

profiler

MAGAZINE

Subject Matter Experts

Profiler Magazine, an HCI publication, is currently seeking article ideas and submissions by SMEs (Subject Matter Experts) for our Winter 2010 issue. Profiler Magazine is the nation's only magazine dedicated to helping public and private sector health care claims payors identify and prevent fraud, abuse and overpayment. If selected, your article will be distributed to over 10,000 health care industry executives, decision makers and professionals. We are looking for creative, innovative, and fraud-relevant articles written by the industry's brightest minds. Share your experiences, domain expertise, case studies, and more. Look over the list of potential article topics below and send us your idea. There has never been a better opportunity to get your work published!

Potential Topics

- Health Care Fraud in General - statistics, causes, etc.
- Fraud in Physician Specialties - e.g. Dermatology, Chiropractic, etc.
- Fraud in Dental or Vision Claims
- Whistle Blowers - Experiences & Stories
- Medicaid & Medicare Fraud
- Fraud in Facilities, Hospitals, Home Health, etc.
- Pharmacy Fraud Schemes & Trends
- Medical Fraud in P&C or Workers' Compensation
- Patient & Provider Identity Theft
- Fraud Regulations and Statutes

Who Should Submit

We are interested in hearing from professionals and consultants in health care fraud detection, investigation, prosecution and prevention activities. Our goal is to work collectively in the ongoing battle against health care fraud so please consider sharing your knowledge via Profiler Magazine.

Please note: We only accept submissions from the original author of the articles or a publicist hired by the copyright owner to submit material. By submitting material, you acknowledge that you are legally entitled to distribute the work and to allow it to be redistributed. If you are a book publisher or public relations firm with copy to distribute, please include a note to that effect at the top of the article you submit. We do not pay for articles, and do not accept articles that are primarily advertisements.

Submission Guidelines

By submitting an article to us, you agree to let us use the article not only in the printed Profiler Magazine, but also on our website (www.profilermag.com). You, however, retain the copyright to your work and are free to reuse it any way you wish.

We look for content based on these 7 qualities:

- **Forward-thinking / on the edge** – something new, unique & differentiated. We want to take calculated risks, not restate information everyone already knows.
- **Relevant & timely for the audience** – CEOs, CFOs, and others in the health care industry have an interest to cut costs and find new ways to make an impact at their company.
- **A great story** – not only in technical writing, but the story should be interesting and engaging
- **Credible** – stats, quotes, references to current news articles, etc. – the more current, the better.
- **Unexpected** –the unexpected generates a memory/impact that lasts because it's tied to an emotion
- **Actionable or creates an action** – the best information is actionable information – something readers can use to improve their business.
- **Concrete and simple** – this may sound like a contradiction to point 1, but the best stories are simple to understand and have tangible metaphors and examples. Everything must be easy to understand and comprehend while showing progressive thought.

To be qualified for Profiler Magazine, your submission:

- a. **MUST BE** an original article that you wrote.
- b. **MUST BE** informative and share your unique expertise.
- c. **MUST NOT BE** a press release, advertisement, sales letter, promotional copy, or blatant and excessive self-promotion or hype.
- d. **MUST NOT** contain pornography / adult material or profanity, hate or violence-oriented themes, suggest racial intolerance, advocate against any individual or group, have insulting, obscene, or degrading tone.
- e. **MUST NOT** contain content that is a violation of any law, be considered defamatory, libelous, or infringes on the legal rights of others.
- f. **MUST INCLUDE** proper English, spelling, grammar, punctuation, capitalization and sentence structure. While we know there is a variation in what is considered "proper English," we ask that you at least be consistent within your article. Your article must also be proofed and double checked for accuracy.
- g. **SIMPLE PUNCTUATION RULES:** One or two spaces after each period, colon, or semi-colon; Periods should be inside of quotes; When using "..." you should use only 3 dots minimum and maximum; There is never a space before a period or before a comma.

Please note: We cannot guarantee that we will use your article in Profiler Magazine. If your submission is selected for publication, you will be notified.

Submission Format

1. Name of Article
2. Name of Author
3. Article Abstract
4. Author Background/Bio
5. Anticipated Page Length (400 words = 1 page)

Submissions deadline for the next issue (Winter 2010) is September 1, 2010.

Please submit via email to Deborah Evans at deborah@profilermag.com.