

2017 EDITORIAL CALENDAR

JAN/FEB

Clinical: Ophthalmology
How To: Ophthalmology
One Health
Leadership
Social Media
Team Communication
Quiz: Calculations

MAR

Clinical: Orthopedic Disease
How To: Radiology
Nutrition Communication
Client Communication
High-Performing Teams
Top 5: Client Satisfaction
Image Gallery: Parasitology

APR

Clinical: Feline Emergency
Top 5: Fleas
Telemedicine
Team Workflow
Practice Purchase
Leadership
Quiz: Fleas

MAY

Clinical: Neurology
How To: Surgery
Giving Feedback
OSHA Concerns
Bias
Quiz: Team Dynamics
Image Gallery: Exotics

JUN

Clinical: Respiratory
Top 5: Pain
How To: Oxygen
Leadership Myths
End-of-life Care
Relief Work
Quiz: Medical Jargon

JUL

Clinical: Vaccines
How To: IV Catheter Care
Team Trust
Cost of Operating a Practice
Employee Retention
Quiz: Feline behavior
Image Gallery: Injections

AUG

Clinical: Vomiting Cat
Laboratory Testing
Patient Monitoring
Front Desk Problems
Employee Evaluations
Top 5: Client Tools
Quiz: Canine Behavior

SEP

Clinical: Dystocia
Top 5: Toxicology
How to: Emesis
Online Reviews
Financial Discussions with Clients
Toxic Workplace
Quiz: Prescriptions

OCT

Clinical: Spay/Neuter
Oncology
Trauma
Veterinary Nurse Abilities
Conflict Resolution
Quiz: Evidence-Based Medicine
Image Gallery: Exotics

2017 EDITORIAL CALENDAR

NOV/DEC

Clinical: Feline Infectious Disease
How To: Diagnostics
Ethics
Communication Styles
Leadership Mistakes
Client Experience
Quiz: Bullying

VETERINARY TEAM BRIEF 2017 PRODUCTION DEADLINES

ISSUE	AD LIST DUE	MATERIALS DUE
Jan/Feb	Nov 17, 2016	Nov 28, 2016
Mar	Feb 1	Feb 9
Apr	Mar 1	Mar 9
May	Apr 3	Apr 10
Jun	May 1	May 10
Jul	Jun 1	Jun 9
Aug	Jul 3	Jul 10
Sept	Aug 1	Aug 10
Oct	Sep 1	Sep 11
Nov/Dec	Oct 2	Oct 10

AD STUDIES:

May (digital)
July (print)

BONUS DISTRIBUTION:

January/February (NAVCA)
January/February (WVC)
March (BSAVA)
July (AVMA)
August (WSAVA)
October (New York VET)