

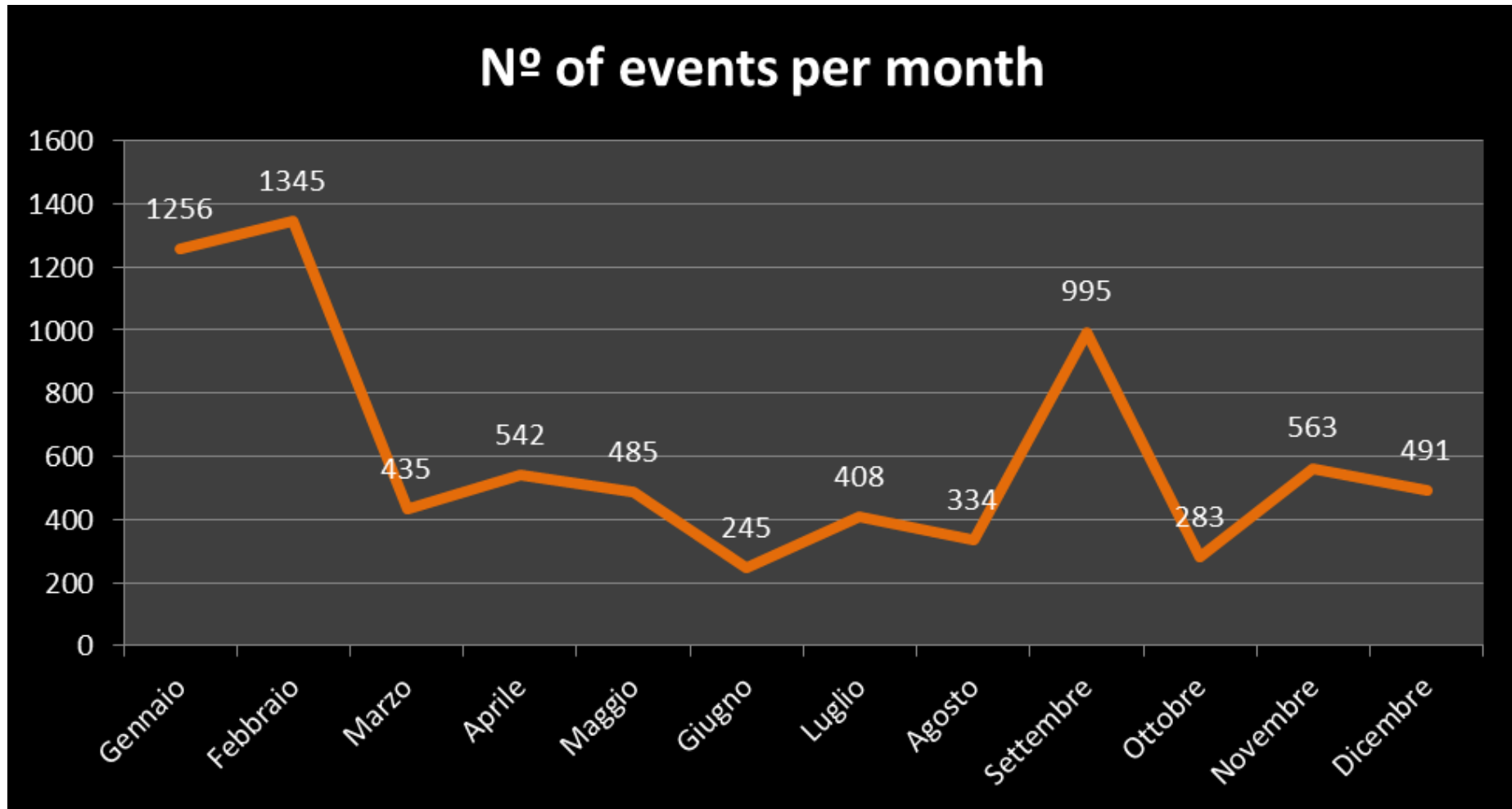
ClinicalKey and Società Italiana di Ginecologia e Ostetricia – Update January-December 2016



