APRIL 2015
EDITORIAL CALENDAR

FEATURES

COVER — Retail Medicine vs. Private Practice
Are you losing patients to the box store down the street? You likely aren't alone as retail clinics expand at a rapid rate nationwide. Here's what you need to know — and what you can learn — about your potential new competitors.

OPERATIONS — Payer Traps to Avoid
With health reform changes and emerging new plans (including those through the health insurance exchanges) there's a lot of confusion over what's going on with payers — and some are taking advantage. Here's how to ensure you are not falling into any traps that could harm your reimbursements.

COLUMNS

The Bigger Picture
The Inbox — Feedback from our readers
Pearls — Excerpts from our popular e-newsletter
Noteworthy — Stats, news, "App of the Month," and more!
Doc Talk — MD-authored excerpts from our Practice Notes blog
NEW! ICD-10 Toolkit — Advice from AHIMA experts
Administrator's Desk — The Secrets to Coding for Success
Starting Out — (Re)Designing a New Practice
NEW! Courtesy Clinic — Etiquette expert Sue Jacques solves your practice predicaments
The Tech Doctor — Medical Scribes: Pros and Cons Coding — Answers to your toughest coding questions
The List — Ways I Stay on Schedule

As of 12/04/2014. All articles subject to change. For an archive of articles, expert Q&As, tools, and more, visit www.physicianspractice.com. For more information, e-mail editor@physicianspractice.com.
MAY 2015
EDITORIAL CALENDAR

FEATURES

COVER — Staff Salary Survey
Are you overpaying your staff? Underpaying? How much should you offer that terrific nurse practitioner you’ve found? Our seventh annual national staff salary survey sheds light on what other practices pay. And visit PhysiciansPractice.com for complete regional and national staff salary data.

TECHNOLOGY — The mHealth Revolution
From the increased use of telemedicine to apps allowing patients to track their health status, mobile technology is advancing healthcare. Here's a look at what might work at your practice.

COLUMNS
The Bigger Picture
The Inbox — Feedback from our readers
Pearls — Excerpts from our popular e-newsletter
Noteworthy — Stats, news, "App of the Month," and more!
Doc Talk — MD-authored excerpts from our Practice Notes blog
Physician Finance — Advice from asset protection expert Ike Devji, JD
NEW! ICD-10 Toolkit — Advice from AHIMA experts
Administrator's Desk — Adding an NP/PA to Your Staff
Business 101 — Contract Check-Up
Practice Transformations — Profiles of practices exploring new care models
Coding — Answers to your toughest coding questions
The List — Best Thing I've Ever Done for My Staff

As of 12/04/2014. All articles subject to change. For an archive of articles, expert Q&As, tools, and more, visit www.physicianspractice.com. For more information, e-mail editor@physicianspractice.com.
JUNE 2015
EDITORIAL CALENDAR

FEATURES

COVER — HIPAA: 5 Things that Are Compliant, 5 Things that Aren't
Think you know HIPAA inside and out? Here are some basic rules that you may be breaking every day and some strategies you may think are dangerous, but are actually within the law.

OPERATIONS — PayerView
Using real claims data from athenahealth, we rank the best — and worst — payers to work with to help your medical practice. And visit PhysiciansPractice.com for complete data on regional and national payers.

COLUMNS
The Bigger Picture
The Inbox — Feedback from our readers
Pearls — Excerpts from our popular e-newsletter
Noteworthy — Stats, news, "App of the Month," and more!
Doc Talk — MD-authored excerpts from our Practice Notes blog
NEW! ICD-10 Toolkit — Advice from AHIMA experts
NEW! Courtesy Clinic — Etiquette expert Sue Jacques solves your practice predicaments
The Tech Doctor — Top 10 Tech Devices for Physicians
Physician Beware — Embezzlement Protection 101
Administrator's Desk — A Physician's Role in Dismissing Staff
Coding — Answers to your toughest coding questions
The List — My Inspiration to Pursue Medicine
ALSO COMING THIS YEAR:

• **July/August 2015: Technology Survey**
  Which tech tools are physicians really using in their practices? Who’s doing how much of what and why? We give you the real scoop, based on our readers’ responses. Plus, visit PhysiciansPractice.com for a slideshow highlighting key survey results.

• **September 2015: Great American Physician Survey**
  The American physician community is changing fast: politically, economically, and personally. *Physicians Practice* continues its groundbreaking research into the minds, hearts, and habits of modern physicians with its sixth annual Great American Physician Survey. And visit PhysiciansPractice.com for complete survey results.

• **November/December 2015: Physician Compensation Survey**
  Are you making what you’re worth? Compare your earnings to your peers with our annual Physician Compensation Survey results. Full results will be available at PhysiciansPractice.com.

New columns:
• **ICD-10 Toolkit**
  Monthly tips and advice from experts at the American Health Information Management Association (AHIMA) on how to get ready for the ICD-10 transition coming Oct. 1, 2015.

• **Courtesy Clinic**
  The Civility CEO® Sue Jacques answers your questions about conflict among medical staff personnel and tricky interactions with patients.

• **Staffing Up**
  Explore different aspects of improving staff skills, such as customer service, teamwork, clinical skills, and patient relations.

**Want to be notified when updates are made to our 2015 editorial calendar? E-mail editor@physicianspractice.com with "Editorial Calendar Updates" in the subject line to receive regular notifications.**

As of 12/04/2014. All articles subject to change. For an archive of articles, expert Q&As, tools, and more, visit www.physicianspractice.com. For more information, e-mail editor@physicianspractice.com.