Modern Healthcare

Editorial Calendar 2020

Unparalleled Audience of Decision-Makers
Unmatched Brand Exposure
Sales Leads & Market Share
<table>
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<tr>
<th>Date</th>
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<td><strong>January</strong></td>
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<tr>
<td>6*</td>
<td>Finance: Forecast for 2020</td>
<td>Best Practices</td>
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<td></td>
<td>Politics/Policy: Congressional priorities</td>
<td>Bold Moves</td>
<td>By The Numbers: Fastest growing industry sectors in healthcare</td>
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<tr>
<td>13</td>
<td>Politics/Policy: Federal cost cutting efforts</td>
<td>Innovations</td>
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<tr>
<td>20*</td>
<td>Information Technology: Venture capital funds</td>
<td>Best Practices</td>
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<tr>
<td>27</td>
<td>Finance: Post-acute care</td>
<td>By The Numbers: Largest healthcare investment banks</td>
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<td>Safety &amp; Quality: Unnecessary services</td>
<td>Innovations</td>
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<td><strong>February</strong></td>
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<tr>
<td>3*</td>
<td>Finance: Healthcare real estate trends</td>
<td>Best Practices</td>
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<td></td>
<td>AdEffect™ Study Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim!</td>
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<td></td>
<td>Population Health: Battling flu season</td>
<td>Bold Moves</td>
<td>By The Numbers: Largest ACOs by covered Medicare lives</td>
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<td>10</td>
<td>Governance: Board make-ups</td>
<td>By The Numbers: Largest security breaches of electronic health records</td>
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<td>Politics/Policy: Disproportionate Share Hospital (DSH) payments</td>
<td>Innovations</td>
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<td>17*</td>
<td>Insurance: Employer-sponsored coverage</td>
<td>Best Practices</td>
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<td>Technology: Tracking social determinants</td>
<td>Breaking Bias</td>
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<td>Awards: 8th biennial Top 25 Minority Leaders</td>
<td>By The Numbers: Diversity and inclusion</td>
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<td>24</td>
<td>Transformation: Patient finances</td>
<td>Innovations</td>
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<td>CEO Power Panel: Finance</td>
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<td><strong>March</strong></td>
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<td>2*</td>
<td>Politics/Policy: Medicare Advantage</td>
<td>Best Practices</td>
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<td></td>
<td>Finance: Denver market profile</td>
<td>Bold Moves</td>
<td>By The Numbers: Largest behavioral health providers</td>
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<td>Technology: Building the cloud</td>
<td>Innovations</td>
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<td>16*</td>
<td>InDepth: Affordable Care Act (ACA) 10th anniversary</td>
<td>Best Practices</td>
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<td>American Organization of Nurse Executives (AONE) Annual Meeting: Mar 18 - 21, Nashville, TN</td>
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<td>Technology: HIMSS recap</td>
<td>Innovations</td>
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<td>23</td>
<td>PROGRAM GUIDE: 32nd annual Health Care Hall of Fame</td>
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<td>Modern Healthcare’s Health Care Hall of Fame Mar 22, Chicago, IL</td>
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<td>30</td>
<td>Technology: Biotechnology</td>
<td>Best Practices</td>
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<td>Modern Healthcare’s Leadership Symposium Mar 31 - Apr 1, Scottsdale, AZ</td>
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<td>Governance: Physician leaders</td>
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* Regional ad opportunities  * Early close due to holiday

Last updated: October 10, 2019
Note: All content subject to change
### April

<table>
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<tr>
<th>Issue Date</th>
<th>Editorial Features</th>
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| 6* (3/26)  | Finance: Charity care spending  
Insurance: Direct-to-employer contracting |
| 13 (4/2)   | Government: Government incentive plans  
Modern Healthcare’s Leadership Symposium recap  
Modern Healthcare’s Leadership Symposium survey |
| 20* (4/9)  | Safety & Quality: Medical devices  
Population Health: Community partnerships |
| 27 (4/16)  | Finance: 26th annual hospital mergers and acquisitions report  
Insurance: Value-based care |

### May

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<tr>
<td>4* (4/23)</td>
<td>InDepth: How outsourcing is changing healthcare</td>
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| 11 (4/30)  | Insurance: Network adequacy  
Awards: Best Places to Work alphabetical list |
| 18* (5/7)  | Payment: Profit margins  
CEO Power Panel: Innovation  
41st annual construction and design survey |
| 25 (5/14)  | Population Health: Primary care  
Finance: Debt restructuring  
Modern Healthcare’s Transformation Summit highlights  
Modern Healthcare’s Transformation Summit survey |

### June

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| 1* (5/21)  | Safety & Quality: New era of efficiency management programs  
Finance: Hospital fundraising |
| 8 (5/28)   | Operations: Post-acute care  
Information Technology: Patient matching |
| 15* (6/4)  | Insurance: Reference pricing  
Awards: 2nd annual 50 Most Influential Clinical Executives  
Modern Healthcare’s Critical Connections: Social Determinants of Health highlights |
| 22 (6/11)  | Finance: Not-for-profit CEO compensation  
Legal: Stark Law |
| 29 (6/18)  | Finance: Drug costs  
Population Health: Behavioral health |

* Regional ad opportunities

AdImpact™ Study Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively & through extensive reader verbatims!

