

practical

patient care

media information

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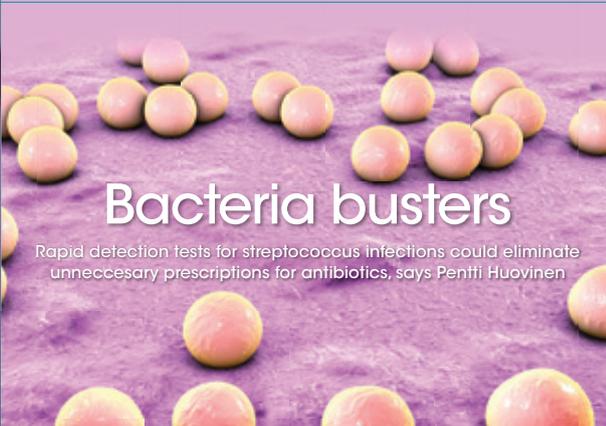
Automation goes viral

Rapid molecular testing machines are making their mark in the diagnostics lab, says the IHE's Jamie Laughlin



SURGERY

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Bacteria busters

Rapid detection tests for streptococcus infections could eliminate unnecessary prescriptions for antibiotics, says Penifi Huovinen

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World-aware diagnostics

Effective diagnostics equipment is vital in the fight against diseases and viruses, and international technology transfers could be the way forward

Placental wound care
The use of amniotic membranes to treat wounds might be on the rise

Budget control
Alison Hopkins explains how a novel strategy saved money on wound dressings and improved patient care



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The cost of diabetes

The impact of financial stress on patient adherence to their care plan



In good hands
Will robot surgeons improve patient care?

CSS 101
How to achieve success in central sterilising services

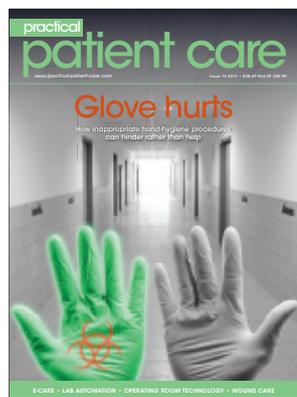
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Mission statement

Today's healthcare providers are faced with the almost impossible task of increasing the standard of care afforded to each patient, while reducing the operational costs associated with providing this improved level of care.



The care delivered throughout a healthcare facility is crucial to patient outcomes; from the emergency department through to outpatient operations, encompassing wound care, critical care and clinical care at the bedside.

e-Care, which spans the entire spectrum of patient care, is also a rapidly growing area, and one that healthcare professionals are embracing not only

to improve the standard of care in areas including medication administration and patient education, but also to reduce spending.

Throughout a patient's stay in a medical facility, clinicians are faced with inevitable challenges including staff management and education, infection control and equipment failure. *Practical Patient Care* is published specifically to provide medical practitioners and senior managers with the information they need in order to deliver successful care management – strategies that will allow them to achieve their objective of improving patient care at a reduced cost.

The sections covered in **Practical Patient Care** are:

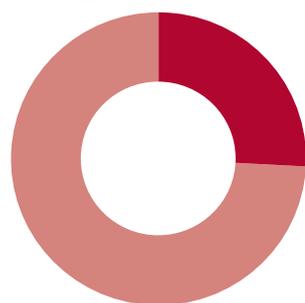
- Infection control
- Wound care
- e-Care
- Emergency care
- Clinical care

Each edition combines analysis of current and future trends with the opinions and expertise of the industry's best-known figures. *Practical Patient Care* provides best practice and innovative product-based solutions to help each reader successfully transform their facility's care strategies.

Distribution & circulation

The key to the success you will generate from advertising in **Practical Patient Care** is the high quality and precisely targeted nature of its 44,000 readers (publisher's survey). Our ABC-audited readership is continually updated to ensure our advertisers always have direct access to the key decision-makers and primary users within the world's leading healthcare facilities.

