



**MindByte**  
communications  
Engaging *healthcare*

# Author Guide 2021



# MindByte Communications

MindByte Communications' roots date back to the late 1990s when we functioned as the in-house agency for the European Association of Hospital Managers.

Today, we run two leading healthcare management portals - HealthManagement.org and ICU Management & Practice.

We assist world-leading organisations, professional partners and highly respected peers to deliver true value.

More than 100 associations, institutions and congresses have chosen us as their key partner, and we serve as their official voice for internal and external communication.

We offer comprehensive media campaign services ranging from design, copywriting and community intelligence to support the goals of our corporate partners.

Exclusive, dedicated healthcare communities promote management, leadership and winning practices to ensure cross-departmental collaboration and your success.

The aim is efficient, safe and effective healthcare delivery. We are the prime multiplier for identifying ways of healthcare delivery, rethinking processes and challenging the "status quo".

## Our Products:



*promotes management, leadership, cross-collaboration and explores winning practices in healthcare. We engage with CEOs, CMOs, Heads of Radiology and Cardiology, CIOs, Chief Nursing Officers and Policy Makers.*



*is a leading critical care, emergency and anaesthesiology portal that provides value to critical care experts, specialists and clinicians.*

## Prominent Partners:



# Our Multidisciplinary Advisory Board

World-wide leading healthcare experts are responsible for our strategic direction



## Alexandre Lourenço

Editor-in-Chief EXEC  
Centro Hospitalar e Universitário de Coimbra,  
Portugal  
al@healthmanagement.org



## Prof. Lluís Donoso Bach

Editor-in-Chief Imaging  
Hospital Clinic – University of Barcelona, Spain  
ld@healthmanagement.org



## Prof. Tienush Rasaf

Editor-in-Chief Cardiology  
Westgerman Heart- and Vascular Center, University of  
Essen, Germany  
tr@healthmanagement.org



## Prof. Christian Lovis

Editor-in-Chief IT  
University Hospitals of Geneva  
cl@healthmanagement.org

## Board Members

Prof. Stephen Baker (US)  
Dr. Gilbert Bejjani (BE)  
Prof. Hans Blickman (US)  
Philippe Blua (FR)  
Prof. Edward I. Bluth (US)  
João Bocas (UK)  
Prof. Georg Bongartz (CH)  
Prof. Frank Boudghene (FR)  
Prof. Gunter Breithardt (DE)  
Miguel Cabrer (ES)  
Prof. Davide Caramella (IT)  
Richard Corbridge (IE)  
Dr. Marc Cuggia (FR)  
Prof. Alberto Cuocolo (IT)  
Prof. Johan de Mey (BE)  
Prof. Nevra Elmas (TR)  
Dr. Mansoor Fatehi (IR)  
Eugene Fidelis Soh (SG)  
Prof. Guy Frija (FR)  
Juraj Gemes (SK)  
Prof. Frederik L. Giesel (DE)  
Prof. Michael Glikson (IL)  
Dr. Peter Gocke (DE)  
Prof. Sir Muir Gray (UK)  
Sjaak Haakman (NL)  
Marc Hastert (LX)  
Prof. Jacob Hofdijk (NL)  
Priv.-Doz. Philipp Kahlert (DE)  
Prof. Peter Kearney (IE)  
Prof. Wolfram Knapp (DE)  
Prof. Karl Kob (IT)

