

## Editorial Calendar

### January

**Feature Series Topic:** Healthcare Industry Predictions for 2019

**Feature Topics:**

- Fierce15 Awards Announcement
- Harassment in Healthcare
- Patient Safety and Infection Control

**List Feature:** Healthcare Calendar of Events for 2019

**Executive Spotlight**

**Events On Our Radar:**

- **7th Annual World Patient Safety, Science & Technology Summit;** *Jan 18-19;* Huntington Beach, CA

### February

**Feature Series Topics:**

- HIMSS19 Coverage
- A Financial Outlook for Publicly Traded Healthcare Companies

**Feature Topics:**

- Financial Data on New “Big 4” in Healthcare
- Data and Tech

**List Feature:** ACA Exchange Enrollment Breakdown

**Executive Spotlight**

**Events On Our Radar:**

- **HIMSS Conference;** *Feb 11-15;* Orlando, FL
- **AcademyHealth 2019 National Health Policy Conference;** *Feb 4-5;* Washington DC

### March

**Feature Series Topic:** March Madness Bracket for Healthcare Buzzwords

**Feature Topic:** Social Media Influencers in Healthcare

**List Feature:** Market Share for Medicare/Medicaid/MA plans

**Executive Spotlight**

**Events On Our Radar:**

- **RISE Nashville Summit;** *Mar 17-19;* Nashville, TN
- **American College of Healthcare Executives Conference;** *Mar 4-7;* Chicago, IL

### April

**Feature Topics:**

- Unsung Heroes in Healthcare
- Telehealth Trends

**List Feature:** Non-Profit Hospital Finances

**Executive Spotlight**

**Events On Our Radar:**

- **AHA Membership Meeting;** *Apr 7-10;* Washington, DC
- **American Telemedicine Association Conference;** *Apr 14-16;* New Orleans, LA
- **World Healthcare Congress;** *Apr 28-May 1;* Washington, DC
- **NAACOS;** *Apr 24-26;* Baltimore, MD

### May

**Feature Topics:**

- First Quarter Earnings
- Executive Compensation
- Healthcare Consolidation and Patient Safety

**List Feature:** Hospital Real Estate (National Hospital Month)

**Executive Spotlight**

**Events On Our Radar:**

- **BCBS Summit;** Date & Location TBD

### June

**Feature Topics:**

- Insurance Trends
- Annual Meeting of the AMA House of Delegates Coverage

**Feature Topic:** Physicians — Top Priorities in 2019

**List Feature:** Emergency Preparedness/Workplace Safety (National Safety Month)

**Executive Spotlight**

**Events On Our Radar:**

- **AHIP Institute and Expo Conference;** *Jun 19-21;* Nashville, TN
- **Annual Meeting of the AMA House of Delegates;** *Jun 8-12;* Chicago, IL
- **HFMA;** *Jun 23-26;* Orlando, FL

## Editorial Calendar

### July

#### Feature Topics:

- Healthcare Innovation
- Drug Company Payments to Doctors

**List Feature:** Biggest Mergers in the First Half of 2019

#### Executive Spotlight

#### Events On Our Radar:

- **AHA Annual Leadership Summit;** July 25-17; San Diego, CA

### August

#### Feature Topics:

- Second Quarter Reports and Earnings
- Telemedicine in 2020

**List Feature:** ACA Exchange Enrollment by Insurer

#### Executive Spotlight

### September

#### Feature Topics:

- AI/Big Data in Healthcare
- Healthcare Workforce

**List Feature:** CMS Rules: A Look Ahead

#### Executive Spotlight

#### Events On Our Radar:

- **AHIMA;** Sept 14-18; Chicago, IL
- **AHIP National Conferences on Medicare, Medicaid & Duals;** Sept 22-26; Washington, DC
- **Health 2.0;** Date & Location TBD

### October

#### Feature Series Topics:

- MGMA Coverage

#### Feature Topics:

- Open Enrollment Preview
- Medicare Advantage Star Ratings

**List Feature:** Women of Influence in Healthcare

#### Executive Spotlight

#### Events On Our Radar:

- **MGMA Conference;** Oct 13-Oct 16; New Orleans, LA
- **HLTH Conference;** Oct 27-30; Las Vegas, NV
- **CHIME Fall CIO Forum;** Date & Location TBD

### November

#### Feature Topics:

- Third Quarter Earnings
- Cybersecurity Trends
- Public Health: Antibiotic Resistance (World Antibiotic Awareness Week)

