

Nikkei Medical Ad Feature Schedule January - December 2006

Issue (delivery date)	Order Deadline	Material Deadline	Subject	Ad Feature Content	Target Companies & Products
January (Jan. 6)	Nov. 25, 2005	Dec. 14, 2005			
February (Feb. 8)	Jan. 5, 2006	Jan. 25, 2006	Medical practice start-up guide (Joint feature with <i>Nikkei Healthcare 21</i>)	Guide for hospital doctors considering starting his/her own practice. Steps and knowhow leading up to launch will be discussed.	Management consultants, architect & design offices for clinics, IT firms dealing with electronic medical chart, medical equipments and all products necessary for practice start-up
March (Mar. 8)	Feb. 3	Feb. 22			
April (Apr. 6)	Mar. 3	Mar. 23	The latest electronic medical chart--IT Solution on healthcare (Joint feature with <i>Nikkei Healthcare 21</i>)	The latest trends in electronic medical chart. Cases of evolving technologies including imaging systems and linkage with receipt will be introduced.	Electronic medical chart systems and other medical information systems
May (May 3)	Mar. 30	Apr. 18	New era of medical image: <The International Technical Exhibition of Medical Imaging 2006> Review (Joint feature with <i>Nikkei Healthcare 21</i>)	Image information is increasing its importance. The latest diagnostic equipments and systems covering the range from diagnosis making to information management will be introduced.	Ultrasound imaging apparatus, diagnostic imaging apparatuses, bone-density measuring equipment, image management system, image processing system, etc.
			PET Center development guide (Joint feature with <i>Nikkei Healthcare 21</i>)	Development solutions for PET centers will be discussed using actual examples.	PET, PET-CT equipment, PET center development solutions, other related equipments
June (Jun. 7)	May 2	May 24	Recommended housing and lifestyle for doctors and their families (Loose insert)	Special focus on doctors' private life. Ideas and suggestions for residence and lifestyle suitable for doctors and their families will be introduced.	Residential building design & construction firms, housing equipments & materials, high-priced real estate properties & cars, financial products & asset management services for the wealthy, home theater products, luxury furniture, etc.
			Medical & nursing care information system (Joint feature with <i>Nikkei Healthcare 21</i>)	Report on the latest trends and the future of 'IT & information systems' indispensable for the safe medical care and efficient management	IT-related equipments & services, medical-related information systems in general (electronic medical chart, accounting, goods management, prescription support, reception/outpatient reservation taking, image management), nursing care-related systems, etc.
July (Jul. 6)	Jun. 5	Jun. 22			
August (Aug. 8)	Jul. 5	Jul. 25	Medical practice start-up guide (Joint feature with <i>Nikkei Healthcare 21</i>)	Guide for hospital doctors considering starting his/her own practice. Steps and knowhow leading up to launch will be discussed.	Management consultants, architect & design offices for clinics, receipt computers, medical equipments necessary for practice start-up
September (Sep. 7)	Aug. 2	Aug. 24			
October (Oct. 5)	Sep. 1	Sep. 21	The latest electronic medical chart--IT Solution on healthcare (Joint feature with <i>Nikkei Healthcare 21</i>)	The latest trends in electronic medical chart. Cases of evolving technologies including imaging systems and linkage with receipt will be introduced.	Electronic medical chart systems and other medical information systems (medical accounting, goods management, prescription support, reception/outpatient reservation taking)
November (Nov. 8)	Oct. 4	Oct. 24	Guide to rapid diagnosis kit & equipment (Point of Care Testing)	Usability and points to pay attention when using rapid diagnosis kits in primary care and explanation on detection method	Biopsy equipments and kits for clinics and small-to-medium-sized hospitals
December (Dec. 7)	Nov. 2	Nov. 22	Recommended housing and lifestyle for doctors and their families (Loose insert)	Special focus on doctors' private life. Ideas and suggestions for residence and lifestyle suitable for doctors and their families will be introduced.	Residential building design & construction firms, housing equipments & materials, high-priced real estate properties & cars, financial products & asset management services for the wealthy, home theater products, luxury furniture, etc.
			Medical & nursing care information system (Joint feature with <i>Nikkei Healthcare 21</i>)	Report on the latest trends and the future of 'IT & information systems' indispensable for the safe medical care and efficient management	IT-related equipments & services, medical-related information systems in general (electronic medical chart, accounting, goods management, prescription support, reception/outpatient reservation taking, image management), nursing care-related systems, etc.

* Schedule may change without prior notice.