



MISSION CRITICAL HEALTH

Reach More of Your Audience

For more details contact:

Mission Critical Health (MCH)

561.304.2939

producers@mch.media

FAQs:

- (1) How does “Recommended Reading” help meet our goals?**
- (2) What is “Recommended Reading”?**
- (3) What is the audience reach?**
- (4) What does a “Recommended Reading” look like?**
- (5) How does it work?**
- (6) Targeting options.**
- (7) Case Studies.**

What are your goals?



Increase brand awareness and sales revenue



Drive traffic and conversions



Generate new HCP leads

Audience Reach



5M+
Monthly Clicks



100M+
Monthly Uniques Globally



60%
Desktop



40%
Mobile



85%
US academic reached



90%
US MDs reached

TrendMD provides article recommendations within journals, so that readers don't waste their time on irrelevant articles

Article abstract

Relevant article links
powered by **TREND MD**



The screenshot shows a web browser window displaying a page from BMJ Journals. The page title is "Heart Failure Clinics". Below the title is an abstract paragraph. Underneath the abstract is a section titled "You may also like." which contains a grid of recommended article links. Each link includes a short title and the journal name. At the bottom right of the page, there is a small logo for "Recommended by TREND MD".

BMJ Journals

BMJ > Products - Journal

Heart Failure Clinics

Heart failure is quickly becoming the most pressing health problem in the United States. *Heart Failure Clinics* provides practical, concise and easy-to-read coverage that encompasses everything you need to know about the current literature. Topics include acute decompensated heart failure, arrhythmias and sudden cardiac death, ventricular dysfunction, comorbidities of heart failure, diastolic dysfunction, genetic evaluation, ischemic heart disease, pulmonary arterial hypertension, and surgery/transplantation. *Heart Failure Clinics* publishes four times per year, in January, April, July, and October.

Consulting Editor Eduardo Bossone, MD, PhD, FCCP, FESC, FACC

You may also like.

- Psychological distress in relation to site specific cancer mortality: pooling of unpublished data from 16 prospective cohort studies
G David Batty et al., The BMJ, 2017
- Trajectory of body shape in early and middle life and all cause and cause specific mortality: results from two prospective US cohort studies
Mingyang Song et al., The BMJ, 2016
- Austin Powers bites back: a cross sectional comparison of US and English national oral health surveys.
Carol C Guamizo-Herrefo et al., The BMJ, 2015
- BMI and all cause mortality: systematic review and non-linear dose-response meta-analysis of 230 cohort studies with 3.74 million deaths among 30.3 million participants
Dagfinn Aune et al., The BMJ, 2016
- Birth weight and later life adherence to unhealthy lifestyles in predicting type 2 diabetes: prospective cohort study.
Yanping Li et al., The BMJ, 2015
- Obesity is Only Lifestyle Factor Found to Influence Risk for Glaucoma
Mary Ann Moon, Internal Medicine News, 2016
- Web-based self-reported height, weight, and body mass index among Swedish adolescents: a validation study.
Sandra Ekström et al., J Med Internet Res, 2015
- Who Self-Weighs and What Do They Gain From It? A Retrospective Comparison Between Smart Scale Users and the General Population in England
Matthew Sperin et al., J Med Internet Res, 2016
- Ethnic Disparities Persist in Post-Mastectomy Breast Reconstructive Surgery Rates
Bryant Furlow, Cancer Therapy Advisor, 2012
- Effects of Socioeconomic Status on Leisure Volunteering Constraint: A Structural Equation Model
Shu-Chun Chang et al., Social Behavior and Personality: an international journal, 2011

Subscribe Recommended by **TREND MD**

We recommend
your content here

More Examples: [PNAS](#), [Journal of Clinical Oncology](#), [American Journal of Psychiatry](#)

What a recommended journal link looks like

BMJ Journals

Gut Inflammatory bowel disease
Article

Home / Online First

Effect of vedolizumab (anti- $\alpha 4\beta 7$ -integrin) therapy on histological healing and mucosal gene expression in patients with UC

