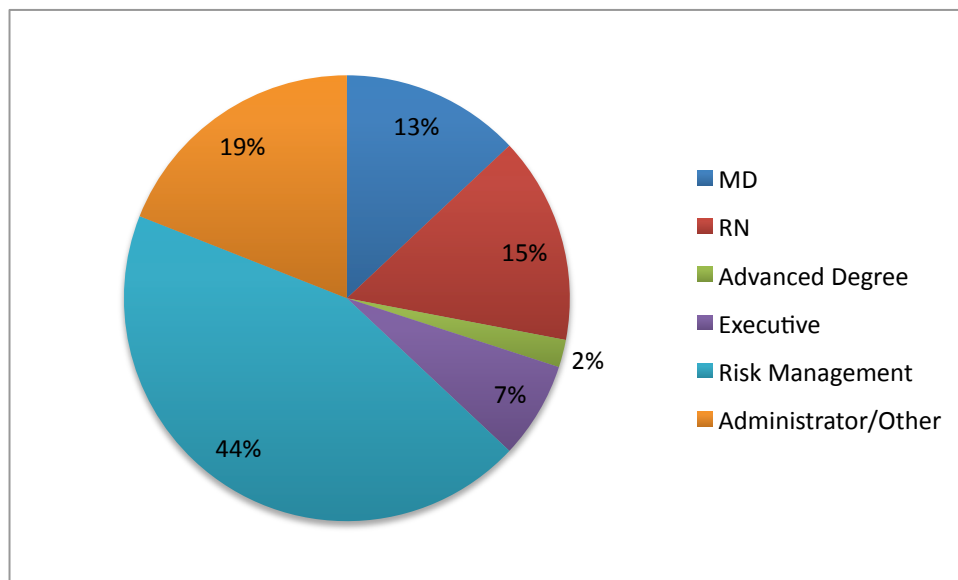


## ELM eNewsletter Advertising Information

ELM Exchange, Inc is a leading provider of online, case-based risk management and patient safety education. Our courseware is focused on raising healthcare provider awareness of risk, safety and quality issues within their clinical practice. ELM coursework offers organizations a method to proactively address critical issues and easily monitor and document those efforts.

Introduced in 2003, the ELM eNewsletter includes a monthly, subscription-based case discussion focused on raising awareness within the healthcare team about risk and patient safety issues. Reaching over 2,500 recipients a month, the eNewsletter is delivered via e-mail and provides a convenient way to set a standard for risk awareness and provide a critical continuing education resource. Mirrored on the grand rounds style of education, participants receive real-life case scenarios, a discussion of the risk and safety issues at play and fundamental principles that are applied to the specific case and can be applied to the subscriber's practice moving forward.

Subscribers to the eNewsletter include physicians, nurses, advanced practitioners, healthcare executives, risk management professionals and more.



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