

## 2017 Surgical Products Magazine Calendar

	JANUARY/FEBRUARY	MARCH	APRIL	MAY
<b>Sales Close Dates</b>	1/3/2017	2/1/2017	3/1/2017	3/31/2017
<b>Editorial Topics</b>	<ul style="list-style-type: none"> <li>• Preventing and Preparing For Never Events</li> <li>• Orthopedics</li> <li>• Video Integration in the OR</li> <li>• Sutures</li> <li>• Supply Chain Management</li> <li>• Patient Prep</li> <li>• Laparoscopic Procedures</li> </ul>	<ul style="list-style-type: none"> <li>• SSI Prevention</li> <li>• Efficiency in the OR</li> <li>• Smoke Evacuation</li> <li>• Robotic Surgery and Accessories</li> <li>• Medical Waste Management</li> <li>• Pain Treatments</li> <li>• Cardiac Care</li> </ul>	<ul style="list-style-type: none"> <li>• Patient Prep</li> <li>• Bundles and Other Alternative Payment Models</li> <li>• OR Visualization</li> <li>• Training Tools</li> <li>• Transplant Innovations</li> <li>• Shaping Hospital Environments</li> <li>• 3D Printing</li> </ul>	<ul style="list-style-type: none"> <li>• Healthcare IT</li> <li>• Integrated OR</li> <li>• Next Generation Infection Control</li> <li>• Imaging Innovations</li> <li>• Surgical Sealants</li> <li>• Nurse and Physician Burnout Risks</li> <li>• Artificial Joints</li> </ul>
<b>Product Spotlight &amp; Innovations</b>	<ul style="list-style-type: none"> <li>• Wound Closure and Healing</li> <li>• AORN Product Section</li> <li>• 3D, HD, 4K, 8K Monitors</li> <li>• Disposal and Medical Waste</li> </ul>	<ul style="list-style-type: none"> <li>• Sterilization</li> <li>• Instruments - Arthroscopy</li> <li>• Monitors</li> <li>• Catheters</li> </ul>	<ul style="list-style-type: none"> <li>• Lighting</li> <li>• Instruments - Laparoscopic</li> <li>• Warming and Cooling</li> <li>• C Arms</li> </ul>	<ul style="list-style-type: none"> <li>• Patient Monitoring</li> <li>• Infection Control - OR Turnover</li> <li>• UV Disinfection</li> <li>• Laparoscopic Visualization</li> </ul>
<b>Resource Guide</b>	Carts and Storage	Electrosurgical Equipment and Accessories	Infection Control	OR Visualization
<b>Special Segments</b>				
<b>Trade Show Coverage and Bonus Distribution</b>		<ul style="list-style-type: none"> <li>• AAOS, March 14-18, San Diego, CA</li> <li>• SAGES, March 22-25, Houston, TX</li> <li>• AORN, April 1-5, Boston, MA</li> </ul>	ACOG, May 6-9, San Diego	
	JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
<b>Sales Close Dates</b>	5/9/2017	6/2/2017	8/1/2017	10/2/2017
<b>Editorial Topics</b>	2017 Buyers' Guide	<ul style="list-style-type: none"> <li>• Hybrid ORs</li> <li>• Apparel Innovations</li> <li>• Wound Care and Tissue Repair</li> <li>• Anesthesiology Tools</li> <li>• Culture of Safety for OR Staff</li> <li>• Blood Supply Management</li> <li>• Nursing Stations</li> </ul>	<ul style="list-style-type: none"> <li>• OR Workflow - EMRs and Image Systems</li> <li>• Fluid Management</li> <li>• HD, 3D and Augmented Reality</li> <li>• Hospital Assessment</li> <li>• Patient Safety</li> <li>• Professional Development For Staff</li> <li>• Stents and Implants</li> </ul>	<ul style="list-style-type: none"> <li>• Surgical Plume</li> <li>• OR Management Solutions</li> <li>• Patient Satisfaction</li> <li>• OBGYN</li> <li>• OR Sterilization - Equipment</li> <li>• Pain Management</li> <li>• Communication Strategies and Systems</li> </ul>
<b>Product Spotlight &amp; Innovations</b>		<ul style="list-style-type: none"> <li>• Instruments - Laryngoscopes</li> <li>• Tables and Positioning</li> <li>• Joint Systems</li> <li>• OR Turnover Products</li> <li>• Reposable Systems</li> <li>• Never Event Prevention</li> </ul>	<ul style="list-style-type: none"> <li>• Orthopedics</li> <li>• Endoscopic Instruments</li> <li>• Smoke Evacuation</li> <li>• Disinfection</li> <li>• Electrosurgical Products</li> </ul>	<ul style="list-style-type: none"> <li>• Surgical Power Tools</li> <li>• SSI</li> <li>• Carts and Storage</li> <li>• Apparel</li> </ul>
<b>Resource Guide</b>		Infection Control	Tables & Positioning	Hybrid OR Capital Equipment
<b>Special Segments</b>		Excellence in Surgical Products (ESP) Award Nominees	Excellence in Surgical Products (ESP) Award Nominees	Excellence in Surgical Products (ESP) Award Winners
<b>Trade Show Coverage and Bonus Distribution</b>	APIC, June 14-16, Portland, OR	<ul style="list-style-type: none"> <li>• AHRMM, July 23-26, Washington, DC</li> <li>• SLS, September 6-9, San Francisco</li> </ul>	<ul style="list-style-type: none"> <li>• OR Manager</li> <li>• ACS, October 22-26, Washington, DC</li> </ul>	