

Thought Leadership Content Calendar

Thought Leadership Vehicle	White Paper/Case Study	Media Relations	Articles	Sponsored Content	Video	Blog	Email	Infographic/Web Carousel/SlideShare	Webinar/CEU	Press Release	Awards
January '2015											
Wk of 1/5	Understanding NDC and HCPCS; Ancillary Awareness		1/7 - R&I Quicker Care With Telemedicine (Dr. Hall)	1/6 WorkCompWire - Leaders Speak (J Anderson) re-run		1/7 - OR Federal Court rejects arguments (SS) 1/7 - CMS releases updated user guide (SS) 1/8 CMS Publishes Ref Guide (SS) 1/9 - CMS Publishes toolkit (SS)					
1/12						1/12 - LA Appellate Court agrees on fraud (SS) 1/14 - MEDs (PH)					
1/19			1/22 - WorkCompCentral: AAPAN speaking engagement (Brian) 1/22 - workerscomp.com: AAPAN speaking engagement (Brian)	1/20 R&I Feb Print Ad due		1/20 - PA Bankruptcy court (SS) 1/20 - Tribute to Utah Speaker (GA)			1/22 Compounds	1/20 - AAPPO - Brian Allen	
1/26			1/28 - workerscompensation.com - speak at execuSummit (Brian) 1/29 - workcompcentral - Generic Drug Price Inflation Appears to Have Hit Opioids Harder - Tron			1/28 - Depression (PH)				1/27 - ExecuSummit - Brian Allen	
February '2015											
Wk of 2/2			2/4 WorkCompCentral - Abuse deterrent formulations (Matt Foster)			2/4 - Telemedicine to R&I article with Dr. Hall					
2/9			2/8/15 - Bus Ins - Costly compounded drug prescriptions cut by certain formulary designs (Brian Allen) 2/8/15 - Bus Ins - Drug, therapy nonadherence slows employees' return to work times (Dr. Hall) 2/8 - Bus Ins - More states look to closed formularies to lower workers comp costs (Brian Allen)	2/12 R&I FEB digital ad due: 17 Questions to Ask - Compounds		2/11 Future of Work Comp					
2/16			2/20 - workcompcentral-Anti-Overdose Drug Becoming more Common, Seeps into WC			2/17 - Zohydro alert			2/19 Pain management		
2/23	Industry perspective		2/27-workcompcentral-Private equity firms sell 2 PBMs 2/27 - ManagedCareMatters (blog) Industry Perspective	2/23 R&I FEB digital ad live 2/23 R&I March web banner due 2/23 R&I March digital ad due: AWP Inflation rate 2/26 Risk Management April Print ad due		2/24 - Industry perspective blog post (and email)					Addys

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March '2015											
Wk of 3/2			3/2 - WC CLM - Balancing WC and Soc Sec Offset (R. Gonzalez) 3/4 - Columbus CEO award article 3/4 - Workcompcentral - Heather Sanderson quoted	3/1 Columbus CEO ad live 3/6 Leaders Edge April ad due		3/2 - Summary of Final Rule: Conditional Payment Appeals Process				3/4 - Columbus CEO award (Local only)	Columbus CEO announced
3/9			3/10 - workcompcentral - Ga. Prium, Helios to Present on Workers' Comp Issues at national Rx Drug Abuse Summit 3/12 - workcompcentral - NSC many don't know they're taking opioids	3/9 R&I March digital ad live 3/13 R&I April print ad due		3/9 GA Calif. Alert 3/10 - Naloxone 3/11-MedicareInsights post			3/10 TDIS Anti-ulcer/ Anti-emetetic/ Laxative	3/12 - ABA - Rafael Gonzalez 3/13 - ADDY (Tpa only)	
3/16			3/16 - Workcompcentral - Wis. Advisory Council Discussing Tweaks to Drug Reimbursement Methodology (B. Alen quoted) 3/17 - Leader's Speak - Compounded Med Questions (Hall)			3/18 - 17 Questions to Ask when Considering Compounded Meds				3/19 - RISE - Gonzalez	
3/23			3/23 - R&I Closed Formulary Warrants Careful Consideration (Brian Allen quoted) 3-24 Leader's Speak (Rafael Gonzalez)	3/25 WCW email banner due (Brighter campaign)		3/24 - MedicareInsights 3/25 - Leaders Speak (Rafael) 3/26 - Clinical Info 3/27 - MedicareInsights			3/26 - UDT	3/26 - OSC - Dr. Hall	3/27 Content Marketing Awards due
DTR REL 3/30	2015 Drug Trends Report	Pitch Best's Review Pitch SHRM HR Mag	3/30 - Workerscomp.com - Dr. Hall media alert 3/30 Workcompcentral-Purdue Pharma says abuse-deterrent Opioid Formulation Reduced Overdoses, Addiction 4/1 GenRe article due 4/2 - Workcompcentral - DTR 4/2 - Managed Care Matters blog - DTR 4/2 - Workcomp.com - DTR 4/2 - Bus Ins - DTR 4/2- WCI DTR 4/3 - WCW - DTR	3/31 Risk Management May print ad due 4/3 R&I April digital ad due: GA Looking Ahead 4/1 Risk Management April Ad Live 4/1 WCW email banner live		4/2 DTR press release		DTR		3/31 - National Rx media alert 3/31 - DTR PR under embargo 4/2 DTR	

