

# Modern Healthcare

## 2010 Editorial Calendar



Print | Online | Events

Unparalleled Audience of Decision-Makers  
Unmatched Brand Exposure, Sales Leads and Market Share

# Editorial Calendar 1<sup>st</sup> Quarter

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
January 4	December 17**	STRICTLY FINANCE	Largest pharmaceutical companies		OUTLOOK: Business trends for 2010	
January 11*	December 29**	INFORMATION EDGE	Largest healthcare PAC donations		OUTLOOK: What to expect from Washington in 2010	Ad Readership Study: Find out what our readers think of your ad, brand and organization!
January 18	January 7	CONSTRUCTION DIGEST	Most frequently billed DRGs		FINANCE: 16th annual hospital mergers and acquisitions report	
January 25*	January 14	INTERNATIONAL HEALTHCARE	Largest academic medical centers		INTEGRATED DELIVERY SYSTEMS	

**Multimedia Opportunities:** 2010 Business Outlook Video | Washington Outlook Webcast

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
February 1	January 21	STRICTLY FINANCE	Largest nurse staffing organizations		BIOTECHNOLOGY	
February 8*	January 28	INFORMATION EDGE	Largest foreign hospitals	AWARDS AND HONORS: ACHE award winners		
February 15	February 3**	PATIENT SAFETY	Largest EHR vendors		LABOR	
February 22*	February 11	RURAL HEALTH	Largest military hospitals	AWARDS AND HONORS: Trustee of the Year		

**Multimedia Opportunities:** Biotechnology Webcast | Investor-Owned Hospitals Podcast

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
March 1	February 18	PAYERS AND PURCHASERS	Uninsured Americans by state	SURVEY: 20th annual information systems AWARDS AND HONORS: National Quality Healthcare Award	FINANCE: Investor-owned hospitals	Federation of American Hospitals (FAH) Healthcare Information and Management Systems Society (HIMSS) National Quality Forum (NQF)
March 8*	February 25	INFORMATION EDGE	Hospital utilization by state	ROUNDUP: HIMSS	OUTSOURCING	
March 15	March 4	LEGAL AFFAIRS	National healthcare spending by industry sector	SURVEY: 31st annual construction and design		Women Business Leaders (WBL)
March 22*	March 11	MEDICAL TECHNOLOGY	Largest healthcare executive search firms	AWARDS AND HONORS: Health Care Hall of Fame		American College of Healthcare Executives (ACHE) Health Care Hall of Fame Gala (March 21) <b>Special Section Close: March 4</b>
March 29	March 18	LONG-TERM CARE	Largest behavioral health providers	AWARDS AND HONORS: 100 Top Hospitals		

**Multimedia Opportunities:** Outsourcing Podcast | Live@HIMSS Email Show Daily

\* REGIONAL ADVERTISING AVAILABLE IN THIS ISSUE \*\* EARLY CLOSE DATE DUE TO HOLIDAY

# Editorial Calendar 2<sup>nd</sup> Quarter

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
April 5	March 25	STRICTLY FINANCE	Largest health information exchanges		EXECUTIVES: Nurses	
April 12*	April 1	INFORMATION EDGE	Largest cancer treatment centers	AWARDS AND HONORS: 6th annual 50 Most Powerful Physician Executives in Healthcare		World Health Care Congress (WHCC)
April 19	April 8	STAFFING AND LABOR	Largest CPOE vendors	AWARDS AND HONORS: Top 25 Minority Executives in Healthcare		
April 26*	April 15	INTERNATIONAL HEALTHCARE	Top business schools for physician executives		EXECUTIVES: Management	American College of Physician Executives (ACPE)

**Multimedia Opportunities:** Health Care Hall of Fame/ACHE Video | Editorial Roundtable Webcast

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
May 3	April 22	STRICTLY FINANCE	Largest real estate investment trusts		MOBILE HEALTH	
May 10*	April 29	INFORMATION EDGE	Largest hospital employers		EXECUTIVES: 9th annual association executive salary report	
May 17	May 6	OUTPATIENT CARE	Largest professional liability carriers		RURAL HEALTH	National Rural Health Association (NRHA) National Patient Safety Foundation (NPSF)
May 24*	May 13	CONSTRUCTION DIGEST	Largest healthcare associations	ROUNDUP: NPSF	STAFFING: 8th annual healthcare industry workforce status report	
May 31	May 20	LONG-TERM CARE	Largest healthcare law firms		MANAGED CARE	

