



INTELLIGENT
health.tech

A
Lynchpin
Media
PUBLICATION

**MEDIA KIT
2023/24**

HEALTH INTELLIGENCE FOR DECISION-MAKERS



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 122.5 million global business decision makers. Our ethos is

based around 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.

OUR BRANDS



Intelligent CIO

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

Intelligent CISO

Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.

Intelligent Data Centres

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.

Intelligent Tech Channels

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news,

trends and features; offering unparalleled advice to the regional channel community.

Intelligent CXO

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses intelligently, with expert insight from C-level executives and business profiles.

Intelligent SME.tech

Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.

Intelligent Fin.tech

Designed to bring the latest financial news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

Intelligent Build.tech

A technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

WHAT WE DO

Our ethos is based around 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. In a nutshell, we:

- » **CREATE** original, thought leading content
- » **ENGAGE** senior IT and business leaders globally
- » **DELIVER** powerful campaigns and targeted leads

ABOUT INTELLIGENT HEALTH.TECH

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.

**INTELLIGENT HEALTH.
TECH AIMS TO SOLVE
THAT BY BRINGING
YOU THE LATEST
TECHNOLOGICAL
INSIGHTS IN THE HEALTH
VERTICAL, ALL ON
ONE PLATFORM.**

EDITORIAL SECTIONS

We hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact ellen@lynchpinmedia.com

NEWS

Latest news round-up from across the health technology sector



RESEARCH THERAPY

Whitepapers from industry experts



HEALTH INSIGHTS

New research and predicted trends within the industry



INFOGRAPHIC

A graphic which highlights key research findings or talking points in an accessible manner



THE LAB'S LATEST

Regional updates from across the health sector



EDITOR'S QUESTION

Every month, we pose industry experts a question pertinent to the issues of the day



DISSECTING BUSINESS

Thought leadership focusing on industry growth and the individual



FEATURE

A feature set in accordance with the editorial calendar



INDUSTRY INVESTIGATION

A set feature highlighting a specific sector within healthcare



REGIONAL CHECK-UP

A feature focusing on regional health technology



SPECIALIST INSIGHT

A case study/C-suite profile, featuring the latest ideas and implementations within the healthcare space



SOLUTIONS

Covering AI, cloud, wearable, robotic, security and VR/AR solutions



UNDER THE MICROSCOPE

Q&A with a C-level executive



DIGITAL DIAGNOSTICS

Thought leadership showcasing the latest technology



SCRUBBING UP

Thought leadership from an industry expert



FEATURE LIST 2024

Plan your PR and marketing activities with *Intelligent Health.tech*. Our editorial calendar enables partners and clients across EMEA, APAC and North America to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.

EDITORIAL ENQUIRIES

Ellen Flannery, ellen@lynchpinmedia.com



JANUARY FEATURE Green SECTOR Pharmacy NORTH AMERICA	FEBRUARY FEATURE Software SECTOR Administration LATAM	MARCH FEATURE Education SECTOR Nursing AFRICA
APRIL FEATURE Tomography SECTOR Optometry MIDDLE EAST	MAY FEATURE Mental Health SECTOR Therapy APAC	JUNE FEATURE Biomedical Engineering SECTOR Medicine EUROPE
JULY FEATURE Outpatient care SECTOR Surgery NORTH AMERICA	AUGUST FEATURE DNA SECTOR BioTech LATAM	SEPTEMBER FEATURE Dermatology SECTOR Veterinary AFRICA
OCTOBER FEATURE Neurotechnology SECTOR Dentistry MIDDLE EAST	NOVEMBER FEATURE 3D Printing SECTOR Dermatology AFRICA	DECEMBER FEATURE Private Healthcare SECTOR Dentistry MIDDLE EAST

