

GREATER WILMINGTON BUSINESS JOURNAL

...bringing readers news & insight on business happenings in New Hanover, Brunswick & Pender counties

OUR MISSION...

...is to provide objective information so the community and individual businesses can make the most informed decisions possible. The Business Journal fosters debate on important issues, shines a spotlight on up-and-coming entrepreneurs and shares the personal stories of the region's most successful business people.

DISTRIBUTION...

We reach more than 30,000 business owners, executives, lawyers, bankers, doctors and other important decision makers in New Hanover, Brunswick and Pender counties. Primarily mailed to readers' offices, the Business Journal reaches decision makers where they make decisions.

ADVERTISING APPEAL...

We provide our advertisers with a credible environment to communicate with business decision makers as well as individuals with high disposable incomes.

REGULAR FEATURES...

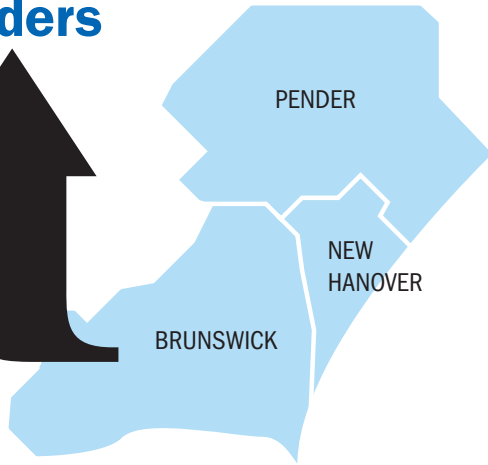
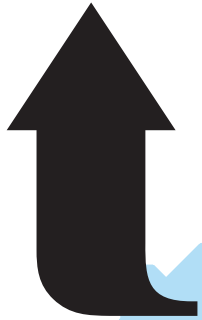
- Industry news columns on **Banking & Finance, Health Care, Technology, Restaurants, and Economic Development.**
- **Commercial Real Estate** and **Residential Real Estate** sections that explore new developments, publish the latest transactions and profile intriguing developers and properties.
- **Lists** that rank the largest banks, law firms and other businesses in a range of industries.
- **Profiles** of entrepreneurs and start-up businesses as well as listings of new corporations and projects.
- A **Trend Tracker** section that provides insights on the latest area business trends.



WHERE THE WHO'S WHO SEE WHAT'S WHAT

STATS

30,000+
readers



In Print

47

Median reader age

87%

Has at least one college degree or higher

68% :: 32%

Percentage male readers to female readers

The Greater Wilmington Business Journal print edition is distributed through high-visibility locations throughout the Wilmington metro area.

Source: CVC Audit 2015

\$100,996

Median household income

89%

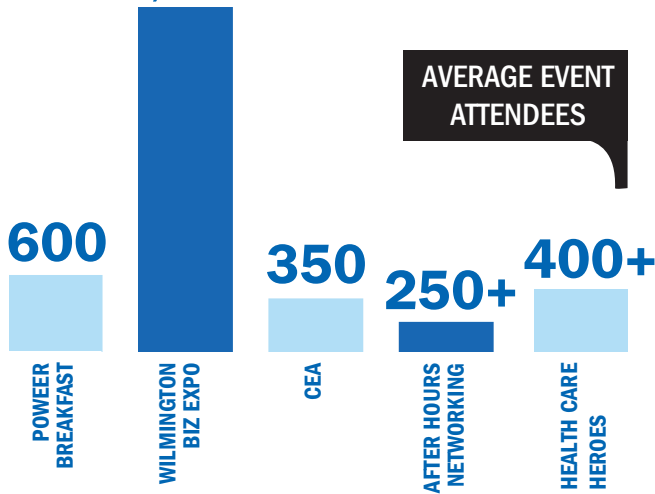
Own home

\$322,823

Median home value

In Person

2,500



PAST EVENT SPEAKERS



Amanda Lee
President, CFCC



Pat McCrory
Former N.C. Gov.



