

minnesota MEDICINE

2012 EDITORIAL CALENDAR*

JANUARY	FEBRUARY	MARCH
<p>The Brain</p> <p>Cognition, aging and Alzheimer's disease, neuroscience research, disorders, treatments</p>	<p>Effects of the Recession</p> <p>Clinic and hospital layoffs, declining patient volume, disparities in care/health, insurance, safety net</p>	<p>OB/GYN</p> <p>Women's health across the lifespan, diseases and disorders, medical and surgical treatments, screening and prevention, culturally competent care</p>
APRIL	MAY	JUNE
<p>Good Practice</p> <p>Improving quality, performance-improvement CME, innovative ideas, great practices, medical missions and charitable work</p>	<p>The Changing Face of Rural Health Care</p> <p>Large systems purchasing hospitals and clinics, access to care, recruiting and retaining physicians, workforce needs</p>	<p>Plastic Surgery</p> <p>Cosmetic and reconstructive procedures, nonsurgical treatments</p>
JULY	AUGUST	SEPTEMBER
<p>Medicine and the Arts</p> <p>Writing and photo contest, books, visual and performing arts, the arts in medical education</p>	<p>Infectious Diseases</p> <p>Vaccines, antibiotic prescribing, vector- and food-borne illness, sexually transmitted disease, protecting the public's health</p>	<p>Finding Common Ground: What Unites MDs in an Age of Specialization?</p> <p>Professionalism, ethics, independent vs. employed physicians</p>
OCTOBER	NOVEMBER	DECEMBER
<p>Genetics</p> <p>Counseling, pharmacogenomics, genetic testing, therapies, research</p>	<p>Health Care Delivery</p> <p>Minnesota inventions, insurance exchange, ACOs, access, the safety net</p>	<p>Food and Nutrition</p> <p>Special diets, weight management, food as medicine, hospital cafeterias, supplements, obesity</p>

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