

Wiley Corporate Solutions

Case Study: A Journal initiated sponsored Supplement

Background

It is a challenge for healthcare practitioners to stay up-to-date with latest advancements in their therapeutic areas and the different treatment options. In many cases, clinicians will prescribe the drug that has demonstrated positive outcomes in the past without considering newer options simply due to lack of awareness about the benefits and when/how to prescribe these.

The Challenge

The client was looking to educate clinicians about the disease state and the entire class of medications, by providing a fair-balanced review of their research



in a **highly credible top-tier journal**



reach the **appropriate audience**

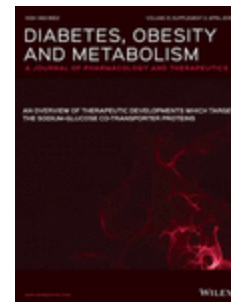
An objective communication about the product to the target audience through a trusted source was important for credibility and engagement.

The Solution

1. Publish review-articles in a top-tier journal supplement
2. High profile authors commissioned by the journal editor after agreement with the sponsor on the topics
3. Objective articles with no input from the sponsors
4. Co-sponsored with Bi-Asia



Wiley Online Library



- Peer-reviewed
- Impact factor **6.133**
- Average downloads per article **435**
- Annual article downloads **close to 600,000**

Results



Total Article downloads
5,529
(over 3 months period)



Run-on copies
60
(over 4 months period)



Japan & Korea
readers

The Outcome

A fair-balanced review of research reaching and educating the right audience through a trusted and well-valued journal like DOM.