Health Forum publications have been consistently recognized for excellence in coverage of issues and trends in health care and health facility design. Award-winning articles can be accessed at healthforum.com/awards.

### Jesse H. Neal Awards
The Jesse H. Neal Awards are the most prestigious editorial honors in the field of specialized, business-to-business journalism.

### AZBEE
ASBPE’s Azbee Awards of Excellence program is one of the most competitive for outstanding work by business-to-business, trade, association, and professional publications in the U.S.

### ASHPE Awards
ASHPE recognizes excellence in health care publications for quality in editorial content and design in both print and online.

### Excel Awards
The EXCEL Awards are given by the Association Media and Publishing organization (AMP) and recognizes excellence and leadership in nonprofit association media, publishing, marketing, and communications.

### TABBIE
The Tabbies, awarded by Trade Association Business Publications International (TABPI), recognize excellence in English-language trade, association, and business publications.

### Lisagor Awards
The Chicago Headline Club, one of the largest Society of Professional Journalists chapters in the country, presents Lisagor Awards that recognize the best of Chicago Journalism.
MACRA, bundled services, consumerism, clinical integration, smart facilities, modular design, volume-to-value…. These are all relatively new to the health care lexicon. But they reflect more than just a change in vocabulary; they signal dramatic and enduring changes in health-care delivery. Patients demand more and better service, quality, and convenience from their providers. At the same time, providers are under pressure to navigate a complex regulatory and financial landscape.

Health care continues to evolve quickly. Providers, payers, and patients are adjusting to the rapid pace of change and to new challenges.

We at Health Forum are proud that our audience—the leaders of the health care field—rely on our data, media, conferences, events, and education to glean insights and to learn about the products, services, tools, and business strategies that smooth their way on the path forward. We are happy to be your partner in contributing to the success of their mission to provide affordable, accessible, high-quality, high-value health care.
LEADERSHIP, STRATEGY & FINANCE
- New president, new Congress: What to expect
- Governance/boards
- Consumerism
- Preview of AHA Annual Meeting
- Moving toward value-based care
- AHA Annual Meeting Issue
- Rick Pollack Q&A
- Preview of Leadership Summit
- Q&A with keynoter
- Insights from the Citi Not-for-Profit Health Care Conference

PATIENT CARE, QUALITY & SAFETY
- Clinical management: Chronic care management
- Root cause analysis
- Clinical management: Clinical integration
- Foster McGaw Award
- Behavioral health
- Discharge planning

OPERATIONS, WORKFORCE & FACILITIES
- Rural hospitals
- Nurse relations
- Results of HFM construction survey
- New roles for CNO, CNE
- AHA Vista Awards adapted from HFM
- Trends in hand hygiene
- Pharmacy trends

IT
- Predictive analytics
- Interoperability

NOTE: The Most Wired column runs every month except July, when the new survey results are announced and analyze. The 2017 series will consist of one case study a month on a Most Improved winner from the 2016 survey.

SPECIAL COVERAGE
H&HN's 90th anniversary. This will include a cover banner as well as regular print and online articles looking back across the decades in health care.
Monthly Departments: Most Wired, Extra Mile, The Interview, Datadig Series: Clinical Management runs every other month

CONFERENCE & EXHIBITION BONUS MAGAZINE DISTRIBUTION
- Health Forum—American Hospital Association Annual Rural Health Care Leadership Conference: Feb. 5–8, Phoenix
- ASHE International Summit and Exhibition on Health Facility Planning, Design and Construction (POC): March 12–15, Orlando
- American Organization of Nurse Executives (AONE) Annual Conference: April 1–5, Boston
- American Hospital Association Annual Membership Meeting: May 7–10, Washington D.C.
- American Society of Clinical Oncology (ASCO) Annual Meeting: June 2–6, Chicago
- Association for Professionals in Infection Control and Epidemiology (APIC) Annual Conference 2017: June 14–16, Portland
- American Association of Nurse Practitioners (AANP) National Conference: June 20–25, Philadelphia

