



Healthcare
IT TODAY

2023

EDITORIAL CALENDAR

THE FRIENDLIEST MEDIA COMPANY IN HEALTHCARE



“The team at Healthcare IT Today is incredibly easy to work with, and a true partner. They collaborated with us on the questions for our interview, which ensured everything went smoothly during the recording. The video, podcast and article they produced were outstanding. I will be working with them again as a media partner!”

Kathryn A. Wickenhauser
 Director of Communications at DirectTrust





2023 Editorial Calendar – Healthcare IT Today

MONTH	SPOTLIGHT TOPIC	SUBMISSION PERIOD
December 2022	Revenue Cycle Management	Nov 1 – 30, 2022
January 2023	Remote Patient Monitoring	Dec 1, 2022 – Jan 15, 2023
February 2023	AI + Automation in Healthcare	Jan 1 – 31, 2023
March 2023	Cybersecurity	Feb 1 – 28, 2023
April 2023	Health Equity	Mar 1 – 31, 2023
May 2023	Healthcare Startups + Innovation Funding	Apr 1 – 30, 2023
June 2023	Revenue Cycle Management	May 1 – 31, 2023
July 2023	Medical Devices / IoMT	June 1 - 30, 2023
August 2023	Regulations	July 1 - 31, 2023
September 2023	Cloud + Healthcare	Aug 1 - 31, 2023
October 2023	Communication Platforms	Sept 1 - 30, 2023
November 2023	Radiology & Cardiology Technology	Oct 1 - 31, 2023
December 2023	Health IT Careers & Leadership	Nov 1 - 30, 2023

Sign up and get an alert when our editors are looking for a quote:

www.healthcareittoday.com/quotealert



Op-Ed Criteria

We accept op-ed's from guest authors that match the Spotlight Topic on our editorial calendar (previous page). If you have an interesting perspective or opinion, you are welcome to make a submission.

Please keep the following criteria/editorial guidelines in mind:

- 500-1000 words
- Max 3 backlinks to websites owned/operated/controlled by you
 - 1 in the byline
 - 1 in the main body of the op-ed
 - 1 in the About the Author section
- Must not be "salesy" and must offer something of value to the reader
- Cannot be previously published elsewhere
 - You are welcome to write a summary or share a small excerpt from the op-ed on your blog and link to the original piece on *Healthcare IT Today* after it is published
- Must have rights to any pictures or illustrations included in the op-ed
- 200x200px headshot of the author
- "About the author" section (max 4 sentences)



Submitting an Op-Ed

To make a submission:

- Go to <https://www.healthcareittoday.com/opedsubmission>
- Fill out the form and enter a summary of your op-ed
- One of our editors will respond with feedback on your summary

We strongly encourage you to use our form to submit an op-ed. By having our editorial team review a summary or abstract of your op-ed first, it will save you from writing a piece that will not be published.

Upon receiving approval for your op-ed, we ask that you write the piece and submit it for publication as soon as possible. Normally, op-eds are published two weeks after we receive it, but it may be longer during busy times.

We only publish one unsolicited op-ed per company (or person) per year.

Here are examples of op-eds:

- [Overcoming Barriers to Emergency Care During a Telehealth Appointment](#)
- [Addressing the Mental Health Crisis in Kids: Collaboration and Technology Are Key](#)
- [Changing Our Approach Together: How Health Data Can Advance Health Equity](#)



Pitching a Story to Us

We receive too many story pitches to respond to each one. When a pitch catches the interest of one of our editors, we will reach out directly. In general here is what we look for:

- Stories that add value to our readers
- Stories that feature something notable for healthcare or health IT as a whole
- A unique or contrarian view backed up with evidence
- Success stories with tangible results for patients, clinicians or admin staff

Even if we don't do a full story, we may mention your news as part of a "round up" article, podcast or video. If we do, we will notify you.

Story Pitch	Likelihood of getting covered
Unique customer success story	More Likely
Recent survey or research study results	More Likely
Impact of recent policy & regulatory changes	More Likely
Merger / Acquisition / Funding secured	Possibly
A partnership that has yielded results	Possibly
Access to an executive for commentary on a topic or trend	Unlikely
Announcing a speaking engagement at a conference	Unlikely
New partnership, hire, product feature, or customer signing	Unlikely
Awards/Rankings/Named winner or best of...	Unlikely

