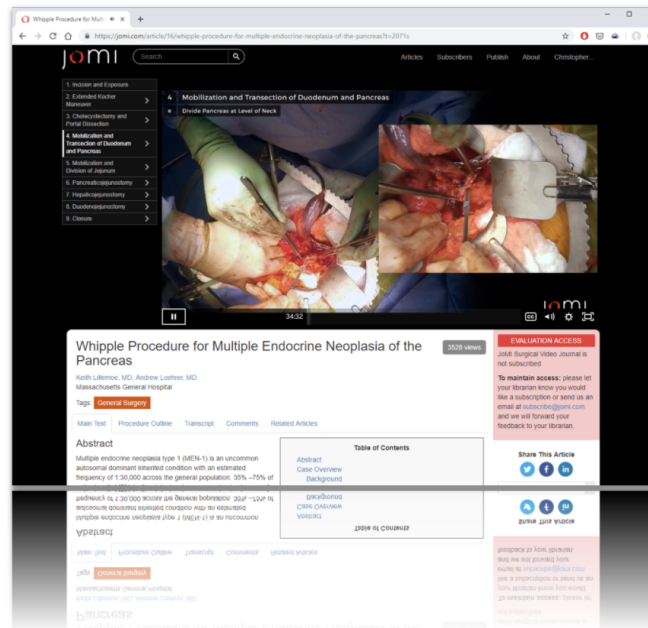


# JOMI Surgical Video Journal

## Consortium Packet

*The New Gold Standard in Video-Based Surgical Education*



The **Journal of Medical Insight (JOMI, <https://jomi.com>)** films and publishes surgical procedures performed around the world creating an immersive didactic experience.



*"The future is in this kind of video journal, and JOMI will be at the head of the line showing how to do it."*

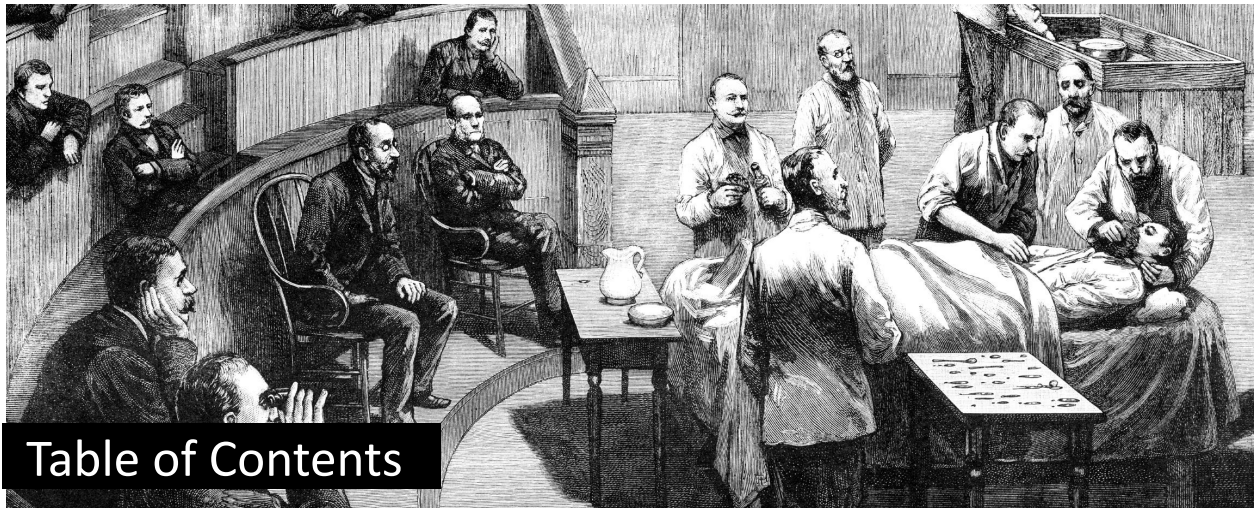
**Keith Lillemoe, MD, FACS**  
Chief of Surgery at Massachusetts General Hospital  
Editor in Chief at Annals of Surgery

Source: ACS Bulletin Brief

<https://www.facs.org/publications/bulletin-brief/081721/pulse>

Web Site: <https://jomi.com>  
Case Index: <https://jomi.com/index>  
Subscribers: <https://jomi.com/subscribers>  
About JOMI Video: <https://jomi.com/about>

