

# Readership Survey

## *Reviews in Cardiovascular Medicine*

**R***eviews in Cardiovascular Medicine*, now in its second year of publication, provides the practicing cardiologist with scholarly reviews of clinically relevant information, including review articles, meeting reviews, literature reviews, and case reviews. The editorial board, composed of highly regarded opinion leaders and educators, author the majority of the content.

We recognize that it is extremely difficult in today's climate for the busy cardiologist to keep current with the many new developments in the field. First, managed care, with capitation and discounted fees, has greatly increased the workload the physician must perform simply to maintain economic parity. Second, there is an exponential increase in technological and pharmacological advances impacting on the management of cardiovascular disease. To this end, *Reviews in Cardiovascular Medicine* was developed with the goal of becoming the "Cliffs Notes" of our discipline. Authoritative opinion leaders synthesize the information and derive the "take-home" message for the readership. Our journal fills a unique niche, which accounts for our success. A readership survey was conducted in July 2001 to determine whether our goals were being met. The following are the results.

### Methodology

*Reviews in Cardiovascular Medicine* is sent at no cost to approximately 20,000 board-certified cardiologists with corporate support from: Abbott Laboratories, SCIOS, Inc., GlaxoSmithKline, Guidant Corporation, and Eli Lilly.

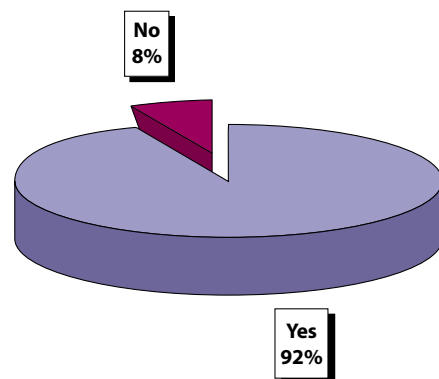
The readership survey was sent to a randomly generated list of 1000 cardiologists from the AMA mailing list two weeks after publication of the Spring 2001 issue. The study, conducted by Innovative Media Research (IMR), was designed to determine receivership, readership, time spent reading, value of the publication, Internet usage,

and demographics. A total of 141 usable surveys was received, with an overall response rate of 14.6% (according to IMR, a 10% response rate is considered the industry standard). Ninety-one percent of the responding physicians were male, and the average age was 48.2 years.

### Survey Results

Sixty-nine percent of the physicians indicated that they received *Reviews in Cardiovascular Medicine*, and more than 20% indicated that they read 4 of the last 4 issues. Almost a third of the respondents indicated that they had read 3 of the last 4 issues, and only 13% said they had not read any of the last 4 issues.

**Time spent reading.** On average, cardiologists responding to our survey spend approximately 50 minutes reading journals or textbooks per week. A similar study sponsored by The American Heart Association surveying the general community of cardiologists revealed that the average cardiologist spends only 30 minutes a week reading journals or textbooks. Since reading time is limited,



**Figure 1.** Respondents were asked to indicate if they would like to continue receiving *Reviews in Cardiovascular Medicine*. Ninety-two percent of the physicians indicated that they would like to continue receiving the journal.

Attribute	Cardiologist
Informative	72%
Easy to Read	67
Concise	65
Timely	38
Comprehensive	33
Authoritativeness	23
Base	(117)

**Figure 2.** Physicians were asked to indicate if *Reviews in Cardiovascular Medicine*'s information offered several attributes. The journal received the highest ratings for its information (72%), ease of reading (67%), and conciseness (65%).

a journal that provides scholarly and succinct reviews by highly regarded experts and educators should provide a valuable resource for practicing cardiologists.

**Evaluation of overall content and utility of publication.** Overall, 95% of the readership rated *Reviews in Cardiovascular Medicine* good to excellent, 95% rated the information useful to extremely useful, and 92% indicated

	Mean
<i>Journal of the American College of Cardiology</i>	1.3
<i>Reviews in Cardiovascular Medicine</i>	2.7
<i>American Journal of Cardiology</i>	2.7
<i>American Heart Journal</i>	3.3

**Figure 3.** Ranking of cardiology journals in terms of their educational value, where 1 indicated the most educational and 4 the least.

that they wanted to continue receiving the journal (see Figure 1). Seventy-two percent responded that the journal was informative, 67% that it was easy to read, 65% thought it was concise, and 38% that it was timely (see Figure 2).

**Ranking of competitive journals.** Physicians were asked to rank cardiology journals in order of their educational value, where 1 indicated the most educational

and 4 the least. *The Journal of the American College of Cardiology* is currently the leader in educational value among cardiologists, and *Reviews in Cardiovascular Medicine* and the *American Journal of Cardiology* are tied for second (see Figure 3).

**Topics for future issues.** The respondents indicated that they would like *Reviews in Cardiovascular Medicine* to include content on ACEI versus ARB, acute MI treatment, ASD, EP topics, HRT, new PCI techniques, PFO, and preventive medical approaches to Rx. Since the goal of our journal is to serve the interests of our readership, efforts will be made to address these topics in future issues.

**Internet usage.** There is no doubt that the Internet has revolutionized the dissemination of information—all of the articles in *Reviews in Cardiovascular Medicine* are available free at [www.medreviews.com](http://www.medreviews.com). Approximately 63% of the respondents indicated that they currently use the Internet to search for medical information. While the Internet is an important means of delivering information, journals and textbooks obviously continue to serve a very important role.

## Summary

The readership survey demonstrates that *Reviews in Cardiovascular Medicine* has been extremely well received by the cardiovascular community. It is through readership surveys that we are able to assess our progress and identify future opportunities for improvement. We are grateful to the 141 cardiologists who took the time to complete the survey. The information and insights gained from the survey will help us to deliver an even better product in the future. We hope that our readership will continue providing their feedback in years to come.



David P. Faxon, MD



Norman E. Lepor, MD

*Medical Editors*