



coronis group

# NAVIGATE CHANGE

**Scholarly publishing is in flux.**

Business models, editorial standards, technology platforms, and metrics are proliferating faster than you can say “open access.”

**We thrive on change.** At Coronis, we help clients navigate uncharted waters to build better publications, launch new products, and make sense of what matters.

# INNOVATORS DESERVE INNOVATIVE PRODUCTS

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Let's be honest. Academic publishing hasn't aged well. Its platforms are rickety, its processes stuck in a print-native past. But it doesn't have to be this way. Specialized tools and evidence-based best practices are available. Time to use them.

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# WHO WE ARE

## welcome to the coronis group

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### **Recent Experience, Data-Driven Methods**

Transmitting research knowledge is an increasingly complex endeavor—but fresh insights are emerging every day.

At Coronis, we set out to refine best practices across business and editorial domains. As professionals with field-tested experience working at commercial publishers, university presses, nonprofit associations, B2B outlets, and technology providers, we can deliver full-stack solutions across the research ecosystem.

**We are not armchair advisors. Our experience is current, as are the skills we offer. Whether your aim is to develop new products or revitalize existing ones, we can help with strategies that respect tradition and embrace innovation.**



Does your platform or publication meet the needs of your research community? If you don't know or are in doubt, we are happy to investigate and advise.



Publishing isn't a science. But it could be. Rather than trot out dated platitudes, we collect, analyze, and interpret data specific to your needs.

# WHAT WE DO



**Partner with  
the most  
flexible firm  
in practice  
today**

We are not career consultants, but active practitioners with a deep understanding of this terrain—both the possibilities and pitfalls. We know what works and why.

Our strategy and positioning analyses can lay the foundation for concrete results to set new standards of excellence. We have deep industry knowledge and experience in building journals from the ground up, extending the reach of established portfolios, launching innovative new products, and ensuring that all serve the business and editorial goals of communities and stakeholders.

We think critically, base decisions on meaningful metrics, and ramp up what works. We believe that projects benefit the most when based on strategies rooted in a cohesive roadmap, rather than a series of ad-hoc solutions.

*Above all, we understand where publishing has been and are excited to see where it's going.*

# OUR SERVICES

We treat individual projects with the same level of forethought and precision as longer term programs. Our focus is holistic—we understand that any initiatives requires consideration of downstream effects. Services are designed to support you in optimizing, transforming, and growing your reach. Here's a sampling of what we can do for you.



## RFP DEVELOPMENT

Need a partner? Call on us to analyze the market, craft effective proposals, and manage selection.



## PRODUCT LAUNCHES

Define audience needs and design products that align with strategic priorities and revenue targets.



## CONTENT STRATEGY

Shape engaging content and manage it effectively, with an eye toward supporting user needs.



## CONTRACT NEGOTIATION

Negotiate agreements that are a win-win for all involved. Improve terms and ensure vendors are set to deliver.



## SALES GAP ANALYSIS

Get insight on the reach of your current business and what is needed to grow and defend it.



## ROYALTY REVIEW

You have a right to review royalty statements, but they may not be fully transparent. We can review and advise.



## EDITORIAL MEETINGS

Report what matters. We can advise on setting objective benchmarks and optimized processes.



## BOARD DEVELOPMENT

Increase engagement, identify great candidates, and cultivate ties with central figures in your discipline.



## DIGITAL STRATEGY

Create information architecture that ensures your digital assets are discoverable and deliver value.



## ETHICAL PROCESSES

Ensure operations are robust and aligned with best practices in data disclosure and reporting standards.



## CITATION DYNAMICS

Go beyond impact factor and see how robust network-based analytics can maximize portfolio performance.



## PROJECT MANAGEMENT

Leverage the benefits of our agile PM services to drive efficiency, align resources, and stay on track.

# PUBLICATIONS DIRECTOR ON DEMAND

Editorial operations can be rudderless. Teams may excel at producing issues, but lack access to guidance aligned with organizational goals. On some journals, this need is filled by dedicated publications directors, who counsel academic editors, streamline systems, develop policies, and act as a bridge between editorial and business needs.

