

# Medicine

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Lisa McAllister  
VP, Medicine and Advanced Practice

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# Agenda

- Medicine team—A Complete Set!
- 2014 in review
- Market research & trends
- 2015 strategy
- 2015 frontlist
  - Top titles for Practice
- Anatomical Chart
- Questions and answers



# The Combined Medicine Team

- Medical Education and Practice combined into one unit for editorial and digital programs
- Unique opportunity to build a Bridge to Practice...from med school, to training, to practice
- Will increase focus on need for content development internationally
- Increase collaboration between “book” and “journals” with potential to cross market products and integrate some content
- Truly will be “Better Together”

# The Medical Education team



**Shannon Magee**  
Executive Editor

- **Basic Sciences**
- **Series**

**Crystal Taylor**  
Senior  
Acquisitions  
Editor

- **Anatomical Sciences**
- **Physical Examination (Bates)**
- **Basic Sciences**
  - Neuroanatomy, Neuroscience, Behavioural Science, Physiology & Pathophysiology

**Tari Broderick**  
Senior  
Acquisitions  
Editor

- **Clinical/Clerkship**
  - Specialty-specific titles, Blueprints, Recall, NMS, Step-Up
- **Osteopathic**
- **Physician Assistant**
- **Pharmacy**

**Joy Fisher-Williams**  
Senior Marketing  
Manager

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# The Medical Practice Medicine group



**Rebecca Gaertner**  
Executive Editor

- **Internal Medicine and Family Practice**
- **Dermatology**

**Julie Goolsby**  
Acquisitions Editor

- **Oncology**
- **Cardiology**

**Jamie Elfrank**  
Acquisitions  
Editor

- **Ob/Gyn**
- **Emergency Medicine**
- **Pediatrics**
- **Neurology**

**Kelly McGowan**

- **Public Health and ID**
- **Endocrinology**
- **Ophthalmology**

**Stephanie Kindlick**  
Marketing Manager

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# The Medical Practice Surgery group

**Brian Brown**  
Executive Editor

- **Orthopaedic Surgery**
- **Chiropractic**

**Keith Donnellan**  
Acquisitions  
Editor

- **Anesthesia & Pain**
- **General Surgery, Plastic Surgery, Urology**
- **Podiatry**

**Ryan Shaw**  
Acquisitions  
Editor

- **Pathology**
- **Radiology**

**Dan Dressler**  
Marketing Manager

# 2014 in review--Education

- Estimated Full year revenue =\$26M. Projected shortfall =\$300K
  - Rapid changes in this market
- Health Library collections for Anatomy and Bates performing better than anticipated. Basic Science growing
- 26 frontlist titles published
- Health Library:
  - Upgraded to 6.0 (June)
  - Collaboration with Ovid (April)

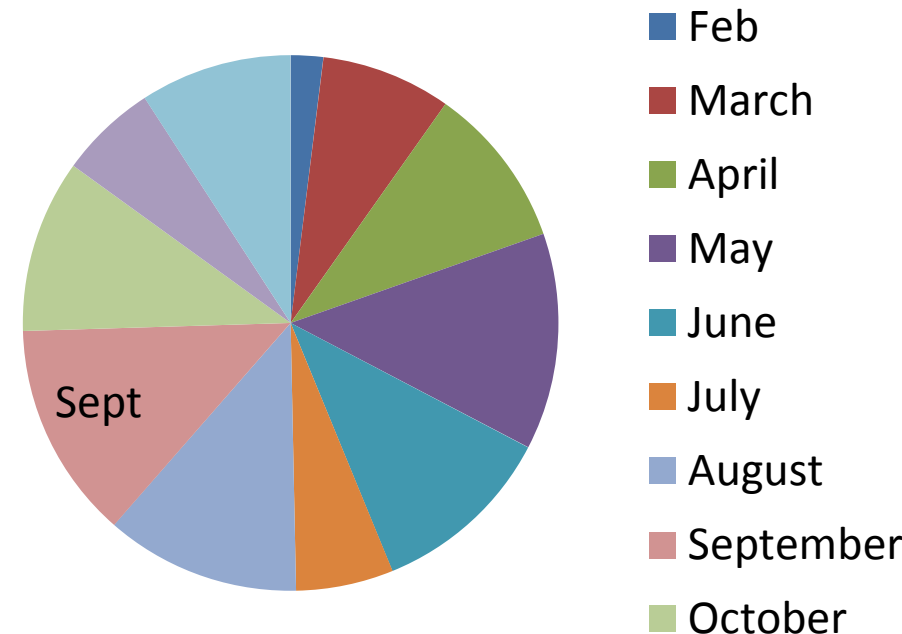
# 2014 in review--Practice

- Est. full year revenue =\$48.7M. Exceeded LE 3 by \$2.2M. Short of budget and prior year by \$2.4M
  - The changing market:
    - Increasing use of online content for “free” within the institution
    - Shorter shelf life in some disciplines
    - Amirsys agreement ended
- 105 FL titles published = \$13M (39 Chinese reprints, 7 SLP)
- International revenues = \$19M (39% of total)
- Inkling bundles launched Spring 2014; activation rates similar to Solution sites. Intl. activation rates higher than domestic. Varies by discipline too.
- Health Library collections in Surgery, Anesthesia and Orthopaedics launched September 2014

# Why do titles publish when they do?

- Big titles are timed to key events---meetings, educational events, certification exams
- Authors are not predictable. They're not our employees. Money is not always a motivator.
- Earlier in the calendar year is better

**Publication month**



# 2015 strategy

## Drive Revenue!

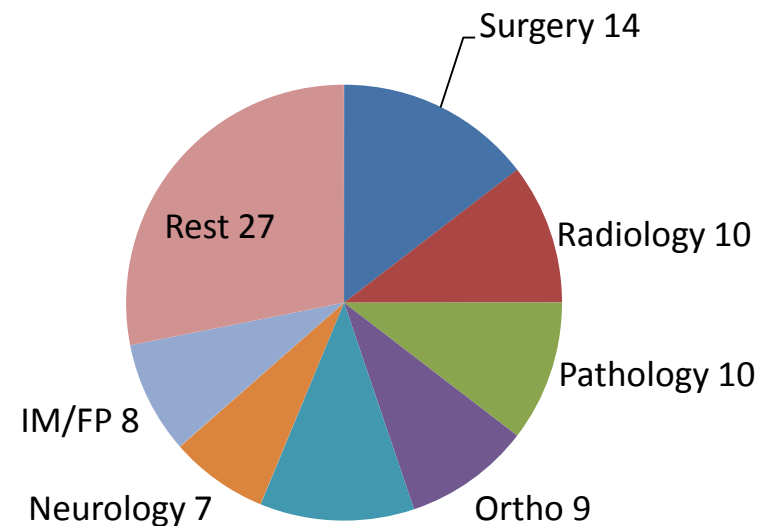
- Acquire new content with revenue potential & fill gaps, particularly in growing and primary care areas
- Shorten the revision cycles in disciplines with abbreviated life cycles (ie, pathology, oncology)
- Test pricing hypotheses:
  - Lower prices on manuals with no bundled eBook
  - Start high, lower as product ages
- Strengthen the Bridge to Practice in content and in marketing opportunities



# 2015 Practice frontlist




## Quick look to the future

- 105 FL titles
- Frontlist revenue = \$12.6M
- New HL collections plus HL bundles in key disciplines
- Major Backlist titles
  - Cancer: PPO 10e, Fractures, Operative Techniques, Handbook of Dialysis



# Top Practice titles for 2015

## The Million Dollar Babies

- Sternberg's Diagnostic Surgical Pathology 6e 
- Te Linde's Operative Gynecology, 11e 
- Rogers' Textbook of Pediatric Intensive Care 5e
- The Only EKG Book You'll Ever Need, 8e
- Operative Techniques in Orthopedic Surgery 2e 
- Essentials of Clinical Anesthesia 1e

# Anatomical Chart

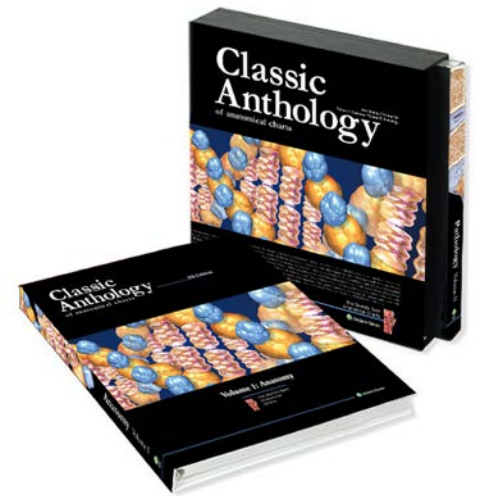
- ACC revenues = \$4.2M equally balanced between charts and models
- Pharma sales declined sharply during the Springer engagement
- Published 3 new charts on diabetes and 2 new chart books
- New and revised charts planned for 2015; one new chart book

# ACC: *Classic Anthology of Anatomical Charts 8/e*

## Features:

- 104 charts printed in vivid, lifelike colors
- Two volumes: Anatomy (44 charts) and Pathology (60 charts)
- Hard cover with a spiral binding
- Attractive and durable storage box
- Laminated pages
- Volume I-- 44 charts on the major systems, structures and lifestyle issues
- Volume II--60 charts on disorders and diseases common to many specialties

ISBN/ISSN: 9781469899459  
Product Format: Hardbound  
Trim Size: 10 x 12  
Pages: 120  
Pub Date: 2014  
Price: \$99.95



*“Great for patient education...I use these books for patient education in a busy family practice office. They are great and much easier to understand rather than my subpar hand drawn pictures. I highly recommend them.”*

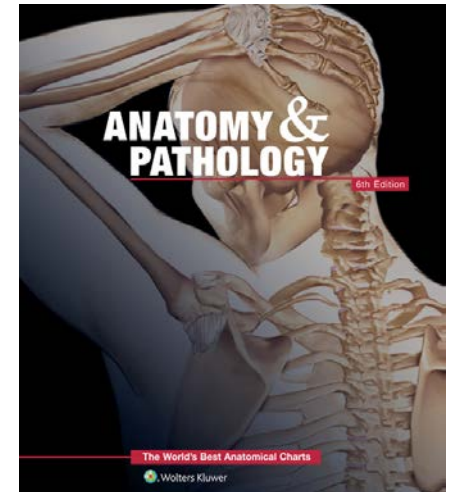
# ACC: Anatomy & Pathology: The World's Best Anatomical Charts Book 6/e



52 new and updated anatomical charts created by some of the world's best medical illustrators:

- Systems of the Body: 12 charts
- Structures of the Body: 16 charts
- Diseases, Disorders and Conditions: 24 charts
- Clear and visual understanding of human anatomy, physiology, and diseases.
- Medical terminology and easy-to-understand supporting text printed on each chart. No separate key card or manual.
- Ideal for studying, patient education or quick reference

ISBN/ISSN:9781469889900  
58 pages;52 full color charts  
size 10" x 12"  
Spiral bound, soft cover  
Price: \$29.95



*"If you need a book for quick reference get this, every doctor, nurse, PA or nurse practitioner should have something like this in their office. Patients love seeing illustrations of what's wrong with them, show them the muscle that was hyper extended, the nerves that might be affected, they understand better, they cooperate better..."*

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Kluwer

# Questions?

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Jan 5-7, 2015

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Best wishes for 2015!

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Medical Practice

# Print + Digital Bundling

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# 2015 Med Practice Bundling Plan

- 88 titles will be bundled with a free Inkling ebook
- 8 titles will be bundled with both a free Inkling ebook & a 3-month trial to a Health Library (HL) Collection
  - i.e. Te Linde's Operative Gynecology will include codes for both a free Inkling ebook and a 3-month trial to the HL Ob/Gyn collection
- DeVita will be bundled with a 6-month trial to HL Oncology + an additional 6-months of access to PPO 10e in the HL
- Wiesel will be bundled with a 6-month trial to the HL Orthopaedics collection + Life of Edition access to OTOS 2e in the HL

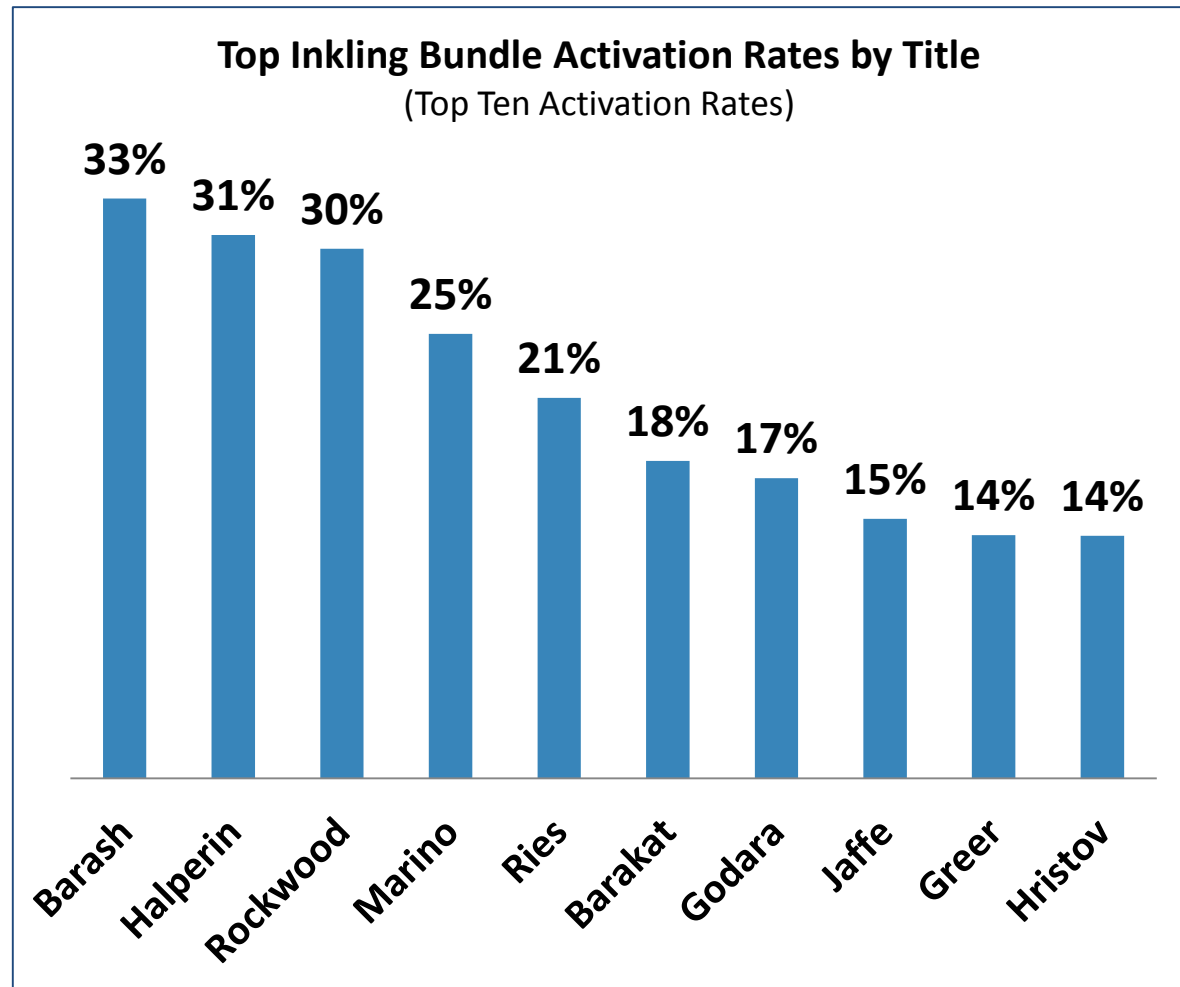
# Inkling Access

- **Inkling books are only accessible from individual accounts**
  - Inkling books can be downloaded onto two devices (iPad, iPhone, Droid, etc.) and also accessed via web browser
- **Institutional Access is not offered for Inkling books**
  - If a library wishes to offer an Inkling ebook, it will have to create a master account and share the credentials with its patrons
- **Inkling does not offer usage data**
  - WK has insight into activations, including customer identification, but it is not broken down to the bookseller level

# Inkling Bundle Performance

- Average activation rate by title  $\approx$  11%

- About **400 - 500 new activations** per week
- Higher rates in some specialties
  - Surgical Specialties
  - Oncology
  - Anesthesia
- Comparable to Solution Site activation rates

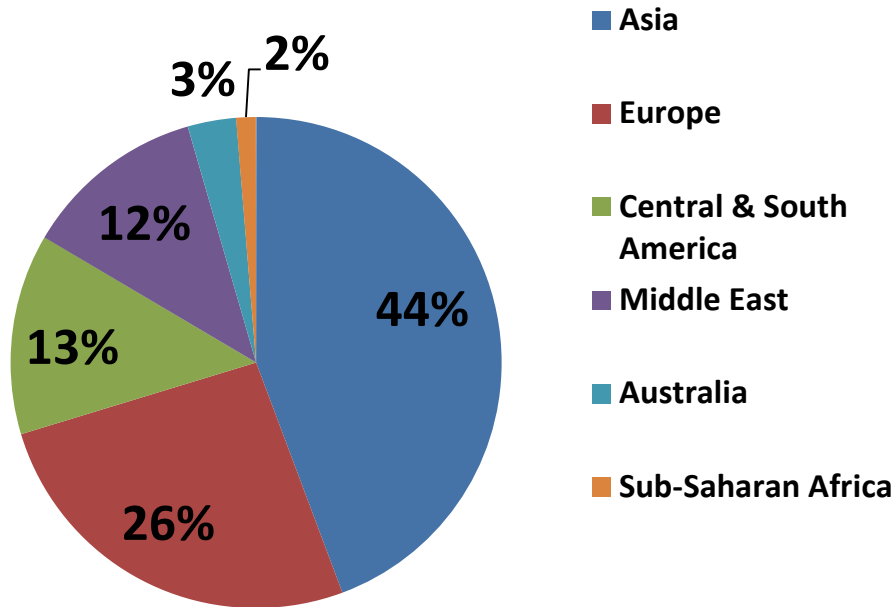


# Inkling Bundle Performance by Location

- **36% of Activations are International** (7,135 total as of 22/12/14)
  - Of the 139 countries with activations, the top 30 account for 85% of all international activations
    - 77 countries have 10 or fewer activations

## Intl. Activations by Region

(% of total International Activations)



Activations by Country (41 titles)			
Country	Total Activations	% of Intl. Activations	% of Total Activations (incl. NA)
JAPAN	845	11.8%	4.3%
TAIWAN	750	10.5%	3.8%
SOUTH KOREA	530	7.4%	2.7%
BRAZIL	501	7.0%	2.5%
INDIA	363	5.1%	1.8%
ISRAEL	276	3.9%	1.4%
GERMANY	240	3.4%	1.2%
U.K.	215	3.0%	1.1%
ITALY	191	2.7%	1.0%
SAUDI ARABIA	186	2.6%	0.9%

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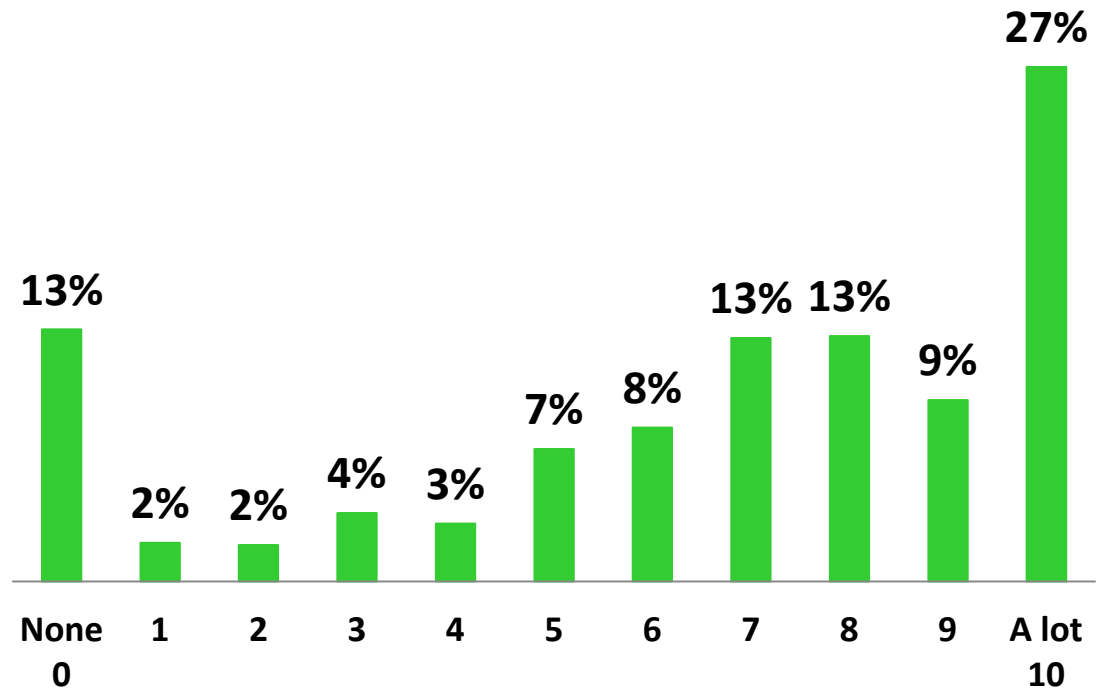
# Inkling Bundle Customer Survey

- **31%** of respondents who activated their Inkling eBook said they **would not have purchased** the print book had it not come bundled with a free Inkling eBook
- **67%** of all respondents said they **place a higher value** on a print + digital compared to a standalone print book or ebook

**On a scale of 0-10, how much did the inclusion of the free Inkling eBook influence your purchase decision?**

(only respondents who activated their eBook)

(n = 901; avg. = 6.54)

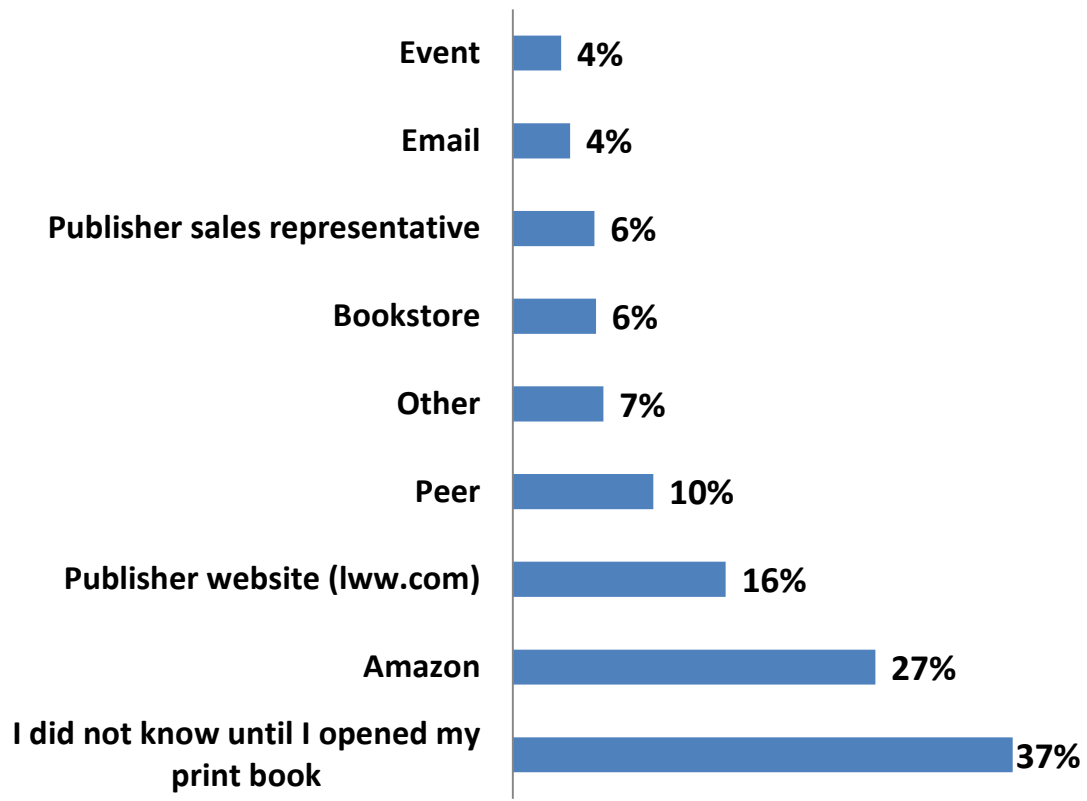


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# Inkling Bundle Performance

How did you become aware that a free eBook was available with your print book?

(n = 905)



- The most-used Inkling features:
  - Search Functionality
  - Content Updates
  - Videos
- 84% of respondents who activated their Inkling eBook said they were **likely to recommend** an Inkling bundle to a colleague, peer or student

How often do you use the Inkling eBook in comparison to the print book?

(n = 885)

More often than the print book	47%
As often as the print book	26%
Less often than the print book	25%
I only use the Inkling eBook	3%

# Any Additional Questions?

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Professional & Education

# Global Sales Meeting

Institutional Medicine - International Session

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# 2014 Medicine Publishing Planning



- Introduction of Team and Product Owners
- Market Trends and Key Initiatives
- Medicine Financials
- Competitive Overview
- P&E and OVID Collaboration
  - Sales Collaboration
  - E-Medicine project (aka “MD Consult Killer”)
    - Market /Customer Segmentation
    - Product Strategy
    - General Medicine Research
- Institutional Medicine Roadmaps
  - “Good, Better, Great”
  - Key Enhancements
    - Review (Q&A) capabilities
    - RUDI
  - Detailed Roadmaps
    - Medical Education
    - Medical Practice
    - Advanced Practice Education
- Health Library UI Early Findings
- Analytics
- Bundling (Brief)

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# Institutional Medicine

Michael Tully  
Director –  
Institutional  
Medicine

Sirkka Howes  
Digital Product  
Manager – Medical  
Practice

Eric Branger  
Digital Product  
Manager -  
Education

Sasha Khmelnik  
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Manager – E-Books

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Editorial Assistant

Maureen Pugh  
Content Editor –  
Stedman's

*The goal of Institutional Medicine is to develop meaningful learning solutions purchased by institutions for use by faculty and students*

# Strategies that will drive Institutional Medicine for next three years



## Description

## Implications / Opportunity

### Institutional Medical Learning Collections for students and resident

- Health Library collections expanded in Medical Education and Practice specialty areas can generate up to \$14M by 2017.
- Introduce Wikipedia-style topics in Med Education
- Identify new areas for training in 2015, eg, simulation

- Expand Med Ed offerings along the curriculum and build the bridge to practice with clerkship
- Critical to launch discipline-specific offerings for residents, especially where UTD is not widely used or can serve as additional resource

### Spanish Language program

- Continue expansion of Spanish Language Program by filling curricular gaps in Med Education
- Collaborate on Practice titles with greatest potential, including 5MCC and franchise and other synoptic titles

- Expand offerings in areas where Med Ed titles performing very well (Review series)
- Continue to work with local government on 5MCC potential
- Create SLP versions of Institutional Medicine product

### Global Institutional Marketing and Sales

- Continue collaboration with Ovid sales team for Collection sales
- Integrate International team more deeply into product planning so product has "local" flavor
- Continue coordination of marketing efforts and united messaging

- Greater focus on building institutional product awareness (clerkship, residency, faculty)
- Include RDs and marketing in revision and first edition review process and planning
- Systems already in place can be improved
- Closer engagement with OVID International Sales

# Institutional Medicine Portfolio Strategy: Key Initiatives



	Market Development	Diversification
New Markets	<p><b>Health Library - Basic Sciences</b>  <i>Look to penetrate 4 year programs out of Medical Education and other advanced practice markets</i></p>	
Existing Markets	<p><b>Market Penetration</b></p> <p><b>OVID Sales and Marketing Engagement</b>  <i>Work with Global OVID sales and marketing team to penetrate library market across the world</i></p> <p><b>Un-Bundle and Pricing Strategy</b>  <i>Start migration for Print customers from an expectation of 2 for 1 (Print +E) in the practice domain and test lower price points for print tiles to drive market share</i></p>	<p><b>Product Development</b></p> <p><b>Health Library Medical Practice</b>  <i>Specialty collections targeted at Residents in a format inline with learning and workflow purchased by the institution.</i></p> <p><b>Health Library Advanced Practice</b>  <i>Collections targeted at Allied Health programs in a format inline with teaching and learning workflow purchased by the institution.</i></p> <p><b>Medical Education Topic Based Search (RUDI)</b>  <i>Online solution for first and second year medical students to reduce overwhelm and tackle the needs of an integrated curriculum.</i></p> <p><b>Clerkship</b>  <i>Online solution targeted at critical rotations with learning tools purchased by Institution</i></p>
	Existing Products	New Products

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# We are targeting Institutional Medicine at 2 major groups and 7 clear segments



Eric Branger - Education

Sirkka Howes - Practice

	Advanced Practice	Medical Education (M1 and M2)	Clerkship	General Medicine	Surgical / Procedures-based Specialties	Image-based Specialties	Oncology
Workflow / Learning Flow	Didactic learning and practical application, Integrated Curriculum	Didactic learning, systems based Integrated Curriculum	Patient-facing, emphasis on first introduction to clinical skills	Patient-facing, emphasis on common conditions/problems	Emphasis on procedures vs. patient encounters	Emphasis on research/analyses vs. patient encounters	Cross-discipline specialty
Included Specialties	<ul style="list-style-type: none"> <li>Pharmacy</li> <li>Occupational Therapy</li> <li>Physical Therapy</li> <li>Speech/Language/Hearing</li> </ul>	<ul style="list-style-type: none"> <li>Anatomy</li> <li>Basic Science</li> <li>PA</li> <li>Osteopathic Medicine</li> <li>Physical Examination</li> </ul>	<ul style="list-style-type: none"> <li>Family Medicine</li> <li>Pediatrics</li> <li>OBGYN</li> <li>Internal Medicine</li> <li>Surgery</li> </ul>	<ul style="list-style-type: none"> <li>Internal Medicine</li> <li>Family Medicine</li> <li>Ob/Gyn</li> <li>Emergency Medicine</li> <li>Critical Care</li> <li>Neuro / Psych</li> <li>Cardiology</li> <li>+ others</li> </ul>	<ul style="list-style-type: none"> <li>General Surgery</li> <li>Orthopedic Surgery</li> <li>Anesthesiology</li> </ul>	<ul style="list-style-type: none"> <li>Radiology</li> <li>Pathology</li> </ul>	<ul style="list-style-type: none"> <li>Medical Oncology</li> <li>Radiation Oncology</li> <li>Surgical Oncology</li> </ul>

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# While traditional competitors in Medicine are focusing on Clinical Decision Support to compete with UTD; non-traditional players are a potential threat



Niche Startups

Pathoma™

ELSEVIER



- Larger portfolio, though P&E's ME list has greater depth and curriculum coverage.
- Elsevier focus is almost exclusively on institutional sales via Clinical Key
- Sunsetting both MD Consult and Expert Consult and have replatformed Expert Consult on InKling to support sales to individuals.
- Aggressively transforming business from individual to institutional: new technology platform (Clinical Key), marketing and sales (eliminated PSG reps and used heads for CK), editorial (acquisition editors now content specialists focused on filling CK gaps).

- P&E content generally broader and deeper in both Med Practice and Med Ed. P&E lacks a core reference in Internal Medicine to compete with Harrison's; M-H also has stronger position in USMLE and other Med Ed review.
- Mature institutional offerings with Access series; Access products recently replatformed.
- Moving into CDS with launch of Clinical Access.

- A number of focused niche players have emerged to serve the unmet needs of specific specialty areas (e.g., Pathoma in Medical Education course review; Orthobullets in Orthopedic Surgery residency education).

## Implications for WK



- Elsevier's pivot toward Clinical Decision Support leaves open space in medical learning, but P&E needs strong institutional capabilities quickly to succeed (platform, product, marketing and sales).

## Implications for WK



- M-H is limited by the size and narrower focus of Medical portfolio. M-H, however does publish in areas where WK is strong ; thus, they are ahead of us with institutional specialty offerings in Anesthesiology, Surgery. WK needs similar specialty-specific offerings or risks losing dominant market position. Collections in Health Library should counter the threat.

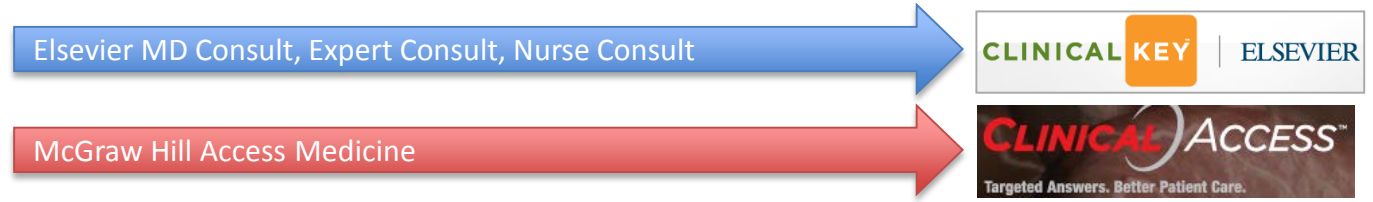
## Implications for WK



- While these players are small, they have the potential to disintermediate WK in key specialty areas. WK should accelerate offerings in specialties where niche players are gaining ground and/or look at acquiring them.

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# Competitors' shift to Clinical Decision Support creates opportunity for WK



## P&E's SPACE

## OVID's SPACE

## UTD dominates

### Lifelong Learning

- **Primary decision makers:** faculty, Deans, course/program directors, CNO's, librarians,
- **Primary end users:** students, residents, fellows, faculty and course/program directors, nurses in practice
- **Offerings:** Adoptable course content and assessment tools that are integrated deeply into teaching. Nursing training modules.

### Research

- **Primary decision makers:** Librarians
- **Primary end users:** Researchers; students, residents, fellows and clinicians in a research usage occasion
- **Offerings:** General references

### Clinical Decision Support

- **Primary decision makers:** Chief Medical Officers, Chief Nursing Officers
- **Primary end users:** Clinicians/practitioners (including residents and med students on clerkship rotations), and nurses in point-of-care workflow
- **Offerings:** Workflow tools; clinically actionable content at the point of need

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OVID Engagement has driven \$2.6M in Sales in 2014 YTD and IM achieved 219% growth rate over prior year



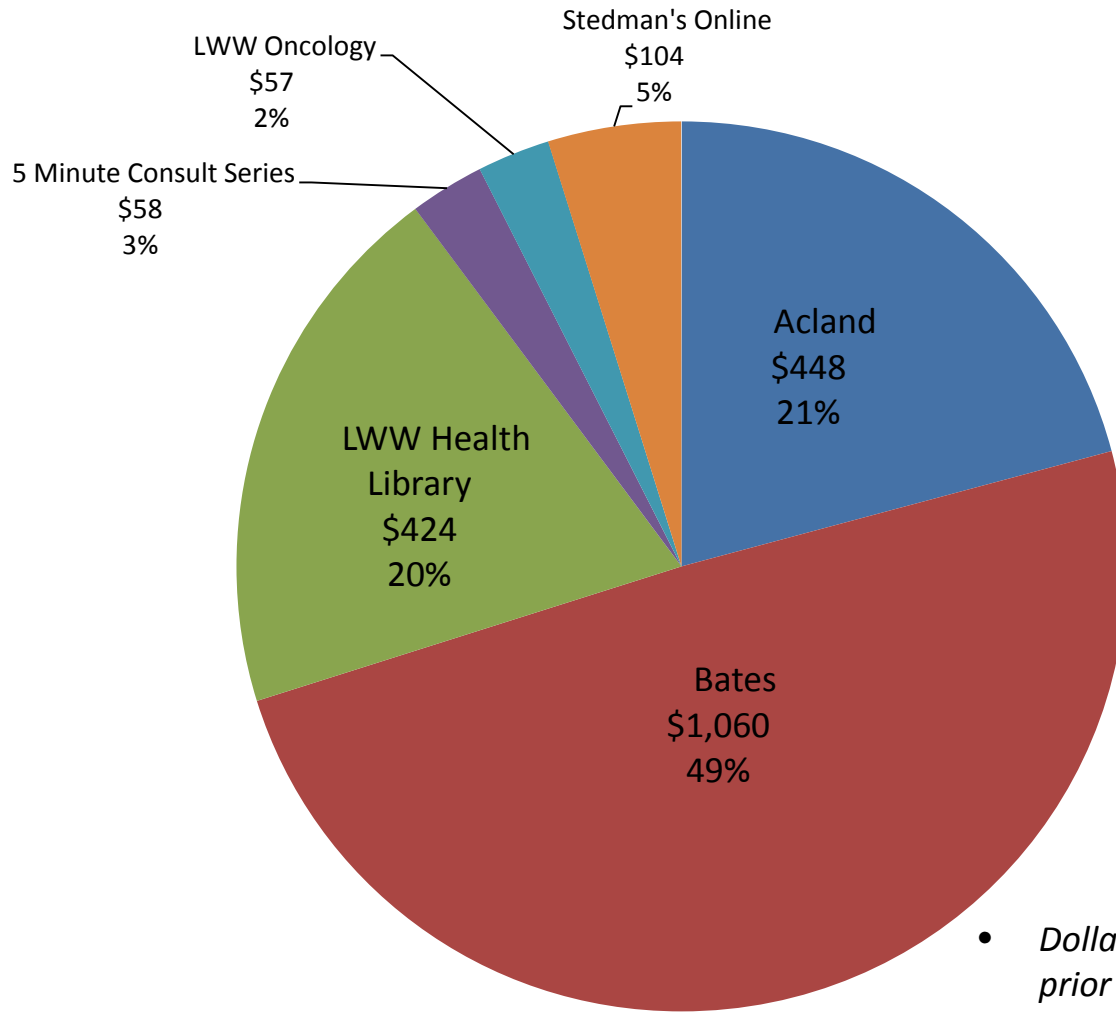
	A	B	C	D	E	F	G	H	I
1	<b>Institutional Medicine</b>								
2	<b>Subscription Sales</b>	<b>DRAFT - SALES FIGURES ARE NOT FINAL / STILL BEING RECONCILED (PREPARED 1-3-</b>							
3	<b>December 2014</b>								
4									
5		<b>Full Year Ended December 2014</b>					<b>Variance</b>		
6		<b>ACTUAL</b>							
7		<b>P&amp;E</b>	<b>OVID</b>	<b>TOTAL</b>	<b>LE3</b>	<b>2013</b>	<b>LE3</b>	<b>2013</b>	
8	<b>Medical Education</b>								
9	Acland	\$187	\$654	\$841	\$650	\$393	\$191	\$448	
10	Bates	\$326	\$820	\$1,146	\$711	\$86	\$435	\$1,060	
11	LWW Health Library	\$162	\$1,003	\$1,165	\$1,290	\$741	(\$125)	\$424	
12		\$675	\$2,477	\$3,152	\$2,651	\$1,220	\$501	\$1,932	
13									
14	<b>Medical Practice</b>								
15	5 Minute Consult Series	\$375	\$38	\$413	\$425	\$355	(\$12)	\$58	
16	LWW Oncology	\$24	\$33	\$57	\$25	\$6	\$32	\$51	
17		\$399	\$71	\$470	\$450	\$361	\$20	\$109	
18									
19	<b>Other</b>								
20	Stedmans Online	\$248	\$72	\$320	\$198	\$216	\$122	\$104	
21		\$248	\$72	\$320	\$198	\$216	\$122	\$104	
22									
23	<b>GRAND TOTAL</b>	<b>\$1,322</b>	<b>\$2,620</b>	<b>\$3,942</b>	<b>\$3,299</b>	<b>\$1,797</b>	<b>\$643</b>	<b>\$2,145</b>	

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Does not include licensing sales.



Sales growth over prior year is driven by Medical Education products, especially Bates after being in the market for just 1 year.



- *Dollar values represent the growth over prior year (Sales).*
- *% represent proportion of total growth in IM sales*

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# International is driving 35% of Total IM Sales largely driven by Acland



	A	B	C	D	E	F	G	H	I	
1	<b>Institutional Medicine</b>									
2	<b>Subscription Sales</b>	<b>DRAFT - SALES FIGURES ARE NOT FINAL / STILL BEING RECONCILED (PREPARED 1-3-</b>								
3	<b>December 2014</b>									
4										
5	<b>Full Year Ended December 2014</b>									
6	<b>ACTUAL</b>									
7		<b>P&amp;E</b>			<b>OVID</b>					
8		<b>Dom</b>	<b>Int'l</b>	<b>Total</b>	<b>Dom</b>	<b>Int'l</b>	<b>Total</b>	<b>TOTAL Int'l</b>	<b>Int'l %</b>	
9	<b>Medical Education</b>									
10	Acland	\$48	\$139	\$187	\$184	\$470	\$654	\$609	72%	
11	Bates	\$193	\$133	\$326	\$556	\$264	\$820	\$397	35%	
12	LWW Health Library	\$119	\$43	\$162	\$804	\$199	\$1,003	\$242	21%	
13		\$360	\$315	\$675	\$1,544	\$933	\$2,477	\$1,248	40%	
14										
15	<b>Medical Practice</b>									
16	5 Minute Consult Series	\$293	\$82	\$375	\$19	\$19	\$38	\$101	24%	
17	LWW Oncology	\$24	\$0	\$24	\$17	\$16	\$33	\$16	28%	
18		\$317	\$82	\$399	\$36	\$35	\$71	\$117	28%	
19										
20	<b>Other</b>									
21	Stedmans Online	\$243	\$5	\$248	\$67	\$5	\$72	\$10	3%	
22		\$243	\$5	\$248	\$67	\$5	\$72	\$10	3%	
23										
24	<b>GRAND TOTAL</b>	<b>\$920</b>	<b>\$402</b>	<b>\$1,322</b>	<b>\$1,647</b>	<b>\$973</b>	<b>\$2,620</b>	<b>\$1,375</b>	<b>35%</b>	

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# Voice of the Customer



	Description of customer segment (e.g., size, type)	What pain points or needs did you observe?	Supporting quotes from customer research/interviews highlighting need and willingness to pay
Librarian (buyer)	<ul style="list-style-type: none"> <li>Medical librarians working in medical schools, teaching hospitals, and non-teaching hospitals</li> </ul>	<ul style="list-style-type: none"> <li>Budgets generally flat or decreasing</li> <li>Dislike of large collections</li> <li>Interest in providing multimedia</li> <li>Offline and mobile access important</li> </ul>	<ul style="list-style-type: none"> <li>"I would like to be able to deliver Dr. Barash's book to the residents electronically. . . It is somewhat difficult to read . . . on the Ovid ebook platform."</li> </ul>
Program Director (Residency Director too) (influencer)	<ul style="list-style-type: none"> <li>Residency program directors seeking to support resident learning and resources for curriculum</li> </ul>	<ul style="list-style-type: none"> <li>Residents rely excessively on UTD</li> <li>Number of resources overwhelming</li> <li>UTD is one opinion, residents don't question it</li> <li>Helping residents make connections, e.g., didactic and clinical; across rotations</li> </ul>	<ul style="list-style-type: none"> <li>"to click a link in your textbook to put you to another [refresher] textbook would be amazing. People would do that!"</li> <li>"having a textbook page such as this [HL concept] would likely encourage residents to use books more than they currently do, given the ease of access and linkage to other resources. "</li> </ul>
Resident (user)	<ul style="list-style-type: none"> <li>End user, looking for content to support learning, clinical decisions, and board prep</li> </ul>	<ul style="list-style-type: none"> <li>Very little \$ for discretionary purchase</li> <li>Good questions for board review</li> <li>Textbooks still valuable, but print is not portable</li> <li>Offline access critical</li> </ul>	<ul style="list-style-type: none"> <li>"A textbook is still the most efficient way we have to learn information . . . a portal that organizes the information better would make sense."</li> <li>"The LWW Solution sites were difficult to navigate."</li> </ul>

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# E-Medicine project and OVID MD Advantage



1. Re-launch OvidMD with books collection

2. Launch specialty collections in HL

3. Add'l market research

	Advanced Practice	Medical Education (M1 and M2)	Clerkship	General Medicine	Surgical / Procedures-based Specialties	Image-based Specialties	Oncology
Workflow / Learning Flow	Didactic learning and practical application, Integrated Curriculum	Didactic learning, systems based Integrated Curriculum	Patient-facing, emphasis on first introduction to clinical skills	Patient-facing, emphasis on common conditions/problems	Emphasis on procedures vs. patient encounters	Emphasis on research/analyses vs. patient encounters	Cross-discipline specialty
Included Specialties	<ul style="list-style-type: none"> <li>Pharmacy</li> <li>Occupational Therapy</li> <li>Physical Therapy</li> <li>Speech/Language/Hearing</li> </ul>	<ul style="list-style-type: none"> <li>Anatomy</li> <li>Basic Science</li> <li>PA</li> <li>Osteopathic Medicine</li> <li>Physical Examination</li> </ul>	<ul style="list-style-type: none"> <li>Family Medicine</li> <li>Pediatrics</li> <li>OB/GYN</li> <li>Internal Medicine</li> <li>Surgery</li> </ul>	<ul style="list-style-type: none"> <li>Internal Medicine</li> <li>Family Medicine</li> <li>Ob/Gyn</li> <li>Emergency Medicine</li> <li>Critical Care</li> <li>Neuro / Psych</li> <li>Cardiology</li> <li>+ others</li> </ul>	<ul style="list-style-type: none"> <li>General Surgery</li> <li>Orthopedic Surgery</li> <li>Anesthesiology</li> </ul>	<ul style="list-style-type: none"> <li>Radiology</li> <li>Pathology</li> </ul>	<ul style="list-style-type: none"> <li>Medical Oncology</li> <li>Radiation Oncology</li> <li>Surgical Oncology</li> </ul>

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Education

Practice

# E-Medicine Product Overview - goal was to go to market at the same time.



## General Medicine

- **Ovid MD Advantage**
  - Ovid MD + General Medicine Core Book Collection (68 P&E books)
  - Also includes journal abstracts, UTD topic previews, 11 Current Opinion journals, & additional clinically relevant references/tools
- **Add Ons**
  - Ovid MD General Medicine Extended Book Collections (36 P&E books)
  - Ovid MD Library in a Box Journal Collection (33 core journals)

## Specialty Collections

- **Health Library Anesthesiology**
  - 23 books, 600 videos, 2000 Q&A
- **Health Library Surgery**
  - 22 books, 20 videos, 1700 Q&A, 40 cases
- **Health Library Orthopedic Surgery**
  - 26 books, 95 videos
- **LWW Oncology**
  - 18 books, NCCN Guidelines, quarterly content updates
  - Migrate to HL ecosystem in 2015
- **Add'l specialty collections to come**

# Positioning

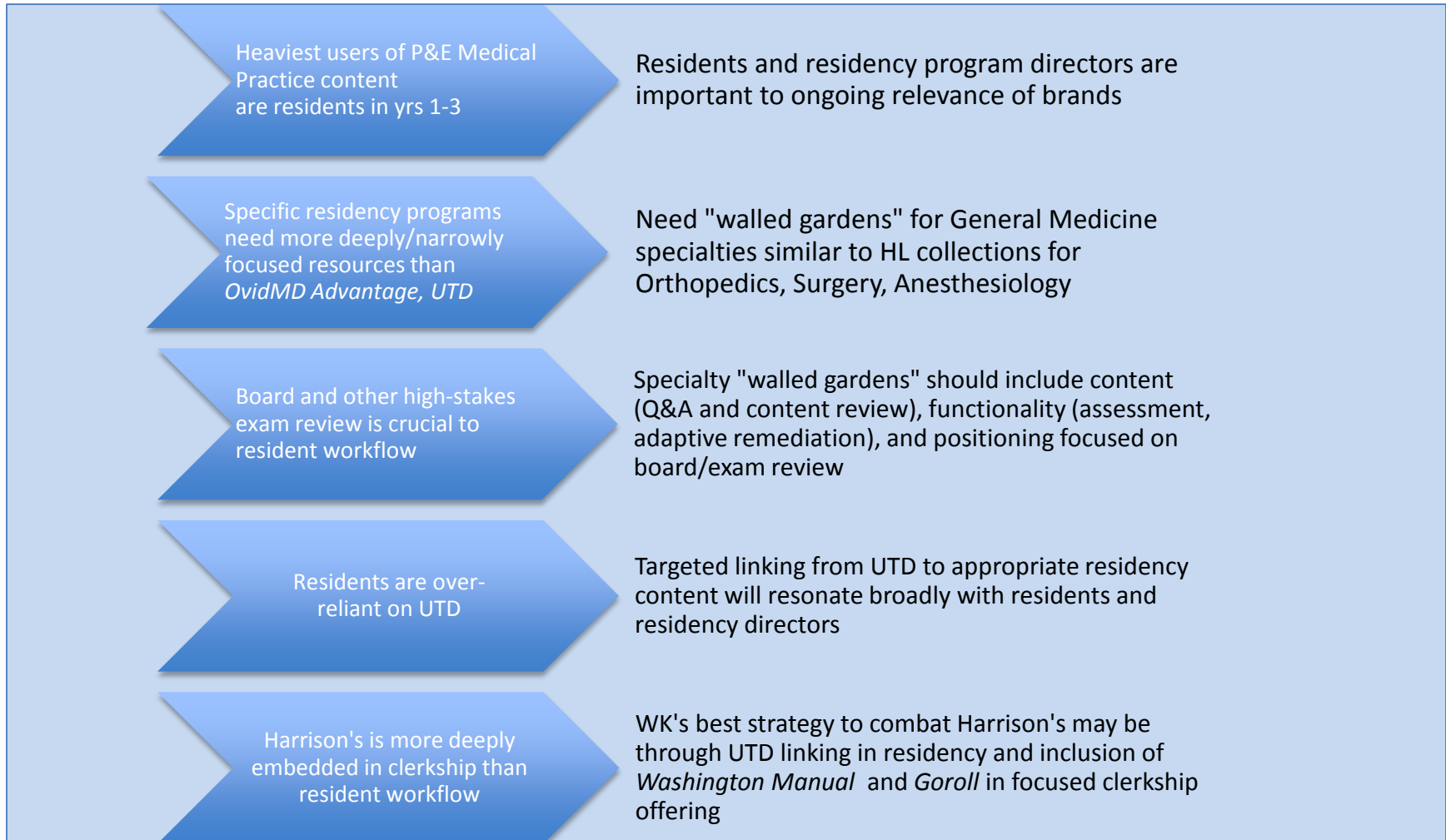


General Medicine	Orthopedic Surgery	Surgery	Anesthesiology	Oncology
<b>Core Collection: Comprehensive Learning &amp; Reference Resources</b>				
OvidMD	Health Library	Health Library	Health Library	Health Library
68 titles	26 titles	22 titles	23 titles	22 titles
<ul style="list-style-type: none"> <li>Primary Care Medicine</li> <li>5MCC</li> <li>WaMu of Med Ther</li> <li>Practical Guide Series</li> <li>Diagnostic Resources</li> </ul>	<ul style="list-style-type: none"> <li>Wiesel</li> <li>Rockwood and Green</li> <li>Hoppenfeld, Surgical Exposures</li> <li>Handbook of Fractures</li> <li>Master Techniques in Orthopedic Surgery</li> </ul>	<ul style="list-style-type: none"> <li>Greenfield / Fischer</li> <li>Master Techniques in Surgery</li> <li>Essential Operations</li> <li>In-Training Exams</li> <li>Wash Man of Surgery</li> </ul>	<ul style="list-style-type: none"> <li>Barash Clinical Anesthesia</li> <li>Jaffe</li> <li>Stoelting's Pharm &amp; Phys</li> <li>Bonica</li> <li>Shnider &amp; Levinson</li> <li>The ICU Book</li> </ul>	<ul style="list-style-type: none"> <li>Cancer: Principles and Practice</li> <li>Diseases of Breast</li> <li>Prin and Pract Radia</li> <li>Therapy</li> </ul>
<b>Extended Collection: Titles in the extended collection enhance the Core titles</b>				
OvidMD	Health Library	Health Library	Health Library	Health Library
36 titles	<i>HOLD</i>	<i>HOLD</i>	<i>HOLD</i>	<i>HOLD</i>

- OVID MD offers a viable alternative to the 'internal medicine titles' in the MD Consult standard collection.
- Sales can counter MD Consult use with this offering
- The Extended collection is for any institution needing a larger collection including large teaching hospitals and medical schools

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# Additional research into General Medicine specialties yielded the following results:



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# “Good, Better, Great” - Institutional Medicine



2014

*Market share gain & penetration  
“make it good”*

2015

*Increasing value  
“make it better”*

2016

*Market leading  
“make it great”*

## Curriculum

- Anatomy, Basic Sciences, & Health Assessment for Allopathic, Osteopathic Med Ed as well as Pharmacy
- Orthopaedic Surgery, Surgery and Anesthesiology

- Clerkship and Public Health
- Physical Therapy, Occupational Therapy, Speech/Language/Hearing
- Oncology, OBGYN, Critical Care, Emergency Medicine, Pathology

- Physician Assistant (add-on)
- Occupational Therapy Assistant
- Exercise Science (Tent)
- Family Medicine, Internal Medicine, Cardiology, Neuro/Psych

## Content

- Course content in multiple formats, including video, but no course/board review
- English-language only

- Course/board review (synoptic content review, Q&A)
- Content updates (e.g., new OSCE’s, new video)
- Spanish editions for Bates and Acland
- UTD linking (Clerkship only)
- Stedman’s added to 6.0 Platform

- Next gen topics for Anatomy & Basic Sciences (RUDI)
- Bates Q&A added to platform
- Video lectures added to critical areas/topics
- Refresher content across all products
- 80-100 new dissection videos added to

## Student/ Faculty UX

- Health Library re-platformed on SC 6.0 to improve search, content display, and related-content linking
- Pub Med Widget added to all sites

- Bates, Acland are separate offerings with single sign-on and search pull-through
- Multiple question types to support review usage occasions
- Base-level personalization enabling individual log in for student and instructor
- Students: track own learning data such as Q&A results/progress
- Faculty: create custom reading lists, track student usage and access faculty resources

- Fully integrate Acland, Bates & Stedman’s into Health Library
- Advanced board review capabilities (adaptive and/or confidence-based remediation)
- Next gen topic nav. (RUDI) for Medical Education & First gen topic nav. for Medical Practice (Ortho)
- Custom curriculum tools to “publish class” tailored by instructor and deeper insights into learning progress and usage
- Instructor tools housed in Health Library

## Buyer UX/Tools

- COUNTER reports part of Health Library and Bates
- Athens & Shibboleth added to Health Library and Bates

- Reporting tools for librarians including content usage and site usage reports and dashboards
- New content update alerts via email template (monthly)
- Athens and Shibboleth added to Acland

- Content Update Alert tool for each user type

## GTM

- Account-level collaboration w/ Ovid (P&E calling on faculty & deans, Ovid calling on librarians)
- To avoid channel conflict Ovid gets all top-line revenue w/ P&E rep also credited for sale

- Reporting tools for sales and marketing by customer including “Low Usage” reports

- Instructional Design Services (Tent.)



# “Good, Better, Great” - By Program



2014

Market share gain & penetration  
“make it good”

2015

Increasing value  
“make it better”

2016

Market leading  
“make it great”

## Medical Education

- Base-level Health Library collections for M1-M2, Osteo. No review content or functionality.

- Review content and functionality added to Med Ed for end-to-end M1-M2 learning solution and used to justify price increase for all institutions
- **Q&A** – multiple question types, XK questions
- **LIR content** – X LIR titles
- **Reporting** for students and faculty

- Next-gen topic navigation (aka RUDI) added to M1-M2 offering to create the first *true* solution for the integrated curriculum and today’s Med Ed students. Upsell to Med Ed Health Library
- **Custom curriculum tools** to “publish class” tailored by instructor
- Integration of Stedman’s
- Integration of Acland/Bates

## Clerkship

N/a

- Build a new product targeting at Clerkship learning moment
- Heavy focus on **Q&A, Cases and USMLE**
- Includes **Washington Manual**
- Ideally includes **UTD linking**
- Unique UI to focus attention on specific rotation

- Focus to filling content gaps and refining linking via UTD and integration of other assets including Acland, Bates, Basic Sciences and potentially RUDI

## Medical Practice

- Base-level Health Library collections for procedures-based specialties (Anesthesiology, Surgery, Orthopedic Surgery).
- Ovid selling *LWW Oncology* as is.

- Base-level Health Library collections for specific General Medicine specialties and Image Based specialty collection:
  - **(OBGYN, Critical Care, Emergency Medicine, Pathology)**
- Collections enhanced with **review content** and functionality for **end-to-end residency learning solutions.**
- LWW Oncology migrated to Health Library
- Update Program roll out

- Base-level Health Library collections for more General Medicine specialties and Image Based specialties:
  - **(Family Medicine, Internal Medicine, Cardiology,)**
- First iteration of Topic Based search for Medical Practice specialties (Orthopaedic Surgery)

## Other Adv. Prac. Ed

N/a

- Base-level Health Library collections in **OT, PT, Speech, Language, Hearing**

- Base level Health Library collections for **Nutrition and Exercise Science**
- Integration of Stedman’s

When you

intubation



ADVANCED SEARCH

# Welcome to Your HealthLibrary for Medical Education

## RUDI TOPICS >>

- Glomerular Filtration Rate
- Renal Failure
- Kidney Anatomy



## TEXTS >>



Moore's Clinical Oriented Anatomy



Lippincott's Illustrated Review: Immunology

## ASSESSMENT >>



24 right | 38 wrong | 32 unanswered

- Your Weak Topics
- Thoracic Physiology
  - Upper Limb

## BATES' PHYSICAL EXAM

## ACLAND'S ANATOMY

# What's next for RUDI...?

- A name.....
- Beta release (now)
- Market Testing (Q1 - Q2, 2015)
- Market Development (Q3 - Q4, 2015)
- Launch (Q1, 2016)

# RUDI Market Testing

## What?

- Schools to review the renal system and provide feedback on functionality and content
- Use as feedback to develop the full product
- 6 domestic and 4 international institutions for testing this initial beta.

## When?

- February - March (Extended to May if needed for International Semesters)
- We need Institutions identified in early January
-

# RUDI Market Testing

## Who?

- Criteria for selecting Pilot Testing Schools (order of preference):
- PREFERENCE A:
  - Institution must have integrated curriculum
  - Be users of the existing Health Library
  - High strategic importance to us and in the market
  - Are market leaders in technology
  - Author campuses
  - Teaching the renal system in February/early March.

# RUDI Market Testing

## Who?

- Criteria for selecting Pilot Testing Schools (order of preference):
- PREFERENCE B:
  - Institution must have integrated curriculum
  - Have expressed past interest in the Health Library (but did not purchase for financial or similar reasons, i.e., if they have a bias against the HL for whatever reason, we don't want that clouding their review of RUDI),
  - AND/OR have medium strategic importance to us and in the market
  - Teaching the renal system in February/early March.

# RUDI Market Testing

## Who?

- Criteria for selecting Pilot Testing Schools (order of preference):
- PREFERENCE C:
  - Institution must have integrated curriculum
  - Have expressed past interest in the Health Library (but did not purchase for financial or similar reasons, i.e., if they have a bias against the HL for whatever reason, we don't want that clouding their review of RUDI)
  - AND/OR have medium strategic importance to us and in the market
  - AND/OR be willing to incentivize their students to review the renal system in February/early March, even if not covering that system in this timeframe.