**Multimedia Opportunities:** Managed Care CEO Roundtable Video | Trustee of the Year Video/Podcast

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
June 7	May 26**	PAYERS AND PURCHASERS	Largest healthcare outsourcing companies	SURVEY: 34th annual hospital systems		
June 14*	June 3	INFORMATION EDGE	Largest radiology equipment vendors	AWARDS AND HONORS: 8th annual CEO IT Achievement Awards	MEDICAL TECHNOLOGY	HIMSS Government Healthcare IT Conference (GHIT) CEO IT Achievement Awards <b>Special Section Close: May 20</b>
June 21	June 10	OUTPATIENT CARE	100 top health systems		FINANCE: Investing	Healthcare Financial Management Association (HFMA)
June 28*	June 17	STAFFING AND LABOR	Largest health insurers	ROUNDUP: HFMA	LEGAL AFFAIRS	Top Minority Executives Gala (June 29) <b>Program Guide Close: June 3</b>

**Multimedia Opportunities:** Live@HFMA Email Show Daily | Finance Webcast

American Health Lawyers Association (AHLA)

# Editorial Calendar 3<sup>rd</sup> Quarter

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
July 5	June 24	STRICTLY FINANCE	Largest nursing schools	AWARDS AND HONORS: 2nd annual IT Case Study Contest ROUNDUP: AHLA		
July 12*	July 1	INFORMATION EDGE	Largest children's hospitals	AWARDS AND HONORS: AMDIS Awards		Association of Medical Directors of Information Systems (AMDIS) 50 Most Powerful Physician Executives in Healthcare Gala (July 14) <b>Program Guide Close: June 17</b>
July 19	July 8	CONSTRUCTION DIGEST	Largest healthcare mergers	SURVEY: 17th annual physician compensation		
July 26*	July 15	INTERNATIONAL HEALTHCARE	Largest hospitals		MEDICAL EDUCATION	Ad Readership Study: Find out what our readers think of your ad, brand and organization!

**Multimedia Opportunities:** Top 25 Minority Executives in Healthcare Video | Editorial Roundtable Webcast

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
August 2	July 22	STRICTLY FINANCE	Largest biotechnology firms		SUPPLY CHAIN	Association for Healthcare Resource & Materials Management (AHRMM)
August 9*	July 29	INFORMATION EDGE	Hospital CEO turnover by state	SUPPLEMENT: 100 Top Hospitals analysis <b>Ad Close: July 15</b> ROUNDUP: AHRMM	FINANCE: Revenue-cycle management	
August 16	August 5	PATIENT SAFETY	Most prescribed pharmaceuticals	SURVEY: 30th annual executive compensation		
August 23*	August 12	RURAL HEALTH	Largest medical schools	AWARDS AND HONORS: 9th annual 100 Most Powerful People in Healthcare		
August 30	August 19	LONG-TERM CARE	Largest healthcare management consultants	SURVEY: 7th annual group purchasing organization		

**Multimedia Opportunities:** CEO IT Achievement Awards Video | IT Case Study Contest Webcast

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
September 6	August 26	PAYERS AND PURCHASERS	Largest for-profit hospital chains	AWARDS AND HONORS: 25th annual <i>Modern Healthcare</i> Design Awards		
September 13*	September 1**	INFORMATION EDGE	Largest post-acute care companies	AWARDS AND HONORS: 24th annual Up & Comers 3rd annual Physician Entrepreneur of the Year		
September 20	September 9	LEGAL AFFAIRS	Physician disciplinary actions by state	SURVEY: 32nd annual outsourcing		National Investment Center (NIC)
September 27*	September 16	MEDICAL TECHNOLOGY	Largest group practices		MEDICAL RECORDS	American Health Information Management Association (AHIMA)

**Multimedia Opportunities:** Physician Entrepreneur of the Year Video | 100 Most Powerful People in Healthcare Video/Podcast

# Editorial Calendar 4<sup>th</sup> Quarter

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
October 4	September 23	STRICTLY FINANCE	Most frequent "never events"	ROUNDUP: AHIMA	GOVERNANCE	
October 11*	September 30	INFORMATION EDGE	Largest MHA programs		FINANCE: Philanthropy	
October 18	October 7	CONSTRUCTION DIGEST	Largest healthcare foundations		ENERGY	Best Places to Work in Healthcare Gala (October 18)
October 25*	October 14	INTERNATIONAL HEALTHCARE	Largest skilled-nursing facilities	SUPPLEMENT: 3rd annual Best Places to Work in Healthcare <b>Ad Close: September 23</b>	MEDICAL GROUPS	Medical Group Management Association (MGMA)

