

BMJ



*Un mundo más
saludable*

Resumen de BMJ:

Quiénes somos y qué nos diferencia

Theo Bloom, PhD, Executive Editor, *The BMJ*

Jose Merino, MD, Clinical Research Editor, *The BMJ*

Ryan Rodriguez, Customer Engagement Manager, BMJ

Denise de la Rosa, Strategic Marketing Manager, BMJ

¿Quiénes somos?

Filial independiente de la BMA

Nuestra revista insignia - The BMJ –

Más de 70 revistas

Misión: "un mundo más saludable"-

Publicación de las últimas

investigaciones - Apoyar el

aprendizaje y el desarrollo de los

profesionales de la salud

Desarrollar herramientas para que la

información sea accesible y útil

- Pruebas contradictorias y

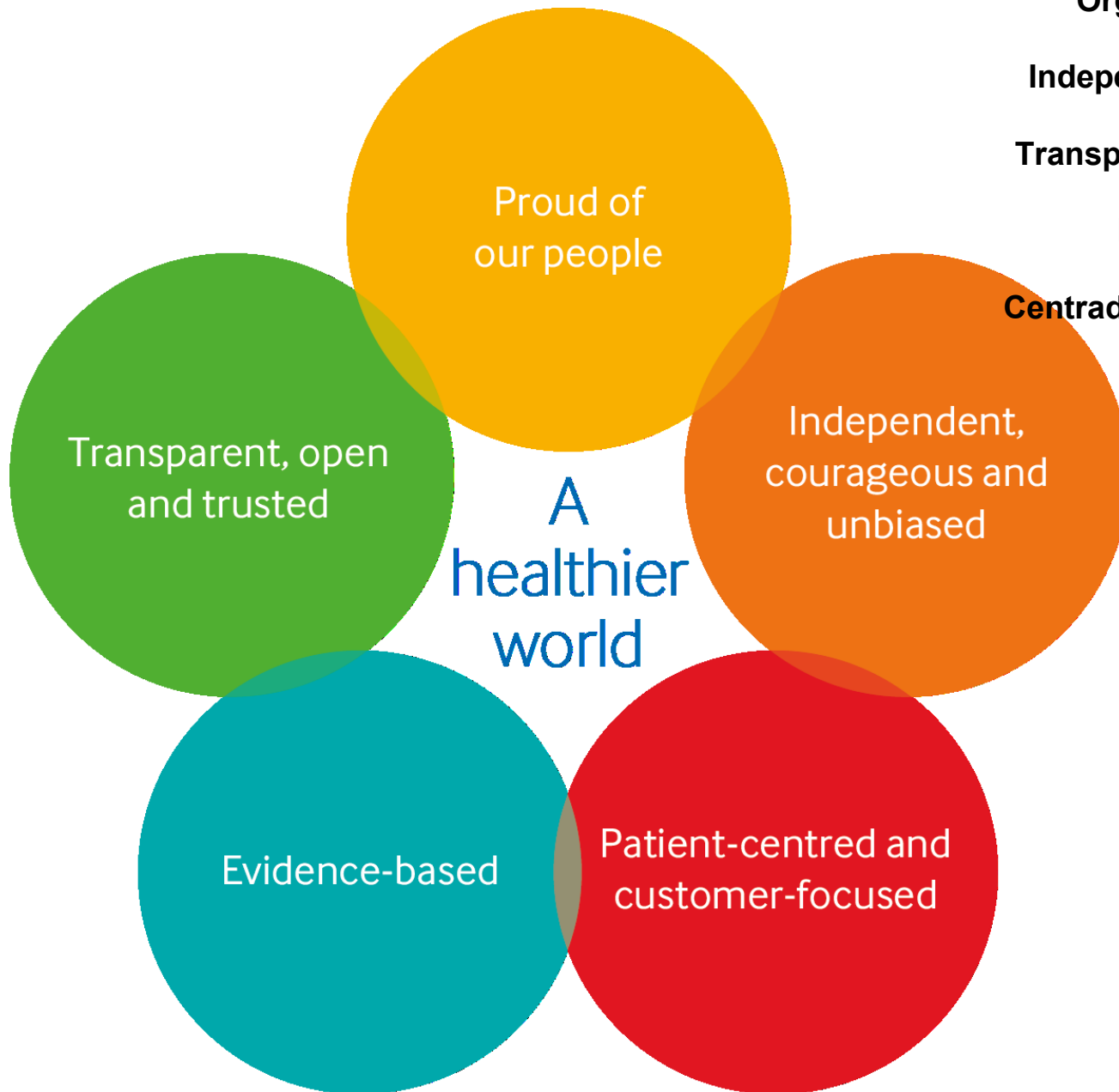
cuestionamiento del statu quo

**Propiedad de doctores
para doctores-**



BMJ en las Americas





Orgullosos de nuestra gente

Independiente, valiente e imparcial

Transparente, abierto y de confianza

Basado en la evidencia

Centrado en el paciente y en el cliente



Peter Ashman,
Chief Executive Officer



Glen P. Campbell
Managing Director, Americas



Fiona Godlee,
Editor in Chief, The BMJ



Prashant Mishra,
Managing Director, BMJ India



Yuyan Kong,
Managing Director, BMJ China



Ashley McKimm,
Director of Partnerships

Creando un mundo más saludable trabajando con socios.

