Driving Clinical Engagement in 3 easy steps - with BMJ Round Tables

If you are looking to develop a credible relationship with clinicians whilst making the move to become more patient centric, then partnering with BMJ on our thought leadership opportunities could be the solution you are looking for....

**Step 1 - Why this matters**
Establishing your organisation as the go-to provider of information can be easier than you think. If you are looking to publish credible content and drive clinical engagement, we can help. Your account manager can help develop the topic of discussion that matters to you. BMJ can do all of the rest, supporting you through every step.

**Step 2 - Session choice - discuss the issues that matter to you**
There are two styles of sessions, both in association with the relevant specialty journal from our elite portfolio.

- **Open session** - giving you access to a live and defined audience. A panel of experts can chair this interactive session.
- **Closed session** - round-table style with 6-12 attendees. Bringing together an independent panel of expertise to discuss a topic of your choice.

**Step 3 - Output**
This can be a published article or supplement, fully peer reviewed and following our stringent publication process, within the relevant specialty journal. Options to create educational modules, a white paper or video/audio footage, all hosted on a micro-site within BMJ’s portfolio.

*number of clinicians opted in to receive BMJ communications - Jan 2018*
BMJ portfolio covers 70+ journals

- Improving Care of patients with idiopathic pulmonary fibrosis
- Quality of Care for lung cancer patients in the UK
- Improving care for patients with Osteoarthritis – an international view
- Improving care of patients with idiopathic pulmonary fibrosis - Thorax
- Recent advances in the biology and treatment of brain metastases of non-small cell lung cancer - Thorax
- Improving care for patients with osteoarthritis - Annals of The Rheumatic Diseases
- The effect of targeted cancer therapies on brain metastases, crossing the blood-brain barrier - ESMO Open

Call our experienced sales team

BMJ are proud of the world-class content it produces - associate your brand with our credibility to influence your target market. BMJ can advise you on the best way to achieve your marketing objectives.

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"Publish content within an independent and credible journal"