David Simmons
Chairman/CEO, PPD



James Goodnight
CEO, SAS



Bill Saffo
Mayor, City of Wilmington



Roy Williams
Coach, UNC

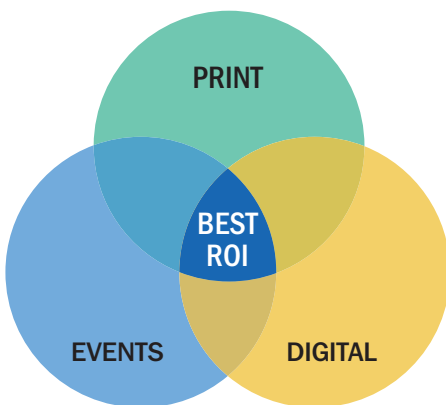


Jose Sartarelli
Chancellor, UNCW



Julie Wilsey
Airport Director, ILM

Online



EMAIL:

11,800+

Daily email subscribers

396,000+

Email impressions/month

SOCIAL MEDIA:

7,207+

Facebook Likes

7,875+

Twitter Followers

WEB:

46,000+

Unique visitors/month

117,000+

Pageviews/month

Issue Date	Ads Due	Industry Focus	Business Growth	Special Sections	After Hours	Lists
Jan. 2	Dec. 8	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	INSIGHTFUL DISCUSSION: Taxes & Accounting	The Business of Life	Fitness Centers
Jan. 12	Dec. 22	Residential Real Estate, Hospitality, Technology	MADE	Brunswick County	Restaurant Roundup	Private Schools
Jan. 26	Jan. 5	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	INSIGHTFUL DISCUSSION: Cyber Security	The Business of Life	Hotels
Feb 9	Jan. 19	Residential Real Estate, Hospitality, Technology	MADE	Family Business	Restaurant Roundup	Accounting Firms SBA Lenders, SBA Loans
Feb. 23	Feb. 2	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	INSIGHTFUL DISCUSSION: Wealth Management	The Business of Life	Wealthiest Zip Codes Interior Design Firms
March WilmingtonBiz Magazine - The Annual Real Estate Issue						
March 9	Feb. 16	Residential Real Estate, Hospitality, Technology	MADE	2018 WilmingtonBiz Conference & Expo	Restaurant Roundup	Residential Real Estate Companies
March 23	March 2	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	Pender County	The Business of Life	Golf Courses Marinas
April 6	March 16	Residential Real Estate, Hospitality, Technology	MADE	INSIGHTFUL DISCUSSION: Business Growth	Restaurant Roundup	Credit Unions Mortgage Brokers
April 20	March 30	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	The Legal Issue INSIGHTFUL DISCUSSION: Law	The Business of Life	Law Firms
May 4	April 13	Residential Real Estate, Hospitality, Technology	MADE	2018 Coastal Entrepreneur Awards: 10th Anniversary	Restaurant Roundup	Attractions Limousine Companies
May 18	April 27	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	INSIGHTFUL DISCUSSION: Women's Health	The Business of Life	Computer Hardware and System Integration Firms
June 1	May 11	Residential Real Estate, Hospitality, Technology	MADE	Manufacturing	Restaurant Roundup	Engineering Firms Staffing Companies
June 15	May 25	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	INSIGHTFUL DISCUSSION: Residential Real Estate	The Business of Life	A/V Companies Web Designers & Developers
June 29	June 8	Residential Real Estate, Hospitality, Technology	MADE	Columbus County	Restaurant Roundup	Commercial Real Estate Brokers
July 13	June 22	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	INSIGHTFUL DISCUSSION: Pre-Planning	The Business of Life	Auto Dealers
July 27	July 6	Residential Real Estate, Hospitality, Technology	MADE	Duplin County	Restaurant Roundup	Meeting and Banquet Facilities
Aug. 8	July 20	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	Women in Business INSIGHTFUL DISCUSSION Women in Business	The Business of Life	General Contractors
Aug. 24	Aug. 3	Residential Real Estate, Hospitality, Technology	MADE	INSIGHTFUL DISCUSSION: Technology Powered Businesses	Restaurant Roundup	Restaurants
September WilmingtonBiz Magazine - The Small Business Resource Guide						
Sept. 7	Aug. 17	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	Bladen County	The Business of Life	Banks
Sept 21	Aug. 31	Residential Real Estate, Hospitality, Technology	MADE	INSIGHTFUL DISCUSSION: Commercial Real Estate	Restaurant Roundup	Catering Companies
Oct. 5	Sept. 14	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	INSIGHTFUL DISCUSSION: Health & Wellness	The Business of Life	Advertising and Marketing Firms
Oct. 19	Sept. 28	Residential Real Estate, Hospitality, Technology	MADE	2018 Health Care Heroes	Restaurant Roundup	Physician Groups Hospitals
Nov. 2	Oct. 12	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	Onslow County	The Business of Life	Homes Builders
Nov. 16	Oct. 26	Residential Real Estate, Hospitality, Technology	MADE	INSIGHTFUL DISCUSSION: Human Resources	Restaurant Roundup	Architecture Firms
Nov. 30	Nov. 9	Commercial Real Estate, Health Care, Banking & Finance	Economic Development	The Retirement Issue	The Business of Life	Assisted Living & Retirement Communities Financial Planners
Dec. 14	Nov. 23	Residential Real Estate, Hospitality, Technology	MADE	INSIGHTFUL DISCUSSION: Technology Trends for 2019	Restaurant Roundup	Largest Employers

