Wolters Kluwer
Health

OvidSP
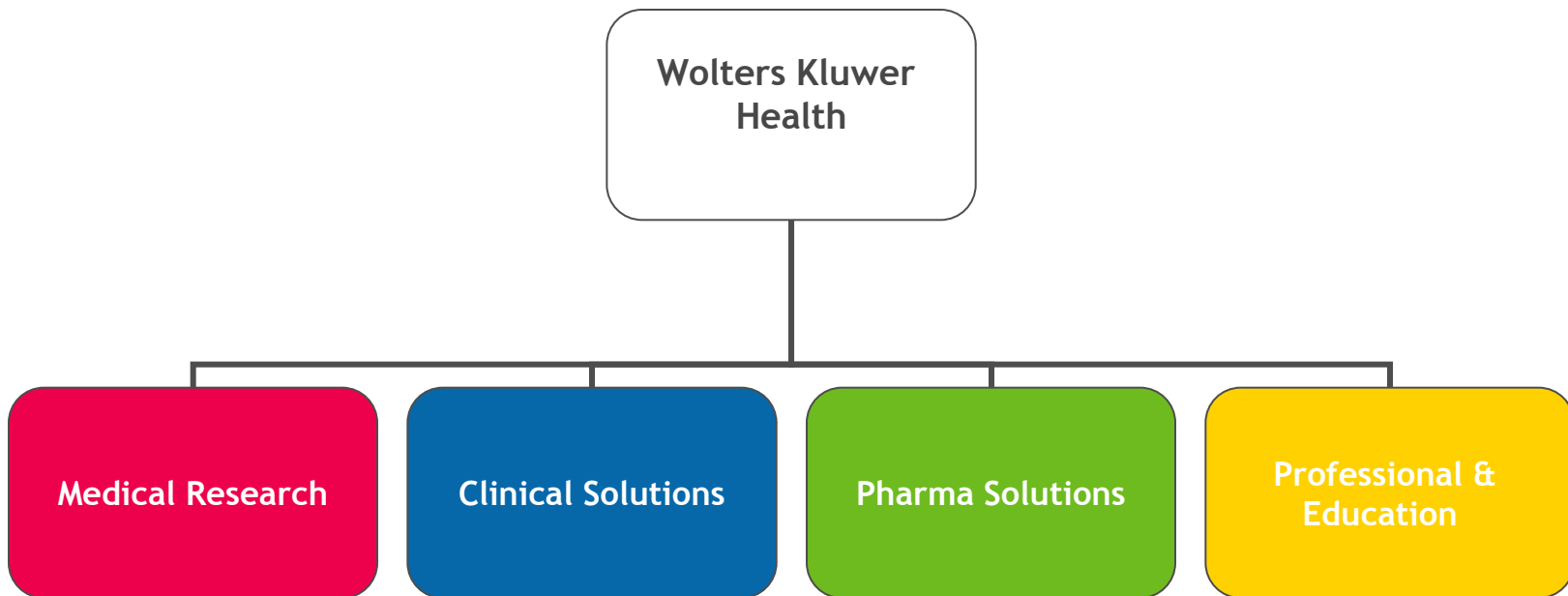
Powerful. Simplified. Even Better.
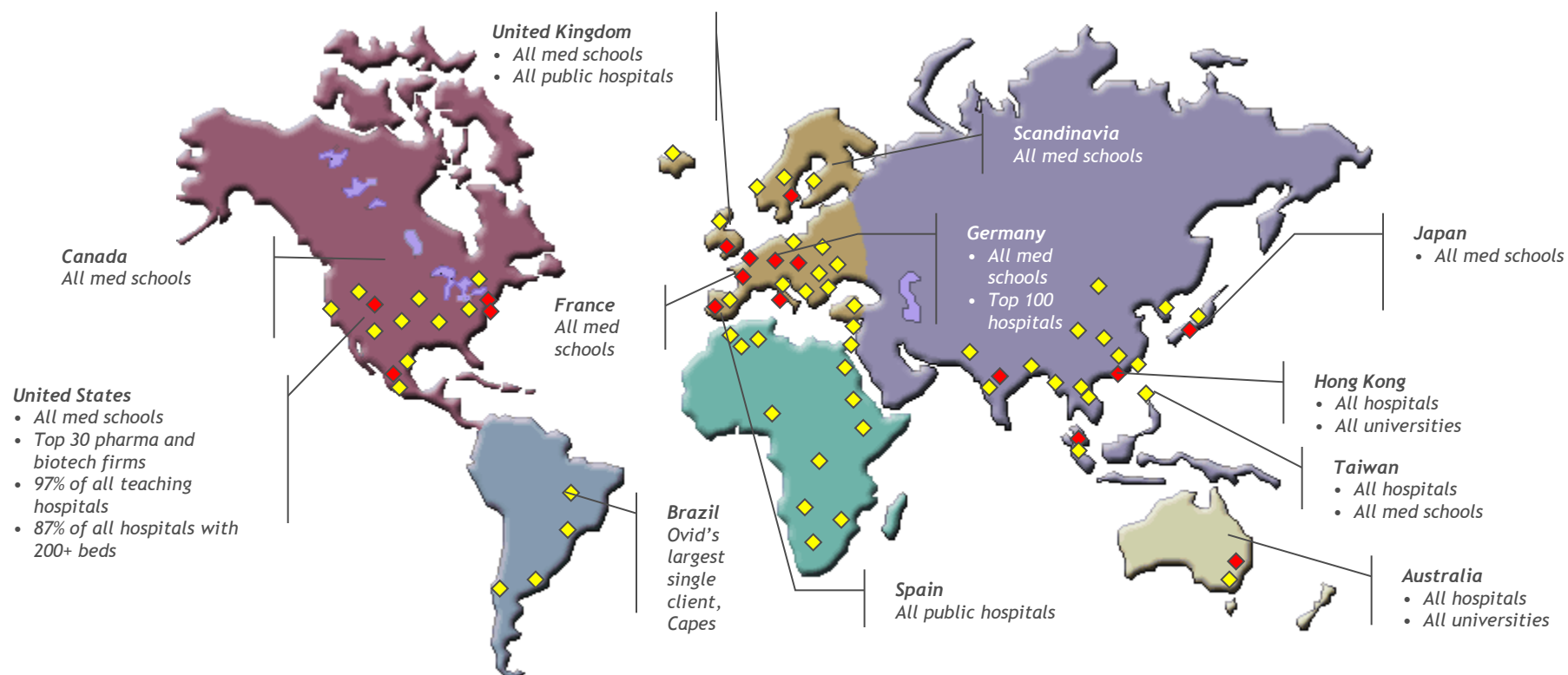
SDL 2011

