



## PRESS RELEASE

**EMBARGOED BY JUNE 16, 3.00 PM CET**

### MSD SIGNS PARTNERSHIP WITH BMJ GROUP

**univadis® users gain access to BMJ Learning content for CME and CPD**

{Berlin, 16.06.08} – **The pharmaceutical company MSD (in the US: Merck & Co., Inc., Whitehouse Station, N.J.) and BMJ (British Medical Journal) Group today announced a partnership in medical education through which BMJ Learning will be made available to physicians through MSD’s medical portal *univadis*®.** This unique partnership will change the face of medical education in Europe and beyond, allowing users access to most of BMJ Learning’s library of ‘Continuing Medical Education’ (CME) and ‘Continuing Professional Development’ (CPD) content. The agreement between MSD and BMJ Group comprises about 350 interactive learning courses in over 20 medical therapy areas. The partnership will allow physicians to combine online CME/CPD and offline learning.

*univadis*® {[www.univadis.com](http://www.univadis.com)}, one of the leading medical Internet services in Europe, the Middle East, Africa and Canada with more than half a million registered physicians, is a pioneer in education by meeting the need for high-quality accredited education for physicians, enabling them to better manage their patients and their outcome. In addition to the educational offer, *univadis*® provides a number of tailored medical information sources based on continuous needs assessment of health care professionals. *univadis*® starts covering a growing number of combined online and offline training programs making medical education more effective.

BMJ Learning is one of the world’s largest and most trusted independent online learning and course providers for medical professionals. BMJ Group is dedicated to the expansion of BMJ Learning with new peer-reviewed and evidence-based courses launching every week.

This partnership with *univadis*® will play a crucial role in opening the gateway for physicians into BMJ Learning. “BMJ Learning is already used by 82,000 doctors in the UK and this partnership will enable doctors in many different countries to benefit from BMJ Group’s expertise in medical education” says Michael Chamberlain, Chairman of BMJ Group.

"We chose to work with one of the most respected medical courses providers, the BMJ Group. This collaboration intends to ultimately increase the health outcome for patients. Additionally, it strengthens the position of *univadis*® as a trusted, professional and comprehensive source for the medical community" says Dr. Ottfried Zierenberg, Regional Medical Director Europe, Middle East, Africa & Canada of MSD.

BMJ Learning online courses will be available on univadis® in English language in English speaking countries, i.e. UK and Ireland as well as in Scandinavian countries beginning June 2008. Other countries, like Germany, will follow within 2008 once the translation process is finished.

#### Contact details

MSD RBSC GMBH  
Andreas Marmsoler  
Richard-Reitzner-Allee 1  
85540 Haar, Germany  
Tel: +49-89-45 66 55 133  
E-Mail: andreas\_marmsoler@msd.com

BMJ Group  
Rachel Davies  
BMA House, Tavistock Square  
London WC1H 9JR, UK  
Tel: +44-20-7383 6529  
E-Mail: rdavies@bma.org.uk

#### References

1. Foshay PM Medical ethics and medical journals *JAMA* 1900;34:1041-3
2. Druss BG and Marcus SC Growth and decentralization of the medical literature: implications for evidence-based medicine *J Med Libr Assoc* 2005;93:499-501

#### About MSD

MSD also known as Merck Sharp & Dohme (in the US: Merck & Co., Inc., Whitehouse Station, N.J.) is a global research-driven pharmaceutical company dedicated to putting patients first. Established in 1891, MSD discovers, develops, manufactures and markets vaccines and medicines to address unmet medical needs. The company devotes extensive efforts to increase access to medicines through far-reaching programs that not only donate MSD medicines but help deliver them to the people who need them. MSD also publishes unbiased health information as a not-for-profit service.

#### About BMJ Group

BMJ Group is one of the world's leading providers of trusted medical information for healthcare professionals and patients. BMJ Group provides through BMJ Learning, continuing professional development online modules and exam revision materials, as well as events and workshops for the healthcare profession. The Group is well known for publishing the BMJ (British Medical Journal), over 25 specialist journals, BMJ Clinical Evidence and BMJ Best Treatments (currently available in the UK from AskBoots.com). BMJ Group is owned by the British Medical Association. It is editorially independent and the articles and content it publishes are not intended to reflect BMA policy.

END