Target job titles



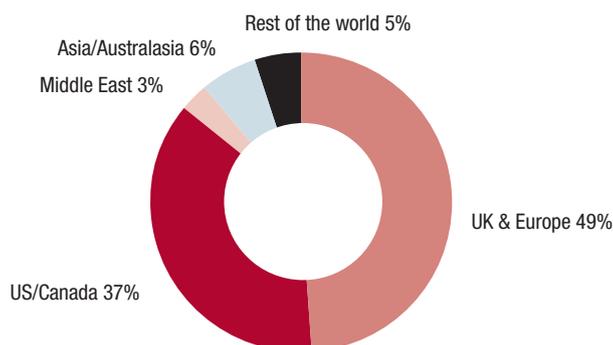
26%:

Hospital managers, hospital directors, purchasing/procurement managers, hospital administrators

74%:

Heads of nursing, heads of ICU, heads of CCU, ward doctors, physicians/clinicians, wound care specialists, tissue viability nurses, heads of operating rooms, materials managers, heads of infection control, lab managers, heads of CSSD, chief surgeons, head pharmacists, heads of IT, patient safety officers

Geographical distribution



Practical Patient Care is distributed within the following facilities:

- Hospitals and medical centres
- Long-term care facilities
- Private clinics
- Recognised regional purchasing organisations

EDITORIAL CONTRIBUTORS

- Claire Kilpatrick, Clean Care is Safer Care
- Dr Barbara Drew, University of California, San Francisco
- Dr David Livermore, HPA
- Amy Nicols, UCSF Medical Center
- Steven Gordon, Cleveland Clinic
- Dr Joseph Kvedar, Center for Connected Health
- David Doherty, 3G Doctor
- Katherine Murphy, Patients Association
- Dr David Carson, Primary Care Foundation
- Paul de Raeve, European Federation of Nurses Associations



READER PROFILE

While the readers of **Practical Patient Care** perform a variety of functions, the circulation of each edition has been specifically designed to reach the job titles that our research has identified as most influencing the standards of patient care within their facilities, including strategies for the areas of infection control and wound care.

DISTRIBUTION

Copies of each edition of *Practical Patient Care* will be sent out to named recipients within the world's major healthcare facilities and, after internal distribution, will be read by over 44,000 senior members of staff (publisher's survey) – all of whom hold the overall responsibility for the implementation of various care strategies.

Practical Patient Care is distributed to the following job titles:

- Chief surgeon
- Head of CSSD
- Head pharmacist
- Head of ICU/CCU
- Head of infection control
- Head of IT
- Head of nursing
- Head of operating rooms
- Head of trust
- Head of wound care
- Hospital administrator
- Hospital director
- Hospital manager
- Lab manager
- Materials manager
- Physician/clinician
- Purchasing/procurement manager
- Tissue viability nurse
- Ward doctor
- Wound care specialist
- Wound care nurse

KEY ADVERTISERS

- Advanced Sterilization Products
- ArjoHuntleigh
- B. Braun
- BD Diagnostics
- Hill-Rom
- Mölnlycke Health Care
- Roche Molecular Systems
- Stryker



Digital edition

An additional 20,000 copies of **Practical Patient Care** will be sent by email to the senior decision-makers our research has confirmed are responsible for buying, specifying and recommending the products and services required to successfully use their hospital or clinic's patient care policies.

High impact

Your advertisement will be placed in front of an audience with a qualified interest in patient care strategy, stimulating an even higher level of response. Within a six-month campaign, each digital edition will be resent once a month.

Moreover, the value of your insertion is increased further when you consider the viral marketing opportunities attached to the digital edition. We estimate the digital circulation will treble to 60,000 as a result of the original recipient forwarding **Practical Patient Care** 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. The utilisation of such rich media can complement and strengthen a current lead acquisition campaign.

Search engine friendly

Practical Patient Care 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.



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 JPEG, GIF, animated GIF, HTML or SWF file formats.

INFECTION CONTROL

- Bloodstream infections in dialysis patients could be cut in half if dialysis facilities implement new Centers for Disease Control (CDC) recommendations. Each year, about 37,000 people in the US get potentially deadly bloodstream infections related to their dialysis treatment – but facilities that have followed new CDC recommendations have successfully reduced bloodstream infections in dialysis patients. Now, a new initiative, called Making Dialysis Safer for Patients Coalition, aims to significantly expand the use of these recommendations and tools to improve dialysis patient safety. *Practical Patient Care* speaks to one of the coalition partners about what they hope to achieve in the field of infection control and patient safety.

