

2009 EDITORIAL CALENDAR



MODERN HEALTHCARE

Modern Healthcare's 51 weekly issues deliver national and regional news coverage that monthly publications just can't provide. Each issue is full of statistical rankings, competitive insights, practical know-how and hot trends on vital topics such as:

- Finance
- Access to Capital
- Reimbursement
- Investing
- Supply Chain
- Materials Management
- Federal & State Legislation
- Medicare/Medicaid
- Strategic Planning
- Governance
- Managed Care
- Medical Technology
- Information Technology
- Imaging
- EMRs
- Patient Safety Quality
- Outpatient Care
- Rural Health
- Integrated Delivery Systems
- Construction
- Staffing
- Legal Affairs
- International
- Purchasing
- Payers/Insurers



SPECIAL SUPPLEMENTS

Modern Healthcare publishes three unique and information-rich supplements that provide crucial benchmarking data and analysis on the latest industry trends. This information is coveted by our readers, as it helps them understand the impact these issues will have on them, their organization and the industry as a whole.

100 Top Hospitals (9th Annual)

The 100 Top Hospitals supplement provides exclusive data from Thomson Reuters that objectively identifies the top-performing hospitals in the nation.

Best Places to Work in Healthcare (2nd Annual)

This supplement showcases the best employers from every segment of the industry, including the providers, suppliers and payers deemed the best in the nation.

By the Numbers (11th Annual)

By the Numbers is an informational powerhouse. Filled with charts, graphs and rankings that provide a snapshot of the industry and how it's performing, By the Numbers is a heavily relied upon resource and much-anticipated issue.

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RECOGNIZING EXCELLENCE

Modern Healthcare has created or cosponsored the following programs to recognize and honor outstanding achievements in healthcare. These events provide you the opportunity to meet face to face with industry leaders and get your “foot in the door” with executives you might otherwise have difficulty in meeting.

As an event sponsor or advertiser, you will receive more than the benefits that come with advertising. You'll increase your credibility by aligning with the best of the best in healthcare, generate industry-wide recognition, enjoy unparalleled networking and create a new stream of high-level and targeted leads.

Health Care Hall of Fame

Since 1988, *Modern Healthcare* and the American College of Healthcare Executives have presented the industry's most esteemed honor to the men and women who have made exceptional contributions to the industry with an editorial feature and gala event.

Award Dinner: March 22 • Chicago

Top 25 Women in Healthcare

This biannual editorial feature and event recognizes the top 25 women in healthcare who have gone above and beyond in leading their organizations and employees to great heights.

Award Dinner: June • Chicago

Top 25 Minority Executives in Healthcare (2010)

This editorial feature and event takes place every other year and recognizes and celebrates the powerful group of minority leaders who have demonstrated outstanding leadership, dedication and ability to successfully effect change in healthcare.

50 Most Powerful Physician Executives in Healthcare

Modern Healthcare and *Modern Physician* will conduct their 5th annual reader-voted program to honor and recognize the top 50 physician executives in the country. A gala event will be hosted in conjunction with AMDIS.

Award Dinner: July • Ojai, CA

CEO IT Achievement Awards

Now in its 7th year, *Modern Healthcare* and HIMSS will recognize CEOs who have demonstrated leadership and commitment to using IT to advance their organization's strategic goals.

Design Awards

Modern Healthcare's 24th annual Design Awards program recognizes excellence in the design, planning and construction of healthcare facilities. This award is considered the “Academy Award of Healthcare Design” by industry architects, as it showcases exciting work being created in healthcare.

100 Most Powerful People in Healthcare

Modern Healthcare's 8th annual awards program invites readers to nominate and vote for the most influential and powerful leaders in healthcare.

Physician Entrepreneur of the Year

This 2nd annual program recognizes physician executives who have made a mark on the business side of healthcare.

Best Places to Work in Healthcare

Modern Healthcare's 2nd annual ranking of the best places to work in healthcare will showcase every segment of the industry, including the providers, suppliers and payers deemed the best employers in the nation.

Award Dinner: October • Chicago

Spirit of Excellence

The 17th annual Spirit of Excellence Awards spotlight creative and innovative programs that support organizational excellence, patient satisfaction, customer service, employee satisfaction and commitment, and community participation.

