

2009 *hfm* Editorial Calendar

| | Featured Topic/Bonus Distributions/Special Offers | Space Deadline | Materials Deadline |
|----------|---|------------------|--------------------|
| JANUARY | <p>Innovation and Collaboration</p> <p>Planned topics:</p> <ul style="list-style-type: none"> • Managing change • Collaborating with clinicians • Developing culture of excellence • Developing talent <p>Special Section: Pension Funding Bonus Distribution: HFMA's Region 11 Symposium- Las Vegas, NV January 25-28, 2009</p> | December 2, 2008 | December 5, 2008 |
| FEBRUARY | <p>Community Benefit</p> <p>Planned topics:</p> <ul style="list-style-type: none"> • Case studies in nontraditional community benefit • Experience with revised Form 990 Schedule H • Review of public policy related to tax-exempt status <p>Bonus Distribution: HFMA's Executive Summit- Phoenix, AZ March 7-10, 2009</p> | January 6, 2009 | January 9, 2009 |
| MARCH | <p>Special Edition: Technology</p> <p>Planned topics:</p> <ul style="list-style-type: none"> • Role of technology in physician engagement • Role of technology in consumer engagement • Cutting-edge clinical technology • Telehealth <p>Special Section: Equipment Management Bonus Distribution: HIMSS Conference & Exposition- Chicago, IL April 4-8, 2009</p> | February 3, 2009 | February 6, 2009 |
| APRIL | <p>Cost Management</p> <p>Planned topics:</p> <ul style="list-style-type: none"> • Integrated cost management • Innovations in supply management • Future workforce challenges • Matching facility design with workflow • Preview of ANI: The Healthcare Finance Conference <p>Bonus Feature: Readex, Inc., Readex Ad Impact Study</p> | March 3, 2009 | March 6, 2009 |
| MAY | <p>Business Development</p> <p>Planned topics:</p> <ul style="list-style-type: none"> • The role of financial leaders in revenue enhancement • Direct contracting with employers • Convenience clinics <p>Special Section: Going Green</p> | April 1, 2009 | April 6, 2009 |
| JUNE | <p>ANI Issue</p> <p>Performance Improvement</p> <p>Planned topics:</p> <ul style="list-style-type: none"> • Incorporating Lean techniques • Using business intelligence for financial performance improvement • Finance-clinical collaboration for cost-quality improvement • Linking revenue cycle metrics to staff goals • Program guide for ANI: The Healthcare Finance Conference <p>Bonus Distribution: HFMA's 2009 ANI- Seattle, WA June 14-17, 2009</p> | April 29, 2009 | May 4, 2009 |

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|--------------------------|--|-------------------|--------------------|
| JULY | <p>Enterprise Risk</p> <p>Planned topics:</p> <ul style="list-style-type: none"> Emerging risks in capital management Minimizing risks associated with management turnover The OIG work plan Update on experience with RACs | June 2, 2009 | June 5, 2009 |
| AUGUST | <p>Medicare/Medicaid</p> <p>Planned topics:</p> <ul style="list-style-type: none"> How Medicare changes are affecting hospital financial performance Value-based purchasing and the future of Medicare payment Review of Medicaid initiatives <p>Special Section: Compensation Survey</p> | July 1, 2009 | July 6, 2009 |
| SEPTEMBER | <p>Special Edition: Revenue Cycle</p> <p>Planned topics:</p> <ul style="list-style-type: none"> Self-pay segmentation Managing revenue cycle workforce challenges Payer-provider collaborations Hospital-physician global billing <p>Bonus Distribution: HFMA's Fall Revenue Cycle Strategies Conference Date/Location to be determined</p> | August 4, 2009 | August 7, 2009 |
| OCTOBER | <p>Quality</p> <p>Planned topics:</p> <ul style="list-style-type: none"> Improving clinical documentation Communicating value Cases in business-clinical collaboration | September 1, 2009 | September 4, 2009 |
| NOVEMBER | <p>Competitive Strategy</p> <p>Planned topics:</p> <ul style="list-style-type: none"> Changing expectations of the capital markets Successful practices in demand forecasting Merging financial and strategic planning <p>Special Section: Real Estate Bonus Feature: Readex, Inc., Readex Ad Impact Study</p> | October 1, 2009 | October 6, 2009 |
| DECEMBER | <p>Physician Relationships</p> <p>Planned topics:</p> <ul style="list-style-type: none"> Innovations in hospital-physician alignment Valuation of physician practices Financial improvement of physician practices Regulatory issues in physician-hospital alignment | November 3, 2009 | November 6, 2009 |
| BONUS ISSUE: DEC. | <p>2009 Buyer's Resource Guide – 15th Anniversary Issue!</p> <p><i>hfm's 2009 Buyer's Resource Guide</i> is a comprehensive purchasing directory featuring more than 1,300 companies offering products and services that healthcare professionals seek.</p> | October 19, 2008 | October 30, 2008 |