Introducing OvidSP

To be the professional's first choice in driving medical excellence in the transformation of healthcare through information solutions.

# Wolters Kluwer Health:
# Strong Brands & Market Positions

| Medical Research | Clinical Solutions | Professional & Education | Pharma Solutions |
|---|---|---|---|
| ▪ Global leader in online research information solutions for medical, scientific, academic markets<br>▪ Customers in 90 countries<br>▪ One billion page views in 2007 | ▪ Drug and clinical decision support solutions for the point-of-care<br>▪ Documentation & coding<br>▪ Evidence-based clinical guidelines & order sets<br>▪ Integrated Clinical Decision Support | ▪ Global leader of text & reference for medical, nursing & health professionals & students<br>▪ Point-of-learning tools for medical education<br>▪ Nearly 275 periodicals and 1,500 books in more than 100 disciplines. | • Information products and tools for pharmaceutical researchers, developers, and marketers<br>• Information and services to the pharmaceutical, biotech, medical device and diagnostics industries |
| Ovid | Facts & Comparisons<br>Medi-Span®<br>ProVation Medical<br>Clin-*e*guide™ | Lippincott Williams & Wilkins | Adis<br>Source® |

# Ovid

- A global leader in providing electronic medical, scientific, and academic information research solutions

- Ovid's 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

- Ovid is used by information managers, researchers, clinicians, educators, nurses, doctors, and students

