

EDITORIAL CALENDAR

2009 ● recruitment advertising deadlines

ADVANCE FOR DIRECTORS IN
Rehabilitation

JANUARY

AD DEADLINE: 12/23/08

BONUS DISTRIBUTION: American Physical Therapy Association-Combined Sections (APTA-CSM)

- Hand Therapy: Carpal Tunnel Syndrome
- Pain Points: Complementary/Alternative Medicine (Biofeedback, Acupuncture)
- In the Game: Cardiovascular Screenings
- Focus on Stroke: Treating Young Adults
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column: Expert Advice on Coding Issues
- Equipment Spotlight: Bariatric Rehab
- Patient Handout: Lymphedema
- Clinician's Guide: Pilates
- BOTOX Applications
- Cystic Fibrosis
- Pediatric Dysphagia
- Spinal Cord Injuries and Ventilator Dependence

FEBRUARY

AD DEADLINE: 1/28

BONUS DISTRIBUTION: American Academy of Orthotists and Prosthetists (AAOP)

SPECIAL ORTHOSES AND PROSTHESES FOCUS

ORTHOTIC AND PROSTHETIC BUYERS GUIDE

- On Mobility: Seating Systems
- In the Game: Martial Arts Injuries
- Focus on O&P: Phantom Pain
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight: Basic Equipment Needs to Utilize Space
- Patient Handout: Fibromyalgia
- Clinician's Guide: Iontophoresis Applications
- Skin Care and Prosthetics
- Vacuum Suspension Systems
- Microprocessor-controlled Prostheses
- Vision Testing
- Deep Vein Thrombosis

MARCH

AD DEADLINE: 2/25

BONUS DISTRIBUTION: Medtrade Spring

CORPORATE PROFILES

PRACTICE MANAGEMENT SOFTWARE BUYERS GUIDE

- Hand Therapy: Traumatic Hand/Finger Injuries
- Pain Points: Pain Management for Burn Scarring
- In the Game: Lacrosse Injuries
- Focus on Gait & Balance: Gait Dysfunction and Neurological Disease
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight: Massage Tools
- Patient Handout: Pressure Sores
- Clinician's Guide: Laser Therapy
- Vision Testing
- Treating Pelvic Pain
- Shoulder Replacement and Rehab
- Taping and Bracing Options for Athletes
- Ergonomic Work Stations

APRIL

AD DEADLINE: 3/25

BONUS DISTRIBUTION: American Occupational Therapy Association (AOTA)

INCONTINENCE BUYERS GUIDE

- On Mobility: Automobile Adaptations and Lifts
- In the Game: Core Strengthening (Pilates)
- Focus on Stroke: Aquatics for Stroke Treatment
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight
- Patient Handout: Lower Back Pain
- Clinician's Guide: Sensory Integration
- Vibration Therapy for Different Patient Populations
- Emerging Technologies for Acquired Brain Injury (ABI)
- Compression Neuropathies (Carpal Tunnel Syndrome, Cubital Tunnel Syndrome)

MAY

AD DEADLINE: 4/22

BONUS DISTRIBUTION: American Physical Therapy Association (APTA)

MODALITIES BUYERS GUIDE

- Hand Therapy: Reflex Sympathetic Dystrophy
- Pain Points: Interdisciplinary Pain Management
- In the Game: Foot and Ankle Rehab
- Focus on O&P: Upper Extremity Orthoses
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight: Incontinence Options
- Patient Handout: Aquatic Therapy
- Clinician's Guide: Trigger Point Pain
- Spinal Cord Injury Rehab (Biofeedback, Cortical Stimulation, Body-weight Supported Treadmill Training)
- Gait Retraining

JUNE

AD DEADLINE: 5/27

BONUS DISTRIBUTION: National Athletic Trainers' Association (NATA)