**START YOUR TRIAL TODAY:**  
Consortium Liaison: Jim Grossman  
[jim.grossman@jomi.com](mailto:jim.grossman@jomi.com)  
[contact@jomi.com](mailto:contact@jomi.com)



## Table of Contents

<b>What is JOMI?</b>	<b>3</b>
<b>Why is JOMI Different?</b>	<b>5</b>
<b>Who uses JOMI?</b>	<b>6</b>
<b>Average Session Duration by User Type</b>	<b>7</b>
<b>What is a JOMI Article?</b>	<b>8</b>
<b>Noteworthy Features!</b>	<b>9</b>
<b>How is Content Filmed?</b>	<b>10</b>
<b>Purchase a Subscription</b>	<b>11</b>



**JOMI** is a window into the practice of expert surgeons.

JOMI is a **peer-reviewed journal** that publishes high-quality surgical videos to inform and educate surgeons, students, operating room (OR) staff, and patients on surgical procedures, ranging from standard to novel techniques.

At present, JOMI has **200+** articles in the fields of **General Surgery, ENT, Orthopedics,** and others.<sup>1</sup> An index of all available procedures is available at: <https://jomi.com/index>

## How is JOMI Used?

JOMI makes it possible to:

- Observe expert **techniques**
- Get **insight into clinical decisions**
- **Refresh case knowledge** (ex: trauma, low-volume, etc.)

Subsequently, JOMI is primarily used by:

- **Residents** to prepare for cases
- **Surgeons of all levels** to prepare for trauma
- **Surgeons of all levels** to review cases that are not seen in high volume
- **OR staff / surgical technologists** to prepare for cases when rotating
- **Medical students** to improve clerkship experience
- **Surgical technology** and **physician assistant (PA) students** as part of their training

---

<sup>1</sup> JOMI is gradually expanding with content in Plastic Surgery, Obstetrics and Gynecology, Cardiac Surgery, Neurosurgery, Global Surgery, Basic Skills for the OR, Interventional Radiology, Ophthalmology, Pediatric Surgery, Urology, Vascular Surgery and others.

