

ClinicalKey and Società Italiana di Ginecologia e Ostetricia –



Update Sep. 2016



Luca Mariani – Account Manager

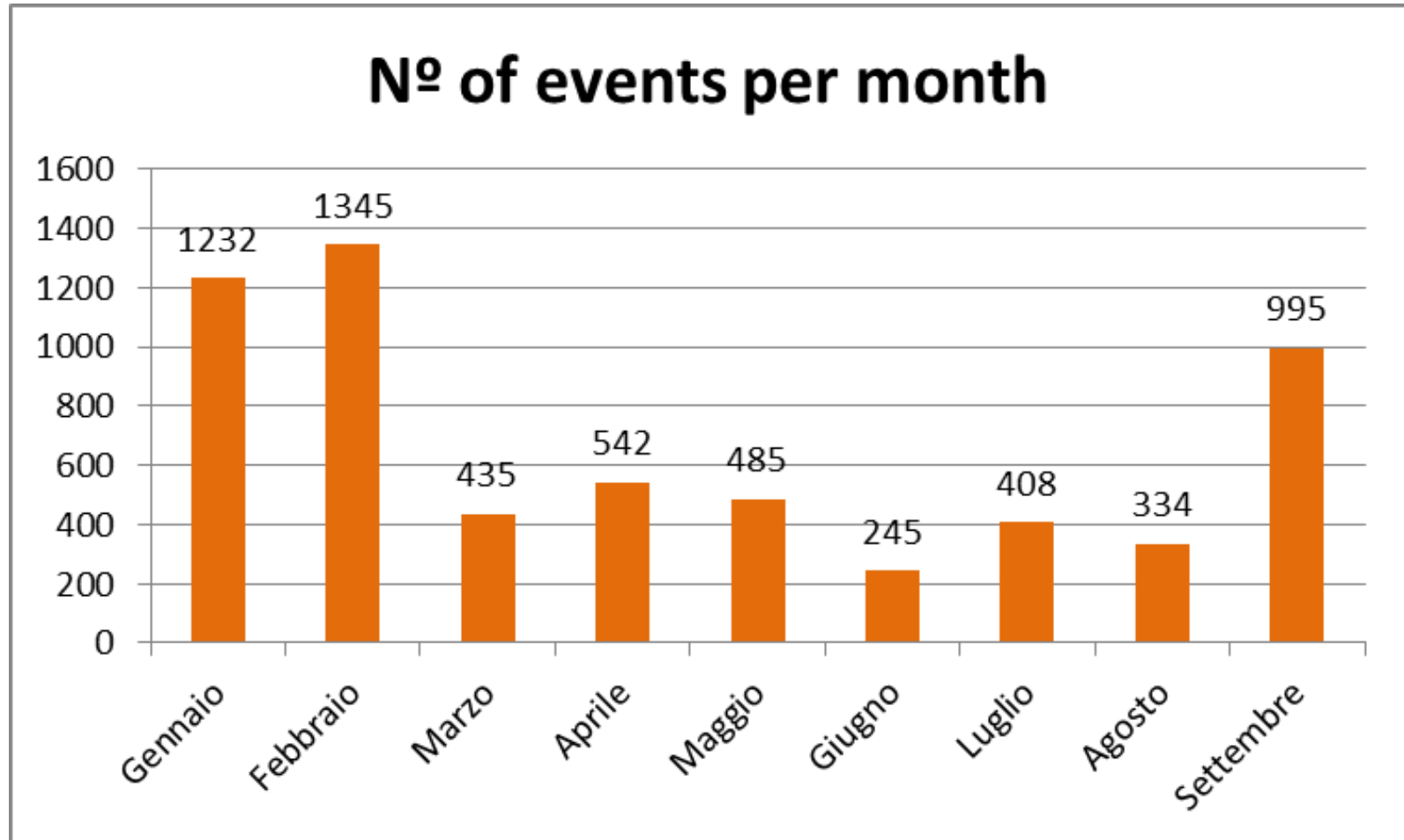
Ximena Alvira – Account Development Manager

