

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

*Corporate profiles are available in each issue and supplement

JANUARY

- **Pharma Choice Awards:** Showcase of the industry's picks of the year's best creative.
- The Keys to Properly Running Rep Advisory Councils
- Making the Right Adjustments When Social Media and Search Algorithms Change
- **Focus On:** Social Media*

FEBRUARY

- "Circle of Excellence": Trailblazer Brand Champion Roundtable
- The Pros and Cons of In-House Agencies
- **Think Tank:** The Best Methodologies for Measuring ROI
- **Focus On:** Point of Care*

MARCH

- Working Fast to Launch Your Company's Newly Acquired Asset
- Effectively Partnering with Procurement
- Doing Great Market Research Without a Big Budget
- **Special Supplement:** The Greatest Creators: A Portfolio of Agencies' Best Work*
- **Think Tank:** Persuasive Communications: How To Move the Needle on Your Brand
- Does "Big Idea" Creative Still Matter in the Age of AI Optimization?

APRIL

- The Price Wars—Government vs. Big Pharma—What Lies Ahead
- Is the Specialty Pharmacy Model Sustainable?
- **Think Tank:** Dealing with Insurers' Copay Accumulators
- **Focus On:** Payer/Provider Strategies*

MAY

- **Special Issue:** PM360 ELITE Winners
- New Rules for Engaging with Hospital Systems
- How to Get the Most Out of Your Field Force
- Choosing the Right Segment—Know Where You Can Make the Most Impact
- **Focus On:** HCP Engagement and Education*

JUNE

- Let's Talk Dollars: Optimizing Your Marketing Budget
- Unleashing the Power of Storytelling
- Advances in Clinical Trial Recruitment

- **Special Supplement:** The PM360 Digital Compendium*
- Does Programmatic Media Deliver for Pharma?
- **Think Tank:** What is the Right Multichannel Mix?

JULY/AUGUST

- The New Age of Data Privacy and the GDPR One Year Later
- Creating Winning Personalized Content
- Understanding How Consultancies Work Differently from Agencies
- **Focus On:** Adherence/Compliance*

SEPTEMBER / Ad Test Issue

- Influencer Marketing: How to Make it Work for Your Brand
- TMI: How to Alleviate Patient Confusion
- **Think Tank:** Best Strategies for Co-Creating Solutions With Your Patients
- **Focus On:** Patient Experience*

OCTOBER

- **Special Issue:** 2019 PM360 Trailblazer Award Winners
- The State of Convention Marketing: New Technologies, Challenges, and Opportunities
- How Pharma-driven Connected-device Platforms are Helping Patients
- Unlocking the Value of Unstructured Data Through AI
- **Focus On:** New Technologies*

NOVEMBER

- Blockchain in Pharma: Could this Be a Game Changer?
- Cybersecurity—Protecting Your Data
- **Think Tank:** Using Predictive Analytics and Machine Learning to Stay Ahead of the Game
- **Special Supplement:** 2019 Product Managers' Survey
- **Focus On:** Data Analytics*

DECEMBER

- **Special Issue:** Innovation in Pharma: Companies, Startups, Products, Services, Strategies, and Divisions*
- Top 10 Things You Need to Sell Your Strategy to Management
- Rare Disease and Patient Advocacy—A Formula for Success
- **Think Tank:** Biggest Challenges for Marketers in 2020—And How To Surmount Them