

Collaborative Care ^{dsn_{Rx}}

The magazine for the retail pharmacy team and in-store clinic providers

2012 media planner

Magazines

Drug Store News
Collaborative Care
NACDS Show Dailies
Specialty Pharmacy

E-newsletters

Breaking News Alert
DSN a.m.
Collaborative Care
Branded Rx
Inside Diabetes Care
Generic Rx
Weekly Drug FIX
Specialty Pharmacy
New Product Digest

Events

Diabetes Roundtable
Industry Issues Summit
Retail Clinician Education Congress

Custom Media

If you don't have it, we'll create it!

DrugStoreNews.com

PharmacistSociety.com

Collaborative Care ^{dsn}



Collaborative Care magazine is the only media resource serving the news, educational and networking needs of the retail pharmacy team and in-store clinic providers. Aligning the most critical influencers in all of retail pharmacy – the nurse practitioners, physician assistant, pharmacist and pharmacy technician – Collaborative Care magazine helps bridge communication across disciplines and unites the industry under the common goal of enhancing patient outcomes through consistency and continuity of quality, affordable care.

	JAN/FEB (2/1)	MAR/APR (4/1)	MAY/JUNE (6/1)	JULY/AUG (8/1)	SEPT/OCT (10/1)	NOV/DEC (12/1)
The Leaders Lede	Provider profile TBD	Provider profile TBD	Provider profile TBD	Provider profile TBD	Provider profile TBD	Provider profile TBD
Disease State Report	Heart Health	Chronic Disease & Ethnicity	Asthma/COPD	Mental Health	Obesity	Diabetes
Seasonal Focus	Cold & Flu	Allergy	Dermatology	Back to school/ Vaccinations	Seniors/Medicare Part D	Cold & Flu
Ingredient Guide	VMS/Nutrition	Allergy Relief	Skin/Itch	Pain Relief	Digestive Aids	Cough/Cold & Flu
Tips for TECHS	Rx Crime	Medication Errors	Expanding roles	Insurance	Annual Pharmacist and Technician Survey	Compliance/ Adherence
Patient Profile	Children's Health	Patient Compliance/ Adherence	Men's Health	Seniors	Women's Health	Caregivers
Interventions	Weight Loss	Diabetes Management	Immunizations	Health Screenings	Cholesterol Management	Smoking Cessation
In the Clinic	Nutrition Deficiencies	Adult Vaccinations	Sports/Camp/ Back to school Physicals	Clinician Survey	Flu Shots	At-Risk Identifiers
Lessons in Leadership	TBD	TBD	TBD	2012 CARE Awards	TBD	TBD
Differential Diagnosis	Upper Respiratory	Eye/Ear	Rashes/Derm	Sinus Infections	Women's Health	Upper Respiratory
Core CE	PHARMACIST/TECH: New Drug Update NPs: Skin Care	PHARMACIST/ TECH: TBD NPs: Prescription Drug Abuse	PHARMACIST/ TECH/NPs: TBD	PHARMACIST/ TECH/NPs: TBD	PHARMACIST/ TECH/NPs: TBD	PHARMACIST/ TECH/NPs: TBD



Circulation 88,000

In the PHARMACY

Diabetes epidemic by the numbers

Many diseases on the rise in the United States stem from unhealthy lifestyles, but few lifestyle diseases spread as fast as chronic diseases, which affect 25.4 million Americans, or 8.7% of the population, according to the Centers for Disease Control and Prevention.

That number covers Type 1 and Type 2 diabetes but does not include the 79 million Americans who had pre-diabetes — a condition of elevated blood-sugar levels that places a person at increased risk of Type 2 diabetes — in 2011.

The United States incurred an estimated \$174 billion in direct and indirect medical costs related to diabetes in 2010, according to the CDC.

Percent of new and continued diagnosis visits

- New diagnosis: 15.1%
- Continued diagnosis: 76.7%
- Unspecified: 8.2%

Marked by top 10 products

Retail prescriptions and sales for top drugs

Drug	Prescriptions (Millions)	Sales (Millions)
Insulin	~100	~100
Metformin	~50	~50
Other	~10	~10

By region and state

Region/State	PAID OR AID STATE	TOTAL \$M	% SHARE OF TOTAL \$M	TOTAL \$BIL	% SHARE OF TOTAL \$BIL
DC, DCST	20.8	19.4%	\$5,156.4	71.4%	
New York	11.0	36.0	1,296.1	49.3	
Pennsylvania	7.6	24.8	752.1	25.1	
New Jersey	4.8	15.3	508.7	19.9	
Massachusetts	5.6	11.2	356.1	13.2	
Connecticut	1.7	5.8	190.0	6.8	
All others	1.9	6.4	201.0	7.6	
DC, DCST	27.9	17.8%	\$2,482.0	10.7%	
California	38.6	53.5	1,362.7	53.8	
Florida	2.3	8.8	257.7	9.8	

Inside the CLINIC

Clinicians expand preventive health and wellness options

By Jim Forester

The nation's retail clinics are quickly expanding the services provided by their nurse practitioners and physician assistants. Patients and the integrated web of healthcare providers in communities across the United States increasingly are looking to the in-store health centers to provide a range of high-touch patient care services that go well beyond acute care, encompassing such areas as prevention, weight management and other lifestyle improvements, nutrition and chronic disease management.

