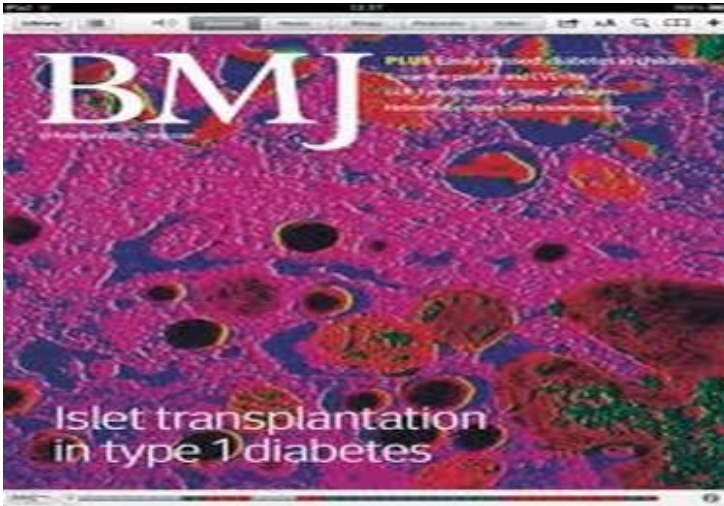


BMJ Group announces further investment in India

25 February 2013 | News | By BioSpectrum Bureau

BMJ Group announces further investment in India



BMJ Group, one of the world's leading healthcare knowledge providers, this week announced further investment in its India operations. The company will recruit a Managing Director to head up its growing workforce in the country. And in the first quarter of 2014 it will be launching the BMJ Awards India, to recognise the best individuals and teams practising in Indian healthcare.

BMJ Awards has been long-established in BMJ Group's home market, the UK, and has even attracted winning entries directly from India in recent years. That's why the company believes it's time for India to have its own awards programme to showcase excellence in healthcare. "We hope to make it the 'Oscars' of Indian medicine", says Tim Brooks, BMJ Group CEO.

He adds: "We are excited to take our investment in India to the next level. The BMJ already enjoys high readership and recognition among healthcare professionals in India. Our growing presence in the subcontinent will be strengthened by the appointment of an MD, based at our head office in Delhi."

The BMJ is one of the most respected general medical journals in the world with a weekly print circulation of 122,000 and 1.2 million monthly visitors to bmj.com. The Group also has a strong reputation for providing medical education through digital media. The BMJ was the first general medical journal to launch an iPad app, and is now also available as a tablet app. Its portfolio of specialist journals is also available through mobile optimised websites.

BMJ's Best Practice app enables healthcare professionals to make better decisions for their patients, while BMJ Learning and BMJ Quality offer a range of online tools to help doctors improve their knowledge and skills.

The Group also works with public sector and governments around the world, including the UK NHS and the Ministry of Health in Brazil, helping to support quality improvement and better outcomes for patients.

"We look forward to working closely with Indian states and institutions to bring training and knowledge that aligns with their needs," says Tim Brooks. "Our ambition is to deliver evidence-based content into the daily workflow of health professionals in formats that recognise the demands of clinical life and help India become a world leader in medical training and research."

These steps follow the launch earlier this month of bmj.com/India, a bespoke version of its global general medical journal, The BMJ. The site features medical news, comment, research and educational content produced by and relevant for Indian practitioners, and is edited by Mumbai-based Dr Anita Jain. The launch of BMJ.com/India comes with a strategy to triple visitor numbers from India in the next 3 years