

(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.**
- Social Media: How to Drive Action Compliantly
- "Circle of Excellence" Trailblazer Brand Champion Roundtable
- **Focus On: *Clinical Trials\****

## **MARCH**

- How to Make Omnichannel Less of a Struggle for Pharma Marketers
- Increasing Personalization with Expanding MarTech Functions and Marketing Automation
- **Think Tank: Understanding Unbranded—The Best Practices, Opportunities, and Timing for Disease Awareness**
- **Forum: The Greatest Creators and The Masterclass of Storytelling\***
- The Marriage of Human Empathy and AI in Patient Storytelling
- Lessons from the Less-Regulated Side—Can Pharma Actually Apply Anything from Consumer-Packaged Goods?

## **APRIL**

- Know Your Options—Different Market Access Models Beyond the Traditional
- Uncover the Clinical Endpoints During R&D that Will Matter to Payers and HCPs
- **Think Tank: New Strategies for the Now Everywhere Point of Care**
- **Focus On: *Payer Strategies\****

## **MAY**

- **Special Issue: 2023 PM360 ELITE Winners**
- A World Without Reps—How to Survive If Doctors Ever Completely Block Off Access
- Reigniting the Future of Speaker Bureaus and Thought Leader Engagement
- How to Sell to Large Integrated Health Systems
- **Focus On: *HCP Engagement and Education\****

## **JUNE**

- Refocus Your Marketing Plan: The Value in Looking Regionally Versus Nationally
- Diagnostics Market Expectations and Opportunities Post Pandemic
- Overcoming Your Own Demographics: How Your Age, Background, and Location May Bias Your Marketing Strategy
- **Forum: Rare Diseases\***
- Needle in a Haystack: Identifying Potential Rare Disease Patients and Their Doctors
- The Latest Trends Impacting Access to Rare Disease Treatments
- **Think Tank: Working with Rare Disease Communities and Advocacy Groups**

## **JULY/AUGUST**

- Behavioral Economics: The Rationale Behind Why Patients Don't Take Their Medications
- Building More Holistic, Technology-Based Solutions to Better Serve Patients All the Time
- The Polypharmacy Problem: Adjusting Your Product Strategy as Patients Have a Progressive Need for More Meds
- **Focus On: *Adherence/Compliance\****

## **SEPTEMBER**

- Children's Books, Documentaries, and Other Forms of Unconventional Patient Engagement
- Shared Care Giving: How Engaging Patients Means Engaging their Entire Family
- **Think Tank: Improving Health Equity and Diversity in Clinical Trials, Medication Access, Marketing, and More**
- **Focus On: *Patient Experience\****

## **OCTOBER**

- **Forum: The Tech Issue\***
- Streaming Engagement—The Unique Opportunities in Connected TV
- The Most Effective Types of Media in an Immersive World
- **Think Tank: What Does the Metaverse Mean to Pharma?**

## **NOVEMBER**

- **Special Issue: 2023 PM360 Trailblazer Award Winners**
- How to Thrive in the Wild West of New Targeting Techniques and Regulations
- Rethinking the Launch: As Brands Underperform Forecasts What Needs to Change?
- The Impact of the Increasing Urbanization in Emerging Markets and Developing Worlds
- **Focus On: *Data Analytics\****

## **DECEMBER**

- **Special Issue: The Innovations Issue**
- Celebrate Failure: How to Adopt an Agile Methodology for Innovation
- Rise Above Generic Competition and Other Challenges Facing Mature Brands
- **Think Tank: What Does the Marketing Team of the Future Look Like?**