

MEDICAL IMAGING

Technology

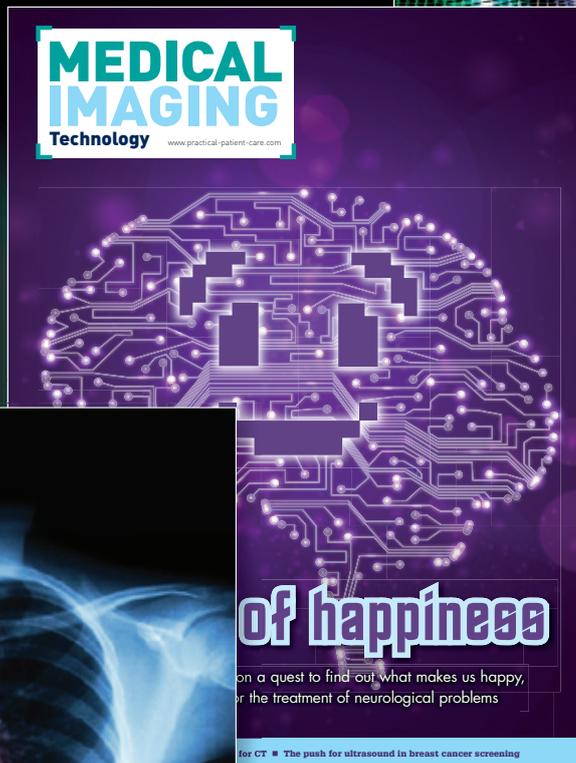


MEDICAL IMAGING
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HEAR THIS

... explains how ultrasound can cut healing times by up to a third

... on brain tumours ■ A breakthrough in understanding chronic pain



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of happiness

... on a quest to find out what makes us happy, for the treatment of neurological problems

... for CT ■ The push for ultrasound in breast cancer screening



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Heart of the matter

Dr Laurie Margolis discusses how routine mammograms can help to save women from cardiovascular disease

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Media information

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MISSION STATEMENT

Medical imaging has never been so important

Medical imaging has revolutionised healthcare delivery. By providing a direct route into the human body, it allows medical specialists to gain a more immediate and accurate understanding of a patient's condition than ever before.

The next generation of imaging technology promises to be more powerful, further enhancing the ability of physicians to diagnose and treat an increasingly wide range of diseases at lower radiation doses.

Yet medical imaging is not only crucial for those directly involved in the imaging process or in diagnosis. Senior management depends on accurate imaging to improve efficiency in its facilities. Early and accurate diagnosis feeds directly into improved patient recovery times, shortened hospital stays and a reduced likelihood of costly interventions later on. As well as improving health outcomes, medical imaging can, therefore, reduce healthcare costs.

Medical Imaging Technology, which is published biannually, aims to satisfy the huge demand for information on medical imaging, a demand made not only by radiologists, but also by cardiologists, physicians and senior healthcare managers.

Each edition tackles the most important issues of the day, blending opinion pieces from the industry's leading names with specific case studies profiling the most up-to-date imaging technology.

The topics that we endeavour to cover in each issue are:

- X-ray
- MRI
- CT
- Ultrasound
- RIS/PACS
- Contrast Media
- Mammography

Our readership includes heads of imaging and chief radiologists within the world's largest and most important medical facilities, as well as the hospital directors and managers, heads of trust and IT managers responsible for the purchasing within these facilities.



READERSHIP

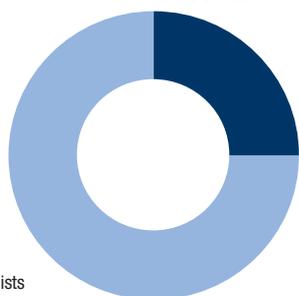
The key to the success you will generate from advertising in **Medical Imaging Technology** is the high quality and precisely targeted nature of its 44,000 readers (publisher's survey).

Our readership is continually audited and updated to ensure our advertisers always have direct access to the key decision makers and opinion leaders within the world's leading healthcare facilities.



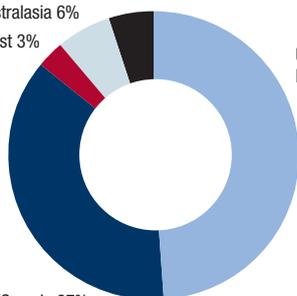
Target job titles

Hospital managers
Hospital directors
Procurement managers
Heads of trust



Radiologists
Neuro-radiologists
Heads of medical imaging
RIS/PACS administrators
Radiation oncologists
Cardiologists
Medical oncologists
Surgical oncologists
Radiographers

Rest of the world 5%
Asia/Australasia 6%
Middle East 3%



Geographical distribution

USA/Canada 37%

UK & Europe 49%



READER PROFILE

While the readers of **Medical Imaging Technology** perform a variety of principal functions – both within the radiology arena and with regards to strategy and purchasing – the circulation of each edition has been specifically designed to reach the member of staff our research has identified as having responsibility for the operation and procurement of their facility's imaging systems, regardless of the job title they hold.



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ONLINE ADVERTISING DIGITAL EDITION

Advert sizes

Banner (468x60 pixels)
Mini Tower (120x300 pixels)
Spotlight (120x60 pixels)

Production details

All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats.

DIGITAL EDITION

Medical imaging has never been so important

An additional 20,000 copies of **Medical Imaging Technology** will be sent by email to the senior decision makers that our research has confirmed have responsibility for buying, specifying and recommending new imaging equipment within their hospital or clinic.

