

# MDNEWS<sup>®</sup>

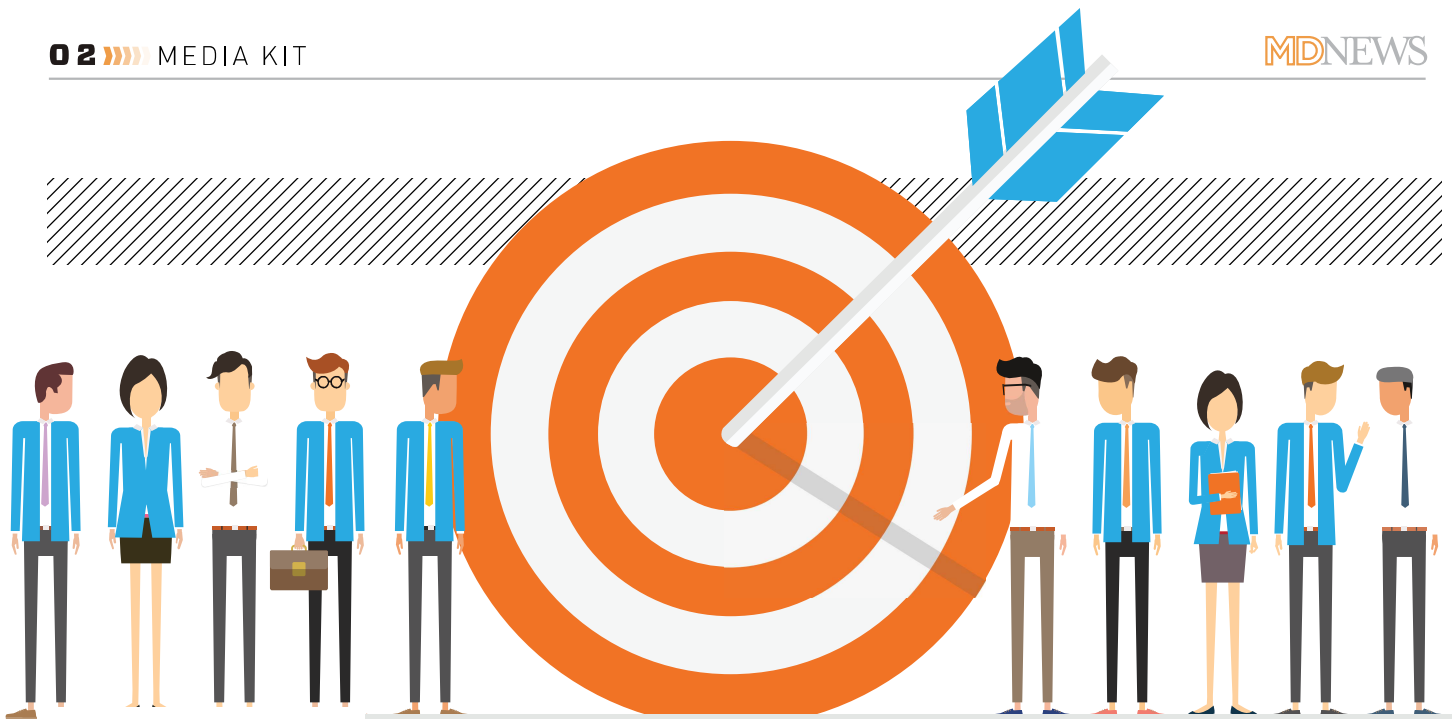
■ A BUSINESS & PRACTICE MANAGEMENT MAGAZINE | ABOUT PHYSICIANS | FROM PHYSICIANS | FOR PHYSICIANS ■

**MD NEWS IS YOUR  
SOLUTION FOR:**

- Promotion
- Recruitment
- Recognition
- Referral

**Engage  
Physicians &  
Healthcare  
Executives in  
Your Community**





IN TODAY'S SATURATED MEDIA ENVIRONMENT, MARKETERS ARE SEEKING NEW AND CREATIVE WAYS TO ENGAGE PHYSICIANS. *MD NEWS* OFFERS BEST-IN-CLASS, HYPERTARGETED ADVERTISING AND CONTENT MARKETING SOLUTIONS TO REACH PHYSICIAN PRACTICE GROUPS, HOSPITALS AND OTHER HEALTHCARE ORGANIZATIONS TO ENGAGE PHYSICIANS AND SUPPORT YOUR PROMOTION, RECOGNITION, RECRUITMENT AND REFERRAL STRATEGIES.

