

2008 MEDIA KIT



EDITORIAL CALENDAR

January/February

- 40 Top Companies to Watch
- How to Develop a Profitable Bariatrics Program
- From Construction to Equipment: How to Handle Obese Patients in the ASC
- 7 Key Products for Bariatrics
- Legal and Regulatory Issues
- **Bonus:** Orthopedics and Spine Medical Device Market Letter

March/April

- **Special Pullout Section:** Establishing an ASC – A Primer from A to Z
- Tips for Profitable Endoscopy in ASCs
- 10 Key Products for GI
- Hospital-Physician Joint-Ventures:
- Current Tips for Success
- June Conference Brochure
- Legal and Regulatory Issues
- **Bonus:** Orthopedics and Spine Medical Device Market Letter

May/June

Conference Distribution

- Successfully Implement Spine in Your ASC
- Costing Out ACL and Spine Procedures
- The Future of Pain Management
- Top Business and Clinical Issues for Spine and Orthopedics
- Products and Devices for Orthopedics, Spine and Neurosurgery
- June Conference Brochure
- Legal and Regulatory Issues

July/August

- 60 People to Know in the ASC Industry
- Tips for Profitable Ophthalmology and ENT
- 10 New Products for Eyes and ENT
- Legal and Regulatory Issues
- October Conference Brochure

September/October Conference Distribution

- 33 Things to Know About ASCs
- Billing for Imaging and the New Payment Rules
- Building and Constructing an ASC
- ASC Real Estate: What Every ASC Should Know
- Legal and Regulatory Issues
- October Conference Brochure

November/December

- Turning Around ASCs
- New Products for Anesthesia
- How to Excel at Inspection and Management
- 10 Ways to Make Collections Faster and Easier
- 10 Health IT Products for ASCs
- Legal and Regulatory Issues

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