Luca Mariani – Senior Account Manager
Ximena Alvira – Account Development Manager
Elsevier Clinical Solutions

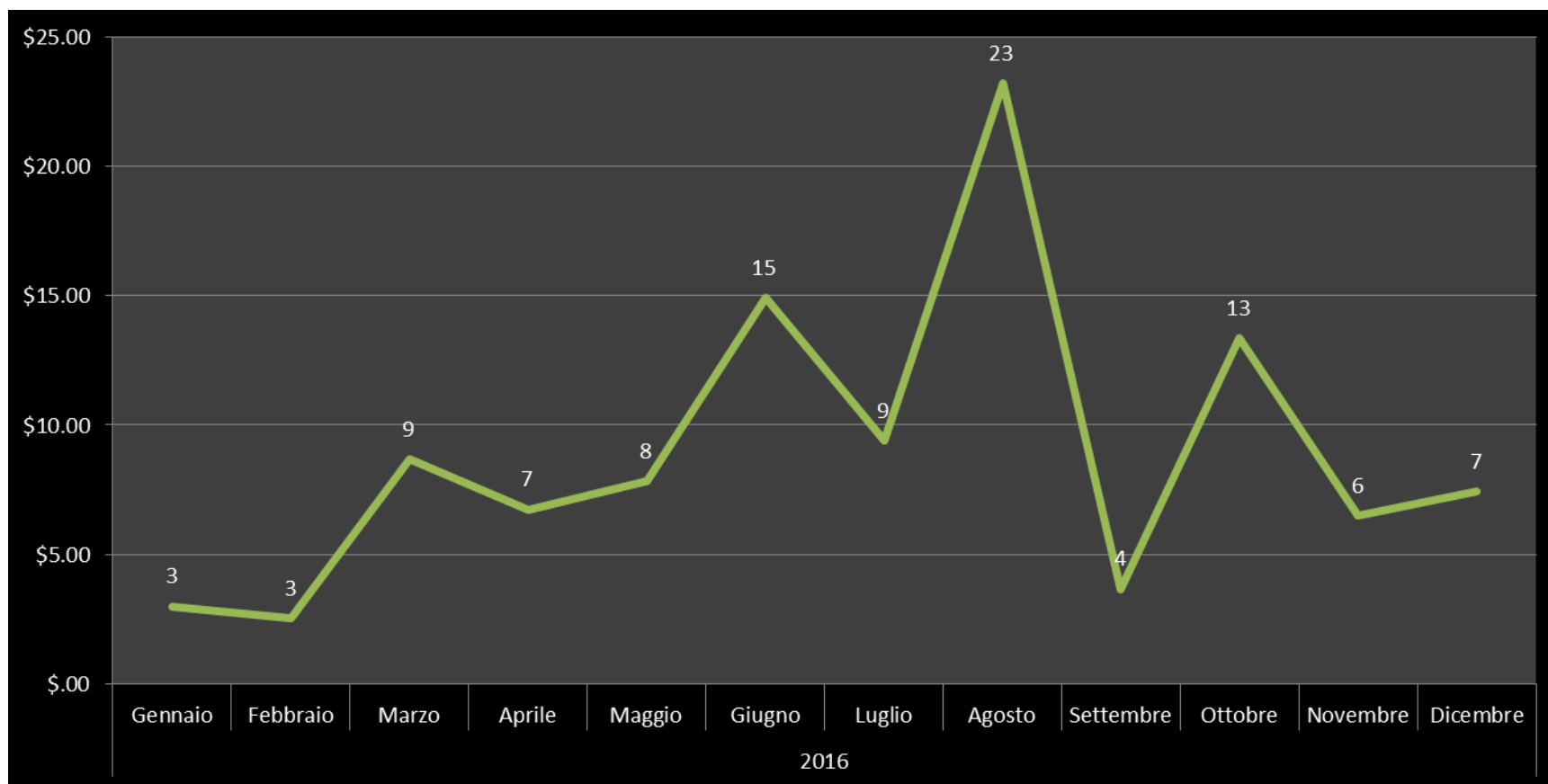


Total number of events in 2016