Ingrid Arijs^{1, 2, 3}, Gert De Hertogh⁴, Bart Lemmens⁴, Leentje Van Lommel⁵, Magali de Bruyn^{1, 6}, Wiebe Vanhove¹, Isabelle Cleynen^{1, 7}, Kathleen Machiels¹, Marc Ferrante^{1, 7}, Frans Schuit⁵, Gert Van Assche^{1, 8}, Paul Rutgeerts^{1, 8}, Severine Vermeire^{1, 8}

Author affiliations +

We recommend

- [Persistence of endoscopic rectal inflammation in UC treated with infliximab is not linked to ineffective TNF \$\alpha\$ downregulation](#)
Antonio Tursi et al., Gut , 2015
- [Targeting of gut specific leucocyte recruitment in IBD by vedolizumab.](#)
Bertus Eksteen, Gut , 2014
- [New therapeutic avenues in ulcerative colitis: thinking out of the box.](#)
Joana Torres et al., Gut , 2013
- [The safety of vedolizumab for ulcerative colitis and Crohn's disease](#)
Jean-Frédéric Colombel et al., Gut , 2016
- [Looking beyond histological healing in ulcerative colitis: towards the establishment of a molecular signature for quiescent but progressive disease.](#)
Mathias Chamailard et al., Gut , 2012
- [CD8 \$\alpha\beta\$ + \$\gamma\delta\$ T Cells: A Novel T Cell Subset with a Potential Role in Inflammatory Bowel Disease](#) 
Entyvio, 2016
- [Inflammatory Bowel Disease \(IBD\): Overview](#) 
Entyvio, 2016
- [Interferon-beta Treatment of Ulcerative Colitis](#) 
Entyvio, 2016
- [Autophagy Protects against Colitis by the Maintenance of Normal Gut Microflora and Secretion of Mucus](#) 
Koichiro Tsuboi et al., Journal of Biological Chemistry , 2015
- [FDA approves Remicade to treat ulcerative colitis in children](#) 
MyVMC

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Screenshot of [Entyvio campaign](#) ad placement on [BMJ Gut](#)

What an ad placement looks like

thebmj
Research ▾
Education ▾
News & Views ▾
Campaigns ▾
Archive
For authors
Jobs
Hosted
Search

FIQR score (0–100, low scores better)

Clinical significance
8.1 points

All tai chi groups	-14.7	5.5 points lower	-9.2
2x24 weeks tai chi	-25.4	16.2 points lower	-9.2

Improvement in symptom scores was greater for people in each of the tai chi groups than for those receiving aerobic exercise. A clinically significant difference was only observed when comparing the highest intensity tai chi programme (twice a week for 24 weeks) with aerobic exercise.

We recommend

Using Google AdWords for International Multilingual Recruitment to Health Research Websites
Margaret S Gross et al., J Med Internet Res, 2014

From Online Randomized Controlled Trials to Participant Preference Studies: Morphing the San Francisco Stop Smoking Site into a Worldwide Smoking Cessation Resource
Ricardo F Muñoz et al., J Med Internet Res, 2012

Multiple Information Sources and Consequences of Conflicting Information About Medicine Use During Pregnancy: A Multinational Internet-Based Survey
Katri Hämeen-Anttila et al., J Med Internet Res, 2014

Unlocking The Potential Of Real-World Data: Tapping Into Today's Data To Improve Healthcare Tomorrow [\[2\]](#)
BMS

ECMO in ARDS: a long-term follow-up study regarding pulmonary morphology and function and health-related quality of life. [\[2\]](#)
Linden JS, et al. Acta Anaesthesiol Scand. 2009 Apr;53(4):489-95.

