

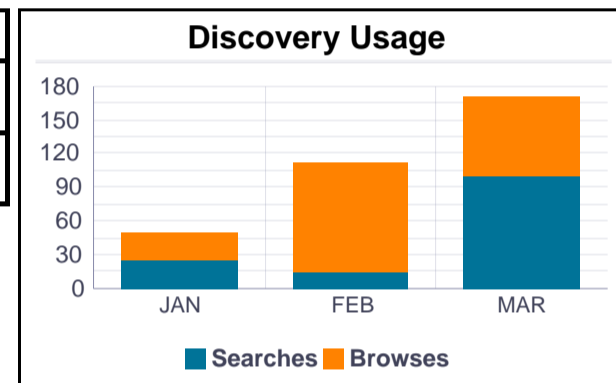
ClinicalKey Monthly Product Usage Report: March - 2017

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If you have any questions regarding this report, or would like more information, please contact your Elsevier representative.

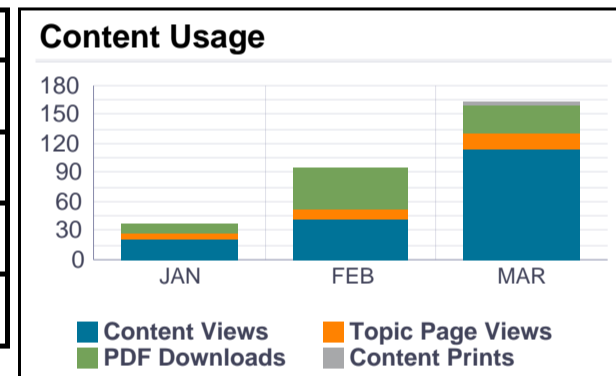
ClinicalKey Usage Statistics

Discovery Usage Total	JAN	FEB	MAR	YTD
Searches	25	14	99	138
Browses	25	98	72	195

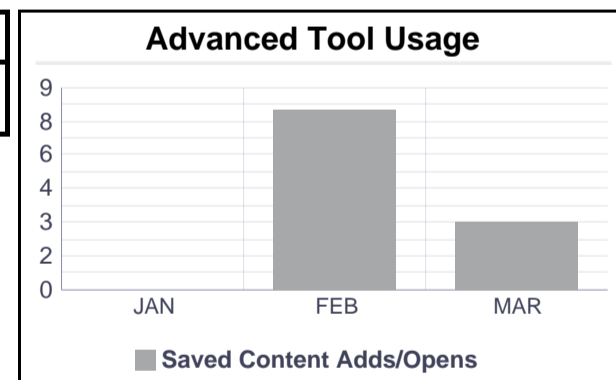


Please note that some searches and browses are not being logged due to data issues. Resolution is in work.

Content Usage Total	JAN	FEB	MAR	YTD
Content Views	20	41	113	174
Topic Page Views	6	10	17	33
PDF Downloads	10	43	28	81
Content Prints	1	0	6	7



