



# 2024 HEALTHCARE INDUSTRY CALENDAR

Start planning early to celebrate, recognize or raise awareness about important healthcare initiatives.

## JAN

Promote Wellness Items Preventative Care & Wellness

National Pharmacist Day (1/12)

Healthy Weight Week (1/21-1/27)

## FEB

American Heart Health Month

National Wear Red Day (2/2)

Prepare for Open Enrollment

## MAR

Promote Drinkware for National Nutrition Month

Physicians Week (3/25 - 3/31)

National Doctor's Day (3/30)

## APR

Stress Awareness Month

World Health Day (4/7)

National Volunteer Week (4/21 - 4/27)

Patient Experience Week (4/23-4/29)

## MAY

Mental Health Awareness Month

Nurses Week (5/6-5/12)

Hospital Week (5/12-5/18)

EMS Week (5/19-5/25)

## JUNE

Feature Safety Products for National Safety Month

## JULY

Feature Headwear for UV Safety Month

## AUG

Feature Wellness Products

National Immunization Month

National Health Center Week (8/4-8/10)

## SEP

Spotlight Active / Outdoor Products Healthy Aging® Month

World Pharmacist Day (9/25)

NTL Family Health & Fitness Day (9/28)

## OCT

Breast Cancer Awareness Month Patient-Centered Care Awareness Month

Customer Service Week (10/7-10/11)

Emergency Nurses Week (10/6-10/12)

## NOV

Continue Employee Appreciation Gifts for End of Year Recognition.

Thank Customers During National Gratitude Month.

## DEC

Stock Up for the New Year.

2025 Appreciation & Awareness Planning

National Influenza Vaccination Week (12/1-12/7)