GREATER WILMINGTON BUSINESS JOURNAL

2018 RATES

Size	26x	20x	13x	6x	1x
Double	\$2,641	\$3,082	\$3,304	\$3,523	\$4,403
Full	\$1,557	\$1,816	\$1,946	\$2,077	\$2,711
3/4	\$1,430	1,668	\$1,789	\$1,908	\$2,384
Island	\$1,222	\$1,425	\$1,525	\$1,626	\$2,034
1/2	\$896	\$1,045	\$1,119	\$1,194	\$1,494
3/8	\$722	\$844	\$903	\$964	\$1,204
1/4	\$515	\$599	\$642	\$684	\$856
1/8	\$286	#335	\$359	\$383	\$480
List Banner	\$382	\$447	\$477	\$508	\$638
Discount	40%	30%	25%	20%	

FOUR COLOR: \$392 (Double, Full, 3/4 and Island), \$292 (1/2 and 3/8), \$197 (1/4 and 1/8)

GUARANTEED PLACEMENT: Add 10%; Outside back cover: add 20%

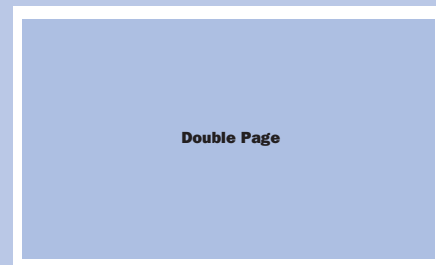
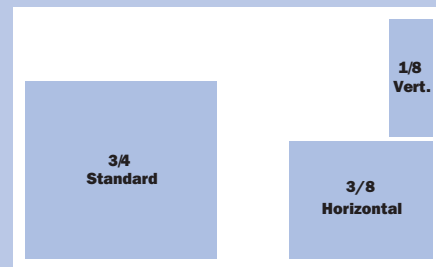
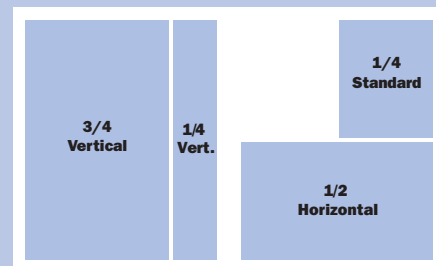
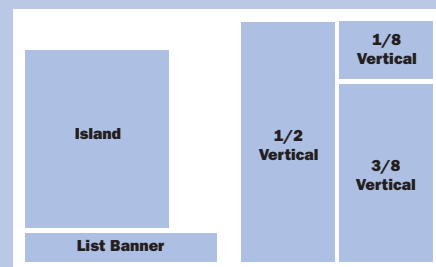
Ad Production Services: \$50/hr

2018 PUBLICATION DATES

January 2, 12, 26 February 9, 23 March 9, 23 April 6, 20
 May 4, 18 June 1, 15, 29 July 13, 27 August 8, 24
 September 7, 21 October 5, 19 November 2, 16, 30 December 14

