

# HealthLeaders 2021 EDITORIAL CALENDAR

| DATE                                                              | TOPIC                                                                                                                                                                                                                                                                                                                                                     | KEYWORDS                                                                   | INDUSTRY FOCUS                     | INTELLIGENCE REPORTS   | TRENDING TECHNOLOGIES             |
|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------|------------------------|-----------------------------------|
| <b>JAN/FEB</b><br>Reserve By: 1/04/21<br>Materials Due: 1/12/21   | <b>Navigating the Price Transparency Rule</b><br>Even with the January 1 price transparency rule from CMS, hospitals and health systems aren't taking the same approach. This story will look at three approaches to and strategies for price transparency and how they fit (or don't) into the CMS rule.                                                 | Pricing, transparency, regulations, healthcare reform, finance             | Managing in a Time of Uncertainty  | Value-Based Care       |                                   |
| <b>MAR/APR</b><br>Reserve By: 2/01/21<br>Materials Due: 3/09/21   | <b>Telehealth: What's New and What's Next</b><br>While telehealth went mainstream during the pandemic, innovative healthcare systems are already further advancing the practice. What technology, devices, and strategies are fueling these advances? What barriers still remain? This article will look at the next wave of telehealth innovation.       | Telehealth, hospital at home, innovation, remote care, technology          | The Digital Consumer               |                        | Telehealth                        |
| <b>MAY/JUN</b><br>Reserve By: 4/29/21<br>Materials Due: 5/07/21   | <b>Hospital at Home</b><br>During the coronavirus pandemic, demand for home-based medical care has spiked and some health systems have launched new Hospital at Home programs. This story will focus primarily on how to operate a successful Hospital at Home program.                                                                                   | Physician, nurse, home care, remote monitoring, clinical care, acute care  | Social Determinants of Health      | Price Transparency     |                                   |
| <b>JUL/AUG</b><br>Reserve By: 6/30/21<br>Materials Due: 7/09/21   | <b>Private Equity: Friend or Foe?</b><br>In recent years, private equity firms have made strategic inroads in the healthcare sector, primarily focusing on physician practices. As part of their business model, the goal is to maximize profit in a short period of time. But what does that mean for healthcare and providing quality care to patients? | Finance, investing, physicians, business strategy, costs, patient outcomes | Revenue Cycle/ Financial Stability | Mergers & Acquisitions | Rev Cycle                         |
| <b>SEPT/OCT</b><br>Reserve By: 9/01/21<br>Materials Due: 9/10/21  | <b>Creating a Diverse C-Suite and Workforce</b><br>This story will focus on health systems and hospitals who are intentional about creating a diverse workforce and C-suite, and how they have successfully done it. This article will also explore the role of chief diversity and inclusion officer as part of the C-suite.                             | Diversity, inclusion, workforce, C-suite, strategy                         | Hospital Workforce Trends          |                        | Clinical Workflow/ Communications |
| <b>NOV/DEC</b><br>Reserve By: 10/28/21<br>Materials Due: 11/05/21 | <b>Combating Burnout</b><br>This story will focus on individual and organizational strategies to address burnout, leadership approaches to addressing burnout, and how to prioritize approaches to tackling burnout.                                                                                                                                      | Burnout, physicians, nurses, workforce, organizational strategies          | Automation & AI                    | Telehealth             | ED                                |

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