

Materials Management in Health Care

Editorial Calendar



2010

www.MatManMag.com

2010 Editorial Calendar

MATERIALS
MANAGEMENT IN HEALTH CARE



Materials Management in Health Care is an American Hospital Association publication and is the only publication in the field that focuses on supply chain solutions designed to improve quality, efficiency and patient safety. *MMHC* provides insights on how materials managers, central service/sterile processing, OR managers, nurse executives and infection control specialists are working with their supply chain partners to improve performance.

Ranked as the field's most trusted publication by supply chain executives, *MMHC* delivers strategic content alliances with the two leading associations:

- **Association for Healthcare Resource & Materials Management (AHRMM)**
- **International Association of Healthcare Central Service Materiel Management (IAHCSMM)**

The collaborative effort offers advertisers and sponsors unique opportunities for original editorial and proprietary survey projects.

Complimentary Digital Edition



Each print issue of *MMHC* is also sent out to subscribers in a digital (PDF) format and posted on the *MMHC* Web site (www.MatManMag.com). Access to current and back issues of *MMHC Digital Edition* is unrestricted, and health care executives can choose to receive a complimentary digital subscription in addition to their print subscription. The *Digital Edition* has the same content as the print edition, but offers readers additional benefits. Advertisers enjoy enhancement and sponsorship options not available in a print format.



Reader Benefits:

- Issues accessible up to two weeks earlier
- Embedded "live" Web site and E-mail links
- Keyword and phrase search within current and archived issues
- Electronic sharing and forwarding capability
- Anywhere, anytime online access

Advertiser Benefits:

- Longer and broader campaign visibility through Internet access and archived issues
- Electronic text and graphics links enable immediate customer access to company and product information
- Flash and rich-text media display ad upgrades add impact and visibility
- Additional sponsorships and charter advertising packages provide new exposure options

For additional information, please refer to the *MMHC Advertising & Marketing Programs* brochure.

2010 Editorial Calendar

	January Ad Close 12/10/09 Ad Mat'l 12/18/09	February Ad Close 1/11/10 Ad Mat'l 1/20/10	March Ad Close 2/10/10 Ad Mat'l 2/19/10	April Ad Close 3/10/10 Ad Mat'l 3/18/10	May Ad Close 4/12/10 Ad Mat'l 4/20/10	June Ad Close 5/10/10 Ad Mat'l 5/18/10
OR/Nursing	<ul style="list-style-type: none"> Eliminating Never Events 	<ul style="list-style-type: none"> Wound Care³ 	<ul style="list-style-type: none"> Inventory Management 	<ul style="list-style-type: none"> Medical Device Safety³ 	<ul style="list-style-type: none"> Case Cart Management 	<ul style="list-style-type: none"> Barrier Protection
Infection Control	<ul style="list-style-type: none"> Reducing VAP 	<ul style="list-style-type: none"> Data Mining 	<ul style="list-style-type: none"> Reducing HAIs 	<ul style="list-style-type: none"> Instrument Sterilization 	<ul style="list-style-type: none"> Environmental Hygiene 	<ul style="list-style-type: none"> MMHC/APIC Influenza Survey
Materials Management	<ul style="list-style-type: none"> Pandemic Planning AHRMM News¹ 	<ul style="list-style-type: none"> Nursing Collaboration AHRMM News¹ 	<ul style="list-style-type: none"> Dashboard: Performance Reporting AHRMM News¹ 	<ul style="list-style-type: none"> Storeroom Optimization AHRMM News¹ 	<ul style="list-style-type: none"> Strategic Sourcing AHRMM News¹ 	<ul style="list-style-type: none"> Capital Equipment AHRMM News¹
Central Service/ Sterile Processing	<ul style="list-style-type: none"> Boosting Throughput IAHCSMM Report² 	<ul style="list-style-type: none"> IAHCSMM Report² 	<ul style="list-style-type: none"> IAHCSMM Report² 	<ul style="list-style-type: none"> Flexible Endoscopes IAHCSMM Report² 	<ul style="list-style-type: none"> IAHCSMM Report² 	<ul style="list-style-type: none"> Certification Standards IAHCSMM Report²
Special Opportunities						<ul style="list-style-type: none"> MMHC/APIC Influenza Survey
Advertiser Options and Reader Ad Studies	<ul style="list-style-type: none"> Editorial Foldout Case Study Custom Roundtable Report 	<ul style="list-style-type: none"> Editorial Foldout Case Study Custom Roundtable Report 	<ul style="list-style-type: none"> Editorial Foldout Case Study Ad Study Issue 	<ul style="list-style-type: none"> Editorial Foldout Case Study Custom Roundtable Report 	<ul style="list-style-type: none"> Editorial Foldout Case Study Custom Roundtable Report 	<ul style="list-style-type: none"> Editorial Foldout Case Study Custom Roundtable Report Infection Control Survey
Bonus Distribution*	<ul style="list-style-type: none"> Health Forum/AHA Health Care Rural Leadership Conference: Phoenix, AZ February 7 - 10 	<ul style="list-style-type: none"> Healthcare Information and Management Systems Society (HIMSS) Annual Conference: Atlanta, GA March 1 - 4 ASHE's International Conference and Exhibition on Health Facility Planning, Design and Construction (PDC): San Diego, CA March 14 - 17 Association of periOperative Registered Nurses (AORN) Annual Congress: Denver, CO March 14 - 17 	<ul style="list-style-type: none"> American Organization of Nurse Executives (AONE) Annual Conference: Indianapolis, IN April 9 - 13 	<ul style="list-style-type: none"> AHA Annual Membership Meeting: Washington, DC April 25 - 28 International Association of Healthcare Central Service Material Management (IAHCSMM) Annual Conference: San Diego, CA May 2 - 5 	<ul style="list-style-type: none"> Healthcare Financial Management Association (HFMA) Annual National Institute: Nashville, TN June 20 - 23 	<ul style="list-style-type: none"> Association for Professionals in Infection Control (APIC) Annual Educational Conference: New Orleans, LA July 11 - 15 American Society for Healthcare Engineering (ASHE) Annual Conference and Exhibition: Tampa, FL July 11 - 14