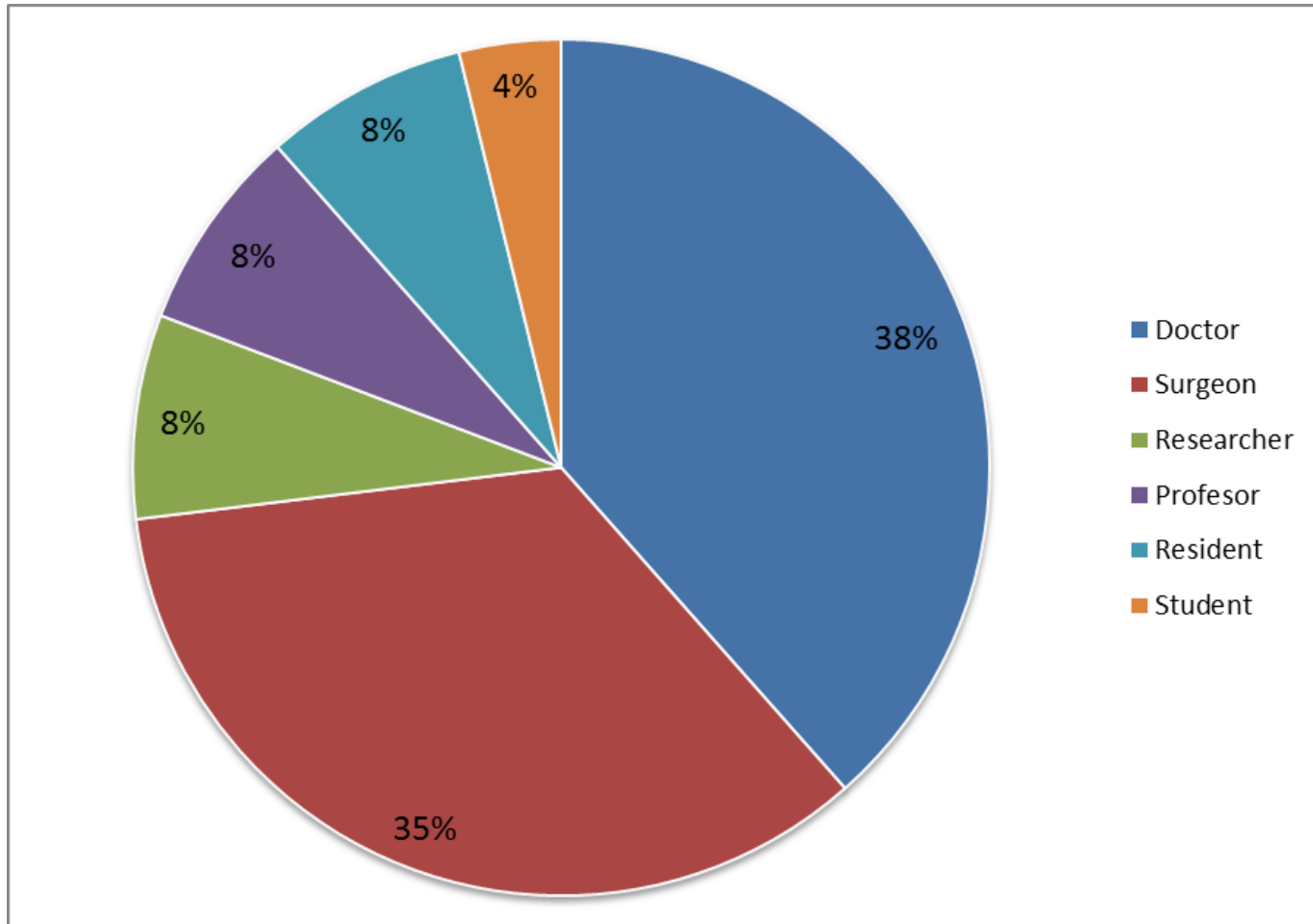
Cost per event* during 2016

While the cost-benefit relation is good, we can help drive **profitability** by providing expert tailored training.

