



EDITORIAL CALENDAR GUIDE / RATES 2017

ISSUED SEPTEMBER 2016

American Hospital Association



MEDIA | EDUCATION | DATA



HEALTH FORUM AWARD RECOGNITION



 healthforum.com/awards

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.



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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.

FROM THE EXECUTIVE EDITORIAL DIRECTOR

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.



A handwritten signature in black ink that reads "Michelle Hoffman". The signature is fluid and cursive, with a long horizontal stroke at the end.

MICHELLE HOFFMAN
EXECUTIVE EDITORIAL DIRECTOR
HEALTH FORUM



H&HN EDITORIAL INFORMATION

JANUARY

Ad Close 12/15/16
Mat'l Due 12/22/16
Shipped 01/05/17

FEBRUARY

Ad Close 01/17/17
Mat'l Due 01/24/17
Shipped 02/10/17

MARCH

Ad Close 02/15/17
Mat'l Due 02/22/17
Shipped 03/10/17

APRIL

Ad Close 03/15/17
Mat'l Due 03/22/17
Shipped 04/07/17

MAY

Ad Close 04/17/17
Mat'l Due 04/24/17
Shipped 05/11/17

JUNE

Ad Close 05/15/17
Mat'l Due 05/22/17
Shipped 06/08/17

AD STUDY ISSUE

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

- HIMSS issue

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 Rural Health Care Leadership Conference: Feb. 5-8, Phoenix
- Healthcare Information and Management Systems Society (HIMSS) Annual Conference: Feb. 19-23, Orlando
- ASHE International Summit and Exhibition on Health Facility Planning, Design and Construction (PDC): 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
- Healthcare Financial Management Association (HFMA) Annual National Institute: June 25-28, Orlando



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• Sponsored content available



H&HN EDITORIAL INFORMATION

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close 06/15/17 Mat'l Due 06/22/17 Shipped 07/06/17	Ad Close 07/17/17 Mat'l Due 07/24/17 Shipped 08/10/17	Ad Close 08/15/17 Mat'l Due 08/22/17 Shipped 09/08/17	Ad Close 09/15/17 Mat'l Due 09/22/17 Shipped 10/12/17	Ad Close 10/16/17 Mat'l Due 10/23/17 Shipped 11/09/17	Ad Close 11/15/17 Mat'l Due 11/21/17 Shipped 12/07/17
AD STUDY ISSUE			AD STUDY ISSUE		

LEADERSHIP & STRATEGY	<ul style="list-style-type: none"> • Most Wired Issue • Most Wired winners and analysis 	<ul style="list-style-type: none"> • AHA AWARDS ISSUE • Dick Davidson Award 	<ul style="list-style-type: none"> • Succession planning • Community partnerships 	<ul style="list-style-type: none"> • AHA Environmental Scan 	<ul style="list-style-type: none"> • Recruiting and retaining leadership 	<ul style="list-style-type: none"> • Q&A with incoming AHA chair
PATIENT CARE, QUALITY & SAFETY	<ul style="list-style-type: none"> • Clinical management: Chronic care 	<ul style="list-style-type: none"> • Circle of Life Award 	<ul style="list-style-type: none"> • Clinical management : Integrating care 	<ul style="list-style-type: none"> • Six sigma approaches to quality 	<ul style="list-style-type: none"> • Clinical management: Cardiac Bundles 	
OPERATIONS, WORKFORCE & FACILITIES	<ul style="list-style-type: none"> • Design and patient satisfaction • New IT titles • Supply chain 	<ul style="list-style-type: none"> • AHA NOVA Award 	<ul style="list-style-type: none"> • Cybersecurity • Building diversity into the executive suite 	<ul style="list-style-type: none"> • Physician integration 	<ul style="list-style-type: none"> • Insurance/coverage 	
IT		<ul style="list-style-type: none"> • Most Wired Innovators Award 		<ul style="list-style-type: none"> • Cybersecurity 		<ul style="list-style-type: none"> • IT staffing

SPECIAL COVERAGE

CONFERENCE & EXHIBITION BONUS MAGAZINE DISTRIBUTION	<ul style="list-style-type: none"> • Association for Healthcare Resource and Materials Management (AHRMM) Healthcare Supply Chain Conference: July 23–26, Washington, D.C. • Health Forum-American Hospital Association Leadership Summit: July 27–29, San Diego • AHIMA AOE: July 29–August 2, Anaheim, Calif. 	<ul style="list-style-type: none"> • American Society for Healthcare Engineering (ASHE) Annual Conference & Technical Exhibition: Aug. 6–9, Indianapolis 	<ul style="list-style-type: none"> • American Society for Healthcare Human Resources Administrators (ASHHRA) Annual Conference: Sept. 16–19, Seattle • Association for the Healthcare Environment (AHE) Annual Conference: Sept. 17–20, Orlando • Society for Healthcare Strategy and Market Development (SHSMD) Annual Conference: Sept. 24–27, Orlando • American Health Information Management Association (AHIMA) Annual Conference: Oct. 7–11, Los Angeles 	<ul style="list-style-type: none"> • American Society for Health Risk Management (ASHRM) Annual Meeting and Educational Conference: Oct. 15–18, Seattle 	<ul style="list-style-type: none"> • Radiological Society of North America (RSNA) Annual Meeting: Nov. 26–Dec. 1, Chicago 	<ul style="list-style-type: none"> • National Forum on Quality Improvement in Health Care: TBD
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TRUSTEE EDITORIAL INFORMATION