Prof. David Koff (CA)  
Heinz Kölking (DE)  
Nikolaus Koller (AT)  
Prof. Elmar Kotter (DE)  
Prof. Alexandras Laucevicius (LT)  
Prof. Heinz U. Lemke (DE)  
Prof. Werner Leodolter (AT)  
Prof. Eric Lepage (FR)  
Prof. Lars Lönn (DK)  
Dr. Manu Malbrain (BE)  
Chris McCahan (USA)  
Louise McMahon (UK)  
Prof. Iris Meyenburg-Altward (DE)  
Dr. Taner Özcan (TR)  
Prof. Josep M. Picas (ES)  
Prof. Fausto J. Pinto (PT)  
Prof. Eric Poiseau (FR)  
Prof. Piotr Ponikowski (PL)  
Prof. Silvia G. Priori (IT)  
Prof. Amiran Revishvili (RU)  
Prof. Denitsa Sacheva (BG)  
Prof. Massimo Santini (IT)  
Prof. Elisabeth Schouman-Claeys (FR)  
Prof. Ernst R. Schwarz (US)  
Prof. Valentin Sinitsyn (RU)  
Dr. Nicola H. Strickland (UK)  
Prof. Karl Stroetmann (DE)  
Jean-Pierre Thierry (FR)  
Prof. Henrik S. Thomsen (DK)  
Prof. Dan Tzivoni (IL)

Prof. Vlastimil Valek (CZ)  
Prof. Berthold Wein (DE)  
Diane Whitehouse (UK)  
Hans-Peter Wyss (CH)  
Prof. Alex Vahanian (FR)  
Ing. Martin Zeman (CZ)

## Regional Ambassadors

Joan Marques Faner (ES)  
Dr. Thomas Kaier (UK)  
Dr. Mahboob ali Khan (KSA)  
Dr. Sergej Nazarenko (EST)  
Dr. Nadya Pyatigorskaya (FR)  
Andreas Sofroniou (CY)  
Dr. András Vargha (HU)  
Anton Vladzimirskyy (RF)

## Industry Ambassadors

Dan Conley (US)  
Marc De Fré (BE)  
Prof. Okan Ekinci (US)  
Prof. Mathias Goyen (UK)  
Prof. Rowland Illing (USA)  
Jurgen Jacobs (BE)  
Ljubisav Matejevic (DE)  
Pierre-Michael Meier (DE)  
Christina Roosen (ES)  
Gregory Roumeliotis (US)  
Dr. Jan Schillebeeckx (BE)

