Managed healthcare has forever changed the way nurses care for patients. Not just another form of medicine, managed care is the reality in today’s medical practice. Designed to provide cost effective healthcare delivery, improve access to healthcare services, and improve patient outcomes, managed care has nonetheless created unique challenges. Nurses and other healthcare professionals are still learning the ropes of this dynamic change, with fresh challenges emerging daily. The *Journal of Managed Care Nursing (JMCN)* is an invaluable tool for tracking these new developments.

**Editorial Mission**

*JMCN* takes a hard, judicious look at trends in managed care. *JMCN* aims to provide fact-driven research and guidance about issues that affect the delivery of managed care services and integrated patient care. Integrated patient care addresses disease management, demand management, and all services provided throughout the continuum of patient care. By tracking trends and providing insights, *JMCN* is the premier journal of peer reviewed articles pertaining to the practice of managed care nursing.

**Targeting Influential Readers**

*JMCN* narrowly targets nurses working in Case Management, Utilization Management, Quality Management and Medical Policy in managed care organizations. These nurses work directly with the medical directors as the decision makers in purchasing formulary and services and in monies spent on patients in healthcare.

These decision-makers rely on *JMCN* to provide timely, documented practices and procedures in managed healthcare. This information is accessible exclusively to *JMCN* readers. Advertising in *JMCN* is the best method to broadcast your message to targeted, influential markets.

**Editorial Prospectus**

Articles are written by fellow nurses or professionals who work closely with nurses and are reviewed by the authors’ peers.

**Advertising Contact**

If you are interested in advertising in the *Journal of Managed Care Nursing*, please contact:
April Snyder at 804-747-9698 or email asnnyder@aamcn.org OR
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Phone: 856-768-9360
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Circulation

Members of the American Association of Managed Care Nurses including:

- Nurse Case Managers/Utilization Managers from Health Plans and Provider Systems

Total

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Journal of Managed Care Nursing

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Publication Date January 21, 2016

Volume 3, Number 2
Content Due February 25, 2016
Advertising Close & Due March 21, 2016
Publication Date April 6, 2016

Volume 3, Number 3
Content Due May 20, 2016
Advertising Close & Due June 17, 2016
Publication Date July 20, 2016

Volume 3, Number 4
Content Due August 25, 2016
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