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April '2015												
	Wk of 4/6			4/9 - BI - Comp reporting plan would boost employer burden (R. Gonzalez quoted) 4/9 - Workcomp.com - DTR webinar 4/10 - WCW - DTR Webinar 4/10 - Pain Practitioner - B. Mueller UDM article <b>due</b>	4/8 R&I Sponsored Email <b>Due</b>		4/7 CMS Releases Updated NGHP User Guide Version 4.6 4/9 Work Comp Payers Focus on Reducing Potential Dangerous and Costly off-label drug use		National Rx Drug Abuse		4/8 - DTR Webinar	
	4/13		Pitch R&I May work comp issue 4/15 - BI interview (D. Huth/J. Bartells)	4/13 workcompcentral-Why shouldn't WC Insurers Fund Chronic Pain Research 4/16 - BI - Patient Transport Helps Build Bridge Back to Work (Huth quote)	4/15 R&I Sponsored Email sends 4/16 R&I April digital ad live		4/15 Current state of Phys Dispensing 4/17 FI Federal court dismisses MAP Private Cause of Action			4/16 FWA part 1 Opioids		
	4/20		<b>Peter R.</b>	4/20-FL Work comp Adjudication (Blog) Marijuana Back in the News 4/21 - workcompcentral-University Researchers: OxyContin Reformulation Led to Drop in Prescriptions 4/23-BI Controls limit workcomp drug price rise ESI 4/23-workcompcentral-DTR Webinar review 4/23 - Cutcompcosts.com 2014 wc prescription cost increase	4/21 R&I May dig ad - Body sys affected by chronic pain <b>due</b> 4/21 R&I May Spon. Content - FWA <b>due</b> 4/24 R&I May web banner <b>due</b> 4/24 WCW email banner <b>due</b>		4/22 Study suggest opioid abuse may be on decline			4/21 - DTR Webinar		
<b>RIMS</b> Apr 26-29	4/27		<b>Pitch Claims Journal Summer Iss. On work comp.</b>	4/27 - WCI - Politics of WC 4/29 - RIMS Daily (BI) - Helios named best in show 4/30 - WCI - FDA Approves Generic Abilify 5/1 - Risk Management article (J. Anderson) 5/1 - Workcompcentral-DePaolos WorkCompWorld (Rafael)	5/1 R&I May Sponsored Content and digital ad Live 5/1 Risk Management May ad live 5/1 WCW email banner live		4/30 FDA Approves generic Abilify			4/30 FWA part 2 Treatment guidelines		

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MAY												
WK of: 5/4		MIR White paper	5/7-Workforce magazine interview	5/8 Workcompcentral-Closed Formulary Bill Revoked	5/7 - Leaders Edge June ad due		5/6 Intro to comorbidiy series 5/7 Louisiana Closed Formulary Off Agenda					5/7 PRism award dinner
NCCI AIS	5/11		Pitch Claims mag. July iss - Settlement	5/11 - Workcompcentral - Drug Maker Sues FDA Gen Re newsletter live 5/14 Workcompcentral-Judge Dismisses Chicago Suit Against 4 Opioid Makers 5/15 Workerscomp.com-Helios VP is Panelist at USA Risk Group			5/13 Hypertension 5/15 Helios Acquires Ringle				5/14 USA Risk Group - Rafael 5/15 Ringle	
5/18			Pitch National Underwriter Aug iss. Work comp.	5/18 BI-PBM Acquires medicare Compliance Unit 5/18 Workcompcentral- Ringle 5/18 Workerscomp.com-Ringle 5/20 Workcompwire - Ringle			5/20 Cardiovascular			5/19 TDIS anti-anxiety / anti-psychotics / anti-depressants/ sedatives		
5/25		Insomnia White Paper		Risk Insider article due	5/25 R&I June web banner due 5/26 R&I June digital ad due		5/27 Insomnia	White paper Mo Highlights				
June												
WK of: 6/1					6/2 R&I June digital ad live		6/3 Obesity				Brian AAPPO board appointment	
6/8							6/9 Safety 1 6/11 Depression					
6/15		Collaborative Village			6/15 - WCW July Partner Posts due 6/19 - Leaders Edge Jul/Aug ad due		6/16 - Safety 2 6/18 Arthritis	white paper				6/20 - Jan's Birthday!! Woot! Woot!
6/22					6/25 R&I Aug Print ad due		6/23 - Safety 3 6/25 High Cholesterol	6/23 - CE promotion		6/25 Specialty meds		
6/29		Fraud, Waste & Abuse White Paper			7/1 WCW Partner Posts for July live - Fraud, Waste & Abuse		7/1 partner post (FWA) 7/2 Substance Abuse					

