



## FLORIDA DOCTOR | EDITORIAL CALENDAR 2009

### APRIL

- Plug the Money Leaks in Your Practice
- Environmentally-Focused Physicians
- Must-Have Tools and Gadgets
- The Future of Medical Training

### MAY

#### \*Travel Month

- Unique Leisure Time/Vacation Activities
- Practicing Medicine in a Transient Population
- Do Disney the Right Way
- Top Travel Destinations

### JUNE

- Build Your Professional Presence
- Doctors who Mentor
- Boost Your Credibility
- Boggy Creek Camp

### JULY

- Choose the Right Employment Option
- Life Balance
- Understanding Patient Personalities
- Communicate with Power, Poise and Tact

### AUGUST

- Practice Management Demystified
- Doctors Who Give Back in Unique Ways
- Keep Your Staff Happy and Motivated
- Robotic Medicine

### SEPTEMBER

- First Impressions Your Staff Give Patients
- Email Etiquette for Business
- Extreme Sports
- Married Couple Physicians

### OCTOBER

#### \*Breast Cancer Month

- Patient Compliance
- What's New In Breast Cancer Treatment and Technologies
- Communication Strategies
- How to Give and Take Constructive Criticism

### NOVEMBER

- Survive a Malpractice Lawsuit
- Plan the Perfect Holiday Party
- Gift Ideas for Colleagues and Staff
- How to Interact with Caregivers

### DECEMBER

- Analyzing Your Medical Practice
- Lessons from Retired Doctors
- Jumpstart Your New Year's Resolutions
- Favorite Wintertime Vacation Destinations

*\*Subject to change without notice*