

## California Healthcare News Moves to All-Digital Format

By David Peel

Publisher

California Healthcare News



All California Healthcare News readers receive an email when our web site content changes. In addition, about one in six readers receive our print edition. With the exception of advertising, the print edition content mirrors the home page of our web site.

While many publications have moved to an online only format, we've maintained both print and online publications because many of our readers prefer the portability and ease of reading on paper. However, due to the recent availability of reasonably priced WIFI tablets and

the high publication and distribution costs of our print edition, we are moving to an all-digital format in December 2012 and will stop publishing our print version.

This article describes why we are making this change and how it could affect print edition recipients.

### Changing Business Models

The publishing industry has changed as the internet has become ubiquitous. However, many publishers remain trapped in print only business models. Most have an online presence, generally a web site, but haven't figured out how to make it work financially. They see print edition subscribers decrease each month and hope fee increases will help maintain revenues. In the health insurance industry, this is called a death spiral, and we'll see more print publishers cease business this decade.

Two major publications, the Wall Street Journal and the New York Times, now offer credible online alternatives to their print editions. However, they ask prices only marginally less than their print editions. Customers will pay for high quality online content but it

must be substantially less than print, in my view at least 50% less.

The California Healthcare News has always provided all online content for free. There is no login requirement. We have offered digital only job postings for many years and have become a leader in our niche. We will now offer digital advertising for consultants and vendors to the health care industry and expect to lead this niche as well. Our digital advertising is about 50% less than what was charged for comparable print advertising.

### New Technology

The popularity of the Apple iPad has made the transition to digital only publication difficult for many print publishers. The iPad doesn't recognize Adobe Flash and many publishers use this technology to animate images and, in particular, animate advertising images.

Our web site uses HTML5 technologies to animate images. The iPad recognizes this technology as do all of the iPad competitors. In addition, you don't need to install an application (app) to view California Healthcare News content; just visit the site on a tablet at [www.cahcnews.com](http://www.cahcnews.com).

com. HTML5 technologies allow the California Healthcare News to make a seamless transition to digital only publishing.

### **Moving Forward**

Our combined print and online business model has worked well in the past. The California Healthcare News has had significant revenue

growth and profitability each year. However, the time to make big changes is when you have the ability to make them rather than when they are thrust upon you.

If you are a hard copy recipient of the California Healthcare News, and want a similar reader experience, check out the new tablets. Two currently sold at Costco range from \$200 to \$380,

respectively, and each provide a high quality reader experience.

We appreciate the support you've given us in the past and hope you continue to support us in the future.

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