



For Immediate Release:

Contact: Lynn Nace
610-278-1400, ext. 1121
2900 Horizon Drive
King of Prussia, PA 19406
lnace@advanceweb.com
advanceweb.com/executiveinsight

Executive Insight Increases Print Frequency in 2014

King of Prussia, PA—*Executive Insight* continues to grow as the premier print and online resource for healthcare leaders. The response from the C-suite community was so encouraging in 2013 that its parent company, Merion Matters, decided to increase print frequency. *Executive Insight* is building from a circulation of eleven issues per year to twelve issues in 2014.

The continued success of *Executive Insight* is due in large part to its diverse editorial advisory board and its deep affiliations with key industry organizations, including ASQ, CHIME, MGMA and more. With contributions from powerful thought leaders all around the country, *Executive Insight* is able to stay on top of the latest healthcare trends.

Having peer-to-peer content penned by healthcare executives also makes *Executive Insight* a unique resource for the C-suite. It serves as a hub for open communication among hospital decision makers. This makes it much easier for them to find the actionable strategies they need to maximize profitability.

Online, *Executive Insight* keeps its community up to date with daily content and multimedia features. Visitors to the *Executive Insight* website can also sign up to become Executive Insiders, which gives them exclusive access to additional content like digital compendiums and resource guides that are only available to members.

As many magazines decrease frequency or cease publication altogether, it speaks volumes that *Executive Insight* continues to expand. It shows just how embracing the C-suite community has been since the magazine launched in 2010. Now with twelve issues planned for 2014, *Executive Insight* is committed to building even stronger industry relationships and using those ties to better serve healthcare executives everywhere.

ADVANCE Healthcare Network, located in King of Prussia, PA, proudly serves millions of doctors, nurses and allied healthcare professionals across the country. Since 1985, the company engages the healthcare community with dozens of print magazines, websites, e-newsletters, in-person and online career events, custom communications and promotional services, a popular retail store and more.