- **University of California San Francisco**
Partners on Research to Publication
E Learning on improving research
Exclusive and global

- **American Society of Clinical Oncology**
Two journals and conference proceedings
Exclusive in ASIA, India

- **CAPES: Brazil** Fostering research and educational needs of health professionals and students in over 180 universities.



- **University of Cape Town Knowledge Transfer Unit**
Primary care actionable care pathways
Exclusive and global

- **Multiple Royal College international representation**
2,000 hours of eLearning
7 UK royal College content
Exclusive outside UK

- **Royal College of Pharmacists Publishing**
23 Drug databases
DTB & Martindale +++
Initial focus in LATAM, GCC & Asia

- **Department of Health: India**
Providing online continuing medical education to over 800,000 health professionals within India.



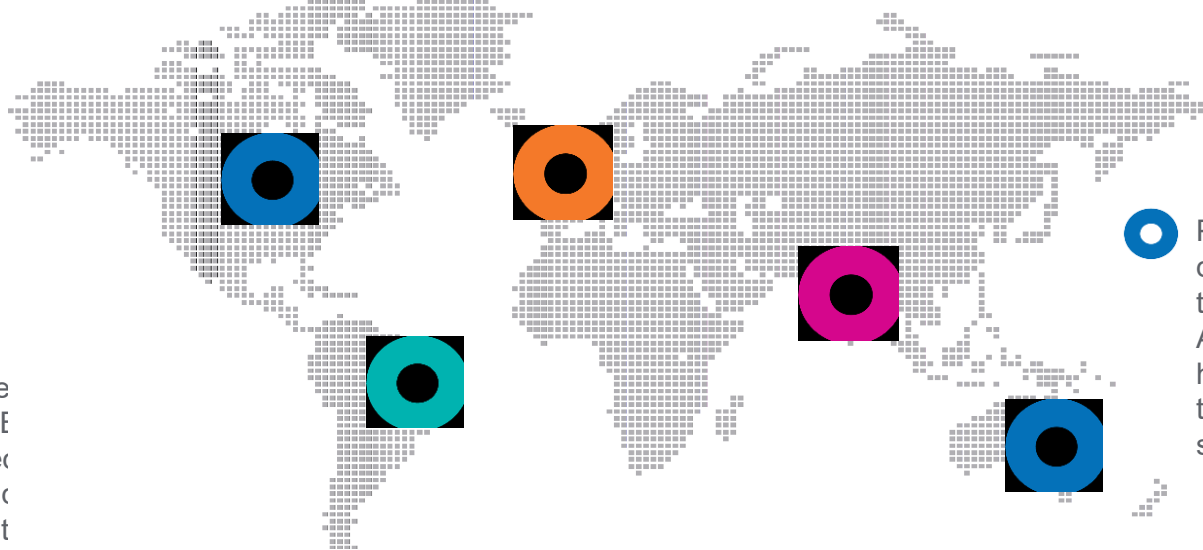
Impacto en la salud en todo el mundo

Helping trainee doctors to successfully complete over 560,000 modules, and more than 21 million exam questions each year.

Enriching 800,000 doctors' knowledge in India by delivering the best research publications through integrated systems to over 500 medical institutes.

Providing digital decision support tools to over 85% of Australia's public hospitals, and to 17 of the 19 medical schools nationwide.

Working to help five states in the UK to make more informed diagnostic and treatment decisions for their patients.



Visión de conjunto

Nuestros socios

By working in partnership, we can make a difference.

You can trust us to help make your title a leader in its specialty.



NORWEGIAN
CANCER SOCIETY

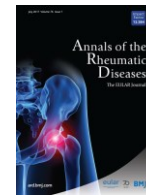


ICMJE INTERNATIONAL COMMITTEE of
MEDICAL JOURNAL EDITORS

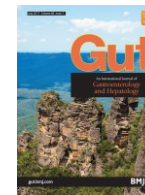
58% of our indexed journals are in the top quartile.



