

# **Modern Healthcare**

## **Editorial Calendar 2019**



**Unparalleled Audience of Decision-Makers**

**Unmatched Brand Exposure**

**Sales Leads & Market Share**

ISSUE DATE (AD CLOSE)	EDITORIAL FEATURES	REGULAR DEPARTMENTS	CUSTOM CONTENT & SPECIAL SECTIONS	BONUS DISTRIBUTION & AD STUDY
<b>January</b>				
<b>7*</b> (12/17/18)	Finance: Forecast for 2019 Politics/Policy: New Congress priorities	Best Practices Bold Moves By The Numbers: Fastest growing industry sectors in healthcare		
<b>14</b> (1/3)	Politics/Policy: The state of the 340B program Transformation: Fixing surprise billing	Innovations		
<b>21*</b> (1/10)	Information Technology: A look inside health systems' incubators Operations: A year after the Ascension/Intermountain drug company	Best Practices	HIMSS preview showcase (close 1/10)	
<b>28</b> (1/17)	Finance: Investing in home healthcare Safety & Quality: Dealing with diagnostic errors	By The Numbers: Largest healthcare investment banks Innovations		Nashville Health Care Council (NHCC) Council Panel Jan 30, Nashville, TN
<b>February</b>				
<b>4*</b> (1/24)	Finance: Healthcare real estate trends Population Health: Battling flu season	Best Practices Bold Moves By The Numbers: Largest ACOs by covered Medicare lives	ACHE preview showcase (close 1/24)	<b>AdEffect™ Study</b> Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim.
<b>11</b> (1/31)	Transformation: Medicaid as an innovator Information Technology: How far has blockchain come? Awards: ACHE award winners	By The Numbers: Largest security breaches of electronic health records Innovations	HIMSS event showcase (close 1/31)	Healthcare Information & Management Systems Society (HIMSS) Conference & Exhibition: Feb 11 - 15, Orlando, FL
<b>18*</b> (2/7)	Information Technology: CIO Roundtable Information Technology: HIMSS highlights Awards: 8th biennial Top 25 Women Leaders	Best Practices Breaking Bias By The Numbers: Diversity and inclusion		
<b>25</b> (2/14)	Politics/Policy: Retailers lobbying groups and their power over DC CEO Power Panel: Finance and investment challenges	Innovations		
<b>March</b>				
<b>4*</b> (2/21)	Insurance: Employer sponsored cost-cutting initiatives Politics/Policy: Changes to Medicaid eligibility requirements (for all) Watson Health™ 100 Top Hospitals	Best Practices Bold Moves By The Numbers: Largest MHA programs	ACHE event showcase (close 2/21) Education directory (close 2/21)	Modern Healthcare's Puttin' on the Ritz Mar 5, Chicago, IL American College of Healthcare Executives (ACHE) Annual Congress: Mar 4 - 7, Chicago, IL
<b>4</b> (2/14)	PROGRAM GUIDE: 31st annual Health Care Hall of Fame			Modern Healthcare's Health Care Hall of Fame Mar 3, Chicago, IL
<b>11</b> (2/28)	Governance: How's that dyad CEO model working out? Safety & Quality: Burnout and the role of the chief wellness officer	By The Numbers: Largest behavioral health providers Innovations		
<b>18*</b> (3/7)	Finance: Trends in system investments Politics/Policy: The state of Indian Health Services	Best Practices Breaking Bias		Modern Healthcare's Leadership Symposium Mar 21 - 22, Scottsdale, AZ
<b>25</b> (3/14)	Telemedicine: Direct to consumer telehealth Transformation: Value-based prescription pricing	By The Numbers: Largest healthcare information technology (IT) consultants Innovations		