**Coronis provides on-demand publication direction, as much as you need and when you need it.** We examine your current program, assess growth requirements, manage publisher relationships, and set a course for achieving future goals.



## HOW DO WE DO IT?

We immerse ourselves in each subject domain to understand business context and user needs before making recommendations or altering processes. By demystifying the complexity that can accompany publishing projects, we are able to forge common ground across multiple stakeholders—from the boardroom to the editorial office—and make the work itself more efficient and impactful.

There is no set prescription for the work of a publications director—each journal has its own objectives, and we seek to understand context before focusing on areas that will deliver the most value. But here are some of the usual suspects:

- **Content Mapping & Strategy.** Highlight content strengths and uncover weaknesses. Design special issues, commissioning plans, and complementary digital products.
- **Strategic Planning.** Centralize knowledge of changing market conditions, funder mandates, and discipline-specific initiatives. Aggregate clean data and structure it into actionable insight.
- **Analytics.** Evaluate performance across citation and usage metrics, conduct comparative analyses, and set benchmarks. Identify meaningful metrics for ongoing assessment.
- **User Research & Focus Groups.** Uncover informational needs of your readership and design processes and user experiences that consistently deliver.
- **Publishing Contracts & Royalty Reviews.** Ensure that contracts feature good royalty returns, fair terms, and service levels congruent with your expectations and needs.
- **Editorial Operations Audits.** Investigate current operations and assess performance along objective rubrics. Address bottlenecks, streamline processes, and enact best practices.
- **Editor Selection & Board Development.** Manage calls for editors, effect smooth transitions, and support editorial board development and new affiliations.

# STRATEGIC DEVELOPMENT

**“Business as usual” is comfortable, but is it the correct direction for your group?**

Robust organizations evaluate long-term planning every three to five years. Assessing progress against strategy allows leadership to thoughtfully assess and recalibrate strategies to ensure that they remain focused on customer or member goals.

Coronis Group’s deep expertise can be tapped to deliver recommendations based on your needs and market conditions. We are leading-edge specialists dedicated to drawing on best practices to deliver innovative solutions. Let us help you unlock your organization’s potential.

 **ORGANIZATIONAL EFFECTIVENESS**

Nothing stays the same, so it is important to review your business and ensure it is operating efficiently. Does your group suffer from multiple levels of bureaucracy? Are organizational silos stifling communication and slowing the launch of new products or services? We can help audit existing operations, perform primary research, and advise on streamlining.



 **EXPLORE NEW BUSINESS IDEAS**

Is your field growing? Do you detect the need for a new platform, educational product, or journal? We can assess market conditions and establish solid data groundwork for new product development. If the time is ripe for a new publication, we can also provide guidance for choosing a publishing partner, including RFP creation and management of the selection process.

 **FOSTER GROWTH**

Is your organization poised to deliver growth? What are your long-term goals? Whether you aim to increase membership, engagement, or revenue, we can draft a plan to capitalize on strengths while navigating potential roadblocks. Call on us to provide seasoned advice on generating new ideas for growth, drafting and sensibly scaling plans, and achieving goals.

 **KNOW YOUR TERMS**

Make knowledgeable decisions, protect your content, and become well-versed in licensing structures—from open to traditional copyright. We are on hand to demystify issues and opportunities surrounding licensing terms, as well as anticipate effects on downstream business deals.

 **SCAN THE HORIZON**

Are you curious about what is happening in an area of new business development or in your market? Coronis Group can perform environmental scans to systematically survey and interpret data to identify external opportunities. Commission custom analyses to learn more about your products, competitors, a particular product, and the broader domain.

*Why not change before you have to?*



# COMMUNICATIONS & TARGETED OUTREACH

**Extend the reach of your research portfolio.** Coronis can provide turnkey communication strategies to get your message to the right audience at the right time.

We are experts at translating complex, technical information into compelling products geared to diverse audiences — whether your target is local or global, specialist or general, we can help you tell your story across multiple channels.



Our customer base is composed of companies active in the life sciences and biotech sectors, as well as other healthcare stakeholders, such as university hospitals, scientific associations, NGOs and health authorities.

With proven experience deploying messages across research ecosystems and therapeutic areas, we offer a full suite of technical and creative communication services.

