

**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

August, 2020

Research Objectives

- Measure the level of receivership and reading frequency of the following publications (listed alphabetically):
 - ◆ AORN Journal
 - ◆ ASC Focus
 - ◆ Becker's ASC Review
 - ◆ Healthcare Purchasing News
 - ◆ Infection Control Today
 - ◆ the Ophthalmic ASC
 - ◆ OR Manager
 - ◆ OR Today
 - ◆ Outpatient Surgery
- Measure depth of readership.
- Determine which publication is most preferred.
- Assess platform preference for surgical publications – print vs. digital.
- Measure usage of publication websites and email news services.

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 was 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 was 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: June 22, 2020

Date Closed: August 5, 2020

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: 33

Net Mailing: 1,467

Completed Returns: 341

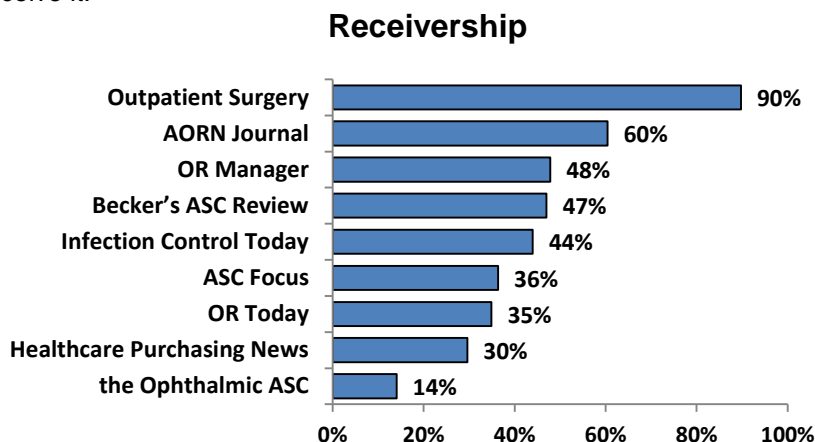
Response Rate: 23%

The margin of error is +/- 5% at the 95% confidence level

The following report is based upon this response.

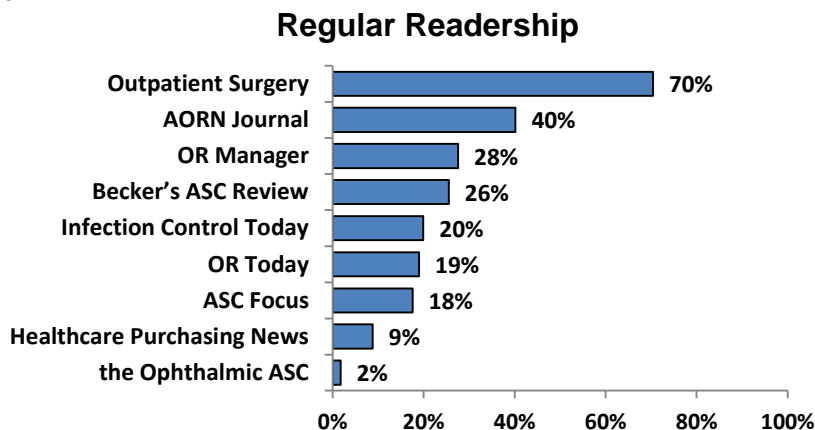
Publication Receivership

Of the publications studied, Outpatient Surgery Magazine reaches the most surgical facility decision-makers, with 90% indicating they receive it.