# Medical Education Details Roadmap

	Product	2014	2015	2016
New Products	Health Library	Q2. <ul style="list-style-type: none"> <li>Health Library Med Ed <ul style="list-style-type: none"> <li>Anatomy/Basic Sciences/Osteopathic Medicine</li> </ul> </li> </ul>	Q2. <ul style="list-style-type: none"> <li>Clerkship</li> </ul>	Q1. <ul style="list-style-type: none"> <li>RUDI (M1 &amp;M2)</li> </ul> Q2. <ul style="list-style-type: none"> <li>Spanish Medical Education</li> </ul>
	Bates	Q1. <ul style="list-style-type: none"> <li>BatesVisualGuide</li> </ul> Q4. <ul style="list-style-type: none"> <li>BatesVisualGuide - Spanish</li> </ul>		
	Acland		Q2. <ul style="list-style-type: none"> <li>AclandAnatomy (Spanish)</li> </ul>	
Existing Product Enhancements	Health Library		Q1. <ul style="list-style-type: none"> <li>RUDI pilot - Renal System</li> </ul> Q2. <ul style="list-style-type: none"> <li>Review Content (including animations) added in the form of all LIR titles loaded and Q&amp;A questions added to basic sciences and anatomy collections <ul style="list-style-type: none"> <li>Anatomy (1800 questions)</li> <li>Basic Sciences (1000 medical pharmacology, 1550 pathology)</li> </ul> </li> <li>800 dissection images added</li> <li>Animations from new edition of Embryology (Sadler) added</li> <li>Public health add-on</li> </ul>	Q1. <ul style="list-style-type: none"> <li>PA add-on</li> <li>"Refresher" content Tool added to Clerkship</li> <li>Stedman's Integrated into Med Ed/Clerkship</li> </ul> Q2. <ul style="list-style-type: none"> <li>80-100 dissection videos added</li> <li>Radiology images added</li> <li>Surface anatomy images added</li> </ul>
	Bates		Q2. <ul style="list-style-type: none"> <li>5 New OSCE's (Low back pain, Shortness of breath, Falls, Vomiting (Pediatrics), Amenorrhea (Pediatrics))</li> </ul>	Q2. <ul style="list-style-type: none"> <li>Q&amp;A (1000 questions)</li> </ul>
	Acland	Q1. <ul style="list-style-type: none"> <li>Q&amp;A</li> <li>Inner Ear Content (date will change)</li> </ul>	Q2. <ul style="list-style-type: none"> <li>Anatomy of the Eye (Tent)</li> </ul>	<ul style="list-style-type: none"> <li>Full integration into the Health Library</li> </ul>
Technology	Health Library	Q2. <ul style="list-style-type: none"> <li>Shibboleth and Athens enabled</li> <li>Marc Records</li> <li>COUNTER Compliance</li> <li>Phase 1 Board Review capabilities</li> </ul>	Q1. <ul style="list-style-type: none"> <li>Phase 1 Topic Based Search (RUDI)</li> </ul> Q2. <ul style="list-style-type: none"> <li>Phase 1 Customization &amp; curriculum tools</li> <li>Phase 2 of Board Review</li> <li>UpToDate linking (Clerkship)</li> </ul>	Q1. <ul style="list-style-type: none"> <li>Phase 2 RUDI Functionalities</li> </ul> Q2. <ul style="list-style-type: none"> <li>Phase 3 Board Review capabilities <ul style="list-style-type: none"> <li>(Adaptive, confidence-based remediation);</li> </ul> </li> <li>Phase 2 customization &amp; curriculum tools</li> </ul>
	Bates	Q1. <ul style="list-style-type: none"> <li>Shibboleth and Athens</li> </ul>		Q2. <ul style="list-style-type: none"> <li>Integrated into the Health Library</li> </ul>
	Acland		Q1. <ul style="list-style-type: none"> <li>COUNTER Compliant reports</li> <li>Marc records</li> <li>Shibboleth and Athens</li> <li>SilverMine Analytics</li> </ul>	Q2. <ul style="list-style-type: none"> <li>Integrated into the Health Library</li> </ul>



# Medical Practice Detailed Roadmap

	2014	2015	2016
New Products	<p>Q3.</p> <ul style="list-style-type: none"> <li>Anesthesiology</li> <li>Orthopaedic Surgery</li> <li>Surgery</li> </ul>	<p>Q1.</p> <ul style="list-style-type: none"> <li>Oncology (updates in place)</li> </ul> <p>Q2.</p> <ul style="list-style-type: none"> <li>OBGYN</li> <li>Critical Care</li> <li>Emergency Medicine</li> <li>Pathology</li> </ul>	<p>Q1.</p> <ul style="list-style-type: none"> <li>Family Medicine (updates in place)</li> <li>Internal Medicine (updates in place)</li> </ul> <p>Q2.</p> <ul style="list-style-type: none"> <li>Cardiology</li> <li>Neuro/Psych</li> <li>Radiology</li> </ul> <p>Q3.</p> <ul style="list-style-type: none"> <li>Spanish Practice Health Library</li> </ul>
Existing Product Enhancements		<p>Q1.</p> <ul style="list-style-type: none"> <li>CRNA collection</li> <li>Update program for surgical specialties</li> <li>"Refresher" Content Tool added to Surgical Specialties</li> <li>Phase 1 of topic based search added to orthopaedic surgery</li> <li>New Orthopaedic Surgery Videos</li> <li>New Surgery Videos</li> </ul>	<p>Q1.</p> <ul style="list-style-type: none"> <li>"Refresher" Content Tool added to General Medicine</li> <li>"Refresher" Content Tool added to Image-based specialties</li> <li>"Refresher" Content Tool added to Surgical specialties</li> <li>Board Review for Orthopaedic Surgery</li> <li>Phase 1 of Topic Based Search (Orthopaedic Surgery)</li> </ul>
Technology		<p>Q2.</p> <ul style="list-style-type: none"> <li>Phase 1 Image Capabilities (Path)</li> <li>Phase 1 Customization &amp; curriculum tools</li> <li>Phase 1 of Updates added to existing products</li> <li>Phase 2 of Board Review</li> </ul>	<p>Q2.</p> <ul style="list-style-type: none"> <li>Phase 2 Image Capabilities (Rad)</li> <li>Phase 2 customization &amp; curriculum tools</li> <li>Phase 3 Board Review capabilities                             <ul style="list-style-type: none"> <li>(Adaptive, confidence-based remediation)</li> </ul> </li> </ul>

# Advanced Practice Roadmap



	2014	2015	2016
New Products	Q2. <ul style="list-style-type: none"> <li>Pharmacy (no board review)</li> </ul>	Q1. <ul style="list-style-type: none"> <li>Occupational Therapy</li> <li>Physical Therapy</li> <li>Speech/Language/Hearing</li> </ul>	Q1. <ul style="list-style-type: none"> <li>Exercise Science (Tent)</li> </ul>
Enhancements		Q2. <ul style="list-style-type: none"> <li>Board review added to Pharmacy (1500 questions)</li> </ul>	Q2. <ul style="list-style-type: none"> <li>Stedman's Integrated into HP Products</li> <li>OTA add-on to OT collection</li> </ul>
Technology		Q2. <ul style="list-style-type: none"> <li>Phase 1 Customization &amp; curriculum tools</li> </ul>	Q2. <ul style="list-style-type: none"> <li>Phase 2 customization &amp; curriculum tools</li> <li>Phase 3 Board Review capabilities                             <ul style="list-style-type: none"> <li>(Adaptive, confidence-based remediation)</li> </ul> </li> </ul>

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## Health Library User Test: Overall Response

- All students and most faculty were able to complete the set of tasks we gave them
- Many testers remarked on the value of having a variety of resources available to them in one place
- About as many users navigated by browsing as by searching – for some browsing was more efficient
- Instructors were especially enthusiastic about cases and video, though some thought this could be more comprehensive

## Working Well

- Overall look and feel
- Subject filters on browse pages
- Book TOC & left nav
- Homepage tiles & search box
- Texts Browse
- Subject information w/ search results

## Needs Improvement

- Positioning of the search bar on browse pages
- Search results – no results experience & filters interface
- Advanced search
- IA of Cases browse, Q&A browse
- Long chapter scroll, too much scrolling
- Findability of related content on content pages

# New Analytics..

- Book Usage Report
- Institutional Profile Report
- Platform Level Reports
- Book Rankings

# Update on Analytics



wksitemaster.wolterskluwer.com/admin/login.aspx



Wolters Kluwer

**Sign into Wolters Kluwer | Institutional Administrator**

Username

Password

Details will be shared with Marketing teams and Publishing teams post meeting

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# Publisher Book Usage



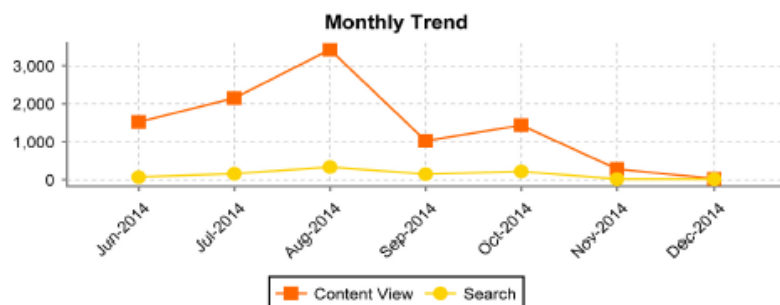
	A	B	C	D	E	U	V	W	X	Y	Z	AP	AQ	AR
1	PublicationID	Publication	PubYear	ISBN	ISSN	JUN_HTML	JUN_PDF	JUN_TOTAL	JUL_HTML	JUL_PDF	JUL_TOTAL	YTD_HTML	YTD_PDF	YTD_TOTAL
2	726	Bates' Guide to Physical Examination and History Taking 11e	2013	978-1-60913-762-5		5747	0	5747	6670	0	6670	12417	0	12417
3	739	Clinically Oriented Anatomy 7e	2014	978-1-4511-1945-9		7216	0	7216	3367	0	3367	10583	0	10583
4	757	Foundations of Osteopathic Medicine 3e	2011	978-0-7817-6671-5		1107	0	1107	3459	0	3459	4566	0	4566
5	761	Grant's Dissector 15e	2013	978-1-60913-606-2		2091	0	2091	1554	0	1554	3645	0	3645
6	817	Principles of Pharmacology: The Pathophysiologic Basis of Drug Therapy 3e	2012	978-1-60831-270-2		1692	0	1692	1103	0	1103	2795	0	2795
7	722	Atlas of Osteopathic Techniques 2e	2012	978-1-4511-0245-1		1012	0	1012	886	0	886	1898	0	1898
8	835	Wills Eye Institute 5-Minute Ophthalmology Consult	2012	978-1-60831-665-6		883	0	883	943	0	943	1826	0	1826
9	794	Medical Physiology: Principles for Clinical Medicine 4e	2013	978-1-60913-427-3		633	0	633	1167	0	1167	1800	0	1800
10	800	Pathophysiology of Heart Disease 5e	2011	978-1-60547-723-7		1303	0	1303	352	0	352	1655	0	1655
11	791	Marks' Basic Medical Biochemistry: A Clinical Approach 4e	2013	978-1-60831-572-7		891	0	891	719	0	719	1610	0	1610
12	770	Langman's Medical Embryology 12e	2012	978-1-4511-1342-6		918	0	918	602	0	602	1520	0	1520
13	754	Essentials of Pathophysiology: Concepts of Altered Health States 3e	2011	978-1-58255-724-3		983	0	983	484	0	484	1467	0	1467
14	825	Rubin's Pathology: Clinicopathologic Foundations of Medicine 6e	2012	978-1-60547-968-2		1190	0	1190	251	0	251	1441	0	1441
15	882	The Washington Manual® of Medical Therapeutics 34e		978-1-4511-8851-6		10	0	10	1428	0	1428	1438	0	1438
16	760	Grant's Atlas of Anatomy 13e	2013	978-1-60831-756-1		892	0	892	512	0	512	1404	0	1404
17	811	Physiology: Cases and Problems 4e	2012	978-1-4511-2061-5		511	0	511	783	0	783	1294	0	1294
18	721	Applied Therapeutics: The Clinical Use of Drugs 10e	2013	978-1-60913-713-7		842	0	842	386	0	386	1228	0	1228
19	828	Somatic Dysfunction in Osteopathic Family Medicine	2007	978-1-40510-475-3		835	0	835	372	0	372	1207	0	1207
20	823	Resolving Ethical Dilemmas: A Guide for Clinicians 5e	2013	978-1-4511-7640-7		801	0	801	355	0	355	1156	0	1156
21	774	Lippincott's Illustrated Reviews: Biochemistry 6e	2014	978-1-45117-562-2		683	0	683	308	0	308	991	0	991
22	821	Renal Pathophysiology: The Essentials 4e	2014	978-1-4511-7338-3		854	0	854	75	0	75	929	0	929
23	883	Essentials of Pharmacoeconomics 2e		978-1-4511-7593-6		0	0	0	909	0	909	909	0	909
24	808	Pharmaceutical Calculations 14e	2013	978-1-4511-2036-3		632	0	632	247	0	247	879	0	879
25	767	Histology: A Text and Atlas 6e	2011	978-0-7817-7200-6		467	0	467	322	0	322	789	0	789
26	881	Ansel's Pharmaceutical Dosage Forms and Drug Delivery Systems 10e		978-1-4511-8876-9		0	0	0	752	0	752	752	0	752
27	819	Pulmonary Pathophysiology: The Essentials 8e	2013	978-1-45110-713-5		526	0	526	184	0	184	710	0	710
28	758	Foye's Principles of Medicinal Chemistry 7e	2013	978-1-60913-345-0		330	0	330	348	0	348	678	0	678
29	752	Essential Neuroscience 2e	2011	978-0-7817-8383-5		517	0	517	149	0	149	666	0	666
30	784	Lippincott's Nursing Procedures 5e	2009	978-0-7817-8689-8		349	0	349	312	0	312	661	0	661
31	719	The 5-Minute Osteopathic Manipulative Medicine Consult	2009	978-0-7817-7953-1		389	0	389	261	0	261	650	0	650
32	884	Boh's Pharmacy Practice Manual: A Guide to the Clinical Experience 4e		978-1-4511-8967-4		0	0	0	631	0	631	631	0	631

- This report contains both HTML and PDF content views by Title for each Month and Year to Date

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# Institutional Profile Report – Page 1

Wolters Kluwer - Health Library  
 University of Auckland: WK - Institutional Profile  
 InstitutionID: 101315  
 201406 - 201412



Action Classification	Jun-2014	Jul-2014	Aug-2014	Sep-2014	Oct-2014	Nov-2014	Dec-2014
Content View	1,519	2,147	3,422	1,022	1,433	282	26
Search	70	159	334	148	217	17	15

**Top 10 Book TOC Views**

Content	Count
Ancillary Content Views	188
Content View	9664
Homepage View	721
Print Content	191
Search with Results	839
Search without Results	121
<b>Search Total</b>	<b>960</b>

**Top 10 Action Containers**

Book, Edition	Count
Bates' Guide to Physical Examination and History Taking, 11e	8689
Rubin's Pathology: Clinicopathologic Foundations of Medicine, 6e	1391
Clinically Oriented Anatomy, 7e	791
Pathophysiology of Heart Disease, 5e	409
Histology: A Text a Atlas, 6e	357
Medical Physiology: Principles for Clinical Medicine, 4e	310
Sapira's Art & Science of Bedside Diagnosis, 4e	262
Pulmonary Pathophysiology: The Essentials	209
Ancillary Content Medical Education	188
Schaechter's Mechannisms of Microbial Disease, 5e	186

**Top 10 Book TOC Views**

Book, Edition	Count
Bates' Guide to Physical Examination and History Taking, 11e	2201
Rubin's Pathology: Clinicopathologic Foundations of Medicine, 6e	263
Clinically Oriented Anatomy, 7e	237
Histology: A Text a Atlas, 6e	100
Pathophysiology of Heart Disease, 5e	96
Medical Physiology: Principles for Clinical Medicine, 4e	58
Pulmonary Pathophysiology: The Essentials	57
Sapira's Art & Science of Bedside Diagnosis, 4e	56
Schaechter's Mechannisms of Microbial Disease, 5e	34
Lippincott's Illustrated Reviews: Immunology, 2e	32

**Top 10 Organic Search Results**

Search Terms	Count
wound care	16
comprehensive pharmacy review for NAPLEX	11
basic pathology	8
caput	8
neurofibromatosis	7
glenohumeral joint	5
sciatica	5
tumor necrosis factor alpha	4
wound	3
anhydride	3



# Institutional Profile Report – Page 2

Wolters Kluwer - Health Library  
 University of Auckland: WK - Institutional Profile  
 InstitutionID: 101315  
 201406 - 201412

Top 10 Book Section Expansion		
Book, Edition	Chapter	Count
Bates' Guide to Physical Examination and History Taking, 11e	The Cardiovascular System	904
Bates' Guide to Physical Examination and History Taking, 11e	Overview: Physical Examination and History Taking	888
Bates' Guide to Physical Examination and History Taking, 11e	Beginning the Physical Examination: General Survey, Vital Signs, and Pain	697
Bates' Guide to Physical Examination and History Taking, 11e	Clinical Reasoning, Assessment, and Recording your Findings	624
Bates' Guide to Physical Examination and History Taking, 11e	The Abdomen	569
Bates' Guide to Physical Examination and History Taking, 11e	The Thorax and Lungs	438
Bates' Guide to Physical Examination and History Taking, 11e	Interviewing and the Health History	391
Bates' Guide to Physical Examination and History Taking, 11e	The Nervous System	255
Bates' Guide to Physical Examination and History Taking, 11e	Assessing Children: Infancy Through Adolescence	235
Rublin's Pathology: Clinicopathologic Foundations of Medicine, 6e	The Liver and Biliary System	187

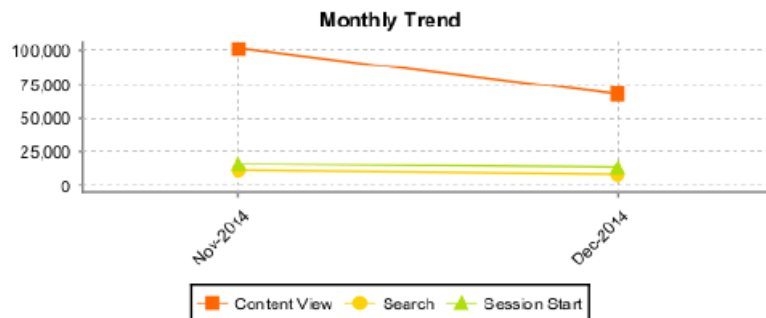
Top 10 Book Printed Content		
Book, Edition	Chapter	Count
Bates' Guide to Physical Examination and History Taking, 11e	Overview: Physical Examination and History Taking	28
Bates' Guide to Physical Examination and History Taking, 11e	The Abdomen	15
Clinically Oriented Anatomy, 7e	Abdomen	12
Bates' Guide to Physical Examination and History Taking, 11e	Clinical Reasoning, Assessment, and Recording your Findings	11
Bates' Guide to Physical Examination and History Taking, 11e	The Cardiovascular System	11
Histology: A Text and Atlas, 6e	Digestive System III: Liver, Gallbladder, and Pancreas	10
Langman's Medical Embryology, 12e	Eye	10
Bates' Guide to Physical Examination and History Taking, 11e	The Nervous System	10
Bates' Guide to Physical Examination and History Taking, 11e	Interviewing and the Health History	9
Rublin's Pathology: Clinicopathologic Foundations of Medicine, 6e	Beginning the Physical Examination: General Survey, Vital Signs, and Pain	6

Top 10 Ancillary Content Views		
Book, Edition	Chapter	Count
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Approach to Patient Video: Introduction	19
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): Abdomen	18
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Approach to Patient Video: The Examination	9
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): Importance of Patient Comfort	7
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): Musculoskeletal / Upper Extremities	7
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): Musculoskeletal / Neurological	6
Ancillary Content Medical Education	Question Bank	6
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): General Surgery	5
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): Genital and Rectal	5
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): HEENT	5

Top 10 Slide Downloads		
Book, Edition	Chapter	Count
Bates' Guide to Physical Examination and History Taking, 11e	Clinical Reasoning, Assessment, and Recording your Findings	21
Bates' Guide to Physical Examination and History Taking, 11e	Overview: Physical Examination and History Taking	8
Bates' Guide to Physical Examination and History Taking, 11e	The Cardiovascular System	8
Bates' Guide to Physical Examination and History Taking, 11e	The Nervous System	4
Bates' Guide to Physical Examination and History Taking, 11e	The Thorax and Lungs	2
Pathophysiology of Heart Disease, 5e	Basic Cardiac Structure and Function	2
Bates' Guide to Physical Examination and History Taking, 11e	Female Genitalia	2
Bates' Guide to Physical Examination and History Taking, 11e	The Head and Neck	2
Grant's Atlas of Anatomy, 13e	Lower Limb	1
Cases and Concepts Step1: Pathophysiology Review	Gastrointestinal	1

# Platform Level Report - Page 1

## Wolters Kluwer - Health Library Summary Profile 201411 - 201412



Usage Summary	
Content	Count
Ancillary Content Views	3,952
Content View	165,577
Home Page View	31,464
Print Content	2,091
Search with Results	17,536
Search without Results	1,843
<b>Search Total</b>	<b>19,379</b>
Session Start	28,924

Action Classification	Nov-2014	Dec-2014
Content View	101,526	68,003
Search	11,172	8,207
Session Start	15,688	13,236

Top 10 Action Containers	
Title, Edition	Count
Bates' Guide to Physical Examination and History Taking, 11e	17,397
Clinically Oriented Anatomy, 7e	9,632
Grant's Dissector, 15e	9,252
Pharmaceutical Calculations, 14e	9,081
Medical Physiology: Principles for Clinical Medicine, 4e	8,332
Marks' Basic Medical Biochemistry: A Clinical Approach, 4e	7,959
Principles of Pharmacology: The Pathophysiologic Basis of Drug Therapy, 3e	6,916
Pathophysiology of Heart Disease, 5e	6,129
Resolving Ethical Dilemmas: A Guide for Clinicians, 5e	5,937
Grant's Atlas of Anatomy, 13e	5,780

Top 10 Book TOC Views	
Title, Edition	Count
Bates' Guide to Physical Examination and History Taking, 11e	3,827
Clinically Oriented Anatomy, 7e	1,880
Pharmaceutical Calculations, 14e	1,632
Grant's Dissector, 15e	1,491
Marks' Basic Medical Biochemistry: A Clinical Approach, 4e	1,276
Pathophysiology of Heart Disease, 5e	1,201
Principles of Pharmacology: The Pathophysiologic Basis of Drug Therapy, 3e	1,136
Grant's Atlas of Anatomy, 13e	1,019
Histology: A Text and Atlas, 6e	991
Atlas of Osteopathic Techniques, 2e	987

Top 10 Organic Search Results	
Search Terms	Count
marks	24
upper extremities	16
Atlas of Osteopathic Techniques	9
atlas of osteopathic	8
electronic prescription	6
elbow	5
heart	5
Moore	5
section	4
Extrapleural Intrathoracic Surgical	4

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# Platform Level Report - Page 2



## Wolters Kluwer - Health Library Summary Profile 201411 - 201412

### Top 10 Book Section Expansion

Book, Edition	Chapter	Count
Bates' Guide to Physical Examination and History Taking, 11e	The Cardiovascular System	2,082
Bates' Guide to Physical Examination and History Taking, 11e	The Musculoskeletal System	1,680
Grant's Disssector, 15e	The Back	1,661
Medical Physiology: Principles for Clinical Medicine, 4e	Female Reproductive System	1,625
Grant's Disssector, 15e	The Thorax	1,462
Grant's Disssector, 15e	The Upper Limb	1,398
Grant's Atlas of Anatomy, 13e	Lower Limb	1,340
Pharmaceutical Calculations, 14e	Altering Product Strength, Use of Stock Solutions, and Problem-Solving by Alligation Isotonic and Buffer Solutions	1,215
Pharmaceutical Calculations, 14e	Isotonic and Buffer Solutions	1,181
Pharmaceutical Calculations, 14e	Calculation of Doses: Patient Parameters	1,130

### Top 10 Ancillary Content Views

Title, Edition	Ancillary Title	Count
Ancillary Content Medical Education	Question Bank	245
Ancillary Content Medical Education	Audio Recall Review Questions	52
Ancillary Content Lippincott Advisor	Bates' Visual Guide to Physical Examination: Approach to Patient Video: Introduction	51
Ancillary Content Pharmacy	Question Bank	49
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Head to Toe Assessment (Adult): HEENT	46
Ancillary Content Medical Education	Acland Video Clip: 5.1.4. The Internal Organs: Right ventricle (2:26)	43
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Thorax and Lungs: Examining the Posterior Thorax and Lungs	42
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Thorax and Lungs: Auscultation of the Anterior Chest	39
Ancillary Content Pharmacy	Concepts in Action Animations: Pharmacology: Intramuscular Injection	38
Ancillary Content Medical Education	Bates' Visual Guide to Physical Examination: Thorax and Lungs: Normal and Adventitious Breath Sounds	37

### Top 10 Printed Content

Title, Edition	Section Title	Count
Bates' Guide to Physical Examination and History Taking, 11e	The Musculoskeletal System	37
Medical Physiology: Principles for Clinical Medicine, 4e	Female Reproductive System	31
Essential Neuroscience, 2e	Overview of the Central Nervous System	31
Manual of Emergency Airway Management, 4e	The Decision to Intubate	22
Pathophysiology of Heart Disease, 5e	Basic Cardiac Structure and Function	21
Bates' Guide to Physical Examination and History Taking, 11e	The Cardiovascular System	18
Pathophysiology of Heart Disease, 5e	The Electrocardiogram	18
Medical Physiology: Principles for Clinical Medicine, 4e	Fertilization, Pregnancy, and Fetal Development	17
Schaechter's Mechanisms of Microbial Disease, 5e	Intestinal and Vaginal Protozoa	16
Pathophysiology of Heart Disease, 5e	Diseases of the Pericardium	15

### Top 10 Slide Downloads

Title, Edition	Section Title	Count
Clinically Oriented Anatomy, 7e	Pelvis and Perineum	83
Bates' Guide to Physical Examination and History Taking, 11e	The Musculoskeletal System	70
Rubin's Pathology: Clinicopathologic Foundations of Medicine	The Kidney	44
Bates' Guide to Physical Examination and History Taking, 11e	The Cardiovascular System	41
Grant's Disssector, 15e	The Back	36
Grant's Atlas of Anatomy, 13e	Abdomen	21
Foye's Principles of Medicinal Chemistry, 7e	Insulin and Drugs Used to Treat Diabetes	19
Grant's Disssector, 15e	The Pelvis and Perineum	19
Bates' Guide to Physical Examination and History Taking, 11e	The Head and Neck	18
Marks' Basic Medical Biochemistry: A Clinical Approach, 4e	Tricarboxylic Acid Cycle	17

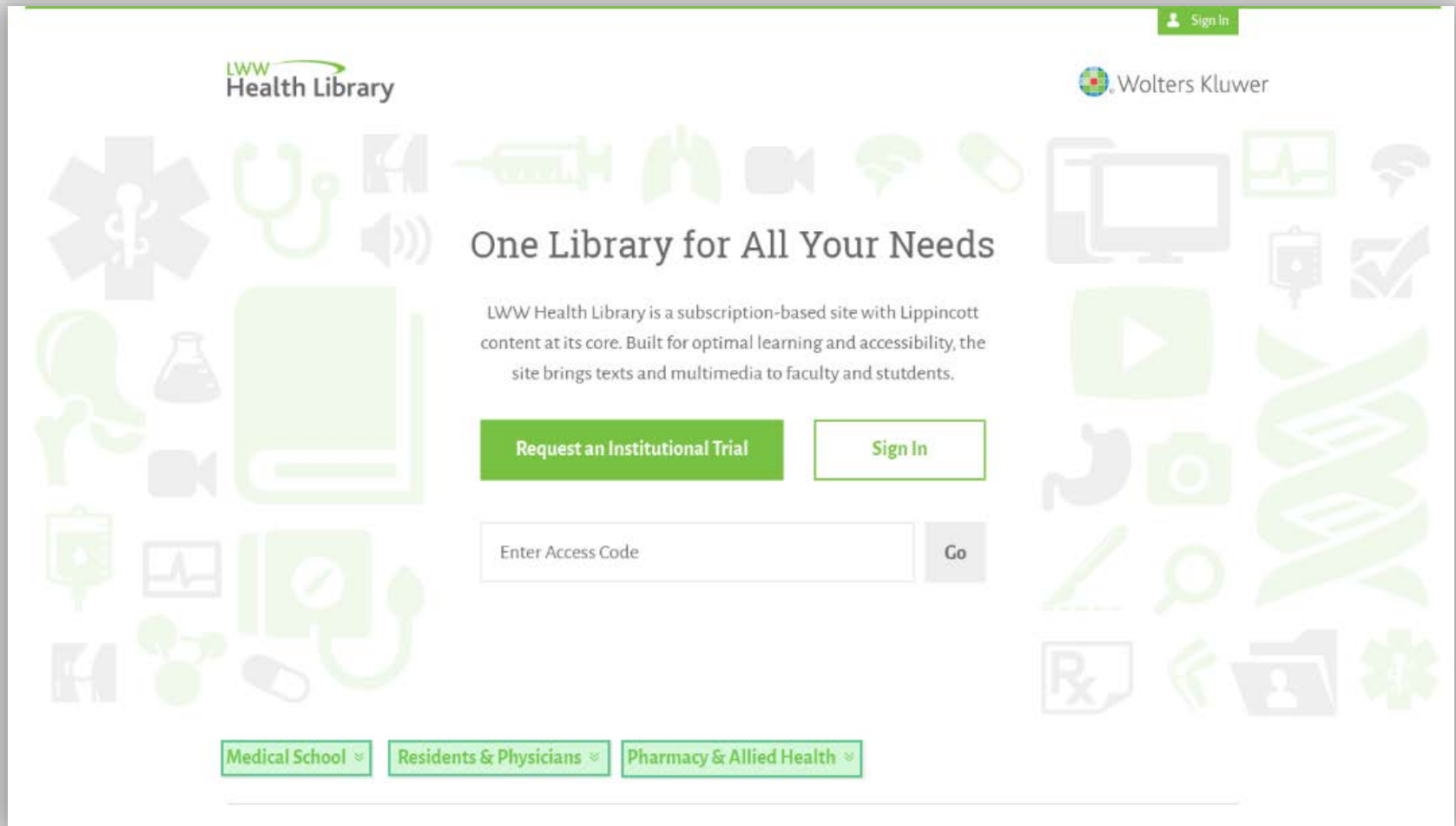
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# Books content usage across platform

## Health Library Institutional Action Container Rankings 201406 - 201412

<b>Action Container</b>	<b>Author</b>	<b>Action Count</b>
Bates' Guide to Physical Examination and History Taking, 11e	Bickley	66,929
Clinically Oriented Anatomy, 7e	Moore	41,272
Pharmaceutical Calculations, 14e	Ansel	35,833
Marks' Basic Medical Biochemistry: A Clinical Approach, 4e	Lieberman	22,807
Principles of Pharmacology: The Pathophysiologic Basis of Drug Therapy, 3e	Golan	22,379
Grant's Dissector, 15e	Tank	20,955
Histology: A Text and Atlas, 6e	Ross	19,432
Resolving Ethical Dilemmas: A Guide for Clinicians, 5e	Lo	16,786
Foundations of Osteopathic Medicine, 3e	Chila	16,692
Langman's Medical Embryology, 12e	Sadler	16,336
Atlas of Osteopathic Techniques, 2e	Nicholas	15,140
Medical Physiology: Principles for Clinical Medicine, 4e	Rhoades	15,023
Clinical Pharmacokinetics: Concepts and Applications, 4e	Rowland	14,808
Pathophysiology of Heart Disease, 5e	Lilly	14,158
Grant's Atlas of Anatomy, 13e	Agur	13,534
Somatic Dysfunction in Osteopathic Family Medicine	Nelson	10,401
Ancillary Content Medical Education	NA	10,140
Essentials of Pathophysiology: Concepts of Altered Health States, 3e	Porth	7,924
Patient Assessment in Pharmacy Practice, 2e	Jones	7,849
Clinical Epidemiology: The Essentials, 5e	Fletcher	7,037
Behavioral Science in Medicine, 2e	Fadem	6,925
Foye's Principles of Medicinal Chemistry, 7e	Lemke	6,670
Rubin's Pathology: Clinicopathologic Foundations of Medicine, 6e	Rubin	6,329
Wills Eye Institute 5-Minute Ophthalmology Consult	Maguire	5,997
Applied Therapeutics: The Clinical Use of Drugs, 10e	Allredge	5,735
Lippincott's Illustrated Reviews: Biochemistry, 6e	Ferrier	5,729
Schaechter's Mechanisms of Microbial Disease, 5e	Engleberg	5,672

# New Home page on it's way....



The screenshot shows the new home page for the LWW Health Library. At the top left is the "LWW Health Library" logo, and at the top right is the "Wolters Kluwer" logo. A "Sign In" button is visible in the top right corner. The main heading is "One Library for All Your Needs". Below this, a paragraph states: "LWW Health Library is a subscription-based site with Lippincott content at its core. Built for optimal learning and accessibility, the site brings texts and multimedia to faculty and students." There are two buttons: "Request an Institutional Trial" and "Sign In". Below these is a text input field labeled "Enter Access Code" with a "Go" button. At the bottom, there are three dropdown menus: "Medical School", "Residents & Physicians", and "Pharmacy & Allied Health". The page is decorated with various medical and educational icons.

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# What are COUNTER Reports?



- **COUNTER (Counting Online User NeTworked Electronic Resources) – A Non-Profit formed to develop standardized methods and reports for measuring the use of electronic resources.**
- **Who is COUNTER Designed for?**
  - COUNTER is designed for librarians, vendors, intermediaries and others who require reliable online usage statistics.
    - COUNTER reports are, in many cases, where the battle for renewal business will be won or lost. This is because these reports allow librarians to compare statistics for various vendors on an “apples to apples” basis.
    - Allows vendors & intermediaries to provide useful information to their customers to make better informed decisions.
- **What does it mean to be “Counter Compliant”**
  - Reports are standardized and the content & format must be adhered to for the vendor to be in compliance.
  - The reports which vendors must make available are determined by the type of content provided (Journals, Books, Multimedia).
  - Vendors must be audited by a 3<sup>rd</sup> party Auditor once per year to be certified as “COUNTER Compliant”.
  - Reports must be supplied to customers at no additional charge.
  - Vendors need to make available 24 months of usage data and the report must be capable of displaying 12 months of data.
    - If 24 month of historical data is not available, vendors must make available as many months as they have until 24 months of data is available.

# COUNTER Reports required for Wolters Kluwer



## Standard Reports (Required for COUNTER Compliance):

- **Platform Report 1 - Total Searches, Result Clicks and Record Views by Month and Platform**
- **Book Report 2 - Number of Successful Section Requests by Month and Titles**
- **Book Report 3 - Access Denied to Content Items by Month, Title and Category**
- **Multimedia Report 1 - Number of Successful Full Multimedia Content Unit Requests by Month and Collection**

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# COUNTER Book Report 2



Book Report 2 (R4)	Number of Successful Section Requests by Month and Title									
Harvard University	Section Type:									
	Sections									
<b>Period covered by Report:</b>										
2014-01-01 to 2014-12-31										
<b>Date run:</b>										
2014-08-13										
	Publisher	Platform	Book DOI	Proprietary Identifier	ISBN	ISSN	Reporting Period Total	Jun-2014	Jul-2014	
Total for all titles		Silverchair					933	662	271	
Bates' Guide to Physical Examination and History Taking 11e	Wolters Kluwer	Silverchair			978-1-60913-762-5		8	2	6	
Behavioral Science in Medicine 2e	Wolters Kluwer	Silverchair			978-1-60913-664-2		3	3	0	
Cases & Concepts Step 1: Basic Science Review	Wolters Kluwer	Silverchair			978-0-7817-9391-9		11	8	3	
Clinical Epidemiology: The Essentials 5e	Wolters Kluwer	Silverchair			978-1-4511-4447-5		20	14	6	
Clinically Oriented Anatomy 7e	Wolters Kluwer	Silverchair			978-1-4511-1945-9		15	13	2	
Color Atlas and Text of Histology 6e	Wolters Kluwer	Silverchair			978-1-45111-343-3		19	19	0	
Essential Neuroscience 2e	Wolters Kluwer	Silverchair			978-0-7817-8383-5		48	45	3	
Grant's Atlas of Anatomy 13e	Wolters Kluwer	Silverchair			978-1-60831-756-1		1	1	0	

<b>Publisher:</b>	An organization whose function is to commission, create, collect, validate, host, distribute and trade information online and/or in printed form.
<b>Platform:</b>	An interface from an Aggregator, Host, Publisher or Service that delivers the content to the user and that counts and provides the COUNTER usage reports.
<b>Book DOI:</b>	A DOI (Digital Object Identifier) registered at the book level and used as a unique identifier for that book. The book ISBN may be used for this purpose.
<b>Proprietary Id:</b>	A unique identifier given by publishers and other content providers to a product or collection of products.
<b>ISBN:</b>	The International Standard Book Number is a unique 10-digit or 13-digit number used to identify a book.
<b>ISSN:</b>	The International Standard Serial Number (ISSN) is a unique 8-digit number used to identify a print or electronic periodical publication. Periodical published in both print and electronic form may have two ISSNs, a print ISSN and an electronic ISSN.
<b>Reporting Period Total:</b>	The total time period covered in a usage report



# COUNTER Book Report 3



Book Report 3 (R4)	Access Denied to Content Items by Month, Title and Category
Harvard University	
Period covered by Report:	
2014-01-01 to 2014-12-31	
Date run:	
2014-08-14	

	Publisher	Platform	Book DOI	Proprietary Identifier	ISBN ISSN	Access Denied Category	Reporting Period Total	Jun-2014	Jul-2014
Total for all titles		Silverchair				Access Denied: concurrent/simultaneous user license limit exceeded	0	0	0
Total for all titles		Silverchair				Access Denied: content item not licensed	0	0	0

<b>Publisher:</b>	An organization whose function is to commission, create, collect, validate, host, distribute and trade information online and/or in printed form.
<b>Platform:</b>	An interface from an Aggregator, Host, Publisher or Service that delivers the content to the user and that counts and provides the COUNTER usage reports.
<b>Book DOI:</b>	A DOI (Digital Object Identifier) registered at the book level and used as a unique identifier for that book. The book ISBN may be used for this purpose.
<b>Proprietary Id:</b>	A unique identifier given by publishers and other content providers to a product or collection of products.
<b>ISBN:</b>	The International Standard Book Number is a unique 10-digit or 13-digit number used to identify a book.
<b>ISSN:</b>	The International Standard Serial Number (ISSN) is a unique 8-digit number used to identify a print or electronic periodical publication. Periodical published in both print and electronic form may have two ISSNs, a print ISSN and an electronic ISSN.
<b>Access denied:</b>	
<b>Concurrent/simultaneous user license limit exceeded:</b>	User is denied access to a content item because the user or the user's institution does not have access rights under an agreement with the vendor.
<b>Content item not licensed:</b>	User is denied access to a content item because the user or the user's institution does not have access rights under an agreement with the vendor.
<b>Reporting Period Total:</b>	The count of events for the total time period covered in a usage report.

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# COUNTER Multimedia Report 1



Collection	Content Provider	Platform	Reporting Period Total	Jan-2014	Feb-2014	Mar-2014	Apr-2014	May-2014	Jun-2014	Jul-2014
Total for all collections			12	4	0	0	0	0	0	8
Bates Physical Examination Videos	Wolters Kluwer	Silverchair	12	4	0	0	0	0	0	8

This report will show usage for Bates and Acland subscribers.

<b>Collection:</b>	A subset of the content of a service; a collection is a branded group of online information products from one or more vendors that can be subscribed to/licensed and searched as a complete group.
<b>Content Provider:</b>	An organization whose function is to commission, create, collect, validate, host, distribute and trade information in electronic form.
<b>Platform:</b>	An interface from an Aggregator, Host, Publisher or Service that delivers the content to the user and that counts and provides the COUNTER usage reports.
<b>Reporting Period Total:</b>	The count of events for the total time period covered in a usage report.

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# COUNTER Platform Report 1



<b>Platform Report 1 (R4)</b>	<b>Total Searches, Result Clicks and Record Views by Month and Platform</b>									
<b>Harvard University</b>										
<b>Period covered by Report:</b>										
<b>2014-01-01 to 2014-07-31</b>										
<b>Date run:</b>										
<b>2014-08-12</b>										

Platform	Publisher	User Activity	Reporting Period Total	Jan-2014	Feb-2014	Mar-2014	Apr-2014	May-2014	Jun-2014	Jul-2014
Silverchair	Wolters Kluwer	Regular Searches	109	2	6	0	0	0	44	57
Silverchair	Wolters Kluwer	Searches-federated and automated	0	0	0	0	0	0	0	0
Silverchair	Wolters Kluwer	Result Clicks	0	0	0	0	0	0	0	0
Silverchair	Wolters Kluwer	Record Views	0	0	0	0	0	0	0	0

<b>Platform:</b>	An interface from an Aggregator, Host, Publisher or Service that delivers the content to the user and that counts and provides the COUNTER usage reports.
<b>Publisher:</b>	An organization whose function is to commission, create, collect, validate, host, distribute and trade information online and/or in printed form.
<b>User Activity</b>	The activity which was undertaken by the user.
<b>Reporting Period Total</b>	The total time period covered in a usage report
<b>Searches, Regular</b>	A user-driven intellectual query, typically equated to submitting the search form of the online service to the server
<b>Searches, Federated</b>	A federated search program allows users to search multiple databases owned by the same or different vendors simultaneously with a single query from a single user interface. The end user is not responsible for selecting the database being searched.
<b>Result Clicks</b>	A click originating from a set of search results
<b>Record Views</b>	A Successful Request for a database record that has originated from a set of search results, from browsing the database, or from a click on another database record. (Only full database records may be counted, not Previews of Records).

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# Institutional Book Usage



	A	B	C	D	E	F	V	W	X	Y	Z	AA	AQ	AR	AS
1	InstitutionName	InstitutionID	InstitutionVendorID	Country	Consortia	Publication	JUN_HTML	JUN_PDF	JUN_TOTAL	JUL_HTML	JUL_PDF	JUL_TOTAL	YTD_HTML	YTD_PDF	YTD_TOTAL
2	1st Medical Faculty Charles University	112460	561	Czech Republic		Cases & Concepts Step 1: Basic Science Review	2	0	2	0	0	0	2	0	2
3	1st Medical Faculty Charles University	112460	561	Czech Republic		Cases and Concepts Step 1: Pathophysiology Review	2	0	2	0	0	0	2	0	2
4	1st Medical Faculty Charles University	112460	561	Czech Republic		Clinically Oriented Anatomy 7e	3	0	3	0	0	0	3	0	3
5	1st Medical Faculty Charles University	112460	561	Czech Republic		Color Atlas and Text of Histology 6e	70	0	70	0	0	0	70	0	70
6	1st Medical Faculty Charles University	112460	561	Czech Republic		Essential Neuroscience 2e	15	0	15	0	0	0	15	0	15
7	1st Medical Faculty Charles University	112460	561	Czech Republic		Grant's Atlas of Anatomy 13e	1	0	1	0	0	0	1	0	1
8	1st Medical Faculty Charles University	112460	561	Czech Republic		Histology: A Text and Atlas 6e	19	0	19	0	0	0	19	0	19
9	1st Medical Faculty Charles University	112460	561	Czech Republic		Human Genetics: From Molecules to Medicine	10	0	10	0	0	0	10	0	10
10	1st Medical Faculty Charles University	112460	561	Czech Republic		Langman's Medical Embryology 12e	7	0	7	0	0	0	7	0	7
11	1st Medical Faculty Charles University	112460	561	Czech Republic		Lippincott's Illustrated Reviews: Immunology 2e	3	0	3	0	0	0	3	0	3
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Case

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  - Glomerular Filtration Rate (GFR) Regulation
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Physiology

## Glomerular Filtration Rate (GFR) Regulation

Renal blood flow (RBF) and GFR are governed by two overriding needs that are sometimes at odds with one another. Local vascular autoregulatory pathways maintain RBF at rates that optimize GFR and urine formation. However, central homeostatic control pathways may assume control over renal function to adjust circulating blood volume and blood pressure (for example). Central control of renal function is exerted hormonally and through the autonomic nervous system.

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glomerular basement membrane (gbm)



glomerular basement membrane (gbm)

glomerular filtration

glomerular filtration rate (gfr)

glomerular filtration rate (gfr) regulation

glomerular capillary hydrostatic pressure

glomerular filtration barrier

## Juxtaglomerular Apparatus Structure

The macula densa, extraglomerular mesangial cells, and the juxtaglomerular (JG) cells together form the juxtaglomerular apparatus. The macula densa is a segment of the distal tubule



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### Glomerular Filtration Rate (GFR) >

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### Glomerular Filtration Rate (GFR) Regulation >

...Renal blood flow (RBF) and **GFR** are governed by two overriding needs that are sometimes at odds with one another. Local vascular autoregulatory pathways maintain RBF at **rates** that optimize **GFR** and urine formation. However, central homeostatic control pathways may assume control over renal function...

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# Glomerular Filtration Rate (GFR)

An important measurement in the evaluation of kidney function is the glomerular filtration rate (GFR), the rate at which plasma is filtered by the kidney glomeruli. GFR is equal to the sum of the filtration rates of all functional nephrons and is used as an index of renal function. A decrease in GFR generally indicates that kidney function is impaired. Thus, GFR is an important diagnostic tool to evaluate kidney disease.

## Normal Values\*

Men: 130 mL/min/1.73 m<sup>2</sup>

Women: 120 mL/min/1.73 m<sup>2</sup>

\*Note: Normal GFR values for any individual show considerable variation.

**Blood enters and leaves a glomerular capillary at very high pressures. Massive quantities of fluid filter into the renal tubule as a result.**

## IN THIS TOPIC

[Glomerular Filtration Rate \(GFR\) Regulation](#)

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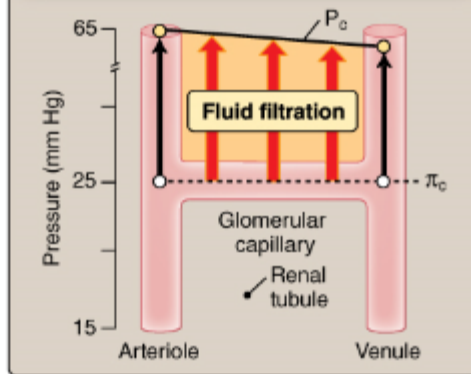
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**Blood enters and leaves a glomerular capillary at very high pressures. Massive quantities of fluid filter into the renal tubule as a result.**



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**FIGURE 1**

Fluid filtration from renal glomerular capillaries.

$P_c$  = capillary hydrostatic pressure;  $\pi_c$  = plasma colloid osmotic pressure.

capillary at very high pressures. Massive quantities of fluid filter into the renal tubule as a result.

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# Glomerular Filtration Rate (GFR)

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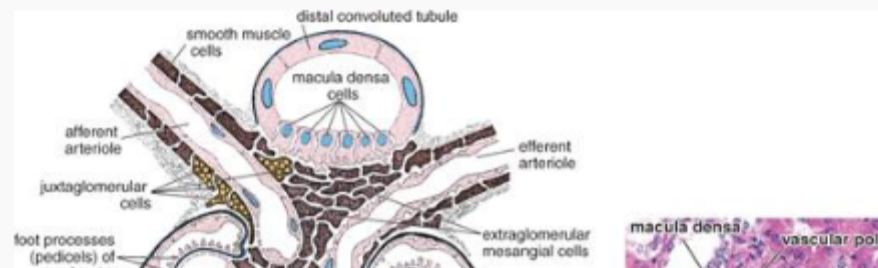
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# Juxtaglomerular Apparatus



The juxtaglomerular apparatus includes the macula densa, the juxtaglomerular cells, and the extraglomerular mesangial cells. The juxtaglomerular apparatus is located at the vascular pole of the renal corpuscle. Lying directly adjacent to the afferent and efferent arterioles and adjacent to some extraglomerular mesangial cells at the vascular pole of the renal corpuscle is the terminal portion of the distal straight tubule of the nephron. At this site, the wall of the tubule contains cells that are referred to collectively as the macula densa. Juxtaglomerular cells are modified smooth muscle cells of the afferent arteriole located near the macula densa. Juxtaglomerular cells produce renin, which is involved in the regulation of blood pressure.



## IN THIS TOPIC

Structure of the Juxtaglomerular Apparatus

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–Angiotensin–Aldosterone System (RAAS)

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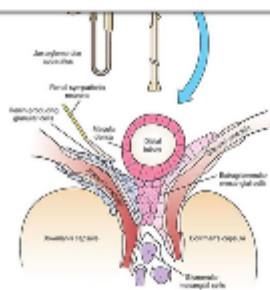


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Composition

## Structure of the Juxtaglomerular Apparatus

The macula densa, extraglomerular mesangial cells, and juxtaglomerular (JG) cells together form the juxtaglomerular apparatus. The macula densa is a segment of the distal tubule whose cells are in direct contact with the afferent (and efferent) glomerular arteriole. These tubule cells are distinctive in that they are modified and appear as tall, thin cuboidal cells whose nuclei are close to one another compared to other tubule cells. JG cells are smooth muscle cells of the afferent arteriole located near the macula densa that are highly modified to synthesize and release renin. Cells of the macula densa communicate with JG cells to assist in the regulation of glomerular filtration and blood pressure. The extraglomerular mesangial cells, also known as lacis cells, support the juxtaglomerular apparatus and the vascular pole of the renal corpuscle.



Source

**Juxtaglomerular Apparatus**  
Histology: A Text and Atlas, 6e  
Michael H. Ross, PhD (deceased), Wojciech Pawlina, MD

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## Regulation of Blood Pressure via Renin–Angiotensin–Aldosterone System (RAAS)

The juxtaglomerular apparatus regulates blood pressure by activating the renin–angiotensin–aldosterone system. The granules of the juxtaglomerular cells contain

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Overview of the Urinary System

› General Structure of the Kidney

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Interstitial Cells

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Lymphatic Vessels

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Ureter, Urinary Bladder, and Urethra

PLATE 74 Kidney I

PLATE 75 Kidney II

PLATE 76 Kidney III

PLATE 77 Kidney IV

PLATE 78 Ureter

PLATE 79 Urinary Bladder

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## Juxtaglomerular Apparatus

The juxtaglomerular apparatus includes the **macula densa**, the **juxtaglomerular cells**, and the **extraglomerular mesangial cells**.

Lying directly adjacent to the afferent and efferent arterioles and adjacent to some extraglomerular mesangial cells at the vascular pole of the renal corpuscle is the terminal portion of the distal straight tubule of the nephron. At this site, the wall of the tubule contains cells that are referred to collectively as the **macula densa**. When viewed in the light microscope, the cells of the macula densa are distinctive, in that they are narrower and usually taller than other distal tubule cells (see Fig. 20.7). The nuclei of these cells appear crowded, even to the extent that they appear partially superimposed over one another, thus the name “macula densa.”

In this same region, the smooth muscle cells of the adjacent afferent arteriole (and, sometimes, the efferent arteriole) are modified. They contain secretory granules, and their nuclei are spherical, as opposed to the typical elongate smooth muscle cell nucleus. These **juxtaglomerular cells** (see Fig. 20.7) require special stains to reveal the secretory vesicles in the light microscope.

The juxtaglomerular apparatus regulates blood pressure by activating the **renin–angiotensin–aldosterone system**.

In certain physiologic (low sodium intake) or pathologic conditions (decrease in volume of circulating blood because of hemorrhage or reduction in renal perfusion owing to compression of the renal arteries), juxtaglomerular cells are responsible for activating the **renin–angiotensin–aldosterone system (RAAS)**. This system plays an important role in maintaining sodium homeostasis and renal hemodynamics. The granules of the juxtaglomerular cells contain an aspartyl protease, called **renin**, which is synthesized, stored, and released into the bloodstream from the modified smooth muscle cells. In the blood, renin catalyzes the hydrolysis

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Composition

Q. With which portion of the nephron does the macula densa come in direct contact?

A. [Show Answer](#)

Q. What cells synthesize and release renin?

A. [Show Answer](#)

Q. What are juxtaglomerular cells?

A. [Show Answer](#)

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Regulation of Blood Pressure via Renin–Angiotensin–Aldosterone System (RAAS)

The juxtaglomerular apparatus regulates blood pressure by activating the renin–angiotensin–aldosterone system. The granules of the juxtaglomerular cells contain renin, which they synthesize, store, and release into the bloodstream. In the blood, renin catalyzes the hydrolysis of angiotensinogen to produce angiotensin I. Then, angiotensin I is converted to angiotensin II by angiotensin-converting enzyme (ACE) present on the endothelial cells of lung capillaries. Angiotensin II stimulates the synthesis and release of the hormone aldosterone from the zonaglomerulosa of the adrenal gland. Aldosterone, in turn, acts on collecting ducts to increase reabsorption of sodium and concomitant reabsorption of water, thereby raising blood volume and pressure. Angiotensin II is also a potent vasoconstrictor that has a regulatory role in the control of renal and systemic vascular resistance.

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Composition

Q. With which portion of the nephron does the macula densa come in direct contact?

A. The macula densa contacts the terminal portion of the straight distal tubule.

Q. What cells synthesize and release renin?

A. [Show Answer](#)

Q. What are juxtaglomerular cells?

A. [Show Answer](#)

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Regulation of Blood Pressure via Renin–Angiotensin–Aldosterone System (RAAS)

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Q. With which portion of the nephron does the macula densa come in direct contact?

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Q. What cells synthesize Read the topic again

A. [Show Answer](#)

Q. What are juxtaglomerular cells? Add Topic to Study List

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## Regulation of Blood Pressure via Renin–Angiotensin–Aldosterone System (RAAS)

The juxtaglomerular apparatus regulates blood pressure by activating the renin–angiotensin–aldosterone system. The granules of the juxtaglomerular cells contain renin, which they synthesize, store, and release into the bloodstream. In the blood, renin catalyzes the hydrolysis of angiotensinogen to produce angiotensin I. Then, angiotensin I is converted to angiotensin II by angiotensin-converting enzyme (ACE) present on the endothelial cells of lung capillaries. Angiotensin II stimulates the synthesis and release of the hormone aldosterone from the zona glomerulosa of the adrenal gland. Aldosterone, in turn, acts on collecting ducts to increase reabsorption of sodium and concomitant reabsorption of water, thereby raising blood volume and pressure. Angiotensin II is also a potent vasoconstrictor that has a regulatory role in the control of renal and systemic vascular resistance.

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 Case

A 6-year-old boy is brought to the pediatrician by his mother because of a puffy face and lethargy. A few weeks before, he had an upper respiratory tract infection, probably caused by a virus. Body temperature is 38.8°C, blood pressure 95/65 mm Hg, and heart rate 90 beats/minute. Puffiness around the eyes, abdominal swelling, and pitting edema in the legs are observed. A urine sample (dipstick) is negative for glucose but reveals 3+ protein. Microscopic examination of the urine reveals no cellular elements or casts. Plasma [Na<sup>+</sup>] is 140 mEq/L, blood urea nitrogen concentration (BUN) 10 mg/dL, glucose 100 mg/dL, creatinine 0.8 mg/dL, serum albumin 2.3 g/dL (normal 3.0–4.5 g/dL), and cholesterol 330 mg/dL. A 24-hour urine sample has a volume of 1.10 L and contains 10 mEq/L Na<sup>+</sup>, 60 mg/dL creatinine, and 0.8 g/dL protein.



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Case

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The child is treated with the corticosteroid prednisone, and the edema and proteinuria disappear in 2 weeks. Puffiness and proteinuria recur 4 months later, and a renal biopsy is done. Glomeruli are normal by light microscopy, but effacement (obliteration) of podocyte foot processes and loss of filtration slits are seen with the electron microscope. No immune deposits or complement are seen after immunostaining. The biopsy indicates minimal change glomerulopathy.

Lorem ipsum dolor.

Figure 1

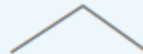
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Nullam semper pretium porta. Nunc dignissim bibendum enim.

- ▶ **What features in this case would lead you to suspect the presence of nephrotic syndrome?**
- ▶ **What is the explanation for the proteinuria?**
- ▶ **Why does the abnormally high rate of urinary protein excretion underestimate the rate of renal protein loss?**
- ▶ **What is the endogenous creatinine clearance, and is it normal? (The boy's body surface area is 0.88 m<sup>2</sup>.)**
- ▶ **What is the explanation for the edema?**

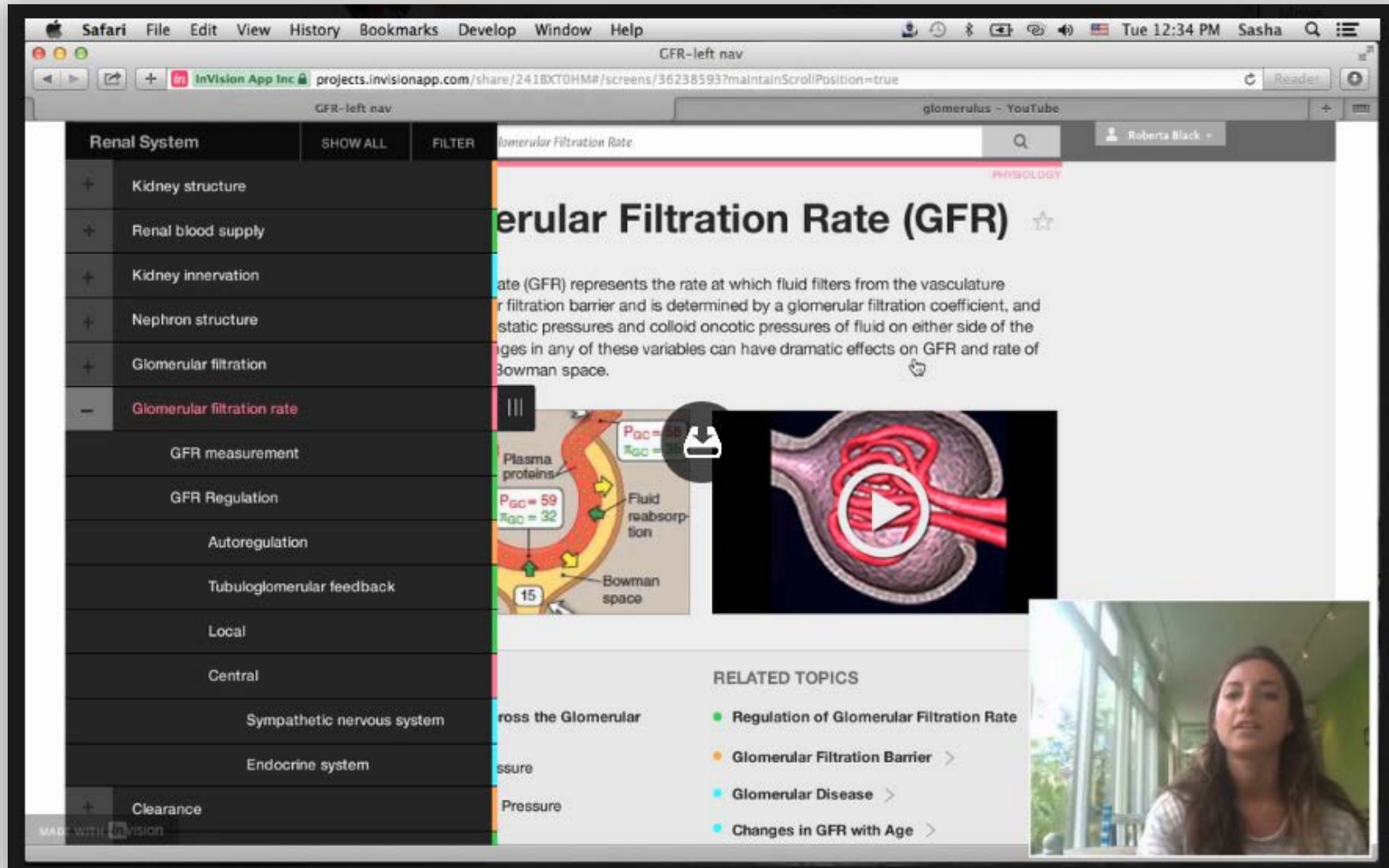
### Case Reference

OrthSRRitzEThe nephrotic syndrome.*N Engl J Med*1998;338:1202-1211





# Key enhancement: RUDI - Early Market Reaction (RUDI LOVE)


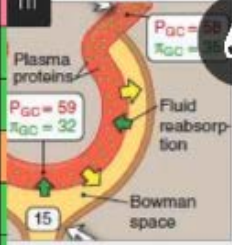


**Renal System**

- Kidney structure
- Renal blood supply
- Kidney innervation
- Nephron structure
- Glomerular filtration
- Glomerular filtration rate**
- GFR measurement
- GFR Regulation
- Autoregulation
- Tubuloglomerular feedback
- Local
- Central
- Sympathetic nervous system
- Endocrine system
- Clearance

## Glomerular Filtration Rate (GFR)

Glomerular filtration rate (GFR) represents the rate at which fluid filters from the vasculature through the glomerular filtration barrier and is determined by a glomerular filtration coefficient, and static pressures and colloid oncotic pressures of fluid on either side of the barrier. Changes in any of these variables can have dramatic effects on GFR and rate of filtration into Bowman space.



**RELATED TOPICS**

- Regulation of Glomerular Filtration Rate
- Glomerular Filtration Barrier
- Glomerular Disease
- Changes in GFR with Age

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# Acland Usage by Country



Country	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	738,863 % of Total: 100.00% (738,863)	63.12% Site Avg: 63.08% (0.06%)	466,335 % of Total: 100.06% (466,053)	56.73% Site Avg: 56.73% (0.00%)	5.57 Site Avg: 5.57 (0.00%)	00:08:11 Site Avg: 00:08:11 (0.00%)
1. United States	280,772 (38.00%)	67.78%	190,319 (40.81%)	64.13%	4.99	00:06:58
2. United Kingdom	141,782 (19.19%)	46.77%	66,306 (14.22%)	42.91%	8.12	00:13:29
3. Australia	60,982 (8.25%)	56.75%	34,606 (7.42%)	51.84%	6.71	00:10:34
4. Canada	27,729 (3.75%)	73.08%	20,263 (4.35%)	70.59%	4.19	00:06:02
5. India	25,161 (3.41%)	81.84%	20,591 (4.42%)	69.91%	2.92	00:03:24
6. Ireland	23,025 (3.12%)	30.03%	6,915 (1.48%)	27.93%	8.93	00:16:36
7. Mexico	11,522 (1.56%)	58.92%	6,789 (1.46%)	33.82%	5.91	00:07:21
8. Pakistan	9,885 (1.34%)	79.33%	7,842 (1.68%)	58.80%	3.12	00:03:26
9. Poland	6,816 (0.92%)	63.32%	4,316 (0.93%)	44.95%	4.73	00:05:25
10. Philippines	6,806 (0.92%)	79.53%	5,413 (1.16%)	71.88%	3.07	00:03:26

When y

Professional & Education

# Medical Education & Pharmacy

2 0 1 5

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# Agenda

- Medical Education team
- 2014 in review
- Market research & trends
- 2015 strategy
  - Books
  - Health Library
- 2015 frontlist
  - Top 4 titles

# The Medical Education team



**Shannon Magee**  
Executive Editor

- **Basic Sciences**
  - Biochemistry, Epidemiology, Genetics, Microbiology & Immunology, Pathology, Pharmacology
- **Series**
  - BRS, High-Yield, LIR

**Lisa McAllister**  
Vice President,  
Medicine

**Crystal Taylor**  
Senior  
Acquisitions  
Editor

- **Anatomical Sciences**
- **Physical Examination (Bates)**
- **Basic Sciences**
  - Neuroanatomy, Neuroscience, Behavioural Science, Physiology & Pathophysiology

**Eric Branger**  
Digital Product  
Manger,  
Health Library

**Tari Broderick**  
Senior  
Acquisitions  
Editor

- **Clinical/Clerkship**
  - Specialty-specific titles, Blueprints, Recall, NMS, Step-Up
- **Osteopathic**
- **Physician Assistant**
- **Pharmacy**

**Joy Fisher-Williams**  
Senior Marketing  
Manager

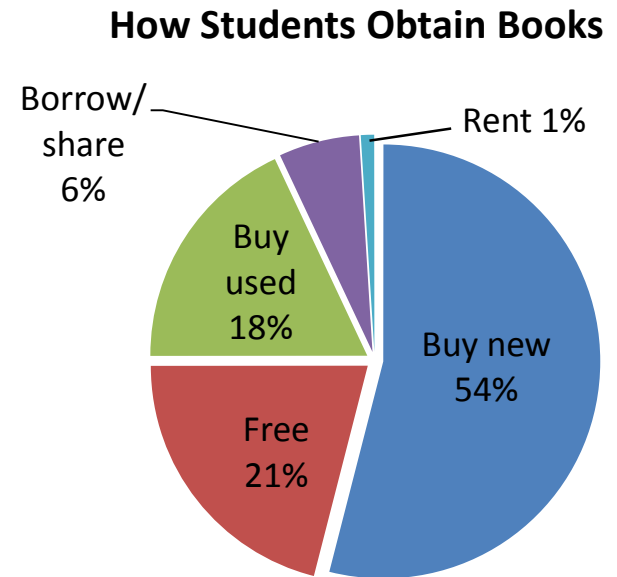
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# 2014 in review

- **Projected shortfall: Approx. \$300K (U.S)**
  - Among the reasons:
    - Increasing demands for concise content
    - Buying behavior changing
    - Misuse of content by faculty/students
- **26 frontlist titles, plus pulled 3 into the year**
- **Health Library revenue begins to offset print attrition**
- **Health Library:**
  - Upgraded to 6.0 (June)
  - Collaboration with Ovid (April)

# Market research & trends

- WK U.S. medical student survey
  - 53% prefer to buy books new
  - 95% Amazon is key source
  - Mixed satisfaction with eBooks
- Outsell report indicates that between one-quarter and one-third of users of educational STM info prefer print. The more important information is to them, the more likely they are to want to read a printed version
- How long will print endure?



