



PRESS RELEASE

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Delaware Nurses Association Announces Transition of Publisher Partnership to HealthCom Media for DNA Reporter

The DNA Reporter, originated in the 1950s, is Delaware's only Nursing Publication

NEWARK, DE – December 1, 2023 – The Delaware Nurses Association (DNA) is thrilled to announce a significant milestone in its journey towards innovation, growth, and enhanced outreach. Effective January 1, 2024, the "DNA Reporter" publisher will undergo a strategic transition to [HealthCom Media](#) (HCM), marking a new era for DNA and its esteemed members, partners, contacts, and future members.

This collaboration with HCM, a Doylestown, PA organization founded in 1998, represents an exciting opportunity for DNA to advance its mission of serving Delaware's nursing community with relevant, cutting-edge content. HCM, a leading healthcare information and content development company with a record of excellence in integrated marketing solutions that reach over 4 million healthcare professionals each year, will play a pivotal role in elevating the reach and impact of DNA's quarterly publication, the "DNA Reporter."

As we look to the future, DNA is committed to providing our members with the latest, peer-reviewed content that reflects the values and goals of the Delaware Nurses Association. This partnership with HCM aligns seamlessly with our vision to empower and inform nurses, fostering a stronger and more connected nursing community in Delaware. Additionally, HCM's partnerships with national organizations, like the American Nurses Association, will strengthen our content and reach, enabling Delaware's nurses to continue leading locally and nationally.

"We're incredibly excited about the HealthCom Media and Delaware Nurses Association publishing partnership," said Gregory Osborne, President of HCM. "This collaboration represents a significant milestone and underscores HCM's goal of expanding our reach and commitment to enhancing nurses' lives. We believe that this alliance will allow us to leverage our unique publishing model to enrich the professional and personal lives of DNA members. As always, HMC will put DNA nurses first!"

It is important to note that while we embark on this exciting journey, our members and stakeholders may continue to receive communications from our previous publisher. We want to emphasize that it's entirely at the discretion of each individual to choose whether to continue receiving these communications after December 31, 2023. These communications will have no connection to the DNA beyond this date.

To stay connected with the DNA and receive the latest, association-based content, we encourage Delaware nurses to connect with us and our new partner, HealthCom Media, directly. Anyone can sign up for a free digital subscription to the DNA Reporter, [just click here!](#) For Delaware organizations and employers seeking to reach and support Delaware's nursing community, we invite you to reach out to HCM for partnership opportunities (contact Rachel Laird at rlaird@healthcommedia.com).

The DNA team is confident that this transition will bring about positive changes and open new avenues for collaboration, education, and growth within the nursing community. We are excited about the possibilities that lie ahead and look forward to a successful partnership with HCM.

ABOUT THE DELAWARE NURSES ASSOCIATION

Founded in 1911, DNA is the premier leading professional association bringing together, and advancing the profession of nursing for over 100 years, creating healthier communities for all Delawareans. We are the only professional association in Delaware representing all Licensed Practical Nurses, Registered Nurses, and Advanced Practice Registered Nurses. We continue to advance health through the art and science of nursing supported by diverse members, advocacy, influence, professional development, generation of new knowledge, communication, service, and history.

ABOUT HEALTHCOM MEDIA

HealthCom Media is a leading information and content development company. Our experience in, and understanding of, the many complex aspects of today's healthcare system has proven instrumental in securing our leading position as a premier healthcare publisher. Our staff includes nurses and experienced professionals who utilize market intelligence to deliver relevant content to our readers, many of whom are healthcare providers and association members. We excel in developing fully integrated marketing solutions for commercial entities that complement traditional advertising programs in our award-winning journals. For more information about American Nurse Journal and HealthCom Media, please visit myamericannurse.com and healthcommedia.com.

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