

January

Feature Series: Monthly Data Watch: Healthcare Trends to Watch in 2020

Features:

- Healthcare Calendar of Events
- Fierce15 Awards
- Health Tech Funding Snapshot
- Executive Spotlight

Events On Our Radar:

- 38th Annual J.P. Morgan Healthcare Conference
- 2020 International CES

February

Feature Series: Social Determinants of Health

Features:

- Fourth-Quarter/End of Year Earnings
- Health Tech Funding Snapshot
- Monthly Data Watch: ACA Open Enrollment
- Executive Spotlight

Events On Our Radar:

- 2020 Health Datapalooza

March

Feature Series: HIMSS 2020 Coverage

Features:

- Minority Executives in Healthcare
- Quarterly Podcast: 10 Years of the ACA
- FierceHealthcare March Madness
- Medicare Advantage Plans Exploring Supplemental Benefits
- VA EHR Goes Live at First Sites
- Health Tech Funding Snapshot
- Monthly Datawatch: CMS Data
- Executive Spotlight

Events On Our Radar:

- HIMSS 2020
- SXSW 2020
- RISE Nashville 2020
- American Organization of Nurse Executives (AONE) Annual Meeting

April

Features:

- CMS Rules: A Look Ahead
- MA and Part D Rates Released
- Health Tech Funding Snapshot
- Monthly Data Watch: Physician Shortage
- Monthly Data Watch: Reader Survey
- Executive Spotlight

Events On Our Radar:

- 2020 American Hospital Association (AHA) Annual Meeting

May

Features:

- First Quarter Earnings
- Specialty Drug Costs
- Insurance Company CEO Pay
- Non-Profit and For-Profit Hospital CEO Pay
- Health Tech Funding Snapshot
- Monthly Data Watch: EHR Market Share
- Executive Spotlight

Events On Our Radar:

- World Health Care Congress 2020
- ATA 2020

June

Feature Series: AHIP 2020 Coverage

Features:

- Quarterly Podcast
- MedPac/MacPac Report to Congress
- New Health Laws
- Health Tech Funding Snapshot
- Monthly Data Watch: Medical Cost Trends
- Executive Spotlight

Events On Our Radar:

- AHIP Institute and Expo 2020
- HFMA Annual Conference 2020
- AMA House of Delegates Annual Meeting
- ASCO Annual Meeting 2020
- Aspen Ideas Festival
- Cannes Lions Festival 2020

July

Features:

- Second Quarter Earnings
- Public Health Policy
- Monthly Datawatch: M&A in 1st Half of 2020
- Health Tech Funding Snapshot
- Monthly Data Watch: Digital Health Funding in 1st Half of 2020
- Executive Spotlight

Events On Our Radar:

- American Hospital Association (AHA) Annual Leadership Summit
- Democratic National Convention

August

Features:

- CMS Inpatient, Outpatient, Long-Term Care Payment Proposals
- Open Payments
- Health Tech Funding Snapshot
- Monthly Datawatch: Employer Health Care Trends
- Executive Spotlight

Events On Our Radar:

- Republican National Convention
- ONC Interoperability Forum

September

Features:

- Quarterly Podcast
- CPT Code Changes
- Health Tech Funding Snapshot
- Monthly Datawatch: Physician Practices/ACOs
- Executive Spotlight

Events On Our Radar:

- RISE West 2020
- Healthcare Analytics Summit

October

Feature Series: HLTH 2020 Coverage

Features:

- Women of Influence in Healthcare
- Third Quarter Earnings
- Medicare Advantage Star Ratings Released
- Health Tech Funding Snapshot
- Monthly Data Watch: Open Enrollment Preview
- Executive Spotlight

Events On Our Radar:

- MGMA Conference
- HLTH Conference

November

Features:

- Election Day Impact
- Health Tech Funding Snapshot
- Monthly Data Watch: Hospital Industry
- Executive Spotlight

Events On Our Radar:

- CHIME Conference

December

Features:

- Quarterly Podcast
- Laws Going into Effect on January 1
- CEO Chutes and Ladders 2020
- Health Tech Funding Snapshot
- Monthly Data Watch: Healthcare Trends
- Executive Spotlight

Events On Our Radar:

- Institute for Healthcare Improvement National Forum

Details:

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Visual 1:



Visual 2:



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Featured Series Sponsorship Rate:	\$10,000

Finance, Rev Cycle and Supply Chain

- Hospital-tested strategies to reduce ER ‘superusers’
- How to reduce healthcare labor costs without cutting staff
- Surprise billing: What providers and/or payers need to know
- Follow the money: Hospitals and venture investment

Big Data, Analytics and Cybersecurity

- Navigating EHR contracts to ensure vendors comply with Meaningful Use
- Data blocking: What it means and how to stay off OIG’s radar
- Payer-provider data-sharing: How to make it work
- Managing cybersecurity vulnerabilities with legacy medical devices
- Cybersecurity in the age of precision medicine

Telemedicine/Artificial Intelligence 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
- The future of telemedicine reimbursement
- How Medicare Advantage plans are integrating telehealth in 2020/2021

Member/Patient Engagement and Experience

- Using advanced practice providers to drive rural patient engagement
- Patient experience and the bottom-line impact on a practice
- Avoiding readmissions: Payers and provider partnerships to improve care transitions
- Rethinking the member experience with smartphone apps
- Simple innovations. Better healthcare: How hospitals are tackling their biggest challenges
- Streamlining the supply chain: How to chip away at unnecessary costs
- The rise of retail: How providers and/or payers are changing the game of healthcare

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
- The hospital’s role in managing population health
- Powering population health with data analytics
- Big data best practices for population health

Payer

- Medicare Advantage star ratings: Strategies to score that 4 or 5-star rating
- 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
- Startup health plans: How they’re breaking into a new market
- Employers’ evolving needs: What they’re looking for in benefit design