



OvidSP

Search Without Boundaries

Ovid

Leading the Global Market in
Comprehensive Information Research



Presenter: Yasser Ahmed

QUALITY
SERVICE
INNOVATION

Ovid's customizable solutions of content, tools, and services make us the #1 choice for scholarly searching



Ovid has more than 20 years of experience providing best-in-class solutions

- Ovid is the **global leader** in providing electronic medical, scientific, and academic research information solutions
- Our mission is to deliver information that **helps our users make critical decisions** every day to improve patient care, enhance ongoing research, and fuel new discoveries
- We provide search solutions that deliver the highest quality, most relevant and current **content**, using state-of-the-art, robust search, discovery, productivity and collaboration **tools**, and award-winning technical & customer support **services**
- Ovid's tremendous **brand power** and **global presence** helps extend the reach of our publishing and society partners into academic, medical, and corporate markets around the world

Throughout Ovid's history we have retained a singular focus to improve research productivity

- 1988** Ovid Technologies is founded as a small software start-up with original Ovid interface
- 1990** First international office opens in London
- 1994** Ovid Technologies goes public on NASDAQ
- 1998** Wolters Kluwer acquires Ovid Technologies
- 2001** Wolters Kluwer acquires SilverPlatter and merges it with Ovid
- 2007** OvidSP, moving to the end user friendly search, is launched to the market
 - First to provide inline abstracts
 - First to provide precision-based Natural Language Processing search
 - First to provide annotations to STM searching
- 2008** Ovid Universal Search™ and the first vertical portal, Nursing@Ovid™ is launched
 - First to launch cross-platform searching from within a vertical search platform
 - First to launch nursing-specific lexicon and controlled vocabulary for full-text search

Wolters Kluwer Health drives towards key information-based software needs of the health and scientific communities

UpToDate

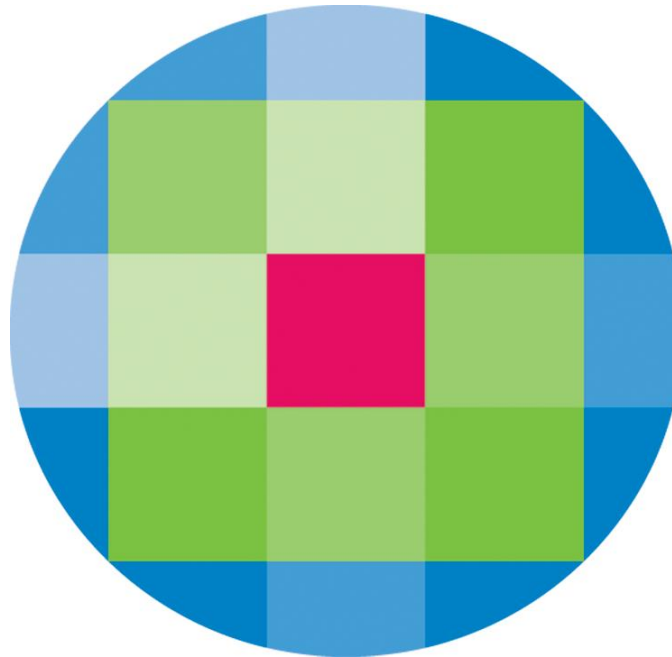
- The world's leading point-of-care decision tool
- Over 320,000 clinical users in 130 countries
- Covers more than 7,400 topics in 13 medical specialties

Lippincott Williams & Wilkins (Professional & Education Publishing)

- Leading content engine for medical, nursing & health practitioners & students
- Point-of-learning tools for medical education
- Nearly 275 periodicals and 1,500 text and reference books in more than 100 disciplines

Ovid (Medical & Scholarly Research)

- Most used online research information solutions for medical, scientific, academic markets
- Customers in 142 countries
- Over one billion page views each year



Clinical Solutions

- Documentation & coding
- Evidence-based clinical guidelines & order sets
- Integrated Clinical Decision Support
- Brands include:
 - ProVation Medical
 - Facts & Comparisons
 - Medi-Span®
 - Clin-eguide

