

Audience Profile Report

HME News provides comprehensive access to the home medical equipment market. The HME News brand includes a monthly print publication and a full multichannel array of digital offerings including a weekly newswire, six monthly segment-focused emails and a website. The brand also produces the premier face-to-face educational event in the industry and the only Medicare reimbursement database by product and county available anywhere. On an annual basis, HME News' products provide 2.14 million audience touches.

This report provides a detailed look at the audience of HME News, using the April 2019 print issue and digital statistics. This information is to be used exclusively and solely by United Publications, HME News and their clients.

Field Served:

HME News serves Home Medical Equipment Providers; HME rental/sales dealers; suppliers; rehabilitation technology suppliers; pharmacies with HME; mass merchandisers with HME; hospital owned or affiliated HME; in-patient facilities, including sleep labs, rehab centers, skilled nursing facilities. Also served are other home health care businesses; HME wholesalers, distributors; HHA, VNA, home health/hospice, insurance carriers, health care payers; and others allied to the field.

Definition of Recipient Qualification:

Qualified recipients include Owner/President; VP/General Manager/Director; HME Manager; HME Buyer/Assistance Buyer; Occupational Therapist; Case Manager; and Other titled personnel.

United Publications

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 Rick Rector, Publisher



This Integrated Database analysis is provided by Stamats Data Management. The analysis provides a better understanding and identification of all the media channels the HME News audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.



*Note: All Data contained in this report is "Publishers' Own Data" as of April 2019

Audience Summary

Summary		<i>6-Month Average*</i>
HME News		16,100
PRINT		12,745
DIGITAL		4,992
Digital (requested)		4,992
HME E-NEWSLETTERS		
HME Newswire		10,315
HME Showcase		7,147
HME Top 5 Mobility		6,114
HME Top 5 Moneyline		7,525
HME Most Read		7,887
HME News Poll		8,921
HME Top 5 Respiratory		6,707
HME WEBSITE		56,302

Integrated Data Analysis	
NET UNIQUE INDIVIDUALS	26,815
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	14,964
AVERAGE CHANNELS PER INDIVIDUAL	2.82

* e-Newsletter number is average of April 2019 e-Newsletter data; all other Data contained in this report is a 6-month average unless otherwise noted. All data is sourced as "Publishers' Own Data".

CHANNELS	HME News	HME Newswire	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME Showcase	Webcast Registrants	HME Summit Attendees	HME Databank	Website Registrants	HME News Poll
HME News	16,100	5,012	3,303	3,965	4,256	3,599	3,738	477	260	70	411	3,984
HME Newswire	5,012	10,369	5,361	6,645	6,898	5,892	6,034	549	346	106	567	6,913
HME Mobility	3,303	5,361	6,095	4,782	5,269	4,694	4,642	320	187	55	329	4,720
HME Moneyline	3,965	6,645	4,782	7,562	5,880	5,168	5,381	435	277	81	412	5,386
HME Most Read	4,256	6,898	5,269	5,880	7,885	5,720	5,541	456	273	87	456	5,996
HME Respiratory	3,599	5,892	4,694	5,168	5,720	6,690	4,878	414	254	63	391	5,177
HME Showcase	3,738	6,034	4,642	5,381	5,541	4,878	7,142	390	222	63	370	5,164
Webcast Registrants	477	549	320	435	456	414	390	1,406	99	20	81	479
HME Summit Attendees	260	346	182	277	273	254	222	99	1,000	33	73	283
HME Databank	70	106	55	81	87	63	63	20	33	242	30	86
Website Registrants	411	567	329	412	456	391	370	81	73	30	2,205	495
HME News Poll	3,984	6,913	4,720	5,386	5,996	5,177	5,164	479	283	86	495	8,922

CHANNELS RECEIVED	HME News	HME Newswire	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME Showcase	Webcast Registrants	HME Summit Attendees	HME Databank	Website Registrants	HME News Poll	UNIQUE INDIVIDUALS
MULTIPLE CHANNEL RECIP	5,950	9,707	6,034	7,345	7,790	6,638	6,900	741	486	150	802	8,111	11,851
SINGLE CHANNEL RECIP	10,150	662	61	217	95	52	242	665	514	92	1,403	811	14,964
TOTAL	16,100	10,369	6,095	7,562	7,885	6,690	7,142	1,406	1,000	242	2,205	8,922	26,815

The HME News website features a navigation bar with links for Home, Mobility, Specialty Providers, and News. The main content area includes several news items:

- Specialized capabilities take care of HME**: A story about Medicare's new competitive bidding program for durable medical equipment.
- Introducing Capiox, an Overnight Pulsox with Capnography**: An advertisement for a new medical device.
- What's new about competitive bidding? EVERYTHING!**: A promotional banner for a 2019 Summit.

