



Working together to create
better health systems

Partner with us to elevate your
agenda and address the most pressing
issues in global health and beyond



Driving impact in global health through partnerships

BMJ is a global healthcare knowledge provider and publisher of one of the world's top five general medical journals, The BMJ. Our vision of a healthier world drives what we do. By sharing knowledge and expertise, we help improve patient outcomes through better evidence, decisions, and systems.

The BMJ Events and Partnerships team (BMJx) connects experts to share and compare knowledge through large and smaller-scale events, webinars, roundtables, and editorial BMJ Collection series.

Our highly skilled and connected team supports corporations, foundations, multilateral organisations, non-governmental organisations and governments in creating impact across critical global themes.

These themes extend beyond healthcare to sustainability, poverty reduction, gender and health inequalities, and the changing shape of academic research.

- Bespoke published supplements and themed topic collections
- Convened high-level roundtable and policy dialogue discussions
- Accredited learning modules
- Global and localised interactive webinars, workshops, and virtual or in-person events
- Compelling podcast series, video summaries and explanatory infographics
- Curated media and digital marketing campaign production and dissemination
- Specialised translation services
- Public engagement summaries and patient leaflets
- Concise policy recommendations
- News release drafting and dissemination to generate media coverage worldwide



“BMJ has very good people on the ground. They made it happen, and it worked.”

Dr Luis Gabriel Cuervo, Senior Advisor for a leading international organisation specialising in health, on why he chose BMJ to publish the BMJ Innovations *Social Innovations in Health* special supplement.

Email: partnerships@bmj.com

Curate a BMJ Collection of articles to draw attention to neglected issues and stimulate needed debates



From amplifying cutting-edge research to informing policy agendas to addressing challenges that impact the world's most vulnerable people, we collaborate with many international organisations to deliver results.



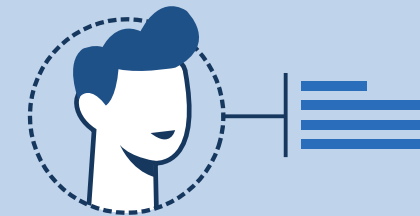
“We found in BMJ a voice to report on what was happening to us during the pandemic to the international world.”

Dr Magaly Blas, Medical epidemiologist, professor and researcher at Cayetano Heredia Peruvian University, and Director, Mamás del Río (Mothers of the River), Peru

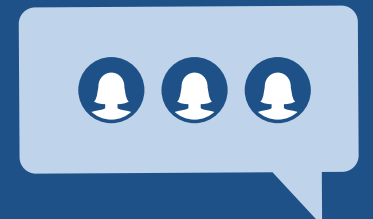
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Bring leaders across multi-sectors and geographies together with BMJ-convened and organised roundtables, events or webinars

Fund learning modules and content to educate a global network of healthcare professionals



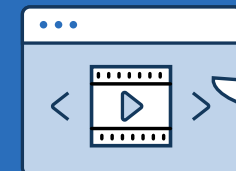
Have BMJ convene editors, healthcare leaders and experts and deliver the most credible roundtable outputs



Include patients and people with lived experience in the dialogue



Collaborate with us to create events focused on priority healthcare themes or challenges



Choose how to showcase your impact, from peer-reviewed articles to video content



Leverage roundtable discussions to inform engaging marketing campaigns



Find a home for your research within our 67+ specialty journals

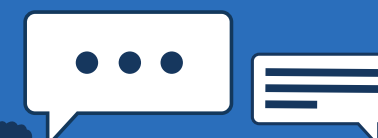


Generate interest and leads, and connect with key influencers and policy and senior decision-makers



Deliver outputs to the right audience

Benefit from BMJ-convened events to discuss and debate the insights generated by your collection.



Share thought leadership themes at our existing events



Improving health outcomes worldwide

Helping to influence health policy in peru

A special collection on social innovations in health published by BMJ in 2022 showcased the Mamás del Río programme that helps community workers adapt to a new clinical setting within a post-pandemic context. The Peruvian Health Minister is considering the evidence provided in the paper to inform a policy change that will formalise the programme throughout the region as part of the national health system.

Delivering large scale programmes

BMJ recently orchestrated a symposium series for Johnson&Johnson China that brought together hospital chief executives and presidents worldwide to discuss leadership, and how to maintain quality and safety in their hospitals.

The programme attracted 16,000 delegates across the Chinese, English, and Spanish speaking webinar channels.

Our privileged networks and global footprint meant we could bring together the most innovative and influential hospital leaders today, including Tomislav Mihaljevic, President and CEO of the Cleveland Clinic, USA and Steve Swensen, Professor, Mayo Clinic, USA.

Mobilising institutional health partnerships

On behalf of the UK Foreign and Commonwealth Office (FCO), BMJ facilitated an interactive workshop for 8 countries. BMJ brought together top health officials and experts from the UK and the majority of partner countries, to share best practices, facilitate learning, and create a stronger network across the Better Health programme. Together they addressed the often overlooked growing burden of non-communicable diseases and strengthen local health system structures, processes, governance, regulation, and capabilities to drive improvements in quality of care. As a tool primarily for health system strengthening, the programme was designed to enable collaboration and facilitate debate on technical solutions to health challenges which many countries are facing simultaneously.

Creating dialogues that shape frameworks and inform policies

In 2022, BMJ supported the World Health Organization (WHO) and the National Academy of Medicine (NAM) in calling for social media companies to adopt global principles for credible health information. BMJ convened 15 global health experts to review the principles outlined in a NAM paper, which gained media attention in Latin America. The call led to action from digital media companies, including YouTube, which enhanced its policy on safe abortions.

Continuing professional development systems

BMJ has used its expertise in health system strengthening, continuing medical education (CME) and continuing professional development (CPD) to support governments in developing robust systems to support the ongoing medical education of frontline professionals.

The availability of BMJ's resources in Azerbaijan, Georgia and Ukraine ignited a demand for evidence-based medical information and reinforced the recognition that a formalised system of professional development is essential. We provided each government with advice, resources, and examples of international best practice to guide their decision making.



BMJ Collections are articles drawing attention to key priorities, neglected issues or needed debates within various global health and medicine areas.

They are often developed in collaboration with international organisations to influence policy and decision-making. These programmes align with our vision to create a healthier world and are further strengthened through partnerships with academic, bilateral, multilateral, and non-governmental organisations who share our passion for improving global health.

bmj.com/collections

Curate a BMJ Collection or have BMJ convene
your next roundtable, webinar or event.

Elevate your agenda: Contact us today
partnerships@bmj.com

