Advancing the practice of healthcare worldwide

Sharing the newest ideas, opinions and data. Supporting healthcare professionals' learning and development. Developing tools to make information accessible and useful. Using digital technology to make best evidence instantly available to working clinicians. Challenging received wisdom.

That’s what BMJ does. We’ve been doing it since 1840.
BMJ has a great heritage. What started as a 16-page provincial medical journal in 1840, first became a national publication before becoming truly global. In fact, The BMJ is now has the fourth highest impact of any medical journal in the world, and our company now publishes over 60 journals covering more than 20 medical specialties.

But today, BMJ is so much more than a journal publisher.

We help hundreds of thousands of healthcare professionals make better clinical decisions on a daily basis. As well as condensing the latest medical evidence into an easily-accessible version for clinicians, we take it one step further by helping them grow their knowledge and skills.

This brochure will guide you through the support BMJ can provide to all healthcare professionals on demand, helping them improve their knowledge and skills around their clinical commitments.

“We have a clear vision of ‘A Healthier World’ and use our values to inform the decisions we take to help achieve that vision.

The voice of our customers is vitally important to us - we listen and respond to their needs, ensuring we provide high-quality evidence based products for healthcare professionals, their institutions, organisations and governments.”

Peter Ashman
CEO, BMJ
Our expertise

BMJ shares knowledge and expertise to improve experiences, outcomes and value.

Making sure that patients receive safe and reliable care is a real challenge and priority for healthcare organisations around the world.

Our products and services are designed to help organisations set and achieve strategic clinical objectives, improve quality and reduce costs.

Whether the focus is on community-based care or medical specialties performed within the hospital environment, our innovative resources ensure clinical teams can manage, monitor and improve the care that organisations provide.

**We support a wide range of customer needs, including:**

- **Supporting clinical decisions**  
  Quick, accurate, concise, evidence-based answers to clinical questions, plus access to the latest research and guidelines – all built into the clinician’s workflow.

- **Reducing cost**  
  Identifying opportunities to reduce the rate of growth in healthcare spending, whilst simultaneously improving patient outcomes and the quality of care.

- **Getting published**  
  Improve authors’ success in conducting and publishing high quality clinical research and other medical writing through our knowledge environment and editorial expertise. You can also provide access to high quality, high impact journals serving the medical and scientific communities.

- **Keeping up to date**  
  Tailored resources to help healthcare professionals identify learning needs and keep up with the latest evidence, guidelines and best practice. Digital and mobile app solutions are also available to improve accessibility.

- **Supporting CME/CPD**  
  Support the educational needs of all medical students and professionals throughout their career with flexible and relevant modules that are a source of accreditation in most countries.
“Support for clinicians around the world is increasingly about delivering knowledge to strategic decision makers, at the point of care, through mobile channels and integrated into electronic health record systems.”

Dr Ricardo Cypreste
Clinical Specialist, BMJ, Brazil
Our digital support tools bring trustworthy, evidence-based information to help clinicians deal with the realities that come with clinical life.

Ranked one of the best clinical decision support tools for health professionals worldwide.*

Structured around the patient consultation, it presents the required information just as it’s needed.

BMJ Best Practice takes you quickly and accurately to the latest evidence based information, whenever and wherever you need it.

Our step by step guidance on diagnosis, prognosis, treatment and prevention is updated daily using robust evidence based methodology and expert opinion.

We support you in implementing good practice.

“Recently I saw a young patient with rheumatoid arthritis. She had visited other clinics and was receiving treatment with methotrexate but it wasn’t helping her pain. She had seen a few different doctors who had all continued the same treatment. According to the guidelines on BMJ Best Practice, I saw that we could try combination therapy for her. I have started this and her condition is now much improved.”

Dr Igor Zastavnyy, Family doctor, Ukraine.

6 reasons why BMJ Best Practice is your best choice for clinical decision support

1. **Over 1,000 topic monographs (and growing) written by independent, global experts.**
   We regularly consult clinicians, clinical editors, contributors, peer reviewers and subscribers to ensure coverage of the most important clinical areas.

2. **The best diagnostic decision support tool.**
   BMJ Best Practice has been shown in independent comparisons to deliver faster answers to diagnostic clinical questions.

3. **Evidence-based practice at its core.**
   Unique systematic review layer in partnership with Cochrane Clinical Answers.

4. **Sophisticated CME/CPD tracking.**
   Health professionals can now earn CME credits while they use BMJ Best Practice as part of their working day.

