

# MH

## Modern Healthcare

The trusted voice of healthcare leadership

2022  
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*.

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## 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**.

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## 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.

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## 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.

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## Outliers

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

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## The Last Word

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

### Editorial Submission Guidelines

[www.modernhealthcare.com/submissionguidelines](http://www.modernhealthcare.com/submissionguidelines)

# Quarter 1

## 2022 Editorial Calendar

January

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Custom	Events & AdStudy
<b>3</b> (12/23) <i>Regional</i>	2022 Forecast CEO Poll: 2022 Priorities	Emerging Leaders Innovations Measuring Impact	By the Numbers: Fastest growing industry sectors in healthcare		
<b>17</b> (1/6)	Insurance Labor	Breaking Bias Free Advice	By the Numbers: Largest healthcare investment banks		

February

<b>7</b> (1/27) <i>Regional</i>	Digital Health Finance Post-Acute	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest ACOs by covered Medicare lives  By the Numbers: Largest integrated systems		The Hospital of the Future Virtual Briefing: Feb. 10, Virtual  <b>AdEffect™ Study</b>  Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim!
<b>21</b> (2/10)	Awards: 10th Annual Top Women Leaders Outpatient Care Survey: Pay Parity	Free Advice Getting it Done	By the Numbers: Diversity and inclusion  By the Numbers: Largest primary care physician chains	Executive Conversations: Health Equity (close 1/27)	

March

<b>7</b> (2/24) <i>Regional</i>	Information Technology Physician Shortages Safety and Quality	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest behavioral health providers  By the Numbers: Highest Medical Loss Ratio (MLR)	Executive Conversations: Artificial Intelligence (close 2/10)	The Supply Chain/Revenue Cycle Virtual Briefing: Mar. 10, Virtual
<b>21</b> (3/10)	Awards: 36th Annual Top 25 Emerging Leaders  Mergers and Acquisitions  Payment Policy	Breaking Bias Free Advice	By the Numbers: Medicaid provider rates by state  By the Numbers: Largest MHA programs	Education Directory (close 3/10)	American College of Healthcare Executives (ACHE) Annual Congress: Mar. 28 - 31, Chicago
<b>21</b> (3/3)	PROGRAM GUIDE: 34th Annual Health Care Hall of Fame				Modern Healthcare's Health Care Hall of Fame: Mar. 27, Chicago

# Quarter 2

## 2022 Editorial Calendar

April

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Custom	Events & Ad Study
<b>4</b> (3/24) <i>Regional</i>	Awards: 4th Annual Top 25 Innovators Marketing Population Health	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest health information exchanges		The Hospital at Home Virtual Briefing: Apr. 14, Virtual
<b>18</b> (4/7)	Awards: 1st Annual Governance Consumerism Insurance	Free Advice Getting it Done	By the Numbers: Largest healthcare law firms	Executive Conversations: Patient Engagement and Experience (close 3/24)	

May

<b>2</b> (4/21) <i>Regional</i>	Real Estate Staffing Survey: 43rd Annual Construction and Design Survey	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest health system investors in hedge funds  By the Numbers: Largest private equity and venture capital health system investors	Executive Conversations: Real Estate (close 4/7)	The Workplace of the Future Virtual Briefing: May 12, Virtual
<b>16</b> (5/5)	Awards: Best Places to Work Alphabetical List Governance Information Technology	Breaking Bias Free Advice	By the Numbers: Largest healthcare information technology (IT) consultants  By the Numbers: Largest penalties to urban hospitals for risk-based payments		Modern Healthcare's Transformation Summit: May 17-18, Austin

June

<b>6</b> (5/26) <i>Regional</i>	CEO Poll: Mid-Year Priorities Digital Health Modern Healthcare's Transformation Summit highlights	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest penalties to rural hospitals for risk-based payments  By the Numbers: Largest special purpose acquisition companies (SPAC)		The Precision Medicine Virtual Briefing: Jun. 9, Virtual
<b>20</b> (6/9)	Awards: 18th Annual 50 Most Influential Clinical Executives Insurance	Free Advice Getting it Done	By the Numbers: Largest nurse staffing companies  By the Numbers: Largest physician staffing companies	Executive Conversations: Insurance (close 5/26)	