Three new initiatives are emerging across the entire spectrum of retail-based clinical care. In June, Walgreens recently unveiled *High Forward*, a medically supervised program for long-term management of all kind of high blood pressure. It's a 12-week program, with the first 10 weeks in store where someone actually who enroll in the 12-week course on diet and nutrition, physical activity and healthier lifestyle choices, and provide ongoing support. The program also provides weekly read pills based on shopping lists of items available in the store, as well as online access to nutrition and exercise coaches.

The alliance between clinical care and nutrition is the store offers "an advantage in terms of convenience and the opportunity to help patients make better food choices," according to Walgreens CEO Mark Skidmore. He called *High Forward* "the first comprehensive, medically supervised weight loss program... in a grocery store."

Another supermarket-based clinic operator recently wrapped up a three-month series of health screenings by offering free blood pressure and body mass index screenings. The program, from Target's The Little Clinic retail clinic initiative, also provided consumers to select from 175 and 175 items store an opportunity to educate themselves on healthcare needs or preventative medicine, as well as healthy changes that can help provide relief," said Kenneth Hwang, The Little Clinic's chief medical officer.

Take Care Health Systems, the chain of 207 in-store clinics owned and operated by Walgreens, accepts the movement to a broader clinical approach to health and wellness. Its family of nurse practitioners and physician assistants provides a wide variety of primary care services, including vaccines for influenza, HPV prevention, hepatitis A and B, and childhood and adult immunizations, along with health screenings and health risk assessments. In Chicago and Denver area take care clinics, clinicians also work with patients to help them manage their high blood pressure in a long-term program.

"Since the founding of Take Care Clinics, we've seen significant growth in the number of clinics we operate, the way we measure and share results, and certainly the types of services we offer," agreed Take Care Health Systems spokesman Tabor Robinson. "Now more than ever we are seeing increased willingness from the greater healthcare community for our model, and for the providers who are practicing in Take Care Clinics."

Robinson cited "more and more relationships... where health systems are looking to us... for patients to access high-quality care." The result, he added, is "greater partnership in the connecting healthcare system." The result also allows for the investigation and exploration of new services "to treatment and prevention by retail clinicians."

"In the long run we are looking to replace the relationship a patient has with their primary care physician," Robinson added, however, he said, "patients are seeking for more services at Take Care Clinics. And the relationships, in the sense of health reform, is calling for resources and care settings that can offer additional access points to high-quality, convenient care. We can be an extension of that health system into the community, and provide the bridge to really create a more less experience to expand access to that health system."

In that end, Robinson said, Take Care Health Systems is "committed to the development of an integrated, seamless health organizational electronic health records to enable disease screening and information sharing." That integration of data and better opportunities at Take Care Clinics is becoming greater interconnectedness in the healthcare system," he added, and "is probably going to create new opportunities for the clinic to be doing more."

CONTINUED ON PAGE 20

Color Rates (Gross)

AD SIZE	1x	3x	6x	12x	24x
Full Page	\$9,030	\$8,775	\$8,495	\$7,965	\$7,345
1/2 Page	\$4,190	\$4,045	\$3,895	\$3,590	\$3,245
1/3 Vertical Strip	\$2,880	\$2,880	\$2,750	\$2,500	\$2,460

For special ad units and insert pricing please contact your advertising manager. B&W product information pages are offered at \$5,000 gross per page.

Digital Media

WEBSITE

RATES (gross)	728 x 90 Leaderboard	300 x 250 Top & Bot Home page	300 x 250 Top & Bot Cat. page	250 x 250 Home page Only
All Titles	\$4,500/mo.	\$4,000/mo.	\$3,000/mo.	\$3,000/mo.

E-NEWSLETTERS

RATES (gross)	728 x 90 Leaderboard	300 x 250	468 x 60 Middle	468 x 60 Bottom
All Titles	\$5,882/mo.	\$3,875/mo.	\$2,435/mo.	\$2,250/mo.

Breaking News Alert

Circulation 37,000
Average Open Rate, 31%

DSN a.m.

Circulation 20,000
Average Open Rate, 22%

Branded Rx

Circulation 6,800
Average Open Rate, 23%

Inside Diabetes Care

Circulation 12,300
Average Open Rate, 21%

Generics Rx

Circulation 5,300
Average Open Rate, 40%

Collaborative Care

Circulation 41,000
Average Open Rate, 17%

Specialty Pharmacy

Circulation 5,900
Average Open Rate, 25%



Pharmacist Society, powered by *Drug Store News* and website developer Skipta, is the leading social media platform combining networking, job searching, continuing education and related services for pharmacists, academics, researchers and pharmacy students.