A Changing Landscape of Physician Quality Reporting: Analysis of Patients' Online Ratings of Their Physicians Over a 5-Year Period [\[2\]](#)
Guodong Gordon Gao et al., J Med Internet Res, 2012

Powered by **Trend MD**

Article
Related content
Metrics
Responses
Peer review

*Chenchen Wang, director and professor of medicine*¹, *Christopher H Schmid, professor of biostatistics and co-director*², *Roger A Fielding, director and professor of medicine*³, *William F Harvey, assistant professor of medicine*¹, *Kieran F Reid, scientist III*³, *Lori Lyn Price, statistician*⁴, *Jeffrey B Driban, assistant professor of medicine*¹, *Robert Kalish, associate professor of medicine*⁵, *Ramel Rones, tai chi instructor*⁶, *Timothy McAlindon, division chief and professor of medicine*¹

Author affiliations ▾

Correspondence to: C Wang cwang2@tuftsmedicalcenter.org

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Abstract


Objectives To determine the effectiveness of tai chi interventions compared with aerobic exercise, a current core standard treatment in patients with fibromyalgia, and to test whether the effectiveness of tai chi depends on its dosage or duration.

Design Prospective, randomized, 52 week, single blind comparative effectiveness trial.

Setting Urban tertiary care academic hospital in the United States between March 2012 and September 2016.

Participants 226 adults with fibromyalgia (as defined by the American College of Rheumatology 1990 and 2010 criteria) were included in the intention to treat analyses: 151 were assigned to one of four tai chi groups and 75 to an aerobic exercise group.

Interventions Participants were randomly assigned to either supervised aerobic exercise (24 weeks, twice



8

Content drives action



Recommended links to your content.

Drive quality traffic and leads to your content page with embedded video, images and text.

Drive targeted viewers to your new content page



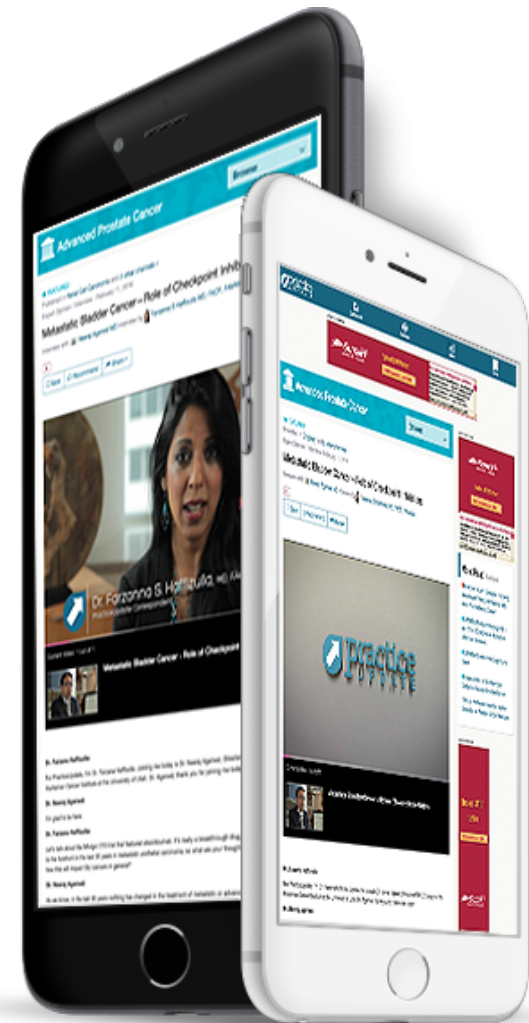
Viewers on 4,500 journal sites find recommended content.

They click on the targeted content which leads back to the webpage hosting the new content.




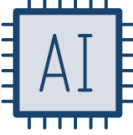




















Content-viewing behaviors drive target audiences to your content

Example from the reader perspective:

1. MCH publishes a client's new content about respiratory disease and would like to promote it. The client sets a weekly budget and the article is disseminated through the publishing network.
2. Example you are reading an article on respiratory disease in The BMJ. Since the BMJ has the widget installed, it tells you that you might also be interested in a similar article published by MCH.
3. You click the BMJ link and it drives the viewer to the MCH client's website. Your click costs one credit, which is deducted from the client's balance.

