



Delivering the highest standard of medical information and resources to
improve outcomes for patients and the provision of healthcare worldwide



group.bmj.com

Facing up to today's healthcare challenges



The healthcare industry faces turbulent times in the years ahead. Against a background of economic uncertainty and ageing population profiles, the demand for safe, cost effective and constantly improving treatment outcomes has never been more urgent. That's why medical professionals everywhere need up-to-date quality information, continuing medical education, and the tools to improve their performance.

BMJ Group understands these demands, and we'll continue to extend our influence and develop our portfolio of services in order to meet them.

A handwritten signature in black ink, reading 'Stella Dutton'.

Stella Dutton
Chief Executive, BMJ Group



World leading provider of the most trusted medical information and services

BMJ Group is committed to supporting the highest standards of practice in healthcare through our extensive range of product offerings:

- > World leading medical journals, both general and specialty
- > Tools and services that integrate evidence-based medical information into clinical workflows
- > Learning and CPD resources
- > Career services and events

These services combine to provide the medical community with a comprehensive information support system aimed at improving standards while also inspiring innovative thinking and new ideas.

In particular we are committed to promoting the use of medical evidence so that professionals as well as patients can make better healthcare decisions.

BMJ Group is an integral part of the medical community and has unmatched reach within its field. The *BMJ (British Medical Journal)* alone has a weekly readership of more than 120,000 doctors in the UK and many more overseas. Our online services reach a global audience of over 1.5 million unique users.

The many doctors on our staff help us keep in touch with the changing needs of healthcare professionals everywhere and we continue to develop products and services to meet these needs.

BMJ Group is known and trusted around the world for the quality and influence of our content, and we have an international audience that includes:

- > Physicians, nurses, and other clinicians
- > Students and trainees
- > Government health ministries, healthcare organisations, hospitals, and academic institutions
- > Patients
- > Pharmaceutical and healthcare companies

This influential audience is available to our business partners through advertising, sponsorship, and licensing services. The brand partnership we offer builds global prestige and recognition. In particular, the International Forum and the annual BMJ Group Awards recognise and support outstanding individual and team contributions to healthcare improvement.

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Recognising Excellence in Healthcare



Fiona Godlee,
BMJ Editor-in-Chief



groupawards.bmj.com

"We believe strongly in the value of identifying best practice in healthcare and communicating this effectively for the benefit of patients. The winners of the BMJ Group Awards demonstrate excellence in research and practice in the UK and internationally."

Fiona Godlee, Editor-in-Chief, BMJ

The *BMJ Group Awards* recognise individuals, organisations, and initiatives that demonstrate outstanding and measurable contributions across the healthcare community.

The awards are prized as accolades of distinction in the healthcare community and provide examples of some of the best applications of research and practice to improving outcomes for patients.

The range of award categories, which reflect the values of BMJ Group, include clinical leadership and research, healthcare communication, innovation and education, quality improvement, and lifetime achievement.



Our Portfolio

The BMJ provides clinicians with the latest advances in clinical practice and research to help doctors make better decisions.

BMJ
bmj.com

BMJ is one of the most respected general medical journals in the world. It is updated daily online and published weekly in print. Combining the best of print and online, *BMJ* is also available as an iPad app. It was the first general medical journal to launch a version for Apple's tablet computer. The app is available free to BMA members as part of their membership package. *BMJ* provides rigorous, accessible and entertaining material dedicated to helping doctors and other decision makers from all aspects of medicine make better decisions that improve outcomes for patients.

As well as original scientific research, *BMJ* includes in-depth coverage of major medical news, authoritative editorials, reviews and educational articles and topical debates on international health, ethics, health policy and medical education.

BMJ readers benefit from free access to all original research articles and our range of regular interactive blogs, podcasts, polls and videos. The complete back catalogue of all *BMJ* articles right back to the very first issue in 1840 is also available.

➤ **IMPACT FACTOR: 13.471**

student
BMJ

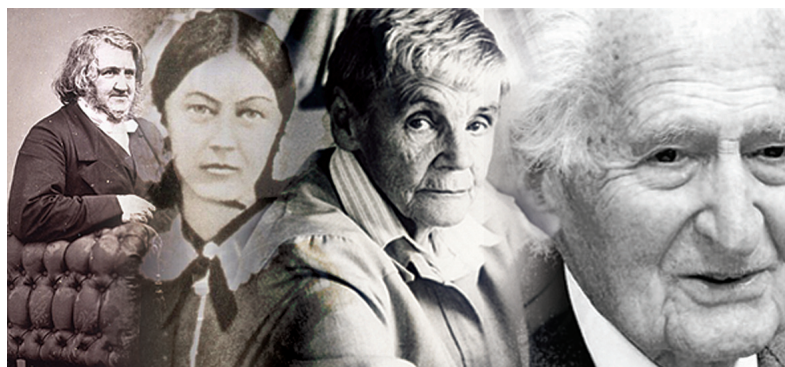
student.bmj.com

Since its launch in 1992, *Student BMJ* has gained recognition as an easy way to keep up to date with the latest medical knowledge and information.

student.bmj.com features the latest medical news, important clinical topics, invaluable career advice, polls and international medical events of direct relevance to medical students.

