



The British Journal of  
**Primary Care  
Nursing**

The Official Journal of Education for Health  
(National Respiratory Training Centre)

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**The journal for the practice nurses  
who manage respiratory diseases**

## About the respiratory diseases and allergy edition

- An exciting edition of the highly successful *British Journal of Primary Care Nursing*
- Specifically developed to address the needs of primary care nurses
  - Practical and informative editorial
  - Easy-to-read format
- Official journal of Education for Health – the UK's leading supplier of accredited respiratory training for primary care nurses: Replaces the *Airways Journal*



# Getting to the decision-makers and gatekeepers

- Clearly defined circulation which specifically targets primary care nurses with proven interest in respiratory care
- Editorial which provides in-depth practical advice without the confusion of other topics or therapeutic messages

# Who receives the new respiratory diseases and allergy edition?

Available **free-of-charge** to:

- All alumni of courses of Education for Health
- All future participants in these accredited courses
- Requesters with a special interest in management of respiratory diseases

# Superior to other titles\*

**96%** believe *BJPCN* is better than other nursing titles

**99%** will recommend *BJPCN* to colleagues

\* Reader research based on Issue 1 December 2006 n=200

# What our readers are saying\* ...

**“Great journal just right for practice”**  
(London)

**“Excellent/very informative”**  
(Cambridge)

**“Probably the best journal I have ever read”**  
(Stockport)

**“Recommended by colleague”**  
(Wakefield)

**“A breath of fresh air”**  
(Buckley)

**“An excellent way to update respiratory diseases”**  
(Salisbury)

**“Excellent tool in nurses’ education”**  
(London)

**“Loved it, can’t wait for next issue”**  
(Cleveland)

**“Excellent, informative – love it!”**  
(Elgin)

# Meet our readers\*

They are your key customers  
who deliver care in:

- 90%** Asthma
- 80%** COPD
- 60%** Smoking cessation
- 40%** Allergies



% of respondents who treat daily

\* based on reader profile research December 2006 n= 200 respondents

# Reach the decision-makers and gatekeepers\*

The customers who make the decisions

**78%** select the drugs

**77%** switch treatments

% of respondents who make regular (+ 5x week) prescribing decisions

\* based on reader profile research December 2006 n= 200 respondents

# Reach the patient educators\*

The educators who deliver education to patients

**92%** about inhaler devices

**88%** about peak expiratory flow

**76%** about spirometry

% of respondents who regularly (>1 week) provide education

\* based on reader profile research December 2006 n= 200 respondents

# Reach the gatekeepers in COPD\*

Our readers identify patients with COPD

**68%** screen for COPD

% of respondents who regularly ( $\geq 1$  week) screen patients for COPD  
\* based on reader profile research December 2006 n= 200 respondents

# Reach our readers at home when they have time to read\*

They don't want to miss a single issue of *BJPCN*

**69%** want their personal issue delivered **at home**

% of respondents who request home delivery of *BJPCN*

\* based on reader profile research December 2006 n= 200 respondents

# A journal which meets the readers' needs\*

**93%** very/highly relevant

**93%** very/highly easy to read

\* Reader research based on Issue 1 December 2006 n=200

## A “must” read\*

**89%** read most/all issue

**99%** will definitely read next issue

## And they will read an issue again and again\*

**77%** certainly keep and refer to *BJPCN*  
again

\* Reader research based on Issue 1 December 2006 n=200

# About the new Journal

- Published quarterly (March, June, September, December)
  - Regular sections providing news and practical advice
    - **Therapeutic reviews:** The latest news and analysis about new drugs, guidelines and protocols
    - **Back-to-basics:** An essential educational guide for daily practice
    - **Points mean prizes:** Achieving QoF targets
    - **Evidence in practice:** Bitesize summaries with practical implications of recent research
- ...and much more

## **In future issues...**

### **Therapeutic Reviews**

Oxygen therapy in COPD

Fixed combination therapies in asthma

### **Points Mean Prizes**

Validating the asthma register

Top marks for smoking cessation

### **Monitoring**

Allergy testing in asthma

Allergy testing in allergic rhinitis

### **Disease Focus**

Hayfever

Occupational asthma

### **Patients as Partners**

Smoking cessation

COPD patient action plans

### **Diagnosis**

Asthma in older children

Asthma in < 5 years old children

**...and much more**

# For direct access to the practice nurses who deliver respiratory care

- Advertising
- Supplements
- Roundtables
- Workshops
- Special reports

All content will be available free-of-charge online at [www.BJPCN.com](http://www.BJPCN.com) with >1000 visitors/week

## Contact us to discuss educational opportunities, supplements and other special projects

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