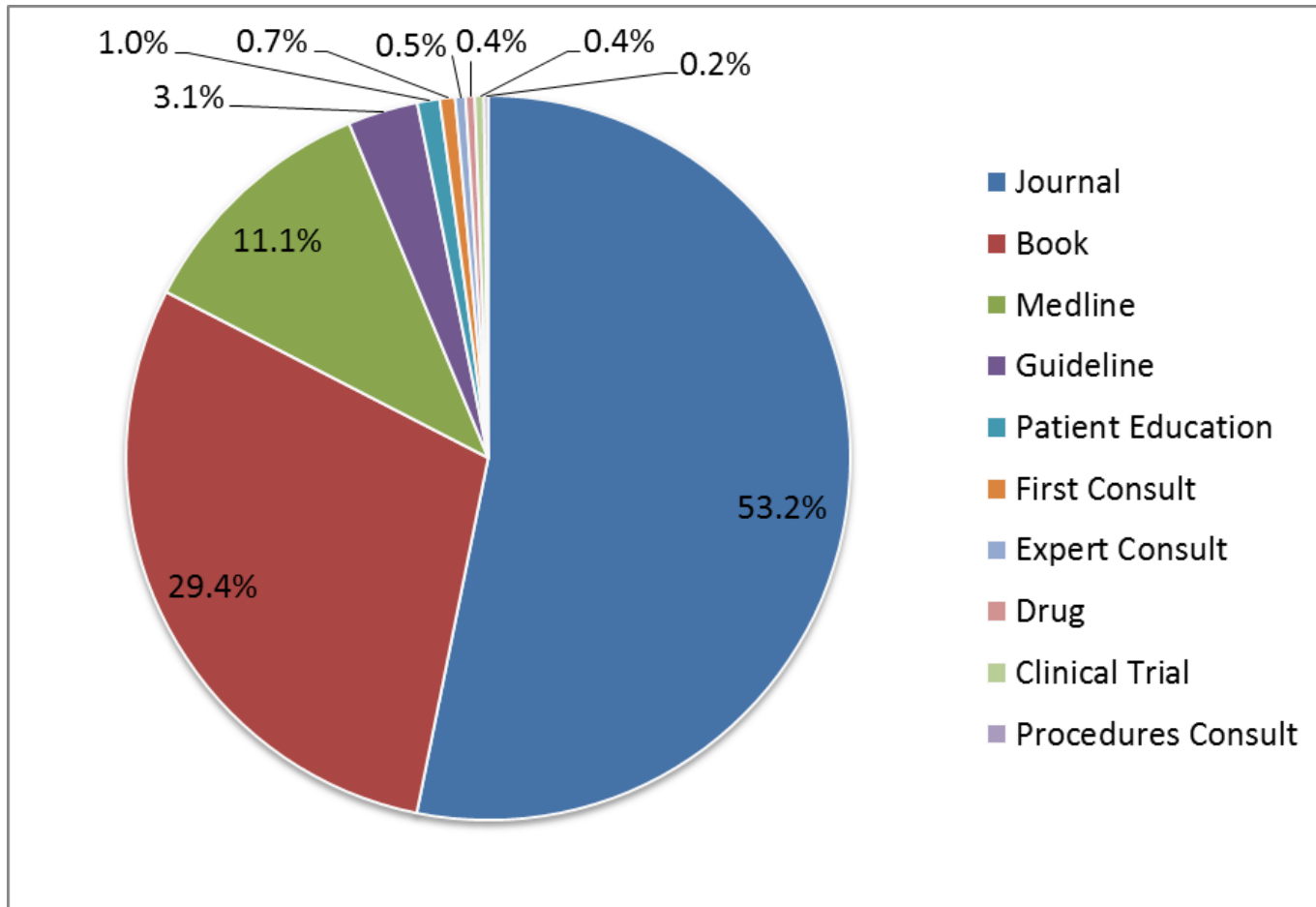


*Sum of all activities carried out in ClinicalKey, divided by the cost of ClinicalKey for SIGO per month.

