

CHICAGO, Oct. 28, 2013 /PRNewswire/ -- *Modern Healthcare* today debuted a redesigned graphic and content package that are the results of a 10-month effort that began with a research project to determine the evolving needs and tastes of its magazine readers. The effort underscores *Modern Healthcare's*

commitment to give readers the best news, reporting, commentary, data and analysis. The extensive outreach to the magazine's readers helped focus and reorganize content of the nation's leading healthcare business news source and the only healthcare business news weekly.

"In the Modern Healthcare redesign we have created a fresh new feel and flow for the magazine. We've added numerous entry points for our busy executive readers with increased coverage of the topics they feel most strongly about. These changes are designed to reinvigorate and refocus our reporting, refine our design and create a better, more accessible and more useful product for our readers. This new packaging of our flagship product reflects Modern Healthcare's editorial evolution and positions us to be a leader well into the future," said Mer

rill Gozner
, Editor,
Modern Healthcare

Key elements of the redesign include:

- **NEW SECTIONS & EXPANDED COVERAGE** - From The Week Ahead and Best Practices to executive profiles and thought leader Q&As, the magazine has added elements to meet the evolving needs of our readers. Regional News, Late News, data and industry expert commentary also have expanded coverage.
- **ESSENTIAL ELEMENTS & TAKEAWAYS** – Readers can scan stories in our new design to quickly and easily find the most important and impactful information.
- **IMPROVED ORGANIZATION & ONLINE INTEGRATION** – The new *Modern Healthcare* makes it much easier and more intuitive to find the topics and recurring features that matter most to today's healthcare executive. The redesign also provides readers with richer digital extensions of our print features and links to what's new and breaking on our website.
- **NEW BRAND IMAGERY, COVER, PRINT STOCK** – Fresher, bolder brand logo and cover imagery and headlines that get right to the point. Adding to the bold new look are an uncoated cover stock and in 2014 a brighter white interior stock

Modern Healthcare debuts new design and content for magazine

Written by Australian Business

"With the new design, we want to impress upon readers and advertisers that Modern Healthcare is a brand not only that they can trust, but also a brand about ideas that is responsive, forward-thinking, innovative and integrated.□□ Modern Healthcare's mission remains: to serve, inform, engage, educate and entertain. For readers, our unbiased, credible and comprehensive coverage of the healthcare industry will help executives make timely and informed business decisions. Our access to influential executives, decision makers and thought leaders will enable marketers to get the highest ROI for their advertising and marketing efforts,"

Fawn Lopez

, Vice President and Publisher,
Modern Healthcare

View a PDF of the *Modern Healthcare* magazine redesign via this link: <http://www.modernhealthcare.com/October28>

Modern Healthcare is the industry's leading source of healthcare business and policy news, research and information. We report on important healthcare events as they happen, and our readers use that information to make informed business decisions and lead their organizations to success. Modern Healthcare is owned by Crain Communications.

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