5. **We continually evaluate and encourage feedback.**
   All reported errors or required corrections are managed by our clinical lead. Urgent issues will receive immediate attention; other suggestions will be considered for our regular updating cycle.

6. **Access anywhere, anytime.**
   We understand clinicians are on the go so have designed a responsive website which adjusts to the user’s screen size. In addition, the new BMJ Best Practice app allows offline access.

bestpractice.bmj.com
Medical education

Our extensive range of professional development resources assist with assessment, training and CME/CPD through online courses, live events and webinars.

Targeted online modules designed to improve knowledge in critical areas across the entire healthcare workforce.

Topics covering hospital priority areas developed with working medical and nursing staff to reflect real-life issues.

All content is peer reviewed, evidence based, and in a wide range of formats including podcasts, videos and animations.

**BMJ Learning can enable you to:**

- Provide evidence-based learning, written by experts
- Improve the performance of your multi-professional team
- Support your teams continued medical education and professional development
- Reduce variation by delivering consistent care
- Assess learning needs and identify knowledge gaps
- Measure performance, report results and demonstrate compliance.

**learning.bmj.com**

80% of users changed their clinical practice after learning something in a BMJ Learning module.*

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*User survey Bahrain Ministry of Health, October, 2016.*
Test your medical knowledge with quality, exam format revision questions from BMJ OnExamination.

We have been providing medical revision since 1996 and have been chosen by over 210,000 medical professionals worldwide for their exam preparation.

Our robust editorial process ensures questions are of the best quality and relevance for each exam.

**BMJ OnExamination provides users with:**

- Over 42,000 quality exam revision questions that match the current curriculum
- The option to customise your revision session; choose to answer questions by topic, type, difficulty level or weak area
- A feature to practice with questions that increase in difficulty as your knowledge improves
- Expert advice from our clinical tutors on how to approach your revision in the most effective way, with tips on exam technique and current formats to help you pass
- Understand your average scores compared with those of all BMJ OnExamination users revising for the same exam.

onexamination.bmj.com

“BMJ OnExamination’s resources are closely aligned with the MRCP exams which meant I was really prepared. Thanks BMJ OnExamination.”

**Dr Ramadan Fouad Arafa**, Clinician, Oman
Providing reliable content for healthcare professionals, clinicians and researchers across the globe. Our diverse portfolio includes some of the most influential specialty journals in their field.

**The BMJ**

One of the most influential and respected medical journals in the world which features research, authoritative editorials, news, views and expert commentary.

The BMJ is committed to ensuring healthcare professionals around the world have the knowledge to improve patient outcomes. It has a dual role:

- Weekly printed magazine and website providing (mostly British) medical news and opinion, but with growing international coverage
- Monthly academic journal and website publishing some of the world’s most highly-cited medical research for a global audience of academic and clinical researchers, medical educators, leading clinicians and policymakers.

All readers, whatever their role or location, can appreciate The BMJ’s attention to the art as well as the science of medicine with articles addressing how societal, cultural and ethical considerations impact on the research and practice of medicine.

bmj.com
Alongside our flagship journal, we publish more than 60 of the world’s leading medical and allied science journals.

**Annals of the Rheumatic Diseases**
- Frequency: Monthly
- First Published: 1939
- Impact factor: 12.384
- [ard.bmj.com](http://ard.bmj.com)

**Archives of Disease in Childhood**
- Frequency: Monthly
- First Published: 1926
- Impact factor: 3.231
- [adc.bmj.com](http://adc.bmj.com)

**ADC Fetal and Neonatal**
- Frequency: Bimonthly
- First Published: 1994
- Impact factor: 3.969
- [fn.bmj.com](http://fn.bmj.com)

**HEART**
- Frequency: Fortnightly
- First Published: 1939
- Impact factor: 5.693
- [heart.bmj.com](http://heart.bmj.com)

**British Journal of Sports Medicine**
- Frequency: Semimonthly
- First Published: 1964
- Impact factor: 6.724
- [bjsm.bmj.com](http://bjsm.bmj.com)

**Evidence Based Medicine**
- Frequency: Bimonthly
- First Published: 1995
- [ebm.bmj.com](http://ebm.bmj.com)

**GUT**
- Frequency: Monthly
- First Published: 1960
- Impact factor: 14.921
- [gut.bmj.com](http://gut.bmj.com)

**Journal of Medical Ethics (JME)**
- Frequency: Monthly
- First Published: 1975
- Impact factor: 1.764
- [jme.bmj.com](http://jme.bmj.com)

