Introducing OvidMD™

Wolters Kluwer
Health

Ovid

Lippincott
Williams & Wilkins

In today's presentation

- What is OvidMD
- Live Demonstration
  - Search Experience
  - Key Features and Benefits
- Why we developed OvidMD
- Benefits for librarians, physicians & clinicians
- Content packages
- Depth and breadth of knowledge
- What clinicians are saying about OvidMD

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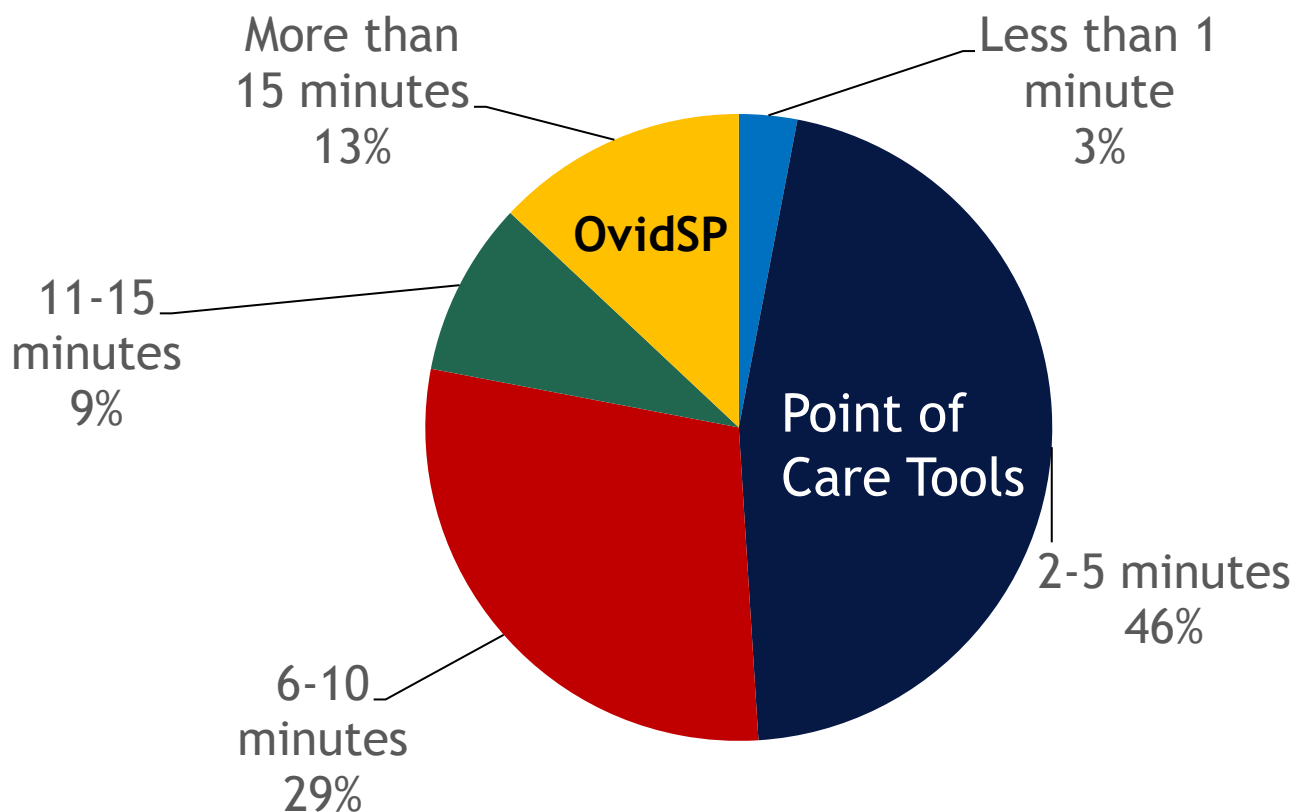Lippincott Williams & Wilkins • Ovid Technologies

Introducing OvidMD™

The first clinical tool from Ovid
for physicians and other clinicians
to find quick answers to clinical questions
backed by comprehensive,
evidence-based research
from sources you trust

