

# M.D. NEWS

Greater Cincinnati Edition

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M.D. News is published by **Sunshine Media, Inc.**  
8283 N. Hayden Rd., Ste 220  
Scottsdale, AZ 85258  
(480) 522-2900 | [sunshinemedia.com](http://sunshinemedia.com)

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**Printed by Sunshine Media Printing**

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Subscription rates: \$36.00 per year; \$62.00 two years; \$3.50 single copy. Advertising rates on request. Bulk third class mail paid in Tucson, AZ.

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This November/December issue of Greater Cincinnati *M.D. News* is our last of 2007, and I wanted to take the opportunity to thank you for your readership and support during our inaugural year. The magazine's success wouldn't be possible without the involvement of many local physicians, hospital staff, business representatives in the health care community and advertisers. I appreciate you!

As we look ahead to 2008, we are considering a number of features on medical topics that include:

- Cardiology
- Digestive Disorders
- Orthopedic Advances
- Allergies
- Pediatric Medicine
- Neurology
- Geriatric Medicine, and
- Sleep Disorders, among others

If your practice is interested in being part of an upcoming issue, whether through advertising or a feature story, have your office give me a call. A unique feature of *M.D. News* is that we can pair local stories with features, a strategy that provides readers with a richer understanding of what is going on here in Cincinnati and around the country.

This month's issue of *M.D. News* features Professional Radiology, Inc., Cincinnati's largest and most experienced radiology group. In serving patients at the Jewish, Christ and Fort Hamilton hospitals, as well as at several outpatient imaging centers, PRI's 30 physicians utilize an incredible array of diagnostic and interventional imaging technology — the latest in cardiac artery stenting, MRI of the breast, uterine fibroid embolization and more.

I hope you enjoy learning more about Professional Radiology, Inc. and reading our other features in this month's issue. Thanks again for your support and interest. Together we are making *M.D. News* a valuable resource for you, your family and your patients in years to come!

Kim Sherlock, Publisher  
Greater Cincinnati *M.D. News*

## A little additional information on the medical community in Cincinnati

Cincinnati MD Resource Center Addresses Projected Physician Shortage

The U.S. Bureau of Labor estimates a shortage of 200,000 physicians by the year 2020. In 2004, Greater Cincinnati began to combat the projections with initiative of the Health Improvement Collaborative of Greater Cincinnati known as the Cincinnati MD Resource Center.

The center indicates much of the shortage is due to the number of physicians who are nearing the retirement age. In the next 15 years, 46% of local doctors will have turned 65, and 79% will have reached age 55 or older.

Cincinnati MD Resource Center is a regional resource focused on achieving and maintaining an adequate supply of physicians while supporting the difficult recruitment process for physician employers, and it is completely free of charge! The center is the first and only collaborative community-wide effort of its kind in the nation and has already shown significant success.

The center is anchored by its website, [www.cincinnatiMDjobs.com](http://www.cincinnatiMDjobs.com), and currently has 133 open job opportunities, 139 physician candidates, and since late 2004, has supported employers in filling 250 local jobs. The center places its job opportunities in local and national advertisements that maximizes exposure, and saves local health care employers hundreds of thousands of dollars.

Please visit [www.cincinnatiMDjobs.com](http://www.cincinnatiMDjobs.com), or contact Lisa Adkinson at [lisa@lisaadkinson.com](mailto:lisa@lisaadkinson.com) or (513) 702-6884 for more information about Cincinnati MD Resource Center.

### Advertise in M.D. News

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