

Case study: American Society of Hematology

[www.bloodadvances.org](http://www.bloodadvances.org)

# ASH launches Blood Advances, an open access journal to 'transform the conversation'

---

## Company

The American Society of Hematology (ASH) is the world's largest professional society serving both clinicians and scientists around the world. ASH publishes two journals: Blood and Blood Advances. Already using HighWire to host its digital version of Blood, in 2016 ASH launched Blood Advances.

---

## Challenge

ASH has published Blood, the most-cited, peer review journal in its field, since 1946. ASH launched Blood Advances™ in 2016, its first new journal in 70 years, with the goal of "transforming the conversation" among the global hematology community.

---

## Solution

Utilising HighWire's JCore platform, ASH wanted to deliver new technology, communication and content formats that promoted reader and author engagement in the first expansion of the trusted brand.



# A multi-integration, multi-content platform delivered quickly to engage and interact with readers of a new journal; Blood Advances

---

## The Goal

In the creation of Blood Advances, the American Association of Hematology want to achieve rapid publication times in an open access model. This included the use of video and illustration in new ways and to support visual abstracts. They wanted to deliver peer-reviewed audio articles, and foster global discussion around the latest-breaking science with interaction between readers and author.

---

## The Problem

As the largest society in its industry, it was vital that the new journal upheld and enhanced their reputation. The planned launch for the journal was the ASH annual meeting and meant only a four month window from first submission to first issue publication. The challenge of short timescales was compounded by the need for multiple technology integrations, as well as customisation to their platform designed to seamlessly integrate with Blood.

---

## The Capability

ASH needed the technology platform to support multiple technology integrations. This included the manuscript submissions to Blood, already on HighWire's BenchPress, to cascade to Blood Advances to achieve a strong pipeline of top papers. The JCore platform also needed to integrate with BrightCove (for video) and SoundButt (for audio). ASH were also the first to integrate HighWire's Direct Publishing functionality to support a blog, further encouraging dialogue and reader engagement.

---

## The Benefit

HighWire cloned the successful JCore design developed for Blood to deliver a consistent brand experience, with a strong focus on visual content features. Strong collaboration between the American Association of Hematology, HighWire and ASH's electronic content service provider enabled the team to optimize workflow for faster publication times, delivering the society's first open access journal in the timescales needed.

---

## The Results

Blood Advances was delivered on time at the American Association of Hematology's annual meeting; first submission to first issue publication was achieved in just four months. Not only were the pressing timescales achieved, all the new content formats were delivered to maximise engagement with the hematology community and the promotion at the annual meeting generated eToC alert registrations significantly ahead of target.

**“Our innovative online platform will serve as an incubator to test novel methods of communication and interaction with our community”**

Dr. Robert Negrin, MD, Founding Editor-in-Chief,  
Blood Advances