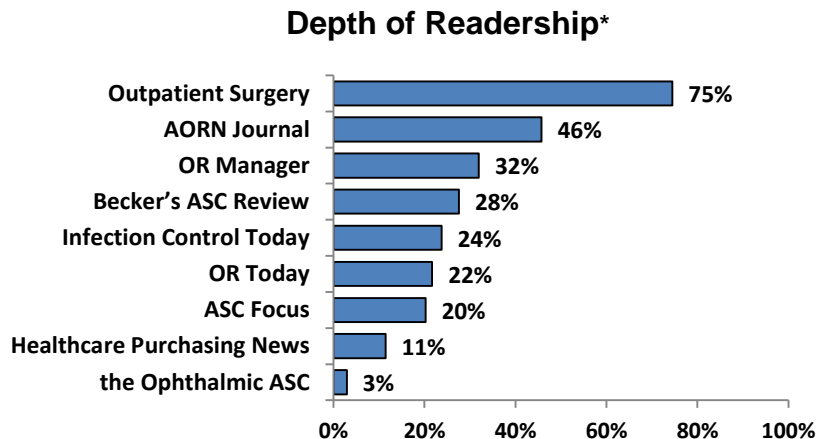
Publication Readership

With 70% 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.

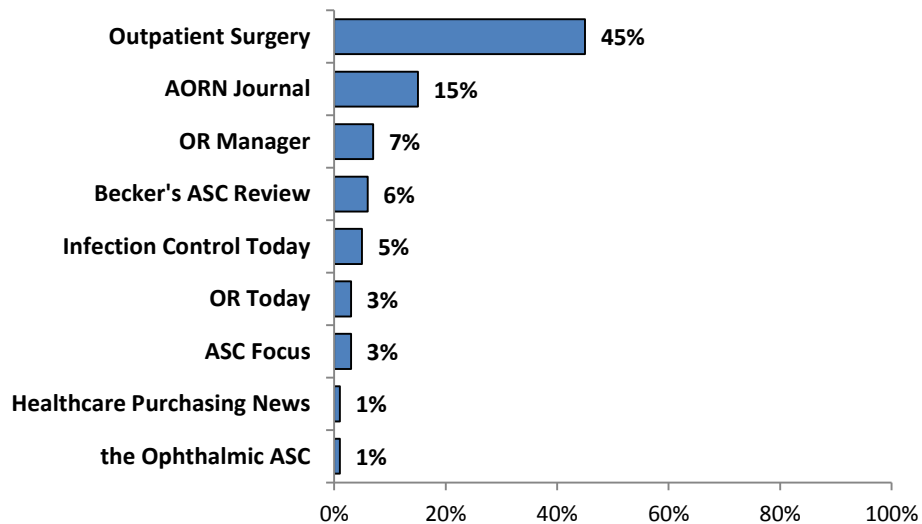


*Percent typically reading 33% or more of each publication

Ad Exposure

“Ad Exposure” represents how often a given ad will be seen in a publication. It is calculated by comparing “Publication Readership” data with “Depth of Readership” – the thoroughness a reader devotes to an issue. Based on this analysis, an ad in Outpatient Surgery Magazine has a significantly greater chance of being seen compared to any of its competitors.

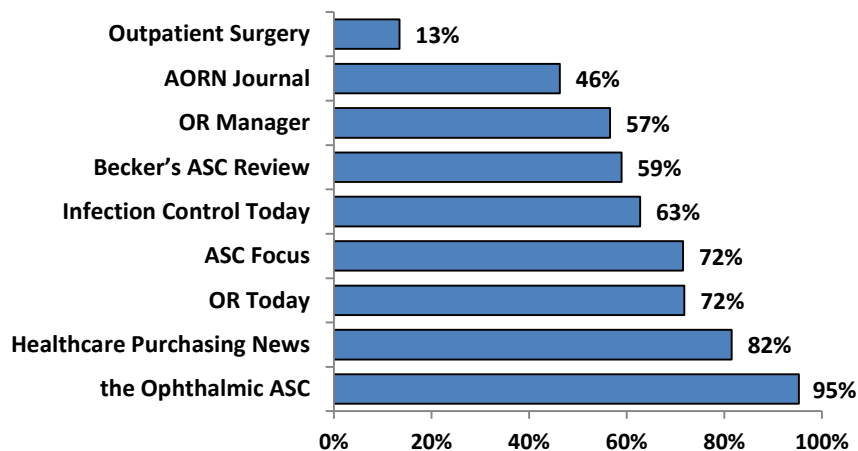
% of Universe Seeing an Ad by Publication