Elsevier Clinical Solutions



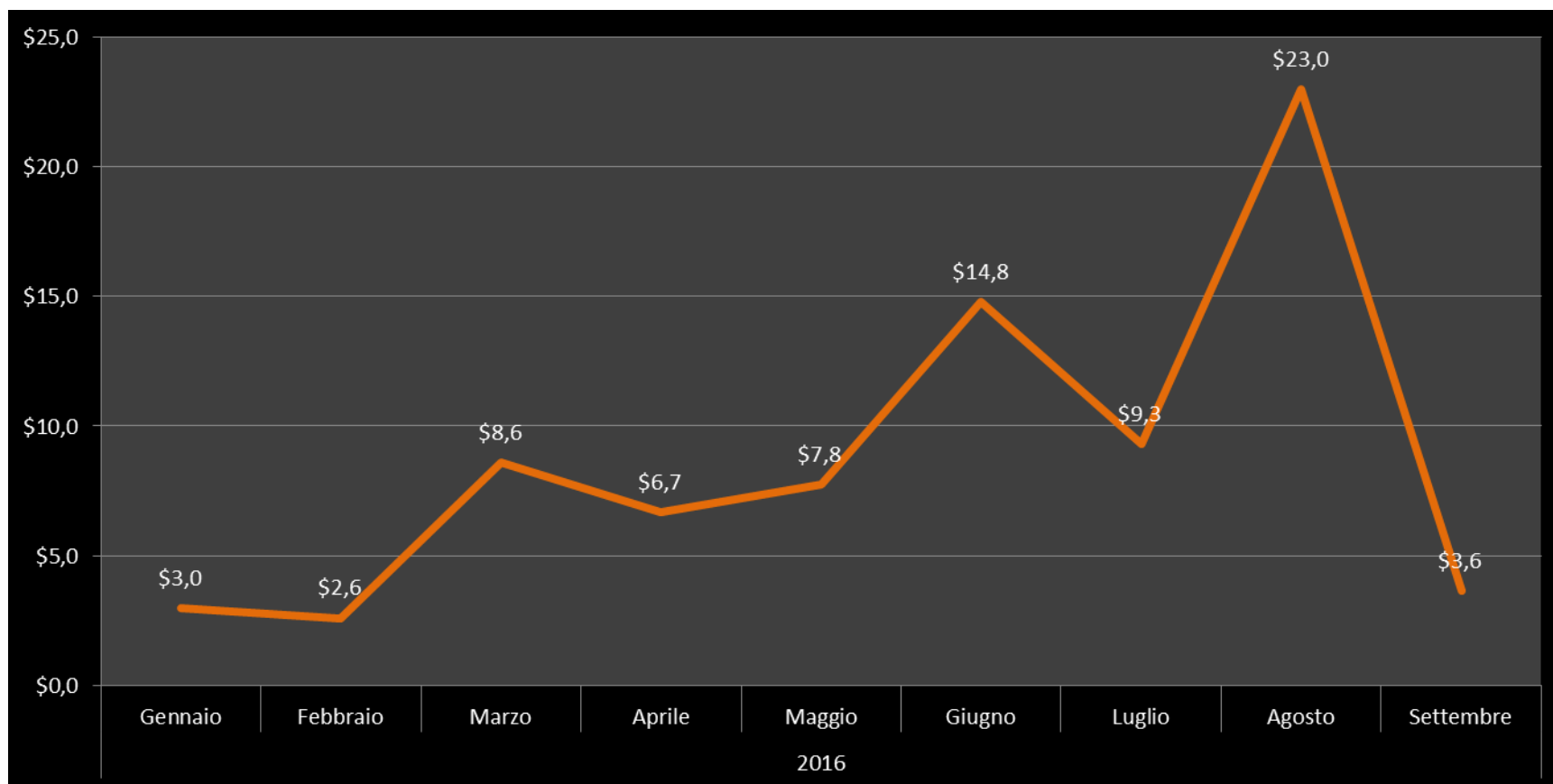
Total number of events in the past 9 months

There is a trend towards a generalized increase in usage in the last month registered.



