

# Working with *Physicians Practice* Editorial

- Our Focus:** Medical practice management issues (*non-clinical*)
- Our Audience:** Physicians in private practice
- Our Circulation:** Approximately 200,000 physicians in the U.S. in all specialties and group sizes

## What We're Looking For

**Objective, quotable sources** — We're looking for people in practice—typically, this means physicians, practice administrators, and practice management experts—to comment on subjects we're writing articles about.

Your suggested source should be able to:

- Articulate successes/challenges with a specific aspect of medical practice management. Some examples are:
  - Implementing a technology;
  - Enacting an operational change (patient flow, staff procedures, etc.);
  - Improving patient relations;
  - Enhancing practice finances.
- Offer advice and insight so that fellow physicians can achieve a similar goal or overcome obstacles to achieving that goal.

NOTE: We will *occasionally* consider using a company representative (e.g., president, high-level marketing personnel) as a source to comment on the industry in general, but this is not our preference.

## What We're Not Looking For

- Clinical content;
- Product reviews;
- Financial information about your company;
- Announcements of new-product or new-launches or new-personnel appointments

## How to Approach Us

- **PLAN AHEAD! We work approximately four months in advance of an issue's publication.**

Below is a table of dates to help you suggest sources in time for us to use them. It is *only* a guideline:

For stories published in...	Suggest a source by the beginning of...
January	September
February	October
March	November
April	December
May	January
June	February
July/August	March
September	May
October	June
November/December	July

- **Send a query to our managing editor**, Keith Martin, at [keith.martin@ubm.com](mailto:keith.martin@ubm.com).
- **Within your query, state why your source would fit a *particular* article.** If we agree, please alert your source ahead of time that someone from *Physicians Practice* will be making contact. *We do not guarantee that an interviewed source will be included in an article.*

## FAQs

- **Does *Physicians Practice* accept bylined articles?** We do want to hear from physicians on their experiences practicing medicine, and from practice administrators and practice management experts on topics specific to office management. However, we do *not* publish vendor-specific content written by the vendor, nor do we accept content written by a physician who is acting as an agent of a vendor.
- **How does *Physicians Practice* determine its editorial content?**
  - Regular reader surveys;
  - Questions submitted to us via email; and
  - Other expert opinion.

Our content is subject to change throughout the year to reflect changes in the industry and to offer the best variety of content. Updates to the calendar are distributed to account representatives. Also, note that story descriptions are general; direction/focus may change somewhat as the writer is researching/reporting.

- **Where can I find the *Physicians Practice* editorial calendar?** You'll find it online at:
  - [www.PhysiciansPractice.com](http://www.PhysiciansPractice.com) in the About Us section.

**Questions? Please contact Keith Martin at [keith.martin@ubm.com](mailto:keith.martin@ubm.com) or 410-818-2712.**