Scholarly Publishing of the Future: Venturing Forward

A Society Publisher's Future Perspective

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Overview

- Introduction to the American College of Cardiology
- Overview of JACC Publishing Program
- Revenue Analysis
- Business Drivers
- Competitive Environment
- New Initiatives
- Strategic Growth Plan
The ACC is the world’s primary professional organization for cardiovascular care providers

- Over 30,000 meeting attendees
- Over 40,000 professional members
- Over 147,900 journals distributed every month
- Over 250,000 patient to patient visits per year
- Over 10,000,000 research records
- Over 100,000,000 patients visits per year
ACC Revenue Drivers

- Education: 14%
- Science & Quality: 26%
- Membership: 24%
- Bus Dev - Traditional: 19%
- College Wide New Initiatives: 17%
The Core of ACC’s Journal Publishing Program
The ACC is committed to continuous innovation in publishing

“The best way to predict the future is to create it.”
Peter Drucker

“You’re either at the table or you’re on the menu.”
Jack Lewin
Leadership in Publishing
Internet-Based Assets:

- Most heavily utilized professional cardiology website
  - 1 million+ annual page views
  - 227,000+ monthly page views
  - 120,000+ unique users each month

- A Global Resource
  - 31% of page views international
  - Widespread international presence

- Editor-in-Chief: Chris Cannon MD, FACC
Afib Professional Clinical Community

- Condition-Specific Community
- Launched Spring 2010
- ACC & HRS Partnership
- Web 2.0 capabilities
- Videos and MP3 downloads
- www.afibprofessional.org
Winning Business Strategies

- The future belongs to the best collaborators
- Get your content where people can find it
- Maximize your content’s pricing power
- Look for adjacent markets
- Repurpose content to serve new customers
- Take risks in developing new types of content
- Actively seek new business relationships
- The most creative digital providers will prevail
The ACC Communications Channels Reach Key Stakeholders

**Physicians**
- Leading Publications: *Cardiology, JACC, CV Business Magazine*
- Dominant membership position: 25K cardiologists representing 88% of market

**Clinical Team**
- 4 K clinical care ACC members

**Primary Care**
- Multi-specialty practices; collaboration with GE Healthcare

**Patients**
- CardioSmart
  - Patient-facing website, includes PHR
- Mended Hearts
  - Cardiac support group for patients and families

**Payers**
- CPIP
  - Incentivizing high quality CV care
- FOCUS
  - Promoting Appropriate Use Criteria

**Government**
- Federal
  - CMS mandates, FDA post-market surveillance, NIH/AHRQ research
- State
  - State-level reporting and mandates
  - CON requirements
ACC Sales Force Accreditation

- Rigorous, high quality training and certification program
- Designed, reviewed and monitored by ACC KOL’s
- Certification provides:
  - Comprehensive, evidenced-based overview of etiology, diagnosis and treatment options
  - Focus on treatment challenges from the physician’s point of view
  - An overview of patient-related issues and desired outcomes
  - Enhanced exchange of information with clinicians
Online and live coverage of cardiology meetings

Interviews with leading cardiovascular experts

Reach MD is available on XM Radio and online

Subscription base of 500,000

Exclusive CVD provider
....began as a patient-oriented website

Broadening into:
- a multi-faceted program supporting guideline-based CV care and prevention
- an extension of the patient/provider interaction
- a resource to corporate wellness programs and a vehicle for health-oriented messaging
Patient Outreach

- Major new initiative of the ACC
- Grounded in the Doctor-Patient relationship
- Powered by leading consumer product companies
Patient Outreach

2011 Disney Marathon
New Relationships Will Power ACC Growth...
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