Expert authors and a student editor – a medical student who takes a year out from studying – work together to explain how to read research papers, provide practical career advice and put theory into practice.

Student BMJ is also available as a free iPhone app.



Leading source of medical information for over 170 years



BMJ Journals

Our specialist journals support the research and current awareness needs of clinicians and researchers across numerous specialties.

Acupuncture in Medicine (AiM)

aim.bmj.com

Acupuncture in Medicine now indexed. The journal contains articles on clinical, experimental, technical and basic science aspects of medical acupuncture and related techniques, and uses the prevailing understanding of neurophysiology and anatomy to interpret the effects of acupuncture. *AiM* is the official journal of the British Medical Acupuncture Society.

► IMPACT FACTOR: 1.381

NO.1 IMPACT FACTOR IN ITS FIELD

Annals of the Rheumatic Diseases (ARD)

ard.bmj.com

This premier clinical rheumatology journal covers all aspects of rheumatology, which includes a spectrum of musculoskeletal conditions, arthritic diseases, and connective tissue disorders. *ARD* is the official journal of EULAR, the European League Against Rheumatism.

► IMPACT FACTOR: 9.082



Archives of Disease in Childhood (ADC)

adc.bmj.com

Archives of Disease in Childhood focuses on all aspects of child health and disease from the perinatal period through to adolescence and includes a dedicated drug therapy section. *ADC* is the official journal of the Royal College of Paediatrics and Child Health and the European Academy of Paediatrics.

► IMPACT FACTOR: 2.616

ADC Education & Practice

ep.bmj.com

The *Education & Practice* edition of *Archives of Disease in Childhood* aims to assist paediatricians at all levels with their training and ongoing professional development.

► IMPACT FACTOR: 0.844

ADC Fetal & Neonatal

fn.bmj.com

The *Fetal & Neonatal* edition of *Archives of Disease in Childhood* brings together quality research, reviews and comment in the field of perinatal and neonatal medicine.

► IMPACT FACTOR: 3.13

Over 35 titles in various medical specialties

BMJ Case Reports

casereports.bmj.com

BMJ Case Reports delivers a focused, peer-reviewed, valuable collection of cases in all disciplines so that healthcare professionals, researchers and others can easily find clinically important information on common and rare conditions. This is the largest single collection of case reports online with more than 2,500 (May 2011) articles from over 70 countries.

BMJ Case Reports has a unique subscription model whereby users (whether authors and/or readers) become Fellows for an annual fee. Fellows are able to submit as many cases as they like and access all the published cases during the term of Fellowship.



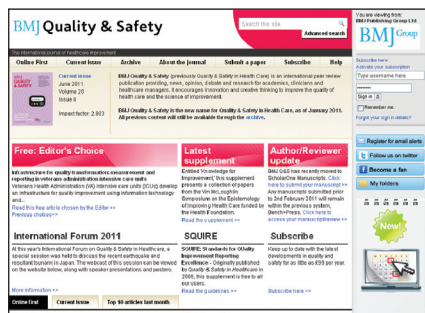
World's largest repository of medical cases

BMJ Quality & Safety

qualitysafety.bmj.com

BMJ Quality & Safety (previously *Quality & Safety in Healthcare*) provides news, opinion, debate and research aiming to stimulate new thinking on the improvement in quality in healthcare.

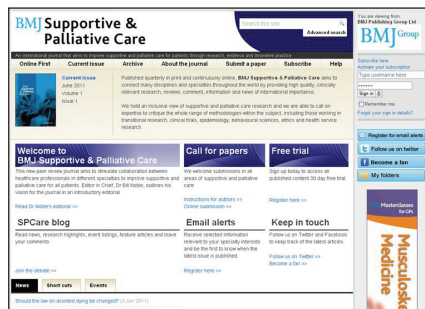
➤ IMPACT FACTOR: 2.856



BMJ Supportive & Palliative Care

spcare.bmj.com

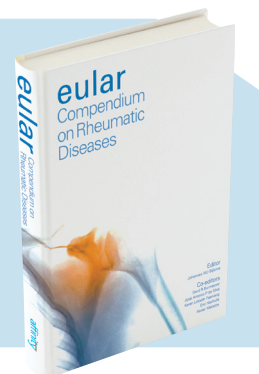
Just launched in April 2011, *BMJ Supportive & Palliative Care* is an international peer review journal for clinicians, researchers and other healthcare workers in all clinical services where supportive and palliative care is practised. Published quarterly in print and continuously online, the journal is owned by BMJ Group and is an official title of the Association for Palliative Medicine.



EULAR Compendium on Rheumatic Diseases

A printed edition of the popular *EULAR* online course in rheumatology. Includes over 300 hours of up-to-date education in just one definitive source.

The textbook is essential reading for all rheumatologists and a vital part of their own continuous medical education.

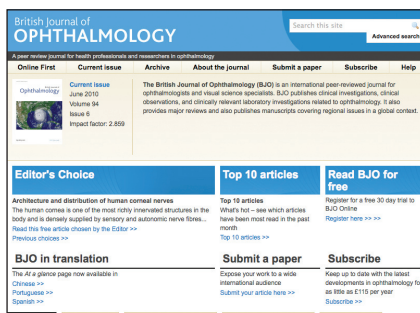


British Journal of Ophthalmology (BJO)

bjo.bmj.com

British Journal of Ophthalmology publishes clinical investigations, clinical observations, and clinically relevant laboratory investigations related to ophthalmology.

