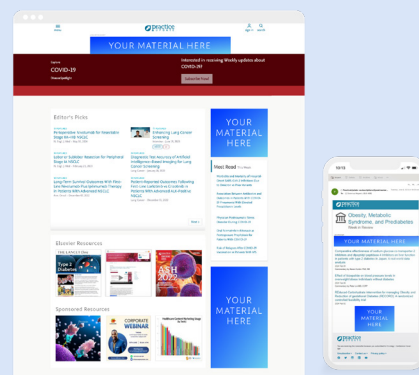


Enhance your brand's visibility with PracticeUpdate Disease State Hubs



Enhance your marketing strategy and credibility with Elsevier's Disease State Hubs, delivering essential, expertly curated content and targeted advertising opportunities to engage HCPs

Partner with Elsevier to incorporate Disease State Hubs into your marketing strategy, effortlessly enhancing your credibility as well as conveniently providing the essential content HCPs seek.

Elsevier's new innovative Disease State Hubs are centralized online platforms dedicated to providing comprehensive information about a specific disease or medical condition. Used by HCPs to easily access important specialized content, these multifaceted hubs are also a creative and efficient way to disseminate your messaging and highlight your brand.

A Disease State Hub presents current PracticeUpdate content, selected by our Editorial and Advisory Board of community practitioners and academic experts. PracticeUpdate is Elsevier's comprehensive online medical information portal for HCPs, covering a wide range of educational resources, innovations in healthcare, research updates, and news. PracticeUpdate scours thousands of premier medical journals daily for the most important information, presenting summaries and critiques as short form content.

You can also choose to include content from other Elsevier Resources or your own Sponsored Resources, extending the reach and impact of your existing content. This approach allows you to provide a diverse range of content pieces in various formats, ensuring they meet the unique needs of your audience.

In addition, you can include digital advertising placements which will serve to further emphasize and align your brand with Elsevier's renowned collection of material. Ads can be placed both on the Disease State Hub and in a Week in Review eNewsletter – sent on your behalf to opted-in recipients – for additional brand exposure.

The Elsevier Resources section can contain your choice of up to three ePublications:

- Spotlight On
- *The Lancet Clinic*
- A Full Issue of a Journal
- Practice Guideline
- Single Article ePrint
- ClinicalKey
- ePrint Collections
- Textbooks

The Sponsored Resources section can include up to three relevant pieces of content from you, including:

- Webinars
- Reports
- Videos
- Infographics

Additional Elsevier ePublications or sponsor content can be added for an additional fee. All sponsored content must be reviewed and approved by Elsevier prior to publication.



For more information, please visit elsmediakits.com
or contact your local sales representative.

ELSEVIER