

“I love Modern Healthcare for the timeliness and the very real information it provides. You feel like you are up to date and on time with what you’re finding out.”

HELEN STEWART, PRESIDENT, STRATEGIC RELATIONSHIP CHANNEL, GE HEALTHCARE USCAN

“The quick, digestible stories than you can scan through and daily emails help to **stay on top of the things that I need to know about.**”

JONATHAN BAILEY
SENIOR VICE PRESIDENT
AND CHIEF OPERATING OFFICER,
STAMFORD HEALTH

“It is the most trusted information in the healthcare world.”

DR. AKRAM BOUTROS, PRESIDENT AND CHIEF EXECUTIVE OFFICER, THE METROHEALTH SYSTEM

2021

Editorial Calendar

Modern Healthcare

ISSUE DATE (AD CLOSE)	EDITORIAL FEATURES	REGULAR DEPARTMENTS	CUSTOM CONTENT & SPECIAL SECTIONS	BONUS DISTRIBUTION & AD STUDY
January				
4 (12/23/20*) <i>Regional</i>	Finance: Forecast for 2021 Politics: DC outlook	Best Practices By the Numbers: Fastest growing industry sectors in healthcare Emerging Leaders		
11 (12/31/20)	Governance: Setting objectives Insurance: Market outlook 2021	Innovations		
18 (1/7)	Technology: Medical devices Public Health: Cultural competency	Best Practices Breaking Bias	Executive Conversations: Infection control (close 12/23/20)	
25 (1/14)	Staffing: Financial impact of COVID-19 Special Report: Outpatient surgery centers	By the Numbers: Largest healthcare investment banks Innovations	Executive Conversations: Precision medicine (close 1/7)	
February				
1 (1/21) <i>Regional</i>	Regulation: CMS Market Profile	Best Practices By the Numbers: Largest ACOs by covered Medicare lives Emerging Leaders		AdEffect™ Study Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim!
8 (1/28)	Politics: Congress Operations: Supply chain	By the Numbers: Largest security breaches of electronic health records Innovations	Executive Conversations: Cybersecurity (close 1/21)	
15 (2/4)	Insurance: Individual marketplace Technology: Workforce/resources Awards: 9th Annual Top 25 Women Leaders	Best Practices Breaking Bias By the Numbers: Diversity and inclusion		
22 (2/11)	Public Health: One year post COVID-19 CEO Power Panel: Finance	Innovations	Executive Conversations: Revenue management and post-COVID strategies (close 2/4)	
March				
1 (2/18) <i>Regional</i>	Post-Acute: Home health Policy: Regulatory commissions	Best Practices By the Numbers: Largest behavioral health providers Emerging Leaders	Executive Conversations: Caring for an aging population (close 2/11)	
8 (2/25)	Safety & Quality: Alternative Payment Models (APMs) Politics: Executive	By the Numbers: Largest healthcare information technology (IT) consultants Innovations		Patient Safety & Quality Virtual Briefing Mar. 11
15 (3/4)	Finance: Mergers and acquisitions Insurance: Employer-sponsored insurance	Best Practices Breaking Bias	Multi-sponsored webinar: Leveraging technology, Mar. 16	
22 (3/11)	Technology: Telehealth Public Health: Clinical research	By the Numbers: Largest MHA programs Innovations	Education Directory (close 3/11) Executive Conversations: Remote patient monitoring (close 3/4)	American College of Healthcare Executives (ACHE) Annual Congress: March 22-25 Virtual
22 (3/4)	PROGRAM GUIDE: 33rd annual Health Care Hall of Fame			
29 (3/18)	Special Report: Finance Staffing: Labor	Best Practices	Executive Conversations: Physician engagement (close 3/11)	