# 2015 strategy

## BOOKS

- Sign revisions that generate revenue
- Sign new editions with revenue potential & that fill gaps in content
- Content goals:
  - Maintain high-quality
  - Think globally
- Ensure FL titles publish on time
- Set 2016 and future years up for same success
- Test Inkling bundles

# 2015 strategy

## HEALTH LIBRARY

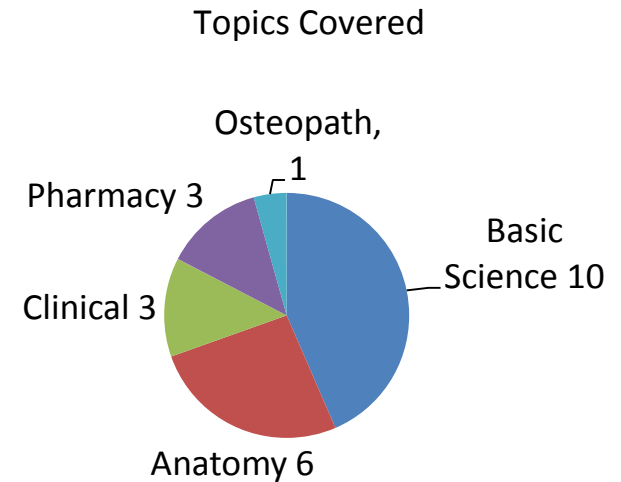
- Sell!
- Launch new Collections
  - Clerkship/Clinical: Summer 2015
  - Public Health add-on: April
- Add content to existing Collections
  - Bates: 5 new OCSEs (March)
  - LIRs (June)
  - Q&A (July)... *more than 3,000 questions across anatomy, pharmacology, and pathology*
- Upgrade Acland to Silverchair 6.0/ Shibboleth (TBD)
- Spanish language: Bates (live now), Acland (TBD)
- Identify and fill gaps in content



# 2015 frontlist

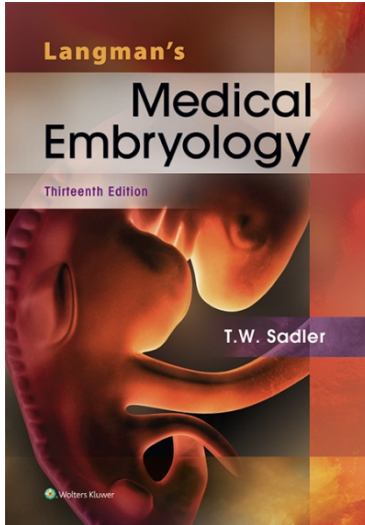
## & 2014 Dec titles

- 23 FL titles, plus 2 digital Q&A products (Bates, PA)
- Small in terms of Year 1 revenue: \$3.9M
- + 3 titles published Dec 2014



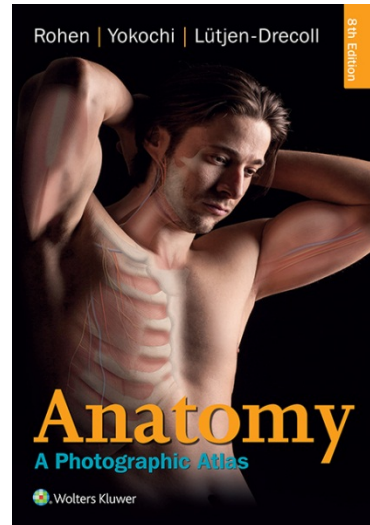
# Top 4 titles for 2015

*Based on international sales of current edition (US\$)*



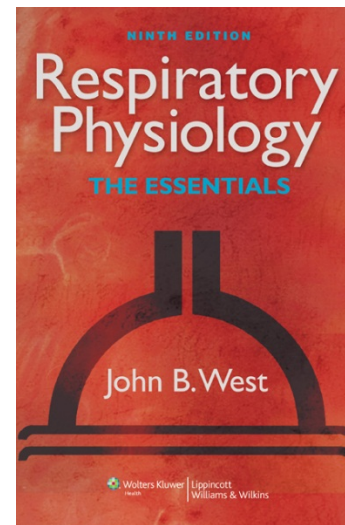
Dec 2014\*  
\$750K

44% WEU; 26% MID;  
14% SEA



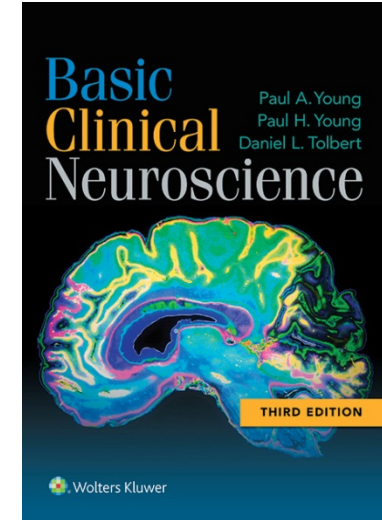
February\*  
\$710K

49% WEU; 24% SEA



November  
\$363K

37% WEU



February  
\$300K

22% WEU

\* International Edition

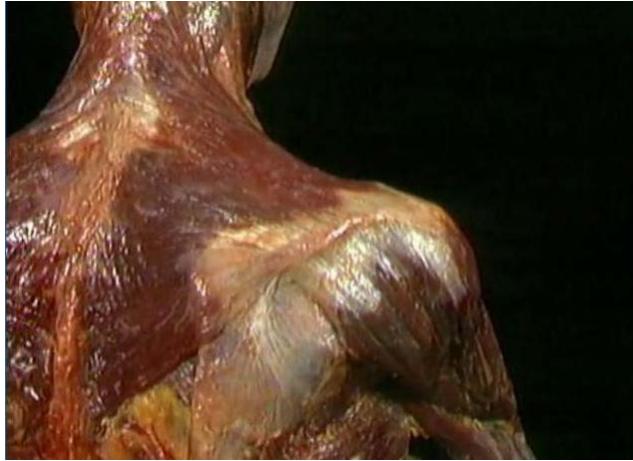
Best wishes for 2015!

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# Anatomical & Basic Sciences

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## Acland's Video Atlas of Human Anatomy 2015 Updates



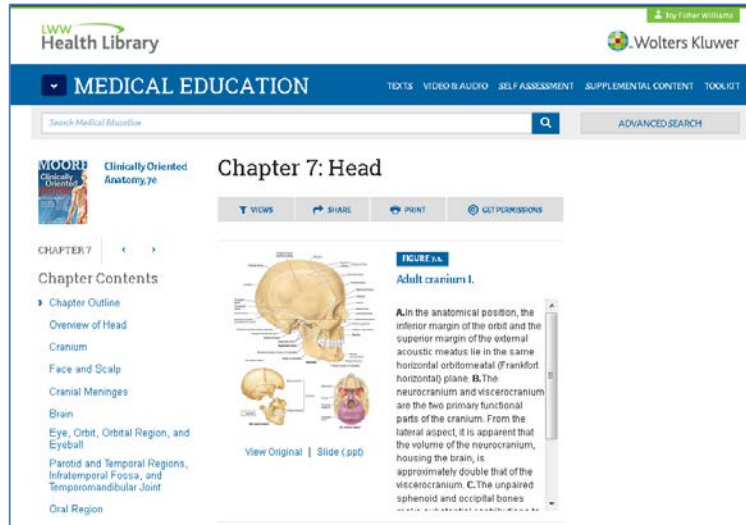
ACLAND'S VIDEO ATLAS OF  
HUMAN ANATOMY

- Site migration to Silverchair 6.0 platform/  
Shibboleth enabled (date TBD)
  
- Spanish version of the site to launch
  - Similar to Bates' site: default language  
changes with user's "geolocation"; user  
can toggle between English and  
Spanish versions of the site
  
  - Audio fully dubbed in Spanish

6.0 migration  
Launch of Spanish site

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## LWW Health Library



- Anatomical Sciences
  - July: 1800 questions added to new Q&A tool
  - <Demo of Q&A>
- Basic Sciences
  - June: Lippincott's Illustrated Review (LIR) titles being added
  - July: 1000 Medical Pharmacology and 1500 Pathology questions added to new Q&A tool
- Public Health Add-on Collection: April
  - Can be added to any collection

April: PH add-on collection

June: LIR titles added to basic sciences collection

July: Q&A added to Anatomy and Basic Sciences collections

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## LWW Health Library

LIR titles added as part of standard Basic Sciences, Integrated, and Premium Med Ed collections

Lippincott's Illustrated Reviews: Biochemistry, 6e

Lippincott's Illustrated Reviews: Cell and Molecular Biology, 1e

Lippincott's Illustrated Reviews: Immunology, 2e Lippincott's Illustrated Reviews:  
Microbiology, 3e

Lippincott's Illustrated Reviews: Neuroscience

Lippincott's Illustrated Reviews: Pharmacology, 5e

Lippincott's Illustrated Reviews: Physiology, 1e

Lippincott's Illustrated Reviews: Integrated Systems 1e (NEW TITLE: TO BE ADDED IN  
AUGUST 2015)

***WHO ELSE HAS A COLLECTION LIKE THIS?!***

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## LWW Health Library

### Public Health Collection Titles

Hulley, Designing Clinical Research, 4e  
Browner, Publishing & Presenting Clinical Research, 3e  
Toto, Clinical Research from Proposal to Implementation  
Lo, Resolving Ethical Dilemmas, 5e  
Nielson, Systematic Reviews to Answer Healthcare Questions  
Rothman, Modern Epidemiology, 3e  
Haynes, Clinical Epidemiology, 3e  
Hennekens, Epidemiology in Medicine

***Do you have public health programs in your territory?  
Let's talk!***

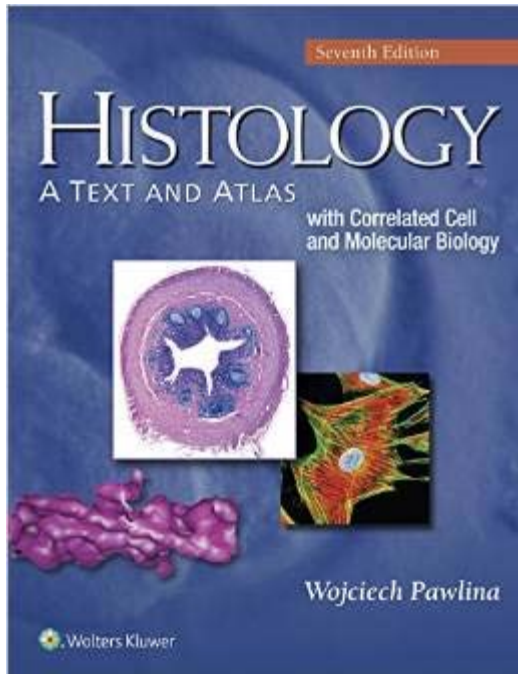


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Wojciech Pawlina (and Michael H. Ross)

Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e



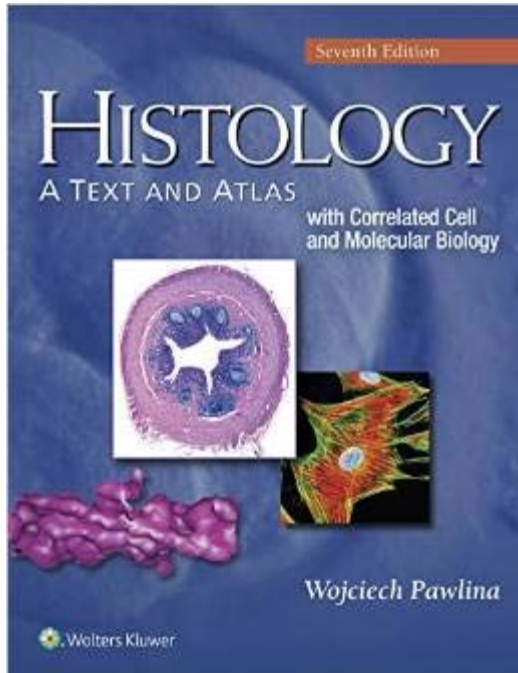
- Comprehensive text + atlas
- Ideal for medical, dental, HP, and biology students
- Updated illustrations and 435 full color, high-res photomicrographs
- Student-friendly pedagogy includes clinical and functional correlation “folders,” new Histology 101 chapter review sections, **blue clinical text**, & **red key terms**, color tabs for chapters and atlas sections
- New online Q&A

January 2015 | 992 pages | \$89.99 | \$1.5m LOE  
Print ISBN: 978-1451187427 (NA), 978-1469889313 (INT)  
Kindle, Health Library, VST, Inkling

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## Wojciech Pawlina (and Michael H. Ross)

### Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e



#### COMPETITION – *Pawlina is the market leader*

- Junqueira's (Mescher, MGH): growing
- Wheater's (Young, ELS): declining
- Kierszenbaum (ELS): one to watch

#### RELATED WK TITLES:

- Eroschenko (atlas; functional; idealized)
- Gartner & Hiatt (atlas + concise text; clinical)
- Cui (atlas + concise text; includes pathology)

#### STRATEGY

- Bundle with anatomy textbooks; promote availability via Health Library

**4 Stars, 45 Reviews on amazon.com**

“Anatomy, Pathophysiology, and Physiology in one—puts Histology in context”

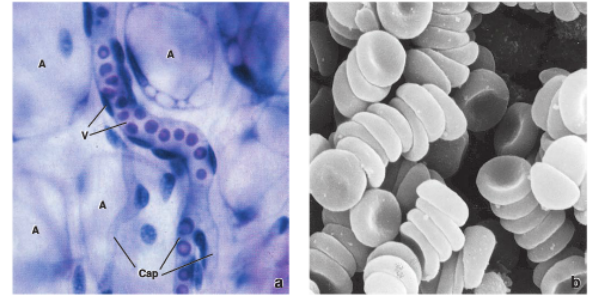
“Great images” | “Helpful”

when you have to be right

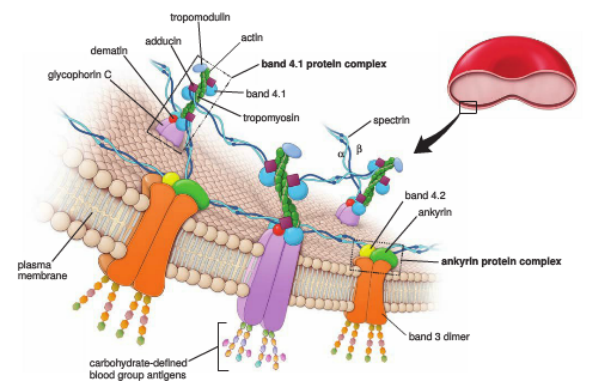
# Wojciech Pawlina (and Michael H. Ross) Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e

CHAPTER 10 Blood / ERYTHROCYTES

Z14



**FIGURE 10.4 A Erythrocyte morphology.** a. Photomicrograph of three capillaries (Cap) joining to form a venule (V), as observed in adipose tissue within a full-thickness mesentery spread. The erythrocytes appear in single file in one of the capillaries (the other two are empty). The light center area of some of the erythrocytes results from their biconcave shape. Erythrocytes are highly plastic and can fold on themselves when passing through very narrow capillaries. The large round structures are adipose cells (A). X470. b. Scanning electron micrograph of erythrocytes collected in a blood tube. Note the concave shape of the cells. The stacks of erythrocytes in these preparations are not unusual and are referred to as *rouleaux*. Such formations in vivo indicate an increased level of plasma immunoglobulin. X2,800.



**FIGURE 10.5 A Erythrocyte membrane organization.** The rectangle in the sectioned erythrocyte (upper right) represents the area of membrane in the larger diagram. The large diagram shows the arrangement of peripheral and integral membrane proteins. The integral membrane protein glyophorin C associates with peripheral membrane band 4.1 protein complex. Similarly, band 3 integral membrane protein binds to ankyrin protein complex. These peripheral complexes interact with spectrin to form a cytoskeletal hexagonal lattice immediately adjacent to the cytoplasmic surface of the plasma membrane. Spectrin lattice with peripheral membrane protein complexes is anchored to the plasma membrane by the glyophorin C and band 3 proteins, which, on the extracellular surface, are glycosylated and support the majority of carbohydrate-defined blood group antigens.

and chemical stimuli. Therefore, flexible interactions within spectrin dimers, ankyrin, and band 4.1 complexes are key regulators of membrane elasticity and mechanical stability. Any defect in the expression of genes that encode these cytoskeleton proteins can result in abnormally shaped and fragile erythrocytes. For example, **hereditary spherocytosis** is caused by an autosomal dominant mutation of proteins that function in anchoring erythrocyte plasma membrane to the cytoplasm. These mutations affect the ankyrin complex (band 3, band 4.2, spectrin, and other erythrocyte-integral membrane proteins), which results in spherical erythrocytes. In this condition, erythrocyte plasma membrane has defective anchor points, causing it to detach and peel off from the cytoplasm. Another erythrocyte membrane abnormality, **hereditary elliptocytosis**, is caused by one of several autosomal dominant mutations affecting spectrin molecules. In this mutation, spectrin-to-spectrin lateral bonds and spectrin-ankyrin-band 4.1 protein junctions are defective. Plasma membrane in affected cells fails to rebound from deformations and progressively elongates, resulting in the formation of elliptical erythrocytes. In both conditions, erythrocytes are

unable to adapt to changes in their environment (e.g., osmotic pressure and mechanical deformations), which results in premature destruction of the cells or **hemolysis**. **Erythrocytes contain hemoglobin, a protein specialized for the transport of oxygen and carbon dioxide.** Erythrocytes transport oxygen and carbon dioxide bound to the protein **hemoglobin** (68 kDa). The function of hemoglobin is to bind oxygen molecules in the lung (requiring high oxygen affinity) and then, after transporting it through the circulatory system, to unload oxygen in the tissues (requiring low oxygen affinity). A monomer of hemoglobin is similar in composition and structure to myoglobin, the oxygen-binding protein found in striated muscle. The disc shape of the erythrocyte facilitates gas exchange because more hemoglobin molecules are closer to the plasma membrane than they would be in a spherical cell. Thus, gases have less distance to diffuse within the cell to reach a binding site on the hemoglobin. A high concentration of hemoglobin is present within erythrocytes and is responsible for their uniform staining with eosin and the cytoplasmic granularity seen with the TEM.

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CHAPTER 10 Blood / ERYTHROCYTES

## FOLDER 10.1 Clinical Correlation: ABO and Rh Blood Group Systems

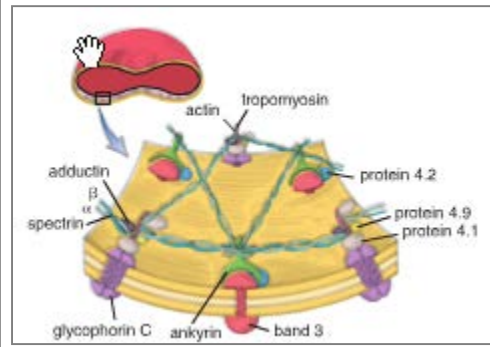
**ABO Blood Group System**  
An important factor in blood transfusion is the **ABO blood group system**, which essentially involves three antigens called A, B, and O (Table F10.1). These antigens are glycoproteins and glycolipids and differ only slightly in their composition. They are present on the surface of erythrocytes and are attached to the extracellular domains of integral membrane proteins called **glycophorins** and **band 3 proteins**. The presence of A, B, or O antigens determines the four primary **blood groups: A, B, AB, and O**. All humans have enzymes that catalyze the synthesis of the O antigen. Individuals with A blood group have an additional enzyme (**N-acetylgalactosamine transferase** or **A-glycosyltransferase**) that adds N-acetylgalactosamine to the O antigen. Individuals with B blood group have an enzyme (**galactose transferase** or **B-glycosyltransferase**) that adds galactose to the O antigen (Fig. F10.1). Individuals with the AB blood group express both enzymes, whereas individuals with type O blood group lack both enzymes. In humans, **ABO genes** consist of at least seven exons, and they are located on chromosome 9. The O allele is recessive, whereas A and B alleles are codominant.

The differences in the carbohydrate molecules of these antigens are detected by specific antibodies against either A or B antigens. Individuals with A antigens possess serum anti-B antibodies that are directed against the B antigen. Individuals with B antigens possess serum anti-A antibodies that are directed against the A antigen. Individuals with blood group AB do not have antibodies directed against A or B antigens. Thus, they are **universal acceptors** of any blood type. Group O individuals have both anti-A and anti-B antibodies in their serum and neither A nor B antigens on their erythrocytes. Thus, these individuals are **universal blood donors**. If an individual is transfused with blood of an incompatible type, the recipient's antibodies will attack the donor erythrocytes, causing a **hemolytic transfusion reaction** or destruction of the transfused erythrocytes. To prevent such a life-threatening complication, blood for transfusion must be always cross-matched to the blood of a recipient. In this procedure, serum from the recipient is tested against the donor's erythrocytes. If there is no reaction to this cross-match test, then the donor's blood can be used for the transfusion.

**TABLE F10.1 ABO Blood Group System**

Blood Type	Erythrocyte Surface Antigen	Serum Antibody	Can Give Blood to	Can Receive Blood from
A	A antigen	Anti-B	A and AB	A and O
B	B antigen	Anti-A	B and AB	B and O
AB	A and B antigens	No antibodies	Only AB	A, B, AB, and O (universal blood recipient)
O	O antigen (no A or B antigens)	Anti-A and anti-B	A, B, AB, and O (universal blood donor)	Only O

(continues on page 276)



Old illustration

New illustration (in page context)

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# Wojciech Pawlina (and Michael Ross)

## Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e

### Cartilage

101  
HISTOLOGY

205  
CHAPTER 7 Cartilage / HISTOLOGY 101

**OVERVIEW OF CARTILAGE**

- ▶ **Cartilage** is a solid, firm, and somewhat pliable form of connective tissue composed of **chondrocytes** and a highly specialized **extracellular matrix** (comprises 95% of cartilage volume).
- ▶ Chondrocytes reside within **lacunae** surrounded by extracellular matrix.
- ▶ Cartilage is an **avascular structure**; therefore, the composition of the extracellular matrix is essential for diffusion of substances between chondrocytes and blood vessels in the surrounding connective tissue.
- ▶ There are three major types of cartilage: **hyaline cartilage**, **elastic cartilage**, and **fibrocartilage**.

**HYALINE CARTILAGE**

- ▶ The homogeneous, amorphous **extracellular matrix** of hyaline cartilage is produced by chondrocytes and appears glassy.
- ▶ Hyaline cartilage matrix contains three classes of molecules: **collagen molecules** (mainly type II and other cartilage-specific collagens, i.e., types VI, IX, X, XI); **proteoglycan aggregates**, which contain glycosaminoglycans (GAGs); and **multidhesive glycoproteins**.
- ▶ The ground substance of hyaline cartilage contains three types of GAGs: **hyaluronan**, **chondroitin sulfate**, and **keratan sulfate**. The last two bind to a core protein to form a **proteoglycan monomer**. Aggrecan is the most abundant proteoglycan monomer in hyaline cartilage.
- ▶ **Hyaluronan** molecules interact with a large number of aggrecan molecules to form large **proteoglycan aggregates**. Their negative charges bind and hold large amounts of water molecules.
- ▶ **Chondrocytes** are distributed either singularly or in clusters called **isogenous groups**.
- ▶ Extracellular matrix surrounding individual chondrocytes (**capsular matrix**) or the isogenous group (**territorial matrix**) varies in collagen content and staining properties. The **interterritorial matrix** surrounds the territorial matrix and occupies the space between isogenous groups.
- ▶ A firmly attached connective tissue, the **perichondrium**, surrounds hyaline cartilage. It is not present on the free, or articular, surfaces of articular cartilage in synovial joints.
- ▶ Hyaline cartilage is a key tissue in the development of the fetal skeleton (**endochondral ossification**) and in most growing bones (**epiphyseal growth plates**).

**FIBROARTILAGE**

- ▶ **Fibrocartilage** is a combination of dense regular connective tissue and hyaline cartilage.
- ▶ Fibrocartilage is typically present in intervertebral discs, the pubic symphysis, insertion of tendons, and structures within certain joints (e.g., menisci of the knee joint).
- ▶ The **extracellular matrix** of fibrocartilage contains varying amounts of both **type I** and **type II collagen fibrils**. In addition, ground substance contains larger amounts of **versican** than aggrecan molecules.

**ELASTIC CARTILAGE**

- ▶ **Elastic cartilage** is distinguished by the presence of **elastin** in the cartilage matrix.
- ▶ Elastic cartilage is found in the external ear, middle ear, and larynx. It is always surrounded by the perichondrium.

**CHONDROGENESIS AND CARTILAGE GROWTH**

- ▶ Most cartilage arises from mesenchyme during **chondrogenesis**. Expression of **transcription factor SOX-9** triggers differentiation of mesenchymal cells into cartilage-producing cells called **chondroblasts**.
- ▶ Cartilage is capable of two kinds of growth: **appositional growth** (forms new cartilage at the surface of an existing cartilage) and **interstitial growth** (forms new cartilage by mitotic division of chondrocytes within an existing cartilage mass).

**REPAIR OF HYALINE CARTILAGE**

- ▶ Due to its avascular nature, cartilage has **limited ability for repair**. Repair mostly involves the production of dense connective tissue.
- ▶ In the aging process, hyaline cartilage is prone to **calcification** and is replaced by bone.

New “Histology 101” chapter reviews with topic boxes of bulleted lists and key terms

# Wojciech Pawlina (and Michael Ross) Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e

**PLATE 33 Aorta**

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**PLATE 33 Aorta**

**Aorta, human, H&E, ×365; inset ×700.**  
This micrograph shows the layers of the aortic wall. The intima consists of an endothelium (En) overlying loose connective tissue (LCT). The thickest portion of the vessel wall is the media (M). The wavy eosinophilic material in the media (M). The eosin stain does not reveal the elastic laminae. The nuclei are those of smooth muscle cells. Fibroblasts are absent. The outer layer of the vessel wall is the adventitia (A). The eosinophilic material here consists of dense connective tissue. The nuclei that are evident belong to fibroblasts. Also note the small blood vessel (BV) in the adventitia. The inset shows the intima at higher magnification and includes part of the media. Note the endothelium (En). The eosinophilic material in the intima consists of collagenous fibers (CF). The main cell type here is the smooth muscle cell (SMC).

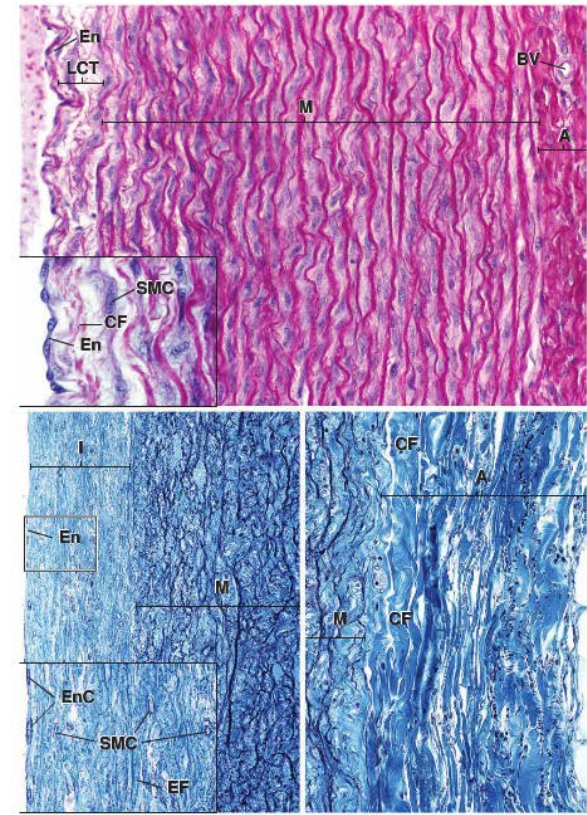
**Aorta, human, iron hematoxylin and aniline blue, ×255; inset ×350.**  
The specimen shows here has been stained to distinguish collagen from elastic material. The intima (I) consists mostly of collagenous fibers. The endothelium (En) represented by several nuclei is just barely evident. The media (M) contains numerous elastic lamellae that appear as the black wavy lines. The intervening blue-stained material consists of collagen fibers. Careful examination of the media reveals nuclei of smooth muscle cells dispersed between the elastic lamellae. The inset shows the intima at higher magnification. Note the nuclei of the endothelial cells (EnC) at the luminal surface. The remainder of the intima consists mostly of collagenous fibers (stained blue) with occasional elastic fibers (EF) identified by their dark coloration. The nuclei of the fibroblasts and occasional smooth muscle cells (SMC) appear randomly arranged.

**Aorta, human, iron hematoxylin and aniline blue, ×255.**  
This micrograph shows the outer portion of the media (M) with its elastic lamellae. The major portion of the micrograph is the adventitia (A). Here, the thick collagenous fibers (CF) are readily recognized. The outer portion of the adventitia contains numerous elastic fibers which appear as the black, dot-like structures. These elastic fibers are arranged in a circumferential pattern, thus when sectioned, they appear as black, dot-like structures.

<b>A</b> , adventitia	<b>En</b> , endothelium	<b>M</b> , media
<b>BV</b> , blood vessel	<b>EnC</b> , endothelial cells	<b>SMC</b> , smooth muscle cells
<b>CF</b> , collagenous fibers	<b>I</b> , intima	
<b>EF</b> , elastic fibers	<b>LCT</b> , loose connective tissue	

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**PLATE 33 Aorta**



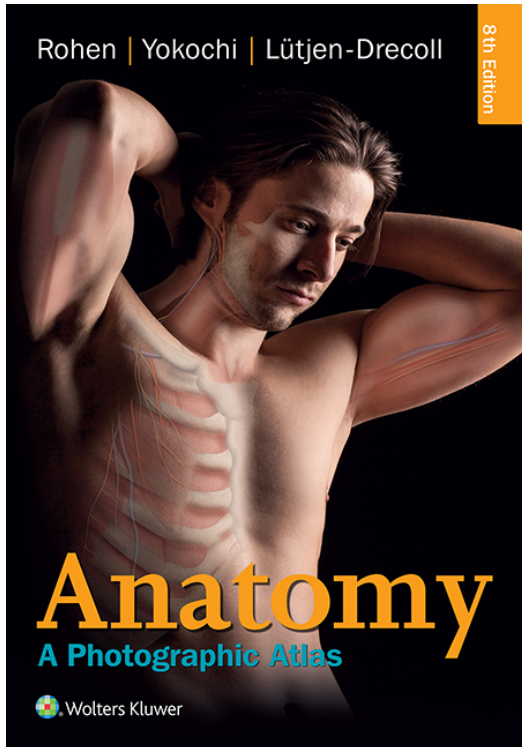
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Renowned Atlas sections



# Rohen, Yokochi, Lütjen-Drecoll

## Anatomy: A Photographic Atlas, 8e



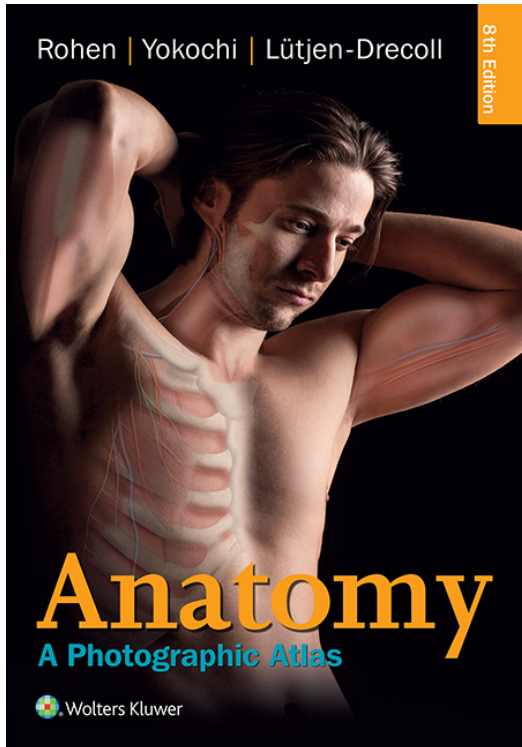
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# Rohen, Yokochi, Lütjen-Drecoll

## Anatomy: A Photographic Atlas, 8e



### STUDENT FAVORITE!

- Package with flash cards (coming Aug 2015)
- Lots of competition in anatomy for wallet share; Moses (ELS) is direct competitor, but Rohen dominates the photographic atlas market
- Note revised title

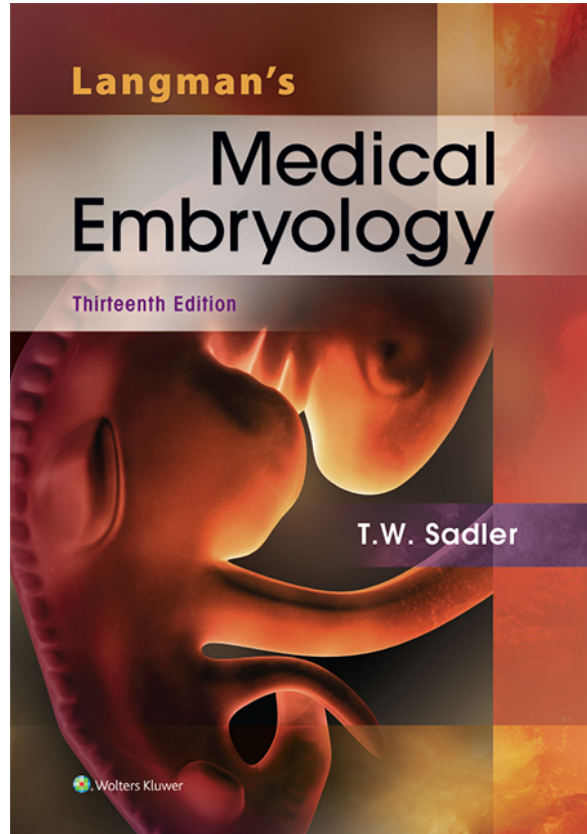
#### 4.5 Stars, 82 Reviews on amazon.com

“Excellent resource to supplement lab time”

“[So] helpful to my career thus far. Dissections are beautifully done, with structures clearly labeled...plus simplified graphics to illustrate the relationship between different structures or to show muscle origins and insertions.”

“Whether you buy it or borrow it, you MUST try it.”

## Sadler: Langman's Medical Embryology, 13e



- Helps students in medicine and related programs understand embryology in clinical context
- Provides the essential developmental and clinical information
- Accessible! With full-color diagrams and clinical photos, clinical correlates, problems to solve, and summary sections
- 400+ illustrations, images, and photos for visual context
- Expanded chapter on cardiovascular system
- New animations in 2015

December 2014 | 424 pages | \$82.99 | \$2m LOE

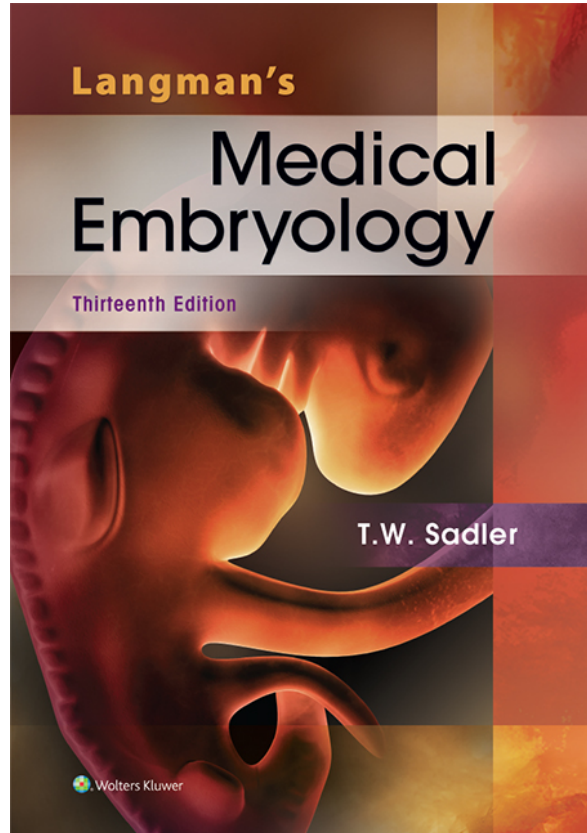
Print ISBN: 978-1451191646

Kindle, Health Library, VST, Inkling

When you have to be right™



## Sadler: Langman's Medical Embryology, 13e



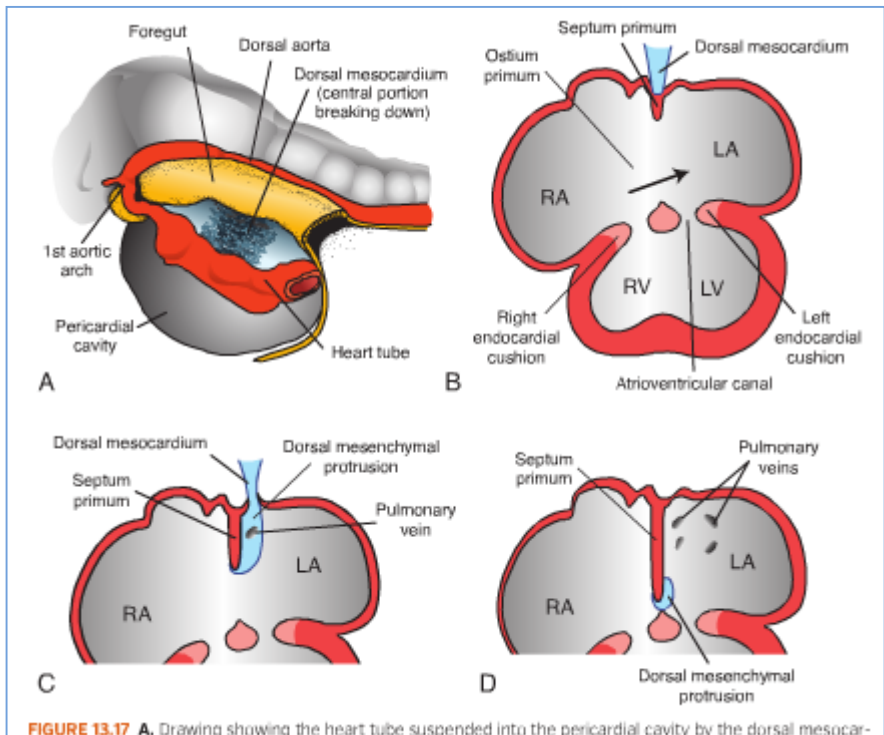
- The market leader
- Moore: *The Developing Human* and *Before We Were Born* texts (ELS) are close competitors (same author of COA and ECA)
- New edition of Schoenwolf/Larsen's (ELS) also publishing in Dec 2014: Sadler is shorter length, focused on medical/clinical information, includes less research info (but is based on the research)
- Bundle with anatomy text(s) for shorter courses
- Included in Health Library

### 4.6 Stars, 18 Reviews on amazon.com

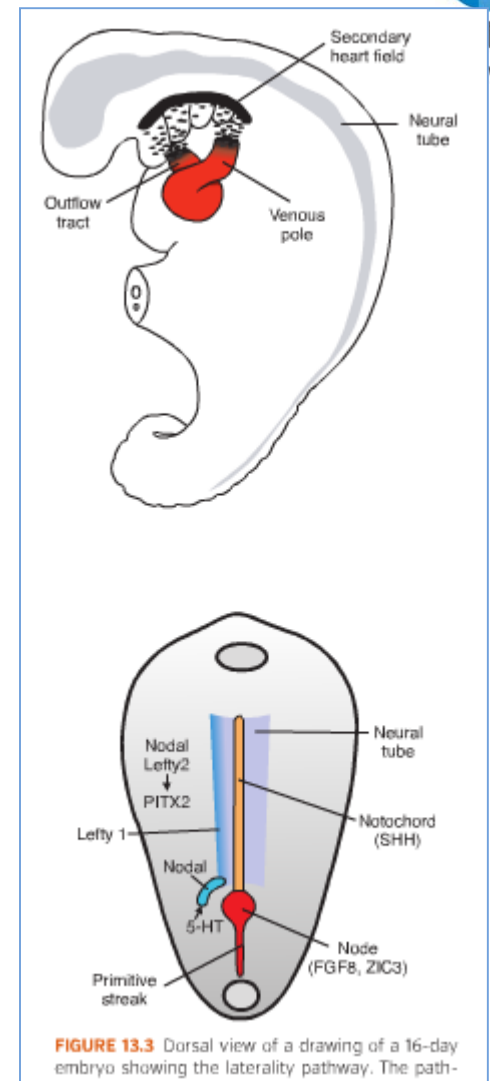
"This is an extremely useful book for any student of human embryology and human anatomy. It retains the economy of text of early editions and beautiful diagrams, supplemented by brief descriptions of newer developments in molecular pathways, relevant clinical correlates, and helpful problems with answers." --**Doody's Reviews**, Harris S. Goodman, MD(Saint Francis Memorial Hospital)

# Sadler: Langman's Medical Embryology, 13e

## Updated/expanded Cardiovascular System chapter



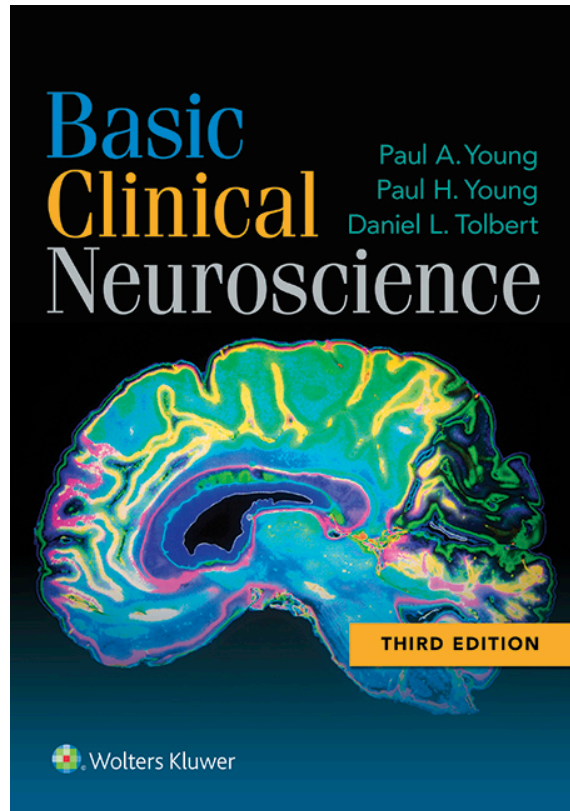
New content; not shown in Moore books (Fig. 13.17)



Lateral pathway explained; not in Moore (Fig. 13.3)

When you have to be right™

## Young, Young, Tolbert: Basic Clinical Neuroscience, 3e



- A favorite across Med Ed and HP markets!
- Provides the anatomic and pathophysiologic basis necessary to understand neurologic abnormalities
- Popular chapter on localizing lesions (Ch 27)
- Atlas of Myelin-Stained Section (appendix)
- Newly fully colorized, unique artwork highlights anatomic structures and pathways along with CTs/MRIs
- Updated Clinical Connection boxes and chapter-opening Cases
- 100 additional Chapter Review Questions

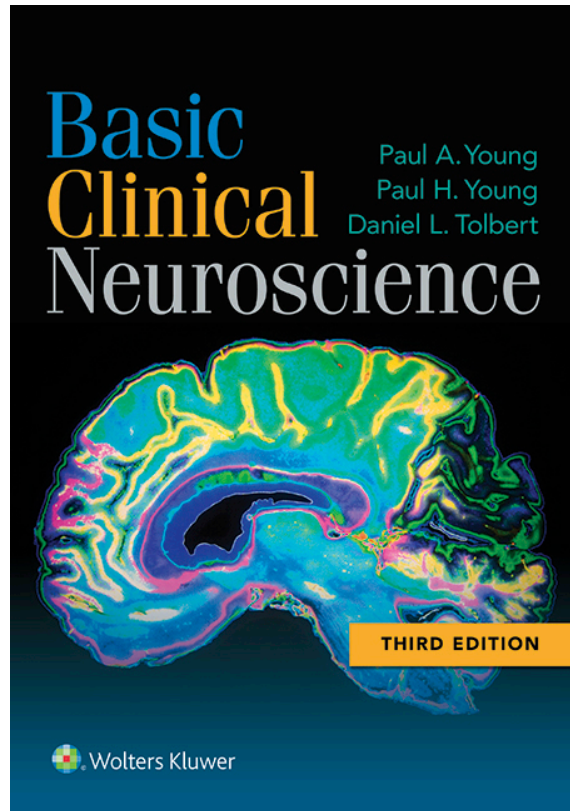
February 2015 | 424 pages | \$69.99 (with Inking version) | \$500k LOE

Print ISBN: 978-1451173291

Kindle, VST, Inking

When you have to be right™

## Young, Young, Tolbert: Basic Clinical Neuroscience, 3e



- Promote the book + Inkling offer, a great value for the price!
- Concise text, highly clinical with neurophysiology / pathophysiology orientation
- Reference the Neuroscience Positioning Chart

**4.7 Stars, 23 Reviews on amazon.com**

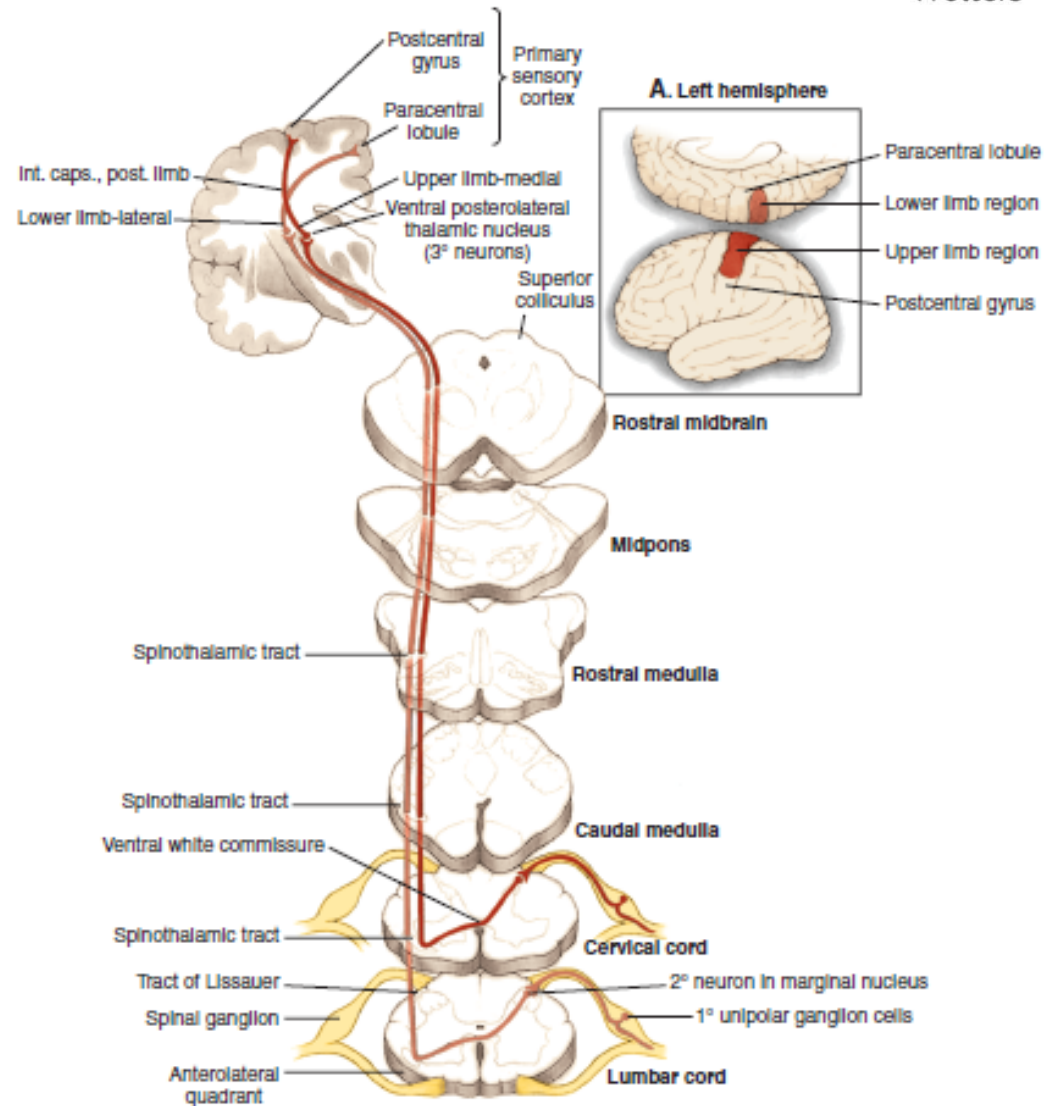
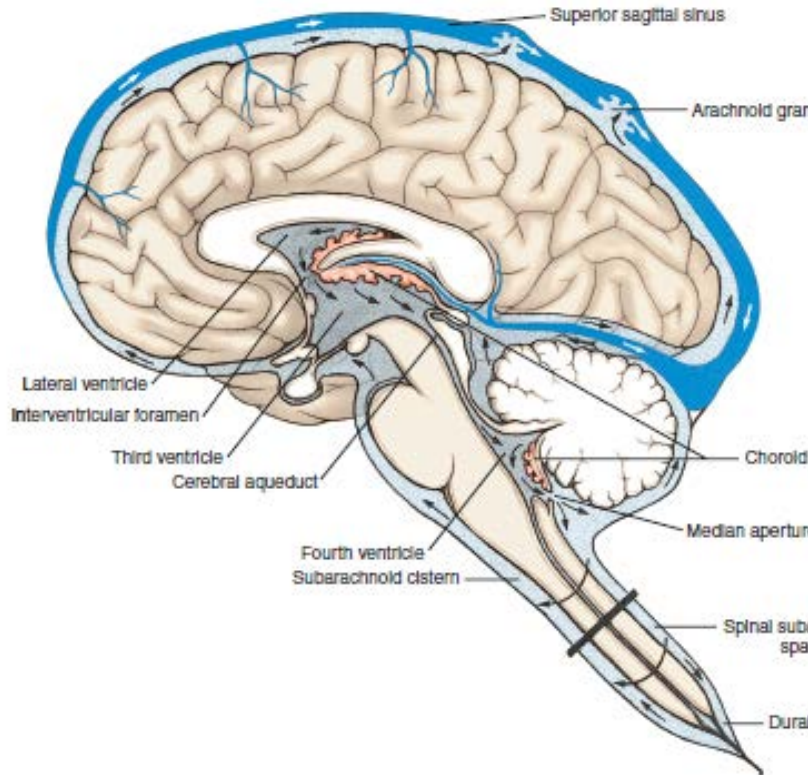
**“Simplifies a complex subject.”**

**“Chapter on localizing lesions is especially helpful.”**

When you have to be right™



# Young, Young, Tolbert: Basic Clinical Neuroscience, 3e

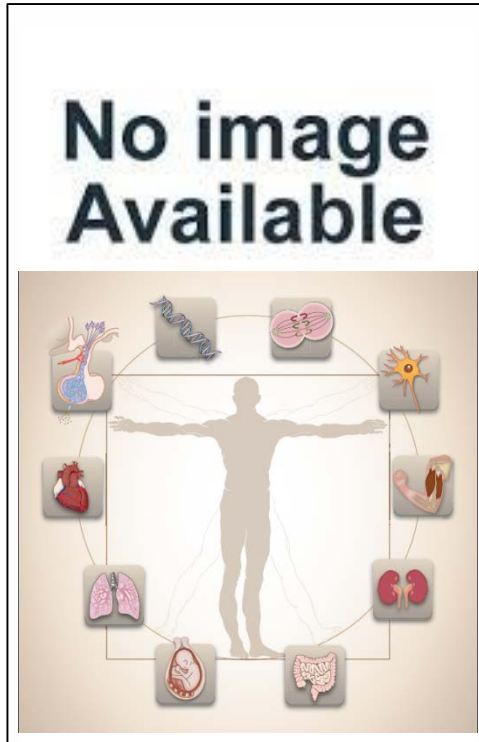


Fully colorized illustrations highlight structures and pathways

When you have to be right™

## Leeper-Woodford, Adkison

### Lippincott Illustrated Reviews: Integrated Systems **FIRST EDITION**



- ❑ LIR *integrated basic sciences* text is the first of its kind!
- ❑ Integrates pathology, biochemistry, anatomy/embryology, genetics, histo, pharm, physio, micro/immuno, and neuro – presents the role of each in 8 human systems
- ❑ Classic LIR series approach combines outline format with rich visuals to illustrate concepts + lively/engaging narrative, clinical boxes, and Q&A
- ❑ Provides cross-discipline links with other titles in the LIR series

June 2015 | 528 pages | \$69.99 | \$800k LOE

Print ISBN: 978-1-4511-9096-0

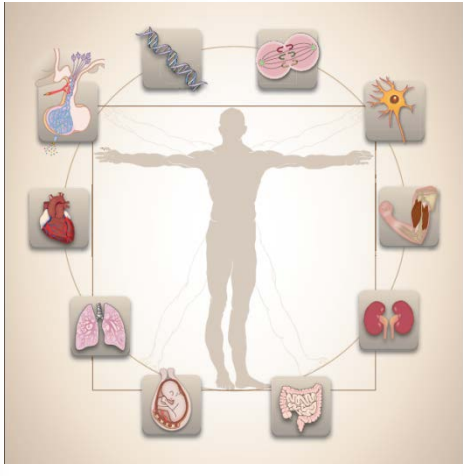
Kindle, **Health Library**, VST, Inkling

When you have to be right™

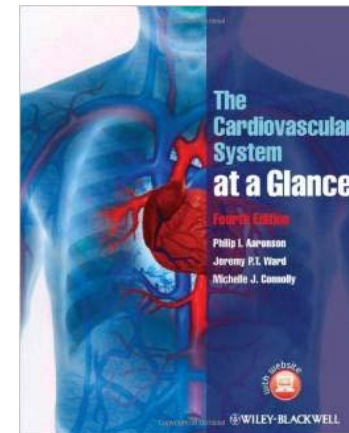
Leeper-Woodford, Adkison

Lippincott Illustrated Reviews: Integrated Systems **FIRST EDITION**

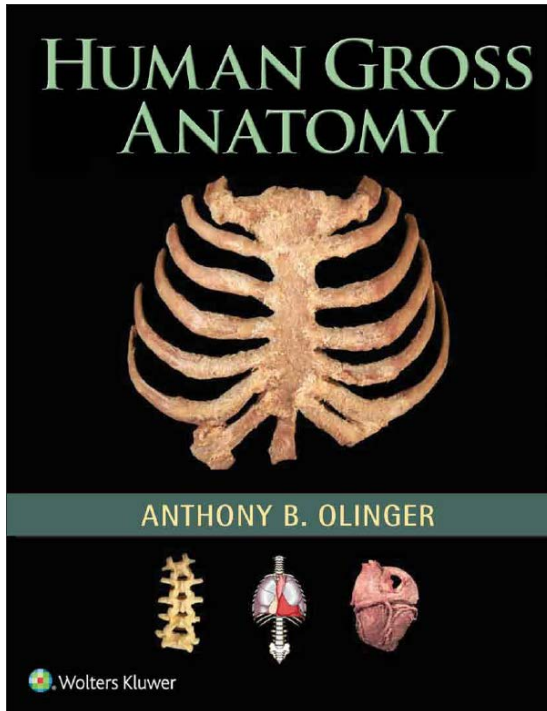
No image  
Available



- ❑ COMPS TO WATCH FOR: First Aid Organ Systems (MGH) ,  
At a Glance, Crash Course
- ❑ WALLET SHARE THREATS: Step-Up, First Aid,  
comprehensive basic sciences products



# Olinger: Human Gross Anatomy **FIRST EDITION**



- Atlas images + bulleted text review promotes learning versus rote memorization
- Presents high quality cadaveric photos of student-achievable dissections with explanatory diagrams side by side to support visual understanding
- Systems approach presented within each regional chapter
- Highlights muscle information in “action boxes” with color coding for origin, insertion, innervation
- Helpful Notes and Clinical Notes
- Extensive osteology coverage
  
- INKLING BUNDLE**
- Primary competitors are McMinn & Abrahams’ Clinical Atlas of Human Anatomy, 7e and Gosling: Human Anatomy: Color Atlas and Textbook, 5e (ELS)
- Comparable title is Rohen (photographic)

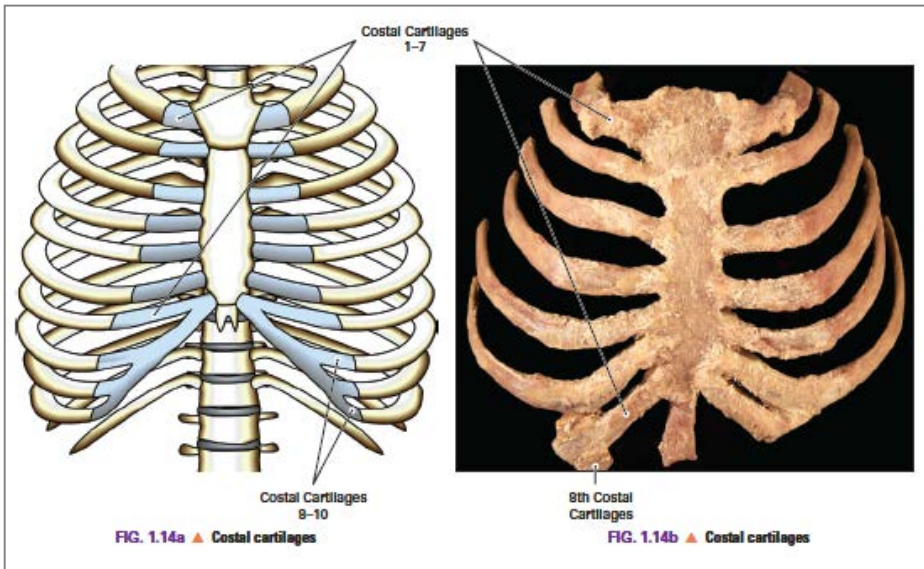
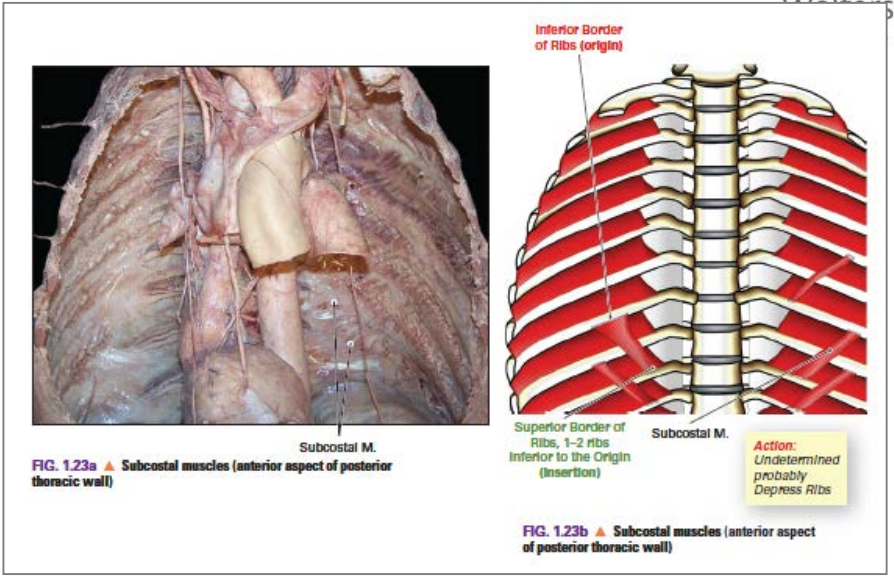
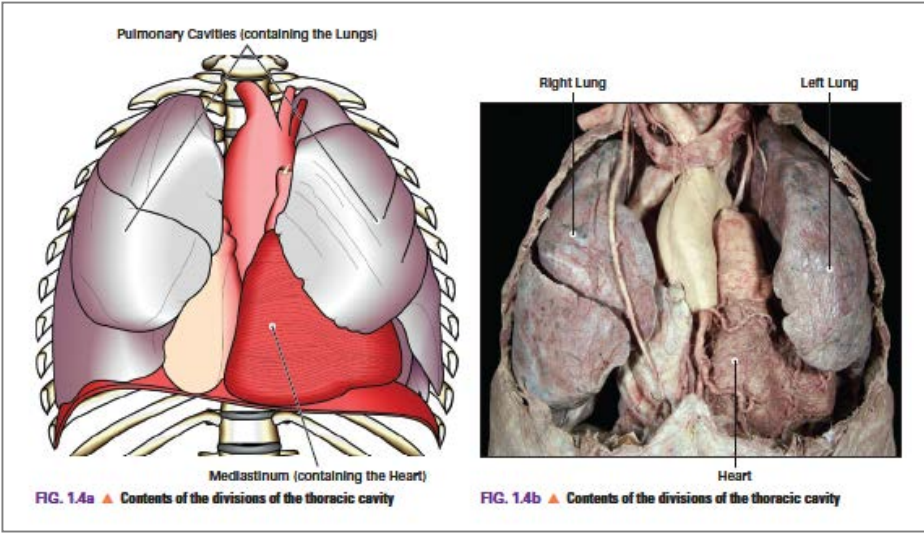
June 2015 | ~600 pages | \$79.99 (*Tentative*) | \$300k LOE  
Print ISBN: 978-1-4511-8740-3  
Kindle, Health Library, VST, Inking

When you have to be right™





# Olinger: Human Gross Anatomy **FIRST EDITION**



- II. Osteology:** the sternum, ribs, and thoracic vertebrae form the osteocartilaginous thoracic cage
- A. Sternum:** 3 parts
- 1. Manubrium:** superior portion
    - a. **Suprasternal notch:** superior border of manubrium
    - b. **Sternal angle (of Louis):** junction of manubrium and body
    - c. **Clavicular notch:** articulates with sternal end of clavicle
    - d. **Costal notches:** articulate with 1st and half of the 2nd rib
  - 2. Body of sternum:** middle portion; longer, narrower, and thinner than the manubrium
    - a. **Xiphoid/sternal joint:** junction of body and xiphoid process
    - b. **Costal notches:** articulate with half of the 2nd rib, 3rd-6th ribs, and half of 7th rib
    - c. **Transverse ridges:** anterior surface; between costal notches
  - 3. Xiphoid process:** inferior portion
    - a. **Costal notch:** articulates with half of 7th rib
- B. Clavicle:** see upper extremity
- C. Ribs:** 2 classification systems that overlap; typical vs. atypical and true, false, and floating
- 1. True (vertebrocostal) ribs (1st-7th):** attaching directly from vertebral segments to the sternum via their
    - ii. **Inferior articular facet:** articulates with superior costal demifacet on thoracic vertebral body of same numeric segment
    - iii. **Crest of the head:** separates the 2 articular facets
  - b. Neck:** stretch of bone between head and tubercle
  - c. Tubercle:** possesses an articular part with an articular facet and a nonarticular part that is the attachment point for the lateral costotransverse l.
  - i. Articular facet:** articulates with transverse costal facets on thoracic vertebrae
- d. Body:** shaft
- i. **Costal groove:** houses intercostal nerve and vessels
  - ii. **Costal angle:** anterolateral turning point of the rib
- 5. Atypical ribs:** 1st, 2nd, 10th-12th
  - a. **1st rib:** broad, flat, and wide
    - i. **Head:** possesses only a single facet
    - ii. **Scalene tubercle:** insertion point for the anterior scalene m.
  - iii. **Groove for the subclavian a.:** superior aspect; posterior to the scalene tubercle
  - iv. **Groove for the subclavian v.:** superior aspect; anterior to the scalene tubercle
- b. 2nd rib:** longer than 1st rib

## Examples of art, photos, and text

When you have to be right™

## 3<sup>rd</sup>/4<sup>th</sup> Quarter 2015 Titles

### DUGANI / ESSENTIAL RADIOLOGIC ANATOMY

August 2015 | ~354 pages | \$59.99 | \$350k LOE

Print ISBN: 978-1451193671

Kindle, VST, Inkling

### LILLY/PATHOPHYSIOLOGY OF HEART DISEASE

Oct 2015 | ~496 pages | \$52.99 | \$1.3m LOE

Print ISBN: 978-1451192759

Kindle, VST, Inkling, LWW Health Library

### WEST/ WEST'S RESPIRATORY PHYSIOLOGY 10e

November 2015 | ~224 pages | \$54.99 | \$500k LOE

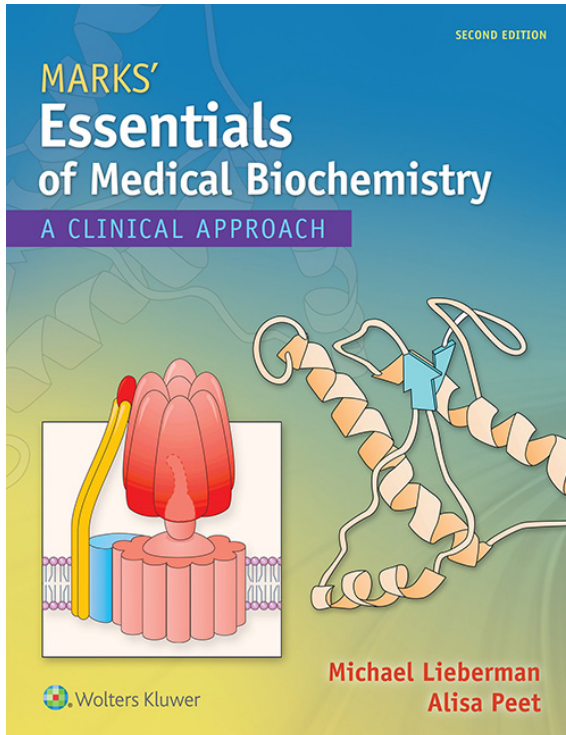
Print ISBN: 978-1496310118

Kindle, VST, Inkling

# Anatomical Sciences: Perennial Winners

Title		Things to KNOW
<p><b>Moore: Essential Clinical Anatomy, 5e</b></p>		<ul style="list-style-type: none"> <li>• Published Feb 2014</li> <li>• Drake/Gray's 3e published Feb</li> <li>• NEW Art Program</li> <li>• Package with flash cards</li> </ul>
<p><b>Grant's Anatomy Lab</b></p>		<ul style="list-style-type: none"> <li>• Released April 2014</li> <li>• Target courses with custom content</li> <li>• Competes with Thieme e-dissector</li> <li>• Forthcoming videos</li> </ul>
<p><b>Acland Anatomy</b></p>		<ul style="list-style-type: none"> <li>• Update Released Spring 2014 with NEW Inner Ear content (23 min)</li> <li>• Target PT/OT, Speech/Comm, + Anatomy</li> </ul>
<p><b>Haines: Neuro- anatomy, 9e</b></p>		<ul style="list-style-type: none"> <li>• Published June 2014</li> <li>• "Superb images," clinical orientation give competitive edge</li> <li>• Color brain photographs</li> <li>• Available via Health Library</li> </ul>

## Lieberman, Peet: Marks' Essentials of Medical Biochemistry, 2e



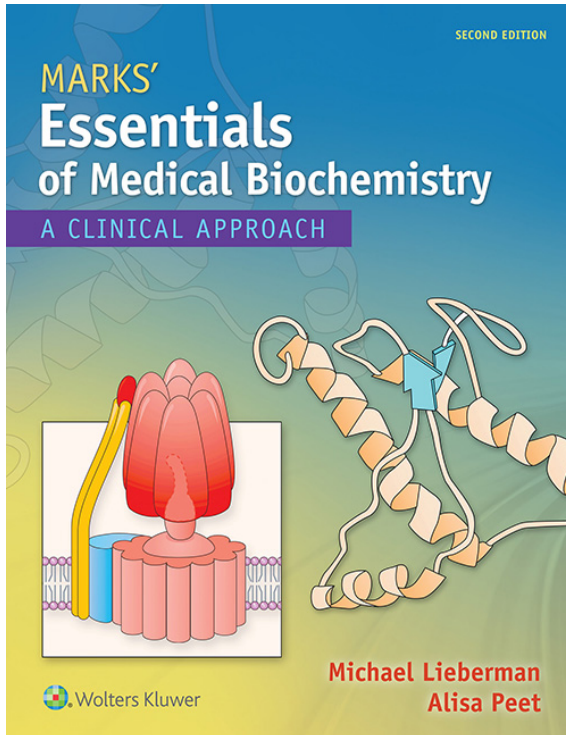
- Links biochem to physiology and pathophysiology, allowing students to apply concepts to the practice of medicine
- Patient vignettes provide clinical context
- Helpful icons identify:
  - signs and symptoms
  - clinical pearls
  - treatment options/outcomes
- Full color highlights structures and pathways
- Summary disease tables reinforce knowledge

December 2014 | 672 pages | \$76.99 | \$360k LOE  
Print ISBN: 978-1451190069  
Kindle, VST, Inkling

When you have to be right™



## Lieberman, Peet: Marks' Essentials of Medical Biochemistry, 2e



- Target pre-med/pre-health programs
- Biochem increasingly important for medical school entrance exams (e.g., MCAT) and advanced medical training
- Show chapter set-up: Waiting room/patient, foundational content + clinical connections, patient outcomes/treatment

“I am using this for Biochem as a pre-req for PA school, and recommend it for anyone applying to a graduate health science program.”

