“I truly appreciate Healthcare Radius. It helps us become aware of the new trends, changes and innovations sweeping the industry.”
Dr HP Kumar, Director, Medical Health, Sahara Hospital, Lucknow

“I find Healthcare Radius very interesting and informative. It has now become a staple diet for many of my institution’s leaders as well as me.”
Sameer Mehta, Director, Dr Mehta’s Hospitals, Chennai
About Healthcare Radius
Healthcare Radius, a B2B monthly magazine from the ITP Publishing Group, is a powerful business intelligence tool that helps all stakeholders in the healthcare industry grow, achieve better results and improve their bottom line. The thrust areas of Healthcare Radius are:

Market
Our analysis of latest market developments and updates on new projects, products and technologies make it a must read for healthcare professionals.

Business & Strategy
Healthcare Radius analyses the business moves of various players and highlights new trends and best practices that would enable you to strengthen operations, augment care, ensure faster turnaround and reduce cost and wastages. We guide you towards establishing economies of scale, creating a sustainable business model and ramping up your profit margin.

Management
Healthcare Radius guides you right about best practices from conceptualisation to commissioning of projects. We take you through latest trends in hospital construction, building, design and architecture and furnishing.

Technology
Healthcare Radius brings you the latest advancements that not only enhance diagnosis and treatment, but promise greater efficiency by ensuring quicker turnaround time, higher flow of patients and reduced cost of care. We inform you about technology that augment patient care, by reducing waiting time and improving patient convenience.
TOTAL REACH

45,600+ magazine subscribers

42,600+ unique website visitors per month

48,800+ social media follows

22,700+ Weekly Pulse newsletter subscribers

27,000+ opt-in marketing e-mail subscribers

… plus hundreds of thousands of pass-along readers and “look-alike” prospects on social media

OUR HEALTH READERS

Readership Profile Breakup

- Academics
- Centre Heads
- Architects, Interior Designers, PMC’s, Channel Partners / Med Dealers & Distributors
- Department Head
- General Managers / Marketing Managers
- Hospital Management Personnel
- Lab Diagnostic Professionals
- Medical Consultants
- Medical Directors / CEOs / Administrators
- Owners [Nursing Home / Sp.Clinics]

Circulation Sectorwise

- Hospitals [Govt & Private Hospitals in metro, Tier 2 & Tier 3
- Speciality Centers
- Nursing Homes / Clinics
- Pathology Labs / Diagnostic Centers
- Blood banks
- Medical Associations
- Medical / Surgical / Diagnostic Equipment Mfrs
- Medical Distributors / Dealers / Channel Partners
- Others

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<tr>
<th>MONTH</th>
<th>MARKET / INDUSTRY / MANAGEMENT</th>
<th>RADIOLOGY / CARDIOLOGY / DISEASES</th>
<th>DIAGNOSTICS / LAB / EQUIPMENT</th>
<th>DESIGN / INFRASTRUCTURE</th>
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<td>JANUARY</td>
<td>Budget Expectations</td>
<td>Rising heart ailments amongst India’s youth: Possible solution approaches</td>
<td>Role of digital in in-vitro diagnostics (IVD)</td>
<td>Five energy efficiency good practices for hospitals</td>
<td>RPA in hospitals (e.g. Clinical Data Extraction, self-service portals / terminals, chatbots, etc.)</td>
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<td>FEBRUARY</td>
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<td>The threat of antimicrobial resistance (AMR)</td>
<td>Companion diagnostics</td>
<td>Modular construction benefits for healthcare operations</td>
<td>Digital Twins in healthcare</td>
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<td>Blockchain (use cases and ground-level case studies)</td>
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<td>Importance of continuous monitoring</td>
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<td>Role of AR &amp; VR in medical diagnostics</td>
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<td>Water recycling best practices for hospitals</td>
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<td>5 Tech-driven business-models in Healthcare</td>
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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.
Online rate card

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<th>TYPE</th>
<th>SPECIFICATIONS</th>
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<td>Video</td>
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Digital Studio is a must-have trade publication with a focus on broadcast and film production technologies in India. Published by ITP Publishing India, the monthly magazine has been at the forefront of chronicling the digital revolution in Indian media and entertainment industry.

The magazine focuses on present-day broadcast engineers and film technicians involved in steering the industry from an analogue to a digital era of media technologies, besides developing newer platforms of infotainment. The magazine documents the progress in digital production through breaking news, insightful interviews, noteworthy opinions and analytical features.

The brand is presently powered by a guild of seasoned reporters and research analysts, who cull out crucial news information, research studies, market insights and underlying industry trends to help industry decision-makers make better decisions.