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July												
wk of 7/6			Pitch Risk Management Nov. iss: Work Comp Trends (articles due Sept.)	Workforce Magazine Article	WCW Partner Post - Body Systems		7/7 partner post (Body sys) 7/9 Diabetes		Body systems?	7/7 TDIS opioids		
7/13		Medication Agreements White Paper			WCW Partner Post - Medication Agreements 7/13 - Determine WCW Partner Posts for Sept 7/17 R&I Aug digital ad due		7/14 partner post (Med Agreements) 7/16 Aging	white paper				
7/20					WCW Partner Post - MED		7/21 partner post MED			7/23 Compounds		
7/27					7/29 R&I Aug digital ad live			Mo Highlights				
August												
WK of: 8/3			Pitch R&I Oct. iss. Work Comp.		8/7 - Leaders Edge Sept ad due							
8/10		Industry perspective						Industry Perspective				
8/17					8/17 - WCW Partner Posts for Sept DUE							
8/24			Pitch Public Risk Nov/Dec iss on WC Trends		8/27 R&I Oct 1 Print Ad due							
8/31		Insomnia White Paper			9/1 - WCW Partner Posts Sept Live			Mo Highlights Insomnia White Paper				
September												
Pain Wk		Wk Of: 9/7	Pitch R&I Nov WC iss.		9/11 R&I Oct 15 Print Ad due							
9/14					9/14 - Determine WCW Partner Posts for Nov							
9/21												
9/22					9/24 WCW email banner due 9/25 - R&I Oct. Sponsored Content Due					9/24 UDT		

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9/28				10/1 - R&I Oct. Spon Content Live 10/1 - WCW Email Banner live 10/1 R&I Nov Print Ad Due 10/1 Risk Management Nov Print Ad Due			Mo Highlights				

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October											
Wk of: 10/5											
10/12											
10/19		Pitch R&I Dec Pharmaceutical iss.		10/19 - WCW Partner Posts for Nov Due					10/22 - FWA part 1 opioids		
10/26	Depression White Paper			10/26 R&I Nov Web Banner due 10/27 R&I enewsletter banner due 10/29 Risk Management Dec Print ad due			Mo Highlights Depression White Paper		10/29 - FWA part 2 treatment guidelines		
November											
Wk of: 11/2				11/2 WCW Partner Posts Nov Live 11/2 Risk Management Nov Ad Live 11/3 R&I enewsletter banner live					11/3 - TDIS non-opioid analgesics		
Nat'l	11/9										
11/16											
11/23				11/23 R&I Dec web banner due 11/24 R&I enewsletter banner due							
11/30				12/1 R&I enewsletter banner appears			Mo Highlights				
December											
Wk of: 12/7			12/8 - Leaders Speak (Settlement)	Risk Management Dec Issue Ad Live							
12/14			12/15 - Leaders Speak (Ancillary)								
12/21											
12/28							Mo Highlights				
'2016											

Thought Leadership Content Calendar

Speaking Engagements
1/25-27: AAPPO Forum, Brian Allen; 1/22 Louisiana WC Conf, Rafael
2/3-2/4: ExecuSummit - (B.Allen) politics of Work Comp 2/6 PROPOSAL DUE National WC
2/19 Tampa CLM Chapter Meeting, Rafael
2/26 Palm Beach Coast WCRI Seminar, Rafael



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Speaking Engagements
3/5 Boston CLM Chapter Meeting, Rafael
Proposal Due: PARMA 3/15
3/19 - American Bar Assoc. - R. Gonzalez 3/20 - Sponsler WC Summit - R. Gonzalez
3/25-27; R. Gonazlez, RISE Nashville
4/2 OSC - Dr. Hall Proposal Due: PRIMA Oregon 4/3

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Speaking Engagements
4/6 - 4/9 National RX Drug Abuse Summit, Dr. Hall, Tron, Brian Allen, Joe Anderson
4/13/15 IAIABC, Brian Allen
4/20 USIS Other States Coverage, Rafael

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Speaking Engagements
5/7 FSARN Annual Conference - Rafael
5/12 EIIA Conf, Rafael 5/14 PBMI Proposal Submitted
5/18 PRIMA Tampa Bay Chapter Seminar - Rafael 5/20 HALSM - Rafael 5/21 USA Risk Group Exec Educational Conf - Rafael
6/3 FLDA Liability Claims Conf, Rafael 6/3 Millennium Summit (Dr. Hall) <b>Potential</b> <b>Proposals:</b> MSIA
6/17-18 MN WC Summit (B. Allen)
7/5 AASCIF National Conference, Rafael

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Speaking Engagements
Potential Proposals: OSC, IAIABC, RIMS
7/19 FASI Educational Conference, Rafael
8/23 WCI Educational Conference, Rafael, Tron & Dr. Hall - Sedgwick Panel
9/29 CWCR Conference, Rafael
9/8 - Pain Week (M. Foster) 9/10 Long Island CLM Chapter Meeting - Rafael Potential Proposals: WCI, PRIMA, National Rx Drug Abuse Summit, ExecuSummit
9/16 Publix Supermarkets - Rafael CWC
AAPM

Speaking Engagements
9/29 CWCRC Conference - Rafael 9/30 MWC Summit - Rafael 9/30 NAMSAP Annual Conference - Heather IAIABC

## Thought Leadership Content Calendar

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