At the bottom, there is contact information for Rick Rector, Publisher, and a note about the HME News website's registration process.

This screenshot highlights the 'Top 5 Mobility' article from April. The article lists the following stories:

- CMS bulks up PA program**: CMS has added seven codes for complex rehab power mobility devices and five codes for support surfaces to the national prior authorization program.
- Complex rehab: Holding MCOs legally accountable**: NCART and Neighborhood Legal Services, a nonprofit that provides free legal services to people with low income and people with disabilities, are teaming up on a new effort to call out managed care organizations for their failures to follow Medicaid policies.
- Accessories bill re-introduced in House**: Reps. John Larson, D-Conn., and Lee Zeldin, R-N.Y., have re-introduced a bill that would permanently exempt complex rehab manual wheelchairs from Medicare's competitive bidding program and would suspend the agency from applying bid-related payment rules to accessories for those wheelchairs for 18 months.
- NISM doubles down on Canada**: National Seating & Mobility has made a second acquisition in Canada.
- NISM automates approval process**: National Seating & Mobility has launched an automated benefits and eligibility process to expedite the funding cycle to obtain complex rehab equipment.

The article also includes a call to action: 'Honor your company and your employees' with a 'APPLY NOW' button and a deadline of June 6.

This screenshot highlights the 'Top 5 Respiratory' article from April. The article lists the following stories:

- Lincare has bought Southwest provider**: CLEARWATER, Fla.—Lincare Holdings, a subsidiary of Linde Group of Germany, has acquired Preferred Homecare/Deane Solutions, a portfolio company of Beekun Petty, CEO of Chicago, according to PE Hub Healthcare.
- Vent providers fear worst**: YARMOUTH, Maine—The lack of clear guidance for non-invasive ventilators could make it difficult to calculate bids for the product and could, ultimately, compromise patient care, say providers.
- ResMed pilot program raises questions**: SAN DIEGO—ResMed isn't the first vendor to take its portable oxygen concentrator direct to consumer for certain customers, but there are certain details about its pilot program, OxySense, that concern HME providers.
- ResMed tests blended model for POC**: SAN DIEGO—ResMed in late March quietly launched a pilot program, OxySense, to sell portable oxygen concentrators by the same name directly to cash customers and through providers to insurance customers.
- CVS and CPAP: HME providers are built-in—on themselves**: YARMOUTH, Maine—Seventy percent of HME providers expect their customers to stay loyal to them, despite CVS offering CPAP masks in its HealthHub concept stores.

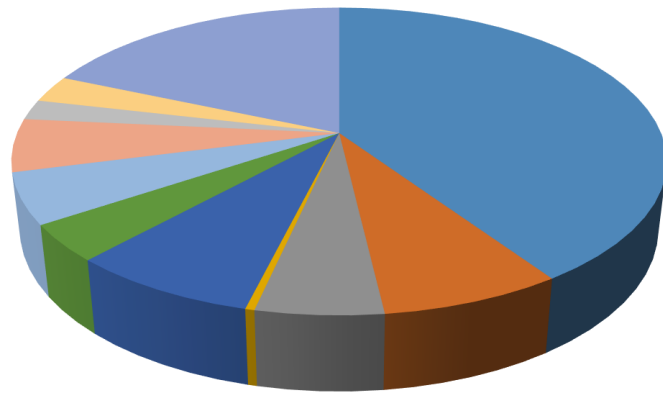
The article also includes a call to action: 'Interested in sponsoring the HME top5 Respiratory? For more information please contact Rick Rector at rrector@hmenews.com.'