IMPACT
FACTOR
1.529
No.1



IMPACT
FACTOR
12.811
No.1



IMPACT
FACTOR
16.658
No.2



IMPACT
FACTOR
6.557
No.2



IMPACT
FACTOR
8.272
No.3



Health Education South West



Health Education East Midlands



Publicaciones



One of the world's most cited general medical journals.



BMJ Journals

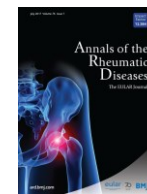
In the last year, **36 million unique users** accessed our journals online, generating **54 million page views**.

Nearly half of our 70+ indexed journals **rank within top 10** of their category.

58% of our indexed journals are in the top quartile.



IMPACT FACTOR 1.529 No.1



IMPACT FACTOR 12.811 No.1



IMPACT FACTOR 16.658 No.2



IMPACT FACTOR 6.557 No.2

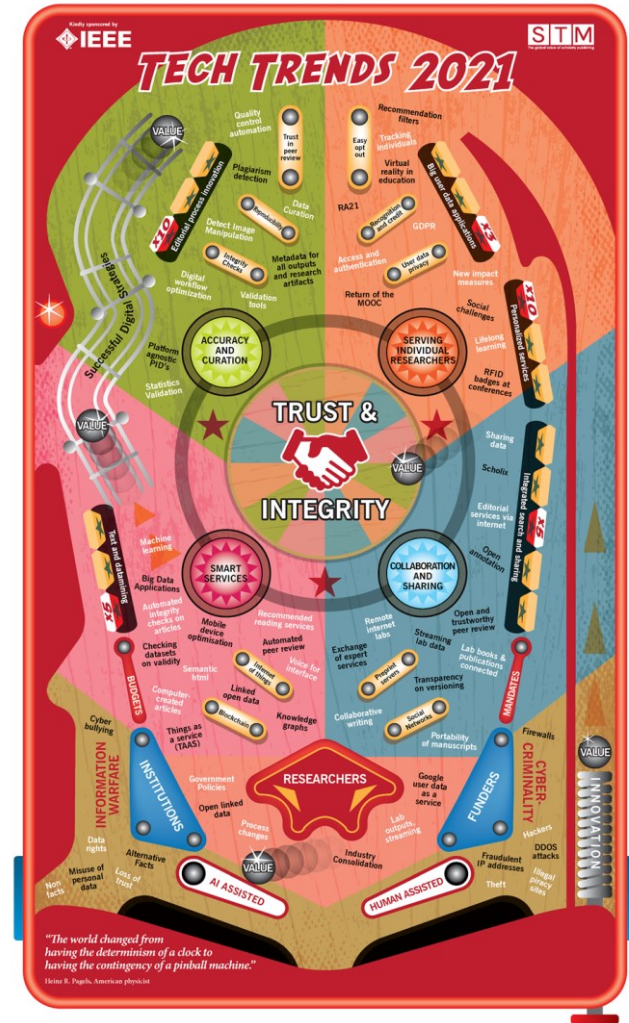


IMPACT FACTOR 8.272 No.3



Tendencias

- Acceso
- Grandes datos
- Preimpresiones
- Redes de intercambio de contenidos
- Partes interesadas (por ejemplo, financiadores)



Tech Trends 2022

STM
The global voice of scholarly publishing

OPEN SCIENCE

- Early sharing
- Includes all research artefacts
- European Open Science Cloud (EOSC)

SOCIAL MEDIA:

- Cyber Influencing
- Bots warfare
- Internet Surveillance
- Citizen Science
- How to avoid fake science

EASY ACCESS

- Single Sign-on
- Transparent collaboration
- Complexity of ID Management
- Simple Business Models
- RA21

SHARING PLATFORMS

- A Spotify for Science?
- Find the Napster moment
- How to control governance
- Will it all be Google or Sci-Hub
- Complete platform integration
- Responsible sharing
- Will it all be open?
- CHORUS

BREXIT

Research in Asia

NET NEUTRALITY

Entering The AI Era
Creative Humans & Smart Machines

METRICS:

- New reward systems
- Measuring all outputs

GDPR:

- Will it take all development resources?
- May change marketing fundamentally
- Impact on user data analytics
- What does it do to the UX interface?

Publishing to underpin TRUST:

- Help avoid crap science
- Quality Assurance of Data

RESEARCH DATA:

- Who funds the infrastructure
- Will it bust the pipes?
- Volume is enormous
- What will funders pay for?
- FAIR Data
- Persistent ID's
- Data Management Plans

BLOCKCHAIN:

- Can Blockchain help solve the trust-issues
- Ensure Authenticity in a Network of Trust
- Is it robust and fast enough?
- Will it all be open?