--Amazon reviewer

## Bates' Visual Guide / Bates' Guia Visual

VOLÚMEN 1. EVALUACIÓN DE PIES A CABEZA: ADULTOS

▶ Reproducir todo (24:56)



1.1. Introducción (1:07)

1.2. Importancia de la comodidad del paciente (1:20)

1.3. Examen general y signos vitales (2:01)

1.4. La piel (1:30)

1.5. Inspección de cabeza y cuello (2:47)

1.6. Sistema nervioso: nervios craneales (5:31)

Spanish version of the site is now live!

- <http://batesguiavisual.com/>

5 new OSCEs added in March

- Lower Back Pain
- Shortness of Breath
- Falls
- Vomiting (Pediatrics)
- Amenorrhea (Pediatrics)

***Be sure to lock in new customers prior to price increase!***

Available now: Spanish site  
March: 5 new OSCEs added to site

When you have to be right™

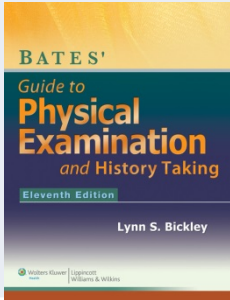


Image from New Back Pain OSCE

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# Basic Sciences: Perennial Winners



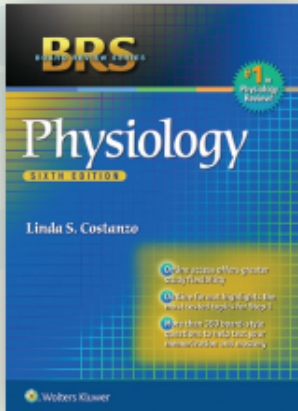
Title		Things to KNOW
<b>Rubin</b>		<ul style="list-style-type: none"> <li>• Published March 2014</li> <li>• Competes with Robbins</li> <li>• NEW Forensic Path Chapter</li> <li>• Package with Flashcards</li> </ul>
<b>Bates' Guide and Bates' Visual Guide</b>		<ul style="list-style-type: none"> <li>• New OSCEs for BVG in 2015</li> <li>• Leverage ALL-NEW videos and text + BVG complete solution</li> <li>• Competes with ELS, streaming/ 3PP Bates videos, and homegrown</li> </ul>
<b>LIR Series Titles and NEW Flash Cards</b>		<ul style="list-style-type: none"> <li>• Cards NOW AVAILABLE in micro, physio, and biochemistry</li> <li>• Target print markets or markets where digital leads but students seek supplemental resources</li> </ul>

When you have to be right™



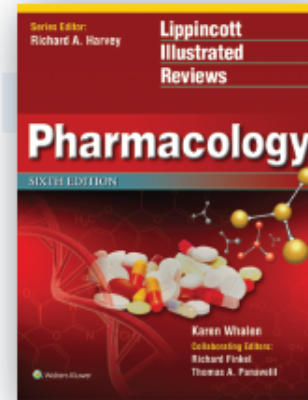


# Basic Sciences: Key Series



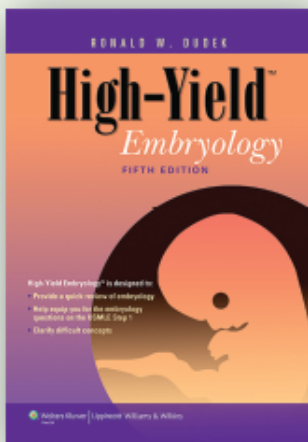
## BRS

- Popular outline format makes for a more efficient review
- Emphasizes board-relevant material so you can confirm strengths and uncover areas of weakness



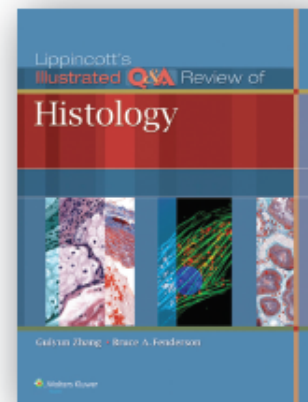
## Lippincott's Illustrated Reviews

- Signature outline format and rich illustrations bring concepts to life vibrantly
- Links basic science to real-life clinical situations
- Student favorite for quick review, and easier assimilation, of large amounts of critical, complex material



## High-Yield

- Concise, uncluttered outline format
- Typical features include tables, diagrams, photographs, and images to clarify important material



## Lippincott's Illustrated Q&A Review

- Perfect for the visual learner
- Offers up-to-date, clinically relevant board-style questions

# Clerkship/Clinical Rotations

When you have to be right™

## New Clerkship (Clinical Rotations) Collection



- ❑ New collections for clerkship/clinical rotations in Summer 2015
- ❑ Content organized and searchable by core rotations: Family Medicine, Internal Medicine, OB/GYN, Pediatrics, Surgery, and Psychiatry
- ❑ 40+ core texts, including key titles from NMS, Recall, Blueprints, Step-Up, and Shelf Life series
- ❑ <Site Preview>
- ❑ <Full Title List in Appendix>

Summer 2015: clerkship/clinical rotations collection available

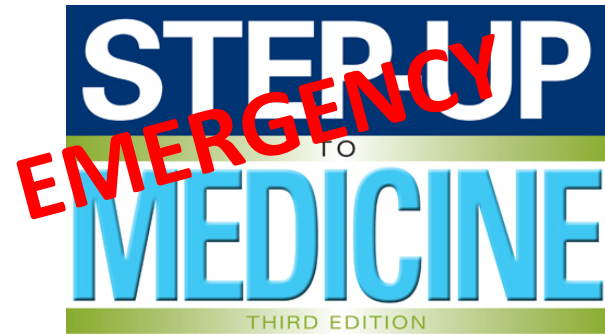
## Clerkship Collection: Strategy and Targeting

- Content: most titles are not in books at Ovid, leverage series recognition, promote the high volume of Q&A ~10,000 questions
- Competition: Access Medicine, Clinical Key
- Pricing TBD: will be communicated by Debbie and Philip
- Target clerkship directors: build, buy, and cultivate those customers now!




Summer 2015: clerkship/clinical rotations collection available

# Plantz: Step-Up to **Emergency** Medicine

## FIRST EDITION



Steven S. Agabegi • Elizabeth D. Agabegi

-  800+ Quick Hits highlight facts for the medicine clerkship, shelf exams, and the USMLE Step 2
-  Premier resource with only the necessary amount of explanatory detail
-  100+ patient management questions with answers in print book + 300 USMLE-style questions online



- Popular Step-Up series name—leverage our successes in Medicine
- Author has produced successful Emergency Medicine titles with Lippincott
- Tabular organization and vivid art/design program
- Clinical Pearls + “Quick Hits” in the margins

### COMPETITION

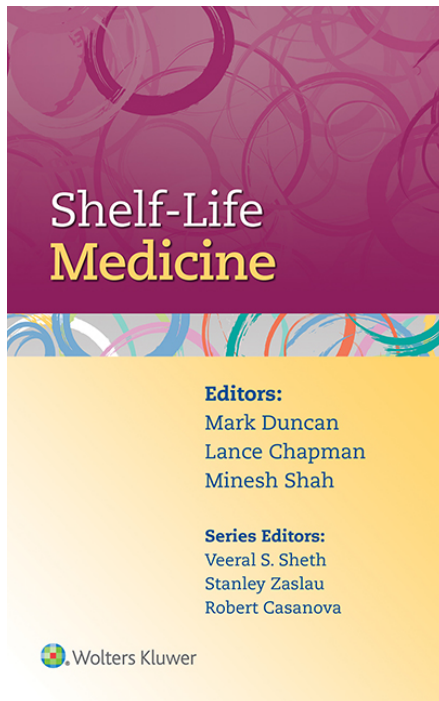
- Case Files
- Pre-Test

October 2015 | ~424pages | \$54.99 | \$270k LOE  
Print ISBN:978-1-4511-9514-9  
Kindle, VST, Inkling

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# Duncan: Shelf-Life: Medicine

**FIRST EDITION**



- Pocket sized with full color design
- 500 questions and answers with detailed rationales align to the “Shelf” exam
- 100+ clinical images include photos, xays, CTs, and EEG strips
- Dynamic author, willing to engage w/ students, link to author presentation to AMSA

## COMPETITION

- First Aid, Master the Boards

## COMPARABLES

- Step-Up, Blueprints

July 2015 | ~544 pages | \$34.99 | \$170k LOE

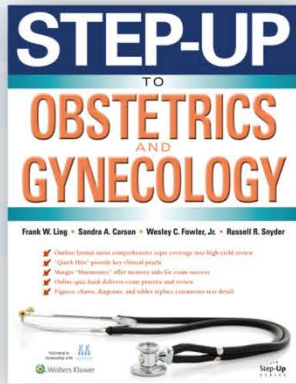
Print ISBN 978-1451195217

Kindle, VST, Inkling, Health Library

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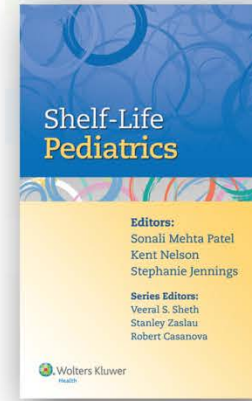


# Clinical Rotations: Key Series



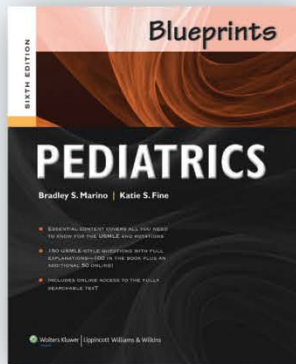
## Step-Up

- A lifeline for the clinical years of medical school
- Clinical pearls, “Quick Hits,” and full-color design to emphasize the essentials
- Stunning art program illustrates concepts when a picture says it best



## Shelf-Life

- Perfect for clerkships and shelf/end-of-rotation exams
- Pocket sized, with 500 questions and answers aligned with NBME content outlines



## Blueprints

- Concise narrative review of content for required rotations and the Boards
- Chapters are brief with USMLE-style questions and cases



## Recall

- Written in a rapid-fire question-and-answer format
- Quickly find accurate and on-the-spot answers
- Pocket size makes it convenient for use on clinical rotations

When you have to be right™

# Pharmacy

When you have to be right™



# LWW Health Library for Pharmacy

## What's New?

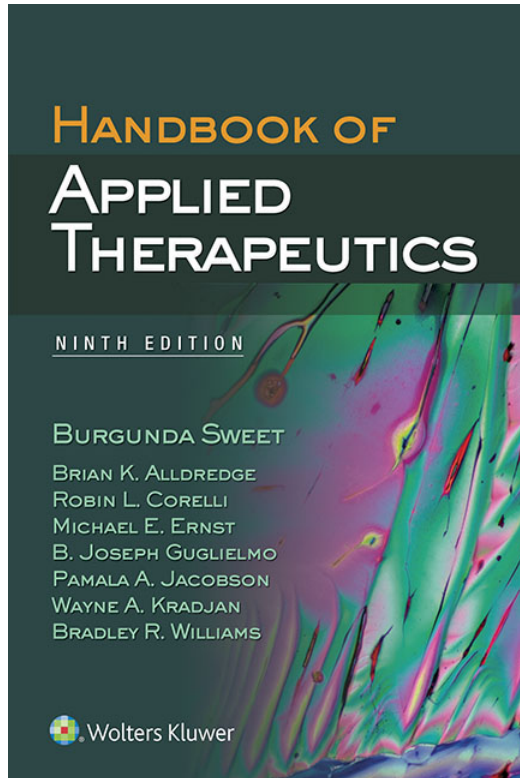
- ❑ 1500 review questions added to new Q&A tool: July
- ❑ Strategy: go back to first round declines with new Q&A and title updates – **have they seen the new site functionality?**



July: 1500 Pharmacy questions added to collection

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## Sweet et al., Handbook of Applied Therapeutics, 9e

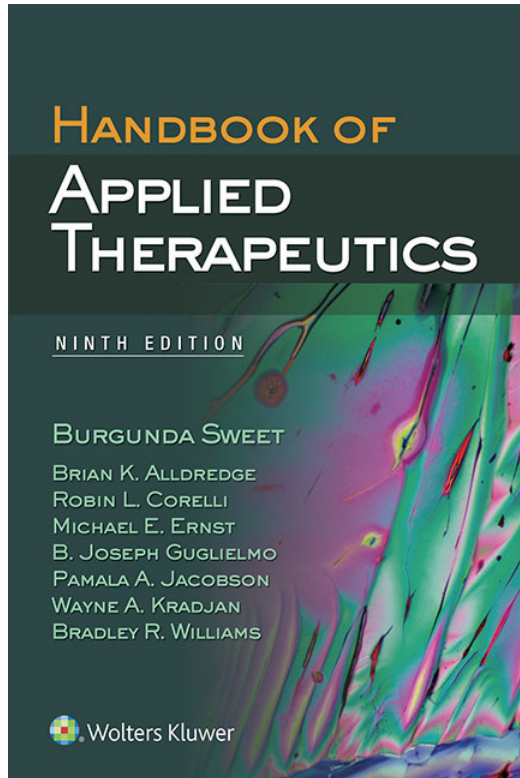


- ❑ Presents drug-related content in a bulleted, tabular format to support on-the-go therapeutic decision-making and/or review
- ❑ Covers the latest treatments for more than 85 diseases and conditions, including heart failure, schizophrenia, hepatitis, diabetes
- ❑ Includes algorithms, charts and tables for guidance through more complex decisions

March 2015 | ~800 pages | \$74.99 | \$220k LOE  
Print ISBN: 978-1-4511-9345-9  
Kindle, VST, Inkling

When you have to be right™

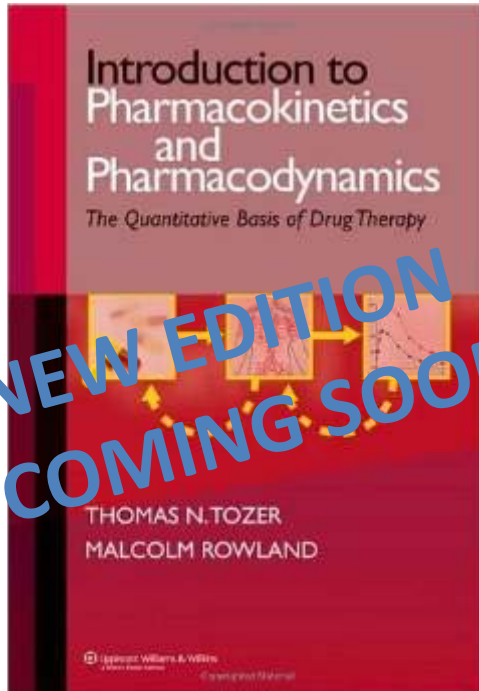
## Sweet et al., Handbook of Applied Therapeutics, 9e



- DiPiro handbook is main competitor
- Promote the educational orientation versus clinician (our advantage over DiPiro)
- Position as alternate to larger 2500-page classic text where schools have moved to digital (Access Pharm or Health Library)
- A great student value/purchase!

# Tozer/Rowland

## Essentials of Pharmacokinetics and Pharmacodynamics, 2e



- Compiled by a distinguished team of international experts
- Covers the basics behind dosage regimens and their use in drug therapy
- NEW Q&A, in-chapter pedagogy, and appendices
- Note change in title/name from prev. edition

### COMPETITION

- Shargel, Bauer (MGH)
- DiPiro, Murphy (ASHP)

Nov 2015 | ~352 pages | \$74.99 | \$850k LOE  
Print ISBN: 9781451194425  
Kindle, VST, Inkling

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THANK YOU!

When you have to be right™

Professional & Education

# Global Sales Meeting

2 0 1 5

When you have to be right™

# Case Study: Promoting Backlist Titles Alongside Digital.

- Academic calling has changed. New opportunities?
- Who do we present to?
  - Teaching Academics - whole team together
  - Librarians - subject specialists and E-Learning specialists
  - Senior staff: Heads of Dept / Course Directors
- Digital - Exciting!!
- Print and Digital are complimentary not opposed



- Librarians - opportunity to check print as well.
- Health library: Academics needs to assess specific titles as well as the collection as a whole.
- Backlist: New staff? New module? New incentive?
- Examples:
  - Coventry OT Dept.
  - Liverpool University Medical School

# Medical Practice 2015 Frontlist

When you have to be right™

Medical Practice

# Anesthesia

When you have to be right™

# Barash: Clinical Anesthesia Fundamentals, 1e



- **About the Book:**
  - This is a new project in the highly respected and widely known Clinical Anesthesia franchise. It will clearly and simply explain the core concepts of anesthesiology from physiology and pharmacology to anatomy to systems-based anesthesia (eg cardiac anesthesia, neuroanesthesia etc). All specialty areas will be covered. Each chapter will incorporate video tutorials and questions and answers.
- **Key Features:**
  - Comes with InKling
  - Did You Know? boxes make crucial points easy to understand
  - Each chapter concludes with 10-15 questions with answers
  - Easily accessible introduction to clinical anesthesia
  - Full color
- **About the Author:**
  - Paul Barash - Yale University School of Medicine, New Haven, CT, USA
- **Competition:**
  - Miller, Basics of Anesthesia 6e, Elsevier, \$93.95
  - Butterworth, Morgan and Mikhail's Clinical Anesthesiology, MH, \$93.00

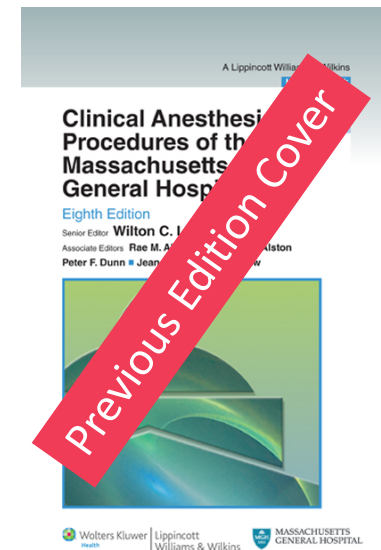
**Pub Date:** April  
**Price:** \$99.99  
**Illustrations:**  
**Bundle:** InKling  
**Markets:**  
Anesthesiologists,  
Anesthesiology  
Residents, Med Students,  
CRNAs, SRNAs

# Pino: Clinical Anesthesia Procedures of the Massachusetts General Hospital, 8e



- **About the Book:**
  - Concise, telegraphic, and clinically relevant guidelines for anesthesia, perioperative care, critical care, and pain management. The book's organization mirrors the operative journey: Part 1, Evaluating the Patient Before Anesthesia; Part 2, Administration of Anesthesia; and Part 3, Perioperative Issues. All chapters will be revised by MGH faculty and residents. Videos will be incorporated into the ebook where appropriate; there will be procedural as well as tutorial clips.
- **Key Features:**
  - Easy to follow outline format
  - Full color format
  - Multimedia-enhanced ebook
  - Provides current, comprehensive, concise, consistent, and clinically relevant guidelines for anesthesia, perioperative care, critical care, and pain management
  - Written by faculty and staff at world-renowned MGH
- **About the Author:**
  - Richard Pino - Assoc. Prof. of Anaesthesia, MGH
- **Competition:**
  - Duke/Anesthesia Secrets, 4e, Elsevier, \$59.95

**Pub Date:** October  
**Price:** \$64.99  
**Illustrations:** TBD  
**Bundle:** Inking  
**Markets:** Anesthesiology Residents, Anesthesiologists, Nurse Anesthetists

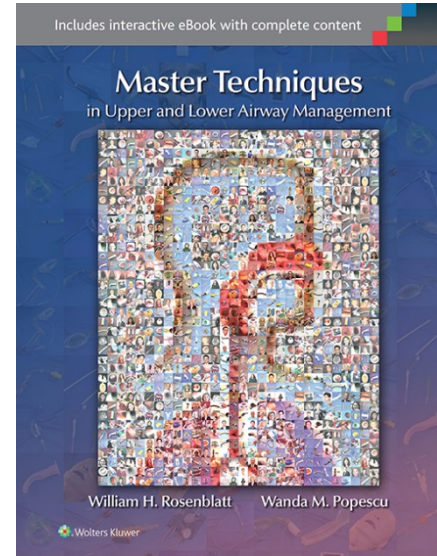


# Rosenblatt: Master Techniques in Upper and Lower Airway Management, 1e



- **About the Book:**
  - Overcome the toughest airway challenges with Master Techniques in Upper and Lower Airway Management! Under the preeminent editorial guidance of William Rosenblatt, MD and Wanda Popescu, MD, a multitude of expert anesthesiologists guide you through all the ins and outs of managing difficult airways. This anesthesiology reference's case-based approach demonstrates the clinical applications of important principles.
- **Key Features:**
  - Apply principles in practice by reviewing case histories that show concrete applications in the context of managing real patients. Then challenge your decision making with case-based questions and answers that delve into the details that lead to optimal outcomes.
  - Master vital nuances of technique by watching a large collection of videos derived from more than 700 actual patients. There will be one video per chapter (157 chapters) upon publication and a bi-annual update program to the ebook will add videos over the first two years post-publication.
- **About the Author:**
  - William Rosenblatt - Professor, Departments of Anesthesiology and Surgery, Yale University School of Medicine, New Haven, CT
  - Wanda Popescu - Associate Professor, Department of Anesthesiology, Yale University School of Medicine, New Haven, CT
- **Competition:**
  - Hagberg, Benumof and Hagberg's Airway Management, 3e, Elsevier, \$249
  - Finucane, Principles of Airway Management, Springer, \$109

**Pub Date:** February  
**Price:** \$129.99  
**Illustrations:**  
**Bundle:** InKling  
**Markets:**  
Anesthesiologists,  
Anesthesiology residents,  
nurse anesthetists



# A Practical Approach Series



- **Series Features**

- Depth of a textbook, combine with user friendly features of a handbook.
- Outline format for quick reference

- **Series Titles**

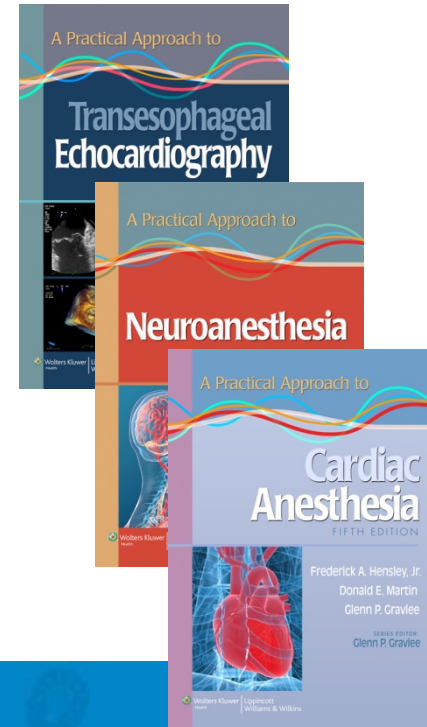
- Mulroy - A Practical Approach to Regional Anesthesia, 1e, May 2008
- Bucklin - A Practical Approach to Obstetric Anesthesia, 1e, September 2008
- Dorsch - A Practical Approach to Anesthesia Equipment, 1e, October 2010
- Hensley - A Practical Approach to Cardiac Anesthesia, 5e, October 2012
- Mongan - A Practical Approach to Neuroanesthesia, 1e, June 2013
- Perrino - A Practical Approach to Transesophageal Echocardiography, 3e, September 2013
- *Holzman - A Practical Approach to Pediatric Anesthesia, 2e, October 2015*

**Price:** \$99.99

**Bundle:** Inkling

**Markets:**

Anesthesiologists,  
anesthesia residents,  
CRNAs



When you have to be right™

1/12/2015

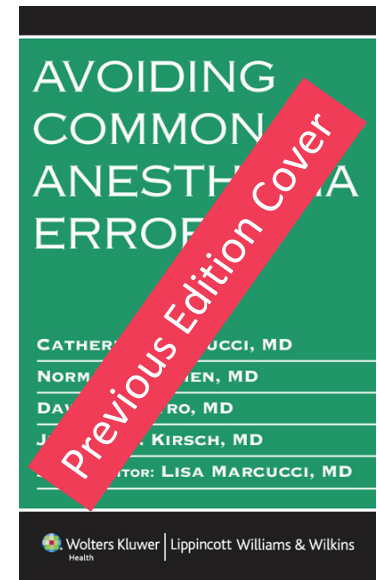


# Marcucci: Avoiding Common Anesthesia Errors, 2e



- **About the Book:**
  - The Avoiding Common Errors series presents hard-earned clinical wisdom in an informal, easy-to-read style. Topics are covered in several pages and conclude with several suggested readings. It is a unique blend of patient safety information and evidence-based recommendations. Breaks topics into categories such as "Don't's," "Problem-Solving," "Special Cases," as well as basic and advanced topics. All subspecialties in the field are covered, including regional, obstetric, neuro, and cardiac anesthesia; airway management, critical care and pain medicine.
- **Key Features:**
  - 30% new topics
  - Covers the entire field
  - Dispenses valuable clinical advice in easily digestible format
  - Full color and Easy to read
  - New section editors
  - Topics are several pages long
  - Written by experts including more CRNA and international authors
- **About the Author:**
  - Catherine Marcucci - Assistant Professor of Anesthesiology, University of Maryland Medical System, Baltimore, MD
- **Competition:**
  - Fleisher, Evidence-Based Practice of Anesthesiology, 3e, Elsevier, \$115
  - Wachter, Understanding Patient Safety 2e, McGraw-Hill, \$43
  - Agrawal, Patient Safety: A Case-Based Comprehensive Guide, Springer, \$59.99

**Pub Date:** October  
**Price:** \$69.99  
**Illustrations:** 50  
**Bundle:** Inking  
**Markets:**  
Anesthesiologists, Nurse Anesthetists



Medical Practice

# Orthopaedics

When you have to be right™

# Wiesel: Operative Techniques in Orthopedic Surgery, 2e



- **About the Book:**

- This title is a compendium of nearly every procedure performed in orthopaedic surgery. The relevant trauma or pathophysiology is explained briefly, as a necessary adjunct to what to do to correct it. The presentation is templated and extremely rich in graphics for easy reading and retention. Coverage is comprehensive, including all joints as well as sports medicine, pediatrics, orthopaedic oncology, and spine.

- **Key Features:**

- Includes new web-based version with easier navigation and search
- Comprehensive review of almost every procedure in orthopedic surgery
- Graphic-rich presentation aids in quick learning and better retention
- Over 50 new procedures in the 2e

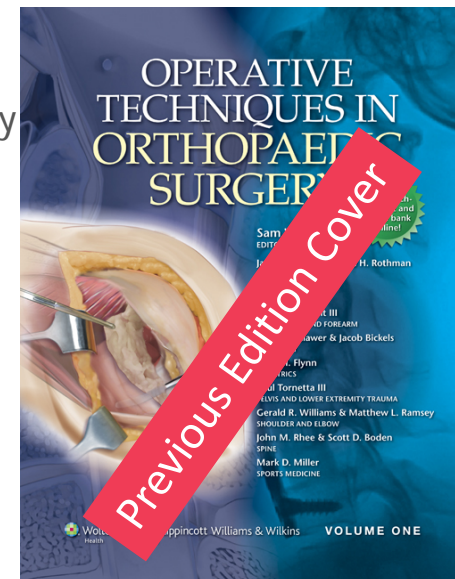
- **About the Author:**

- Samuel Wiesel - Department of Orthopaedic Surgery Georgetown University School of Medicine

- **Competition:**

- Canale, Campbell's Operative Orthopedics, Elsevier, \$635.00

**Pub Date:** September 2015  
**Price:** \$599.99  
**Illustrations:** 13000  
**Bundle:** Health Library  
**Markets:** Orthopaedic Surgeons, Orthopaedic residents



# Master Techniques in Orthopaedic Surgery



**Price:** \$249.99  
**Bundle:** Inkling  
**Markets:** Orthopaedic Surgeons, Orthopaedic Residents

- **Series Features**

- Step by step surgical techniques outlined by joint and surgery type
- Reviews indications, contraindications, pitfalls, complications, & pearls for improving

- **Series Titles**

- Wiss - Master Techniques in Orthopaedic Surgery: Fractures, November 2012
- Kitaoka - Master Techniques in Orthopaedic Surgery: The Foot and Ankle, April 2013
- Lotke - Master Techniques in Orthopaedic Surgery: Knee Arthroplasty, December 2008
- Sim - Master Techniques in Orthopaedic Surgery: Orthopaedic Oncology and Complex Reconstruction, December 2011
- Jackson - Master Techniques in Orthopaedic Surgery: Reconstructive Knee Surgery, December '07
- Moran - Master Techniques in Orthopaedic Surgery: Soft Tissue Surgery, April 2008
- Fu - Master Techniques in Orthopaedic Surgery: Sports Medicine, December 2010
- Gelberman - Master Techniques in Orthopaedic Surgery: The Wrist, March 2012
- Craig - Master Techniques in Orthopaedic Surgery: The Shoulder, October 2012
- Zdeblick - Master Techniques in Orthopaedic Surgery: The Spine, November 2013
- Morrey - Master Techniques in Orthopaedic Surgery Elbow, September 2014
- **Berry - Master Techniques in Orthopaedic Surgery: The Hip, November 2015**
- *Morrey - Master Techniques in Orthopaedic Surgery: Exposures, November 2015*
- *Skaggs - Master Techniques in Orthopaedic Surgery: Pediatrics, November 2015*

# Morrey - Master Techniques in Orthopaedic Surgery: Exposures, 2e

- **About the Book:**

- Correctly choosing and executing the exposure needed for a given procedure is one of the orthopedic surgeon's most important tasks, and one that residents work hard to master. This covers all areas of orthopedic surgery, presenting exposures for hand & wrist, forearm, elbow, humerus, shoulder, pelvis, hip & acetabulum, femur, knee, tibia & fibula, foot & ankle, & spine.

- **Key Features:**

- Additional exposures for minimally invasive procedures
- Heavily illustrated
- Improved color art program
- Substantial new content for elbow, hip, and knee
- Inkling eBook with video

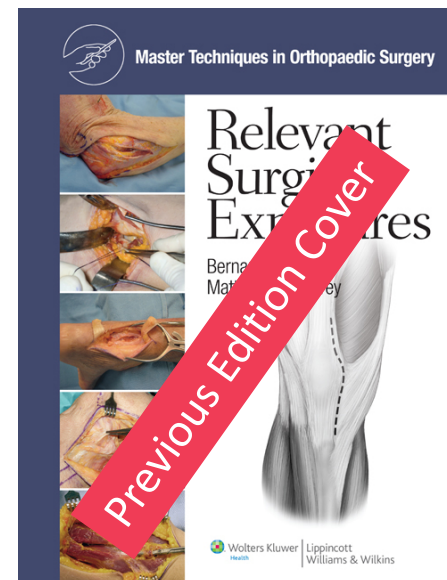
- **About the Author:**

- Bernard F. Morrey - Professor, Department of Orthopaedic Surgery, Mayo Clinic
- Matthew Morrey - Department of Orthopaedic Surgery, Mayo Clinic

- **Competition:**

- Miller, Orthopaedic Surgical Exposures 2e, 2014, \$219.00
- Tubiana, Atlas of Surgical Exposures of the Upper & Lower Extremities, CRC, \$240

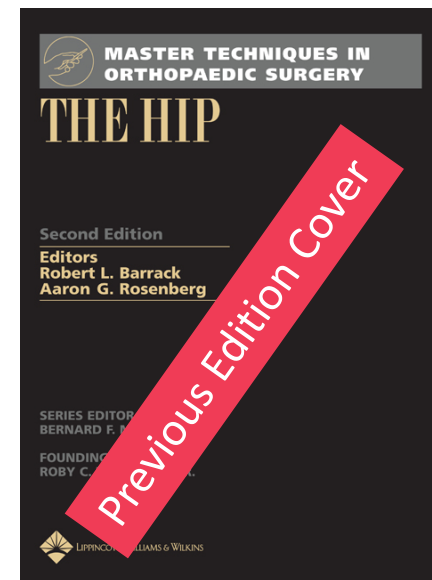
**Pub Date:** November  
**Price:** \$249.99  
**Illustrations:** 1400  
**Bundle:** Inkling  
**Markets:** Orthopaedic Surgeons, Orthopaedic residents



# Berry - Master Techniques in Orthopaedic Surgery: The Hip, 3e

- **About the Book:**
- The third edition of Master Techniques in Orthopedic Surgery: The Hip will be extensively revised and will feature three new approaches and increased coverage of non-arthroplasty approaches, primary total hip arthroplasty, and revision total hip arthroplasty. There will also be new coverage of techniques to manage infection and osteolysis in total hip arthroplasty.
- **Key Features:**
  - Includes concise preoperative and postoperative sections
  - Step-by-step presentation of procedures
  - Written and edited by acknowledged masters
- **About the Author:**
  - Daniel Berry- Professor, Mayo Clinic, Rochester, Rochester MN
  - William Maloney-Elsbach-Richards Professor of Surgery, Stanford School of Medicine, Palo Alto CA
- **Competition:**
  - Waddell, Operative Techniques: Hip Arthritis Surgery, Elsevier, 2008, \$275.00
  - Glassman, Orthopaedic Knowledge Update: Hip and Knee Reconstruction, 2011, \$199.00
  - Berry, Surgery of the Hip 1e. Elsevier. 1 vol. \$395.00

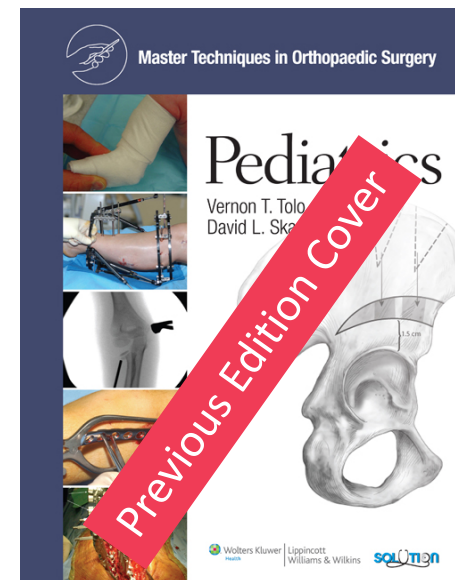
**Pub Date:** November  
**Price:** \$249.99  
**Illustrations:** 1000  
**Bundle:** InKling  
**Markets:** Orthopaedic Surgeons, Orthopaedic residents



# Skaggs - Master Techniques in Orthopaedic Surgery: Pediatrics, 2e

- **About the Book:**
  - Pediatric orthopedics has become more operative and less dependent on casting, splinting, and rehabilitation. This edition will therefore expand to include 12 new chapters, including procedures for pediatric sports injuries. Coverage includes all major joints-shoulder, elbow, hand & wrist, hip, knee, foot and ankle, spine. There are also sections on trauma and cerebral palsy.
- **Key Features:**
  - 2 new knee procedures: medial femoral patella ligament reconstruction and tibial spine
  - 3 new hip procedures: surgical hip dislocation for SCFE, hip arthroscopy, and periacetabular osteotomy
  - 6 new chapters of pediatric trauma procedures, including medial epicondyle fx, proximal humerus CRPP, distal radius fx, closed reduction and casting of forearm fx
  - Includes concise preoperative and postoperative sections
  - Step-by-step presentation of procedures
  - Written and edited by acknowledged masters
- **About the Author:**
  - David Skaggs - Vice Chief of Orthopaedic Surgery, Children's Hospital Los Angeles, Los Angeles, CA
  - Mininder Kocher, Associate Director, Pediatric Sports Medicine, Boston Children's Hospital, Boston MA
- **Competition:**
  - Abzug, Pediatric Orthopedic Surgical Emergencies, Springer, \$189
  - Dormans, Core Knowledge in Orthopedics: Pediatric Orthopaedics, AAOS, \$142
  - Kocher, Operative Techniques: Pediatric Orthopaedic Surgery, Elsevier, \$275.00
  - Herring, Tachdjian's Pediatric Orthopaedics: 3-Vol, Elsevier, \$495

**Pub Date:** November  
**Price:** \$249.99  
**Illustrations:** 1000  
**Bundle:** Inking  
**Markets:** Orthopaedic Surgeons, Orthopaedic residents





# Boughanem: Pocket Orthopedics, 1e



- **About the Book:**
  - This new title in Pocket series covers the major subspecialty areas including shoulder, elbow, hand and wrist, hip, knee, foot and ankle. It is intended to provide a compact quick-reference covering relevant pathophysiology, diagnostic criteria, and glosses of medical and surgical treatment.
- **Key Features:**
  - Compact
  - Covers the entire field
  - Written in the traditional Pocket format—brief, telegraphic text, many tables, only essential illustrations.
- **About the Author:**
  - Jamal Boughanem - Department of Orthopaedic Surgery, Brigham & Women's Hospital
- **Competition:**
  - Brown - Orthopaedic Secrets, Elsever, \$49.95
  - Parvizi - High Yield Orthopaedics, Elsevier, \$69.95
  - Tetreault - Orthopaedics Made Ridiculously Simple, MedMaster, \$24.95
  - Ip - Orthopedic Principles: A Residents Guide, Springer, \$69.95
  - Sheth - Gowned and Gloved Orthopaedics, Elsevier, \$39.95

**Pub Date:** June 2015  
**Price:** \$54.95  
**Illustrations:**  
**Bundle:** None  
**Markets:** Orthopaedic Surgeons, Orthopaedic Residents

Medical Practice

# Radiology

When you have to be right™

# Stoller: Orthopaedics and Sports Medicine, 1e

- Series Features:
  - Over 25 years of research and experience into comprehensive volumes.
  - The most extensive cadaver MR correlation in the country
  - A new format of a bulleted text and image rich layout provides for rapid understanding and easy access.
  - Inclusive collection of orthopaedic pathoanatomy color illustrations
  - Detailed and comprehensive figure legends that not only describe an image, but provide information and novel concepts about a disorder.
  - Enhanced Edition comes with Inkling, Stoller Notes and Stoller Lecture Videos (2-4 hours)
- Series Titles
  - Stoller's Orthopaedics and Sports Medicine: The Shoulder: December 2014
  - **Stoller's Orthopaedics and Sports Medicine: The Knee: July 2015**
  - **Stoller's Orthopaedics and Sports Medicine: The Hip November 2015**
  - Stoller's Orthopaedics and Sports Medicine: The Wrist and Hand: July 2016
  - Stoller's Orthopaedics and Sports Medicine: The Elbow: November 2016
  - Stoller's Orthopaedics and Sports Medicine: The Foot and Ankle: July 2017
- About the Author:
  - David Stoller - National Director, Orthopaedic and Musculoskeletal Imaging, RadNet; Medical Director, Orthopaedic and Musculoskeletal Imaging, Beverly Radiology—Northern California, San Francisco, California; Affiliate Member, American Shoulder and Elbow Surgeons

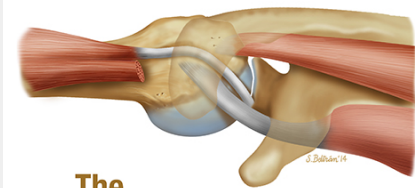
**Price:** \$329.99 (Print )

\$479.99 (Enhanced)

**Bundle:** Print Only and  
Enhanced Edition

**Market:** Radiologists and  
Orthopaedics

STOLLER'S  
Orthopaedics and Sports Medicine



The  
**SHOULDER**



David W. Stoller  
Illustrations by Salvador Beltran

# Core Review Series

- **Series Features**

- New ABR certification process requires a Core Exam to be taken after the third year.
- Core Review Series is the first and only reference specifically designed for the new exam.
- Will cover all sections of the Core Exam, each section in one book
- Each book contains 300 Q&A and explanations of incorrect answers
- All books, except Breast Imaging, come with Inkling version with all Q&A

- **Series Titles**

- Shah - Breast Imaging: A Core Review, December 2013
- Spicer - Musculoskeletal Imaging: A Core Review, August 2014
- *Davenport - Genitourinary Imaging: A Core Review, January 2015*
- *Hobbs - Thoracic Imaging: A Core Review, September 2015*
- *Hsu - Cardiac Imaging: A Core Review, September 2015*
- *Vattipally - Neuroradiology-A Core Review, November 2015*
- *Shah - Nuclear Medicine: A Core Review, November 2015*
- Stadtlander - Vascular Interventional Radiology: A Core Review, March 2016
- Hsu - Gastrointestinal Radiology: A Core Review, April 2016
- Lewis - Radiology Physics and Safety: A Core Review, May 2016
- Shrestha - Ultrasound: A Core Review, February 2017
- Blumer - Pediatric Radiology: A Core Review, April 2017

- **Competition:**

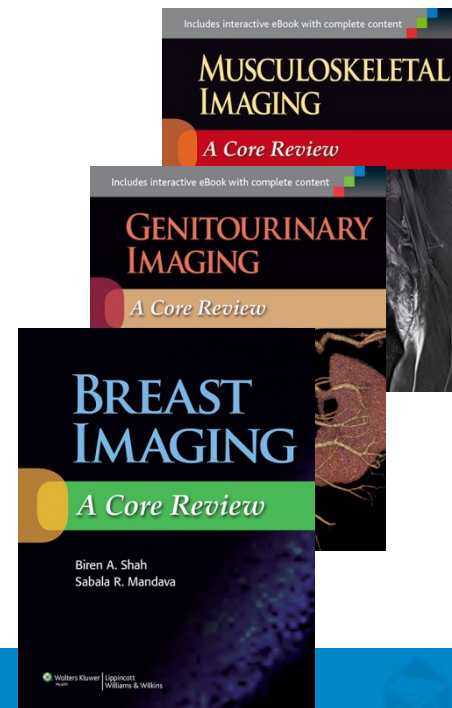
- Crack The Core Exam, Create Space Independent Publishers, \$50

**Price:** \$59.99

**Illustrations:**

**Bundle:** Inkling (except Breast Imaging)

**Markets:** Radiology Residents, Radiologists



# The Essentials Series

- **Series Features**

- Comprehensive review of each subspecialty in standard format that can be read during a four week rotation
- Follows format of popular Collins/Chest Radiology: The Essentials
- Maximizes interpretive skills by teaching pattern recognition
- Multiple choice questions at the end of every chapter and extensive self-review chapter

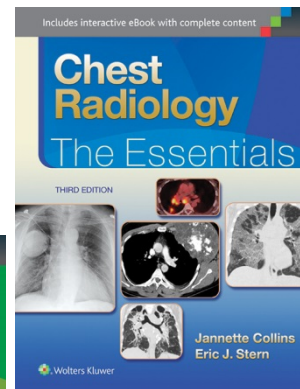
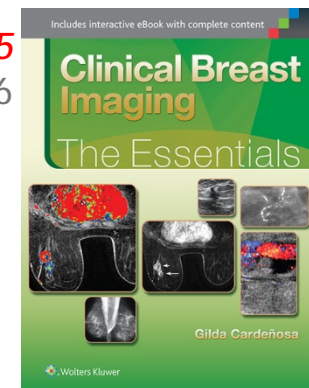
- **Series Titles**

- Collins - Chest Radiology: The Essentials, November 2014
- Cardenosa - Clinical Breast Imaging: The Essentials, September 2014
- **Carrino - Musculoskeletal Radiology: The Essentials: July 2015**
- **Kanne - Quality and Safety in Medical Imaging: The Essentials, October 2015**
- **Sanelli - Neuroimaging: The Essentials, October 2015**
- **Iyer - Pediatric Radiology: The Essentials, November 2015**
- Singh - Gastrointestinal Radiology: The Essentials, March 2016
- Jadvar - Nuclear Radiology: The Essentials, November 2017

- **Competition:**

- Requisites in Radiology, Elsevier, \$99.99 - \$109.99

**Price:** \$110.99  
**Bundle:** InKling  
**Markets:** Radiologists,  
Radiology Residents



Medical Practice

# Pathology

When you have to be right™

# Mills: Sternberg's Diagnostic Surgical Pathology, 6e



- **About the Book:**

- 2-volume reference - comprehensive and authoritative reference on major topics in Surgical Pathology; sells to residents and practitioners; purchased later in residency or at the start of practice
- Visually stunning and thoroughly updated - sets the standard for DDX of surgical specimens; focus on DDX (key difference from Rosai's)
- Offering the latest on currently known diseases, it presents advanced diagnostic techniques from experts - pathologists who provide authoritative guidance on diagnostic evaluation of all types of specimen from every anatomic site

- **Key Features:**

- Visualizes nearly every specimen a Pathologist is likely to see - more than 4,000 full-color images, each color-balanced to improve image quality.
- Practical, real-world help on diagnostic problems and pitfalls from the text that has emphasized a hands-on focus from the very first edition.
- Significant updates in key areas: new molecular and immunohistochemical markers for diagnosis and prognosis of neoplasia, improved classification systems for diagnosis and prognosis, the role of pathology in new diagnostic and therapeutic techniques and the recognition of new entities or variants of entities.
- Keep abreast of updated WHO terminology regarding tumor diagnosis.

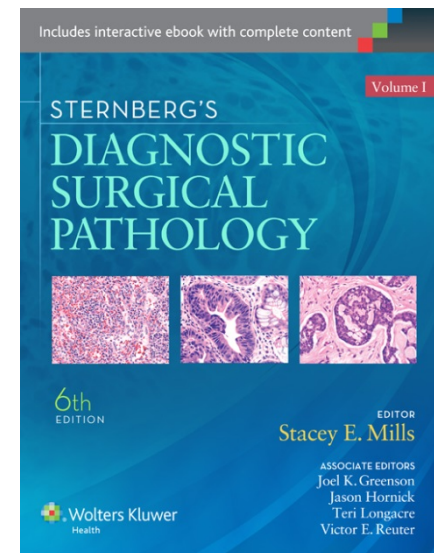
- **About the Author:**

- Stacey E. Mills - University of Virginia Health Sciences Department of Pathology

- **Competition:**

- Rosai/Rosai and Ackerman's Surgical Pathology, 10e, Mosby, \$459

**Pub Date:** February  
**Price:** \$489.99  
**Illustrations:** 4773  
**Bundle:** InKling  
**Markets:** Pathologists,  
Pathology Residents



When you have to be right™

1/12/2015



# Biopsy Interpretation Series



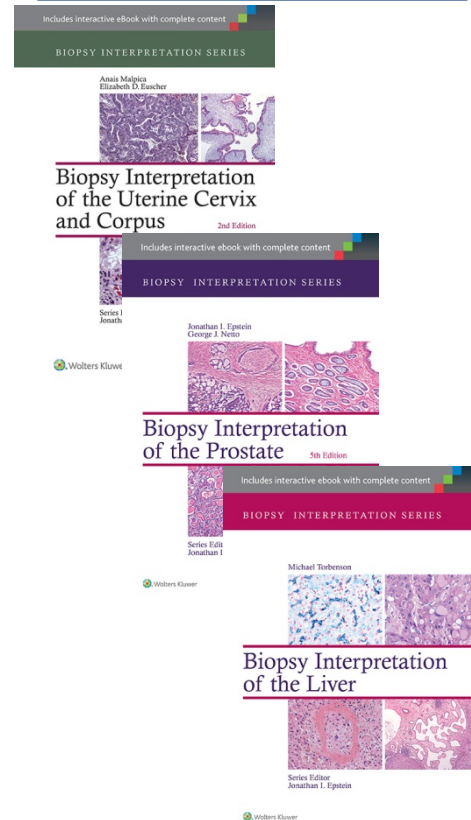
## • Series Features

- Meant to be used as reference texts during diagnosis
- Provides practical, straightforward, easily accessible information on the fundamentals of
- Surgical Pathology
- Wide coverage - 16 titles in total
- Each book covers a different area and comes with an electronic component containing
- additional eFigures and 50 multiple choice questions

## • Series Titles

- Boerner - Biopsy Interpretation of the Thyroid, November 2009
- Fisher - Biopsy Interpretation of Soft Tissue Tumors, November 2010
- Epstein - Biopsy Interpretation of the Bladder, 2nd Edition, June 2010
- Schniederjan - Biopsy Interpretation of the Central Nervous System, May 2011
- Montgomery-Biopsy Interpretation of the Gastrointestinal Tract Mucosa—Volume 1: Non-Neoplastic, November '11
- Crowson - Biopsy Interpretation of the Skin: Primary Non-Lymphoid Neoplasms of the Skin, July 2010
- Stelow - Biopsy Interpretation of the Upper Aerodigestive Tract and Ear, July 2012
- Suster - Biopsy Interpretation of the Lung, September 2012
- Montgomery - Biopsy Interpretation of the Gastrointestinal Tract Mucosa—Volume 2: Neoplastic, May 2012
- Schnitt - Biopsy Interpretation of the Breast, October 2012
- Taxy - Biopsy Interpretation: The Frozen Section, December 2013
- Husain - Biopsy Interpretation: Pediatric Lesions, June 2014
- Torbenson - Biopsy Interpretation of the Liver, August 2014
- Epstein - Biopsy Interpretation of the Prostate, August 2014
- **Malpica - Biopsy Interpretation of the Uterine Cervix and Corpus, February 2015**
- **Fisher - Biopsy Interpretation of Soft Tissue Tumors, October 2015**

**Series Price: \$169.99**  
**Bundle: Inking**  
**Markets: Pathologists and Pathology Residents**



When you have to be right™

1/12/2015

# Differential Diagnoses in Surgical Pathology Series



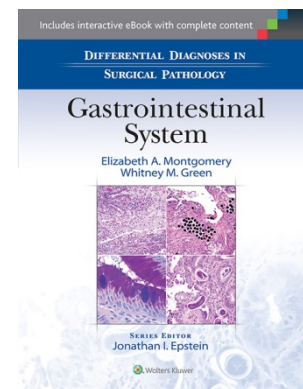
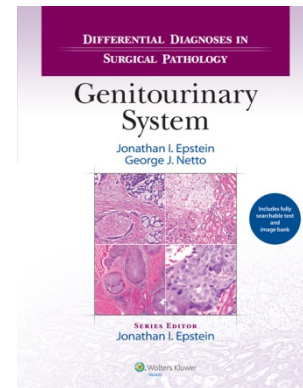
- **Series Features**

- Guide to making the correct diagnosis between commonly confused entities with side by side comparisons that include pathological and clinical findings in succinct detail together with expert instruction.
- Unique format - brief text in table format followed by corresponding images for immediate answers and guidance.
- Most commonly recurring entities in Surgical Pathology along with select rarer entities

- **Series Titles**

- Epstein - Differential Diagnoses in Surgical Pathology: Genitourinary System, March 2014
- **Montgomery - Differential Diagnoses in Surgical Pathology: Gastrointestinal Tract, February 2015**
- **Simpson - Differential Diagnoses in Surgical Pathology: The Breast, September 2015**
- Achcar - Differential Diagnoses in Surgical Pathology: Pulmonary Pathology, March 2016
- Westra - Differential Diagnoses in Surgical Pathology: Head & Neck, July 2016
- Montgomery - Differential Diagnosis in Surgical Pathology: Soft Tissue, '17
- Vang - Differential Diagnosis in Surgical Pathology: OB/GYN, 2017
- TBD - Differential Diagnosis in Surgical Pathology: Skin, TBD
- TBD - Differential Diagnosis in Surgical Pathology: Liver and Biliary Tract: TBD

**Price:** \$169.99  
**Bundle:** InKling  
**Markets:** Pathologists,  
Pathology Residents



When you have to be right™

# Advances in Surgical Pathology Series



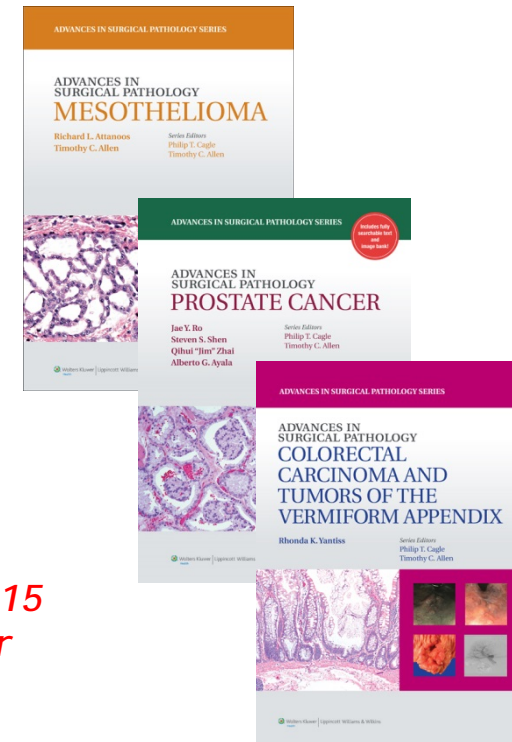
- **Series Features**

- Quick review books focused on the recent developments in Surgical Pathology
- Resources for the timely updates in knowledge that are necessary for daily practice, current credentialing, and self-assessment modules for recertification.

