

All about the *Bulletin* and *OTO News* readers

12,000+ members

90%

U.S. otolaryngologist
market reach

70%

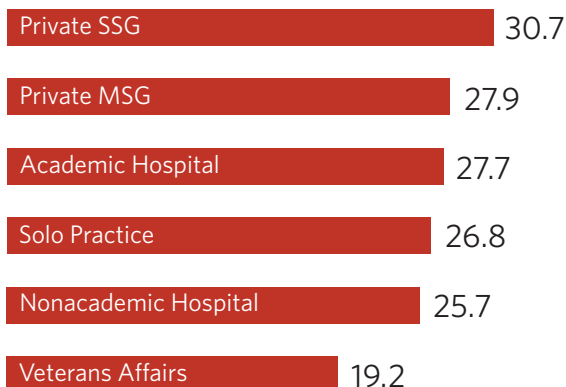
of AAO-HNS members are
involved in decision making.



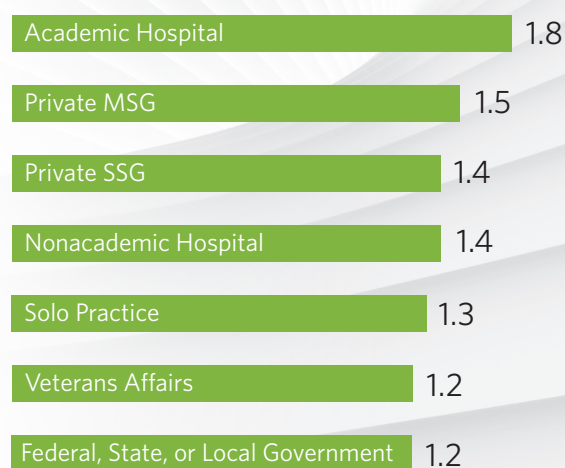
Where AAO-HNS members work:



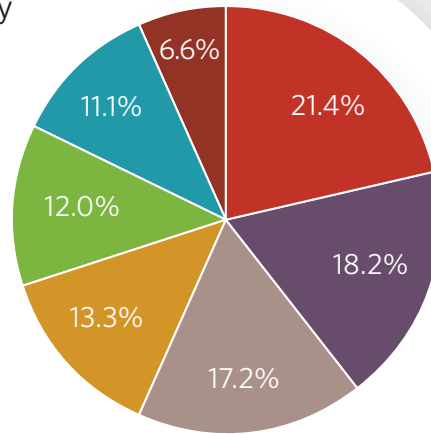
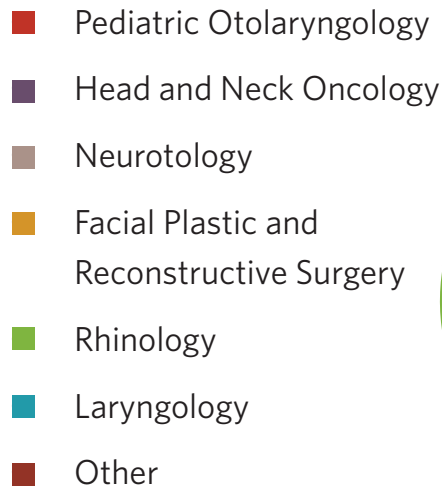
AAO-HNS members see upwards of 30 patients per day.



AAO-HNS members spend more than one day per week in the OR.



AAO-HNS Fellows are training in an array of specialties:

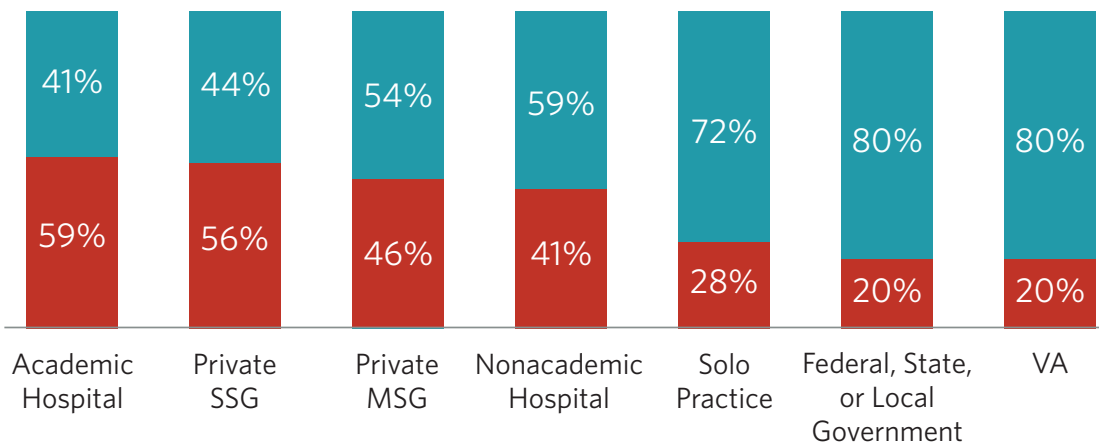


Other includes Otology, Sleep Medicine/Surgery, Allergy, Research, Skull Base Surgery, and Endocrine.

Buying for multiple locations:

Up to 60% of AAO-HNS members have multiple locations.

■ Yes ■ No



Top three sources of ancillary income for members:

- 1 Surgery Center
- 2 Hearing Aids
- 3 Allergy

Staffing and electronic health record/documentation were identified as the top practice barriers across all practice settings.



Put your message in front of AAO-HNS members by advertising in key member publications: *Bulletin* and *OTO News*!

bulletin
The official content hub of the AAO-HNS

otonews
AMERICAN ACADEMY OF OTOLARYNGOLOGY-HEAD AND NECK SURGERY



View the rate card for display ad packages.

Sources: 2022 Otolaryngology Workforce Report

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