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Modern Healthcare

The trusted voice of healthcare leadership

2021 Editorial Calendar

The essential mix of leadership knowledge *and* know-how

At a glance:

FrontLine

This multi-page section includes **analysis, advice, strategies, regional trends** and a **leadership spotlight**. Content emphasizes lessons learned and current experiences from the *front line*.

Features

Cover stories with a strong leadership focus that contain tips, instructions and best practices. Features include **special reports, profiles, case studies, event recaps** and our **awards & recognition programs**.

Voices

Multi-faceted commentary intended to highlight prominent voices in healthcare and create a dialogue with readers. Includes thought leadership, Q&A with healthcare's most renowned leaders and first-person commentaries.

Data Dive

Devoted to analysis and insight, Data Dive identifies trends and provides context essential to interpreting healthcare data. Includes **By the Numbers** – statistics, rankings and financial figures that help define the state of the healthcare industry.

Outliers

Funny, quirky, off-beat – content based on reader submissions and social engagement.

The Last Word

An inspirational note underscoring Modern Healthcare's commitment to leadership essentials.

Editorial Submission Guidelines

www.modernhealthcare.com/submissionguidelines

January

Issue Date (Ad Close)	Features	Departments	Custom Content & Special Sections	Events & Ad Study
4 (12/23/20*) <i>Regional</i>	Finance Politics	Best Practices By the Numbers: Fastest growing industry sectors in healthcare Emerging Leaders		
11 (1/7)	Governance Insurance	Innovations		
18 (1/7)	Public Health Technology	Best Practices Breaking Bias		
25 (1/14)	Special Report: Outpatient surgery centers Staffing	By the Numbers: Largest healthcare investment banks Innovations		

February

1 (1/21) <i>Regional</i>	Market Profile Regulation	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)	Mergers & Acquisitions Post-Acute	By the Numbers: Largest integrated systems Innovations	Executive Conversations: Cybersecurity (close 1/21)	
15 (2/4)	Awards: 9th annual Top 25 Women Leaders Technology	Best Practices Breaking Bias By the Numbers: Diversity and inclusion		
22 (2/11)	CEO Power Panel: Finance Special Report: One year post COVID-19	By the Numbers: Largest primary care physician chains Innovations	Executive Conversations: Revenue management and post-COVID strategies (close 2/4)	

March

1 (2/18) <i>Regional</i>	Operations Safety and Quality	Best Practices By the Numbers: Largest behavioral health providers Emerging Leaders	Executive Conversations: Caring for an aging population (close 2/11)	
8 (2/25)	Insurance Politics	By the Numbers: Highest Medical Loss Ratio (MLR) Innovations		Patient Safety and Quality Virtual Briefing: Mar. 11, Virtual
15 (3/4)	Finance Policy	Best Practices Breaking Bias By the Numbers: Medicaid provider rates by state		
22 (3/11)	Operations Technology	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: Mar. 22 - 25, Virtual
22 (3/4)	PROGRAM GUIDE: 33rd annual Health Care Hall of Fame			Modern Healthcare's Health Care Hall of Fame: Mar. 25, Virtual
29 (3/18)	Finance Special Report	By the Numbers: Largest healthcare information technology (IT) consultants Best Practices	Executive Conversations: Physician engagement (close 3/11)	

*Early close due to holiday

Last updated: August 24, 2021
Note: All content subject to change

April

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Custom	Events & Ad Study
5 (3/25) <i>Regional</i>	Policy Population Health Staffing	Measuring Impact Emerging Leaders Innovations	ByThe Numbers: Largest health information exchanges	Executive Conversations: Precision medicine (close 3/18)	Multi-Sponsored Webinar: Vaccine campaigns: Apr. 13 (close 3/13)
19 (4/8)	Insurance Special Report: Technology	Breaking Bias Free Advice	By the Numbers: Largest healthcare law firms	Executive Conversations: Mergers and acquisitions (close 4/1)	Social Determinants of Health Symposium: April 29, Virtual

May

3 (4/22) <i>Regional</i>	Market Profile 42nd annual Construction and Design Survey Hospital Week/Nurses Week	Measuring Impact Emerging Leaders Innovations	By the Numbers: Largest health system investors in hedge funds By the Numbers: Largest private equity and venture capital health system investors	Executive Conversations: Nursing (close 4/15)	The Hospital of the Future Virtual Briefing: May 6, Virtual
17 (5/6)	Awards: Best Places to Work alphabetical list CEO Power Panel: Innovation Modern Healthcare's Social Determinants of Health Symposium highlights Special Report	Breaking Bias Free Advice	By the Numbers: Largest penalties to urban hospitals for risk- based payments	Executive Conversations: Innovation (close 5/6) Executive Conversations: Managing costs (close 5/6)	Modern Healthcare's Transformation Summit: May 18 - 19, Virtual Multi-Sponsored Webinar: Construction and design May 25 (close 4/25)

June

7 (5/27) <i>Regional</i>	Healthcare Transformation Summit highlights Operations Finance	Measuring Impact Emerging Leaders Innovations	By the Numbers: Largest penalties to rural hospitals for risk- based payments By the Numbers: Largest special purpose acquisition companies (SPAC)	Executive Conversations: Patient engagement and experience (close 5/20)	Mental Health Virtual Briefing: June 10, Virtual
21 (6/10)	Awards: 50 Most Influential Clinical Executives Special Report: Employers push to drive out costs Staffing	Breaking Bias Free Advice	By the Numbers: Largest nurse staffing companies By the Numbers: Largest physician staffing companies	Executive Conversations: Rural health (close 6/3) Executive Conversations: Supply chain (close 6/3)	AdImpact™ Study Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively & through extensive reader verbatim!

