



Finally, A Media List You Can Trust

JPA's Proprietary Research Tool Gretel Unlocks New Ways to Target the Right Reporters with the Right Pitch at the Right Time

Not all media lists are equal in value and functionality – and not all pitches about your policy priorities are meant for the same batch of reporters. In fact, what you'll find in the list below is a unique set of the top 50 reporters in healthcare policy categorized in three main areas: overall health policy coverage, Beltway-specific coverage, and influence within health policy journalism (i.e. those journalists who influence broader coverage across reporters and outlets).

These rankings were developed by JPA's research tool GRETEL® which analyzes and identifies the influence of an outlet, individual or organization based on how frequently it is referenced or shared by specific audience segments within a specific issue or topic.

Before jumping into the lists and strategizing on how to implement it into your media relations efforts, consider your communications priorities and use these rankings in the following ways:



If you are focused on influencing and/or reinforcing health policy messages inside the Capital Beltway, then **Sarah Kliff** is at the top of your list.



If you are looking to impact overall public opinion on a certain policy priority, then **Sanjay Gupta** has the most reach.



If you want to get to other health journalists to see your issues and consider coverage of their own, then **Matthew Herper** is your go to reporter.



TOP REPORTERS IN **OVERALL HEALTH POLICY**

1	Dr. Sanjay Gupta	CNN	26	Elisabeth Rosenthal	Kaiser Health News
2	Liz Szabo	Kaiser Health News	27	Phil Galewitz	Kaiser Health News
3	Sarah Kliff	New York Times	28	Bruce Japsen	Forbes
4	Matthew Herper	STAT	29	Kimberly Leonard	Business Insider
5	Dan Diamond	Washington Post	30	Sarah Karlin-Smith	Pink Sheet
6	Joanne Kenen	POLITICO	31	Chad Terhune	Reuters
7	Julie Rovner	Kaiser Health News	32	Stephanie Armour	Wall Street Journal
8	Margot Sanger-Katz	New York Times	33	Rachana D. Pradhan	Kaiser Health News
9	Scott Hensley	NPR	34	Adam Feuerstein	STAT
10	Jordan Rau	Kaiser Health News	35	Peter Loftus	Wall Street Journal
11	Julie Appleby	Kaiser Health News	36	Gideon Gil	STAT
12	Carla K. Johnson	Associated Press	37	Drew Armstrong	Bloomberg News
13	Helen Branswell	STAT	38	Paige W. Cunningham	Washington Post
14	Jane Sarasohn-Kahn	Health Populi	39	Jenny Gold	Kaiser Health News
15	Jennifer Haberkorn	Los Angeles Times	40	Sam Baker	Axios
16	Gina Kolata	New York Times	41	John Mandrola, MD	Medscape
17	Ed Yong	The Atlantic	42	Paul Demko	POLITICO Pro
18	Meg Tirrell	CNBC	43	Neil Versel	GenomeWeb
19	Mary Agnes Carey	Kaiser Health News	44	Gregg Masters MPH	Health Innovation Media
20	Jason Millman	Kaiser Family Foundation	45	Avik Roy	Forbes
21	Judith Graham	Kaiser Health News	46	Damian Garde	STAT
22	Matthew Holt	The Health Care Blog	47	Rick Berke	STAT
23	Rebecca Robbins	New York Times	48	Megan Thielking	STAT
24	Anna Mathews	Wall Street Journal	49	Erin Mershon	STAT
25	Bob Herman	Axios	50	Michelle Andrews	Kaiser Health News

TOP REPORTERS IN **BELTWAY POLICY**

1	Sarah Kliff	New York Times
2	Dan Diamond	Washington Post
3	Margot Sanger-Katz	New York Times
4	Julie Rovner	Kaiser Health News
5	Joanne Kenen	POLITICO
6	Jennifer Haberkorn	Los Angeles Times
7	Liz Szabo	Kaiser Health News
8	Dr. Sanjay Gupta	CNN
9	Rachana D. Pradhan	Kaiser Health News
10	Jordan Rau	Kaiser Health News
11	Julie Appleby	Kaiser Health News
12	Bob Herman	Axios
13	Jason Millman	Kaiser Family Foundation
14	Stephanie Armour	Wall Street Journal
15	Paige W. Cunningham	Washington Post
16	Elisabeth Rosenthal	Kaiser Health News
17	Sam Baker	Axios
18	Matthew Herper	STAT
19	Mary Agnes Carey	Kaiser Health News
20	Phil Galewitz	Kaiser Health News
21	Sarah Karlin-Smith	Pink Sheet
22	Paul Demko	POLITICO Pro
23	Scott Hensley	Shots - NPR
24	Anna Mathews	Wall Street Journal
25	Chad Terhune	Reuters

26	Carla K. Johnson	Associated Press
27	Kimberly Leonard	Business Insider
28	Helen Branswell	STAT
29	Avik Roy	Forbes
30	Bruce Japsen	Forbes
31	Meg Tirrell	CNBC
32	Drew Armstrong	Bloomberg News
33	Jenny Gold	Kaiser Health News
34	Caitlin Owens	Axios
35	Ed Yong	The Atlantic
36	Erin Mershon	STAT
37	Rebecca Robbins	New York Times
38	Jay Hancock	Kaiser Health News
39	Rebecca Adams	CQ HealthBeat
40	Judith Graham	Kaiser Health News
41	Jane Sarasohn-Kahn	Health Populi
42	Gina Kolata	New York Times
43	Alan R. Weil	Health Affairs
44	Mary Ellen McIntire	CQ Roll Call
45	Matthew Holt	The Health Care Blog
46	Peter Loftus	Wall Street Journal
47	Emily Bazar	Kaiser Health News
48	Adam Feuerstein	STAT
49	Gideon Gil	STAT
50	Michelle Andrews	Kaiser Health News

TOP REPORTERS IN HEALTH JOURNALISM

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