## **MD NEWS:** Delivering Targeted Physician Communication Strategies

### **It all starts with the physician.**

Most of what happens in the healthcare industry hinges on physician involvement: They fill hospital beds, write prescriptions, utilize medical devices, select therapies and play a key role in billing. Recognizing physicians' central role in care, *MD News* reaches nearly all of the licensed physicians across all specialties in the markets we serve. We deliver your organization's message directly to this hard-to-reach audience of sophisticated decision-makers.

However, the *MD News* team understands that physicians do not have time for low-value content — they want detailed, factual articles that will help them better treat patients and operate a more effective practice. This is a core principle of *MD News* and the standard that guides our editorial content.

Consider these statistics as you think about partnering with *MD News* to get your message in front of our physician audience:

Magazines provide the greatest **return on advertising dollars**, at **\$3.94:1**. (Nielsen Catalina Solutions)

Print magazines are **highly effective** in reaching **extremely influential healthcare consumers**. (GfK MRI)

Print advertising is **more effective than TV or online advertising** in increasing brand awareness, brand favorability and purchase intent. (Millward Brown Digital)

Print magazines **outperform** all other media combined in reaching affluent, influential consumers. (GfK MRI)

## REACH THE RIGHT PHYSICIANS

Through our Market Exclusive program, *MD News* allows you to target physicians in our existing markets as well as create cost-effective custom programs that engage physicians within any specialty and located in any part of the country — locally, regionally or nationally.

## MD NEWS' NATIONAL READERSHIP INCLUDES ADMINISTRATORS AND EXECUTIVES, AS WELL AS PROVIDERS FROM THESE SPECIALTIES:

Allergy/Immunology

Anesthesiology

Bariatrics

Cardiology

Chiropractic

Critical Care Medicine

Dentistry

Dermatology

Diabetes

Emergency Medicine

Endocrinology

Family Medicine

Gastroenterology

General Medicine

Geriatrics

Hematology

Hematology and Oncology

Internal Medicine

Maternal and Fetal Medicine

Nephrology

Neurology

Obstetrics and Gynecology

Occupational Medicine

Oncology

Ophthalmology

Orthopedics

Osteopathy (DO)

