

**January**

**Feature Series: Monthly Data Watch: Healthcare Trends to Watch in 2021**

**Features:**

- Fierce 15 Awards
- 2021 Calendar of Healthcare Events
- 2021 Top Physician Salaries by Specialty
- List: Policy Leaders to Know in Healthcare
- Healthtech Funding Snapshot: January
- Vodcast: Top Stories to Watch in Q1

**Events On Our Radar:**

- 39th Annual J.P. Morgan Healthcare Conference coverage
- 2021 International CES coverage

**February**

**Feature Series: Social Determinants of Health**

**Features:**

- Fourth-Quarter/End of Year Earnings Recap
- List: Physician Compensation
- List: Top Insurers by Revenue
- List: Corporate Headquarters (payers)
- Healthtech Funding Snapshot: February

**Events On Our Radar:**

- 2021 Health Datapalooza and National Health Policy Conference Coverage
- CMS Quality Conference Coverage

**March**

**Features:**

- Quarterly Data Project: Tech Startups That Have Raised the Most Funding
- Fierce Healthcare Fierce Madness
- ONC Proposed Rules (Virtual event)
- Healthtech Funding Snapshot: March
- The Money Behind Mental Health

**Events On Our Radar:**

- SXSW 2021 Coverage
- AONE 2021 Annual Meeting Coverage

**April**

**Features:**

- Minority Executives of Influence Awards
- A Look at the Latest MA and Part D Rates for 2022
- List: A Look at CMS Health Tech Rule Changes
- List: Medical Groups to Know
- Healthtech Funding Snapshot: April
- Vodcast: Top Trends to Watch in Q2

**Events On Our Radar:**

- 2021 American Hospital Association (AHA) Annual Meeting coverage
- World Health Care Congress 2021 Coverage
- NAACOs Spring 2021 Conference Coverage

**May**

**Features:**

- First Quarter Earnings Recap
- Executive Compensation Recap (Payer/Provider/IT)
- List: Top Payer Membership Numbers and Changes
- List: Female Healthcare CEOs
- Healthtech Funding Snapshot: May

**Events On Our Radar:**

- National Association of Healthcare Access Management Conference Coverage

**June**

**Features:**

- Quarterly Data Project: Publicly-Traded Hospitals
- MedPAC/MACPAC Report to Congress
- Fierce Health Payer Virtual Series
- Healthtech Funding Snapshot: June

**Events On Our Radar:**

- AMA House of Delegates Annual Meeting Coverage
- HFMA2021 Coverage
- AHIP 2021 Coverage
- ASCO Annual Meeting Coverage

**July**

**Features:**

- Award: Innovative Tech CEOs
- List: Top Companies Shaking up Healthcare
- List: A Look at H1 Digital Health Funding
- Part D Premiums for 2022
- Healthtech Funding Snapshot: July + Midyear Lookback
- Vodcast: Top Trends to Watch in Q3

**Events On Our Radar:**

- American Hospital Association Annual Leadership Conference coverage
- AONL 2021 Conference coverage

**August**

**Feature Series: HIMSS 2021 Coverage**

- Second Quarter Earnings Recap
- Top Trends of Health IT
- List: Healthcare Regs Going into Effect in 2022
- List: Minority Healthcare CEOs
- Healthtech Funding Snapshot: August

**Events On Our Radar:**

- HIMSS 2021 Coverage

**September**

**Features:**

- Quarterly Data Project: Funding to Doctors by Pharma
- Docs Medicare Payment Changes
- Medicare Advantage/Open Enrollment (Virtual Event)
- Healthtech Funding Snapshot: September

**Events On Our Radar:**

- CB Insights Future of Health 2021 Coverage
- Baird Global Healthcare Conference - 2021 Coverage

**October**

**Feature Series: HLTH 2021 Coverage**

**Features:**

- Women of Influence Awards
- Top Healthcare Deals of the Year
- What to Expect with Open Enrollment
- What to Expect with Medicare Advantage Open Enrollment
- Healthtech Funding Snapshot: October
- Vodcast: Top Trends to Watch in Q4

**Events On Our Radar:**

- HLTH 2021 Coverage
- MGMA 2021 Coverage
- NAACOs Fall 2021 Conference Coverage

**November**

**Features:**

- Third Quarter Earnings Recap
- Physician Fee Schedule Changes
- Healthtech Funding Snapshot: November

