1,797	5.8	10	1,787
Insurance Companies (See Note 2) _____	893	2.9	3	890
Collection and A/R Recovery Companies _____	1,184	3.8	5	1,179
Law Firms _____	369	1.2	1	368
Third Party Administration (See Note 2) _____	181	0.6	1	180
Physician Practice Management _____	1,170	3.8	2	1,168
Others Allied to the Field (See Note 2) _____	2,497	8.0	61	2,436
By Employer Only-No Titles (See Note 2) _____	538	1.7	126	412
Blank (see Note 2) _____	8	-	8	-
<b>Sub-Total: Copies to IV</b>	<b>12,405</b>	<b>39.8</b>	<b>273</b>	<b>12,132</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,139</b>	<b>100.0</b>	<b>351</b>	<b>30,788</b>

Note 1 - Comparable categories I.A. 9, 11, 14, 15, 17-19, 22; 1.C. 1-7; II.A. 2, 4; III.B-D; IV. F. have been omitted at the publisher's option.

Note 2 - Non comparable additional data reported at the publisher's option.

Note 3 - Comparable categories 1.B. 1-8; 1.D. 1-5; IV.D. and E. have been combined at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>298</b>	<b>178</b>	<b>-</b>	<b>9</b>	<b>467</b>	<b>476</b>	<b>1.5</b>
a. Written _____	298	178	-	9	467	476	1.5
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	<b>30,388</b>	<b>275</b>	<b>-</b>	<b>342</b>	<b>30,321</b>	<b>30,663</b>	<b>98.5</b>
a. Individual _____	30,388	275	-	342	30,321	30,663	98.5
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Independent field reports _____	-	-	-	-	-	-	-
Licensees - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,686</b>	<b>453</b>	<b>-</b>	<b>351</b>	<b>30,788</b>	<b>31,139</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.5</b>	<b>1.5</b>	<b>-</b>	<b>1.1</b>	<b>98.9</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	346	30,786	31,132	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	5	2	7	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>351</b>	<b>30,788</b>	<b>31,139</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	1	250	251		400-427 Kentucky _____	6	531	537	
030-038 New Hampshire _____	1	242	243		370-385 Tennessee _____	14	931	945	
050-059 Vermont _____	1	113	114		350-369 Alabama _____	3	488	491	
010-027 Massachusetts _____	12	1,052	1,064		386-397 Mississippi _____	10	288	298	
028-029 Rhode Island _____	5	85	90		<b>EAST SO. CENTRAL</b>	<b>33</b>	<b>2,238</b>	<b>2,271</b>	<b>7.3</b>
060-069 Connecticut _____	2	356	358		716-729 Arkansas _____	2	230	232	
<b>NEW ENGLAND</b>	<b>22</b>	<b>2,098</b>	<b>2,120</b>	<b>6.8</b>	700-714 Louisiana _____	4	389	393	
100-149 New York _____	13	2,009	2,022		730-749 Oklahoma _____	4	404	408	
070-089 New Jersey _____	5	1,067	1,072		750-799 Texas _____	7	1,908	1,915	
150-196 Pennsylvania _____	16	1,663	1,679		<b>WEST SO. CENTRAL</b>	<b>17</b>	<b>2,931</b>	<b>2,948</b>	<b>9.5</b>
<b>MIDDLE ATLANTIC</b>	<b>34</b>	<b>4,739</b>	<b>4,773</b>	<b>15.3</b>	590-599 Montana _____	-	189	189	
430-459 Ohio _____	15	1,292	1,307		832-838 Idaho _____	1	154	155	
460-479 Indiana _____	7	838	845		820-831 Wyoming _____	-	63	63	
600-629 Illinois _____	24	1,570	1,594		800-816 Colorado _____	4	525	529	
480-499 Michigan _____	25	1,107	1,132		870-884 New Mexico _____	1	136	137	
530-549 Wisconsin _____	8	613	621		850-865 Arizona _____	7	459	466	
<b>EAST NO. CENTRAL</b>	<b>79</b>	<b>5,420</b>	<b>5,499</b>	<b>17.7</b>	840-847 Utah _____	5	184	189	
550-567 Minnesota _____	6	591	597		889-898 Nevada _____	2	146	148	
500-528 Iowa _____	3	354	357		<b>MOUNTAIN</b>	<b>20</b>	<b>1,856</b>	<b>1,876</b>	<b>6.0</b>
630-658 Missouri _____	12	737	749		995-999 Alaska _____	-	106	106	
580-588 North Dakota _____	4	132	136		980-994 Washington _____	7	713	720	
570-577 South Dakota _____	3	134	137		970-979 Oregon _____	2	436	438	
680-693 Nebraska _____	1	261	262		900-961 California _____	6	2,102	2,108	
660-679 Kansas _____	7	364	371		967-968 Hawaii _____	2	128	130	
<b>WEST NO. CENTRAL</b>	<b>36</b>	<b>2,573</b>	<b>2,609</b>	<b>8.4</b>	<b>PACIFIC</b>	<b>17</b>	<b>3,485</b>	<b>3,502</b>	<b>11.2</b>
197-199 Delaware _____	2	68	70		<b>UNITED STATES</b>	<b>346</b>	<b>30,625</b>	<b>30,971</b>	<b>99.5</b>
206-219 Maryland _____	8	586	594		969 & 004-009 U.S. Territories _____	-	95	95	
200-205 Washington, DC _____	4	97	101		Canada _____	-	16	16	
220-246 Virginia _____	6	654	660		Mexico _____	-	-	-	
247-268 West Virginia _____	1	207	208		Other International _____	5	52	57	
270-289 North Carolina _____	7	953	960		APO/FPO _____	-	-	-	
290-299 South Carolina _____	15	441	456		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>351</b>	<b>30,788</b>	<b>31,139</b>	<b>100.0</b>
300-319 Georgia _____	19	1,109	1,128						
320-349 Florida _____	26	1,170	1,196						
<b>SOUTH ATLANTIC</b>	<b>88</b>	<b>5,285</b>	<b>5,373</b>	<b>17.3</b>					