Advanced Tool Usage Total	JAN	FEB	MAR	YTD
Saved Content Adds/Opens	0	8	3	11



Performance Metrics

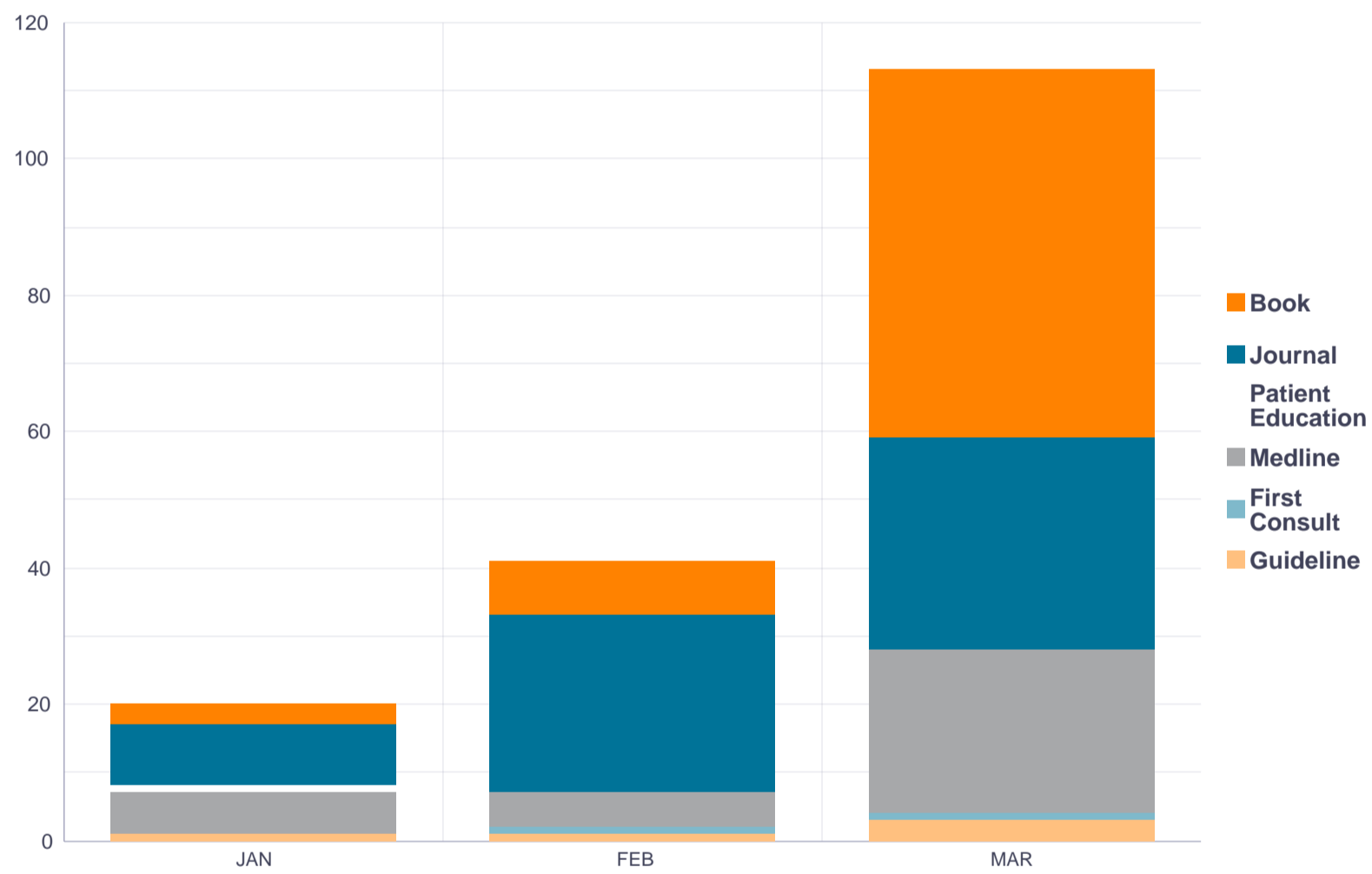
Performance Metrics	JAN	FEB	MAR
Unique Content Titles Viewed (1)	9	17	23
Registered User Count (2)	2	4	6

1. Number of unique content titles viewed by users each month
2. Unique count of registered individuals who were actively logged into their account during the reporting period

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Content View Breakdown



	JAN	FEB	MAR	YTD
Book	3	8	54	65
Journal	9	26	31	66
Patient Education	1	0	0	1
Medline	6	5	24	35

	JAN	FEB	MAR	YTD
First Consult	0	1	1	2
Guideline	1	1	3	5

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Top 20 This Month

Top 20 Search Terms	Searches
risk factors for post partum hemorrhage	17
placenta previa	16
cornual pregnancy and methotrexate	13
isteroscopy operative	9
risk factors for post part hemorrhage	7
isteroscopie	6
cornual pregnancy	5
thrombocytopenia and pregnancy	5
antiphospholipid syndrome	4
isteroscopy surgical procedure	4
antiphospholipid syndrome thrombocytopenia and pregnancy	3
silver	3
silver rm	3
cornual pregnancy and metotrexate	2
effect of horizontal vs vertical vaginal cuff closure	2
hysteroscopy surgical procedure	2
isteroscopy surgical procedure	2

