



**Baxa**  
**Media Coverage Recap**  
*December 31, 2009*

<b>2003 (July – December)</b>	<b>14 placements</b>
<b>2004 (January – December)</b>	<b>58 placements</b>
<b>2005 (January – December)</b>	<b>88 placements</b>
<b>2006 (January – December)</b>	<b>167 placements</b>
<b>2007 (January – December)</b>	<b>194 placements</b>
<b>2008 (January – December)</b>	<b>436 placements</b>
<b>2009 (January – December)</b>	<b>422 placements</b>

	<i>Ad Value Equivalency</i>	<i>Circulation Exposure</i>	<i>Web Visitors Per Month</i>
<b>2003 – 7 months</b>	<b>\$ 14,309.70</b>	<b>1,185,584</b>	
<b>2004</b>	<b>\$101,998.40</b>	<b>2,007,920</b>	
<b>2005</b>	<b>\$191,822.64</b>	<b>9,596,694</b>	
<b>2006</b>	<b>\$127,489.44</b>	<b>7,008,714</b>	
<b>2007</b>	<b>\$113,842.85</b>	<b>10,239,856</b>	
<b>2008</b>	<b>\$ 69,953.67</b>	<b>13,447,148</b>	
<b>2009</b>	<b>\$ 31,341.02</b>	<b>16,325,995</b>	<b>19,269,226</b>
<b><u>TOTAL TO DATE</u></b>	<b><u>\$650,757.72</u></b>	<b><u>59,811,911</u></b>	<b><u>19,269,226</u></b>

**Placements by media outlet**

- 27 – Health Business Week
- 26 – Law & Health Weekly
- 25 – dBusinessNews Denver
- 19 – Biotech Law Weekly
- 18 – Drug Law Weekly
- 18 – Healthcare Mergers, Acquisition & Ventures Week
- 18 – Lab Law Weekly
- 17 – Biotech Week
- 17 – CBSA News in Review
- 17 – Drug Week
- 17 – Healthcare Finance, Tax & Law Weekly
- 15 – Medical Verdicts & Law Weekly
- 14 – Medicine & Law Weekly
- 10 – Denver Post (Weekday)
- 10 – Pharmacy Purchasing & Products
- 9 – Hospital Business Week

9 – Hospital Law Weekly  
8 – Dail-E News  
8 – Pharma Investments, Ventures & Law Weekly  
7 – Biotech Business Week  
7 – Pharma Business Week  
7 – Pharma Law Weekly  
7 – Physician Law Weekly  
6 – Lab Business Week  
5 – Hospital & Nursing Home Week  
5 – Pharmacy Times  
3 – Denver Business Journal – Online Version  
3 – Financial Deals Tracker  
3 – ISIPS Newsletter  
3 – Managed Care Business Week  
3 – Rocky Radar  
3 – US Fed News  
2 – Bioscience Colorado Magazine  
2 – ColoradoBiz Magazine  
2 – dBusinessNews Los Angeles  
2 – dBusinessNews San Jose  
2 – MD Week  
2 – Medical Patent Business Week  
2 – Medical Patent Law Weekly  
2 – Medical Patent Law Week  
2 – Obesity, Fitness & Wellness Week  
2 – Physician Business Week  
2 – Tenders Info  
2 – usp797.org Newsletter  
AdvaMed Smartbrief  
ADvance for Nurses  
American Journal of Health-System Pharmacy  
Daytona News-Journal  
dBusinessNews Boston  
dBusinessNews Cincinnati  
dBusinessNews Dallas  
dBusinessNews Minneapolis  
dBusinessNews New York  
dBusinessNews Newark  
dBusinessNews Sacramento  
dBusinessNews Triad (Greensboro et al)  
dBusinessNews Triangle (Raleigh-Durham, et al)  
Denver Business Journal – Print  
Denver Post – Sunday  
Florida High Tech Magazine  
Fort Collins Coloradoan  
Frontline News – Ontario

Health & Medicine Week  
Health Data Management  
Healthcare Informatics  
Healthcare Magazine Canada  
Medical Device Business Week  
Medical Device Law Weekly  
Medical Devices & Surgical Technology Week  
Modern Healthcare  
Orlando Business Journal  
Pharmacy OneSource  
Pittsburgh Medical Technology – examiner.com  
Product News Network  
Quality Progress Magazine  
St. Thomas Hospital Life Newsletter  
TopNews United States  
VentureWire

### **Placements by Baxa Corporation topic**

50 – FHT acquisition  
25 – IntelliFlow Updates (June campaign)  
20 – SINOPHARM  
19 – New Headquarters Announcement  
19 – Tribble on E-411  
17 – ASHP Midday Symposium  
17 – CriticalPoint New Modules  
16 – Culture of Safety Facebook Campaign  
16 – unSUMMIT  
15 – DoseEdge Rebranding Launch  
15 – IntelliSource Capital Shortage  
15 – Premier Portfolio Releases (Baxa mentions)  
15 – Social Media Campaign  
15 – Top 50 Family Owned Campaign  
14 – 2010 STAR Center Course Dates  
12 – ASHP DoseEdge  
12 – CriticalPoint Excellence Rating/PP&P  
12 – IntelliFlow Enhancements (Sept campaign)  
11 – Ecological Campaign  
10 – 2009 STAR Center Course Dates  
10 – Baxa mentions, various articles  
10 – BMA Awards Campaign  
10 – NeoThrive Campaign  
9 – Enhanced Online Content  
8 – Infusion Pump Report (Baxa mention)  
6 – Webinar – January 14  
5 – Baxa photo credits

4 – Inc 500 Announcement  
3 – Baxa patents/trademarks  
2 – Baxa in rankings lists  
Baxa Profile  
TPN Compounder article  
Colored Labels Campaign  
CriticalPoint Virtual Compounder  
Culture of Safety  
IntelliFill Profile  
Luer Lock Adapters  
Male Luer Connectors  
Rapid-Fill ASF  
STAR Center feature