- Subject to change
- Sponsored content available
**LEADERSHIP & STRATEGY**
- Most Wired Issue
- Most Wired winners and analysis
- AHA AWARDS ISSUE
  - Dick Davidson Award
- Succession planning
- Community partnerships
- AHA Environmental Scan
- Recruiting and retaining leadership
- Q&A with incoming AHA chair

**PATIENT CARE, QUALITY & SAFETY**
- Clinical management: Chronic care
- Circle of Life Award
- Clinical management: Integrating care
- Six sigma approaches to quality
- Physician integration
- Clinical management: Cardiac Bundles
- Cybersecurity
- Building diversity into the executive suite
- Insurance/coverage

**OPERATIONS, WORKFORCE & FACILITIES**
- Design and patient satisfaction
  - New IT titles
  - Supply chain
- AHA NOVA Award
- Cybersecurity
  - Building diversity into the executive suite
- Physician integration
- Insurance/coverage

**IT**
- Most Wired Innovators Award
- Cybersecurity
- IT staffing

**SPECIAL COVERAGE**

**CONFERENCE & EXHIBITION BONUS**

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<td>AHIMA AOE: July 29–August 2, Anaheim, Calif.</td>
<td>- Association for the Healthcare Environment (AHE) Annual Conference: Sept. 17–20, Orlando</td>
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- Subject to change
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**H&HN EDITORIAL INFORMATION**

**JULY**
- Ad Close: 06/15/17
- Mat’l Due: 06/22/17
- Shipped: 07/06/17

**AUGUST**
- Ad Close: 07/17/17
- Mat’l Due: 07/24/17
- Shipped: 08/10/17

**SEPTEMBER**
- Ad Close: 08/15/17
- Mat’l Due: 08/22/17
- Shipped: 09/08/17

**OCTOBER**
- Ad Close: 09/15/17
- Mat’l Due: 09/22/17
- Shipped: 10/12/17

**NOVEMBER**
- Ad Close: 10/16/17
- Mat’l Due: 10/23/17
- Shipped: 11/09/17

**DECEMBER**
- Ad Close: 11/15/17
- Mat’l Due: 11/21/17
- Shipped: 12/07/17

**H&HN mag.com**

2017 HEALTH FORUM MARKETING SOLUTION GUIDE | Get more at healthforum.com/advertising
## Strategic Editorial Features

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- Rural hospitals
- IT and the board
- Moving toward value-based care
- Construction survey
- Behavioral health

## Special Interest Opportunities

- Nurses on the board
- Fiduciary responsibility of boards

## Conference & Exhibition Bonus Magazine Distribution*

- Health Forum—American Hospital Association Annual Rural Health Care Leadership Conference: Feb. 5–8, Phoenix
- American Organization of Nurse Executives (AONE) Annual Conference: March 29–April 1, Baltimore
- American Hospital Association Annual Membership Meeting: May 7–10, Washington, D.C.
- Association for Professionals in Infection Control and Epidemiology (APIC) Annual Conference 2017: June 14–16, Portland

*Subject to change
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<td>- Governing across organizational partnerships</td>
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<td>- Building diversity on boards</td>
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<td>- Western Regional Trustee Symposium: TBD</td>
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<td>- Health Forum-American Hospital Association Leadership Summit: July 27–29, San Diego</td>
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<td>- American Society for Healthcare Engineering (ASHE) Annual Conference and Technical Exhibition: August 6–9, Indianapolis</td>
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**AD STUDY ISSUE**

**ARCHITECTURE, PLANNING & CONSTRUCTION**
- Health care building trends
- Planning for boomer nation
- HFM/ASHE Annual Hospital Construction Survey
- ASHE Vista Awards
- Designing senior spaces for memory care
- Health care building trends
- Incorporating a "healthy village" planning concept
- Health care building trends

**INTERIOR DESIGN**
- Behavioral health spaces
- Materials management and space planning
- Interiors supplement: Furniture for sustainability and cleanability

