

Thieme: A Digital Institution

Thieme | A Case Study



With more and more people accessing information electronically, publishers the world over are gearing up to serve their new digital savvy customers. More so with professional publishers, where users require information instantly, search for specific data and access this data on the move.

Thieme, a famous medical and science publisher decided to evolve along with their readers. Doctors, medical practitioners and medical students constantly search for particular subjects or titles and need to find it instantly. In keeping with these demands of their customers, Thieme looked to create two separate eBook websites to house the electronic versions of their books. Each site, targeted at a different type of end user house eBooks that can be searched, browsed, and read online by professionals looking for best practices when diagnosing, treating, and managing clinical conditions.

iPublishCentral worked with Thieme to ensure that the content required by doctors around the world are made accessible from anywhere, at anytime, and at the most affordable prices.



Thieme

Thieme is an award-winning international medical and science publisher serving health professionals and students for more than 125 years. Thieme promotes the latest advancements in clinical practice, publishes the latest research findings, advocates medical education and is known for the high quality and didactic nature of its books, journals, and electronic products. With more than 900 employees worldwide, Thieme publishes 70 new book titles every year. Thieme also publishes more than 130 medical and scientific journals both in traditional print and electronic format, a number of which are printed on behalf of professional societies, as well as dozens of online products.

Thieme offers a wide range of health-science books focusing on neurosurgery, otolaryngology, orthopedic surgery, ophthalmology, radiology, complementary and alternative medicine, audiology and speech and language pathology.

The Thieme Medical Publishing Group is one of the few publishing firms that remains a family owned and run business. With the same dedication that George Thieme had over a century ago, Thieme still stands apart from its competitors by emphasizing high standards of quality in content and presentation in all of its products.

Challenge

Thieme required a technology partner who understood the dynamics of the publishing industry, its evolutions and the purchase and consumption behavior of readers. They required a solution that could target both individual professionals and institutions, and offer them content instantly and at affordable prices.

APPROACH

Several years of experience in working with publishers enabled iPublishCentral to quickly understand the nature of Thieme's challenges. The iPublishCentral project team worked very closely with their team to gather vital inputs about – Thieme, their book, their requirements, target audience, project goals, challenges and expectations. iPublishCentral used its Custom Portal solution to help Thieme build two eBook websites – an eBookstore (retail portal) targeted at individual end users and an eBooklibrary targeted at institutional users who could provide their users with access to all books at an affordable subscription price.

SOLUTION

The first stage of the process involved understanding Thieme's requirement, and how best to use iPublishCentral's experience and technology solutions to provide Thieme with an online strategy.

Using iPublishCentral, we built from scratch, two portals for Thieme. The newly launched portals allow users to access, purchase and download the online versions of Thieme's world-renowned medical books.

iPublishCentral ensured that

- Clinical, reference and review books were categorized under a wide range of subjects across medicine making it easier for a user to use the portal

- Thieme's world-renowned photographs and illustrations were all reproduced online without any loss of resolution or quality, gaining the same expertise and world-class illustrations expected in the print versions
- Each electronic book retains the outstanding educational utility of the print version, including exquisite full-color illustrations and instructive text
- A powerful search function helps users easily locate topics across all Thieme ebooks
- Any or all book/s can be downloaded from the Thieme eBookstore directly to the users personal computer, and can also be viewed offline when no internet connection is available
- Page display is fast and easy due to iPublishCentral's innovative web-based platform
- The number of eBooks available in this eBookstore can be constantly refurbished with new titles immediately upon their release as well as with already published print titles to keep users fully up-to-date on emerging subject areas
- Users can set up profiles and personalize their accounts by centrally managing their bookmarks and notes
- Once users are logged in they can print content directly, or download and print full chapters.

BENEFITS

Covering a wide range of subjects like neurosurgery, otolaryngology, anatomy, radiology, plastic surgery and orthopedic surgery, Thieme has a wealth of information that doctors or medical practitioners might need to read up on a new technique or to find out the latest developments in their medical specialty.

The Thieme eBookstore provides the following 'Access and Functionality' benefits to its users

- Purchase only the book(s) required, when required
- Download books quickly, save and read full-text downloads offline
- Easy navigation through interactive tables of content and detailed Indexes

- Advanced searching tools for conducting field and full-text searches within individual books or throughout the entire E-Book Store
- Personalized accounts that allow users to create bookshelves, set bookmarks, add notes, and copy and print content directly.