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April				
5 (3/25) <i>Regional</i>	Safety & Quality: Accreditation Regulations: Medicaid	Emerging Leaders Innovations		
12 (4/1)	Policy: Committees Operations: Antitrust	Best Practices By the Numbers: Largest nurse staffing companies	Executive Conversations: Mergers and acquisitions (close 3/25)	
19 (4/8)	Insurance: Payment innovations Technology: Privacy	Breaking Bias Innovations		
26 (4/15)	Public Health: Social work Special Report: Technology	Best Practices By the Numbers: Largest debt issued by not-for-profit hospitals		Social Determinants of Health Symposium April 29, Virtual
May				
3 (4/22) <i>Regional</i>	Post-Acute: Hospice Safety & Quality: Quality programs and penalties	By the Numbers: Largest penalties to urban hospitals for risk-based payments Emerging Leaders Innovations	Executive Conversations: Nursing (close 4/15)	The Hospital of the Future Virtual Briefing May 6
10 (4/29)	Policy: Children's Health Insurance Program (CHIP) Finance: Costs/charges Awards: Best Places to Work alphabetical list Modern Healthcare's Social Determinants of Health Symposium highlights	Best Practices By the Numbers: Largest private equity and venture capital health system investors	Executive Conversations: Managing costs (close 4/22)	
17 (5/6)	Market Profile 42nd annual construction and design survey	Breaking Bias Innovations	Multi-sponsored webinar: Construction and design, May 18 Executive Conversation: Innovation (close 5/6)	Modern Healthcare's Transformation Summit May 18 - 19, Virtual
24 (5/13)	Insurance: Contracts CEO Power Panel: Technology and innovation	Best Practices By the Numbers: Uninsured Americans by state	Executive Conversations: Reducing staff burnout (close 5/7)	
31 (5/20)	Finance: Bankruptcy/debt Special Report: Transformation Healthcare Transformation Summit highlights	Innovations		
June				
7 (5/27) <i>Regional</i>	Public Health: Mental health Post-Acute: Nursing home partnerships Safety & Quality: Clinician burnout	Best Practices By the Numbers: Largest healthcare outsourcing companies Emerging Leaders	Executive Conversations: Patient safety and quality (close 5/20)	Mental Health Virtual Briefing June 10
14 (6/3)	Policy: Medicare Politics: Indian Health Service (IHS)	By the Numbers: Largest penalties to rural hospitals for risk-based payments Innovations	Executive Conversations: Rural health (close 5/27)	
21 (6/10)	Operations: Care delivery innovation Awards: 3rd annual 50 Most Influential Clinical Executives	Best Practices Breaking Bias By the Numbers: Largest physician staffing companies	Executive Conversations: Supply chain (close 6/3)	
28 (6/17)	Insurance: Healthcare utilization Special Report: Digital innovation	By the Numbers: Largest healthcare law firms Innovations		AdImpact™ Study Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively & through extensive reader verbatim!