SPECIAL SPORTS MEDICINE ISSUE

- On Mobility: Sport-specific Wheelchairs
- In the Game: Treating Triathletes (shoulder, knee, ankle, back injuries)
- Focus on Gait & Balance: Fall Prevention
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight: Billing/Software Options
- Clinician's Guide: Vibration Therapy
- Lower Extremity Overuse Injuries (Plantar Fasciitis)
- Laser/Light Therapy for Sports Injuries
- Aquatics for Sports Training
- TBI and Post-traumatic Stress Disorders
- Rehab for Developmental Disorders in Adolescents

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JULY

AD DEADLINE: 7/2

AQUATICS BUYERS GUIDE

- Hand Therapy: Therapy for Arthritis
- Pain Points: Neuropathic Pain
- In the Game: Lower Extremity Orthoses in Sports
- Focus on Stroke: Managing Foot Drop
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight: Industrial Medicine/Ergonomic Equipment
- Patient Handout: Upper Extremity Stroke Rehab
- Clinician's Guide: Bariatric/Obesity Care
- Managing Dysphagia
- Pelvic Floor Dysfunction
- Building Pilates Programs

AUGUST

AD DEADLINE: 7/31

MOBILITY BUYERS GUIDE

- On Mobility: Overuse Injuries
- In the Game: Rotator Cuff Tears
- Focus on O&P: Lower Extremity Orthoses
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight: Heat-based Modalities
- Patient Handout: Lower Extremity Stroke Rehab
- Clinician's Guide: Wound Care Options
- Massage Therapy for Chronic Pain
- Modalities for Muscle Healing (Diathermy, Ultrasound)
- Sensory Integration

SEPTEMBER

AD DEADLINE: 9/4

BONUS DISTRIBUTION: Medtrade Fall CARDIOVASCULAR AND STRENGTH TRAINING EQUIPMENT BUYERS GUIDE

- Hand Therapy: Splinting Options
- Pain Points: Chronic Pain
- In the Game: Managing Diabetic Athletes
- Focus on Gait & Balance: Gait Mapping and Tracking
- Doing Business: Business Issues Relevant to Private Practitioners
- Coding Clues Column
- Equipment Spotlight: Infection Control
- Patient Handout: Traumatic Brain Injury (TBI)
- Clinician's Guide: Options for Safe Patient Transfers
- Wellness and the Aging Population (Incontinence)
- Industrial Medicine and Return to Work Programs
- Footdrop

OCTOBER

AD DEADLINE: 10/2

BONUS DISTRIBUTION: American Association of Homes & Services for the Aging (AAHSA); American Academy of Physical Medicine and Rehabilitation (AAPM&R)

- On Mobility: Proper Fitting for Mobility (Powered, Manual and Standers)
- In the Game: Patellofemoral Syndrome
- Doing Business: Electronic Medical Records
- Coding Clues Column
- Equipment Spotlight: Assistive Technology (ADLs, Walkers/Canes, Reachers)
- Focus on Stroke: New Treatments and Therapies for Stroke
- Patient Handout: Osteoporosis
- Clinician's Guide: Type 2 Diabetes
- Arthritis
- Exercise Options for Seniors
- Balance Disorders

NOVEMBER

AD DEADLINE: 10/30

BONUS DISTRIBUTION: American Physical Therapy Association-Private Practice Section (APTA-PPS); American Speech-Language Hearing Association (ASHA)

- Hand Therapy: Hand and Wrist Ailments
- Pain Points: Chronic Pain Treatments
- In the Game: TBI, Concussions and Head Injuries
- Focus on O&P: Prosthetic Innovations
- Doing Business: Profile of the Best PT Practice Award Winner
- Coding Clues Column
- Equipment Spotlight: Options for Resistive Exercises
- Clinician's Guide: Gait
- Managing Dysphagia
- Therapy for Speech Disorders
- Pilates for Back Pain
- Lymphedema
- Treating Pressure Ulcer

DECEMBER

AD DEADLINE: 11/27

ANNUAL BUYERS GUIDE

1. Alphabetical Listing
 2. Categorical Listing
- Urinary Incontinence
 - Neck Pain
 - Frozen Shoulder
 - Focus on Gait & Balance: Biomechanical Principles of Gait Deviation
 - Doing Business: Business Issues Relevant to Private Practitioners

Article topics & conference issues are subject to change without notification.

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