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<th>BONUS DISTRIBUTION &amp; AD STUDY</th>
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<tr>
<td>July</td>
<td>MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK</td>
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| 13 (7/2*)  | Marketing: Consumer needs  
4th annual hospital systems survey | Best Practices  
By The Numbers: Largest healthcare associations |                         |                               |
| 20* (7/9)  | 27th annual physician compensation survey  
Governance: Succession planning | Breaking Bias  
By The Numbers: Largest medical schools  
Innovations | Education directory (close 7/11)  
American Hospital Association (AHA) Annual Leadership Summit: Jul 19 - 21, San Diego, CA |                               |
| 27 (7/16)  | Innovations: Partnering with vendors  
Finance: Charlotte market profile | Best Practices | Association for Healthcare Resource & Materials Management (AHRMM) Conference & Exhibition  
Jul 26 - 29, Austin, TX |                               |
| August     | MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK |                     |                                  |                               |
| 3* (7/23)  | 40th annual executive compensation survey  
Finance: Not-for-profits as targets | Bold Moves  
Innovations | The AdBrand™ is complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively & through extensive reader verbatim! |                               |
| 10 (7/30)  | Operations: Supply chain  
Consumerism: Designing with the patient in mind | Best Practices  
By The Numbers: Largest healthcare executive search companies |                     |                               |
Modern Healthcare's Top 25 Minority Executives in Healthcare Awards Gala: Aug 13, Chicago, IL |                               |
| 17* (8/6)  | Awards: Top 25 Innovators  
Finance: Foreign investment | Breaking Bias  
Innovations |                     |                               |
| 24 (8/13)  | Staffing: Labor costs  
Modern Healthcare's Women Leaders in Healthcare Conference highlights  
Modern Healthcare's Women Leaders in Healthcare Conference survey | Best Practices  
By The Numbers: Largest healthcare management consultants | Healthcare consultant insights (close 8/15) |                               |
| 31 (8/20)  | InDepth: Consolidation | By The Numbers: Largest construction projects in 2019  
Innovations | |                               |
| September  | MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK |                     |                                  |                               |
| 7 (8/27)   | Payment: Coding  
Technology: Service lines | Best Practices  
Bold Moves |                     |                               |
| 14* (9/3)  | Population Health: Cultural competency  
CEO Power Panel: Consumerism | By The Numbers: Largest revenue cycle management companies  
Innovations |                     |                               |
| 21 (9/10)  | Finance: Physician pay  
Politics/Policy: Elections preview | Best Practices  
Breaking Bias |                     |                               |
| 21 (9/3)   | SUPPLEMENT: 116th Congress Special Report | | Congressional Delivery: Sep 23 |                               |
| 28 (9/17)  | Safety & Quality: Patient identification  
Payment: Billing  
Finance: Gainesville market profile | Innovations | Education directory (close 9/19) |                               |

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## October

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| 5* (9/24) | Transformation: Critical access care  
Finance: Legal costs | Best Practices  
Bold Moves  
By The Numbers: Largest post-acute care companies | Modern Healthcare’s Workplace of the Future Conference  
Oct 8, Chicago, IL  
Modern Healthcare’s Best Places to Work in Healthcare Awards Gala: Oct 8, Chicago, IL |
| 12 (10/1) | Safety & Quality: HCAHPS  
Awards: Top 25 Emerging Leaders | By The Numbers: Top business schools for physician executives  
Innovations |  |
Modern Healthcare’s Best Places to Work in Healthcare Awards Gala: Oct 8, Chicago, IL |
| 19* (10/8) | Information Technology: Surgical tools  
Governance: Building buy-in  
Modern Healthcare’s Workplace of the Future Conference highlights  
Modern Healthcare’s Workplace of the Future Conference survey | Best Practices  
Breaking Bias  
By The Numbers: Most profitable not-for-profit healthcare systems |  |
| 26 (10/15) | Politics/Policy: What’s at stake  
Policy: State innovation | 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

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Bold Moves  
By The Numbers: Largest healthcare public relations and marketing agencies | Agency directory (close 10/24) |
| 9 (10/29) | Politics/Policy: Election wrap up and forecast  
Innovation: New therapies | By The Numbers: Largest healthcare lobbying groups  
Innovations |  |
| 16* (11/5) | Finance: Closing the pay gap  
Marketing: Data analytics | Best Practices  
Breaking Bias  
By The Numbers: Largest electronic health record (EHR) companies |  |
| 23 |  | MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK |  |
| 30* (11/19) | Transformation: Access to care  
Finance: Market cost analysis | Bold Moves  
By The Numbers: Largest not-for-profit healthcare systems  
Innovations |  |

## December

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| 7 (11/25*) | Awards: 19th annual 100 Most Influential People in Healthcare  
CEO Power Panel: Politics | Best Practices |  |
| 14/21* (12/3) | Government: Global budgets  
Finance: Boston market profile  
Year in Review | Breaking Bias  
By The Numbers: Largest hospital foundations  
Innovations |  |
| 14 (11/25*) | SUPPLEMENT: 22nd annual By The Numbers |  | Bonus distribution at tradeshows and events throughout 2021 |
| 21/28 |  | MODERN HEALTHCARE IS NOT PUBLISHED THESE WEEKS |  |

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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.

Best Practices & 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