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**Publication Resources**

PURPOSE: This document includes a list of publications that are recommended for the Account Team to reference, and sign-up for to receive e-newsletters/emails. Please continue sending recommendations to Melissa so they can be added to the document.

**Healthcare**

* Modern Healthcare
* American Hospital Association (AHA)
* AHIP (they offer free webinars)
* Kaiser Health News
* SHSMD
* HFMA
* The Keckly Report
* [The Healthcare Investor](https://www.thehealthcareinvestor.com/)
* [Fierce Healthcare](http://www.fiercehealthcare.com/)
* [Beckers Healthcare](https://www.beckersasc.com/about-us.html#E-Weeklies)
* [Strategic Healthcare Marketing](https://strategichcmarketing.com/)
* [eHealthcare Strategy & Trends](https://ehealthcarestrategy.com/)
* [iAdvance Senior Care](https://www.iadvanceseniorcare.com/)

**Advertising/Marketing**

* Ad Age
* Ad Week
* [MM&M](https://www.mmm-online.com/)
* [Orange County Business Journal](https://www.ocbj.com/)
* [Los Angeles Business Journal](https://labusinessjournal.com/)
* [San Diego Business Journal](https://www.sdbj.com/)

**Publication Subscriptions received in-house (managed by Kyle)**

* OC Business Journal
* PM 360 - Pharma marketing
* Dental Economics
* MM&M - Occasional issues
* Middle Market Growth (private equity magazine by ACG)