Trustee of the Year

Since 1982, *Modern Healthcare* has honored trustees who have made remarkable achievements in governance, including community relations, leadership, ethics, strategy and finance.

Up & Comers Award

This 23rd annual program recognizes rising stars in healthcare management under 40 years of age who are likely to play a key role in shaping the industry's future.

For information on entering or attending any of these programs, please visit the Awards & Honors section of ModernHealthcare.com.

For information on advertising in these key issues or to learn about sponsorship opportunities available, please contact your account executive.

MODERN HEALTHCARE 2009 EDITORIAL CALENDAR

Q1

ISSUE AD CLOSE	REGULAR FEATURE	BY THE NUMBERS	SPECIAL FEATURE	SPECIAL REPORT	BONUS DISTRIBUTION
Jan. 5 Dec. 18**	STRICTLY FINANCE	Largest pharmaceutical companies		OUTLOOK: Business trends for 2009	
Jan. 12* Dec. 29**	INFORMATION EDGE			OUTLOOK: What to expect from Washington in 2009	
Jan. 19 Jan. 8	PAYERS AND PURCHASERS	Largest healthcare mergers		FINANCE: 15th annual hospital mergers and acquisitions report	
Jan. 26* Jan. 15	CONSTRUCTION DIGEST			INTEGRATED DELIVERY SYSTEMS	Ad Readership Study: Find out what our readers think of your ad, brand and organization!
Feb. 2 Jan. 22	STRICTLY FINANCE	Largest EMR vendors		MEDICAL RECORDS	Towards an Electronic Patient Record (TEPR+)
Feb. 9* Jan. 29	INFORMATION EDGE	Largest healthcare law firms	AWARDS AND HONORS: ACE award winners	STRATEGIC PLANNING	
Feb. 16 Feb. 5	PAYERS AND PURCHASERS		AWARDS AND HONORS: 7th annual CEO IT Achievement Awards		<i>Modern Healthcare</i> Leadership Forum Transforming Healthcare through Clinical Informatics (show guide close: Jan. 29)
Feb. 23* Feb. 11**	CONSTRUCTION DIGEST	Largest military hospitals	AWARDS AND HONORS: Trustee of the Year ROUNDUP: <i>Modern Healthcare</i> Leadership Forum		
March 2 Feb. 19	STRICTLY FINANCE	Largest for-profit hospital chains		FINANCE: Investor-owned hospitals	Federation of American Hospitals (FAH)
March 9* Feb. 26	INFORMATION EDGE			OUTSOURCING	Women Business Leaders (WBL)
March 16 March 5	PAYERS AND PURCHASERS	National healthcare spending by industry sector	SURVEY: 30th annual construction & design		
March 23* March 12	CONSTRUCTION DIGEST	Largest healthcare executive search firms	AWARDS AND HONORS: Health Care Hall of Fame		American College of Healthcare Executives (ACHE)
March 30 March 19	INTERNATIONAL	Largest behavioral health providers	AWARDS AND HONORS: 100 Top Hospitals		

