PracticeUpdate Reprints



Leverage Elsevier's portfolio of premium short form content and give physicians the information they seek

Today's fast-paced, ever-shifting healthcare delivery system demands physicians stay ahead of the curve to deliver the best in patient care. As such, they are keen to find efficient, reliable resources to remain current with research, guidelines and best practices.

Elsevier's PracticeUpdate Reprints are the solution.

PracticeUpdate is Elsevier's comprehensive online medical information portal for HCPs, covering a wide range of educational resources, innovations in healthcare, research updates, and specialties. PracticeUpdate scours the thousands of renown Elsevier medical journals for the most important information (which 84% of physicians use as their most important source to stay informed), and then summarizes into short form content (which 70% of physicians value).*

PracticeUpdate Reprints are an actual reprint of the journal article summarized as the main take-aways as well as expert commentary. They provide an exclusive way to not only foster your brand advocacy and credibility but also engage physicians, providing them with the critical information they seek. PracticeUpdate Reprints enable physicians to stay current with the insights, scientific evidence and trusted content that matter most for their patients.

Use a PracticeUpdate Reprint alongside your brand's pivotal Journal Article Reprint and allow your Sales team to quickly share your top Reprint's key points and authoritative commentary.

Sponsorship Opportunities

- Pair as a single reprint or a collection
- Can be added as a cover wrap to a journal reprint
- Customized to highlight your brand identity

Benefits to Sponsors Include:

- Align your brand with credible content
- Provide curated research and clinical findings to HCPs
- Choose any article that has been reviewed by the PracticeUpdate team or any article that has not been featured on PracticeUpdate
- Multiple sources to engage physicians

*Elsevier Pharma & Life Sciences Solutions, Q4 2023 Global Physician Research: "Physician Use of Online Resources and Social Media