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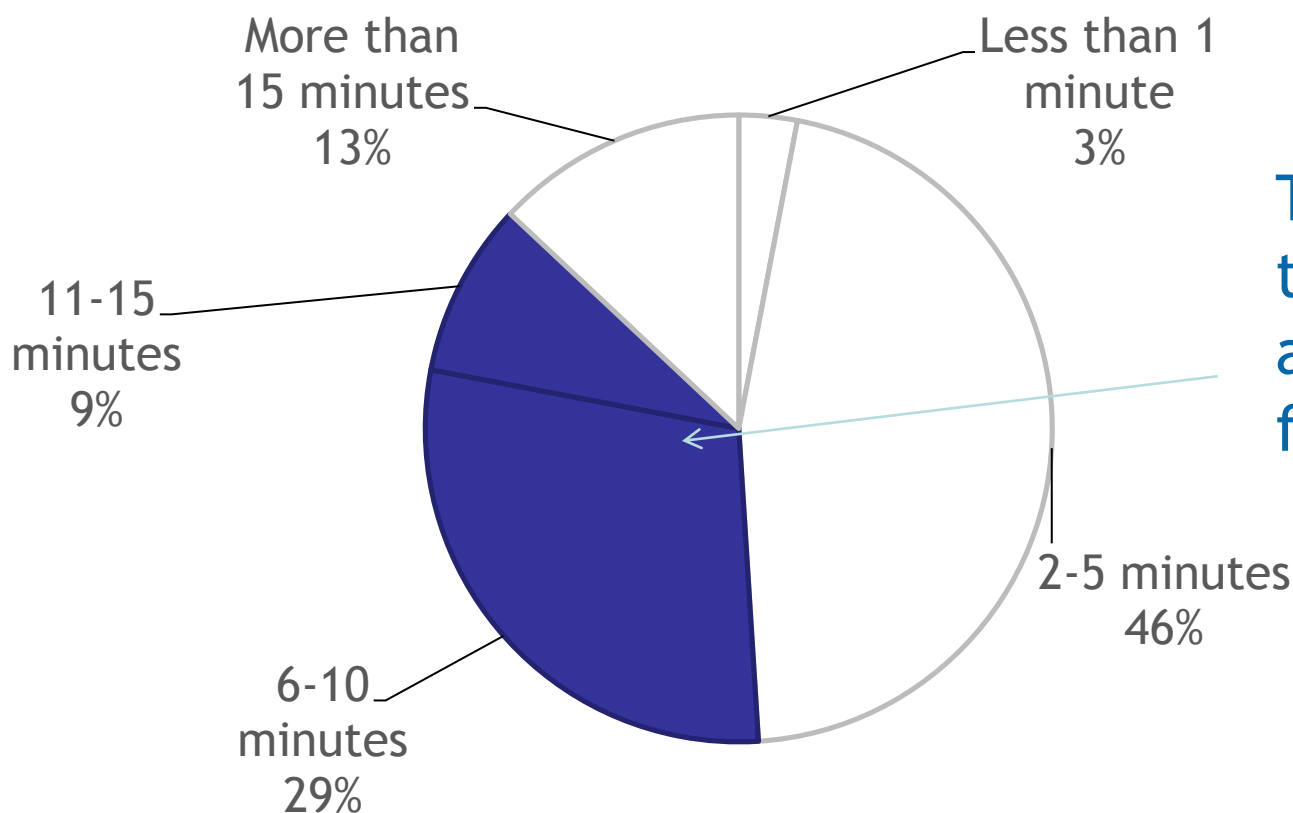Lippincott Williams & Wilkins • Ovid Technologies

Why Was OvidMD Developed?

On average, when you need to find an answer to a clinical question, how much time do you have? (n=78)

- More than 15 minutes 13%
- Less than 1 minute 3%
- 11-15 minutes 9%
- OvidSP
- Point of Care Tools
- 2-5 minutes 46%
- 6-10 minutes 29%

Research is Limited by Time

On average, when you need to find an answer to a clinical question, how much time do you have? (n=78)

More than 15 minutes 13%

Less than 1 minute 3%

11-15 minutes 9%

This is the KEY area of focus!!

