2018 EDITORIAL CALENDAR

JANUARY

Ad Dates: Insertion Orders: 12/11/17; Materials: 12/15/17

Special Distribution

Featured Articles
• 2018 Salary Survey
• How to Find a Compounding Partner You Can Trust
• Warming: A Key to Patient Satisfaction?
• 7 Tips for Safer Trendelenburg Positioning
• Thinking of Buying...Rigid Sealed Containers
• What’s New in Cataract Extraction
• We Can Prevent DVT
• Single-Use Instruments—Could They Help You
• 10 Ways To Avoid Cancelled Cases
• 10 Tips for More Successful Spinal Fusions
• What’s New in Hemorrhoid Therapy

FEBRUARY

Ad Dates: Insertion Orders: 1/8/18; Materials: 1/12/18

Special Distribution

Featured Articles
• New Instruments for Mini-laparoscopy
• Optimizing Your Pain Pump Program
• Thinking of Buying...Fluid Waste Management Technology
• Drug Safety: How to Prepare for the New Rules
• New Products for Upper GI Procedures
• How to Fend off C. diff
• How to Succeed With Outpatient Trauma
• How Image Enhancement Works in Practice
• How to Eliminate Duodenoscope Contamination
• 5 Game-Changing Advances in Arthroscopy
• How We Standardized Patient Positioning
• Did Surgical Smoke Cause This Surgeon’s Respiratory Problems?
• 10 Tips for Total Hip Efficiency
• The Economics of Pupillary Dilation
• Can You Pass This Prepping Quiz?

MARCH

Ad Dates: Insertion Orders: 2/12/18; Materials: 2/16/18

Special Distribution

Featured Articles
• What’s New in Prefilled Syringes
• Update on Pre-op Nutrition
• Reader Survey on Post-op Pain Management
• How We Implemented MRSA Screening
• What’s New In Bronchoscopy
• Update on Pre-Admission Software
• Reader Survey on Employee Safety
• Update on MIGS Procedures
• How to Build an MH Protocol
• How to Prevent Violence in the Surgical Facility
• Thinking of Buying...Video Laryngoscopes
• Technology for the Growing Reporting Burden
• Technology for Easier Normothermia Maintenance

Special Issues
Manager’s Guide to Megatrends in Surgery

Ad Dates: Insertion Orders: 12/4/17; Materials: 12/8/17

Special Distribution

Featured Articles
• Pushing the Limits of What Surgeons Can See
• How and Why Outpatient Surgery is Taking Over
• The Incredible Shrinking Incision
• Can We End Cross-Contamination?
• The Robots are Coming!
• The New Economic Imperative of Patient Safety
• “Patient Centered:” The New Watchword in Healthcare
• Can We Eliminate Post-op Pain?
• What’s the Future of Pay for Performance?
• Where Are We Going With 3D Printing?
• The Promise of Virtual and Augmented Reality

Innovations in Surgery Supplement

Ad Dates: Insertion Orders: 1/1/18; Materials: 1/5/18

Special Distribution

Featured Articles
• Idea Book for Your New Surgery Facility
• How to Outfit for Outpatient Orthopedics
• How to Outfit for Abdominal Surgery
• How to Outfit for Outpatient Spine
• How to Outfit for Chronic Pain
• How to Outfit for ENT
• How to Outfit for Ophthalmology
• How to Outfit for GI
• Technology for Super-Efficient ORs
• Designing Green
• Choosing Your Professional Advisers
• 10 Tips for Designing Your Central Sterile Department
• How to Get the Best Video System for the Dollar

Manager’s Guide to New Construction

Ad Dates: Insertion Orders: 2/5/17; Materials: 2/9/18

Special Distribution

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APRIL
Insertion Orders: 3/12/18; Materials: 3/16/18
ASCRS, ASCA
- We’re “Just Saying No” to Retained Objects
- How Could These Wrong-Site Surgeries Have Been Prevented?
- Create the Perfect Cataract Experience
- New Technology in Wound Care
- Thinking of Buying...Medication Safety Technology
- 5 Tips on Using Patient Financing
- New Alternatives to Phacoemulsification
- 5 Ways to Improve Specimen Handling
- How We Do High-BMI Patients in our ASC
- Hernia Mesh and Patient Satisfaction: What the Research Says
- Can We Make Smoke Evacuation the Law of the Land?
- Update on GERD Treatments
- How We Aced Our Accreditation Survey