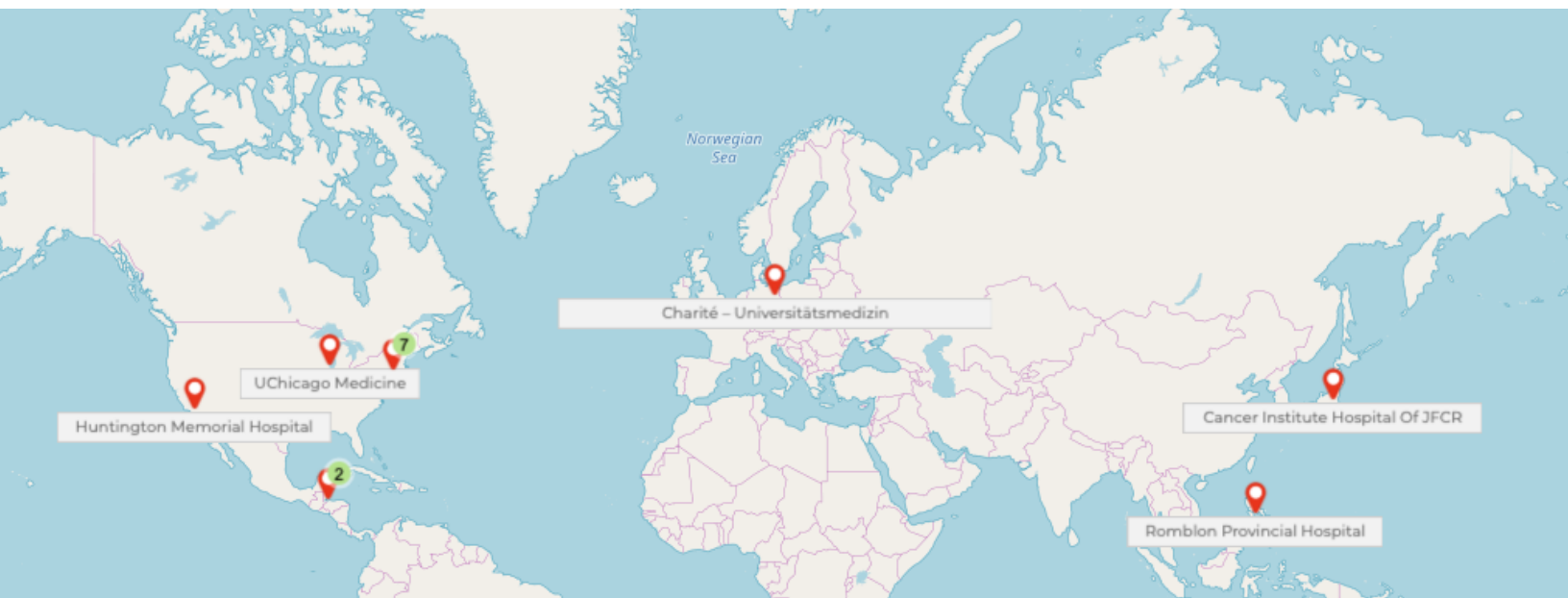


## Where is JOMI Filmed?

In the US, JOMI has filmed and published articles at the following institutions:

**Massachusetts General Hospital, Brigham and Women's Hospital, Boston University, Tufts Medical Center, Duke University Medical Center, Yale New Haven Hospital, Rothman Institute, Huntington Memorial Hospital, multiple VA hospitals, and others.**

Internationally, institutions include **Charité Hospital** in Germany, **Cancer Institute Hospital** in Japan, and multiple mission trips to rural **Philippines** and **Honduras**.







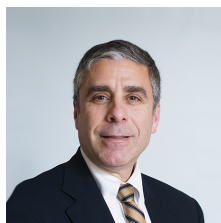
## Why is JOMI Different?

### JOMI is the next generation of academic / medical publishing.

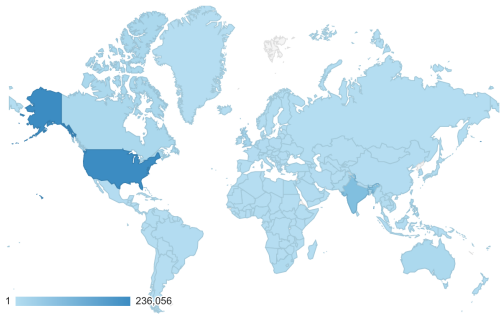
There is no doubt that video brings tremendous benefits to medical education. However, production of high quality surgical videos is laborious and expensive. As a result, most video resources are either a) not peer-reviewed and are thus unreliable, b) offer short videos covering only the key steps of procedures, or c) have poor quality of production. Here's how we stand apart:

JOMI	Other Resources
<b>✓ Peer-Reviewed</b> ensuring reliability of content	<b>✗ Not peer reviewed</b>
<b>✓ Long-Form</b> offering a comprehensive deep-dive	<b>✗ Short videos covering only key steps</b>
<b>✓ High Production Quality</b> offering a near-cinematic experience. <ul style="list-style-type: none"> <li>✓ Filmed with 3 to 10 cameras</li> <li>✓ Professional Video Editing</li> <li>✓ Surgeon-Narrated Intraoperatively</li> <li>✓ Professional Audio Recording</li> <li>✓ Animations</li> </ul>	<b>✗ Low production quality</b> <b>✗ Single camera angle</b> <b>✗ Not edited professionally</b> <b>✗ No animations</b>

*"JOMI has proven to be an outstanding resource for our surgical residents. When discussing an upcoming planned operation, I always ask the residents to watch the relevant JOMI video. And, they all do because they love it. They recognize the high quality of the productions and undoubtedly the video prepares them for the case so that they know the relevant anatomy, the key steps to the operation, and what to look out for to prevent intra-op problems."*



**Richard Hodin, MD**  
Chief, Division of General and Gastrointestinal  
Chief, Division of Gastrointestinal and Oncologic Surgery  
Massachusetts General Hospital



JOMI is used by over **68,000** residents, attendings, medical students, surgical technicians, and other healthcare professionals and patients across **166 countries**.

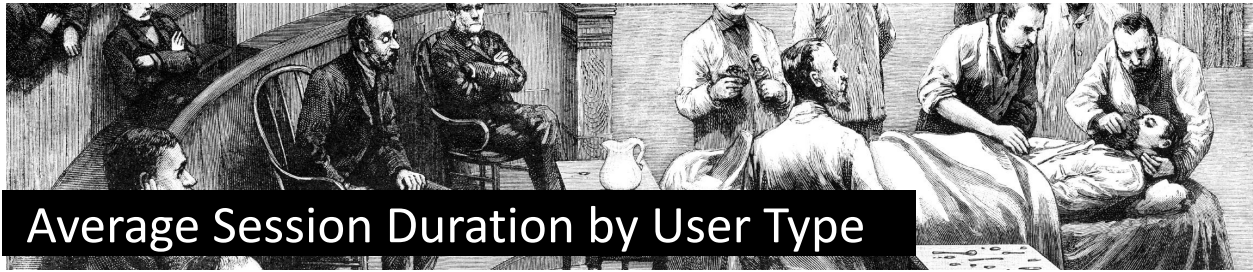
Source: Google Analytics, October 2021

JOMI offers individual and institutional subscriptions. Institutions that typically subscribe to JOMI include **medical schools, residency programs, hospitals, surgical technology programs, and PA programs**.

