

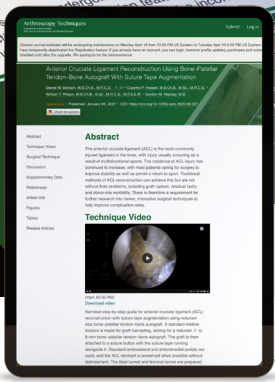


Elsevier's Enhanced Publications

Now video can be part of the enduring medical literature.



ELSEVIER



# Introducing Elsevier's Enhanced Publications: official journal publications with impactful video

With Elsevier's Enhanced Publications, videos are integrated with the written article and come in three formats: full-length article, summary of 2-3 pages, or a simple abstract, giving readers a new way to engage and learn.

**Enhanced Publications are**

- Official** – articles are peer-reviewed, copyrighted journal publications
- Credible** – published in highly respected journals, including top society titles
- Discoverable** – fully searchable online and indexed like regular issue content



Discover multimedia possibilities for high-quality content.

For more information, contact:

Craig Smith: [c.smith@elsevier.com](mailto:c.smith@elsevier.com)

Brian Jenkins: [b.jenkins@elsevier.com](mailto:b.jenkins@elsevier.com)

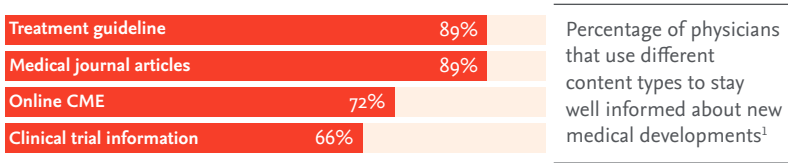
# Why publish an Enhanced Publication with Elsevier?

Physicians want credible content they can trust and use and are increasingly looking for it online. In June 2021, 1,778 physicians around the world completed a survey about their use of online resources and social media.

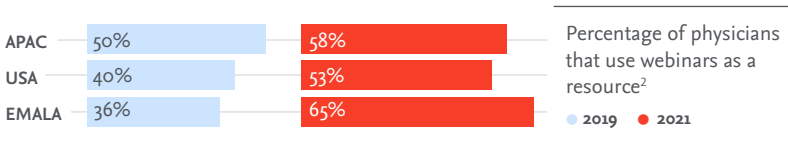
The top 3 factors affecting physicians' choice of online resources:

- 1 **Credibility**
- 2 **Up-to-date information or research**
- 3 **Ease of search or navigation**

About 85% of physicians prefer online medical journals as a source of information. The most popular content types are:

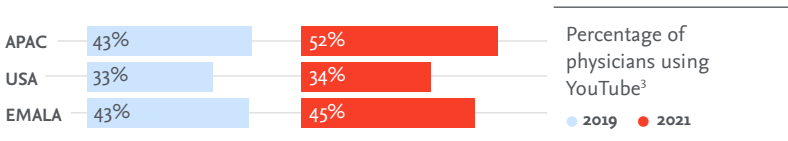


Enhanced Publications publish timely education in highly credible and respected journals and provide clinicians with easy online (and print) access.



This reflects the rise of multimedia content – including video.

Physicians are also increasingly looking for multimedia content. YouTube is a growing source of information, and webinars, webcasts, and podcasts are increasingly popular.





## Why publish with Elsevier?

### Elsevier's Enhanced Publications:

- **Provide highly credible unbranded education.** Reach readers with journals they know and trust to help make key decisions in their practice.
- **Customize content for greatest impact.** Find the right balance of text and video to provide the most efficient and impactful education possible.
- **Target the right audiences.** Enhanced Publications deliver to journal subscribers and come with an Elsevier-driven Audience Generation plan to maximize reach to appropriate target audiences.
- **Post with high visibility.** Enhanced Publications publish on the Journal website and/or ScienceDirect and also appear in indexing sources (e.g., PubMed).

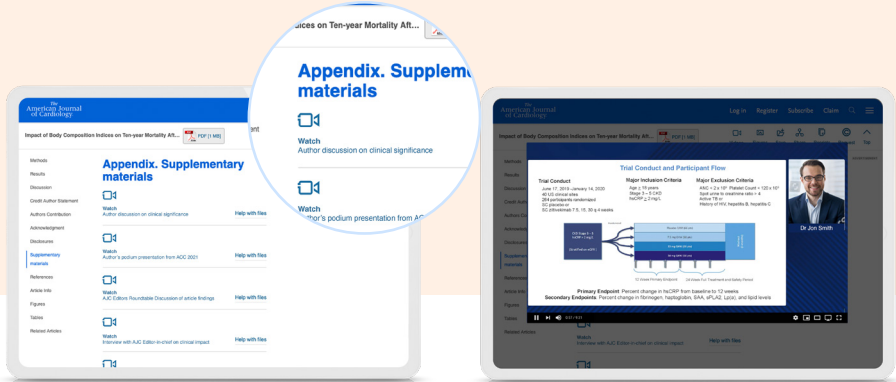


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## Maximize educational impact

Find the right balance of text and video to best tell the story. Video can support a full-text article or be the driving force of education.



## Videos can showcase education in many forms, such as:



A lecture by a single speaker



A roundtable discussion



Clinician-patient interaction

# Enhanced Publications have an established process

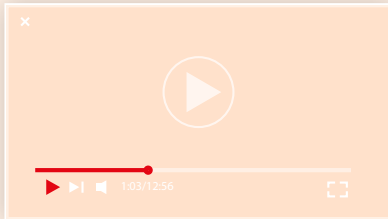
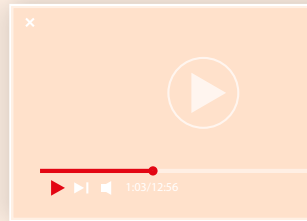
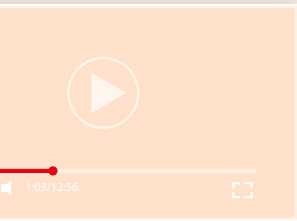
After receiving journal, Enhanced Publication, and pricing information from your sales contact, you'll be guided through the following steps:

- 1 Proposal Submission:** Your salesperson will collect needed information from you and submit a formal proposal for Journal consideration.
- 2 Contract:** With an approved proposal, your salesperson will issue a contract for review and signature.
- 3 Peer Review:** Fully executed contracts open the door for submission into journal peer review, which occurs in 2 phases: (a) submission of the text and/or descriptions of the videos and (b) submission of final text and video files for journal consideration. As an official publication, the journal has full authority to accept or reject content in keeping with its editorial and educational standards.
- 4 Production:** Accepted content is sent to Journal Production for processing on through to final publication.
- 5 Publication:** The Enhanced Publication is published on the journal website and/or ScienceDirect.com (and in print as applicable).
- 6 Audience Generation:** Elsevier drives the right readers (by specialty and geography) to the Enhanced Publication.
- 7 Metrics:** See live PlumX Metrics like Citations and Social Media engagement (including actual tweets) on article title pages. Elsevier will also supply metrics at an agreed-upon frequency to show the audience engagement for the Enhanced Publication.

# Elsevier's Enhanced Publications



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Ready to get started? Please contact:



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1) Source: Elsevier Physician Online and Social Media Usage study, 1,778 respondents, June 2021. 2) Sources: Physicians are online - here's why, White Paper, 2022. 3) Sources: Physicians are online - here's why, White Paper, 2022