

**Chiropractic Economics**  
**2008 EDITORIAL Planner\***

<b>Issue</b>	<b>Feature Focus</b>	<b>Product directory</b>	<b>Tentative Mail date</b>	<b>Editorial deadline</b>
1	Wellness practices	Supplies	8-Jan	22-Sep
2	Marketing	Marketing	25-Jan	9-Oct
3	Managed care	Insurance	12-Feb	27-Oct
4	Nutrition	Nutrition	1-Mar	13-Nov
5	Patient recruitment and retention	Patient education	18-Mar	1-Dec
6	Rehabilitation	Rehab products	4-Apr	18-Dec
7	Training & development	CE & Post grad programs	22-Apr	5-Jan
8	11th annual salary and expense survey	Electrotherapy	9-May	22-Jan
9	Anti-aging and wellness	Anti-aging products	27-May	9-Feb
10	Occupation and indust. consulting	Diagnostics	13-Jun	25-Feb
11	New practitioners	Colleges	1-Jul	15-Mar
12	Successful office strategies	Orthotics	18-Jul	1-Apr
13	Software	Software	5-Aug	19-Apr
14	Specialty practices	Massage and acupuncture	22-Aug	6-May
15	Herbs and homeopathy	Herbs/homeopathy	9-Sep	24-May
16	Sports chiropractic	Retail products	26-Sep	10-Jun
17	11th annual fees and reimb. survey	Tables	14-Oct	28-Jun
18	Practice management	Consultants	31-Oct	15-Jul
19	Financial planning	Financial services	17-Nov	1-Aug
20	9th Annual Buyers Guide	Buyers guide	4-Dec	18-Aug

*\* All dates are tentative. They do not take into account weekends or holidays.*

## 2008 Editorial Guidelines

The mission of *Chiropractic Economics* is to help chiropractors succeed in building and operating their practices. The magazine and Web site offer the most substantive, practical, step-by-step business-management and practice-building information available for doctors of chiropractic. We are the most trusted magazine serving the profession. During 2008, we will publish 19 issues, plus our annual Buyers Guide. Additionally, we regularly update our Web page, [www.ChiroEco.com](http://www.ChiroEco.com) to keep our readers up-to-date on news, products, and practice-building.

We welcome editorial contributions from practitioners as well as professionals who have expertise in topic areas addressed in the magazine. If you would like to share your expertise with our readers, please review our editorial guidelines:

- **Story ideas and finished manuscripts.** We consider article ideas as well as finished manuscripts. If your idea is accepted, our editors will work with you to develop the finished article.

If you choose to submit a completed manuscript, please note that submission does *not* guarantee publication nor does acceptance of a manuscript guarantee that it will be published in a specific issue.

- **Exclusive use of material.** Articles submitted for review and publication may *not* be submitted to other publications during our review process. Authors agree not publish the same or substantially similar material with another magazine for three months (90 days) following publication in *Chiropractic Economics*.

- **Topics.** We strive to provide our readers balanced information on all aspects of building a practice. To be considered for a particular issue, articles must be submitted by the due date published in our editorial planning calendar.

We welcome articles that deal with the following topics: **Practice Management** (such as managing a staff, managing accounts, billing, collections); **Marketing** (marketing, branding, advertising, patient recruitment); **Patient Relations** (customer service, patient retention, patient education, etc.); **Personal Development** (leadership, continuing education, communication skills, self-motivation, ethics, etc.); **Technology** (use of technology in diagnosis and rehab, office technology, Web technology); **Finance and Taxes** (building and managing personal wealth, managing practice tax burdens); **Legal** (minimizing liabilities, legal Q&A, malpractice issues, etc.), and **Wellness** (nutrition, self-care, acupuncture, homeopathy).

- **Selection criteria.** The editors look for articles that have a “take-away” value to the reader — something readers can implement to make their practices more successful. Selection criteria include a how-to focus; timeliness of information; appropriateness; accuracy; originality; quality of writing; and value to the reader from an economic, marketing, and practice-management point of view.

- **Non-proprietary.** Articles *cannot* mention nor promote specific products, services, or companies. *All manuscripts must be unbiased and free from commercial or product-centered references.*

- **Length and style of articles.** Articles should be between 800 and 1,200 words, including any sidebars or breakout boxes. We encourage articles to incorporate bulleted learning points and sidebars.

- **Editing.** All material will be edited to conform to the magazine’s style and format.

- **Contributor’s agreement.** *All writers must sign a contributor’s agreement prior to the publication of any article.* Among other things, the agreement gives *Chiropractic Economics* the right to edit, revise, augment, re-title, and adapt all articles as the publisher may deem appropriate.

It also gives us the right to check all articles for accuracy and originality. Under the agreement, we have the *exclusive* right and license under all copyrights throughout the world to first publish the articles and to republish and authorize the republication of articles, in whole or in part, in any and all media.

- **Method of submission.** We prefer manuscripts to be e-mailed to the editor, [lsegall@chiroeco.com](mailto:lsegall@chiroeco.com), but will accept them by postal mail (5150 Palm Valley Road, Suite 103, Ponte Vedra Beach, FL 32082-4630) on a CD-ROM or faxed (904-285-9944) to our attention.

- **Photograph.** Please submit a head-and-shoulders photograph of yourself (color preferred).

- **Editorial contacts.** The editor-in-chief of *Chiropractic Economics* is Linda Segall. She can be contacted at 904-567-1537 or by e-mail at [lsegall@chiroeco.com](mailto:lsegall@chiroeco.com). The associate editor is Wendy Bautista (904-567-1539), [wbautista@chiroeco.com](mailto:wbautista@chiroeco.com)).