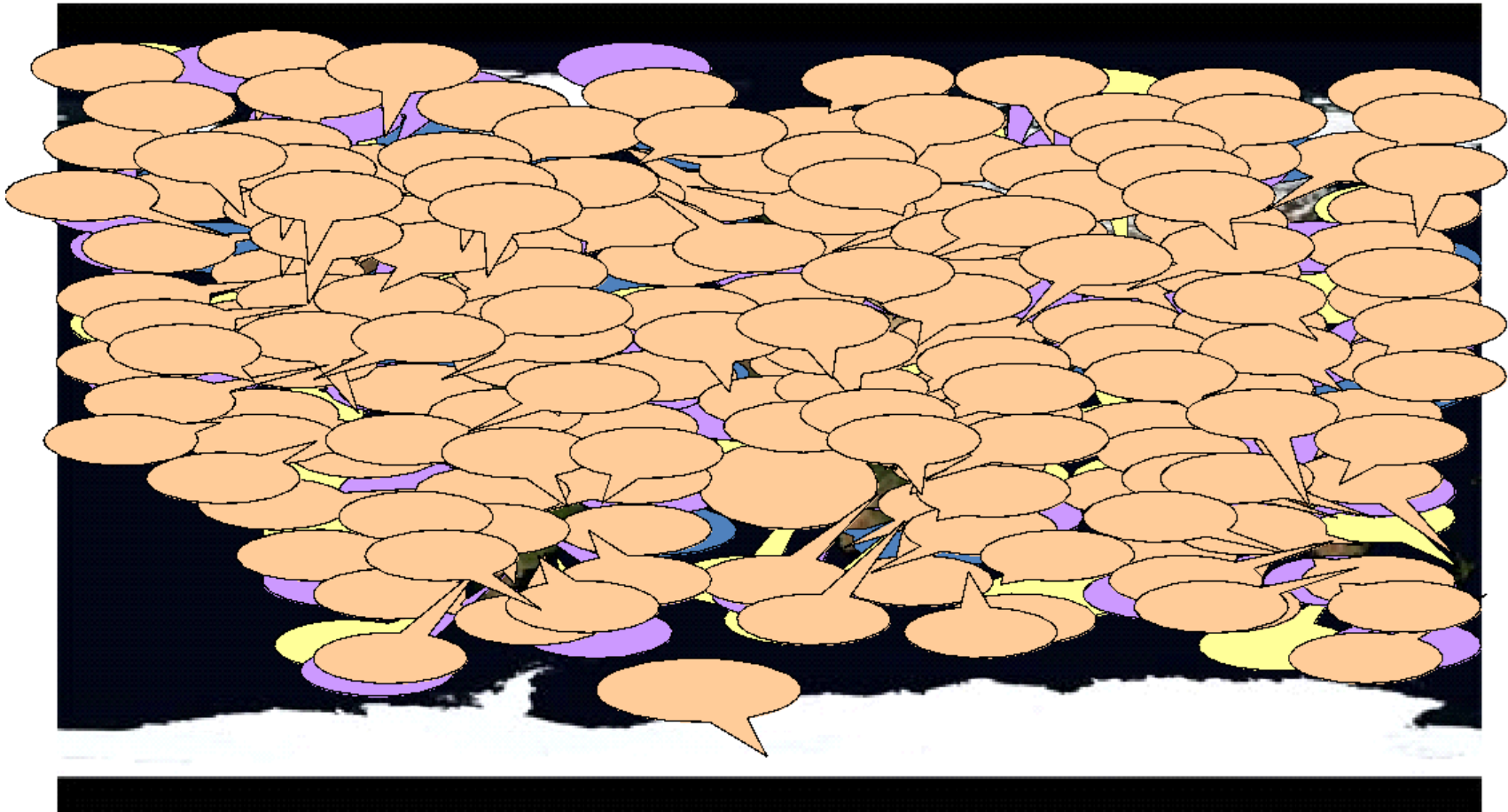
Kindly sponsored by **IEEE**



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Visión General/Agenda del Taller

DÍA UNO

- 16:45 - 17:30 Revision por pares—el panorama cambiante
- 17:30-17:45 Receso
- 17:45-18:30 Estrategia de revistas - Atraer la más alta calidad de artículos
- 18:30-19:15 Preimpresiones y Revistas: Adaptación al cambiante panorama de la investigación clínica
- Preguntas y Respuesta—

Visión General/Agenda del Taller

DÍA DOS

- 16:00- 16:45 Métricas de revistas y factor de impacto - Cómo evaluar su revista
- 16:45- 17:30 Cuestiones éticas - Participación de los pacientes
- 17:30-17:45 Receso
- 17:45-18:30 Acceso Abierto y Nuevos Modelos de Negocio
- Mercadeo de revistas - Alcanzando nuevas audiencias y medios sociales
- Preguntas y Respuesta

