HEALTHCARE PURCHASING NEWS.

CLINICAL INTELLIGENCE FOR SUPPLY CHAIN LEADERSHIP

NOVEMBER 2019 ISSUE PREVIEW

FEATURE STORIES:

MEDICAL DISPLAYS & MONITORS

HPN reports on the latest advancements emerging in medicalgrade displays and monitors used in clinical and administrative areas of healthcare facilities.

ENDOSCOPE CLEANING STRATEGIES

HPN shares tips and tricks from the pros on how to effectively and efficiently care for the minimally invasive surgical tools clinicians use on patients.

PATIENT ROOM MAKEOVERS

What devices and equipment should be included in the ideal, ultimate patient room if budgets were no object? Now what if they were? **HPN** highlights the options and gauges how close they may be to implementation.

KIT & TRAY PLANNING

Successful tray planning requires committed communication and collaboration between surgical staff, physicians, SPD and even supply chain. Industry experts suggest how to design kits and procedure trays to enhance and support clinical and workflow effectiveness and efficiency.

INFECTION SCREENING STRATEGIES

Today's infection screening solutions are delivering results faster and more accurately than ever before, giving clinicians greater ability to diagnose and treat their patients properly. **HPN** reviews the latest products and practices.

NOVEMBER ADVERTISER SPECIAL BONUS

DECEMBER FEATURE STORIES:

ENDOSCOPY PRODUCT SPOTLIGHT:

ENDOSCOPE CARE — YOUR PRODUCT REVIEW AND PHOTO IN OUR MARKETPLACE & EBLAST

HPN 2020 SOURCE GUIDE

Edit Close: 9/20/2019 · Ad Close: 10/7/2019

85%* of **HPN** subscribers reference the Source Guide all year long.

FIRST 3 CATEGORY LISTINGS ARE FREE.

All half-page or larger print advertisers <u>IN THE SOURCE GUIDE</u> issue receive:

- ✓ Six (6) FREE product listings, in print and online.
- ✓ Free color logo with each listing (\$1800 value)

Buy two (2) same-size ads in both November *HPN* and the *Source Guide* and get 40% off the Guide ad.

Visit: https://sg.hpnonline.com/Admin/User-Login.aspx to sign up or view your current listing (if you participated last year). **Email KEEP 2019 to tcoffman@hpnonline.com** to maintain these listings

There is a PDF form for listing/updating your listing in the Source Guide:

https://hpnonline.com/21092815

Deadline: September 20.

MEDICA 2019

TRADESHOW DISTRIBUTION

NOV 18 - 21 DUSSELDORF, GERMANY

Edit Close: 10/22/2019 · Ad Close: 11/5/2019

SUPPLY CHAIN OPERATIONS WORTH WATCHING

HPN shines a spotlight on the latest group of first-class supply chain management departments achieving elite status in this annual list of success stories. Nominate a customer today!

HLD VS. STERILIZATION

Industry experts, suppliers and end-users in sterile processing departments share what they know about the most widely used disinfectants and sterilants, the differences between them, and proper usage.

AIR & WATER QUALITY

Air- and water-borne diseases prompt healthcare systems to seek better, more effective ways of curbing the problem and protecting patients from harm. **HPN** features best products and processes.

PPE SHOWCASE

HPN's annual spotlight on personal protective equipment looks at what healthcare professionals across departments – environmental services, surgical suites, sterile processing, and more – need to keep themselves and their patients safe.

SUSTAINABLE PROGRESS

HPN taps pros to evaluate operational momentum and patterns around environmentally astute sourcing, purchasing and contracting practices.

DECEMBER ADVERTISER SPECIAL BONUS

DECEMBER ADVERTISERS: EARN SPECIAL 40% OFF RATE-CARD DISCOUNTS WHEN YOU ADVERTISE IN BOTH DECEMBER 2019 AND JANUARY 2020.

PERSONAL PROTECTIVE EQUIPMENT — FEATURE YOUR 50-WORD PRODUCT REVIEW AND PHOTO IN OUR PRODUCT MARKETPLACE.



EAST COAST SALES

bholton@hpnonline.com mholton@hpnonline.com Blake or Michelle Holton 407-971-6286

MIDWEST SALES dboatman@hpnonline.com Donna Boatman-Riley 815-393-4624

WEST COAST SALES

bholton@hpnonline.com mholton@hpnonline.com Blake or Michelle Holton 407-971-6286

ADVERTISING MATERIALS tcoffman@hpnonline.com Tiffany Coffman 941-259-0842

PUBLISHER/EXECUTIVE EDITOR
Kristine Russell

krussell@hpnonline.com (941) 259-0854

MANAGING EDITOR

Valerie J. Dimond vdimond@hpnonline.com (941) 259-0854

SENIOR EDITOR

Rick Dana Barlow rickdanabarlow@hpnonline.com

FEATURES EDITOR

Kara Nadeau knadeau@hpnonline.com

INFECTION PREVENTION EDITOR Susan Cantrell susan_cantrell@bellsouth.net

ENDEAVOR HEALTHCARE MEDIA 2477 Stickney Point Road, Suite 315B Sarasota, FL 34231 941-927-9345 phone 941-927-9588 fax



HPN has 32,228* audited qualified subscribers. HPN's audience includes professionals in Supply Chain and Materials Management, Surgical Services, Central Services/Sterile Processing, Infection Prevention, Nursing, Senior Administration and other prominent members of product evaluation and value analysis committee

*VAC December 2018