### JANUARY

**Ad Dates**: Insertion Orders: 12/14/09; Materials: 12/18/09

**Special Distribution**

**Featured Articles**
- 7th Annual Salary and Benefits Survey
- 10 Ways to Turn the Economy to Your Advantage
- Is This Good Infection Prevention? Test Your Prepping Knowledge
- Products, Services and Techniques To Help Head Off Staff Drug Addiction
- A Guide to Transcription Options
- Reduce Pressure Ulcers With Proper Positioning
- 15 Pearls for Cataract Case Efficiency
- Best Practices for Right-sizing Anesthesia Supply Costs
- Emergency Checklist: Latex Allergy
- Thinking of Buying … Pathology Services

**Manager’s Guides**

**Manager’s Guide to Building in the New Surgical Economy**

**Product & Service Showcases**

**AAOS/AORN Product and Service Showcase**

**Insertion Orders**: 1/11/10; Materials: 1/15/10

**FEBRUARY**

**Ad Dates**: Insertion Orders: 11/11/10; Materials: 11/15/10

**Special Distribution**

**AAOS**

**Featured Articles**
- What Healthcare Reform Means to You
- Products That Protect Your Staff’s Backs
- Get Great Deals on Refurbished Equipment
- Understanding Your Glove Material Choices
- How to Outfit Your New Orthopedic Room
- Is It Time to Buy a New Flexible Endoscope?
- Your Options in Needle-free IV Sets
- The Case for Mandatory Accreditation of Office Surgery
- Emergency Checklist: Malignant Hyperthermia
- Tools and Techniques for Minimizing Anesthesia Risk for Older Patients
- Thinking of Buying … Anesthesia Carts

**Manager’s Guide to Surgery’s Hottest Technologies**

**Manager’s Guide to**

**AORN**

**Featured Articles**
- How to Outfit Your Spine OR
- The Case for Outsourcing Your Billing
- Do an Audit With Your GPO and Distributor
- Host an Infection Control Fair
- Surgeons’ Perspectives on Why They Use Safety Scalpels
- How to Add Retina Profitably and Efficiently
- Emergency Checklist: Pulmonary Embolism
- What to Look for in Anesthesia Provider Contracts
- Thinking of Buying … An Electrosurgery Unit

**AAOS/AORN Product and Service Showcase**

**Insertion Orders**: 1/11/10; Materials: 1/15/10

**MARCH**

**Ad Dates**: Insertion Orders: 2/1/10; Materials: 2/5/10

**Special Distribution**

**AORN**

**Featured Articles**
- How to Outfit Your Spine OR
- The Case for Outsourcing Your Billing
- Do an Audit With Your GPO and Distributor
- Host an Infection Control Fair
- Surgeons’ Perspectives on Why They Use Safety Scalpels
- How to Add Retina Profitably and Efficiently
- Emergency Checklist: Pulmonary Embolism
- What to Look for in Anesthesia Provider Contracts
- Thinking of Buying … An Electrosurgery Unit

**Manager’s Guides**

**Manager’s Guide to**

**Can You Afford to Be Without These Tools?**
- HD Imaging
- LED Lights
- Wireless Data Management
- OR Dashboards
- Online Benchmarking Services
- Surgical Robots
- Laptop Surgical Ultrasound
- Instrument and People Tracking Technology
- Electronic Medical Record Systems
- Hand Hygiene Compliance Technology
- Sponge Detection Systems
### April

**Ascrs**
- How to Outfit Your New Ophthalmology OR
- Revenue Cycle Management Strategies That Work
- How to Hire a Biomedical Service
- Get Reimbursed for Nerve Blocks Every Time
- New Technology in Surgical Tabletop Surfaces
- Survey: Best Practices for Enterprise Software Use
- Making the Case for Smoke Evacuation
- Emergency Checklist: An SSI Outbreak
- Thinking of Buying … Supraglottic Airway Devices

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**Asca**
- Which HD System Is Right for You?
- Could Turnaround Specialists Have Saved These Facilities?
- What’s New in Orthopedics—A Report From the AAOS Show Floor
- What We Know Now About Preventing TASS
- How to Outfit Your Pain Management OR
- Give Your Facility This Medication Safety Audit
- A Guide to ETCO2 Monitors
- Emergency Checklist: Defibrillation
- How to Conduct a Safety Vascular Access Device Trial
- Thinking of Buying … Pain Pumps

### May

**Ascrs**
- Manager’s Guide to Going Green
- What Surgical Suppliers Are Doing to Go Green
- Why Buy Sustainable, Environmentally-friendly Supplies
- How and Why to Get Your Facility LEED EB Certified
- Equipment and Instruments That Use Less Energy
- Case Studies in Going Green With Bottom-line Benefits
- When Is Refurbished Equipment Green?
- Transitioning to Greener Cleaning Chemicals and Equipment
- Medical Device Reprocessing: Is It Better for the Environment?

