

## 2019 EDITORIAL CALENDAR

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### JAN/FEB DOUBLE ISSUE – AI

#### FEATURES

- PACS and the enterprise – How are new software solutions making radiologists more efficient and connected to the hospital?
- AI all around us – No longer a buzz word, we look at some of the ways AI is entering the frontlines of imaging.
- RIS update – We look at new software on the market and trends driving investment

**DEPARTMENTS:** 3D Printing; EHR/EMR; RTLS/RFID; Cybersecurity; Blockchain; VR

**CURRENT EVENTS:** European Radiology Update; Top Stories of 2018; RSNA Top Stories  
HIMSS – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase  
ECR – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase

**BONUS DISTRIBUTION:** HIMSS; ECR

### MARCH – PEDIATRICS

#### FEATURES

- Fear factor – Making the hospital experience less frightening for children
- Proton therapy – How are proton providers ensuring children have access to their care?

**DEPARTMENTS:** Hospital beds; Pediatric pneumonia; Contrast enhanced ultrasound; Digital Pathology

**CURRENT EVENTS:** Pediatrics Year in Review; DOTmed 100  
NAPT – Leadership Q&A

**BONUS DISTRIBUTION:** NAPT; HCP - Spring; Hospital & Healthcare IT/  
Radiology & Imaging; IDN Summit – Spring

### APRIL – OR / RADIOLOGY

#### FEATURES

- Cath angio / special procedures – Trends and innovations
- What's new in C-arms and tables?
- Cardiac ultrasound – Trends and innovations
- Mobile imaging – How trailers and coaches loaded with imaging technology are bringing care to rural communities

**DEPARTMENTS:** Cath/angio injectors; Surgical lasers; Focused ultrasound; Intraoperative imaging; Infection control; Emergency Department; Endoscopy

**CURRENT EVENTS:** Cardiology Year in Review; Business Affairs Year in Review

**BONUS DISTRIBUTION:** HCP - Spring; Hospital Supply Chain/Hospital OR & Surgical; SGNA

### MAY – HTM PROFESSIONALS

#### FEATURES

- Viewpoints: HTM professionals and IT come together
- Best practices for better OEM relations
- What's new in patient monitors, infusion pumps and testing equipment?

**DEPARTMENTS:** Reprocessing / sterilizing; Supply chain / transport logistics; AEM; Defibrillators

AAMI – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase

**BONUS DISTRIBUTION:** AAMI

### JUNE – MOLECULAR IMAGING

#### FEATURES

- What's new in PET and SPECT?
- Theranostics trends and innovations
- The battle against Alzheimer's wages on
- Install / Desinstall tips and best practices

**DEPARTMENTS:** Mobile PET scanners; Radiopharmaceutical supply chain; Moly-99 Update; Imaging informatics

**CURRENT EVENTS:** Molecular Imaging Year in Review  
SNMMI – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase  
FIME – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase  
SIIM – Leadership Q&A; Show Preview; Exhibitor Guide

**BONUS DISTRIBUTION:** SNMMI; FIME; SIIM

Each of our 10 issues in 2019 will be filled with content pertaining to the underlined overall theme. We will tackle these subjects by interviewing a range of thought leaders (FEATURES), by sharing bylined insights from experts (DEPARTMENTS) and with recaps of some of the most important stories for stakeholders in that market (CURRENT EVENTS).

In addition to this, we will have our usual columns, (Future Of, Hospital Spotlight, Biomedical Perspectives, Cost Containment Corner, Purchasing Insights) and special coverage of some of the biggest trade events in the industry.

### JULY – WOMEN'S HEALTH

#### FEATURES

- What's new in breast imaging?
- Secondary breast imaging options
- Breast density update
- OB/GYN ultrasound

**DEPARTMENTS:** Tomosynthesis; Bone densitometers; Imaging center management; Mammo frontlines

**CURRENT EVENTS:** Women's Health Year in Review  
AHRA – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase

**BONUS DISTRIBUTION:** AHRA; AHRMM

### AUGUST – PARTS & SERVICE

#### FEATURES

- Tips for negotiating service contracts
- X-ray tube industry update
- In-house, OEM and ISO – Finding the perfect mix

**DEPARTMENTS:** Ceiling mounted installations; Consolidation update; Lifecycle management

**CURRENT EVENTS:** Biggest News from AAMI

**BONUS DISTRIBUTION:** CEAI; NCBA North Carolina; GBIS; WMIC

### SEPTEMBER – CT AND RADIATION ONCOLOGY

#### FEATURES

- What's new in CT?
- What's new in radiotherapy and proton therapy?
- Radiation shielding update
- Dose optimization / monitoring trends and innovations

**DEPARTMENTS:** Spectral CT; MR-Linac; CT dose optimization; Accessing the best therapy

**CURRENT EVENTS:** CT Year in Review; Proton Therapy Year in Review  
ASTRO – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase

**BONUS DISTRIBUTION:** ASTRO; IDN Summit – Fall; NCBA North Central  
HCP - Fall; Hospital Supply Chain/Hospital OR & Surgical/Hospital & Healthcare IT/Radiology & Imaging

### OCTOBER – MR

#### FEATURES

- What's new in scanners and coils?
- Tips for chiller maintenance
- Coldheads update
- Environmental safety: Shielding and detectors
- Tips for coil maintenance

**DEPARTMENTS:** Remote monitoring; Patient experience; Implant update; Gadolinium update

**CURRENT EVENTS:** MR Year in Review

### NOV/DEC DOUBLE ISSUE – RSNA

#### FEATURES

- Forces impacting radiologists
- CT trends and innovations
- MR trends and innovations
- What's new in DR/ fluoroscopy?
- What's new in digital detectors?

**DEPARTMENTS:** Charity spotlight; Disaster preparedness; Teleradiology

**CURRENT EVENTS:** Artificial Intelligence Year in Review  
RSNA – Leadership Q&A; Show Preview; Exhibitor Guide; Product Showcase

**BONUS DISTRIBUTION:** RSNA; FBS

**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 occur. Ask your Sales Representative for the most updated version if you are interested in PR submissions or advertising.