Meet Dr. Richards, a neurosurgeon

He sure is busy!

Dr. Richards needs accurate and reliable medical information to update his medical knowledge and make better clinical decisions.

But there is so much information out there!

A pharma-publisher partnership can help!

Pharmaceutical companies can partner with publishers to give HCPs information...

Not to mention the varied sources available

A drug company representative meets with Dr. Richards, a neurosurgeon.

Dr. Richards is busy!

They can trust

Peer reviewed articles

A microsite with relevant information

Special editions/issues

Reprints of important articles

Localized information in the language they prefer

Timely content feeds

Podcasts and videos

Infographics and whitepapers

They need

Workshops, e-learning modules and webinars

In the format they like

Credible information

Through easy-access channels

In engaging formats

HELPING HEALTHCARE PROFESSIONALS access trusted information they need

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2.5 million articles published every year

7,287 medical articles published every month

600+ hours every month

20+ hours every day

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Newsletters

Academic publications

I can't access some of these!

Are all these sources credible?

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