



## WHO WE ARE

- The FIRST & ONLY source of medical business news for the Florida healthcare industry. We're 100% health-care business, 100% of the time.
- Published for 38 years since 1988!
- Read by licensed physicians in the state, C-level hospital executives in the state and thousands of other solo and group practice administrators, office managers and high-level medical professionals at various healthcare facilities.
- Hard-hitting, investigative news. No fluff. With highly specialized business reporters stationed throughout the state, in Tallahassee and Washington DC.
- Winner of 4 Editorial Excellence Awards!
- The most trusted, reliable and reputable news source in the Florida healthcare marketplace. Just ask your doctor whom he or she trusts for industry news.

## WHAT WE COVER

- The name says it all: FMB covers the “business of medicine”. Our in-depth articles and features range from a doctor suing his managed care company to the latest trends in diagnostic imaging to how-to on purchasing malpractice insurance. We report on the management, marketing, financial performance and legal issues surrounding solo/group practices, hospitals, outpatient centers, diagnostic facilities, insurance companies, managed-care companies and the dozens of other providers doing business in Florida.
- Since doctors, hospital executives and administrators are our primary audience, anything to do with their facilities/practices and how much money they're earning is a good story. We always follow the money!
- We also report on the various forces that regulate medicine – such as the Florida Legislature, Medicare/Medicaid, Florida Board of Medicine, Agency for Health Care Administration, Office of Insurance Regulation, Health and Human Services Department, etc.
- Our regular columns and features include: Medicare Answers; Board of Medicine Update; Doctor Disciplinary Cases; News from Tallahassee; Voices of the FMA; Practice Management; Medical Real Estate; E-Health; Your Money; Medical Malpractice

# FMB

FLORIDA MEDICAL BUSINESS