# Quarter 3

## 2022 Editorial Calendar

July

August

September

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Custom	Events & AdStudy
<b>4</b> (6/23) <i>Regional</i>	Labor Safety and Quality	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest healthcare associations	Education Directory (close 6/23)  Executive Conversations: Innovation (close 6/9)	Modern Healthcare's Women Leaders in Healthcare Conference: Jul. 14-15, Chicago
<b>4</b> (6/16)	PROGRAM GUIDE: 10th Annual Top Women Leaders				Modern Healthcare's Top Women Leaders Awards Gala: Jul. 14, Chicago
<b>18</b> (7/7)	Regional Health Survey: 46th Annual Hospital Systems	Breaking Bias Free Advice	By the Numbers: Largest pharmacy benefit managers (PBM)  By the Numbers: Most profitable not-for-profit healthcare systems		<b>The AdBrand™</b>  Complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively and through extensive reader verbatim!
<b>1</b> (7/21) <i>Regional</i>	Finance Modern Healthcare's Women Leaders in Healthcare Conference Highlights	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest healthcare executive search companies	Executive Conversations: Rural Health (close 7/7)	Modern Healthcare's Social Determinants of Health Symposium: Aug. 11, Virtual
<b>15</b> (8/4)	Digital Health Survey: 42nd Annual Executive Compensation	Free Advice Getting it Done	By the Numbers: Largest healthcare management consultants		
<b>5</b> (8/25) <i>Regional</i>	Insurance Medicaid/Medicare  Modern Healthcare's Social Determinants of Health Symposium highlights Survey: 29th Annual Physician Compensation	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest healthcare outsourcing companies  By the Numbers: Largest revenue cycle management companies	Executive Conversations: Mental Health (close 8/4)	The Hospital of the Future Virtual Briefing: Sept. 8, Virtual  Modern Healthcare's Leadership Symposium: Sept. 13 - 14, Scottsdale
<b>19</b> (9/8)	Operations Population Health	Breaking Bias Free Advice	By the Numbers: Largest debt issued by not-for-profit hospitals  By the Numbers: Largest post-acute care companies		<b>AdImpact™ Study</b>  Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively and through extensive reader verbatim!
<b>19</b> (9/1)	SUPPLEMENT: 117th Congress Special Report				Congressional delivery  Bonus distribution at tradeshow and events throughout 2022/2023

# Quarter 4

## 2022 Editorial Calendar

October

November

December

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Custom	Events & AdStudy
<b>3</b> (9/22) <i>Regional</i>	Modern Healthcare's Leadership Symposium Recap Post-Acute Safety and Quality	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest medical schools  By the Numbers: Top business schools for physician executives	Education Directory (close 9/22)	
<b>3</b> (9/12)	SUPPLEMENT: 15th Annual Best Places to Work in Healthcare				Modern Healthcare's Best Places to Work in Healthcare Gala: Sept. 29, Nashville
<b>17</b> (10/6)	Awards: 10th Annual Top Diversity Leaders Payment Politics	Free Advice Getting it Done	By the Numbers: Largest patient-satisfaction measurement companies	Executive Conversations: Multi-Cultural Services (close 9/22)	The Virtual Health Briefing: Oct. 13, Virtual
<b>7</b> (10/27) <i>Regional</i>	Awards: 9th Annual Healthcare Marketing Impact awards Marketing	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest healthcare public relations and marketing agencies  By the Numbers: Most valuable brand in healthcare		The Strategic Marketing Virtual Briefing: Nov. 10, Virtual
<b>21</b> (11/10)	Information Technology Legal	Breaking Bias  Free Advice	By the Numbers: Largest electronic health record (EHR) companies	Executive Conversations: Telehealth (close 10/27)	
<b>5</b> (11/22)* <i>Regional</i>	Awards: 21st Annual 100 Most Influential People in Healthcare CEO Roundtable: End of Year Assessment	Emerging Leaders Innovations Measuring Impact	By the Numbers: Largest healthcare lobbying groups		
<b>5</b> (11/15)*	PROGRAM GUIDE: 10th Annual Top Diversity Leaders				Modern Healthcare's Top Diversity Leaders Awards Gala: Dec. 8, Chicago
<b>19</b> (12/8)	Politics Staffing	Free Advice Getting it Done	By the Numbers: Health systems with the largest charity care expenditures	Executive Conversations: Policy (close 11/22)	
<b>19</b> (12/1)	SUPPLEMENT: 24th Annual By the Numbers				<b>The AdStudy®</b> Complimentary for all national print advertisers and measures ad recall, ad readership and ad exposure both quantitatively and through extensive reader verbatim!  Bonus distribution at tradeshow and events throughout 2023

\*Early close due to holiday

Last updated: October 27, 2021  
Note: All content subject to change