The following are some of institutions that subscribe to JOMI:

- Harvard Medical School
- Massachusetts General Hospital
- Johns Hopkins University
- Stanford Medicine
- Icahn School of Medicine at Mt. Sinai
- Yale University School of Medicine
- Walter Reed National Military Medical Center
- The University of Chicago
- University of California, Los Angeles

For a full list of subscribing institutions, please see <https://jomi.com/subscribers>.



## Average Session Duration by User Type

User Type ?	Users ?	Avg. Session Duration ?
1. Surgical Resident	7,380 (19.21%)	00:40:03
2. Medical Student	6,807 (17.72%)	00:42:21
3. Other	6,568 (17.10%)	00:33:46
4. Surgical Attending	4,966 (12.93%)	00:39:12
5. Surgical Tech Student	4,233 (11.02%)	00:44:53
6. Surgical Tech	1,630 (4.24%)	00:45:34
7. Educator	1,100 (2.86%)	00:48:53
8. Patient	931 (2.42%)	00:30:02
9. Surgical Assistant	772 (2.01%)	00:40:59
10. Other Physician	602 (1.57%)	00:33:38
11. Other Medical Professional	596 (1.55%)	00:35:38
12. Pre-Med	596 (1.55%)	00:46:54
13. Physician Assistant	530 (1.38%)	00:46:54
14. Nursing Student	502 (1.31%)	00:28:34
15. Rural Surgeon	497 (1.29%)	00:36:53
16. Operating Room Nurse	345 (0.90%)	00:29:43
17. Corporate	208 (0.54%)	00:41:52
18. Librarian	144 (0.37%)	00:23:31

Source: Google Analytics, Aug.1st 2020 to October 26, 2021



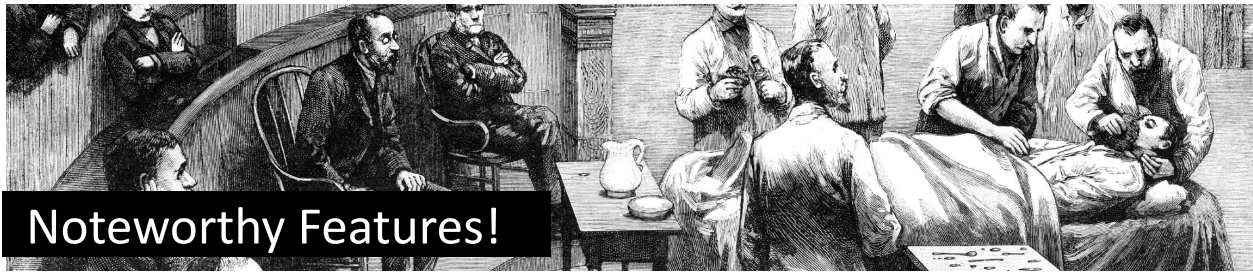


Each JOMI article generally consists of the following components:

- **A full-length video**, filmed from incision to closure, offering a “*watch as if you were there*” experience. The video typically includes:
  - **Animation** to provide a conceptual introduction to the case
  - **Introduction** by the operating surgeon
  - **Steps of the procedure** performed by the surgeon
  - **Post-operative comments** by the operating surgeon to give additional insight
- **Text Article** along with including relevant diagnostic imaging
- **Transcript** allowing for search / review of what was discussed by the surgeon

The screenshot displays the JOMI website interface. At the top, there is a search bar and navigation links for ARTICLES, ABOUT, PUBLISH, SUBSCRIBE, and NIKITA. A sidebar on the left lists 10 steps of the procedure, with '5. Ulnar Nerve Dissection' highlighted. The main content area features a video player showing a surgical procedure with the title '5 Ulnar Nerve Dissection' and a subtitle 'Transpose Ulnar Nerve Anteriorly and Complete Dissection Posteriorly'. Below the video, the title 'Subcutaneous Ulnar Nerve Transposition' is displayed, along with the authors' names, affiliations, and a list of tags (Orthopaedics, Hand Surgery). A 'Table of Contents' section is also visible, listing 'Abstract', 'Case Overview', and 'Background'.