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
**Includes gross subscription sales/orders with unpaid invoices pending.**

Average Annual Order Price: 12 issues for \$31.33		
<b>5. PRICES</b>	Total	Percent
<b>Offers (&gt;= to 5% of total Orders)</b>		
12 for \$30.00 _____	12,674	97.6
12 for \$85.00 _____	314	2.4
All Others _____	-	-
<b>TOTAL</b>	<b>12,988</b>	<b>100.0</b>

<b>6. LENGTH OF SUBSCRIPTIONS</b>	Total	Percent
Less than 1 year _____	1	-
1 year or more (but less than two) _____	12,761	98.3
2 years or more (but less than three) _____	12	0.1
3 years or more _____	214	1.6
<b>TOTAL</b>	<b>12,988</b>	<b>100.0</b>

<b>7. USE OF FREE PROMOTIONAL INCENTIVES</b>	Total	Percent
Ordered without promotional incentive _____	12,988	100.0
Ordered with editorial promotional incentive including reprints _____	-	-
Ordered with other promotional incentive _____	-	-
<b>TOTAL</b>	<b>12,988</b>	<b>100.0</b>

<b>8. HOW ORDERED</b>	Total	Percent
Ordered by Individuals _____	314	2.4
Ordered by sponsors, individually addressed _____	-	-
Membership benefit _____	12,674	97.6
Ordered as multi-copy same addressee _____	-	-
Ordered with other product or service _____	-	-
<b>TOTAL</b>	<b>12,988</b>	<b>100.0</b>

**9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified:	31,723	31,964	31,768	32,684	30,888
Qualified Non-Paid: _____	316	328	325	318	343
Qualified Paid: _____	31,407	31,636	31,443	32,366	30,545
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	\$30.92	\$31.25	\$30.66	\$31.20	\$31.33

**10. PAID CIRCULATION DATA**

\$31.33	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

\*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC = None Claimed.

**11. ADDITIONAL DATA**

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 16, 2009
Lee Guthrie, Vice President Marketing	State	Illinois
Chris Burke, Advertising Manager	County	DuPage
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	February 16, 2009
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	H011P0D8