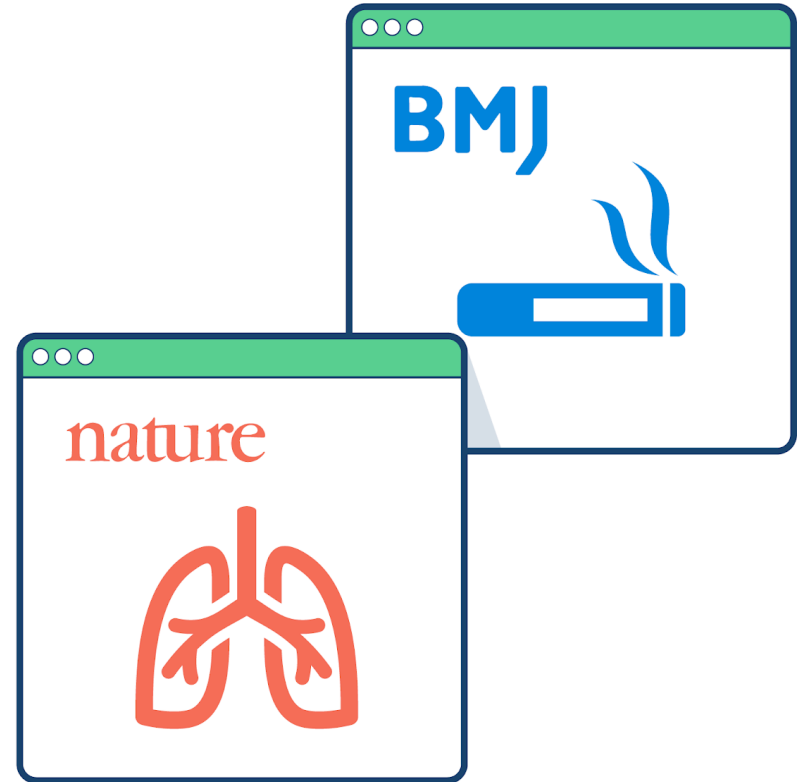


MCH generates recommendations via collaborative filtering, i.e. 'People who read this also read this'

Match

Article recommendations are generated the same way
Amazon product recommendations are generated





Targeting options

While our predictive engine excels at getting your content surfaced to those most likely to take interest in it, you can layer additional targeting on top of it to make sure you hit the right people. These are some of the targeting options available:



Geo-IP targeting



Institutional targeting

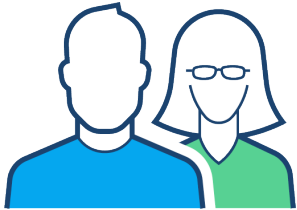


Doctor targeting



User targeting

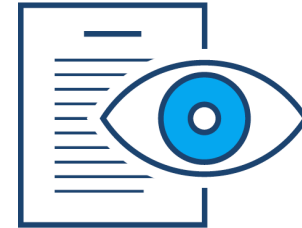
Embedded widget helps you understand more about your audience



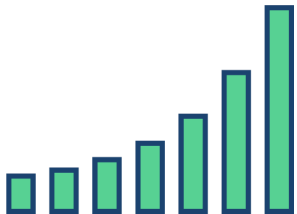
How many additional readers were referred?



How many additional page views were generated?



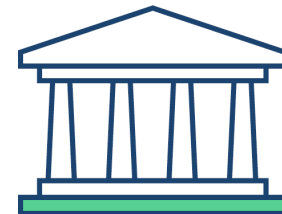
Which articles are generating and receiving the most traffic?



In which third-party journals is your content trending?



What journals are my readers coming from?



