



Advertisement Network

MEDIA KIT 2021

Medical Joyworks (MJ) offers digital products and solutions to the medical sector. Over 400,000 customers—medical practitioners, students, medical schools, hospitals, governments, and pharma companies—trust MJ to become better physicians, increase sales, and innovate their business.

Proven Learning Materials

- **Over 7.1 million downloads**, providing medical knowledge globally.¹
- **Used by healthcare audiences** that include students, practicing doctors, nurses, technicians, laboratory staff, and other healthcare professionals.
- **An average rating of 4.8 out of 5 stars**, with tens of thousands of positive reviews from satisfied medical practitioners.
- **Recognized** by almost 50 academic institutions in the USA and globally.

¹ As of June 2021

DOI: 10.1308/147363512X13189526438558

MEDICAL APPS

Medical apps: five of the best

Ann R Coll Surg Engl (Suppl) 2012; 94: 10-11

Mobile applications are playing an increasing role in the professional lives of doctors, surgeons and trainees. We asked our dedicated team of reviewers to give us their verdicts on five of the most popular. Here's what they said.



Prognosis:Your Diagnosis

Platform: iPhone®, iPad®, Android™ | **Cost:** Free

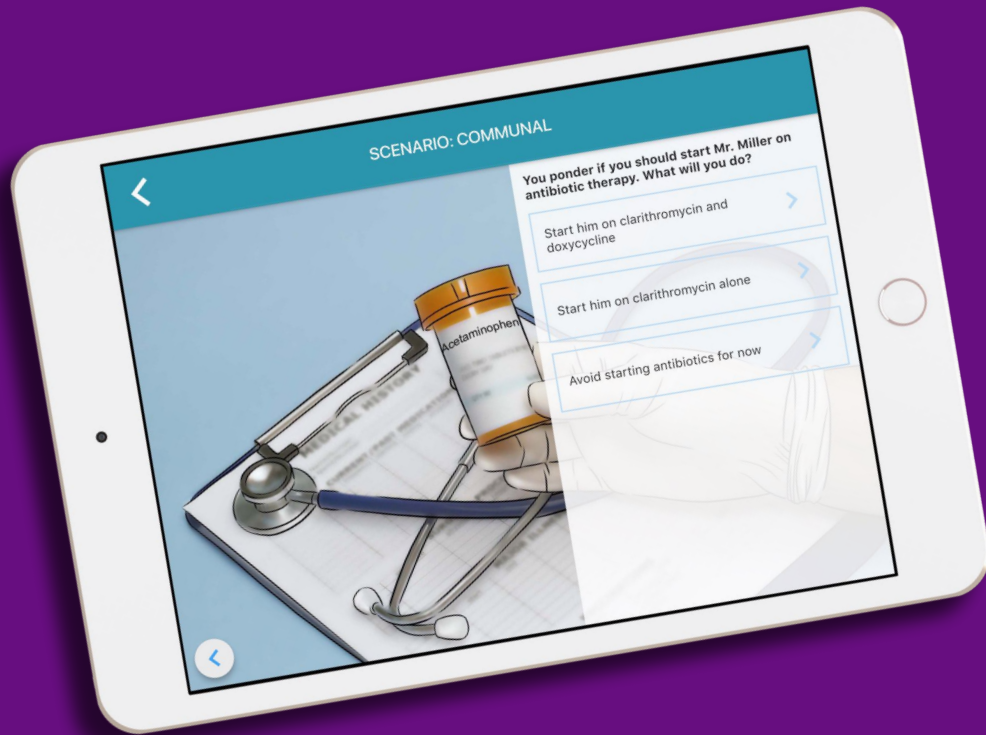
Reviewer: Irfan Ahmed, Consultant Surgeon, Aberdeen Royal Infirmary

This app is marketed as a clinical case simulation game for physicians, medical students, nurses and paramedics. Cases are updated every week and spread across different specialties. The app opens with a main menu from which cases are downloaded and accessed. Regardless of the connection, each case downloads very quickly – it takes about 1–2 minutes after opening the app to download all 68 available cases (checked on 28 November 2011). Once downloaded, the cases do not require any internet connection to be accessed.