Other Specialties

Otolaryngology

Otology

Otorhinolaryngology

Pathology

Pediatrics

Physical Medicine

Podiatry

Psychiatry

Psychology

Pulmonary Disease

Radiology

Radiology–Oncology

Rheumatology

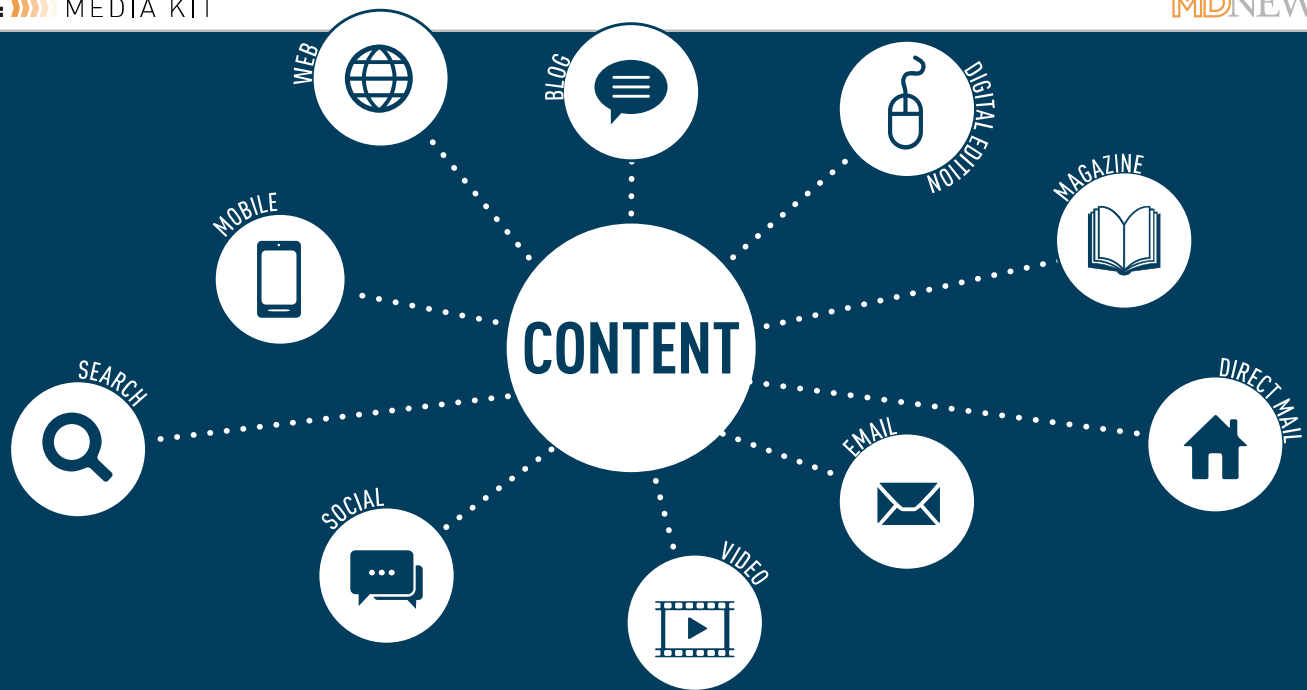
Sports Medicine

Surgery

Urgent Care

Urology

Contact your local publisher or visit [mdnews.com](http://mdnews.com) for more information.



# AN INTEGRATED STRATEGY FOR SUCCESS

*MD News* offers fully integrated solutions designed to engage physicians across print and digital platforms, supporting all aspects of your physician communication strategies — including promotion, recognition, recruitment and referral.

Physicians today rely on multiple media platforms to gain insight into providing innovative treatments and running efficient practices. *MD News* can deliver your message exactly when and where your readers are consuming it — 24/7. The integrated *MD News* brand brings together print, digital, online and social media — allowing for complete coverage of this crucial audience.

That includes the print publications in our local markets, companion digital editions, and the conversion of articles into searchable content on our websites, our social media platforms and in direct mail.

*MD News* has all the bases covered, ensuring your message is seen and understood — locally, regionally and nationally.

## MD NEWS: AN INTEGRATED BRAND

The changes in the U.S. healthcare system over the past few years have put a strain on physicians not only in terms of their time, but also in how the industry interacts with them. Supplier dinners, association meetings and visits from industry sales representatives have disappeared or sharply diminished for many physicians. These changes have forced the industry to reinvent how it reaches out

to physicians, and *MD News* continues to deliver with relevant and timely media tools across diverse platforms.

We offer advertisers and content sponsors an industry-leading brand with superior and customizable content, an unmatched audience, and a unique delivery system that gets your message into the hands of busy physicians whenever and wherever they want to access it, including:

## MD NEWS PRINT MAGAZINES

Reach physicians and healthcare leaders locally through premium display advertising and branded, custom content — with regional and

national opportunities that allow you to tailor your message to the *MD News* physician audience.

### MD NEWS REPRINTS

All of our sponsored, co-branded content programs allow for both printed and digital reprints to expand your marketing options with your clients and prospects in this cost-effective offering.

### MD NEWS DIRECT MAIL

Fully customize your message with co-branded direct mail pieces that can target specific locations and specialties.

### MD NEWS DIGITAL MAGAZINES

Each print edition has a companion digital version to expand your reach.

### MD NEWS NATIONAL WEBSITE

Explore all content and topics on our searchable website — [mdnews.com](http://mdnews.com) — and view news, resources and content provided to our physician readers.



SOUTH CENTRAL PENNSYLVANIA | Fall 2019 |

# MD NEWS

■ A BUSINESS & PRACTICE MANAGEMENT MAGAZINE ■ ABOUT PHYSICIANS | FROM PHYSICIANS | FOR PHYSICIANS ■

## SOPHISTICATED SOLUTIONS TO ADDRESS SEPSIS AT WellSpan Health

COVER STORY

### Sophisticated Solutions to Address Sepsis at WellSpan Health

BY KATHY MON-ROCKLEY

CLINICIANS AT WELLSPAN HEALTH PIONEERED A THREE-PRONGED APPROACH TO EFFICIENTLY AND EFFECTIVELY IDENTIFY AND TREAT SEPSIS, A FAST-ACTING AND POTENTIALLY FATAL BAKING SYSTEM OVERREACTION TO INFECTION, SEPSIS AFFECTS APPROXIMATELY 1.7 MILLION AMERICANS ANNUALLY, ACCORDING TO THE CDC.

**WELLSPAN CLINICIANS COMBINE** a sepsis algorithm embedded in the health system's EHR, efficient coordinated alert and care team and evidence-based care protocols to diagnose and treat sepsis in patients who present to the health system's four emergency departments.

