

# THE RESULTS ARE IN!

We recently surveyed ASHHRA members to get their feedback on our media. Here's what we found out:



## HR Pulse Magazine

**Nearly 60%** of respondents keep HR Pulse magazine on-hand for easy reference.

**Over 40%** of respondents share HR Pulse magazine with others to read.

## eNews Pulse

**More than 50%** of respondents have referenced past issues of eNews Pulse.

**Nearly 50%** of respondents share/forward eNews Pulse.

## ASHHRA Insider

**Nearly 60%** of respondents have referenced past issues of ASHHRA Insider.

**Nearly 45%** share/forward ASHHRA Insider.

## Advertising Effectiveness

**Over 60%** of respondents say they are more likely to consider purchasing products/services from companies that advertise in ASHHRA media.

## Demographics

**Over 60%** of respondents are executives (Director, VP, C-suite).

**Over 90%** of respondents are involved in the decision-making process within their organization/company.

## What Our Members Are Saying:

**Susan Shevlin, Weill Cornell Medicine**  
 "ASHHRA is my go-to place for keeping up with what is going on in healthcare."

**Michael McNally, Modern Management, Inc.**  
 "ASHHRA membership is a must for someone who wishes to remain current within the HR profession in the Healthcare Industry. It also provides a networking opportunity for both you and your organization."