*Note: All Data contained in this report is "Publishers' Own Data" as of April 2019

Audience Business & Industry

	Total Unique Individuals	%	HME News	HME Newswire	HME Showcase	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	Webcast Registrants	Summit Attendees	HME Databank	Website Registrants	HME News Poll
HME rental/sales Dealer, Supplier	10,876	40.6%	7,601	4,820	3,510	2,963	3,434	3,840	3,450	541	411	65	853	3,931
Rehabilitation Technology Supplier	2,037	7.6%	1,718	506	343	457	356	419	257	29	30	7	117	423
Pharmacy with HME	1,422	5.3%	987	576	435	307	384	430	329	50	27	3	110	452
Mass Outlet/Mass Merchandiser with HME	103	0.4%	59	38	28	28	29	35	25	5	3	0	34	26
Hospital, including hospital owned or affiliated HME	2,124	7.9%	1,974	214	153	117	147	156	149	27	14	3	54	157
In-Patient Facility, including sleep lab, rehab center, skilled nursing facility	1,034	3.9%	927	131	96	77	91	105	95	4	5	0	43	107
HME Wholesaler/Distributor	1,428	5.3%	1,059	502	379	311	360	398	332	17	38	11	113	382
HME Manufacturer/Sales Reps	1,495	5.6%	688	939	753	654	671	842	699	49	82	22	191	791
HHA, VNA, Home Health/Hospice	571	2.1%	462	120	91	73	100	93	76	7	15	1	49	95
Insurance Carrier, Health Care Payer	764	2.8%	625	419	282	273	308	351	287	24	27	1	74	308
Others Allied/Other Engaged	4,961	18.5%	0	2,104	1,072	835	1,682	1,216	991	653	348	129	567	2,250
Grand Total	26,815	100.0%	16,100	10,369	7,142	6,095	7,562	7,885	6,690	1,406	1,000	242	2,205	8,922

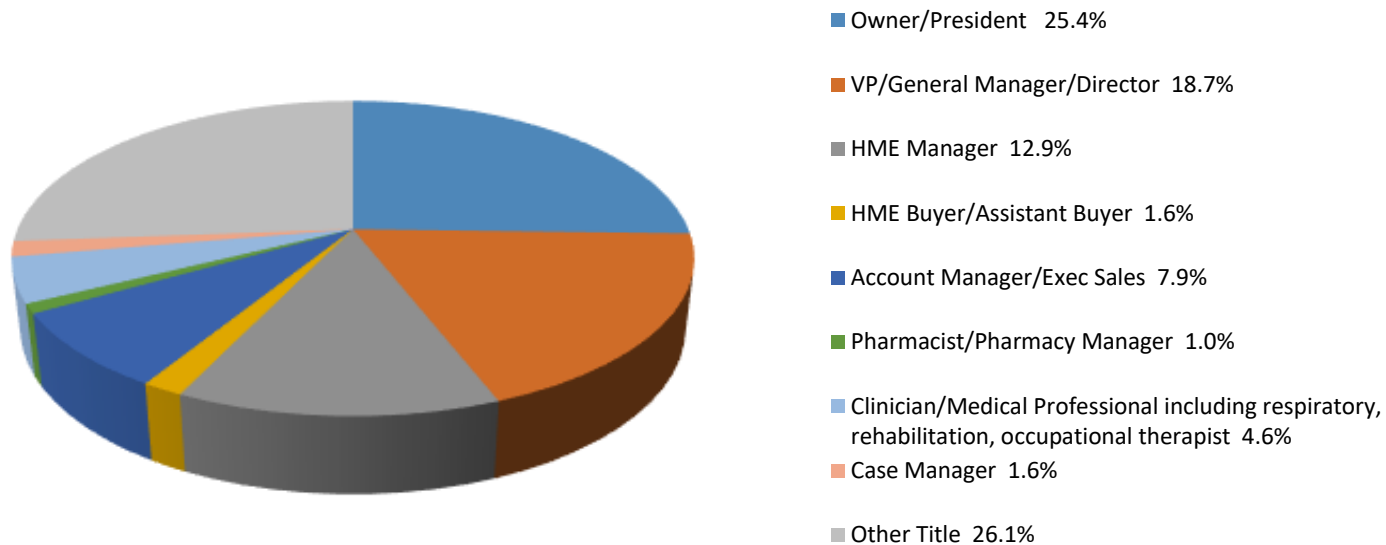
Audience Distribution



- HME rental/sales Dealer, Supplier 40.6%
- Rehabilitation Technology Supplier 7.6%
- Pharmacy with HME 5.3%
- Mass Outlet/Mass Merchandiser with HME 0.4%
- Hospital, including hospital owned or affiliated HME 3.9%
- In-Patient Facility, including sleep lab, rehab center, skilled nursing facility 5.3%
- HME Wholesaler/Distributor 5.6%
- HME Manufacturer/Sales Reps 5.6%
- HHA, VNA, Home Health/Hospice 2.1%
- Insurance Carrier, Health Care Payer 2.8%
- Others Allied/Other Engaged 18.5%

