Sharing knowledge and expertise
Improving healthcare outcomes

Sharing the newest ideas, opinions and data
Supporting health professionals’ learning and development
Developing tools to make information accessible and useful
Using digital technology to make best evidence instantly available

That’s what BMJ does. We’ve been doing it since 1840.
A healthier world

Since starting out as the publisher of a single medical journal in 1840, we have developed a unique range of capabilities to meet the needs of professionals, institutions and organisations.

- Leading source of medical information for over 170 years
- The BMJ is the fourth most cited general medical journal in the world
- Each month, more than five million users visit our websites, where we have content available in 11 languages
- Over 700,000 healthcare professionals from more than 100 countries access our revision resources and online learning tools

“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
Global healthcare knowledge provider

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

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Our expertise

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Martin Elcock,
Librarian for Outreach, University Hospitals Birmingham NHS Foundation Trust

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

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  - Frequency: Monthly
  - First Published: 1939
  - Impact factor: 12.811
  - [ard.bmj.com](http://ard.bmj.com)

- **Archives of Disease in Childhood**
  - Frequency: Monthly
  - First Published: 1926
  - Impact factor: 3.265
  - [adc.bmj.com](http://adc.bmj.com)

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

- **HEART**
  - Frequency: Fortnightly
  - First Published: 1939
  - Impact factor: 6.059
  - [heart.bmj.com](http://heart.bmj.com)

- **British Journal of Sports Medicine**
  - Frequency: Semimonthly
  - First Published: 1964
  - Impact factor: 6.557
  - [bjsm.bmj.com](http://bjsm.bmj.com)

- **Evidence Based Medicine**
  - Frequency: Bimonthly
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  - Frequency: Monthly
  - First Published: 1960
  - Impact factor: 16.658
  - [gut.bmj.com](http://gut.bmj.com)

- **Journal of Medical Ethics (JME)**
  - Frequency: Monthly
  - First Published: 1975
  - Impact factor: 1.529
  - [jme.bmj.com](http://jme.bmj.com)

- **THORAX**
  - Frequency: Monthly
  - First Published: 1946
  - Impact factor: 8.272
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Frequency: Monthly
First Published: 1992
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“BMJ Best Practice provides extensive, yet summarised, coverage of the latest and most relevant research findings”

Peking Union Medical College, China
The partnership with BMJ has allowed us to leverage their evidence engine and really link all our recommendations in with BMJ Best Practice, and use that as an efficient way of keeping our evidence up to date."

Professor Lara Fairall, Head of the University of Cape Town Lung Institute’s Knowledge Translation Unit (UCTLI KTU)

How you can get involved

BMJ is actively engaging with partners to support the expansion of PACK to other low and middle income countries focused on improving primary care services.

Contact:
Dr. Tracy Eastman,
Director of International Development, BMJ
teastman@bmj.com

The Practical Approach to Care Kit (PACK) is a health systems improvement programme comprising 4 pillars to support and empower primary care clinicians:

• an evidence-based guide covering the commonest symptoms and conditions presenting in primary care, supporting integrated management of patients (rather than management in silo’d vertical programmes), underpinned by WHO guidance and updated using BMJ Evidence Centre feeds, intended to be localised and colour-coded according to in-country guidelines for use by all cadres of staff delivering primary care and presented in user-friendly algorithmic format, in print or digital versions

• an educational outreach training strategy, based on train-the-trainers approach, utilising case studies and promoting primary care team work,

• health systems strengthening interventions focused on task-sharing, clarification of referral pathways and ensuring availability of relevant diagnostic tests, medications and equipment

• a robust monitoring and evaluation component

PACK has been developed by The Knowledge Translation Unit (KTU) is a clinical research unit within the University of Cape Town Lung Institute (UCTLI) to support and empower primary care clinicians. The programme has been implemented and up-scaled throughout the nine provinces in South Africa and is now used in >2000 clinics across the country, by more than 20,000 primary care staff.

There has been considerable interest from countries outside of South Africa in adopting the “PACK model” to strengthen and empower primary care service delivery. To address this need the KTU has partnered with the BMJ, to enable global use of PACK in keeping with the KTU and BMJ’s strongly aligned strategic goals of enabling a “Healthier World” and “improving primary care, especially in underserved communities.”
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“BMJ is a key partner for our library. They deliver top quality content and their support is quick and efficient. Their willingness to provide nationwide access at an early stage has helped us to convince other publishers to follow.”

Kjell Tjensvoll, Norwegian Electronic Health Library.
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