**Managed Healthcare Executive**

**Subhead: Business Strategy**

**Name of Print Publication:  Managed Healthcare Executive**

**Name of Newsletter: Managed Healthcare Executive E-news**

**Mail Date and Time: 4/6/18, between 10 am and 11 am**

**From Line: Managed Healthcare Executive**

**Subject Line:  5 Communication Strategies MCOs Can Prioritize for Improved Chronic Care**

**Preheader text Plus: Precision Medicine: Cutting-Edge Developments What Health Execs Should Know**

**Managed Healthcare Executive HEALTH MANAGEMENT eNews**

**Mailing #1 – 90 Day Engaged Emails**

ET Sub-Account Name: Managed Healthcare Executive

ET Data Extension Folder Name: 90 Day Engaged Emails

ET Data Extension: 90 Day Engaged Emails – Health Management

**Mailing #2 – Advertisers**

ET Sub-Account Name: Managed Healthcare Executive

ET Group Folder Names: Newsletter Advertiser Groups

ET Group Name: Health Management Advertisers

**\*ET Exclusion/Suppression Data Extension: 90 Day Engaged Emails – Health Management**

Contact Person: Aubrey Westgate

Names of people who should receive a proof:

Tracey Walker: twalker@advanstar.com

Aubrey Westgate: aubrey.westgate@ubm.com

|  |
| --- |
| **Five Communication Strategies Managed Care Organizations Can Prioritize for Improved Chronic Care**Here are five strategies managed care organizations and healthcare providers can use to support chronic patients and improve the efficiency and effectiveness of chronic care.<http://www.managedhealthcareexecutive.com/health-management/five-communication-strategies-managed-care-organizations-can-prioritize-improved-chronic-care>**Precision Medicine: Cutting-Edge Developments What Health Execs Should Know**The current state of precision medicine and how it could soon help doctors predict diseases before the onset of symptoms.<http://www.managedhealthcareexecutive.com/health-management/precision-medicine-cutting-edge-developments-what-health-execs-should-know>**Health Execs Struggle to Keep On-Pace with Population Health Goals**Description: There’s surprising findings in Numerof & Associates’ study about healthcare executives’ population health management objectives.5/3 |