

ENA NEWSLINE

REACH

38,400

EMERGENCY NURSES

EVERY WEEK

MEDIA KIT



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**A** **Think IO** **EZ-IO** **vidacare**  
Intraosseous Infusion System

**ENA NewsLine**  
A weekly news and information resource from the Emergency Nurses Association

**New role improves patient flow in emergency department**  
**Hospital News** Share [f](#) [t](#) [l](#) [i](#) [d](#) [i](#)  
An innovative approach to patient care at Rouge Valley Health System in Canada is helping to move ambulatory patients more quickly through the emergency department, while still delivering high quality patient care. The patient navigator, a registered nurse in the emergency department who is responsible for managing the patient's journey through the department, helps to ensure that clinical services are delivered within the province's targeted timeframes. **MORE**

**C** **BD** **Have you been exposed to blood? Share your story at: www.bd.com/bloodcontrol!**

**Trade Publication News**

**HIPAA disclosure rule comments highlight provider opposition**  
**HealthLeaders Media** Share [f](#) [t](#) [l](#) [i](#) [d](#) [i](#)  
A proposed HIPAA privacy disclosure rule would be an administrative and financial burden for providers. Furthermore, the rules go beyond the scope of HIPAA, and they could intrude on the privacy of health care providers. Those were the predominant themes among more than 140 public comments received as the comment period drew to a close. **MORE**

**Long wait times, mental illness linked to rampant hospital violence**  
**FierceHealthcare** Share [f](#) [t](#) [l](#) [i](#) [d](#) [i](#)  
Most emergency room and psychiatric hospital workers face violence on daily basis, a disturbing rising trend, reports the Los Angeles Times. Nearly 40 percent of emergency room employees in California have been physically assaulted on the job, subject to hitting, kicking and even biting. Although most of the assaults do not cause serious injuries, the hundreds of claims filed each year can cost a pretty penny in workers' compensation. **MORE**

**C1** **IS YOUR ED PATIENT SATISFACTION GOING DOWN THE DRAIN?**

**Heat illness sends thousands to emergency room each year**  
**WebMD** Share [f](#) [t](#) [l](#) [i](#) [d](#) [i](#)  
About 6,000 people a year seek emergency treatment for heat illnesses suffered while playing sports or participating in other recreational activities outdoors, the CDC says in a new report. During the period examined, 2001 through 2009, the CDC says 75 percent of those treated for heat illness in emergency rooms and departments were male, and 35 percent were between the ages of 15 and 19. **MORE**

**E** **CAPE FEAR VALLEY HEALTH**

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**Hospital improves patient experience in emergency department**  
**Hospital News** Share [f](#) [t](#) [l](#) [i](#) [d](#) [i](#)  
It's not often a patient returns to an emergency department just for a tour. But, on a sunny afternoon this past June, Elizabeth Carmichael was happy to do just that. The 76-year-old was invited back to The Scarborough Hospital's General campus emergency department in Canada to view the many improvements that have been made since her visit last December — an experience that had her vowing "never to go to any emergency department ever again." **MORE**

**Mainstream News**

**Violence increasing at hospitals**  
**Los Angeles Times via Standard Times** Share [f](#) [t](#) [l](#) [i](#) [d](#) [i](#)  
The patient was drunk, naked and covered in blood when he burst out of his emergency room cubicle around 2 a.m., brandishing scissors. He lunged at two nurses and began chasing them. It took two police officers and three zaps from a Taser to subdue him. **MORE**

**C1** **EXPAND YOUR HORIZON**

**Hospitals experiment with emergency room reservations**  
**KSDK-TV** Share [f](#) [t](#) [l](#) [i](#) [d](#) [i](#)  
There's a new trend taking hold that could take the pain out of your next emergency room visit: Some hospitals are experimenting with a system that will allow you to make online reservations for a spot in the emergency room. All it takes is a few keyboard strokes. **MORE**

**PRODUCT SHOWCASES**

**D** **Dare to be Unique!** **Wellsoft EDIS - Best for Clinicians** **"I Love My CAREpoint"**

**Wellsoft EDIS - Best for Clinicians**  
Since 1988, Wellsoft has provided complete information management for the ED, including **patient tracking**, **clinical documentation**, **CPOE**, **Charge Capture and workflow consulting**. Wellsoft works with you to analyze patient flow and determine how to support best practices. Consistently ranked **Best in KLAS** - EDIS solutions. **Wellsoft is the EDIS specialist.** [More](#)

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Cary Schofield, R.N., Jackson Hospital Hospital Montgomery, AL  
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A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**  
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
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Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Top/Bottom Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**150k**



Product Showcase  
**\$2950**

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Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
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do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
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Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



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consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

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## CONTACT US

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# ENA NEWSLINE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO EMERGENCY NURSES NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of emergency room nurses and nurse managers, ENA NewsLine keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ENA NEWSLINE  
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