

# ***Analytical Research Service Inc.***

Since our founding more than three decades ago, we have served some 300 clients, including the following manufacturers, advertising agencies and magazine publishers.

## ***PUBLISHERS/ASSOCIATIONS***

American Association of Nurse Anesthetists  
American Association for Respiratory Therapy  
American College of Chest Physicians  
American Health Care Association  
American Heart Association  
American Medical Association  
American Osteopathic Association  
American Society of Hospital Pharmacists  
AORN  
Bobit Publishing  
Cahners Publishing  
Clinical Cardiology  
College of American Pathologists  
Computer Talk Associates  
Country Sampler  
Crain Communications  
Elsevier  
Event News Network  
Excerpta Medica  
Family Circle  
Gordon Publications  
Harcourt Brace Jovanovich  
Hardware Merchandiser  
Haymarket Media  
IMS America  
International Medical News Group  
Anthony J. Jannetti  
Jrnl. of American College of Surgeons  
Lippincott Williams & Wilkins  
McGraw-Hill  
McKnight Medical Communications  
Medical Economics  
Medical Publishing Enterprises  
Medical World Business Press  
Medicom International  
Meredith  
Robert B. Morden  
New England Journal of Medicine  
Nursing Management  
Physicians Financial News  
Prescribing Reference  
Qualified Remodeler  
Radiological Society of North America  
Slack  
Society of Nuclear Medicine  
Springhouse  
U. S. Suburban Press  
World Medical Communications

## ***MANUFACTURERS/AD AGENCIES***

Acuson  
Agfa  
Agilent Technologies  
Amersham Health  
Baxter, Gurian & Mazzei  
Boston Scientific  
Bracco Diagnostics  
Butler/Till  
CM&N Advertising  
Colle & McVoy  
Covidien  
Corbett HealthConnect  
Cunningham & Walsh  
DePuy  
Draeger Medical  
Eastman Kodak  
Ethicon  
Galloway Plastics  
GE Healthcare  
GN Netcom  
Guidant  
Hewlett-Packard  
Ignite.com  
Imation  
Johnson & Johnson Medical  
Kendall/Tyco Healthcare  
Kimberly-Clark  
Konica Minolta Medical Imaging  
Marquette Medical Systems  
McAdams, Richman & Ong  
Medtronic  
Mentor  
Merck  
Molnlycke Health Care  
Pacific Communications  
Philips Medical Systems  
Procter & Gamble  
Respironics  
Siemens  
Smith & Nephew  
Smithkline Beecham  
St. Jude Medical  
Stryker  
SWB&R Advertising  
3M Health Care  
Toshiba  
Upjohn  
Zimmer

Ronald Reisman, the firm's president, has held positions at RCA, in computer systems design; at Merck, in marketing research and media management; and with the Leo Burnett advertising agency, as Manager of Media Research. He holds a master's degree in marketing and statistics from the University of Pennsylvania.