**THORAX**
- Frequency: Monthly
- First Published: 1946
- Impact factor: 8.121
- [thorax.bmj.com](http://thorax.bmj.com)

For a full listing of our journals go to [journals.bmj.com](http://journals.bmj.com)

See what we do for societies: [bmj.co/societies](http://bmj.co/societies)
From cutting-edge research to helping some of the world’s most vulnerable people, we work with a wide range of healthcare organisations to deliver results. Our products and services are now in daily use in countries from New Zealand to China, from the UK to India.
And everything that comes from BMJ is a standard on its own

Miss Lilja Stefansdottir
CEO Surgical Services, Landshospitali
Rejkjavik, Iceland

CAPES, Brazil
Fostering the research and educational needs of health professionals and students in over 180 universities.

Chinese Medical Association, China
Benefiting over six million Chinese medical staff and many more patients with fully translated Chinese educational and clinical decision support content.

Department of Health, Australia
Fulfilling the academic research and clinical decision support needs of over 17,000 medical students in 17 of all 19 university medical schools nationwide.

Europe
Enhancing over 700,000 medical professionals knowledge and progress throughout their careers. Our online educational tools feature over 1,000 evidence-based modules across 70 specialty areas, and are available in 10 languages.

Department of Health, India
Providing online continuing medical education to over 800,000 health professionals within India.

Royal New Zealand College of General Practitioners
Supporting all GPs in New Zealand with customised, online learning education since 2003.

“And everything that comes from BMJ is a standard on its own”

Miss Lilja Stefansdottir
CEO Surgical Services, Landshospitali
Rejkjavik, Iceland
The Hokkaido Centre for Family Medicine in Japan has long believed in the value of evidence to support its practice and staff have referred to it for many years to keep their knowledge current.

The Centre is looking at how staff can apply evidence-based knowledge more effectively in their day-to-day practice. Dr Tesshu Kusaba shares his mission for the centre. “It is the aim of our centre to provide continuous education opportunities for our doctors. However it is also important that this knowledge is effectively put into practice and communicated clearly to our community. This is where evidence-based medicine can have great power.”

The Centre has access to many journals and online resources and staff return to BMJ Clinical Evidence on a regular basis when they want to reference the latest research evidence. Dr Tesshu Kusaba explains, “It is the quality of critical appraisal that we believe sets BMJ Clinical Evidence apart and makes it the best resource available for updating knowledge.”

Therefore, it was a logical decision for the centre to select BMJ Best Practice, a new decision-support tool, also from BMJ. BMJ Best Practice has been purposefully designed to give clinicians direct access to the latest research evidence, expert opinion and guidelines. Through one simple resource it provides practical support for more than 10,000 diagnoses and related treatment decisions.

“You can spend a lot of time searching through journals and text book-based resources,” Dr Tesshu Kusaba notes, “but as a busy family medical centre we need quick and easy access to high quality sources of evidence.”

He adds “It is only when you can access the relevant evidence about the condition you are faced with, that you can really start to draw out the benefits from the research. BMJ Best Practice has allowed us to act upon new evidence and combine it with a mix of other medical resources including expert opinion and guidelines.”

Since they took out their BMJ Best Practice subscription, the Medical Centre has really started to exploit its true potential and on average practitioners are already referring to it four to five times a week.

“The content in BMJ Best Practice is very useful to me in my day-to-day practice,” explains Dr Tesshu Kusaba. “The topics covered are presented in a very clear and concise manner and when I am not sure of an answer I can consult BMJ Best Practice quickly and it provides the information I need. For example I recently saw a man who had herpes zoster. I wanted to use an antiviral agent on him, but I was slightly unsure as to how long I should use it. So I went to BMJ Best Practice, selected the condition and went to the treatment part. BMJ Best Practice is proving to be a big success and is being integrated into day-to-day workflows more and more across the practice.

“We feel that one of the biggest benefits of BMJ Best Practice is that we are now actually in a position to exploit the evidence that is out there to support our practice. With BMJ Best Practice, very useful to me in my day-to-day practice, we can still reference the latest evidence, but more importantly we can easily select the topic that is of interest to us from the front screen and then find the supporting information to help us manage and treat our patients confidently and effectively. And that is the most important thing.”
We can give you access to the latest evidence-based medical information, learning resources and decision support tools. Talk to us today.

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