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July				
5 (6/24) <i>Regional</i>	Finance: Revenue cycle	Best Practices By the Numbers: Largest healthcare associations Emerging Leaders	Executive Conversations: Revenue cycle (close 6/17)	
12 (7/1)	28th annual physician compensation survey Post-Acute: Rehabilitation	By the Numbers: Largest medical schools Innovations	Education Directory (close 7/1)	
19 (7/8)	Safety & Quality: Cost Market Profile	Best Practices Breaking Bias		Modern Healthcare's Women Leaders in Healthcare Conference: July 22-23, Virtual
19 (7/1)	PROGRAM GUIDE: Top 25 Women Leaders			Modern Healthcare's Top 25 Women Leaders in Healthcare Awards Gala: July 23, Virtual
26 (7/15)	Politics: Medical education Special Report: Operations	Innovations		
August				
2 (7/22) <i>Regional</i>	41st annual executive compensation survey Insurance: Networks Modern Healthcare's Women Leaders in Healthcare Conference highlights Modern Healthcare's Women Leaders in Healthcare Conference survey	Best Practices Emerging Leaders		
2 (7/15)	SUPPLEMENT: Modern Healthcare's 45th Anniversary			Bonus distribution at tradeshow and events throughout 2021/2022
9 (7/29)	Technology: Telehealth Public Health: Social work	By the Numbers: Largest healthcare executive search companies Innovations	Executive Conversations: Telehealth (close 7/22)	
16 (8/5)	Awards: 3rd annual Top 25 Innovators Special Report: Veterans Affairs	Best Practices Breaking Bias		The AdBrand™ Is complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively & through extensive reader verbatim!
23 (8/12)	Post-Acute: Medicare spending Safety & Quality: Operational improvement	By the Numbers: Largest healthcare management consultants Innovations	Executive Conversations: Real estate (close 8/5)	
30 (8/19)	Market Profile Operations: Governance	Best Practices By the Numbers: Largest construction projects in 2020		
September				
6 (8/26) <i>Regional</i>	Special Report: 20th anniversary of 9/11 Technology: Artificial intelligence	Emerging Leaders Innovations	Executive Conversations: Artificial intelligence (close 8/19)	
13 (9/2)	Finance: Private equity CEO Power Panel: Consumerism	Best Practices By the Numbers: Largest revenue cycle management companies		Workplace of the Future Virtual Briefing Sept. 16
13 (8/19)	SUPPLEMENT: 14th annual Best Places to Work in Healthcare			Modern Healthcare's Best Places to Work Gala Sept. 16, Chicago, IL
20 (9/9)	Post-Acute: Long term hospitals Safety & Quality: Medical errors	Breaking Bias Innovations		
20 (9/2)	SUPPLEMENT: 117th Congress Special Report			Congressional Delivery: Sep 22
27 (9/16)	Supply Chain: Pharmaceuticals Insurance: Payment options	Best Practices	Executive Conversations: Optimizing pharmacy and managing Rx costs (close 9/9)	Modern Healthcare's Leadership Symposium Sept. 28 - 29, Scottsdale, AZ

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October				
4 (9/23) <i>Regional</i>	Insurance: Self pay Policy: Medicaid and CHIP Payment and Access Commission (MACPAC)	By the Numbers: Largest post-acute care companies Emerging Leaders Innovations		
11 (9/30)	Modern Healthcare's Leadership Symposium highlights Modern Healthcare's Leadership Symposium survey Awards: 35th annual Top 25 Emerging Leaders	Best Practices By the Numbers: Top business schools for physician executives	Education Directory (close 9/30)	
18 (10/7)	Technology: Interoperability Staffing: Physicians/nurses	Breaking Bias By the Numbers: Most profitable not-for-profit healthcare systems Innovations	Executive Conversations: New models of primary care (close 9/30)	Virtual Health Virtual Briefing Oct. 21
25 (10/14)	Safety & Quality: Infection prevention Special Report: Rural health Awards: 9th Annual Top 25 Minority Leaders	Best Practices By the Numbers: Largest patient-satisfaction measurement companies	Executive Conversations: Patient engagement and experience (close 10/7)	
November				
1 (10/21) <i>Regional</i>	Market Profile Insurance: Ministries	By the Numbers: Largest healthcare public relations and marketing agencies Emerging Leaders Innovations		The AdStudy® is complimentary for all national print advertisers and measures ad recall, ad readership and ad exposure both quantitatively & through extensive reader verbatim!
8 (10/28)	Marketing Roundtable: Chief Marketing Officers Awards: 8th annual Healthcare Marketing Impact awards	Best Practices By the Numbers: Largest healthcare lobbying groups		Strategic Marketing Virtual Briefing Nov. 11
15 (11/4)	Finance: Debt Special Report: Privacy	Breaking Bias By the Numbers: Largest electronic health record (EHR) companies Innovations		
22	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			
29 (11/18)	Post-Acute Safety & Quality	Best Practices By the Numbers: Largest not-for-profit healthcare systems		
December				
6 (11/24)*	Awards: 20th annual 100 Most Influential People in Healthcare CEO Power Panel: Politics	Emerging Leaders Innovations		Social Determinants of Health Symposium Dec. 9, Virtual
13/20 (12/2)	Finance: Special Report Modern Healthcare's Social Determinants of Health Symposium highlights Year in Review	Best Practices Breaking Bias By the Numbers: Largest hospital foundations		
13 (11/24)*	SUPPLEMENT: 23rd annual By the Numbers			Bonus distribution at tradeshow and events throughout 2022
27	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			

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.

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