

**Publication Readership & Preferences Among:
Hospital OR Managers,
Ambulatory Surgery Center Administrators &
Medical Directors &
Managers of Office Surgery Suites**

Conducted by
Preston/Rogers Associates, Inc.
Market Research & Media Consulting
June 2011

Research Objectives

- Measure the level of receivership and reading frequency of the following publications (listed alphabetically):
 - ◆ AORN Journal
 - ◆ ASC Focus
 - ◆ Becker's ASC Review
 - ◆ OR Manager
 - ◆ OR Nurse
 - ◆ OR Today
 - ◆ Outpatient Surgery Magazine
 - ◆ Surgical Products
 - ◆ Surgistrategies
- Measure depth of readership.
- Determine which publication is preferred the most.
- Identify the products these individuals are involved in purchasing.

Survey Overview & Methodology

- Preston/Rogers Associates, Inc. of Medfield, MA was responsible for all phases of the project including survey design, mailing, data tabulations and report presentation. Investigation conducted at the request of Outpatient Surgery Magazine.
- A mail survey was used to collect the data.
- Publication covers were reproduced on the questionnaire to aid in recognition. *The questionnaire can be found at the end of this summary.*
- A two-dollar bill was included with each mailing to boost response.
- Sample selected randomly from lists provided by CMS (the Medicare Administration), the Joint Commission on Accreditation of Healthcare Organizations, the Accreditation Association for Ambulatory Health Care and the American Association for Accreditation of Ambulatory Surgical Facilities.

Mailing Details:

Date Mailed: May 23, 2011

Total Number mailed: 1,500

500 *each* to: Hospital OR Managers, Ambulatory Surgery Center Administrators/Medical Directors, Surgeons with Office-based Surgery Centers

Less Non-deliverables: 12

Net Mailing: 1,488

Completed Returns: 402

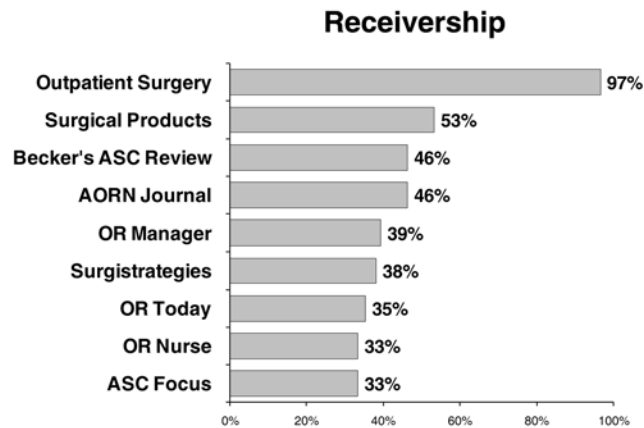
Response Rate: 27%

The margin of error is +/- 4.9% at the 95% confidence level

- The following report is based upon this response.

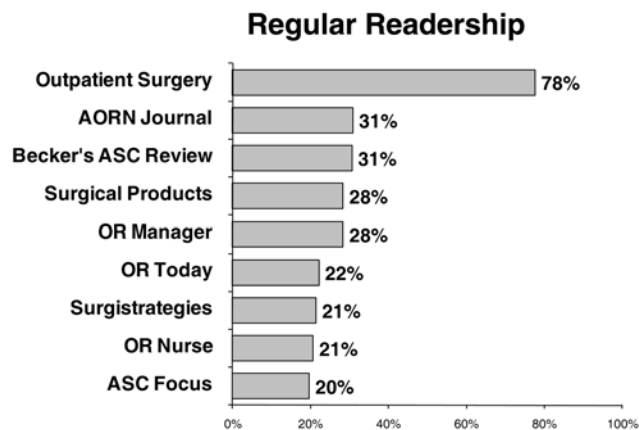
Publication Receivership

Of the publications studied, Outpatient Surgery Magazine reaches the most surgical facility decision-makers, with 97% indicating they receive it.