July

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Custom	Events & AdStudy
5 (6/24) <i>Regional</i>	28th annual Physician Compensation Survey Governance Insurance	Measuring Impact Emerging Leaders Innovations	By the Numbers: Largest healthcare associations	Executive Conversations: Revenue cycle (close 6/17)	
19 (7/8)	45th annual Hospital Systems Survey Special Report: Gun Violence	Breaking Bias Free Advice	By the Numbers: Largest pharmacy benefit managers (PBMs) By the Numbers: Most profitable not-for-profit healthcare systems	Education Directory (close 7/8)	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 Awards Gala: July 23, Virtual

August

2 (7/22) <i>Regional</i>	41st annual Executive Compensation Survey Modern Healthcare's Women Leaders in Healthcare Conference highlights Modern Healthcare's Women Leaders in Healthcare Conference survey	Measuring Impact Emerging Leaders Innovations	By the Numbers: Largest healthcare executive search companies	Executive Conversations: Telehealth (close 7/15)	
2 (7/15)	SUPPLEMENT: Modern Healthcare's 45th Anniversary				Bonus distribution at tradeshow and events throughout 2021/2022
16 (8/5)	Awards: 3rd annual Top 25 Innovators Policy Special Report: Transgender issues	Breaking Bias Free Advice	By the Numbers: Largest healthcare management consultants	Executive Conversations: Real estate (close 7/29)	The AdBrand™ Is complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively & through extensive reader verbatim!

September

6 (8/26) <i>Regional</i>	CEO Power Panel: Consumerism Market Profile Special Report: 9/11 anniversary	Measuring Impact Emerging Leaders Innovations	By the Numbers: Largest healthcare outsourcing companies By the Numbers: Largest revenue cycle management companies	Executive Conversations: Artificial intelligence (close 8/19)	Workplace of the Future Virtual Briefing: Sept. 16, Virtual
20 (9/9)	Awards: Top 25 Leaders of Color Post-Acute Technology	Breaking Bias Free Advice	By the Numbers: Largest debt issued by not-for-profit hospitals By the Numbers: Largest post-acute care companies	Executive Conversations: Optimizing pharmacy and managing Rx costs (close 9/2)	Modern Healthcare's Leadership Symposium: Sept. 28 - 29, Scottsdale, AZ
20 (8/26)	SUPPLEMENT: 14th annual Best Places to Work in Healthcare				Modern Healthcare's Best Places to Work Gala: Sept. 16, Chicago, IL

October

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Custom	Events & AdStudy
4 (9/23) <i>Regional</i>	Awards: 35th annual Top 25 Emerging Leaders Safety and Quality	Measuring Impact Emerging Leaders Innovations	By the Numbers: Largest medical schools By the Numbers: Top business schools for physician executives	Education Directory (close 9/23)	
18 (10/7)	Population Health Modern Healthcare's Leadership Symposium recap Modern Healthcare's Leadership Symposium survey Special Report: Rural health	Breaking Bias Free Advice	By the Numbers: Largest patient-satisfaction measurement companies	Executive Conversations: New models of primary care (close 9/30)	Virtual Health Briefing: Oct. 21, Virtual
18 (9/30)	SUPPLEMENT: 117th Congress Special Report				Congressional Delivery: Oct. 19

November

1 (10/21) <i>Regional</i>	Awards: 8th annual Healthcare Marketing Impact awards Market Profile Roundtable: Chief Marketing Officers	Measuring Impact Emerging Leaders Innovations	By the Numbers: Largest healthcare public relations and marketing agencies By the Numbers: Most valuable brand in healthcare	Executive Conversations: Patient safety and quality (close 10/14)	The Hospital of the Future Virtual Briefing: May 6, Virtual The AdBrand™ Is complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively & through extensive reader verbatim!
15 (11/4)	CEO Power Panel: Politics Insurance Special Report: Private equity	Breaking Bias Free Advice	By the Numbers: Largest electronic health record (EHR) companies By the Numbers: Largest healthcare lobbying groups	Executive Conversations: Infection control (close 10/21)	Strategic Marketing Virtual Briefing: Nov. 11, Virtual

December

6 (11/24)* <i>Regional</i>	Finance Technology	Measuring Impact Emerging Leaders Innovations			Social Determinants of Health Symposium: Dec. 9, Virtual
6 (11/18)*	PROGRAM GUIDE: Top Diversity Leaders				Modern Healthcare's Top Diversity Leaders Gala: Dec. 9, Chicago
20 (12/9)	Awards: 20th annual 100 Most Influential People in Healthcare Modern Healthcare's Social Determinants of Health Symposium highlights Special Report	Breaking Bias Free Advice	By the Numbers: Health systems with the largest charity care expenditures		
20 (12/2)	SUPPLEMENT: 23rd annual By the Numbers				Bonus distribution at tradeshow and events throughout 2022

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