*Build a scientific communications plan that does more than broadcast—engage allies, connect communities, and start a dialogue.*



## OUTREACH

- Content planning and message development support
- Campaign design, implementation, and measurement
- Standards for content consistency and editorial style



## MEDIA PLANNING

- Publications strategy for maximum engagement
- Marketing plans and press release support
- Media guides, talking points, toolkit for ongoing efforts
- Press relations and social website training for staff



## CONTENT CREATION

- Scientific, technical, or plain language content production
- Development of ebooks or print publishing program
- Multimedia pipeline — from print to audio/digital domains
- Collateral materials, such as annual reports, newsletters, website copy, news releases, scripts, and promotional copy



## DIGITAL PRESENCE

- Audit organizational platforms and perform usability testing
- Populate website and channels with cohesive content plan
- Enact social media best practices to optimize engagement
- Create editorial calendars that augment reach of research



## ANALYTICS & IMPACT

- Establish connections across communications ecosystem
- Track and report on all facets of communications strategy
- Use bibliometrics and altmetrics to ground strategy in data
- Conduct focus groups and deploy surveys to ensure your message is reaching its target effectively

# HOW WE WORK

We know that your situation is unique. Some clients have a clear picture of what they want to accomplish, but lack the resources to make it happen. Others benefit from having us take things a step further. We are available to lead you through high-level strategy sessions to define needs or, at the other end of a process, assist in development and implementation.



## SUPPORT AND GUIDANCE FROM HERE TO WHERE YOU WOULD LIKE TO BE

Whether you are starting from scratch or are dealing with a legacy of tangled systems and dated intentions, we can help design clear roadmaps for projects with defined results.

*We pride ourselves on crafting elegant solutions that work long after we're gone.*



### DUE DILIGENCE

Projects can begin with in-depth interviews, user research, or competitive analyses to fully understand context and goals.



### DELIVERABLES

Actionable results are our lifeblood. Projects are developed iteratively, reviewing with stakeholders and subject matter experts throughout the lifecycle.



### DISCOVERY

New initiatives often result in leads for further development. We survey these roads untraveled and guide you to best outcomes.

# WHAT WE BELIEVE

**Not since Gutenberg has there been such a profound change in the modes and transfer of knowledge...**

Publishing is no longer a one-journal-fits-all endeavor. Different research communities have specific needs, and no two exhibit the same behavior—at either the citation or systems level. Coronis can help you tailor decisions, practice plans, and interventions to maximize success.



## VISION

To bring inspiration, innovation, and achievable results to every scholarly publishing program we meet.



## MISSION

Initiate standards of clarity and rigor in scholarly publishing by creating and deploying evidence-based strategies specific to each client's needs or goals.



## GOALS

We envision a scholarly ecosystem in which each part works in concert toward meaningful evaluation, broad communication, and sustainable development.



## VALUES

We value high-quality research and its dissemination as a means to advance scholarship across fields. We respect each client's perspective and seek to amplify their ideas.

what you need  
when you need it

# OPTIONS

We understand that projects are iterative. Clients need flexible, efficient, proven results with transparent costs. We can work on retainer or develop a flat fee for single projects with tangible deliverables, such as environmental scans, citation reports, or sales gap analyses. Whatever your needs, we welcome the chance to develop means to maximize your organization's success.



## COMPLIMENTARY INITIAL CONSULTATION

Contact us for a free one-hour session to discuss mission or organizational areas in need of improvement. We'll explore possible solutions, their downstream effects on existing business, and advise on how we may be able to help.



## À LA CARTE MODULAR, FLAT-FEE SERVICES

For well-defined problems, we can craft efficient interventions or knowledge maps to chart terrain. Access our services on a transactional basis to minimize costs, maximize value, and optimize process.



## CUSTOM RETAINER ONGOING PROJECT MANAGEMENT

For longer term initiatives—such as quality improvement programs, strategic development initiatives, or new product launches—we provide hands-on guidance every step of the way. Retain counsel on a monthly or annual basis.

# GET IN TOUCH

Discover today how publishers, information providers, and member organizations are using Coronis to drive efficiency, innovation, performance and success.

Get in touch for a free consultation and tell us about your publishing challenges or aims.

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