

BMJ

Sharing knowledge
and expertise



ACADEMIC

Improving healthcare outcomes

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.

A healthier world

Since starting out as the publisher of a single medical journal in 1840, BMJ has developed a unique range of capabilities to meet the needs of medical students, healthcare 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 10 languages.
- Over 700,000 healthcare professionals from more than 100 countries access our revision resources and online learning tools.

“At BMJ we believe the work we do with individual professionals, their institutions, organisations and governments, really does make a difference to the health of people all around the world.”

Tim Brooks
CEO, BMJ



Global healthcare knowledge provider

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

From specialist publications to online learning and data tools, our products and services provide access to the latest and best medical knowledge. As well as improving the educational development of students and professionals, they help organisations improve their research and development services.

Alert

Receive customisable emails containing interest-related content.

Make use of 'Keyword' and 'Search term' alerts that notify when criteria-matching articles are published in The BMJ, HighWire or PubMed/Medline journal.

Current awareness

Provide high-impact research and CME resources across more than 70 specialities.

Get published

Help medical students and junior staff to publish their case studies and case reports.

Offer outreach and guidance with expert-led 'How to get published' learning modules and workshops.

Speed up publication with BMJ's fast track processes of less than 15 days.

Hot topics

Achieve subscription ROI with article level metrics and COUNTER-compliant usage statistics.

Measure impact

Provide medical students with superior learning materials.

Support CME/CPD

Accommodate 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 decisions

Provide access to referential knowledge, the latest research and guidelines, and intelligent prompts that turn insight into action.

Qualify

Prepare medical students for exams with superior learning materials.



Our expertise

“BMJ has worked closely with us to understand our goals. Their expertise and clear commitment to friendly, responsive customer service stand out for me and I will continue to choose BMJ as a trusted publisher and provider.”

Martin Elcock,

Librarian for Outreach, University Hospitals Birmingham NHS Foundation Trust

Evidence:

Underpins everything we do – it's what makes us one of the world's most trusted knowledge providers.

Publishing:

At the forefront of innovative healthcare thinking and practice since 1840, The BMJ is one of the world's top four general medical journals. We also offer more than 60 peer-reviewed specialist journals across a range of medical and allied science fields and we are leaders in digital publishing and open access.

Decision support:

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

Medical education:

Tailored resources to help clinicians identify learning needs and keep up with the latest evidence, guidelines and best practice.

Application aided by technology:

Integrated digital and mobile solutions to improve clinical performance and patient outcomes.

Data analytics:

Improving the quality and cost-effectiveness of patient care through clinical analysis, economic evaluation and interpretation of clinical data.

Health knowledge:

Jargon-free, evidence-based resources developed for health professionals and patients alike.

Quality improvement:

Practical and customisable resources and events to help clinicians achieve measurable improvements in quality and safety, and to publish their findings.



A global partner

From cutting-edge research to helping some of the world's most vulnerable people, we work with a wide range of international institutions to deliver results. Our products and services are now in daily use in countries from the USA to Australia, from Brazil to Saudi Arabia.



India

Enriching 800,000 doctors' knowledge in India by delivering the best research publications through integrated systems to over 500 medical institutes.



Europe

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



Australia

Acting as a leading supplier of specialty journals and digital support tools in Australia, BMJ currently supports the academic research and clinical decision support needs of over 17,000 medical students in 17 of all 19 university medical schools nationwide.

"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.

Case study

Supporting the doctors of tomorrow



The Cyberjaya University College of Medical Sciences (CUCMS) is located in Cyberjaya, in the Klang Valley, close to the new administrative capital of Malaysia, Putrajaya.

With innovation at its core, the Medical College is always looking for new technologies and resources to support and develop its students. In 2009, the Medical College took out a subscription for BMJ Best Practice, to provide medical students with access to online decision-support information. Following its implementation, lecturers have been encouraging students to refer to BMJ Best Practice regularly to support their clinical training. Dr Ahmed Awil Adam, General Surgeon and the Year 3 Coordinator at the Faculty of Medicine explains:

"I have personally made sure every student on surgical rotation uses BMJ Best Practice to support their development and have encouraged them to get the most out of it."

A one-stop shop

Aneesah Zahari, a third year medical student, explains how she is benefiting from BMJ Best Practice: "I refer to BMJ Best Practice daily, because it helps me to find in-depth information on my patients' conditions. It is very convenient to use and I have found the speed and ease with which I can find information very beneficial. As a medical student the range of content within BMJ Best Practice is really useful. Rather than having to search page-by-page through my text books, now I can

search for the resources I need. The results are presented to me online in a very systematic arrangement which also helps when trying to work out which resources are going to be the most useful."