Distribution of professional profiles: no significant changes compared to previous analysis

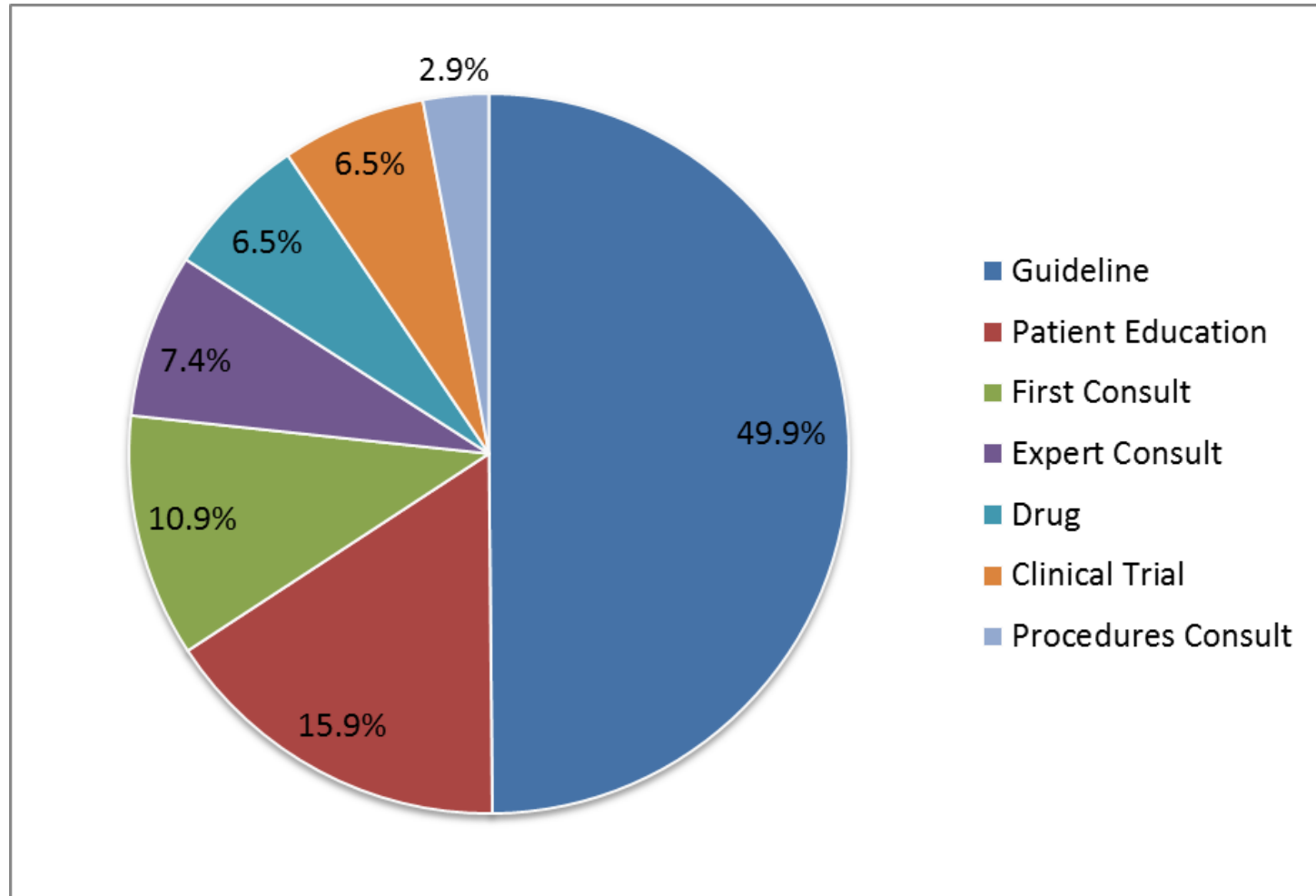


