

## 2021 EDITORIAL CALENDAR

**Ad Sales: 212-742-1200 Ext. 237**

**sales@dotmed.com • PR Submissions: pr@dotmed.com**

Each of our 10 issues in 2021 will be filled with content pertaining to the overall theme. **FEATURES** are in-house trend pieces containing interviews with thought leaders. **DEPARTMENTS** are bylined insights or profiles from individual experts. **CURRENT EVENTS** provide timely updates on news and industry conferences relating to the issue theme.

Each issue also includes regular columns geared toward different hospital leaders, such as C-suite executives (Leadership Matters) radiology administrators (Imaging Dept. Manager), clinical engineers (HTM Perspectives), and purchasing departments (Supply Chain Savvy).

### JAN/FEB – HOSPITAL LEADERSHIP

#### FEATURES

- Leadership in 2021
- Supply Chain Trends and Innovations

**DEPARTMENTS:** Cybersecurity, Telemedicine, RIS, PACS

**CURRENT EVENTS:** ECR Q&A, Exhibitor Guide, Product Showcase

**BONUS DISTRIBUTION:** ECR (3/3), ACE Summit (2/22)

### MARCH – PEDIATRICS / PROTON

#### FEATURES

- Fear Factor: Making Hospitals Less Scary
- Proton Therapy Access Update

**DEPARTMENTS:** Contrast Enhanced Ultrasound

**CURRENT EVENTS:** DOTmed 100, NAPT Q&A

**BONUS DISTRIBUTION:** NAPT

### APRIL – CARDIAC IMAGING

#### FEATURES

- What's New in C-Arms and Tables?
- Cath Angio / Special Procedures Trends and Innovations
- Cardiac Ultrasound Trends and Innovations

**DEPARTMENTS:** Wearables and Heart Health, Interventional Radiology

**CURRENT EVENTS:**

**BONUS DISTRIBUTION:** IDN Summit (4/12), HCP Spring Conferences (5/3)

### MAY – HTM

#### FEATURES

- Forces Impacting HTM
- Patient Monitors
- Testing Equipment
- Infusion Pumps

**DEPARTMENTS:** Imaging Informatics, AEDs, Device Sterilization, RTLS

**CURRENT EVENTS:** AAMI Q&A, Exhibitor Guide, Product Showcase, SIIM Q&A

**BONUS DISTRIBUTION:** AAMI (6/4), SIIM (5/26) Intalere Elevate

### JUNE – MOLECULAR IMAGING

#### FEATURES

- What's New in PET and SPECT?
- Radiopharmaceutical Reimbursement
- Logistics of Equipment Install De-install
- Mobile Imaging in Rural U.S.

**DEPARTMENTS:** Teleradiology

**CURRENT EVENTS:** SNMMI Q&A, Exhibitor Guide, Product Showcase

**BONUS DISTRIBUTION:** SNMMI (6/12)

### JULY – WOMEN'S HEALTH

#### FEATURES

- What's New in Breast Imaging?
- OB/GYN Ultrasound Trends and Innovations

**DEPARTMENTS:** Breast Density Update, Imaging Department Management

**CURRENT EVENTS:** AHRA Q&A, Exhibitor Guide, Product Showcase

**BONUS DISTRIBUTION:** AHRA (8/1), AHRMM

### AUGUST – PARTS & SERVICE

#### FEATURES

- Non-OEM Service Trends
- OEM Service Trends
- X-ray Tubes

**DEPARTMENTS:** Lifecycle Management

**CURRENT EVENTS:** FIME Q&A, Exhibitor Guide, Product Showcase, Best of AAMI

**BONUS DISTRIBUTION:** FIME (9/1), IDN Summit (8/30)

### SEPTEMBER – MRI

#### FEATURES

- What's New in MRI Scanners and Coils?
- MRI Safety Trends and Innovations
- MRI Patient Experience
- MRI Chillers, Coldheads and Compressors Upkeep / Remote Monitoring
- Coil Maintenance Tips
- RF Shielding Buyer's Tips

**DEPARTMENTS:**

**BONUS DISTRIBUTION:**

### OCTOBER – CT / RADIATION ONCOLOGY

#### FEATURES

- What's New in Proton Therapy and Radiation Therapy?
- What's New in CT?
- Radiation Shielding Buyer's Tips
- Proton Therapy Trends and Innovations

**DEPARTMENTS:** Spectral CT, MR Linac

**CURRENT EVENTS:** ASTRO Q&A, Exhibitor Guide, Product Showcase

**BONUS DISTRIBUTION:** ASTRO (10/24), HCP Fall Conferences

### NOV/DEC – RSNA / YEAR IN REVIEW

#### FEATURES

- What's New in DR / Fluoroscopy and Detectors?
- Forces Impacting Radiologists
- MRI Year in Review
- CT Year in Review
- AI Year in Review
- X-Ray Year in Review

**DEPARTMENTS:** Charity Profile

**CURRENT EVENTS:** RSNA Q&A, Exhibitor Guide, Product Showcase

**BONUS DISTRIBUTION:** RSNA (11/28)

**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.