**Events On Our Radar:**

- Reuters Total Health Coverage
- Forbes Healthcare Summit Coverage

**December**

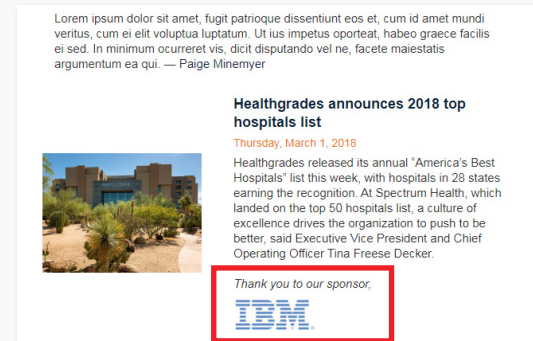
**Features:**

- Quarterly Data Project: Top M&A Deals of 2021
- Biggest regulatory changes going into effect 2022
- 2022 Outlook (Virtual event)
- Healthtech Funding Snapshot: December

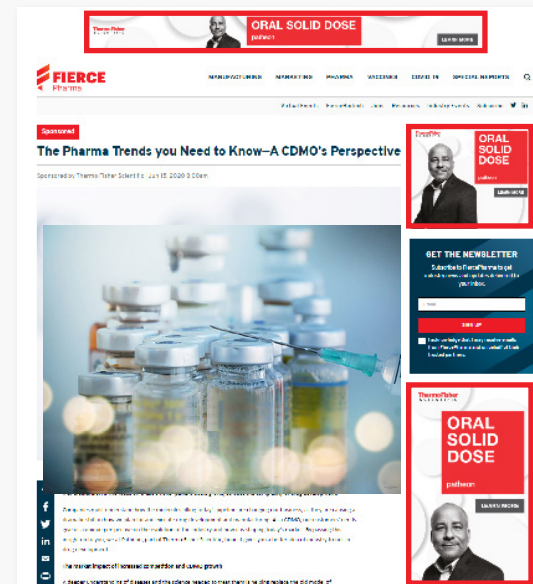
**Details:**

- Exclusive sponsorship of the Editorial Feature or Editorial Feature Series
- Feature will run as the #1 story on the day it publishes
- In the newsletter teaser, a line of text will read, “Thank you to our sponsor, [INSERT CLIENT NAME]” (see visual 1)
- On the article web page, all ad positions around the feature will be exclusively reserved with the sponsor’s branding (see visual 2)
- Optional “Roller” ad is also available for this page exclusively

**Visual 1:**



**Visual 2:**



Rates	
Singular Feature Sponsorship Rate:	\$4,500
Featured Series Sponsorship Rate:	\$10,000

**Payer**

- How health plans can change member experience in the age of COVID
- Big payer investments. Big potential savings
- The new member of the healthcare team: the pharmacist
- Reaching Medicare Advantage beneficiaries—and new customers—through technology
- How supplemental benefits are changing Medicare Advantage
- Specialty drugs: How payers can plan for treatments with eye-popping price tags
- Employers' evolving needs: What they're looking for in benefit design

**Provider**

- Price transparency rules went into effect. Now what?
- Predicting healthcare utilization in 2021 – and beyond
- Let's make a deal: What to expect in healthcare M&A
- Surprise! Surprise billing interest isn't waning. What to expect in the next Congress

**Revenue Cycle/Supply Chain/Finance**

- Follow the money: Hospitals and venture investment
- Hospital-tested strategies to reduce ER 'superusers'
- Streamlining the supply chain: How to chip away at unnecessary costs
- How to reduce healthcare labor costs without cutting staff

**Pratice Management**

- Getting paid: The latest rules doctors need to know
- The convergence of COVID and consumerism
- Reopening your surgery center/physicians' practice

**Hospitals**

- Building more flexibility into your hospital operations in 2021

**COVID 19**

- Reopening your surgery center/physicians' practice
- Building more flexibility into your hospital operations in 2021
- Convincing patients to come back
- How Medicare Advantage could change in the age of COVID
- Shoring up the finances of your surgery center/medical practice
- Social determinants of health in the time of coronavirus
- Reevaluating telehealth solutions following the scramble to adapt to COVID-19
- Telehealth during COVID

**IT**

- What's next for interoperability
- The cybersecurity risks you haven't thought of yet

**Big Data, Analytics & Cyber Security**

- Data blocking: What it means and how to stay off OIG's radar
- Managing cybersecurity vulnerabilities with legacy medical devices
- Cybersecurity in the age of precision medicine

**Telemedicine/AI in Healthcare**

- Everything you wanted to know about launching a telemedicine program at your physician practice
- Navigating the pitfalls of telehealth reimbursement
- Navigating state and federal laws during telehealth expansion
- How Medicare Advantage plans are integrating telehealth in 2021/2022 telehealth expansion

**Member/Patient Engagement Experience**

- The rise of retail: How providers and/or payers are changing the game of healthcare
- Avoiding readmissions: Payers and provider partnerships to improve care transitions
- Using advanced practice providers to drive rural patient engagement

**Population Health**

- Value-based care: Get the most out of your population health investments
- Population health management: Deploy technology to drive improvement
- On the front lines: How payers can combat the opioid epidemic
- Hospital's role in managing population health