# HealthManagement.org - Our Members

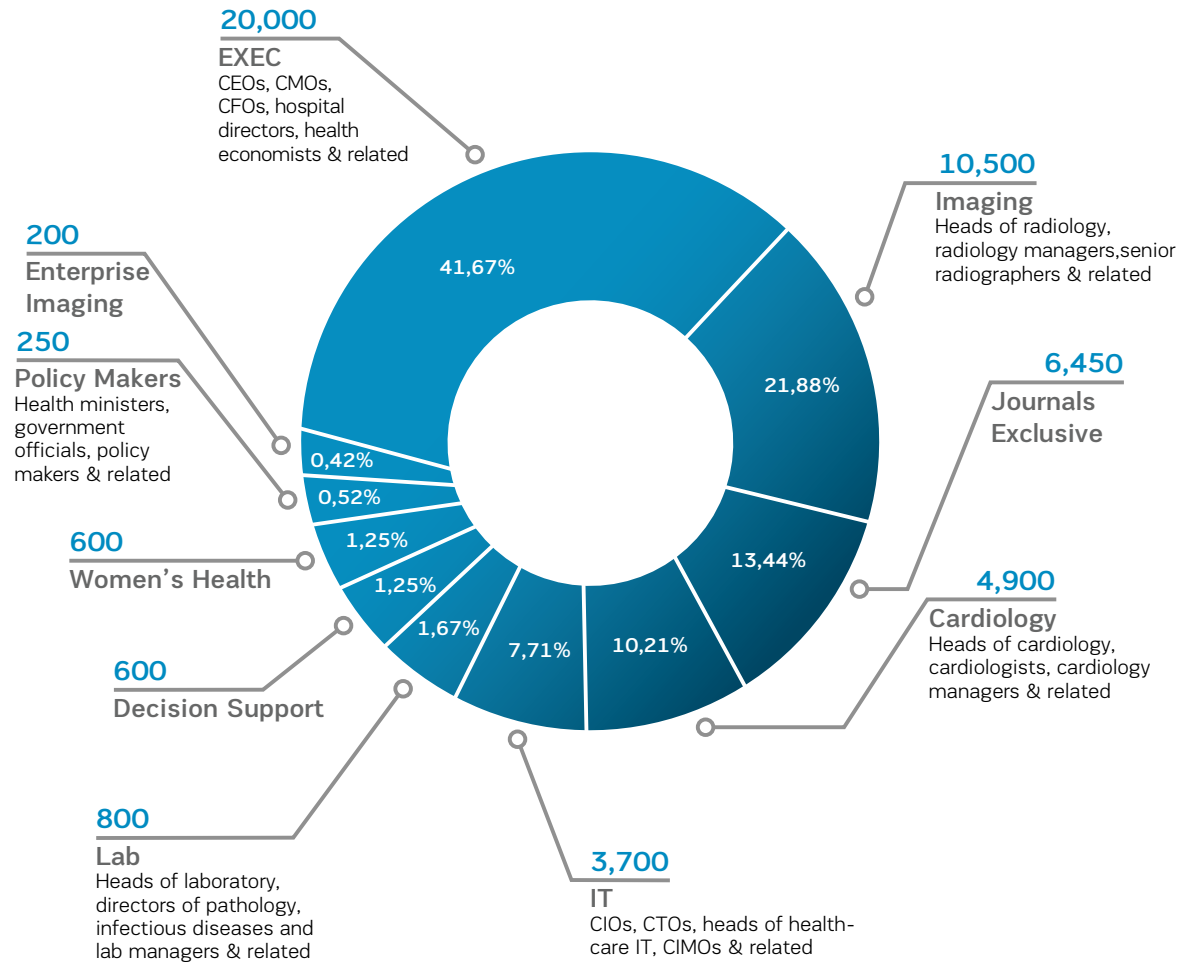
With more than 48,000 CEOs, CMOs, senior physicians, department heads, CIOs and policy makers our community is one of the largest and most influential world-wide.

Management, innovation, corporate governance, new techniques and technologies are adressed, with the objective to simplify the decision-making process. Key aim is to enhance outcome, efficiency and value-for-money.

We push for cross-collaboration to ensure best quality for the least possible price.

- EXEC - 20,000 - 41,67%
- Imaging - 10,500 - 21,88%
- Journals Exclusive - 6,450 - 13,44%
- Cardiology - 4,900 - 10,21%
- IT - 3,700 - 7,71%
- Lab - 800 - 1,67%
- Decision Support - 600 - 1,25%
- Women's Health - 600 - 1,25%
- Policy Makers - 250 - 0,52%
- Enterprise Imaging - 200 - 0,42%

**TOTAL - 48,000**



*Over 48,000 Members*

# Author Guide

---

HealthManagement welcomes original articles and blog posts from healthcare professionals on healthcare management, leadership and winning practices.

We welcome your insights into topics in healthcare management, which includes perspectives from Hospital Administration, Imaging, Cardiology and IT. Examples of previous cover stories include Patient Power; Value-Based Healthcare; Ageing; View to the Future.

## We welcome submissions on the following topics:

- Management and leadership in healthcare
- Human resource management
- Facility management
- Healthcare IT management – including telehealth, electronic health records, interoperability, mHealth, security
- Radiology management – including quality control, PACS, workflow, safety, dose management
- Cardiology management
- Other specialist areas such as oncology, laboratory, diagnostics, pharma etc.

These topics are not prescriptive, and we welcome your proposals. Suggest your ideas to [edito@healthmanagement.org](mailto:edito@healthmanagement.org)

## Benefits of publishing with HealthManagement

- Share your ideas with our global readership of health managers, imaging and radiology, IT, cardiology leaders, and hospital managers
- Inclusion in our online faculty section
- Established publisher (20 years of journals)
- Circulation of 50,000+
- Publication on HealthManagement.org website with about 200,000 monthly visitors
- Active engagement at major hospital, cardiology, healthcare IT and radiology congresses (EAHM, ECR, ESC, RSNA and many more)

# Instructions for Authors

---

## Article Submission Form

Complete and return the article submission form provided before you submit the completed article.