Audience Title										
	Total Unique Individuals	%	HME News	HME Newswire	HME Showcase	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME News Poll
Owner/President	6,821	25.4%	5,448	2,387	1,807	1,583	1,794	1,934	1,566	2,043
VP/General Manager/Director	5,019	18.7%	4,090	1,914	1,316	1,151	1,359	1,522	1,262	1,503
HME Manager	3,461	12.9%	2,910	1,208	871	798	823	987	865	949
HME Buyer/Assistant Buyer	442	1.6%	371	200	161	135	151	162	145	147
Account Manager/Exec Sales	2,116	7.9%	1,366	1,254	974	846	890	1,059	954	974
Pharmacist/Pharmacy Manager	260	1.0%	218	65	48	33	38	48	30	45
Clinician/Medical Professional including respiratory, rehabilitation, occupational therapist	1,241	4.6%	932	518	395	310	360	426	432	469
Case Manager	422	1.6%	391	180	118	104	115	130	113	129
Other Title	7,033	26.1%	374	2,643	1,452	1,135	2,032	1,617	1,323	2,663
Grand Total	26,815	100.0%	16,100	10,369	7,142	6,095	7,562	7,885	6,690	8,922

Audience Title



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Audience - Geographic Distribution

STATE	Total Unique Individuals	PRINT	DIGITAL	HME Newswire	HME Showcase	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME News Poll
Connecticut	259	151	59	111	77	71	74	78	74	88
Massachusetts	445	218	97	197	132	116	150	155	133	163
Maine	102	59	9	41	19	19	19	24	20	24
New Hampshire	99	51	21	46	21	22	26	26	26	31
Rhode Island	60	37	12	19	13	12	18	16	14	21
Vermont	24	15	7	8	8	6	10	6	3	4
NEW ENGLAND	989	531	205	422	270	246	297	305	270	331
New Jersey	518	266	108	231	156	131	171	181	142	197
New York	1,174	583	283	476	336	304	362	384	289	370
Pennsylvania	1,237	569	281	563	422	324	418	438	388	450
MIDDLE ATLANTIC	2,929	1,418	672	1,270	914	759	951	1,003	819	1,017
Illinois	973	438	215	439	296	245	312	334	280	339
Indiana	419	223	84	154	105	89	118	118	110	130
Michigan	799	462	148	299	211	166	199	221	181	239
Ohio	1,239	600	271	509	366	295	380	408	351	418
Wisconsin	417	237	98	155	108	86	110	123	90	123
EAST NORTH CENTRAL	3,847	1,960	816	1,556	1,086	881	1,119	1,204	1,012	1,249
Iowa	350	205	91	158	111	102	118	128	115	120
Kansas	278	160	44	104	68	50	68	61	62	73
Minnesota	462	223	106	175	120	94	134	142	116	146
Missouri	561	296	129	223	135	120	137	169	140	172
North Dakota	83	40	24	40	22	21	24	32	23	34
Nebraska	164	100	42	68	47	36	51	57	46	54
South Dakota	64	39	16	23	17	18	16	21	15	17
WEST NORTH CENTRAL	1,962	1,063	452	791	520	441	548	610	517	616
Washington DC	58	20	14	20	12	11	12	14	13	15
Delaware	48	21	8	16	11	8	11	13	10	19
Florida	1,794	907	424	751	555	471	578	604	515	635
Georgia	760	374	145	287	216	181	221	234	205	254
Maryland	442	206	94	174	124	101	131	134	118	144
North Carolina	813	427	166	330	230	191	235	259	223	263
South Carolina	406	222	80	168	98	83	109	130	117	128
Virginia	533	257	120	224	147	129	168	176	141	181
West Virginia	148	82	25	53	42	35	35	38	37	42
SOUTH ATLANTIC	5,002	2,516	1,076	2,023	1,435	1,210	1,500	1,602	1,379	1,681

