

## WHO READS THE *JOURNAL FOR HEALTHCARE QUALITY*?

- 6,000 quality professionals in healthcare nationwide receive the journal bimonthly.
- With an average of three readers per copy, the average issue reaches more than 18,000 quality professionals in healthcare.
- 50% of *JHQ* readers hold a master's degree or higher.
- 70% of *JHQ* readers recommend or authorize products for purchase.
- 81% of *JHQ* readers have more than 10 years of experience.

**These figures prove the *Journal for Healthcare Quality's* value to healthcare quality professionals:**

- 93%** of the readership consider NAHQ to be their primary professional association.
- 71%** save their *JHQ* issues and refer to them.
- 63%** have been reading *JHQ* for 6 years or more.
- 56%** share *JHQ* issues with colleagues.

### Buying Power

How do readers influence and affect buying decisions about your product or service?

#### By recommending or purchasing products frequently

- Publications
- Educational materials
- Software
- Training programs
- Consulting services
- Data analysis equipment

#### By influencing purchases

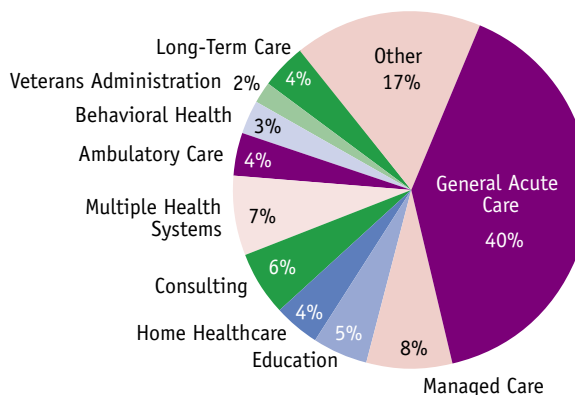
- Recommending the product or vendor
- Evaluating the product
- Initiating the purchase request
- Authorizing the purchase

## WHO VISITS THE NAHQ.ORG JOB MART?

With an average of 25 new job postings per month, the NAHQ Job Mart section of the Web site receives more than 2,500 visitors per month from quality professionals seeking employment in healthcare. Visit [nahq.org](http://nahq.org) for more details.

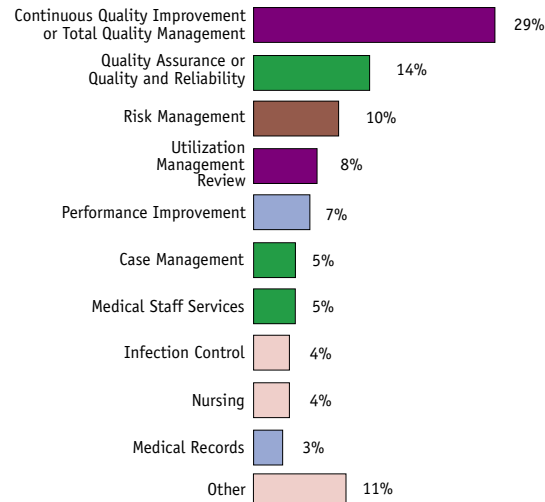
Sources: 2002 *JHQ* Reader Survey  
2005 Membership Statistics

### Job Setting



### Primary Responsibility

(more than one area represented)



### Current Position

