



Case Study

Teaming Up, Doubling Power



HEALTHCARE

Karger



UK-based **Phil Tittensor** is a consultant nurse for epilepsies, an honorary lecturer at the University of Wolverhampton, and Chair of the Epilepsy Nurses Association (ESNA).

“ I have no idea at all about marketing. By working with Karger we have got this great product, how do we now get it in front of the people who need to read it - that has been fantastic

– Phil Tittensor

Common Needs

Phil is part of ESNA, whose goal is to inform, support and educate those in the nursing profession. Something he really loves is writing – He has already written a novel and has published quite a few academic papers. He is a well-versed communicator who sees things from a nursing perspective. Because up-to-date information is crucial in the medical field, Karger wanted to update textbooks on epilepsy for quite some time. There had been several iterations on this subject, the last one having been published nearly a decade ago now.

Common Goals

The potential was clearly there to achieve something great. Phil partnered up with Karger to write two books with his co-authors*, contributing heavily to the writing process from start to finish. One of these books was launched at the ESNA conference in September 2022, and the other one is planned for launch in the summer of 2023 – a book on pediatrics. At the end of the project, Karger extended the invitation to Phil to endorse each book, ensuring that the utility of his work has the widest reach possible.

Satisfaction on All Sides

Phil's handbook on epilepsy will serve as a reference in more ways than one. Karger and the writing team proposed using it as a reference book for students taking epilepsy courses. They also suggested promoting it through the International Bureau for Epilepsy as a wider resource for everyone—from expert patients to the spectrum of clinicians that either have limited knowledge of epilepsy or those who are very experienced in the field.

“ I think it's fair to say that Sheila and I, having now done two books with Karger, we are really excited to think that we may get the opportunity to do a third.

– Phil Tittensor

* Sheila Shepley, Kathryn Coleman and Nicola Heenan have been the co-authors of Phil Tittensor on these books.

The Advantage of Working with Karger

According to Phil's experience, he appreciated several aspects of the dynamic publishing process such as:

- **Well-established product:** Karger's FastFacts medical handbook series is viewed as a proven product in epilepsy and beyond. Karger's team was very supportive providing guidance throughout the collaboration.
- **Marketing expertise:** The writing team not only believed in the product, but they were able to address the need of actually getting people to read it.
- **Creative ideas:** Karger has the ability to bring new ideas to the table, such as working with the International Bureau for Epilepsy for increased international reach.
- **Distribution model:** Karger assists in discussions with companies and truly understands how to distribute books, taking care of introductions and putting together relevant information.

“ With such a wide remit, a wide range of people could find this extremely useful. Even those who are just browsing online for answers to questions can find great use in a comprehensive textbook. It's brilliant, and we've been absolutely thrilled as ESNA, and personally, to be involved in this. ”

– Phil Tittensor

Measuring Impact

The book has been well-received when presented (e.g. ESNA Membership, stands, conferences, etc.). Due to the positive reception, there is a clear forecast for new publications, for example to rewrite a part of the psychiatric pharmacy course for Aston University.

Medical Education

One of the many purposes of Karger is to boost the accessibility and visibility of its publications. Karger has an eLearning program in the works that ties the two book projects together and places them into an easy-to-understand educational context. More possibilities for innovation are always on the horizon.

About Karger

Karger is a worldwide publisher of scientific and medical content based in Basel, Switzerland. It is independent and familyled in the fourth generation by Chairwoman and Publisher Gabriella Karger. Connecting people and advancing health sciences since 1890, Karger has been continuously evolving, keeping pace with the current developments and shifts in research and publishing. The publishing house is dedicated to serving the information needs of the scientific community, clinicians, and patients with publications of high-quality content and services that make knowledge in health sciences accessible, visible, and applicable.



MORE INFO



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