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**Asca**
- Manager’s Guide to Infection Control
- The 1-stop Guide to Surgical Skin Preps
- A Review of Surgical Scrub Protocols
- Debunking 5 Surface Disinfection Myths
- Tools & Techniques for Safe Fluid Waste Disposal
- Best Practices for GI Endoscope Reprocessing
- A Guide to Sterilization Indicators
- Super Energy-efficient Sterilizers: Do They Pay Off?
- Barrier Protection: Defending Against Contamination
- Tracing Hypothermia’s Link to SSIs
- Tools for Safe and Effective Flash Sterilization

### June

**Ascrs**
- 2010-2011 Professional Services Platinum Pages

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**Asca**
- Strategies for Managing Your Suture Supply
- 10 Tips for Office-based Anesthesia Safety
- Laundered vs. Disposable Surgical Fabrics
- EMR Countdown: Are You Ready?
- How to Develop a Lap-band Service
- Tips to Manage Your Cataract Case Costs
- Update on Vessel Sealing Technology
- Reader Survey: Surface Disinfection—Products and Practices
- What’s New in Medical Image Management
- Emergency Checklist: OR Fire
- Thinking of Buying … Video Endoscopy Towers
## 2010 Editorial Calendar

### JULY

**Ad Dates**: Insertion Orders: 6/7/10; Materials: 6/11/10

**Special Distribution**

**Featured Articles**
- What's New in Minimally Invasive Surgery
- Fit Out Your Facility for Obese Patients
- Choosing the Best Accreditation Service for You
- Have You Outgrown Your Physical Plant?
- Understanding Lower Back Pain Treatment
- How Compliant Are You With OSHA Standards?
- Poster: A Guide to Surgical Hand Scrubs
- How to Outfit Your New GI Suite
- The Dual-guidance Technique for Regional Anesthesia
- Emergency Checklist: Natural Disaster
- Thinking of Buying … An Ophthalmic Microscope

### AUGUST

**Ad Dates**: Insertion Orders: 7/12/10; Materials: 7/16/10

**Ad Power Issue**

**Featured Articles**
- What's New in Ophthalmology (ASCRS)
- Building an Outpatient Neurosurgery Service
- OR Management Software Buyer's Guide
- How to Keep Fluid Off the Floor
- High-level Disinfection Products for GI
- Better Ways to Manage Your Implant Costs
- 9 C-arm Safety Tips
- Why and How to Add Spine Surgery
- How HD Improved Our Outcomes
- Are You Ready to Add Hip Arthroscopy?
- Update on Stretcher Tables and Chairs
- 5 Winning Hand-hygiene Campaigns
- Emergency Checklist: Sterilization Breach
- Thinking of Buying … Steam Sterilizers

### SEPTEMBER

**Ad Dates**: Insertion Orders: 8/9/10; Materials: 8/13/10

**Manager's Guide to Ambulatory Anesthesia**

**Special Distribution**

**Featured Articles**
- How to Equip a New Laparoscopy Suite
- Understanding Hernia Mesh Materials
- Eco-friendly Fluid Waste Disposal Systems
- Preparing for ICD-10
- Update on Ophthalmic Knives
- Buyer's Guide to Medication Labeling Systems
- What's New in Flexible Endoscopes
- What's New in Surgical Gloves
- Emergency Checklist: Transfer to a Hospital
- How Maintaining Normothermia Can Reduce Infections
- Regional Anesthesia for Adolescents
- Thinking of Buying … Non-steam Sterilizers

### Manager's Guides

**Manager's Guide to New Products for Surgery**

**Ad Dates**: Insertion Orders: 6/1/10; Materials: 6/4/10

**Special Distribution**

**Featured Articles**
- Help Anesthesia Providers Be More Efficient:
  - Warming for Better Throughput & Outcomes
  - Tools for Speedier Airway Management
  - Tips for Better Medication Storage and Delivery
  - New Tools for Efficient Vital-signs Monitoring
  - What’s Needed for Efficient Regional Anesthesia
  - Tips for Better Medication Security
  - Pearls for Pain-pump Success
  - The Benefits of Awareness Monitors
  - Technology for Efficient IV Medication Delivery
  - The New EMR Anesthesia Workstations

### Product & Service Showcases

**ACS/ASA/OR Excellence Showcase**

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**Lessons Learned From Real-life Mistakes:**

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**Stocking Stuffer Product & Service Showcase**

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