

print editorial calendar

january – june 2012

HME Business

Issue Date	Features	Products	Bonus Distribution
January	<p>The HMEB "Big 10" List for 2012 The top industry and regulatory trends, products and technologies and business management techniques for the coming year.</p>	<p>Problem Solver: Cash Sales</p> <p>Product Solutions: Bariatrics</p>	
February	<p>Business Solutions: Competitive Bidding Round Two Reality Check Where does the industry stand? How will it proceed?</p> <p>Annual Software Series: Leveraging technology for audits</p>	<p>Problem Solver: Home Access</p> <p>Product Solutions: Beds</p>	<p>AAHomecare Washington Conference: Washington, DC Feb. 14-16</p>
February	<p>Special Edition Respiratory & Sleep Management</p>		
March	<p>Profit Centers: The Accessible Home A room-by-room profile of home access service opportunities</p> <p>Business Solutions: HME Marketing Mastery The most successful ways to brand an HME business and cement patient and partner relationships</p>	<p>Problem Solver: Diabetes</p> <p>Product Solutions: Compression & Orthopedics</p>	<p>VGM Heartland Conference: Waterloo, IA June 4-7</p>
April	<p>Medtrade Spring Issue</p> <p>Business Solutions: Orthotics & Prosthetics Opportunities Strategies for entering and succeeding in the O&P market</p> <p>Profit Centers: Retail Roundup The retail products that pair perfectly with funded services and products</p>		<p>Medtrade Spring: Las Vegas, NV April 10-12</p> <p>The MED Group: TBA</p>
April	<p>Special Edition Respiratory & Sleep Management</p>		<p>Medtrade Spring: Las Vegas, NV April 10-12</p> <p>The MED Group: TBA</p>
May	<p>Business Solutions: Annual Oxygen Services Update</p> <p>Software Series: Mission Critical Data The key data points software systems should show on a daily basis</p>	<p>Problem Solver: Support Surfaces</p> <p>Product Solutions: Auto Access</p>	
June	<p>Annual HMEB Buyer's Guide</p>		<p>Medtrade Fall: Atlanta, GA Oct. 15-18</p> <p>VGM Heartland Conference: Waterloo, IA June 4-7</p> <p>Medtrade Spring: 2013</p>

print editorial calendar

july – december 2012

HME Business

Issue Date	Features	Products	Bonus Distribution
July	<p>Annual HME How-To Handbook A collection of tips and ideas to help HMEs find new efficiencies, solve problems and expand their businesses.</p>		
August	<p>Senior Care Issue Making homes safe for seniors How to tailor oxygen services for seniors to maximize mobility and ensure therapy compliance.</p>	<p>Problem Solver: ADLs Product Solutions: Cash Sales</p>	
August	<p>Special Edition Respiratory & Sleep Management</p>		
September	<p>Medtrade Fall Preview Software Series: The elements of successful document imaging and management systems. Profit Centers: Wound Care & Support Surfaces Essential elements of support surface success from both a business and therapeutic perspective.</p>	<p>Problem Solver: Compression Product Solutions: Incontinence</p>	
October	<p>Medtrade Fall Issue HME Industry Roundtable: HME Business's Editorial Advisory Board forecasts 2013 challenges and opportunities. Business Solutions: Strategies for a successful sleep supply business</p>	<p>Problem Solver: Mobility Product Solutions: Oxygen</p>	<p>Medtrade Fall: Atlanta, GA Oct. 15-18</p>
October	<p>Special Edition Respiratory & Sleep Management</p>		<p>Medtrade Fall: Atlanta, GA Oct. 15-18</p>
November	<p>Software Series: Annual Software Roundup Profit Centers: Accessibility Up-Sell Ways to enter and grow your accessibility business</p>	<p>Problem Solver: Oxygen Product Solutions: Billing & Collection Services</p>	
December	<p>Business Solutions: Oxygen Patient Compliance How can providers get patients to take ownership of their therapy and comply with their treatment. Annual Power Mobility Update: The PMD of the Future We profile advances in power mobility that are already improving lives in dramatic ways, and look around the corner at what's next.</p>	<p>Problem Solver: Bariatrics Product Solutions: Diabetes</p>	