Usage breakdown of all accessed content available in CK

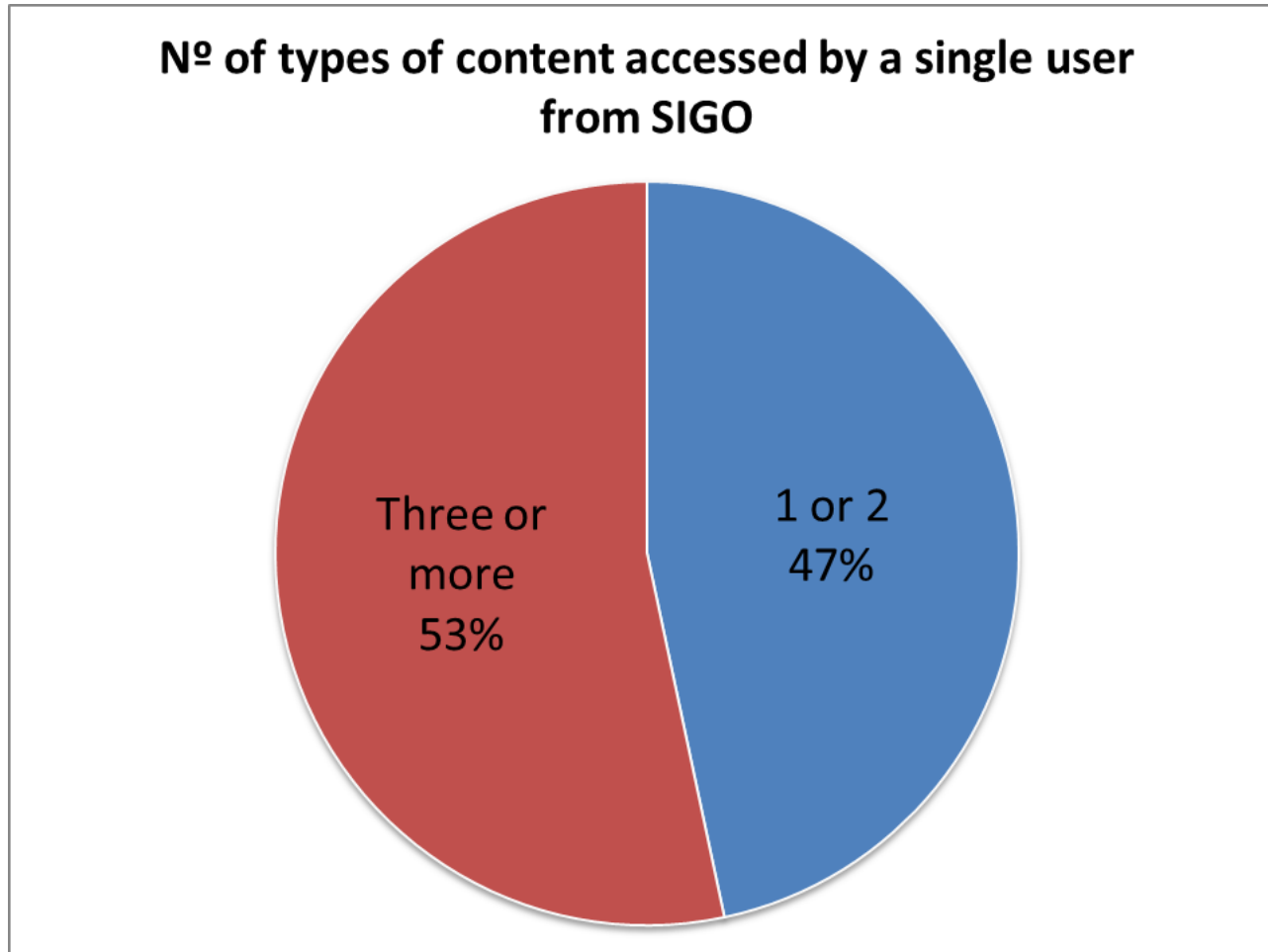


Journals and books are by far the preferred source of knowledge in SIGO.