1 = Association for Healthcare Resource & Materials Management
 2 = International Association of Healthcare Central Service Materiel Management
 3 = The ECRI Institute
 * Subject to Change

2010 Editorial Calendar

	July Ad Close 6/10/10 Ad Mat'l 6/18/10	August Ad Close 7/12/10 Ad Mat'l 7/20/10	September Ad Close 8/10/10 Ad Mat'l 8/18/10	October Ad Close 9/10/10 Ad Mat'l 9/20/10	November Ad Close 10/11/10 Ad Mat'l 10/19/10	December Ad Close 11/10/10 Ad Mat'l 11/18/10**
OR/Nursing	<ul style="list-style-type: none"> • Patient Safety • AHRMM News 	<ul style="list-style-type: none"> • Disposing of Medical Equipment 	<ul style="list-style-type: none"> • Patient Temperature Management 	<ul style="list-style-type: none"> • Reducing Infections 	<ul style="list-style-type: none"> • Managing Implant Costs 	
Infection Control	<ul style="list-style-type: none"> • Bloodstream Infections 	<ul style="list-style-type: none"> • Hand Hygiene 	<ul style="list-style-type: none"> • Improving Detection 	<ul style="list-style-type: none"> • <i>C. Difficile</i> 	<ul style="list-style-type: none"> • Sharps Safety 	
Materials Management	<ul style="list-style-type: none"> • <i>Most Wired</i> Survey Results • Value Analysis³ • AHRMM News¹ 	<ul style="list-style-type: none"> • Managing Physician Preference Items • AHRMM News¹ 	<ul style="list-style-type: none"> • Maximizing GPO Value • AHRMM News¹ 	<ul style="list-style-type: none"> • Harzard and Recall Management³ • AHRMM News¹ 	<ul style="list-style-type: none"> • Improving Customer Satisfaction • AHRMM News¹ 	
Central Service/ Sterile Processing	<ul style="list-style-type: none"> • IAHCSSM Report² 	<ul style="list-style-type: none"> • IAHCSSM Report² 	<ul style="list-style-type: none"> • IAHCSSM Report² 	<ul style="list-style-type: none"> • IAHCSSM Report² 	<ul style="list-style-type: none"> • IAHCSSM Report² 	
Special Opportunities	<ul style="list-style-type: none"> • Supply Chain Survey 					
Advertiser Options and Reader Ad Studies	<ul style="list-style-type: none"> • Editorial Foldout • Case Study 	<ul style="list-style-type: none"> • Editorial Foldout • Case Study • Custom Roundtable Report 	<ul style="list-style-type: none"> • Editorial Foldout • Case Study • Custom Roundtable Report 	<ul style="list-style-type: none"> • Editorial Foldout • Case Study • Custom Roundtable Report 	<ul style="list-style-type: none"> • Editorial Foldout • Case Study 	
			Ad Study Issue			
Bonus Distribution*	<ul style="list-style-type: none"> • Health Forum and the American Hospital Association's Leadership Summit: San Diego, CA July 22 - 24 • Association for Healthcare Resource & Materials Management (AHRMM) Annual Conference: Denver, CO August 1 - 4 	<ul style="list-style-type: none"> • Society for Healthcare Strategy and Market Development (SHSMD) Annual Educational Conference and Exhibits: Chicago, IL September 12 - 15 	<ul style="list-style-type: none"> • American Society for Healthcare Environmental Services (ASHES) Annual Conference: Nashville, TN September 26 - 30 • American Society for Healthcare Risk Management (ASHRM) Annual Meeting and Educational Conference: Tampa, FL October 13 - 16 	<ul style="list-style-type: none"> • Healthcare Design Conference: Las Vegas, NV November 13 - 17 		