Once case management is completed, feedback is given on the main menu about the user's performance in that particular case. This app provides a few hours of educational entertainment. Although the diagnoses are generally obvious, the investigations are already reported and the clinical management options too easy, the discussion provides a good insight into case management. The medical knowledge in the discussion section appears reliable and references are cited so that users wanting to learn more can look them up.

Pros: Fun to use in your spare time. The interactive nature of the app for choosing diagnostic tests and management options, with feedback, keeps the user interested.

Cons: Only 68 cases available at this time (though more are added every week). The app could have more learning value and difficulty if it featured actual electrocardiograms and chest x-rays for interpretation. The cases are easy for senior trainees but should provide educational value in an interactive way for junior doctors and medical students, especially if the references are looked up.

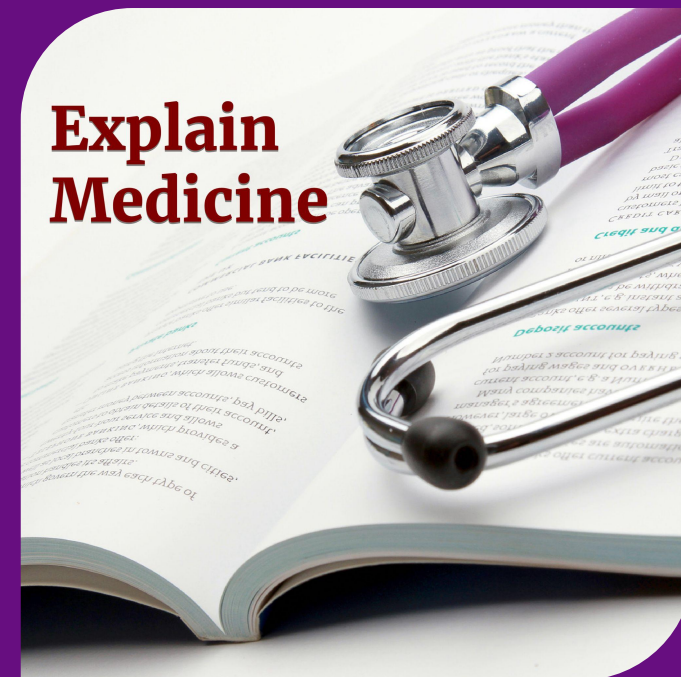


Unambiguous Expertise

- **Trusted industry-leading expertise** in creating high-value clinical learning resources consistently for more a decade.
- **Innovative use of interactive storytelling and digital technology** to deliver learning content across novel, fun, and effective formats.
- **Over 700 learning modules** carefully crafted and published by medical authors, evaluated with a multipoint quality assurance program, and peer reviewed by specialists.
- As a result, our average user session duration is almost **3 times higher than the industry standard.**²

² As per Opera Mediaworks' global app metrics for the third quarter of 2016

Brands



Clinical Sense users are explorers hungry for subject breadth, seeking clinical problems that test their knowledge and decision making abilities over time. They want to experience medicine in new ways, and become the best healthcare professionals.

