



Modern Healthcare

Editorial Calendar 2020

Unparalleled Audience of Decision-Makers

Unmatched Brand Exposure

Sales Leads & Market Share

ISSUE DATE (AD CLOSE)	EDITORIAL FEATURES	REGULAR DEPARTMENTS	CUSTOM CONTENT & SPECIAL SECTIONS	BONUS DISTRIBUTION & AD STUDY
January				
6* (12/19/19*)	Finance: Forecast for 2020 Politics/Policy: Congressional priorities	Best Practices Bold Moves By The Numbers: Fastest growing industry sectors in healthcare		
13 (1/2)	Politics/Policy: Federal cost cutting efforts Transformation: Price transparency	Innovations		
20* (1/9)	Information Technology: Venture capital funds Operations: The new primary care Awards: ACHE award winners	Best Practices Breaking Bias		
27 (1/16)	Finance: Post-acute care Safety & Quality: Unnecessary services	By The Numbers: Largest healthcare investment banks Innovations		Nashville Health Care Council (NHCC) Council Panel Jan 29, Nashville, TN
February				
3* (1/23)	Finance: Healthcare real estate trends Population Health: Battling flu season	Best Practices Bold Moves By The Numbers: Largest ACOs by covered Medicare lives		AdEffect™ Study Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim!
10 (1/30)	Governance: Board make-ups Politics/Policy: Disproportionate Share Hospital (DSH) payments	By The Numbers: Largest security breaches of electronic health records Innovations		
17* (2/6)	Insurance: Employer-sponsored coverage Technology: Tracking social determinants Awards: 8th biennial Top 25 Minority Leaders	Best Practices Breaking Bias By The Numbers: Diversity and inclusion		
24 (2/13)	Transformation: Patient finances CEO Power Panel: Finance	Innovations		
March				
2* (2/20)	Politics/Policy: Medicare Advantage Finance: Denver market profile	Best Practices Bold Moves By The Numbers: Largest behavioral health providers		
9 (2/27)	Information Technology: CIO roundtable Technology: Building the cloud	By The Numbers: Largest healthcare information technology (IT) consultants Innovations		Healthcare Information & Management Systems Society (HIMSS) Conference & Exhibition: Mar 9 - 13, Orlando, FL
16* (3/5)	InDepth: Affordable Care Act (ACA) 10th anniversary	Best Practices Breaking Bias		American Organization for Nursing Leadership (AONL) Annual Meeting: Mar 18 - 21, Nashville, TN
23 (3/12)	Transformation: Risk-based care Technology: HIMSS recap	By The Numbers: Largest MHA programs Innovations	Education directory (close 3/12)	Modern Healthcare's Puttin' on the Ritz Mar 24, Chicago, IL American College of Healthcare Executives (ACHE) Annual Congress: Mar 23 - 26, Chicago, IL
23 (3/5)	PROGRAM GUIDE: 32nd annual Health Care Hall of Fame			Modern Healthcare's Health Care Hall of Fame Mar 22, Chicago, IL
30 (3/19)	Technology: Biotechnology Governance: Physician leaders	Best Practices		Modern Healthcare's Leadership Symposium Mar 31 - Apr 1, Scottsdale, AZ

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April				
6* (3/26)	Finance: Charity care spending Insurance: Direct-to-employer contracting	Bold Moves By The Numbers: Uninsured Americans by state Innovations		
13 (4/2)	Government: Government incentive plans Modern Healthcare's Leadership Symposium recap Modern Healthcare's Leadership Symposium survey	Best Practices By The Numbers: Largest nurse staffing companies		
20* (4/9)	Safety & Quality: Medical devices Population Health: Community partnerships	Breaking Bias Innovations		
27 (4/16)	Finance: 26th annual hospital mergers and acquisitions report Insurance: Value-based care	Best Practices By The Numbers: Largest debt issued by not-for-profit hospitals		
May				
4* (4/23)	InDepth: How outsourcing is changing healthcare	Bold Moves By The Numbers: Largest healthcare outsourcing companies Innovations		
11 (4/30)	Insurance: Network adequacy Awards: Best Places to Work alphabetical list	Best Practices By The Numbers: Largest private equity and venture capital health system investors		Modern Healthcare's Transformation Summit May 12 - 13, Austin, TX
18* (5/7)	Payment: Profit margins CEO Power Panel: Innovation 41st annual construction and design survey	Breaking Bias Innovations	Construction & design directory (close 5/7)	
25 (5/14)	Population Health: Primary care Finance: Debt restructuring Modern Healthcare's Transformation Summit highlights Modern Healthcare's Transformation Summit survey	Best Practices By The Numbers: Largest penalties to urban hospitals for risk-based payments		
June				
1* (5/21)	Safety & Quality: New era of efficiency management programs Finance: Hospital fundraising	Bold Moves By The Numbers: Largest payer/provider personal membership healthcare associations Innovations	Association directory (close 5/21)	Modern Healthcare's Critical Connections Social Determinants of Health: Jun 2, Salt Lake City, UT
8 (5/28)	Operations: Post-acute care Information Technology: Patient matching	Best Practices By The Numbers: Largest penalties to rural hospitals for risk-based payments		AdImpact™ Study Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively & through extensive reader verbatim!
15* (6/4)	Insurance: Reference pricing Awards: 2nd annual 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		
22 (6/11)	Finance: Not-for-profit CEO compensation Legal: Stark Law	Best Practices By The Numbers: Largest healthcare law firms		
29 (6/18)	Finance: Drug costs Population Health: Behavioral health	Innovations By The Numbers: Largest hedge fund investors		

* Regional ad opportunities

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July				
6	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			
13 (7/2*)	Marketing: Consumer needs 44th 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				
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		
10 (7/23)	PROGRAM GUIDE: Top 25 Minority Leaders			Modern Healthcare's Women Leaders in Healthcare Conference: Aug 13 - 14, Chicago, IL 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				
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)	

• Regional ad opportunities *Early close due to holiday

Last updated: December 6, 2019
Note: All content subject to change

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October				
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		
12 (9/17)	SUPPLEMENT: 13th annual Best Places to Work in Healthcare			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
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				
2* (10/22)	Roundtable: Chief Marketing Officers Awards: 7th annual Marketing Impact Awards	Best Practices 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				
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 tradeshow 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