

Editorial Calendar

January

- Complying with Net-Spend Requirements
- Applying Outcomes and Pharmacoeconomic Research to Increase Market Share
- New Opportunities for Targeting Nurse Practitioners, Physician Assistants, and Other Prescribers
- Market Watch: CNS/Anti-Psychotics

Pharma Choice Awards Special Issue: Showcase of the industry's picks of the year's best print and digital creative.

February

- Putting the 'Relationship' in CRM
- Dynamic Content: Tailoring the Message and the Medium to the Customer
- Unbranded Campaigns: Are they the Optimum DTC Solution?
- Think Tank: Co-Promotion—Success without Stress
- Market Watch: Cardiovascular

March

- Pharmacies Forge New Roles in Improving Outcomes
- Staying Compliant on Off-Label Applications
- Think Tank: Brand Loyalty—How You Can Earn It, How You Can Keep It, How You Can Lose It
- *Ad Test Issue*

Supplement: PM360 Digital Compendium, including a Think Tank on FDA and Social Media: How Pharma Can Find Its Own Path?

April

- Loss of Exclusivity: Line Extensions and Strategies for Smoothing Out the Patent Cliff
- Adherence: Is There an App for That (That Works)?
- Positioning Big-Ticket Drugs and Devices
- Market Watch: Arthritis
- Think Tank: The Challenges of Managing Global Brands

May

- Smart DTC: How to Know When Your Target Market is Right for the Channel
- Optimizing Launches of Niche and Specialty Pharmaceuticals
- Negotiating the Procurement Maze—Point/Counterpoint
- A Few Good Tweets: How Some Marketers Are Getting the Jump on Mobile Campaigns

June

- Advocating for the Patient: What Internal Advocacy Means
- The Marketing Plan: Essentials for Success
- Developing and Supporting Medical Education that Really Educates
- Market Watch: Oncology

Supplement: The Greatest Creators: A Portfolio of Top Agencies' Best Work (including a Think Tank on Making the Match: Finding the Right Agency for Your Product, Market, and Corporate Culture).

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July

- Changing Landscapes in Oncotherapy
- Electronic Health Records, Outcomes Research, and Marketers
- Optimizing Return for Mature Products

August

- Earned Media: From Public Relations to Guerrilla Marketing
- New Media, New Analyses, and New Segmentation Strategies
- Think Tank: Keys to Building Support in the Medical and Scientific Communities

Supplement: 2012 Product Managers' Survey

September

- Making E-Details Work
- Managing your Career: Being Entrepreneurial in a Corporate Environment
- Reimbursement and Reform: Staying Ahead of the Curve
- Market Watch: Gastrointestinal
- *Ad Test Issue*

October

- Tablets and Smart Phones—Fad or Marketing Revolution?
- Critical Decision Points for Success in Emerging Markets
- Customer Service: Pharma's New Core Competence?

Supplement/Special Issue: 2012 Trailblazer Awards

November

- Reaching the No-See Physician
- How to Expand Access to Your Brand in Managed Markets
- Integrating Cross-Channel Campaigns
- Market Watch: Diabetes: Long-Term Impacts of Insufficient Treatment

December

- Marketing and the Sales Force: Communication for a United Front
- Apps and Web Sites: New Tools for Online CRM
- Think Tank: Keeping Up With the Changing Sales Model

Innovation Special Issue: New Products/Services, New Strategies, New Organizations