

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%	News79.0%	Peer Profiles70.80%
Clinical..... 70.20%	Products65.40%	Regulatory73.80%
Events..... 71.40%	Facility Profiles67.70%	Research67.20%
Services 71.30%	Technology 75.20%	



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

Local Contact: Pamela Harris, Publisher 501.247.9189

MedicalNews

MEMPHISMEDICALNEWS.COM | WESTTNMEDICALNEWS.COM