

# Case Study: American Heart Association Article ePrints

## Background

A third-party agency was asked to purchase digital reprints from their customer, who had sponsored an original research article around the effectiveness of several drugs compared to their own in the subject of cardiology. The customer intended to use to digital reprints in an email initiative to push content to healthcare professionals where a link to the digital reprint was also shared.

“

*I have to tell you that it's nice to see how professional you all are. It is a pleasure to work with you!*

— Acquisition Editor Pharma

”

## The Challenge



Have an **accessible format** the client could link their audience to



Reach the **appropriate audience instantly**



**Quick** turnaround to get the information to HCPs in a timely manner and to the customer's schedule

## The Solution

### Access to 500 digital copies of the article (ePrint)



A link to the digital article meant the customer could share with their audiences via email



The representatives could also share the article on the go at meetings

## Results



**945 readers**  
**150% open rate at 1,524 opens**  
**7% read through rate**



**In 3 months**  
the article had reached its download limit



The high volume of demand of the article led to the customer ordering access to 500 more copies with only **200 downloads remaining on month 7**