➤ IMPACT FACTOR: 2.934



EXTRA 4 ISSUES SUPPORTED BY IOC

British Journal of Sports Medicine (BJSM)

bjsm.bmj.com

British Journal of Sports Medicine covers the latest advances in clinical practice and research of sport and exercise medicine.

BJSM includes 4 issues each year dedicated to "Injury Prevention and Health Protection", supported by the International Olympic Committee. *BJSM* is the official journal of the British Association of Sport and Exercise Medicine, the European College of Sports Medicine and Exercise Physicians and also an official journal of Australasian College of Sports Physicians.

➤ IMPACT FACTOR: 3.545



Drug and Therapeutics Bulletin (DTB)

dtb.bmj.com

For almost 50 years, *Drug and Therapeutics Bulletin* (DTB) has been an indispensable part of evidence-based clinical practice for doctors, pharmacists and other healthcare professionals.

Published monthly, *DTB* articles help to support better prescribing decisions by offering rigorous analysis and critique that tackle everyday prescribing dilemmas, providing workable solutions on individual treatments and the overall management of disease (including diagnosis, investigation, drug treatment and non-drug management) to help ensure patients get the best care.

DTB has recently been relaunched with a new design and new content. As well as providing practical, independent, evidence-based treatment advice, it now includes *DTB Select* – concise summaries of recently published guidance, safety warnings and other advice, plus CME/CPD modules based on *DTB* articles.

Emergency Medicine Journal (EMJ)

emj.bmj.com

Emergency Medicine Journal represents all specialties involved in emergency care in the hospital and pre-hospital environments. *EMJ* is the official journal of the College of Emergency Medicine and has many other affiliates.

➤ IMPACT FACTOR: 1.269

Evidence-Based Medicine

ebm.bmj.com

Evidence-Based Medicine scans a wide range of international journals to offer comprehensive coverage of studies clinically relevant to primary care and internal medicine.

Evidence-Based Mental Health

ebmh.bmj.com

Evidence-Based Mental Health scans a wide range of international journals to offer comprehensive coverage of clinically relevant studies in psychiatry and psychology.

Evidence-Based Nursing

ebn.bmj.com

Evidence-Based Nursing selects and examines every aspect of the very best international nursing research for your practice.

Gut

gut.bmj.com

Gut delivers up-to-date, authoritative and clinically orientated coverage in all areas of gastroenterology. All subscribers to *Gut* also receive the quarterly journal *Frontline Gastroenterology*. *Gut* is the official journal of the British Society of Gastroenterology.

➤ IMPACT FACTOR: 10.614

Frontline Gastroenterology (FG)

fg.bmj.com

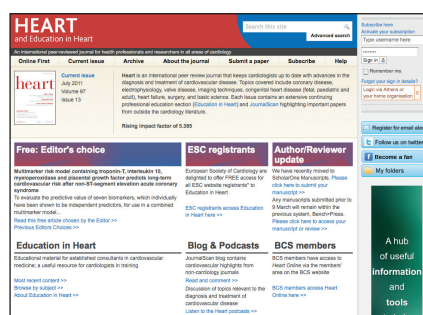
Frontline Gastroenterology aims to accelerate the adoption of best practice in the field of gastroenterology and hepatology. It is a multidisciplinary journal and focuses on the needs of patients and the professionals caring for them.

Heart

heart.bmj.com

Heart is essential reading for those involved in all aspects of cardiology. The journal keeps cardiologists up-to-date with advances in the diagnosis and treatment of cardiovascular disease. *Heart* is the official journal of the British Cardiovascular Society and contains *Education in Heart*, part of an extensive CPD section.

➤ IMPACT FACTOR: 4.706

**Heart Asia**

heartasia.bmj.com

Heart Asia is an online-only cardiology journal which aims to convey the best research and practice from the Asia Pacific region to an international audience. A collaboration of the Asia Pacific Heart Association, British Cardiovascular Society and BMJ Group, *Heart Asia* publishes original research, topical articles and analysis.

Online ARCHIVE

Now available back to Volume 1, Issue 1.

Subscribers may access the entire archive freely. Non-subscribers have free access to all articles prior to 2006. Registration is required for easy access to the archive of each journal.

Injury Prevention (IP)

injuryprevention.bmj.com

Injury Prevention offers the best in science, policy and public health practice management to reduce the burden of injury in all age groups. *IP* is the official journal of the International Society for Child & Adolescent Injury Prevention (ISCAIP) and the Society for Advancement of Violence & Injury Research (SAVIR).

➤ IMPACT FACTOR: 1.504

Journal of Clinical Pathology (JCP)

jcp.bmj.com

Journal of Clinical Pathology covers research areas including histopathology, haematology, cytopathology, forensic pathology and neuropathology. *JCP* is the official journal of the Association of Clinical Pathologists.