Pharma Solutions

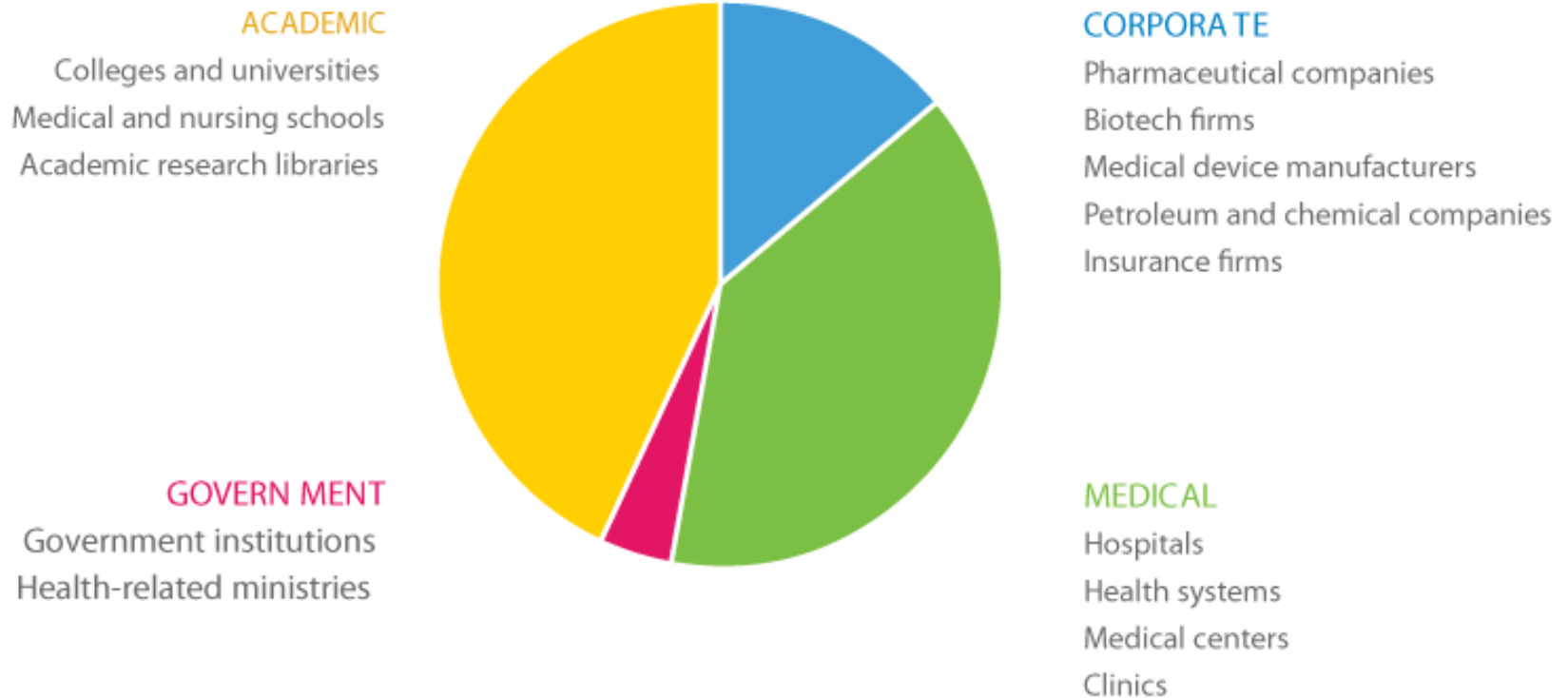
- Information products and tools for pharmaceutical researchers, developers, and marketers
- Brands include:
 - Adis
 - Source®

Ovid's Global Reach



Ovid serves 4 key global markets representing institutions across a wide range of industries

MARKET SEGMENTS SERVED



Ovid is used by nurses, doctors, teachers, students, social workers, researchers, librarians, and other information specialists to help inform their work



A nursing instructor needs to review with ICU nurses how to insert a PICC line. A search of multiple ebooks using the Nursing@Ovid search interface generates an extensive list of passages and chapters from various books where this specific technique is discussed and illustrated.



A graduate student is writing a paper on the treatment of tendonitis in university athletes. Searching on OvidSP's Basic Search simultaneously across journals and multiple bibliographic databases in Orthopaedics and Sports Medicine provides instant access to a wealth of authoritative, peer-reviewed resources.



A sociologist who volunteers at a homeless shelter uses a leading social work related database to uncover information on substance abuse and social support systems for homeless veterans.



The librarian at a major pharmaceutical company searches five separate databases simultaneously in order to provide the drug discovery team with the latest information on adverse drug reactions caused by antiretroviral therapies in AIDS/HIV patients.

More institutions access their research solutions through Ovid than any other provider in the market - Why?

- Maximize search precision by applying the same best-in-class deep vertical search across your many holdings
- Optimize efficiency for end users with tools that speed search and analysis workflows
- Manage costs and resources with uniform training and support



Experience & Trust

No matter what the situation, whether in a medical, academic, or corporate institution, the research conducted by our users has an impact on careers and, in many cases, lives.

Ovid has been setting a higher standard in medical, academic, and scientific research services for decades, focusing on high-quality research technology of complete and up-to-date data delivered to meet our clients needs with optimal usability.

Ovid is committed to providing its clients:

Content + **Tools** + **Services**

Ovid leads the market in terms of depth of **content** coverage

A global market study of 3,000 individual users and purchasers of medical and scholarly content found that Ovid was **19%** ahead of any other provider in terms of quality, currency, and depth of content.