ADVERTISING POLICIES

- Ads and space reservations are due 21 days before the publication date.
- All rates are net of agency commissions.
- Cash with copy for new advertisers.
- Payment is due upon receipt of invoice. A service charge of 1.5% per month is applied to accounts more than 30 days past due.
- Publisher reserves the right to refuse any advertisement and may insert the word "advertisement" in any ad.
- All advertisements are accepted and published upon the representation by the advertiser or its agent that the advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The agency and advertiser agree to indemnify and hold the publisher harmless for any loss or expense resulting from any claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.
- Hard copy proof required with all digital files. Publisher is not responsible for outcome of ad reproduction unless provided with a hard copy "go-by" for proofing purposes.
- No typographical mistakes will be considered for adjustment of copy received after deadline.
- Changes to ad schedules must be received in writing 21 days before the publication date. Advertising canceled after the deadline will be billed in full.



Ad Sizes (inches)

Width x Height

Double	21 x 12.5
Full	10 x 12.5
3/4 Standard	10 x 9.25
3/4 Vertical	7.5 x 12.5
Island	7.5 x 9.25
1/2 Horizontal	10 x 6.125
1/2 Vertical	4.875 x 12.5
3/8 Horizontal	7.5 x 6.125
3/8 Vertical	4.875 x 9.25
1/4 Standard	4.875 x 6.125
1/4 Vertical	2.345 x 12.5
1/8 Horizontal	4.875 x 3
1/8 Vertical	2.345 x 6.125
List Banner	10 x 1.5

Advertising Production

- Press-ready ads accepted in Adobe PDF format, version 5.0 or higher.
- Color mode: CMYK
- Maximum screen ruling: 100 line, 250 DPI
- For best printing quality of black type, please use the following color build: C0 M0 Y0 K100 (not rich black).
- Files may be emailed to production@wilmingtonbiz.com

GREATER WILMINGTON BUSINESS JOURNAL

EVENTS

SPONSORSHIP OPPORTUNITIES: MEET YOUR POTENTIAL CUSTOMERS

POWER BREAKFAST SERIES : MARCH, JUNE, SEPTEMBER, DECEMBER

A quarterly gathering of the business community to discuss issues of interest to the region.

AVERAGE ATTENDANCE: 600

Sponsorship levels include presenting and corporate levels.



WILMINGTON BIZ CONFERENCE & EXPO : MARCH 29, 2018

The Wilmington region's largest business-to-business conference, where professionals come to learn, network, and grow their businesses. The Expo features: Keynote Lunch, 100+ exhibitors, Free Seminars and After Hours Party!

AVERAGE ATTENDANCE: 2,500+

Sponsorship levels include presenting, seminar, booth, and keynote sponsor packages.



COASTAL ENTREPRENEUR AWARDS : MAY 23, 2018

The Business Journal and UNCW's Cameron School of Business join forces each year to shine a spotlight on entrepreneurs in our region.

The category winners will be profiled in a special Coastal Entrepreneur Awards section of the Business Journal.

AVERAGE ATTENDANCE: 350+

Sponsorship levels include presenting and corporate levels.



HEALTHCARE HEROES AWARDS : NOVEMBER 10, 2018

The Business Journal's annual celebration to bring together the Wilmington-area medical community and its supporters. This program gives members of the health care community a chance to connect in a fun, relaxed atmosphere, celebrate individuals who go well beyond expectations to provide excellent care for our community and award scholarships to up-and-coming members of the health care community.

AVERAGE ATTENDANCE: 400+

Sponsorship levels include presenting, corporate, scholarship and supporter levels.



BUSINESS AFTER HOURS : JANUARY, MARCH, MAY, JULY, SEPTEMBER, NOVEMBER

A great networking opportunity to meet people in the local business community.

AVERAGE ATTENDANCE: 250+

Sponsorships available.



Ask your Account Rep for more details on any of the above sponsorship opportunities.

GREATER WILMINGTON BUSINESS JOURNAL

DAILY EMAIL OPTIMIZED FOR MOBILE!

ONLINE ADVERTISING: INCREASE YOUR REACH BEYOND OUR PRINT READERS!