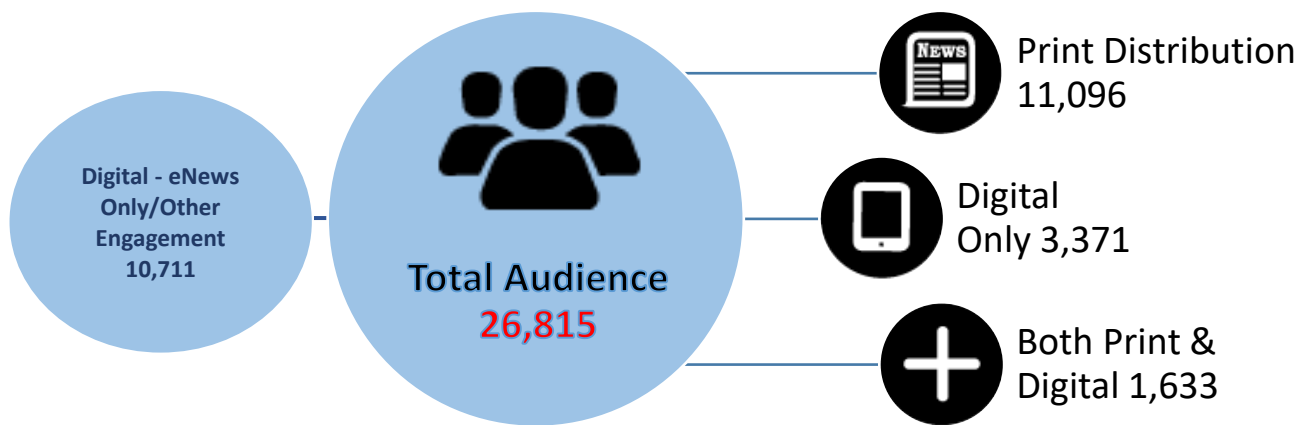
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Audience - Geographic Distribution

STATE	Total Unique Individuals	PRINT	DIGITAL	HME Newswire	HME Showcase	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME News Poll
Alabama	391	222	76	147	106	97	116	119	104	126
Kentucky	397	222	67	167	123	86	117	123	112	118
Mississippi	247	147	52	96	70	59	73	77	65	84
Tennessee	727	360	146	296	197	175	208	231	178	236
EAST SOUTH CENTRAL	1,762	951	341	706	496	417	514	550	459	564
Arkansas	260	172	37	81	54	51	65	62	49	66
Louisiana	328	201	53	97	70	59	80	80	70	89
Oklahoma	339	206	61	110	82	64	84	83	72	93
Texas	1,768	969	351	639	497	440	505	536	458	553
WEST SOUTH CENTRAL	2,695	1,548	502	927	703	614	734	761	649	801
Arizona	346	222	64	115	83	81	88	101	90	97
Colorado	405	227	82	132	100	88	113	115	107	113
Idaho	113	88	15	23	16	12	22	18	20	20
Montana	103	65	19	40	21	19	28	27	19	30
New Mexico	126	82	21	33	23	26	29	26	27	24
Nevada	144	75	27	53	30	37	35	38	33	46
Utah	230	130	50	77	62	61	61	64	60	61
Wyoming	43	23	5	11	8	4	5	8	7	6
MOUNTAIN	1,510	912	283	484	343	328	381	397	363	397
Alaska	53	38	3	12	9	5	9	9	10	12
California	2,209	1,244	420	752	508	452	532	599	495	625
Hawaii	59	35	14	19	14	16	15	18	14	12
Oregon	255	167	35	63	40	31	49	45	39	45
Washington	421	260	68	128	100	76	109	114	86	120
PACIFIC	2,997	1,744	540	974	671	580	714	785	644	814
UNITED STATES	23,693	12,643	4,887	9,153	6,438	5,476	6,758	7,217	6,112	7,470
US Territories (ex. Puerto Rico)	31	3	4	23	13	13	12	18	13	21
Canada	248	83	78	86	67	66	65	66	53	76
Mexico	0	0	0	0	0	0	0	0	0	0
Other International	383	0	28	103	80	72	62	90	86	88
Email Address Only	2,460	0	7	1,004	544	468	665	494	426	1,267
Other Total	3,122	86	117	1,216	704	619	804	668	578	1,452
UNIQUE TOTAL**	26,815	12,729	5,004	10,369	7,142	6,095	7,562	7,885	6,690	8,922

*Note: All Data contained in this report is "Publishers' Own Data" as of April 2019

HME Audience Breakout			
	Qualified Request Distribution	Qualified Non-Request Distribution	Total Distribution
<i>Print - Requested</i>	7,939	3,157	11,096
<i>Digital - Requested</i>	3,279	92	3,371
<i>Both - Requested</i>	1,548	85	1,633
<i>Digital - eNews Only/Other Brand Engagement</i>		10,711	10,711
<i>Total Distribution</i>	12,766	14,045	26,815



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