

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

*Corporate profiles are available in each issue

JANUARY/FEBRUARY

- **Pharma Choice Awards: Showcase of the industry's picks of the year's best creative.**
- Measuring TV Campaigns Just Like They Are Digital
- "Circle of Excellence" Trailblazer Brand Champion Roundtable
- **Focus On: PR—Thriving in Hard Times***

MARCH

- Properly Preparing for Your Post-COVID Era Product Launch
- Generation Exploration: Need-to-Know Changes Regarding Millennials and Gen Z
- **Think Tank: Will Big Tech Dominate Healthcare in the Years Ahead?**
- **Special Supplement: The Greatest Creators: A Portfolio of Agencies' Best Work***
- Best Creative Execution of Newer Technology—Voice, VR, AR, and More
- If You Build It Will They Come? Designing Virtual Exhibit Booths That Draw Visitors

APRIL

- Reimbursement Readjustment: What's Changing in the Market Access Space?
- Graduating from Specialty Payer Approval—Roadmap to Full Coverage
- **Think Tank: Improving Your Patient Support Programs for Expanded Affordability**
- **Focus On: Payer Strategies***

MAY

- **Special Issue: 2022 PM360 ELITE Winners**
- Crafting More Immersive, Interactive, and Interesting Remote Engagements to Overcome Virtual Fatigue
- Rep Education: Ensuring Your Sales Force Is In the Know Throughout the Process
- How to Better Serve Today's Burnt-out Physicians
- **Focus On: HCP Engagement and Education***

JUNE

- The Judo Strategy Marketing Plan—Maximizing Speed and Agility to Take on Any Competition
- The Importance of Ambulatory Surgery Centers on the Med Device Market
- Breaking Through the Digital Congestion Created by Pandemic-Era Marketing
- **Forum: Influencers and Social Media***
- Physician Digital Opinion Leaders Making Their Presence Known on Social
- **Think Tank: How to Work with Patient Advocates, Influencers, and Ambassadors**

JULY/AUGUST

- New World Order—How to Scale Your Product Globally
- What Can You Do to Get Adherence to Stick Within the First 30 Days?
- Applying Established Brand Strategies to Newer Brands and Vice Versa
- **Focus On: Adherence/Compliance***

SEPTEMBER

- The Delayed Patient Journey—Helping Patients Who Put Off Seeking Care During COVID
- Delivering Improved Disease Awareness Through More Strategic Partnerships
- **Think Tank: Embedding the Patient Point of View in Everything You Do**
- **Focus On: Patient Experience***

OCTOBER

- **Special Issue: 2022 PM360 Trailblazer Award Winners**
- Using Forensic Marketing to Identify and Eliminate Weaknesses
- Advanced Metrics: The Future of Tracking Campaign Success
- The Shift in Patient Ownership of Data and Privacy Issues
- **Focus On: Data Analytics***

NOVEMBER

- **Forum: Point of Care and Telehealth***
- The Revealing Truth—The Keys to Working with Big Chain Pharmacies
- After the Surge: Checking In on the Impact of Telemedicine and Remote Patient Monitoring
- **Think Tank: Engagement Opportunities in Healthcare's Digital Front Door**

DECEMBER

- **Special Issue: Innovations: Companies, Startups, Products, Services, Strategies, and Divisions***
- Establishing a Hybrid Clinical Trial Plan for Greater Patient Convenience
- Learning the Nuisances of Body Language for More Effective Presentations and Stronger Relationships
- **Think Tank: Marketer's Crystal Ball: How Will the Industry Evolve Over the Next Few Years?**