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<b>April</b>				
<b>1*</b> (3/21)	Insurance: Dealing with the shift from primarily commercial to public care Finance: Austin market profile Modern Healthcare's Leadership Symposium recap	Best Practices Bold Moves		
<b>8</b> (3/28)	Staffing: Can bigger systems pay employees less? Safety & Quality: Barriers to good quality measures	By The Numbers: Largest nurse staffing companies Innovations	AONE event showcase (close 3/28)	American Organization of Nurse Executives (AONE) Annual Meeting: Apr 10 - 13, San Diego, CA
<b>15*</b> (4/4)	Finance: Who can get hospital prices under control? Population Health: How gun violence research has improved a year after the federal ban was lifted	Best Practices Breaking Bias		
<b>22</b> (4/11)	Finance: 25th annual hospital mergers and acquisitions report Watson Health™ Top 15 Hospital Systems	By The Numbers: Largest number of certified electronic health record products Innovations		
<b>29</b> (4/18)	Politics/Policy: A look into military and veterans care Insurance: The state of the Affordable Care Act marketplace and its insurers	Best Practices By The Numbers: Uninsured Americans by state		
<b>May</b>				
<b>6*</b> (4/25)	InDepth: Medical education - the new medical schools	Bold Moves By The Numbers: Largest healthcare outsourcing companies Innovations		
<b>13</b> (5/2)	Transformation: Is bigger better? Awards: Best Places to Work in Healthcare alphabetical list	Best Practices By The Numbers: Largest private equity and venture capital health system investors		Modern Healthcare's Transformation Summit May 16 - 17, Austin, TX
<b>20*</b> (5/9)	Payment: How not-for-profits can make money at government rates CEO Power Panel: Innovation 40th annual construction and design survey	Breaking Bias Innovations		
<b>27</b> (5/16)	Finance: The viability of nursing homes and their relevance to hospitals Modern Healthcare's Transformation Summit highlights	Best Practices By The Numbers: Largest penalties to urban hospitals for risk-based payments	HFMA preview showcase (close 5/16)	
<b>June</b>				
<b>3*</b> (5/23)	Operations: Cherry picking patients Politics/Policy: How Medicaid state buy-in is working	Bold Moves By The Numbers: Largest payer/provider personal membership healthcare associations Innovations	Association directory (close 5/23)	<b>AdImpact™ Study</b> Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively & through extensive reader verbatim. Modern Healthcare's Critical Connections Social Determinants of Health: Jun 6, Cleveland, OH
<b>10</b> (5/30)	Finance: Chicago market profile Information Technology: Patient matching	Best Practices By The Numbers: Largest penalties to rural hospitals for risk-based payments		
<b>17*</b> (6/6)	Population Health: The state of maternal health Awards: 50 Most Influential Clinical Executives Modern Healthcare's Critical Connections: Social Determinants of Health highlights	Breaking Bias By The Numbers: Largest physician staffing companies Innovations		
<b>24</b> (6/13)	Finance: Not-for-profit CEO compensation Safety & Quality: How patient-centered care is changing the patient-physician relationship	Best Practices By The Numbers: Largest healthcare law firms	HFMA event showcase (close 6/13)	Healthcare Financial Management Association (HFMA) Annual Conference: Jun 23 - 26, Orlando, FL

\* Regional ad opportunities

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<b>July</b>				
1	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			
8* (6/27)	Legal: The state of anti-trust Roundtable: Chief Financial Officers	Bold Moves By The Numbers: Largest professional liability carriers Innovations		
15 (7/3*)	Information Technology: The future of chatbots 43rd annual hospital systems survey	Best Practices By The Numbers: Largest healthcare associations		
22* (7/11)	26th annual physician compensation survey Staffing: The state of unions	Breaking Bias By The Numbers: Largest medical schools Innovations	Education directory (close 7/11)	American Hospital Association (AHA) Annual Leadership Summit: Jul 25 - 27, San Diego, CA
29 (7/18)	Operations: The doctor/hospital relationship Marketing: The expanding role of the chief experience officer	Best Practices		Modern Healthcare's Women Leaders in Healthcare Conference: Jul 31 - Aug 1, Chicago, IL Association for Healthcare Resource & Materials Management (AHRMM) Conference & Exhibition Jul 28 - 31, Chicago, IL
29 (7/11)	PROGRAM GUIDE: Top 25 Women Leaders			Modern Healthcare's Women Leaders in Healthcare Conference: Jul 31 - Aug 1, Chicago, IL Modern Healthcare's Top 25 Women Leaders Gala Aug 1, Chicago, IL
<b>August</b>				
5* (7/25)	39th annual executive compensation survey Finance: Not-for-profits as targets	Bold Moves By The Numbers: Top development companies Innovations		<b>AdBrand™ Study</b> Complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively & through extensive reader verbatim.
12 (8/1)	Transformation: The state of women's health in Catholic and other religious systems Modern Healthcare's Women Leaders in Healthcare Conference highlights	Best Practices By The Numbers: Largest healthcare executive search companies		Modern Healthcare's Critical Connections Leading the Value Revolution: Aug 15, Salt Lake City, UT
19* (8/8)	Awards: Top 25 Innovators Staffing: How systems cope with nursing shortages	Breaking Bias Innovations		
26 (8/15)	Transformation: How new therapies are affecting hospital operations Safety & Quality: Can pay for performance work for medical interventions? Modern Healthcare's Critical Connections: Leading the Value Revolution highlights	Best Practices By The Numbers: Largest healthcare management consultants	Healthcare consultant insights (close 8/15)	
<b>September</b>				
2* (8/22)	InDepth: Private equity	Bold Moves By The Numbers: Largest construction projects in 2018 Innovations	Construction & design directory (close 8/22)	
9 (8/29)	Transformation: The state of 21st Century Act Payment: How bundles are doing	Best Practices		
16* (9/5)	Population Health: The growth of the market to address social determinants of health CEO Power Panel: Consumerism	Breaking Bias By The Numbers: Largest revenue-cycle management companies Innovations		
23 (9/12)	Finance: How hospitals and consumers deal with bad debt Governance: Engaging boards into population health and value-based care efforts	Best Practices	MGMA preview showcase (close 9/12)	
23 (9/5)	SUPPLEMENT: 116th Congress Special Report			Congressional Delivery: Sep 25
30 (9/19)	Safety & Quality: Exploring the conflict of interest among accreditation organizations Payment: Hospice and end of life reimbursement	By The Numbers: Top companies in workforce and employee training Innovations	Education directory (close 9/19)	
30 (9/5)	SUPPLEMENT: 12th annual Best Places to Work in Healthcare			Modern Healthcare's Workplace of the Future Conference Sep 26, Dallas, TX Modern Healthcare's Best Places to Work in Healthcare Gala: Sep 26, Dallas, TX

