

# PHARMACEUTICAL ADVERTISING

## Respiratory Therapists Exert a Powerful Influence On The Pharmaceuticals Used In Respiratory Care

### RESPIRATORY CARE — More than 50 Years of Service to Health Care

Since 1956, RESPIRATORY CARE has given respiratory clinicians the tools and information they need to provide quality health care. That's why RESPIRATORY CARE is the world's leading respiratory journal. With articles that are unique, providing practical help not found in any other journal.

*69% of readers recommend pharmaceuticals on a regular basis.*

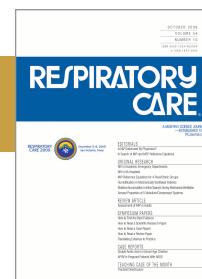
SOURCE: August 2009 RESPIRATORY CARE Readers Survey

### AARC Times — Information that Decision Makers Find Nowhere Else

AARC Times is the world's leading respiratory news and feature magazine. Since 1976, AARC Times has delivered information early and first, with a fresh perspective that helps readers capitalize on opportunities — before anyone else.

*61% of readers recommend pharmaceuticals on a regular basis.*

SOURCE: March 2009 AARC Times Readers Survey



### Readers Participate In the Decision Process of Pharmaceutical Purchases

Decisions Are Made By:	AARC Times	RESPIRATORY CARE
COMMITTEE/MULTIPLE DEPARTMENTS .....	30%	44%
MEDICAL DIRECTOR .....	17%	15%
DEPARTMENT MANAGER .....	8%	6%
RESPIRATORY CARE DEPARTMENT .....	4%	5%

SOURCE: March 2009 AARC Times Readex Survey, August 2009 RESPIRATORY CARE Readex Survey

### Subscribers Are Involved In Pharmaceutical Use and Purchase

AARC Times and RESPIRATORY CARE subscribers do more than administer pharmaceuticals. They influence which pharmaceuticals are used in their departments.

	AARC Times	RESPIRATORY CARE
INVOLVED IN SOME WAY .....	69%	72%

SOURCE: March 2004 AARC Times Readex Survey, August 2009 RESPIRATORY CARE Readex Survey

### Physicians Read RESPIRATORY CARE

In addition to the subscribers who are physicians, respiratory therapist subscribers report that RESPIRATORY CARE is passed along to many physicians who read their copy.

RT's personal copy of RESPIRATORY CARE is read by five physicians .....	1%
RESPIRATORY CARE is read by four physicians .....	2%
RESPIRATORY CARE is read by three physicians .....	0%
RESPIRATORY CARE is read by two physicians .....	5%
RESPIRATORY CARE is read by one physician .....	13%

SOURCE: 2004 RESPIRATORY CARE Readex Survey

### Purchasing Influence that Goes Beyond the Physicians...

"We have an inpatient asthma unit and several innovative and unique asthma care paths that have resulted in changes in the medications that are used. These changes, all of which involved respiratory therapists, have reduced treatments, hospital costs, and length of stay."

— Carolyn Kercsmar, MD, Professor of Pediatrics and Medical Director of Pediatric Respiratory Therapy, Rainbow Babies and Children's Hospital, Cleveland, OH.

### FOR COMPLETE ADVERTISING INFORMATION CONTACT:

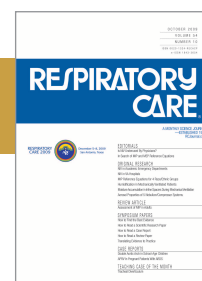
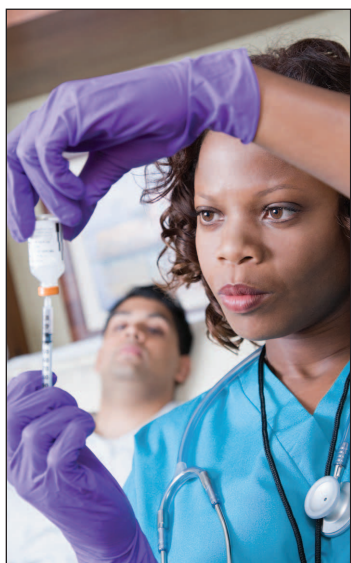
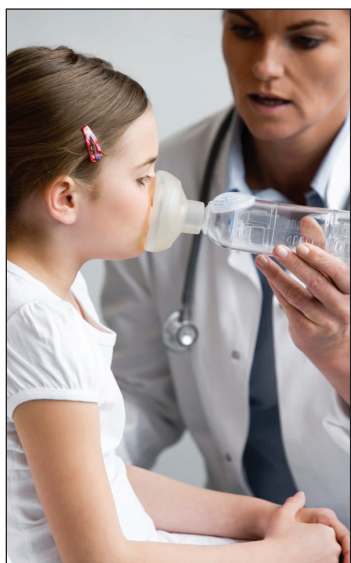
Tim Goldsbury at [goldsbury@aacrc.org](mailto:goldsbury@aacrc.org) or Anna Blydenstein at [anna@aacrc.org](mailto:anna@aacrc.org)  
 (561) 745-6793  
 Fax (561) 745-6795  
 725 North Highway A1A  
 Suite C-106  
 Jupiter, FL 33477



