

TO ADVERTISE, CONTACT: DOUG EDWARDS / 216.373.1201 / DEDWARDS@VENDOMEGRP.COM

JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
Ad Close: 1/24	Ad Close: 3/7	Ad Close: 4/18
Materials Due: 1/27	Materials Due: 3/10	Materials Due: 4/21
<p>Editorial Focus: Implementing IT Projects in Behavioral Health Pharmacy Services Technology Guide</p>	<p>Editorial Focus: National Council Conference Issue NAATP James W. West Quality Awards Drug Testing</p>	<p>Editorial Focus: Design for Health & Human Services Showcase Special Section: Annual Design Showcase and Design Resource Directory</p>
<p>Show Distribution: National Association of Psychiatric Health Systems (NAPHS) Annual Conference Washington, DC (3/10 - 3/12)</p>	<p>Show Distribution: Behavioral Health Information Management Conference and Exposition San Diego CA 92101 (4/23-4/24) National Council for Behavioral Health Annual Conference Washington, DC (5/5 - 5/7) National Association for Addiction Treatment Providers Annual Conference Charlotte, NC (5/17 - 5/20)</p>	<p>Baxter Ad Study* *A third-party research firm (Baxter Research) will review your ad with our readers, providing you with a complimentary customized report including direct reader comments.</p>
RESOURCE GUIDE	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
JULY/AUGUST	Ad Close: 8/29	Ad Close: 10/24
Ad Close: 6/30	Materials Due: 9/1	Materials Due: 10/27
Materials Due: 7/3	<p>Editorial Focus: Behavioral Healthcare IT Vendor Survey Accreditation</p>	<p>Editorial Focus: Traumatic Brain Injuries: An update Drug Testing</p>
<p>Editorial Focus: 2014 Behavioral Healthcare Champions Drug Testing Special Supplement: Resource Guide</p>	<p>Show Distribution: OPEN MINDS Technology and Informatics Institute, TBD</p>	<p>Baxter Ad Study* *A third-party research firm (Baxter Research) will review your ad with our readers, providing you with a complimentary customized report including direct reader comments.</p>
<p>Show Distribution: Behavioral Healthcare Leadership Summit St. Louis, MO (8/22 - 8/24)</p> <p>Vendor Profiles** **Purchase a full-color half- or full-page ad and receive a free half or full page for your own company profile/advertorial in the issue at no additional cost.</p>		

ONGOING COVERAGE

IT PRODUCTS, PROCESSES, AND SERVICES:

- Meaningful use
- Telemedicine
- EHRs and software
- Working remotely
- Claims and billing processes
- Financing and ROI
- Evolving standards and practices

FACILITY DESIGN:

- Treatment and public spaces
- Furniture and furnishings
- Safety/Security (doors, locks, equipment)
- Color and décor
- Access and privacy
- Sustainability and green design

MANAGEMENT:

- Leadership
- Program development
- Risk management
- Benchmarking and measurement
- Improving cash flow
- Board relations
- Working with law enforcement
- Community relations

PUBLIC POLICY:

- Affordable Care Act
- Integrated care initiatives
- Parity enforcement
- Medicaid Expansion
- Compliance
- Diversion, incarceration, and re-entry issues
- City and county systems of care
- Federal and state initiatives

2014 EDITORIAL CALENDAR

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