## Article Format

- Word count: minimum 700 words, maximum 2000 words
- Submit as Microsoft Word or compatible
- Left-justified, single-spaced

## Article structure

The first page should contain:

- Summary sentence (about the article, to go at top of article and in table of contents)
- Key points. At the top of the article provide 3-6 sentences in bullet points, which summarise the major themes of the article
- Title of the article (max 50 characters including spaces), preceded by (TITLE )
- A subtitle if required preceded by (SUBTITLE)
- Name and job title of the author(s) – Institution/organisation, town/city and country, contact email address – please note the email address is for publication, Twitter handle

## Headings and subheadings

Use subheadings for each section of the article preceded by (SUBTITLE).

## Conclusion

Your article must have a conclusion, which should be succinct and logically ordered. Knowledge gaps should be identified and future initiatives suggested.

## Spelling

HealthManagement uses UK spelling (eg ionising, specialise, tumour, paediatric, haematology etc.)

## Abbreviations and acronyms

Please spell out the full word at the first use and acronym thereafter. Abbreviations should not be used. If there are many acronyms provide a separate list at the end of the article.

## Product references

In general, articles should be vendor-neutral. Where products are mentioned, the reference should be product name including ® or ™ if applicable, place, country.

# Instructions for Authors

---

## Currency

Prices and costs given in U.S. dollars should have the Euro equivalent in parentheses afterwards.

## Illustrations and images

Authors are encouraged to include photographs, figures and/or tables. These can be illustrative or summarise findings or recommendations. Please supply images as high-resolution (300dpi) jpegs or tiffs, and include any image credits. The author is responsible for ensuring permission for publication of images has been secured. The editors reserve the right to ask for evidence of permission.

Graphs and tables can be supplied in Word, Excel or Powerpoint format and will be recreated if required by the HealthManagement art department.

Any illustrations should be clearly referred to in the text, and supplied with captions. Numbers and captions go above the figure; table numbers and captions go beneath the table. In addition, please add the filename of the relevant image to the text reference.

## References

Any references that are deemed important to understanding of the article should be cited within the article. Citations within the text for a single author HealthManagement uses an in-text author-date referencing system. For a guide please contact the editors. For space reasons, articles in the print journal may be published without the full list of references, which are made available on the website.

## Copyright

HealthManagement retains copyright of the article.

## Conflict of Interest

Please disclose any actual or potential conflicts of interest.

## Proofing

Following copy-editing to house style, authors will receive their page proof for final review and approval prior to publication.

## Revisions

Two article revisions are included free of cost. Any additional revision is charged 200 EURO.

## Checklist for Authors

Before you send in your article, please check that you have included the following:

- ✓ Job title, email address and organisation for each author
- ✓ Short bio for each author
- ✓ Hi-res (300 dpi) image of the author(s)
- ✓ List of references in Harvard format
- ✓ Key points at the top of the article
- ✓ Word count at the end of the article
- ✓ Email your article to [edito@healthmanagement.org](mailto:edito@healthmanagement.org)