**Price:** \$149.99  
**Bundle:** InKling  
**Markets:** Pathologists,  
Pathology Residents

- **Series Titles**

- Cagle - Advances in Surgical Pathology: Lung Cancer, November 2010
- Tan - Advances in Surgical Pathology: Gastric Cancer, February 2011
- Sienko - Advances in Surgical Pathology: Endometrial Cancer, March 2012
- Ro - Advances in Surgical Pathology: Prostate Cancer, April 2012
- Attanoos - Advances in Surgical Pathology: Mesothelioma, September 2013
- Yantiss - Advances in Surgical Pathology: Colorectal Carcinoma and Tumors of the Vermiform Appendix, October 2013
- **Rivera - Advances in Surgical Pathology: Brain Cancer, June 2015**
- **Hameed - Advances in Surgical Pathology: Breast Cancer, June 2015**
- **Zhai - Advances in Surgical Pathology: Bladder Cancer, September 2015**



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Medical Practice

# Critical Care

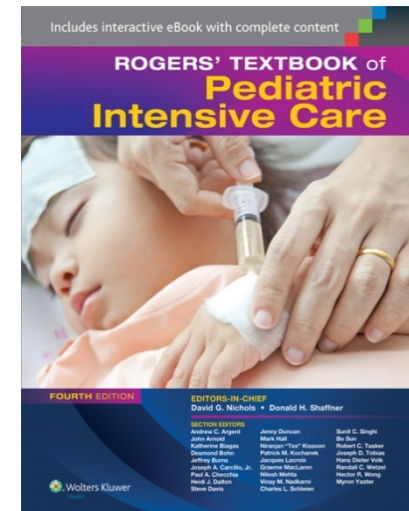
When you have to be right™

# Shaffner: Rogers' Textbook of Pediatric Intensive Care, 5e



- **About the Book:**
  - The Rogers textbook has been the gold standard in pediatric intensive care through four editions. For this edition, it will be transformed into a full color text, and it will continue its tradition of clearly explaining both the principles underlying pediatric critical care disease and trauma and how these principles are applied in clinical practice.
- **Key Features:**
  - Comprehensive
  - Integrates basic science and clinical utility
  - The Rogers brand
  - Worldwide editorial and authorial representation
- **About the Author:**
  - Donald Shaffner - Department of Anesthesiology and Critical Care Medicine The Johns Hopkins University School of Medicine, Baltimore MD
- **Competition:**
  - Wheeler, Pediatric Critical Care Medicine, 2e, Springer, \$486
  - Fuhrman, Pediatric Critical Care, 4e, Elsevier, \$309

**Pub Date:** October  
**Price:** \$304.99  
**Illustrations:** 762  
**Bundle:** Inking  
**Markets:** Critical Care, Pediatric Critical Care



Medical Practice

# General Surgery

When you have to be right™

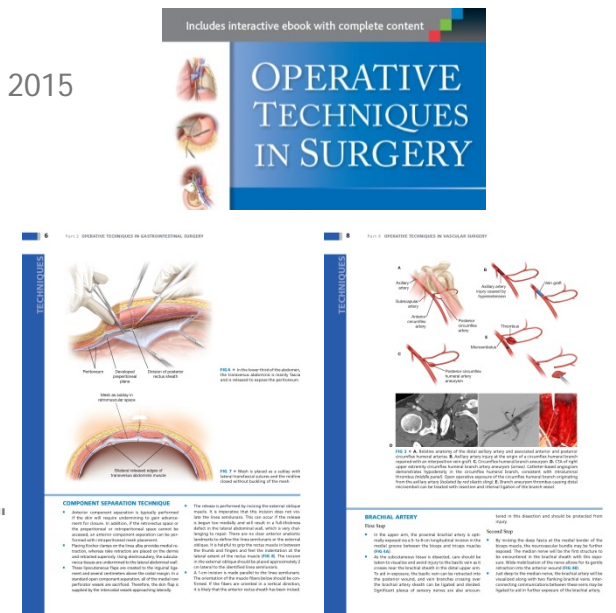


# Operative Techniques in Surgery Volumes, 1<sup>st</sup> editions



- **Key Features**
  - Concise, bulleted step by step surgery book takes readers through each technique pointing out what to look for and how to proceed.
- **Full Book**
  - Mulholland - Operative Techniques in Surgery, December 2014
  - Englesbe - Operative Techniques in Transplantation Surgery, December 2014,
- **Separate Volume Titles**
  - Hughes-Operative Techniques in Hepato-Pancreato-Biliary Surgery, June '15
  - Sabel-Operative Techniques in Breast, Endocrine, & Oncologic Surgery, June '15
  - Albo - Operative Techniques in Colon and Rectal Surgery, June 2015
  - Hawn - Operative Techniques in Foregut Surgery, June 2015
  - Hawn - Operative Techniques in Thoracic and Esophageal Surgery, June 2015
  - Dalman - Operative Techniques in Vascular Surgery, June 2015
- **Competition:**
  - Scott-Conner, Chassin's Op Strategy in Gen Surgery, 4e, Springer, \$349
  - Zollinger, Zollinger's Atlas of Surgical Operations, 9e, Elsevier, \$279
  - Townsend, Atlas of General Surgical Techniques, 1e, Elsevier, \$220
- **Reviews:**
  - Amazon: 'my go-to resource to learn about new procedures & refresh my memory about procedures I haven't done in a while
  - Doodys: 'completely new book for a new surgical world, and for a new way of accessing information' 'Fortunate trainees who are given this book early in their career will find that it essentially "grows with them"

**Price**  
**-Mulholland: \$399.99**  
**-Englesbe : \$299.99**  
**-Volume: \$249.99**  
**Bundle: Inkling**  
**Markets: Surgeons, Surgery Residents, Fellows, Specialty surgeons**



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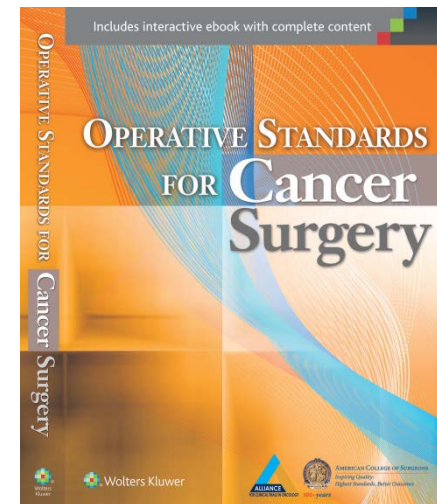


# American College of Surgeons: Operative Standards for Cancer Surgery, 1e



- **About the Book:**
  - Inspired by the AJCC cancer staging standards, the American College of Surgeons and the Alliance for Clinical Trials in Oncology have partnered to create a one of a kind oncology surgical standards reference. The text and illustrations are used to describe the technical elements that are considered critical to the proper conduct of a cancer operation to ensure best practices and optimal oncologic outcomes.
- **Key Features:**
  - First book of its kind
  - Focuses on the surgical activities that occur between skin incision and skin closure that directly affect cancer outcomes
  - Provides the best evidence available in the literature in support of specific surgical oncology techniques
  - First edition covers 4 disease sites: breast, lung, pancreas, and colon
- **About the Author:**
  - American College of Surgeons Clinical Research Program and the Alliance for Clinical Trials in Oncology are the founding/sponsoring organizations of the manual
  - Approximately 125 contributors from institutions across North America are representatives of 16 liaison organizations such as the Society of Surgical Oncology, the National Cancer Institute of Canada, and the American Society of Breast Surgeons

**Pub Date:** May  
**Price:** \$79.99  
**Illustrations:** 120  
**Bundle:** InKling  
**Markets:** Surgeons,  
Oncologic Surgeons,  
Surgery Residents



# Master Techniques in Surgery Series



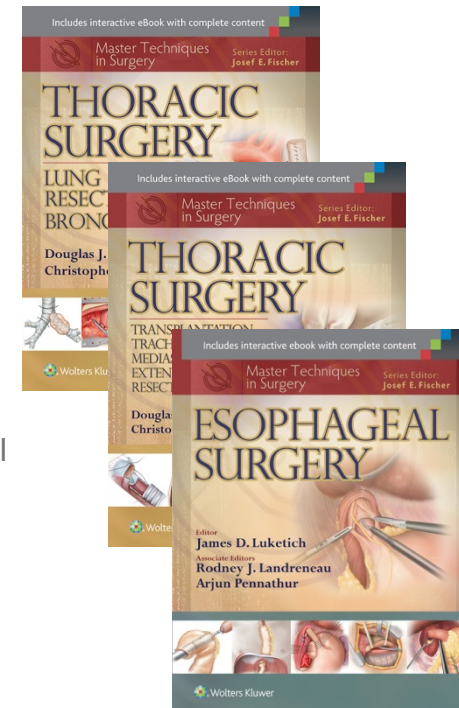
- **Series Features:**

- Presents common and advanced procedures in the major subspecialties of general surgery. Each book is lavishly illustrated with full color drawings and takes readers through procedures step by step. Each procedure includes indications and contraindications, preoperative planning, outcomes, complications, and follow up.

- **Series Titles**

- Bland - Master Techniques in Surgery: Breast Surgery, December 2010
- Wexner - Master Techniques in Surgery: Colon and Rectal Surgery: Abdominal Operations, December 2011
- Wexner - Master Techniques in Surgery: Colon and Rectal Surgery: Anorectal Operations, December 2011
- Nusbaum - Master Techniques in Surgery: Gastric Surgery, September 2012
- Jones - Master Techniques in Surgery: Hernia, September 2012
- Lillemoe - Master Techniques in Surgery: Hepatobiliary & Pancreatic Surgery, September '12
- Luketich - Master Techniques in Surgery: Esophageal Surgery, May 2014
- Mathisen - Master Techniques in Surgery: Thoracic Surgery: Lung Resections, Bronchoplasty, December 2014
- Mathisen - Master Techniques in Surgery: Thoracic Surgery: Transplantation, Tracheal Resections, Mediastinal Tumors, Extended Thoracic Resections, December '14
- *Darling - MTS: Vascular Surgery: Arterial Procedures, September 2015*
- *Darling - MTS: Vascular Surgery: Hybrid, Venous, & Ancillary Procedures, September 2015*
- *Mack/Grover - MTS Cardiac Surgery, October 2015*

**Series Price:** \$259.99  
**Bundle:** Solution Sites/Inkling  
**Markets:** Surgeons, Subspecialists, Fellows



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# Darling: Master Techniques in Surgery: Vascular Surgery: Arterial Procedures, 1e



- **About the Book:**
  - Covers open procedures in 28 chapters on Supraaortic Trunks, Thoracic Artery, Visceral Aorta, Abdominal Aorta, and Peripheral Arteries, and there will be a 16 chapter section on endovascular procedures.
- **Key Features:**
  - All new color art
  - Authors are acknowledged masters
  - Procedurally focused on key specialties within general surgery
  - Procedures explained and illustrated in detail
  - Inkling eBook contains fully searchable text and video
- **About the Author:**
  - R. Clement Darling, President, The Vascular Group, Albany, NY
  - C. Keith Ozaki, Assoc. Prof, Brigham and Women's, Boston, MA
- **Competition:**
  - Hallett/Comprehensive Vascular and Endovascular Surgery, 2e Mosby, \$325
  - Cronenwett/Rutherford's Vascular Surgery, 8e, Saunders, \$409
  - Almeida/Atlas of Endovascular Venous Surgery, 1e, Saunders, \$299

**Pub Date:** September  
**Price:** \$259.99  
**Illustrations:** 550  
**Bundle:** Inkling  
**Markets:** Surgeons,  
Vascular Surgery  
Residents, Vascular  
Surgeons

# Darling: Master Techniques in Surgery: Vascular Surgery: Hybrid, Venous, and Ancillary Procedures, 1e



- **About the Book:**
  - Covers in 30 chapters Hybrid, Venous, Dialysis Access, Thoracic Outlet, and Lower Extremity Procedures.
- **Key Features:**
  - All new color art
  - Authors are acknowledged masters
  - Procedurally focused on key specialties within general surgery
  - Procedures explained and illustrated in detail
  - Inkling eBook contains fully searchable text and video
- **About the Author:**
  - R. Clement Darling, President, The Vascular Group, Albany, NY
  - C. Keith Ozaki, Assoc. Prof, Brigham and Women's, Boston, MA
- **Competition:**
  - Hallett/Comprehensive Vascular and Endovascular Surgery, 2e Mosby, \$325
  - Cronenwett/Rutherford's Vascular Surgery, 8e, Saunders, \$409
  - Almeida/Atlas of Endovascular Venous Surgery, 1e, Saunders, \$299

**Pub Date:** September  
**Price:** \$259.99  
**Illustrations:** 500  
**Bundle:** Inkling  
**Markets:** Surgeons,  
Vascular Surgeons,  
Vascular Surgery  
Residents

# Mack/Grover: Master Techniques in Surgery: Cardiac Surgery, 1e



- **About the Book:**
  - Covers Primary Aortic Valve Surgery, Ascending Aortic Surgery, Thoracic Aortic Surgery, Mitral Valve Procedures, Tricuspid Valve Procedures, Cardiovascular Trauma, Myocardial Revascularization Procedures, Surgery of the Left Ventricle, Coronary Artery Anomalies in Adults, Pericardial Surgery, Cardiothoracic Transplantation, Cardiac Assist Devices, Electrophysiology Procedures, and other Cardiac Procedures.
- **Key Features:**
  - Each chapter follows a consistent template
  - Each technique written by an established master in the field
  - Focused on procedures
  - Full color art program
  - Inkling eBook will contain the full text and procedural videos
- **About the Author:**
  - Frederick Grover - Prof. of Surgery, U Colorado
  - Michael Mack - Director of Research, Baylor Healthcare System, Medical Director of Surgery, Heart Hospital Baylor Plano, Dallas TX
- **Competition:**
  - Cohn/Cardiac Surgery in the Adult, 4e, MGH, \$326
  - Sellke/Atlas of Cardiac Surgical Techniques, 1e, Elsevier, \$315
  - Doty/Cardiac Surgery: Operative Technique, 2e, Elsevier, \$279

**Pub Date:** October  
**Price:** \$299.99  
**Bundle:** Inkling  
**Markets:** Cardiac Surgeons and Cardiac/Cardiothoracic Surgery Fellows

Medical Practice

# Otolaryngology

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# Master Techniques in Otolaryngology - Head and Neck Surgery Series



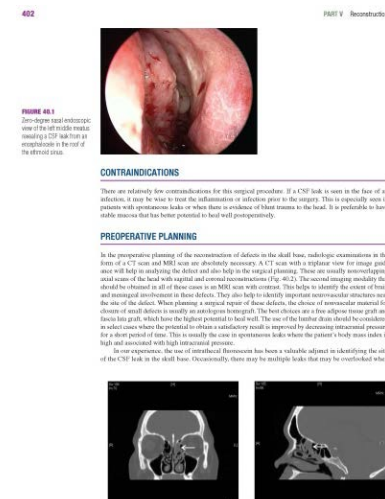
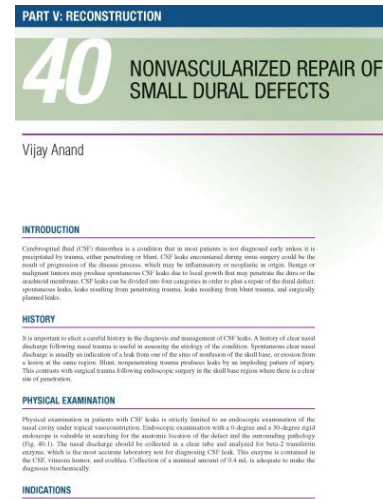
## Series Features

- Covers common and advanced procedures with a focus on “how to do it”
- Appeals for both the specialist and general otolaryngologist
- Step-by-step instructions with extensive illustrations and photographs
- Layout is similar to Master Techniques in Surgery and Orthopaedics
- Series Editor - Eugene Myers, MD

## Series Titles

- Ferris - Head and Neck Surgery: Volume 1: Larynx, Hypopharynx, Oropharynx, Oral Cavity and Neck, December 2013
- Ferris - Head and Neck Surgery: Volume 2: Thyroid, Parathyroid, Salivary Glands, Paranasal Sinuses and Nasopharynx, December 2013
- Genden - Reconstructive Surgery, July 2014
- Snyderman - Skull Base Surgery, December 2014
- **Kennedy - Rhinology, September 2015**
- **Larrabee - Facial Plastic Surgery, September 2015**
- Roland - Otolaryngology and Lateral Skull Base Surgery, November 2016

**Price: \$249.99**  
**Bundle: InKling**  
**Markets:**  
Otolaryngologists,  
Residents, other  
Surgeons. Plastic &  
Neuro for specific books



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Medical Practice

# Oncology

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# DeVita, Hellman, and Rosenberg's Cancer: Principles & Practice of Oncology, 10e



## About the Book:

- Effective strategies for managing every type of cancer by stage of presentation - discussing the role of all appropriate therapeutic modalities as well as combined-modality treatments.

## Key Features:

- Complete content online or on your mobile device, with quarterly updates reflecting late-breaking developments in cancer care - free for the first year on LWW Health Library.
- NEW chapters on Hallmarks of Cancer, Molecular Methods in Cancer, Oncogenic Viruses, Cancer Screening, and new sections on Genetic testing and counseling for cancer, plus cancer screening and prevention, palliative care, supportive oncology, and quality-of-life issues
- Advice from leading medical, surgical, and radiation oncologists in each major treatment chapter
- Molecular biology knowledge for each type of cancer and implications for improved mgmt.

## About the Author:

- Vincent T. DeVita Jr. MD - Yale School of Public Health Yale School of Medicine Amy and Joseph Perella Professor of Medicine, New Haven, Connecticut
- Steven A. Rosenberg MD, PhD - Chief of Surgery, National Cancer Institute, National Institutes of Health; Professor of Surgery, Uniformed Services University of the Health Sciences School of Medicine, Bethesda, MD; Professor of Surgery, George Washington University School of Medicine, Washington, DC
- Theodore S. Lawrence PhD, MD - Univ. of Michigan, Isadore Lampe Professor and Chair, Department of Radiation Oncology, Ann Arbor, Michigan

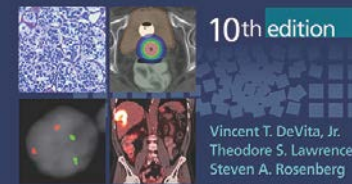
**Pub Date:** December  
**Price:** \$349.99  
**Illustrations:**  
**Bundle:** HealthLibrary  
**Markets:** medical oncologists, surgical oncologists, radiation oncologists, oncology/hematology fellows

Activate the interactive eBook with complete content and quarterly updates!

DeVita, Hellman, and Rosenberg's

**Cancer**

Principles & Practice of Oncology



Wolters Kluwer

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# Govindan: Washington Manual of Oncology, 3e

## About the Book:

- Quick and reliable information on the latest guidelines for cancer management
- Authoritative treatment recommendations from experts at Washington Univ.

## Key Features:

- Greater emphasis on diagnosis, genome sequencing, and targeted therapies
- New chapters on Genome Sequencing, Personalized Therapies, Endocrine Tumors, Myelodysplastic Syndromes, Anti-emesis and Survivorship

## About the Author:

- Ramaswamy Govindan, MD - Dept. of Medical Oncology, Washington Univ.
- Daniel Morgensztern, MD—Dept. of Medical Oncology, Washington Univ.

## Competition:

- Caddigy: Handbook of Oncology, Oxford, 2010, \$70
- Hastings: Handbook of Pediatric Hematology and Oncology, Wiley, 2012, \$69

## WHK Related Titles:

- Abraham: Bethesda Handbook of Oncology, 4e, 2014
- Casciato: Manual of Clinical Oncology, 7e, 2013
- Drilon: Pocket Oncology, 2014

**Pub Date:** May

**Price:** \$69.99

**Illustrations:** 11

**Bundle:** Inking

**Markets:**

oncology/hematology  
practitioners and  
fellows

Includes interactive eBook with complete content



# Pizzo: Principles & Practice of Pediatric Oncology, 7e



## About the Book:

- Comprehensive review of multiple disciplines that make up the care and research agendas for children with cancer, covering biology, genetics, diagnosis, treatment, long-term management of patients with cancer
- Discusses fundamentals of principles of supportive care, psychosocial aspects of support for patients and families.

## Key Features:

- Cancer biology, genetics, immunology specifics, in addition to the multi-modality approach to treatment
- Internationally recognized leaders in the field

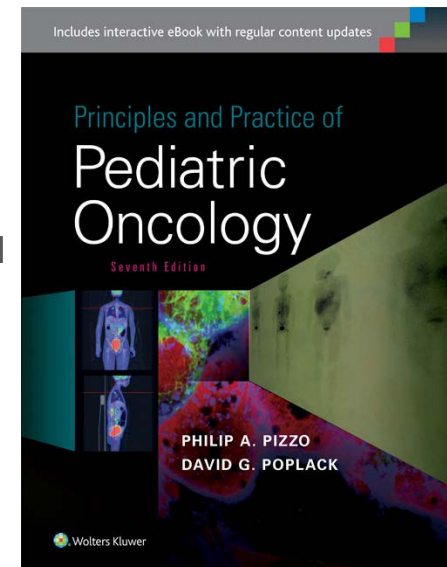
## About the Author:

- Philip Pizzo, MD - David and Susan Heckerman Professor of Pediatrics and of Microbiology and Immunology. Former Dean, Stanford Univ. School of Medicine, Founding Director, Stanford Distinguished Careers Institute
- David Poplack, MD - Texas Children's Cancer Center, Texas Children's Hospital

## Competition:

- Lanzkowsky: Manual of Pediatric Hematology and Oncology, Elsevier, 2010, \$160
- Orkin: Oncology of Infancy and Childhood, Elsevier, 214, \$425

**Pub Date:** August  
**Price:** \$369.99  
**Illustrations:** 750  
**Bundle:** InKling  
**Markets:** oncology fellows and practitioners, hematologists



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Medical Practice

# Internal Medicine

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# Thaler: The Only EKG Book You'll Ever Need, 8e



## About the Book:

- Key information for reading and understanding EKG in everyday practice
- Clear illustrations, clinical examples, and case studies help you quickly learn how to identify and interpret hypertrophy and enlargement, arrhythmias, conduction blocks, pre-excitation syndromes, myocardial infarction, and more

## Key Features:

- 200+ facsimiles of EKG strips - insight into normal and abnormal
- Case studies - key concepts into clinical context
- Interactive questions on Inkling

## About the Author:

- Malcom Thaler, MD - New York

## Competition:

- Dubin: Rapid Interpretation of EKG's - 2000

## WK Related Titles:

- Wagner: Marriott's Practical Electrocardiography, 2013
- Mardindale: Rapid Interpretation of ECG's in EM, 2012
- ECG Interpretation Made Incredibly Easy, 2012

**Pub:** February

**Price:** \$64.99

**Illustrations:** 221

**Bundle:** Inkling

**Markets:** internal medicine, family medicine, cardiology, residents, PA, NP, medical, PA and nursing schools, clerkship and internships

Includes interactive eBook with test questions

The Only  
**EKG BOOK**  
You'll Ever Need



Wolters Kluwer

Malcolm S. Thaler

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Medical Practice

# Emergency Medicine

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# Bachur & Shaw: Fleisher & Ludwig's Textbook of Pediatric Emergency Medicine, 7e



## About the Book:

- Defines many treatments, testing modalities, procedural techniques and approaches to pediatric emergency medicine

## Key Features:

- New editorial board; reorganized TOC
- Content tailored to accommodate RN and physicians working in teams
- Templated chapters focusing on evidence-based diagnosis and management
- Learning links - tailor content for nursing considerations
- Color format with links to CHOP pathways and additional content (such as resources, videos, etc.)

## About the Author:

- Kathy N. Shaw, MD, MSCE - Division Chief and Director, Emergency Medical Services, EM Attending Physician, The Children's Hospital of Philadelphia
- Richard Bachur, MD - Chief of the Division of Emergency Medicine, Boston Children's Hospital, and Associate Professor, Harvard Medical School

## Competition:

- Marx: Rosen's Emergency Medicine, Elsevier, 2009, \$375, some pediatric content
- Baren: Pediatric Emergency Medicine, Elsevier, 2007, \$198 - will not be revised
- Shah: Atlas of Pediatric Emergency Medicine, McGraw-Hill, 2012, \$199 - Available on AccessEmergencyMedicine

## Pub Date:

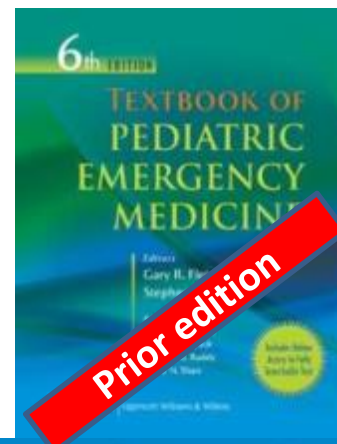
September

**Price:** \$279.99

**Illustrations:** 750

**Bundle:** Inkling

**Markets:** pediatric emergency medicine clinicians, EDs, PA, NP



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Medical Practice

# Obstetrics & Gynecology

When you have to be right™

# Rock: Te Linde's Operative Gynecology, 11e, Worldwide



## About the Book:

- Premier text in gynecology for 60+ years; most comprehensive text on market
- Covers all aspects of gynecologic surgery - surgical ethics, instruction on detailed surgical procedures, general/background/pathology for surgical problems, step-by-step surgical techniques and post-operative concerns

## Key Features:

- Art, video, Q&A included on LWW Health Library
- Domestic and international authors
- Section on best surgical practices
- New chapter on Robotics and Simulation

## About the Author:

- John Rock, MD - SVP, Medical Affairs; Dean, College of Medicine Florida International University
- Howard Jones, III, MD - Prof. & Chairman, Dept. of OBGYN, Vanderbilt Univ.

## Competition:

- Baggish: Atlas of Pelvic Anatomy & Gynecologic Surgery, 2010, Saunders, \$298
- Nezhat's Operative Gynecology, 2008, Cambridge, \$189 - narrow in scope
- Schorge: Williams Gynecology, 2008, McGraw Hill, \$175, popular with residents

**Pub Date:** June

**Price:** \$219

**Illustrations:** 1,290

**Bundle:** HealthLibrary

**Markets:** OBGYN practitioners and residents, surgical residents

**WW ISBN:**

978-1-4511-7736-7

Includes interactive eBook with complete content

TE LINDE'S  
**OPERATIVE**  
*Gynecology*

ELEVENTH EDITION

Howard W. Jones  
John A. Rock

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# Rock: Te Linde's Operative Gynecology, 11e International Edition



## About the Book:

- Premier text in gynecology for 60+ years; most comprehensive text on market
- Covers all aspects of gynecologic surgery - surgical ethics, instruction on detailed surgical procedures, general/background/pathology for surgical problems, step-by-step surgical techniques and post-operative concerns

## Key Features:

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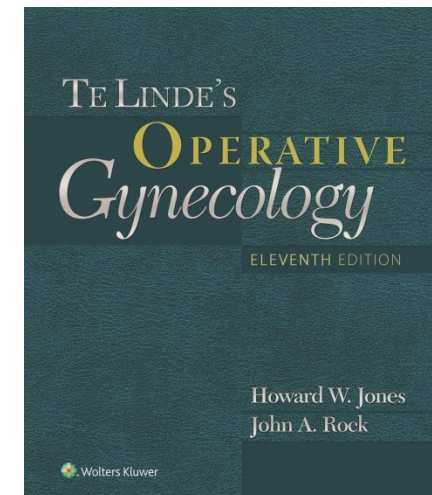
## About the Author:

- John Rock, MD - SVP, Medical Affairs; Dean, College of Medicine Florida International University
- Howard Jones, III, MD - Professor & Chairman, Dept. of OBGYN, Vanderbilt University

## Competition:

- Baggish: Atlas of Pelvic Anatomy & Gynecologic Surgery, 2010, Saunders, \$298
- Nezhat's Operative Gynecology, 2008, Cambridge, \$189 - narrow in scope
- Schorge: Williams Gynecology, 2008, McGraw Hill, \$175, popular with residents

**Pub Date:** June  
**Price:** \$219  
**Illustrations:** 1,290  
**Bundle:** none  
**Markets:** OBGYN practitioners and residents, surgical residents  
**International ISBN:** 978-1-4963-0938-9



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# Anatomical Chart Company

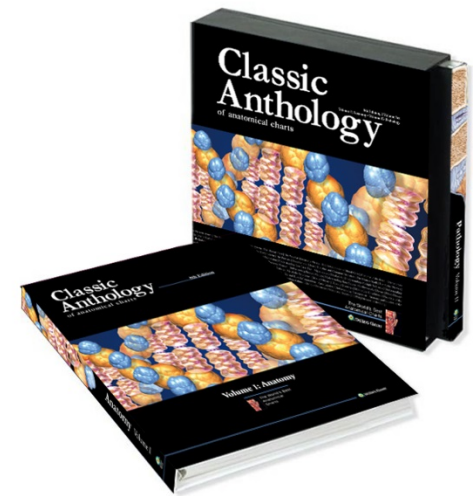
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# ACC: *Classic Anthology of Anatomical Charts 8/e*

## Features:

- 104 charts printed in vivid, lifelike colors
- Two volumes: Anatomy (44 charts) and Pathology (60 charts)
- Each volume has a hard cover with a side-spiral binding
- Attractive and durable storage box
- durable laminated pages
- Volume I 44 charts covering major systems, anatomical structures and healthy lifestyle issues
- Volume II 60 charts covering a wide range of health conditions and diseases commonly seen in primary care, neurology, oncology, cardiology, gastroenterology, endocrinology, ophthalmology, otolaryngology, infectious diseases, respiratory, musculoskeletal/orthopedic, reproductive and dental practices.

ISBN/ISSN: 9781469899459  
Product Format: Hardbound  
Trim Size: 10 x 12  
Pages: 120  
Pub Date: 2014  
Price: \$99.95



*“Great for patient education...I use these books for patient education in a busy family practice office. They are great and much easier to understand rather than my subpar hand drawn pictures. I highly recommend them.”*



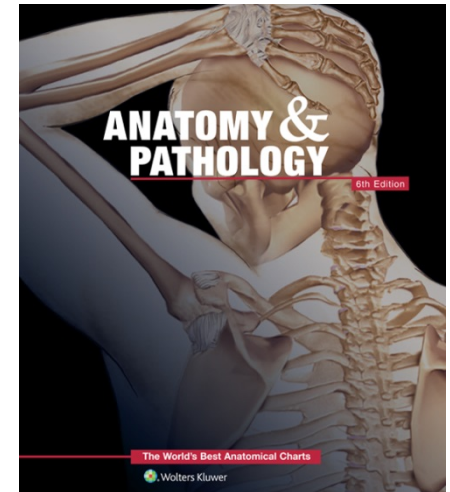
# ACC: Anatomy & Pathology: The World's Best Anatomical Charts Book, 6/e



Features 52 new and updated anatomical charts created by some of the world's best medical illustrators - Includes the following breakouts:

- Systems of the Body: 12
- Structures of the Body: 16
- Diseases, Disorders and Conditions: 24
- Provides a clear and visual understanding of human anatomy, physiology, and diseases.
- Medical terminology and easy-to-understand supporting text are printed directly on each chart so you never have to refer to a separate key card or manual. The convenient size and format make it ideal for studying, patient consultation or quick reference.

ISBN/ISSN:9781469889900  
58 pages;52 full color charts  
size 10" x 12"  
Spiral bound, soft cover  
Price: \$29.95



*"If you need a book for quick reference get this, every doctor, nurse, PA or nurse practitioner should have something like this in their office. Patients love seeing illustrations of what's wrong with them, show them the muscle that was hyper extended, the nerves that might be affected, they understand better, they cooperate better..."*

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# Appendix

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Appendix

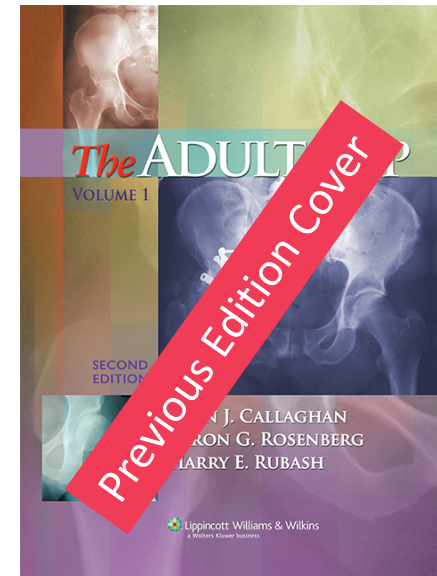
# Orthopaedic Surgery

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# The Adult Hip 3e + Package

- **The Adult Hip 3e Features**
  - 2 volumes
  - Comprehensive coverage of management of disorders of the adult hip.
  - Includes all arthroscopic and open procedures.
  - Extensive coverage of equipment and prostheses.
- **Package Titles (3 volumes total)**
  - Callaghan - The Adult Hip, September 2015
  - Clohisy - The Adult Hip: Hip Preservation Surgery, August 2014
- **About the Author**
  - John Callaghan: Lawrence and Maily Dorr Chair and Professor, Department of Orthopaedics and Bioengineering, University of Iowa College of Medicine
  - Aaron Rosenberg: Professor of Surgery, Rush Medical College of Rush University, Chicago, IL
  - Harry Rubash
- **Competition:**
  - Berry, Surgery of the Hip 1e. Elsevier. 1 vol. \$395.00
  - Sekiya/Techniques in Hip Arthroscopy and Hip Preservation S, Elsevier, 2010, \$209.00 (360 pp)
  - Parvizi, Essentials in Total Hip Arthroplasty, \$139.95

**Pub Date:** June 2015  
**Vol 1 & 2:** \$349.99  
**Preservation:** \$249.99  
**Package:** \$499.99  
**Bundle:** Inkling  
**Markets:** Orthopaedic Surgeons



# Cordasco: Pediatric and Adolescent Knee Surgery, 1e



- **About the Book:**
  - This text is intended to fill the gap for practitioners handling the increase in pediatric knee injuries. This will be a text aimed squarely at orthopedic surgeons. It will review anatomy, imaging, and epidemiology and detail procedures for ACL injuries, Patellofemoral Instability, Osteochondritis Dissecans, Discoid Meniscus, Fractures, and Growth Plate Surgery. Each technique will be richly illustrated and portrayed in step-by-step detail.
- **Key Features:**
  - Comprehensive resource for surgeons dealing with pediatric and adolescent knee injuries
  - Electronic version will contain video of surgical techniques
  - Techniques illustrated in step-by-step, full color detail
  - Written by experts from the Hospital for Special Surgery
- **About the Author:**
  - Frank Cordasco - Hospital for Special Surgery, New York, New York
- **Competition:**
  - Micheli, The Pediatric and Adolescent Knee, Saunders, \$179.99

**Pub Date:** June  
**Price:** \$239.99  
**Illustrations:** 425  
**Bundle:** InKling  
**Markets:** Orthopaedic Surgeons, Sports Medicine

# Chiodo: Minimally Invasive Foot & Ankle Surgery, 1e



- **About the Book:**
  - Second book in a new series on minimally invasive orthopedic surgery.
  - Minimally invasive surgery decreases morbidity and often hastens recovery.
  - Most texts describe results but do not describe the procedures themselves. This book will remedy that situation by covering injections and surgery of tendons and ligaments along with arthrodesis, arthroscopy, forefoot deformity correction and trauma.
- **Key Features:**
  - Techniques described in step-by-step detail.
  - Highly illustrated
  - Written and edited by leaders in the field
  - Series editor is Paul Tornetta from Boston University.
- **About the Authors:**
  - Christopher Chiodo MD, Brigham and Women's Hospital, Boston MA
  - Eric Bluman MD, Brigham and Women's Hospital, Boston MA
- **Competition:**
  - Maffuli, Minimally Invasive Surgery of the Foot and Ankle, \$259.00, Springer, 2010.
  - Scuderi, Minimally Invasive Surgery in Orthopedics: Foot and Ankle Handbook. \$79.95, Springer, 2011.

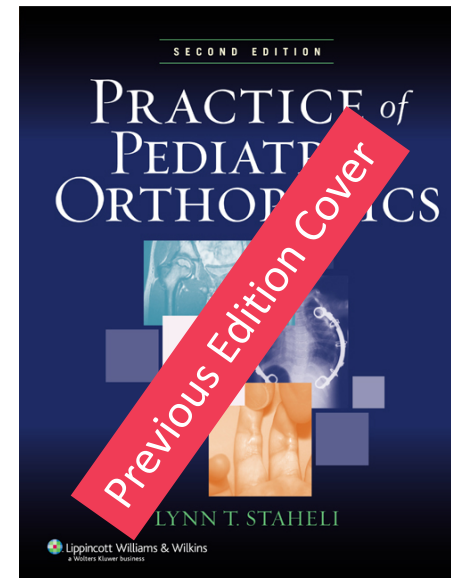
**Pub Date:** August  
**Price:** \$225.00  
**Illustrations:**  
**Bundle:** InKling  
**Markets:** Orthopaedic Surgeons, Residents

# Diab: Practice of Pediatric Orthopedic Surgery, 3e



- **About the Book:**
  - Profusely illustrated basic book on pediatric orthopaedics aimed at the resident in orthopaedics, the general orthopaedic surgeon, and the pediatrician. It is densely packed with relevant clinical information and a multitude of illustrations presented in a highly structured style.
- **Key Features:**
  - Very concise coverage of every pediatric condition
  - Over 2,000 illustrations
  - NEW Principles and recommended management to be added to each topic
  - NEW Principles in boxed extracts to be added
  - NEW Procedures will be modified to include before and after, and approaches, indications, and complications to be added
  - NEW Text is expanded to make it more valuable to practicing orthopedists
  - Author is a recognized expert in the field
- **About the Author:**
  - Mohammed Diab, Department of Orthopaedics, University of California at San Francisco Hospital, San Francisco CA
- **Competition:**
  - Dormans, Core Knowledge in Orthopaedics: Pediatric Orthopaedics, 2005, \$148.00
  - Song, OKU Pediatrics. 2011. \$199.00

**Pub Date: June 2015**  
**Price: \$169.99**  
**Illustrations:**  
**Bundle: Inking**  
**Markets: Orthopaedic Surgeons**

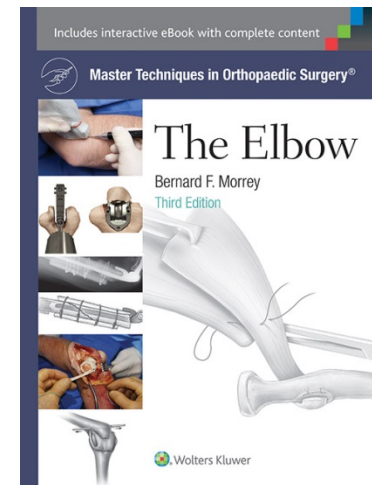
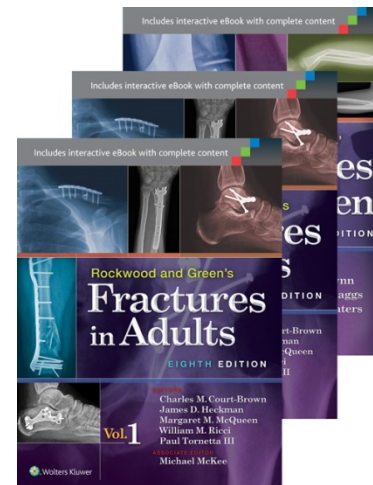
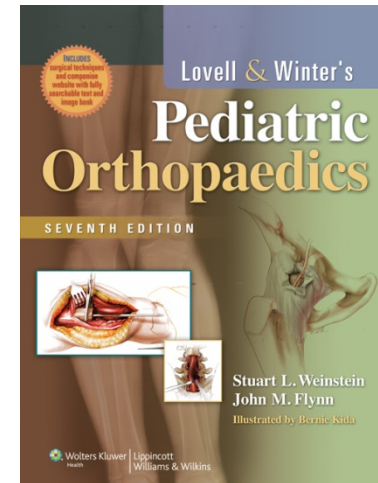
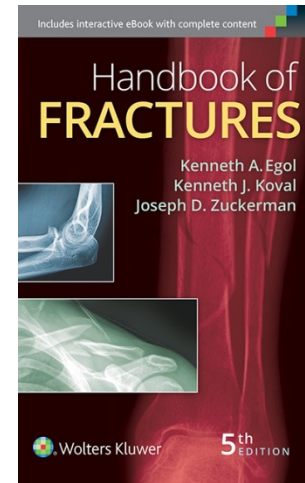


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# Key Backlist Titles

- Morrey: MTOS Elbow
- Tornetta and Flynn : Rockwood Green & Wilkins Fractures Package
- Egol: Handbook of Fractures
- Weinstein: Lovell & Winter's Pediatric Orthopaedics



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Appendix

# Anesthesia

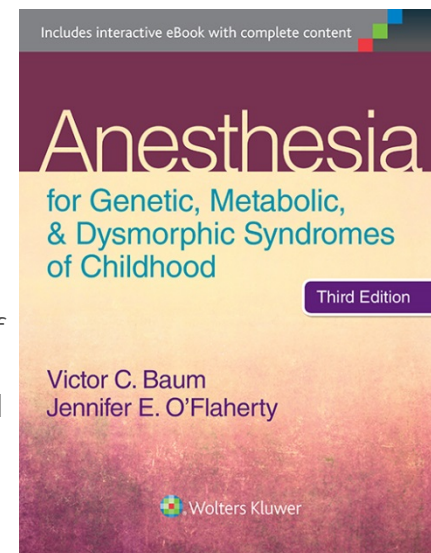
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# Baum: Anesthesia for Genetic, Metabolic, and Dysmorphic Syndromes of Childhood, 3e



- **About the Book:**
  - Using a quick-reference, encyclopedic format, *Anesthesia for Genetic, Metabolic, and Dysmorphic Syndromes of Childhood*, 3rd Edition, presents the anesthetic implications of a plethora of distinct syndromes, with up-to-date information, complete and current bibliographies, and more than 180 clinical photographs. You'll find practical information on common and uncommon manifestations in the major anatomic areas, as well as what you need to know for safe and effective anesthesia of both children and adults.
- **Key Features:**
  - Presents each syndrome in an easy-to-follow format: name, synonym(s), and common and uncommon manifestations in each organ system, then anesthetic considerations, including which syndromes have no anesthetic implications.
  - Lists syndromes and synonyms alphabetically, and cross-references synonyms
  - Incorporates an overview of the pathology and relevant clinical findings for each syndrome, and highlights considerations in perioperative management.
  - Glossary at the beginning & diagrams that review biochemical pathways.
- **About the Author:**
  - Victor C. Baum - Frederic A. Berry Professor of Pediatric Anesthesiology, Professor of Pediatrics, University of Virginia, Charlottesville, VA
  - Jennifer E. O'Flaherty - Associate Professor of Anesthesiology and Pediatrics, Geisel School of Medicine and Dartmouth-Hitchcock Medical Center, Lebanon, NH
- **Competition:**
  - Bissonette, *Syndromes: Rapid Recognition and Perioperative implications*, McGraw-Hill, (is out of print)

**Pub Date:** January  
**Price:** \$219.99  
**Illustrations:** 187  
**Bundle:** Inkling  
**Markets:**  
Anesthesiologists



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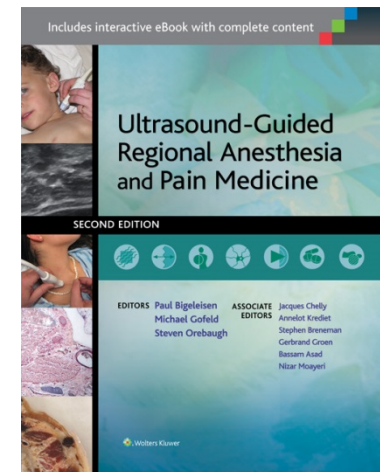
1/12/2015

# Bigeleisen: Ultrasound-Guided Regional Anesthesia and Pain Medicine, 2e



- **About the Book:**
  - Get up-to-date on all of the techniques that are rapidly becoming today's standard of care. With this extensively revised edition, you'll see how the increased use of ultrasound for diagnosis and treatment of chronic pain and other medical conditions can transform your patient care. Noted authorities discuss the techniques you need to know for upper and lower extremity blocks, truncal blocks, pain blocks, trauma and critical care, and more.
- **Key Features:**
  - Grasp the features of each block, including indications, relevant anatomy, the transducer type, needle, local anesthetic, technique, tips, and references
  - Learn from experts on topics such as recent ultrasound-guided musculoskeletal blocks and the uses of ultrasound in the treatment of shock and trauma.
  - 48 new chapters covering transforaminal cervical injections, cervical facet injections, insertion of peripheral nerve stimulators using ultrasound guidance, genital femoral nerve injections, suprascapular nerve injection, ultrasound guidance to fill implanted pain reservoir, sacroiliac injections, and much more.
  - Separate section devoted to pediatric regional anesthesia
  - High-quality ultrasound images and depictions of relevant anatomy.
- **About the Author:**
  - Paul Bigeleisen - Professor of Anesthesiology, University of Pittsburgh School of Medicine, Pittsburgh, PA
- **Competition:**
  - Hadzic, Hadzic's Peripheral Nerve Blocks and Anatomy for Ultrasound-guided Regional Anesthesia, 2e, McGraw-Hill, \$175
  - Gray, Atlas of Ultrasound-Guided Regional Anesthesia, 2e, Elsevier, \$195

**Pub Date:** April  
**Price:** \$174.99  
**Illustrations:** 754  
**Bundle:** Inkling  
**Markets:** Anesthesia,  
Pain



# Gravlee: Cardiopulmonary Bypass, 4e



- **About the Book:**

- This is the standard text used by anesthesiologists, perfusionists, and cardiothoracic surgeons. This edition will place emphasis on CPB's role with minimally invasive and robotic cardiac surgery, will increase emphasis on the related topic of mechanical circulatory support, will add new content on miniaturized circuits and CPB, will add content on sickle cell disease's ramifications for CPB management. The section on CPB management for pediatric patients will be retained and updated.

- **Key Features:**

- Full color presentation
- Includes adult and pediatric applications for CPB
- Includes content relevant to anesthesiologists, perfusionists, cardiac surgeons
- Increased coverage of CPB in minimally invasive & robotic cardiac surgery
- Increased coverage of mechanical circulatory support
- New coverage of miniaturized circuits
- The most comprehensive and authoritative text on CPB

- **About the Author:**

- Glenn Gravlee - Prof. of Anesthesiology, Ohio State University Medical Center

- **Competition:**

- Gourlay, Minimized Cardiopulmonary Bypass Techniques and Technologies, 1e, Woodhead, \$220
- Mongero, On Bypass: Advanced Perfusion Techniques, Humana, \$249
- Ghosh, Cardiopulmonary Bypass (Cambridge Clinical Guides), 1e, Cambridge, \$74.99

**Pub Date:** November

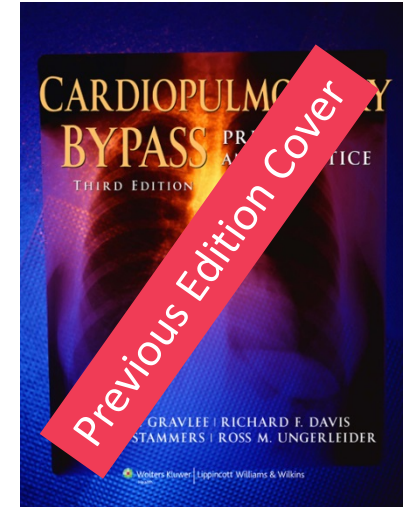
**Price:** \$249.99

**Illustrations:**

**Bundle:** InKling

**Markets:**

Anesthesiologists,  
Perfusionists

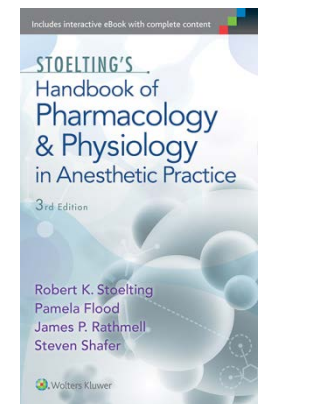
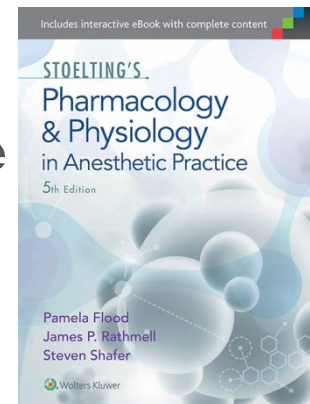
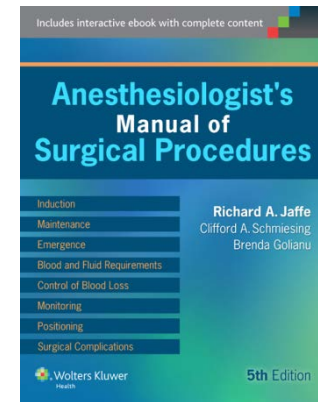
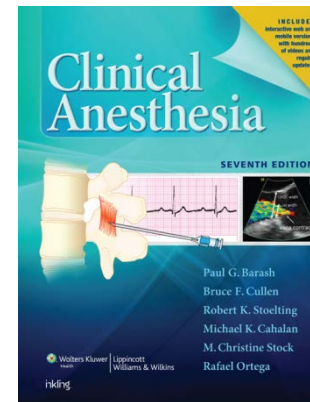


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# Key Backlist Titles

- **Barash: Clinical Anesthesia, 7e**
  - Pub Date: April 2013
- **Jaffe: Anesthesiologists Manual of Surgical Procedures, 5e**
  - Pub Date: May 2014
- **Shafer: Pharmacology and Physiology in Anesthetic Practice, 5e**
  - Pub Date: December 2014
- **Stoelting: Handbook of Pharmacology and Physiology in Anesthetic Practice, 3e**
  - Pub Date: December 2014



Appendix

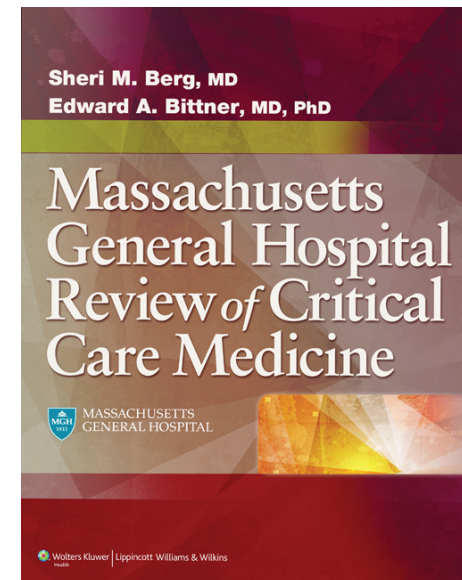
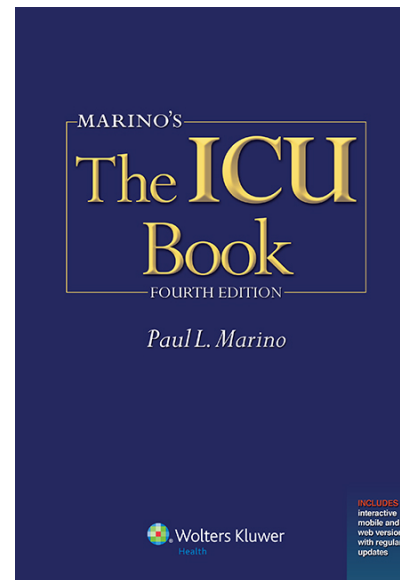
# Critical Care

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# Key Backlist Titles

- Marino: The ICU Book, 4e
  - Pub Date: October 2013
- Berg: Massachusetts General Hospital Review of Critical Care Medicine, 1e
  - Pub Date: December 2013





Appendix

# General Surgery

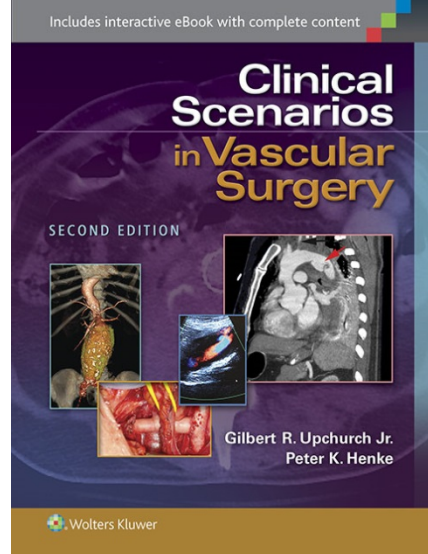
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# Upchurch: Clinical Scenarios in Vascular Surgery, 2e



- **About the Book:**
  - A case-based book covering vascular surgery where each chapter represents a common clinical scenario encountered during practice and includes the standard of care and the safe management of the clinical scenario. Each case begins with a patient presentation and progresses through Differential Diagnosis, Workup (incl. diagnostic imaging), Diagnosis and Treatment, Surgical Approach, Special Intraoperative Considerations, Postoperative Management, Case Conclusion, and Take Home Points. Each case will be about 5 pages long and will end with a short list of suggested readings.
  - Oral board preparatory book.
- **Key Features:**
  - Case-based approach
  - Full-color design
  - Tables summarizing Key Technical Steps and Potential Pitfalls
  - Unique format
- **About the Author:**
  - Gilbert Upchurch - Professor of Surgery, University of Virginia School of Medicine, Charlottesville, VA
  - Peter Henke - Professor of Vascular Surgery, University of Michigan, Ann Arbor, MI
- **Competition:**
  - Geroulakos, Vascular Surgery: Cases, Questions & Commentaries, 3e, Springer, \$149

**Pub Date:** May  
**Price:** \$189.99  
**Illustrations:** 510  
**Bundle:** InKling  
**Markets:** Vascular Surgery Fellows, Vascular Surgeons



# Zierler: Strandness's Duplex Scanning in Vascular Disorders, 5e



## • About the Book:

- Classic text on use of ultrasound in diagnosis and study of vascular disorders; Strandness developed many of the protocols and criteria in use; Zierler trained with him and now runs the Strandness lab.
- Seven new chapters will be added, among them important new chapters on hot topics like vascular applications in point of care ultrasound and intravascular imaging and physiologic assessment
- Written by vascular surgeons and technologists so appeals to both markets.

## • Key Features:

- Comprehensive coverage of all vascular ultrasound applications
- Chapters authored by vascular surgeons and ultrasound technicians
- In full color

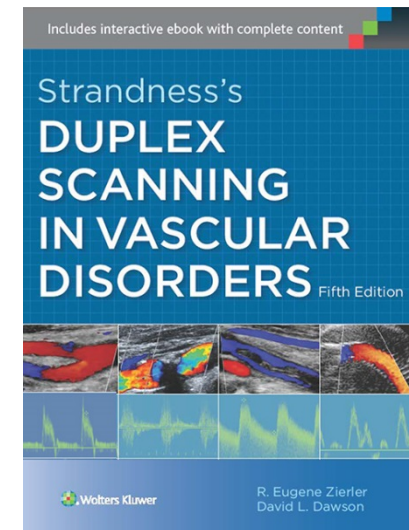
## • About the Author:

- Eugene Zierler, MD - Director, Strandness Lab, University of Washington Medical Center, Seattle WA

## • Competition:

- Rumwell - Vascular Technology: An Illustrated Review, 4e, Davies, \$79.95
- Pelerrito - Introduction to Vascular Ultrasonography, 6e, Elsevier, \$129
- Thrush - Vascular Ultrasound: How, Why and When, 3e, Elsevier, \$80.95

**Pub Date:** April  
**Price:** \$194.99  
**Illustrations:** 750  
**Bundle:** InKling  
**Markets:** Vascular surgeons, Cardiologists, Vascular Technologists

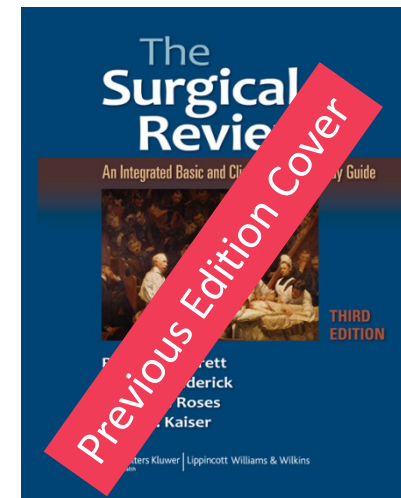


# Porrett: The Surgical Review, 4e



- **About the Book:**
  - The Surgical Review offers complete coverage of topics found on the ABSITE, and is also used to study for the written boards and recertification. The Key Points will be expanded to explicitly target both junior resident readers and senior resident readers. The Surgical Review is well-illustrated, and the illustration program will be in full color. The text will be completely updated and the Table of Contents is organized to match the current exam. Each chapter is jointly authored by a resident and an attending at HUP.
- **Key Features:**
  - Clinically oriented Key Points added for senior resident readers
  - Full color design
  - New editors and authors at Penn
  - Vascular chapter updated to include endovascular therapies
  - Well-illustrated
  - Writing style balances brevity with thorough coverage
  - Written and edited at the University of Pennsylvania
- **About the Author:**
  - Paige Porrett - University of Pennsylvania Department of Surgery
- **Competition:**
  - Velasco, Rush University Medical Center Review of Surgery, 5e, Elsevier, \$79.95
  - DeVirgilio, Review of Surgery for ABSITE and Boards, 1e, Elsevier, \$89.95
  - Brunicardi, Schwartz's Principles of Surgery ABSITE and Board Review, 9e, McGraw-Hill, \$76.00

**Pub Date:** October  
**Price:** \$94.99  
**Illustrations:**  
**Bundle:** InKling  
**Markets:** Surgical Residents



# Graham: Glenn's Urologic Surgery, 8e



- **About the Book:**

- A comprehensive but concise textbook focused on surgical procedures, established for over 30 years as a must-have surgical reference for resident and practicing urologists. Chapters are heavily illustrated and progress from Diagnosis to Indications for Surgery, to brief sections on Alternative Therapies, and then to detailed sections on surgical technique before closing with a discussion of outcomes as found in the literature. Each section will open with a thoroughly illustrated description of relevant anatomy.

- **Key Features:**

- Brief, formatted chapters focused on surgical technique
- Full color design & Heavily illustrated
- Includes pediatric procedures
- Increased use of intraoperative photos

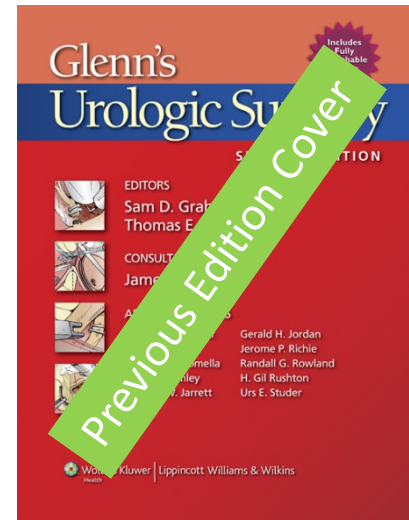
- **About the Author:**

- Sam Graham - Urologic Specialists of Virginia; Medical Director, Thomas Johns Hospital, Richmond, VA
- Thomas Keane - Chair, Department of Urology, Medical University of South Carolina, Charleston, SC

- **Competition:**

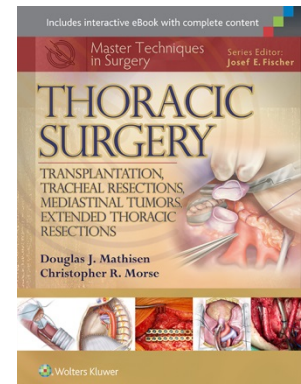
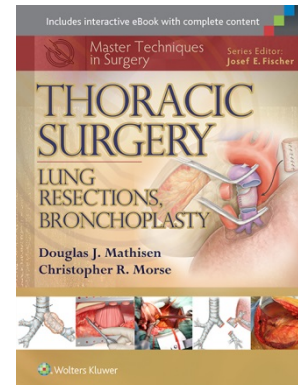
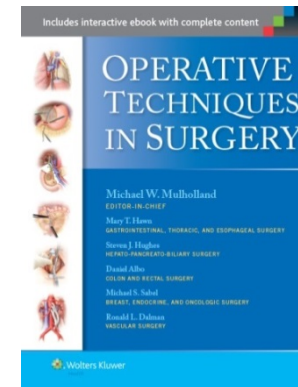
- Taneja/Complications of Urologic Surgery, 4e, Elsevier, \$314
- Novick/Operative Urology: At the Cleveland Clinic, Humana, \$259
- Wein/Campbell-Walsh Urology, 10e, Elsevier, \$589
- Smith/Hinman's Atlas of Urologic Surgery, 3e, Elsevier, \$277

**Pub Date:** October  
**Price:** \$279.99  
**Illustrations:** 1340  
**Bundle:** InKling  
**Markets:** Urologists,  
General Surgeons



# Key Backlist Titles

- **Mulholland: Operative Techniques in Surgery, 1e**
  - Pub Date: December 2014
- **Luketich - Master Techniques in Surgery: Esophageal Surgery, 1e**
  - Pub Date: May 2014
- **Mathisen-Master Techniques in Surgery: Thoracic Surgery: Transplantation, Tracheal Resections, Mediastinal Tumors, Extended Thoracic Resections, 1e**
  - Pub Date: December 2014
- **Mathisen - Master Techniques in Surgery: Thoracic Surgery: Lung Resections, Bronchoplasty, 1e**
  - Pub Date: December 2014



Appendix

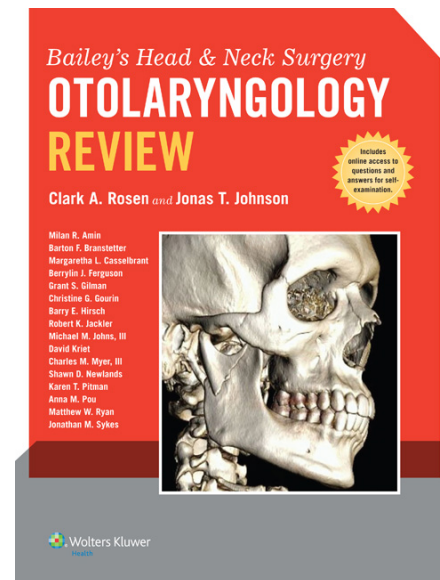
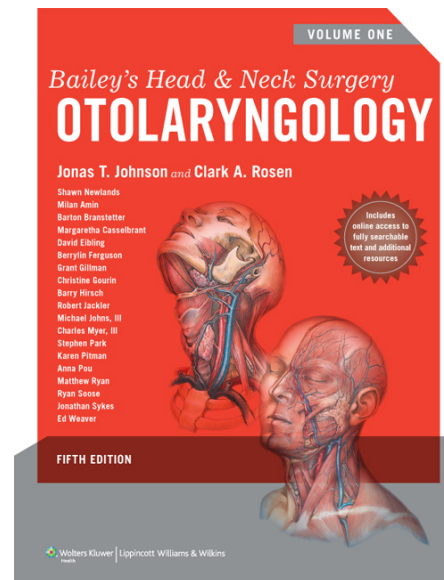
# Otolaryngology

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# Key Backlist Titles

- **Johnson: Bailey's Head and Neck Surgery, 5e**
  - Pub Date: June 2013
- **Johnson: Bailey's Head and Neck Surgery - Otolaryngology Review, 1e**
  - Pub Date: April 2014



Appendix

# Radiology

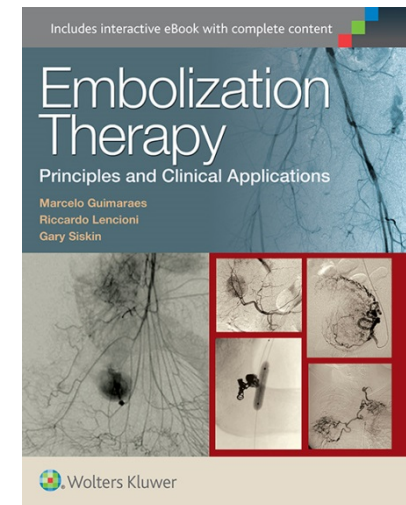
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# Guimaraes: Embolization Therapy: Principles and Clinical Applications, 1e



- **About the Book:**
  - Only single comprehensive book on all techniques and specialized procedures (i.e. interventional oncology, management of vascular malformations, etc.).
  - From a review of embolic agents, to step-by-step clinical applications, to discussions of the future of embolotherapy
  - Answers the question "how to incorporate these techniques into your daily practice?"
- **Key Features:**
  - Covers all the current devices, basic and advanced techniques, and tips and tricks that you need to know to make the most of these frequently performed procedures.
  - Dozens of recognized experts in vascular and interventional radiology, neuro-interventional radiology, and vascular surgery worldwide.
  - Provides updated standards of care from global authorities in the field
  - Tips and tricks section will bring added value to this project providing clinical pearls that can be immediately incorporated into everyday clinical practice"
  - Gives clear, concise guidance on intracranial and spine embolization, head and neck embolization, peripheral embolization, gastrointestinal arterial and venous embolization, hepatic embolization, intravascular delivery of therapeutic agents, pediatric embolization, and much more.
- **About the Author:**
  - Marcelo Guimaraes: Vascular & Interventional Rad, Medical Univ. of S. Carolina
- **Competition:**
  - Mauro/Image-Guided Interventions, Elsevier, \$305
  - Moore/Vascular Embolotherapy - A Comprehensive Approach, Springer, \$225
  - Valji/The Practice of Interventional Radiology, Elsevier, \$211

**Pub Date:** January  
**Price:** \$249.99  
**Illustrations:** 1475  
**Bundle:** Inking  
**Markets:** Vascular/  
Interventional Radiology,  
Radiologists and  
residents

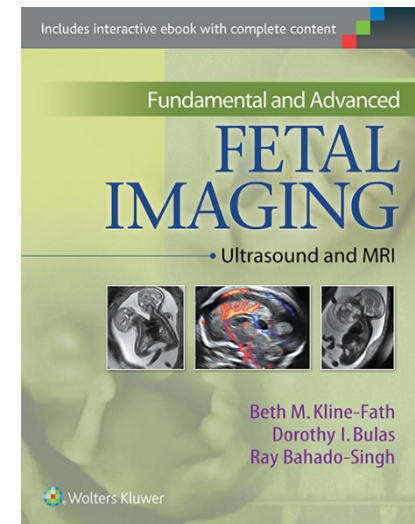


# Kline-Fath: Fundamental and Advanced Fetal Imaging, 1e



- **About the Book:**
  - A comprehensive review of fetal imaging that includes detailed prenatal ultrasound and fetal MRI
  - Written by leading fetal radiologists and maternal-fetal medicine specialists, with additional input from cardiologists, geneticists, and Doppler specialists
  - Three sections: normal anatomy and techniques, screening for normal and abnormal conditions, and fetal malformations
- **Key Features:**
  - Addresses normal anatomy and imaging techniques; screening for normal and abnormal conditions; fetal malformations, emphasizing the criteria needed to diagnose each disorder
  - Explores major fetal anomalies by organ system, as well as common genetic and chromosomal disorders, outlining their incidence, pathogenesis and etiology, diagnosis with US and MRI, prognosis, and management
  - Offers abundant imaging examples representing the full range of US and MRI findings with over 1500 images, as well as color diagrams and tables to expedite reference
- **About the Author:**
  - Beth M. Kline-Fath, MD - Chief Fetal Imaging, Neuroradiologist at Cincinnati Children's Hospital, Associate Professor, UC Department of Radiology
  - Dorothy Bulas, MD - Division of Diagnostic Imaging and Radiology, Children's National Medical Center, Professor of Radiology & Pediatrics, George Washington University Medical Center
  - Ray Bahado-Singh, MD - Professor & Associate Chair, Dept of Obstetrics & Gynecology, Wayne State University School of Medicine
- **Competition:**
  - Paladini/Ultrasound of Congenital Fetal Anomalies, CRC Press, \$269.95
  - Bianchi/Fetology: Diagnosis & Management of Fetal Patient, 2e, McGraw-Hill, \$210
  - Prayer/Fetal MRI, Springer, \$379

**Pub Date:** March  
**Price:** \$279.99  
**Illustrations:** 1505  
**Bundle:** InKling  
**Markets:** Radiologists, Obstetricians



# Saremi: Perfusion Imaging, 1e

- **About the Book:**

- First comprehensive resource for perfusion imaging that focuses on the practical clinical application of these techniques for practicing physicians.
- Addresses the rapid development of CT scanners and increased practice of perfusion studies. Perfusion measurement facilitates the investigation of physiology and function, the formulation of the diagnosis and prognosis of disease, and the planning of treatment.
- Covers clinical practice of perfusion used in brain, cardiac, liver, kidney, and oncologic imaging
- Wide coverage of MDCT

- **Key Features:**

- Contains high resolution cross-sectional images, with post processed images assisting the reader in quickly and easily recognizing various pathologies.
- Multimodality approach provides understanding of clinical issues and diagnoses
- Key new areas - kidney and prostate perfusion imaging, discussion covering faster scanners such as 320 slices, dual source CTs, and low dose CT techniques
- Allows systematic learning and a quick, detailed reference for specific questions.

