2017 EDITORIAL CALENDAR

JAN | DENTAL
Dentistry Case
Dentistry Algorithm
Nutrition for All Life Stages
Eye Emergencies
Neurology Case
Image Gallery: Ophthalmology (web)
Quiz: Oncology (web)
Capsules: Current Literature
Seizure Treatments

FEB | WELLNESS
Heart Health & Wellness
Inappropriate Elimination
Feline Health Algorithm
Drug Toxicity Case
Nutrition Case
Quiz: Neoplasia (web)
Image Gallery: Dental (web)
Pancreatic Disease Treatments

MAR | SURGERY
Anesthesia Algorithm
Step-by-Step Surgery Prep
Canine Pulmonary Disease
Antibiotics
Canine Phobias
Ocular Diagnostics
Quiz: Feline Diabetes (web)
Image Gallery: Surgery (web)
Respiratory Treatment

APR | PARASITOLOGY
Tick Gallery
Parasite-Caused Illness
Antibiotics Encore
Orthopedics Case
Skin Disorders
Protozoal Disease
Image Gallery: Feline Ophthalmology
Image Quiz: Dermatology
Parasiticide Profile

MAY | DIAGNOSTICS
Ophthalmology Diagnostics
Immunodiagnostics
Fine-Needle Aspiration & Cytology
Quiz: Internal Medicine (web)
From Page to Patient: Current Literature
GI Medication

JUN | DERMATOLOGY
Step-by-Step Derm Diagnostics
CKD Review
Anesthesia Case
Quiz: Laboratory Diagnostics (web)
Image Gallery: Cardiology (web)
From Page to Patient: Current Literature
Dental Disease Treatments

JUL | INFECTIOUS DISEASE FOCUS
Zoonotic Parasite
Urinary Tract Infections
Pain Management Case
Quiz: Infectious Diseases (web)
Quiz: Feline Cardiology (web)
From Page to Patient: Current Literature
GI Disease Management

AUG | ORTHOPEDIC DISEASE
Neurology Case
Bone & Joint Disease Therapeutics
Ophthalmology Case
From Page to Patient: Current Literature
Diuretics

SEP | FELINE MEDICINE
Feline Drug Therapy
Feline Dermatology
Point-of-Care Diagnostics
Quiz: Nutrition (web)
Image Gallery: Cytology (web)
From Page to Patient: Current Literature
Urinary Disease Management

OCT | EMERGENCY MEDICINE
Emergency Pharmacologic Solutions
Emergency Clotting Problem
Osteoarthritis and Nutrition
Quiz: Gall Bladder Disease (web)
From Page to Patient: Current Literature

= PLUMB’S THERAPEUTICS BRIEF FEATURES
**2017 EDITORIAL CALENDAR**

**NOV | ENDOCRINOLOGY**
- Alopecia X
- Adrenal Tumor Case
- Internal Medicine Case
- From Page to Patient: Current Literature
- Parasiticides

**DEC | GERIATRIC MEDICINE**
- Geriatric Behavior
- Viral Dermatoses
- Fluid Therapy
- Quiz: Endocrinology (web)
- Image Gallery: Ophthalmology (web)
- From Page to Patient: Current Literature
- Behavior Medications

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**CLINICIAN’S BRIEF 2017 PRODUCTION DEADLINES**

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**AD STUDIES**
- March (print)
- September (digital)
- October (print)

**BONUS DISTRIBUTION**
- January (NAVC)
- February (WVC)
- March (BSAVA)
- July (AVMA)
- August (WSAVA, IVECCS)
- October (New York VET)