



QUICK REFERENCE

Healio Strategic Solutions is happy to provide this reference for the medical specialties we serve and our brand content capabilities. Here you will find relevant print and digital reach, as well as our multichannel offerings (on reverse). Please contact your designated sales representative to confirm audience counts and development of specific marketing opportunities.

Specialty	Audience		Associated Print Brand	Sales Contacts	
	Digital Reach	Print Reach		Display	Brand Content
Aesthetics	9,651			Tara Kosmowsky tkosmowsky@HealioHSS.com	Pat Duffey pduffey@HealioHSS.com
Allergy/Asthma	4,862			Nicole Rutter nrutter@HealioHSS.com	Chris Gallagher cgallagher@HealioHSS.com
Cardiology	43,060	54,050	Cardiology Today	Ron Gordon rgordon@HealioHSS.com	Matt Dechen mdechen@HealioHSS.com
Dermatology	16,936	19,275	Healio Psoriatic Disease	Tara Kosmowsky tkosmowsky@HealioHSS.com	Pat Duffey pduffey@HealioHSS.com
Endocrinology	12,308	17,176	Endocrine Today	Ron Gordon rgordon@HealioHSS.com	Matt Dechen mdechen@HealioHSS.com
Gastroenterology	18,692	16,439	Healio Gastroenterology	Kristen Weil kweil@HealioHSS.com	Lisa Demko ldemko@HealioHSS.com
Hematology/Oncology	30,601	36,319	HemOnc Today	Courtney Cashman ccashman@HealioHSS.com Christine Martynick cmartynick@HealioHSS.com	Cris Pires cpires@HealioHSS.com Simon Deutsch sdeutsch@HealioHSS.com
Hepatology	505	134	Healio Gastroenterology	Kristen Weil kweil@HealioHSS.com	Lisa Demko ldemko@HealioHSS.com
Infectious Disease	12,410	11,712	Infectious Disease News	Tracy Murray tmurray@HealioHSS.com	Chris Gallagher cgallagher@HealioHSS.com
Nephrology	11,501	19,010	Nephrology News & Issues	Tracy Murray tmurray@HealioHSS.com	Lisa Demko ldemko@HealioHSS.com
Neurology	20,153			Nicole Rutter nrutter@HealioHSS.com	Matt Dechen mdechen@HealioHSS.com
Nursing	123,194	JCEN 363 JGN 1,013 JNE 550 JPN 571 RGN 132	The Journal of Continuing Education in Nursing; Journal of Gerontological Nursing; Journal of Nursing Education; Journal of Psychosocial Nursing; Research in Gerontological Nursing	Christine Martynick cmartynick@HealioHSS.com	
Ophthalmology	25,883	OSN 18,189 OSLR 4,435 JRS 1,182 JPOS 315	Ocular Surgery News; OSLI Retina Journal of Refractive Surgery; Journal of Pediatric Ophthalmology & Strabismus	Scott Wright swright@HealioHSS.com Laura Renna lrenna@HealioHSS.com Molly Phillips mphilips@HealioHSS.com	Scott Wright swright@HealioHSS.com Laura Renna lrenna@HealioHSS.com Molly Phillips mphilips@HealioHSS.com
Optometry	29,608			Scott Wright swright@HealioHSS.com Laura Renna lrenna@HealioHSS.com Molly Phillips mphilips@HealioHSS.com	Scott Wright swright@HealioHSS.com Laura Renna lrenna@HealioHSS.com Molly Phillips mphilips@HealioHSS.com
Orthopedics	45,563	OT 30,658 ORTHO 551	Orthopedics Today; Orthopedics	Pat Duffey pduffey@HealioHSS.com	Pat Duffey pduffey@HealioHSS.com
Pediatrics	91,642			Tracy Murray tmurray@HealioHSS.com	Pat Duffey pduffey@HealioHSS.com
Primary Care	383,952			Christine Martynick cmartynick@HealioHSS.com	Matt Dechen mdechen@HealioHSS.com
Psychiatry	60,242	Psych Annals 361 JPN 571	Psychiatric Annals; Journal of Psychosocial Nursing	Tara Kosmowsky tkosmowsky@HealioHSS.com Christine Martynick cmartynick@HealioHSS.com	Pat Duffey pduffey@HealioHSS.com
Pulmonology	15,240			Nicole Rutter nrutter@HealioHSS.com	Chris Gallagher cgallagher@HealioHSS.com
Rheumatology	7,132	8,276	Healio Rheumatology	Kristen Weil kweil@HealioHSS.com	Lisa Demko ldemko@HealioHSS.com
Women's Health & OB/GYN	54,990			Tara Kosmowsky tkosmowsky@HealioHSS.com	Chris Gallagher cgallagher@HealioHSS.com

Digital Source: Healio June 2021 audience count. Includes US physicians, nurse practitioners and physician assistants with an NPI. Print Source: Healio 2022 rate cards.

Healio Strategic Solutions is a medical communications company with deep roots in providing the best in healthcare information and education worldwide. Healio Strategic Solutions leverages The Wyanoke Group's legacy in over 20 specialty markets, our portfolio of live events, and HealioHSS.com to disseminate information to healthcare providers in a variety of formats and channels including traditional and social media platforms.

OMNICHANNEL OPPORTUNITIES

This is an overview of marketing capabilities that **Healio Strategic Solutions** offers. We do create new opportunities as client needs arise, so please contact your sales representative for an updated list. Deep engagement programs can also be designed to meet unique client needs.



ADVERTISING >

Banner Advertising, Roadblocks, Email Blasts, Topic Specific Newswires, Curriculum Based Learning



PRINT >

Advertising, High-Impact Opportunities (Cover Tips, Belly Bands, Pre-Printed Polybags), Supplements, Outserts (Direct Mail)



PEER TO PEER >

Thought Leader Video Perspectives, Resource Centers, Awareness Campaigns, Top Questions, Gamification, Hot Topics, Clinical Case Review



ADDRESSABLE >

Non-endemic, Social (Facebook, Twitter, Instagram)



CONFERENCE STRATEGY >

Topic Specific On-Site Coverage, Symposia/Product Theaters, Pre & Post Conference Deliverables, Meeting Reporters



DEEP ENGAGEMENT >

Microsite, Video Integration, Case Challenge, Clinical Trial Roadmap, Practice Profiles, Expert Panel/Round Table

For questions about any of the above opportunities, please contact your sales representative:

GENERAL INQUIRIES

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ADVERTISING & ADDRESSABLE

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DEEP ENGAGEMENT

Matthew Dechen
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