



# HealthCareBusiness<sup>™</sup> news

## 2018 EDITORIAL CALENDAR

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### JAN/FEB DOUBLE ISSUE – WORKFLOW

#### FEATURES

- Imaging IT – Trends happening with PACS / RIS / HIS and VNAs in the rad dept. Is an enterprise solution the answer or a customized combo?
- RTLS/RFID – Is real time tracking yielding real cost savings?
- EMR/EHR – Progress on the road to patient record, imaging interoperability
- RSNA Top Stories
- Health IT Year in Review
- European Radiology Year in Review

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

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

### MARCH – PEDIATRICS

#### FEATURES

- Proton therapy – A pediatric cancer game-changer
- Fear factor – MR noise reduction, VR and a heroic effort to make hospitals less scary
- Pediatric pneumonia – Weighing ultrasound versus X-ray diagnosis
- Pediatric Year in Review
- DOTmed 100

NAPT Leadership Q&A

**BONUS DISTRIBUTION:** NAPT

### APRIL – BEYOND THE RAD DEPT

#### FEATURES

- Imaging in the OR – How C-arms, endoscopy, ultrasound and intraoperative imaging are helping surgeons see what they're doing while they do it
- Imaging outside the hospital – From CT at the sidelines to highly portable ultrasound, to decked out mobile imaging units... imaging has left the building
- Cardiac imaging – Trends and innovations with cardiac PET, cardiac MR, cardiac CT and cardiac ultrasound

**BONUS DISTRIBUTION:** HCP-Healthcare IT & Radiology; IDN Summit – Spring

### MAY – HTM ISSUE

#### FEATURES

- Forces impacting HTM professionals
- Patient monitors, defibrillators, testing equipment and infusion pumps
- Cybersecurity – Tips for mitigating risk and handling breaches
- Imaging Informatics – Realistic ways to improve your enterprise-wide efficiency

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

SIIM – Leadership Q&A; Show Preview; Exhibitor Guide

**BONUS DISTRIBUTION:** AAMI; SIIM; SGNA

### JUNE – RURAL / URBAN IMAGING

#### FEATURES

- Rural Innovation – As providers in rural areas face financial pressure, we examine how competitively priced imaging solutions and teleradiology are among the innovations keeping them afloat
- Urban imaging – We check in with metropolitan facilities to find out how they are pushing the boundaries of what's possible in molecular imaging
- What's new in SPECT and PET?
- Moly-99 Supply Chain Update
- Tips for coordinating a relatively painless install or de-install

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

**BONUS DISTRIBUTION:** SNMMI

### JULY – WOMEN'S HEALTH

#### FEATURES

- Mammo / Tomo – Trends and innovations
- Pros and cons of secondary breast imaging options
- OB/GYN Ultrasound – Trends and innovations
- What's New in Breast Imaging?
- Women's Health Year in Review

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

FIME – Leadership Q&A; Show Preview; Exhibitor Guide

**BONUS DISTRIBUTION:** AHRA; FIME

### AUGUST – PARTS & SERVICE

#### FEATURES

- In-house, ISO and OEM: Finding the perfect mix
- X-ray Tubes – Picking the right tubes and getting the most life out of them
- Viewpoints: Negotiating Service Contracts

**BONUS DISTRIBUTION:** CEAI; NCBA; GBIS; AHRMM

### SEPTEMBER – MR ISSUE

#### INDUSTRY FEATURES

- Component Insights – From coils to keep cold, we look at the finer points of MR equipment and their upkeep
- MR Safety Update
- What's New in MR?
- MR Year in Review

SIIM-NYMIIS – Show Preview

**BONUS DISTRIBUTION:** SIIM-NYMIIS; IDN Summit – Fall

### OCTOBER – DOSE MANAGEMENT / CT ISSUE

#### FEATURES

- Dose dangers – Are the health risks of medical imaging misunderstood?
- Dose monitoring – Trends and innovations
- Radiation Shielding Update
- What's New in Radiotherapy and Proton Therapy?
- What's New in CT?
- CT Year in Review
- Radiotherapy Year in Review

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

IMMEXLS – Leadership Q&A; Show Preview

**BONUS DISTRIBUTION:** ASTRO; IMMEXLS

### NOV/DEC DOUBLE ISSUE – RSNA

#### FEATURES

- Forces impacting radiologists
- Top Daily News stories of 2018
- CT – Trends and innovations
- MR – Trends and innovations
- CR/DR – Trends and innovations
- What's New in CR/DR?

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

**BONUS DISTRIBUTION:** RSNA; Florida Biomedical Association

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

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