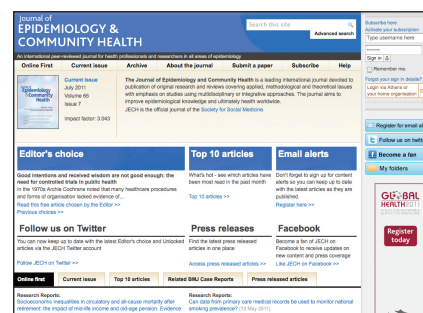
➤ IMPACT FACTOR: 2.457

Journal of Epidemiology and Community Health (JECH)

jech.bmj.com

The *Journal of Epidemiology and Community Health* is a leading journal devoted to the publication of original research and reviews covering applied, methodological and theoretical issues with emphasis on studies using multidisciplinary or integrative approaches. *JECH* is the official journal of the Society for Social Medicine.

➤ IMPACT FACTOR: 2.983





bmjopen.bmj.com

BMJ Open is an online-only, open access general medical journal, dedicated to publishing medical research from all disciplines and therapeutic areas. The journal publishes all research study types, from study protocols to phase I trials to meta-analyses, including small



or potentially low-impact studies. Publishing procedures are built around fully open peer review and continuous publication, publishing research online as soon as the article is ready. The journal aims to promote transparency in the publication process by publishing reviewer reports and previous versions of manuscripts as pre-publication histories.

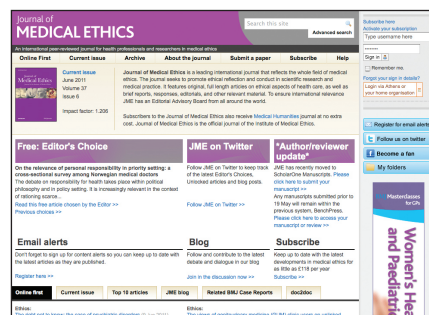
➤ ISSN: 2044-6055

Journal of Medical Ethics (JME)

jme.bmj.com

Journal of Medical Ethics promotes ethical reflection and conduct in scientific research and medical practice. All subscribers to *JME* also receive *Medical Humanities Journal* (MH). *JME* is the official journal of the Institute of Medical Ethics.

➤ IMPACT FACTOR: 1.391



Medical Humanities (MH)

mh.bmj.com

Medical Humanities explores how humanities disciplines can engage and illuminate the nature, goals and practice of medicine.

Journal of Medical Genetics (JMG)

jmg.bmj.com

Journal of Medical Genetics covers the molecular basis of human disease, human cancer genetics, the clinical manifestations of genetic disorders, applications of molecular genetics to medical practice and the systematic evaluation of such applications. Cancer genetics is a particular strength of this journal.

➤ IMPACT FACTOR: 7.037

NO.1 IMPACT FACTOR IN ITS FIELD

Journal of the American Medical Informatics Association (JAMIA)

jamia.org

JAMIA presents peer-reviewed articles that assist physicians, informaticians, scientists, nurses, and other healthcare professionals to develop and apply medical informatics to patient care, teaching, research, and health care administration. *JAMIA* has rapidly established a reputation for presenting high-quality, cutting-edge information. The journal is published on behalf of the *American Medical Informatics Association*.

➤ IMPACT FACTOR: 3.078

Journal of Neurology, Neurosurgery and Psychiatry (JNNP)

jnnp.bmj.com

Journal of Neurology, Neurosurgery and Psychiatry covers the whole field of clinical neurological practice, neurosurgery and neuropsychiatry.

➤ IMPACT FACTOR: 4.791

Journal of NeuroInterventional Surgery (JNIS)

jnis.org

JNIS aims to be the leading peer review journal for scientific research and literature pertaining to the field of neurointerventional surgery. The journal is published on behalf of the *Society of NeuroInterventional Surgery*.

➤ IMPACT FACTOR: 1.069

Practical Neurology (PN)

pn.bmj.com

Practical Neurology publishes reviews and essays commissioned from world renowned neurologists as well as educational material to test your knowledge.

BMA Members' benefits

bma.org

- Receive weekly print *BMJ*
- Free access to *BMJ* and *BMJ Learning* online
- 25% subscription discount for print and online *BMJ Journals* except *DTB*
- 10% discount on all *Clinical Evidence* formats (excluding PDA), including the full online content and a pocket-sized handbook

Occupational and Environmental Medicine (OEM)

oem.bmj.com

Occupational and Environmental Medicine is concerned with areas of current importance in occupational medicine and environmental health issues throughout the world. It is the official journal of the Faculty of Occupational Medicine of the Royal College of Physicians of London.

► **IMPACT FACTOR: 3.494**

Postgraduate Medical Journal (PMJ)

pmj.bmj.com

Postgraduate Medical Journal aims to support junior doctors and their teachers to contribute to the continuing professional development of all doctors.

PMJ is published on behalf of the Fellowship of Postgraduate Medicine.

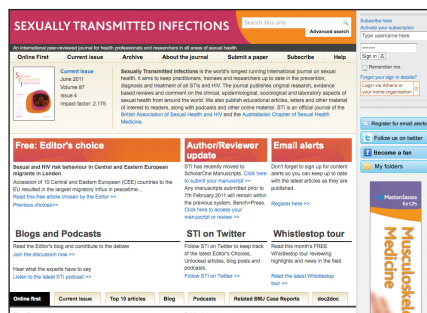
► **IMPACT FACTOR: 1.605**

Sexually Transmitted Infections (STI)

sti.bmj.com

Sexually Transmitted Infections publishes original articles, comment and analysis on the clinical, microbiological, behavioural, epidemiological and social aspects of sexually transmitted diseases and HIV. *STI* is the official journal of the British Association of Sexual Health and HIV.