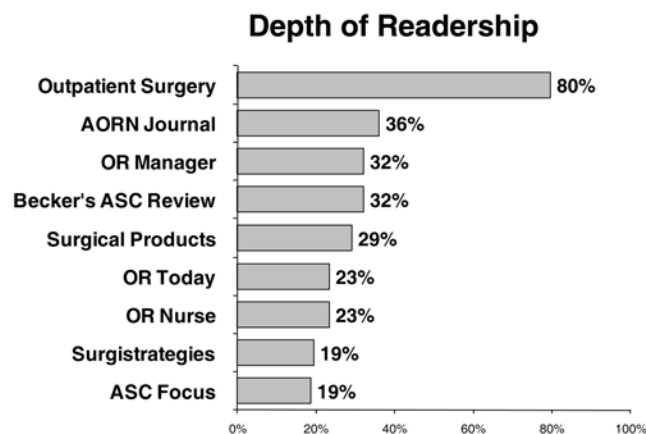
Publication Readership

With 78% of respondents reading 3 or 4 out of 4 issues, Outpatient Surgery Magazine has the highest readership of the publications studied.



Depth of Readership

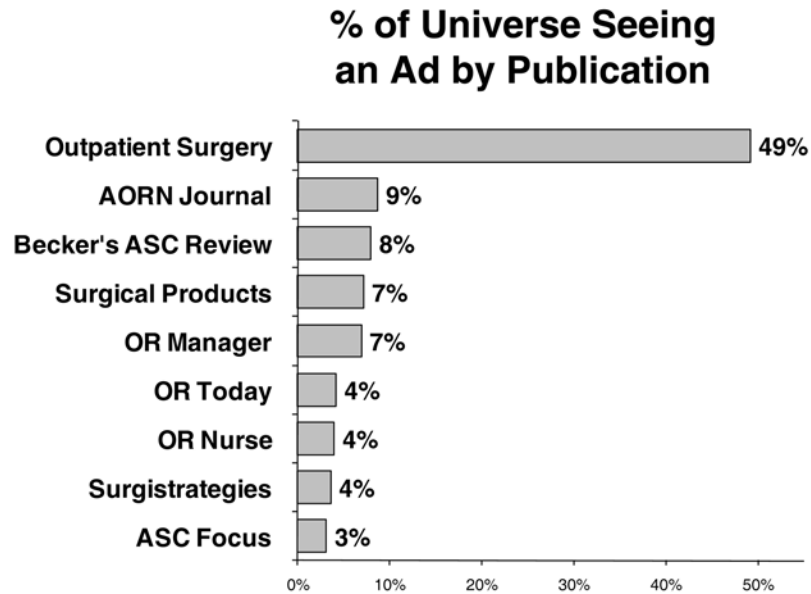
Outpatient Surgery Magazine is read in more depth* than the other publications in the study.



*Percent typically reading 33% or more of each publication

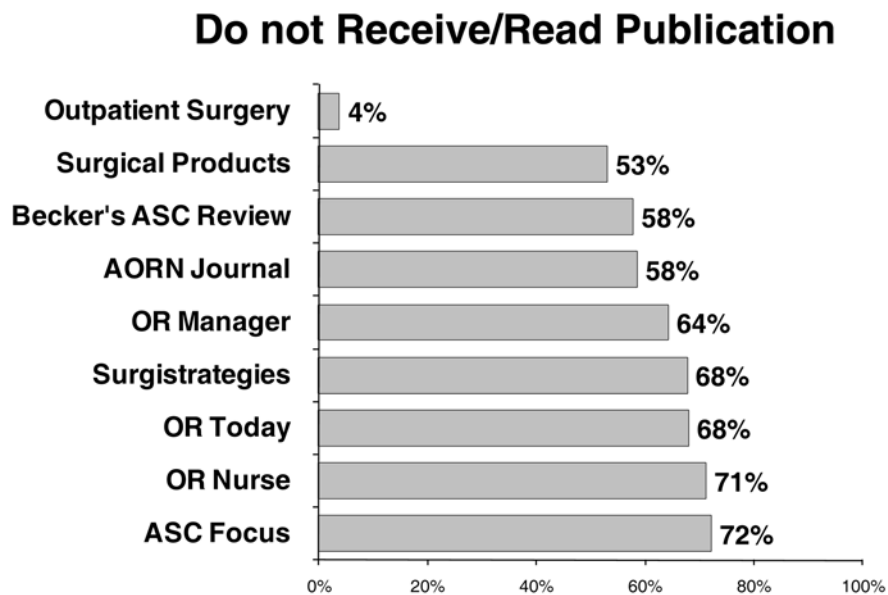
Ad Exposure

"Ad Exposure" represents how often a given ad will be seen in a publication. It is calculated by comparing the readership data from "Publication Readership" with the thoroughness a reader devotes to an issue from "Depth of Readership". Based on this analysis, Outpatient Surgery Magazine creates the most ad exposures for any given ad.



