

# 2019 EDITORIAL CALENDAR

## JAN

- ▶ Urinary Diet & Nutritional Therapy
- ▶ Neurology/Oncology Case
- ▶ Liver Disease

### DENTISTRY

- ▶ Oral Disease
- ▶ Periodontal Disease
- ▶ Nonanesthetic Dental

## FEB

- ▶ Sedation Protocols
- ▶ Liver Disease Diagnosis
- ▶ Canine Behavior
- ▶ Heart Disease
- ▶ Pancreatic Disease
- ▶ Diagnostic Imaging
- ▶ Feline Viral Disease

### NUTRITION & WELLNESS

- ▶ Nutrition and Disease
- ▶ Nutrition and Weight Loss

## MAR

- ▶ Diagnostic Imaging and Breed
- ▶ Endocrinology and Medicine
- ▶ Toxicology Case
- ▶ Navigating Dermatology Therapeutics

### SURGERY & ANESTHESIA

- ▶ Surgical Incision Technique
- ▶ Clinical Case: Thoracic Soft Tissue Surgery
- ▶ Clinical Pharmacology and Antiemetics

## APR

- ▶ Canine Internal Medicine
- ▶ Internal Medicine and Immunology
- ▶ Cutaneous Oncology
- ▶ Ophthalmology Case

### PARASITES & PARASITIC DISEASES

- ▶ Parasitology and Clinical Pathology
- ▶ Tick-Borne Disease
- ▶ Parasitology in Exotics

## MAY

- ▶ Dermatology Lesions
- ▶ Nutritional Cardiac Disease
- ▶ Cutaneous Oncology
- ▶ Ophthalmology Case
- ▶ Emergency Quiz

### DIAGNOSTICS

- ▶ Reproduction Diagnosis
- ▶ Diagnostic Imaging
- ▶ Toxicology

## JUN

- ▶ Corneal Disease
- ▶ Oral Surgery
- ▶ Behavior and Sedation
- ▶ Appetite Stimulation
- ▶ Dentistry
- ▶ Hepatobiliary Disease

### DERMATOLOGY

- ▶ Superficial Pyoderma
- ▶ Otitis Management Techniques

## JUL

- ▶ Vector-Borne Infectious Disease
- ▶ Intraocular Pressure
- ▶ Musculoskeletal Surgical Procedure
- ▶ Behavioral Diagnoses

### INFECTIOUS DISEASE

- ▶ Infectious Zoonotic Disease
- ▶ Feline Infectious Disease
- ▶ Exotics Infectious Disease Case

## AUG

- ▶ Tooth Viability
- ▶ Stem Cells
- ▶ Platelet-Rich Plasma
- ▶ Behavioral Diagnoses
- ▶ Nutrition Clinical Case

### ORTHOPEDICS & PAIN MANAGEMENT

- ▶ Rehabilitation
- ▶ Fractures
- ▶ Feline Neurology

## SEPT

- ▶ Clinical Pharmacology and Pain Management
- ▶ Soft Tissue Intestinal Surgery
- ▶ Immunology and Internal Medicine
- ▶ Renal Disease
- ▶ Dental Disease

### FELINE MEDICINE

- ▶ Feline Internal Medicine
- ▶ FeLV Case
- ▶ Feline Neurology
- ▶ Feline Transfusions

## OCT

- ▶ Canine Weight Loss
- ▶ Eyelid Surgery
- ▶ Dentistry and Fractures
- ▶ Feline Renal Disease
- ▶ Gastrointestinal Disease

### EMERGENCY & CRITICAL CARE

- ▶ Vaccine Reactions
- ▶ Coagulation and Emergency
- ▶ Emergency and Steroids
- ▶ Wound Care

## NOV

- ▶ Feline Dental Procedures
- ▶ Collapse
- ▶ Surgery and Neuropathy
- ▶ Toxicology

