



# 2017 EDITORIAL CALENDAR

## MINNESOTA HEALTH CARE NEWS

	JANUARY	FEBRUARY	MARCH	APRIL
<b>EDITORIAL ASSIGNED BY</b>	10/7/16	11/4/16	12/5/16	1/4/17
<b>EDITORIAL DUE BY</b>	11/3/16	12/2/16	1/4/17	2/1/17
Written by doctors and health care leaders, with feature articles, guest editorials, interviews, and a calendar of events. Selected topics include:	<b>Orthotics</b> Advances in prosthetics <b>Legislation</b> Preview 2017 session <b>Home Care</b> Assessing your home care needs	 <b>Minnesota Health Care Roundtable</b> Value-based purchasing <b>Neurology</b> Treating brain tumors <b>Cardiology</b> Correcting congenital defects	<b>Nephrology</b> New treatments for kidney disease <b>Drug Classes</b> Antibiotics <b>Audiology</b> Recognizing hearing loss	<b>Community Caregivers</b> Physician profiles <b>Health Care Disparities</b> Minority health Issues <b>Pediatrics</b> Initial diagnosis of autism
<b>AD SPACE RESERVATION</b>	12/14/16	1/17/17	2/14/17	3/14/17
<b>AD MATERIALS DUE</b>	12/19/16	1/24/17	2/21/17	3/21/17
	MAY	JUNE	JULY	AUGUST
<b>EDITORIAL ASSIGNED BY</b>	2/1/17	3/3/17	4/3/17	5/5/17
<b>EDITORIAL DUE BY</b>	3/1/17	4/3/17	5/1/17	6/2/17
Distributed in over 600 health care locations throughout the seven-county Metro area: clinics, hospitals, pharmacies, LTC facilities, and more. Selected topics include:	<b>Primary Care</b> Sepsis <b>Women's Health</b> HPV immunization <b>Long Term Care</b> Transitional care services	<b>Environmental Health</b> UV light exposure <b>Epidemiology</b> Hepatitis <b>Rheumatology</b> Scleroderma	<b>Cardiology</b> Atrial Fibrillation  <b>Health Care Architecture Honor Roll</b> <b>Radiology</b> Interventional radiology	<b>Legislation</b> Fall session key bills <b>Orthopedics</b> Foot and ankle surgeries <b>Neurology</b> Parkinson's disease
<b>AD SPACE RESERVATION</b>	4/11/17	5/16/17	6/13/17	7/18/17
<b>AD MATERIALS DUE</b>	4/18/17	5/23/17	6/20/17	7/25/17
	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>EDITORIAL ASSIGNED BY</b>	6/2/17	7/3/17	8/4/17	9/1/17
<b>EDITORIAL DUE BY</b>	7/3/17	8/1/17	9/1/17	10/2/17
Produced monthly by Minnesota Physician Publishing, dedicated to improving health care in Minnesota for over 30 years. Selected topics include:	<b>Education</b> Training the health care staff of the future <b>Medicare</b> Preparing for open enrollment <b>Special Focus</b> Diabetes	<b>Recognizing medical research</b> <b>Public Health</b> Domestic violence <b>Behavioral Health</b> PTSD	<b>Cardiology</b> Living with COPD <b>Home Health Care</b> Palliative Services <b>Oncology</b> Advances in pancreatic cancer treatment	<b>Chronic Pain</b> Reducing the use of narcotics <b>Gastroenterology</b> Treating GERD <b>Health Insurance</b> Navigating MNsure
<b>AD SPACE RESERVATION</b>	8/15/17	9/12/17	10/17/17	11/14/17
<b>AD MATERIALS DUE</b>	8/22/17	9/19/17	10/24/17	11/21/17

Dates and topics are subject to change.