

Modern Healthcare

Editorial Calendar 2019



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				
7* (12/17/18)	Finance: Forecast for 2019 Politics/Policy: New Congress priorities	Best Practices Bold Moves By The Numbers: Fastest growing industry sectors in healthcare		
14 (1/3)	Politics/Policy: The state of the 340B program Transformation: Fixing surprise billing	Innovations		
21* (1/10)	Information Technology: A look inside health systems' incubators Operations: A year after the Ascension/Intermountain drug company	Best Practices	HIMSS preview showcase (close 1/10)	
28 (1/17)	Finance: Investing in home healthcare Safety & Quality: Dealing with diagnostic errors	By The Numbers: Largest healthcare investment banks Innovations		Nashville Health Care Council (NHCC) Council Panel Jan 30, Nashville, TN
February				
4* (1/24)	Finance: Healthcare real estate trends Population Health: Battling flu season	Best Practices Bold Moves By The Numbers: Largest ACOs by covered Medicare lives	ACHE preview showcase (close 1/24)	AdEffect™ Study Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim.
11 (1/31)	Information Technology: How far has blockchain come? Politics/Policy: Retailers lobbying groups and their power over DC Awards: ACHE award winners	By The Numbers: Largest security breaches of electronic health records Innovations	HIMSS event showcase (close 1/31)	Healthcare Information & Management Systems Society (HIMSS) Conference & Exhibition: Feb 11 - 15, Orlando, FL
18* (2/7)	Information Technology: CIO Roundtable Information Technology: HIMSS highlights Awards: 8th biennial Top 25 Women Leaders	Best Practices Breaking Bias By The Numbers: Diversity and inclusion		
25 (2/14)	Transformation: Medicaid as an innovator CEO Power Panel: Finance and investment challenges	Innovations		
March				
4* (2/21)	Insurance: Employer sponsored cost-cutting initiatives Politics/Policy: Changes to Medicaid eligibility requirements (for all) Watson Health™ 100 Top Hospitals	Best Practices Bold Moves By The Numbers: Largest MHA programs	ACHE event showcase (close 2/21) Education directory (close 2/21)	Modern Healthcare's Puttin' on the Ritz Mar 5, Chicago, IL American College of Healthcare Executives (ACHE) Annual Congress: Mar 4 - 7, Chicago, IL
4 (2/14)	PROGRAM GUIDE: 31st annual Health Care Hall of Fame			Modern Healthcare's Health Care Hall of Fame Mar 3, Chicago, IL
11 (2/28)	Governance: How's that dyad CEO model working out? Safety & Quality: Burnout and the role of the chief wellness officer	By The Numbers: Largest behavioral health providers Innovations		
18* (3/7)	Finance: Trends in system investments Politics/Policy: The state of Indian Health Services	Best Practices Breaking Bias		Modern Healthcare's Leadership Symposium Mar 21 - 22, Scottsdale, AZ
25 (3/14)	Telemedicine: Direct to consumer telehealth Transformation: Value-based prescription pricing	By The Numbers: Largest healthcare information technology (IT) consultants Innovations		

