## 2009 Editorial Calendar

### JANUARY

**Ad Dates**
- Insertion Orders: 12/8/08; Materials: 12/12/08

**Special Distribution**
- AAOS

**Featured Articles**
- 2009 Salary Survey
- 8 Keys to Profitable Orthopedics Cases
- Opportunities in Outpatient Knee Surgery
- The Latest in Surgical Drills and Saws
- Would Prefilled Syringes Work for You?
- How to Add Retina Profitably
- Dispelling 6 Common Peripheral Nerve Block Myths
- How We Fine-Tuned Our Procedure Packs
- What Do You Know About...Pre-op CHG Disinfection
- Should You Outsource Your Biomedical Services?
- Thinking of Buying...Video Laryngoscopes

**Manager's Guides**
- Manager's Guide to Construction and Renovation

**Ad Dates**
- Insertion Orders: 12/1/08; Materials: 12/5/08

**Special Distribution**
- AAOS, AORN, ASCRS, ASCA, ACS, ASA, ASPS, New Facility Project Teams, OR Excellence

**Featured Articles**
- 8 Ways to Create (or Rejuvenate) a Surgical Facility
- Plan Your ORs the Right Way: What Architects Say
- How to Find the Money for Your Construction Project
- Your Guide to Evidence-based Design
- How to Avoid Rookie Mistakes
- Is a Corporate Partner Right for You?
- Tables, Lights, Booms, Anesthesia Machines... Expert Buying Tips for Equipping Your ORs
- 25 Construction Details You Can’t Afford to Overlook
- 5 Simple Ways to Build Green
- Building Your ASC in Light of the New Payment System

### FEBRUARY

**Ad Dates**
- Insertion Orders: 1/12/09; Materials: 1/16/09

**Special Distribution**
- AORN, ASCRS

**Featured Articles**
- 10 Commandments of Electrosurgery Safety
- What’s New in Surgical Gloves
- How to Evaluate Your Pathology Service
- How to Run a No-Fuss Safety Scalpel Trial
- Update on Small-Excision Cataract Surgery
- A Guide to EMR-Friendly Anesthesia Monitors
- 10 Tips for Superior Surface Disinfection
- New Opportunities in Pain Management
- How to Optimize Insurance Reimbursements
- What Do You Know About About Vascular Access?
- Thinking of Buying...Patient Warming Devices

**Manager's Guides**
- Manager's Guide to Selling or Syndicating Your Surgical Center

**Ad Dates**
- Insertion Orders: 1/5/09; Materials: 1/9/09

**Special Distribution**
- AAOS, AORN, ASCRS, ASCA, ACS, ASA, ASPS, New Facility Project Teams, OR Excellence

**Featured Articles**
- What’s New in Surgical Prepping
- 5 Keys to Growing Ophthalmology Profits
- Maximize Your GPO Agreements
- Best Practices for GI Endoscopy Efficiency
- Get Paid for Peripheral Nerve Blocks
- What Do You Know About...Fibrin Sealants
- Options in Outpatient Weight-Loss Surgery
- Flash Sterilization: Are You Doing It Right?
- Understanding Radiofrequency Surgery
- How to Organize an Orthopedic Vendor Fair
- Thinking of Buying...Surgical Tables

### MARCH

**Ad Dates**
- Insertion Orders: 2/9/09; Materials: 2/13/09

**Featured Articles**
- Why Consider Realigning Ownership?
- Critical Legal/Regulatory Issues to Address
- How to Value Your ASC
- Your Financing Options
- Is It Time to Bring in a Corporate Partner?
- Should You Team Up With a Hospital?
- Real Estate Equity as a Financing Option
- Choose Advisors You Can Trust
- Pitfalls to Avoid

**Manager's Guides**
- Manager's Guide to Selling or Syndicating Your Surgical Center

**Ad Dates**
- Insertion Orders: 2/2/09; Materials: 2/6/09

**Special Distribution**
- AAOS, AORN, ASCRS, ASCA, ACS, ASA, ASPS, New Facility Project Teams, OR Excellence

**Featured Articles**
- What’s New in Surgical Prepping
- 5 Keys to Growing Ophthalmology Profits
- Maximize Your GPO Agreements
- Best Practices for GI Endoscopy Efficiency
- Get Paid for Peripheral Nerve Blocks
- What Do You Know About...Fibrin Sealants
- Options in Outpatient Weight-Loss Surgery
- Flash Sterilization: Are You Doing It Right?
- Understanding Radiofrequency Surgery
- How to Organize an Orthopedic Vendor Fair
- Thinking of Buying...Surgical Tables
### April