Top 20 Content Publications	Views
Medline	24
Ob/gyn Secrets (Fourth Edition)	21
Obstetrics: Normal and Problem Pregnancies (Seventh Edition)	12
American Journal of Obstetrics and Gynecology	10
Journal of Minimally Invasive Gynecology	9
European Journal of Obstetrics & Gynecology and Reproductive Biology	6
Atlas of Pelvic Anatomy and Gynecologic Surgery (Fourth Edition)	5
Chesley's Hypertensive Disorders in Pregnancy (Fourth Edition)	3
Urogynecology and Reconstructive Pelvic Surgery (Fourth Edition)	3
Comprehensive Gynecology (Seventh Edition)	2
Conn's Current Therapy 2017	2
Ferri's Clinical Advisor 2017	2
Hysteroscopy	2
International Journal of Gynecology & Obstetrics	2

Top 20 Search Terms	Searches
the birth at home in italy	2
antiphospholipid syndrome thrombocytopeniain pregnancy	1
casa del parto	1
centers of excellence for placenta previa	1
centri nascita	1
histeroscopy surgical procedure	1
isteroscopy operable	1
isteroscopy	1
penis disease diagnostics	1
porta hepatis ovarian cancer	1
procedure surgical isteroscopy	1
procedure surgicale isteroscopy	1
the birth	1
the birth at home	1
thrombocytopenia	1

Top 20 Content Publications	Views
NICE Guidelines	2
Best Practice & Research Clinical Obstetrics & Gynaecology	1
Creasy and Resnik's Maternal-Fetal Medicine: Principles and Practice (Seventh Edition)	1
First Consult	1
Goldman-Cecil Medicine (Twenty-fifth Edition)	1
Internal Guidelines	1
Journal of Obstetrics and Gynaecology Canada	1
Taiwanese Journal of Obstetrics and Gynecology	1
Virology	1

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Content Usage by Content Type

Type	Activity	JAN	FEB	MAR	YTD
Books Total		7	28	93	128
Books	Content Views	3	8	54	65
	PDF Downloads	0	2	2	4
	Content Prints	1	0	2	3
	Browses	3	18	35	56
First Consult Total		0	1	1	2
First Consult	Content Views	0	1	1	2
Guidelines Total		1	1	7	9
Guidelines	Content Views	1	1	3	5
	Browses	0	0	4	4
Journals Total		30	152	94	276
Journals	Content Views	9	26	31	66
	PDF Downloads	10	41	26	77
	Content Prints	0	0	4	4
	Reading List Adds	0	5	0	5
	Browses	11	80	33	124
Medline Total		6	6	26	38
Medline	Content Views	6	5	24	35
	Reading List Adds	0	1	2	3
Patient Education Total		10	0	0	10
Patient Education	Content Views	1	0	0	1
	Browses	9	0	0	9
Procedure Consult Total		2	0	0	2
Procedure Consult	Browses	2	0	0	2

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Full Text Journal and Clinics Views by Title

Journal Title	ISSN	JAN	FEB	MAR	YTD
Gynecologic Oncology	00908258	6	37	3	46
American Journal of Obstetrics and Gynecology	00029378	6	2	20	28
Journal of Minimally Invasive Gynecology	15534650	4	2	11	17
European Journal of Obstetrics & Gynecology and Reproductive Biology	03012115	0	5	9	14
Fertility and Sterility	00150282	3	10	0	13
International Journal of Gynecology & Obstetrics	00207292	0	4	4	8
Obstetrics, Gynaecology & Reproductive Medicine	17517214	0	5	1	6
Best Practice & Research Clinical Obstetrics & Gynaecology	15216934	0	0	2	2
Virology	00426822	0	0	2	2
Journal of Adolescent Health	1054139X	0	0	1	1
Journal of Obstetrics and Gynaecology Canada	17012163	0	0	1	1
Placenta	01434004	0	1	0	1
Reproductive BioMedicine Online	14726483	0	0	1	1
Sexual & Reproductive Healthcare	18775756	0	0	1	1
Taiwanese Journal of Obstetrics and Gynecology	10284559	0	0	1	1
Women's Health Issues	10493867	0	1	0	1

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Full Text Book Views by Title

