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NEJM Group Announces Strategic Re-alignment, Branding Changes, and Product Enhancements

The teams behind [The New England Journal of Medicine](#) and [NEJM Journal Watch](#) have come together to launch [NEJM Group](#), which positions the organization for growth in the medical discovery, practitioner and education markets. New delivery platforms, content formats, and innovative new products and services that advance and disseminate medical knowledge in novel ways are slated to roll out to a broader global health care community.

“NEJM Group represents a fresh approach for organizing and focusing the work of existing resources within the publishing arm of the Massachusetts Medical Society, bringing together the people and expertise that make our products the leaders in advancing clinical research and practice around the world,” said Christopher Lynch, Vice President for Publishing.

NEJM Group creates high quality medical resources for research, practice and professional development to meet the demand for essential medical knowledge among academic researchers and teachers, physicians, clinicians and others in medicine and health care.

“Our mission remains the same: giving health care professionals the best information possible. We advance medical knowledge from research to patient care, making the connections between developments in clinical science and clinical practice,” said Jeffrey Drazen, MD, Editor-in-chief of NEJM Group. “The big difference will be our focus on delivering a wider range of high-quality medical resources in formats designed to meet the evolving needs of our audiences.”

Acting on its commitment to meeting the needs of physicians on the front line of practice, NEJM Group has established Clinical Programs to focus on understanding and engaging this critical community. In support of these strategic goals, Journal Watch, the leading source for clinically relevant summaries and perspective on medical research, is now rebranded as NEJM Journal Watch and has launched a redesigned web site ([JWatch.org](#)). The NEJM Journal Watch web site is now mobile-optimized, with enhanced content, editor profiles, easy navigation, and enriched graphics.

“As part of NEJM Group, our team of physician editors shares an unrivaled commitment to the high standards that characterize all NEJM Group products,” said Jonathan Adler, MD, Clinical Strategy Editor. “Our name change reflects a heritage of quality, trust and innovation.”

Also carrying a new brand identity is NEJM CareerCenter, a resource for physicians and health care personnel recruiters, that offers job searching apps and tools including email and social media job alerts, specialty and geographic search functionality, and information on physician careers.

To underscore its mission of innovation, NEJM Group recently realigned three core business areas reporting to Christopher Lynch.



New appointments include Rob Stuart, Managing Director of NEJM Group; Lisa Rawding, Executive Director, Customer Insights, Strategy & Corporate Marketing; with Art Wilschek continuing as Executive Director, Global Sales; Jonathan Adler, Clinical Strategy Editor, Clinical Programs, ensuring best-in-class editorial integrity for NEJM Journal Watch, and leading the development of new offerings that will engage practicing clinicians. Jeffrey Drazenis now Editor-in-Chief of NEJM Group and *The New England Journal of Medicine*.

Lynch said NEJM Group is focused on developing products and services in four categories – research, learning, practice and professional development – and delivering that content through new platforms and channels for medical professionals.

“The word ‘advance’ is at the heart of the innovations we’re excited about,” Lynch added. “We advance knowledge by communicating the world’s most important medical research and analysis; advance learning via structured educational programs that increase learning efficiency and enhance knowledge retention; advance practice with applied content and services that highlight the connections between new findings and improved practice and care delivery; and, advance careers by linking our physician communities to new opportunities throughout their professional lives.”

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About NEJM Group

NEJM Group creates high quality medical resources for research, learning, practice and professional development designed to meet the demand for essential medical knowledge among academic researchers and teachers, physicians, clinicians and others in medicine and health care. *The New England Journal of Medicine* and NEJM Journal Watch are publications of NEJM Group, a division of the Massachusetts Medical Society. For more information visit www.nejmgroup.org.