12-Month Period³

172 THOUSAND Unique Users

Sessions	609 THOUSAND
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Scenarios played	1.3 MILLION
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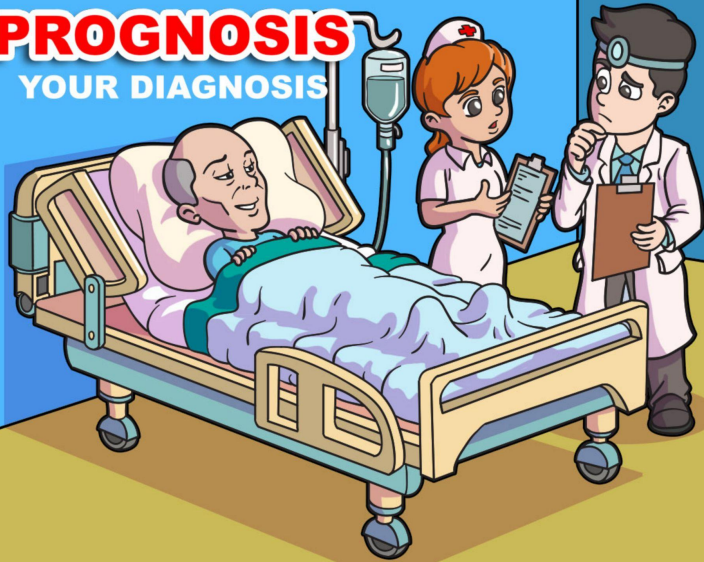
Ad Inventory	17 MILLION
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Average Time Spent: **7 Min.**

³ Source: Firebase Analytics & Google Analytics



PROGNOSIS YOUR DIAGNOSIS



Healthcare professionals today want to learn in depth and have fun while doing so. That is why they come to **Prognosis: Your Diagnosis**, to test their initial diagnostic abilities and understand why clinical decisions are made. Prognosis users love medicine, are engaged, and want to thrive as world-class clinical decision makers.

12-Month Period⁵
277 THOUSAND Unique Users

Sessions	1.11 MILLION
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Cases played	2.1 MILLION
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Ad Inventory	22 MILLION
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Average Time Spent: **8 Min.**

⁵ Source: Firebase Analytics & Google Analytics

If knowledge is power, a reliable and easily accessible source for detailed knowledge is paramount. This is what healthcare professionals keen on time and quality are discovering with **Explain Medicine**. A rapid refresher, where concise facts are directly backed up by citations or even chapters in standard textbooks, Explain Medicine speaks to the most demanding medical researchers.

12-Month Period⁴

113 THOUSAND Unique Users

Sessions	603 THOUSAND
----------	---------------------

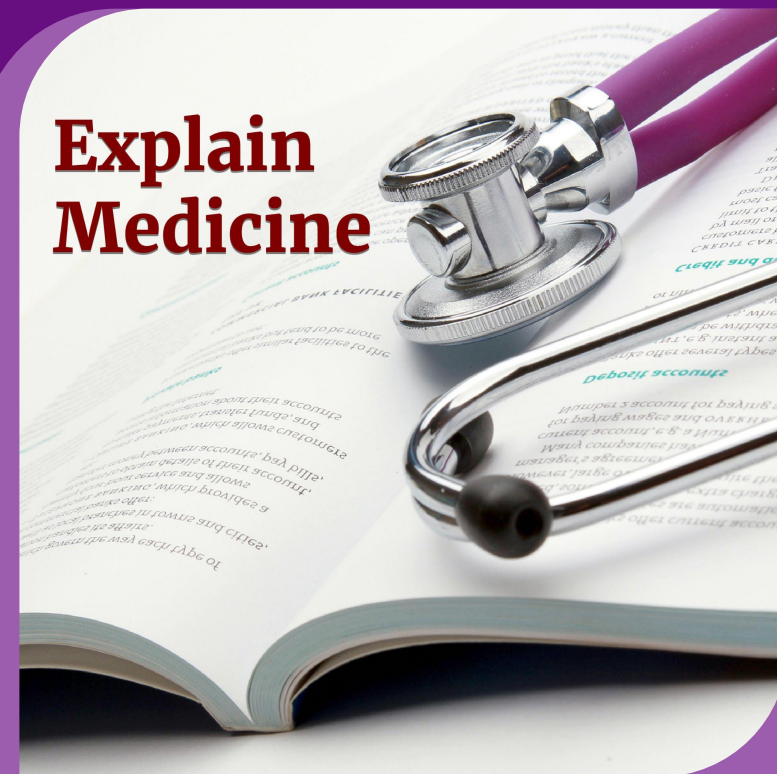
Articles viewed	800 THOUSAND
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Ad Inventory	165 THOUSAND
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Average Time Spent: **4.5 Min.**

