

# AUDIENCE ENGAGEMENT REPORT



# Healthcare Innovation – Audience Engagement Report

JULY-DECEMBER 2023

Together, *Healthcare Innovation's* growing community, comprised of its readers and Summit attendees, includes industry leaders and senior executives from across the country such as CIOs, CISOs, CMIOs, CEOs, CFOs, physicians, IT directors, and many more thought leaders, game changers, and influencers who are driving change by shaping innovations that point the way to the future of healthcare.

## AVERAGE MONTHLY REACH



132,862

## COMPANIES THAT ENGAGE



## REACH DECISION MAKERS

**78%** of audience are director and above



Job Functions	Count	Percent
CEO/Pres./Admin/Chairman of Board or Health...	6615	15.80%
COO/VP of Operations	3273	7.80%
CFO/VP of Finance/Controller/Treasurer	2093	5.00%
CSO/VP/Director, Security	668	1.60%
CIO/CM/CTO/VP of Information Systems	2045	4.90%
Dir/Manager, Network/Internet/Intranet/Wir...	397	0.95%
Director/Manager, Medical Records	1178	2.80%
Director/Manager, Information Systems	2682	6.40%
Director/Manager, Medical Informatics	909	2.20%
VP/Director/Admin., Claims/Coding/Admissio...	568	1.30%
IT Consultant/IT Systems Analyst, Project ...	2375	5.70%
Chief of Staff/CMO/Medical Director	3213	7.70%
Chief/Director Laboratory Services, Lab Di...	515	1.20%
Chief/Director Pharmacy, Pharmacist	487	1.10%
Chief of Radiology/Imaging, Radiologist/PA...	863	2.00%
Chief Nursing Officer/Director of Nursing...	2774	6.60%
Practice Administrator/Practice Manager	941	2.20%
VP/Director/Manager, Managed Care	441	1.00%
Chief of Cardiology/Oncology	133	0.30%
Other Healthcare Title	4330	10.40%
Other Information Management	1326	3.20%
Other Executive, Administrative & Financia...	1996	4.80%
Other Clinical Management	1938	4.60%

Business/Industries	Count	Percent
Hospital/Multi-Hospital System, IDN/Health ...	21,125	69.27%
University/Teaching Hospital	1,165	3.82%
Military/Government Hospital	460	1.51%
Medical Clinic/Ambulatory Care Center	851	2.79%
Group Practice	648	2.12%
Physician Organization (IPA, PHO)	678	2.22%
Long Term/Sub Acute Care/Nursing Home/Rehab	612	2.01%
Home Health Care Agency	279	0.91%
Managed Care Organization (HMO, PPO, Healt...	455	1.49%
Third-Party Admin/Self Insured Employer	84	0.28%
Pharmacy/Independent Lab	175	0.57%
Imaging Center	82	0.27%
IT Consultant/Project Management/Integration	2,405	7.89%
Other	1,476	4.84%

The Audience Engagement Report provides an integrated view of the Healthcare Innovation community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

\*Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

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AVERAGE MONTHLY SESSIONS



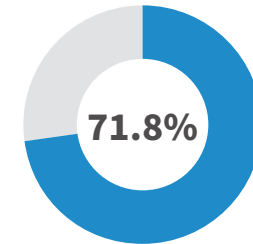
**60,102**

AVERAGE UNIQUE MONTHLY VISITORS



**42,695**

DESKTOP VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



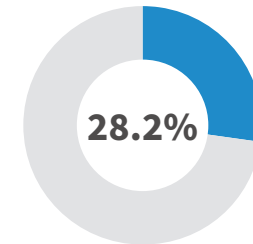
**88,443**

COMBINED SOCIAL REACH



**32,062**

MOBILE VISITORS AVERAGE MONTHLY



NEWSLETTER REACH



**40,698**

AVERAGE TOTAL OPEN RATE



**44.67%**

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## TOP TOPICS



Population Health  
Management



Policy & Value  
Based Care



Data analytics, including predictive  
analytics, AI, and machine learning



Cybersecurity



U.S. healthcare  
system-wide interoperability

## TOP VIEWED ARTICLES

- CMS' Proposed Medicare Physician Fee Schedule Provokes Strong Reactions
- UCSF Health Plans Purchase of Two Dignity Health Hospitals
- Intermountain, UPMC to Switch from Oracle Cerner to Epic
- Researchers Zero in on Who Chooses MA vs. Traditional Medicare
- CVS Targets Opening of 50+ Oak Street Clinics in '24
- CVS Execs Set \$10B Healthcare Services Target for 2028
- CMS Announces New "AHEAD Model" for State-Level Chronic Care Management
- London-based Informa PLC Plans to Acquire HIMSS Conference
- Johns Hopkins Researchers Quantify Cost of Hospital Quality Metrics