MODERN HEALTHCARE 2009 EDITORIAL CALENDAR

Q2

ISSUE AD CLOSE	REGULAR FEATURE	BY THE NUMBERS	SPECIAL FEATURE	SPECIAL REPORT	BONUS DISTRIBUTION
April 6 March 26	STRICTLY FINANCE	Largest MHA programs	SURVEY: 19th annual information systems		Healthcare Information and Management Systems Society (HIMSS) <i>Modern Healthcare's</i> TrendWatch
April 13* April 2	INFORMATION EDGE	Largest nursing schools	ROUNDUP: HIMSS	EXECUTIVES: Nurses	World Health Care Congress (WHCC)
April 20 April 9	PAYERS AND PURCHASERS		AWARDS AND HONORS: Top 25 Women in Healthcare		
April 27* April 16	CONSTRUCTION DIGEST	Top business schools for physician executives		EXECUTIVES: 8th annual association executive salary report	American College of Physician Executives (ACPE)
May 4 April 23	STRICTLY FINANCE	Most profitable critical access hospitals		RURAL HEALTH	National Rural Health Association (NRHA) Thomson Reuters Healthcare Advantage Conference
May 11* April 30	INFORMATION EDGE	Largest healthcare associations	AWARDS AND HONORS: 5th annual 50 Most Powerful Physician Executives in Healthcare		
May 18 May 7	PAYERS AND PURCHASERS		AWARDS AND HONORS: National Quality Healthcare Award		National Patient Safety Foundation (NPSF) National Quality Forum (NQF)
May 25* May 14	CONSTRUCTION DIGEST	Largest hospital employers	ROUNDUP: NPSF	STAFFING: 7th annual healthcare industry workforce status report	
June 1 May 20**	STRICTLY FINANCE	Largest health insurers	SUPPLEMENT: 9th annual 100 Top Hospitals analysis (supplement close: May 14)	MANAGED CARE (CEO Roundtable)	Thomson Reuters 100 Top Hospitals Summit
June 8* May 28	INFORMATION EDGE		SURVEY: 33rd annual hospital systems		
June 15 June 4	PAYERS AND PURCHASERS	Largest healthcare finance companies		FINANCE: Investing	Healthcare Financial Management Association (HFMA)
June 22* June 11	CONSTRUCTION DIGEST		ROUNDUP: HFMA	RETAIL CLINICS	Top 25 Women in Healthcare gala (program guide close: June 4)
June 29 June 18	INTERNATIONAL	Largest healthcare fraud settlements		LEGAL AFFAIRS	American Health Lawyers Association (AHLA)

* REGIONAL ADVERTISING AVAILABLE IN THIS ISSUE

** EARLY CLOSE DATE DUE TO HOLIDAY

CONTENT SUBJECT TO CHANGE

MODERN HEALTHCARE 2009 EDITORIAL CALENDAR

Q3

ISSUE AD CLOSE	REGULAR FEATURE	BY THE NUMBERS	SPECIAL FEATURE	SPECIAL REPORT	BONUS DISTRIBUTION
July 6 June 24**	STRICTLY FINANCE	Largest health information organizations	ROUNDUP: AHLA	MEDICAL TECHNOLOGY	Ad Readership Study: Find out what our readers think of your ad, brand and organization!
July 13* July 1**	INFORMATION EDGE	Largest children's hospitals	SURVEY: 16th annual physician compensation AWARDS AND HONORS: AMDIS Awards		AMDIS 50 Most Powerful Physician Executives gala (program guide close: June 24)
July 20 July 9	PAYERS AND PURCHASERS	Largest building engineering service and equipment supplies		MATERIALS MANAGEMENT	Association for Healthcare Resource & Materials Management (AHRMM)
July 27* July 16	CONSTRUCTION DIGEST	Most frequently billed Medicare DRGs	ROUNDUP: AHRMM	MEDICAL TOURISM	
Aug. 3 July 23	STRICTLY FINANCE		SURVEY: 29th annual executive compensation		
Aug. 10* July 30	INFORMATION EDGE	Largest hospitals	AWARDS AND HONORS: 100 Top Health Systems		
Aug. 17 Aug. 6	PAYERS AND PURCHASERS	Largest medical schools		FINANCE: Revenue-cycle management	
Aug. 24* Aug. 13	CONSTRUCTION DIGEST		AWARDS AND HONORS: 8th annual 100 Most Powerful People in Healthcare		
Aug. 31 Aug. 20	INTERNATIONAL	Largest healthcare management consultants	SURVEY: 6th annual group purchasing organizations		
Sept. 7 Aug. 27	STRICTLY FINANCE		AWARDS AND HONORS: 24th annual <i>Modern Healthcare</i> Design Awards		
Sept. 14* Sept. 2**	INFORMATION EDGE	Largest post-acute care companies	AWARDS AND HONORS: 23rd annual Up & Comers		
Sept. 21 Sept. 10	PAYERS AND PURCHASERS			LONG-TERM CARE	National Investment Center (NIC)
Sept. 28* Sept. 17	CONSTRUCTION DIGEST	Largest skilled-nursing companies	SURVEY: 31st annual outsourcing		