- Ovid is the primary online source for all Wolters Kluwer Health content

- Headquartered in New York, NY, Ovid has offices worldwide to support customers in over 90 countries

**United Kingdom**
- All med schools
- All public hospitals

**Scandinavia**
All med schools

**Germany**
- All med schools
- Top 100 hospitals

**Japan**
- All med schools

**Canada**
All med schools

**France**
All med schools

**United States**
- All med schools
- Top 30 pharma and biotech firms
- 97% of all teaching hospitals
- 87% of all hospitals with 200+ beds

**Brazil**
Ovid's largest single client, Capes

**Spain**
All public hospitals

**Hong Kong**
- All hospitals
- All universities

**Taiwan**
- All hospitals
- All med schools

**Australia**
- All hospitals
- All universities

◆ Ovid Sales Office
◇ Ovid Distributor

# Ovid's global reach is unparalleled in the scholarly and medical research industry

# Markets Served

**Medical**

Medical Schools

Hospitals

Health Systems

Research Organizations

**Academic**

Colleges and Universities

*Corporate*

Pharmaceutical

Biotech

Medical Device

Scientific Firms

Food Science

Petrol/Chemical

**Government**

Government Institutions

# Products & Services Overview

- OvidSP is our flagship search and discovery platform used by more than 5,000 customers worldwide
- Ovid's electronic content offerings include:
    - 150 databases
    - 2,000 journals
    - 1,450 books
- Links@Ovid and Ovid LinkSolver support full text bi-directional linking into and out of Ovid resources
- Ovid SearchSolver is a federated search offering
- QUOSA Information Manager – integrated desktop doc management tool
- Proprietary database services
- PayPerView journal articles
- Award-winning customer support service

**Key Content Areas:**
- Clinical Medicine
- Evidence-Based Medicine
- Agriculture & Food Sciences
- Psychology & Psychiatry
- Neurology & Neurosciences
- Nursing & Allied Health
- Pharmacy & Pharmacology
- Life Sciences
- Social Sciences
- Technical Sciences
- Engineering
- Geology
- Zoology
- Bioengineering & Biotechnology
- Veterinary Medicine
- Earth & Environmental Sciences
- Philosophy & Religion
- Computer Science & Technology
- Physics
- Management & Administration
- Business & Finance

Powerful. Simplified. Even Better.

## Aggregated Content (licensed and owned):

- Fully integrated and current, quality content: electronic journals, books, databases

- Journals:
  - More than 2,000 journals available through Journals@Ovid
  - Leading titles include: *Science, Nature, New England Journal of Medicine, JAMA, and the British Medical Journal*
  - 100% searchable full text
  - Access to current content-no embargoes, with one exception, *Science*

- Databases:
  - One of the largest and most comprehensive set of bibliographic databases in the world
  - More than 150 databases covering medical, academic, and crossover disciplines
  - MEDLINE, BIOSIS, Current Contents, EMBASE, INSPEC, PsycINFO

- Books:
  - Books@Ovid features ~ 1,450 electronic versions of premier textbooks from LWW, OUP, McGraw-Hill, Springer, and other leader publishers.
  - Online access to the largest premier collection of core medical and nursing texts
  - Industry-leading precision search, browse, and linking tools. Natural language searching and reference linking are key features.

Wolters Kluwer Health | OvidSP

Powerful. Simplified. Even Better.

# And we provide you with choice to build the right information solution for your users

- **Customize your Ovid solution**
  - Select a la carte or collections
  - Subscription and purchase options

- **Content depth & breadth**
  - Core research and reference resources
  - Specialty and niche subject areas
  - Archival resources for comprehensiveness

- **Current, trusted content**
  - Partner with world's leading publishers
  - Authoritative, peer-reviewed resources

- **Integrated solution**
  - Combine tools and services to support research needs

# With OvidSP, it's a lot easier for researchers to get where they want to go.

- Simplified, easy-to-use interface
  - Quickly enter free text with natural language processing; results ranked by relevancy
    - Ideal for novice or occasional searchers
  - Easily search across journals, books, and databases—simultaneously
  - Search the way you want with dynamic search tabs

- Enhanced workflow integration 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