MAY
Insertion Orders: 4/9/18; Materials: 4/13/18
ASCRS, ASCA
- What’s New in Scarless Surgery
- The Anatomy of a Compounding Lab
- What I Saw at AAOS
- The Financial Case for Adding Therapeutic Lasers
- Cool New Monitor Features to Consider
- New Options in Fluid Waste Disposal
- How to Grow Your Spine Surgery Service
- The Brave New World of Total Joint Reimbursement
- Reader Survey on Outsourcing
- Common Sense Pressure Injury Prevention
- How to Do Outpatient Liver Resection
- How to Optimize Your CNB Program
- Would Vendor Bundling Offers Work for You?
- How We Improved Our Patient Experience Scores

JUNE
Insertion Orders: 5/14/18; Materials: 5/18/18
ASCRS, ASCA
- SAGES Report: What’s New in MIS?
- Q&A on Prefilled Syringes
- Difference Makers in Infection Control
- The Case for Laser Cataract Surgery
- DDW Report: What’s New in GI
- Your Options in Sterile Instrument/Implant Sets
- Do Checklists Really Work? They Do in Our Facility
- This Strategy Cut Our Sharps Injuries in Half
- What’s New in Bone Graft Materials
- Should You Add an OR Integration System?
- How to Pick a Patient Survey Firm
- What’s New in Vein Surgery

Manager’s Guide to Hot Technology
Insertion Orders: 3/5/18; Materials: 3/9/18
ASCRS/ASCA/APIC/ORX/ASA/AAHKS/AAOSS/AORN
- What’s New in MIS Robots and Robot Alternatives
- New Developments in Anesthesia and Pain Control
- Eying the New Combo Electrosurgery Technologies
- Update on Single-Use Scopes, Power Tools and Instrument Sets
- What’s New in ENT Image Guidance
- What’s New in Diagnostic Endoscopy
- What’s New in Whole-Room Disinfection
- What’s New in Reprocessing
- New Developments in Cataract Surgery
- Could Handheld Imaging Work in Your Facility?
- Technology for Better Total Joints Outcomes
- Arthroscopic Joint Preservation Technology
- How to Choose a Patient Communication Program
- What’s New in Surgical Video

Manager’s Guide to Infection Control
Insertion Orders: 4/2/18; Materials: 4/6/18
ASCRS/ASCA/APIC/ORX/ASA/AAHKS/AAOSS/AORN
- 5 Keys to Stopping the Spread of MRSA
- New Tools to Combat Biofilm
- How to Implement the New CDC Guidelines
- Better Ways to Manage Loaner Instruments
- Your Flexible Endoscopes Are Not Clean
- How We Standardized Skin Prepping
- The Unacceptable Cost of Preventable SSIs
- Audit your OR Disinfection Process
- Strategies for Preserving Normothermia
- The Double Gloving Imperative
- Perfecting Your Rigid Container Protocols
- Your Options in Low-Temperature Sterilization

Game Changers in Surgery Supplement
Insertion Orders: 5/7/18; Materials: 5/11/18
APIC/ORX/ASA/AAHKS/AORN/ASCRS/ASCA
- Give our readers an in-depth view of your product/service with this powerful supplement. You’ll get a 2-page spread for the price of a 1-page ad in our regular issue. Display an ad on one side and content (whitepaper, testimonial, success stories, etc.) on the other. The issue is packaged with our magazine, and your ad will also appear on our popular “Did You See This” portal. We even distribute the issue at the large surgical shows listed above!
**2018 EDITORIAL CALENDAR**

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Manager's Guide to Staff and Patient Safety

Insertion Orders: 9/3/18; Materials: 9/7/18

**ASA, AAHKS**

- Are You Meeting the Patient Warming Standard of Care?
- What's New in Medication Safety Technology
- "Must-Haves" for Your MH Cart
- We Conquered Our Sharps Safety Problem
- Let's Stamp Out Patient Falls
- How We Solved Our Surgical Smoke Problem
- Technology for Better Radiation Safety
- How to Virtually Eliminate OR Pressure Injuries
- Achieving No Objects Left Behind
- Products to Keep the OR Floor Dry
- Are You Choosing the Right Personal Protective Gear?
- Get 100% Compliance With Your Safety Checklist
- So You’re Ready to Go Latex-Free?

The Big Book of Surgery Supplement

Insertion Orders: 11/5/18; Materials: 11/9/18

**ASA, AAHKS**

- Make sure your product or service is included in this compilation of the most important offerings of 2018. The Big Book of Surgery will come polybagged with the December issue and receive extra distribution at eight different surgical meetings!