Building confidence is key

The students are using BMJ Best Practice in a number of ways; as a reference resource, to support revision and as a decision support tool. In particular the students are finding the resource invaluable when it comes to diagnosis, and in particular the differential diagnosis of a condition. Aneesah adds: "Compared to other decision-support tools I use, I find the authority of the information in BMJ Best Practice to be far superior. As a result, when I use BMJ Best Practice, I feel much more confident in my decision making – in particular when it comes to diagnosing a disease and assessing which investigations to undertake." Noor Elyana Ahmad Fawzi, shares her experience: "When it comes to assessing patients with certain symptoms, I find that BMJ Best Practice provides me with reassurance. If I am unsure of the diagnosis then I can refer to BMJ Best Practice to understand more about the symptoms presented to me. It allows me to explore the differential diagnosis and advises on the physical examination and test options."

Focus on patient outcomes

Like many of the students, Noor Elyana has found BMJ Best Practice intuitive and easy to use. She continues, "I have found it very easy to find the answers I am looking for in BMJ Best Practice. I simply type in the symptoms and I am presented with the answer. As a third year student, it allows me to make confident decisions with regards to which tests to order or which investigations to do first. It has made me think about which questions to ask and which tests I should undertake. I think this will help to reduce wasted time during the patient consultation as it reduces my clerking time."

Appealing to the way students learn

As the Coordinator at the Faculty of Medicine, Dr Ahmed Awil Adam understands the methods of learning that appeal most to his students:

"One thing has always been clear to me, and that is the amount of time my students spend online. The simplicity of BMJ Best Practice combined with the constantly updated, evidence-based information makes it a dynamic and interactive resource, which is a great attraction to my students. We, lecturers and students, have all benefited from BMJ Best Practice significantly."



Journals

Providing high-quality content for healthcare professionals, clinicians and researchers across the globe, our diverse portfolio includes some of the most influential specialty journals in their field.



As one of the world's most influential and respected medical journals, students and healthcare professionals can rely on The BMJ to help them meet their learning needs. Our panel of international experts provide relevant and useful educational content covering a broad range of topics across primary and secondary care in a range of formats to suit busy schedules. The BMJ's content includes:

Endgames

This section allows students preparing for exams to work through case reports, picture and anatomy quizzes and includes a helpful series on medical statistics.

Clinical reviews

Students can gain one continuing medical education (CME) hour by completing the weekly Clinical reviews. Our expert authors provide a clear and practical account of the topic.

Minerva pictures

Our picture series highlight important and often unusual clinical learning points.

Print ISSN: CR: 0959-8138, GP: 0959-8154, Intl: 1759-2151

Impact factor: 16.378

Frequency: Weekly

thebmj.com

The BMJ academic edition

First issue: 3 January 2015

Frequency: Monthly

Print ISSN: 2057-0066

- 140 pages per issue of award-winning international scholarly content. (Original Research, Editorials, Clinical Reviews, Analysis, Research Methods, Letters).
- Contains full text research papers.
- Contains The BMJ's new in-depth State of the Art reviews.
- Priced same as The BMJ International weekly edition.
- Wide relevance across specialties.



Student BMJ is the go-to resource for students who aspire to be safe and competent junior doctors. This international journal supports students every step of the way, from applying to medical school to qualification and the transition to junior doctor.

- Written by medical students and experts.
- 75,000 page views a month on student.bmj.com.
- 23,000 followers on Twitter.
- Practical advice about medical student life and career development.
- Education and research articles to help students confidently apply theory into practice.

Print ISSN: 0966-6494,

Online ISSN: 1752-069X

Frequency: Monthly

student.bmj.com



Open Access at BMJ

For over a decade, BMJ has been committed to offering Open Access publication. We provide free access to research across over 50 of our journal titles, including The BMJ and BMJ Open.

We have also introduced two new Institutional Open Access options which allow institutions to remove some or all of the financial cost involved when their authors publish Open Access with BMJ: BMJ Open Access Account and BMJ Open Access Membership.

bmj.co/OAProgramme

“Our BMJ Open Access Account has proved extremely successful. As well as enabling UCL authors to choose Gold open access at a discounted rate, it removes much of the administrative burden of article processing charges. Authors like the scheme, and find it easy to use. BMJ's open access team has been very supportive and helpful.”