2-5 minutes 46%

6-10 minutes 29%

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Physician & Clinician Benefits

- OvidMD allows Physicians & Clinicians to use their time <u>efficiently</u>:
  - Easy
  - Fast
  - Clear
  - Current
  - Trusted

Library Benefits

- Helps put library resources in the hands of clinicians
- Extends the library's influence in the clinical workspace
- Easily provides a full spectrum of authoritative information
- Saves time by allowing library staff to focus on more complex search requests
- Maximizes the use of full-text holdings
- Extends OvidSP and UpToDate®

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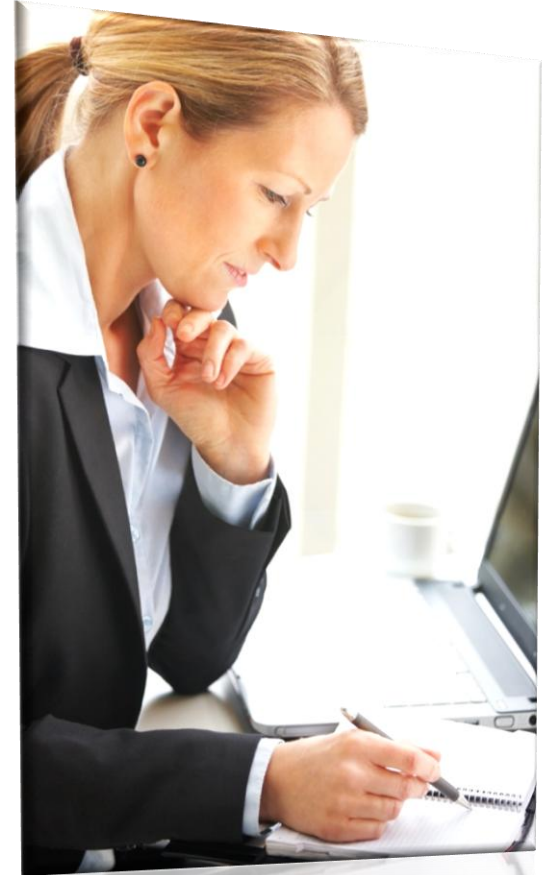
Content Packages

OvidMD Clinical Interface

OvidMD	OvidMD *Plus*	Specialty Collections

OvidMD

- ✓ Ovid MEDLINE®
- ✓ *Current Opinion* Package
- ✓ EBM Guidelines (Clinical Guidelines)
- ✓ Medical Calculators
- ✓ Drug Monographs (Facts & Comparisons)
- ✓ Patient Handouts
- ✓ National Guidelines Clearinghouse
- ✓ Connection to UpToDate

OvidMD *Plus*

Core OvidMD content, plus

- ✓ *5-Minute Clinical Consult* Books
- ✓ Natural Products
- ✓ Transplant Library

Specialty Collections

- ✓ Cardiology
- ✓ Critical Care Medicine & Trauma
- ✓ Endocrinology & Metabolism
- ✓ Gastroenterology & Hepatology
- ✓ Hematology
- ✓ Infectious Diseases
- ✓ Nephrology
- ✓ Neurology
- ✓ Obstetrics & Gynecology
- ✓ Pathology
- ✓ Pediatrics
- ✓ and more...

Plus: Access to clinical content from Ovid!

Depth & Breadth

Everything

- Full Text Journal Articles
- Ovid MEDLINE®
- UpToDate®
- Cochrane Reviews
- ACP Journal Club
- Transplant Library
- Evidence-Based Guidelines
- National Guidelines
- Reference Books
- A to Z Drug Facts
- Alternative Medicine
- Patient Information
- Images

