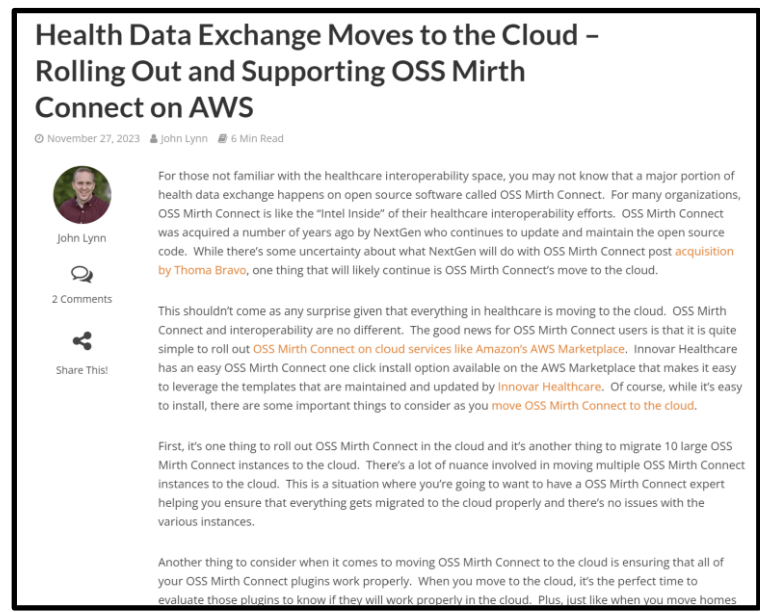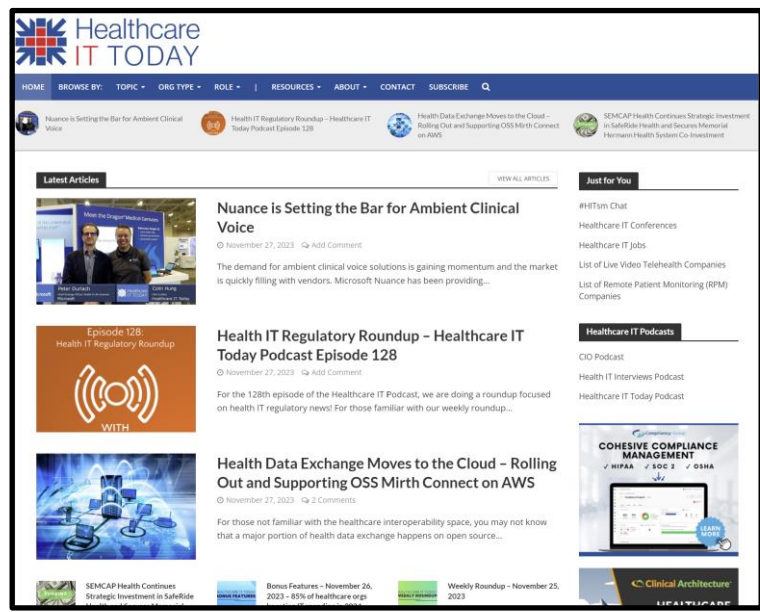# Healthcare IT TODAY

2024

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
Senior Director of Community Strategy at DirectTrust

Health Data Exchange Moves to the Cloud – Rolling Out and Supporting OSS Mirth Connect on AWS

2024 Editorial Calendar – Healthcare IT Today

MONTH	SPOTLIGHT TOPIC	SUBMISSION PERIOD
January 2024	Health IT Trends	Dec 1, 2023 – Jan 15, 2024
February 2024	Ambient Clinical Voice	Jan 1 – 31, 2024
March 2024	Care at Home	Feb 1 – 28, 2024
April 2024	AI + Healthcare	Mar 1 – 31, 2024
May 2024	Payer Innovation	Apr 1 – 30, 2024
June 2024	Revenue Cycle	May 1 – 31, 2024
July 2024	Interoperability / Data Sharing / TEFCA	June 1 - 30, 2024
August 2024	Security + Privacy	July 1 - 31, 2024
September 2024	Population + Public Health	Aug 1 - 31, 2024
October 2024	Health Information Management	Sept 1 - 30, 2024
November 2024	EHR Innovation	Oct 1 - 31, 2024
December 2024	Health Equity	Nov 1 - 30, 2024

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. 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:

- How Poor Connectivity Impacts Patient Outcomes

- RFID: Increasing Patient Safety and Operational Efficiencies

- The Answer to Provider Data Management May Already be in Your Tech Stack

- 5 Must-Haves in a Patient Financial Communication Platform

- The Importance of Patient Portal Usability

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.