- An interdisciplinary team of engineering and pharmaceutical researchers at the University of Alberta has invented a device that can rapidly identify harmful bacteria and determine whether it is resistant to antibiotics. *Practical Patient Care* talks to Thomas Thundat, a professor in the Department of Chemical and Materials Engineering, about the device, which could save precious hours in patient care and public health, and prevent the spread of drug-resistant strains of bacteria.

WOUND CARE

- European Wound Management Association (EWMA).

- A new mobile digital ulcer imaging system is being used in Derbyshire, UK, that means fewer people will have to be seen at the local hospital and instead be checked in their homes. The initiative uses sensors and assesses foot ulcers at the point of care and has been launched by the Derby Teaching Hospitals NHS Foundation Trust. This new approach means foot ulcer healing is monitored digitally and the information is shared remotely in real-time with healthcare professionals to support patient care. It is possible that the tool will also facilitate early action where wound healing slows down and that such early interventions, including the treatment of infection, could reduce amputation. We speak to Professor Fran Game, consultant diabetologist at the Derby Teaching Hospitals NHS Foundation Trust, about how this is helping her patients.

- Egyptian researchers have uncovered a nearly 50% reduction in diabetic foot ulcers when injected with stem cells. Local injection of mesenchymal stem cells derived from autologous bone marrow shows promise in healing recalcitrant neuropathic diabetic foot ulcers. Patients who received the stem cells had ulcer reduction significantly higher compared with patients on conventional treatment after six weeks and 12 weeks of follow-up, despite the fact that initial ulcer size was larger in the stem-cell-treated group. Research lead Ahmed Albehairy from Mansoura University in Egypt tells us about what this could mean for future care practices.

CLINICAL CARE

- The Dementia Care Unit at St Mary's Hospital in London is trialling a new scheme of providing five small meals at numerous times through the day. Poor nutrition is experienced by many patients with dementia, who find it difficult to eat and drink enough to keep well-nourished and hydrated. Many forget when they last ate and can struggle to eat large meals. The process also encourages more social interaction and helps the patient keep busy; plus, the trials showed patients were able to keep their weight up while in hospital. We speak to Jo James, dementia care lead.

DIAGNOSTICS

- US researchers have developed a more precise method for estimating average blood sugar levels that can cut diagnostic errors by more than 50% compared with the current widely used test. We explore this and other quick fire solutions to diagnosis, and speak to senior investigator John Higgins at Harvard Medical School, about where he thinks can lead for a more convenient and correct form of patient diagnostics.

- A report by Australian medical researchers on cardiovascular disease recommends an urgent update of clinical guidelines to include special consideration for the treatment of women. Chief researcher Maja-Lisa Lochen explains why women have been under diagnosed with the disease for so long and why new diagnostics research patterns should be set worldwide to help patient care.

OPERATING ROOM TECHNOLOGY

- Robots using UV light are being used to disinfect areas including patient rooms and operating room suites. The UV technology can be used to disinfect areas such as storage cupboards and waiting rooms to give a more thorough level of hygiene. After a janitor has completed the process of cleaning an operating room, which includes removing rubbish and wiping surfaces with a disinfectant, the robot is wheeled into the room to begin where humans left off. Clyde Brawner, director of Environmental Services at Norman Regional Health System in Oklahoma, explains.

E-HEALTH

- In just three months a new system that allows doctors and surgeons to swap and change operating rooms using mobile apps has seen a 16% decrease in delays to surgeries and unused operating suites using predictive analytics. The smartphone programme manages OR blocks – the chunks of time allocated to particular surgeons for particular procedures – as efficiently as possible. Ashley Walsh, business manager at UHealth in Colorado, explains about how the app reduces waiting times or mix ups with operating room usage, and utilises the space more efficiently.

Editorial contents are subject to change.