

# HEALTHCARE RADIUS

Aligning business and healthcare in India



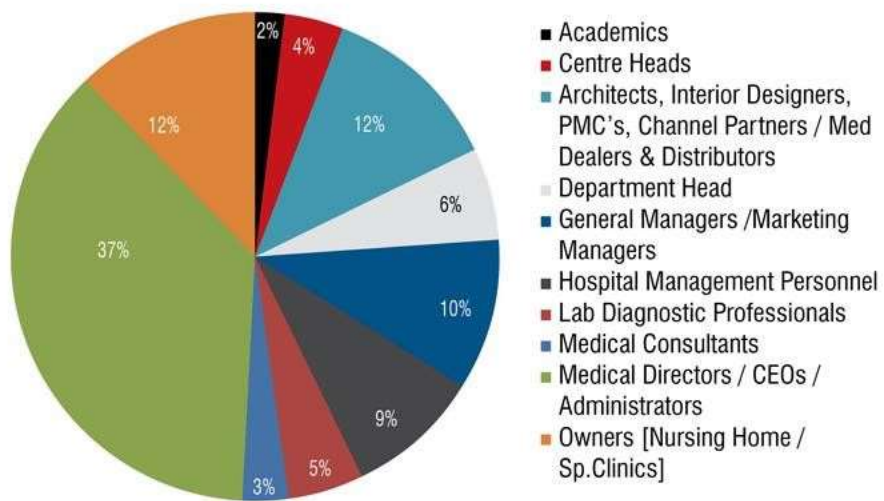
**Frequency :** Monthly

**Launched :** 2011

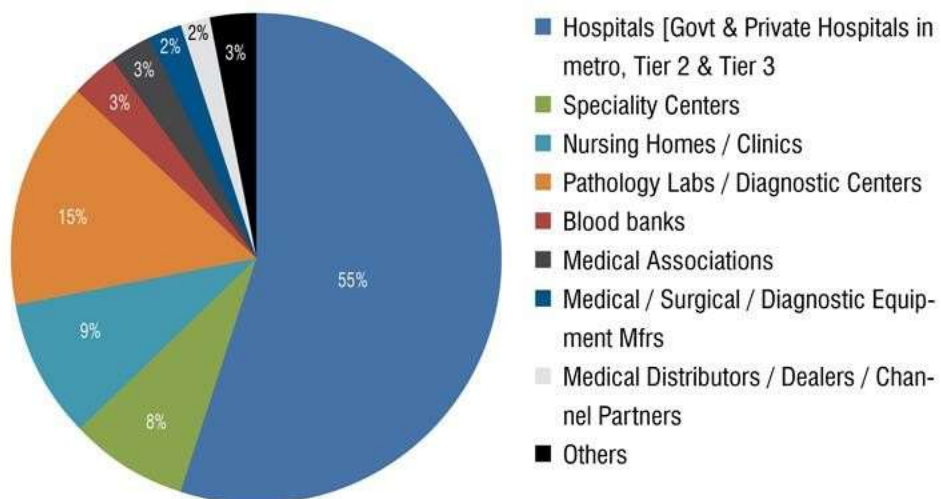
**Circulation :** 40,000 copies All India

Magazine Positioning & Readership: Healthcare Radius is India's leading healthcare Business magazine and targeted at the key decision makers across the healthcare practice spectrum. The magazine is a powerful business intelligence tool that helps all stakeholders in the healthcare industry grow, achieve better results and improve their bottom line. They include owners, directors, project manager, doctors, ceos, administrators and more. The magazine caters to big, medium and corporate hospital groups across the country.

## Readership Profile Breakup



## Circulation Sectorwise



ZONE WISE SPLIT	% BREAKUP
North Zone	37%
South Zone	35%
West Zone	26%
East Zone	12%

## Editorial Calendar 2021

MONTH	MEDICAL	MANAGEMENT	TECHNOLOGY	INFRASTRUCTURE
JANUARY	Successful PPPs in imaging	OT management	How AI is impacting healthcare	HVAC special
FEBRUARY	CT Special	Pre-budget expectation	Advancements in home health	Design of lobby
MARCH	Patient Monitoring	Post budget analysis	AI in Vaccine	Hospital design
APRIL	Advancements in MRI	Hospitality in healthcare	Supply Chain in Healthcare	Remodel Healthcare infrastructure
MAY	AI in Imaging	Improving operation efficiency	Advancements in ambulatory care	Dry walls & Lighting
JUNE	Choosing the right vendor for imaging	OPD Management	Tele Medicine	Design of washrooms in hospitals
JULY	Steps towards quick TAT in radiology	Best HR practices	Data security in hospital	Patient-friendly furniture
AUGUST	Maintenance of imaging equipment	Ways to quick turnaround of projects	Supply Chain in Healthcare	Flooring in Hospitals
SEPTEMBER	Advancements in PET-CT	Best practices during M&As	Big data in healthcare	Trends in OT table and lighting
OCTOBER	ANNIVERSARY SPECIAL	New markets in medial tourism	Advancements in Cath Lab	Design of patient rooms & ICU
NOVEMBER	Integrating HIS with RIS and PACS	Talent retention strategies	Anesthesia Work Station	Hospital design
DECEMBER	Turnaround examples of radiology departments	Strategies to ensure quicker ALOS (average length of stay)	Automation in labs	HVAC special

### Note:

- Editorial reserves the right to change, update or drop any stories; prior information will be given based on the decision.
- Topics are selected for their relevance to more sectors rather than catering to any single industry.
- There will be interviews with industry leaders as well as heads of relevant industry bodies
- Relevant authored articles will also be invited from industry experts.