**ASCA**
- Top Tips for Hand Hygiene Compliance
- Advances in Image-guided Surgery
- Table Accessories You Can’t Do Without
- How to Choose a Pain C-Arm
- What Do You Know About…Enzymatic Cleaners
- Update on Monitoring and Sedation for GI Endoscopy Patients
- What’s New in Rigid and Semi-rigid Endoscopes
- What’s the Right Way to Launder Surgical Scrubs?
- Understanding Sterilization Indicators
- Reader Survey: How Are You Treating PONV?
- Can Your Software Help You With Case-costing?
- Thinking of Buying…Anesthesia Carts

**Manager's Guide to Going Green**
- Why and How We Went Green
- Understanding Green Architecture and LEED Certification
- LED Surgical Lights and Other Products That Save Energy
- The Environmental Benefits of EMRs
- Compounds to Avoid
- Can Reprocessing Single-use Devices Help?
- What Surgical Vendors Are Doing to Get Greener
- 10 Fluid and Solid Waste Management Improvements
- Green Cleaning the OR
- Tips for Turning Central Sterile Green

**ASCA/ASCRS Product and Service Showcase**

**Insertion Orders: 3/2/09; Materials: 3/6/09**

### May

**ASCA**
- Update on Pain Pumps
- Thinking of Adding Spine Surgery
- New Tools for Regional Anesthesia
- What’s New in Inventory Storage Products
- Keys to Success With Sharps Safety
- What Do You Know About…Sutures
- What I Saw at the American Academy of Orthopaedic Surgeons Meeting
- Update on Surgical Ultrasound
- What’s New in Cutting and Sealing Tissue
- New Tools to Manage Patient Information
- 12 GI Benchmarks You Should Be Hitting
- Thinking of Buying…Stretcher and Chair Tables

**Manager's Guide to Infection Control**
- Prepping
- Gloving
- Surface Disinfection
- Surgical Hand Scrubbing
- Instrument Reprocessing
- Patient Warming
- Anti-microbial Coatings/Treatments
- Scrub Laundering
- Medical Waste Disposal
- Barrier Protection

**2009-2010 Professional Services Platinum Pages**

**Insertion Orders: 5/4/09; Materials: 5/8/09**

### June

**ASCA**
- 5 Ways to Take Control of Supply Costs
- What I Saw at SAGES
- Products to Prevent Retained Foreign Objects
- Thinking of Buying…Flexible Endoscopes
- What Do You Know About…Latex Reactions
- Options in Outpatient Prostate Treatment
- Survey on Accreditation
- Prevent a MRSA Outbreak at Your Facility
- How to Prevent Deep Vein Thrombosis
- Challenges and Solutions of Instrument Processing
- Code Your Spine Surgery Cases Smarter
- The Future of Conscious Sedation

**Manager's Guide to Infection Control**
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**2009-2010 Professional Services Platinum Pages**

**Insertion Orders: 5/4/09; Materials: 5/8/09**

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*Note: The content is organized by month and includes topics related to various aspects of healthcare management and infection control.*
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| **Featured Articles** | • Surgery in 2020: What Will It Look Like?  
• A Guide to Instrument Tracking Products  
• Benefits of Patient Tracking Systems  
• Better Ways to Manage Digital Image/Video Files  
• How to Make New Technology Adoption Easier  
• Strategies to Reduce Surgical Site Infections  
• How to Succeed with Presbyopic IOLs  
• Cost Savings Through Reprocessing: Three Case Studies  
• Smart Ways to Partner With Vendors  
• What Do You Know About…Hypothermia  
• Thinking of Buying…EMR Software | • A Day in the Life of Central Sterile  
• How Floor-mounted Booms Work in Practice  
• How to Avoid Unnecessary Catheterization  
• Financing Options for Your Patients  
• Does It Make Sense to Outsource Your Billing?  
• Evaluating Today’s Hand Scrub Options  
• What I Saw at ASCRS  
• Is Your GI Endoscopy Service Efficient?  
• What Do You Know About…Patient Draping  
• Dirty Tricks Insurers Play and What to Do About It  
• How to Turn Around an Underperforming ASC  
• Lessons Learned in Financing  
• Thinking of Buying…LED Surgical Lights | • Achieving Excellence in Patient Safety, Pain Control, SSI Prevention, Patient Satisfaction, Employee Safety and Financial Management  
• The Country’s Most Efficient Cataract Services  
• Give Your Software Vendor This Quiz  
• What’s New in Orthopedic C-arms and Tables  
• Understanding Low-temperature Sterilization  
• Getting Paid for Implants  
• What Do You Know About…Prepping?  
• Thinking of Buying…Supply and Drug Dispensing Cabinets |
| **Manager’s Guides** | Manager’s Guide to New Surgical Products | Manager’s Guide to Ambulatory Anesthesia | OR Excellence Issue |
| **Special Distribution** | APIC, AAOS, AORN, ASCRS, ASCA, ACS, ASA, ASPS, New Facility Project Teams, OR Excellence | AAOS, AORN, ASCRS, ASCA, ACS, ASA, ASPS, New Facility Project Teams, OR Excellence | |
| **Featured Articles** | A Review Of New:  
• Anesthesia Equipment  
• Surgical Supplies  
• Infection Control Products  
• Imaging Equipment  
• Surgical Instruments  
• Computer Technology  
• Lighting  
• Ophthalmology  
• Patient Handling  
• Safety Products | Caring for At-risk Patients  
• The Nerve Block Option for At-risk Patients  
• How to Reduce the Risk of Awareness  
• Managing Patients With Obstructive Sleep Apnea  
• How to Head Off the Risk of PONV  
• The New Monitoring Technology: What It Means in At-risk Cases  
• Don’t Be Surprised by a Hypoglycemic Event  
• 5 Emergencies and How to Handle Them | |
| **Product & Service Showcases** | | | OR Excellence/ACS/ASA/ASPS Showcase |
| **Insertion Orders** | Insertion Orders: 8/3/09; Materials: 8/7/09 | | Insertion Orders: 8/3/09; Materials: 8/7/09 |
### OCTOBER

