

For Immediate Release

**InStep Health and BMJ Partner to Revolutionize Point of Care Education
for Healthcare Providers**

*Unparalleled Educational Content to Empower Healthcare Providers, Build Trust, and
Enhance Patient Care*

Chicago, IL, September 4th, 2024 - [InStep Health](#), a leader in integrated healthcare marketing solutions and [BMJ](#), a global authority in medical research and professional education, have formed a strategic partnership to deliver exclusive educational content for healthcare providers (HCPs). This collaboration will provide cutting-edge, evidence-based content in medical offices, hospitals, and other care settings. The goal is to elevate the quality and impact of educational content for healthcare providers and transform how HCPs engage with the latest medical insights and treatment advancements. Access to the latest research, clinical guidelines, and medical innovation will enable HCPs to make informed healthcare decisions, enhance credibility with patients and peers, and contribute to advancing the healthcare system.

Redefining Provider-Focused Education

An international journal with a significant U.S. presence, Healthcare providers trust BMJ for its authoritative and unbiased information. “Partnering with BMJ allows us to deliver the very best and exceptional evidence-based medical content directly to healthcare providers at the Point of Care,” says Nathan Lucht, Chief Executive Officer at InStep Health. “This collaboration underscores our commitment to supporting medical professionals in our network with best-in-class resources.”

Participating HCPs will receive educational materials through this partnership, including InStep Health’s inOffice Provider Posters, which feature BMJ’s latest category-specific research and news. The Posters will also include helpful lists, infographics, and QR codes to link to additional BMJ content. Targeted by specialty, the Posters are designed for display in back-office areas like offices, hallways, and break rooms. Addressing topics ranging from diabetes to niche cancers to rare diseases, the content will feature evidence-based research, peer-reviewed studies, and related news. Moreover, HCPs will be able to collect CME credits when they interact with the content through QR codes and complete a learning assessment about the material.

The parties also announced “The Provider’s Review,” a forthcoming newsletter that will give HCPs access to premium original articles and topical content from BMJ’s library that is usually limited to subscribers. All content will be researched and developed by expert journalists and authors and will meet BMJ’s rigorous editorial standards. “Our

partnership with InStep Health is a significant step toward broadening the reach of our research, educational content, news, and views,” says Dr. Ashley McKimm, Director of Partnerships at BMJ. “We are excited to see the positive impact this will have on healthcare providers, their patients, and the medical ecosystem.”

About BMJ

[BMJ](#) is one of the world’s oldest and most influential general medical journals, publishing continuous evidence-based medical research since 1840. BMJ provides health professionals with relevant research, knowledge, and education worldwide, envisioning a healthier world for all. With a global reach spanning five offices across the UK, the Americas, India, and China, our commitment to excellence resonates through our publishing expertise, digital health tools, and learning resources.

About InStep Health

[InStep Health](#) delivers quality health education, connected through digital and in-person experiences, to those making vital healthcare decisions at critical points in the care journey— from the provider’s office to the pharmacy and everywhere in between. Pairing the power of offline and online media activations with the most advanced Connected Messaging Platform, healthcare marketers access more than 1 million healthcare professionals working in over 140,000 medical offices with exclusive programs in 20,000+ chain and community pharmacies nationwide.

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