

Recent PERQ/HCI Study Reveals that Doctor's Digest Effectively Reaches Primary Care Physicians and Cardiologists

Doctor's Digest launched as a multi-sponsored publication in February 2005, offering advertiser exclusivity by therapeutic class. PERQ/HCI recently conducted a custom study to evaluate the readership of the journal among the primary care and cardiology portions of its circulation. The study results reveal frequent and thorough readership among these important physician audiences.

Published bi-monthly by Brandofino Communications LLC, *Doctor's Digest* circulates to over 100,000 high-prescribing, office-based primary care and cardiology physicians. Each issue is devoted to a single topic addressing practice management problems.

The PERQ/HCI study results suggest that *Doctor's Digest* readers are loyal, with over half reading at least three out of every four issues. The publication engages readers, supported by the fact that 63 percent of readers surveyed read the journal cover-to-cover or read articles of interest and look through the remaining pages. Among the publications studied, *Doctor's Digest* is the most saved publication, with almost 30 percent of readers studied saving it for future reference. The publication is also the least discarded, with only 50 percent of readers discarding their issue. The remaining 31 percent pass the issue along when finished, suggesting they believe others will find value in the journal.

Doctor's Digest received a rating of four or above on a five-point scale among nearly 40 percent of its readers surveyed for its ability to provide in-depth solutions for practice management problems. According to Jeannette Brandofino, Publisher, "*Doctor's Digest* connects with very active, involved primary care physicians and cardiologists, seeing an average of 108 patients in an average week. They appreciate and respect the journal because it's credible and relevant to their practice, and many even save issues for future reference."

Primary care physicians and cardiologists find value in *Doctor's Digest*. Among nearly 50 percent of readers, *Doctor's Digest* received a four or above in terms of its value to their practice and in-depth topic coverage. Additionally, they appreciate the credibility of the journal's content.

Doctor's Digest presents advertisers with a considerable opportunity to connect with primary care physicians and cardiologists. For more information, please call Jeannette Brandofino, Publisher at 516 364-2575 or doctorsdigest@verizon.net.

Doctor's Digest tackles the complex practice management problems that physicians say distract them from patient care and diminish professional satisfaction. These easy-to-follow manuals draw on the expertise of professionals in their respective fields to provide solutions to such intricate issues as medical errors, billing and coding, technology, physician-patient communications, medical ethics and work-life balance, maximizing practice profits, legal handbook and more. *Doctor's Digest*-Pocket-sized reference guides offer answers to physicians' most-pressing non-clinical information needs.

The study referenced in this news release was conducted for Brandofino Communications LLC, by PERQ/HCI. PERQ/HCI has reported journal readership across a variety of healthcare market segments for over 35 years. Its FOCUS™ and Media-Chek®/APEX studies are widely considered the gold standard for measuring reader acceptance and advertising exposure opportunities in medical journals. To learn more about syndicated and custom research solutions from PERQ/HCI, visit www.PERQ-HCI.com. PERQ/HCI is a VNU business.