An Exercise in Publisher Agility

Launching the Ebola Resource Centre in 5 Days

THE LANCET

The Lancet, an Elsevier publication, has remained the world's leading independent general medical journal since its founding in 1823.

Challenge

In response to the deadly Ebola outbreak in the summer of 2014, Elsevier wanted to make all Ebola-related content, from *The Lancet*, Cell Press and virology journals, easily and freely accessible to the health workers and researchers who were striving to contain the contagion. Whether or not to proceed would depend on how quickly *The Lancet* editorial team leads could compile, organize, and present the content. With the epidemic growing rapidly, time was of the essence.

Solution

The Lancet's team used Atypon's *Literatum* publishing platform to design, curate, and launch a new online Ebola Resource Centre site in five days — including automated content and specific styling — with no IT development support or new code deployment required. Additionally Elsevier's Scopus™ was deployed by editors to quickly identify highly relevant articles from across Elsevier's portfolio.

Literatum's "Page Builder" tool, a widget-based, drag-and-drop site editing interface enabled *The Lancet's* non-technical staff to rapidly build the new microsite that:

- updates dynamically with any new relevant content added to TheLancet.com
- integrates news feeds to present the most recent reporting
- integrates social media channels to exponentially expand its reach
- easily permits free access to be assigned to articles featured on the Ebola site
- supports the plug-in of commenting and feedback mechanisms where visitors are sharing first-hand experiences and exchanging ideas in managing the epidemic
- incorporates video and multimedia
- automatically organizes articles by topic and type

Results

The website was a resounding success with high traffic volumes during the peak of the epidemic and a significant exchange of treatment insights, resources and evidence-based medical references between clinicians actively working to curtail the epidemic. Here is an example of a comment posted to the site:

"Thank you so much editors of the #1 medical journal worldwide "The Lancet" for establishing this forum so that we can restrict the spread of the Liberian type of Ebola before it gets out of control in a few weeks."

ThomasDK (website user)
October 27, 2014

Literatum's "Page Builder" tool allowed *The Lancet* to nimbly respond to a medical crisis by bringing valuable, authoritative, and relevant research and editorial content to the medical personnel, NGO and government representatives around the world that needed it most. And *Literatum's* sophisticated access control system enabled research that is normally subscription-only, to be accessed for free.

The new TheLancet.com site now serves as a template for *The Lancet's* future, which includes further plans to deploy entire new publications and new topical resource solutions quickly and efficiently.

TheLancet.com is one of more than 600 journal branded publication websites operated by Elsevier and powered by Atypon's *Literatum* content hosting and site management platform.

Testimonial

"Literatum's site management tools permit Elsevier's Six Sigma trained production teams to rapidly configure and launch journal branded websites that match the unique needs of individual editorial teams and professional audiences. By coupling *Literatum's* site configuration flexibility with Elsevier's Clinical Key search and Content Innovation technologies, we ensure that Elsevier's industry leading Journal Branded Solutions™ meet the needs of a wide variety of professional audiences."

Patrick Crisfulla
Vice President, Products, Elsevier

About Atypon

Atypon is a technology partner to the online information industry. Founded and headquartered in Silicon Valley, its flagship SaaS content hosting and management platform improves media companies' site traction and revenues by giving non-technical staff direct control over how content is displayed, promoted, and monetized, with the powerful ability to create new products and experiment with new licensing and advertising models in real-time.

Atypon's modular framework helps publishers meet their business goals, and their authors' and readers' needs, with modern site design to attract and retain visitors, information delivery, discovery, identity management, access control, ecommerce, advertising automation, advanced search, and analytics.

Atypon is known for its client-centric product development and tools that allow non-technical users to quickly and easily deploy sophisticated site enhancements.

Formed in 1996, Atypon hosts over 12M publications and 900 websites for its 200+ clients, which include Elsevier, CBS Interactive, The World Bank, Source Media, The New England Journal of Medicine, McGraw-Hill and Taylor & Francis.