► **IMPACT FACTOR: 3.029**



Podcasts now available for most of our journals

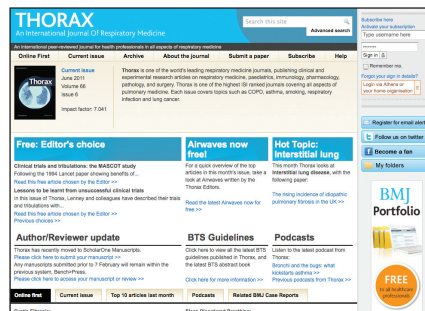
Thorax

thorax.bmj.com

Thorax is one of the world's leading respiratory medicine journals. Publishing clinical and experimental research articles, this journal is essential reading for those involved in thoracic or respiratory disciplines.

Thorax is the official journal of the British Thoracic Society.

► **IMPACT FACTOR: 6.525**



Tobacco Control (TC)

tobaccocontrol.bmj.com

Tobacco Control aims to study the nature and consequences of tobacco use worldwide; tobacco's effects on population health, the economy, the environment, and society and those measures to prevent and control it.

► **IMPACT FACTOR: 3.077**

Veterinary Record

veterinaryrecord.bvapublications.com

Veterinary Record is the flagship journal of the British Veterinary Association (BVA). Its reputation is unmatched in the UK and internationally. Published weekly, the journal has gained recognition as a highly respected prime source of clinical science, news and opinion for all types of veterinary practice and science.

► **IMPACT FACTOR: 1.482**

Vet Record Careers

vetrecordcareers.com

Vet Record Careers features extensive listings of veterinary vacancies, and career related articles both in print and online.

In Practice

inpractice.bvapublications.com

In Practice, published in conjunction with *Veterinary Record*, is geared to meeting the practical and continuing educational needs of practitioners and veterinary students. Reviews by experts in their field cover all species, but principally farm and companion animals. The journal provides a regular update on clinical developments. Articles are presented in a concise, attractive and readable format and are of direct practical relevance.

► **IMPACT FACTOR: 0.207**



Follow Veterinary Record and In Practice on Twitter:
[Vet_Record](https://twitter.com/Vet_Record)

British National Formulary (BNF)

bnf.org

Compiled with the advice of clinical experts, this essential reference provides up-to-date point of care guidance on prescribing, dispensing and administering medicines. The *BNF* issued across Primary community and Secondary care. It details medicines prescribed in the UK, with special reference to their uses, cautions, contra indications, side-effects, dosage and relative costs. Updated in print every six months (although moving to a monthly digital update), the *BNF* reflects current best practice as well as legal and professional guidelines relating to the use of medicines. The *BNF* is also available online as part of Medicines Complete, on PDA and also on CD-ROM for intranets and also part of NHS Evidence.



British National Formulary for Children (BNFC)

bnfc.org

This new edition includes up-to-date guidance for doctors, pharmacists, and nurses on the safe and effective use of medicines for managing childhood conditions. Information on the *BNFC* has been validated against emerging evidence, best practice guidance and advice from a network of clinical experts.

BNF is published under the guidance of a Paediatric Formulary Committee. The *BNF* is also available online as part of Medicines Complete and on PDA.

Please contact Pharmaceutical Press to order: UK: orders@macmillan.co.uk
World: pharmpress@macmillansolutions.com

affinity

The complete journals publishing partnership from BMJ Journals

Shared values • Individual attention • Publishing excellence

The market for medical journals has never before offered so many challenges – or opportunities. The quality and relevance of journals remain the most important factors in their long-term success.

The *Affinity* programme from *BMJ Journals* provides publishing services to scholarly societies. It combines the influence and benefits of scale of a major global publisher with the flexible service and personal attention that societies prefer. The dedicated publishing team works closely with journal editors and owners to support, advise and challenge them – helping each journal progress and fulfil its potential. Their role is to encourage innovation and experimentation to help societies achieve both commercial and non-commercial goals.

We offer a range of services from a full publishing service through to consortia sales representation. We don't believe one size fits all, and we work with societies to select the most appropriate aspects of our service. Our society partners benefit from the processes and technologies that we have developed and proven across our own publishing activities, while our customer database provides them with a ready-made audience to build awareness of new and relaunched journals.

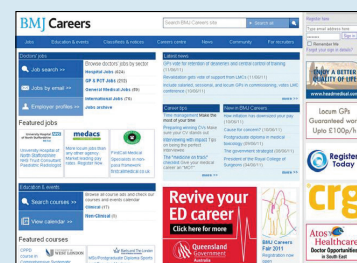
We publish an increasing portfolio of prestigious journals in partnership with over 30 societies.

