



Hybrid conference solutions

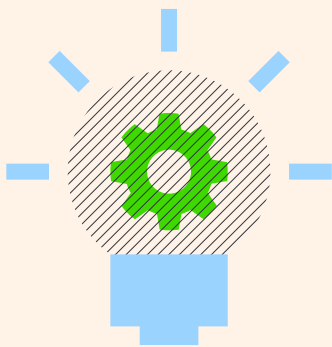
Reach conference delegates with Elsevier

The COVID-19 pandemic affected the world, sending a cascade of rippling changes across every industry. One such change is how people convened, and thus conducted business, in lieu of assembling face-to-face. Necessity forced innovation and, at the height of the pandemic, conferences went virtual.

Now, with the easing of crowd-related restrictions in-person meetings are on the rise, but many remain preferential to virtual. Enter the hybrid conference. The blend of both physical and virtual attendees offers appealing options.

Elsevier has tools to help you reach the delegates of conferences, whether they are in-person, hybrid, or virtual.





Innovation in conferences

While the long-term future is still uncertain, in-person conferences are already returning. But the pandemic has changed the way we convene: there is a trend toward hybrid conferences, which bring virtual components to in-person events. This approach drives higher attendance and makes conferences more accessible.

Hybrid events have many advantages - for example, offering virtual options opens the door to reaching wider audiences.

Elsevier is a global information business 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.

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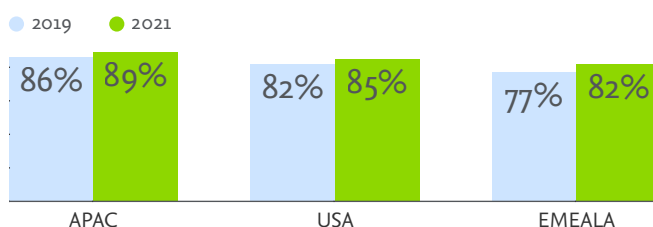
Physicians are online – and you can be too.

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, 2020 and 2021 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.

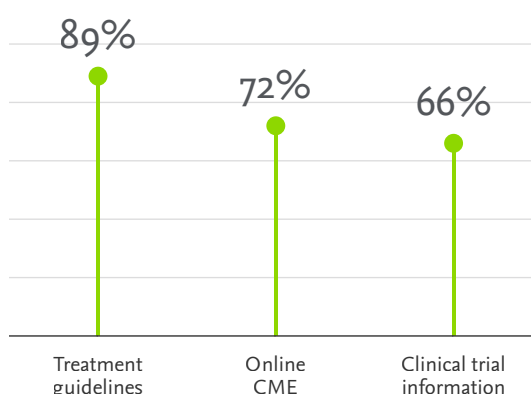
According to Elsevier's 2021 survey Physician use of Online Resources and Social Media, more than 85% of physicians say online medical journals are their preferred resource.



Reference 1

Beyond reading medical journals in print or online, three additional sources emerged as most useful when prescribing drugs: guidelines, clinical trials, and online CME.¹

Percentage of physicians that use different content types to stay well informed about new medical developments.



Reference 1



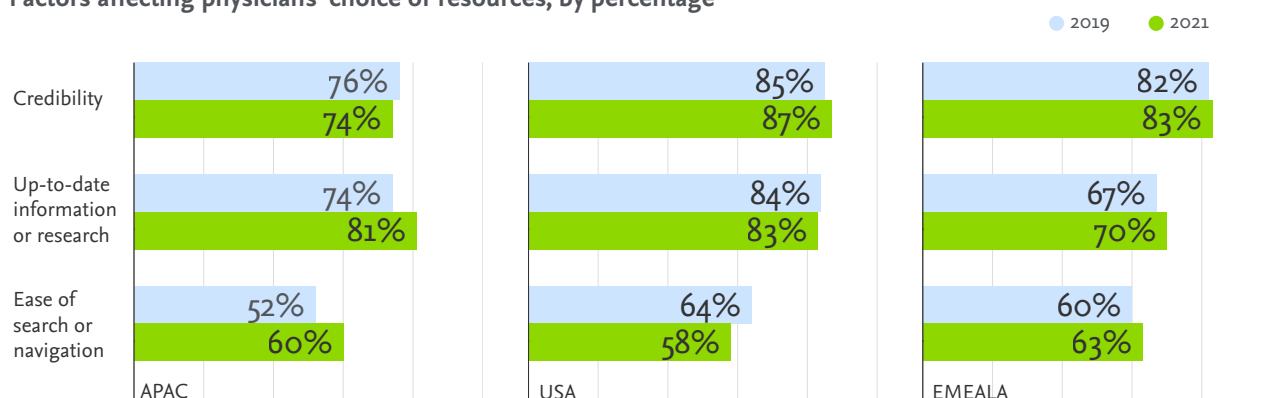
Benefits of Article Reprints

"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."

