

***Healthcare Executive* magazine and HealthcareExecutive.org—Author Guidelines for Columns, Online Articles**

Thank you for agreeing to write an article for *Healthcare Executive* magazine and or its website, **HealthcareExecutive.org**. We look forward to working with you to produce high-quality content. Please follow these basic guidelines:

- Articles that have been ghost-written by marketing departments for executives should still be written from the viewpoint of the executive whose name appears as the byline of the piece.
- **Use of first person should be avoided.**
- Strive to be positive in headlines/titles and copy.
- Try to avoid referencing or focusing on the COVID-19 pandemic if possible.
- Writing in the active voice is preferred.
- Use of data/results is highly recommended. This enhances the validity/credibility of the efforts and knowledge you are sharing and demonstrating. **When cited, studies/research etc., should be no more than five years old.**
- Articles should not contain footnotes or superscript numerals that correspond to a reference list because *Healthcare Executive* is not an academic journal. Parenthetical mentions of book titles or news publications are fine to include within the text, if their mention helps support the factual basis of the writing. Mentioning a publication directly in a sentence is also acceptable when necessary to provide factual support.

Example:

To this end, Kenneth V. Iserson, MD, proposed in a July 2000 *Cambridge Quarterly for Healthcare Ethics* article that clinicians commit themselves to a telemedicine code of ethics that seeks to ensure that the integrity of patient-professional relationships is maintained.

- Please attribute any information that is not your own by mentioning the *original* source of that information.
- Permissions: Please seek permission for all tables and figures that you do not own. Please notify us immediately if you do not have written permission to use tables or figures in your article. If this is the case, we will gladly assist you with the process.
- Review process: You will have the opportunity to review the edited copy prior to publication.
- Publication is not guaranteed, even if *Healthcare Executive* asked you to write an article or column.

Also:

Word count print magazine: Your article should be no longer than 1,100 words. The minimum word count is 900 words. Graphics/charts/datapoints/photos can be used (and are encouraged) in addition to the word count.

Word count web extra: This content (optional) can accompany/connect to the print content. It will be used here: <https://healthcareexecutive.org/web-extras>. The print article will contain language pointing reader to this “web extra” content, which should be between 350-500 words. Graphic/chart/photo/datapoint are encouraged.

For online content not connected to a print article, word count is between 500-800 words.

Images: *You will need to send an author’s photo.* Please send a high-resolution (250 dpi or greater) full-color headshot saved as a JPG or tif file.

Author agreement: You will be receiving an author agreement that assigns copyright for the article to *Healthcare Executive*. Your signature will be required prior to publication.