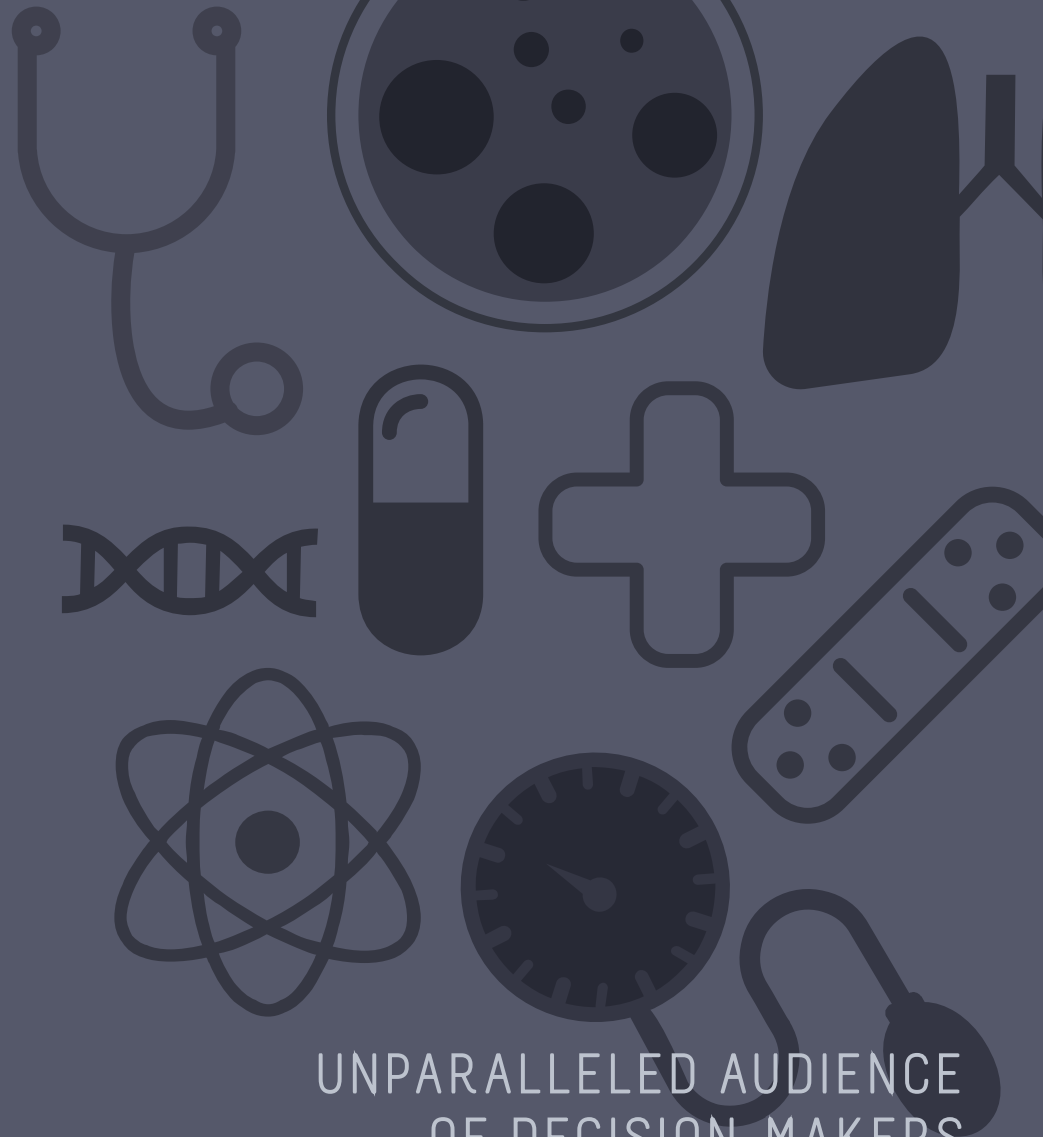


Modern Healthcare

2018 EDITORIAL CALENDAR



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				
1* (12/14/17)*	Finance: Executive survey on 2018 growth strategy Policy: New laws and regulations of 2018	Best Practices By the Numbers: Fastest growing industry sectors in healthcare		
8 (12/28/17)	Technology: Telemedicine to care for prisoners Finance: 2017's uncompensated care and charity totals	Innovations		
15* (1/4)	Awards: 3 rd annual Excellence in Nursing Roundtable: Chief Nursing Officers	Best Practices By the Numbers: Largest nurse staffing organizations		
22 (1/11)	Quality: Identifying the newest and best quality measures Technology: The internet of things	Innovations		
29 (1/18)	Finance: 24 th annual hospital mergers and acquisitions report Insurance: How employers are changing the game	Best Practices By the Numbers: Largest healthcare investment banks		AdEffect™ Study Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim
FEBRUARY				
5* (1/25)	Care Delivery: Which ACOs work best? Supply Chain: Dealing with the latest drug shortages	Innovations By the Numbers: Largest ACOs by covered Medicare lives	HIMSS preview showcase (close 1/25)	
12 (2/1)	Governance: Activist investors shake up boards Awards: ACHE award winners	Best Practices		
19* (2/8)	Finance: Capital planning CEO Power Panel: Finance	Innovations		
26 (2/15)	Staffing: Minority C-suite executives Awards: 7 th biennial Top 25 Minority Executives in Healthcare	Best Practices By the Numbers: Diversity and inclusion	ACHE preview showcase (close 2/15)	
5* (2/22)	In Depth: Realizing AI Watson Health 100 Top Hospitals®	Innovations By the Numbers: Largest information technology companies	HIMSS event showcase (close 2/22)	Healthcare Information & Management Systems Society (HIMSS) Conference & Exhibition: Mar 5 - 9, Las Vegas Federation of American Hospitals (FAH) Conference & Business Exposition: Mar 4 - 6, Washington DC
12 (3/1)	Quality & Safety: Why is quality not improved by cost? Technology: HIMSS recap	Best Practices	Perspectives (close 2/1)	
19* (3/8)	39 th annual construction & design survey Roundtable: Chief Information Officers	Innovations	Construction & design directory (close 3/8)	
26 (3/15)	Behavioral Health: Addressing college students needs	Best Practices By the Numbers: Largest MHA programs	ACHE event showcase (close 3/15) Education directory (close 3/15)	American College of Healthcare Executives (ACHE) Annual Congress: Mar 26 - 29, Chicago
26 (3/8)	PROGRAM GUIDE: 30th annual Health Care Hall of Fame			American College of Healthcare Executives (ACHE) Annual Congress: Mar 26 - 29, Chicago Modern Healthcare's Hall of Fame: Mar 25, Chicago

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A P R I L				
2* (3/22)	Care Delivery: Hospice and palliative care Innovations: How are healthcare VC investors doing?	Innovations By the Numbers: Largest healthcare incubators & accelerators		
