



# Virtual conferences: your digital solutions from Elsevier

The COVID-19 pandemic has changed the world, and with it, the pharmaceutical industry. One concrete change that has resulted from social distancing measures is the widespread cancellation of in-person conferences and other events; these have been replaced by virtual conferences.



Elsevier has tools to help you continue to develop your work, including by reaching the delegates of virtual conferences.

## The rise of virtual conferences

While the long-term future is still uncertain, we are already seeing the results of the pandemic: doctor visits have fallen, routine operations have been delayed or cancelled, and there has been a financial impact.

But there is good news: the EvaluatePharma report *World Preview 2020, Outlook to 2026* predicts that:

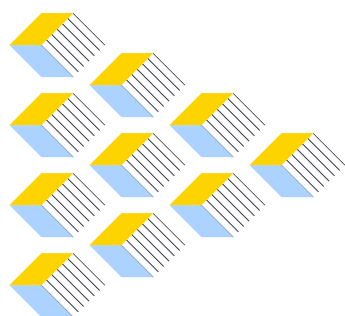
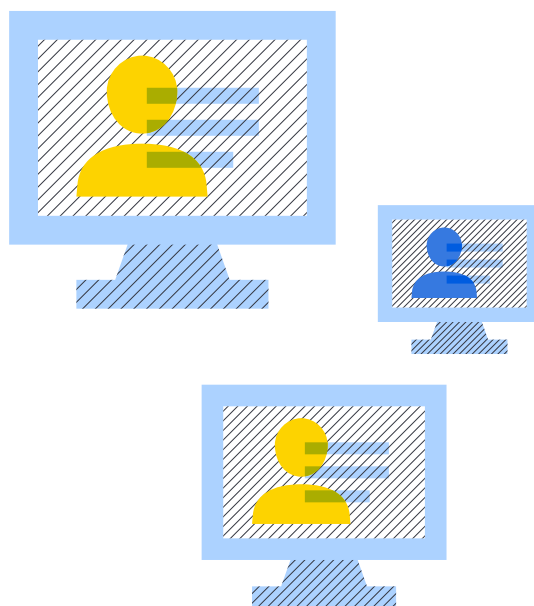
**\$1.4trn**

PRESCRIPTION DRUG SALES  
WILL REACH ALMOST \$1.4TRN  
IN 2026

**3.2%**

INDUSTRY R&D SPEND IS  
FORECAST TO GROW AT A CAGR  
OF 3.2% TO 2026

There are advantages to virtual events – for example, virtual conferences open the door to reaching wider audiences.



## Leading the way in science, technology, and health

When you're navigating toward an unknown post-pandemic future, you want to be sure your efforts make the right impact.

At Elsevier, we create the tools that make sense of information, to help make better decisions, deliver better healthcare, save lives and make breakthrough discoveries that advance science and society.

Elsevier is a global information analytics business specializing in science and health.

By taking advantage of Elsevier's digital options, you can benefit from the most complete coverage over the widest variety of platforms and touchpoints – Elsevier's channels reach 30 million clinicians, scientists, students, and educators.

IN HEALTH SCIENCES:

**700**

JOURNALS

**2,000**

BOOK TITLES

A GLOBAL NETWORK OF

**2,200**

EDITORS

**80,000**

EDITORIAL BOARD  
MEMBERS

**800,000**

PEER REVIEWERS

With 700 journals and 2,000 book titles in Health Sciences alone, Elsevier is a leading provider of scientific content. A global network of 22,000 editors, 80,000 editorial board members and 800,000 peer reviewers support a total of 2,500 Elsevier journals across a wide range of research disciplines.



**“As a practicing oncologist, I find article reprints to be of critical importance. When I am developing state-of-the-art cancer care for an individual patient, I require up-to-date knowledge of the latest trends and clinical outcomes for very specific cancers of very specific stage. To obtain this specific information, reprints are crucial.”**

**Dr. Ron Allison**, Director of Radiation Oncology at the Federal Medical Center in Butner North Carolina

## Physicians are online – and you can be too.

The Coronavirus pandemic has accelerated what was already a strong trend toward online resources.

For physicians around the world, online medical journals in particular offer a vital source of information to inform patient care and prescribing habits.

Research conducted in 2019<sup>2</sup> and 2020<sup>3</sup> revealed that physicians frequently read medical journals online – and reprints are a valued source of information. In 2019, 90% of physicians said reprints are useful for their practice and a reliable source of information.<sup>2</sup>

According to Elsevier’s 2019 survey Physician Use of Online Resources and Social Media<sup>1</sup>, more than 80% of physicians say online medical journals are their preferred resource. Five sources emerged as most useful when prescribing drugs: guidelines, medical journals, clinical trials, medical books and medical congresses.<sup>1</sup> In fact, professional conferences and symposia emerged as the most important resource for helping physicians stay well-informed.

Elsevier conducts research regularly with physicians around the world to ensure our advertising and marketing opportunities are relevant, useful and help companies reach their audiences.

