

Welcome to The Health Leader magazine 2017.

The Australasian College of Health Service Management is the peak professional body for health managers in Australasia and brings together health leaders to learn, network and share ideas and is well positioned to produce this, Australia's premier health management publication The Health Leader.

The College is an incorporated not-for-profit charity with approximately 2,500 members and plays an important role in the health system. It is well known that the quality of management and leadership in the health system has a substantial and tangible effect on patient outcomes and experiences, healthcare costs and the satisfaction of the health workforce. The College plays an integral role in creating, developing and supporting the leaders and managers of the health system with a view to create better health for all.

Advertising with The Health Leader enables you to cost-effectively reach the health manager and healthcare provider market. A recent readership survey indicated that the majority of members read the magazine in its entirety and then pass it on to friends and colleagues.

The Health Leader provides readers with leading health management news, features and up-to-date key information on local and national related developments across the sector. To encourage interaction with the readership, input and research from the magazine's audience form an important part of the publication's editorial mix.

The Health Leader is distributed in a contemporary format, four times a year, in both print and digital editions to maximise its reach. Through these mediums the magazine reaches an audience of over 7,500 readers including: members, industry specialists, sponsors, Federal and State government agencies, as well as individuals in the broader health community.

The Health Leader provides advertisers with a clearly targeted, well researched publication with excellent reach and the added benefit of interaction with potential clients.

If your target market is in health this is the right medium to advertise your product or service.

We take pride in helping you do business.

Regards



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