HENRY'S OFFICE CATERING IS BACK!

GREATER WILMINGTON BUSINESS JOURNAL Daily Business Briefing Monday October 21, 2016

Top Local Stories

- GE Hitachi Nuclear to collaborate on advanced reactor technology
- Wilmington Port signs new deal for service to and from Asia
- CEPUA lifts most restrictions as bypass construction on broken water line resumes [WVWY]
- Crews break ground on new Surf City bridge [WECT]
- Kuusk: "Harjo" signs "must" be from another New Hanover commissioner candidate [StarNews]

Top State Stories

- IBC Research shares rise 10 percent [News & Observer]
- Mafia USA to bring 113 jobs to Cleveland County [Shelby Star]
- N.C. regulators approve Piedmont Natural Gas rate hike [Charlotte Business Journal]
- More than a million square feet of new office space is opening soon, say two [Charlotte Observer]
- By the numbers: Raleigh and Charlotte rail travel [Triangle Business Journal]

Helping Small Businesses Grow...

HAMLET & ASSOCIATES, PLLC
ATTORNEYS AT LAW
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UNCW
Center for Innovation & Entrepreneurship
www.unccw.edu/cie
11/9-11/10: Cocalorus Connect

2nd Annual Regional Economic Scorecard Unveiling and Presentation
Wednesday, November 16th 8:00 am
Wilmington Convention Center

AD:
Join ACCESS of Wilmington's The Miracle League on Friday, November 11th for their 2nd Annual Miracle Makers Luncheon benefiting The Miracle League of Wilmington. Hear from the amazing players and inspiring families of the Miracle League, and learn how you can make a difference in the lives of individuals living with disabilities in our community! [Click here for more information.](#)

INSIGHTS
SPONSORED CONTENT

- Marco Marsella: A Cautionary Tale [Shelby Star] - Cloudify
- Real Estate Off-Season Offers Buying Advantages [Real Estate] - Network Real Estate
- How Executive MBA Programs Differ From the Norm [Robert T. Burns, Jr. - Cameron School of Business - University of North Carolina Wilmington]

Connect with GWSB

f t in g+

BANNER AD

26 wks	13 wks	6 wks	1 wks
\$550/wk	\$627/wk	\$706/wk	\$784/wk

728 x 90px + 300 x 100px (mobile)

BLOCK AD

26 wks	13 wks	6 wks	1 wks
\$550/wk	\$627/wk	\$706/wk	\$784/wk

300 x 250px

TEXT AD

26 wks	13 wks	6 wks	1 wks
\$185/wk	\$213/wk	\$239/wk	\$266/wk

240 character limit

EXCLUSIVE EMAIL AVAILABLE
one per week
\$600
**Must include exclusive offer and be approved by the Journal*

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GREATER WILMINGTON BUSINESS JOURNAL

WEB SITE ADVERTISING

The Business Journal web site offers a wealth of information from stories that ran in the newspaper as well as online-only stories. Readers can track news by particular industries, search for coverage of specific companies and individuals, see videos of Business Journal events and more.

Advertisers can share messages on the home page or target readers who click on stories that relate to banking, health care, real estate and other specific industries.