MODERN HEALTHCARE 2009 EDITORIAL CALENDAR

Q4

ISSUE AD CLOSE	REGULAR FEATURE	BY THE NUMBERS	SPECIAL FEATURE	SPECIAL REPORT	BONUS DISTRIBUTION
Oct. 5 Sept. 24	STRICTLY FINANCE	Largest rehabilitation providers		MEDICAL RECORDS	American Health Information Management Association (AHIMA)
Oct. 12* Oct. 1	INFORMATION EDGE	Largest group practices	ROUNDUP: AHIMA	MEDICAL GROUPS	Medical Group Management Association (MGMA)
Oct. 19 Oct. 8	PAYERS AND PURCHASERS		ROUNDUP: MGMA	HEALTH PLANNING	
Oct. 26* Oct. 15	CONSTRUCTION DIGEST	Largest healthcare foundations	SUPPLEMENT: 2nd annual Best Places to Work in Healthcare (supplement close: Oct. 8)	FINANCE: Philanthropy	Best Places to Work in Healthcare gala (program guide close: Oct. 8)
Nov. 2 Oct. 22	STRICTLY FINANCE			SUPPLY CHAIN	
Nov. 9* Oct. 29	INFORMATION EDGE	Largest healthcare unions	SURVEY: 2nd annual healthcare purchasing power		National Business Coalition on Health (NBCH)
Nov. 16 Nov. 5	PAYERS AND PURCHASERS	100 top cardiac hospitals		LABOR	
Nov. 23* Nov. 12	CONSTRUCTION DIGEST	Largest ambulatory surgery centers		OUTPATIENT CARE (CEO Roundtable)	
Nov. 30 Nov. 17**	INTERNATIONAL	Largest radiology equipment vendors		IMAGING	Ad Readership Study: Find out what our readers think of your ad, brand and organization!
Dec. 7 Nov. 24**	STRICTLY FINANCE	Largest patient satisfaction measurement firms	ROUNDUP: Radiological Society of North America (RSNA)	PATIENT SAFETY	Institute for Healthcare Improvement (IHI)
Dec. 14* Dec. 3	INFORMATION EDGE		AWARDS AND HONORS: 17th annual Spirit of Excellence Awards		
Dec. 21/28 Dec. 10 Published: Dec. 21	PAYERS AND PURCHASERS	Largest professional liability carriers	SUPPLEMENT: 11th annual By the Numbers (supplement close: Nov. 24)	YEAR IN REVIEW	

MULTIMEDIA

Our online coverage goes far beyond what's in each week's magazine to ensure our readers never miss an ounce of important news.

- Late-breaking news (updated all day)
- Exclusive Web-only content
- Data-rich lists and surveys
- Webinars
- Video and audio interviews
- Interactive reader polls
- Extensive archives
- Executive roundtable discussions
- Reporter/editor roundtable discussions

And because our online content is written by the same award-winning editorial team that produces our weekly magazine, readers know they are receiving the most credible and trusted news—news they rely on to help them make the most-informed and best decisions for their organizations!



Webinars

Editorial webinars will be conducted in the classic “pro/con” editorial style with two guests with opposing views discussing a topic. Two additional webinars related to major news events will be conducted and announced at a later date.

Insights

Insights is a series of audio and video interviews of some of the nation's most prominent and successful healthcare executives. These interviews provide readers with leadership lessons, advice and industry perspective.

CEO Roundtables

In-depth discussions with a panel of leading healthcare executives on the hottest issues facing the industry.

See the rate card to learn more about these events and how a multimedia partnership can help you increase awareness and visibility for your brand.

*It's no surprise that ModernHealthcare.com is the website more executives would pick if they could choose only one for healthcare business news.**

* PERQ/HCI FOCUS HEALTHCARE MANAGEMENT 2007

MULTIMEDIA CALENDAR

January

- 2009 trends

February 25

- Editorial Webinar: Long-term care

March

- Insights: Clinical Informatics Symposium

April

- Insights: Health Care Hall of Fame/ACHE

May 6

- Editorial Webinar: Rural health
- Insights: TrendWatch/HIMSS

June

- CEO Roundtable: Managed care

July

- Insights: Top 25 Women in Healthcare

August 19

- Editorial Webinar: Revenue-cycle management
- Insights: 50 Most Powerful Physician Executives in Healthcare

September

- 100 Most Powerful People in Healthcare

October

- Insights: CEO IT Achievement Award

November

- Insights: Best Places to Work in Healthcare
- CEO Roundtable: Outpatient care

December 9

- Editorial Webinar: Patient safety