FOR IMMEDIATE RELEASE

JBJS Reviews App for iPad and iPhone now available

NEEDHAM, MA & STANFORD, CA – 13 January 2014 - - The Journal of Bone and Joint Surgery, Inc., and HighWire Press are pleased to announce the availability of the JBJS Reviews app for iPad and iPhone, now available in the app store. An Android version is expected to be available shortly as well.

“We have been pleased with the response to JBJS Reviews since launching this new journal a few months ago and know that our readers will welcome the opportunity to be able to access this content using the free app,” commented Thomas Einhorn, MD, Editor of JBJS Reviews.

“A recently completed market research project confirmed for us that review articles remain one of the most important content types for orthopaedic surgeons and that online journals are a key source for this content. Tablet and smartphone use is also growing quickly among our audience with more than half regularly reading medical journals on these devices, so the JBJS Reviews app meets a true market need,” said Kent Anderson, CEO and Publisher of the Journal of Bone and Joint Surgery (JBJS). “We are also seeing growth in mobile access for continuing medical education, so the integrated CME offered in JBJS Reviews is a valuable feature, as well.”

“To complement JBJS’s mobile strategy, HighWire designed the JBJS Reviews app as an instant resource available on any device,” said Tom Rump, Managing Director of HighWire. “Our flexible app platform offers support for traditional and Continuous Publication models, and showcases support for in-app advertising.”

The JBJS Reviews app can be found at:
https://itunes.apple.com/us/app/jbjs-reviews/id787553942

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About JBJS Reviews

JBJS Reviews is a new orthopaedic review journal recently launched by JBJS, Inc. JBJS Reviews is published online, enabling continuous publication, optimization for mobile access, and integrated continuing medical education (CME) opportunities. The Editor of JBJS Reviews is Thomas A. Einhorn, MD.
About JBJS

JBJS, Inc., is a not-for-profit publisher specializing in orthopaedic information. It publishes *The Journal of Bone & Joint Surgery*, which has been the most valued source of information for orthopaedic surgeons and researchers for 125 years and is the gold standard in peer-reviewed scientific information in the field -- a core journal and essential reading for orthopaedic surgeons worldwide. Other publications include *JBJS Case Connector* and *JBJS Essential Surgical Techniques*, along with CME and professional development products. Twitter: @jbjs

About HighWire

Stanford University's HighWire Press provides technology solutions for the scholarly community through its innovative HighWire Open Platform. Since its inception, HighWire offers digital content development and hosting services, a customizable peer-review manuscript submission system, cross-publisher librarian tools, and strategic consultation for organizations which produce high-impact journals, books, and other scholarly publications. highwire.stanford.edu  |  Twitter: @highwirepress