AUDIENCE BREAKDOWN

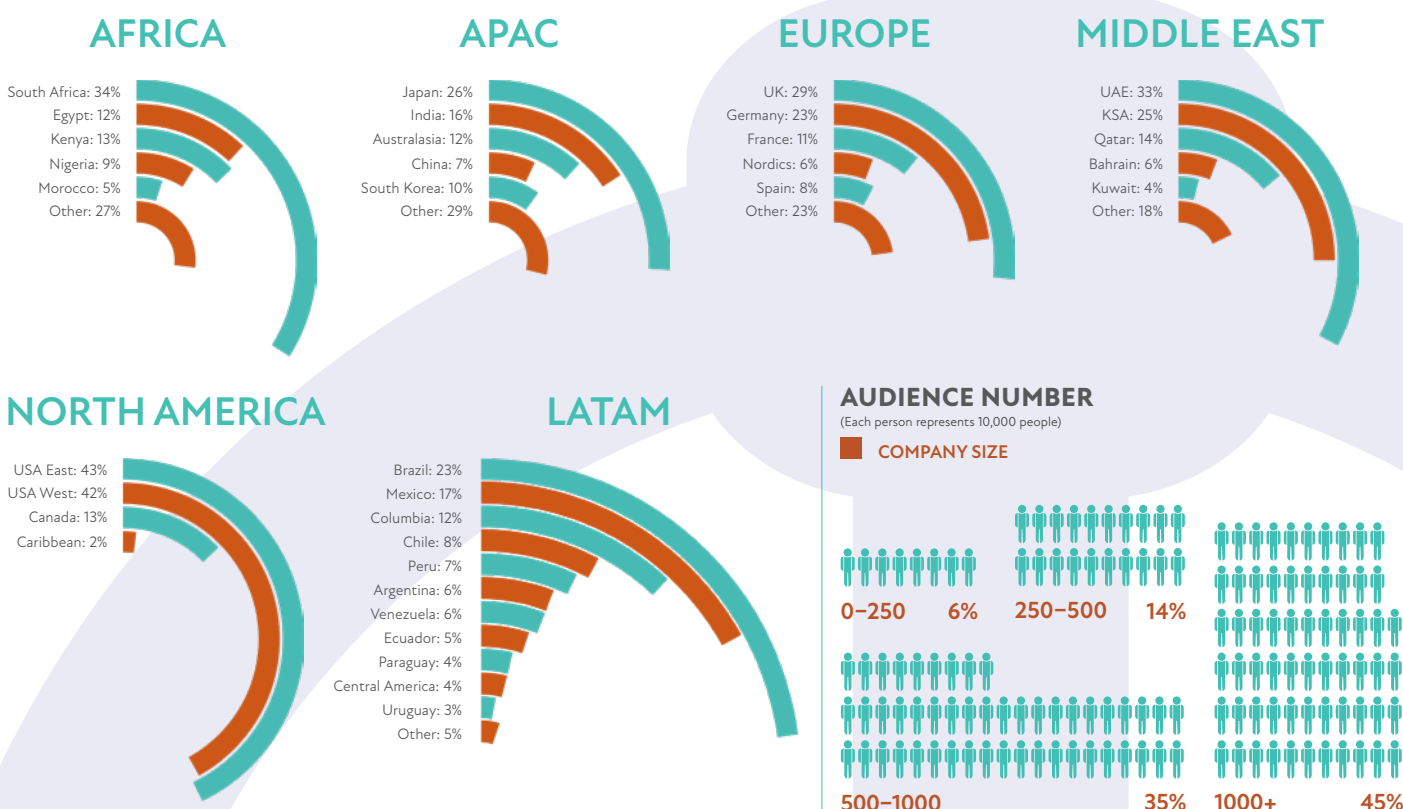
The healthcare sector, after weathering the challenges posed by the COVID-19 pandemic, has undergone a significant transformation. In the wake of the pandemic, the healthcare industry faced unprecedented strain, with a staggering 55% of frontline healthcare workers in the US experiencing burnout, as reported by *Deloitte's 2022 Global Health Care Outlook*. This crisis prompted a profound shift, marked by accelerated Digital Transformation initiatives.

Gartner's *2022 CIO Agenda: A Healthcare Perspective* highlighted that these changes led to substantial disruptions for 63% of healthcare providers, compelling many organisations to navigate a journey of recovery. In response, technology has assumed a pivotal role in the resurgence of healthcare organisations. Gartner actively advocates for CIOs and IT leaders to embrace a 'digital-health' mindset, acknowledging technology as a cornerstone of the industry's resurgence. As the healthcare sector embraces

technology-driven recovery strategies, several trends are shaping its evolution. Enhanced patient communication and experience, the integration of automation and robotics in surgical procedures, the incorporation of Augmented Reality in digital therapies and the continued growth of Telehealth are notable examples. In this dynamic landscape, *Intelligent Health.tech* emerges as a guiding force for CIOs, CEOs and senior decision-makers navigating the digitalisation landscape within healthcare.

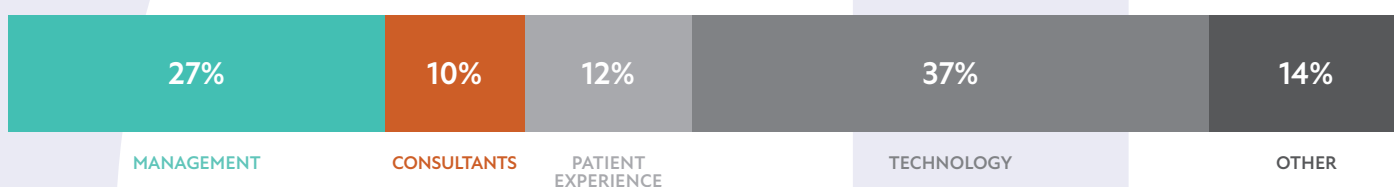
Our integrated platforms enable the industry to receive the content it needs in a manner that suits it. It is our unparalleled understanding of this audience that enables *Intelligent Health.tech* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand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

AUDIENCE % BY REGION



AUDIENCE NUMBER BY JOB FUNCTION

Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns, using different results driven tactics.



SOLUTIONS

Brand awareness

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

Content creation and marketing

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.

Customer publishing

Our expert editorial team create bespoke, multimedia customer publications.

Events

Create a variety of events, of any size, to promote face-to-face engagement.

Intent-based marketing

Targeted campaigns using client content to generate industry insight and generate targeted leads.

Account-based marketing

Targeting leads from a specific set of accounts provided by the client.

BANT qualification

Obtain specific information from targeted leads with additional data collection.

Inside sales and telemarketing support

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.

STRATEGIC CONTENT SERVICES

Our team can help client content stand out from the crowd.

Customer case studies

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.

Case study licensing

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.

Vendor cover stories

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.

Content creation: print, digital and video

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.

Supplements and e-books

We can build bespoke packages around individual requirements and promote content across all channels.

Virtual interviews

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.

Webinars

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.

Technology event coverage

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.

**IT IS OUR UNPARALLELED
UNDERSTANDING OF THIS
AUDIENCE THAT ENABLES
INTELLIGENT HEALTH.TECH
TO DELIVER EFFECTIVE
CAMPAIGNS AIMED AT
ENSURING MAXIMUM
RETURN ON INVESTMENT.**

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Media Deck



Intelligent Briefings



CXO Priorities



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INTELLIGENT
— CIO —
Providing Unparalleled Technology Intelligence

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