BMJ Careers

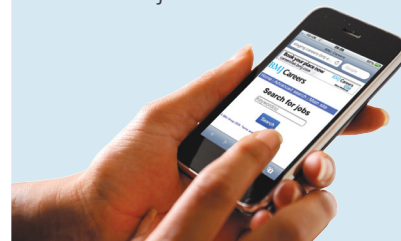
careers.bmj.com

BMJ Careers and *careers.bmj.com* contain the largest listing of doctors' jobs in the UK. Two print editions are published weekly, one for hospital doctors and one for GPs. Each issue contains a vast bank of current vacancies and careers articles aimed at improving doctors' working lives.

careers.bmj.com is the online recruitment website for doctors, offering targeted job searching, and an opportunity to set tailored job alerts for delivery straight into doctor's inboxes. As well as print and online, doctors can now search for jobs on smartphones, meaning they now have access to vacancies whether at home, at work or on the move.



To place recruitment advertising contact: **BMJ Careers Sales**
T: +44 (0)20 7383 6531
E: sales@bmjcareers.com



BMJ Learning

BMJ Learning is the UK market leader with growing international reach. Designed to assist doctors of today and tomorrow, the various services cover training, exam preparation, improving knowledge and needs assessment.

BMJ Learning

learning.bmj.com

BMJ Learning is the leading online provider of continuing professional development (CPD) and postgraduate training for doctors and other healthcare professionals.

The site contains over 500 online courses, written by experts and peer reviewed, covering a range of clinical and non-clinical topics. Courses are sorted by profession and specialty to enable doctors to find the modules most relevant to their CME and learning needs.

BMJ Learning is accredited by several authorities providing a quick and convenient way to earn CPD credits.



onExamination

YOUR PERSONAL REVISION RESOURCE

onexamination.com

onExamination from *BMJ Learning* provides quality medical revision and educational resources for medical professionals and students. First to the market, *onExamination* continues to be the leading provider of online exam preparation. Over 130,000 medical professionals across the world have chosen *onExamination* for their medical revision.

There are over 50,000 questions in our database written by experts. *onExamination* ensures users can focus their learning where they need it most, by identifying areas of strength and weakness. They can see how well they are doing against their peers and the personalised exam aptitude will indicate likelihood to pass the exam.



CLINICAL LEADERSHIP PROGRAMME

clp.bmj.com

The Clinical Leadership Programme developed by *BMJ Learning* in collaboration with The Open University Business School provides online, postgraduate qualifications in clinical leadership for healthcare professionals.

It consists of modular courses which focus on leadership, service improvement and innovation, in the clinical environment. All of the courses are accredited, can be undertaken part-time and start from as little as 25 hours.

Each course on the Programme is certificated so can be studied individually to contribute towards individual training requirements or built upon to work towards the Postgraduate Certificate.



The Open University
Business School

BMJ Learning

BMJ Portfolio

portfolio.bmj.com

NEW

BMJ Portfolio is a resource to assist doctors and other healthcare professionals in tracking and recording their CPD/CME credits online. It is already linked to *BMJ Learning* and *Best Practice* and will soon be available on *bmj.com* and *BMJ Journal* websites.

BMJ Portfolio replaces *BMJ Learning*'s 'Plan and Record', and delivers an enhanced user experience with many new features, including:

- > Automatic adding of *BMJ Learning* modules to your portfolio
- > Advanced filtering, tagging and search capabilities
- > Tracking of CPD and CME credits
- > Exporting reports in Excel format as well as PDF
- > Ability to upload documents

Store evidence of learning and recording CME/ CPD activities by visiting: portfolio.bmj.com





internationalforum.bmj.com

Now in its 16th year, the Forum is an annual gathering of healthcare professionals in quality improvement and patient safety, bringing together over 2,500 attendees from 70 countries.

The Forum supports and energises the movement for healthcare improvement. This four day international event connects health care leaders and practitioners worldwide to improve outcomes for patients and communities. The Forum is a combination of three conference days with around 75 conference sessions. Sessions are grouped into streams to allow for customisation of learning. A full day of minicourses addresses specific areas of healthcare improvement.



globalhealth.bmj.com

This exclusive Forum brings together and facilitates networking between funders, donor organisations, policy makers and government leaders and is brought to you by the *BMJ Group* and NICE International.

The two day event aims to forge links and initiate projects to improve the efficiency, equity and quality of healthcare across both rich and poor countries. Attendees will gain a better understanding of current trends and of how decision making can be strengthened locally using international knowledge and expertise.

NICE International

BMJ Masterclasses

masterclasses.bmj.com

BMJ Masterclasses were launched in 2006 to help busy doctors keep up-to-date with the latest evidence, new guidelines and best practice in areas most relevant to them. Since then, over 19,000 doctors have attended our courses in the United Kingdom, Ireland and India.

Each *BMJ Masterclass* is interactive and case based, and gives delegates the opportunity to learn directly from leading speakers, ask questions, and network with experts and their peers. Using practical demonstrations and interactive 'audience response' technology, our speakers highlight take home messages, helping delegates to change their practice and improve patient outcomes.



evidence2011.com

Evidence 2011 will bring together evidence creators, evidence users and commissioners of services together with the world's leading experts in evidence-based medicine. The aim of the conference is to showcase the ideas, processes and best practices that form the foundations of an evidence-based approach to developing and implementing cost-effective healthcare strategies.

This year's conference will also be providing a full day of workshops covering essential EBM skills and will feature some of the best ideas in EBM education and training.