⁴ Source: Firebase Analytics & Google Analytics

Explain Medicine



Access

Cardiology
Dermatology
Emergency Medicine
Endocrinology
Gastroenterology
Gastrointestinal Surgery
General Psychiatry
General Surgery
Geriatrics
Hematology
Immunology
Infectious Diseases
Nephrology
Neurology
Neurosurgery

Obstetrics & Gynecology
Oncology
Ophthalmology
Orthopedic Surgery
Otolaryngology
Pediatrics
Pulmonology
Rheumatology
Toxicology
Trauma Surgery
Urology
Vascular Surgery
Venereology
Otolaryngology

A growing

Medical Catalog

Audience

Clinical Sense

Leading Healthcare
Practitioners

United States and Canada

	iOS	Android
HCP Audience (12 months)	8,712	16,347
<i>Physicians</i>	8%	7%
<i>Therapists</i>	1%	1%
<i>Nurses and EMS</i>	8%	7%
<i>Students</i>	11%	11%
<i>Other</i>	71%	73%
<i>Median Age</i>	18 - 24	18 - 24
<i>Men</i>	44.8%	47.5%
<i>Women</i>	55.2%	52.5%
<i>Average learning modules (LM) played</i>	5	8

Clinical Sense

Leading Healthcare
Practitioners

Worldwide except North America

	iOS	Android
HCP Audience (12 months)	44,697	194,266
<i>Physicians</i>	26%	37%
<i>Therapists</i>	1%	1%
<i>Nurses and EMS</i>	15%	7%
<i>Students</i>	44%	43%
<i>Other</i>	14%	12%
<i>Median Age</i>	18 - 24	18 - 24
<i>Men</i>	44.8%	47.5%
<i>Women</i>	55.2%	52.5%
<i>Average learning modules (LM) played</i>	5	8

Prognosis: Your Diagnosis

World Class
Decision-Makers

United States and Canada

	iOS	Android
HCP Audience (12-months)	33,258	28,642
<i>Physicians</i>	24%	19%
<i>Therapists</i>	1%	1%
<i>Nurses and EMS</i>	29%	24%
<i>Students</i>	33%	42%
<i>Other</i>	13%	14%
<i>Median Age</i>	25 - 34	25 - 34
<i>Men</i>	32.8%	39.0%
<i>Women</i>	67.2%	61.0%
<i>Average learning modules (LM) played</i>	8	11

Prognosis: Your Diagnosis

World Class
Decision-Makers

Worldwide except North America

	iOS	Android
HCP Audience (12-months)	112,947	167,596
<i>Physicians</i>	28%	39%
<i>Therapists</i>	1%	1%
<i>Nurses and EMS</i>	21%	10%
<i>Students</i>	45%	45%
<i>Other</i>	5%	5%
<i>Median Age</i>	25 - 34	25 - 34
<i>Men</i>	46.7%	58.7%
<i>Women</i>	53.3%	41.3%
<i>Average learning modules (LM) played</i>	8	11