ISSUE DATE (AD CLOSE)	EDITORIAL FEATURES	REGULAR DEPARTMENTS	CUSTOM CONTENT & SPECIAL SECTIONS	BONUS DISTRIBUTION & AD STUDY
April				
1* (3/21)	Insurance: Dealing with the shift from primarily commercial to public care Finance: Austin market profile Modern Healthcare's Leadership Symposium recap	Best Practices Bold Moves		
8 (3/28)	Staffing: Can bigger systems pay employees less? Safety & Quality: Barriers to good quality measures	By The Numbers: Largest nurse staffing companies Innovations	AONE event showcase (close 3/28)	American Organization of Nurse Executives (AONE) Annual Meeting: Apr 10 - 13, San Diego, CA
15* (4/4)	Finance: Who can get hospital prices under control? Population Health: How gun violence research has improved a year after the federal ban was lifted	Best Practices Breaking Bias		
22 (4/11)	Finance: 25th annual hospital mergers and acquisitions report Watson Health™ Top 15 Hospital Systems	By The Numbers: Largest number of certified electronic health record products Innovations		
29 (4/18)	Politics/Policy: A look into military and veterans care Insurance: The state of the Affordable Care Act marketplace and its insurers	Best Practices By The Numbers: Uninsured Americans by state		
May				
6* (4/25)	InDepth: Medical education - the new medical schools	Bold Moves By The Numbers: Largest healthcare outsourcing companies Innovations		
13 (5/2)	Transformation: Is bigger better? Awards: Best Places to Work in Healthcare alphabetical list	Best Practices By The Numbers: Largest private equity and venture capital health system investors		Modern Healthcare's Transformation Summit May 16 - 17, Austin, TX
20* (5/9)	Payment: How not-for-profits can make money at government rates CEO Power Panel: Innovation 40th annual construction and design survey	Breaking Bias Innovations		
27 (5/16)	Finance: The viability of nursing homes and their relevance to hospitals Modern Healthcare's Transformation Summit highlights	Best Practices By The Numbers: Largest penalties to urban hospitals for risk-based payments	HFMA preview showcase (close 5/16)	
June				
3* (5/23)	Operations: Cherry picking patients Politics/Policy: How Medicaid state buy-in is working	Bold Moves By The Numbers: Largest payer/provider personal membership healthcare associations Innovations	Association directory (close 5/23)	AdImpact™ Study Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively & through extensive reader verbatim. Modern Healthcare's Critical Connections: Social Determinants of Health: Jun 6, Cleveland, OH
10 (5/30)	Finance: Chicago market profile Information Technology: Patient matching	Best Practices By The Numbers: Largest penalties to rural hospitals for risk-based payments		
17* (6/6)	Population Health: The state of maternal health Awards: Top 25 Physician Leaders and Executives Modern Healthcare's Critical Connections: Social Determinants of Health highlights	Breaking Bias By The Numbers: Largest physician staffing companies Innovations		
24 (6/13)	Finance: Not-for-profit CEO compensation Safety & Quality: How patient-centered care is changing the patient-physician relationship	Best Practices By The Numbers: Largest healthcare law firms	HFMA event showcase (close 6/13)	Healthcare Financial Management Association (HFMA) Annual Conference: Jun 23 - 26, Orlando, FL

* Regional ad opportunities

ISSUE DATE (AD CLOSE)	EDITORIAL FEATURES	REGULAR DEPARTMENTS	CUSTOM CONTENT & SPECIAL SECTIONS	BONUS DISTRIBUTION & AD STUDY
July				
1	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			
8* (6/27)	Legal: The state of anti-trust Roundtable: Chief Financial Officers	Bold Moves By The Numbers: Largest professional liability carriers Innovations		
15 (7/3*)	Information Technology: The future of chatbots 43rd annual hospital systems survey	Best Practices By The Numbers: Largest healthcare associations		
22* (7/11)	26th annual physician compensation survey Staffing: The state of unions	Breaking Bias By The Numbers: Largest medical schools Innovations	Education directory (close 7/11)	American Hospital Association (AHA) Annual Leadership Summit: Jul 25 - 27, San Diego, CA
29 (7/18)	Operations: The doctor/hospital relationship Marketing: The expanding role of the chief experience officer	Best Practices		Modern Healthcare's Women Leaders in Healthcare Conference: Jul 31 - Aug 1, Chicago, IL Association for Healthcare Resource & Materials Management (AHRMM) Conference & Exhibition Jul 28 - 31, Chicago, IL
29 (7/11)	PROGRAM GUIDE: Top 25 Women Leaders			Modern Healthcare's Women Leaders in Healthcare Conference: Jul 31 - Aug 1, Chicago, IL Modern Healthcare's Top 25 Women Leaders Gala Aug 1, Chicago, IL
August				
5* (7/25)	39th annual executive compensation survey Finance: Not-for-profits as targets	Bold Moves By The Numbers: Top development companies Innovations		AdBrand™ Study Complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively & through extensive reader verbatim.
12 (8/1)	Transformation: The state of women's health in Catholic and other religious systems Modern Healthcare's Women Leaders in Healthcare Conference highlights	Best Practices By The Numbers: Largest healthcare executive search companies		
19* (8/8)	Awards: Top 25 Innovators Staffing: How systems cope with nursing shortages	Breaking Bias Innovations		
26 (8/15)	Transformation: How new therapies are affecting hospital operations Safety & Quality: Can pay for performance work for medical interventions?	Best Practices By The Numbers: Largest healthcare management consultants	Healthcare consultant insights (close 8/15)	
September				
2* (8/22)	InDepth: Medical literacy	Bold Moves By The Numbers: Largest construction projects in 2018 Innovations	Construction & design directory (close 8/22)	
9 (8/29)	Transformation: The state of 21st Century Act Payment: How bundles are doing	Best Practices		
16* (9/5)	Population Health: The growth of the market to address social determinants of health CEO Power Panel: Consumerism	Breaking Bias By The Numbers: Largest revenue-cycle management companies Innovations		
23 (9/12)	Finance: How hospitals and consumers deal with bad debt Governance: Engaging boards into population health and value-based care efforts	Best Practices	MGMA preview showcase (close 9/12)	
23 (9/5)	SUPPLEMENT: 116th Congress Special Report			Congressional Delivery: TBD Sep
30 (9/19)	Safety & Quality: Exploring the conflict of interest among accreditation organizations Payment: Hospice and end of life reimbursement	By The Numbers: Top companies in workforce and employee training Innovations	Education directory (close 9/19)	
30 (9/5)	SUPPLEMENT: 12th annual Best Places to Work in Healthcare			Modern Healthcare's Workplace of the Future Conference Sep 26, Dallas, TX Modern Healthcare's Best Places to Work in Healthcare Gala: Sep 26, Dallas, TX

