

2022 EDITORIAL CALENDAR

Date	Topic – Cover	Keywords	Intel Report
JAN/FEB	<p>Best Innovations In Healthcare Marketing</p> <p>Savvy healthcare marketing leaders are finding fresh ways to attract new patients to hospitals and healthcare systems and instill brand loyalty. This story will focus on the best innovations in healthcare marketing that are proven to enhance patient access and experience outcomes.</p>	Marketing, branding, innovation, patient access, patient experience, automation	Q1 – Social Determinants of Health
MAR/APR	<p>Your Financial Road Map in an Uncertain Future</p> <p>The past several years have been rife with rising supply costs, continued labor shortages, rapid IT changes and costs, cybersecurity threats, and money pouring into healthcare ventures rather than into health systems, all causing financial instability at healthcare organizations. This story will explore the opportunities that healthcare financial leaders will use to navigate past these challenges and find growth and sustainability.</p>	Revenue diversification, capital conservation, cost containment, M&A, AI/automation, digital health, supply chain	
MAY/JUN	<p>Stop Workforce Shortages</p> <p>Combating staffing shortages in healthcare is no easy task. That’s why healthcare human resources leaders are getting creative and focusing on multiple strategies to fill labor shortages. In this story, leaders will share successful solutions to keep their organizations staffed.</p>	Workforce, culture, staffing pipelines, succession planning, career development, AI	Q2 – Value-Based Care Readiness
JUL/AUG	<p>Make Your Data Actionable</p> <p>Massive amounts of healthcare data are collected in the electronic medical records. But what are healthcare organizations to do with this data to make an impact on patient care, and even help with revenue? This cover story will talk to healthcare leaders who have found success in harnessing their data.</p>	EHR, interoperability, predictive analytics, clinical workflow, data monetization	Q3 – Mergers & Acquisitions
SEPT/OCT	<p>Best Tech in the Rev Cycle</p> <p>Revenue Cycle leaders are constantly looking for ways to make the revenue cycle more efficient, because with more efficiency means more money collected for the healthcare organization. In this cover story, HealthLeaders looks at the “best in technology” for revenue cycle processes, specifically looking at what problem each technology solves, and the outcomes realized.</p>	Revenue cycle, technology, workflow efficiencies	
NOV/DEC	<p>The Business Case for Clinician Wellness</p> <p>Addressing clinician wellness is crucial for keeping an engaged workforce and patients safe. It also has financial repercussions to a healthcare organization because of turnover and lawsuits. This story will treat on how healthcare systems must make physician and nurse wellness a top priority to keep their organizations viable. One of the most prevalent issues to consider about physician and nurse wellness is burnout. Some nurse leaders will say that hospitals and health systems haven’t even begun to see the emotional fall-out that the pandemic caused nurses. This story will explore the keys to keeping clinicians well.</p>	Well-being, mental health, finance, workplace violence, work-life balance, EHR, resilience training	Q4 – Digitization of Healthcare