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Modern Healthcare

The trusted voice of healthcare leadership

2023
Editorial Calendar

The essential mix of leadership knowledge and know-how

At a glance:

FrontLine

This multi-page section includes **analysis, advice, strategies, regional trends** and a **leadership spotlight**. Content emphasizes lessons learned and current experiences from the *front line*.

Features

Cover stories with a strong leadership focus that contain tips, instructions and best practices. Features include **special reports, profiles, case studies, event recaps** and our **awards & recognition programs**.

Voices

Multi-faceted commentary intended to highlight prominent voices in healthcare and create a dialogue with readers. Includes thought leadership, Q&A with healthcare's most renowned leaders and first-person commentaries.

Data Dive

Devoted to analysis and insight, Data Dive identifies trends and provides context essential to interpreting healthcare data. Includes **By the Numbers** – statistics, rankings and financial figures that help define the state of the healthcare industry.

Outliers

Funny, quirky, off-beat – content based on reader submissions and social engagement.

The Last Word

An inspirational note underscoring Modern Healthcare's commitment to leadership essentials.

Editorial Submission Guidelines

www.modernhealthcare.com/submissionguidelines

Quarter 1

2023 Editorial Calendar

January

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Events & AdStudy
2 (12/22) <i>Regional</i>	2023 Forecast Insurance	Second Opinion Thought Leadership The Check Up ESG Efforts	By the Numbers: Critical Access Hospitals	
16 (1/5)	Policy Labor/Staffing	Breaking Bias Thought Leadership The Check Up	By the Numbers: Largest healthcare investment banks	

February

6 (1/26) <i>Regional</i>	Digital Health Care Delivery/ Post-Acute	Emerging Leaders Second Opinion Thought Leadership The Check Up	By the Numbers: 10 largest Accountable Care Organizations By the Numbers: Largest healthcare systems by revenue	Hospital of the Future Virtual Briefing: Feb. 16, Virtual AdEffect™ Study Complimentary for all national print advertisers and measures effectiveness of message and effectiveness of creative, both quantitatively and through extensive reader verbatim!
20 (2/9)	Awards: 11th Annual Top Women Leaders Safety and Quality Survey: Pay Parity	Thought Leadership The Check Up Getting it Done ESG Efforts	By the Numbers: Employed persons by occupation By the Numbers: Largest taxable not-for-profit bond issuances	

March

6 (2/23) <i>Regional</i>	Technology Population Health	Emerging Leaders Second Opinion The Check Up	By the Numbers: Most reputable hospital systems	Future of Staffing Virtual Briefing: March 9, Virtual
20 (3/9)	Awards: 37th Annual Top 25 Emerging Leaders Insurance ESG	Breaking Bias The Check Up	By the Numbers: Acute care hospitals with highest salaries as % of total expenditures By the Numbers: Survey - Healthcare law firms	American College of Healthcare Executives (ACHE) Annual Congress: March 20 - 22, Chicago
20 (3/2)	PROGRAM GUIDE: 35th Annual Health Care Hall of Fame			Modern Healthcare's Health Care Hall of Fame: March 19, Chicago

Quarter 2

2023 Editorial Calendar

April

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Events & Ad Study
3 (3/23) <i>Regional</i>	Labor/Staffing Payment Policy	Emerging Leaders Second Opinion The Check Up ESG Efforts	By the Numbers: Top digital health investors	Supply Chain Virtual Briefing: April 13, Virtual
17 (4/6)	Finance Operations	The Check Up Getting it Done	By the Numbers: Executive search firms	

May

1 (4/20) <i>Regional</i>	Governance Survey: 44th Annual Construction and Design Survey	Emerging Leaders The Check Up Second Opinion	By the Numbers: Largest MHA programs By the Numbers: Medicare Physician Fee Schedule final rule impact	Workplace of the Future Virtual Briefing: May 11, Virtual
15 (5/4)	Awards: Best Places to Work Alphabetical List Care Delivery/ Post-Acute Insurance	Breaking Bias The Check Up ESG Efforts	By the Numbers: Readmission penalties (urban and rural)	Modern Healthcare's Digital Health Transformation Summit: May 22 - 24, Chicago

June

5 (5/25) <i>Regional</i>	CEO Poll: Mid-Year Priorities Digital Health Modern Healthcare's Digital Health Transformation Summit Highlights	Emerging Leaders The Check Up Second Opinion	By the Numbers: Top pharmacy benefit managers and largest U.S. pharmacies	Modern Healthcare's ESG: The Implementation Imperative Summit: June 12 - 13, Chicago Value-Based Care Virtual Briefing: June 15, Virtual
19 (6/8)	Awards: 19th Annual 50 Most Influential Clinical Executives Legal Safety and Quality	The Check Up Getting it Done	By the Numbers: Survey - Management consulting firms	