9 (3/29)	Healthcare Transformation: Why do our hospital services cost so much more than other countries?	Best Practices		American Organization of Nurse Executives (AONE) Annual Meeting: Apr 12 - 15, Indianapolis
16* (4/5)	Quality & Safety: Nursing home regulations Public Health: Dealing with food insecurity	Innovations By the Numbers: Largest professional liability carriers		
23 (4/12)	Care Delivery: How is moving care out of the hospital affecting HACs? Watson Health 15 Top Hospital Systems	Best Practices		Modern Healthcare Critical Connections- Opioids: Apr 25-26, Baltimore
30* (4/19)	Technology: Interoperability Finance: The state of the state waiver	Innovations By the Numbers: Largest number of certified EHR products		
M A Y				
7* (4/26)	Awards: 2 nd annual Top 25 Chief Operating Officers in Healthcare Roundtable: Chief Operating Officers Critical Connections - Opioids Highlights	Best Practices By the Numbers: Largest healthcare outsourcing companies		
14 (5/3)	Care Delivery: How is team-based care affecting work culture? Awards: Best Places to Work in Healthcare Finalists	Innovations		
21* (5/10)	Globalization: How Medicare policy impacts foreign physicians CEO Power Panel: Innovation	Best Practices		
28 (5/17)	Finance: Pay for performance Technology: How cloud computing is affecting mobile apps and medication adherence	Innovations By the Numbers: Largest recipients of pay-for-performance penalties	HFMA preview showcase (close 5/17)	
J U N E				
4* (5/24)	Governance: The role of the board in hospital improvement plans Insurance: The complicated relationship between insurers and providers Community Partners: How hospitals are helping community partners get new ways of funding in order to remain viable partners	Best Practices By the Numbers: Largest healthcare associations	Association directory (close 5/24)	Modern Healthcare's Transformation Summit: Jun 7 - 8, Austin AdImpact™ Study Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively & through extensive reader verbatim
11 (5/31)	In Depth: Rural Health Care Delivery: The state of community health centers	Innovations	Perspectives (close 5/2)	Watson Health 100 Top Hospitals® Summit: Jun 13 - 15, Palm Beach
11 (5/24)	SUPPLEMENT: Watson Health 100 Top Hospitals® analysis and 25th anniversary (Formerly Truven Health Analytics 100 Top Hospitals)			Watson Health 100 Top Hospitals® Summit: Jun 13 - 15, Palm Beach
18* (6/7)	Awards: 14 th annual 50 Most Influential Physician Executives in Healthcare Transformation Summit highlights	Best Practices By the Numbers: Largest physician staffing organizations		
25/2 (6/14)	Finance: Collecting unpaid debt Legal: Executive liability Cost Cuts: What services are most ripe for cost cutting through technology?	Innovations By the Numbers: Largest healthcare law firms	HFMA event showcase (close 6/14)	Healthcare Financial Management Association (HFMA) Annual National Institute: Jun 24-27, Las Vegas

