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Universidad de Concepción Licenses Access to AMA Journals

Accucoms (www.accucoms.com) announced today that it has negotiated an agreement between the Universidad de Concepción and the American Medical Association (AMA). The agreement provides site-wide access for the university to the entire *JAMA & Archives* family of journals as well as the AMA's latest journal, *Disaster Medicine and Public Health Preparedness*.

While the Universidad de Concepción has long held *JAMA* and the *Archives* journals in their print holdings, this marks the transition to online, site-wide access for the university.

"One of our current challenges is to evaluate migration from print to online access," said Lya Hernández, Acquisition Librarian at the Universidad de Concepción. "The cost of the AMA site license access was acceptable for our library, considering the high usage of the journals and the importance of the content. Other factors that influenced our decision include the flexibility of the AMA in regards to payment conditions, a very efficient customer service with quick and helpful answers to our questions and requirements, and a user-friendly online platform."

"The Universidad de Concepción had requirements surrounding the release of funds that we needed to work around," noted Anouk Snijders, Accucoms Sales Manager for Latin America. "Fortunately, the AMA was able to accommodate the university."

"The Universidad de Concepción is a long-time customer and we were delighted to work with them in this transition" said Saskia Bolore, Sales Manager, Americas, at the AMA. "We had just begun negotiations with the university when the earthquake struck Chile in February. The epicenter was very close to Concepción and they were particularly affected. While we immediately provided free online access to institutions in the region, we were glad to be in communication with the university so that we could spread the word about the resources we had available, including our newest journal, *Disaster Medicine and Public Health Preparedness*, which contained information highly relevant to the situation."

"We see Chile in particular, and Latin America in general, as a growth area for many publishers—particularly as institutions in the region shift to site licensing," noted Pinar Erzin, Managing Director, Accucoms. "This agreement between the AMA and Universidad de Concepción is illustrative of how publisher flexibility with regard to licensing and payment terms can enable new business, benefiting publisher and library alike."

Contact Details:

Egon Menardi; Tel: +31 (0)71 5247630; Email: egon.menardi@accucoms.com

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in the Netherlands and in the United States, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, customer service, and sales representation.

Since 1883 The American Medical Association has continuously published *JAMA*, one of the most widely circulated peer-reviewed general medical journals in the world. Together with the specialty *Archives Journals*, the *JAMA & Archives* family of journals is committed to promoting the science and art of medicine and the betterment of public health. The American Medical Association also publishes *Disaster Medicine and Public Health Preparedness* and *American Medical News*. For more information about AMA publications, please contact journalsales@ama-assn.org.