Reference 4

About

**90%**

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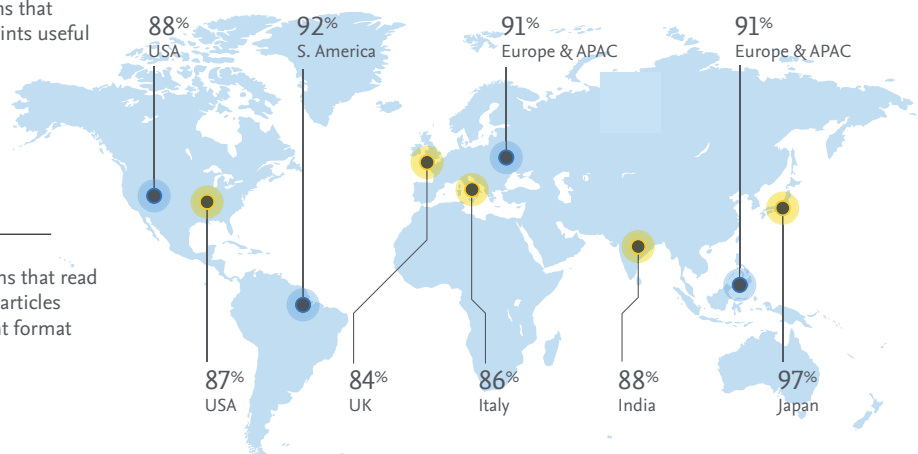
● Physicians that find reprints useful

More than

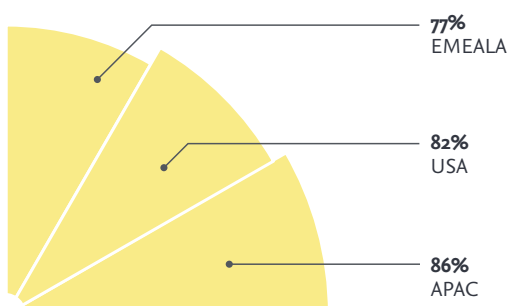
**80%**

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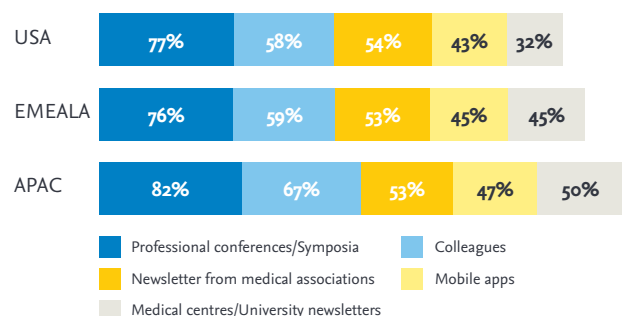
● Physicians that read medical articles in reprint format



Percentage of physicians who frequently use **online medical journals**.<sup>1</sup>



**Importance of news sources for helping physicians stay well-informed.** Professional conferences and symposia are most important news sources.<sup>1</sup>





# Reaching your audience at virtual conferences

You won't be handing out printed literature at medical conferences in 2020; as conferences go virtual, they bring a range of opportunities to reach established audiences online.



## eReprints

eReprint PDF copies of any article from the latest issue of an Elsevier journal, with journal covers and your branding

Physicians read reprints frequently, as a useful way to stay informed of the latest developments in their field. More than 80% of physicians read reprints, and 90% say they are useful for their practice<sup>2</sup>.

With eReprints from Elsevier, you can reach healthcare professionals through original, authoritative content. eReprints of peer-reviewed articles in Elsevier journals provide timely and credible information for HCPs and build confidence in your products.

- Multiple interactive digital features
- Customizable format
- Same prestige, authority, & quality of the original publication

## Article service

Online platform allowing article downloads from a custom selection of Elsevier journals

Credible medical journals are a vital source of information for physicians<sup>3</sup>. *Reach and engage HCPs with Elsevier's rich library of credible, world-class content.*

Article Service by Elsevier is a digital service that enables you to provide your target audience of medical professionals with 24/7 online access to search, read and download individually selected articles or full issues from our collection of more than 600 international journals.

- Simple, cost-efficient, & effective way to highlight brand-specific, peer-reviewed content to relevant HCPs
- Ideal for either promotional or educational engagement
- Gain full insights into user behaviour and metrics

## Clinical guidelines

Physicians turn to clinical guidelines as a reliable source of up-to-date information.

Clinical guidelines are articles that define the way patients are diagnosed and treated in all specialties. Clinical practice guidelines, often endorsed by medical societies, include recommendations that intended to optimize patient care. They are often based on the results of a systematic review of the evidence, so they reflect the benefits – and potential harm – of treatments. This information supports physicians in their patient care.

- Authoritative, original content in a quickly digested format
- Ideal for inclusion in web postings or your product website
- Reach physicians with decision useful content

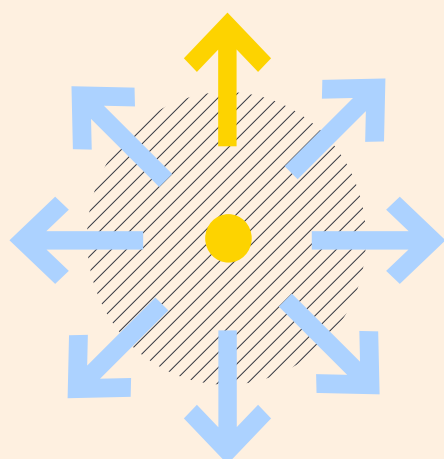
## eBooks and eBook chapters

Put knowledge at physicians' fingertips with digital reprints of Elsevier's range of eBooks

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to reach your  
audience online?



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## And let's talk.

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<sup>1</sup> Physician Use of Online Resources and Social Media, 1,937 physicians, October 2019. [www.elsmediakits.com/us/resources/download\\_form/1095515](http://www.elsmediakits.com/us/resources/download_form/1095515)

<sup>2</sup> Use and perception of scientific medical reprints, 1242 physicians, January 2019. [www.elsmediakits.com/international/reprints-resources](http://www.elsmediakits.com/international/reprints-resources)

<sup>3</sup> Pharma publications and advertising panel research, 1814 primary care clinicians and specialists, February & March 2020

<sup>4</sup> [www.elsevier.com/connect/how-reprints-can-help-doctors-improve-patient-care-with-infographic](http://www.elsevier.com/connect/how-reprints-can-help-doctors-improve-patient-care-with-infographic)