**IDENTIFYING THE ISSUES**  
"There was a direct correlation between the time we recognized sepsis, the time we started notifying patients for sepsis and the clinical outcomes," says Steven Delaveris, DO, Vice President of the Medicine Service Line at WellSpan. "In the usual, fast-paced environment of an emergency department, we found there could be gaps in terms of the clinical awareness of a patient with sepsis."

Moreover, Dr. Delaveris and his team observed that when sepsis was identified, there were inconsistencies with the adoption of evidence-based practices to treat each patient. Treating sepsis with the proper antibiotics, IV fluids and laboratory tests within a specific time frame is associated with better outcomes, so discrepancy in treatment presented challenges for physicians and patients alike.

"There were all important acknowledgments that led to the development of a more effective approach that has seen tremendous results."

Additionally, the EHR system is able to support the care team in the stratification of sepsis diagnoses and appropriate care according to the alert algorithm, categorizing patient cases as septic, septic shock or severe sepsis under the care team's oversight. This cascade of interventions enables clinicians to effectively care with the right antibiotics and treatment personalized to each patient's condition.

**EXHIBITING FACILITY**  
The algorithm and alert light care had a direct impact on clinical outcomes. Specifically, WellSpan's sepsis mortality rate is now half of what it was two

**A FRAMEWORK FOR TIMELY TREATMENT**  
A critical component of the sepsis algorithm EHR system is alert logic that identifies at-risk patients and notifies the WellSpan Central Alert Team, which is comprised of registered nurses with intensive care unit or emergency department experience and in sepsis management and protocols.

"The Central Alert Team is solely dedicated to watching for sepsis alerts in the EHR across all WellSpan hospitals, validating potential positives and, in the event of a true alert, immediately notifying the bedside team to ensure that interventions are implemented in a timely sequence. Additionally, in instances of false alerts, the Central Alert Team documents the information and continues to closely monitor the patient."

"When treatment is required, clinicians can rely on a sepsis order set embedded in the EHR that immediately provides detail of evidence-based guidelines. "Clinicians only have to engage that order set in a context to get practice information, which allows the physician and nurse more time to spend with the patient and respond to their respiratory or look up information that might be inconsistent with proven guidelines," Dr. Delaveris says. "We provide real-time care team decision support in terms of implementing evidence-based best practices to the bedside team at our hospitals."

WellSpan Health collaborates with area nursing homes and skilled nursing facilities, providing educational presentations, monitoring and support. They also have a strong partnership with the community paramedic program, which serves as a follow-up resource for patients who go home with sepsis.

Additionally, WellSpan encourages increased community immunization programs to prevent the spread of infectious diseases — such as flu, pneumonia, shingles and others — as a preventive measure against sepsis and works with WellSpan's Home Care to conduct sepsis screenings every time a nurse visits a patient. WellSpan also relies on home health agencies to guide sepsis patients after they have been discharged from the hospital.

"We work to increase the acceptance, adoption and utilization of home healthcare services," says Steven

MD NEWS SOUTH CENTRAL PENNSYLVANIA | Fall 2019 |

### Powerful Partnerships

**TECHNOLOGY** The impact it may have on minimizing the occurrence of sepsis and frequency of sepsis-related mortality in the region, WellSpan Health collaborates with area nursing homes and skilled nursing facilities, providing educational presentations, monitoring and support. They also have a strong partnership with the community paramedic program, which serves as a follow-up resource for patients who go home with sepsis.

Additionally, WellSpan encourages increased community immunization programs to prevent the spread of infectious diseases — such as flu, pneumonia, shingles and others — as a preventive measure against sepsis and works with WellSpan's Home Care to conduct sepsis screenings every time a nurse visits a patient. WellSpan also relies on home health agencies to guide sepsis patients after they have been discharged from the hospital.

"We work to increase the acceptance, adoption and utilization of home healthcare services," says Steven

"Anyone who has an infection is at high risk for sepsis, and clinicians need to over-communicate to the patient that they need to adhere to care directions and follow up with a healthcare provider if they do not get better."

— STEVEN DELAVERIS, DO, VICE PRESIDENT OF THE MEDICINE SERVICE LINE AT WELLSPAN HEALTH

years ago when this methodology was first implemented.

"Each of our four hospitals are now in the top 10% in terms of sepsis mortality performance when compared to like hospitals," Dr. Delaveris says. "The system has been quite effective."

Underlining the success of this approach is WellSpan York Hospital in York, Pennsylvania, a tertiary hospital and level I trauma center. WellSpan York Hospital is ranked in the top 2% in the country in terms of performance.