- **About the Author:**

- Farhood Saremi - Professor, Department of Radiology, USC University Hospital

- **Competition:**

- Reeder/Clinical Applications of MR Diffusion and Perfusion Imaging, Saunders, \$99
- Miles/Multidetector Computer Tomography in Cerebrovascular Disease, Informa, \$109.95
- Gillard/Clinical MR Neuroimaging: Diffusion, Perfusion and Spectroscopy, Cambridge, \$293

**Pub Date:** June

**Price:** \$229.99

**Illustrations:**

**Bundle:** Inkling

**Markets:** Radiologists,  
Rad Residents, Nuclear  
medicine

# von Schulthess: Clinical Molecular Imaging: PET/CT, PET/MR and SPECT CT, 3e



- **About the Book:**

- Reference for interpreting integrated imaging studies
- Disease oriented reference with a focus on PET-CT and SPECT\_CT
- The new edition integrates PET-MR where applicable.
- Discusses the most relevant technique or combination thereof for each disease and provides guidance on which modality to use

- **Key Features:**

- Allows clinical hybrid imaging users to compare modalities and decide whether to use PET/CT, PET/MR or SPECT/CT to solve a clinical question.
- Focus on clinical applications sans technological & radiopharmaceutical details
- Inclusion of emerging field of PET/MR
- New PART III on workflow and normal scans with various clinical tracers
- Only book on market that incorporates PET/MR in a systematic way

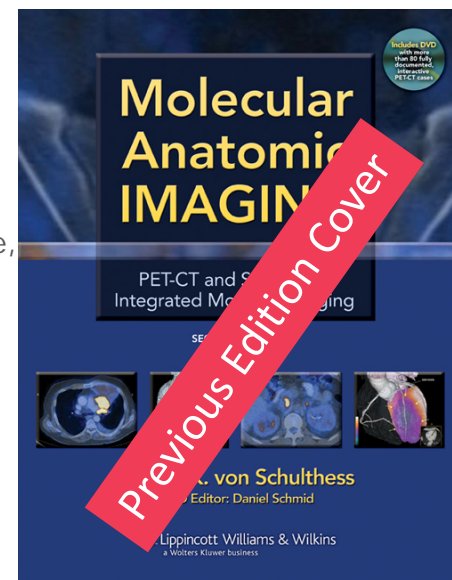
- **About the Author:**

- Gustav Von Schulthess - Chief Medical Officer, Professor and Director of Nuclear Medicine, University Hospital Zurich, Zurich, Switzerland

- **Competition:**

- Phelps/Molecular Imaging and its Biological Applications, Springer, \$259
- Christian/Nuclear Medicine and PET/CT, 7th edition, Elsevier, \$171
- Schober/PET/CT Hybrid Imaging, Thieme, \$169.99

**Pub Date:** June  
**Price:** \$299.99  
**Illustrations:**  
**Bundle:** Inkling  
**Markets:** Radiology,  
Nuclear Medicine



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# Greenspan: Bone Tumor Imaging and Pathology, 1e



- **About the Book:**
  - Guide to the most important features of benign and malignant bone tumors
  - Written in an easy-to-read format with a bullet-type arrangement for quick reference and review
  - Cover both radiology and pathology for a complete approach
  - Concise arrangement of the content is specifically geared towards daily clinical practice as well as board preparation
  - Illustrates the radiologic and pathologic features of the typical and some atypical musculoskeletal lesions. Each section discusses a variety of osseous lesions, benign and malignant, with the important aspects of imaging and pathologic findings and pertinent differential diagnosis.
- **Key Features:**
  - Short compendium geared toward everyday use as well as board preparation
  - Easy-to-read with a bullet-type arrangement
  - Covers most commonly encountered musculoskeletal lesions
  - Provides radiologic imaging-pathology correlation with differential diagnoses
  - Board style review questions and answers with each chapter
  - Useful for radiologists, pathologists, and orthopedic surgeons
- **About the Author:**
  - Adam Greenspan, MD, FACR, Professor Emeritus of Radiology and Orthopedic Surgery, Former Chief, Section of Musculoskeletal Imaging, Department of Radiology, University of California Davis
- **Competition:**
  - Manaster/Diagnostic Imaging: Musculoskeletal, Non-Traumatic Disease, Amysis, \$339
  - Davies/Imaging of Bone Tumors and Tumor-Like Lesions, Springer, \$279
  - Wu/Bone Tumors: A Practical Guide to Imaging, Springer, \$89.95
  - Picci/Atlas of Musculoskeletal Tumors and Tumorlike Lesions, Springer, \$189

**Pub Date:** October  
**Price:** \$179.99  
**Illustrations:**  
**Bundle:** Inkling  
**Markets:** Radiologists,  
Radiology residents,  
Pathologists, Pathology  
residents, Ortho



# Key Backlist Titles

- **Webb: High-Resolution CT of the Lung, 5e**
  - Pub Date: May 2014
- **Greenspan: Orthopediac Imaging A Practical Approach, 6e**
  - Pub Date: October 2014
- **Aktolun: Nuclear Oncology, 1e**
  - Pub Date: October 2014
- **Chhabra: Musculoskeletal MRI Structured Evaluation: How to Practically Fill the Reporting Checklist, 1e**
  - Pub Date: October 2014
- **Georgian Smith: Breast Imaging and Pathologic Correlations: A Pattern-Based Approach, 1e**
  - Pub Date: December 2014
- **Stoller: Stoller's Orthopaedics and Sports Medicine: The Shoulder, 1e**
  - Pub Date: December 2014

Appendix

# Pathology

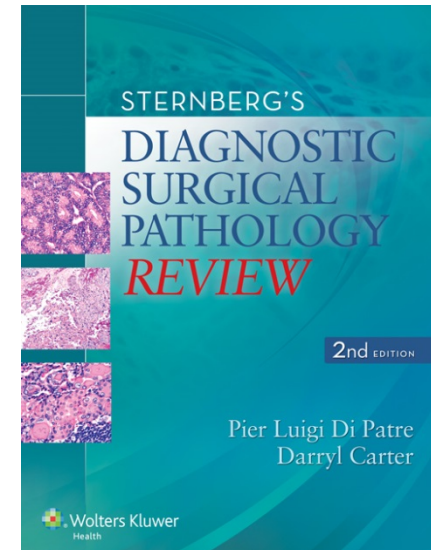
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# DiPatre: Sternberg's Diagnostic Surgical Pathology Review, 2e



- **About the Book:**
  - Multiple choice question and answer resource book based on the sixth edition of Sternberg's
  - Covers all aspects of Surgical Pathology
  - Includes 1,000 questions meant for board and recertification review. Nearly double the size of the first edition.
- **Key Features:**
  - Offers a systematic review of Surgical Pathology, including skin, soft tissue, bone, and joints; breast; central nervous system; endocrine system; hematopoietic and lymphatic systems; head and neck; intrathoracic organs and blood vessels; alimentary canal and associated organs; urinary tract and male genital system; and female reproductive system and peritoneum.
  - Each question focuses on a specific disease entity or diagnostic problem as presented in Sternberg's Diagnostic Surgical Pathology, Sixth Edition.
  - Questions are followed by answers and succinct explanations.
  - More than 600 full-color illustrations highlight key visual aspects of diagnosis
- **About the Author:**
  - Luigi Di Patre - Associate Professor of Pathology, Texas A&M Health Science Center College of Medicine, Bryan, TX, Scott & White Hospital, Temple, TX
- **Competition:**
  - Lefkowitz/Anatomic Pathology Board Review, 2e, Elsevier, \$189

**Pub Date:** February  
**Price:** \$149.99  
**Illustrations:**  
**Bundle:** The Point  
**Markets:** Pathology Residents, Pathologists



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1/12/2015

# Kini: Thyroid Cytopathology, 2e



- **About the Book:**

- Most comprehensive reference for thyroid pathology book on the market
- Over 1700 photomicrographs illustrates the wide spectrum of cytologic features for each disease entity, including unusual as well as typical patterns.
- Focused on diagnostic pitfalls, overlapping patterns, and differential diagnosis.
- The book also includes chapters on basic concepts of cytopathology, fine-needle aspiration biopsy techniques, cytopreparation, ancillary diagnostic techniques, liquid-based cytologic preparations, and the application of needle biopsy findings to management decisions.

- **Key Features:**

- Contains over 1700 full-color photomicrographs
- Updates include in The Bethesda System of Reporting Thyroid Cytopathology
- Discusses diagnostic problems, differential diagnosis, diagnostic pitfalls, rare diagnostic entities, and histologic features of all entities
- Draws on author's 30+ years of experience in this field
- Liquid-based technology for cytologic preparations integrated and expanded throughout with the commonly followed techniques of direct smears, and adequately illustrated for comparison
- New discussions on the latest molecular diagnostic techniques

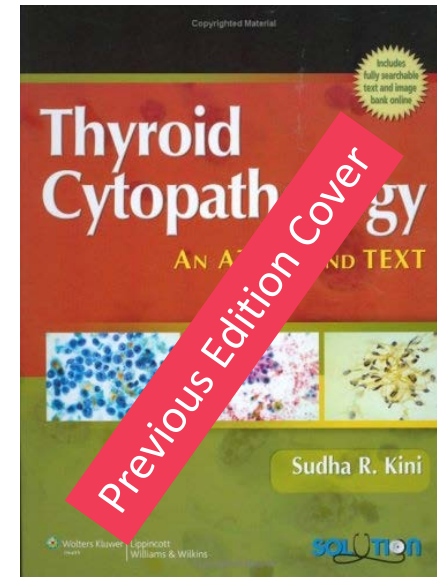
- **About the Author:**

- Sudha Kini - Henry Ford Hospital, Division Head, Cytopathology

- **Competition:**

- Ali/The Bethesda System for Reporting Thyroid Cytology, Springer, \$39.95
- Yang/Thyroid Fine Needle Aspiration, Cambridge, \$179.99
- Ali/Atlas of Thyroid Cytopathology, Demos, \$145

**Pub Date:** June  
**Price:** \$299.99  
**Illustrations:**  
**Bundle:** InKling  
**Markets:** Pathologists,  
Pathology Residents



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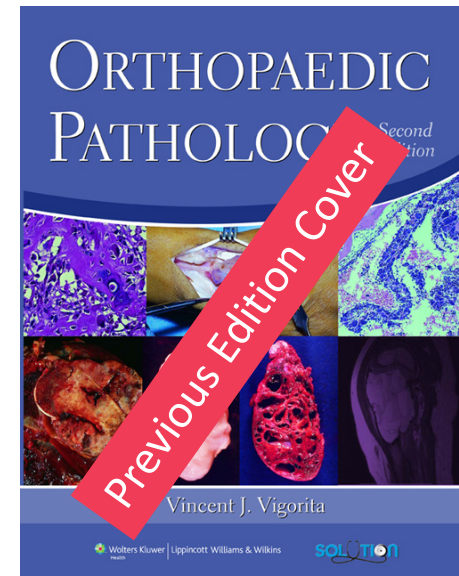
1/12/2015

# Vigorita: Orthopaedic Pathology, 3e



- **About the Book:**
  - A practical guide to diagnosing musculoskeletal disorders detailing the pathologic and radiologic characteristics of all bone and joint diseases
  - Additional section on soft-tissue pathology discusses meniscal injuries, bursa, ligaments, and tendons.
  - Revisions to this edition will be expand sections on joint replacement surgery and cartilage tumors along with new sections on the role of radiographic imaging, the recommended approach to handling orthopaedic pathology specimens, and common orthopaedic pathologies.
- **Key Features:**
  - Comprehensive coverage of all musculoskeletal disorders
  - Appendices and Glossary that defines specific orthopaedic disorders for quick access to basic information
  - Expanded sections on joint replacement surgery and cartilage tumors
  - Includes both pathologic and radiologic characteristics
  - Single-authored text
- **About the Author:**
  - Vincent Vigorita - Professor of Pathology and Orthopaedic Surgery, State University of New York, SUNY Downstate Medical Center, Brooklyn, NY; Director of Orthopaedic Research, Kingsbrook Jewish Medical Center/Saint Vincent's Catholic Medical Center, Brooklyn, NY; Core Faculty, Nicholas Institute of Sports Medicine and Traumatology, Lenox Hill Hospital, New York, NY; Maimonides Medical Center, Brooklyn, NY
- **Competition:**
  - Weiss/Enzinger and Weiss's Soft Tissue Tumors, 6e, Elsevier, \$399.99
  - Neilsen/Diagnostic Pathology: Bone, Amirsys, \$299
  - Wold/Atlas of Orthopedic Pathology, 3e, Elsevier, \$288
  - Bullough/Orthopaedic Pathology, 5e, Elsevier, \$310

**Pub Date:** November  
**Price:** \$349.99  
**Illustrations:**  
**Bundle:** Inkling  
**Markets:** Pathologists,  
Orthopaedic Surgeons



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# Key Backlist Titles

- **Orazi: Knowles' Neoplastic Hematopathology, 3e**
  - Pub Date: October 2013
- **Hoda: Rosen's Breast Pathology, 4e**
  - Pub Date: March 2014
- **Riddell: Lewis, Weinstein and Riddell's Gastrointestinal Path and its Clinical Implications, 2e**
  - Pub Date: May 2014
- **Jennette: Heptinstall's Pathology of the Kidney, 7e**
  - Pub Date: August 2014
- **Elder: Lever's Histopathology of the Skin, 11e**
  - Pub Date: October 2014
- **Arnold: Atlas of Gastrointestinal Pathology: A Pattern Based Approach to Non-Neoplastic Biopsies, 1e**
  - Pub Date: November 2014

Appendix

# Oncology

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# Levine: Handbook for Principles and Practice of Gynecologic Oncology, 2e



## About the Book:

- Handbook to guide clinicians with the latest trial results and new developments in treatment.
- Clinical treatments with limited historical background and brief summaries of landmark clinical trials
- Chapters compiled to complement the material covered in main Principles & Practice of Gynecologic Oncology text.

## Key Features:

- Consistently organized - incidence, etiology, diagnosis, treatment
- Key points called out in sections at the start of each section

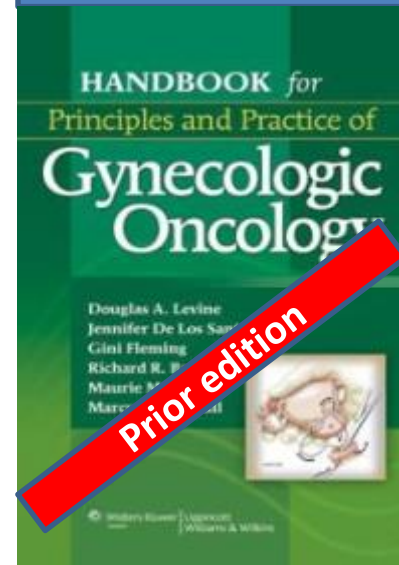
## About the Authors:

- Douglas A. Levine, MD - Associate Attending Surgeon, Gynecology Service, Department of Surgery, Memorial Sloan Kettering Cancer Center
- Don S. Dizon, MD, FACP - Dir., Oncology Sexual Health, Medical Gynecologic Oncology, Massachusetts General Hospital, Harvard Medical School
- Catheryn M. Yashar, MD - Professor, Department of Radiation, Medicine and Applied Sciences, University of California—San Diego, Moores Cancer Center

## Competition:

- Benoit: Gynecologic Oncology Handbook, Demos, 2013, \$70
- Dizon: DX/RX Gynecologic Cancer, Jones & Bartlet, 2011 \$61

**Pub Date:** April  
**Price:** \$64.99  
**Illustrations:** 38  
**Bundle:** Inking  
**Markets:** oncologists, oncology/gynecologic oncology fellows, and advanced practice oncology providers



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# DeVita: PRIMER of the Molecular Biology of Cancer, 2e

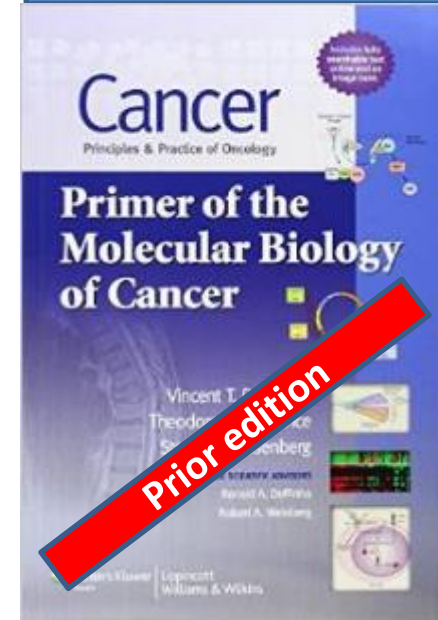
## About the Book:

- 36 chapters culled directly from Cancer, Principles and Practice of Oncology, 10<sup>th</sup> edition, focusing on the science of cancer and 11 chapters focused on genetic testing of specific cancers
- Fills the need for customers who don't require comprehensive clinical content, but who do need the science

## Competition:

- Weinberg: Biology of Cancer, 2013, Garland Science, \$155 (much larger, for medical students)
- Mendelsohn: The Molecular Basis of Cancer, Elsevier, 2014, \$205 (comprehensive)
- Tannock: The Basic Science of Oncology, McGraw Hill, 2013, \$77 (aimed at beginners)

**Pub Date:** May  
**Price:** \$99.99  
**Illustrations:** 129  
**Bundle:** Inking  
**Markets:** researchers in oncology and hematology, fellows and practitioners



# Eifel: Radiologic Therapy for Gynecologic Cancers



## About the Book:

- Practical guide to the practice of gynecologic radiation oncology
- General principles and subsequent site-specific chapters addressing indications for treatment, evidence to support treatment choices, site-specific techniques and heavily illustrated practical case examples
- Controversies about management, specialized techniques and lack of in-depth experience makes this an area of anxiety for most clinicians

## Key Features:

- 3 chapters on principles of multidisciplinary management of gyn. cancers
- 6 chapters devoted to overall considerations of radiation therapy planning and delivery in gynecologic cancers
- 7 site-specific treatment chapters that include numerous illustrated case studies at the end of each chapter

## About the Author:

- Patricia J. Eifel, MD - Dept of Radiation Oncology, MD Anderson Cancer Center, Houston, Texas
- Gillian Thomas, MD - Dept of Radiation Oncology, Sunnybrook Odette Cancer Center, Toronto, Ontario

## Competition:

- Viswanathan: Gynecologic Radiation Therapy, Springer, 2010, \$140

**Pub Date:** November

**Price:** \$189.99

**Illustrations:**

**Bundle:** Inkling

**Markets:** radiation oncologists, gynecologic oncologists, oncology practitioners and other oncology practitioners and oncology fellows"

# Backlist Titles - Oncology/Hematology

## Specific backlist

- Khan: Physics of Radiation Oncology - 2014
- Harrison: Head & Neck Cancer- 2014
- Abraham (significantly underperforming) - 2014
- Greer - 2013
  - Thoughts on a handbook?
- Marder: Hemostasis and Thrombosis - can this sell better?

## New Editions?

- Editor needed for Wintrobe's Atlas
- Pullouts from DeVita - breast, ovarian, prostate, melanoma, etc.?
- Rosenberg: Cancer PPO 11<sup>th</sup> edition - 2017 too soon?

## Holes in specialty?

- Board review in Oncology
- Case review in Oncology

Appendix

# Obstetrics & Gynecology

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# Wallach/Bienstock: Johns Hopkins Manual of Obstetrics and Gynecology, 5e



## About the Book:

- Reference for clinicians who deal with obstetric and gynecologic problems, covering every clinical situation in obstetrics, high-risk obstetrics, gynecology, reproducing endocrinology, infertility, and gynecologic oncology

## Key Features:

- List of frequently used drugs
- Specific chapters expanded: GU & Renal disease in pregnancy, GI disease in pregnancy, Autoimmune disease in pregnancy, Neurologic disease in pregnancy

## About the Author:

- Jessica Bienstock, MD - Director, GYN/OB Residency Program, Johns Hopkins
- Harold Fox, MD - Chairman, Gynecology & Obstetrics Johns Hopkins
- Edward Wallach, MD - Director, Assisted Reproductive Technologies Program Johns Hopkins Medicine Fertility Center

## Competition:

- Benson & Pernoll's Handbook of Obstetrics & Gynecology, 2001, McGraw - outdated
- DeCherney: CURRENT Obstetric & Gynecology, 2006, McGraw Hill - more for medical students

**Pub Date:** May  
**Price:** \$69.99  
**Illustrations:** 51  
**Bundle:** InKling  
**Markets:** OBGYN physicians, residents, NP and PA, family medicine residents



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# Abuhamad: A Practical Guide to Fetal Echocardiography: Normal and Abnormal Hearts, 3e



## About the Book:

- Easy to use; lavishly illustrated guide for those who perform fetal echocardiographs to obtain complete evaluation of the normal and abnormal fetal heart
- Disorders are discussed in terms of the ultrasound findings, with key points summarized at the end of each chapter

## Key Features:

- 25% new images; includes schematic drawings illustrating cardiac anomalies
- Expanded chapters: advanced 3D ultrasound, genetics, colored images
- New chapters: fetal heart during the first trimester, fetal intervention
- Tables presenting common and differentiating features of cardiac malformations

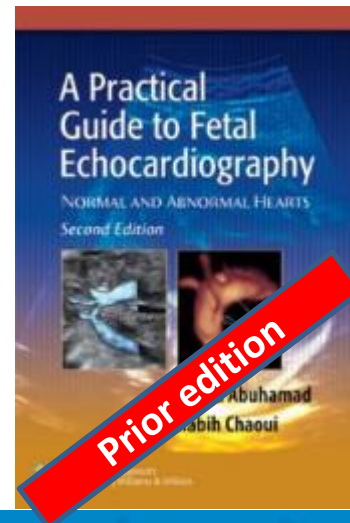
## About the Author:

- Alfred Abuhamad, MD - Professor and Chair, Department of Obstetrics and Gynecology and Director of Maternal-Fetal Medicine

## Competition:

- Rychik: Fetal Cardiovascular Imaging, 2011, ELS, video library
- Drose: Fetal Echocardiography, 2009, ELS, ½ contributors of sonographers
- Archer: Fetal Cardiology, 2009, Oxford, lots of echos
- Allan: Fetal Echocardiography, 2009, Cambridge, mostly normal anatomy

**Pub Date:** October  
**Price:** \$149.99  
**Illustrations:** 520  
**Bundle:** Inkling  
**Markets:**  
pediatrics, family  
medicine, internal  
medicine,  
emergency  
medicine, pediatric  
cardiologists



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# Backlist Titles - OB/GYN

- Evans: Manual of Obstetrics, 8e, 2014
  - Sales are down significantly against prior edition. STD 1267 units, prior edition sold 4k units in Y1
- Curtis: Glass Office Gynecology, 7e, 2014
  - STD 670 Units, prior edition sold 1627 first two months. Feedback?
- Cundiff: Te Linde's Techniques in Pelvic and Reconstructive Surgery, 2013
  - Significant drop-off: Y1 848 units, Y2 370
- Blumenthal: A Practical Guide to Office Gynecologic Procedures, 2013
  - Significant drop-off: Y1 701 – Y2 154
- Kovac: Advances in Reconstructive Vaginal Surgery, 2e, 2012
  - Sales are nominal (649 units to date). Feedback?
- ASCCP: Modern Colposcopy, 3e:
  - Updated to include new guidelines
- Looking for editors for Danforth's, Office Gynecology, Urogynecology, and Imaging Interpretation, particularly young, rising-stars in the field.
- Berek & Novak: Is it too big? Price? What needs to change in the new edition?
- Are our core texts priced too high? Are we pricing ourselves out of the market?
- What are the holes? What books do you need?

Appendix

# Neurology Psychiatry

When you have to be right™

# Brooks: Fundamentals of Sleep Technology Workbook



Wolters  
Kluwer

## About the Book:

- Companion title to Fundamentals of Sleep Technology, 2<sup>nd</sup> Edition
- Reinforce and facilitate the readers comprehension of material learned in the main text through case studies and questions (multiple choice, discussion questions) cross-referenced to the main text.
- Official text of the American Association of Sleep Technologists.

## Key Features:

- Bundled eBook includes 5 learning modules, consisting of video, written summary and multiple choice questions.
- Testing processes and data analysis, basic anatomy and physiology, normal sleep, and sleep disorders in adult and pediatric patients.
- Practice essential polysomnography skills
- References to relevant published research and other scientific papers.

## About the Author:

- Rita Brooks, MEd, R EEG/EP T, RPSGT, RST, CNIM
- Cynthia Mattice, MS, RPSGT, RST
- Teofilo Lee-Chiong, MD

## Competition:

- Spriggs: Essentials of Polysomnography, 2009, \$69

**Pub Date:** January

**Price:** \$64.99

**Illustrations:** 102

**Bundle:** Inkling

**Markets:** sleep

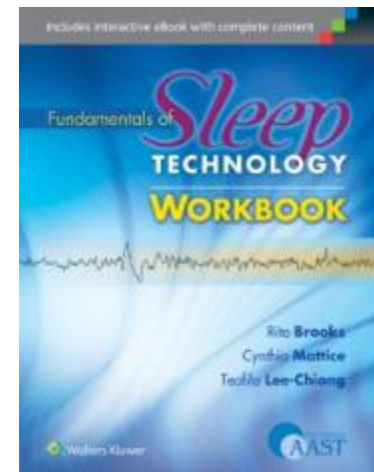
technologists,

enrollees of sleep

technology

programs,

respiratory therapy



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1/12/2015

# Wyllie: Wyllie's Treatment of Epilepsy, 6e



## About the Book:

- Broad, detailed, and cohesive overview of seizure disorders and contemporary treatment options
- Assists neurologists and epilepsy specialists, neurology residents and fellows, and neuropsychologists in assessing and treating their patients with the latest treatment options

## Key Features:

- 30% new content
- In-depth review of the subspecialties of epileptology, i.e., neuroimaging, epilepsy surgery, antiepileptic medications
- Online bank of over 450+ board review-style questions highlighting key concepts for board examinations and clinical practice

## About the Author:

- Elaine Willie, MD - Director, Center for Pediatric Neurology, Cleveland Clinic
- Gregory Cascino, MD - Mayo Clinic
- Barry Gidal, Pharm D - University of Wisconsin
- Tobias Loddenkemper, MD, assistant professor of Neurology at Harvard

## Competition:

- Shorvon: The treatment of Epilepsy, Wiley, 2009, \$331

**Pub Date:** March

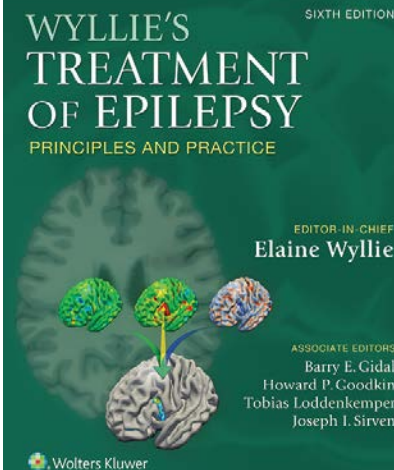
**Price:** \$319.99

**Illustrations:** 416

**Bundle:** Inking

**Markets:** neurologists,  
epilepsy specialists,  
neurology residents,  
fellows,  
neuropsychologists

Includes interactive eBook with complete content



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1/12/2015

# Jankovic: Parkinson's Disease and Movement Disorders, 6e



## About the Book:

- Parkinson's Disease is a leading neurologic disorder
- Text covers basic scientific information, as well as clinical guidance
- Focuses on new discoveries: role of ubiquitin-proteasome and autophagy systems in neurodegeneration; genetics of Parkinson's disease and other movement disorders; autoimmune movement disorders; novel deliveries of drugs; innovative medical and surgical treatment of Parkinson's disease and hyperkinetic movement disorders

## Key Features:

- Videos demonstrating movement and posture abnormalities and other disturbances associated with Parkinson's disease and other neurologic disorders

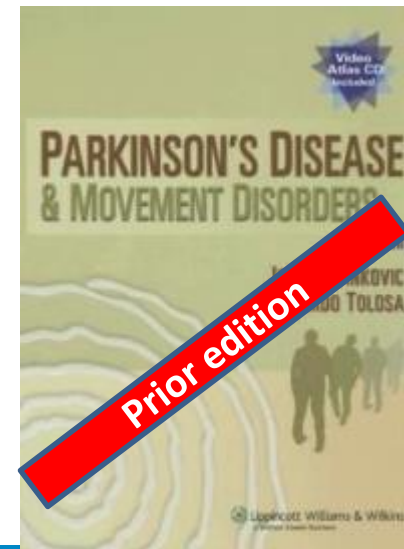
## About the Author:

- Joseph Jankovic, MD - Professor of Neurology, Distinguished Chair in Movement Disorders, Director, Parkinson's Disease Center and Movement Disorders Clinic, Dept. of Neuro, Baylor College of Medicine
- Eduardo Tolosa, MD - Professor of Neurology, Director, Parkinson's Disease and Movement Disorder Unit, Dept. of NEU, Hospital Clinic Universitari, Univ. of Barcelona, Barcelona, Spain

## Competition:

- Watts: Movement Disorders, McGraw Hill, 2011, \$195
- Hahn, Jankovic: Principles & Practice of Movement Disorders, 2011, \$192 w/Expert Consult

**Pub Date:** May  
**Price:** \$198.99  
**Illustrations:** 106  
**Bundle:** Inking  
**Markets:** neurology practitioners, neurology residents and fellows



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1/12/2015

# Campbell: Clinical Signs in Neurology: A Compendium



## About the Book:

- Provides residents, fellows, and practicing neurologists with an invaluable encyclopedic resource that details the physical signs of neurological pathology.
- Important tool in learning the art of neurological examination

## Key Features:

- 1,500 entries
- Video clips of disorders taking readers step-by-step through a neurological examination
- Color and half-tone illustrations to emphasize visual context

## About the Author:

- William Campbell, MD, MSHA – Professor and Chairman, Dept. of Neurology, Uniformed Services University of Health Science

## Competition:

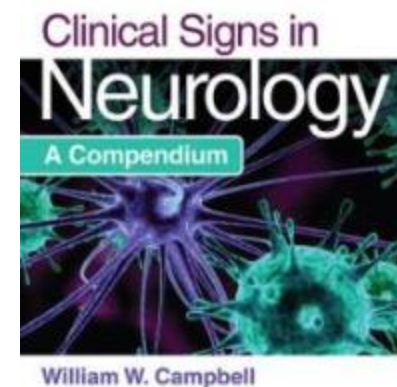
- Pryse-Phillips: Companion to Clinical Neurology, 2009, \$150, 7,000 entries

## WKH Related Titles:

- Biller: Practical Neurology and Practical Neurology Visual Guide
- Campbell: Dejong's The Neurological Examination
- Merritt's Neurology

**Pub Date:** September  
**Price:** \$69.99  
**Illustrations:**  
**Bundle:** Inking  
**Markets:** neurology  
residents, neurologists

Includes interactive eBook with video



Wolters Kluwer

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1/12/2015

# Louis: Merritt's Neurology, 13 e



## About the Book:

- Offers neurologists key tools for practice; protocols; treatment guidelines, clinical pathways; therapeutic recommendations and imaging
- Provides the essentials clinicians need on symptoms/signs, diagnostic tests, and neurologic disorders of all etiologies.

## Key Features:

- Color design
- Videos on InKling
- Expanded neuroimaging
- Book has been thoroughly reorganized and updated

## About the Author:

- Elan Louis, MD - Columbia University
- Stephan Mayer, MD - Division of Critical Care Neurology, Neurological Institute
- Lewis Rowland, MD - Neurological Institute

## Competition:

- Goetz: Text of Clinical Neurology, Elsevier, 2007, \$200
- Bradley: Neurology in Clinical Practice, Elsevier, 2012, \$500, w/ Expert Consult
- Adams & Victor's Principles of Neurology, McGraw Hill, 2009 \$153, primary competitor.

### Pub Date:

September

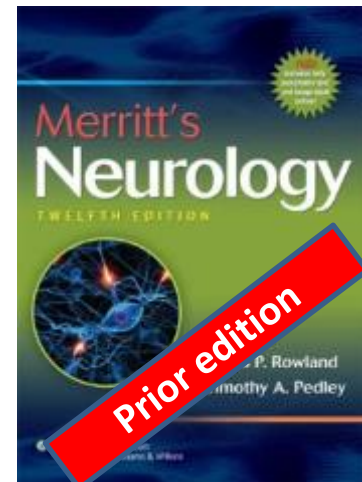
**Price:** \$169.99

**Illustrations:** 325

**Bundle:** InKling

**Markets:**

neurologists, and  
neurology fellows  
and residents



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1/12/2015



# Herron: The ASAM Essentials of Addiction Medicine, 2e

## About the Book:

- Derived from The ASAM Principles of Addiction Medicine, 5th Edition
- Companion resource presents the collective wisdom of hundreds of esteemed authorities on the art and science of addiction medicine.

## Key Features:

- Bundled with inkling and Q&A for ABAM review

## About the Author:

- Abigail J. Herron, DO - Dir. of Psy, Institute for Family Health, Assist. Professor of Psychiatry, Icahn School of Medicine at Mt. Sinai
- Timothy Koehler Brennan, MD, MPH - Associate Director, Fellowship in Addiction Medicine; The Addiction Institute of New York

## Competition:

- Perkinson: Chemical Dependency Counseling, 2011, Sage, \$112
- Miler: Treating for Addiction, Guilford Press, 2011, \$50
- Galanter: Psychotherapy for the Treatment of Addiction, APPI, 2010, \$67
- The American Psychiatric Publishing Textbook, 2008, APA, \$188

## WKH Related Titles:

- The ASAM Principles of Addiction Medicine, 5th Edition
- Substance Abuse Handbook, 2<sup>nd</sup> edition, 2013
- Lowinson & Ruiz's Substance Abuse: A Comprehensive Handbook, 5e

**Pub Date:** May

**Price:** \$79.99

**Illustrations:** 17

**Bundle:** Inkling

**Markets:** Psychiatry practitioners and residents, social workers, and other mental health professionals in the field of addiction medicine, primary care, physician assistants, nurse practitioners, substance abuse counselors

# Backlist Titles - Neurology/Psychiatry



## Key Backlist Title Feedback:

- Higgins: The Neuroscience of Clinical Psychiatry, 2e: Market feedback? Y2 sales have dropped off: 819 units compared to 1300 in Y1
- Klykylo: Green's Child and Adolescent Clinical Psychopharmacology, 5e: Market feedback?
- Ruiz: Substance Abuse Handbook 2e: Market feedback?

## Specialty Questions:

- Neurology:
  - Holes in the specialty: epilepsy review book, what else? What revisions would you like to see?
- Psychiatry:
  - Looking for editor recommendations for Sadock franchise and board review.
  - Lowinson & Ruiz Substance Abuse: feedback? Sales are down. Is it priced too high? Too big? Too much overlap with ASAM?
  - Holes in the specialty: What's missing? Needs revisions?

Appendix

# Cardiology

When you have to be right™

# Bertrand: Best Practices for Transradial Approach in Diagnostic Angiography and Intervention



## About the Book:

- Focuses on newer, more patient-friendly transradial approach to PCI, citing more evidence and confirming its superiority over traditional femoral approach for PCI
- Changing healthcare system in the US will encourage this approach - no overnight stays, easier on the patient with fewer complications

## Key Features:

- Includes tips and tricks for the procedures, in addition to evidence from small studies and experienced facilities
- Clear anatomical drawings with angiographic correlations

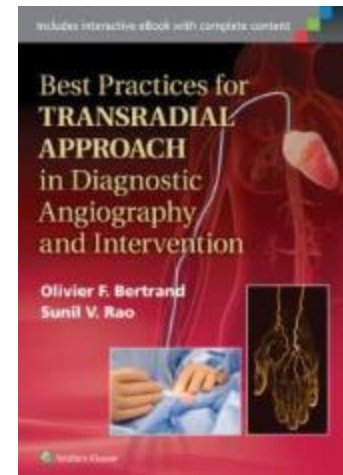
## About the Authors:

- Olivier F. Bertrand, MD, PhD, FSCAI - Interventional Cardiologist, Quebec Heart-Lung Institute; Assoc. Prof. of Medicine, Laval Univ.; Adjunct Professor, Dept. of Mechanical Engineering, McGill University; Director, CAIC Transradial Interventions Working Group, Int'l Chair on Transradial Approach and Interventional Cardiology
- Sunil V. Rao, MD - Associate Prof., Duke University Medical Center, Section Chief, Cardiovascular Medicine, Durham VA Medical Center, Durham, NC

## Competition:

- Hamon: Transradial Approach for Clinicians, Stethoscope, 2010, \$160
- Patel: Atlas of Transradial Interventions, Seascript, 2007, \$197 - Indian editor/publisher

**Pub Date:** January  
**Price:** \$139.99  
**Illustrations:** 227  
**Bundle:** Inking  
**Markets:**  
Interventional  
cardiologists,  
cardiologists,  
cardiology fellows



When you have to be right™

1/12/2015

# Steinberg: Evidence-Based Cardiology, 4e



## About the Book:

- Pocket-sized handbook designed to provide quick and easy access to summaries of the latest clinical trials that support or refute an intervention to determine the most appropriate and cost-effective diagnostic tests and treatments for patients

## Key Features:

- Important additions to chapters on heart failure, including Left Ventricular Assistive Devices and other advanced therapies
- Acute Coronary Syndrome chapter additions, including new antiplatelet therapies, management strategy updates and significant data on outcomes and guidelines adherence
- Indexed trial acronyms

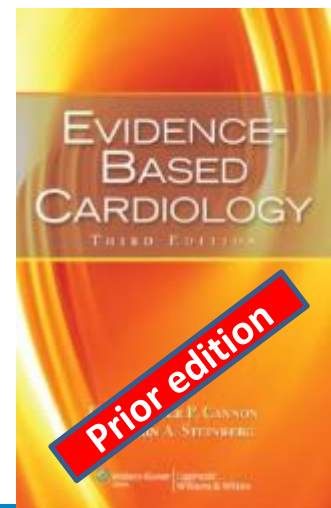
## About the Author:

- Christopher P. Cannon, MD - Cardiovascular Division, Brigham and Women's Hospital
- Benjamin Steinberg, MD, MHS - Cardiac Electrophysiology Section, Duke University Medical Center, Duke Clinical Research Institute

## Competition:

- Stergiopoulos: Evidence Based Cardiology Consult, 2013, Springer, \$219 - intends to be comprehensive rather than handbook
- Yusuf: Evidence-Based Cardiology, Wiley, 2009, \$345 - comprehensive text, not a collection of trial synopses

**Pub Date:**  
October  
**Price:** \$69.99  
**Illustrations:**  
**Bundle:** Inkling  
**Markets:**  
Cardiology  
fellows,  
cardiologists



When you have to be right™

1/12/2015

# Josephson: Josephson's Clinical Cardiac Electrophysiology, 5e



## About the Book:

- Mechanisms of cardiac arrhythmias and therapeutic interventions used to treat arrhythmias; includes detailed electrophysiologic methodology required to define the mechanism and site of origin
- Content focus: mechanisms, clinical implications, limitations of current therapeutic interventions, including drugs, implantable devices, and catheter and surgical ablation

## Key Features:

- 50 new figures with better use of color, and increased number of 3-D color anatomical mapping images
- New drug information and technologies in ablation and pitfalls of interpreting data
- Information on new catheters
- Video procedures and ECG tracings in motion

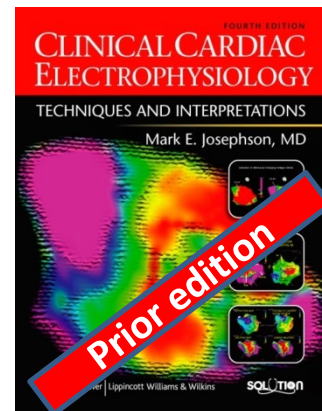
## About the Author:

- Mark Josephson, MD - Prof. of Medicine, Harvard Medical School; Director, Thorndike Electrophysiology Institute and Arrhythmia Service, Beth Israel Deaconess Hospital
- David Callans, MD - Professor of Medicine at the Hospital of the Univ. of PA

## Competition:

- Zipes: Cardiac Electrophysiology, 2009, Elsevier, \$350 - comprehensive, online text
- Issa: Clinical Arrhythmology and Electrophysiology, 2012, Elsevier, \$199 - videos

**Pub Date:**  
November  
**Price:** \$269.99  
**Illustrations:**  
**Bundle:**  
Inking  
**Markets:**  
cardiologists,  
cardiology  
fellows



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1/12/2015

# Backlist - Cardiology

- Sorrell: Questions, Tricks, and Tips for the Echocardiography Boards
- Kaplan/Victor: Kaplan's Clinical Hypertension
- Eidem: Echocardiography in Pediatric and Adult Congenital Heart Disease
- Cho: Cardiology Intensive QA Board Review

What are the titles that are hurting or doing well and why?

- Moscucci - lower sales
- Wagner - lower sales
- Siegel - significantly underperforming
- Cleveland Clinic Cardiology Board Review - underperforming
- Klein - Format?



Appendix

# Internal Medicine

When you have to be right™

# Paulman: Taylor's Manual of Family Medicine, 4e



## About the Book - "Best board review ever"

- High-yield resource for family medicine
- Breadth: ob/gyn and childbirth, pediatrics, mental health
- Templated chapters: diagnosing, clinical presentation, differential diagnosis, screenings
- New chapters: delirium, movement disorders, dementia, acute MSK injuries

## Key Features:

- Board prep tool for ABFP certification and recertification exams
- Topics follow ACGME and AAFP program requirements for residency training
- More conversational than 5MC, more in-depth view of fewer topics

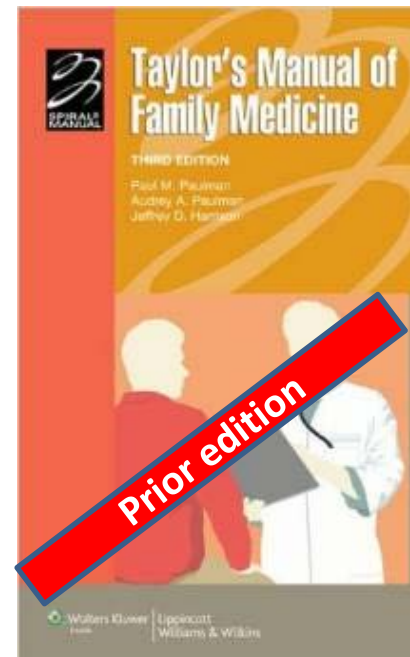
## About the Authors:

- Paul Paulman, MD - Univ. of Nebraska Medical Center
- Audrey Paulman, MD - Univ. of Nebraska Medical Center
- Kimberly Karzynka, MD - Univ. of Nebraska Medical Center
- Nathan Falk, MD, CAQSM - Offutt Airforce Base, NE

## Competition:

- Family Medicine: Principles and Practice, Springer, \$309, 2002 (new edition forthcoming)

**Pub Date:** May  
**Price:** \$59.99  
**Illustrations:** 25  
**Bundle:** Inking  
**Markets:** family medicine residents, fellows, clinicians, physicians, APRN, PAs



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1/12/2015

# Domino: 5-Minute Clinical Consult 2016, 24e



## About the Book:

- Print + access to point-of-care reference site, 5MinuteConsult.com
- 2,100+ diseases and conditions
- CME/CE credits while you search the site
- Mobile optimized

## Key Features:

- 200+ diagnosis and treatment algorithms
- 200 PT and procedure videos
- Drug information from F&C A to Z Drug Guide
- Lab tests from Wallach's Interpretation of Diagnostic Tests
- Clinical Guidelines from U.S. Preventative Services Task Force
- Patient Education handouts from LexiComp

## About the Editors:

- Frank Domino, MD - Professor, Pre-doctoral Education Director, Department of Family Medicine and Community Health, Univ. of Mass.
- Robert Baldor, MD - Professor, Department of Family Medicine and Community Health, Univ. Mass.
- Jeremy Golding, MD - Professor of Family Medicine and of Obstetrics and Gynecology, Quality Officer - Department of Family Medicine and Community Health, Univ. of Mass.
- Mark Stephens, MD, MS, FAAFP - Professor and Chair, Department of Family Medicine, Uniformed Services University of the Health Sciences

**Pub Date:** May

**Price:** \$199 OR \$99

**Markets:** Clinicians, residents, students in: GFP, INM, PA, NP, plus significant cross-sell opportunities

**Bundle:** Premium edition – 5MinuteConsult.com

ACTIVATE 1-YEAR ACCESS  
TO EXCLUSIVE ONLINE CONTENT, CME/CE CREDITS, AND UPDATES AT  
5MINUTECONSULT.COM

**The 5-Minute  
Clinical Consult  
Premium  
2016**

24<sup>th</sup> EDITION

1-YEAR  
ENHANCED ONLINE  
ACCESS + PRINT

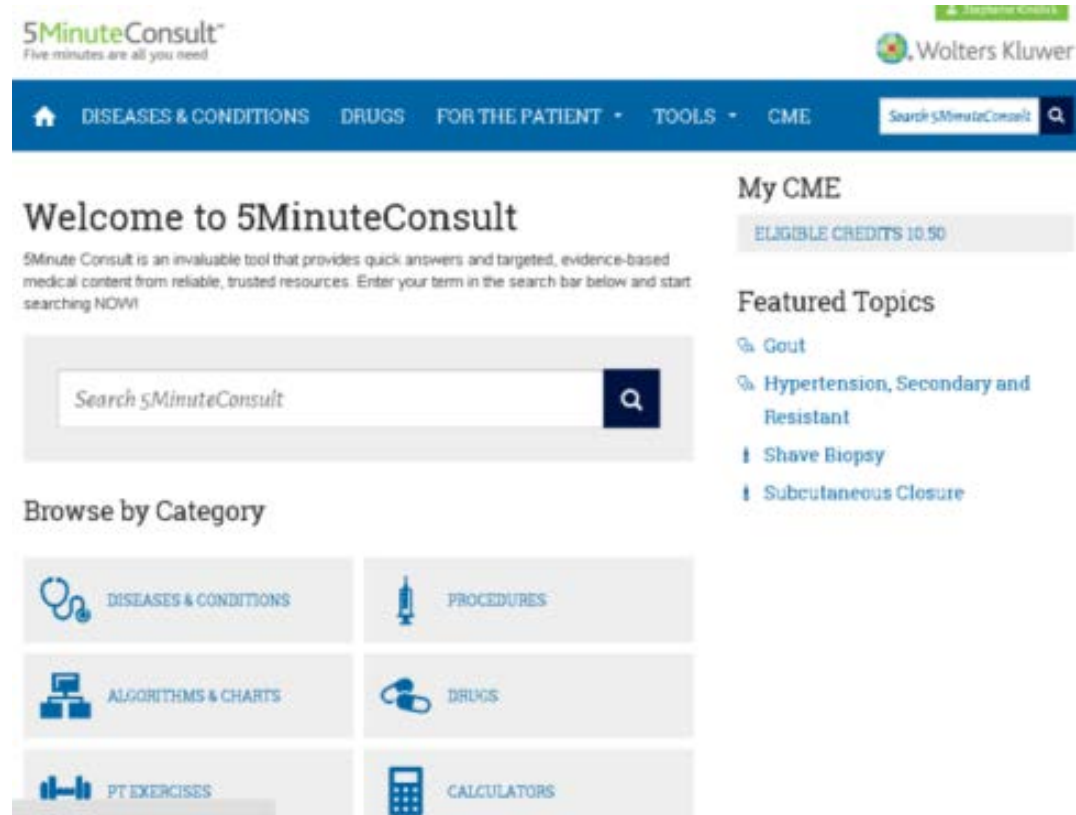
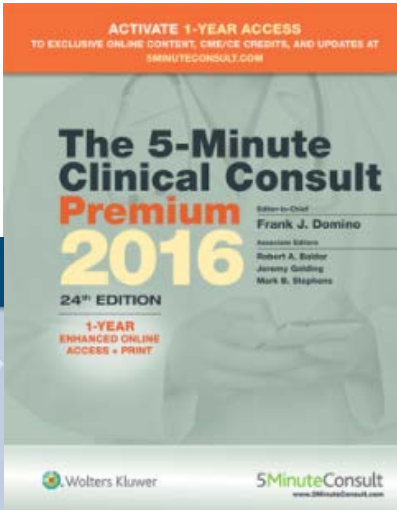
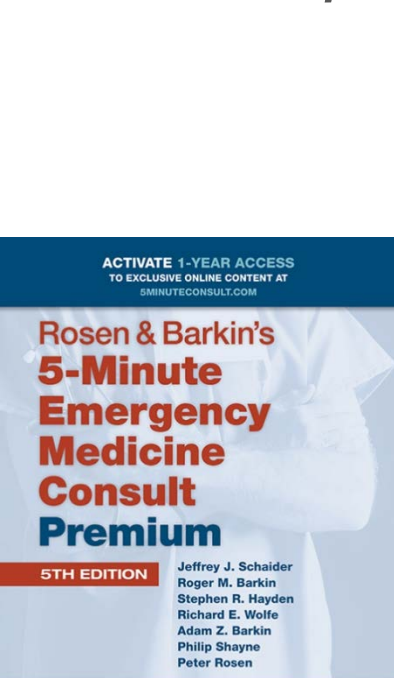
Editor-in-Chief  
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Mark S. Stephens

Wolters Kluwer

5MinuteConsult  
www.5MinuteConsult.com

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# Domino: 5-Minute Clinical Consult 2016, 24e



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# DeFer: Washington Manual of Outpatient Internal Medicine, 3e



## About the Book:

- Addresses common encounters in outpatient internal medicine - hypertension, diabetes
- Tables and figures guide readers through evaluation and management of the most common medical problems encountered in outpatient internal medicine
- Godara: Wash. Manual of Medical Therapeutics is a complementary package

## Key Features:

- Washington Manual format
- Templated chapters for easy lookup and enhanced readability
- Evidence-based

## About the Author:

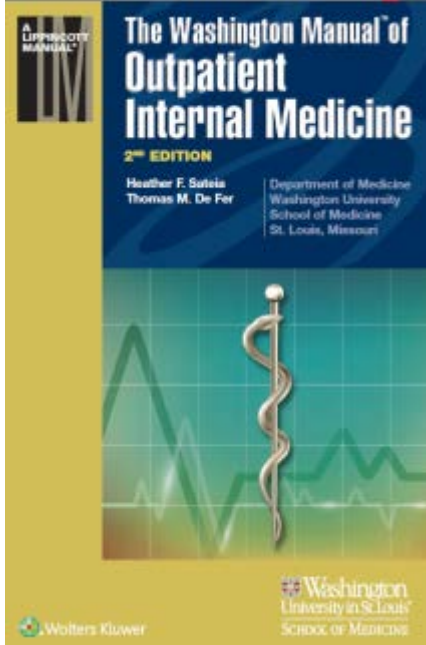
- Thomas M. De Fer, MD, FACP - Professor of Medicine, Director, Internal Medicine Clerkship and ACES Program, Washington Univ. School of Medicine
- Heather Sateia, MD - Instructor of Medicine, Division of General Internal Medicine, Johns Hopkins University School of Medicine

## Competition:

- Mengel: Family Medicine Ambulatory Care, McGraw Hill, \$60.99

**Pub Date:** May  
**Price:** \$59.99  
**Illustrations:** 45  
**Bundle:** Inking  
**Markets:** Outpatient clinics, practitioners, residents, PA, NP

Includes interactive eBook with complete content



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1/12/2015

# Mayeaux: Essential Guide to Primary Care Procedures, 2e

## About the Book:

- Comprehensive, hands-on guide to more than 100 of the most essential medical procedures most commonly performed in an office setting
- Step-by-step instructions and illustrations for each procedure and strategies for avoiding pitfalls
- Each chapter includes: CPT codes, average U.S. fee for each procedure, complications, post-procedure consideration, pearls, pitfalls

## Key Features:

- New Topics: peripheral nerve blocks, topical anesthesia, dorsal penile block, hand-held ultrasound, dermoscopy, and more
- 1,400+ images

## About the Author:

- E.J. Mayeaux, Jr., M.D., DABFP, FAAFP - Prof. and Chairman, Dept. of Family and Preventive Medicine, Professor of OBGYN, Univ. of SC School of Medicine, Clinical Professor of Family Medicine, Univ. Health - Shreveport, LA

## WKH Related Titles:

- Small: Dermal Fillers, Botulinum Toxins
- McNabb: Joint & Soft Tissue Injections

## Competition:

- Pfennifer and Fowler's Procedures for , Elsevier, 2010 - includes every procedure (1,776 pages), \$163

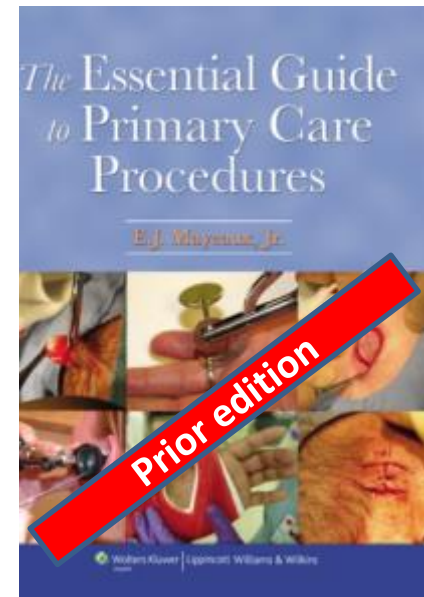
**Pub Date:** June

**Price:** \$139.99

**Illustrations:**

**Bundle:** Inking

**Markets:** General practice, primary care, NP and PA students, residents





# Shea: Improving Medication Adherence: How to Talk With Patients About Their Medications, 2e



## About the Book:

- Practical exploration of Interfacing between how words can impact whether or not patients are interested in taking medications and staying on them
- Clinical interviewing and medical adherence

## Key Features:

- Information on the Medical Interest Model
- Interviewing tips from thousands of clinicians
- 40 specific interviewing techniques that are useful for medications for all diseases states: hypertension, diabetes, schizophrenia, etc.

