

**Content made available and searchable
any time, online**

AAP | A Case Study



As technology evolves, so do the demands of customers. Today, consumers expect to have their demands met instantly, at all times. The same is the case with the demand for content. Publishers the world over are working towards making their content accessible to their customers, at all times, and in any format that they desire.

Professionals, such as doctors or lawyers too have the very same demand. They constantly search for particular subjects or titles and need to find it instantly. AAP publications are among the most respected and frequently referenced in the world. In keeping with the times and meeting the demands of their customers, AAP looked to create an eBooks website as a home for the electronic versions of its publications. These eBooks can be searched, browsed, and read online by professionals looking for best practices when diagnosing, treating, and managing clinical conditions, as well as communicating with parents and patients, and addressing practice issues.

iPublishCentral worked closely with AAP to make this vision a reality, and ensure that the content required by doctors around the world are made accessible from anywhere, at anytime.



The American Academy of Pediatrics (AAP)

The American Academy of Pediatrics (AAP) is a leading publisher in the field of pediatrics. With titles in both print and electronic formats, covering all areas of health care for children, AAP Publications are among the most respected and frequently referenced in the world. Throughout the last quarter-century, AAP Publications have been impacting the practice and clinical application of pediatric medicine worldwide.

The AAP has approximately 60,000 members, including pediatricians, pediatric medical sub-specialists, and pediatric surgical specialists who dedicate their efforts and resources to the health, safety, and well-being of infants, children, adolescents, and young adults.

Challenge

While AAP already had a large customer base, the main challenge was to keep up with the demands of its members by offering content to them electronically and instantly.

AAP required a technology provider who understood the dynamics of the publishing industry as well as the demands of readers to create a user friendly and feature rich eBooks website for them.

AAP looked at this website, as one that could generate revenues from them by exploring their existing customer base. The eBooks website aimed at making content search and access easy and purchase quick and instant.

APPROACH

Several years of experience in working with publishers enabled iPublishCentral to quickly understand the nature of AAP's challenges. The iPublishCentral project team worked very closely with their team to gather vital inputs about – AAP, their requirements, target audience, project goals, challenges and expectations. iPublishCentral used its Custom portal solution to help AAP build their eBooks website that houses the electronic versions of its publications, that can be purchased by individuals directly from the site or to organizations such as medical colleges and hospitals who can access content through an account set up for them.

SOLUTION

iPublishCentral worked with AAP to create their feature rich eBooks website, which hosts over 80 of AAP's most popular titles that are clearly classified under different sections, making search and reference that much easier. These electronic versions, carry the fully text of their print versions but are further enhanced with visuals and data tables.

The website has built in eCommerce which allow eBooks to be purchased by individuals or by institutions at affordable, all inclusive subscriptions. Institutions too are categorized as per type of institutions and number of concurrent users helps determine the pricing structure. Users are even given the option of canceling their subscription at any time should they feel unsatisfied by the services offered.

BENEFITS

The AAP eBooks website allows end users or institutions to

- Access titles anywhere with an Internet connection, or download titles to a computer or mobile device to read offline.
- Purchase titles for the life of the edition or subscribe to regularly updated topic-based collections such as Adolescent Health, Infectious Diseases, Newborn & Perinatal Care, Nutrition & Obesity, Sports Medicine & Orthopaedics, and Primary Care.
- Search across the AAP eBook collection to quickly find titles and look up information.
- Preview titles before buying them with ViewInside feature.
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