

2020 EDITORIAL CALENDAR

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Each of our 10 issues in 2020 will be filled with content pertaining to the 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 regular columns catering to hospital executives (Leadership Matters), radiology administrators (Imaging Dept. Manager), clinical engineers (HTM Perspectives) and more. We also provide exclusive coverage of some of the biggest events in the industry.

JAN/FEB – DEVICE HTM

FEATURES

- Patient monitors
- Testing equipment
- Infusion pumps

DEPARTMENTS: AEDs, Cybersecurity, RTLS, RIS, PACS

CURRENT EVENTS: ECR Q&A / Exhibitor guide / Product showcase

BONUS DISTRIBUTION: ECR

MARCH – CARDIAC IMAGING

FEATURES

- What's new in C-arms and tables?
- Cath angio / special procedures – Trends and innovations
- Cardiac ultrasound – Trends and innovations

DEPARTMENTS: Cath angio injectors, Wearables and heart health, Interventional radiology

CURRENT EVENTS: WHCC Q&A, DOTmed 100

BONUS DISTRIBUTION: HCP Spring Conferences, SIR

APRIL – PEDIATRICS / PROTON

FEATURES

- Fear Factor – making hospital less scary
- Proton therapy – access update

DEPARTMENTS: Contrast enhanced ultrasound

CURRENT EVENTS: NAPT Q&A

BONUS DISTRIBUTION: NAPT, IDN Spring Summit

MAY – IMAGING HTM

FEATURES

- HTM Viewpoints

DEPARTMENTS: Imaging informatics, Cybersecurity, Phantoms, Reprocessing / sterilizing, AEDs

CURRENT EVENTS: AAMI Q&A / Exhibitor guide / Product showcase; SIIM Q&A

BONUS DISTRIBUTION: AAMI, Intalere Elevate, HCP Spring Conferences, SIIM

JUNE – SUPPLY CHAIN

FEATURES

- Supply chain trends and innovations
- Install / Deinstall
- Mobile imaging
- What's new in PET and SPECT?

DEPARTMENTS: Teleradiology

CURRENT EVENTS: FIME Q&A / Exhibitor guide / Product showcase; SNMMI Q&A / Exhibitor guide / Product showcase

BONUS DISTRIBUTION: FIME, SNMMI

JULY – WOMEN'S HEALTH

FEATURES

- What's new in breast imaging?
- OB/GYN ultrasound

DEPARTMENTS: Breast density update, Disaster preparedness, Imaging department management, RTLS

CURRENT EVENTS: AHRA Q&A / Exhibitor guide / Product showcase

BONUS DISTRIBUTION: AHRA, AHRMM

AUGUST – PARTS & SERVICE

FEATURES

- Non-OEM service trends
- OEM service trends
- X-ray tubes

DEPARTMENTS: Tips for negotiating service contracts, Ceiling mounted installations, Lifecycle management

CURRENT EVENTS: Best of AAMI

BONUS DISTRIBUTION: IDN Fall Summit, North Carolina Biomedical Association

SEPTEMBER – MR

FEATURES

- What's new in scanners and coils?
- MRI Keep Cold (Chillers, Coldheads, Compressors)
- Coil maintenance tips
- RF Shielding
- MR safety / detectors
- MR remote monitoring
- Patient experience

DEPARTMENTS: Theranostics, WMIC Q&A

BONUS DISTRIBUTION: HCP Fall Conferences, North Central Biomedical Association

OCTOBER – CT / RADIATION ONCOLOGY

FEATURES

- What's new in radiotherapy?
- What's new in CT?
- Radiation shielding

DEPARTMENTS: Proton therapy trends, Spectral CT, MR linac

CURRENT EVENTS: ASTRO Q&A / Exhibitor guide / Product showcase

BONUS DISTRIBUTION: ASTRO

NOV/DEC – RSNA / BEST OF 2020

FEATURES

- What's new in DR / Fluoroscopy?
- What's new in detectors?
- Portable X-ray
- Forces impacting radiologists

DEPARTMENTS: Charity profile, CT year in review, MR year in review, X-ray year in review, AI year in review

CURRENT EVENTS: RSNA Q&A / Exhibitor guide / Product showcase

BONUS DISTRIBUTION: RSNA

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.