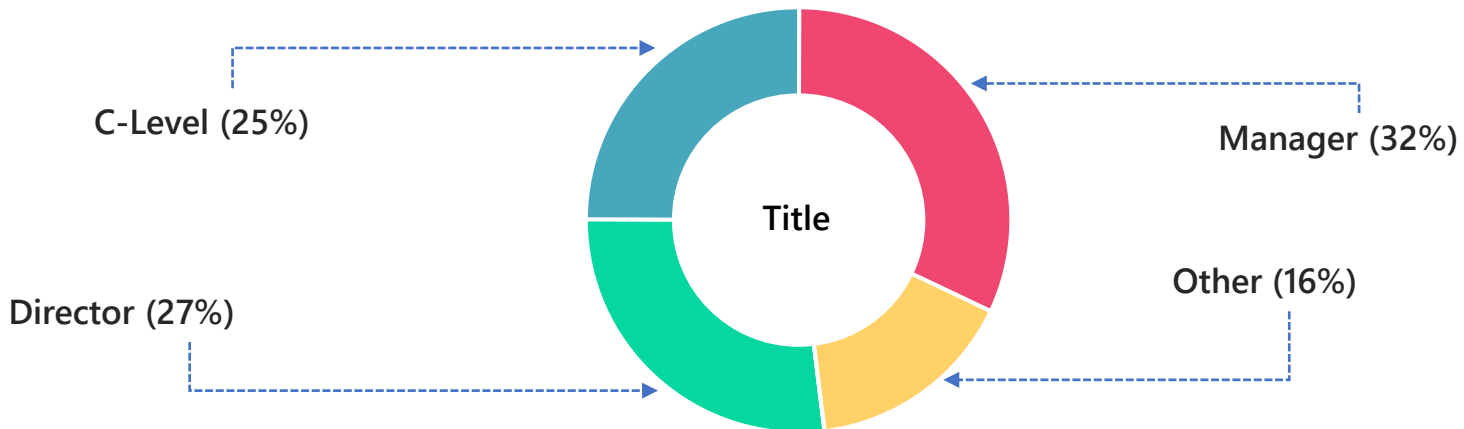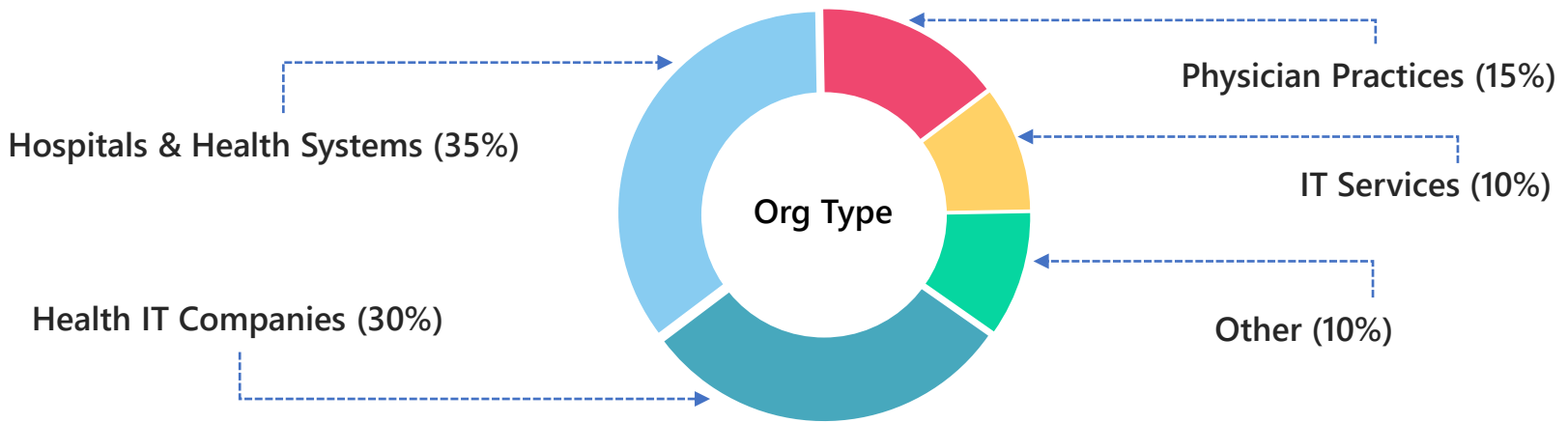| Story Pitch	Likelihood of getting covered
Unique customer success story	More Likely
Recent survey or research study results	More Likely
Impact of recent policy & regulatory changes	More Likely
Merger / Acquisition / Funding secured	Possibly
A partnership that has yielded results	Possibly
Access to 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

140,000
Social Followers

47,000
Newsletter Subscribers

Org Type

Hospitals & Health Systems (35%)

Health IT Companies (30%)

Physician Practices (15%)

IT Services (10%)

Other (10%)

Title

C-Level (25%)

Director (27%)

Manager (32%)

Other (16%)

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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