Explain Medicine

Demanding,
Time-Savvy
Researchers

United States and Canada

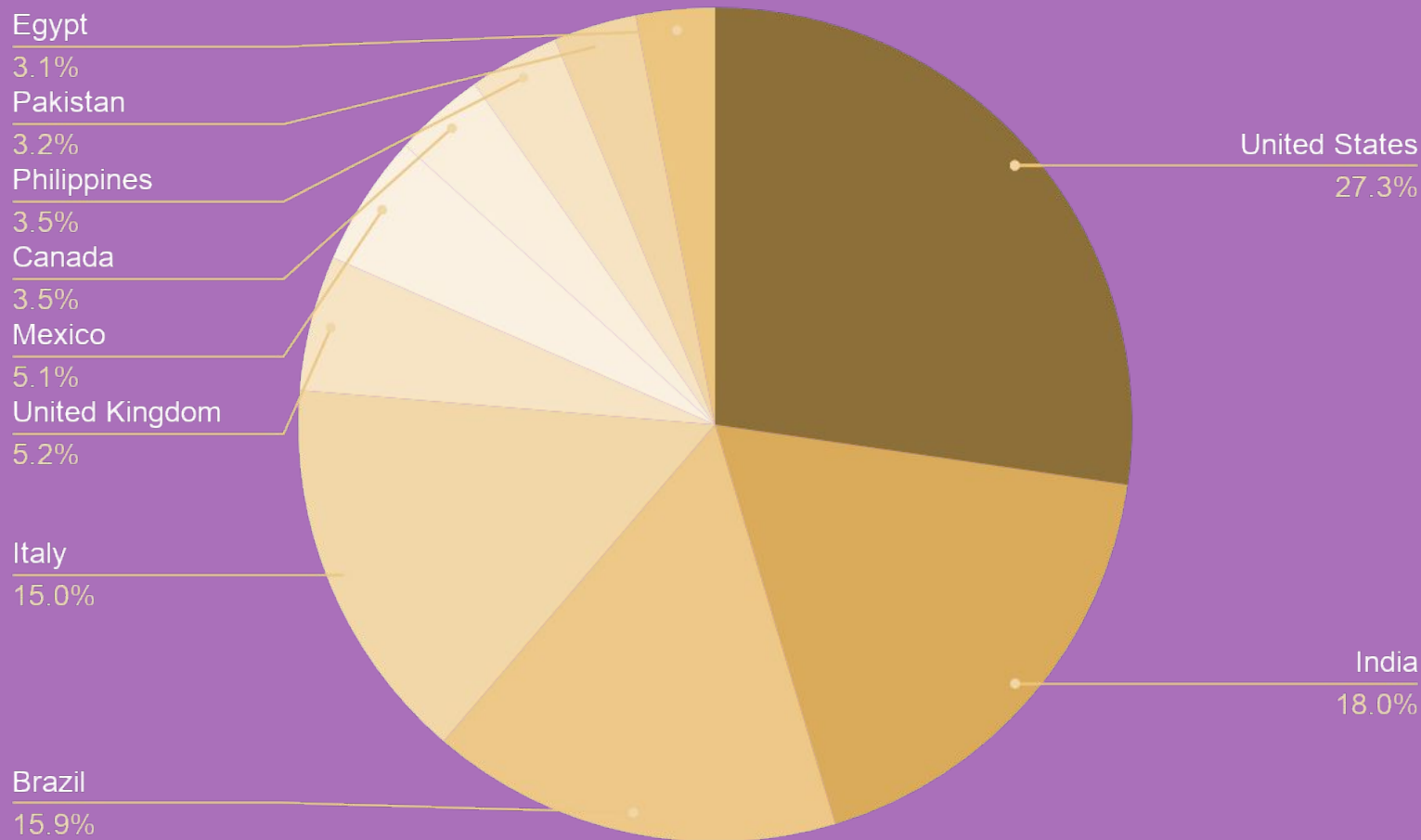
	iOS	Android
HCP Audience (12 months)	1,498	5,690
<i>Median Age</i>	25-34	25-34
<i>Men</i>	55.7%	61.8%
<i>Women</i>	63.7%	36.3%

Worldwide except North America

	iOS	Android
HCP Audience (12 months)	6,126	75,874
<i>Median Age</i>	25-34	25-34
<i>Men</i>	59.1%	61.8%
<i>Women</i>	40.9%	38.2%

