

# EDITORIAL CALENDAR

A September 2015 study conducted by the *Medical News* editorial team confirmed that our readers find *Medical News* articles useful in performing their jobs.

Business.....81.80%	News .....79.0%	Peer Profiles .....70.80%
Clinical..... 70.20%	Products .....65.40%	Regulatory .....73.80%
Events..... 71.40%	Facility Profiles .....67.70%	Research .....67.20%
Services ..... 71.30%	Technology ..... 75.20%	



	CLINICAL I	CLINICAL II	BUSINESS	SPECIAL FOCUS	SPACE DEADLINE	MATERIALS DEADLINE
<b>JANUARY</b>	Ophthalmology	Medical Weight Loss	Health Law I	Trauma & Pain Management	<b>DEC 22</b>	<b>DEC 29</b>
<b>FEBRUARY</b>	Cardiovascular Care	Integrative Medicine	Legislative Agendas	Culinary Medicine	<b>JAN 22</b>	<b>JAN 26</b>
<b>MARCH</b>	Oncology	Behavioral Health - Addictions	Cybersecurity	Telemedicine/Rural Health Care	<b>FEB 19</b>	<b>FEB 23</b>
<b>APRIL</b>	Orthopedics/Joint Replacements	ENT/Allergy	Healthcare Real Estate	Big Data Analysis	<b>MAR 19</b>	<b>MAR 23</b>
<b>MAY</b>	Women's Health	Neurology	CNO Roundtable	Health Education	<b>APR 16</b>	<b>APR 20</b>
<b>JUNE</b>	Dermatology/Aesthetics	Men's Health	MIPS	Dentistry	<b>MAY 21</b>	<b>MAY 25</b>
<b>JULY</b>	Gastroenterology	Pain Management	CFO Roundtable	Stand-Alone ERs	<b>JUNE 18</b>	<b>JUNE 22</b>
<b>AUGUST</b>	Ortho/Sports Medicine	Physical Therapy	Health Law II	Medical Devices	<b>JULY 23</b>	<b>JULY 27</b>
<b>SEPTEMBER</b>	Pediatrics	Endocrinology	Healthcare IT	Autism Spectrum Disorder	<b>AUG 27</b>	<b>AUG 31</b>
<b>OCTOBER</b>	Senior Care	Breast Cancer	Healthcare Design	Clinical Trials	<b>SEPT 17</b>	<b>SEPT 21</b>
<b>NOVEMBER</b>	Behavioral Health/Psychiatry	Pulmonary/Sleep Studies	Financial Planning	Practice Management	<b>OCT 22</b>	<b>OCT 26</b>
<b>DECEMBER</b>	SPECIAL INCHARGE EDITION				<b>NOV 26</b>	<b>NOV 30</b>

Local Contact: Pamela Harris, Publisher 501.247.9189

# MedicalNews

MEMPHISMEDICALNEWS.COM | WESTTNMEDICALNEWS.COM