- Premium peer-reviewed, evidence-based journals
- Premier scientific, biomedical, and academic databases
- Global, authoritative references and textbooks
- Dynamic, interactive scientific image libraries
- Easily customizable selections based on client needs
- All content is current - No Embargoes*

(* with one exception, the journal *Science*)

But what makes content on Ovid superior is the thoughtful implementation, designed by information experts, applying controlled vocabularies where appropriate to maximizing usability.

As a leading aggregator, we are committed to maximizing content in medical, scientific, and academic disciplines

- We partner with more than 150 international /society publishers
- LWW, Adis Int'l, Oxford University Press, Elsevier, Springer Science + Media, McGraw Hill, Wiley-Blackwell, Thomson, and others

Agriculture & Food Sciences
Bioengineering & Biotechnology
Clinical Medicine
Computer Science & Technology
Dentistry
Earth & Environmental Sciences
Engineering
Evidence-Based Medicine
Geology
Life Sciences

Neurology & Neurosciences
Nursing & Allied Health
Pharmacy & Pharmacology
Philosophy & Religion
Physics
Psychology & Psychiatry
Social Sciences & Humanities
Technical Sciences
Veterinary Medicine
Zoology

Ovid maximizes precision and usability of the content with the strongest research **tools** in the industry

Ovid led the market in precision of its search by **20%** over any other provider, by **7%** in terms of speed of search, and by **24%** in terms of results management.

- Searching across any combination of databases, journals, and books
- Precision searching through Advanced Search for expert searchers and advanced filtering results of Natural Language Searching
- Implementation through proprietary controlled vocabularies
- Inline abstracts, easy search limits, user-written annotations
- Optimal flexibility of search modes

“The most helpful feature is flexibility! Users and professional searchers alike will appreciate being guided through the mapping process, selecting terms as appropriate, seeing the search steps immediately, and obtaining new results from different combinations.”

Dorice Vieira
NYU Health Sciences
Libraries
New York City

Ovid partners with its clients to provide the best and most reliable **support** in the industry



- Ovid Technical Support Team Awarded “Certification of Excellence”
 - Only 10% of companies that undergo a rigorous assessment receive a “Certification of Excellence.”
 - Ovid is the first in its industry to receive the Certification
- Benchmark Portal, a leading source for customer relationship management (CRM) information and best practices and part of Purdue University’s Center for Customer-Driven Quality
- 24x7x365 Technical Support and Customer Service
- Training programs
 - Train the trainer
 - User training for novice, intermediate and advanced users
 - Multi-lingual



Our platform advantage: customizable user experiences

- Customizable tools to meet unique end-user needs
 - Search the way you want, based on your preferences and job type
- Flexible, easy-to-use system
 - From novice to advanced users
- Market specific/vertical solutions deliver content in context



OvidSP—a powerful search and discovery platform

- Simplified, easy-to-use interface
 - Quickly enter free text with natural language processing; results ranked by relevancy
 - Easily search across journals, books, and databases—simultaneously
 - Search the way you want with dynamic search modes
- Enhanced user workflow tools
 - Search Aids deliver greater search transparency, analysis, and organization
 - View terms searched, including synonyms and spelling variants
 - Narrow or broaden terms
 - Inline abstracts and annotations help streamline the search experience
 - Alerts keep researchers current with RSS feeds
- Powerful, trusted precision search technology
 - Advanced search functionality
 - Supports Ovid and SilverPlatter syntax searching
 - Flexible results management - sort results by preferred criteria
 - Fast, robust search engine

“The new modern-looking interface is easy to use and retains the best features of the Advanced Search mode. Natural Language Processing in the Basic Search mode is very useful for non-professional users.”

Janika Asplund, Information Specialist
Tampere University, Tampere, Finland



Now users can search without boundaries

- Access information regardless of platform, publisher, or provider
- Work the way you want within one, integrated solution
 - From education to practice
- Leverage new workflow tools to seamlessly analyze, manage, share information



“Ovid has been my vendor of choice more than 20 years. I can offer my patrons a broad array of different journals and books from just a single source. OvidSP is - by far - the best search platform out there: basic searchers find it easy to use, and advanced searchers are thrilled with it. ***At Ovid, they listen. They really listen.***”

Carol Crawford, Medical Librarian, Holmes Regional Medical Center, Melbourne, Florida, USA



What should our librarian partners expect of Ovid?

- Incremental improvements and enhanced features - not changes for the sake of change, but tools to meet the changing demands of the end user
- A drive to know our customers and their internal customers - and the work processes that take up so much of their time
- Tools and guidance on making best use of these features in your institutions
- We're focused on unique end user groups, understanding full well that each customer type may have their own usability concerns