* Regional ad opportunities *Early close due to holiday

ISSUE DATE (AD CLOSE)	EDITORIAL FEATURES	REGULAR DEPARTMENTS	CUSTOM CONTENT & SPECIAL SECTIONS	BONUS DISTRIBUTION & AD STUDY
October				
7* (9/26)	Transformation: The impact of corporation ownership of medical practices Finance: Hospital patient lawsuits	Best Practices Bold Moves By The Numbers: Largest post-acute care companies		
14 (10/3)	Safety & Quality: Newest efforts to improve sterilization of medical devices Awards: Top 25 Emerging Leaders Modern Healthcare's Workplace of the Future Conference highlights	By The Numbers: Top business schools for physician executives Innovations	MGMA event showcase (close 10/3)	Medical Group Management Association (MGMA) Annual Conference: Oct 13 - 16, New Orleans, LA
21* (10/10)	Information Technology: When copy and paste goes wrong Population Health: Is it still worth it to invest in environmentally friendly efforts?	Best Practices Breaking Bias By The Numbers: Most profitable not-for-profit healthcare systems		
28 (10/17)	Information Technology: The liability issue behind artificial intelligence (AI) Finance: Latest revenue cycle trends	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				
4* (10/24)	Roundtable: Chief Marketing Officers Awards: 6th annual Marketing Impact awards	Best Practices Bold Moves By The Numbers: Largest healthcare public relations and marketing agencies	Agency directory (close 10/24)	
11 (10/31)	InDepth: Patient safety - 20 years after 'To Err is Human: Building a Safer Health System'	By The Numbers: Largest healthcare lobbying groups Innovations		
18* (11/7)	Information Technology: What causes some cities to become healthcare hubs? Marketing: Using consumer insight for beyond the usual Watson Health™ 50 Top Cardiac Hospitals	Best Practices Breaking Bias By The Numbers: Largest electronic health record (EHR) companies		
25	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			
December				
2* (11/21)	Transformation: The clinical and public health implications of precision medicine Finance: Market by market cost analysis	Bold Moves By The Numbers: Largest not-for-profit healthcare systems Innovations		
9 (11/26*)	Awards: 18th annual 100 Most Influential People in Healthcare CEO Power Panel: Politics	Best Practices		
16/23* (12/5)	Safety & Quality: The pharmacist's role in medication adherence Year in Review	Breaking Bias By The Numbers: Largest hospital foundations Innovations		
16 (11/27*)	SUPPLEMENT: 21st annual By The Numbers			Bonus distribution at tradeshow and events throughout 2019
23/30	MODERN HEALTHCARE IS NOT PUBLISHED THESE WEEKS			

* Regional ad opportunities

*Early close due to holiday

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.

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