

# 2019 Dermatology World Editorial Calendar\*

## JANUARY

- Best practices for an efficient office
- Which groups regulate which parts of medicine
- Rosacea update

CLOSE 11/28/18 | MATERIALS DUE 12/6/18  
MAIL DATE 1/3/19

## FEBRUARY\*

- MIPS update
- ID theft
- Lack of drug price awareness
- Contact dermatitis

CLOSE 1/3/19 | MATERIALS DUE 1/10/19  
MAIL DATE 2/5/19

## MARCH

- Money Matters Column
- Copay accumulators
- Dermopath AUC

CLOSE 1/30/19 | MATERIALS DUE 2/7/19  
MAIL DATE 3/5/19

## APRIL

- Natural treatments
- Patients vs customers
- What is the USPSTF

CLOSE 2/27/19 | MATERIALS DUE 3/7/19  
MAIL DATE 4/2/19

## MAY

- Toxins Update
- Records maintenance
- Compounding

CLOSE 3/27/19 | MATERIALS DUE 4/4/19  
MAIL DATE 4/30/19

## JUNE

- Money Matters Column
- Non-invasive imaging of the skin
- Private Equity
- Connective tissue disease

CLOSE 5/1/19 | MATERIALS DUE 5/9/19  
MAIL DATE 6/4/19

## JULY\*

- Optimizing EHR workflow
- Drugs you never thought you'd use
- Cutaneous effects of new oncologic treatments

CLOSE 5/29/19 | MATERIALS DUE 6/6/19  
MAIL DATE 7/2/19

## AUGUST

- Managing practice crisis
- Digital marketing 101
- New melanoma combinations

CLOSE 6/26/19 | MATERIALS DUE 7/3/19  
MAIL DATE 7/30/19

## SEPTEMBER

- Addressing social media complaints
- Resurgence of STD's
- Digital marketing 102
- Standard of care vs what's reimbursed

CLOSE 7/31/19 | MATERIALS DUE 8/8/19  
MAIL DATE 9/3/19

## OCTOBER

- 23andme ramifications
- Pediatric drug testing
- Data blocking

CLOSE 8/28/19 | MATERIALS DUE 9/5/19  
MAIL DATE 10/1/19

## NOVEMBER

- Managing potential Medicare fraud
- Legal vs ethical
- Digital vs print

CLOSE 10/2/19 | MATERIALS DUE 10/10/19  
MAIL DATE 11/5/19

## DECEMBER

- Burnout strategies
- Money Matters Column
- Managing failure
- Realities of working in the VC world

CLOSE 10/30/19 | MATERIALS DUE 11/7/19  
MAIL DATE 12/3/19

\*Content subject to change



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