- **Full Text Journal Articles**
  - 11 of the most popular Current Opinion titles of Review Articles
- **UpToDate®**
  - OvidMD customers get access to UpToDate's patient education content as well as previews of UpToDate's professional topics
- **Evidence-Based Guidelines**
  - A synthesis of best available evidence written by physicians for physicians that recommends a course of action
- **Patient Information**
  - Educational materials for patients from UpToDate and RelayHealth (a division of McKesson®) to improve care and patient satisfaction
- **A to Z Drug Facts**
  - Features dosages, side effects and indications, information on drug therapy
- **Images**
  - Your own personal image library extracted from content you subscribe to on Ovid
- **Medical Calculators**
  - A wide array of medical calculators, clinical criteria sets and decision tree analysis tools used every day by clinicians

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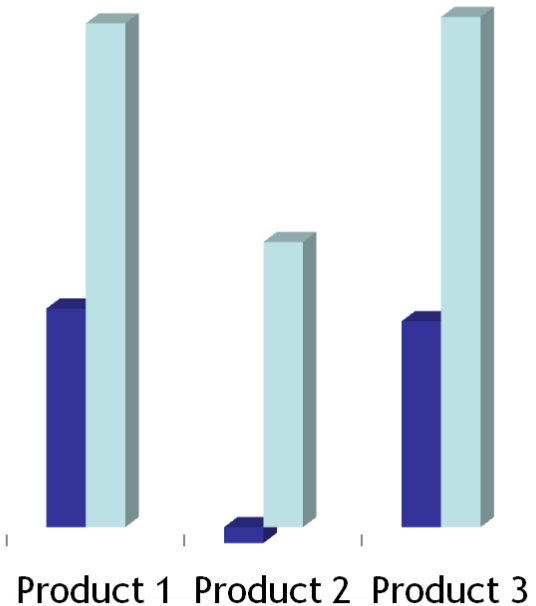# OvidMD "Pull-Through" Content

- Your clinically relevant OvidSP content can be accessed through OvidMD!
  - LWW UpToDate collection
  - Ovid UpToDate collection & additional ala carte UpToDate Reviewed titles
  - Books and journals subject area collections
  - Over 100 additional journals beyond the OvidMD core package or in the add-on journal collections
  - Over 100 additional books beyond the OvidMD core package or the add-on book collections
  - Clinical textbooks
  - Additional evidence-based resources including the ACP Journal Club and Evidence-Based Medicine Reviews (Cochrane)

OvidMD User Acceptance Testing with Physicians

Real Clinical Searches from MDs

- _What is the best treatment for Polycystic Ovarian Syndrome?_
- _tetanus prophylaxis_
- _What is the risk of thrombocytopenia with enoxaparin therapy?_

Better initial search results?

Better documents in results?

OvidMD
Competitor

Product 1   Product 2   Product 3

Product 1   Product 2   Product 3

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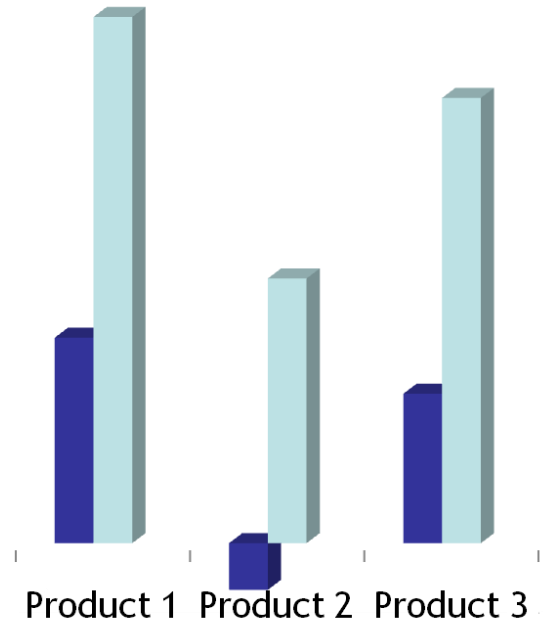
If you ask a Physician a Physician will say...

"OvidMD is fast, user-friendly and gives relevant search results the first time around."

Surender Bodhireddy, M.D.
Covenant Medical Center, Lubbock TX

"OvidMD was an amazing product, and I will use it when it becomes available."

Paul H Douglass, M.D.
York Women's Health Center, York, PA

OvidMD – Demo

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Questions?

Thank You!