Evidence 2011 aims to be the leading international evidence-based healthcare event at the forefront of EBM debate and innovation. The conference is a collaboration between the *BMJ Group* and the Centre for Evidence-Based Medicine.

The Postgraduate Diploma in Diabetes

diabetesdiploma.bmj.com

The *Diabetes Diploma* has been developed by *BMJ Learning* in collaboration with the University of Leicester, who accredit the qualification.

The course consists of six modules which can be studied individually or built up to achieve a full Postgraduate Diploma. The qualification starts with two days of optional introductory lectures and then continues online offering flexible study.

The curriculum is based on the International Diabetes Federation's curriculum and is designed to address the learning needs of doctors and other healthcare professionals from around the world.



BMJ Learning



BMJ Evidence Centre

Building evidence into practice

evidencecentre.bmj.com

Time is the greatest challenge to delivering evidence-based healthcare; the task of keeping up with emerging guidelines and research can be overwhelming.

The BMJ Evidence Centre supports healthcare practitioners and institutions by providing trustworthy information, in formats that recognise the demands and limitations of everyday clinical life.

Information that fits

Our resources create and package knowledge to fit real clinical workflows. Whether it's to support diagnosis and treatment at the point of care, or as a reference resource to consult during further study, we provide quick, accurate answers to clinical questions.

A range of tools and services to help you harness the power of evidence

The BMJ Evidence Centre's clinical information specialists find, filter, appraise and summarise the best available research evidence. This is synthesised with expert opinion and guidelines to deliver practical, innovative tools and services that acknowledge the different needs of students, researchers, clinicians and patients.

Flexible delivery of authoritative information

There is considerable diversity in the electronic health systems being used by hospitals, and no single solution for integrated healthcare. BMJ Evidence Centre content is fully encoded and available for integration directly into the tools already in use at customer institutions. For authoritative content with flexible delivery that accommodates multiple user needs, contact us today at response.systemsintegration@bmjgroup.com

BestPractice

An instant second opinion

Point of care decisions need to be made quickly, and they need to be reliable. Healthcare practitioners need on-the-spot access to expert opinion, guidelines and evidence in a single, easy-to-use interface. *Best Practice* rethinks decision-support information with a step-by-step approach that is structured around the patient consultation, covering diagnosis, prognosis, treatment and prevention. It fits information around real, diverse and evolving medical information needs to give a second opinion in an instant. Find out more at bestpractice.bmj.com

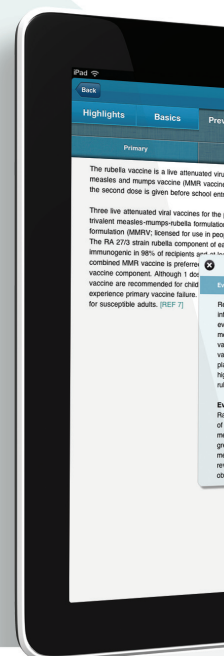
Mobile decision support

Best Practice is now available for iPhone, iPod Touch and iPad. The app has been designed from the ground up to repurpose *Best Practice* content effectively for mobile information needs and use cases. Find out more at bestpractice.bmj.com/app

Integrating electronic health information

The vision of full integration between different clinical systems is some way off, but progressive institutions are taking steps now to embed critical information into clinical workflows. The *Best Practice* integration

programme allows integration of *Best Practice* content into your EHR system, giving seamless access to current and concise evidence-based knowledge, from a single trusted source, as part of the daily clinical routine.



ActionSETS

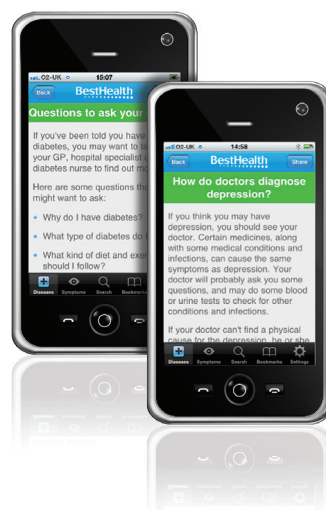
Helping reduce costs and improve patient outcomes

Patient safety, efficiency savings and supporting clinicians are key concerns for hospitals. Evidence shows that standardised orders, like *Action Sets*, reduce costs and improve the consistency, accuracy and efficiency of patient management. *Action Sets* pre-define the appropriate diagnostic and treatment orders for a range of common conditions. They guide the clinician through all phases of the patient journey, and can be localised for your institution, and tailored to the patient's medical history, examination and response to treatment. Find out more at evidencecentre.bmj.com/actionsets

BestHealth

Giving patients the power to make informed decisions

Patients do better when they're well informed about their condition and treatment options. But it's hard to know which information to rely on. *Best Health* interprets clinical evidence about the benefits and side effects of treatment options, for patients and carers. We recently launched three new apps for iPhone and iPod Touch to provide mobile information about depression, child health and type 1 diabetes. Find out more at besthealth.bmj.com



ClinicalEvidence

The best evidence for research

Critical research should not be hampered by the challenges of finding and evaluating relevant evidence. The systematic reviews in *Clinical Evidence* identify, appraise, grade and summarise the very latest and most authoritative evidence on a wide range of globally important conditions. We have recently introduced a new tabulated format to simplify the presentation of information about benefits and harms of interventions. Find out more at clinicalevidence.bmj.com

