How we measure influence and impact at *The BMJ*

David Payne, Digital Editor, *The BMJ*
There is only one thing in the world worse than being talked about, and that is not being talked about.

-Oscar Wilde
More than a medical journal...

- A weekly print magazine, and iPad app
- A monthly academic journal
- UK and international competitors
- News, features, fast turnaround comment
- Investigations
- “Scholarly” - Research, Editorials, Analysis
- Audio, video, interactive graphics
- Awards in UK and South Asia
- Patient partnership
- Media partnerships
- Christmas
How we demonstrate/measure impact and influence

- Impact factor (currently 17.4)
- Campaigns
- KPIs year-on-year
- Media mentions
- Post publication peer review
- Social media
Impact and influence: 20 years online campaign
Impact and influence: 20 years online

- Twenty top papers to mark *The BMJ*’s two digital decades
- The scandal of poor medical research
- Establishing a standard definition for child obesity
- Multiple imputation for missing data in epidemiological and clinical research
- Evidence based guidelines or collectively constructed “mindlines?”
- Zinc supplementation started during diarrhoea on morbidity and mortality in Bangladeshi children
- What worries parents when their preschool children are acutely ill
Key performance Indicators

Has *The BMJ* influenced you to change your practice?

Has *The BMJ* helped you to make better decisions?

“Clinically relevant content”
Media mentions 2014

- 133 press releases issued globally
- Authors encouraged to issue their own
- Two investigations mentioned in UK Parliament
- More US mentions than The Lancet in Q2
- Christmas PR generated 116,926 web sessions
Peer review debate

- 105,000 post publication peer review comments published to 70,400 articles since 1998
- Most popular comment has 12,035 “likes”
- Peer review article history launched with research in 2014
- Extending to other articles in 2015
Social media

• 200,000 Twitter followers (Lancet 205k, NEJM 303k, Pulse 25k, GPonline 15k)
• FB likes (BMJ has 44k)
• Great to promote non-article content such as infographics (Acute coronary syndrome reached 24k people)
Thank You

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