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

Elsevier regularly conducts global research with its physician audience. The following factors were listed as the most important when selecting top sources for medical information.

Factors affecting physicians' choice of resources, by percentage



Reference 1

Pinpoint and Reach Your Audience

Conferences are becoming flexible – and a flexible marketing strategy will help you reach your audience, including those who attend virtually. Instead of relying on printed literature alone, maximize your impact with the use of digital assets and platforms which allow your audience to consume credible, brand-relevant content on their terms.



eReprints

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

Physicians read reprints frequently, as a useful way to stay informed of the latest developments in their field.

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.

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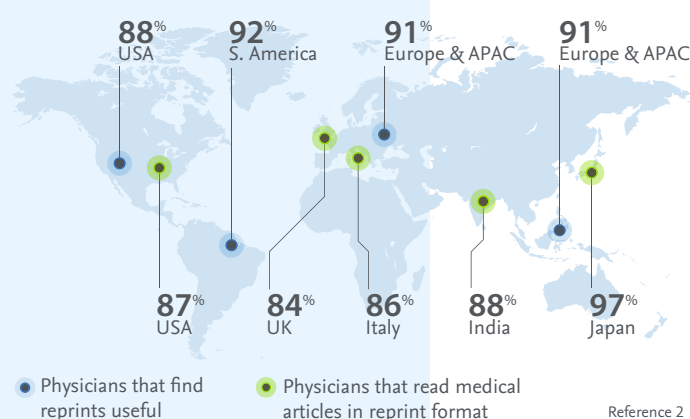
Same prestige,
authority,
& quality of
the original
publication

About

90% of physicians say reprints are useful for their practice and a reliable source of information.

More than

80% of physicians read medical articles in reprint format.



Article service

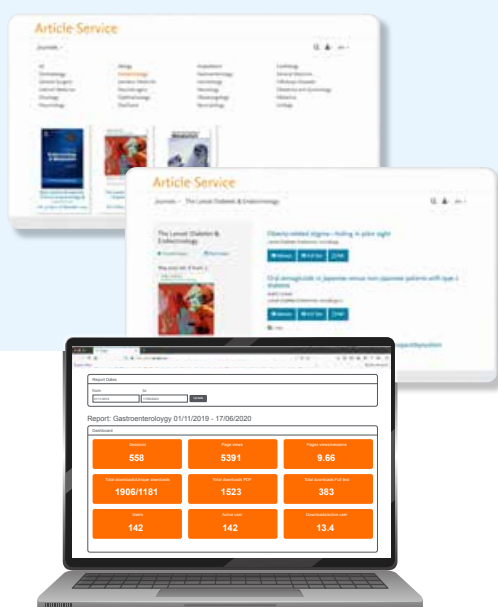
Online platform allowing article downloads from a custom selection of Elsevier journals.

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 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 side-effects – of treatments. This information supports physicians in their patient care.

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format

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or your product
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Reach physicians
with useful, up-to-
date content

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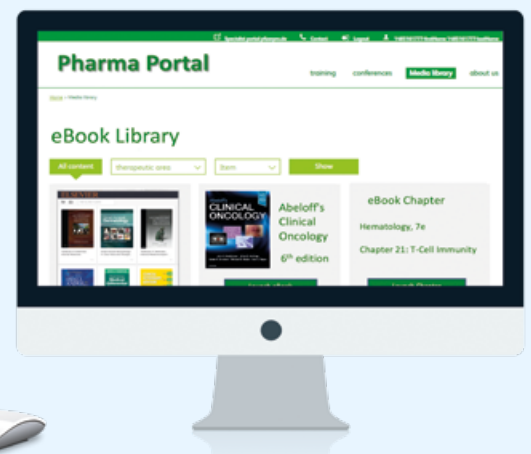
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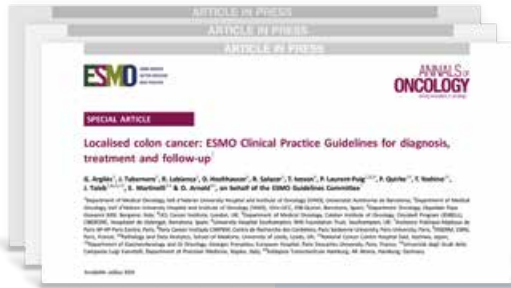
Reach healthcare professionals with the trusted and evidence-based content they seek and require. Provide printed or online access to Elsevier's core clinical decision support content, available via Clinical Key.