ONLINE AD MATERIALS

If sending creative materials from a Mac, please zip and attach the file to the email. Include a URL for click-through

- Prior to submission, creatives should be tested for stability across all browser platforms.
- Please adhere to the File Size Specs when submitting creative.
- All creative is subject to approval by the Ad Production group.
- Accepted file formats for newsletters: Static GIF, JPG. File sizes not to exceed 25kb. No Rich Media ads are accepted.
- Accepted file formats for web: Macromedia Flash, Rich Media (SWF, etc.) GIF, JPG, third-party tags. Please adhere to the File Size Specs when submitting creative. Max file size is 45kb.



Technical Specs

GENERAL INFORMATION

Copy and Layout: We will prepare copy and layout upon request. Ask your area manager for details.

Storage: Advertising digital files will be deleted from our servers 12 months after last use if not requested to be returned.

Ship Advertising Material to:
Drug Store News
Attn: *Theresa Nicosia*,
425 Park Avenue
New York, NY 10022
212 756-5033

Ship Pre-Printed Inserts to:
Drug Store News
c/o R.R. Donnelley & Sons
Route 251 South and 4099 Road
(Eljan Rd.)
Mendota, IL 61342

MECHANICAL REQUIREMENTS

Method:
Printed Web-Offset (Wet),
Saddle stitched.

Issuance Dates: See Editorial Calendar.

Closing Dates: All closing dates mean receipt of material in publisher's New York office.

Cancellation: No cancellation accepted after closing date.

Trim Size: 9" x 10 3/4"

Safety Margin: 3/8" in from trim size.

Bleeds: Full bleeds accepted on all spreads and full pages at no additional cost. Bleeds need to be pulled out 1/8" from the trim size.

MULTIMEDIA CIRCULATION

Collaborative Care is the information leader serving the retail pharmacy and clinic industries in print, online and events.

Collaborative Care combined gross circulation:

Print.....88,000
Online and Newsletters.....48,000
PharmacistSociety.com users.....42,000

TOTAL GROSS CONTACTS 178,000

AD SIZES:	WIDTH	HEIGHT
Publication Trim:	9" x	10 3/4"
Bleed Full Page	9 1/4" x	11"
Non-Bleed Full Page:	8 1/2" x	10 1/4"
Bleed Spread:	18 1/4" x	11"
1/2 Page:	8 1/2" x	4 3/4"
1/3 Page Vertical:	3" x	9"
Front Cover:	9" x	9"

DIGITAL REQUIREMENTS

PDF/X-1a are the preferred format for *Drug Store News*. Digital advertising is submitted by the advertiser and accepted by Lebhar-Friedman with the agreement that the material will perform satisfactorily with no intervention required on the part of Lebhar-Friedman. If the supplied digital advertising materials do not meet the criteria required or require intervention or handwork to prepare material for press, the advertiser will be billed for all costs incurred.

AGENCY COMMISSION & PAYMENT TERMS

Earned frequency is based on the number of insertions used within a 12-month calendar year.

15% commission to recognized advertising agencies on gross billings for display advertising, color and premium. No commissions will be paid on invoices not paid within 30 days of billing date. Mechanical charges and special services are non-commissionable. Publisher reserves the right to hold the advertiser and/or the agency jointly and severally liable for such monies as are due and payable to the publisher.

INSERTS

Non-cancellable. Rates on request. Maximum 100 lb. text. Before preparing, contact Production Department for mechanical requirements and postal regulations. Single-page "magazine size" inserts, printed one side only: 15% premium.

Ship inserts to: *Drug Store News*, c/o R.R. Donnelley, Route 251 South and 4099 Road (Eljan Road), Mendota, IL, 61342.

FTP INSTRUCTIONS

Before the file is sent, please name it by advertiser's name. This way we can locate the correct ad file. (For example: Acme Ad, TimeSqua.)

FOR A MAC

- Launch FETCH (or some other FTP access program)
- Log-In: Host: FTP.LF.COM User ID: DRSN
Password: pr0duct1on (the 0 and 1 are numbers)
- To PLACE a file, Click on PUT FILE.
- To DOWNLOAD a file, Click on GET FILE.
- Call to let us know when you have uploaded a file.

FOR A PC

- On the Internet, go to: FTP.LF.COM
- Log-In: User ID: DRSN
Password: pr0duct1on (the 0 and 1 are numbers)
- To PLACE a file, just drag the file onto the opened window.
- Call to let us know when you have uploaded a file.

CONTACTS John Kenlon • Group Publisher • 212-756-5238 • jkenlon@drugstorenews.com

Wayne Bennett
Publisher
212-756-5157
wbennett@
drugstorenews.com

Steve Dixon
NY/East Coast
212-756-5237
sdixon@
drugstorenews.com

Jeff Rothman
Area Manager
212-756-5244
jrothman@
drugstorenews.com

Catherine Stephany
Central
312-645-5081
cstephan@
drugstorenews.com

Mary Fagnano
West
818-386-8709
mfagnano@
drugstorenews.com

Michael Shaw
NY, Ohio, N. E., Intl.
212-756-5134
mshaw@
drugstorenews.com