

Marketing Calendar

VEHICLE ▶	White Paper/Case Study	Collateral	Blog	Email	Social Media	Web	Webinars	Media Relations Community Relations	Articles/Media Mentions	Press Releases	Awards	Speaking Engagements	Trade Show/ Events	Ads	STRATEGY
STRATEGY ▶	◀ CONTENT MARKETING ▶							◀ PUBLIC RELATIONS ▶			◀ EVENTS ▶		ADVERTISING		
July															
wk of 7/6			7/7 - CMS Audit Season in Full Swing	7/7 - CMS Audit Season in Full Swing							7/9 - TBBJ Fast 50 Finalist Cocktail Reception			7/10 - Ad for Moffitt event program due	
7/13			7/16 - Compliance Insights	7/16 - Compliance Insights											Drafts for About Us, Tag line, messaging, letterhead and ppt templates, email sig,
7/20			7/21 - ICD 10	7/21 - ICD 10				7/25 - Martinis for Moffitt Event (VIP Sponsor)			7/23 - TBBJ Fast 50 Awards Luncheon				
7/27			7/28 - No Summer Doldrums for Healthcare news	7/28 - Blog - No summer doldrums for healthcare news	7/28 - FB, Twitter, LinkedIn									8/1 CAHP Logo due	Marketing plan and budget
August															
WK of: 8/3			8/7 - 2016 Prescription Drug Premiums Projected to Stabilize	8/7 - 2016 Prescription Drug Premiums Projected to Stabilize	8/7 - FB, Twitter, linkedIn			Identify media contacts/lists; Get email masking added to Meltwater				8/3 - HIMSS Preconference proposals DUE			
8/10			8/11 - Fresenius press release 8/13 - Risk Adjustment Change	8/13 - blog/Risk Adjustment Change	8/11 - press release 8/13 - blog				8/11 - HISTA talk practice - Fresenius 8/11 - HealthIT outcomes - Fresenius	8/11 - Fresenius 8/12 - Inc. 5000 ranking announced	8/12 - Inc. 5000 ranking announced (#834)		8/14 - logo for CAHP submitted		Marketing plan and budget finalized
8/17			8/20-Bundled Payments for Care Improvement initiative	8/20-blog BPCI	8/19 Press release 8/20 Blog				8/19 - Health IT Outcomes - press release Risk Adjustment change 8/20 - TBBJ (Inc. 5000) 8/20 - Tampa Bay newswire - TB Business for Culture & Arts	8/19 - Risk adjustment (Market Prominence)					
8/24			8/26 - Value-Based Purchasing Comes to the Fore	8/26 - Blog	8/26 - blog		Sept. schedule determined; Project plan for approval.	Logo to Art with a Twist (Morton Plant Mease Fdn)							Sales demo deck; Implementation deck; IT deck
8/31			9/3 - Star Program Driving Quality in Medicare Advantage	9/3 blog	9/3 blog	9/1 - Redesign Kick off				9/1 - Regulatory Tracking Module					Marketing plan and budget approved

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September															
Week of 9/7			9/11 - 2016 Program Audits from CMS' Fall Conference	9/11 - blog	9/11 - blog	Site map and template selection	ACAP webinar on 10/8 confirmed - title sent. Description due.						9/7-AMCP Company listing due	9/11 - CAHP 1/4 page ad DUE	HubSpot training and set up
9/14			9/16 - Compliance Insight newsletter	9/16 - newsletter	9/16 - newsletter	Finalize site map; begin copy and wireframe designs				9/17 - MedHOK Charity Efforts					
9/21			9/23 - Testing the Waters for Medicare Advantage Value-Based Insurance Design Model	9/23 - blog	9/23 - blog		9/24 ACAP sends email about upcoming webinar								
9/28			10/2/15 - SNPs may yet get the Star Relief they want	10/2 - blog	10/2 an 10/8 - blog		10/1 ACAP email by association					10/1 - AMCP Expo Abstract open			
October															
Wk of: 10/5				10/6 - client webinar invite 10/8 blog from 10/2 again	10/8 blog from 10/2	Converted blog to HubSpot	10/8 ACAP Webinar - Moving Towards Encounter Data					ACAP Webinar			Conference collateral
10/12			10/12 2016 Star Announcement Shows CMS Continued and Remarkable Progress with Quality Performance	10/13 - ACAP webinar follow up	10/12 - blog										
10/19	Generic "major health plan" case study for RFP		10/21 - Proposed Medicaid Rules will Create Medicare-Like Compliance Regime	10/19 - client webinar reminder 10/21 - blog 10/23 - Thank you and 11/3 webinar invite	10/21 - blog		10/20 - Client webinar (CTM)	10/22 - TB Business and Arts event					10/19-22 McKesson, Las Vegas 10/19 - 21 CAHP, Palm Desert		
10/26	Aetna case study		10/29 - Blog: Health Care Exchange Announcements Show Some Mixed Results 10/30 - Compliance Insights Newsletter - October	10/29 - Nov 3 webinar invite	10/29 - blog				10/29 - Inc. Tampa Top 10 Fastest Growing Companies				10/26-29 AMCP Orlando 10/30 - MAHP		2016 Marketing Budget

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November															
Wk of: 11/2				11/2 - client webinar reminder 11/5 - Thank you and Nov 17 webinar invite			11/3 - Client webinar (CM)			Ice conference					
11/9			11/9 Dual Demonstrations: Challenges and Promise 11/13 - Podcast: MA Star Program Update	11/11 Nov 17 webinar invite	Blog				Tampa Arts mention			ICE	11/12-13 ICE, San Fran, CA		
11/16			11/18 CMS set to further reform approach to dual eligibles in MA	11/16 - client webinar reminder 11/19 - UM recording/12/8 invite	Blog	First draft and review	11/17 - Client webinar (UM)								2016 Conference list (decisions)
T giving 11/23			11/23 - Risk Adjustment and Encounter Data Changes - Webinar recording (ACAP)	Blog	Blog										Budget finalized and submitted for review
11/30		Market Prominence flyer	11/30 - Bad News Trickling In on Exchanges 12/1/15 - Compliance Insights newsletter (Nov)	11/30 - blog 12/1 Webinar invite 12/1 blog 12/3 Webinar invite	Blog										
December															
Wk of: 12/7				12/7 - client webinar reminder 12/10 - Rx recording			12/8 - Client Webinar (Rx)								
12/14			12/15 - Overall increase in Health Costs Slowing		blog										
XMAS 12/21			12/23 - Of Healthcare Punditry and Crystal Balls - Part 1		blog										
XMAS 12/28			12/29 - Compliance Insights newsletter 12/30 - Of Healthcare Punditry and crystal Balls - Part 2		blog										
January 2016															
wk of 1/4												AMCP Expo abstracts due			
1/11							1/12 - client webinar								
1/18															
1/25							1/26 - client webinar								