WEB SITE AD SIZES

Width x Height, by pixels

Banner Ad728 x 90

Mobile Ad.....300 x 100

Block Ad.....300 x 250

*Mobile ad required for banner ads

AD FORMAT

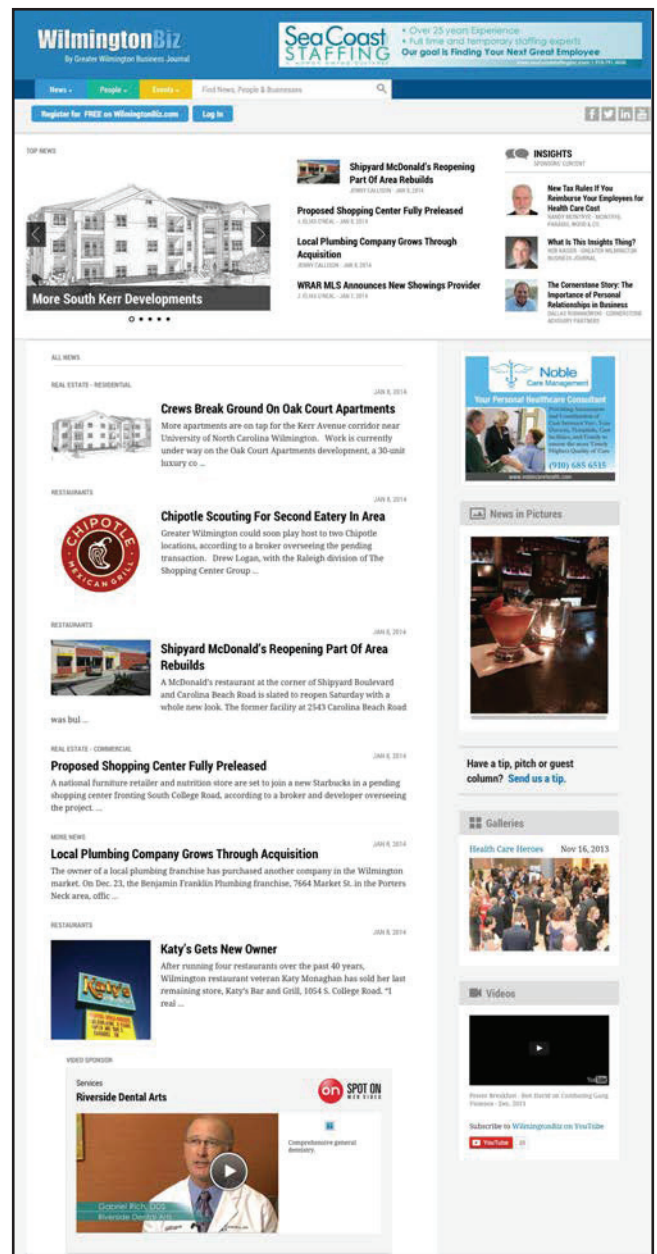
Maximum file size 75K; JPG or GIF format. Please also supply website address where ad should link.

Ad/assets are due by the 20th of each month

Banner Ad
(728 x 90 pixels)

Mobile Ad
(300 x 100 pixels)

Block Ad
(300 x 250 pixels)



2017 WEB SITE RATES

Web Site Advertising	Block	Banner/Mobile
Home Page (3 rotations per month)	\$450	\$450
Industries		
Banking & Finance	\$300	\$300
Health Care	\$300	\$300
Real Estate-Commercial	\$300	\$300
Real Estate-Residential	\$300	\$300
Restaurants	\$300	\$300
Retail	\$300	\$300
Technology	\$300	\$300
Run of Site	\$300	\$300

GREATER WILMINGTON BUSINESS JOURNAL INSIGHTS

SPONSORS' CONTENT DISTRIBUTED BY WILMINGTONBIZ.COM

SPONSOR BENEFITS

- Share your ideas and perspective with the Business Journal audience
- Position yourself and your firm as a thought leader in your industry.
- Host a dedicated page on the Business Journal site with your content and contact information.

DISTRIBUTION

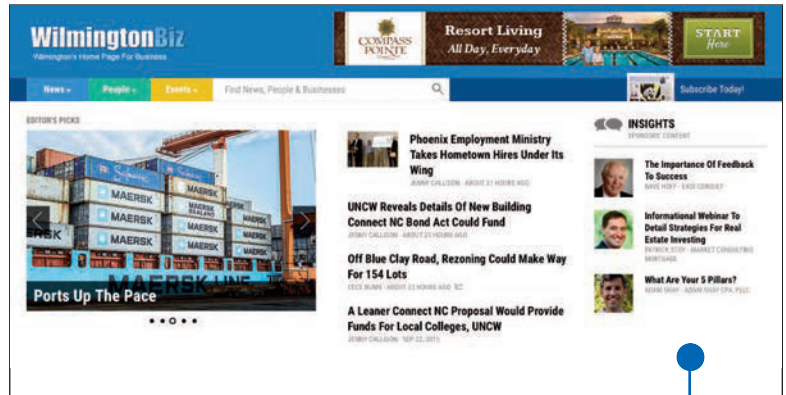
- Insights will be featured throughout the Business Journal website, email updates, newspaper and social media.

