



Field Media LLC., publisher of CDHC Solutions and EmployersWeb.com (formerly Benefits and Compensation Solutions) Announces an Exclusive Market Intel/Lead Gen Program And Custom Research Services

Offers Guaranteed Leads and Add Market Intel to Help Your Sales Team Win in a Tough Economy!

CDHC Solutions and EmployersWeb.com are offering guaranteed targeted leads with not only the contact information of some of the biggest decision-makers in Healthcare, Compensation, Benefits, Work-Life, Recognition and Development, but the chance to lock out your competitors from having access to these leads and the companion Market Intelligence within your chosen Category.

Every Market Intel/Lead Gen Package offers an opportunity to lock out all of your competitors by purchasing complete category exclusivity and a chance to survey your ideal audience on the subject of your choice. (We work with you to develop a 3 – 5 minute or 10-12 question survey.) With our Market Intel/Lead Gen Program, you receive 3 surveys in 2009- (Mid-May, Mid-August, Mid-Oct.) We employ a combination of our list and yours to help qualify leads. In some cases we will also purchase email lists to garner more leads and industry data for you. It's your chance to gain key insights into the purchasing plans of sales targets while seeing how you stack up to your Competitors and the key buying behaviors of Employers from FieldMedia's database of over 60,000 names, from VP's HR; Benefit Directors; CFO's and other C-Level Executives plus other who work with them – Consultants, TPA's and Brokers.

Other Custom Research Services we can provide:

Survey

CDHC Solutions magazine and LifeMasters Supported SelfCare, Inc. want to learn more about your company's health improvement and cost containment strategy for 2009. Please take a few moments to answer the questions below.

* Indicates a required field.

1. How have your healthcare costs changed over the past 2 years?*

2. Which of the following methods have you used in the last 2 years to reduce healthcare costs? Check all that apply.*

Disease management programs (for people with chronic conditions)

Wellness programs (for healthy or at-risk populations)

Wellness Incentive programs

Implemented an HSA/HRA with HDHP option for employees

Expanded our Supplemental Health Benefit options on a voluntary basis

Have not used any

Other _____

2a. If relevant to your selected answer(s) for question 2, please indicate if your disease management, wellness or incentive programs are provided by:

2b. Name of Health Plan or vendor?

3. In 2009 are you considering any of the following? (Check all that apply)*

- Omnibus Surveys- This is a full analysis (normally 10-15 minute survey) With the cost amortized by several interested companies. You receive costly research at a fraction of the cost!
- Custom Research- This is a full analysis covering any topic (e.g. Market Share, Product and Development, Brand Awareness, Customer Satisfaction, etc... These surveys will be designed with your input.
- Lead Generation- Straight lead generation programs can be custom tailored to your needs. Costs vary according to the number of emails sent out for you.
- Email Append- Using your contact database and any information related to that contact, e.g. name, company, URL, etc...we can append and email to that record. The more information available for that contact, the higher the match rate. Appended email addresses are guaranteed to work.

All exclusive sponsor packages are sold on a first come first serve basis. This offer is limited to one company per industry category.

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