



# HealthCareBusiness<sup>™</sup> news

## 2017 EDITORIAL CALENDAR

Ad Sales: 212-742-1200 Ext. 237 sales@dotmed.com  
PR Submissions: pr@dotmed.com

### JANUARY/FEBRUARY DOUBLE ISSUE — HEALTHCARE IT/HIMSS – ECR

Enterprise Imaging/PACS/RIS  
EMR/EHR

#### FEATURES

- Cyber Security, Virus Threats
- RTLS/RFID
- RSNA Wrap-up
- HIMSS Leadership Q&A
- HIMSS Exhibitor Guide & Product Showcase
- HIMSS Show Preview
- ECR Leadership Q&A

**BONUS DISTRIBUTION:** HIMSS; ECR; HCP-OR/Surgical  
HCP-Hospital Supply Chain

### MARCH — CARDIOLOGY/INTERVENTIONAL – PROTON THERAPY ISSUE

Special Procedure/Cath-Angio & Injectors  
Proton Therapy Update

#### FEATURES

- Contrast Agents
- Cardiology Special Report
- Echocardiology
- ACC Leadership Q&A
- NAPT Leadership Q&A
- DOTmed 100

**BONUS DISTRIBUTION:** NAPT; ACC

### APRIL — OPERATING ROOM ISSUE

Inside today's high-tech OR Suite  
C-arms extend their reach  
Endoscopy; Sterilizers; Hospital Beds

#### FEATURES

- Reprocessing
- Infection Control/Concerns for Hospitals
- Focused Ultrasound
- SGNA Leadership Q&A

**BONUS DISTRIBUTION:** SGNA; IDN Summit-Spring

### MAY — HEALTHCARE TECHNOLOGY MANAGEMENT ISSUE

Forces impacting HTM professionals  
Patient Monitors, Infusion Pumps, Testing Equipment  
Defibrillator Product Showcase

#### FEATURES

- Viewpoints: Clinical Engineers speak out
- AAMI Leadership Q&A
- AAMI Exhibitor Guide & Product Showcase
- Imaging Informatics
- Top 10 Best Health Care Apps
- SIIM Leadership Q&A
- SIIM Exhibitor Guide

**BONUS DISTRIBUTION:** AAMI; SIIM; HCP-Healthcare IT; HCP-Radiology

### JUNE — MOLECULAR IMAGING ISSUE

We examine the full spectrum of molecular technologies, including  
PET/CT and PET/MR; SPECT and SPECT/CT, and Gamma Cameras

#### FEATURES

- Radiopharmaceuticals
- SNMMI Leadership Q&A
- SNMMI Exhibitor Guide & Product Showcase

**BONUS DISTRIBUTION:** SNMMI

### JULY — WOMEN'S HEALTH ISSUE

A look at specialists and specialties: Ultrasound Imaging; Mammography,  
Tomography & Breast Imaging; Bone Densitometers

#### FEATURES

- Imaging Department Management
- AHRA Leadership Q&A
- AHRA Exhibitor Guide & Show Preview

**BONUS DISTRIBUTION:** AHRA

### AUGUST — PARTS & SERVICE ISSUE

• Parts & Service Industry: we take it apart and put it all together for you

#### FEATURES

- Your Service Mix: In-house, OEM, ISO
- Viewpoints: Negotiating Service Contracts
- FIME Exhibitor Guide

**BONUS DISTRIBUTION:** FIME; CEAI; NCBA; GBIS; IDN Summit-Fall

### SEPTEMBER — CT TECHNOLOGY / ONCOLOGY ISSUE

A 360-degree look at CT scanners: Dosing issues and X-ray tubes

Radiation Oncology  
Proton Therapy Update

#### FEATURES

- Radiation Shielding
- ASTRO Leadership Q&A
- ASTRO Exhibitor Guide & Product Showcase

**BONUS DISTRIBUTION:** ASTRO; HCP-OR & Surgical; HCP-Supply Chain,  
World Molecular Imaging Congress (WMIC)

### OCTOBER — MR TECHNOLOGY ISSUE

A comprehensive look at the latest MR Scanner technology; the helium  
market; MR Coil technology

#### FEATURES

- MR Safety
- MR Shielding
- Chiller Product Showcase
- MEDICA Leadership Q&A

**BONUS DISTRIBUTION:** HCP-Radiology; HCP-Healthcare IT

### NOVEMBER — RSNA ISSUE

A review of diagnostic imaging's workhorses: General Radiography;  
Portable X-ray; The new DR detectors

#### FEATURES

- RSNA Leadership Q&A
- RSNA Exhibitor Guide
- RSNA Products Showcase

**BONUS DISTRIBUTION:** RSNA

### DECEMBER — MOBILE MEDICAL ISSUE

Mobile Medical/Mobile Imaging Solutions; Interim Solutions  
ED / ICU

#### FEATURES

- Year in Review – The "Best of" List
- Rural Health / Urban Health
- Charity

**The topics and content of this editorial calendar are subject to change**

The calendar will be updated on DOTmed's homepage each month as  
changes and additions occurs. Also ask your Sales Representative for the  
most updated version if you are interested in PR submissions or advertising.