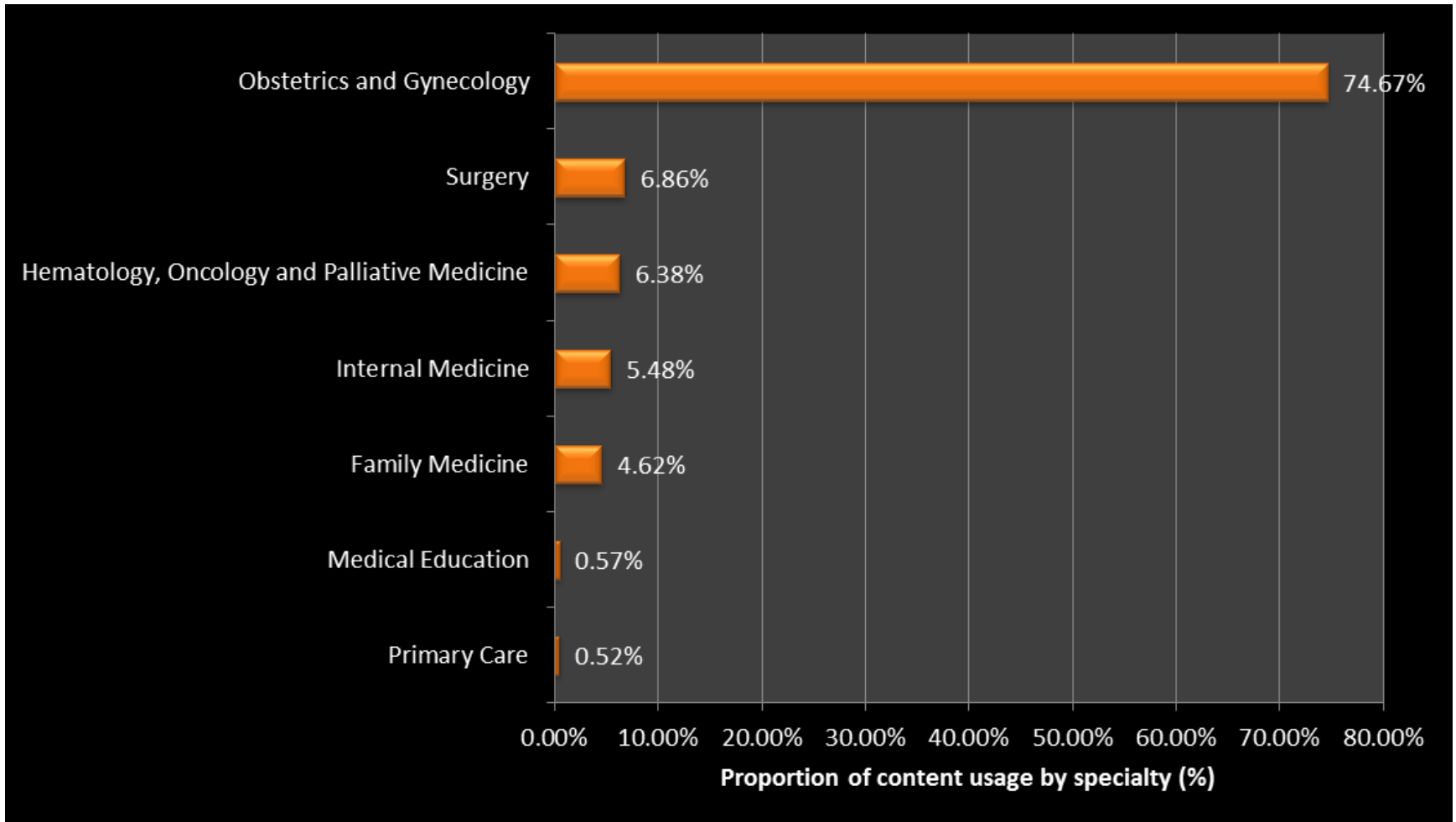
Usage breakdown of all accessed content available in CK (excluding journals, books and MEDLINE)



Types of content accessed by a single registered user



Specialties consulted aside from their collection



Summary of ClinicalKey usage in SIGO in 2016

- There are no major changes in usage respective the analysis made in November.
- The importance of receiving training sessions to improve the usage of ClinicalKey and exploit its maximum potential.
- Users should be urged to register in order to take advantage of ClinicalKey's full potential.