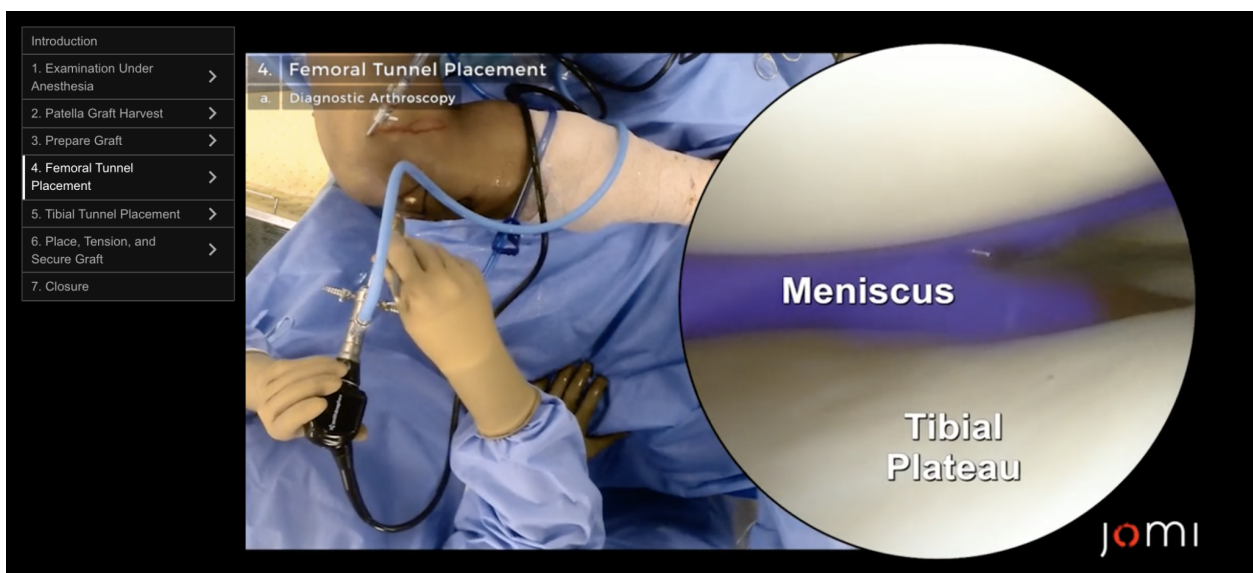
**Animations** provide a conceptual representation of the procedure:



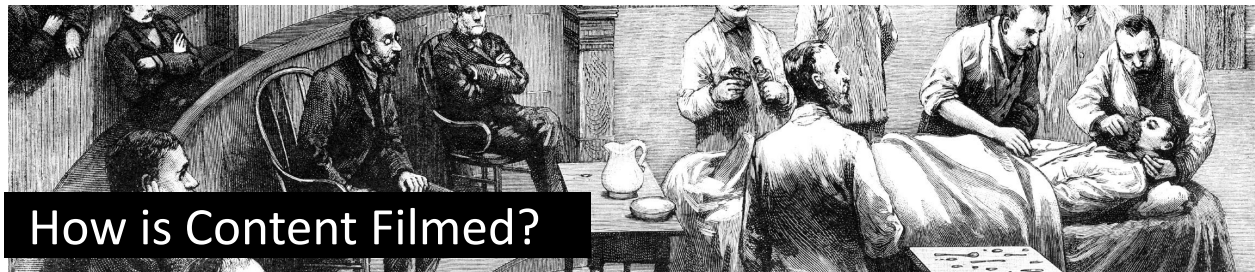
To help viewers navigate, JOMI offers **Chapters** that make it possible to skip around the video, as well as **Variable Speed Playback** for playback at up to 12X normal speed.

**Closed-Captioning** ensures accessibility as well as comprehension, when watching the video at a higher-than-normal speed.

