Journal Watch to Move to the HighWire Open Platform

STANFORD, CA | May 14, 2012 — The Massachusetts Medical Society (MMS), publisher of the New England Journal of Medicine, has elected to refresh and relaunch Journal Watch on the HighWire Open Platform.

“We’ve taken a long, close look at the strength of HighWire’s open publishing platform, their high-touch service, and cutting edge technology,” said Christopher Lynch, Vice President for Publishing at MMS. “After careful deliberation, we concluded that HighWire remains the most effective home for Journal Watch.”

Journal Watch has been a partner with HighWire since it first launched its online presence in 1995. Journal Watch covers the most important medical research, news, and current developments, including new therapies and public health alerts, from its surveillance and expert commentary of the primary medical literature.

Once offering 13 different sites in specialty topics from Cardiology to Women’s Health, the new Journal Watch will be repositioned as a single source of wide-ranging medical information on the HighWire Open Platform. This new architecture enables unprecedented content flexibility and visibility and offers innovative opportunities for readers to customize and engage with a broad scope of content.

“We are excited about the dynamic potential for Journal Watch as they re-envision their online and mobile presence on HighWire,” said Tom Rump, Managing Director of HighWire. “MMS is one of our most distinguished publishing partners, and the team is thrilled about implementing some major design and functionality changes that will maximize their user’s experience and provide Journal Watch with unique monetization opportunities to help them thrive.”

“The HighWire Product Roadmap fits neatly with our plans for innovation and development,” said Alberta Fitzpatrick, Publisher of Journal Watch. “We look forward to continuing our long-standing collaborative effort with HighWire as we expand Journal Watch’s premier online position in authoritative reporting on the latest in clinical medicine.”

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About Journal Watch
Journal Watch is produced by the Massachusetts Medical Society, publisher of the New England Journal of Medicine, and delivers summaries of major medical research with expert commentary and clinically focused perspectives for the practicing clinician. www.jwatch.org
About HighWire
At the forefront of strategic scholarly publishing, HighWire Press provides digital content development and hosting solutions to the scholarly publishing community. A division of the Stanford University Libraries, HighWire partners with influential societies, university presses, and other independent publishers, sharing ideas and innovations in publishing, and producing definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. The underlying infrastructure of the HighWire Open Platform is Web-services-oriented, flexible, and permeable, allowing publishers to easily layer new software and services on their sites to meet the ever-changing needs of today's online and mobile readers. highwire.stanford.edu | Twitter @highwirepress