**REAL ESTATE PORTFOLIO MANAGEMENT**
- Telehealth and real estate planning
- Options for outmoded real estate assets

**ENGINEERED SYSTEMS & TECHNOLOGY**
- Integrating central utility plants
- ASHE Perspective
- Maintaining pressure isolation rooms
- ASHE Perspective
- Best practices in wireless system planning
- ASHE Perspective
- Emergency power for hospital data centers
- ASHE Perspective
- Planning for real-time locating systems
- ASHE Perspective
- Energy management and modeling
- ASHE Perspective

**ENVIRONMENTAL SERVICES & INFECTION CONTROL**
- ES and infection prevention
- AHE Perspective
- Cleaning ambulatory facilities
- AHE Perspective
- ES operations
- AHE Perspective
- ES operations
- AHE Perspective
- Cleaning high-traffic areas
- AHE Perspective
- Infection prevention technologies
- AHE Perspective

**MARKETPLACE FEATURE**
- Security systems
- Patient education and entertainment systems
- Plumbing products
- Nurse communication systems
- Fire safety systems
- Computerized maintenance management systems

**SOLUTIONS (PRODUCT SECTION)**
- Building automation and controls
- Cleaning products
- Power and electrical equipment
- Real-time locating systems
- Automated disinfection systems
- Boilers and chillers
- Lighting
- Flooring and ceiling products
- Waste management
- Plumbing products
- Security and access control
- Wayfinding and signage

**SPONSORSHIPS & SPECIAL AD OPPORTUNITIES**
- HFM/ASHE Annual Hospital Construction Survey
- Interiors supplement: Furniture for sustainability and cleanability

**CONFERENCE & EXHIBITION BONUS MAGAZINE DISTRIBUTION**
- Health Forum—American Hospital Association Annual Rural Health Care Leadership Conference: Feb. 5–8, Phoenix
- American Organization of Nurse Executives (AONE) Annual Conference: March 29–April 1, Baltimore
- American Hospital Association Annual Membership Meeting: May 7–10, Washington D.C.
- CleanMed 2017: May 16–18, Minneapolis
- Neocon World's Trade Fair: June 12–14, Chicago
- Association for Professionals in Infection Control and Epidemiology (APIC) Annual Conference: June 14–16, Portland

- Subject to change
- Sponsorship available
### Health Facilities Management (HFM)

#### Editorial Information

**Architecture, Planning & Construction**
- Health care building trends
- Research-guided patient room design
- Clinical lab designs
- The emergence of micro hospitals
- HFM/ASHE/AHE Health Care Salary Survey¹,³
- Planning clinics in underserved markets¹
- Health care building trends

**Interior Design**
- Birth centers⁴
- Interiors supplement: Retail and dining spaces

**Real Estate Portfolio Management**
- Integrating real estate and discharge planning
- Selecting optimal facility locations

**Engineered Systems & Technology**
- Technologies for post-discharge communication
- Successful water reduction strategies
- HVAC technologies for health care applications
- Planning a digital signage system
- ASHE Perspective²

**Environmental Services & Infection Control**
- ES operations
- AHE Perspective³
- ES Department of the Year³
- AHE Perspective³
- Preventing cross contamination
- AHE Perspective³

**Marketplace Feature**
- HVAC systems
- Infection prevention
- Furnishings
- Flooring products
- Building automation and controls

**Solutions (Product Section)**
- Hand-hygiene monitoring systems
- Furniture
- Cleaning products
- Automated disinfection systems
- Lighting

**SPONSORSHIPS & SPECIAL AD OPPORTUNITIES**
- HFM/ASHE/AHE Health Care Salary Survey²,³
- Interiors Supplement: Retail and dining spaces

**Conference & Exhibition Bonus Magazine Distribution**
- Health Forum-American Hospital Association Leadership Summit: July 27–29, San Diego
- American Society for Healthcare Engineering (ASHE) Annual Conference and Technical Exhibition: Aug. 6–9, Indianapolis
- American Society for Healthcare Risk Management (ASHRM) Annual Meeting and Educational Conference: Oct. 15–18, Seattle
- Construct 2017: TBD
- National Forum on Quality Improvement in Health Care: TBD

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Footnotes:
1. In partnership with the American College of Healthcare Architects.
2. In partnership with the American Society for Healthcare Engineering.
3. In partnership with the Association for the Healthcare Environment.

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