"We had an initial mortality rate of 11% or 12%, and now it's down to 5%," Dr. Delaveris says.

Recognizing the success of WellSpan's work on sepsis identification and management, the system has also been awarded Stage 7 certification from global healthcare advisor HIMSS Analytics, which specializes in the tracking and benchmarking of EHR adoption.

WellSpan's dramatic results have attracted the attention of several healthcare organizations and health systems from across the United States. Many have visited WellSpan facilities to learn more about the EHR-embedded algorithm and the Central Alert Team.

"Because of all the interest we attract from organizations across the country, we are working to package a program we can share," Dr. Delaveris says. "There are a number of things we are doing to help support the improvement that we have realized here."

For more information about WellSpan's sepsis efforts, call 717-358-7782.

Delaveris, DO, Vice President of the Medicine Service Line at WellSpan Health. "We find that home healthcare nursing helps support medication adherence, as well as assures nutrition, hydration and mobilization of these people. This is especially important in the home environment to help patients heal."

Palliative care and hospice care services may be included in this continuum of proactive care management, offering education to patients and families when they leave the hospital. If individuals are managing sepsis as well as other chronic conditions, such as advanced lung disease or chronic kidney disease, support from palliative and hospice care in the home is critical.

"We need to get past the misinformation that hospice is only appropriate if a person is dying," Dr. Delaveris says. "Hospice programs provide a lot of resources to not just the patient who is ill, but also to his or her family."



## Follow MD News on Social Media

**MD News corporate LinkedIn page:**

[linkedin.com/company/mdnews](https://www.linkedin.com/company/mdnews)

**MD News national Twitter account:**

[twitter.com/MDNewsNetwork](https://twitter.com/MDNewsNetwork)

**MD News national Facebook page:**

[facebook.com/MDNews](https://facebook.com/MDNews)



### MD NEWS LOCAL WEBSITES

Our network of local *MD News* websites — in both active markets and expansion cities — offer local news, resources and content to our physician readers.

### MD NEWS SOCIAL MEDIA

We deliver breaking news, content and market information to our growing social media following, giving healthcare organizations an additional platform to assist in targeting their message to our healthcare social media audience.

We utilize a national LinkedIn page, national and local Twitter accounts, and a national Facebook page to keep readers and followers up to date on the latest healthcare news and information.

### MD NEWS CORE CONTENT

Besides producing customized content, *MD News* syndicates in-depth features and shorter articles on a range of healthcare topics. We provide general news about healthcare and practice management and a monthly clinical section about a particular field of medicine. You may choose to coordinate your customized content with the clinical section or promote any topic you wish in a given issue, whether or not it is related to the clinical section.

**Cost-effectively target your advertising locally and nationally and with multimarket options that are fully customizable, based on your marketing needs. See your local publisher for details about circulation, ad rates, content options and deadlines.**



# REDUCING THE NOISE

**MD News** has demonstrated that our audience relies on the publication for the diversity of information it provides. Readers engage with the content on multiple levels and take action in response to what they read, making the magazine a valuable component of your business strategy. Extensive data support *MD News*' effectiveness in getting your products, services or overall marketing message in front of this highly educated, physician-focused audience.

Physicians and other healthcare leaders who responded to an *MD News* survey provide a snapshot of our readership:

- » **83%** of readers take action in response to something they read in *MD News*.
- » **Almost half** of readers share information from the magazine with others.
- » **41%** visit the *MD News* website.
- » **About 14%** reach out to practices or other organizations that advertise in or are featured in *MD News*. More than **10%** refer patients to at least one of those organizations.

## RECOGNIZED FOR QUALITY

*MD News* gets high marks for quality from its readership of physicians and other healthcare professionals:

- » More than **nine out of 10** readers consider the magazine easy to read.

» **Approximately 85%** see *MD News* as relevant.

» **More than four-fifths** believe the magazine is credible.

» **76%** find *MD News* insightful.

» **Almost three-fourths** consider the magazine visually engaging.

## SUBJECT MATTER PREFERENCES

Advances in medicine top readers' list of the most valuable subjects in *MD News*. Here is how readers rank topics that regularly appear in the magazine:

- » National medical news
- » New treatments and techniques
- » Research and clinical trials
- » CME
- » Profiles of innovative practices and/or individuals
- » Local medical news
- » Practice management
- » Lifestyle articles

## HIGH IMPACT

**83%** of readers take action in response to something they read in *MD News*.

## ON POINT

**85%** see *MD News* as relevant.

