



## 2017 Editorial Calendar



PRIMARY FEATURE		MAJOR TOPICS COVERED IN EDITION			
		EQUIP YOUR CLINIC	SUPPORT YOUR PATIENT	EXPAND YOUR CARE	OPERATE YOUR PRACTICE
JAN	Start the New Year Right	Taping: Principles & Protocols	Supplementing Patient Care	Become a Headache Specialist	Solo or Group Practice?
FEB	The Weight-Loss Practice	Promoting Topicals	Doctor-Patient No-No's	Add the Exercise Element	Advanced Testing Protocols
MAR	Send the Right Message	Time to Go Digital (X-Ray)	Social Media Tips	Keying on Demographics	Office Spring Cleaning
APR	Team-Building Tips	Build the Perfect Team	Sleep, Stress and Your Practice	The Power of Vibration	Is Your Website Working?
MAY	Common Finance Errors	Digital Marketing Essentials	The Herbal Advantage	Treating Athletes	Common Staffing Errors
JUN	Low-Cost Marketing	Q&A on Laser Therapy	Relationship Building	The Integrated Practice	When Less Is More
JUL	Dropping Insurance	Don't Ignore Orthotics	Make Each Visit Count	Become the Diabetes Expert	How to Attract Patients Online
AUG	Entrepreneur Doctor	Adding New Services	The Power of Probiotics	Corporate Wellness Strategies	What Turns Patients On (and Off)
SEPT	Functional Rehab Tools	The Nutrition-Based Practice	Website Essentials	Community Outreach	Dealing With Difficult Patients
OCT	Cultivate a Culture of Excellence	Why Aren't You Selling Product?	The Patient-Centered Practice	The DC as Concussion Expert	Practice Stressors & Solutions
NOV	When You Give, You Get	Finance 101	Exercise Matters	The Art of Public Speaking	Holiday Promotions
DEC	Make Your Time Count	Design Your Office for Profit	Don't Lose Your Cool	Adding Staff (Do's & Don'ts)	Time-Saving Tools

NOTE: The 2017 DC Practice Insights Editorial Calendar is flexible and subject to change based on editorial contributions.

