print editorial calendar

january–june 2012

HME Business

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

print editorial calendar

july–december 2012

HME Business

Issue Date	Features	Products	Bonus Distribution
July	**Annual HME How-To Handbook** A collection of tips and ideas to help HMEs find new efficiencies, solve problems and expand their businesses.		
August	**Senior Care Issue** Making homes safe for seniors How to tailor oxygen services for seniors to maximize mobility and ensure therapy compliance.	Problem Solver: **ADLs** Product Solutions: **Cash Sales**	
August	**Special Edition** Respiratory & Sleep Management		
September	**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.	Problem Solver: **Compression** Product Solutions: **Incontinence**	
October	**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**	Problem Solver: **Mobility** Product Solutions: **Oxygen**	**Medtrade Fall:** Atlanta, GA Oct. 15-18
October	**Special Edition** Respiratory & Sleep Management		**Medtrade Fall:** Atlanta, GA Oct. 15-18
November	**Software Series**: Annual Software Roundup **Profit Centers: Accessibility Up-Sell** Ways to enter and grow your accessibility business	Problem Solver: **Oxygen** Product Solutions: **Billing & Collection Services**	
December	**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.	Problem Solver: **Bariatrics** Product Solutions: **Diabetes**	