

# 2017 Pharmaceutical Commerce Editorial Calendar

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPT/OCT	NOV/DEC
<b>Special Reports</b>	SERVICE PROVIDER PROFILES	HUB SERVICES DIRECTORY	PRODUCT SECURITY REPORT & DIRECTORY	PDMA SHARING CONFERENCE PREVIEW	COLD CHAIN SERVICES DIRECTORY	WHOLESALER/DISTRIBUTOR PROFILES
<b>Business/ Finance</b>	Drug Pricing Strategies	Channel Data Management	GPO/Hospital Pharmacy Relations	International Distribution Trends	Specialty Pharmacy Relationships	Retail Pharmacy Update
<b>Supply Chain/ Logistics</b>	Controlled Substances Distribution Challenges	HDA Distribution Mgmt Conf./ Traceability	Supply Chain Execution and Optimization	Specialty Distribution	Serialization/ Traceability in the Warehouse	Air Cargo Trends
<b>Market Access</b>	Patient Assistance/ Coupon Marketing	Direct-to-Consumer Marketing	PBM and Market Access Challenges	Cosmetic Drug Marketing	Personalized Medicine Diagnostics & Therapies	Rare Diseases/ Orphan Drug Markets
<b>Therapy Focus</b>	Respiratory Therapy	Non-Opioid Pain Mgmt	Oncology Therapy	Orphan Drugs	Vaccine Progress	Diabetes Therapy
<b>Information Technology</b>	Real World Evidence from EHR/EMR Adoption	Sales Force Automation	Big Data Analytics	Adverse Event Reporting/ Health Outcomes	Customer Master Data Management	Enterprise Marketing Data Mgmt
<b>Manufacturing/ Packaging</b>	Label Design/ Production/ Traceability	Cold-Chain Packaging	Unit-Dose Packaging/ Traceability	Prefilled Syringes	Contract Manufacturing Trends	Kitting and Combination Product Packaging
<b>Legal/ Regulatory</b>	Off-Label Promotion	Aggregate-Spend Reporting	FDA Marketing Compliance	Contract Administration	Distribution Licensing & Accreditation	Track-and-Trace Year-End Report
<b>Clinical Operations</b>	Clinical Trial Logistics	Cellular Therapy Research	Patient Recruitment	Clinical Trial Master Files	Patient Registries	Working with Advocacy Groups
<b>Industry Events*</b>		HDA Distribution Conf. Interphex HPCLC PMSA Annual	BIO DIA Annual	PDMA Sharing Conf	IQPC Cold Chain Logipharma HPCLC	HDA Track & Trace seminar
<b>* Confirm Bonus Distribution</b>						
<b>Ad Closing Dates</b>	1/9/17	2/15	4/12	6/15	8/7	10/12

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