

(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.**
- Patient Recruitment and Clinical Trial Design Changes That Can Boost Diversity
- "Circle of Excellence" Trailblazer Brand Champion Roundtable
- **Focus On: Marketing Trends\***

## MARCH

- **Forum: The AI Issue**
- AI, ML, and the Evolution of Market Research in Healthcare Marketing
- How Human Roles Will Change in an AI-Driven World
- Generative AI's Place in Creative Development
- **Think Tank: What Implementations of AI Have and Will Most Impact Pharma?**

## APRIL

- The Expanding Role of Medical Affairs Pre- and Post-Launch
- Empowering Primary Care Docs to Confidently Manage Disease States Previously Limited to Specialists
- The Pros and Cons of Imitation
- **Think Tank: New Approaches to Physician Engagement: What's Working, What's Not, and What's Next**
- **Focus On: HCP Engagement and Education\***

## MAY

- **Special Issue: 2024 PM360 ELITE Winners**
- Establishing a Modular Content Engine to Provide More Education Faster
- Listen Closely—The Best Ways to Utilize Audio Channels in Pharma
- **Focus On: Connected TV\***

## JUNE

- The Budget-Conscious Marketing Plan
- How Do You Know When It's Time to Sunset a Program?
- When Consumer Marketing Can Make an Impact for Medical Devices
- **Forum: Rare Diseases**
- A Closer Look at the Marketing Landscape for Ultra-Rare Disease Products
- Launching Precision Medicines: Targeted Campaigns for Gene-Specific Targeted Treatments
- **Think Tank: Creating Better Rare Disease Patient Support Programs**

## JULY/AUGUST

- The Value, Benefits, and Drawback of Walled Gardens' Data
- The Power of Data Lakes and How to Build and Maintain One
- Perfecting Data Visualization—Don't Let Data Fall on Deaf Ears
- **Think Tank: Mastering Metrics—How to Measure Success in Social Media, Medical Affairs, Marketing, Disease Education, and More**
- **Focus On: Data Analytics\***

## SEPTEMBER

- Why So Many Patient Journeys Miss the Mark and How to Ensure They Don't
- Health Literacy—It's More Than Just Writing to a 5<sup>th</sup>-Grade Reading Level
- **Think Tank: Building Trust Equity for Your Brand, Company, or the Industry as a Whole**
- **Focus On: Patient Experience\***

## OCTOBER

- Closing the Gap Between Clinical Trial Driven Compliance and Real-World Adherence
- Maintaining Productivity in the Hybrid Working Environment
- Can a Celebrity Influencer Work for Your Brand?
- **Focus On: Adherence/Compliance\***

## NOVEMBER

- **Special Issue: 2024 PM360 Trailblazer Award Winners**
- The Impact of the Inflation Reduction Act So Far and What to Expect in the Years Ahead
- What Payment Models Are Working Best to Improve Access for Specialty Products?
- Examining the Effect of Biosimilars on the Market
- **Focus On: Payer Strategies\***

## DECEMBER

- **Special Issue: The Innovations Issue**
- Overcoming "Pilotitis" in Digital Marketing
- Methods to De-stress Your Workforce for Greater Creativity and Productivity
- **Think Tank: What Lies Ahead for the Industry in 2025?**