**RWM Blog Calendar**

|  |  |
| --- | --- |
| Date | Topic |
|  | Amazon effect on healthcare; how will this impact / change the industry? |
|  | Why are distributors valuable? |
|  | Market consolidation; how does this impact our customers |
|  | Evaluating processes for automation |
|  | Group purchasing organization and their role in market |
|  | Operating leases, how do they work? |
|  | NDC codes; what are they, what do you need to know |
|  | Value chain of healthcare; who are the players, what is their role, what do they bring in terms of value? |
|  | Catch 22 of volume discounts; how to be competitive as a small to mid-sized player – focus on finding value |
| 6/30/19 | Workplace violence in Healthcare <https://khn.org/news/escalating-workplace-violence-rocks-hospitals/> |
| 6/15/19 | Long-Term Care Trust Act <https://homehealthcarenews.com/2019/05/new-long-term-care-law-could-lead-to-a-home-care-business-boom/> |
|  | The Elder Care and Vulnerable Adult Protection Act of 2019 <https://www.mnsenaterepublicans.com/senator-benson-minnesota-senate-approves-landmark-elder-care-protections-assisted-living-licensure/> |
|  | Cascade Care <https://www.cnn.com/2019/05/18/politics/washington-state-public-option-health-insurance/index.html> |
|  |  |

**Audience**

Business leaders, pharmacists, and nurses within the alternate site (long-term care, specialty pharmacy, home healthcare) market.

**Objective**

Provide informative and compelling content that positions RWM as industry experts and keeps the RWM brand visible in the market while capitalizing on SEO and social media outlets to drive website traffic.

**Competitors**

Medical Specialty Distributors (now McKesson), Integrated Medical Systems, Infusystem

**Completed Blogs**

**2019**

05-1 Everything is bigger in Texas… 250% Bigger!

04-3 Does Your Company Have Social Media Compliance Rules in Place?

04-2 Top 5 iPhone Apps for Nurses

04-1 Reducing Employee Turnover: Top Reasons Why People Leave a Job

03-1 Four Steps to Effectively Implement New Software

02-1 Cures Act & How it HITs Reimbursement

01-2 5 Things You Should Know About Capturing Institutional Knowledge

* 1. Millennials in healthcare, and how they impact the workplace

**2018**

12-1 How Could You Be Affected by the Healthcare Labor Shortage?

11-1 Right Way Medical Opens Chicago Office

10-1 Columbus Fast 50 – 2018

05-1 Specialty Infusion Clinics: Healthcare’s Uncharted Opportunity

02-1 How to Save With Custom Products

**2017**

10-1 Right Way Medical Central Ohio’s Fastest-Growing Private Company

09-1 Right Way Medical Opens Dallas Office

08-2 Right Way Medical Launches Infusion Pump Tracking Application

08-1 Customer Spotlight – Jodi Norton’s Inspiring Fight with Lupus

05-1 Home and Specialty Infusion at NHIA 2017

04-2 Eliminating Enteral Misconnections with ENFit

04-1 Making the Switch – Curlin 4000 to 6000

03-1 B. Braun Medical Allocation Notice

02-1 Why ‘The Customer Is Always Right’ Isn’t the Right Way

**2016**

12-2 A New Year, A New Location

12-1 Obamacare ‘Trumped’, Indiana provides glimpse of Medicaid future

11-1 Trump win provides at least one reason to hope…

09-2 5 tips to drive purchasing value

09-1 We’re Hiring: Business Support Specialist

08-1 Preparing for Value-Based Purchasing in Medicare

07-1 Time critical in transition from Triton fp

06-2 Product Recall: WalkMed Infusion Recalls Triton & Triton fp

06-1 Over 50% of infusions contain errors

05-1 6 factors for team chemistry

04-1 FIELD NOTICE – Smiths Medical

03-2 Visit us at the 25th Annual NHIA Conference & Expo

03-1 Are you doing everything you can to ensure patient safety?

02-3 How to fix Curlin 6000 early low batteries alert

02-2 CADD Solis operating lease as low as $65 per month

02-1 Can’t find a CADD Prizm? Here’s what you need to know…

01-2 Line of Credit, what you need to know

01-1 Capital leases, what you need to know

**2015**

12-2 Are You Ready? FT Medical Sales Position

12-1 Operating leases, what you need to know

10-2 Getting Started with Lean

10-1 Lean Principles for Specialty Pharmacy and Long-Term Care

09-1 Medicare’s national pricing has providers tightening their belts (Should you be getting lean?)

08-2 Is data driving your decisions?

08-1 Insurance consolidation drives vendor concern

07-2 3 Strategies to Differentiate Around New Expectations

07-1 Is the Affordable Care Act Poised to Drive Alternate Site Growth?

06-1 Preparing for USP 800: 4 Key Elements

05-1 How to Make the Most of Slow Summers in Long-term Care

04-3 When is the Right Time to Consider New Technology?

04-2 Bringing Hospitality to Healthcare

04-1 Fun in the sun at the NHIA and MHA Business Summit

03-1 Are You Innovative? Compared to Other Industries, Probably Not.

02-1 How will Pfizer’s purchase of Hospira affect Sapphire?

**2014**

12-2 Hospitals Asking Vendors to Cut Pricing by 20%

12-1 Medicare Home Infusion Site of Care Act Introduced to the House of Representatives

11-4 Smith’s Medical to Discontinue CADD PRISM 6101 Ambulatory Pump Production

11-3 Right Way Medical Defines Corporate Vision

11-2 Right Way Medical Sets Mission for Future Growth

11-1 Right Way Medical Opens New Location

10-1 Smith’s Medical & Right Way Medical partner to market the CADD-Solis VIP

09-1 New ENFit Connectors Set to Launch

08-1 Flow Regulators, the Easy Choice

07-2 Obamacare Back to US Supreme Court?

07-1 5 Reasons You Should Consider Renting IV Pumps

06-3 Which Ambulatory Infusion Pump is Best?

06-2 Pole Mounted and Ambulatory Infusion Pumps

06-1 Are Smart Pumps Necessary for the Alternate Site Market?

05-3 Right Way Medical attends Nationwide Children’s Hospital Neonatal/Perinatal Conference

05-2 Cincinnati Children’s Hospital to Start Comprehensive Vascular Access Trial

05-1 Why Banks aren’t Lending but the Private Sector Is

04-4 Impact of Affordable Care Act (Obamacare) on Capital Spending

04-3 Hiring for Small Business

04-2 Obtaining Credit in a Tight Credit Market

04-1 Thriving Amid the Turbulent Ride

03-3 Applying What We Learned, a Recap of the MHA Business Summit

03-2 Cell Phones & Medical Records, What’s the Connection?

03-1 Everyone Has a Role to Play

02-4 You Know a Good Deal When You See It!

02-3 Are You Connected the Right Way!

02-2 Finding a Vascular Solution that Sticks

02-1 Right Way Medical partners with InfraRed Imaging Systems

01-1 Welcome to Right Way Medical