



An annual supplement focused on innovation, tips and trends centered on patient engagement.



The Patient Report is a supplement to *MM&M* that, on an annual basis, pulls together the latest data, trends, insights, observations, opinions and tips for engaging with patients and making sense of consumer behavior in the healthcare space. It also features a special showcase of companies that specialize in patient engagement and healthcare consumers, rounding out an invaluable one-stop resource for healthcare marketers

and communication executives. **This special supplement will also have bonus distribution at the DIA Annual Meeting in Washington, DC, June 14–18.**

EDITORIAL

A robust section of editorial content will explore many of the evolving and future trends affecting the industry, from advances in digital technology and data/analytics capabilities to shifts in marketing strategy.

PLACEMENT DETAILS

Advertisers will receive a four-color double-page spread within **The Patient Report** Company Showcase section. This includes a full-page display ad alongside a full-page listing to communicate services and offerings, company description, contact information and more. In addition to the supplied information, each advertiser will provide an answer to the question: “What does patient centricity mean to you and is the industry doing enough to fulfill the needs of patients?” Maximum word count for each Company Showcase will be 375 words total (including a maximum of 100 words to answer the question).

Four-color double-page spread: \$7,200 (Net)

Ad Close: May 5, 2015

Text/Logo Due: May 5, 2015

Display Ad Due: May 6, 2015

For advertising opportunities, contact: Doreen Gates at 267-477-1151, doreen.gates@haymarketmedia.com

Send all materials to: Ada.Figueroa@haymarketmedia.com

Full Company Name

Company Profile

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Services and Offerings

- Digital promotion
- Interactive marketing
- Multi-channel marketing
- software & interface
- Field-sales integration (iPad / tablets)
- Active eLearning

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Core Capabilities

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What does patient centricity mean to you and is the industry doing enough to fulfill the needs of patients?

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LOGO HERE

Address: 800 Madison Plaza, 3rd Floor, Parsippany, NJ 07054 Phone: 212-777-7777
Website: www.your company.com New Business Contact: John Smith, Chief
Innovations Officer, john.smith@company.com or 212-777-7777
Year Founded: 1999 Employees: 50 Holding Company: Company Name
Sample Clients: Company Name Office Locations City, State

The Patient Report 19

ACTUAL PAGE SIZE: 8.25 X 10.875

Production Specs: Please provide text for agency description for the categories listed above as a Microsoft Word file. The type will be formatted by MM&M according to the template shown above. Logo must be supplied as a 300 DPI JPEG or Illustrator EPS file (CS 6). Word count must not exceed 375. A maximum of 3 proofs will be provided for artwork submitted on deadline. Artwork that is late will receive a proof as a courtesy with no changes allowed. Please inquire with your sales representative in regards to category substitutions if needed.