\* Regional ad opportunities

\*Early close due to holiday

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<b>October</b>				
<b>7*</b> (9/26)	Transformation: The impact of corporation ownership of medical practices Finance: Hospital patient lawsuits	Best Practices Bold Moves By The Numbers: Largest post-acute care companies		
<b>14</b> (10/3)	Safety & Quality: Newest efforts to improve sterilization of medical devices Awards: Top 25 Emerging Leaders Modern Healthcare's Workplace of the Future Conference highlights	By The Numbers: Top business schools for physician executives Innovations	MGMA event showcase (close 10/3)	Medical Group Management Association (MGMA) Annual Conference: Oct 13 - 16, New Orleans, LA
<b>21*</b> (10/10)	Information Technology: When copy and paste goes wrong Population Health: Is it still worth it to invest in environmentally friendly efforts?	Best Practices Breaking Bias By The Numbers: Most profitable not-for-profit healthcare systems		
<b>28</b> (10/17)	Information Technology: The liability issue behind artificial intelligence (AI) Finance: Latest revenue cycle trends	By The Numbers: Largest patient-satisfaction measurement companies Innovations		<b>The AdStudy®</b> Complimentary for all national print advertisers and measures ad recall, ad readership and ad exposure both quantitatively & through extensive reader verbatim.
<b>November</b>				
<b>4*</b> (10/24)	Roundtable: Chief Marketing Officers Awards: 6th annual Marketing Impact awards	Best Practices Bold Moves By The Numbers: Largest healthcare public relations and marketing agencies	Agency directory (close 10/24)	Modern Healthcare's Strategic Marketing Conference Nov 5, St. Louis, MO
<b>11</b> (10/31)	InDepth: Patient safety - 20 years after 'To Err is Human: Building a Safer Health System'	By The Numbers: Largest healthcare lobbying groups Innovations		
<b>18*</b> (11/7)	Information Technology: What causes some cities to become healthcare hubs? Marketing: Using consumer insight for beyond the usual Watson Health™ 50 Top Cardiac Hospitals	Best Practices Breaking Bias By The Numbers: Largest electronic health record (EHR) companies		
<b>25</b>	<b>MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK</b>			
<b>December</b>				
<b>2*</b> (11/21)	Transformation: The clinical and public health implications of precision medicine Finance: Market by market cost analysis	Bold Moves By The Numbers: Largest not-for-profit healthcare systems Innovations		
<b>9</b> (11/26*)	Awards: 18th annual 100 Most Influential People in Healthcare CEO Power Panel: Politics	Best Practices		
<b>16/23*</b> (12/5)	Safety & Quality: The pharmacist's role in medication adherence Year in Review	Breaking Bias By The Numbers: Largest hospital foundations Innovations		
<b>16</b> (11/27*)	SUPPLEMENT: 21st annual By The Numbers			Bonus distribution at tradeshow and events throughout 2019
<b>23/30</b>	<b>MODERN HEALTHCARE IS NOT PUBLISHED THESE WEEKS</b>			

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## Weekly Departments / In Every Issue

### Commentary

Signed editorial and a commentary from a key opinion leader in the industry.

### Data Points

An infographic located near the back of the magazine, this entertaining one-page feature summarizes important, relevant and interesting industry data and trends.

### Late News

Late-breaking news briefs.

### Outliers

Funny, strange, the off-beat – Modern Healthcare’s editors scour medical literature and press for this popular page at the back of the magazine.

### Q&A

Modern Healthcare editors and reporters interview a leading CEO who’s making news – or soon will be.

### Regional News

All healthcare is local, and so is the news and information from around the country on this dedicated section.

### The Week Ahead

What’s making news next week? Find out by reading these brief items foreshadowing upcoming events in the nation’s capital and around the country.

## Regular Departments

### Best Practices

Every other week, Modern Healthcare highlights what new ideas are working in the constantly transforming healthcare industry.

### Bold Moves

The nation’s top executives share their stories of making risky decisions.

### Breaking Bias

This monthly column places a spotlight on the efforts to diversify the C-suite.

### By The Numbers

A look at the statistics, rankings and financial figures that help define the state of the healthcare industry.

### Innovation

Every other week, Modern Healthcare highlights innovative technologies.

### Features

Highlights of the calendar include major Special Reports, regularly scheduled features on specific subjects, annual surveys and our awards and recognition programs.

## Editorial Submission Guidelines

[www.modernhealthcare.com/submissionguidelines](http://www.modernhealthcare.com/submissionguidelines)