

CREDIBILITY ISSUES

every medical media specialist should know.

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Media decision makers know that credibility has long been the cornerstone of medical media. Physicians rely on published sources of information to stay up-to-date on new developments and require the accurate, peer-reviewed content associated with reputable publishers. That's why medical journals remain an important medium, reaching 96% of doctors in both print and digital platforms.¹

BRAND HEALTH DEPENDS ON BRAND SAFETY.

The rise of social media and the increase in false information have made brand safety a key industry issue. According to the Internet Advertising Bureau, brand safety is defined as protecting a brand's image from the negative or harmful influence of inappropriate or questionable content when advertising online.²

Artificial intelligence company GumGum reported that last year alone, **75% of brands** reported at least one brand-unsafe exposure.³

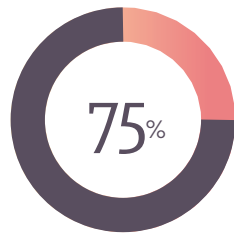
According to Todd VonDeak,
Executive Director of the
Association of Medical Media:

Credibility and trust are the two pillars that medical publishing is built on. Doctors depend on the integrity of published research, as it may inform the clinical decisions they make.

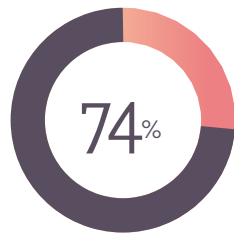


BRAND ENVIRONMENT INFLUENCES CONSUMERS.

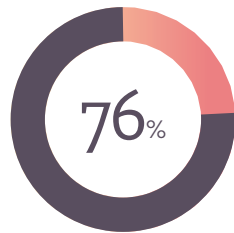
In a national online survey of 557 adults age 18+, Omnicom Media group measured consumer responses to brands appearing in media adjacent to undesirable content⁴



75% said they would have a **negative impression** of that brand



74% said they would **not consider purchasing** that brand



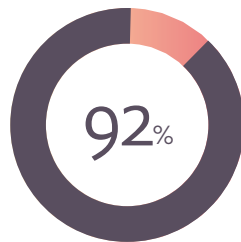
76% said they would **not recommend** that brand to others

“When reading a publication that I trust, I am much more likely to pay attention to the advertisements inside the journal.”

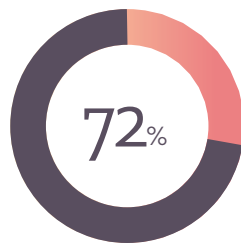
| Dr. Ali Valimahomed, Interventional Pain Medicine

MEDIA DECISION MAKERS MUST BE VIGILANT.

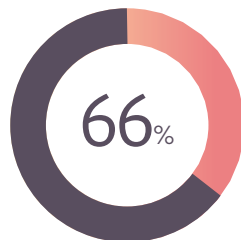
According to an online survey of 308 media specialists representing the top 200 advertisers in the US:⁴



*92% said that an increasing factor in determining media selection for their clients was the **credibility and safety** of a media environment*



*72% reported that using the **most reputable sites** is more important than ever*



*66% said that buying **directly from premium publishers** is the best option*

| According to Egbavwe Pela, VP Media, CMI/Compas:

The most important factor in selecting a media source is credibility. Not only does this help create a halo effect for the brand, it helps us build trusted relationships with our clients.

THE EPIDEMIC OF PREDATORY JOURNALS

Predatory journals are another symptom of today's credibility crisis. They are described as journals that actively solicit manuscripts and charge publication fees without providing robust peer review and editorial services.⁵

THE NUMBERS CONTINUE TO GROW.

The International Association of Scientific, Technical and Medical Publishers (STM) expressed great concern at the increasing number of unethical journals. In fact, **10,000 journals have been verified as predatory**. That number is expected to grow. Other sources report that more than **40,000 scientists worldwide have published papers in fraudulent journals** that fail to uphold even the most basic standards of quality control.⁶⁻⁸



– How to recognize – REPUTABLE PUBLISHERS

REPUTABLE PUBLISHERS APPLY RIGOROUS PUBLICATION PROCESSES.

The International Association of Scientific, Technical and Medical Publishers (STM) reports that the practices of reputable publishers often vary across disciplines and countries, but all employ common standards of quality.⁶

Two initiatives dedicated to the upholding the quality and ethics of scholarly publishing are Think. Check. Submit. (TCS) and the Committee on Publication Ethics (COPE). TCS was developed to help researchers identify trusted journals using a simple checklist, while the nonprofit organization COPE educates and supports editors, publishers, and those involved in publication ethics. Both can help advertisers and media decision makers assess the credibility and integrity of a journal or publisher.^{9,10}



“Working with credible publishers boosts the brands we represent.”

Egbavwe Pela,
VP Media, CMI/Compas

REPUTABLE PUBLISHERS EARN THE TRUST OF THEIR READERS.

According to one source at the Association of Medical Media (AMM):
*Clinicians trust journals for the critical medical content they need to treat their patients. They trust us for the content. They trust us with their data and their identities. It's this trust that benefits everyone. Without it, nobody wins.*¹¹

CRITERIA OF REPUTABLE PUBLISHERS^{9,10}

Journals and publishers should:

- » Be well established and well known in the industry
 - » List editors and editorial boards who are also recognized as experts in their field
 - » Provide full contact details (email, postal address, working telephone number)
 - » Maintain visibility of costs associated with publishing
 - » Have articles indexed in the services you use
 - » Are dedicated to the highest standards of publishing practices, including robust editorial oversight and peer review, that are transparently described
 - » Are members of recognized industry initiatives that demonstrate a commitment to publishing integrity,
- such as the International Association of Scientific, Technical and Medical Publishers (STM) – membership demonstrates commitment to widely accepted publishing practices
 - » If the journal is open access, ensure that:
 - It is listed in the Directory of Open Access Journals (DOAJ). Journals must meet strict quality standards to qualify.
 - Its publisher is a member of Open Access Scholarly Publishers Association (OASPA). Members are bound by a code of conduct based on standard publishing practices and transparency.



REPUTABLE PUBLISHERS PROVIDE A PERSONALIZED EXPERIENCE SECURED BY STRINGENT PRIVACY PRACTICES.¹¹

Reputable publishers understand their responsibility to protect their readers' personal data. Without exception, publishers should:

- » *Use personal data primarily for the purpose of enhancing the user experience, i.e., more efficient and effective research and education*
- » *Inform users of how personal information is collected, how it will be used, and why*
- » *Enable users to maintain complete control over collection, use, and sharing of their personal information, providing opportunities to opt out at the user's discretion*
- » *Ensure that user data is anonymized and aggregated whenever possible and is used minimally, stored securely, and deleted when no longer necessary*
- » *Comply with the General Data Protection Regulation (GDPR) to strengthen and unify data protection for all users in the European Union*

STRENGTHEN BRANDS WITH THE CREDIBILITY OF ELSEVIER.

It's imperative that today's brands appear in the safe media environments of reputable publishers with rigorous processes like those of Elsevier. This diligence ensures that published research meets the highest ethical and quality standards—enabling doctors to trust the credibility of the content and the brands that appear in the pages and sites of their journals. Elsevier also applies the same rigor used for its content as it does for its readers' personal data by implementing the industry's most meticulous privacy policies.

For more information, visit followcredibility.com.

View our video series on credibility in medical media: [Defining Credibility](#), [Advantages of Peer Review](#) and [The Influence of Society Publications](#) presented by key stakeholders featured in this white paper.



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