

MINNESOTA

Health Care NEWS

MONDAY MORNINGS SINCE 1993

BI-WEEKLY COVERAGE OF NEWS, LAWS, REGULATION, AND LITIGATION AFFECTING MINNESOTA'S HEALTH CARE INDUSTRY

In brief, the news you need to know...

Minnesota Health Care News, a copyrighted single-user subscription-based electronic publication, has served health care executives and administrators for more than 25 years. If you need to know what is happening in health care in Minnesota, we provide an invaluable resource.

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- Minnesota's bi-weekly e-mail health care business newsletter
- Published every other Monday morning throughout the year
- Banners available in each edition
- Subscription-based circulation

FREQUENCY	4 X	13 X	26 X
	\$980 \$245 per issue	\$2,925 \$225 per issue	\$5,330 \$205 per issue

READERSHIP INFORMATION

READERSHIP PROFILE:

Comprised of executive-level health care professionals in Minnesota hospitals, health systems, medical groups, managed care companies, financial service firms and allied health care industries.

JOB TITLES:

CEOs, Presidents, CFOs, Executive V.P.s, Senior Vice Presidents, Controllers, Medical Directors, Directors, Administrators, Partners, Attorneys, C.P.A.s

REGIONAL CIRCULATION:

500 executive-level health care professionals per week. 2,000 cumulative circulation over a two-month period.



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Medfax is now Health Care News
After 27 years the time had come for Medfax to undergo rebranding and redesign.

No one had received a faxed copy in well over 20 years. Technological advances enable a static 3-page pdf document, to deliver in the flowing format you are reading now. It adapts to fit the screen of whatever device you open it from. Other advances provide an improved broadcast platform. Though we anticipate a smooth transition, Health Care News will deliver on a semi-weekly basis until further notice. Your Medfax subscriptions will resume and continue through your full paid term. You will receive renewal information as before.

One concern we were unable to solve was compliance with the single-user copyright status of the paid subscription. Efforts to create password encrypted single-user log-in proved beyond our administrative capacity. We ask for your cooperation. To provide the timely, reliable, and concise information our readers have come to expect from Medfax, please purchase multi-user subscriptions as appropriate. Details are listed below. We appreciate your patience with the longer than anticipated reboot and welcome to Health Care News.

A website for the deaf and hard of hearing
People with hearing loss can learn more about assistive technology, communications access, and other issues at a new website (www.mppub.com/deaf-hard-of-hearing) launched recently by the Minnesota Department of Human Services (DHS).

The site is designed for people who are deaf, hard of hearing, deafblind, and late-deafened; people experiencing age-related hearing loss and people who live, work, and provide services to people with hearing loss. It features captioned videos in American Sign Language, or ASL, and English. Funding comes from a special 2017 legislative appropriation.

The site is organized around the most common issues faced by people with hearing loss, with information on assistive technology, communications access, living with hearing loss

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