

Telemedicine Today

The eHealth Newsmagazine

Readership Profile

Average Monthly Circulation: 10,000

% OF TOTAL READERSHIP*

26.3	PHYSICIANS	% of category total *
		<i>Radiology</i> 24.3
		<i>Cardiology</i> 18.6
		<i>Unspecified specialty</i> 15.5
		<i>Family Practice</i> 4.9
		<i>Psychiatry</i> 4.8
		<i>Internal Medicine</i> 4.6
		<i>Surgery</i> 4.4
		<i>Pediatrics</i> 4.1
		<i>Pathology</i> 3.4
		<i>E.R.</i> 3.2
		<i>Oncology</i> 3.2
		<i>Dermatology</i> 2.3
		<i>Neurology</i> 2.2
		<i>Ophthalmology</i> 2.1
		<i>Rehab</i> 1.1
		<i>Ob/Gyn</i> 0.9
		<i>Dentistry</i> 0.4
14.1	HOSPITAL/ HMO ADMINISTRATION	
		<i>CEO</i> 9.7
		<i>CIO</i> 31.1
		<i>VP, COO, CFO, Director, Manager, Dean, Chair</i> 60.4
5.4	HOSPITAL I.S. (non-administrative)	
2.9	TELEMEDICINE COORDINATOR	
2.9	HOME HEALTH & NURSING HOME ADMIN. (CEO, CIO, COO, CFO, Director, Mgr)	
2.6	R.N.	
1.1	P.A./ALLIED HEALTH/CASE MGR	
9.2	TELEMEDICINE CONSULTANT	
2.0	MEDICAL LIBRARY	
0.4	LEGAL	
22.6	TELEMEDICINE PRODUCT PROVIDERS (hardware, software, networking, etc.)	
4.5	TELEMEDICINE SERVICE PROVIDERS (telecom, Internet, conferences)	
3.5	HEALTH RELATED ASSOCIATION	
7.8	FEDERAL OR STATE AGENCY (includes VAMC, IHS, military, prison)	
105.3*	TOTAL	

Telemedicine Today Magazine offers physicians, nurses, information specialists and hospital and managed care administrators the practical information they need to start, expand or improve their own distance healthcare program.

Telemedicine Today is received as a membership benefit by members of the following healthcare organizations:

- Association of Telehealth Service Providers (ATSP)
- American Telemedicine Association
- American College of Chest Physicians
- College of Healthcare Information Management Executives
- Health Sciences Communications Association (HeSCA)
- International Society for Telemedicine (ISFT)
- Society for Computer Applications in Radiology (SCAR)
- National Rural Health Association



*percentages do not add up to 100% due to category overlap and rounding