Data Reference & Buyers' Guide:
Trends in Health Care
 Annual data reference guide packed with the latest surveys and data on health care facilities. Topics include:

Supply chain:
 Important changes in purchasing, including supply chain issues and technologies, pricing trends and quality challenges.

Infection control:
 Health care-associated infection challenges and solutions, including effective practices, hygiene methods, materials selection and regulatory compliance.

Construction: Key issues and players in the hospital building market, including data on new construction, renovation, top-performing regions and major architectural firms.

Green operations:
 Trends in environmentally friendly engineering and housekeeping, including energy management, water conservation, cleaning and waste management.

2011 Buyers' Guide
Annual Buyers' Guide, a comprehensive listing of companies offering products and services.

Plus, Advertiser Options:

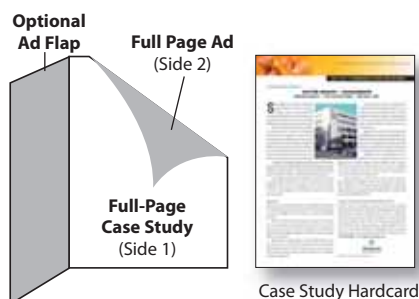
- Editorial Foldout
- Case Study
- Custom Roundtable Report

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 ** Company Listing materials due 10/18



AHRMM Supply Chain Strategies & Solutions
 A 4-color, 8" x 10.75" newsletter for the 4,000 members of the Association for Healthcare Resource & Materials Management of the American Hospital Association. It covers news and articles of interest to supply chain decision-makers and is published six times a year. Contact your MMHC Account Manager to integrate this exclusive vehicle into your media schedule.

MMHC covers the key subject areas of interest to executive and department leaders with feature stories and special sections detailed on the editorial calendar. Advertisers can also take advantage of multiple media resources to dig deeper and gain more visibility. A sampling of the options are below. For additional information and many more options, please review the *MMHC Advertising & Marketing Programs* and the *Health Forum Electronic Media* brochures or [contact your Account Manager](#).



Case Study Hardcard



Trends in Health Care

Print Journal Highlights

“Hardcard” Case Study Ad Insert

A unique offering of a card stock, 4-color, 2-sided insert featuring a company case study article on one side and a company image/product display ad on the reverse side. This “hardcard” insert is designed to create a natural break in the magazine for maximum reader awareness. The case study will also be featured for six months in a case study section on www.HealthForumLeadershipCenter.com. For additional information, see the *Advertising & Marketing Programs* brochure or [contact your Account Manager](#).

Trends in Health Care Data Reference Issue

The December issue of *MMHC* is reserved for *Trends in Health Care*, an issue that contains exclusive data collected from proprietary surveys and research conducted by the American Hospital Association, *HFM*, *MMHC*, APIC, ASHE, ASHES, AHRMM and other organizations. Its editorial addresses the latest research in infection control, hospital construction and the health care supply chain. It also contains an annual *Buyers' Guide* for *MMHC* and *Health Facilities Management*. The *Trends in Health Care Buyer's Guide* provides vendors the opportunity to list their company information in a directory format side-by-side with exclusive health care trends data. Total circulation is 59,000.

Digital Journal Highlights

Advertiser Add-On Options for Print Advertisers

The *Digital Edition* of *MMHC* allows many enhancements to print ads that appear in *MMHC*. Advertisers can add “rich media” characteristics such as audio or video overlays or an interactive query to their ad to generate more visibility and marketing sizzle. For additional information, see the *Health Forum Electronic Media* brochure, or [contact your Account Manager](#).

Options for Digital-Edition-Only Advertisers

The *Digital Edition* offers a limited number of sponsors the possibility to strengthen their visibility in a monthly issue. There are exclusive *Digital-Edition-only* options that can enhance visibility among readers. For additional information, see the *Health Forum Electronic Media* brochure or [contact your Account Manager](#).