**Multimedia Opportunities:** Live@MGMA Email Show Daily | Up & Comers Video/Podcast

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
November 1	October 21	STRICTLY FINANCE	Largest healthcare fraud settlements	ROUNDUP: MGMA	EMERGENCY CARE	
November 8*	October 28	INFORMATION EDGE	Largest ambulatory surgery centers	AWARDS AND HONORS: Top 25 Clinical Informaticists		Ad Readership Study: Find out what our readers think of your ad, brand and organization!
November 15	November 4	OUTPATIENT CARE	100 top cardiac hospitals	SURVEY: 3rd annual healthcare purchasing power		National Business Coalition on Health (NBCH)
November 22*	November 11	STAFFING AND LABOR	Largest healthcare unions		INFORMATION TECHNOLOGY	
November 29	November 16**	LONG-TERM CARE	Largest healthcare financing companies		IMAGING	

**Multimedia Opportunities:** Best Places to Work in Healthcare Video | Information Technology CEO Roundtable Video

Issue	Ad Close	Regular Feature	By The Numbers	Special Feature	Special Report	Events/Bonus Distribution
December 6	November 23**	PAYERS AND PURCHASERS	Largest patient satisfaction measurement firms	ROUNDUP: RSNA	PATIENT SAFETY	Institute for Healthcare Improvement (IHI)
December 13*	December 2	INFORMATION EDGE	Largest rehabilitation providers	AWARDS AND HONORS: 18th annual Spirit of Excellence Awards		
December 20/27	December 9	OUTPATIENT CARE	Most profitable critical access hospitals	SUPPLEMENT: 12th annual By the Numbers <b>Ad Close: November 23</b>	YEAR IN REVIEW	

**Multimedia Opportunities:** Design Awards Video/Podcast | Editorial Roundtable Webcast

# Modern Healthcare Awards & Honors Recognition Programs

Modern Healthcare has created or cosponsored the following programs to honor outstanding individuals and organizations in healthcare.

Aligning with these programs via sponsorship or advertising creates instant credibility and industry-wide recognition for your organization. These opportunities let you meet face to face with healthcare leaders and policy makers, provide unparalleled networking and create a new stream of high-level and targeted leads.

## Health Care Hall of Fame

This 22nd annual reader-nominated editorial feature and event, cosponsored by the American College of Healthcare Executives, presents the industry's most esteemed honor to the men and women who have made exceptional contributions to the industry.

## Top 25 Minority Executives in Healthcare

This biennial reader-nominated editorial feature and event recognizes and celebrates a powerful group of minority leaders who have demonstrated outstanding leadership, dedication and ability to successfully effect change in healthcare.

## Top 25 Women in Healthcare (2011)

This biennial reader-nominated editorial feature and event recognizes and celebrates an influential and powerful group of women in healthcare who have gone above and beyond in leading their organizations and employees to great heights.

## 50 Most Powerful Physician Executives in Healthcare

This 6th annual reader-voted editorial feature and event honors and recognizes the most powerful physician executives in the country.

## CEO IT Achievement Awards

This 8th annual reader-nominated editorial feature and event, cosponsored by HIMSS, recognizes CEOs who have demonstrated leadership and commitment to using IT to advance their organization's strategic goals.

## Design Awards

This 25th annual editorial feature and award program recognizes excellence in the design, planning and construction of healthcare facilities.

## 100 Most Powerful People in Healthcare

This 9th annual reader-voted editorial feature invites readers to nominate and vote for the most influential and powerful leaders in healthcare.

## Physician Entrepreneur of the Year

This 3rd annual reader-nominated editorial feature and award program recognizes physician executives who have made a mark on the business side of healthcare.

## Best Places to Work in Healthcare

This 3rd annual editorial feature and event recognizes the best places to work in healthcare and showcases every segment of the industry, including providers, suppliers and payers.

## Spirit of Excellence

This 18th annual editorial feature and award program spotlights creative and innovative programs that support organizational excellence, patient satisfaction, customer service, employee satisfaction and commitment, and community participation.

## Trustee of the Year

This 27th annual editorial feature and award program honors trustees who have made remarkable achievements in governance, including community relations, leadership, ethics, strategy and finance.

## Up & Comers

This 24th annual editorial feature and award 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.

## Top 25 Clinical Informaticists

This inaugural editorial feature and award program will recognize practitioners who are using clinical informatics to improve the operational performance of their organizations.

Issue dates and event dates are listed on the editorial calendar. For more information on how to enter or attend these programs, please visit the Awards & Honors section of [ModernHealthcare.com](http://ModernHealthcare.com).

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