Quarter 3

2023 Editorial Calendar

July

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Events & AdStudy
3 (6/22) <i>Regional</i>	ESG Politics	Emerging Leaders The Check Up Second Opinion ESG Efforts	By the Numbers: Largest post-acute care companies	
17 (7/6)	Awards: 2nd Annual Excellence in Governance Finance Mergers and Acquisitions Survey: 43rd Annual Executive Compensation	Breaking Bias The Check Up	By the Numbers: Revenue cycle firms	The AdBrand™ Complimentary for all national print advertisers and measures company awareness, purchase consideration and brand perception both quantitatively and through extensive reader verbatim!

August

7 (7/27) <i>Regional</i>	Insurance Labor/Staffing	Emerging Leaders The Check Up Second Opinion	By the Numbers: Healthcare systems adjusted operating margin - top big, medium and small systems	Modern Healthcare's Women Leaders in Healthcare Conference: Aug. 9 - 11, Chicago
7 (7/20)	PROGRAM GUIDE: 11th Annual Top Women Leaders			Modern Healthcare's Top Women Leaders Awards Gala: Aug. 10, Chicago
21 (8/10)	Digital Health Policy Survey: 47th Annual Hospital Systems	The Check Up Getting it Done ESG Efforts	By the Numbers: Behavioral health hospitals	

September

4 (8/24) <i>Regional</i>	Care Delivery/ Post-Acute Modern Healthcare's Women Leaders in Healthcare Conference Highlights Survey: 30th Annual Physician Compensation	Emerging Leaders The Check Up Second Opinion	By the Numbers: Payer/ Provider associations	Hospital of the Future Virtual Briefing: Sept. 7, Virtual
18 (9/7)	ESG Technology	Breaking Bias The Check Up	By the Numbers: Largest long-term care hospitals	Modern Healthcare's Leadership Symposium: Sept. 14 - 15, New Orleans AdImpact™ Study Complimentary for all national print advertisers and measures ad exposure, ad interest and ad impact, both quantitatively and through extensive reader verbatim!
18 (8/31)	SUPPLEMENT: 118th Congress Special Report			Congressional delivery Bonus distribution at tradeshows and events throughout 2023/2024

Quarter 4

2023 Editorial Calendar

October

Issue Date (Ad Close)	Features	FrontLine	Data Dive	Events & AdStudy
2 (9/21) <i>Regional</i>	Modern Healthcare's Leadership Symposium Recap Mergers and Acquisitions Insurance	Emerging Leaders Second Opinion The Check Up ESG Efforts	By the Numbers: Rehabilitation hospitals	Digital Health Virtual Briefing: Oct. 12, Virtual
2 (9/14)	SUPPLEMENT: 16th Annual Best Places to Work in Healthcare			Modern Healthcare's Best Places to Work Awards Gala: Sept. 28, Chicago
16 (10/5)	Awards: 11th Annual Top Diversity Leaders Safety and Quality Finance	The Check Up Getting it Done	By the Numbers: Healthcare IT consulting firms	

November

6 (10/26) <i>Regional</i>	Awards: 10th Annual Healthcare Marketing Impact Awards Marketing Digital Health	Emerging Leaders The Check Up Second Opinion	By the Numbers: Largest travel nurse staffing companies By the Numbers: Largest physician staffing companies	Hospital at Home Virtual Briefing: Nov. 9, Virtual
20 (11/9)	ESG Care Delivery/ Post-Acute	Breaking Bias The Check Up ESG Efforts	By the Numbers: Hospital HCAHPS quality measures	

December

4 (11/21)* <i>Regional</i>	Awards: 22nd Annual 100 Most Influential People in Healthcare Labor/Staffing Insurance	Emerging Leaders The Check Up Second Opinion	By the Numbers: Healthcare lobbying By the Numbers: Largest healthcare public relations and marketing agencies	
4 (11/16)*	PROGRAM GUIDE: 11th Annual Top Diversity Leaders			Modern Healthcare's Top Diversity Leaders Awards Gala: Dec. 7, Chicago
18 (12/7)	Politics CEO Roundtable	The Check Up Getting it Done ESG Efforts	By the Numbers: Health systems with the largest charity care expenditures	The AdStudy® Complimentary for all national print advertisers and measures ad recall, ad readership and ad exposure both quantitatively and through extensive reader verbatim!
18 (11/30)	SUPPLEMENT: 25th Annual By the Numbers			Bonus distribution at tradeshow and events throughout 2024

*Early close due to holiday

Last updated: January 30, 2023
Note: All content subject to change