



# HealthCareBusiness<sup>™</sup> news

## 2017 EDITORIAL CALENDAR

Ad Sales: 212-742-1200 Ext. 237 sales@dotmed.com  
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### **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
- MEDICA Leadership Q&A

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

### **NOVEMBER / DECEMBER — RSNA ISSUE**

A review of diagnostic imaging's workhorses: General Radiography;  
Portable X-ray; The new DR detectors, Mobile Medical/Mobile Imaging  
Solutions; Interim Solutions  
ED / ICU

#### **FEATURES**

- RSNA Leadership Q&A
- RSNA Exhibitor Guide
- RSNA Products Showcase
- Year in Review – The "Best of" List
- Rural Health / Urban Health
- Charity

**BONUS DISTRIBUTION:** RSNA

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

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