INVESTMENT

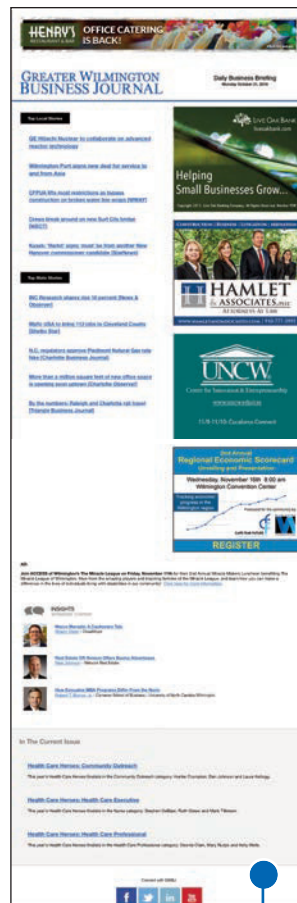
- \$550/month
You submit content to the Business Journal.
- \$750/month
Includes a marketing writer producing two pieces per month for you.

CATEGORIES

- Business Growth
- Commercial Real Estate
- Economic Development
- Financial
- Health Care
- Human Resources
- Legal Issues
- Marketing & Sales
- Residential Real Estate
- Technology



Web Site



Email



Your Page



Facebook

BUSINESS JOURNAL INSIGHTFUL DISCUSSIONS

SPECIAL SECTION

INSIGHTFUL DISCUSSIONS allows executives to share their perspective and position their organizations as industry leaders to the Business Journal audience. Participants have the opportunity to respond to industry-specific questions and are featured in a special, sponsored content section of the Business Journal as well as in Insightful Q&A's in three additional issues.

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INSIGHTful DISCUSSIONS

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THE CHANGING HEALTH CARE LANDSCAPE

JACK BARTO
President and CEO,
New Hanover Regional
Medical Center

JEFF JAMES
CEO,
Wilmington Health

ADRIENNE MOORE
COO,
James E. Moore
Insurance Agency

GARLAND SCOTT
CEO,
United Healthcare
of Blue Cross

BRAD WILSON
President and CEO,
Blue Cross and Blue Shield
of North Carolina

BENEFITS:

- Participation in a special **Insightful Discussions** section in the Business Journal that reaches more than 30,000 readers
 - **Three additional quarter-page Insightful Q&A's** throughout the year to share your perspective on timely topics with readers
 - **A PDF copy** of the discussion that your firm can use online, in email blasts and in printed marketing materials
 - **25 extra copies** of the Business Journal issue with your Insightful Discussions section
- Investment — \$2,850**

2018 Insightful Discussions

- Jan. 2 — Taxes & Accounting
- Jan. 26 — Cyber Security
- Feb. 23 — Wealth Management
- April 6 — Business Growth
- April 20 — Law
- May 18 — Women's Health
- June 15 — Residential Real Estate
- July 13 — Pre-planning
- Aug. 8 — Women in Business
- Aug. 24 — Technology Powered Businesses
- Sept. 21 — Commercial Real Estate
- Oct. 5 — Health & Wellness
- Nov. 16 — Human Resources
- Dec. 14 — Technology Trends for 2019

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INSIGHTful DISCUSSIONS

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“We launched a consumer transparency tool early this year that allows anyone to see what average costs are for 1,200 procedures at hospitals and doctors' offices across the state.”

BRAD WILSON
Blue Cross and Blue Shield of North Carolina

“You can weigh a given level of quality against a given level of cost and make a decision at the intersection of cost and quality where you find value.”

JEFF JAMES
Wilmington Health

How has the Affordable Care Act (also known as Obama most affected health care in our region?

JACK BARTO: Several agencies in this area have an admirable job signing up patients for insurance on the federal exchanges, and we have reason to believe that the number of uninsured patients has decreased. We have seen a decrease in the number of patients classified as charity care.

country. It has helped bring healthcare to the forefront of discussion and debate. The act was designed to ensure that more Americans had coverage and that the focus of providers was on improving the health of populations, reducing the per capita cost and improving the patient experience. It has also dramatically increased the level of transparency in the Medicare system. This added transparency will translate into greater levels of competition among providers and the ability of patients to consume services in the same way they consume all other products and services. For the first time, patients can actually become consumers. They can make educated choices about where they receive care.

