



Librarian newsletter

Your gateway to essential clinical research and knowledge

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March 2007

Welcome to the Spring BMJ Group newsletter where you can find all the latest, important developments for BMJ Group products; *BMJ*, *BMJ Journals*, *BMJ Learning*, *BMJ Clinical Evidence* *BMJ BestTreatments*, and *Drugs and Therapeutics Bulletin (DTB)*.

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BMJ rebranding

The BMJ may be going through a rebranding process but this does not mean 'out with the old and in with the new' - far from it. Some of the leading medical titles from the BMJ Journals Collection are outliving us all. The British Journal of Ophthalmology turns 90 this year. It is hardly a sight for sore eyes though because it still manages to lead the way in its field, featuring all the latest advances in clinical practice and research.

British Medical Journal (BMJ)

The most significant change that you are likely to notice is the makeover to our international flagship weekly print journal, BMJ. It has shrunk down to a more manageable size, and has a much cleaner page design so readers can find original research quicker, while still enjoying its thought-provoking and intelligent treatment of major health issues.

bmj.com

You may have also noticed that the bmj.com website is beginning to take on a new design, look and feel. The homepage has been freshened up to feature a 'Resources for' drop-down list where you can easily access relevant librarian information. The new design is easier than ever to navigate and keep up to date with important BMJ information. Updated daily, it has four channel pages which cover News, Education, Research and Comment. These changes reflect the shift from publishing content in weekly "chunks" to publishing individual articles as soon as they are ready. Visit today: bmj.com

First BMJ Journal completes it's archive back to Volume 1, Issue 1



We are pleased to announce that the [back archive of the Journal of Clinical Pathology](#) (JCP), including [its Molecular Pathology \(MP\) edition](#), is now freely available on-line. This means that there is free access to all articles in the journal right back to Volume 1, Issue 1 which was published over 60 years ago. The JCP/MP archive is the first digital archive to be made available from BMJ Journals and all the archives of the Group's 23 clinical medicine journals will be accessible without charge by the end of this year.

The move to digital records of medical journals will be of particular interest to libraries where space for paper journals is increasingly under pressure. The Journal of Clinical Pathology and Molecular Pathology are now preserved historically on-line and librarians and researchers have instant access to this information.

The Journal of Clinical Pathology is a leading international journal covering all aspects of pathology, and is the official journal of the Association of Clinical Pathologists. Each issue contains Reviews, Original articles, Short reports, Case reports, Correspondence, and Book reviews. The JCP has Editorial Board members from all around to world to ensure coverage of global research. [More information](#)

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StudentBMJ: Editor wanted



Please do keep in mind for all medical students that [StudentBMJ](#) is currently recruiting for a new student editor to begin a one-year post from June 2007. Based at the BMJ offices in central London, the successful candidate will become involved in learning all there is to know about medical publishing. Non-medical graduates with relevant experience of medicine and health will also be considered. The application deadline is Monday 16th April 2007 and interested applicants can find more information by contacting Gillian Giraud (ggiraud@bmi.com) at the BMJ Group or on the [StudentBMJ website](#)

Due to its success, this is the twentieth year this important editorial position has been offered. The post is now named after the late Professor Roger Robinson, who taught and inspired many young editors during his 10 years as BMJ associate editor.

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New Modules available from BMJ Learning



[BMJ Learning](#) has teamed up with NICE (National Institute of Clinical Excellence) to help health professionals to get to grips with the latest guidance.

Visit [BMJ Learning](#) where you can access some of our most recent modules covering:-

- Obesity: a guide to prevention and management
- Urinary incontinence in women
- Suspected breast cancer: when you should refer
- Smoking cessation

You can obtain full FREE access to these modules from NICE (National Institute of Clinical Excellence).

Subscribe today on the [BMJ Learning website](#) and view the full content from over 300 modules.

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NEW Clinical Evidence user guides



A completely up-to-date [Clinical Evidence user guide](#) is now available, featuring the many new additions that keep flying in from our renowned international medical industry contributors. It can be accessed via the [LRC website](#).

[BMJ Clinical Evidence](#) is unlike any other evidence based point-of-care tool. It provides evidence as well as a complete and systematic review of the most important and costly conditions that practices and hospitals have to deal with every day. It now covers 500 conditions and over 3000 treatments, and the [BMJ Clinical Evidence](#) website is continuously being updated.

Download and read the latest [Evidence in Practice newsletter](#)

Clinical Evidence access is only available now by subscription. To get a free trial or quote for your institution please [contact our Sales Team](#) or telephone +44 (0)20 7383 6693

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Translated versions of Clinical Evidence Userguides now available

The [Clinical Evidence user guide](#) is also being made available in localised languages for your users' even greater convenience. Popular languages such as Chinese, Spanish, French and Italian can already be found on the [Clinical Evidence help pages](#).

Clinical Evidence access is only available by subscription. To get a free trial or quote for your institution please [contact our Sales Team](#) or telephone +44 (0)20 7383 6693

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Latest must-have: *Drugs and Therapeutics Bulletin (DTB)*



In November 2006 the BMJ Group acquired the short and easy-to-read monthly bulletin, [DTB](#), from Which?. For over 40 years DTB has offered all healthcare practitioners, students and researchers practical and impartial advice on drugs and treatments.

DTB features:

- Informed and unbiased assessments of drugs and treatments.
- Comments on how drugs and treatments should be used.
- Assessments of the place of drugs and treatments within an overall management context.
- Evidence reviews and practical advice on the overall management of disease.

[DTB online access](#) is available, providing its users with:

- A thirteen year archive
- Issue browsing and search function
- PDF article print option
- Easy access through Athens

and coming soon:

- Inter-journal toll-free linking, providing full text access to articles from over 1000 journals
- Email alerts, topic alerts, and citation alerts
- Full archive online back to the first issue from 1962

DTB institutional website licensing is now available for the first time through the BMJ Group.

To get a free trial or quote for your institution please [contact our Sales Team](#) or telephone: +44 (0)20 7383 6693

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BMJ Group promotional items information

We are currently producing a selection of new promotional items which may be used to promote the BMJ Journals Online Collection within your library. Available items include posters, mouse-mats, pens, pencils and Userguides. To order any items please [email us](#).

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Dates for your diary: events

If you are attending any of the following conferences we would be delighted to meet with you. Please visit us at our stand where we are happy to show you our range of online products for healthcare professionals.

- **28-30 March** [9º Congreso Nacional BAD - EXPOBAD 2007 - Ponta Delgada](#) - visiting sales manager, [Helen Barraclough](#)
- **3-5 April** [Gulf SLA, Bahrain](#) - visiting sales manager, [Pauline Dilworth](#)
- **16 - 18 April** [UKSG, University of Warwick, no stand - visiting sales managers, Steve Thorpe and Jarrard Cooper](#)
- **9, 10 & 11 May** [Fesabid, Spain](#) - visiting sales manager, [Helen Barraclough](#)
- **31 May – 2 June** [ANKOS 7th Annual Meeting](#), Karadeniz Technical University, Trabzon, Turkey - visiting sales manager, [Pauline Dilworth](#),
- **11th & 12th June 2007**, [3rd Clinical Librarian Conference](#), St William's College, York - visiting sales managers, [Steve Thorpe](#) and [Jarrard Cooper](#)

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journals.bmj.com/lrc