What are the effects of drug treatments for heart failure?	
Beneficial	<ul style="list-style-type: none"> ACE inhibitors for treating heart failure Angiotensin II receptor blockers Beta-blockers Digoxin (improves morbidity in people already receiving diuretics and ACE inhibitors)
Likely to be beneficial	<ul style="list-style-type: none"> Aldosterone receptor antagonists Hydralazine plus isosorbide dinitrate
Unknown effectiveness	<ul style="list-style-type: none"> Amilorone Anticoagulation Antiplatelet agents
Likely to be ineffective or harmful	<ul style="list-style-type: none"> Antiarrhythmics other than amilorone Calcium channel blockers Positive inotropes other than digoxin



High-quality evidence tailored for your needs

Evidence is widely available but is not always easy to access and is variably applied. Commissioning decisions, policy development and service design depend on high-quality evidence to ensure the best outcomes for patients and provide the best value for money. The BMJ Evidence Centre can help by providing independent, thorough and robust assessments of different types of evidence for a range of purposes. Find out more at evidencecentre.bmj.com/consultancy



Powerful, innovative

We are committed to supporting clinicians manage and improve performance and provide better outcomes for patients. To help achieve this, Informatica Systems provides powerful, innovative workflow tools such as clinical data analysis, performance management software, decision support and benchmarking support tools for primary care. Our products include:

Contract+

Contract+ is a powerful clinical data audit tool that empowers practices to maximise their QOF performance with minimal effort and management, via interactive prompts and comprehensive reporting. It allows you to easily identify your current QOF status and areas where more points can be gained. It is the only third party QOF product accredited by Connecting for Health and is in use at over 1,000 sites, providing GMS analyses on over 8 million patients daily.

Contract+ offers the following features that distinguish it from other systems:

- > Analysis of individual GP QOF performance by response rates to all QOF indicators
- > Earliest access to new QOF ruleset versions
- > A reminders screen to show all actions needing to be done by particular dates
- > It provides a Recall Manager to allow practices to configure campaigns to recall patients by QOF status, date of birth and other demographics details, automatically printing letters or sending email or SMS reminders



"The best single piece of software for maximising QOF achievement I have seen, by miles... The QOF points just pour in, so the *Contract+* software literally pays for itself within 2 months of use – and your staff will love you for it too!"
Dr Simon Clay, GP, West Midlands

Active and intuitive workflow software for primary care

Audit+

Audit+ is a centralised performance tracking system for general practice within consortia, PCTs and other commissioning organisations. It has been designed to help practices improve their data quality to help underpin the delivery of high quality patient care and improved outcomes. *Audit+* provides the same audit capabilities for all practices, irrespective of their clinical information system, and provides a common platform which can readily be built upon to provide additional tailored modules to support practices in delivering the emerging clinical agenda.

Audit+ contains modules that will support practices and commissioners in solving common problems in the following areas:

- > NICE Guidelines
- > Immunisations & Vaccinations
- > Direct Enhanced Services (DES)
- > Local Enhanced Services (LES)
- > QOF
- > Drugs
- > Others

"Such is the success of *Audit+* in Wales that there is a constant demand for new modules to support initiatives due to the fact that it makes General Practices lives easier, whilst providing invaluable data to support reporting, commissioning."

Simon Scourfield, Primary Care Informatics Lead, NHS Wales Informatics Service

Health Checks

Health Checks has been developed specifically to comprehensively support PCT, general practice and community needs to easily comply with, implement and deliver the NHS Health Check programme. Versions of the software can be deployed at GP practice level or centrally by a PCT or public health organisation.

Interacting with the patient record, it helps the practice identify, call and recall the relevant cohort of patients, prompts the collection of the correct information as well as providing personalised advice based on the data inputted. The GP can then immediately and seamlessly refer the patient on to clinics such as smoking cessation or weight management. All current guidance is implemented and is customisable by the PCT, including extensive risk calculation support for algorithms such as Framingham, ASSIGN & QRISK2.

"Our GPs find Informatica's software easy to use allowing them to spend more time on the patient. The CVD risk visualisation page enhances how they advise individuals to make lifestyle changes. Practice managers have also seen a substantial reduction in their call and recall administration work."

Peter Green, GP and Medical Director, NHS Medway

FrontDesk

FrontDesk is a fully flexible clinical appointments system that helps improve patient access and reduce paper traffic within the practice. *FrontDesk* currently enables well over 4 million patients to check themselves in on touchscreens using our Patient Check-In module. It can be used as a standalone system, or integrated seamlessly with the major GP clinical systems.

A comprehensive suite of additional modules are available including interfaces with patient call boards, patient self check-in using touch screen technology and 24-hour telephone and online booking and cancellation:

- > Patient Check-In
- > Appointments Online
- > Patient Call
- > Appointment Reminders
- > Appointments on Call

"*FrontDesk* has delivered excellence from the word Go! Now, two years on, we're still impressed by the detail and range of reporting information you can extract. Even a competitor admitted to me there is no better appointments system anywhere."

Mario Sidoli, Practice Manager, Cheshire

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