High Impact

The fact that your advertisement will be placed in front of an additional 20,000 senior healthcare professionals, all of whom have direct involvement in medical imaging, will stimulate an even higher level of response. Moreover, the value of your insertion is increased further when you consider the viral marketing opportunities attached to the digital edition. We estimate that the digital circulation will treble to 60,000 as a result of the original recipients forwarding **Medical Imaging Technology** to their peers and teams.

The digital edition also provides live hyperlinks to a chosen landing page or email address to encourage instant access or ordering. In addition, your advertisement or editorial can be enhanced with sound, animation or video to create a greater impact and response.

Search Engine Friendly

Our proven SEO techniques ensure that each digital edition of **Medical Imaging Technology** is indexed by all of the leading search engines, providing yet another way to draw readers to your ad. Readers looking for specific information will be able to arrive at your page within the digital magazine as easily as they would arrive at your website.



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10,800 copies of each edition of **Medical Imaging Technology** will be sent out to named recipients at healthcare facilities all over the world and, after internal distribution, will be read by over 44,000 senior members of staff, all of whom are directly involved with the operation and procurement of their facility's imaging systems.

DISTRIBUTION & CIRCULATION

Medical Imaging Technology is distributed to the following job titles:

- Cardiologists
- Heads of imaging
- Heads of trust
- Hospital directors
- Hospital managers
- Referring physicians
- RIS/PACS administrators
- IT managers
- Mammographers
- Neuro-radiologists
- Pharmacists
- Procurement managers
- Radiation oncologists
- Radiologists
- Medical Oncologists
- Surgical Oncologists
- Radiographers



PREVIOUS CONTRIBUTORS:

- Dr Paul Nagy, **University of Maryland School of Medicine**
- Dr Deborah Levine, **American College of Radiology**
- Dr Daniel Kopans, **Harvard Medical School**
- Rita Redberg, **UCSF**
- Vivienne Nathanson, **British Medical Association**
- Dr Ned Calonge, **USPSTF**
- Henrik S. Thomsen, **University of Copenhagen**
- Wai Lup Wong, **London PET/CT Centre**
- Dr Jürgen K. Willman, **Stanford University School of Medicine**
- Dr Christine Ecker, **King's College London**
- Oliver Lehner, **Definiens**
- Charles Spritzer, **Duke University Medical Center**

Medical Imaging Technology

is distributed within the following facilities:

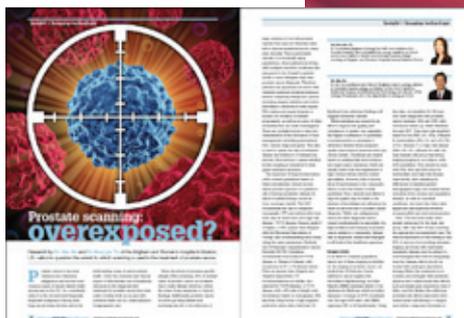
- Hospitals
- Long-term Care Facilities
- Imaging Centres
- Private Clinics



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BOOK PLAN



Oncology

Gamma cameras are traditionally large devices situated in nuclear medicine departments, but advances in detector design has enabled the production of compact gamma cameras that allow nuclear imaging at the patient bedside and in the operating theatre. Professor John Lees of the Bio-imaging Unit in the University's Space Research Centre from the University of Leicester, discusses.

Ultrasound

Ultrasound is often performed to help speed the healing of broken bones, but a randomised trial reports the procedure is ineffective. Jason Busse, an associate professor of anaesthesiology at McMaster University, who lead the study, explains why there does not appear to be any evidence for ultrasound in the management of tibia fracture and how the imaging community should move forward.

- Foetuses could soon be monitored in 3D by using virtual reality devices instead of ultrasounds. New technology developed in Brazil and using Oculus Rift headsets created a 3D model of the entire baby, allowing users to see the baby growing and spot birth defects. Lead researcher Heron Werner Jr explains its benefits.

MRI

A new brain imaging technique is paving the way for improved diagnosis and treatment of neurodegenerative diseases such as Alzheimer's and Parkinson's. Dr Daniel Stäb, chief developer at the UQ Centre for Advanced Imaging, says the new technique is a faster and more efficient way to characterise the brain's tissue properties with a high image resolution. The team are now able to map the magnetic tissue properties of the whole brain in less than 40 second.

X-ray

A new X-ray machine that can detect different shapes and types of matter has been developed by University College London engineers. The new technology

measures how the X-ray slows down as it passes through different types of tissue, whereas conventional X-ray technology focuses on how tissue absorbs radiation. We speak to Professor Alessandro Olivo.

Mammography

Studies show that 3D mammography, also known as breast tomosynthesis, can find up to 30% more invasive cancers than traditional 2D mammography. Tomosynthesis also reduces the chance of patients being called back for additional imaging by 15–40%. Professor Fiona Gilbert, head of the Department of Radiology at University of Cambridge, explains the benefits of the new systems.

Dose management

A new, highly sensitive X-ray detector that could be used for medical imaging has been built by researchers in the US, the Netherlands and China. The researchers anticipate that the detector will allow X-ray images to be taken using smaller doses of ionizing radiation. Jinsong Huang of the University of Nebraska–Lincoln explains how this technique could be safer for all involved.

CT & PET

A new study has found that cardiac PET/CT imaging is effective in detecting calcium blockages, assessing heart attack risk. Patients who experience chest pain but don't have a heart attack think they've had a lucky escape when a stress test comes back negative for blockages in their blood vessels - but a new study by cardiac researchers found they may not be off the hook after all. A team at the Intermountain Medical Center Heart Institute in Salt Lake City studied 658 men and women between the ages of 57 and 77 who passed a stress test for blocked arteries and who were later found to have calcium in their arteries after being screened by imaging technology that measured their total coronary artery calcification. We speak to Viet Le, lead author, to find out more.

Editorial content may be subject to change.



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