Opportunity Cost

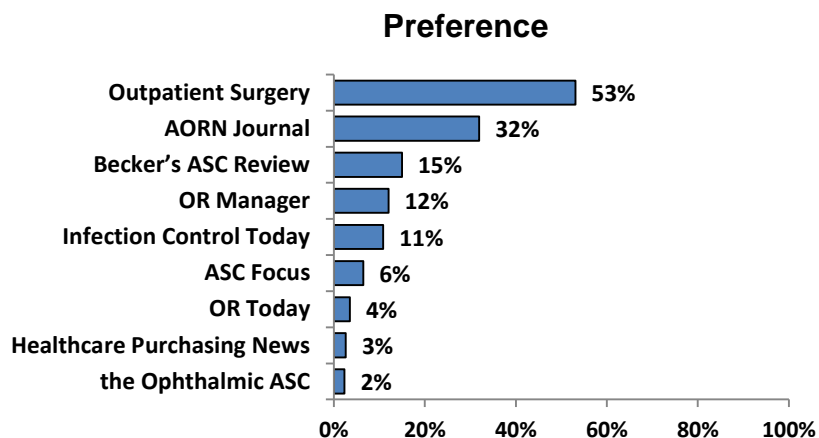
A publication's "opportunity cost" represents the population of respondents who will never see an ad in that particular publication, either because they don't receive the publication or they receive it but don't read it. Outpatient Surgery Magazine was the clear leader with an opportunity cost of only 13%.

Do Not Receive/Read Publication



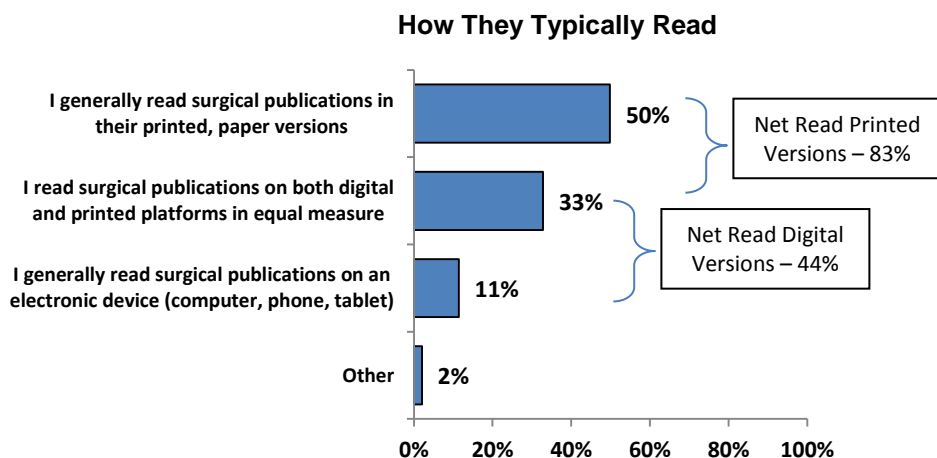
Overall Preference

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



Preferred Platform – Print vs. Digital

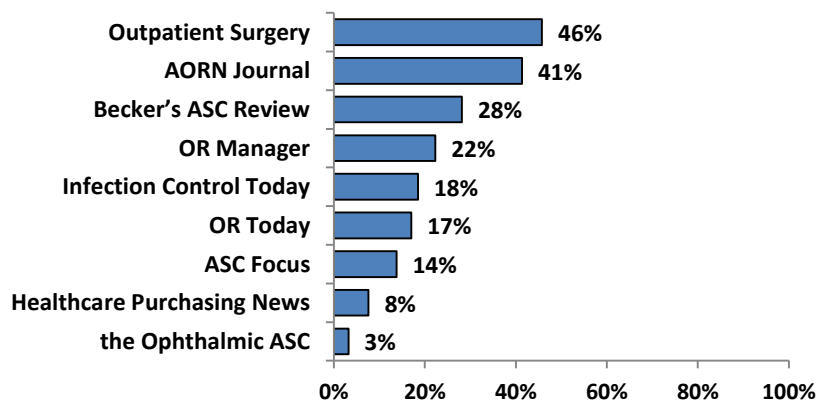
Overall, survey respondents prefer to read the printed versions of their surgical publications rather than the digital.



