



INTELLIGENT health.tech

A
Lynchpin
Media
PUBLICATION

[Redacted]
An introduction to
Lynchpin Media and our brands

[Redacted]
Reaching decision-makers
across healthcare

[Redacted]
Our features list for the
next 12 months



[Redacted]

Dr. Fatih Mehmet Gul, Chief Executive Officer, Fakeeh University Hospital, tells us about business and environmental initiatives, like the Terra Carta, and the importance of a sustainable strategy

INTRODUCTION



Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision-makers in Europe, the Middle East, Africa, APAC, Latin America and North America. We have a growing database of over 2.96 million global business decision-makers. Our ethos is based on intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

WHO WE ARE



Intelligent Health.tech is a technology intelligence platform aimed at the healthcare sector across EMEA, APAC, Latin America and North America. Healthcare has been a key vertical focus for *Intelligent CIO* since its launch and, due to increased digitalisation in the sector, we are launching a dedicated brand for healthcare. The industry is emerging as a leader in technology, with rapid advancements being made across all sectors, such as dentistry and nursing. It can be hard to keep track of it all and for CIOs and their wider teams to know how to prioritise their investments. *Intelligent Health.tech* aims to solve that by bringing you the latest technological insights in the health vertical, all on one platform. Subsequently, keeping decision-makers informed and guiding business leaders with thought leadership, industry expertise and knowledge sharing through our platform.

NORTH AMERICA

LATIN AMERICA

EUROPE



AUDIENCE

The sudden appearance of COVID-19 placed the healthcare sector under extreme strain, according to Deloitte's 2022 Global Health Care Outlook, 55% of frontline US healthcare workers suffering from burnout, as a result.

The industry went through a period of rapid transformation, through accelerated Digital Transformation projects, shifting business models and other changing internal factors. According to Gartner's 2022 CIO Agenda: A Healthcare Perspective, 63% of healthcare providers have faced severe disruptions due to these changes, with many companies now scrambling to recover. Consequently, many organisations are now relying more heavily on technology as they find their feet again – with Gartner actively encouraging CIOs and IT leaders to acquire a 'digital-health' mindset.

With technology now aiding the recovery of healthcare organisations – through improved communication and

experience for patients, automation and robotics in surgeries, Augmented Reality in digital therapies and the further emergence of Telehealth – *Intelligent Health.tech* is being established to help CIOs, CEOs and senior decision-makers navigate digitalisation in the healthcare sphere.

Our integrated platforms enable the industry to receive the content it needs in a manner that suits it. It is our unparalleled understanding of this audience that enables *Intelligent Health.tech* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience.



MIDDLE EAST

ASIA PACIFIC

AFRICA



FEATURE LIST

2022

2023

<p>SEPTEMBER</p> <p>FEATURE 3D Printing</p> <p>SECTOR Telehealth</p> <p>APAC</p>	<p>NOVEMBER</p> <p>FEATURE Private Healthcare</p> <p>SECTOR Insurance</p> <p>EUROPE</p>	<p>JANUARY 2023</p> <p>FEATURE Green</p> <p>SECTOR Pharmacy</p> <p>NORTH AMERICA</p>
<p>FEBRUARY</p> <p>FEATURE Software</p> <p>SECTOR Administration</p> <p>LATAM</p>	<p>MARCH</p> <p>FEATURE Education</p> <p>SECTOR Nursing</p> <p>AFRICA</p>	<p>APRIL</p> <p>FEATURE Tomography</p> <p>SECTOR Optometry</p> <p>MIDDLE EAST</p>
<p>MAY</p> <p>FEATURE Mental Health</p> <p>SECTOR Therapy</p> <p>APAC</p>	<p>JUNE</p> <p>FEATURE Biomedical Engineering</p> <p>SECTOR Medicine</p> <p>EUROPE</p>	<p>JULY</p> <p>FEATURE Outpatient care</p> <p>SECTOR Surgery</p> <p>NORTH AMERICA</p>
<p>AUGUST</p> <p>FEATURE DNA</p> <p>SECTOR BioTech</p> <p>LATAM</p>	<p>SEPTEMBER</p> <p>FEATURE Rehabilitation</p> <p>SECTOR Veterinary</p> <p>AFRICA</p>	<p>OCTOBER</p> <p>FEATURE CAD</p> <p>SECTOR Dentistry</p> <p>MIDDLE EAST</p>

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