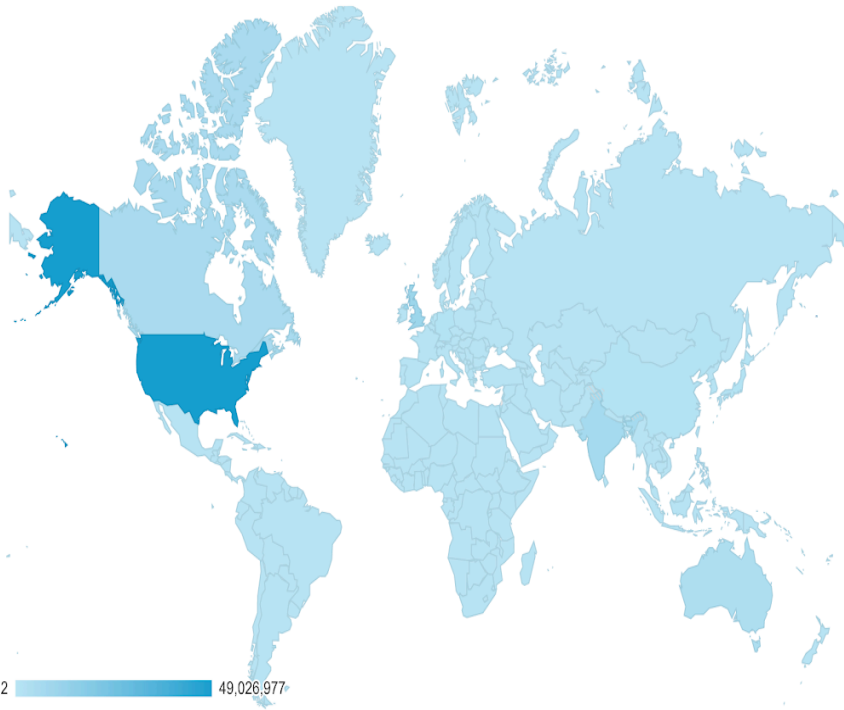
What institutions are my readers coming from?

Case studies and other material

The screenshot displays the Google Analytics Reporting interface. The top navigation bar includes 'HOME', 'REPORTING', 'CUSTOMIZATION', and 'ADMIN'. The 'REPORTING' tab is active, showing a 'Summary' report for 'Site Usage' under 'Goal Set 1' and 'Ecommerce'. A line chart shows 'Sessions' over time, with a red arrow pointing to a peak around Dec 22. Below the chart, the 'Primary Dimension' is set to 'Campaign'. A search bar contains 'TrendMD', which is highlighted with a red box. In the left sidebar, the 'Campaigns' menu is expanded, and 'All Campaigns' is highlighted with a red box and a red arrow. The table below shows two campaigns: '1. JMIR_TrendMD_1' and '2. JMIR_TrendMD_0'.

Campaign	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Payment (Goal 1 Conversion Rate)	Payment (Goal 1 Completions)	Payment (Goal 1 Value)
1. JMIR_TrendMD_1	1,234	15%	567	45%	2.3	1:30	10%	123	\$1,234
2. JMIR_TrendMD_0	567	10%	234	50%	1.8	1:15	8%	56	\$567