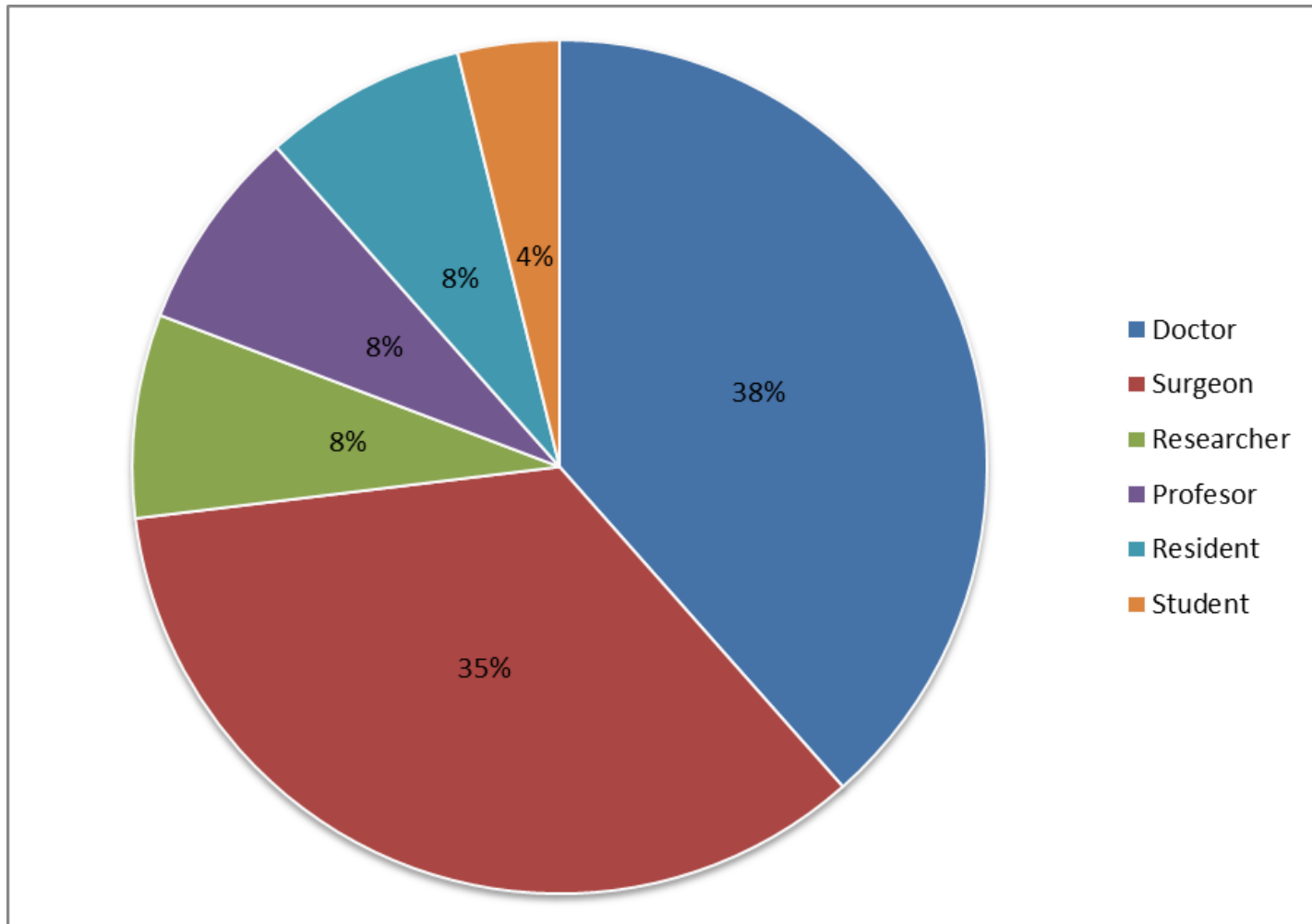
Cost per event*

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