DAEDALUS ENTERPRISES, INC.  
 PUBLISHERS FOR THE  
 AMERICAN ASSOCIATION  
 FOR RESPIRATORY CARE

9425 N. MacArthur Blvd,  
 Ste. 100, Irving, TX 75063  
 (972) 243-2272  
 Fax (972) 484-2720  
[www.aarc.org](http://www.aarc.org)

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## Subscribers Perform the Procedures That Match Your Pharmaceuticals And Related Products

Procedure	AARC Times	RESPIRATORY CARE
AIDS CARE .....	10%	23%
<b>ARDS TREATMENT .....</b>	<b>61%</b>	<b>66%</b>
ASTHMA CARE/EDUCATION .....	70%	73%
<b>COPD MANAGEMENT .....</b>	<b>70%</b>	<b>75%</b>
CYSTIC FIBROSIS CARE.....	31%	50%
<b>LUNG CANCER CARE.....</b>	<b>31%</b>	<b>42%</b>
OXYGEN THERAPY .....	90%	87%
<b>PULMONARY REHAB/EDUCATION .....</b>	<b>41%</b>	<b>42%</b>

SOURCE: March 2009 AARC Times Readex Survey, August 2009 RESPIRATORY CARE Readex Survey

## Subscribers Use Your Pharmaceuticals and Related Products

Product	AARC Times	RESPIRATORY CARE
ANTHISTAMINES .....	9%	15%
ANTIBIOTICS .....	14%	18%
ANTICHOLINERGICS .....	22%	30%
ANTI-INFLAMMATORIES .....	27%	34%
BETA-AGONISTS.....	34%	40%
BRONCHODILATORS .....	68%	65%
INHALED CORTICOSTEROIDS .....	50%	53%
LEUKOTRENE MODIFIERS .....	9%	14%
METERED DOSE INHALERS.....	81%	78%
MYCOLYTICS .....	29%	19%
NEBULIZERS.....	93%	88%
NICOTINE REPLACEMENT.....	19%	17%
OXYGEN EQUIPMENT.....	94%	87%
PEAK FLOW METERS.....	86%	76%
PHARMACEUTICALS .....	57%	62%
SPACERS/HOLDING CHAMBERS .....	82%	77%
STEROIDS.....	24%	26%
SURFACTANTS .....	9%	13%

SOURCE: March 2009 AARC Times Readex Survey, August 2009 RESPIRATORY CARE Readex Survey

## RTs Run the Protocols That Require Medications...

”At Duke, we have a system in the general care arena where advanced-level people run the protocols. These therapists are called ‘assessors’ in general care; and they have a set of things that they can do, including changing a frequency or a dose to a more standardized format without the physician’s approval. They notify the physician, but they don’t have to get the approval.”

— Neil MacIntyre, MD, FAARC, Respiratory Care Services, Duke University Medical Center, Durham, NC.

**FOR COMPLETE ADVERTISING INFORMATION CONTACT:**  
 Tim Goldsbury at [goldsbury@aacr.org](mailto:goldsbury@aacr.org)  
 or  
 Anna Blydenstein at [anna@aacr.org](mailto:anna@aacr.org)  
 (561) 745-6793  
 Fax (561) 745-6795  
 725 North Highway A1A  
 Suite C-106  
 Jupiter, FL 33477