## About the Author:

- Shawn Shea, MD

## Competition:

- Bosworth: Patient Treatment Adherence, Lawrence Erlbaum Associates, 2005 (how to measure success)
- Fincham: Patient Compliance with Medications, Informa Healthcare, 2007 (theory vs. practicality)
- Psychiatric Interviewing: the Art of Understanding A Practical Guide for Psychiatrists, Psychologists, Counselors, Social Workers, Nurses, and Other Mental Health Professionals, Elsevier, 1998, \$79.95, broader in scope

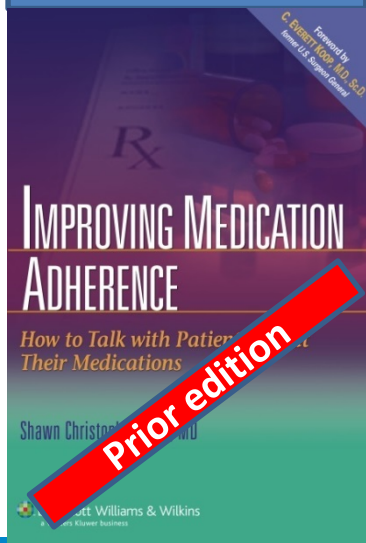
**Pub Date:** August

**Price:** \$52.99

**Illustrations:**

**Bundle:** Inklings

**Markets:** general medicine physicians and nurses, clerkships, students, house officers, case managers, pharmacists, Pas



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# Fondahn: Washington Manual of Patient Safety & Quality Improvement



Wolters  
Kluwer

## About the Book:

- Multidisciplinary overview of common principles in patient safety and quality improvement (PS/QI) in complex health systems
- Concepts are introduced in clinical vignettes
- Introduces models, measurements and tools to assess PS/QI
- Discuss medical errors, how to respond to adverse events, potential solutions

## Key Features:

- Addresses PS/QI in specific clinical settings - radiology, emergency department, surgery, ambulatory
- PS/QI component of core curriculum and more schools are teaching more of it and putting more rigor around the programs
- PS/QI sections of MOC cause much confusion - good resource for review

## About the Authors: Washington University

- Emily Fondahn, MD - Patient Safety and Quality Fellow; INM Instructor
- Thomas Defer, MD - Associate Professor of Medicine, Clerkship Director
- Michael Lane, MD - Patient Safety Officer
- Andrea Vanucci, MD, DEAA - Patient Safety Officer

## Competition:

- Wachter: Understanding Patient Safety, McGraw Hill, 2012, \$32

**Pub Date:** August

**Price:** \$39.99

**Illustrations:**

**Bundle:** Inkling

**Markets:** medical students, residents, physicians, patient safety officers, pharmacists, nurses

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# Alpers: Manual of Nutritional Therapeutics, 6e



Wolters  
Kluwer

## About the Book:

- Meant for quick retrieval of information on management of nutritional issues in patients with gastroenterological problems, either primary or as a result of other disorders (diabetes, hyperlipidemia and obesity.)
- Addresses normal physiology and pathophysiology, as well as diseases that can lead to specific nutritional problems
- Fills educational need in gastroenterology fellowship programs for therapeutic nutrition and dietary management

## Key Features:

- Information on individual nutrients in a dedicated section covering nutrient components
- Specific metabolic disorders - diabetes, dyslipidemia, renal disease

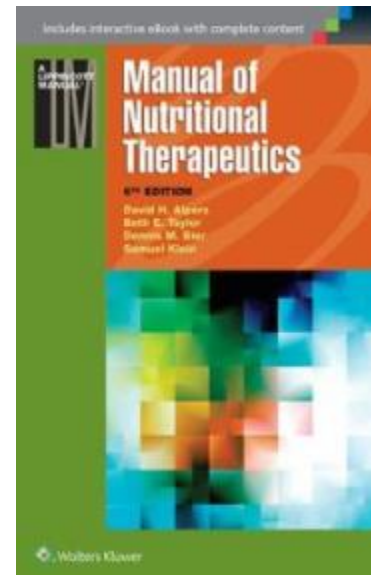
## About the Author:

- David H. Alpers, M.D. - William B. Kountz Professor of Geriatrics in Medicine, Assistant Director, Center for Human Nutrition, Wash. Univ. School of Medicine
- Beth E. Taylor, D.C.N., R.D.N, L.D, C.N.S.C, F.C.C.M - Nutrition Support Specialist, Surgical Intensive Care Unit, Barnes-Jewish Hospital

## WKH Related Titles:

- Katz: Nutrition in Clinical Practice, 2014

**Pub Date:** February  
**Price:** \$69.99  
**Illustrations:** 25  
**Bundle:** Inking  
**Markets:**  
Gastroenterology,  
internal medicine  
family medicine,  
residents/fellows



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# Small: A Practical Guide to Lasers



## About the Book:

- Guides primary care providers interested in expanding practice into cosmetic procedures with lasers; including patient selection, set up and treatment
- Practical succinct, and written at the level of primary care practitioners

## Key Features:

- Step-by-step easy to read templated format
- Videos for most procedures
- About the Author: Rebecca Small, MD - Director, Medical Aesthetics Training, Natividad Medical Center, Family Medicine Residency Program, UCSF

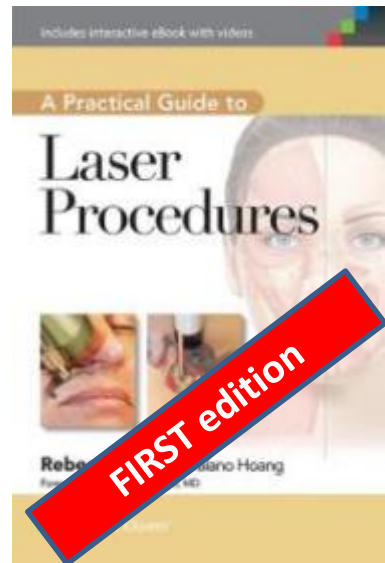
## Competition:

- Goldberg: Procedures in Cosmetic Dermatology, 2008, Elsevier - Priced
- Carniol: Clinical Procedures in Laser Skin, 2007, Informa - No video
- Goldman: Cutaneous and Cosmetic Laser Surgery, 2006 Mosby - Textbook
- Goldberg: Laser Dermatology, 2e, Springer, 12/2012
- Mysore: Cutaneous /Aesthetic Surgery, Lasers and Dermatotomy, Jaypee, 2012

## WKH Related Titles:

- Small: A Practical Guide to Dermal Filler Procedures; A Practical Guide to Botulinum Toxin Procedures; Practical Guide to Chemical Peels, Microdermabrasion & Topical Products
- McNabb: A Practice Guide to Joint and Soft Tissue Injections
- Mayeaux: The Essential Guide to Primary Care Procedures

**Pub Date:** September  
**Price:** \$99.99  
**Illustrations:**  
**Bundle:** Inkling  
**Markets:** Family medicine, estheticians, PA, NP



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# Key Cross-over Titles

- Thaler: The Only EKG Book You'll Ever Need, 8e
- Shea: Improving Medication Adherence: How to Talk With Patients About Their Medications, 2e
- Fondahn: Washington Manual of Patient Safety
- Nelson: Systematic Evidence Reviews to Answer Health Care Questions
- Browner: Publishing and Presenting Research
- McPhaul: Clinical Research: From Proposal to Implementation
- Hulley: Designing Clinical Research
- Lo: Resolving Ethical Dilemmas
- Godara: Washington Manual of Medical Therapeutics
- Sabatine: Pocket Medicine

# Backlist Titles - INM/GFP

- Goroll: Primary Care Medicine - updates!
- Packages:
  - Sabatine: Pocket Medicine and Godara: Washington Manual of Medical Therapeutics
  - Chong: Pocket Primary Care and Fondahn Washington Manual of Outpatient IM
- McNabb: A Practical Guide to Joint & Soft Tissue Injection
- Snyder: Wallach's Interpretation of Diagnostic Tests
- Cross-over with physician assistants and nurse practitioners
- New editions needed?
- Additional titles:
  - Problem-Based Learning or team based learning
  - Procedures Manual (residents)
  - Choosing the Best Test
  - INM Board Review (to replace Stoller)
  - Limited Print Run/HealthLibrary - Gastro, Endo, etc.
  - Patient education materials for meaningful use

Appendix

# Dermatology

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# Markowitz: A Practical Guide to Dermoscopy



## About the Book:

- Dermoscopy - practice of using small handheld device which uses polarized light to reveal details about skin lesions that aid clinicians in making a diagnosis about whether a lesion is cancerous or non-cancerous
- Traditional methods (ABCD, CASH, 7-Point checklist, Menzies) to diagnosis make it difficult for residents and non-dermatologists to understand dermoscopy and to make the right diagnosis

## Key Features:

- Chapters walk reader through each possible diagnosis for every color (brown, red, yellow, blue, pink/white) helping clinicians understand the lesion they're seeing before making a diagnosis
- Overview section provides instruction on how to incorporate into practice
- Richly illustrated

## About the Author:

- Orit Markowitz, MD - Associate Professor, Department of Dermatology, Mt. Siani School of Medicine, NY

## Competition:

- Soyer: Dermoscopy: The Essentials, Elsevier, 2011

## WKH Related Titles:

- The Small series

Pub Date: September  
Price: \$99.99  
Illustrations: 256  
Bundle: InKling  
Markets: Dermatology,  
family medicine,  
general practice,  
residents



# Goodheart's Photoguide to Common Skin Disorders, 4e



## About the Book:

- Diagnosis and management of common dermatologic complaints
- Describes distinguishing features of diseases to properly diagnose
- Formatted approach: description, manifestations, diagnosis, differential diagnosis and management

## Key Features:

- Formulary tables of topical agents and brand names
- Photos of look-alikes juxtaposed for quick comparison
- 900+ images
- New chapters: dermoscopy, hyperhidrosis, teledermatology
- Step-by-step descriptions of basic dermatologic procedures

## About the Author:

- Herbert Goodheart

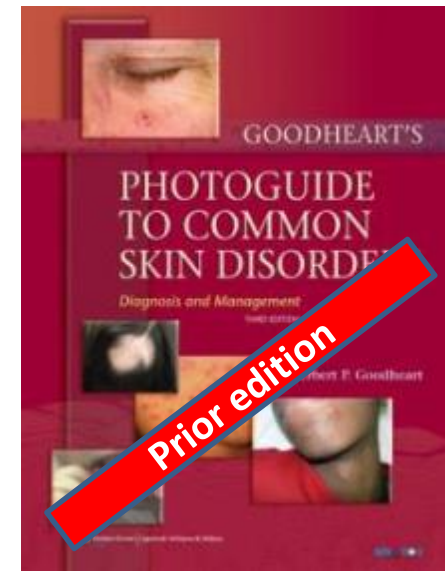
## Competition:

- Habif: Clinical Dermatology w/Expert Consult, Elsevier, 2009 - very expensive, more for dermatologists
- Fitzpatrick's Color Atlas and Synopsis, McGraw Hill, 2009 - no electronic

## WKH Related Titles:

- Hall: Sauer's Manual of Skin Disease, 2010; VisualDX: Essential Adult Derm, 2010; Goodheart's Same-Site Differential Diagnosis, 2010

**Pub Date:** August  
**Price:** \$99.99  
**Illustrations:** 910  
**Bundled:** Inkling  
**Markets:** general practice, primary care, dermatology



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Appendix

# Immunology/ Infectious Disease/ Virology

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# Key Backlist

## DERMATOLOGY

Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market
Arndt: Manual of Dermatologic Therapeutics, 8e	3/5/2014	7,000	1,178	9.3
Kroumpouzou: Text Atlas of Obstetric Dermatology, 1e	11/6/2013	3,500	437	13.1

- Why isn't Kroumpouzou selling?
- Are we getting any feedback on Arndt?

# List Plans

- Council: Washington Manual of Dermatology Diagnostics, 1e
- Krakowski: Scar Revision, Mitigation, and Rehabilitation, 1e
- Spitz: Spitz's Genodermatoses, 3e
- Kaufman: Practical Facial Reconstruction, 1e
- Edwards: Genital Dermatology, 3e
- Hall: Sauer's Manual of Skin Disorders, 11e
- Dermatology Deck, 1e

## New Editions

What are people requesting? What are the gaps? Recommendations?

# Key Backlist



Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market	Performance rate
Amsterdam: Antibiotics in Laboratory Medicine, 6e	9/18/2014	1,505	367	2.9	232%
Scheld: Infections of the Central Nervous System, 4e	5/21/2014	1,700	583	6.8	167%
Jarvis: Bennett & Brachman's Hospital Infections, 6e	11/6/2013	2,152	825	13.1	83%
Knipe & Howley: Field's Virology, 6e	6/17/2013	5,800	2,645	17.7	79%
Paul: Fundamental Immunology, 7e	12/11/2012	4,901	2,324	23.7	54%
Kirmani: The Washington Manual of Infectious Disease Subspecialty Consult, 2e	11/26/2012		2,144	24.2	#DIV/0!
Myers: Gantz's Manual of Clinical Problems in Infectious Disease, 6e	11/26/2012		1,026	24.2	#DIV/0!

- For Paul, is the e-only reference list impacting sales? How are institutional sales?
- Any suggestions for the next editions of Paul or Myers?

# List Plans

- Paul: Fundamental Immunology, 8e
- Myers: Gantz's Manual of  
Clinical Problems in Infectious Disease, 7e

New Editions?

Holes in the specialty?

- Infectious Disease Board Review, 1e

Appendix

# Nephrology Public Health/ Epidemiology

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# Key Backlist

## NEPHROLOGY

Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market
Daugirdas: Handbook of Dialysis, 5e	11/14/2014	21,545	1,497	1.1
Schrier: Manual of Nephrology, 8e	6/26/2014	6,299	957	5.6
Leehey: Handbook of Nephrology, 1e	3/22/2013	4,198	1,250	20.5
Schrier: Schrier's Diseases of the Kidney, 9e	10/11/2012	2,457	1,539	25.7

## New Editions?

- Lerma: Henrich's Principles & Practice of Dialysis, 5e
- Leehey: Nephrology Rounds Demystified, 1e
- Danovitch: Handbook of Kidney Transplantation, 6e
- Nephrology Board Review
- Pocket Nephology

## Holes in the specialty?

- Board review, palliative care

# Key Backlist



## PUBLIC HEALTH/EPIDEMIOLOGY

Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market
Nelson: Systematic Reviews to Answer Health Care Questions, 1e	6/5/2014	3,802	319	6.3
Hulley: Designing Clinical Research, 4e	7/2/2013	34,777	10,128	17.2
Lo: Resolving Ethical Dilemmas, 5e	1/28/2013	6,500	4,612	22.2
Browner/Publishing and Presenting Clinical Research, 3e	5/7/2012	4,200	1,683	30.8

### New editions?

- Jalali: Experimental Methods in Basic Science Research/1e
- Rothman: Modern Epidemiology/ 4e
- Fletcher: Clinical Epidemiology: The Essentials, 6e
- Mayhall: Hospital Epidemiology and Infection Control, 5e

### Holes in the specialty?

- Statistics

Appendix

# Ophthalmology & Optometry

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# Chern: Review Questions in Ophthalmology, 3e

## About the Book:

- Concise review of all areas of ophthalmology specialty rotations, plus key areas such as embryology, anatomy, pediatrics, plastics, and lenses

## Key Features:

- Real-life cases presented with more than 1,000 MC questions with answers and explanations - ThePoint Bundled access
- Updates including: new developments in glaucoma and cataract surgery, new medications for glaucoma and retina
- 400 photographs, fluorescein angiograms, CT, MRI, and ultrasound images
- Considered the best review book for Q/A board review

## About the Author:

- Kenneth Chern, MD - Assistant Clinical Professor, Francis I. Proctor Foundation, Univ. of California, San Francisco
- Michael A. Saidel, MD - Clinical Assistant Professor, Director of Cornea Service, Department of Ophthalmology, University of Chicago

## Competition:

- Trattler: Review of Ophthalmology, 2012, Saunders - not a Q&A book
- Tamesis: Ophthalmology Board Review, 2005, McGraw-Hill

## WKH Related Titles:

- Chern: Ophthalmology Review Manual, 2011
- Sheth: The Massachusetts Eye and Ear Infirmary, 2011

**Pub Date:** January

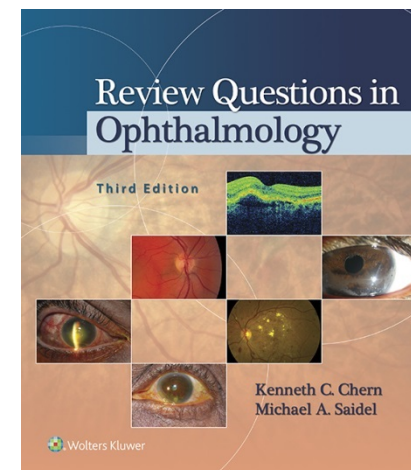
**Price:** \$122.99

**Illustrations:** 425

**Bundle:** ThePoint

**Markets:**

ophthalmology  
physicians and  
residents



# Miller: Walsh & Hoyt's Clinical Neuro-Ophthalmology: The Essentials, 3e



## About the Book:

- Specialty involves the relationship between neurologic and ophthalmic disease, and local pathology affecting optic nerve and visual pathways
- Essential and clinically oriented information about neuro-ophthalmic disease
- Synthesized from the larger Clinical Neuro-Ophthalmology book (not being revised)

## Key Features:

- 5 sections - afferent visual system, the pupil, the efferent (ocular motor) system, the eyelid, and non-organic disorders
- 300+ photographs
- 25-30 videos included in the Inkling bundle
- Makes clinical neuro-ophthalmology more accessible to general ophthalmologist

## About the Author:

- Neil Miller, MD - Professor of Neuro-Ophthalmology, Wilmer Eye Institute, Johns Hopkins Hospital \*Internationally recognized as the foremost authority
- Perm Subramanian, MD - Associate Professor of Neuro-Ophthalmology, Wilmer Eye Institute, Johns Hopkins Hospital

## Competition:

- Kline: Neuro-Ophthalmology Review Manual, Slack, 2012, \$65, bulleted book
- Liu: Neuro-ophthalmology, Saunders, 2010, general reference
- Biousse: Neuro-ophthalmology Illustrated, Thieme, 2009 - atlas format

**Pub Date:** August

**Price:** \$139.99

**Illustrations:** 831

**Bundle:** Inkling

**Markets:** neuro-ophthalmology physicians and residents; neurology, optometry, general ophthalmology

Walsh and Hoyt's  
Clinical  
Neuro-Ophthalmology:  
**THE ESSENTIALS**  
Second Edition



**Prior edition**

Neil R. Miller  
Nancy J. Newman  
Valérie Biousse  
John B. Kerrison

Wolters Kluwer | Lippincott Williams & Wilkins

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# Lois: Fundus Autofluorescence, 2e



## About the Book:

- FAF imaging is an increasingly important diagnostic technique for the evaluation of retinal disease, particularly age-related macular degeneration, and retinal degeneration, posterior uveitis, and intraocular tumors
- Provides complementary information to current imaging modalities - fluorescein angiography, indocyanine angiography and optical coherence tomography
- 2<sup>nd</sup> edition provides reader with up-to-date knowledge of basic aspects for FAF - synthesis and degradation of lipofuscin, techniques to image and quantify FAF, normal distribution and alteration that occur

## Key Features:

- Greatly expanded information—nearly doubled in size and coverage from 1/e
- Compares other imaging techniques where appropriate
- 1000+ photographs

## About the Author:

- Noemi Lois, MD - Centre for Vision and Vascular Science, Queens University,
- John Forrester, MD - Institute of Medical Sciences, Aberdeen & Grampian University Hospitals

## Competition:

- Agarwal: Fundus Fluorescein and Indocyanine Green, Slack, 2008 - doesn't cover FAF
- Holz: Atlas of FAF, Springer, 2007 - less images and coverage, old.

## Pub Date:

September

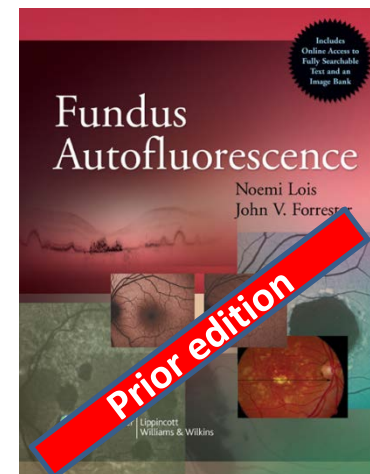
Price: \$184.99

Illustrations: 1,000+

Bundle: InKling

## Markets:

ophthalmology  
physicians and  
fellows



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# Key Backlist



Author/Title/Ed	Pub Date	Predicted units	Actual units	Months on market
Alfaro: Age-Related Macular Degeneration, 2e	10/4/2014	1,799	268	2.3
Wilson: Pediatric Cataract Surgery, 2e	2/11/2014	1,194	371	9.9
Rootman: Orbital Surgery, 2e	11/18/2013	1,803	678	12.6
Kertes: Evidence-Based Eye Care, 2e	10/23/2013	1,202	445	13.5
Nelson: Harley's Pediatric Ophthalmology, 6e	9/30/2013	1,556	592	14.2
Bennett: Clinical Manual of Contact Lenses, 4e	9/23/2013	2,801	1,581	14.5
Hartnett: Pediatric Retina, 2e	9/5/2013	1,097	494	15.0
Scheiman: Clinical Management of Binocular Vision, 4e	8/23/2013	5,500	1,896	15.5
Feder: The LASIK Handbook, 2e	5/23/2013	1,797	570	18.4
Lois: Complications of Vitreo-Retinal Surgery, 1e	5/13/2013	1,901	647	18.7
Dutton: Atlas of Oculoplastic and Orbital Surgery, 1e	10/16/2012	2,994	1,009	25.5
Rhee: Glaucoma (Wills Eye), 2e	5/29/2012	4,401	1,334	30.0
Savino: Neuro-ophthalmology (Wills Eye), 2e	5/16/2012		1,484	30.4
Taub: Visual Diagnosis and Care of the Patient with Special Needs, 1e	5/7/2012	3,500	624	30.7
Fineman: Retina (Wills Eye), 2e	5/2/2012	4,495	2,324	30.9
Gerstenblith: The Wills Eye Manual, 6e	3/19/2012	25,996	13,178	32.3

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# List Plans

## Scheduled for 2016 and 2017

- Bagheri/Wills Eye Manual/7e 2016
- Sheth/OCT Manual/1e 2016
- Shields/Eyelid, Conjunctival, and Intraocular Tumor/3e 2016
- Flynn/Endophthalmitis 2017
- Multiple/Wills Eye Colour Atlas Series 2017
- Kunimoto/Wills Eye Video Atlas of Ocular Surgery 2017
- Eagle/Eye Pathology Atlas and Text 2017
- Onofrey/Ocular Therapeutics Handbook/4e 2017
- Erickson/Oculoplastics/1e 2017

## New Editions?

- OCT

## Holes in specialty?

- Retina, OCT

Appendix

# Emergency Medicine

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# Shah: Essential Emergency Medicine Procedures, 2e



## About the Book:

- Presents the most commonly seen procedures in a consistent, bulleted, outline format, organized by body systems with corresponding ultrasound procedures

## Key Features:

- Safety and Quality section is added to this edition combining Common Pitfalls and Pearls, aligning with the ACA's focus on outcomes-based management
- 7 new critical care chapters have been added - Video Laryngoscopy, Delayed Sequence Intubation, No DESAT & Pulse Oximetry Lag, Meconium Aspirator, E-FAST, plus Retrograde Urethrogram/Cystogram and Soft-Tissue Ultrasound
- New Trauma section and Foreign Body Removal Section
- Now in color

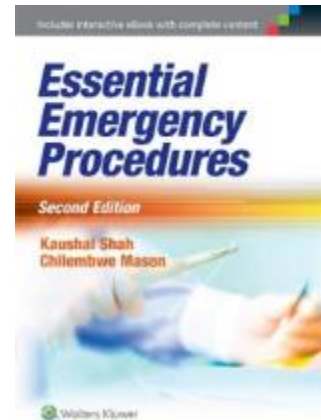
## About the Author:

- Kaushal Shah, MD - Residency Director, Emergency Department Director of Trauma Services, St. Luke's-Roosevelt Hospital Center, University Hospital of Columbia University College
- Chilembwe Mason, MD - Attending, Department of Emergency Medicine, Bronx-Lebanon Hospital Center

## Competition:

- Roberts and Hedges' Clinical Procedures in Emergency Medicine, 2013, Elsevier \$239
- Reichman, Emergency Medicine Procedures, 2013, McGraw Hill, \$225.00
- Buttaravoli, Minor Emergencies, 2012, Elsevier, \$89.95

**Pub Date:** April  
**Price:** \$89.99  
**Illustrations:**  
337  
**Bundle:** Inking  
**Markets:** ED  
physicians and  
residents,  
urgent care, PA,  
NP



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# Britnell: Emergency Medicine CAQ Review for Physicians Assistants



## About the Book:

- Written for PAs by EM-PAs who have passed the CAQ exam - study guide for the Physician Assistants EM-CAQ exam
- Exam helps increase chances for promotions, recognition and responsibilities

## Key Features:

- Approved by the Society of Emergency Medicine Physician Assistants (SEMPA)
- Written using the NCCPA emergency medicine content as a blueprint
- 250 multiple choice questions that mimic the exam; includes rationales for correct and incorrect answers
- Covers every major of PA fields

## About the Author:

- Jessica J. Britnell, MS, PA-C
- Hannah Dodd, MS, PA-C
- Kristin Vella Gray, MS, PA-C

## Competition:

- None - unique content for a growing physician assistant subspecialty

**Pub Date:** July  
**Price:** \$.99  
**Illustrations:** 27  
**Bundle:** Inking  
**Markets:**  
Physician  
assistants

# Sherman: Atlas of Clinical Emergency Medicine



## About the Book:

- Visual guide to the diagnosis and management of medical and surgical emergencies, fresh approach designed for ease-of-use and gathering clinical information quickly.
- Replaces Greenberg's Text-Atlas of Emergency Medicine

## Key Features:

- Table of Contents focus on key disorders and diseases as seen in practice.
- Succinct, bulleted list format, key videos included to illustrate disorders as needed
- Highly visual approach-gather information they need in 3 min. or less

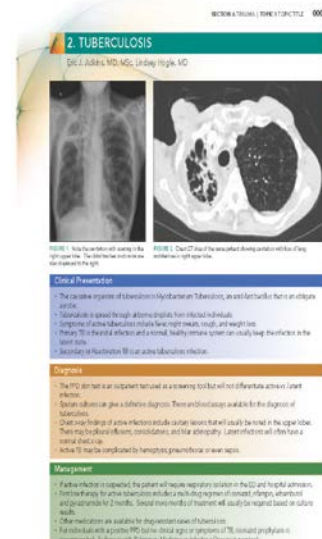
## About the Author:

- Scott Sherman, MD - Associate Professor, Pediatrics and Family Medicine, Emergency Medicine USD Sanford School of Medicine Attending Physician, Pediatric Emergency Medicine Sanford USD Medical Center & Sanford Children's Hospital
- Christopher Ross, MD - Assist. Residency Director and Assistant Professor, Dept. of Emergency Medicine/Rush Medical College
- Erik Nordquist, MD - Clinical Instructor, Dept of EM/Rush Medical College
- Ernest Wang, MD - clinical Assoc. Prof., North Shore University Health System

## Competition:

- Knoop: The Atlas of Emergency Medicine, McGraw Hill, 2009, \$253

**Pub Date:** June  
**Price:** \$249.99  
**Illustrations:** 950  
**Bundle:** Inking  
**Markets:**  
Emergency  
medicine  
physicians &  
residents, NPs,  
PAs



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1/12/2015

# Koyfman: Emergency Medicine Images, e-Only Inkling eBook



Wolters  
Kluwer

## About the Book:

- Serve as an emergency medicine visual diagnosis and practical management resource
- Images are organized by each of the emergency medicine subspecialties and include one-page overview of the differential diagnosis, history, management, disposition, key references, corresponding radiologic images

## Key Features:

- Includes commonly used US, CT, MR images, and EKGs of diagnoses
- More 500 multi-modality radiologic images

## About the Author:

- Alex Koyfman, MD - University of Illinois at Peoria/OSF St Francis Medical Center

## Competition:

- Knoop: Atlas of Emergency Medicine, McGraw Hill, 2009, \$239 - not just radiology
- Holstege: Visual Diagnosis in Emergency Medicine, BMJ, 2011, \$89

### Pub Date:

September

Price: \$59.99

Illustrations: 500

Markets: EM  
physicians and  
residents

# Backlist Titles - Emergency Medicine

- Cosby: Practical Guide to Emergency Ultrasound, 2e, 2013
  - 840 units sold to date, down 41% against prior edition
  - 2014 sold 212 units (compared to 852 units Y2 of second edition)
- Aaronson: Emergency Medicine Evidence, 2014
  - 1st edition, 589 units sold to date, Y1 forecast 924 units
- Zane: Pocket Emergency Medicine, 3e
  - 2600 units sold to date-down 30% against prior edition

## Specialty Questions

- What are you missing?
  - New toxicology manual?
  - EM-focused wound care?
  - Minor emergencies?
- What revisions would you like to see?



Appendix

# Pediatrics

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# Cabana: 5-Minute Pediatric Consult, 7e



## About the Book:

- Premium: bundled with 1-year access to full content on 5MinuteConsult.com
- Immediate, practical advice on problems seen in infants, children, and adolescents

## Key Features:

- 450+ diseases covered in 5Minute, quick reference 2-page format
- All topics are also reviewed by a PharmD
- Chief complaints section addresses workup and treatment of 50 signs and symptoms
- Medication index, syndromes glossary, surgical glossary, laboratory values, and tables
- Additional key features on 5MinuteConsult.com

## About the Author:

- Michael Cabana, MD - Professor, Department of Pediatrics, UCSF School of Medicine, San Francisco, CA

## Competition:

- Hopkins: Harriet Lane Handbook, 2011, Elsevier, \$60 w/ Expert Consult
- Garfunkel: Pediatric Clinical Advisor, 2007, \$114, not being revised
- Hay: Current Diagnosis & Treatment Pediatrics, McGraw Hill, 2012, \$80

**Pub Date:** May

**Price:** \$99/\$199

**Illustrations:** 0

**Bundle:**

5MinuteConsult.com

**Markets:** pediatrics, primary care, family medicine, internal medicine

ACTIVATE 1-YEAR ACCESS  
TO EXCLUSIVE ONLINE CONTENT, CME/CE CREDITS, AND UPDATES AT  
5MINUTECONSULT.COM

The  
5-Minute  
Pediatric  
Consult  
Premium  
2016

7<sup>th</sup> EDITION

1-YEAR  
ENHANCED ONLINE  
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1/12/2015

Wolters Kluwer

5MinuteConsult  
www.5minuteconsult.com

# Mindell: Clinical Guide to Pediatric Sleep, 3e

## About the Book:

- Synthesizes current information about the assessment and treatment of sleep disorders in children and adolescents
- Emphasize incorporating sleep medicine into community-based primary care pediatric and family practice settings, as well as within child mental health settings

## Key Features:

- Revised AASM and AAP standards of practice for pediatric sleep disorders
- AAP Clinical Practice treatment guidelines
- AASM 2012 sleep scoring guidelines
- New and novel resources for pediatric obstructive sleep apnea and insomnia
- Updated ICSD-3 and DSM-V criteria
- 2-color design

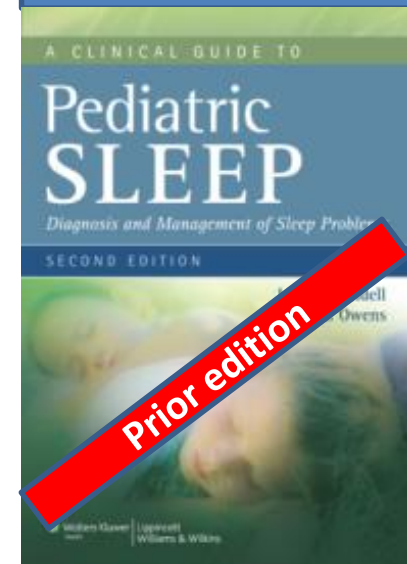
## About the Author:

- Jodi Mindell, PhD - Professor of Psychology, Director, Graduate Program in Psychology, Saint Joseph's University Philadelphia, PA
- Judith Owens - Associate Professor, Brown University

## Competition:

- Sheldon: Principles and Practice of Pediatric Sleep, Elsevier, 2005 - usually bought with this book

**Pub Date:** June  
**Price:** \$79.99  
**Illustrations:** 20  
**Bundle:** InKling  
**Markets:** specialized pediatric sleep clinicians, psychiatrists, pediatricians, PAs, residents, family medicine, practitioners



# Staheli: Fundamentals of Pediatric Orthopedics, 5e



## About the Book:

- Geared to the everyday needs of pediatricians, primary care physicians, and orthopedists - guide to the diagnosis and management of pediatric orthopedic problems

## Key Features:

- Color design
- Added focus for PCP
- Additional trauma principles
- Parent education
- Updated treatment plans

## About the Author:

- Lynn Staheli, MD: Emeritus Professor, Department of Orthopedics, University of Washington School of Medicine, Seattle, Washington

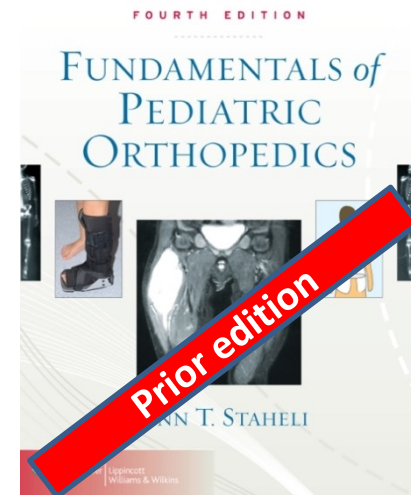
## Competition:

- Dormans: Core Knowledge in Orthopedics, Mosby, 2005, \$104 - for ORS market
- Jones & Weiner: Pediatric Orthopedics, Cambridge, 2004, \$100 - black and white

## WKH Related Titles

- Staheli: Practice of Pediatric Orthopedics, 2e, 2006 - on Ortho list, geared toward ORS market

**Pub Date:** July  
**Price:** \$159.99  
**Illustrations:**  
**Bundle:** Inkling  
**Markets:** pediatricians and residents family medicine practitioners and residents, NP, PA students



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# MacDonald: Avery's Neonatology, 7e



## About the Book:

- Practical guide to understanding the pathophysiology of the newborn so that appropriate treatment and decisions can be made
- 7e is a significant overhaul from the 6<sup>th</sup> - 25% reduction eliminates redundancy

## Key Features:

- Color design and images
- New Visual Diagnosis chapter written like Fletcher: Physical Diagnosis in Neonatology, but limited to key diagnosis
- Color format to improve image quality
- Visual format - lists, tables, images, bulleted sections
- Several new chapters: The Scope and Organization of Neonatology in North America with Comparative Global aspects, imaging, hematology, infections in the newborn

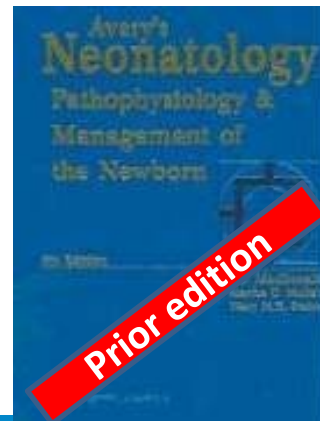
## About the Author:

- Mhairi MacDonald, MB, MHP - Professor of Pediatrics/Neonatology, George Washington University, Children's Medical Center, Washington DC
- Molly Seshia, MD - Professor of Pediatrics, Univ. of Manitoba, Women's Hospital, Winnipeg, Canada

## Competition:

- Fanaroff & Martin's Neonatal-Perinatal Medicine, Elsevier, 2010 -difficult read

**Pub Date:** July  
**Price:** \$249.99  
**Illustrations:** 250  
**Bundle:** Inkling  
**Markets:**  
neonatology  
fellows,  
pediatricians,  
neonatologists,  
OBGYN



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1/12/2015

# Neinstein: Neinstein's Adolescent and Young Adult Healthcare: A Practical Guide, 6e



## About the Book:

- Designed for daily office use for a look at normal growth and development, in order to provide the proper framework to consider abnormalities
- Chapters include ways to build a rapport with teenagers, legal issues associated with the care of teens and psychosocial care

## Key Features:

- Color design for inclusion of images
- More algorithms, photos, tabs and bulleted text
- Chapters are reformatted for consistency, reads more like a usable guide

## About the Author:

- Lawrence Neinstein, MD - Exec. Dir., USC University Park Health Center
- Debra Katzman, MD - Professor of Pediatrics, Division of Adolescent Medicine, Department of Pediatrics, Univ. of Toronto. Associate Scientist at the Research Institute at The Hospital for Sick Children.

## Competition:

- Bright Futures: Guidelines for Health Supervision, AAP, 2007 \$65 - popular

## WKH Related Titles:

- Emans: Pediatric & Adolescent, 2012
- Goroll: Primary Care Medicine, 2014
- Kaplan & Sadock: Synopsis of Psychiatry, 2014

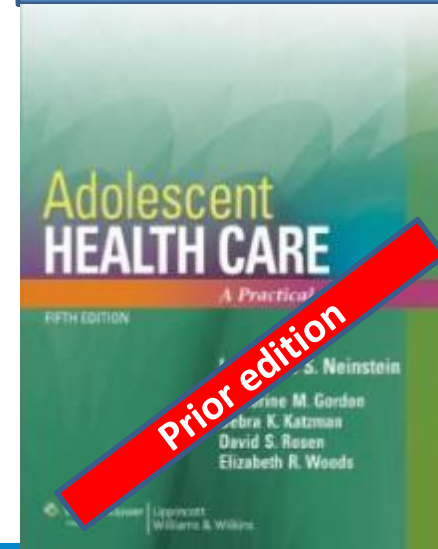
**Pub Date:** September

**Price:** \$139.99

**Illustrations:**

**Bundle:** Inkling

**Markets:** pediatricians, pediatric nurse practitioners and physician assistants, family practitioners, gynecologists,



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# Backlist Titles - Pediatrics

- Brodsky: Neonatology Case Review, 1e, 2014
  - Feedback? STD 883 units
- Fasano: A Clinical Guide to Gluten-Related Disorders, 1e, 2013
  - Feedback? STD 760 units
- Freeman: Fetal Heart Rate Monitoring, 4e
  - STD 1,846, why the decline?

## Specialty Questions:

What are you missing? What revisions would you like to see?

- Board review?



# Pease: Johnson's Practical Electromyography, 5e



## About the Book:

- Straight-forward revision; with key revisions - addition of information on burgeoning use of ultrasound in EMG testing. New information on treatment, not just diagnosis, and infection control

## Key Features:

- All images colorized/redrawn
- Videos and Q&A on Inkling
- Additional figures demonstrating pictorial guide to nerve conduction techniques
- New chapters on traumatic injury to nerves, including major traumas and general inquiries

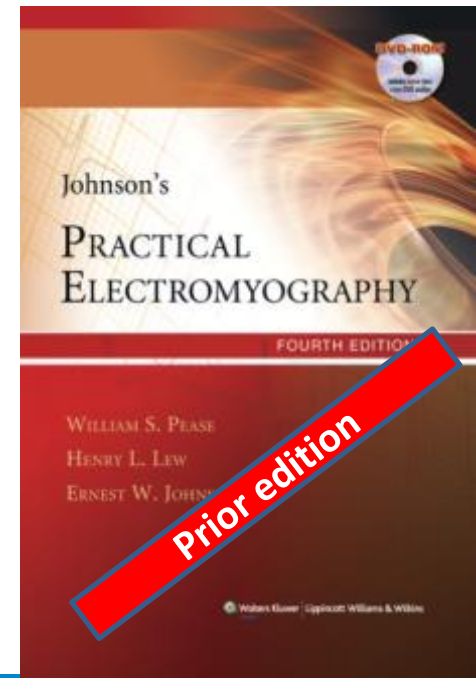
## About the Author:

- William Pease, MD - Emeritus Professor of PM&R, Ohio State Univ.
- Daniel Clinchot, MD - Assoc. Professor, Vice Dean, OSU
- Ernest Johnson, MD - Emeritus Professor of PM&R, Ohio State Univ.

## Competition:

- Preston: Electromyography and Neuromuscular, 2012, Elsevier \$199 w/ E.C.
- Siao: Practical Approach to Electromyography, 2011, Demos, \$99
- Dumitiru: Electrodiagnostic Medicine, 2011, Elsevier, \$285
- Katiriji: Electromyography in Clinical Practice, 2007, Elsevier, \$125

**Pub Date:** November  
**Price:** \$179.99  
**Illustrations:** 170  
**Bundle:** Inkling  
**Markets:**  
Physical medicine and  
rehabilitation  
practitioners, residents,  
neurologists



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Professional & Education

# Global Sales Meeting

2 0 1 5

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# Handbook of Signs & Symptoms, 5<sup>th</sup> Edition



## About the Book

- A comprehensive A-to-Z guide to the evaluation of more than 500 signs and symptoms.
- Includes assessment information and special considerations such as tests, monitoring, treatment, and gender and cultural issues for each entry.
- Covers emergency interventions, history and physical examination, medical and other causes with their associated signs and symptoms, and identifies specific signs and symptoms caused by emerging diseases

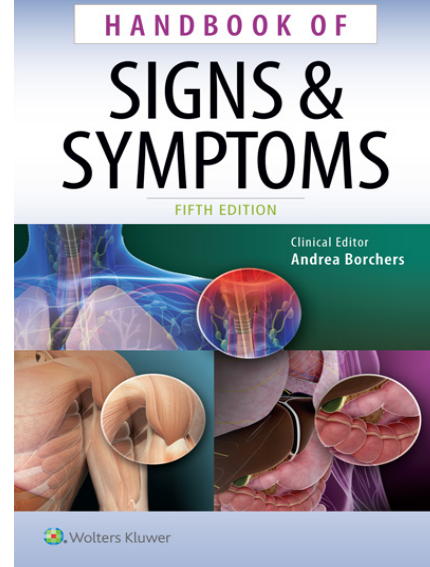
## Competition

- *Signs and Symptoms in Family Medicine*, Saunders, 2011, \$47
- *In A Page Signs & Symptoms*, Lippincott, 2008, \$47

## Previous Edition Sales

- TOTAL All Channels – 12,703 units
- International – 3,288 units

**Pub Date:** March  
**Price:** \$54.99  
**Page Count:** 816  
**ISBN:** 978-1-4511-9425-8  
**Markets:** Practicing Nurses (RN, LPN) and nursing students



# Nursing2016 Drug Handbook, 36<sup>th</sup> Edition

## About the Book

- Over 1,200 generic and 2,300 brand name drug entries
- Over 4,500 changes to clinical information
- 18 newly approved drugs

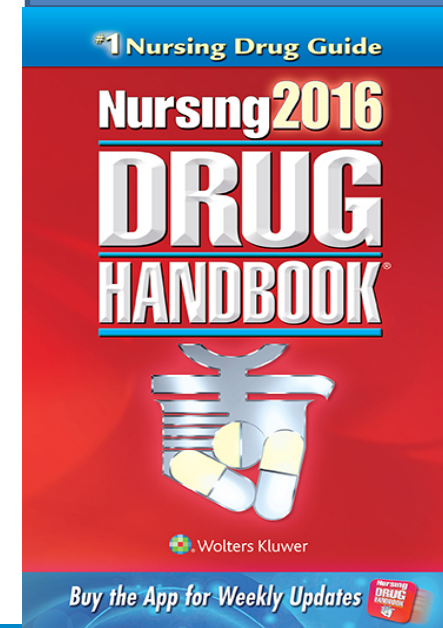
## Competition

- *Davis Drug Guide*, F.A. Davis, 2014, \$46
- *Mosby Nursing Drug Reference*, Elsevier, 2015, \$44

## Previous Edition Sales

- TOTAL All Channels – 110,000 units
- International – 3,094 units

**Pub Date:** May  
**Price:** \$44.99  
**Page Count:** 1,664  
**Illustrations:** 32-page  
Color Guide  
**ISBN:** 978-1-4698-8704-3  
**Markets:** Practicing  
Nurses and nursing  
students



# Lippincott Nursing Procedures, 7th Edition

## About the Book

- Organized A-to-Z with over 400 common to advanced procedures
- Added 7 new procedures (from the online Lippincott Procedures)
  - Cardioversion, synchronized
  - Gait belt use
  - - Intermittent infusion device flushing and locking
  - - Isolation garb use – donning & removal
  - - Nasal bridle insertion and removal
  - - Safe medication administration practice, general
  - - Weaning a patient from a ventilator

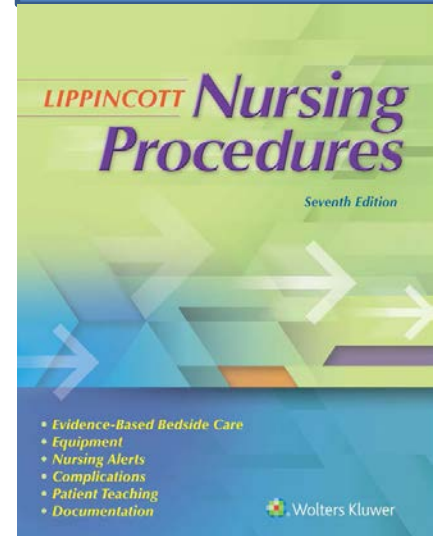
## Competition

- Mosby's Pocket Guide to Nursing Skills & Procedures, 8e, Elsevier, 2014, \$48
- Nurses' Guide to Clinical Procedures, Lippincott 2009 \$52

## Previous Edition Sales

- TOTAL All Channels – 11,859 units
- International – 1,827 units

**Pub Date:** October  
**Price:** \$74.95  
**Page Count:** 864  
**Illustrations:** 750  
**ISBN:** 978-1-4698-5303-1  
**Markets:** Practicing nurses in any setting (hospitals, long term care, physician's office, home healthcare) + nursing students



Nursing Practice

# Incredibly Easy Series

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# What's New in the Made Incredibly Easy Series



- New cover design
- New interior design
- Introducing Nurse Jake – our first male nurse
- An expert Clinical Editor with each new edition
- Completely updated, includes addition of new guidelines/ Standards, etc...
- Basic concepts expanded
- References at the end of every chapter, not a small list at the end of the book





# Fundamentals of Nursing Made Incredibly Easy,

2nd Edition



## About the Book

- Three easy sections: Foundational Concepts, General Nursing Skills, Physiologic Needs
- An ideal resource for students who may be struggling through their Nursing Fundamentals course
- Fully updated since last edition published in 2006

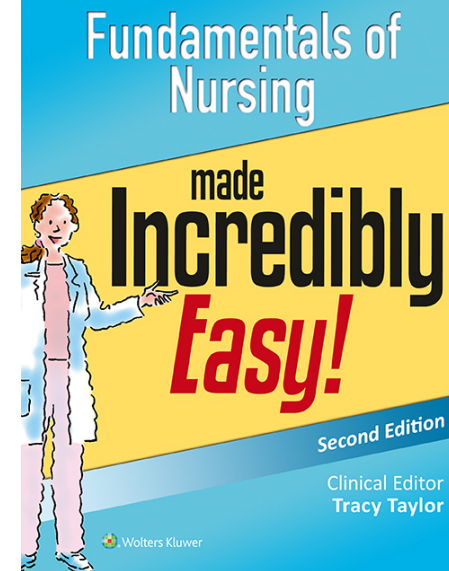
## Competition

- *Nursing made Insanely Easy*, I Can Publishing, 2011, \$35
- *Fundamentals Success: A Q&A Review Applying Critical Thinking to Test Taking*, F.A. Davis, 2011, \$42

## Previous Edition Sales

- TOTAL All Channels – 15,662 units
- International – 2,226 units

**Pub Date:** January 2015  
**Price:** \$49.99  
**Page Count:** 680  
**Illustrations:** 507  
**ISBN:** 978-1-4511-9424-1  
**Markets:** 1<sup>st</sup> year nursing students – RNs, LPNs, nurse assistants



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# Fluids and Electrolytes Made Incredibly Easy,

6th Edition



## About the Book

- Organized into four parts to provide comprehensive coverage
- Fluid, electrolyte, and acid-base basics
  - Fluid and electrolyte imbalances
  - The importance and management of imbalances in major health problems
  - Treatments
- Fully updated since last edition published in 2010

## Competition

- *Fluid, Electrolyte, and Acid-Base Imbalances*, F.A. Davis, 2013, \$45
- *Fluid and Electrolyte Balance: Nursing Considerations*, Jones & Bartlett, 2010, \$71
- *Pearson Reviews & Rationales: Fluids, Electrolytes, & Acid-Base Balance with Nursing Reviews & Rationales*, Prentice Hall, 2012, \$51
- *Fluid and Electrolyte Notes: Nurse's Clinical Pocket Guide*, F.A. Davis, 2012, \$25

## Previous Edition Sales

- TOTAL All Channels – 37,625 units
- International – 6,157 units



**Pub Date:** February 2015  
**Price:** \$49.99  
**Page Count:** 392  
**Illustrations:** 463  
**ISBN:** 978-1-4511-9396-1  
**Markets:** Practicing nurses,  
nursing students

## Fluids & Electrolytes

made  
**Incredibly  
Easy!**

Sixth Edition

Clinical Editor  
Laura Willis

Wolters Kluwer

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# Psychiatric Nursing Made Incredibly Easy,

2nd Edition



## About the Book

- Helps nurses & students master the assessment, management, and recovery of mental health patients.
- Presents symptoms, causes and diagnostic methods for more than 70 psychiatric disorders describing the latest in treatment approaches, psychopharmacology, and nursing interventions.
- Fully updated since last edition published in 2003

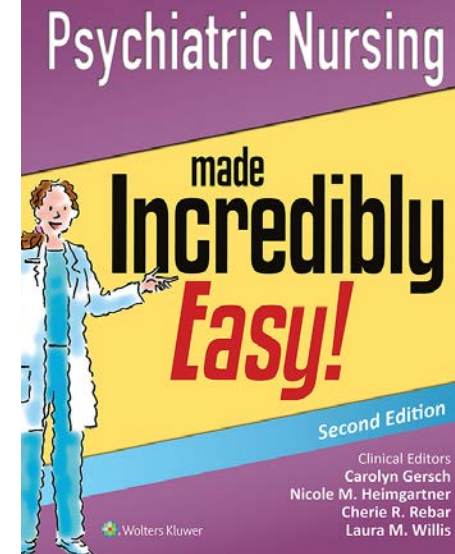
## Competition

- *PsychNotes: Clinical Pocket Guide*, 4th Edition, F.A. Davis, 2013, \$30
- *Manual of Psychiatric Nursing Care Planning*, Elsevier 2014, \$47
- *Psychiatric Mental Health Nursing Success*, F.A. Davis, 2013, \$37

## Previous Edition Sales

- TOTAL All Channels – 23,931 units
- International – 3,212 units

**Pub Date:** May 2015  
**Price:** \$49.99  
**Page Count:** 600  
**Illustrations:** 604  
**ISBN:** 978-1-4511-9255-1  
**Markets:** Psych / Mental Health nurses, nursing students, ER Nurses, Family Practice nurses



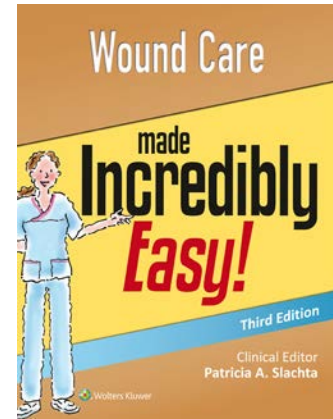
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# More Incredibly Easy New Editions in 2015



## September

- ***Nursing Procedures Made Incredibly Easy***: 978-1-4963-0041-6
  - Previous Ed. Sales: 18,053; Internat'l – 2,529
- ***Wound Care Made Incredibly Easy***: 978-1-4963-0631-9
  - Previous Ed. Sales: 13,200; Internat'l – 2,257



## October

- ***Critical Care Nursing Made Incredibly Easy***: 978-1-4963-0693-7
  - Previous Ed. Sales: 24,157; Internat'l – 3,149
- ***Dosage Calculations Made Incredibly Easy***: 978-1-4963-0837-5
  - Previous Ed. Sales: 14,421; Internat'l – 1,516

## November

- ***Hemodynamic Monitoring Made Incredibly Visual***: 978-1-4963-0699-9
  - Previous Ed. Sales: 17,071; Internat'l – 3,302
- ***ECG Interpretation Made Incredibly Easy***: 978-1-4963-0690-6
  - Previous Ed. Sales: 46,116; Internat'l – 11,346



Nursing Practice

# More New Titles for 2015

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# Telephone Triage Protocols, 5th Edition

## About the Book

- A rapid-access resource that delivers more than 200 triage protocols for evaluating patients' symptoms over the telephone
- Each symptom entry lists questions, grouped by urgency level, to determine whether the caller should seek emergency care immediately, seek medical care the same day, call back for appointment, or follow home care instructions.
- Detailed home care instructions are then provided

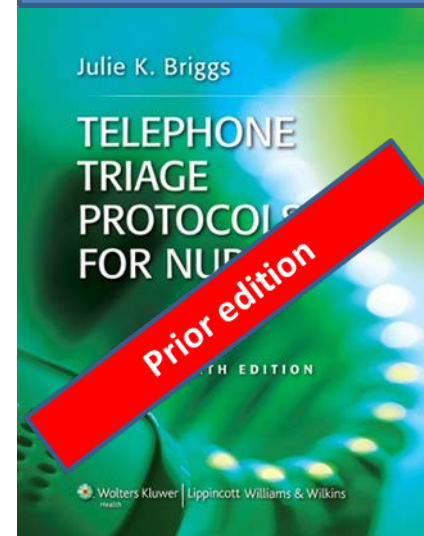
## Competition

- Telephone Triage: Protocols for Adult Populations, McGraw-Hill, 2009, \$59
- Adult Telephone Protocols: Office Version, American Academy of Pediatrics, 2012 \$90

## Previous Edition Sales

- TOTAL All Channels – 20,054 units
- International – 2,753 units

**Pub Date:** July  
**Price:** \$69.99  
**Page Count:** 624  
**ISBN:** 978-1-4511-9429-6  
**Markets:** Practicing nurses in emergency, family medicine, pediatrics, OB-GYN, long term care, home healthcare





# Intrapartum Management Modules, 5<sup>th</sup> Edition



## About the Book

- Contains 19 modules covering assessment of the pregnant woman and her fetus, through labor and delivery, to postpartum evaluation and care.
- Step-by-step & How-to guide for the nurse from fetal monitoring to management of high risk situations.
- New modules on cultural competence and OB Emergencies, including hemorrhage and Caesarian delivery and new content on legal accountability, maternal and newborn transport, electronic fetal monitoring, and domestic violence assessment.

## About the Author

- **Betsy B. Kennedy**, PhD, RN, CNE is an Associate Professor of Nursing at Vanderbilt University

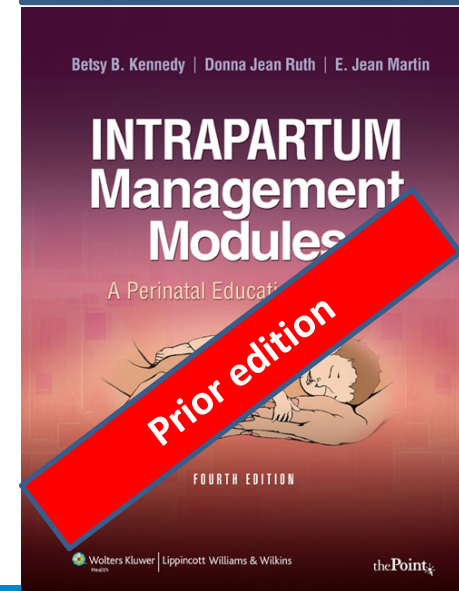
## Key Meetings

- May - ACOG: American College of Obstetricians & Gynecologists, San Francisco, CA
- June – AWHONN: Assoc. of Women’s Health Obstetric & Neonatal Nurses, Long Beach, CA
- June - ACNM: American College of Nurse-Midwives, National Harbor, MD
- October – NANN: National Association of Neonatal Nurses, Dallas, TX

## Previous Edition Sales

- TOTAL All Channels – 10,650 units
- International – 600 units

**Pub Date:** August 2015  
**Price:** \$69.99  
**Page Count:** 680  
**ISBN:** 978-1-4511-9463-0  
**Markets:** OB / GYN,  
Maternal-Neonatal, Labor  
& Delivery, NICU nurses  
**Prior Edition Pub Date:**  
2008



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# Issues of Cancer Survivorship: A Nurse's Approach to Care, 1st Edition

Debra Kantor



## About the Book

- Addresses experiencing life with cancer, from diagnosis to living with and beyond cancer.
- Focuses on the psychological impact of cancer, including the distress, uncertainty, and short-term and long-term side effects of treatments; body image issues, impact of the disease on finances, impact on family relationships, and social support.
- Also covers cancer in children and secondary cancers as a result of the treatment they received

**Pub Date:** September 2015

**Price:** \$69.99

**Page Count:** 512

**ISBN:** 978-1-4511-9438-8

**Markets:** Oncology nurses

## Competition

- Implementing Cancer Survivorship Care Planning, National Academies Press, 2006, \$65
- Mosby's Oncology Nursing Advisor: A Comprehensive Guide to Clinical Practice, Elsevier, 2008, \$77

## Key Meetings

- April - ONS: Oncology Nursing Society, Orlando, FL
- October – NAHC: National Association Home Care & Hospice Expo, Nashville, TN

When you have to be right™

Jan 5-7, 2015

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14

# Quick Reference to Critical Care, 5<sup>th</sup> Edition



## About the Book

- Pocket-sized reference guide to procedures, treatments, and stabilization techniques for disorders, injuries, and patient situations commonly seen in the critical care setting
- Updated for use by nursing students as well practicing critical care nurses.
- Organized by body system, with problems of each system alphabetized. The second section contains essential information on drugs, dosing, conversions, calculations, compatibilities, laboratory tests.

## Competition

- *Emergency & Critical Care Pocket Guide*, Jones & Bartlett, 2013, \$24
- *Concise Review of Critical Care, Trauma and Emergency Medicine: A Quick Reference Guide of ICU and ER Topics*, Outskirts Press, 2013, \$17
- *Critical Care Notes: Clinical Pocket Guide*, F.A. Davis, 2009, \$24

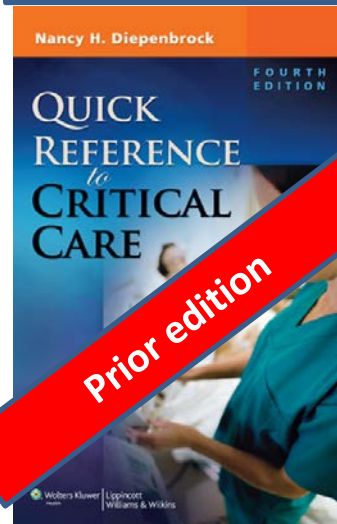
## Key Meetings

- May – NTI: National Teaching Institute & Critical Care Exposition - AACN: American Association of Critical-Care Nurses, San Diego, CA
- September - ENA: Emergency Nurses Association, Orlando, FL

## Previous Edition Sales

- TOTAL All Channels – 15,780 units
- International – 2,320 units

**Pub Date:** October 2015  
**Price:** \$53.99  
**Page Count:** 408  
**ISBN:** 978-1-4511-9426-5  
**Markets:** Critical Care and ICU nurses; Emergency and trauma nurses



When you have to be right™

# Wound Care Essentials, 5<sup>th</sup> Edition



## About the Authors

- **Sharon Baranoski**, MSN, RN, CWCN, APN-CCRN, DAPWCA, FAAN is *President*, Wound Care Dynamics, Inc., Nurse Consultant Services, Shorewood, Illinois and *Symposium Director*, Clinical Symposium on Advances in Skin & Wound Care
- **Elizabeth A. Ayello**, PhD, RN, ACNS-BC, CWON, MAPWCA, FAAN is *Faculty*, Excelsior College School of Nursing, Albany, New York and *Clinical Associate Editor*, Advances In Skin & Wound Care

## Competition

- Wound Healing and Skin Integrity: Principles and Practice, Wiley, 2013, \$55
- Acute and Chronic Wounds: Current Management Concepts, 4e, Elsevier, 2011, \$85

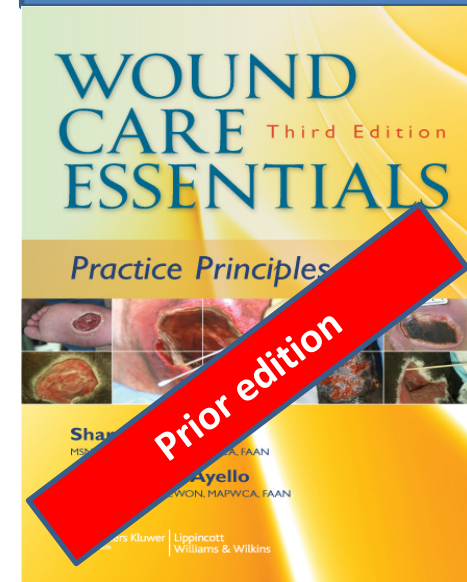
## Key Meetings

- March – APWCA: American Professional Wound Care Association, Philadelphia, PA
- April - DNA: Dermatology Nurses Association, Las Vegas, NV
- April – SAWC: Society on Advanced Wound Care, San Antonio, TX
- June – WOCN: Wound, Ostomy & Continence Nurses, San Antonio, TX
- September - Wound Care Symposium, New Orleans, LA

## Previous Edition Sales

- TOTAL All Channels – 8,812 units
- International – 2,206 units

**Pub Date:** September 2015  
**Price:** \$69.99  
**Page Count:** 616  
**Illustrations:** 700  
**ISBN:** 978-1-4698-8913-9  
**Markets:** Critical Care and ICU nurses; Emergency and trauma nurses, Wound Care specialists, Dermatology nurses



When you have to be right™

# Dermatology for Advanced Practice Clinicians

Margaret Bobonich & Mary Nolen



## About the Book

- Well-known author who is a very popular speaker at conferences.
- Presents dermatosis knowledge and patient care in terms relevant to everyday clinical practice.
- A definitive clinical reference for developing accurate, informed differential diagnoses for commonly presented skin conditions
- More than 600 color photos of common skin diseases from author's personal collection, and numerous quick-reference tables
- Focus is on skin diseases that are most common, most potentially threatening, and most infectious

**Pub Date:** November 2014

**Price:** \$99.99

**Page Count:** 496

**ISBN:** 978-1-4511-9197-4

**Markets:** Advanced  
Practice Nurses,  
Dermatology nurses

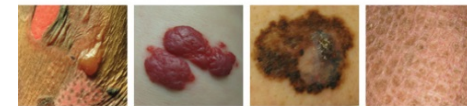
## Competition

- Dermatology for the Advanced Practice Nurse, Springer, 2014, \$84

## Key Meetings

- March – APWCA: American Professional Wound Care Association, Philadelphia, PA
- April - DNA: Dermatology Nurses Association, Las Vegas, NV
- April – SAWC: Society on Advanced Wound Care, San Antonio, TX
- June – WOCN: Wound, Ostomy & Continence Nurses, San Antonio, TX
- September - Wound Care Symposium, New Orleans, LA

DERMATOLOGY  
FOR ADVANCED  
PRACTICE  
CLINICIANS



Wolters Kluwer

Margaret A. Bobonich  
Mary E. Nolen

When you have to be right™

Jan 5-7, 2015

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17

Global Sales Conference  
Baltimore, 2015  
Health Professions International Session

When you have to be right™

# Agenda

- HP Strategy
- Product Reviews
  - Neuroscience
  - Exercise Science
  - Nutrition
  - A&P
  - PT/OT/Speech (Health Library)
  - Dental
  - Massage
  - Imaging
  - Phlebotomy/Clin Lab Sciences
- Open Discussion- Topics Provided

# The Game

- We've peppered photos of key HP authors throughout the presentation
- Guess the author first, win a prize!



# STRATEGY

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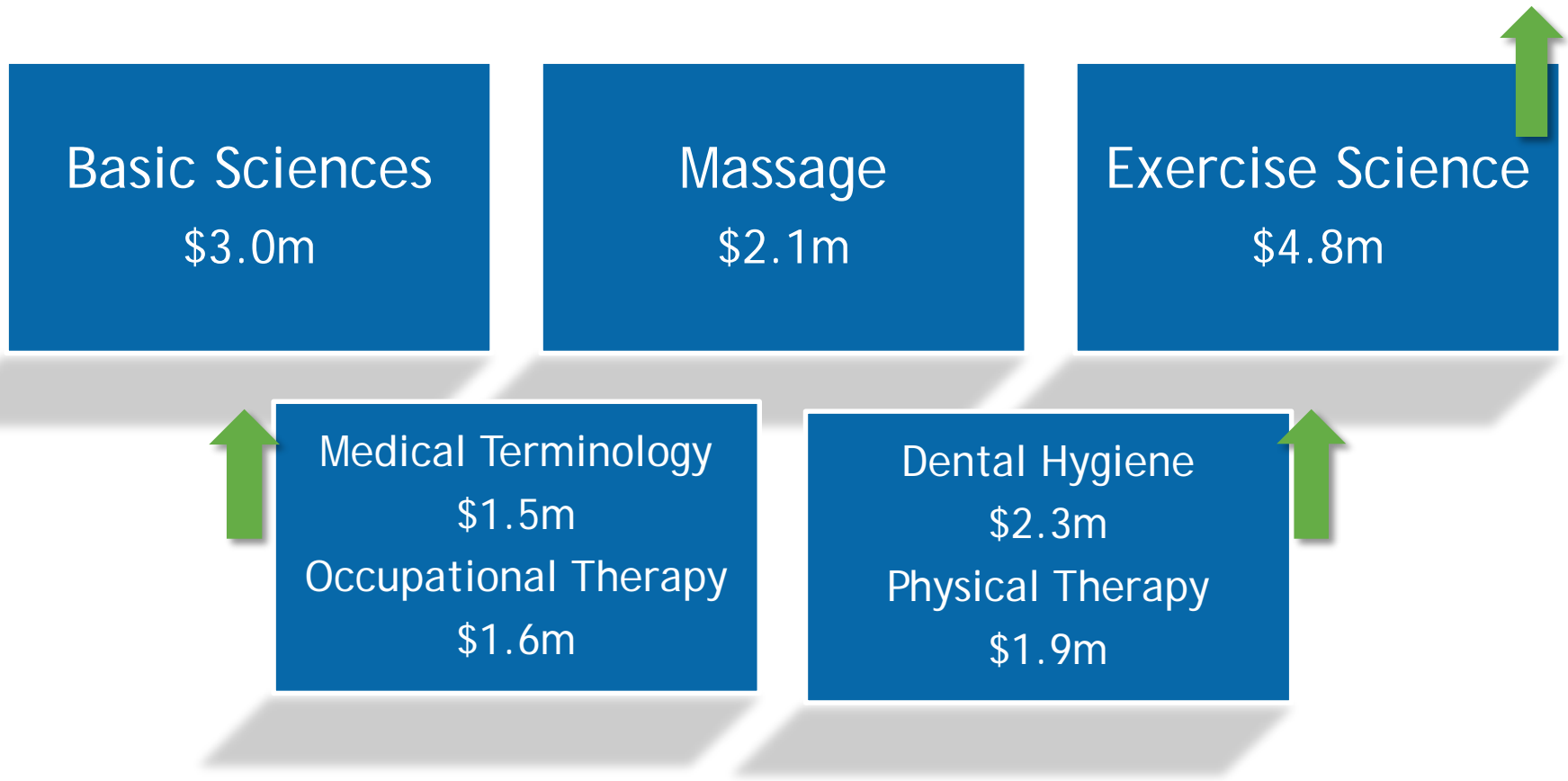
# Health Professions Revenue (2013-2017)



When you have to be right™

# Top HP lists by annual revenue

(2014 LE3 revenue )



# Growth Lists

■ Exercise Science-	\$4.8m/19%
■ Dental Hygiene-	\$2.3m/9%
■ Physical Therapy-	\$1.9m/7%
■ Occupational Therapy-	\$1.6m/6%
■ Medical terminology-	\$1.5m/6%
■ Imaging-	\$1.3m/5%
■ Medical Assisting-	\$1.2m/5%



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# Who Am I?



