

RCN Publishing Becomes RCNi

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New branding reflects exciting new era in the evolution of the company.

London, 3rd March 2015: RCN Publishing announced today that it has changed its name to RCNi. The new brand reflects more accurately the organisation's continued evolution towards developing diverse online tools and products, in addition to its printed publications. These include online journals, books, news and jobs pages, blogs, events and more, all brought under one umbrella, making them more easily accessible to nursing professionals and students.

Managing Director David Cooper said: 'RCNi is committed to providing insight, information, innovation and inspiration to nurses, midwives, healthcare assistants and nursing students around the world. We have refreshed our branding to reflect these values while retaining the warmth and personal approach that our customers have come to appreciate. At the same time, the look and feel of the brand portrays the modern, innovative organisation we have become.'

RCNi is focussed on developing its global online offering, and has made a considerable investment over past year in creating a new website that launches tomorrow.

Mr Cooper added: 'The nursing profession becomes ever more demanding as the expectations of nurses grow. As a publisher, it is no longer enough to just provide high quality content. Practising nurses and nursing students need access to literature, news, and other sources of information at the bedside, in the classroom, at home and in formats that are readily accessible on whichever device they choose, wherever they happen to be located. We hope our continued work in this area will help nurses around the world perform their duties more efficiently.'

RCNi remains part of the RCN group and will continue to retain editorial independence.

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For more information about this release, please contact RCNi Branding at helen.sumner@rcni.com

About RCNi

RCNi is the lifelong learning partner for nurses and a leading provider of unrivalled clinical and research content for the whole nursing team and associated health professionals. RCNi is a brand of RCN Publishing Company Ltd, a wholly owned subsidiary of the Royal College of Nursing.

RCNi produces 10 publications covering all specialist areas of nursing. For a full list of nursing titles from RCNi, please click here: journals.rcni.com

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