Digital Edition with Video Overlay



www.matmanmag.com

Web Media Highlights

Web Advertiser and Sponsor Options

MMHC's Web site delivers timely information beyond that contained in the print and *Digital Edition* magazines. The Web site provides supplemental information and offers access to additional data and third-party links. It expands the audience reach and attracts readers who use the Web site as an information source to supplement the print edition. Get more information, from our *Health Forum Electronic Media* brochure, or [contact your Account Manager](#).



www.HospitalConnectSearch.com

HospitalConnectSearch.com™ — Vertical Search Engine

This AHA leadership portal connects 50+ Web sites owned by AHA and its affiliated organizations, as well as links to the Web sites of more than 85 state and metropolitan hospital associations and thousands of AHA-member hospitals and health systems. It is the hospital information search engine. Get more information, from our *Health Forum Electronic Media* brochure or [contact your Account Manager](#).

“Push” Media Highlights

MMHC editors and content experts work with advertisers and corporate underwriters to prepare content and ensure it is delivered to targeted audiences within deadline parameters. We report on audience delivery and messaging performance and measure the impact your message has among target groups. Aside from getting “pushed” out to readers, “push” media content like podcasts and blogs are placed on the MMHC Web site and on the Health Forum Leadership Center site where it is promoted and archived for broad audience distribution. For additional information, see the *Health Forum Electronic Media* brochure or [contact your Account Manager](#).



MMHC Online E-newsletter



Podcast Page



Blog Page



Custom Direct E-newsletter

Custom Media Highlights

Advertisers and corporate clients can underwrite or sponsor compelling, in-depth editorial vehicles that are prepared by MMHC editors or content experts. These vehicles can be customized to the interests of targeted audiences and co-branded by the corporate partner. In some cases, they are delivered within print and digital journal and in others they are prepared and delivered per a client's specific needs. For additional information, see the *Advertising & Marketing Programs* brochure or [contact your Account Manager](#).



Conference Sponsorships

MMHC offers exclusive opportunities to corporate underwriters for personal meetings and broad visibility that engender good will and recognition among meeting attendees at three major AHA conferences. Visibility includes bonus distribution and can include company branding in pre-conference and on-site conference materials, presentation introductions and private briefings. For additional information, contact your Account Manager or a Corporate Underwriter contact.

23rd AHA/Health Forum Annual Rural Health Care Leadership Conference:
February 7-10, Pointe Hilton Squaw Peak Resort, Phoenix, AZ (January issue)

AHA Annual Membership Meeting:
April 25-28, Hilton Washington, Washington, DC (April issue)

18th AHA/Health Forum Annual Leadership Summit:
July 22-24, Manchester Grand Hyatt, San Diego, CA (July issue)



Most Wired Readership Study

Research Sponsorships

MMHC editors can work directly with corporate partners to commission research on topics that interest senior executives. The level of involvement ranges from fast-and-simple, topic-specific probes to major research initiatives that require considerable involvement and result in national media coverage. Examples of research sponsorship opportunities include:

- Supply Chain Survey
- Infection Control Survey
- *Most Wired* Survey and Benchmarking Study

For additional information, contact your Account Manager or a Corporate Underwriter contact.

Advertising Contacts



Western

Fox Associates, Inc.
315 W. 9th Street,
Suite 1009
Los Angeles, CA 90015
(213) 228-1250
Fax: (213) 627-7469
smiro@foxrep.com

Central West

Fox Associates, Inc.
116 West Kinzie Street
Chicago, IL 60610-4508
(312) 644-3888
Fax: (312) 644-8718
smiro@foxrep.com

Central East*

Nancy Curran
Health Forum
One N. Franklin Street,
28th Floor
Chicago, IL 60606
(312) 893-6843
Fax: (312) 422-4600
ncurran@healthforum.com

Eastern

M.J. Mrvica Associates Inc.
2 West Taunton Avenue
Berlin, NJ 08009
(856) 768-9360
Fax: (856) 753-0064
mjmrsvica@mrsvica.com

Director of Advertising

Jerry Stoeckigt
(312) 893-6839
Fax: (312) 422-4600
jstoeckigt@healthforum.com

Corporate Underwriter/Sponsorship Contacts



National Director, Sponsorship and Underwriting

Mark Colucci
(312) 893-6886
Fax: (312) 422-4600
mcolucci@healthforum.com

Associate Publisher and Executive Director, Business Development

Alden Solovy
(312) 893-6818
Fax: (312) 422-4600
asolovy@healthforum.com



* Mailing address will change on March 1, 2010 to:
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725