

2020 Editorial Calendar

January

Feature Series: Monthly Data Watch: Healthcare Trends to Watch in 2020

Features:

- Healthcare Calendar of Events
- Fierce15 Awards
- Health Tech Funding Snapshot
- Executive Spotlight

Events On Our Radar:

- 38th Annual J.P. Morgan Healthcare Conference
- 2020 International CES

February

Feature Series: Social Determinants of Health

Features:

- Fourth-Quarter/End of Year Earnings
- Health Tech Funding Snapshot
- Monthly Data Watch: ACA Open Enrollment
- Executive Spotlight

Events On Our Radar:

- 2020 Health Datapalooza

March

Feature Series: HIMSS 2020 Coverage

Features:

- Minority Executives in Healthcare
- Quarterly Podcast: 10 Years of the ACA
- FierceHealthcare March Madness
- Medicare Advantage Plans Exploring Supplemental Benefits
- VA EHR Goes Live at First Sites
- Health Tech Funding Snapshot
- Monthly Datawatch: CMS Data
- Executive Spotlight

Events On Our Radar:

- HIMSS 2020
- SXSW 2020
- RISE Nashville 2020
- American Organization of Nurse Executives (AONE) Annual Meeting

April

Features:

- CMS Rules: A Look Ahead
- MA and Part D Rates Released
- Health Tech Funding Snapshot
- Monthly Data Watch: Physician Shortage
- Monthly Data Watch: Reader Survey
- Executive Spotlight

Events On Our Radar:

- 2020 American Hospital Association (AHA) Annual Meeting

May

Features:

- First Quarter Earnings
- Specialty Drug Costs
- Insurance Company CEO Pay
- Non-Profit and For-Profit Hospital CEO Pay
- Health Tech Funding Snapshot
- Monthly Data Watch: EHR Market Share
- Executive Spotlight

Events On Our Radar:

- World Health Care Congress 2020
- ATA 2020

June

Feature Series: AHIP 2020 Coverage

Features:

- Quarterly Podcast
- MedPac/MacPac Report to Congress
- New Health Laws
- Health Tech Funding Snapshot
- Monthly Data Watch: Medical Cost Trends
- Executive Spotlight

Events On Our Radar:

- AHIP Institute and Expo 2020
- HFMA Annual Conference 2020
- AMA House of Delegates Annual Meeting
- ASCO Annual Meeting 2020
- Aspen Ideas Festival
- Cannes Lions Festival 2020

2020 Editorial Calendar

July

Features:

- Second Quarter Earnings
- Public Health Policy
- Monthly Datawatch: M&A in 1st Half of 2020
- Health Tech Funding Snapshot
- Monthly Data Watch: Digital Health Funding in 1st Half of 2020
- Executive Spotlight

Events On Our Radar:

- American Hospital Association (AHA) Annual Leadership Summit
- Democratic National Convention

August

Features:

- CMS Inpatient, Outpatient, Long-Term Care Payment Proposals
- Open Payments
- Health Tech Funding Snapshot
- Monthly Datawatch: Employer Health Care Trends
- Executive Spotlight

Events On Our Radar:

- Republican National Convention
- ONC Interoperability Forum

September

Features:

- Quarterly Podcast
- CPT Code Changes
- Health Tech Funding Snapshot
- Monthly Datawatch: Physician Practices/ACOs
- Executive Spotlight

Events On Our Radar:

- RISE West 2020
- Healthcare Analytics Summit

October

Feature Series: HLTH 2020 Coverage

Features:

- Women of Influence in Healthcare
- Third Quarter Earnings
- Medicare Advantage Star Ratings Released
- Health Tech Funding Snapshot
- Monthly Data Watch: Open Enrollment Preview
- Executive Spotlight

Events On Our Radar:

- MGMA Conference
- HLTH Conference

November

Features:

- Election Day Impact
- Health Tech Funding Snapshot
- Monthly Data Watch: Hospital Industry
- Executive Spotlight

Events On Our Radar:

- CHIME Conference

December

Features:

- Quarterly Podcast
- Laws Going into Effect on January 1
- CEO Chutes and Ladders 2020
- Health Tech Funding Snapshot
- Monthly Data Watch: Healthcare Trends
- Executive Spotlight

Events On Our Radar:

- Institute for Healthcare Improvement National Forum

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 is the CIOx logo with the tagline "Enabling greater health through better health information management". Below the navigation bar, a sponsored article is featured with the headline "Advancing healthcare innovation and tackling care waste with new technologies". The article is sponsored by Ciox (July 9, 2018 9:00am). The article text discusses the challenges of the U.S. healthcare system, such as inefficiency and waste, and highlights the role of new technologies like AI, cloud, and data analytics in improving care and reducing costs. A sidebar on the right contains a vertical stack of related topics: Ubiquitous Access, Artificial Intelligence, Advanced Workflows, and Improved Outcomes, all with CIOx branding. At the bottom right, there is a "GET THE NEWSLETTER" section with a subscribe button.

Finance, Rev Cycle and Supply Chain

- Hospital-tested strategies to reduce ER 'superusers'
- How to reduce healthcare labor costs without cutting staff
- Surprise billing: What providers and/or payers need to know
- Follow the money: Hospitals and venture investment

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 2020/2021

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
- The rise of retail: How providers and/or payers are changing the game of healthcare

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

Payer

- Medicare Advantage star ratings: Strategies to score that 4 or 5-star rating
- Reaching Medicare Advantage beneficiaries—and new customers—through technology
- How supplemental benefits are changing Medicare Advantage
- Specialty drugs: How payers can plan for treatments with eye-popping price tags
- Startup health plans: How they're breaking into a new market
- Employers' evolving needs: What they're looking for in benefit design