

## bulletin

## FEBRUARY

## Pediatric ENT

- Kids ENT Health Month
- Noise Induced Hearing Loss in Children
- Practice Management: Models of Otolaryngology Practice

Ad Sales Close: Dec. 23, 2020

Materials Due: Jan. 4, 2021

Select this issue to market:

- Devices and treatments related to pediatric otolaryngology diseases and disorders
- Devices and treatments for noise-induced hearing loss

## MARCH

## Hearing

- CPG: Opioid Prescribing for Analgesia After Common Otolaryngology Operations
- Top 100 services for otolaryngology
- Sleep Awareness Week

Ad Sales Close: Jan. 25, 2021

Materials Due: Feb. 1, 2021

Select this issue to market:

- Devices and treatments related to diseases and disorders of the ear, sleep disorders
- Products and services related to the top 100 ENT services, coding system
- Hearing devices and hearing tests

## APRIL

## Voice, Airway, and Swallowing

- World Voice Day
- E&M Coding and Documentation

Ad Sales Close: Feb. 22, 2021

Materials Due: March 1, 2021

Select this issue to market:

- Devices and treatments related to voice, airway, and swallowing conditions
- Voice therapy

## MAY

## Allergy

- Incorporating Allergy into the Busy Otolaryngology Practice
- Models of Otolaryngology Practice
- Annual Meeting & OTO Experience Preview
- Better Hearing and Speech Month

Ad Sales Close: March 22, 2021

Materials Due: March 29, 2021

Select this issue to market:

- Devices and treatments related to allergy conditions
- New products and services to debut at OTO Experience

## JUNE

## Geriatric Otolaryngology

- Dysphagia Awareness month
- Incorporating balance therapy into your practice

Ad Sales Close: April 19, 2021

Materials Due: April 26, 2021

Select this issue to market:

- Devices and treatments related to geriatric patients with otolaryngology-head and neck diseases and disorders, hearing loss, sleep, and balance

## JULY

## Head and Neck and Endocrine

- Managing your data
- Tips on Starting and Building Upon an Endocrine Surgery Practice

Ad Sales Close: May 17, 2021

Materials Due: May 24, 2021

Select this issue to market:

- Devices and treatments related to diseases and disorders of the head and neck and thyroid
- EHRs

## AUGUST

## Annual Meeting &amp; OTO Experience Preview

- Annual Meeting exhibits and new experiences in the hall
- Models of Otolaryngology Practice

Ad Sales Close: June 21, 2021

Materials Due: June 28, 2021

Select this issue to market:

- Devices and treatments related to sleep disorders
- New products and services to debut at OTO Experience

## SEPTEMBER

## Annual Meeting Issue

- Rhinology
- Otolaryngologists as Educators

Ad Sales Close: July 19, 2021

Materials Due: July 26, 2021

Select this issue to market:

- Devices and treatments related to rhinologic conditions
- Coding Systems
- New products and services to debut at OTO Experience

**Bonus distribution: AAO-HNSF 2021 Annual Meeting & OTO Experience, October 3-6, 2021**

## OCTOBER

## Neurotology

- Managing your online presence
- Otolaryngology Analytics: Dashboards Every Practice Should Have (managing your data)

Ad Sales Close: Aug. 23, 2021

Materials Due: Aug. 30, 2021

Select this issue to market:

- Devices and treatments related to Neurological disorders and diseases
- Practice websites, patient portals, and electronic communications

## NOVEMBER

## Facial Plastics and Reconstructive Surgery

- Models of Otolaryngology Practice
- Acid Reflux/GERD

Ad Sales Close: Sept. 20, 2021

Materials Due: Sept. 27, 2021

Select this issue to market:

- Devices and treatments related to facial plastics and reconstructive surgery and to GERD and acid reflux

## DECEMBER/JANUARY

## Patient Safety

- Improving OR Safety and Quality
- Healthcare Policy and Reform: A Primer for the Otolaryngologist

Ad Sales Close: Oct. 21, 2021

Materials Due: Oct. 28, 2021

Select this issue to market:

- Products and services related to patient safety and quality