# Editorial and Congress Calendar

Detailed Calendar: <https://iii.hm/editdetailed>



## Issue 1/2021

Copy	25 January
Approval	1 February
Publishing	15 February
DigiConf	2 March

### Covered Congresses



## Issue 2/2021

Copy	22 February
Approval	1 March
Publishing	15 March
DigiConf	23 March

### Covered Congresses



## Issue 3/2021

Copy	29 March
Approval	5 April
Publishing	19 April
DigiConf	27 April

### Covered Congresses



## Issue 4/2021

Copy	3 May
Approval	10 May
Publishing	24 May
DigiConf	1 June

### Covered Congresses





# Editorial and Congress Calendar

Detailed Calendar: <https://iii.hm/editdetailed>



## Issue 5/2021

Copy	7 June
Approval	14 June
Publishing	28 June
DigiConf	6 July

### Covered Congresses



## Issue 6/2021

Copy	16 August
Approval	23 August
Publishing	6 September
DigiConf	14 September

### Covered Congresses



## Issue 7/2021

Copy	27 September
Approval	4 October
Publishing	18 October
DigiConf	26 October

### Covered Congresses



## Issue 8/2021

Copy	1 November
Approval	8 November
Publishing	22 November
DigiConf	30 November

### Covered Congresses



# Code of journalistic principles

---

Freedom of expression is one of the fundamental rights of man, an essential condition for public opinion to be enlightened and informed. In its concern to preserve the integrity and freedom of the press, the Belgian Association of Newspaper Publishers, the General Association of Professional Journalists of Belgium and the Federation of the Information Newsletters have adopted the following code of principles of journalism in 1982.

## 1. FREEDOM OF THE PRESS

Freedom of the press is the main safeguard of freedom of expression without which the protection of other basic civil freedoms cannot be ensured. The press must have the right to collect and to publish information and commentaries without hindrance, to ensure the forming of the public opinion.

## 2. THE FACTS

Facts must be collected and reported on, unbiased.

## 3. SEPARATION OF INFORMATION AND COMMENT

The separation between facts reporting and commentaries must be clearly visible. This principle must not prevent the journal/newspaper from presenting its own opinion as well as the viewpoints of others.

## 4. RESPECT FOR THE DIVERSITY OF OPINIONS

The press recognises and respects the diversity of opinions and defends the freedom of publishing different points of views. It opposes all discrimination based on sex, race, nationality, language, religion, ideology, culture, class or conviction, provided that the convictions thus professed are not in contradiction with the respect of fundamental human rights.

## 5. RESPECT FOR HUMAN DIGNITY

Publishers, editors-in-chief and journalists must respect the dignity of and the right to private life of individuals and avoid all intrusion in physical or

moral suffering unless considerations related to the freedom of the press make it necessary.

## 6. PRESENTATION OF VIOLENCE

Crimes and terrorism as well as other cruel and inhuman activities must not be glorified.

## 7. CORRECTION OF ERRONEOUS INFORMATION

Facts and information proved to be false must be corrected without restriction and without prejudice to the legal provision of the right to reply.

## 8. PROTECTION OF SOURCES OF INFORMATION

Sources of confidential information cannot be revealed without the explicit authorisation of the informant.

## 9. SECRECY

Secrecy of public and private affairs as defined by law cannot prevent the freedom of the press.

## 10. HUMAN RIGHTS

Should the freedom of expression be in conflict with other fundamental rights, it is up to the editors (in consultation with the journalists concerned) to decide, on their own responsibility, which right they will give priority to.

## 11. INDEPENDENCE

Newspapers and journalists must not give in to any outside pressure.

## 12. ADVERTISEMENTS

Advertisements must be presented in a way that they do not mix with factual information.



**MindByte**  
communications  
Engaging healthcare



*HealthManagement.org* is a product  
by MindByte Communications Ltd.

*EU Office:*

Rue Villain XIV 53-55  
B-1050 Brussels, Belgium  
Tel: +32 2 286 85 00  
brussels@mindbyte.eu

*EMEA & ROW Office:*

166, Agias Filaxeos  
CY-3083, Limassol, Cyprus  
Tel: +357 25 822 133  
emea @mindbyte.eu

*AMERICAS Office:*

1904 Piedmont  
Irvine, CA 92620, USA  
americas@mindbyte.eu

*Headquarters:*

9, Vassili Michaelides  
CY-3026, Limassol, Cyprus  
hq@mindbyte.eu