Catherine Sharp

Open Access Funding Manager, Library Services, University College London

Journals

We publish leading specialist journals on behalf of many prestigious medical organisations and societies. Most of our publishing collaborations have existed for many years, and some stretch back over half a century.

Our collection of 60+ journals includes some of the most influential titles in their field:

- Nearly 80% of our titles saw Impact Factor rises in 2014.
- Across all our society journals we achieved an average Impact Factor rise of 12.21% in 2014.
- In the last 12 months, over 23.2 million unique users accessed our society journals online, generating over 66.3 million page views.
- 25% of our users view journal content from mobile devices.

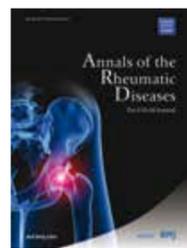
*2013 Journal Citation Reports® Science Edition (Thomson Reuters, 2014)

**Number 1 original research journal in the field of rheumatology.



For a full listing of our Journals go to journals.bmj.com

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Annals of the Rheumatic Diseases
ard.bmj.com
 Impact Factor: 9.270*
 IF ranking: 1/30 **
 Print ISSN: 0003 4967
 Online ISSN: 1468 2060
 Frequency: Monthly
 First Published: 1939



Archives of Disease in Childhood (ADC)
adc.bmj.com
 Impact Factor: 2.905
 IF Ranking: 14/177
 Print ISSN: 0003-9888
 Online ISSN: 1468-2044
 Frequency: Monthly
 First published: 1926



ADC Fetal and Neonatal (FN)
fn.bmj.com
 Impact Factor: 3.861
 IF Ranking: 4/177
 Print ISSN: 1359-2998
 Online ISSN: 1468-2052
 Frequency: Bi-monthly
 First published: 2004



British Journal of Sports Medicine (BJSM)
bjsm.bmj.com
 Impact Factor: 4.171
 IF Ranking: 6/81
 Print ISSN: 0306-3674
 Online ISSN: 1473-0480
 Frequency: 22 issues (mails monthly)
 First published: 1966



Evidence Based Medicine
ebm.bmj.com
 Print ISSN: 1356-5524
 Online ISSN: 1473-6810
 Frequency: Bimonthly
 First published: 1995



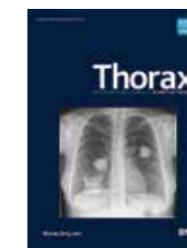
GUT
gut.bmj.com
 Impact Factor: 13.319
 IF Ranking: 2/74
 Print ISSN: 0017-5749
 Online ISSN: 1468-3288
 Frequency: Monthly
 First published: 1960



HEART
heart.bmj.com
 Impact Factor: 6.023
 IF Ranking: 12/125
 Print ISSN: 1355-6037
 Online ISSN: 1468-201X
 Frequency: Fortnightly
 First published: 1939



Journal of Medical Ethics (JME)
jme.bmj.com
 Impact Factor: 1.691
 IF Ranking: 2/18
 Print ISSN: 0306-6800
 Online ISSN: 1473-4257
 Frequency: Monthly
 First published: 1975



THORAX
thorax.bmj.com
 Impact Factor: 8.562
 IF Ranking: 2/53
 Print ISSN: 0040-6376
 Online ISSN: 1468-3296
 Frequency: Monthly
 First published: 1946



Clinical decision support

Our digital support tools bring trustworthy, evidence-based information to help students deal in advance with the realities that come with clinical life.

BMJ Best Practice

An online decision-support tool for use at the point of care. Structured around the patient consultation, it presents the required information students will need to make informed clinical decisions.

- Launched in 2009, it now receives over 3 million online visits a year.
- National contracts including Brazil, Norway, Saudi Arabia.
- Over 1,000 workflow and action-oriented topics.
- Over 3,500 images and links to over 4,000 high-quality guidelines.
- Available as online and offline iOS and Android apps, in both English and Portuguese.
- Website search enabled for over 60 languages.
- Personalisation features that are used by over 100,000 registered users from 800 customers in over 60 countries.

bestpractice.bmj.com

BMJ Clinical Evidence

An online medical data resource designed for the teaching and practice of evidence-based medicine (EBM). It publishes the latest peer-reviewed information on important clinical conditions, and provides guidance on good evidence-based practice.

