

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

*Corporate profiles are available in each issue and supplement

JANUARY / FEBRUARY

- **Pharma Choice Awards:** Showcase of the industry's picks of the year's best creative.
- "Circle of Excellence." Trailblazer Brand Champion Roundtable
- Finding Patient, X, Y, and Z—Optimizing Patient Enrollment
- **Focus On: Social Media***
- **Focus On: Point of Care***

MARCH

- Effectively Working With Today's Risk Adverse Regulators
- Rx Consumer Marketing in an Unknown Regulatory Environment
- **Think Tank:** Creating, Managing, and Retaining Great Team Leaders
- **Special Supplement:** The Greatest Creators: A Portfolio of Agencies' Best Work*
- Campaigns Come Alive—The Art of Interactivity
- Brand Activism: Can Pharma Brands Speak their Minds?

APRIL

- Pay-for-Performance is on the Rise—Effectively Demonstrating Value for Your Drug
- Applying Design Thinking in Your Brand Strategy
- **Think Tank:** Hottest Marketing Trends Likely to Still Matter in 5 Years
- **Focus On: Payer Strategies***

MAY

- **Special Issue:** PM360 ELITE Winners
- Where Do Physicians REALLY Go On the Internet—And How to Best Reach Them
- Capturing the Growing Influence of New Prescribers (Pharmacists, NPs, PAs, etc.)
- Keys to Winning Back Trust From Skeptical HCPs
- **Focus On: HCP Engagement and Education***

JUNE

- The Evolved Marketing Plan—Making the Wisest Marketing Investments
- The Biggest Challenges Facing Medical Device Manufacturers
- Partnering with Startups that Can Boost Your Brand
- **Special Supplement:** The PM360 Digital Compendium*
- Hype or Hope: What Can AI in Pharma Marketing Actually Deliver?
- **Think Tank:** How Technology is Fundamentally Changing the Healthcare Experience

JULY/AUGUST

- The Patient's View: What Value Means to the Person Who Matters Most
- The Age of Anxiety—Steps to Alleviate Stress in the Workplace
- Working with Your Medical Affairs Team to Expedite Government Approval for Drugs and Medical Devices
- **Focus On: Adherence/Compliance***

SEPTEMBER / Ad Test Issue

- Using the Patient Voice to Improve Healthcare Literacy
- Can Pharma Do Anything to Ease the Burden of Financial Toxicity?
- **Think Tank:** Getting Patients Started on the Right Foot: The Best Tools, Tech, and Services for New Patients
- **Focus On: Patient Experience***

OCTOBER

- **Special Issue:** 2020 PM360 Trailblazer Award Winners
- Staying Ahead of the Immersion Game—New Ways to Tap into AR, VR, MR
- How RWE is Reshaping Clinical Trials
- Capitalizing on the Rise of Digital Therapeutics
- **Focus On: New Med Tech***

NOVEMBER

- **Special Issue:** The Mega Resource Issue
- Caring for the Caregivers: How Marketers Can Lend a Helping Hand
- A Perfect Pair: Pharma and Health Systems Innovative Uses of Data and Digital Tools
- **Think Tank:** Data Overload—The Best Ways to Manage and Interpret Data
- **Focus On: Data Analytics***

DECEMBER

- **Special Issue:** Innovation in Pharma: Companies, Startups, Products, Services, Strategies, and Divisions*
- Putting a Marketing Structure in Place that Allows for True Innovation
- Preparing Your Launch—5 Steps to Success
- **Think Tank:** The Effect of Privacy and Compliance Changes on Programmatic Strategy