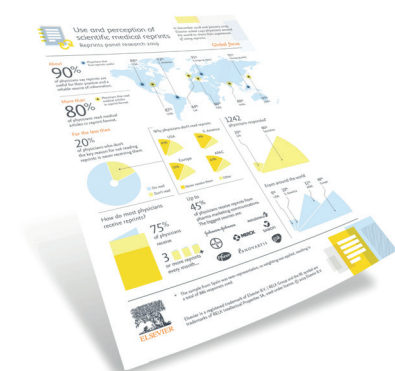




eReprints

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 2019 Elsevier survey* of 1242 physicians from Europe, US, Asia Pacific and Latin America revealed that more than 80% of physicians read medical articles in reprint format. Almost all of the respondents – about 90% – said reprints are useful for their practice and a reliable source of information.

Physicians are actively seeking information published in online medical journals. The results of the Physician Use of Online Resources and Social Media 2019 survey** revealed that online medical journals are the most popular resources, and that globally, credibility is the most important factor when choosing a resource.

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 eReprints

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 eReprints 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.





Elsevier eReprints are:

- **High-quality** – Every eReprint is just as prestigious, authoritative and high-quality as the original article.
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- **Timely** – You can have an eReprint 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 eReprints 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.

*In December 2018 and January 2019, Elsevier asked physicians around the world to share their experiences of using reprints. 1,242 physicians from Europe, US, Asia Pacific and Latin America responded; about 80 percent were medical specialists and 20 percent were general practitioners.

**In October 2019, Elsevier asked 1,937 physicians around the world to share their experiences of using online resources and social media

Find out more

Check out the Elsevier eReprint Demo

<https://demo.elsevierreprint.com/>

Visit <http://www.elsmediakits.com/us/reprints-resources> for the full results of Elsevier's 2019 Reprints Research



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