

(Please note that the Editorial Calendar is subject to change during the year.)

## JANUARY

- **Pharma Choice Awards:** Showcase of the industry's picks of the year's best creative.
- We Have a New President—What to Expect for Pharma and Med Device
- Is Your Online Audience Even Real?

## FEBRUARY

- “Circle of Excellence”: DTC Point of Care Marketing: Strategy, Tactic, or Something More?
- Justifying the Price of Your Drugs so it Makes Sense to All Stakeholders
- **Think Tank:** Overcoming the Challenges of Step Therapy

## MARCH / Ad Test Issue

- Triple Aim: Pivoting to Meet Target Population Health, Experience of Care, and Per Capita Costs
- Navigating the Challenges of Prescription Affordability
- Predictive Analytics—The Power to Know What Customers Will Do
- **Special Supplement:** The Greatest Creators: A Portfolio of Agencies' Best Work
- **Think Tank:** New Ideation Methods: Design Thinking, Hackathons, etc.

## APRIL

- Pharma's Reputation Sinks Lower: How Can the Industry and Marketers Work to Improve It?
- Developing the Optimal Market Access Strategy for a New Orphan Drug
- **Think Tank:** Overcoming Marketing Roadblocks

## MAY

- **Special Issue:** PM360 ELITE Winners
- Creating Behavioral Change Using Analytics for Better Outcomes
- Are You Missing Out? The Urgent Need for Minority Educational Materials
- Lions Health “Circle of Excellence” Roundtable

## JUNE

- Crafting Your Marketing Plan: Everything You Need to Know As the Environment Shifts
- Med Device Marketing 2017: Creating Best Practices for Co-marketing Your Medical Device with Hospitals
- How to Get More Out of Your Conference Marketing
- **Special Supplement:** The PM360 Digital Compendium
- Making the Brand.com Site More Consumer Friendly

- **Think Tank:** The Age of Digital: Defining Your Approach to Boomers vs. Millennials

## JULY

- Using Grassroots to Reach Patients, Physicians, Payers
- Venture Capital: Is An Avalanche Impending?
- **Think Tank:** Current and Future Use of HEOR Data in Healthcare Decision-Making

## AUGUST

- Your Drug Landed on a Formulary Exclusion List. Where do You Go From Here?
- Is Payer Power Absolute—How to Take Your Power Back
- **Think Tank:** Bridging the Point of Care for Better Patient Outcomes
- **Special Supplement:** 2017 Product Managers' Survey

## SEPTEMBER / Ad Test Issue

- The Upside of Downsize: Defining Your Opportunities in a Changing Organization
- Clinical Recruitment Strategies for Finding Rare Disease Patients
- **Think Tank:** The Best Marketing Techniques to Reach the Global Audience of Today and Tomorrow

## OCTOBER

- **Special Issue:** 2017 PM360 Trailblazer Award Winners
- Myths About Content Marketing—What's True, What's Not, and Common Mistakes to Avoid
- 3D Printing's Impact on Drug and Medical Device Manufacturing
- Keys to Creating the Perfect Device Development Plan

## NOVEMBER

- Tapping into the On-Demand Culture
- How to Receive the Best ROI on Your Personalized Medicine Brand
- **Think Tank:** Determining Which Marketing and Sales Tactics Need to be Retired

## DECEMBER

- **Special Issue:** Innovation In Pharma: Companies, Startups, Products, Services, Strategies, and Divisions
- Get Inside Your Customer's Head...Literally—With Neuromarketing
- Where Drug Meets Tech—The Future of Bioelectronics
- **Think Tank:** Inspiring, Supporting, and Sustaining Innovation in Your Organization