



eReprints

Do healthcare professionals value eReprints?



Peer-reviewed scientific and medical articles are in global demand: physicians read reprints frequently, as a useful way to stay informed of the latest developments in their field.

A 2017 Elsevier survey* of 1,611 international healthcare professionals revealed that 88% of healthcare professionals read reprints, up from 79% in 2015. Next to peer-reviewed journals, reprints are the most reliable information source for physicians: 90% consider them useful for their practice, 84% say they are a reliable source of information and 82% say reprints allow them to keep up-to-date.

Physicians read, value and make prescribing decisions based on reprints; review articles are the most helpful type of reprint in assisting physicians with prescribing decisions.

On average, the physicians surveyed receive 13 reprints per month, and they prefer to receive journal reprints within six months of original publication. But not everyone is benefiting: many physicians have never received a sponsored reprint from a conference or event.

There is an opportunity to reach healthcare professionals around the world with information they need, through high-quality article reprints from trusted journals.

Elsevier e-reprints

Article reprints from Elsevier's journals are an excellent way to inform your audience and reinforce your product message. eReprints are encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in e-detailing to educate HCPs with treatment options and help change prescribing habits.

Elsevier's global portfolio of medical journals includes some of today's leading medical publications. Elsevier article reprints are a trusted and engaging way to inform healthcare professionals, providing pharma companies a chance to engage their audiences and build confidence in their products.



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Elsevier eReprints are:

- **High-quality** – Every e-reprint is just as prestigious, authoritative and high-quality as the original article.
- **Credible** – Elsevier is a trusted brand; our top-tier medical journals represent over 100 years of excellence, and e-reprints have the same credibility.
- **Accessible** – 45% of physicians strongly prefer downloadable PDF reprints. You can choose from a range of digital options for copyrighted content reprints, so you can reach your audience with content in the format they're looking for.
- **Timely** – You can have an e-reprint produced in just three days, and expedited production is available for urgent requests.

Elsevier eReprints are created with official journal covers and can be customized with product codes and logos, subject to approval.

Any article available in Elsevier's digital archive can be made into an eReprint PDF and ordered in quantities of 100 or more. eReprints are valid for 12 months.

How can you use e-reprints to reach your audience?

Overall, relevance is key to success: a healthcare professional is three times more likely to read a whole eReprint if it is relevant to their specialty. Elsevier's state-of-the-art targeting tools can ensure you're reaching the right people with your content:

- **Journal-branded eReprints**
- **Linkards** – Business card-sized handouts showcasing the citation of the article alongside your branding, accessible via an exclusive URL or QR code.
- **QR Codes** – Integrated into your advertising for quick mobile access to your reprint.
- **Custom Email Program** – Proprietary email lists of influential, involved physicians who fit your ideal candidate profile.

* This study was conducted by DJS Research on behalf of Elsevier. A total of 1,611 respondents from 14 countries representing Asia Pacific, Europe, Latin America and USA were included and results were weighted for balance. 65% of respondents are secondary care / medical specialists and 17.3% are primary care / general practitioners.



Find out more

Check out the Elsevier eReprint Demo, where you can see an eReprint, a translated eReprint, a web app and a login-secured eReprint: <http://demo.elsevierreprint.com>

Ready to get started?

Please contact Monika Giergielewicz, Pharma Sales Manager, at m.giergielewicz@elsevier.com