**Insertion Orders:** 9/8/09; **Materials:** 9/11/09

ASC, ASA, ASPS

- Single-port Laparoscopy: How Does It Work in Practice?
- Get a Crystal-clear Laparoscopic View
- A Buyer’s Guide to Trocars
- Portable Top Surgical Tables: How Well Do They Work?
- Achieving Great Hernia Outcomes
- What Do You Know About…Surgical Hemostasis
- New Tools for Managing the Difficult Airway
- What’s New in Hypothermia Prevention
- Update on Post-op Pain Management
- Succeeding with Continuous Nerve Blocks
- Products for Challenging Cataract Cases
- Review of Surgical Prep Options
- Thinking of Buying…Anesthesia Services

### NOVEMBER

**Insertion Orders:** 10/13/09; **Materials:** 10/16/09

ASC, ASA, ASPS

- What’s New in GI Scope Reprocessing Systems
- Is It Time to Add Lithotripsy?
- Ophthalmic Operating Microscope Buying Tips
- Materials That Help Reduce Pressure Injury
- Smarter Capital Equipment Purchasing
- Make the Most of Your Facility Management Software
- A Guide to Fluid Waste Disposal Systems
- Opportunities in Reproductive Health Surgery
- 6 Ways to Improve Cataract Surgery Outcomes
- What Do You Know About…Products Treated With Antimicrobials?
- Right-size Your Malpractice Insurance
- Thinking of Buying…High-definition Monitors

### DECEMBER

**Insertion Orders:** 11/9/09; **Materials:** 11/13/09

ASC, ASA, ASPS

- Products to Save Nurses’ Backs
- Selling Staff on Smoke Evacuation Systems
- Tools and Tips for Preventing Sharps Injuries
- Products to Prevent Latex Reactions
- How to Fight Anesthesia Drug Abuse
- Preventing Lateral Violence
- Preventing Slips and Falls
- What Do You Know About…Regional Anesthesia?
- 10 Ways to Cut Your Cataract Case Costs
- Avoid These Pain Management Coding Errors
- What I Saw at the ASA Meeting
- True or False? This Belongs in Red Bag Waste
- Survey on Flexible Scope Maintenance/Repair
- Thinking of Buying…Patient Handling Equipment

### Manager’s Guide to Patient Safety

**Insertion Orders:** 8/31/09; **Materials:** 9/4/09

APIC, AAOS, AORN, ASCRS, ASCA, ACS, ASA, ASPS, New Facility Project Teams, OR Excellence

- How Good Are Your Surgical Site Marking Protocols?
- Prevent Allergic Reactions
- Fire Prevention Practices in the OR
- 12 Tips to Improve Medication Safety
- OR Positioning for Patient Safety
- How We Eliminated Retained Objects
- 5 Patient Warming No-Nos
- Practices for Safe Patient Handling
- Products for Electrosurgery Safety
- How to Neutralize 5 Major Cross-contamination Hazards

### Stocking Stuffer Product & Service Showcase

**Insertion Orders:** 10/5/09; **Materials:** 10/9/09

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