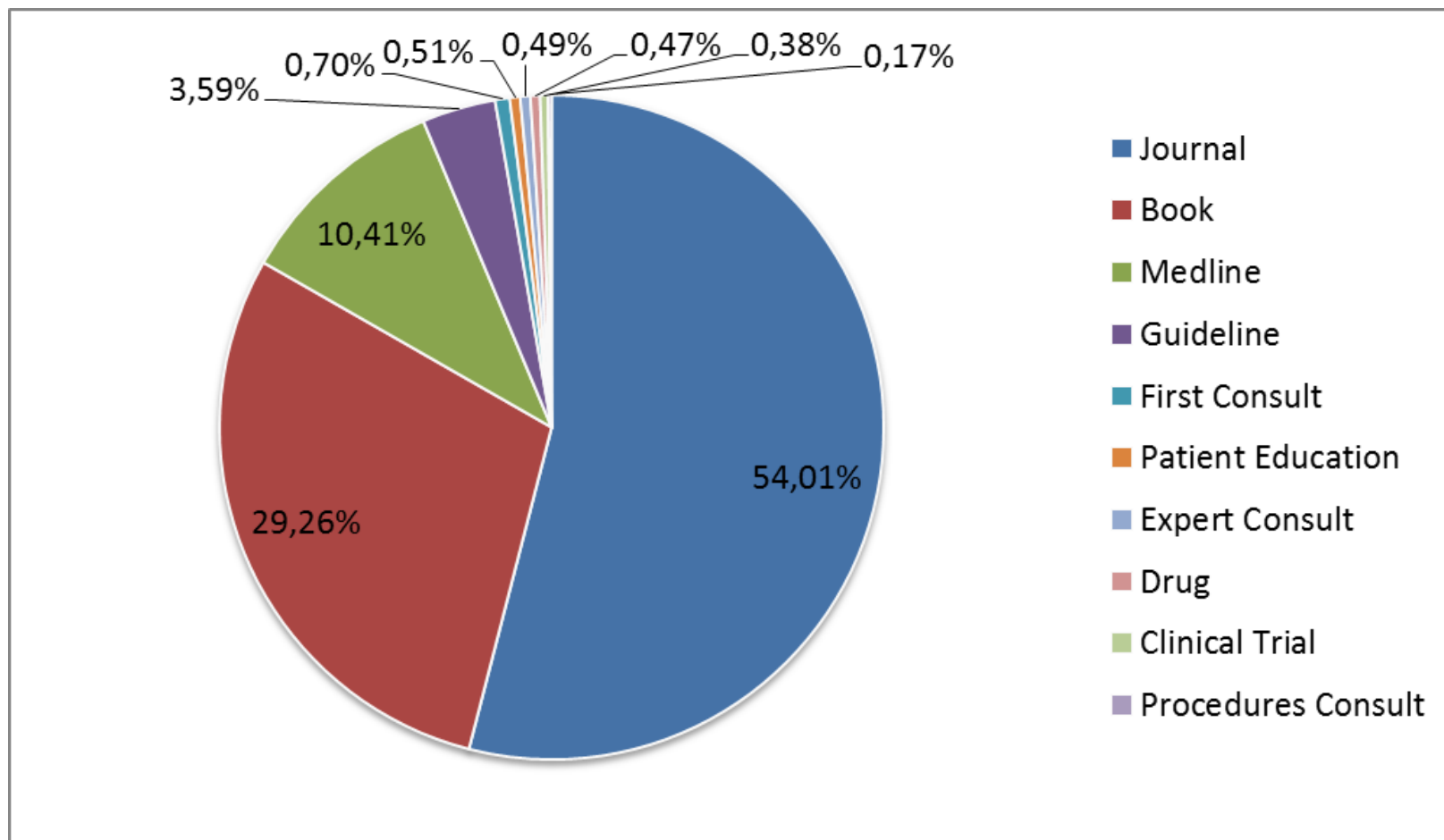


*Sum of all activities carried out in ClinicalKey, divided by the cost of ClinicalKey per month.

