

minnesota MEDICINE

2011 EDITORIAL CALENDAR*

JANUARY	FEBRUARY	MARCH
<p>Physician Wellness</p> <p>Self care, work-life balance, burnout, marriage and practice, depression, addiction, resources</p>	<p>Payment and Delivery</p> <p>New models, measurement and incentives, state and federal programs</p>	<p>Anesthesiology</p> <p>Pediatric patients, roles of nurse anesthetists and anesthesiologists, new drugs and techniques</p>
APRIL	MAY	JUNE
<p>Gadgets and Technology</p> <p>Smart phones; iPads, iPods, and other handheld devices, medical apps, EMRs, diagnostic devices, social media</p>	<p>Transplants</p> <p>New technologies, survivorship issues, antirejection regimens, artificial tissue, stem cells, unrelated donors</p>	<p>Aviation</p> <p>Aerospace medicine, passenger health, infectious disease, medical transport, onboard medicine</p>
JULY	AUGUST	SEPTEMBER
<p>Medicine and the Arts</p> <p>Writing contest, books, visual and performing arts, the arts in medical education</p>	<p>Diabetes</p> <p>Role of the endocrinologist, quality measurement, debate about management, education, drugs</p>	<p>Hospitals</p> <p>Small hospitals, effects of health care reform, remodels and expansions, protocol changes, ERs, length of stays</p>
OCTOBER	NOVEMBER	DECEMBER
<p>Drugs</p> <p>Physician-drug company relationships, antibiotic prescribing, clinical trials, institutional review boards, doctors and pharmacists</p>	<p>Ears, Noses, and Throats</p> <p>Dizziness and balance, dentists and medical problems, common disorders, cancer</p>	<p>Communication</p> <p>With colleagues and patients; presentations; lobbying and advocacy; great communicators; training and education</p>

*Subject to change. Please check with advertising representative to confirm each issue's topic.