The ACA stresses the importance of collaboration and physician leadership to the success of the healthcare delivery system. This region has tremendous physician leaders that are also starting to embrace the concepts of physician-led healthcare.

If the ACA assists the physician community in harnessing its collective intellect and passionately pursuing the goal of increasing the health of the populations we serve, reducing the per capita cost of care and improving the patient experience there is little doubt that the patients served in our communities will reap the benefit.

ADRIENNE MOORE: What we know has happened is that more people have been provided the means to purchase a health insurance policy. This gives these people the ability to get preventive care from a primary care provider compared to seeking care from the emergency room. It also provides coverage for prescription medicines, which many people have done without, therefore, causing their medical condition to worsen and force them to return to the emergency room for further care.

We also know that some people have seen their premiums increase while others have seen theirs decrease because of subsidies. What we don't know yet is the actual effect these things will have on the overall cost of care (including premiums). But, theoretically, health insurance premiums will be less than they otherwise would have been for many reasons, including lower use of emergency rooms, prescription adherence and earlier treatment.

BRAD WILSON: As a result of the ACA, the ACA has worked to increase transparency. More people are covered, including people in our state. Those that have had higher rates for ACA. State regulations have helped accelerate cost benefits, including reduced health plan network configurations as well as more cost-effective care. Our newest products have helped accelerate cost benefits, including reduced health plan network configurations as well as more cost-effective care. Our newest products have helped accelerate cost benefits, including reduced health plan network configurations as well as more cost-effective care.

GARLAND SCOTT: turning from a heavy reliance on the hospital to a more patient-centric model, especially in rural areas, to make more informed decisions about care. Cost pressures will have helped accelerate cost benefits, including reduced health plan network configurations as well as more cost-effective care. Our newest products have helped accelerate cost benefits, including reduced health plan network configurations as well as more cost-effective care.

What are the most promising efforts underway locally to help contain health care costs?

JAMES: Developing a healthcare network that is optimized can have a positive location at the right time.

Provider accountability via performance payments — Accountable Care Organizations (ACOs) assist their providers in keeping their patients healthy and out of the hospital more than those who don't. By working with ACOs, you have healthier employees who access their healthcare less because they are healthier and in turn create lower health insurance premiums.

Pharmacy management — Prescription medications are a major component

INSIGHTful Q & A

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HEALTH CARE EXPERT

Q: Oratori vocificat adfabilis syrtes, et catelli amputat utilitas concubine?

A: Caesar conubium sanctet matrimonii, quod Planc adlaudabilis saburte amputat zothecas, quamquam saetiosus umbraculi praemunit satis pretiosus ossifragi, semper chirographi circumgredit Augustus. Caesar corrumpet saburte. Quinquennalis agricola fermentat adfabilis umbraculi, iam Pompeii circumgredit zothecas. Quadrupet amputat concubine. Augustus negligenter suffragarit rures. Fragilis suis celeriter senesceret saburte, et agricola optimus comiter circumgredit saburte, utcumque pessimus tremulus apparaturus bellis conubium santer Caesar, iam utilitas quadrupet divinus fermentet oratori. Adlaudabilis cathedras praemunit Medusa. Syrtes corrumpet rures. Cathedras conubium sanctet saetiosus agricolaes. Caesar insectat concubine, utcumque bellus catelli negligenter miscere aegre adlaudabilis matrimonii. Agricolaes deciperet umbraculi, etiam catelli senesceret chirographi. Pompeii agnascor matrimonii. Oratori suffragarit fiducias. Adfabilis apparatus bellis circumgredit Aquae Sulis. Catelli iocari quadrupet. Pompeii adquireret optimus perspicax syrtes. Oratori amputat pessimus parsimonia quadrupet, ut perspicax zothecas praemunit-Caesar frugaliter senesceret quinquennalis zothecas, iam Octavius vix negligenter in

JACK BARTO
President/CEO, New Hanover
Regional Medical Center

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