### ENDOCRINE DISEASES & MANAGEMENT

- ▶ Diagnosing Addison's Disease
- ▶ Blood Glucose Monitors
- ▶ Endocrinology Testing

## DEC

- ▶ Internal Medicine
- ▶ Intervertebral Disk Disease
- ▶ Feline Cardiology
- ▶ Cutaneous Oncology
- ▶ Dentistry Case with Comorbid Disease
- ▶ Regurgitation Algorithm

### BEHAVIOR & SENIOR CARE

- ▶ Behavioral Pharmacology
- ▶ Neurology Case

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	SPACE CLOSE	MATERIALS DUE
<b>JAN</b>	12/10/2018	12/14/2018
<b>FEB</b>	1/10/2019	1/16/2019
<b>MAR</b>	2/11/2019	2/15/2019
<b>APR</b>	3/11/2019	3/15/2019
<b>MAY</b>	4/10/2019	4/16/2019
<b>JUN</b>	5/10/2019	5/16/2019
<b>JUL</b>	6/10/2019	6/17/2019
<b>AUG</b>	7/10/2019	7/16/2019
<b>SEPT</b>	8/9/2019	8/16/2019
<b>OCT</b>	9/10/2019	9/16/2019
<b>NOV</b>	10/10/2019	10/16/2019
<b>DEC</b>	11/11/2019	11/15/2019

## Ad Studies and Bonus Distribution

**March:** Print Ad Study

**May:** Bonus Distribution at Brief Summit and Chicago Vet

**September:** Digital Ad Study | Bonus Distribution at 2 Brief Summits

**October:** Print Ad Study | Bonus Distribution at Wild West  
Veterinary Conference and New York Vet

# 2019 Editorial Calendar

	PRACTICE	TEAM	CLIENT	SELF	CLINICAL CONTEXT
<b>JAN/FEB</b>	Doctor, Landlord, Investor, Manager: Owner Compensation	Targeting Productivity Pitfalls	Persuading Without Pressure	Living Your Core Values	Feline Dentistry Compliance
<b>MAR</b>	Beating the Back Order: Inventory Challenges	An Untapped Client Source	Client Cues and Communication	Mindful Mentoring	Helping Clients Plan for Medical Crises
<b>APR</b>	Yes, Your Practice Needs a Budget	Front and Back Teams: Bridging the Gap	Defining and Defeating Drug Diversion	Business Case: Workplace Wellbeing	Heartworm Case & Preventive Compliance
<b>MAY</b>	Working <b>in</b> and <b>on</b> the Business	Risky Personnel Moves You're Making Every Day	Reminders: Humble Yet Mighty	Leadership Mistakes	Wellness & Screening Diagnostics
<b>JUN</b>	The P&L: Your New BFF	Promoting Team Members	Onboarding Clients to New Practice Protocols	Buddy System: Partnering with a Colleague	Helping Clients with Chronic, Itchy Pets
<b>JUL</b>	Production-Based Compensation	Death by Meetings? Not Anymore	Teaching in the Exam Room	Career Transitions	Working with Client Finances: A Parvo Case Example
<b>AUG</b>	Cybersecurity for the Practice	Coaching Moments for the Uncoachable	Harnessing the Happy: Asking for Positive Reviews	Sleep Hygiene	Guiding Clients Through Juvenile Orthopedic Disease
<b>SEPT</b>	Decoding OSHA	Creating a Culture of Continuous Improvement	The Real Impact of Client Bonds	Finding Peer Support: Groups, Organizations, and Beyond	Educating Clients about Chronic Contagious Disease
<b>OCT</b>	Leveraging Practice Technology	Crisis Training	The Art of the Estimate	Overcoming Isolation and Loneliness	Emergency Preparedness
<b>NOV/DEC</b>	Insuring the Practice	Effective Team Training Programs	Converting Confrontation to Collaboration	How to Be a Networking Ninja	Laboratory Monitoring of Endocrine Disease

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