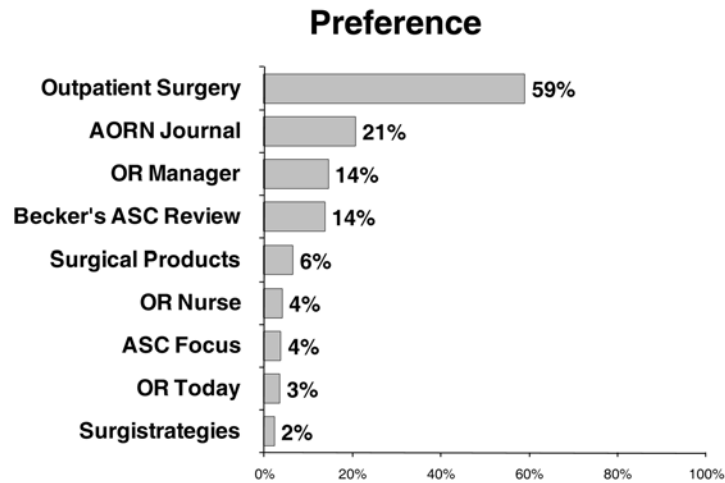
Opportunity Cost

A publication's "opportunity cost" represents the population of respondents who will never see an ad in that particular publication, either because they don't receive the publication or they receive it but don't read it. Outpatient Surgery Magazine was the clear leader with an opportunity cost of only 4%.



Overall Preference

Among the respondents in this study, the preferred publication is Outpatient Surgery Magazine.

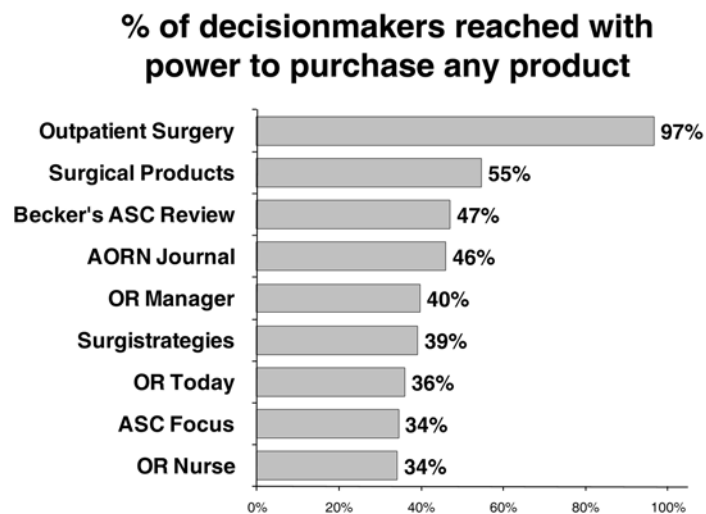


Purchase Influence of Respondents

Respondents influence the purchase of a variety of products, equipment and services – most frequently capital equipment (85%) and surgical supplies (83%).

Capital equipment (tables, monitors, lights, etc.)	86%
Surgical supplies (gloves, drapes, etc.)	85%
Business supplies and services	66%
Surgical pharmaceuticals (anesthetics, PONV medications, etc.)	62%
Implants (IOLs, mesh, anchors, etc.)	61%

Of the publications studied, Outpatient Surgery Magazine is the most effective at reaching decision-makers with the ability to purchase equipment and services.



[Reprint of Questionnaire]

Preston/Rogers Associates, Inc.

May 20, 2011

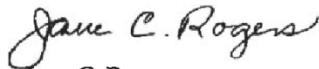
By participating in the Nielsen ratings, a small group of TV watchers wield a very large influence over what ends up on the tube. Now you have an opportunity to do the same thing with nine publications that serve the surgical community.