- Launched in 1999, and used by over 1 million clinicians, academics, researchers and guideline developers worldwide.
- Provides over 250 systematic overviews that cover more than 500 key clinical questions about the effectiveness of over 3,000 interventions.
- Identifies and synthesises the best available evidence.
- Places high-quality research into a clinical context and uncovers important evidence gaps.
- Ideal resource to teach, learn and practise EBM.

clinicalevidence.bmj.com

“BMJ Best Practice provides extensive, yet summarised, coverage of the latest and most relevant research findings”

Peking Union Medical College, China



Education and training

Our extensive range of professional development resources assist with assessment, training and CME via a cutting-edge range of online courses, live events and webinars.

BMJ Learning

A comprehensive, evidence-based online learning resource that helps medical professionals and students enhance their knowledge and progress their careers.

- Over 1,000 evidence-based, peer-reviewed modules across 70 specialty areas.
- Available in 10 languages.
- Accredited for CME points in several countries.
- Over 430,000 registered users worldwide.
- Nearly 4 million modules completed: over 520,000 modules purchased and completed in the last year.

learning.bmj.com

BMJ OnExamination

Quality exam revision questions that match the current curriculum, test and increase medical knowledge as well as improve exam aptitude.

- Used by over 50% of finals students in the UK, and chosen by over 210,000 medical professionals worldwide for their revision.
- Offers over 9,000 year-specific revision questions for medical students.
- Finals resource is GMC Guideline compliant.
- 42,000 questions in the database.
- Over 5,000 questions are answered per hour at peak times and more than 21 million exam revision questions answered in the last year.

onexamination.bmj.com

BMJ Portfolio

A free, secure and easy to use resource to assist students and healthcare professionals to track and record their CME credits.

Ability to add documents and websites for planned learning activities; tags and filters to organise CME credits and reporting in PDF or Excel formats.

Keeps track of reading with an interactive bookmark.

Available as an app.

portfolio.bmj.com

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Angus Metcalfe
ametcalfe@bmj.com
Commercial Director



Steve Thorpe
sthorpe@bmj.com
Head of Academic & Corporate UK and Northern Europe



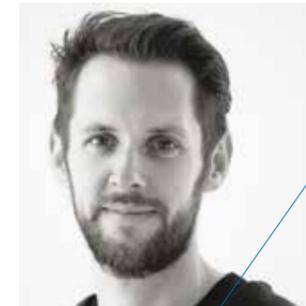
Tamer Khzouz
tkhzouz@bmj.com
Middle East, Africa & CIS



Igor Hundziak
ihundziak@bmj.com
E. Europe, Russia & DACH



Mary Fugle
mfugle@bmj.com
US



Simon Neilson
sneilson@bmj.com
Open Access, ROW



David Peh
dpeh@bmj.com
South East Asia



William Rossi
wrossi@bmj.com
Southern Europe & LATAM



Ali Boukabache
aboukabache@bmj.com
Training Consultant, Middle East and North Africa



Michael Sussams
msussams@bmj.com
Head of Training



Dju-lyn Chng
dlchng@bmj.com
Regional Training Manager, Asia



Prashant Mishra
pmishra@bmj.com
Managing Director, India



Richard Purdy
rpurdy@bmj.com
Head of International Corporate Development

BMJ
BMA House
Tavistock Square
London WC1H 9JR
United Kingdom
Switchboard: +44 (0)20 7387 4410
Customer Service: +44 (0) 20 7111 1105

North America
BMJ Publishing Inc.
Two Hudson Place
Hoboken, NJ 07030
1- 855-458-0579

Australia
BMJ
832 High St
East Kew,
Melbourne 3102
Australia
+61 (0) 3 9249 9596

China
BMJ
A1203
Tian Yuan Gang Center
East 3rd Ring North Road
Chaoyang District
Beijing 100027
China
+8610 57227209

India - Mumbai
BMJ
Newbridge Business Centre
B1/04-05 Ground Floor
B Wing Boomerang,
Chandivli
Andheri (East)
Mumbai 400072
India
+91 22 667 46 840

India - Noida
BMJ
Mindmill Corporate Tower
6th Floor, 24 A, Film City
Sector 16 A
Noida, 201301
+91-120-4797111

Singapore
BMJ
Suntec Tower Two
9 Temasek Boulevard, #29-01
Singapore 038989
+65 3157 1399

Wales
BMJ
12th Floor, Southgate House,
Cardiff CF10 1GR
Wales
United Kingdom
+44 (0) 207 874 7335