Book Title	ISBN	JAN	FEB	MAR	YTD
Ob/gyn Secrets (Fourth Edition)	9780323399227	0	0	21	21
Obstetrics: Normal and Problem Pregnancies (Seventh Edition)	9780323321082	0	2	13	15
Atlas of Pelvic Anatomy and Gynecologic Surgery (Fourth Edition)	9780323225526	0	1	6	7
Chesley's Hypertensive Disorders in Pregnancy (Fourth Edition)	9780124078666	0	0	3	3
Creasy and Resnik's Maternal-Fetal Medicine: Principles and Practice (Seventh Edition)	9781455711376	0	2	1	3
Ferri's Clinical Advisor 2017	9780323280488	1	0	2	3
Urogynecology and Reconstructive Pelvic Surgery (Fourth Edition)	9780323113779	0	0	3	3
Colposcopy (Second Edition)	9781416034056	0	2	0	2
Comprehensive Gynecology (Seventh Edition)	9780323322874	0	0	2	2
Conn's Current Therapy 2017	9780323443203	0	0	2	2
Hysteroscopy	9780323041010	0	0	2	2
The Netter Collection of Medical Illustrations: Reproductive System (Second Edition)	9781437705959	0	2	0	2
Yen & Jaffe's Reproductive Endocrinology (Seventh Edition)	9781455727582	2	0	0	2
Clinical Gynecologic Oncology (Eighth Edition)	9780323074193	0	1	0	1
Goldman-Cecil Medicine (Twenty-fifth Edition)	9781455750177	0	0	1	1

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Glossary

Term	Description
Usage Events	All usage for Clinical Key (CK) is tracked as "events" - the traditional web analytics metric "pageviews" is not directly applicable to CK due to the advanced nature of the web application. Most interactions with users are accomplished without reloading the browser page. Currently, the following usage events are available in reports and are categorized as "DISCOVERY", "CONTENT", or "ADVANCED TOOL" events.
Discovery Usage	Usage events that are related to the discovery of content; currently comprised of "Searches" and "Browses."
Searches	A count of events when a user initiates a new search or further refines a search; currently includes the submission of any query to CK as well as the refinement of search results using the faceting tools (by content type or content specialty) located on the left side of the search results page.
Browses	A count of events when a user initiates a browse through content by content type (Books, Journals, Practice Guidelines, Patient Education, etc).
Content Usage	Usage events that are related to the consuming of content; currently comprised of "Content Views," "PDF Downloads," and "Content Prints."
Content Views	A count of events when a user makes a full HTML view of content or views an image, video, or audio multimedia element. Note this metric may be higher than COUNTER HTML for a particular content type, since COUNTER does not include the image, video, or audio elements.
PDF Downloads	A count of events when a user initiates a download of content as a PDF file to his or her local system.
Content Prints	A count of events when a user initiates printing of content.
Advanced Tool Usage	Usage events that are related to features on the site for storing, retrieving, or integrating content into presentations; currently comprised of "Saved Content", "Presentation Maker", and "Email Content" elements. Note that individual registration is a prerequisite for these events.
Saved Content Adds	A count of events when a user adds a content element to his or her menu.
Saved Content Opens	A count of events when a user retrieves a content element from his or her menu.

Term	Description
PPT Maker Adds	A count of events when a user adds a content image to his or her presentation maker.
PPT Exports	A count of events when a user exports PPT maker content from his or her presentation maker.
Email Content	A count of events when a user uses a citation for drug monographs, images, and patient education materials referencing the copyright holder, the title of the material, the type of material it is, a reference to ClinicalKey with the appropriate URL, and the date it was viewed.
Topic Pages Accessed	Topic Pages are a feature in ClinicalKey designed to deliver synthesized overviews for fast, concise answers. Topic Pages contain information about risk factors, clinical manifestations, treatments and more, as well as links to specialty-specific answers and related drugs. A link out to search results is included when deeper evidence is needed. Currently, the following Topic Pages metrics are available in reports "Topic Pages View" and "Topic Page Term".
Topic Page View	A count of the number of topic pages accessed on the ClinicalKey application.
Topic Page Term	A count of the number of concepts that resulted in a Topic Page rendering.