Your anonymous response to the very brief enclosed questionnaire will be grouped with the responses from a select group of your colleagues and considered very carefully by the media of the surgical community as they tailor their products to meet your needs.

Please remember, you are part of a small, but select sample, and your response is essential in helping us accurately determine your satisfaction with these publications.

Won't you please complete the questionnaire and return it in the enclosed postage paid reply envelope? The future of the publications that serve you depends on it!

Sincerely,



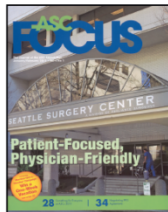
Jane C. Rogers
President

P.S. Please accept the enclosed two dollars, along with my personal "thank you," as a small token of appreciation for your participation in this survey.

These are the publications we are asking your opinions about:



**AORN
Journal**



ASC Focus



**Becker's
ASC Review**



OR Manager



OR Nurse



OR Today



**Outpatient
Surgery**



**Surgical
Products**



Surgistategies

[Reprint of Questionnaire]

1. Thinking about the last four issues of the publications below, about how many did you read? Did you read four out of four, three out of four, two out of four, one out of four, or none?

	4 out of 4	3 out of 4	2 out of 4	1 out of 4	None	Do Not Receive
AORN Journal	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
ASC Focus	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
Becker's ASC Review	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
OR Manager	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
OR Nurse	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
OR Today	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
Outpatient Surgery	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
Surgical Products	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N
Surgistrategies	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> N

2. Please estimate what percentage of these publications you typically read in a given month.

	More than 66%	65% to 33%	Less than 33%	Do not Read
AORN Journal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
ASC Focus	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Becker's ASC Review	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
OR Manager	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
OR Nurse	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
OR Today	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Outpatient Surgery	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Surgical Products	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Surgistrategies	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

3. Please rate each publication in terms of each of the factors listed below: Use a 5 point scale where 5=Excellent, and 1 = Poor. Circle your answers below.

	<i>Usefulness</i>					<i>Readability</i>					<i>Overall Quality</i>				
AORN Journal	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
ASC Focus	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
Becker's ASC Review	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
OR Manager	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
OR Nurse	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
OR Today	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
Outpatient Surgery	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
Surgical Products	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
Surgistrategies	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

[Reprint of Questionnaire]

4. Which publication do you prefer the most?

- | | | | | | |
|-------------------------------|-----------------------------|----------------------|-----------------------------|------------------------------|-----------------------------|
| AORN Journal | <input type="checkbox"/> -1 | OR Manager | <input type="checkbox"/> -4 | Outpatient Surgery | <input type="checkbox"/> -7 |
| ASC Focus | <input type="checkbox"/> -2 | OR Nurse | <input type="checkbox"/> -5 | Surgical Products | <input type="checkbox"/> -8 |
| Becker's ASC Review | <input type="checkbox"/> -3 | OR Today | <input type="checkbox"/> -6 | Surgistrategies | <input type="checkbox"/> -9 |

5. Besides you, how many people at your facility typically see and read your copy of each of these publications?

	Only Me	One other person	Two other people	Three other people	More than three other people
AORN Journal	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
ASC Focus	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Becker's ASC Review	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
OR Manager	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
OR Nurse	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
OR Today	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Outpatient Surgery	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Surgical Products	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Surgistrategies	<input type="checkbox"/> -0	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4

6. How frequently do you visit the websites and/or read the email news services of these publications?

	Very frequently	Somewhat frequently	Not too frequently	Seldom or never	Don't know
AORN Journal	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
ASC Focus	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Becker's ASC Review	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
OR Manager	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
OR Nurse	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
OR Today	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Outpatient Surgery	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Surgical Products	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Surgistrategies	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5

7. Please check products over which you have purchasing influence:

- Capital equipment (tables, monitors, lights, etc.) -1
- Surgical supplies (gloves, drapes, etc.) -2
- Implants (IOLs, mesh, anchors, etc.) -3
- Surgical pharmaceuticals (anesthetics, PONV medications, etc.) -4
- Business supplies and services -5
- Other (specify): _____ -6

*Thank you! Please return in the enclosed, self-addressed postage paid envelope to
Preston/Rogers Associates, Inc., 15412 South Pine Dr., Oak Forest, IL 60452*