

Telemedicine Today

The eHealth Newsmagazine

Editorial Content

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OUR EDITORIAL is insightful, comprehensive, essential. It's written by top physicians and telecommunications specialists who can speak with authority to our readers—to physicians, clinical department administrators, nurses, hospital CEOs, CIOs, COOs, home health administrators and allied health and medical telecommunications professionals who know they can't afford to miss a single issue of *Telemedicine Today*.

OUR REGULAR COVERAGE includes telemedicine strategies, industry trend analysis, telecommunication advice, and profiles of outstanding companies and programs. Readers turn to us for worldwide news of distance healthcare and Internet updates. And we don't neglect product news; legal, legislative and reimbursement issues; or recent business developments.

OUR FOCUS includes teleradiology and telephone healthcare, with issue coverage of telecardiology, telepathology, peripheral devices, program reviews, and telecommunications networking. And our bonus issue every year is the *Telemedicine Buyer's Guide and Directory*—the biggest, best-read showcase of products and services in the industry.

Practical, Credible, Wide-ranging, Insightful, Provocative

OUR MISSION is simple – to provide our readers with the essential, practical information they need for planning, expanding or implementing a telemedicine program.

WHEN PLANNING OR IMPROVING A DISTANCE HEALTHCARE SYSTEM, telemedicalists in the US, Canada and **over 50 other countries** look to *Telemedicine Today Magazine*. Purchasing decisions depend on solid data, not pie-in-the-sky projections. That's why our editorial is frequently cited as an authoritative source for telemedicine facts and statistics – by Congressional committees, at national conferences and in peer-reviewed academic literature. Our original investigative surveys articles and editorial insights are cited regularly by the national and trade press – Newsweek, The Wall Street Journal, NY Times, LA Times, Boston Globe, Forbes, AMA News, Medical Economics, Interactive Weekly and others.

THE OLDEST PUBLICATION IN DISTANCE HEALTHCARE, *Telemedicine Today* was conceived as a forum for exchanging ideas and information about using telecommunications technology in the practice of medicine. It was begun in the fall of 1992 as a free quarterly (*The Telemedicine Newsletter*) distributed to about 350 enthusiasts. By 1994 the quarterly had grown into a greatly expanded subscription-based newsletter with a new name – *Telemedicine Today* – and moved to a bi-monthly magazine in 1995.

TELEMEDICINE TODAY REACHES:

- Physicians, nurses, allied health professionals
- Information Systems Managers
- Hospital and Managed Care CEOs, COOs, CIOs, administrators
- Health policy makers and consultants