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

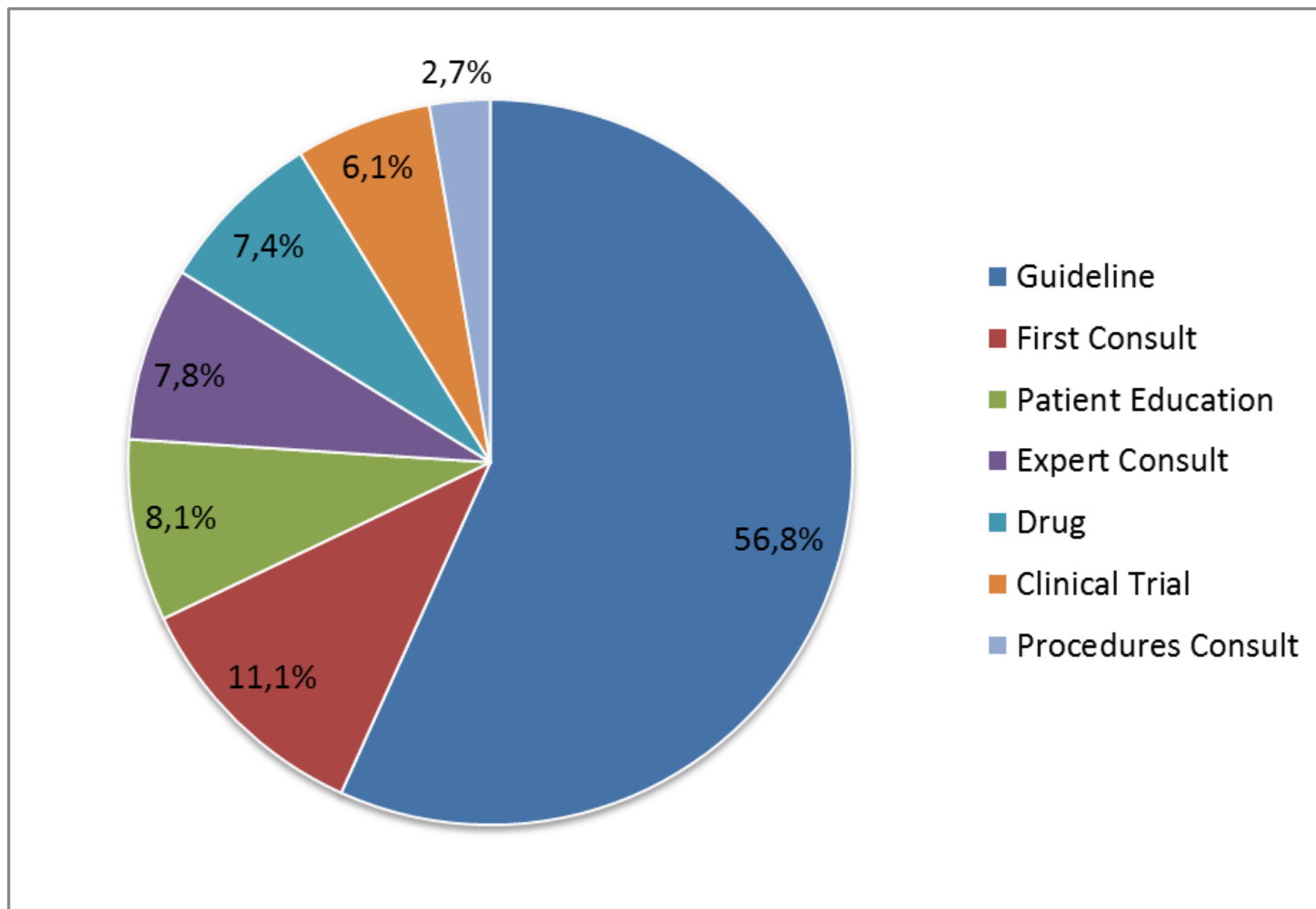


Usage breakdown of all accessed content available in CK: no significant changes compared to previous analysis

