

# An Exercise in Publisher Agility: Launching the Ebola Resource Centre in 5 Days

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

THE LANCET

## 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 various virology journals easily and freely accessible to the researchers and healthcare workers striving to contain the contagion. With the epidemic growing rapidly, time was of the essence: the decision to proceed depended on how quickly *The Lancet* editorial team leads could compile, organize, and present the content.

The screenshot displays the 'Ebola Resource Centre' on the The Lancet website. The page features a navigation bar with links to Home, Journals, Specialties, The Lancet Clinic, Global Health, Multimedia, Campaigns, More, Information for, and Submit a Paper. Below the navigation bar is a search bar and a 'Login | Register | Subscribe' link. The main content area is titled 'Ebola Resource Centre' and includes a sub-navigation menu for Research, Reviews, Editorials, Correspondence, World Report, Comment, Archive, Elsevier Virology, Multimedia, and Related Links. A 'Latest Updates' section highlights 'Ebola vaccine provides high protection against disease'. The 'Focus' section features a photo of a man in a green uniform and a text block titled 'Ebola vaccine efficacy' discussing the results of the experimental rVSV-ZEBOV vaccine trial. A 'Timeline infographic' section shows a map of West Africa with a timeline of disease progress, titled 'Timeline of Ebola virus disease progress in west Africa'. The 'World Report' section lists three articles: 'West African countries focus on post-Ebola recovery plans' by Andrew Green (November 19, 2016), 'Six candidates compete in WHO Director-General election' by John Zarogostas (October 01, 2016), and 'NIH budget shrinks despite Ebola emergency funds'.

## Solution

*The Lancet's* team used Literatum, Atypon's online publishing platform, to design, curate, and launch a new online Ebola Resource Centre site in just five days with no assistance from their IT team or Atypon. Scopus, Elsevier's abstract and citation database of peer-reviewed literature, was used by the editors to quickly identify the most relevant articles from across Elsevier's portfolio.

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

- automatically organizes articles by topic and type
- updates dynamically with any new relevant content from TheLancet.com
- incorporates video and multimedia
- 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
- supports commenting and feedback mechanisms for sharing firsthand experiences and exchanging ideas for managing the epidemic

## Results

Literatum's Page Builder enabled *The Lancet* to nimbly respond to a medical crisis by bringing valuable, authoritative, and relevant research and editorial content to the medical personnel, NGO staff, and government representatives around the world who needed it most. And Literatum's sophisticated access controls and flexible content licensing easily enabled subscription-only research to be accessed for free.

The website generated high traffic volumes during the peak of the epidemic and facilitated the exchange of treatment insights, resources, and evidence-based medical references among clinicians actively working to curtail the epidemic.

The Lancet.com and the Ebola microsite, two of more than 700 journal websites operated by Elsevier and powered by Atypon's Literatum, serve as templates for *The Lancet's* future plans to deploy entire new publications and topical resource solutions.

The screenshot displays a microsite interface for the Ebola Resource Centre. It features an audio player at the top with a progress bar and a 'Download' button. Below the audio player is a list of tweets from the account 'ebola\_germany'. The tweets include links to research papers and news articles. At the bottom, there is a section titled 'Forthcoming Events and Related Links' with a list of bullet points: 'First trials for Ebola treatments to start at MSF sites in December', 'The Ethics of Fighting Ebola', 'Mali confirms its second fatal case of Ebola virus disease', and 'WHO Ebola Response Roadmap Situation Report, November 12 2014'. There is also a 'More...' link and a 'Comments' section at the very bottom.



Literatum's site management tools permit Elsevier's production teams to quickly configure and launch branded websites that meet the unique needs of individual editorial teams and professional audiences. And by coupling Literatum's flexible site-configuration tools with Elsevier's Clinical Key search and Content Innovation technologies, we ensure that our industry-leading Journal Branded Solutions™ meet the needs of a wide variety of professional audiences.

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