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JULY				
2	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			
9* (6/28)	Technology: Big data & analytics Roundtable: Chief Financial Officers Mental Health: What tools are most effective in monitoring and treating mental health	Best Practices By the Numbers: Largest professional liability carriers		Modern Healthcare Critical Connections - Consumerism: Jul 11-12, Minneapolis
16 (7/5)	42 nd annual hospital systems survey Insurance: What tools are insurers using to manage populations?	Innovations By the Numbers: Largest provider/payer associations & largest healthcare supplier associations		
16 (6/28)	PROGRAM GUIDE: Top 25 Minority Executives in Healthcare			Modern Healthcare's Top 25 Minority Executives in Healthcare Awards Gala: Jul 18, Chicago
23* (7/12)	25 th annual physician compensation survey Education: How policy affects where medical residents are placed Critical Connections- Consumerism highlights	Best Practices By the Numbers: Largest medical schools	Education directory (close 7/12)	American Hospital Association (AHA) Annual Leadership Summit: Jul 26 - 28, San Diego
30 (7/19)	Staffing: How hospitals are changing hiring patterns based on changes in care delivery Supply chain: How cost containment is creating a cottage industry for software developers	Innovations		Modern Healthcare's Women Leaders in Healthcare Conference: Aug 2 - 3, Nashville
AUGUST				
6* (7/26)	Technology: Technology to enhance patient engagement 38 th annual executive compensation survey	Best Practices		The AdBrand™ Study Complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively & through extensive reader verbatim!
13* (8/2)	Governance: The CEO of tomorrow Women Leaders in Healthcare Conference highlights	Innovations By the Numbers: Largest healthcare executive search firms		Association for Healthcare Resource & Materials Management (AHRMM) Conference & Exhibition: Aug 12 - 15, Chicago
20* (8/9)	Awards: 17 th annual 100 Most Influential People in Healthcare Politics: Midterm Election Preview	Best Practices		
27 (8/16)	Special Report: Social determinants Safety & Quality: Maternal health SDOH Tools: How can hospitals get technology into every patients' hands so that issues like social determinants of health can be appropriately addressed	Innovations By the Numbers: Largest healthcare management consultants	Healthcare consultant insights (close 8/16)	
SEPTEMBER				
3* (8/23)	Pediatrics: Building for the smallest patients Safety & Quality: Caring for the Latino population	Best Practices By the Numbers: Largest construction projects in 2017		
10 (8/30)	Care Delivery: Emergency preparedness Construction: Why are REITs getting into the medical office business?	Innovations	MGMA preview showcase (close 8/30)	
17* (9/6)	Finance: Consumers CEO Power Panel: Consumerism	Best Practices By the Numbers: Largest revenue cycle management firms	Perspectives (close 8/9)	
24 (9/13)	Staffing: Employee retention Technology: The internet of things	Innovations By the Numbers: Top organizations in workforce and employee training		Modern Healthcare's Workplace of the Future Conference: Sept 27, Dallas Modern Healthcare Best Places to Work in Healthcare Awards Gala: Sept 27, Dallas
24 (9/13)	115th Congress Special Report: State of Healthcare			Congressional Delivery · Sept. 20

