Modern Healthcare

Editorial Calendar 2019

Unparalleled Audience of Decision-Makers
Unmatched Brand Exposure
Sales Leads & Market Share
<table>
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<tr>
<th>Issue Date</th>
<th>Editorial Features</th>
<th>Regular Departments</th>
<th>Custom Content &amp; Special Sections</th>
<th>Bonus Distribution &amp; Ad Study</th>
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<td><strong>January</strong></td>
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</table>
| 7* (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 |                     |                              |
| 14 (1/3) | Politics/Policy: The state of the 340B program  
Transformation: Fixing surprising billing | Innovations |                     |                              |
| 21* (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) |                     |                              |
| 28 (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 |                              |
| **February** |                    |                     |                                   |                              |
| 4* (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)  
AdEffect™ Study Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim. |                              |
| 11 (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) |                              |
| 18* (2/7) | Information Technology: CIO Roundtable  
Information Technology: HIMSS highlights  
Awards: 8th biennial Top 25 Women Leaders | Best Practices  
Breaking Bias  
| 25 (2/14) | Politics/Policy: Retailers lobbying groups and their power over DC  
CEO Power Panel: Finance and investment challenges | Innovations | |                              |
| **March** |                    |                     |                                   |                              |
| 4* (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 |
| 4 (2/14) | PROGRAM GUIDE: 31st annual Health Care Hall of Fame | | | Modern Healthcare’s Health Care Hall of Fame  
Mar 3, Chicago, IL |
| 11 (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 | |                              |
| 18* (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 |
| 25 (3/14) | Telemedicine: Direct to consumer telehealth  
Transformation: Value-based prescription pricing | By The Numbers: Largest healthcare information technology (IT) consultants  
Innovations | |                              |

* Regional ad opportunities

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| April      | 1* (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 | | |
| 8 (3/28)   |       | Staffing: Can bigger systems pay employees less?  
Safety & Quality: Barriers to good quality measures | By The Numbers: Largest nurse staffing companies  
| 15* (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 | | |
| 22 (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 | | |
| 29 (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 | | |
| May        | 6* (4/25) | InDepth: Medical education - the new medical schools | Bold Moves  
By The Numbers: Largest healthcare outsourcing companies  
Innovations | | |
| 13 (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 |
| 20* (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 | | |
| 27 (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) | |
| June       | 3* (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) | Modern Healthcare’s Critical Connections Social Determinants of Health: Jun 6, Cleveland, OH |
| 10 (5/30)  |       | Finance: Chicago market profile  
Information Technology: Patient matching | Best Practices  
By The Numbers: Largest penalties to rural hospitals for risk-based payments | | |
| 17* (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 | | |
| 24 (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) | |

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<tr>
<td><strong>July</strong></td>
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<td>MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK</td>
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<tr>
<td>15 (7/3*)</td>
<td>Information Technology: The future of chatbots 43rd annual hospital systems survey</td>
<td>Best Practices By The Numbers: Largest healthcare associations</td>
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<td><strong>August</strong></td>
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<td>5* (7/25)</td>
<td>39th annual executive compensation survey Finance: Not-for-profits as targets</td>
<td>Bold Moves By The Numbers: Largest health system hedge fund investors</td>
<td>AdBrand™ Study Complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively &amp; through extensive reader verbatim.</td>
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<td>12 (8/1)</td>
<td>Transformation: The state of women’s health in Catholic and other religious systems Modern Healthcare’s Women Leaders in Healthcare Conference highlights</td>
<td>Best Practices By The Numbers: Largest healthcare executive search companies</td>
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<td><strong>September</strong></td>
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<td>2* (8/22)</td>
<td>InDepth: Private equity</td>
<td>Bold Moves By The Numbers: Largest construction projects in 2018</td>
<td>Construction &amp; design directory (close 8/22)</td>
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<td>16* (9/5)</td>
<td>Population Health: The growth of the market to address social determinants of health CEO Power Panel: Consumerism</td>
<td>Breaking Bias By The Numbers: Largest revenue-cycle management companies</td>
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<td>23 (9/12)</td>
<td>Finance: How hospitals and consumers deal with bad debt Governance: Engaging boards into population health and value-based care efforts</td>
<td>Best Practices</td>
<td>MGMA preview showcase (close 9/12)</td>
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<tr>
<td>23 (9/5)</td>
<td>SUPPLEMENT: 116th Congress Special Report</td>
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<td>Congressional Delivery: Sep 25</td>
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<td>30 (9/19)</td>
<td>Safety &amp; Quality: Exploring the conflict of interest among accreditation organizations Payment: Hospice and end of life reimbursement</td>
<td>By The Numbers: Top companies in workforce and employee training</td>
<td>Education directory (close 9/19) 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</td>
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<tr>
<td>30 (9/5)</td>
<td>SUPPLEMENT: 12th annual Best Places to Work in Healthcare</td>
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* Regional ad opportunities  
* Early close due to holiday  

Last updated: August 19, 2019  
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<td><strong>October</strong></td>
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| 7*  
(9/26) | Transformation: Rebooting the process of prior authorization  
Finance: Hospital patient lawsuits | Best Practices  
Bold Moves  
By The Numbers: Largest post-acute care companies | | |
| 14  
(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 |
| 21*  
(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 | | |
| 28  
(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 | | The AdStudy® Complimentary for all national print advertisers and measures ad recall, ad readership and ad exposure both quantitatively & through extensive reader verbatim. |
| **November** | | | | |
| 4*  
(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 |
| 11  
(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 | | |
| 18*  
(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  
Modern Healthcare’s Strategic Marketing Conference highlights | Best Practices  
Breaking Bias  
By The Numbers: Largest electronic health record (EHR) companies | | |
| **December** | | | | |
| 2*  
(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 | | Modern Healthcare’s Critical Connections Social Determinants of Health: Dec 3, Detroit, MI |
| 9  
(11/26*) | Awards: 18th annual 100 Most Influential People in Healthcare  
CEO Power Panel: Politics  
Modern Healthcare’s Critical Connections: Social Determinants of Health highlights | Best Practices | | |
| 16/23*  
(12/5) | Safety & Quality: The pharmacist’s role in medication adherence  
Year in Review | Breaking Bias  
By The Numbers: Largest hospital foundations  
Innovations | | |
| 16  
(11/27*) | SUPPLEMENT: 21st annual By The Numbers | | | Bonus distribution at tradeshows and events throughout 2020 |
| 23/30  
**Early close due to holiday** | | | | |

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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