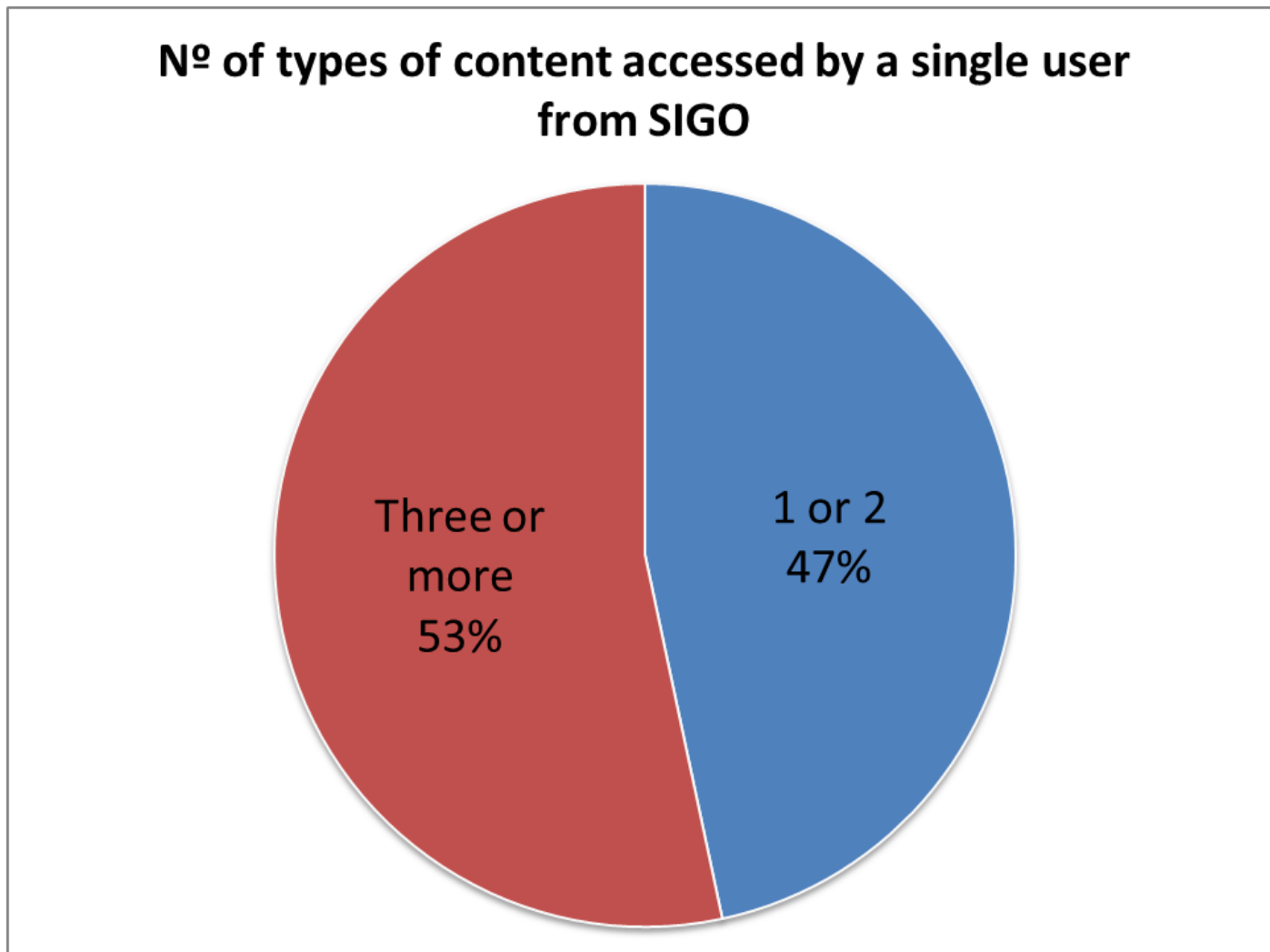


Journals and books are by far the preferred source of knowledge in SIGO.

Usage breakdown of all accessed content available in CK (excluding journals & books): **no significant changes compared to previous analysis**



Types of content accessed by a single registered user: **no significant changes compared to previous analysis**



Specialties consulted aside from their collection: no significant changes compared to previous analysis

