2011 EDITORIAL CALENDAR CLINICAL BUSINESS SPECIAL FOCUS

MEDICAL NEWS INC. APPRECIATES YOUR INTEREST IN OUR 2011 EDITORIAL CALENDAR.

Even though the focus topics will be featured in their assigned issue, they are not exclusive to that particular month. As developments warrant, they remain under consideration at other times throughout the year.

In addition to the focus items in the editorial calendar, topics covered on a regular basis include:

- Hospital concerns
- Practice management issues
- Legislation affecting healthcare
- Healthcare law and the regulatory environment
- Newsworthy clinical topics and research developments

Month	Clinical Focus	Business Focus	Special Focus
January	Primary Care	Physician Compensation	PCMH Medical Home
February	Cardiology	Compliance Mandates	Medicare/Medicaid SGR Reimbursements
March	Radiology	Electronic Medical Records	Healthcare Real Estate
April	Pediatrics	Healthcare Law	Vendor Relations
May	Women's Health	Communications	Nurse Recognition
June	Men's Health	Entrepreneurial Ventures	Networking
July	Emergency Medicine	Innovative Business Practices	Organ Donation
August	Neurology	Provider Liability	Medical School Trends
September	Sports Medicine	Best Practices	Drug Abuse/Compounding
October	Oncology	Information Technology	Genetic Medicine
November	General Surgery	Medical Technology	Holiday Related
December	Senior Health	Tax Planning	Volunteerism

Please send press releases and story ideas to the email addresses listed below. No phone calls, please.
Editorial assignments are generally made 45 days before publication date.

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