

EDITORIAL GUIDELINES

HMT READERS are CEOs, CIOs, CFOs, CMOs, CTOs, IT directors and managers, and other decision makers working in information technology in healthcare settings.

FEATURES: We examine issues and questions facing executives as they make technology decisions for their organizations: facts, obstacles, technology trends, options and innovations. The majority of our features are end-user or vendor-contributed, solutions-based, real-world application stories in a case-study format. We also publish tutorials that discuss technology developments important to healthcare organizations. Articles should be focused on end-user solutions.

COVER STORIES: Cover stories are selected from abstract proposals submitted for a given month and topic. Cover stories generally run 1,500-2,000 words, with the vendor also providing high-quality photography of the customer who is the subject of the article. Criteria: Does the implementation have enough scope and variation to warrant expanded treatment? Will the implementation appeal to a wide range of end-users? Have we covered the topic with a cover story within the past 12 months? Will the vendor commit to the extra resources necessary to provide the type of article and photos necessary?

THOUGHT LEADERS is written by an industry leader, a vendor and sometimes end-user. This back-of-the-book feature editorializes a hot technology topic. The column is typically 700 words in length.

PRODUCT SECTIONS: We publish new product announcements relevant to our healthcare end-user audience. We do not conduct product testing or write product reviews. Please send your new product announcements as soon as it is shipping. NOTE: Please do not send company logos as artwork.

FEATURES: The abstract proposal: After defining the topic, write two or three paragraphs describing what you want to say in your article, identifying the month and editorial subject from our editorial calendars, well as the vendor or end-user supplying the article. Please DO NOT submit an abstract unless the companies involved have agreed to have the article published. Send the proposal to the editor at least 10 weeks prior to publication date (e.g., Jan. 15 for the April issue). Important: Please submit your abstract with the vendor name, address, phone, fax, contact person for reader inquiries, e-mail and Web addresses.

CASE HISTORIES should be solution-based, providing practical and useful information to healthcare organization end-users. A simple formula is: Here is a problem; here is how we solved it; these are the products and techniques we used; this is how we work now. A case history should not be more than two years old and should include all the elements of the solution, not just the vendor's products. We prefer third-person accounts, so it is generally better to include quotes from the end-user, rather than use that person as the author. Case studies should not carry the vendor's byline, since the vendor and products are mentioned in the story. Quotes from the vendor are usually deleted. Please focus on just ONE end-user situation, not on multiple end-user examples. Here is some of the information we would like included in the article:

TUTORIALS examine a new, basic or advanced technology in a new or updated context. A tutorial style should cite specific examples and cases. A tutorial can carry a byline from a vendor representative, but the vendor's products will not be mentioned. Please do not submit an opinion piece, but a discussion of solutions, not problems. Explain how the technology is used by the end-user. Focus on the features, implementation, benefits, etc., of the technology.

HINTS: Provide a straightforward presentation of the technology/solution discussed. What are the cost and staffing implications? Is the solution interoperable with other components of the network? If not, what changes must be made? Describe the most important components of the technology/solution. What are the benefits, in terms of savings, productivity, customer service? Articles that recite the technical specifications of a product are unacceptable. Articles must be exclusive to Health Management Technology. We limit the frequency of articles accepted for publication from any one company to no more than one article every four months. Feature stories generally run from 700 words to 1,500 words.

SUBMISSION: If your article is accepted, it will be edited for style, space requirements and ease of reading. We can accommodate your article and graphics as attached files to an e-mail message. Photos and graphics should be submitted separate from the article document in digital format in TIF, JPG or PPT files, 300 dpi high-resolution or higher, with captions. A high-res head shot of the author is also required.

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