**List Feature:** Minority Executives in Healthcare

#### Executive Spotlight

#### Events On Our Radar:

- **American Public Health Association Conference;** Date & Location TBD

### December

#### Feature Topics:

- 2019: A Year in Review
- Fierce15: Executives reshaping healthcare

#### List Features:

- Worst Fraud Cases of the Year
- Biggest Healthcare M/A Deals in 2018

#### Executive Spotlight

#### Events On Our Radar:

- **Institute for Healthcare Improvement National Forum Conference;** Date & Location TBD

# FierceHealthcare

## Editorial Feature Sponsorship

### Details:

- Exclusive sponsorship of the Editorial Feature or Editorial Feature Series
- Feature will run as the #1 story on the day it publishes
- In the newsletter teaser, a line of text will read, “Thank you to our sponsor, [INSERT CLIENT NAME]” (see visual 1)
- On the article web page, all ad positions around the feature will be exclusively reserved with the sponsor’s branding (see visual 2)
- Optional “Roller” ad is also available for this page exclusively

### Rates

Singular Feature Sponsorship Rate:	\$4,500
Featured Series Sponsorship Rate:	\$10,000

Visual 1:

>Lorem ipsum dolor sit amet, fugit patrioque dissiunt eos et, cum id amet mundi veritus, cum ei elit voluptua luptatum. Ut ius impetus oporteat, habeo graece facilis ei sed. In minimum occurreret vis, dicit disputando vel ne, facete maiestatis argumentum ea qui. — Paige Minemyer

**Healthgrades announces 2018 top hospitals list**  
Thursday, March 1, 2018

Healthgrades released its annual “America’s Best Hospitals” list this week, with hospitals in 28 states earning the recognition. At Spectrum Health, which landed on the top 50 hospitals list, a culture of excellence drives the organization to push to be better, said Executive Vice President and Chief Operating Officer Tina Freese Decker.

Thank you to our sponsor,  
**IBM**

Visual 2:

The screenshot shows the FierceHealthcare website interface. At the top, there is a navigation bar with the CIOx logo and the tagline "Enabling greater health through better health information management". Below the navigation bar, the main content area features a sponsored article titled "Advancing healthcare innovation and tackling care waste with new technologies". The article is sponsored by Ciox and dated July 9, 2018. The article text discusses the challenges of the U.S. healthcare system, the need for digital transformation, and the role of CIOx in providing solutions. On the right side of the article, there is a vertical sidebar with several promotional banners for CIOx services, including "Ubiquitous Access", "Artificial Intelligence", "Advanced Workflows", and "Improved Outcomes". At the bottom of the sidebar, there is a "GET THE NEWSLETTER" section with a "SUBSCRIBE" button.

# FierceHealthcare

Ready To Go Topics for Whitepapers & Webinars

## Finance, Rev Cycle and Supply Chain

- Hospital-tested strategies to reduce ER 'superusers'
- Tighten up your revenue cycle
- 340B in flux: How CMS' changes and the ongoing legal fight could impact your hospital
- How to reduce healthcare labor costs without cutting staff
- MACRA 2019: What practices need to know

## Big Data, Analytics and Cybersecurity

- Navigating EHR contracts to ensure vendors comply with Meaningful Use
- Data blocking: What it means and how to stay off OIG's radar
- Payer-provider data-sharing: How to make it work
- Managing cybersecurity vulnerabilities with legacy medical devices
- Cybersecurity in the age of precision medicine

## Telemedicine/Artificial Intelligence in Healthcare

- Everything you wanted to know about launching a telemedicine program at your physician practice
- Navigating the pitfalls of telehealth reimbursement
- Navigating state and federal laws during telehealth expansion
- The future of telemedicine reimbursement
- How Medicare Advantage plans are integrating telehealth in 2020

## Member/Patient Engagement and Experience

- Using advanced practice providers to drive rural patient engagement
- Patient experience and the bottom-line impact on a practice
- Avoiding readmissions: Payers and provider partnerships to improve care transitions
- Rethinking the member experience with smartphone apps
- Simple innovations. Better healthcare: How hospitals are tackling their biggest challenges
- Streamlining the supply chain: How to chip away at unnecessary costs

## Population Health

- Value-based care: Get the most out of your population health investments
- Population health management: Deploy technology to drive improvement
- On the front lines: How payers can combat the opioid epidemic
- The hospital's role in managing population health
- Powering population health with data analytics
- Big data best practices for population health

## Other

- Violence in healthcare: How health systems should respond?
- Cannabis and healthcare: What do you need to know
- What is healthcare's role in addressing the threat of firearm injuries?
- Superbugs: How health systems should be addressing this existential threat
- Cybersecurity in the age of precision medicine