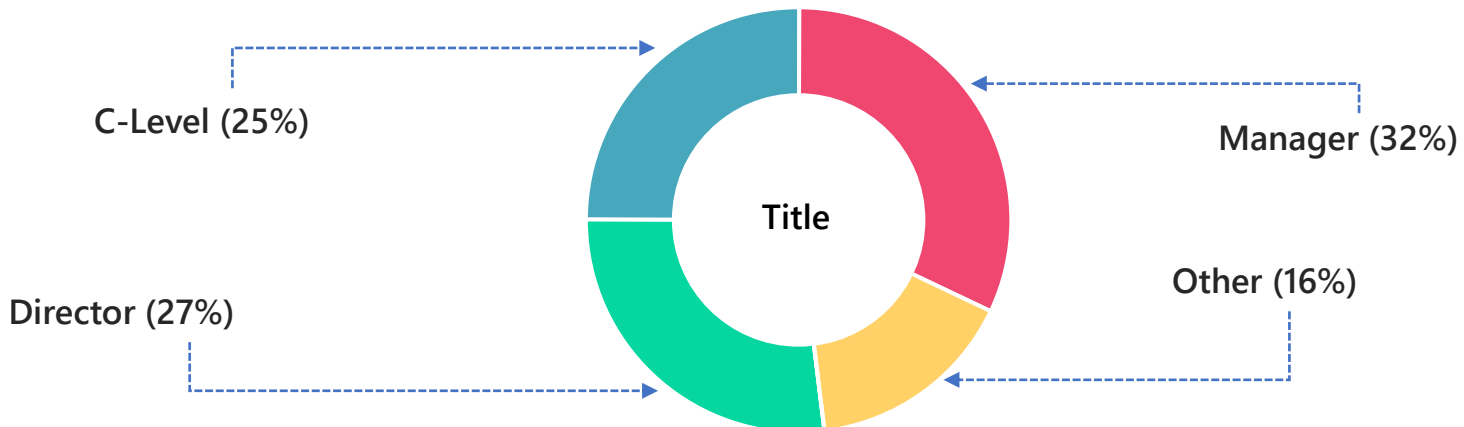
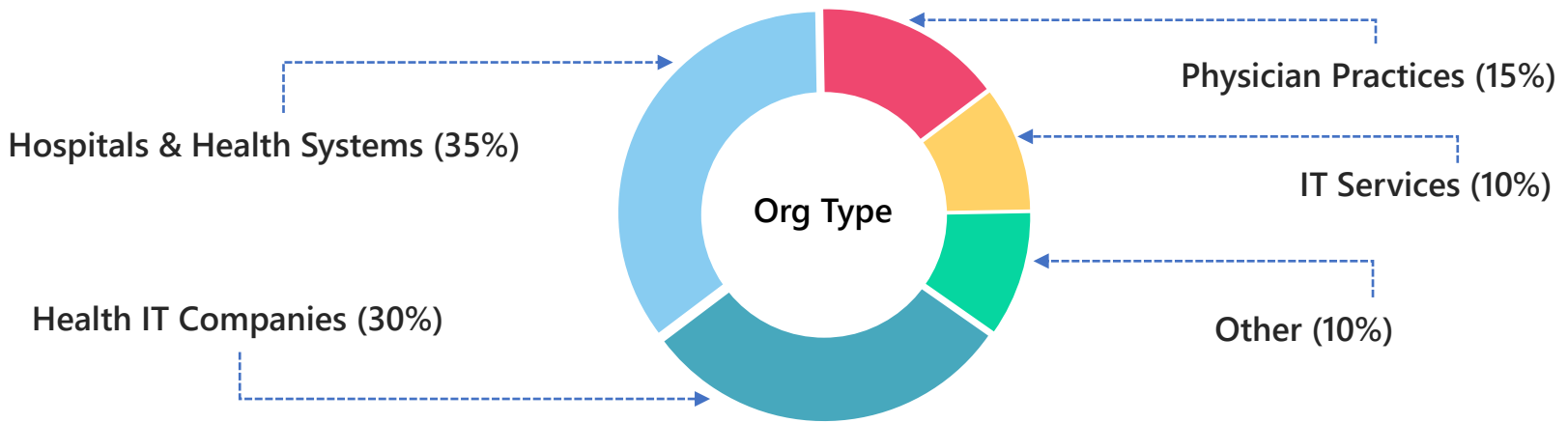


Healthcare IT Today Audience

220,000
Total Audience

110,000
Social Followers

45,000
Newsletter Subscribers





Healthcare IT Today Audience

Our audience is made up of large health systems, hospitals, group practices, solo practitioners, government agencies, Health IT companies, consulting firms, and associations. Here is just a sampling of the leading organizations.



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