

The Power *of*
Weekly News



Modern Healthcare

2008 Editorial Calendar

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Bonus Distribution
January 7	December 18**	STRICTLY FINANCE	Largest pharmaceutical companies		OUTLOOK: Business trends for 2008	
January 14*	January 3	INFORMATION EDGE			OUTLOOK: What to expect from Washington in 2008	AD READERSHIP STUDY How effective are your ads? How familiar are readers with your brand or company?
January 21	January 10	PAYERS AND PURCHASERS	Largest healthcare mergers		FINANCE: 14th annual hospital mergers and acquisitions report	
January 28*	January 17	CONSTRUCTION DIGEST		AWARDS & HONORS: ACHE award winners		
February 4	January 24	STRICTLY FINANCE	Largest healthcare law firms		INTEGRATED DELIVERY SYSTEMS	
February 11*	January 31	INFORMATION EDGE		AWARDS & HONORS: Trustee of the Year		
February 18	February 6**	PAYERS AND PURCHASERS	Largest military hospitals		MILITARY HEALTHCARE	
February 25*	February 14	CONSTRUCTION DIGEST		SURVEY: 18th annual information technology		Healthcare Information and Management Systems Society (HIMSS)
March 3	February 21	STRICTLY FINANCE	Largest for-profit hospital chains	ROUNDUP: HIMSS	FINANCE: Investor-owned hospitals	Federation of American Hospitals (FAH) Women Business Leaders (WBL)
March 10*	February 28	INFORMATION EDGE	Largest healthcare executive search firms	AWARDS & HONORS: Health Care Hall of Fame		American College of Healthcare Executives (ACHE)
March 17	March 6	PAYERS AND PURCHASERS		AWARDS & HONORS: 100 Top Hospitals		
March 24*	March 13	CONSTRUCTION DIGEST	Largest behavioral health providers	SURVEY: 29th annual construction and design		
March 31	March 20	INTERNATIONAL HEALTHCARE			FINANCE: Tax policy	

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April 7	March 27	STRICTLY FINANCE	Largest MHA programs	AWARDS & HONORS: Top 25 Minority Executives in Healthcare		
April 14*	April 3	INFORMATION EDGE	Top business schools for physician executives		EXECUTIVES: Physicians	American College of Physician Executives (ACPE)
April 21	April 10	PAYERS AND PURCHASERS	Largest nursing schools		EXECUTIVES: Nurses	World Health Care Congress (WHCC)
April 28*	April 17	CONSTRUCTION DIGEST	Largest healthcare associations		EXECUTIVES: 7th annual association executive salary report	
May 5	April 24	STRICTLY FINANCE	Most profitable critical access hospitals		RURAL HEALTH	National Rural Health Association (NRHA)
May 12*	May 1	INFORMATION EDGE		AWARDS & HONORS: National Quality Healthcare Award		National Patient Safety Foundation (NPSF) National Quality Forum (NQF)
May 19	May 8	PAYERS AND PURCHASERS	Largest EMR vendors	ROUNDUP: NPSF	MEDICAL RECORDS	Towards an Electronic Patient Record (TEPR)
May 26*	May 15	CONSTRUCTION DIGEST			OUTSOURCING	
June 2	May 21**	STRICTLY FINANCE	Largest hospital employers	SUPPLEMENT: 100 Top Hospitals analysis	STAFFING: 6th annual healthcare industry workforce status report	Thomson Healthcare Insight (THI)
June 9*	May 29	INFORMATION EDGE		AWARDS & HONORS: 6th annual CEO IT Achievement Awards		Healthcare Information and Management Systems Society Summit (HIMSS)
June 16	June 5	PAYERS AND PURCHASERS		SURVEY: 32nd annual hospital systems		AD READERSHIP STUDY How effective are your ads? How familiar are readers with your brand or company?
June 23*	June 12	CONSTRUCTION DIGEST	Largest healthcare finance companies		FINANCE: CFOs	Healthcare Financial Management Association (HFMA)
June 30	June 19	INTERNATIONAL HEALTHCARE	Largest healthcare fraud settlements	ROUNDUP: HFMA	LEGAL AFFAIRS	American Health Lawyers Association (AHLA)

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July 7	June 26	STRICTLY FINANCE		ROUNDUP: AHLA	MEDICAL TOURISM	
July 14*	July 2**	INFORMATION EDGE	Largest children's hospitals	SURVEY: 15th annual physician compensation		
July 21	July 10	PAYERS AND PURCHASERS			MATERIALS MANAGEMENT	Association for Healthcare Resource & Materials Management (AHRMM)
July 28*	July 17	CONSTRUCTION DIGEST	Most frequently billed Medicare DRGs	SURVEY: 27th annual executive compensation ROUNDUP: AHRMM		
August 4	July 24	STRICTLY FINANCE			SUPPLY CHAIN	AD READERSHIP STUDY How effective are your ads? How familiar are readers with your brand or company?
August 11*	July 31	INFORMATION EDGE	100 Most Improved Hospitals		GOVERNANCE	
August 18	August 7	PAYERS AND PURCHASERS	Largest medical schools		MEDICAL EDUCATION	
August 25*	August 14	CONSTRUCTION DIGEST		AWARDS & HONORS: 7th annual 100 Most Powerful People in Healthcare		
September 1	August 20**	STRICTLY FINANCE	Largest healthcare management consultants	SURVEY: 5th annual group purchasing organizations		
September 8*	August 28	INFORMATION EDGE			FINANCE: Access to capital	National Investment Center for the Senior Housing & Care Industry (NIC)
September 15	September 4	PAYERS AND PURCHASERS	Largest post-acute companies	AWARDS & HONORS: 22nd annual Up & Comers		
September 22*	September 11	CONSTRUCTION DIGEST		AWARDS & HONORS: 23rd annual Modern Healthcare Design Awards		
September 29	September 18	INTERNATIONAL HEALTHCARE	Largest skilled-nursing companies		CONSUMER-DRIVEN HEALTHCARE	

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October 6	September 25	STRICTLY FINANCE		SURVEY: 30th annual outsourcing		
October 13*	October 2	INFORMATION EDGE	Largest rehabilitation providers		MEDICAL RECORDS	American Health Information Management Association (AHIMA)
October 20	October 9	PAYERS AND PURCHASERS	Largest group practices	ROUNDUP: AHIMA	MEDICAL GROUPS	Medical Group Management Association (MGMA)
October 27*	October 16	CONSTRUCTION DIGEST	Largest health insurers	ROUNDUP: MGMA	MANAGED CARE	
November 3	October 23	STRICTLY FINANCE			FINANCE: Community benefits	
November 10*	October 30	INFORMATION EDGE	Largest healthcare unions		LABOR	
November 17	November 6	PAYERS AND PURCHASERS	100 Top Cardiac Hospitals	SURVEY: 1st annual healthcare purchasing power		
November 24*	November 13	CONSTRUCTION DIGEST	Largest ambulatory surgery centers		OUTPATIENT CARE	
December 1	November 20	STRICTLY FINANCE			IMAGING	AD READERSHIP STUDY How effective are your ads? How familiar are readers with your brand or company?
December 8*	November 25**	INFORMATION EDGE	Largest patient satisfaction measurement firms	ROUNDUP: RSNA	PATIENT SAFETY	Institute for Healthcare Improvement (IHI)
December 15	December 4	PAYERS AND PURCHASERS		AWARDS & HONORS: 16th annual Spirit of Excellence Awards		
December 22/29*	December 11	INTERNATIONAL HEALTHCARE		SUPPLEMENT: 10th annual By the Numbers	YEAR IN REVIEW	