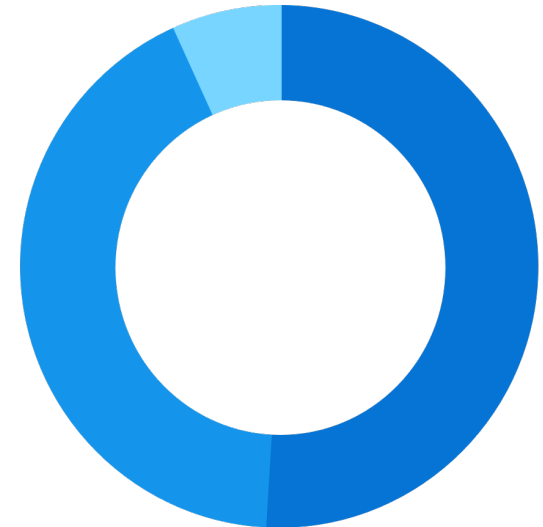
Unique widget impressions by country



Country	Sessions
	102,185,040
1 United States	49,026,977 (47.98%)
2 United Kingdom	9,531,291 (9.33%)
3 India	6,242,954 (6.11%)
4 Canada	5,204,581 (5.09%)
5 Australia	3,665,067 (5.09%)
6 Philippines	1,605,303 (1.57%)
7 Germany	1,467,388 (1.44%)
8 China	1,273,675 (1.25%)
9 Japan	1,198,508 (1.17%)
10 South Africa	896,244 (0.88%)
11 France	829,380 (0.81%)
12 Netherlands	814,756 (0.80%)
13 Spain	800,114 (0.78%)
14 Italy	783,078 (0.77%)
15 Brazil	714,582 (0.70%)
16 Singapore	683,097 (0.67%)
17 Nigeria	675,706 (0.66%)
18 Malaysia	670,798 (0.66%)
19 New Zealand	639,934 (0.63%)
20 Ireland	637,338 (0.62%)

Audience browsers and devices

Browser	Sessions
	102,185,040
1 Chrome	49,653,778 (48.59%)
2 Safari	24,702,151 (24.17%)
3 Firefox	6,826,873 (6.68%)
4 Internet Explorer	5,087,155 (4.98%)
5 Android Webview	4,868,197 (4.76%)
6 Safari (in-app)	4,134,783 (4.05%)
7 Edge	2,540,622 (2.49%)
8 Samsung Internet	1,768,573 (1.73%)
9 Opera Mini	1,033,819 (1.01%)
10 Opera	598,997 (0.59%)



Desktop

51%

↓ 3.5%



Mobile

42.2%

↑ 3%



Tablet

6.8%

↑ 0.6%

Case study: Merck promotion of Nexplanon



Background

- In the sample data below, TrendMD was one of two sources of referral for a microsite sponsored by Merck.

Source of referral	Sessions	Pageviews	Pages/session	Bounce rate	TOS	Conversions	Conversion rate
Google AdWords	180	224	1.24	76%	0:01:15	1	0.28%
Facebook	220	276	1.25	82%	0:01:22	2	0.90%
Email	73	161	2.21	62%	0:02:03	1	1.30%
TrendMD	500	1116	2.23	47%	0:02:14	19	3.71%
Grand total	973	1777	1.83	67%	0:01:44	22	1.55%

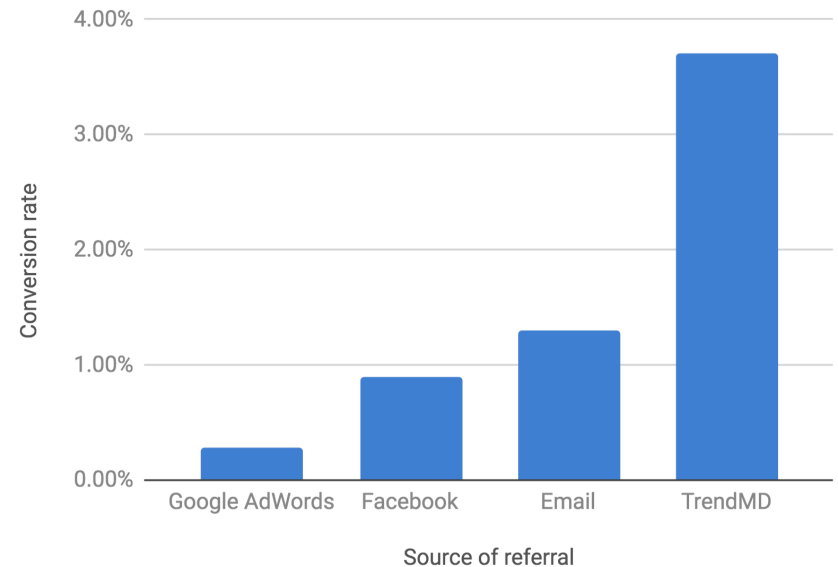
Goals

- Merck's goal was to promote the use of Nexplanon to targeted physicians and drive conversions which were measured as email signups.
- The brand had a small match list of 8,464 physicians with NPI numbers.
- TrendMD initially matched to 96% of the list.