With ClinicalKey® Clinical Overviews, Patient Materials, and Drug Monographs and Drug Class Overviews, you can deliver trusted content in an actionable format, that supports clinicians in delivering leading-edge care and improved patient outcomes.

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physicians can trust



PracticeUpdate

Daily content for HCPs, focused on translating the most relevant, practice-influencing and current clinical findings into practice change.

As healthcare complexity continues to grow, clinicians face increasingly challenging medical questions. So when patients present with complicated or unclear symptoms, clinicians need to curate timely, evidence-based data they can count on to make accurate diagnoses and develop effective treatment plans. Oftentimes, the insights and data utilized to drive these diagnoses and decisions originates at renowned medical conferences.

PracticeUpdate covers top medical conferences and provides content on the most relevant, practice-influencing information presented at various meetings. A brand can place their adverts in all conference-related eNewsletters, and across all on-site conference-related content.

Content pulled from **100+** journals and news sources from Elsevier and beyond – over 136,000 items currently available across 12 specialty areas

All content is written by a physician and approved by the Editorial Board.

Our editorial team of specialty experts review and select top content, and experts write viewpoints and commentary

Enhanced Publications

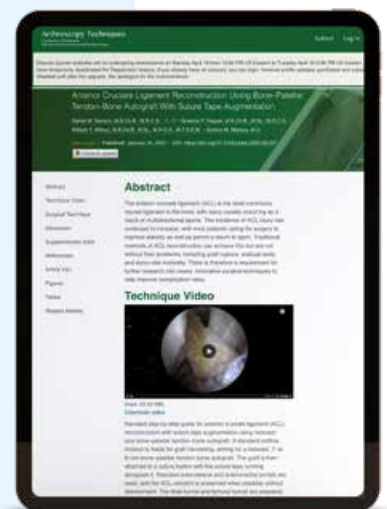
Make video part of the enduring medical literature

With Elsevier's Enhanced Publications, videos are integrated with the written article, giving readers a new way to engage and learn. Enhanced Publications articles are available in three formats – full-length article, summary of 2-3 pages or a simple abstract – and can showcase education in many forms. They're perfect for presenting conference talks and roundtable discussions, and sharing with conference delegates.

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



Video Roundtable

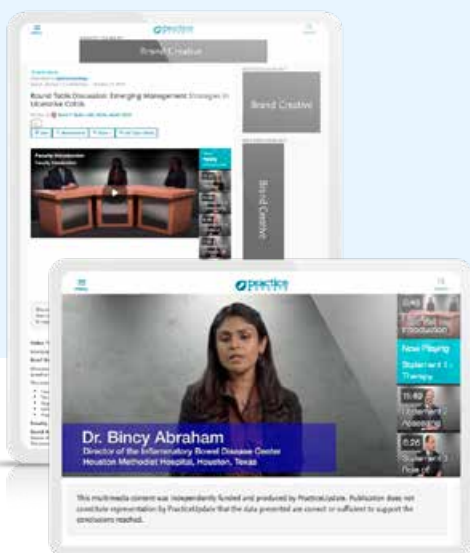
Integrate your brand with hot-topic discussions HCPs care about most

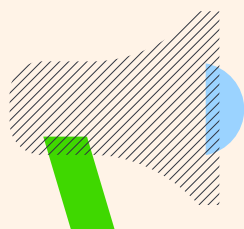
Video Roundtables are digital panel discussions guided by industry leading experts. They are designed to introduce HCPs to new market developments and help inform their practice decisions. Video Roundtables are an engaging way to connect with your HCP audience on a platform with extensive global reach.

Offered as a single, stand-alone video, or as a more robust, in-depth video series

Specialty topics selected by the Editor-in-Chief of a highly credible publication

Sponsorship includes publication in the journal, templated marketing assets, and a dedicated URL





**Are you ready to
reach your conference
audience?**

Let's talk.

Contact us for more information:

Michael Warner
VP, Business Development
m.warner.1@elsevier.com

References

¹ [Physician Use of Online Resources and Social Media](#), 1,778 physicians, June 2021.

² Use and perception of scientific medical reprints, 1242 physicians, January 2019. www.elsevier.com/locate/medrxiv