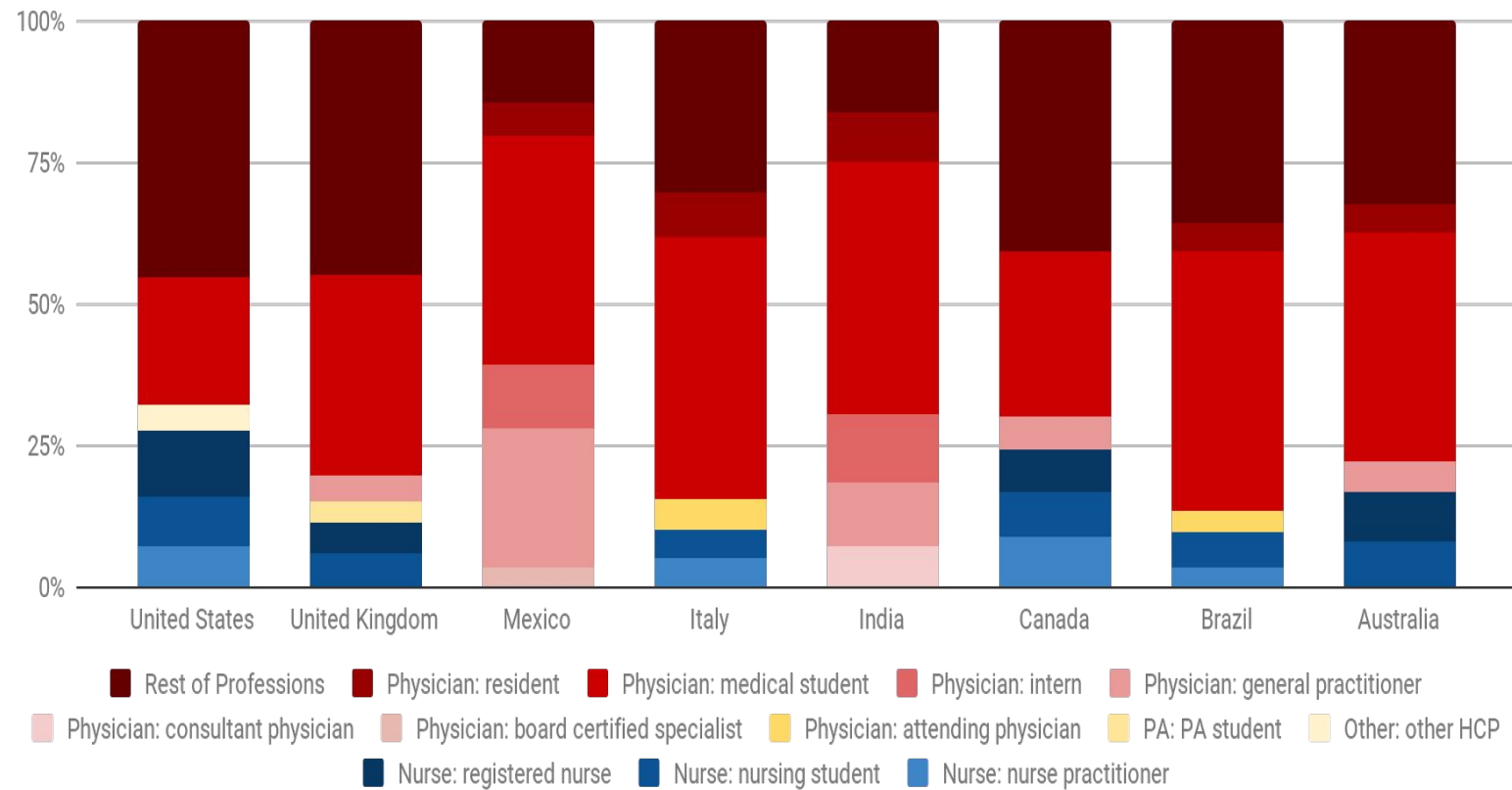
Top 10 nations

In a 12-month period,
by unique users



Top Professions

In a 12-month period, for the top 10 nations

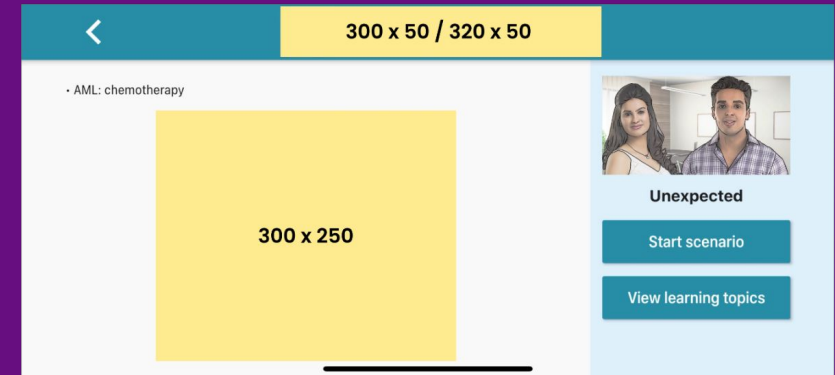


Opportunities

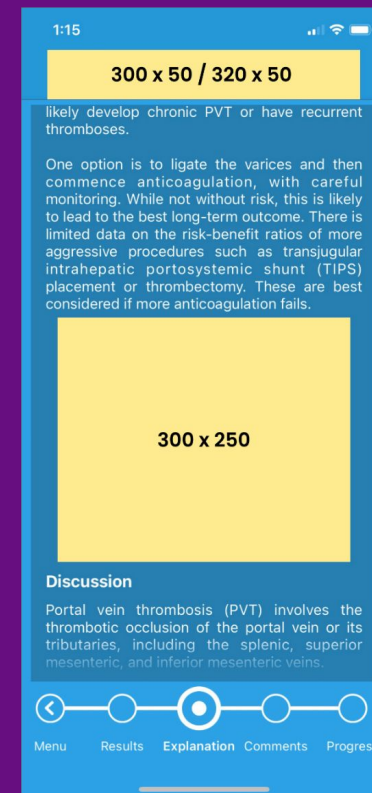
Provide advertising creatives with the following:

- The dimensions of your choice (in pixels, LxH).
 - For mobile displays
 - 300x50
 - 320x50
 - 300x250
- The URL for targeting your creative.
- A UTM code for tracking traffic to your URL.
- The target audience (by specialty, condition, geography, or ROS).

