



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...

BMJ GIVES YOU ACCESS TO:

Powerful relationships:

Our partners and journal societies help extend our reach to key influencers

Events expertise:

Our in-house team provide a fully supported service from event planning, recruitment of expertise to output production and market dissemination

Enviably reach:

Access to 1m+ contactable clinicians*

Elite portfolio:

Access to 70+ titles covering key specialties

Extensive marketing channels:

Via a range of media

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.



TO FIND OUT MORE CALL

*number of clinicians opted in to receive BMJ communications - Jan 2018

+ 44 (0) 20 7383 6161

Round Table Discussions:

HERE'S WHAT WE HAVE DONE BEFORE

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 patient with idiopathic plumonyary 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*

BMJ produces round table meetings and publication output via an unrestricted educational grant whereby the sponsor has no influence over the content and attendees. Your involvement is through sponsorship and this will be reflected in text on all materials produced in association with this project. Full terms and conditions available on request.

BMJ portfolio covers 70+ journals



- Key specialty therapy areas covered
- Leadership & management
- Medical error & patient safety

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.



"Publish content within an independent and credible journal"

Call me now
 Tel: + 44 (0)20 7383 6161
 Email: mclifford@bmj.com
Marc Clifford