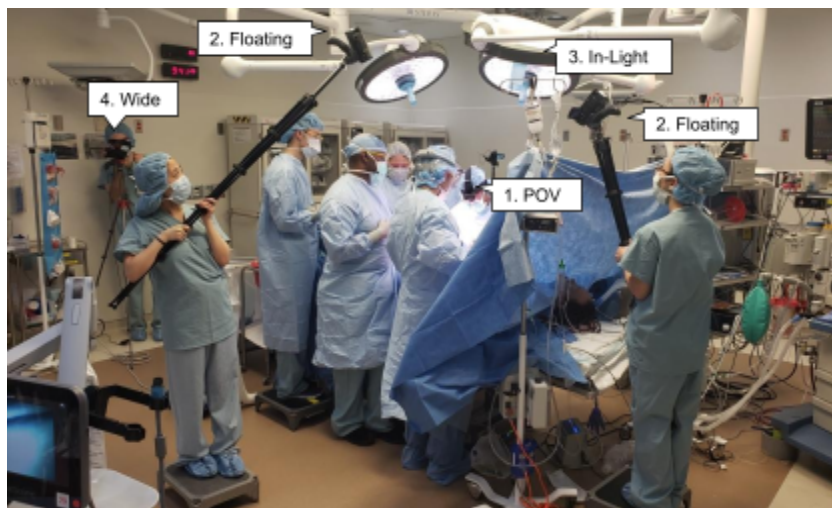
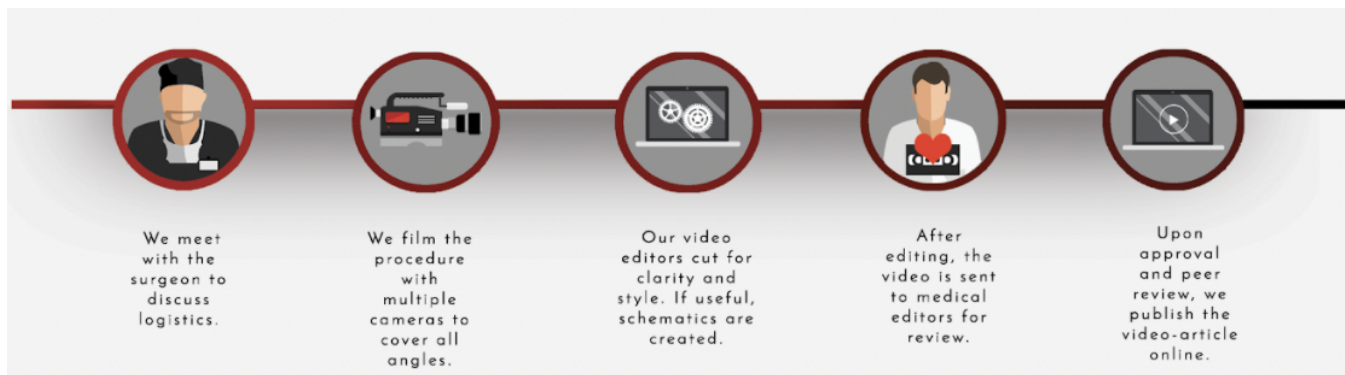
Videos show multiple angles simultaneously when relevant, ensuring that the viewer sees not just the surgical site, but also hand technique, movement in the OR, etc.



Source: <https://jomi.com/article/45>



**HOW?** JOMI Medical Editors set an editorial calendar based on editorial priorities. Once a surgeon expresses an interest in publishing, JOMI coordinates the production.

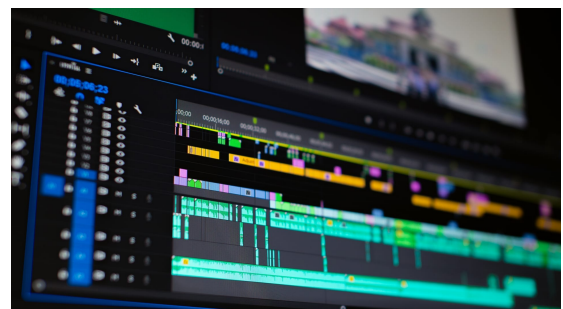


**Filming:** All content on JOMI is filmed by videographers trained to meet the JOMI standards. Each article is filmed using 3 to 10 cameras. The surgeon has a lavalier microphone attached throughout the procedure narrating / walking the user through every step of the process.

### Post-Production:

after filming, the JOMI in-house editors take over to:

- 1) edit the video
- 2) implement animations
- 3) perform stylistic review





**Start your JOMI trial today!**

Please contact: [jim.grossman@jomi.com](mailto:jim.grossman@jomi.com)

**For a limited time:** JOMI is offering end-of-year consortia discounts. Send us an email to find out more!

---

**Stay connected with the JOMI community:**



@JoMIJournal



@jomijournal



youtube.com/  
jomijournal