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OCTOBER				
1* (9/20)	Behavioral Health: What's being done to prevent physician suicide Supply Chain: Is value-based drug pricing the antidote to healthcare costs?	Best Practices	MGMA event showcase (close 9/20)	Medical Group Management Association (MGMA) Annual Conference: Sep 30 - Oct 3, Boston
1 (9/6)	SUPPLEMENT: 11th Annual Best Places to Work in Healthcare			Modern Healthcare Best Places to Work in Healthcare Awards Gala: Sept 27, Dallas
8 (9/27)	Finance: Alternative payment models - taking on more risk Safety & Quality: Addressing patient housing issues	Innovations By the Numbers: Top business schools for physician executives	Education directory (close 9/27)	Modern Healthcare's Leadership Symposium: Oct 11 - 12, Denver
15* (10/4)	Leadership: Cultivating young leaders Awards: 32 nd annual Up & Comers Workplaces of the Future highlights	Best Practices		
22 (10/11)	Roundtable: Chief Marketing Officers 5 th Annual Healthcare Marketing IMPACT Awards Leadership Symposium recap	Innovations By the Numbers: Largest post-acute care companies	Agency directory (close 10/11)	The AdStudy® Complimentary for all national print advertisers and measures ad recall, ad readership and ad exposure both quantitatively & through extensive reader verbatim Modern Healthcare's Strategic Marketing Conference: Oct 25, Chicago
29 (10/18)	Patient satisfaction & engagement Care Delivery: Healthcare in U.S. territories Care Continuum: Have post-acute providers hindered the expansion of care continuum?	Best Practices By the Numbers: Largest patient-satisfaction measurement firms		
NOVEMBER				
5* (10/25)	Care Delivery: Incorporating post-acute care Public Health: Medical literacy Watson Health 50 Top Cardiac Hospitals Modern Healthcare's Marketing Conference highlights	Innovations By the Numbers: Largest healthcare public relations and marketing agencies		
12 (11/1)	Politics: Mid-term election results Quality & Safety: Alternative payment models for the year ahead	Best Practices By the Numbers: Largest healthcare lobbying groups	Perspectives (close 9/26)	
19	MODERN HEALTHCARE IS NOT PUBLISHED THIS WEEK			
26* (11/13*)	Technology: Going live with a new EHR Finance: Venture capital & private equity	Innovations By the Numbers: Largest EHR vendors		
DECEMBER				
3* (11/19*)	In Depth: Evolution of not-for-profits in healthcare Legal: Compliance	Best Practices By the Numbers: Largest not-for-profit healthcare systems associations		
10 (11/29)	Technology: Mobile & wireless CEO Power Panel: Politics & Policy	Innovations		
17/24* (12/6)	Provider community outreach Care Delivery: The role of patient advocates Modern Healthcare Heroes	Best Practices By the Numbers: Top hospital foundations		
17 (11/29)	SUPPLEMENT: 20th annual By The Numbers			Bonus distribution at tradeshow and events throughout 2018
24/31	MODERN HEALTHCARE IS NOT PUBLISHED THESE WEEKS			

WEEKLY DEPARTMENTS / IN EVERY ISSUE

COMMENTARY - In every issue Modern Healthcare publishes a signed editorial and a commentary from a key opinion leader in the industry.

DATA POINTS - A weekly 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 – each week Modern Healthcare’s editors scour the medical literature and press for this popular page at the back of the magazine.

Q&A - Each week 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? You can find out by reading these brief items foreshadowing upcoming events in the nation’s capital and around the country.

REGULAR DEPARTMENTS

BEST PRACTICES & INNOVATION - Each week, Modern Healthcare shines a spotlight companies and institutions leading the way toward healthcare system transformation by highlighting best practices or innovative technologies.

BY THE NUMBERS - A look at the statistics, rankings and financial figures that help define the state of the healthcare industry.

FEATURES - Highlights of the calendar include major special reports (In Depth), regularly scheduled features on specific subjects, annual surveys and our awards and recognition programs.

POLL - On occasion, Modern Healthcare runs an online poll of its readers based on the most topical issues of the day.

EDITORIAL SUBMISSION GUIDELINES

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