

IT for Health

Healthcare | Switzerland | connected

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LINEUP

«IT for Health» is the thematic publication of «Netzwoche» that reports on current developments in the digital healthcare sector in Switzerland. «IT for Health» sheds light on topics related to digitalisation and ICT procurement in the Swiss healthcare system, especially for service providers such as doctors' practices, hospitals, retirement and nursing homes, and health insurance companies. «IT for Health» is published in two issues per year.

«IT for Health» builds a bridge between clients and contractors. With author contributions from both sides, the publication shows current trends, presents solutions, lets prominent representatives have their say and reports on successfully completed ICT projects in the healthcare sector.

TARGET GROUP

- Chief physicians, senior physicians, nursing managers
 - Users (physicians, pharmacies, specialists)
 - Decision makers in companies in the e-health environment (e-health industry)
 - IT executives and IT managers, project managers in the healthcare environment
 - Decision-makers in the insurance environment
- Hospital directors, managers and strategists
 - Decision makers in specialist and rehabilitation clinics and nursing homes
 - Consultants
 - E-health managers at federal/cantonal level
 - Employees in research institutions and universities
 - Solution providers
 - Associations

MAIN TOPICS

- News and updates
 - Switzerland's e-health strategy
 - Culture change in healthcare
 - Laws and guidelines
- Managed Care (HMO)
 - Practice software
 - HIS
 - Information security
 - Telecommunications
 - Big Data
- Cloud
 - Online dossier
 - Mobile Health
 - Digitalization
 - Why a hospital needs a social media strategy



EDITION 2025 | 02

PRINT	
Release date	24.09.2025
Editorial deadline	26.08.2025
Ads deadline	05.09.2025
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* average data

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Ad 2nd cover page	✓	–	210 x 297 mm + Edge dropping of 3 mm	11 850 print only	–	–
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Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge dropping of 3 mm	6300 Nur Print	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	20 550	6300	2200
Advertorial 1/1 p.	✓	4000–4500	Text, picture(s), company address + logo of customer	12 900	6300	1100
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