Website Visits and E-Mail News Service Read

Outpatient Surgery Magazine's websites and e-mail news services are visited/read most frequently.

% that visit publication website/read publication's email news service at least once a month



Preston/Rogers Associates, Inc.

June, 2020

Greetings,

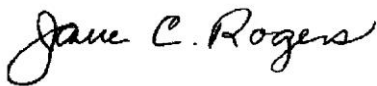
By participating in the Nielsen ratings, a small group of TV watchers wield a very large influence over what ends up on the tube. Now you have an opportunity to do the same thing with nine publications that serve the surgical community.

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,



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



Healthcare Purchasing News



Infection Control Today



the Ophthalmic ASC



OR Manager



OR Today



Outpatient Surgery

1. Over a four month period, how many issues do you typically read of each of the publications listed below. Do you typically read four out of four, three out of four, two out of four, one out of four or none?

	<u>4 out of 4</u>	<u>3 out of 4</u>	<u>2 out of 4</u>	<u>1 out of 4</u>	<u>None</u>	<u>Do Not Receive</u>
AORN Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ASC Focus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Becker's ASC Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare Purchasing News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infection Control Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the Ophthalmic ASC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outpatient Surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

	<u>More than 66%</u>	<u>65% to 33%</u>	<u>Less than 33%</u>	<u>Do Not Read</u>
AORN Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ASC Focus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Becker's ASC Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare Purchasing News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infection Control Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the Ophthalmic ASC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outpatient Surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please rate each publication in terms of the five factors listed below.

Use a 5 point scale where 5=Excellent and 1=Poor. Circle your answers below.

	<u>Actionable Advice</u>					<u>Authoritative Content</u>					<u>Indispensable Tool for My Job</u>					<u>Readability</u>					<u>Overall Quality</u>				
	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
AORN Journal																									
ASC Focus																									
Becker's ASC Review																									
Healthcare Purchasing News																									
Infection Control Today																									
the Ophthalmic ASC																									
OR Manager																									
OR Today																									
Outpatient Surgery																									

4. Which publication do you prefer the most?

- | | | |
|---|--|---|
| <input type="checkbox"/> AORN Journal | <input type="checkbox"/> Infection Control Today | <input type="checkbox"/> OR Today |
| <input type="checkbox"/> ASC Focus | <input type="checkbox"/> the Ophthalmic ASC | <input type="checkbox"/> Outpatient Surgery |
| <input type="checkbox"/> Becker's ASC Review | <input type="checkbox"/> OR Manager | |
| <input type="checkbox"/> Healthcare Purchasing News | | |

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

	<u>Only me</u>	<u>One other person</u>	<u>Two other people</u>	<u>Three other people</u>	<u>More than three other people</u>
AORN Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ASC Focus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Becker's ASC Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare Purchasing News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infection Control Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the Ophthalmic ASC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outpatient Surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. About how frequently each month do you visit the websites and/or read the email news services of these publications?

	<u>10 or more times</u>	<u>5 to 9 times</u>	<u>1 to 4 times</u>	<u>Seldom or never</u>	<u>Don't Know</u>
AORN Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ASC Focus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Becker's ASC Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare Purchasing News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infection Control Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the Ophthalmic ASC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outpatient Surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Which of the following most closely describes the way you read your surgical publications? (Check only one.)

- I generally read surgical publications on an electronic device (computer, phone, tablet)
- I generally read surgical publications in their printed, paper versions
- I read surgical publications on both digital and printed platforms in equal measure
- Other (specify) _____

Thank you! Please return in the enclosed, self-addressed postage-paid envelope to Research Results, 915 South Street Fitchburg, MA 01420