Introducing OvidMD™
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
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.
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)

- Less than 1 minute: 3%
- More than 15 minutes: 13%
- 11-15 minutes: 9%
- 6-10 minutes: 29%
- 2-5 minutes: 46%
Research is Limited by Time

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

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13%

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11-15 minutes
9%

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29%

2-5 minutes
46%

This is the KEY area of focus!!
Physician & Clinician Benefits

- OvidMD allows Physicians & Clinicians to use their time efficiently:
  - 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®
Content Packages

OvidMD Clinical Interface

- 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

- **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
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
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  • 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?
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
Questions?

Thank You!