JANUARY

Ad Close 12/12/16
Mat'l Due 12/20/16
Shipped 12/30/16

FEBRUARY

Ad Close 01/10/17
Mat'l Due 01/19/17
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MARCH

Ad Close 02/10/17
Mat'l Due 02/21/17
Shipped 03/03/17

APRIL

Ad Close 03/10/17
Mat'l Due 03/20/17
Shipped 03/31/17

MAY

Ad Close 04/10/17
Mat'l Due 04/18/17
Shipped 05/05/17

STRATEGIC EDITORIAL FEATURES

• 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

• Healthcare Information and Management Systems Society (HIMSS) Annual Conference: Feb. 19–23, Orlando

• 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

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AD STUDY ISSUE				

STRATEGIC EDITORIAL FEATURES

- Root cause analysis
- Most Wired
- Succession planning
- AHA Environmental Scan
- Governing across organizational partnerships
- Interoperability
- Six Sigma approaches to quality

SPECIAL INTEREST OPPORTUNITIES

- Building diversity on boards

CONFERENCE & EXHIBITION BONUS MAGAZINE DISTRIBUTION

- Western Regional Trustee Symposium: TBD
- Health Forum-American Hospital Association Leadership Summit: July 27–29, San Diego
- AHIMA AOE: July 29–August 2, Anaheim, Calif.
- American Society for Healthcare Engineering (ASHE) Annual Conference and Technical Exhibition: August 6–9, Indianapolis
- Society for Healthcare Strategy and Market Development (SHSMD) Annual Conference: Sept. 24–27, Orlando

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JUNE

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Mat'l Due 05/09/17
Shipped 05/26/17

AD STUDY ISSUE

ARCHITECTURE, PLANNING & CONSTRUCTION

- Health care building trends
- Planning for boomer nation¹
- HFM/ASHE Annual Hospital Construction Survey²
- ASHE Vista Awards²
- Designing senior spaces for memory care
- Health care building trends
- Incorporating a "healthy village" planning concept
- Health care building trends
- Short-stay patient environments¹
- Health care building trends

INTERIOR DESIGN

- Behavioral health spaces⁴
- Materials management and space planning
- Interiors supplement: Furniture for sustainability and cleanliness

REAL ESTATE PORTFOLIO MANAGEMENT

- Telehealth and real estate planning
- Options for outmoded real estate assets

ENGINEERED SYSTEMS & TECHNOLOGY

- Integrating central utility plants
- ASHE Perspective²
- Maintaining pressure isolation rooms
- ASHE Perspective²
- Best practices in wireless system planning
- ASHE Perspective²
- Emergency power for hospital data centers
- ASHE Perspective²
- Planning for real-time locating systems
- ASHE Perspective²
- Energy management and modeling
- ASHE Perspective²

ENVIRONMENTAL SERVICES & INFECTION CONTROL

- ES and infection prevention
- AHE Perspective³
- Cleaning ambulatory facilities
- AHE Perspective³
- ES operations
- AHE Perspective³
- ES operations
- AHE Perspective³
- Cleaning high-traffic areas
- AHE Perspective³
- Infection prevention technologies
- AHE Perspective³

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 Survey²
- Interiors supplement: Furniture for sustainability and cleanliness

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- American Society for Healthcare Engineering (ASHE) International Summit and Exhibition on Planning, Design and Construction: March 12–15, Orlando
- 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

HEALTH FACILITIES MANAGEMENT

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AD STUDY ISSUE

ARCHITECTURE, PLANNING & CONSTRUCTION

- Health care building trends
- Research-guided patient room design¹
- Health care building trends
- Clinical lab designs
- Health care building trends
- The emergence of micro hospitals
- HFM/ASHE/AHE Health Care Salary Survey^{2,3}
- Planning clinics in underserved markets¹
- Health care building trends

INTERIOR DESIGN

- Birthing 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
- ASHE Perspective²
- Successful water reduction strategies
- ASHE Perspective²
- HVAC technologies for health care applications
- ASHE Perspective²
- Planning a digital signage system
- ASHE Perspective²
- ASHE Perspective²

ENVIRONMENTAL SERVICES & INFECTION CONTROL

- ES operations
- AHE Perspective³
- AHE Perspective³
- AHE Perspective³
- ES Department of the Year³
- AHE Perspective³
- ES operations
- 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
- Floor cleaning equipment
- Furniture
- Power and electrical equipment
- Cleaning products
- Laundry products and equipment
- Automated disinfection systems
- Computerized maintenance management systems
- Lighting
- Plumbing products

SPONSORSHIPS & SPECIAL AD OPPORTUNITIES

- HFM/ASHE/AHE Health Care Salary Survey^{2,3}
- Interiors Supplement: Retail and dining spaces

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- Society for Healthcare Strategy and Market Development (SHSMD) Annual Conference: Sept. 24–27, Orlando
- American Society for Healthcare Risk Management (ASHRM) Annual Meeting and Educational Conference: Oct. 15–18, Seattle
- Construct 2017: TBD
- GreenBuild International Conference & Expo: Nov. 8–10, Boston
- Healthcare Design Expo & Conference: Nov. 11–14, Orlando
- National Forum on Quality Improvement in Health Care: TBD

SPECIAL ISSUE: TRENDS IN HEALTH CARE

Annual reference guide packed with industry data.

Topics include:

- Design and construction
- Environmental services
- Engineering and technology
- Supply chain and materials
- Also in this issue: Codes and standards
- Environmental services features

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.
4. In partnership with the American Academy of Healthcare Interior Designers.

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