Results

- 500 clicks were purchased with visitors only coming from the match list.
- The conversion rate was the highest compared to all other channels (3.71%)
- TrendMD alone succeeding in reaching over 5% of the original match list provided by Merck.

Conversion rate vs. Source of referral



Case study: HCP signups

Goal:

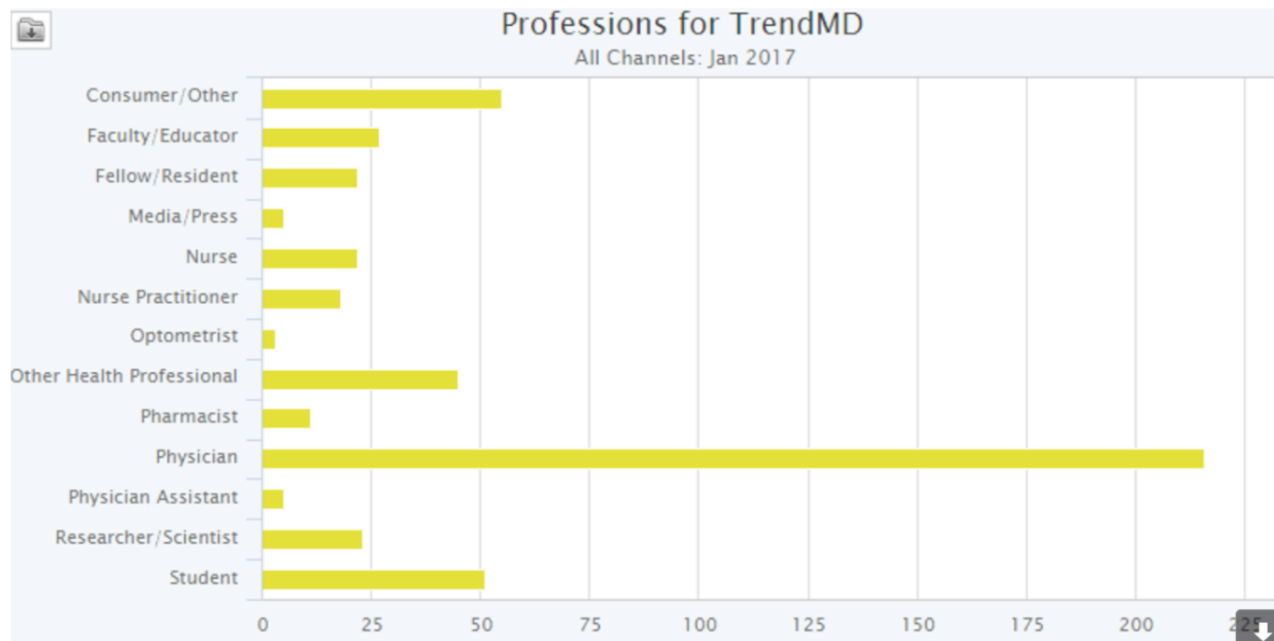
Drive new HCP signups to Elsevier PracticeUpdate - <http://www.practiceupdate.com/explore/>

Strategy:

- Elsevier Practice Update installed the TrendMD widget and launched a campaign targeting HCPs
- Practice Update content was promoted in the TrendMD Network

Results:

- pilot campaign resulted in over 500 new HCP signups in first month
- Over 7,500 HCPs were directed to Elsevier Practice Update in first month
- Conversion rate was >5%



Breakdown of HCP signups to Elsevier Practice Update from TrendMD referrals

Case study: Conversions for [GenomeWeb](#)

TrendMD: 31% of conversions from 2% of all paid media clicks - Stronger conversion rate, 3.2%

Outbrain: 62% of conversions; 98% of clicks - 0.13% CVR

TrendMD conversion rate = 25x Outbrain

Opportunity: Use TrendMD to increase clicks and drive conversions



*Conversion = email signup to GenomeWeb

