

The BMJ

Who are they?

The BMJ is an international peer reviewed medical journal, and a fully **online first** publication. The journal has published without interruption since 1840. The editorial office is located in London, but *The BMJ* have editors throughout the world, including in Europe, North America, South Asia, China, and Australia.

What do they do?

The BMJ's mission is to **lead the debate** on health, and to engage, inform, and stimulate doctors, researchers, and other health professionals in ways that will improve outcomes for patients. *The BMJ* aims to help doctors make better decisions.

The website is updated daily with original articles, podcasts, videos, and blogs and organised into four main content streams—**research, education, news and views, and campaigns**. Current campaigns include:



The **Too Much Medicine** initiative aims to highlight the threat to human health posed by over-diagnosis and the waste of resources on unnecessary care.



The Open Data Campaign

The BMJ will not publish any trial of drugs or devices where the authors do not commit to making the relevant anonymised patient level data available, on reasonable request.



The BMJ's **patient partnership strategy** has prompted innovative internal editorial changes aimed at making patient partnership integral to the way the journal works and thinks.



The **UK Health Alliance on Climate Change** brings together the voices of health care professionals to advocate for action to combat and prevent climate change, emphasising the substantial benefits to health of tackling climate change.



Evidence based medicine is about integrating individual clinical expertise and the best external evidence. *The BMJ* has been championing evidence based medicine since 1996.



Corruption in healthcare

The BMJ campaign aims to draw attention to corrupt practices in health systems internationally and stimulate discussion on underlying causes. We aspire to awaken the global conscience of doctors and foster initiatives to push for change.