Media Kit 2020

Quality, Focused Content, Multi-Media Strategy, Proven Results.

- Diagnostic Laboratory Executives
- Licensing Industry Executives
- Medical Office Managers
- Law Office Managers
- Hospitals
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This is not about politics but the June 30 press briefing by assistant testing in a timely manner. And a new survey from the College The Diagnostic Challenge in recent years. Here is a look at the progress that has been made new study suggests that payor attitudes have changed significantly developers. This has been especially true with liquid biopsy cancer making antigen testing a potential solution to the urgent need eye-popping but not surprising finding of a global market for molecular diagnostics will top $13 billion, to reach $39.0 billion in sales globally. This last year marks the fastest rate of global growth every year. The property type has either matched or sur-passed the average global growth rate every year. The type boasts a 21.7% share of all global licensed sales. Sales through other channels, such as TV share of all sales in the U.S. and Canada in 2019, through ecommerce channels made up 12.5% out 2019 as consumers continued to gravitate estimated in the territory, sales attributable to Of the total $114.0 billion in licensed retail sales Annual Licensing Business Survey reach $31.8 billion. Sales growth for enter-prises which saw a 2.7% jump in licensed retail sales sales from 2018 has come from the U.S. and Can-ada flat -0.1% growth in 2018 compared to an average slowed dramatically over the last two years, with sustainment/character-based brands has actually reached $180.7 billion worldwide, according to this newsletter may be connections

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Dickinson SARS-CoV-2 Warning on False-Agency Sounds the Detect SARS-CoV-2 Sample Pooling to Ask White House for Testing Supplies

LETTER TO PENCE: Specificity Targets Battle of the SARS-CoV-2 Effectiveness Contact Tracing Linchpin of COVID-19

INSIDE THIS ISSUE
AUGUST 2020

DIAGNOSTIC TESTING
10
New Trends, Applications, and IVD Industry Analysis

High Test Numbers Belie Gaps in Supply vs. Demand

But do not do justice to the true

they need to deliver desperately needed COVID-19 molecular
test

often referred to as "liquid biopsy tests," are used to select targeted

developers. This has been especially true with liquid biopsy cancer
tests,

Gaining the acceptance of insurers and payors for new tests and

showing that 550,000

Are labs taking advantage of the unprecedented demand for
classic medical testing labs. As a result, labs must adopt and enforce

What began as a CDC guideline is evolving into a legal duty

...and it plans to conduct an investigation to confirm its suspicions.

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Audience Reach: The Licensing Letter

Serving the information needs of the dynamic licensing industry for three decades, our unique focus on new deals, licensing contacts, market data and licensing news provides, licensors, licensees, agents, consultants and service providers with the contacts and insights they need in order to thrive.

Representative Titles: (70%+ are VP to C-Level Licensing Executives)

- President
- Owner
- Sr. Director Licensing
- Director
- Director International Licensing
- SVP, VP
- VP, Licensing
- Managing Director

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EMPLOYMENT LAW UPDATE
Here's new guidance on COVID-19 and FLSA
By Mike O'Brien
For managers in charge of HR, the so-called lazy days of summer have been anything but lazy, as they strive to adapt to the COVID era and stay up to date on seemingly constant new government guidances. The Department of Labor has provided more information for employers regarding pandemic-related wage and hour issues. Specifically, the agency answered questions about hazard pay, FLSA's overtime and minimum wage exemptions, and what time is compensable with respect to pandemic-related telework arrangements:

The DOL notes that hazard pay is not required under FLSA, but may be required under state or local laws, collective bargaining agreements, or company policies.

COVID-19
How to create and implement a mandatory face mask policy at your law office
What began as a CDC guideline is evolving into a legal duty with more than 20 states and countless municipalities across the country adopting laws requiring individuals to wear masks or face coverings in enclosed indoor public spaces. As a result, law offices must adopt and enforce mandatory mask policies at their facilities. While mask requirements vary slightly by jurisdiction, here are the 10 basic elements they should include.

Defining our terms
This analysis is about non-medical face masks that people at medium to low risk levels are required to wear, as opposed to N95 particulate respirators and more elaborate respiratory equipment, eye and face shields other personal protection equipment (PPE) required for health workers and others with a higher risk of infection.

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Medical Office Manager provides medical office administrators, managers and supervisors with relevant, timely information to help them perform their jobs more effectively and efficiently. MOM makes better medical offices - one manager at a time.

Our Members report responsibility for:

- Hiring & firing
- Discipline & training
- Computer networking
- Budgeting & purchasing
- Client records & email policy
- Compliance
- Project management
- Employee productivity
- Coding, billing & collection
- Technology evaluation & acquisition
- Data storage & retention

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Email: PLM offers our membership base over a dozen weekly ezines covering the latest news and new developments in four major markets. For the ezines available in the market that interests you, and ezine counts, please contact your rep.

WebSites: PLM offers the opportunity to place your message on any of our popular B2B websites. Contact your rep for more information by website, including ad specs, and pricing.

Content Partnerships: PLM also enters into content arrangements with select partners whose content is closely geared to the interests of our members. These options include blogs, articles, special reports, and other custom arrangements.

WebCast: PLM Webcasts and Labcasts offer you the opportunity to deliver your message to PLM markets. You provide the speakers and content, along with your marketing piece and we’ll handle promotion to our membership base, registration, and webcast presentation. Call for more details and pricing.

Webinar Sponsorship: Sponsor a PLM webinar to one of our markets. Your company name is included in all promotions, you can deliver a 1 minute message to webinar registrants, and the webinar moderator will note your sponsorship at the beginning and end of the webinar presentation.

and much more!

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Why Partner with PLM?

When you get down to what really matters - it's always about the people. PLM brings together our team of experts in content, marketing, multi-media, technology and publishing to deliver quality information to highly-targeted audiences. Our people make sure you get more of the good stuff. More eyeballs, more hang-time, more archive value and ultimately, more clicks through to your website.

- **Reach your target audience**: PLM’s award-winning editors make sure your message is in front of the right group of leaders and decision makers.
- **Establish your company as a thought leader**: With decades of publication history, our audience has learned to trust the research and analysis we provide. Our sponsors are associated with that value.
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- **Build brand awareness**: Leverage PLM’s reach and industry authority to strengthen your brand through top-of-mind awareness.
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- **The right blend of media for your message**: Different people respond to different media. PLM’s multi-media approach will get you noticed.

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- **Email:**
  andrea@plainlanguagemedia.com

- **Tollfree:**
  888-729-2315

- **Mail:**
  PO Box 509, New London, CT 06320

email Andrea for more info