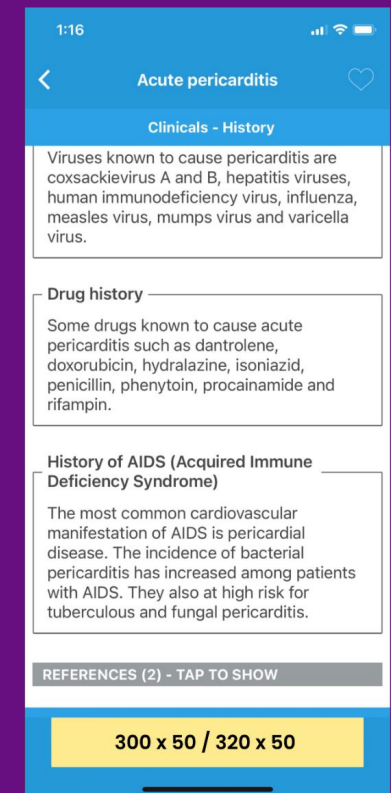
Clinical Sense



Prognosis: Your Diagnosis



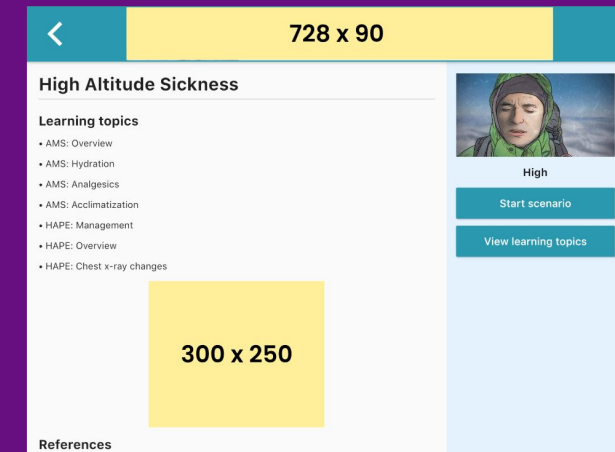
Explain Medicine



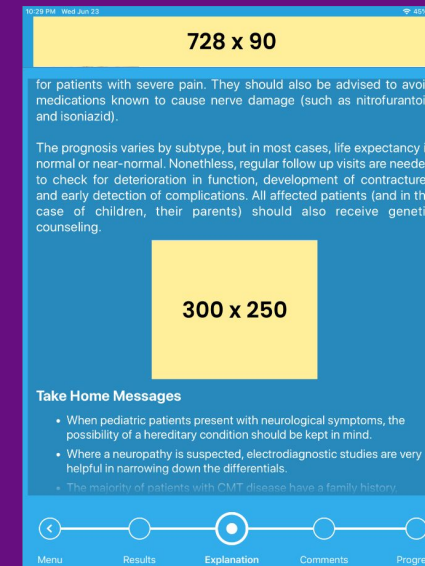
Provide advertising creatives with the following:

- The dimensions of your choice (in pixels, LxH).
 - For tablet displays
 - 728x90
 - 300x250
- The URL for targeting your creative.
- A UTM code for tracking traffic to your URL.
- The target audience (by specialty, condition, geography, or ROS).

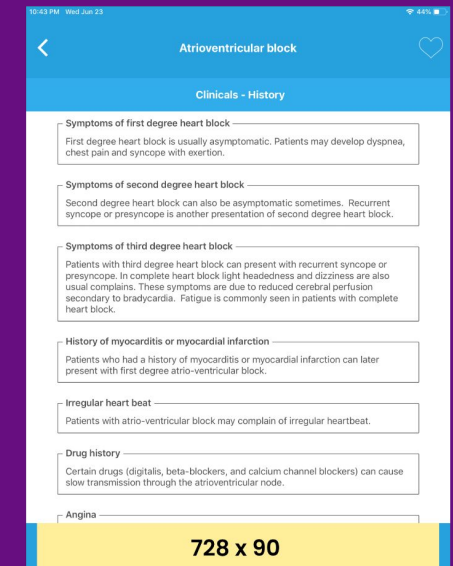
Clinical Sense



Prognosis: Your Diagnosis



Explain Medicine



Rates

Rates (cost per 1,000 banner ad impression, CPM)			
Mobile displays (<i>pixels, HxL</i>)	Run of Site (ROS)	Targeting by Content Type	Targeting by User Speciality
300x50	\$70 CPM	\$100 CPM	\$100 CPM
320x50	\$70 CPM	\$100 CPM	\$100 CPM
300x250	\$80 CPM	\$130 CPM	\$130 CPM

Rates (cost per 1,000 banner ad impression, CPM)			
Tablet displays (<i>pixels, HxL</i>)	Run of Site (ROS)	Targeting by Content Type	Targeting by User Speciality
728x90	\$70 CPM	\$100 CPM	\$100 CPM
300x250	\$80 CPM	\$130 CPM	\$130 CPM

Notes:

1. Location based targeting is available down to the city level.
2. The 300x250 ads usually bring in an additional 50% CTR to our clients!
3. This ad dimension will only display on tablet sized devices

Let Medical Joyworks help your brand shine

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