

EDITORIAL CALENDAR

2009 ● recruitment advertising deadlines

advance for
Long-Term Care
Management

JANUARY/FEBRUARY ISSUE

AD DEADLINE: 1/2/09

BUYERS GUIDE: INCONTINENCE

Special Feature: Corporate Portfolios
Architecture & Design: Technology & Design (Safety, IT)
Billing & Reimbursement: Timely Billing & Reimbursement Issues
Clinical Care: Medication Management Part 1
Management: Operational Management Tools
Finance: Loans
Law Center: Legal and Ethical Issues
Wellness: Cardio Conditioning/Exercising
Resident Health: Infection Control and Clostridium Difficile
Safety: Balance Training
Skin & Wound Care: Pressure Relief
Technology: EMR
Clinician Guide: Handling Bariatric Patients
Patient Handout: Fall Management
Clinical Clip: Wandering
Clinical Clip: Pilates

MARCH/APRIL ISSUE

AD DEADLINE: 2/27

BONUS DISTRIBUTION: Medtrade Spring, AAHSA Spring

BUYERS GUIDE: WELLNESS

Feature: Diabetes Management
Architecture & Design: Design Lessons for CCRCs
Billing & Reimbursement: Timely Billing & Reimbursement Issues
Clinical Care: Medication Management Part 2
Law Center: Risk Management
Management: Outsourcing
Resident Health: Stroke Specialization Standards
Safety: Staff and Resident Safety
Skin & Wound Care: What's New in the Wound Care Formulary
Technology: Clinical & Financial Software with Sidebar on Rehab Software
Wellness: Pilates
Patient Handout: Infection Control
Clinician Guide: Falls
Clinical Clip: Exercise

MAY/JUNE ISSUE

AD DEADLINE: 4/10

BONUS DISTRIBUTION: ACHCA, ALFA, NADONA

BUYERS GUIDE: IT

Feature: Disaster Preparedness
Architecture & Design: Energy-Efficient Design
Billing & Reimbursement: Timely Billing & Reimbursement Issues
Clinical Care: Infection Control and MRSA Part 1
Finance: Refinancing
Law Center: Legal Issues
Resident Health: Nutraceuticals and Supplements
Safety: Bath Safety
Skin & Wound Care: Wound Management
Technology: Technology for Wound Care
Wellness: Wellness in Intergenerational Programs
Patient Handout: Cardiac Rehab
Clinician Guide: Medication Management
Clinical Clip: Bariatric
Clinical Clip: Ventilation

DON SPECIAL EDITION

AD DEADLINE: 5/15

BONUS DISTRIBUTION: NADONA

BUYERS GUIDE: INFECTION CONTROL

Patient Handout: Stroke Rehab
Business Case for Wellness (including Pilates), Incontinence and UTI Prevention
IT: Quality through Clinical Informatics
Meeting CARF-CCAC Standards for Dementia
Skin & Wound Care
Bed Safety
Patient Handling
Training and Education

JULY/AUGUST ISSUE

Ad Deadline: 7/10

ANNUAL BUYERS GUIDE

Wound Care Management
Clinical Care: Infection Control and MRSA Part 2
Incontinence
Wandering
Pressure Ulcers
EMR Update
Outsourcing Overview, including Staffing
Clinical Clip: Medication Management
Patient Handout: Diabetes
Clinician Guide: Bed Entrapment
Clinical Clip: Aquatics

SEPTEMBER/OCTOBER ISSUE

AD DEADLINE: 9/18

BONUS DISTRIBUTION: AAHSA, Medtrade, AHCA

BUYERS GUIDE: SKIN & WOUND CARE

Architecture & Design: Furnishing Your Facility
Billing & Reimbursement: Billing and Reimbursement Issues
Clinical Care: Bariatrics
Law Center: Legal Issues
Management: Training Your Staff
Resident Health: Fall Management
Safety: Preventing Resident Abuse
Skin & Wound Care: Diabetic Skin Care
Technology: Rehab Software
Wellness: Strength Training
Patient Handout: Medication Management
Clinician Guide: Bath Safety
Clinical Clip: Clinical and Financial Software

ADMIN SPECIAL EDITION

AD DEADLINE: 10/16

BONUS DISTRIBUTION: AAHSA

Recruitment and Retention
Liability
Patient Safety
Technology & Documentation
Finance
Redesign on a Budget
Outsourcing Services
Business Case for Efficient Care of Chronic Conditions, such as Wounds/Incontinence
Clinician Guide: Staff Safety
Patient Handout: Pain Management

NOVEMBER/DECEMBER ISSUE

AD DEADLINE: 11/27

BUYERS GUIDE: SAFETY

Buyers Guide Mini Pull-Out: Bath Safety
Feature: Dementia
Architecture & Design: Outdoor Environments for Active Aging
Billing & Reimbursement: Billing and Reimbursement Issues
Clinical Care: Incontinence
Finance: Financial Management
Management: Risk Management
Law Center: Legal Issues
Resident Health: Glucose Monitoring
Safety: No-Lift Policies
Skin & Wound Care: Dressings
Technology: Pharmacy Technology
Wellness: Incorporating a Wellness Program
Patient Handout: Aquatics Therapy/Rehab
Clinician Guide: Reimbursement Updates
Clinical Clip: Pilates
Clinical Clip: Staff Training

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

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