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# Maintain lists

- Basic Sciences- \$3m/12%
- Phlebotomy- \$1.9m/7%
- Massage- \$2.1m/8%

# HP SWOT analysis

## Strengths-

- Exercise science, Occupational Therapy, Phlebotomy, Dental hygiene
- PrepU
- Optum
- Several Top titles (McCall, Radomski, McCardle, Wilkins, ACSM...)
- Focused in health markets with higher value on learning material
- Small focused team

## Weaknesses

- Digital transition moving more slowly with customers
- Rapport with inherited large outside accounts
- Diverse set of lists
- Vulnerability in career space
- Titles Off cycle
- Lack of accurate customer database
- Reliance on Print revenue
- Technology service/training for scale

## Opportunities

- Shift more revenue to digital
- Modify revision cycles
- Editorial/marketing/sales alignment
- Sales focus primarily on HP
- Deep pre-pub market development for AAA
- Relative low market share in some large markets
- Exercise Science consistent growth limited competition
- Diversify customer portfolio in career space
- Signing in growth areas
- Drive technology usage

## Threats

- Decreasing enrollments in career
- Market move to digital before we do
- Miss digital window of opportunity
- Digital implementation-support infrastructure
- Competition technology investment
- Overall sell-through in backlist years
- Succeeding in large accounts with limited outside salesforce.



# Grow, Maintain, Harvest

## Grow-

- Strategic signing
- Invest in digital
- Invest in additional resources
- Prune list to facilitate growth of list

## Maintain-

- No signing
- Selectively revise
- Extend revision cycles
- Prune lists to reduce risk and provide focus
- Limited digital investment to maintain revenue or reinvent

## Harvest-

- No investment, no signing, revision, manage inventory

# List Prioritization

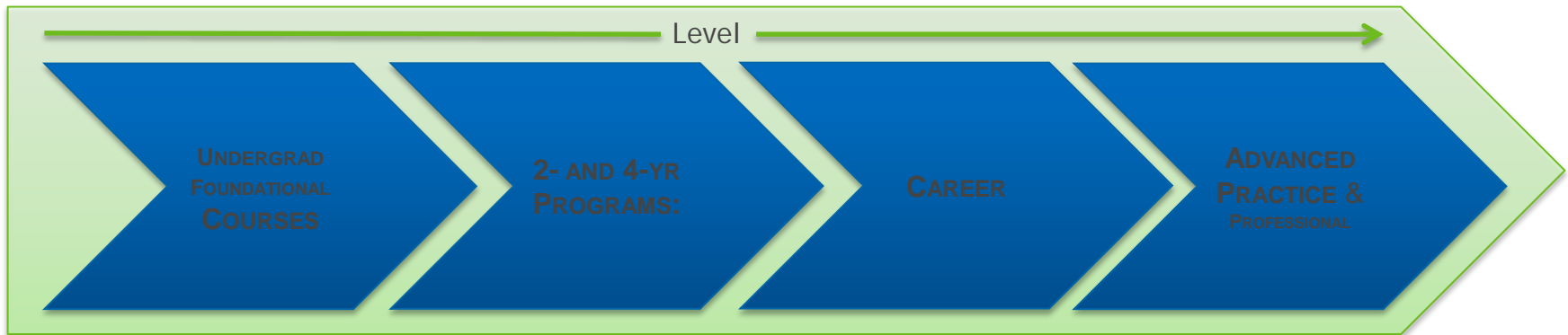
## Strategy by program

# Portfolio Clusters

- Market Segment Strategies
  - Advanced Practice/Professional
  - 2yr/4yr school “programs”
  - Foundational Courses
  - Career

# Health Professions Portfolio Clusters

## Tier 1 Grow, Tier 2 Maintain, Tier 3 Harvest



- Undergraduate courses that are prerequisites for students entering or in Health Profession programs, including Nursing. Can be taught out of undergraduate department (e.g., A&P in Biology department).
- **Tier 1:** Med term
- **Tier 2:** A&P, Microbiology, Pathophysiology, Neuroscience
- **Tier 3:** Intro to health, student success
- Courses and programs that are often taught in a Nursing school or in combined Nursing/Allied Health schools/departments
- **Tier 1:** Dental Hygiene, Exercise Science, Med Asst, Rad Tech, Sonography
- **Tier 2:** Rehab Science,, ClinLabScience, Nutrition/ Dietetics, Athletic Training
- Programs that are predominantly taught in career / for-profit setting
- **Tier 1:** Med Asst, Phlebotomy; OTA
- **Tier 2:** Massage Therapy
- **Pending assessment-**, PTA, Dental Asst
- **Tier 3:** Pharm Tech
- Masters/ Doctoral level programs and professional market.
- **Tier 1:** PT, OT, Exercise science certification
- **Tier 2:** Speech Language & Hearing/Audiology

# Growth Strategies

- Balancing FL portfolio in “down” years.
- Selected signings in designated growth areas.
- Continued escalation of digital product line.
- Increase PrepU, Health Library, CoursePoint , and other existing P & E platform offerings..
- Learn more about international needs by region
- Explore more digital product n best-selling International product lines
- Continued move toward more strategic product development and inclusion of key customers through the process

# Who Am I?

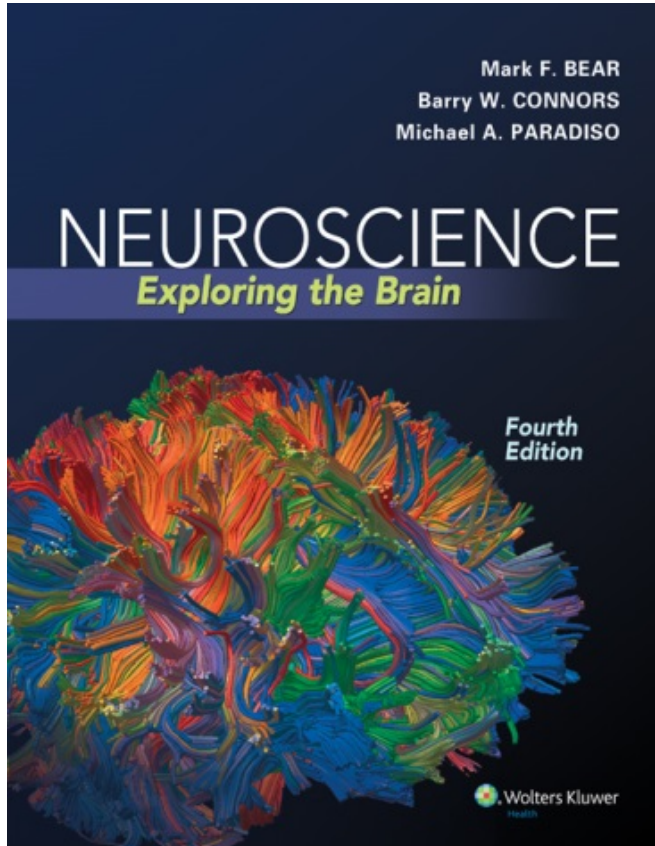


When you have to be right™

# NEUROSCIENCE

When you have to be right™

# *Neuroscience: Exploring the Brain 4e*



Mark Bear, Barry Connors, and  
Michael Paradiso

March 2015



# *Neuroscience: Exploring the Brain*



## The Story

- “Exploration” theme helps to hold student interest and inspire excitement
- Rapid advances in field of neuroscience now reflected in book
- Leading author team is internationally renowned
- Expanded features bring the book to currency

# Neuroscience: Exploring the Brain

## The Story

- “Exploration” theme helps to hold student interest and inspire excitement

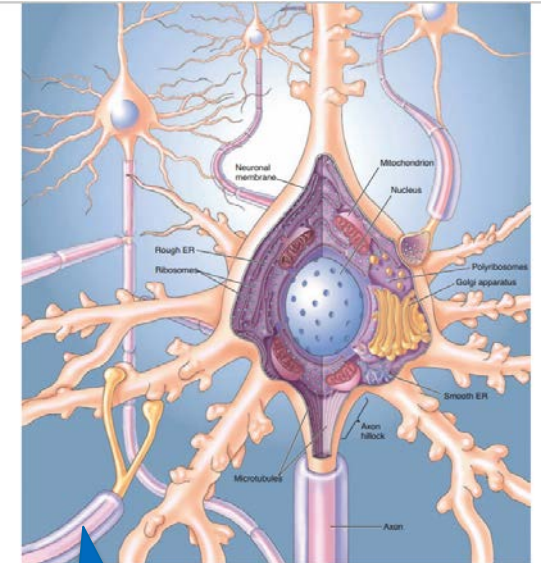
### THE PROTOTYPICAL NEURON

As we have seen, the neuron (also called a *nerve cell*) consists of several parts: the soma, the dendrites, and the axon. The inside of the neuron is separated from the outside by the *neuronal membrane*, which lies like a circus tent on an intricate internal scaffolding, giving each part of the cell its special three-dimensional appearance. Let's explore the inside of the neuron and learn about the functions of the different parts (Figure 2.8).

#### The Soma

We begin our tour at the soma, the roughly spherical central part of the neuron. The cell body of the typical neuron is about 20  $\mu\text{m}$  in diameter. The watery fluid inside the cell, called the **cytosol**, is a salty, potassium-rich solution that is separated from the outside by the neuronal membrane. Within the soma are a number of membrane-enclosed structures called **organelles**.

The cell body of the neuron contains the same organelles found in all animal cells. The most important ones are the nucleus, the rough endoplasmic reticulum, the smooth endoplasmic reticulum, the Golgi apparatus, and the mitochondria. Everything contained within the confines of the cell membrane, including the organelles but excluding the nucleus, is referred to collectively as the **cytoplasm**.



▲ FIGURE 2.8 The internal structure of a typical neuron.

Active  
language and  
theme builds  
excitement

Clear, engaging  
art extends  
understanding

# Neuroscience: Exploring the Brain

## The Story

- Rapid advances in field of neuroscience now reflected in book



### BOX 2.2 BRAIN FOOD

#### Expressing One's Mind in the Post-Genomic Era

Sequencing the human genome was a truly monumental achievement, completed in 2003. The Human Genome Project identified all of the approximately 25,000 genes in human DNA. We now live in what has been called the "post-genomic era," in which information about the genes expressed in our tissues can be used to diagnose and treat diseases. Neuroscientists are using this information to tackle long-standing questions about the biological basis of neurological and psychiatric disorders as well as to probe deeper into the origins of individuality. The logic goes as follows. The brain is a product of the genes expressed in it. Differences in gene expression between a normal brain and a diseased brain, or a brain of unusual ability, can be used to identify the molecular basis of the observed symptoms or traits.

The level of gene expression is usually defined as the number of mRNA transcripts synthesized by different cells and tissues to direct the synthesis of specific proteins. Thus, the analysis of gene expression requires comparing the relative abundance of various mRNAs in the brains of two groups of humans or animals. One way to perform such a comparison is to use DNA *microarrays*, which are created by robotic machines that arrange thousands of small spots of synthetic DNA on a microscope slide. Each spot contains a unique DNA sequence that will recognize and stick to a different specific mRNA sequence. To compare the gene expression in two brains, one begins by collecting a sample of mRNAs from each brain. The mRNA of one brain is labeled with a chemical tag that fluoresces green, and the mRNA of the other brain is labeled with a tag that fluoresces red. These samples are then applied to the microarray. Highly expressed genes will produce brightly fluorescent spots, and differences in the relative gene expression between the brains will be revealed by differences in the color of the fluorescence (Figure A).

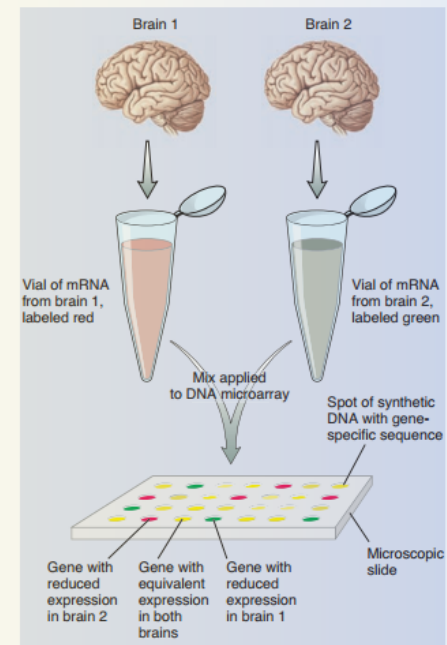
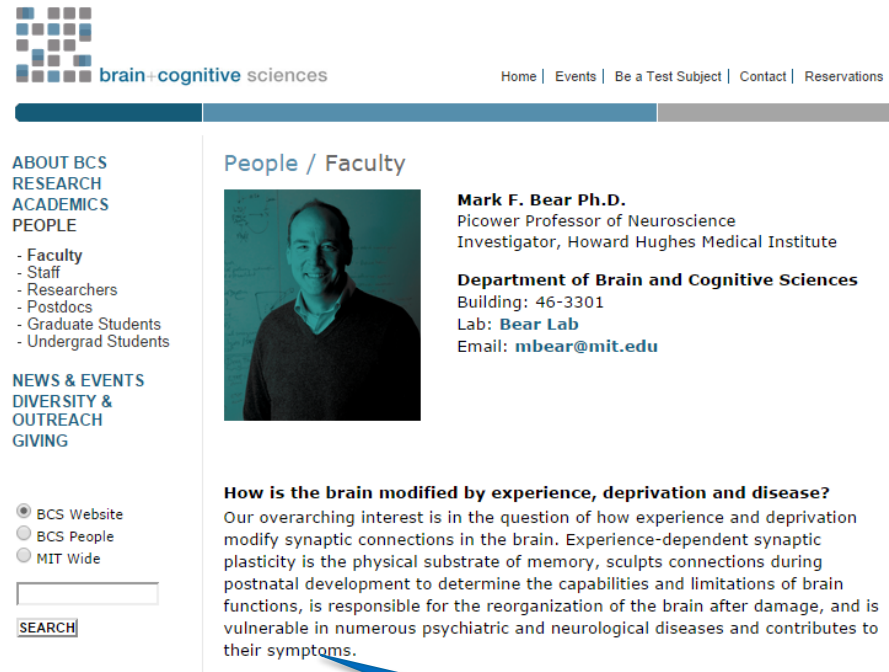


Figure A  
Profiling differences in gene expression.

# Neuroscience: Exploring the Brain

## The Story

- Leading author team is internationally renowned (bios will be provided)



The screenshot shows the 'People / Faculty' page for Mark F. Bear Ph.D. The page includes a navigation bar with links for Home, Events, Be a Test Subject, Contact, and Reservations. The main content area features a profile for Mark F. Bear Ph.D., a Picower Professor of Neuroscience and Investigator at Howard Hughes Medical Institute. His department is the Department of Brain and Cognitive Sciences, located in Building 46-3301, Bear Lab. His email is mbear@mit.edu. A section titled 'How is the brain modified by experience, deprivation and disease?' describes his research interest in synaptic plasticity and its role in brain development and disease. A search bar is visible at the bottom of the page.

ABOUT BCS  
RESEARCH  
ACADEMICS  
PEOPLE

- Faculty
- Staff
- Researchers
- Postdocs
- Graduate Students
- Undergrad Students


NEWS & EVENTS  
DIVERSITY &  
OUTREACH  
GIVING

BCS Website  
 BCS People  
 MIT Wide

**SEARCH**

Home | Events | Be a Test Subject | Contact | Reservations

### People / Faculty



**Mark F. Bear Ph.D.**  
Picower Professor of Neuroscience  
Investigator, Howard Hughes Medical Institute

**Department of Brain and Cognitive Sciences**  
Building: 46-3301  
Lab: **Bear Lab**  
Email: [mbear@mit.edu](mailto:mbear@mit.edu)


**How is the brain modified by experience, deprivation and disease?**  
Our overarching interest is in the question of how experience and deprivation modify synaptic connections in the brain. Experience-dependent synaptic plasticity is the physical substrate of memory, sculpts connections during postnatal development to determine the capabilities and limitations of brain functions, is responsible for the reorganization of the brain after damage, and is vulnerable in numerous psychiatric and neurological diseases and contributes to their symptoms.

Frequently  
quoted and  
cited in current  
literature

# Neuroscience: Exploring the Brain

## The Story

- Expanded features bring the book to currency



**BOX 2.4 OF SPECIAL INTEREST**

### Alzheimer Disease and the Neuronal Cytoskeleton



**BOX 2.7 BRAIN FOOD**

### Understanding Neuronal Structure and Function with Incredible Cre



#### FURTHER READING

De Vos KJ, Grierson AJ, Ackerley S, Miller CCJ. 2008. Role of axoplasmic transport in neurodegenerative diseases. *Annual Review of Neuroscience* 31:151-180.

Peters A, Palay SL, Webster H deF. 1991. *The Fine Structure of the Nervous System*, 3rd ed. New York: Oxford University Press.



#### BOX 2.3 PATH OF DISCOVERY

### Gene Targeting in Mice

by *Mario Capecchi*



# *Neuroscience: Exploring the Brain*

## Content Revisions

### *All Chapters*

- Updated Further Reading, References and Resources
- Expanded and updated Glossary definitions
- Numerous artwork revisions for updating and clarity.
- New “Paths of Discovery” boxes highlight research
- New and expanded sections reflect current research

# *Neuroscience: Exploring the Brain*

## Ancillaries

### ■ Student Resources:

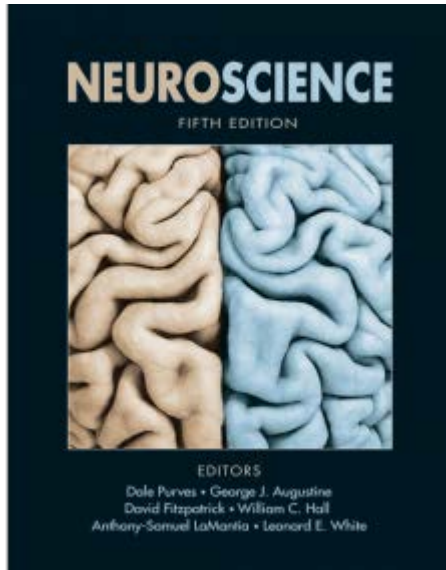
- Student Quiz Bank
- Acland videos
- Animations
- Answers to review questions
- Labeling exercises
- Glossary

### ■ Instructor Resources:

- Path of Discovery Boxes
- A complete image bank
- Lecture outlines
- Student Assignments
- PowerPoint Presentations
- A robust test generator



# Competition

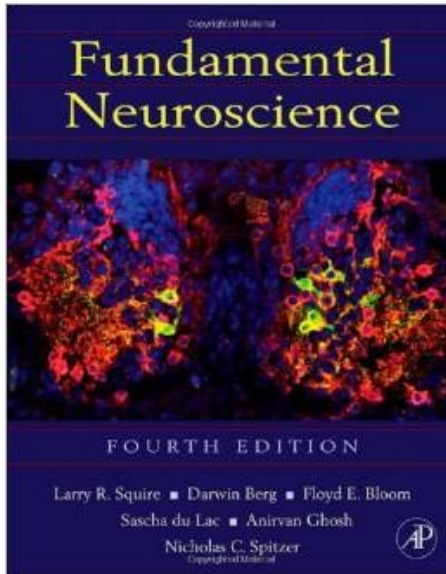


- *Neuroscience, 5e*
- Dale Purves, George Augustine, David Fitzpatrick, Williams Hall, Anthony-Samuel LaManchia, Leonard White
- Sinauer Associates, 2011
  - International author team (Korea and Singapore)
  - Split focus on medical students and undergraduate means the could be “over the heads” of the intro student

# Competition

- *Principles of Neural Science, 5e*
- Eric Kandel, James Schwartz, Thomas Jessell, Steven Siegelbaum, A.J. Hudspeth
- McGraw Hill, 2012
  - Two color
  - Higher level- aimed at medical schools

# Competition



- *Fundamental Neuroscience, 5e*
- Larry Squire, Darwin Berg, Floyd E. Bloom, Sascha du Lac, Anirvan Ghosh, Nicholas C. Spitzer
- Elsevier, 2012
  - More clinically and psychologically focused, so not necessarily a direct fit
  - Domestically, what many switched to because of the age of Bear
  - Well known, but feedback from faculty is weak

# Tools to Sell

- Two sample chapters on thePoint
- Lead list- contributors
- Bear author video- to be posted by 1/12
- Detailed competitive analysis by 1/16
- Flyers- available now

# Who Am I?



When you have to be right™

# EXERCISE SCIENCE

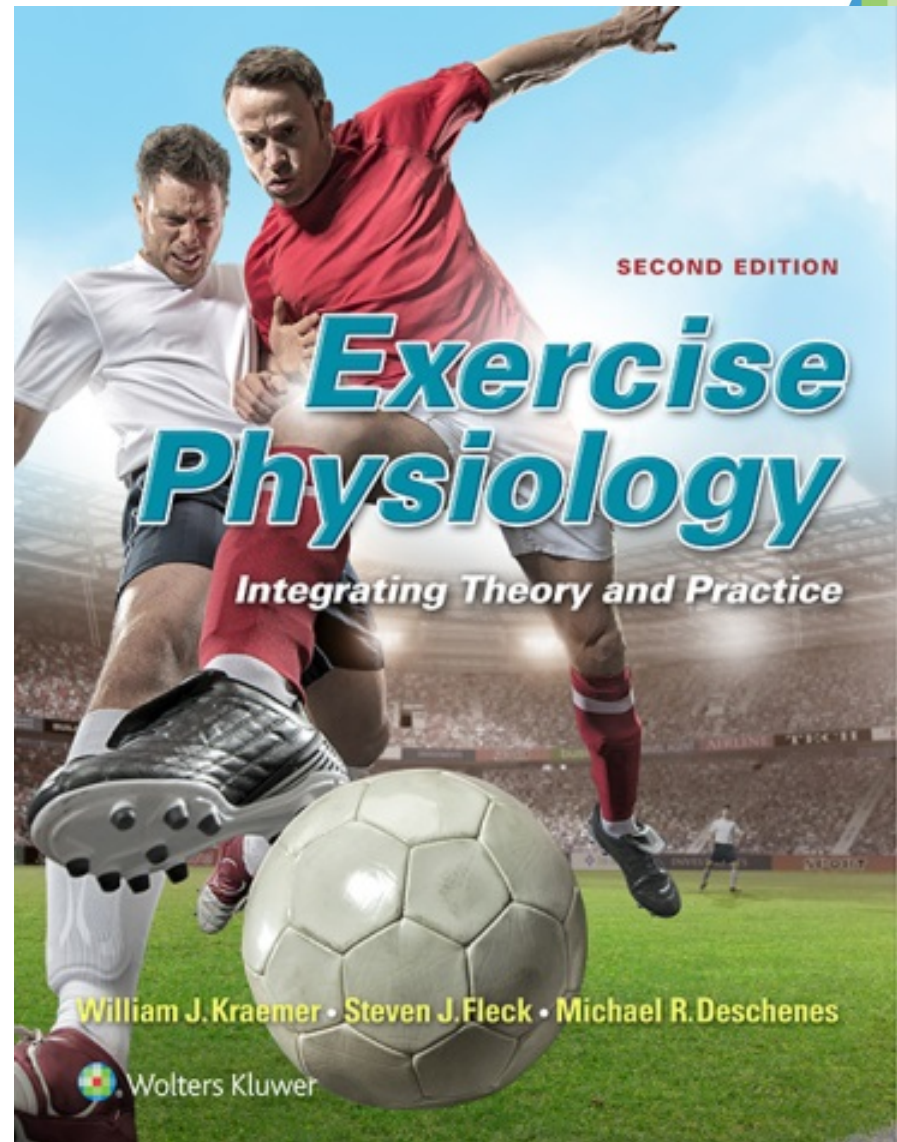
When you have to be right™



# Exercise Physiology Second Edition February, 2015

Bill Kraemer, Stephen Fleck, and  
William Deschenes

- Focus on students learning AND applying concepts through...
  - Strong in-text pedagogy
  - Real-world examples
  - Strong resources

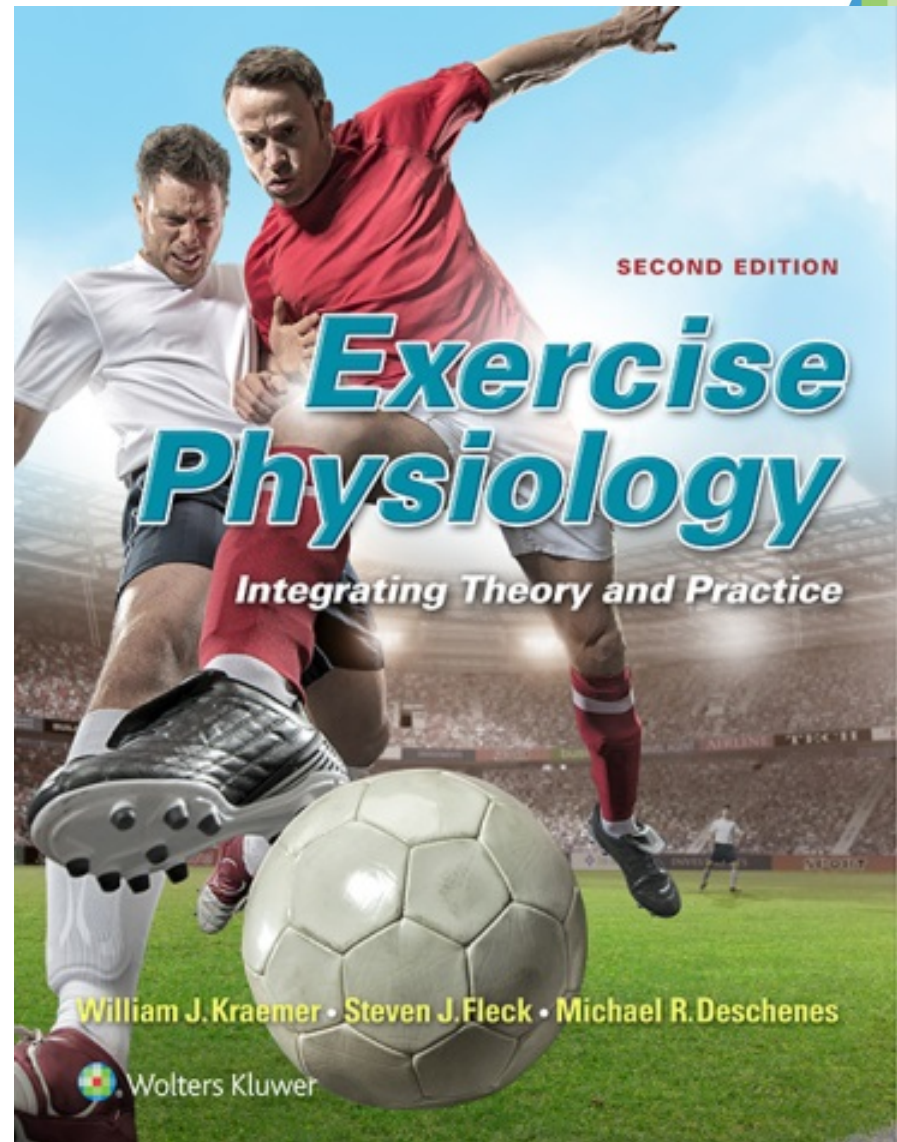




# Exercise Physiology Second Edition February, 2015

Bill Kraemer, Stephen Fleck, and  
William Deschenes

- New online video clips and animations
- Combines research, theory, and practical discussions
- Relies heavily on application  
“pulled from today’s headlines”



When you have to be right™

# Exercise Physiology, Second Edition

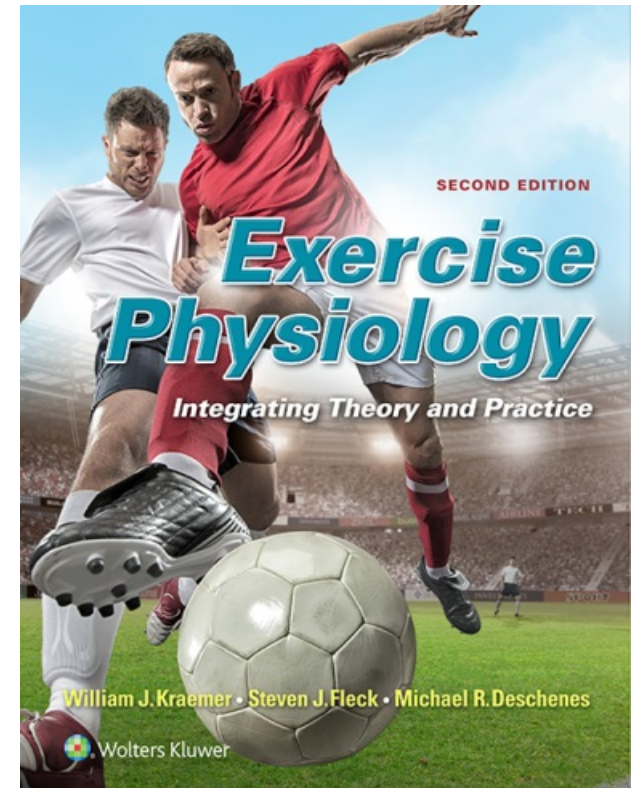
## The Resources...

### Instructor Resources:

- PowerPoint Presentation
- Test Bank
- Image Bank
- Answers to Review Questions

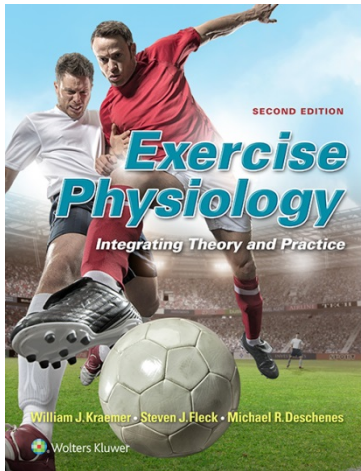
### Student Resources:

- Animations
- Video Clips from experts
- Quizzes Bank
- Additional *Ask the Expert* boxes
- Electronic Flashcards



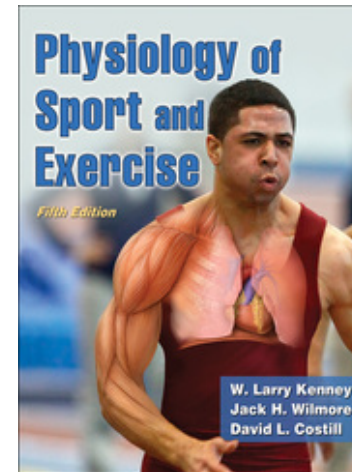
# Head-to-Head Competitor

## Kraemer from WKH



- + Power Author
- Connects learning to real-world

## Wilmore from Human Kinetics



- + Legacy Brand
- Lacks Application and Student Focus

# *Essentials of Exercise Physiology*, Fifth Edition

William D. McArdle, Frank Katch, Victor Katch

978-1-4963-1701-8, October 2015

Courses: Exercise Physiology

- Distilled version of MKK's comprehensive **Exercise Physiology** text
- Appropriate for introductory, undergrad courses 1 semester course (MKK "Big" is more appropriate for higher level undergrad to grad level programs)
- Well-known author team
- Applies the MKK approach emphasizing nutritional aspects of exercise phys.

# *Essentials of Exercise Physiology*, Fifth Edition

## Revision Story

- NEW! Magazine style layout
- NEW! Art developed for title
- Interviews with key people in the field
- Ancillaries at a Glance sections

# *Exercise Physiology*, Eighth Edition

## ■ Student Resources:

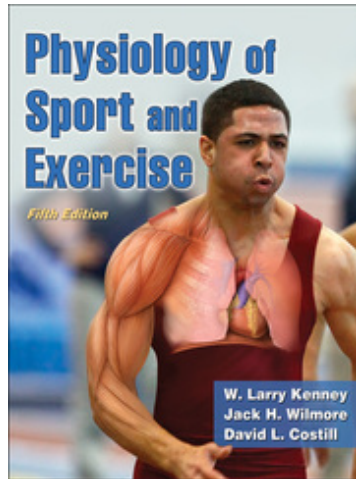
- Image bank
- Animations
- Quiz bank
- One Click references

## ■ Instructor Resources:

- PowerPoints
- Test Generator



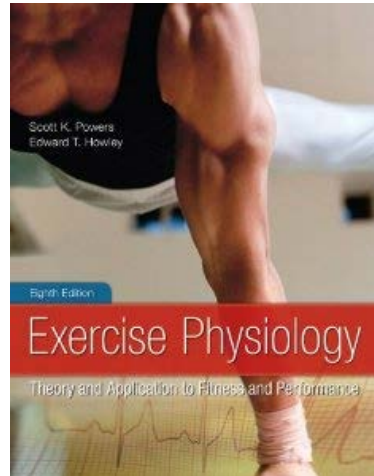
# Competition



- Wilmore, Physiology of Sports and Exercise 5e, 2011
  - Aim: Exercise Science students
  - Status: Market leader
  - Best known for: Most basic book
  - Complaint: “Dumbed down”
  - Key Questions:
    - Does the level of this book work for you?
    - Are there any places you feel content is lacking?
    - How do your students do with applying this information?
  - Sell against:
    - Coverage of nutrition for optimal performance (McArdle)
    - Real-world applicability through boxes that connect theory to real research
    - Student support, using critical thinking challenges
    - Comprehensiveness and level of detail, especially Exercise Science



# Competition



- Powers, Exercise Physiology, 8e, 2011
  - Aim: Exercise Science and Physical Education students
  - Status: Well-known and well liked
  - Best known for: readability
  - Complaint: Not enough content
  - Key Questions:
    - Does the level of Powers work for you?
    - Are there any places you feel content is lacking?
    - How do your students do with applying this information?
  - Sell against:
    - Coverage of nutrition for optimal performance (McArdle)
    - Real-world applicability through boxes that connect theory to real research
    - Student support, using critical thinking challenges
    - Comprehensiveness and level of detail, especially Exercise based on comprehensiveness and level of detail, especially Exercise Science vs Physical Education

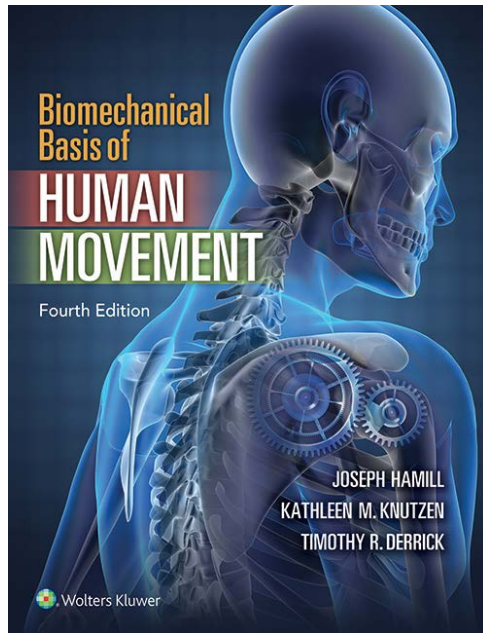
# *Biomechanical Basis of Movement*

Joseph Hamill, Kathleen Knutzen, Timothy Derrick

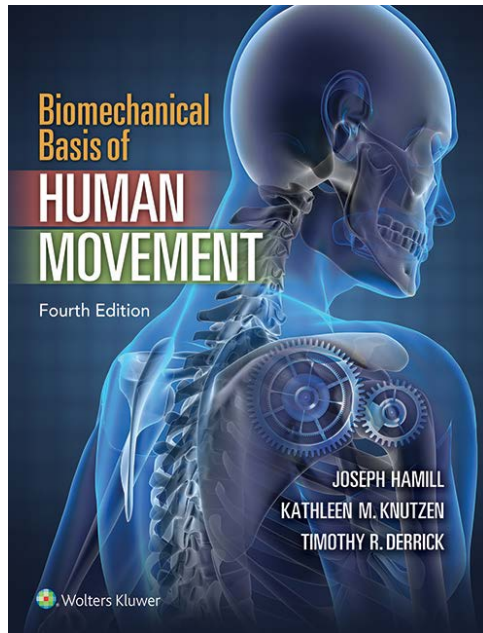
October 2014

Course: Biomechanics

- Fills specific niche for higher level text
- Focuses on movement of muscle groups (instead of individual muscles)
- Goal is to integrate anatomy, physics, calculus, physiology into study of human movement



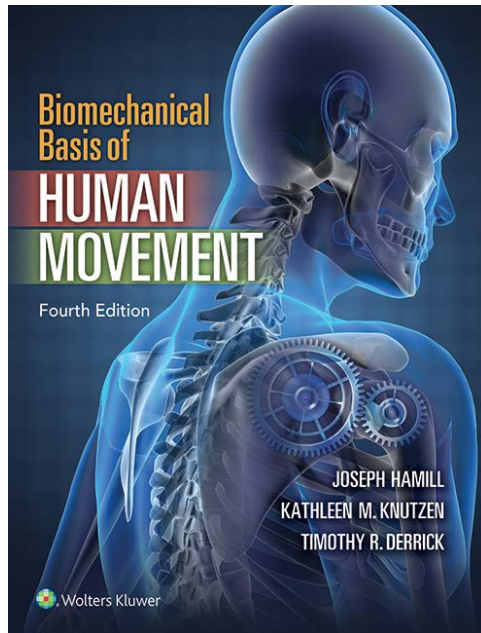
# *Biomechanical Basis of Movement*



## Revision Story

- Problem generator added to ancillaries, which allows professors to easily develop new problems.
- Art refresh to keep content current
- New applications added to the second half of the book to help students better understand concepts.
- Reduction but not removal of the functional anatomy to focus on key biomechanics concepts

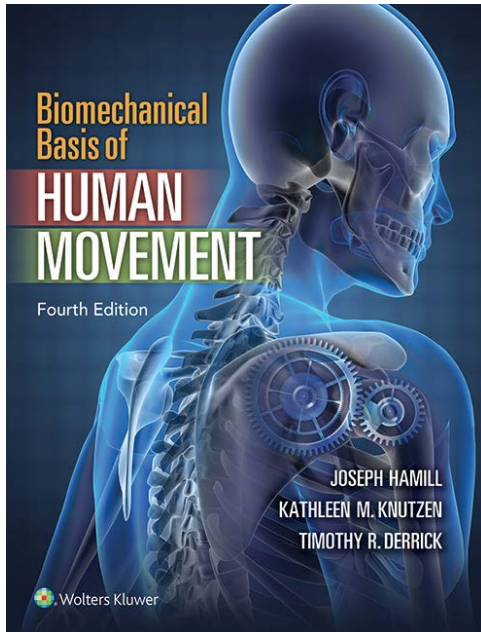
# *Biomechanical Basis of Movement*



## Course Questions

- Is the level of your current text appropriate for your students?
- Do you have a separate course for functional anatomy? Or do you cover it in your biomechanics course? D
- Do you assign problems to your students for practice? How do you come up with these practice problems?

# *Biomechanical Basis of Movement*



## Resources

### ■ Student:

- Quizzes
- Appendices

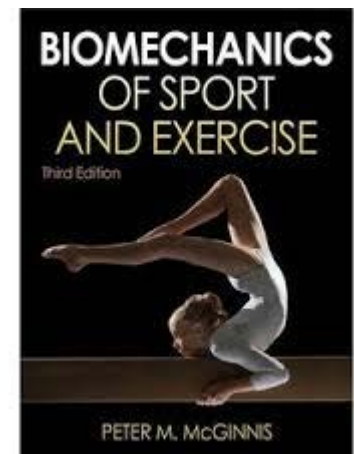
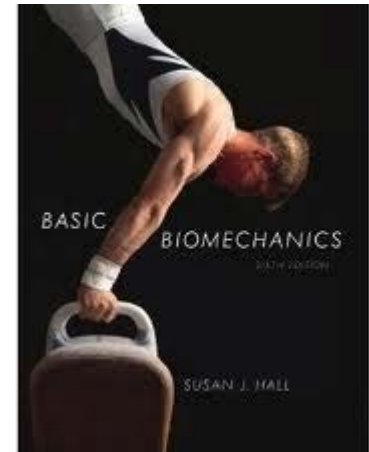
### ■ Instructor:

- PowerPoints
- Testbank
- Problem Generator

# Biomechanical Basis of Movement

## INDIRECT Competition

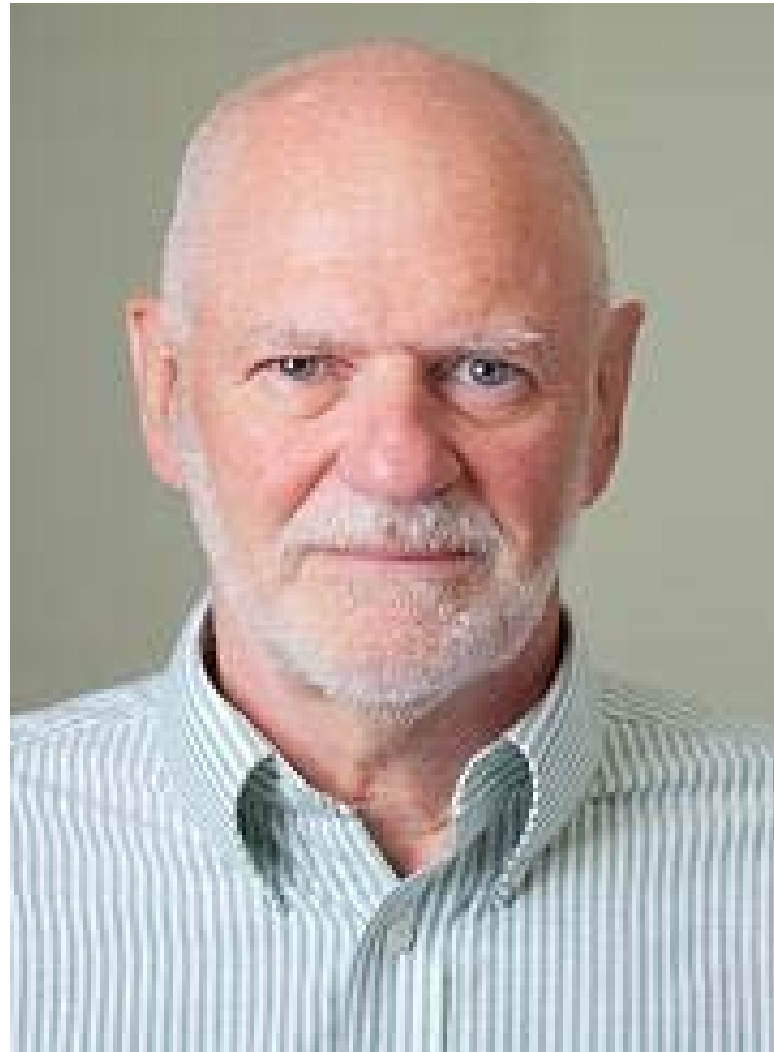
- Aim: Undergraduate Exercise Science students
- Status: #1 and #2 in market
- Best known for: accessibility
- Complaint: Not a fit for higher level courses
- Sell against:
  - More mathematically sophisticated than competition
  - Need for Functional Anatomy Content
  - Show off problem generator.





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# Who Am I?



When you have to be right™



## *ACSM'S Research Methods, First Edition*

Larry Armstrong and Bill Kraemer, eds.

978-1-4511-9174-5, October, 2015

Course: Research Methods

- A true, student-focused textbook authored with ACSM.
- Offers a fresh look and better integrates some of the newer approaches to research such as qualitative research and using mixed methods

## *ACSM'S Research Methods, First Edition*

### The Story:

- The ACSM is a noted leader in the field of exercise science research.
- Applied approach. This book uses real journal articles and real life examples to make the material interesting and relevant.
- Hall is a shorter, more succinct offering. ACSM's Research Methods is comprehensive and contributed.

### Course Questions:

What are the key activities you need your students to master?

## *ACSM'S Research Methods, First Edition*

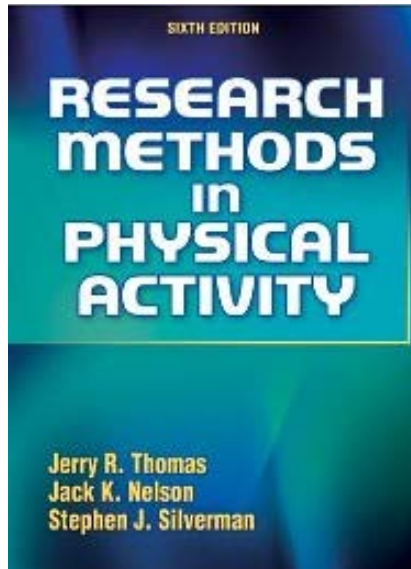
### Instructor Resources:

- Test generator
- PowerPoint presentations
- Image bank

### Instructor Resources:

- Excel Exercises

# Competition



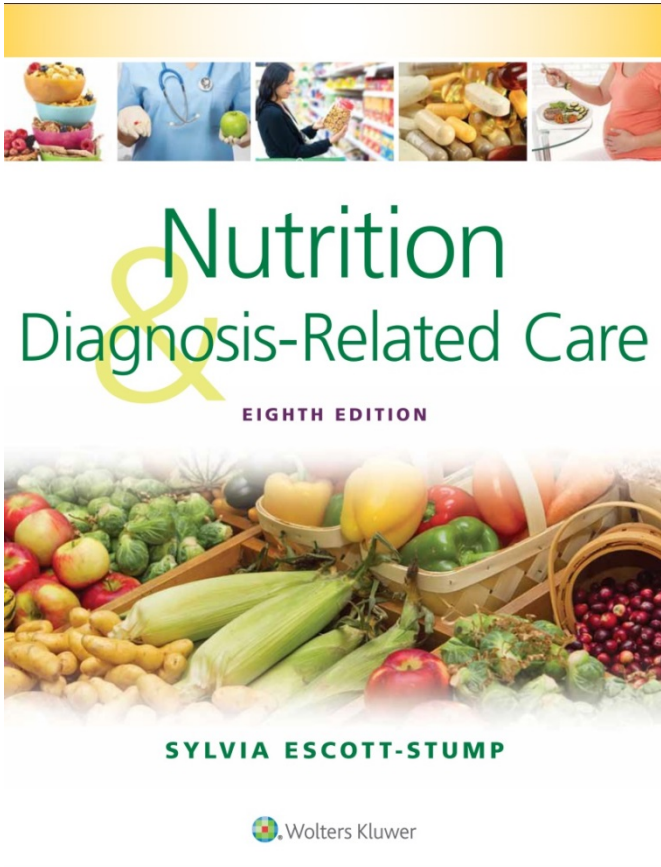
Thomas, *Research Methods in Physical Activity*  
Human Kinetics, 2010

- Aim: Exercise Science Students
- Status: Leading book
- Best known for: readability
- Complaint: Not enough on key activities, like research writing and proposals
- Key Questions:
  - Does the text related to the actual activity of research?
- Sell against:
  - ACSM - known leader in exercise science research.
  - Applied applications - uses journal articles and real life examples.

# NUTRITION

When you have to be right™

# Nutrition and Diagnosis Related Care 8e, by Sylvia Escott- Stump ~ January 25<sup>th</sup>, 2015

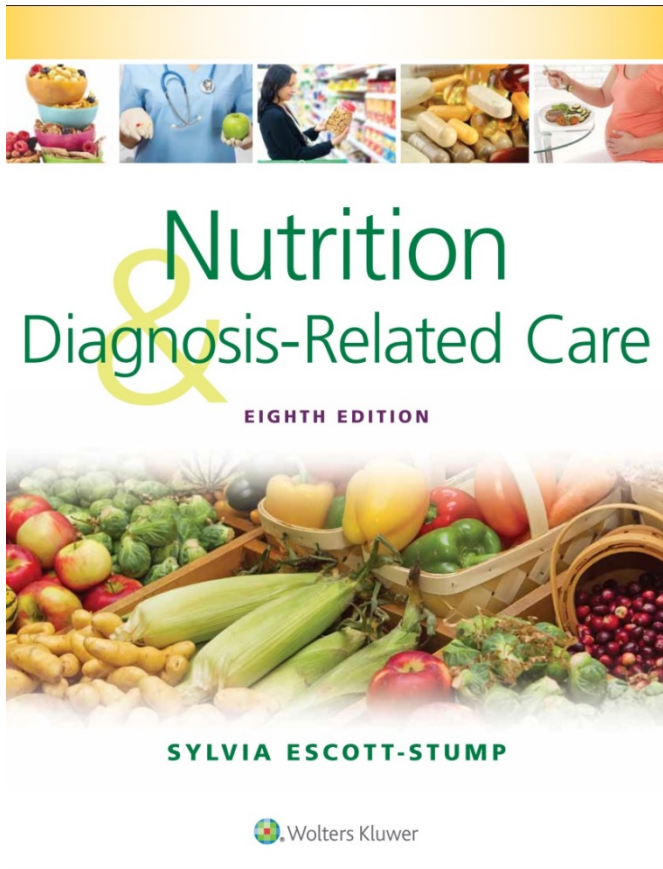


## KEY FEATURES

- 360 Diseases
- Internationally Known Author
- Ebook
- Grad Course: Internship/Clinical: Must Have This Book
  
- No Direct Competition
- Animations and Image Bank

When you have to be right™

# Nutrition and Diagnosis Related Care 8e, by Sylvia Escott- Stump ~ January 25<sup>th</sup>, 2015



## REVISION STORY

- Greater focus on INFLAMMATION
- New “Hot Topics”
- New Ebook
- New Content Updates: Autism, Neuro-degenerative and Neuropsychiatric disorders

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# Who Am I?

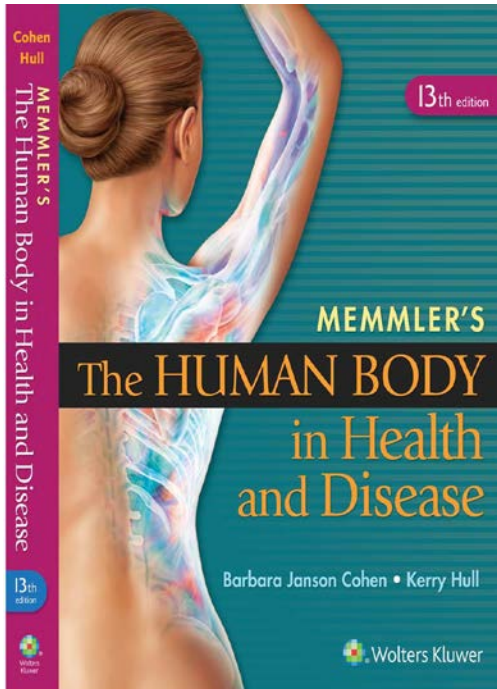


When you have to be right™

# ANATOMY & PHYSIOLOGY

When you have to be right™

# Cohen, Memmler's Human Body Health and Disease 13e

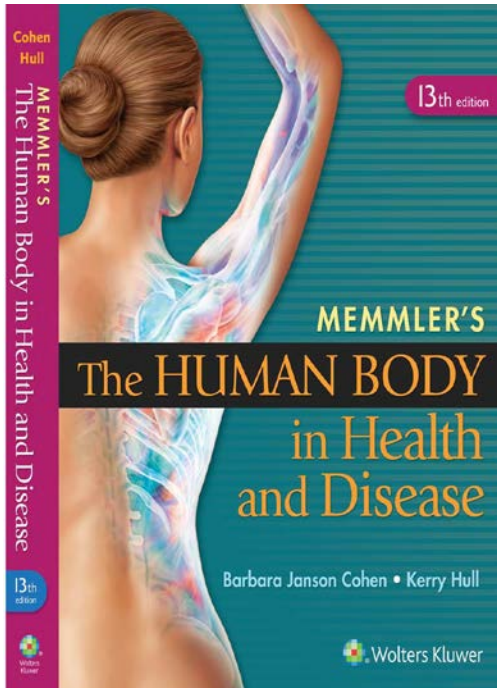


- Course: 1 Semester A&P for the Health Sciences
- Published: September 23<sup>rd</sup>, 2014
- ISBN: 978-1-451-19280-3

## Revision Story - Modernization

- More Emphasis on Learning Concepts
- Updated Process Diagrams
- Updated Instructor Manual - Flipped Classroom!
- Misconception Alerts! prepU

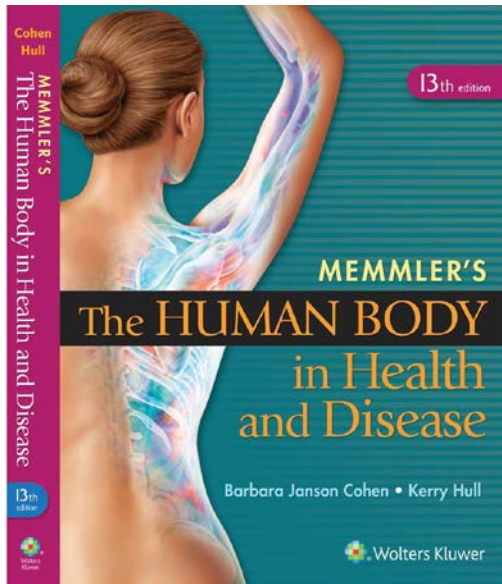
# Cohen, Memmler's Human Body Health and Disease 13e



## What to KNOW and SHOW!

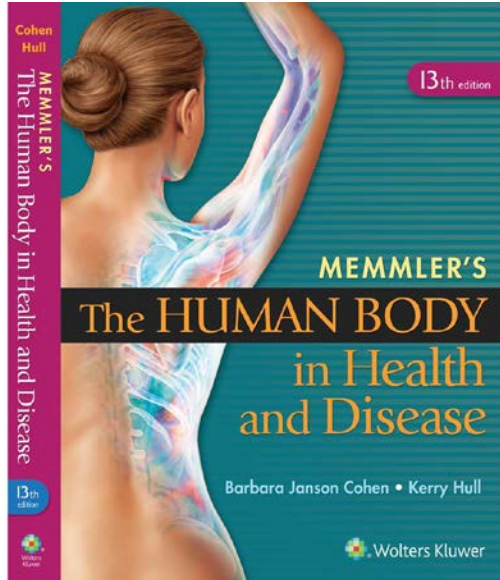
- Updated Online Instructor Manual
- Updated Process Diagrams
- Chapter by chapter detailed conversion guide.
- SHOW: Misconception Alerts in prepU
- SHOW: Emphasis on the mastery of Medical Terminology

# Amazing Ancillary Package: Student Resources



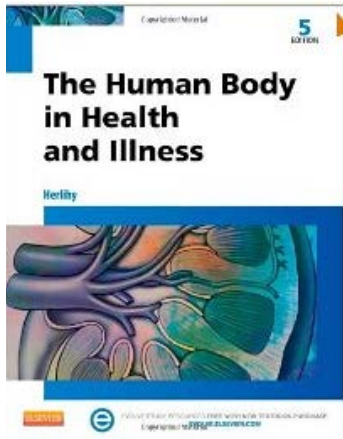
- \$\$ prepU \$\$
- \$\$ Study Guide \$\$
- Online animations
- An online learning style assessment
- Eleven different types of learning activities, including multiple-choice, true/false, key terms, fill-in-the-blank, look and label, audio flash cards, word anatomy, piece it together, zooming in, listen and label, and body building, help students study and review.
- Chapter pre-quizzes
- audio glossary
- Image bank
- Study and test-taking tips
- Career Information boxes
- Answers to questions in the book
- eBook available for purchase

# Amazing Ancillary Package: Instructor Resources



- Instructors Manual
- Test Bank
- Image Bank
- Online animations
- Answers to Study Guide Questions
- Lesson Plans
- PowerPoint presentations
- LMS: WebCT and Blackboard Ready Cartridges

# Anatomy and Physiology Competition:



## Herlihy, The Human Body Health and Illness 5/e

**Aim:** Anatomy and Physiology for the Health Sciences

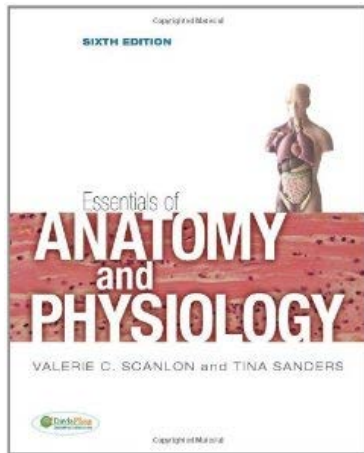
**Status:** Market is highly fragmented

**Best known for:** Using colorful cartoons, humorous illustrations, and an easy-to-read approach

**Complaint:** Low Level

**Questions to ask:** Is your current book written at the appropriate level? Does your current book have adaptive quizzing? Would you like to see a demo of our adaptive learning program? Focus on student support.

**Sell against:** Illustrations can be construed as juvenile so show our art program and set up a class trial of PrepU.



## Scanlon, Essentials of Anatomy and Physiology 6/e

**Aim:** Oriented more toward nursing students rather than all health professions

**Status:** Copyright 2010 - dated

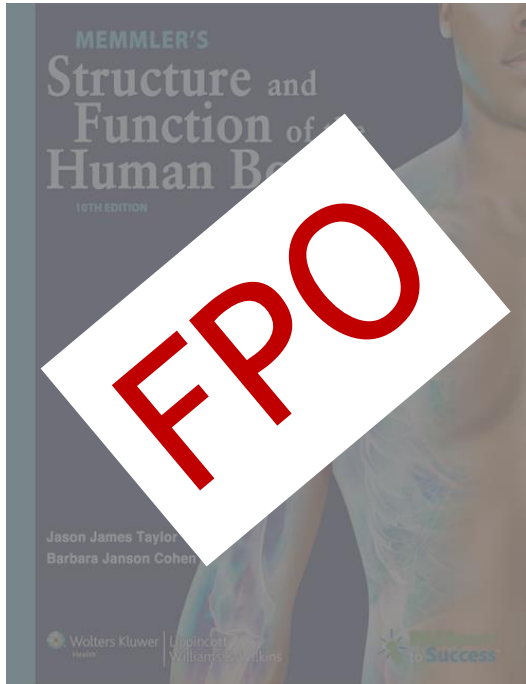
**Best known for:** Just the essentials book but reading level can be considered to high.

**Complaint:** Condensed book - missing information

**Questions to ask:** Is your current book written at the appropriate level? Does your current book have adaptive quizzing? Would you like to see a demo of our adaptive learning program? Focus on student support.

**Sell against:** Compare ancillaries and resources, see if they are missing any material and set up a class trial of PrepU.

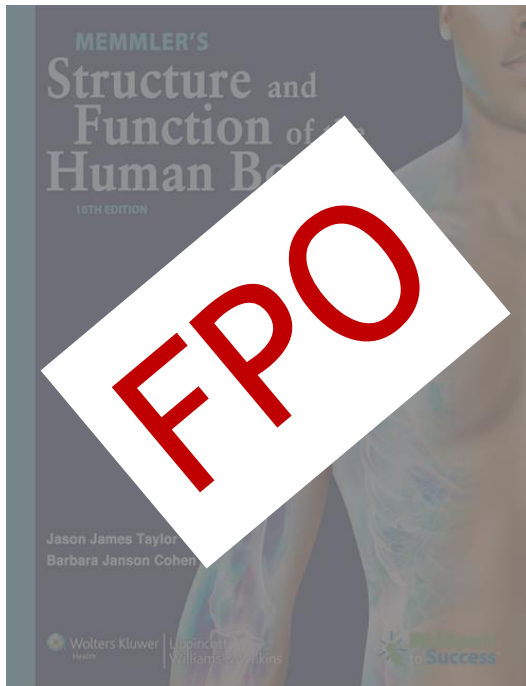




- Course: 1 Semester A&P for the Health Sciences (no pathology)
- Publishes: October 1st, 2015
- ISBN: 978-1-4963-1772-8

## Revision Story - Modernization

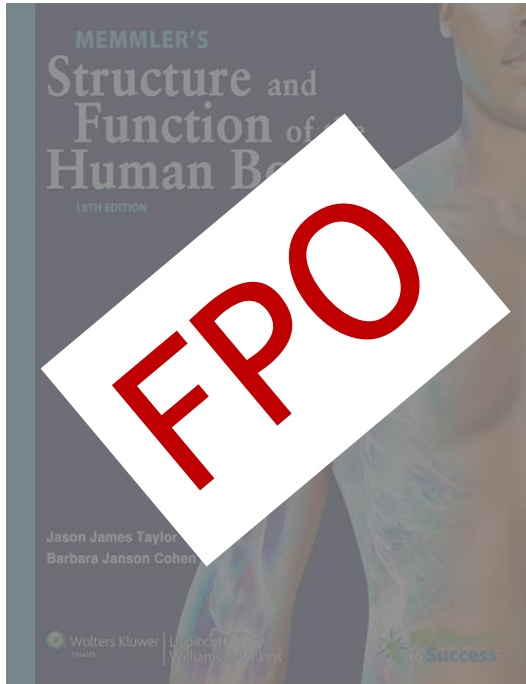
- More Emphasis on Learning Concepts
- Chapter-opening Case Study (revisited throughout the chapter)
- *One Step at a Time* walks students through difficult concepts
- Misconception Alerts! prepU



## What to KNOW and SHOW!

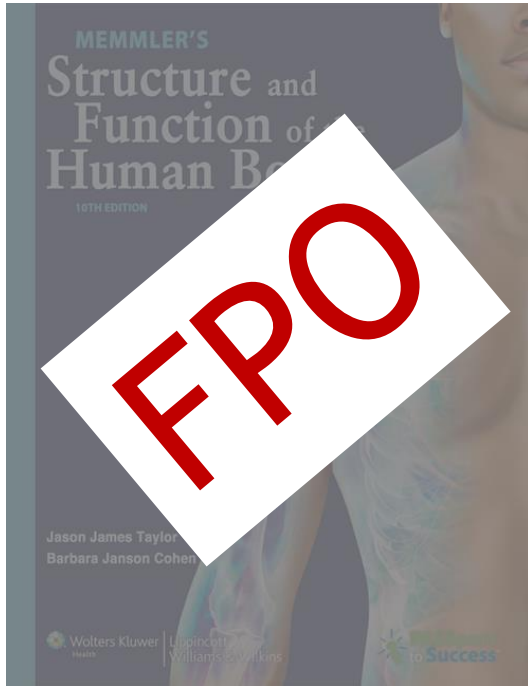
- Updated Online Instructor Manual
- Chapter-opening Case Study (revisited throughout the chapter) and corresponding *Case Notes*
- *One Step at a Time* walks students through difficult concepts
- Chapter by chapter detailed conversion guide.
- SHOW: Misconception Alerts in prepU
- SHOW: Emphasis on the mastery of Medical Terminology

# Amazing Ancillary Package: Student Resources



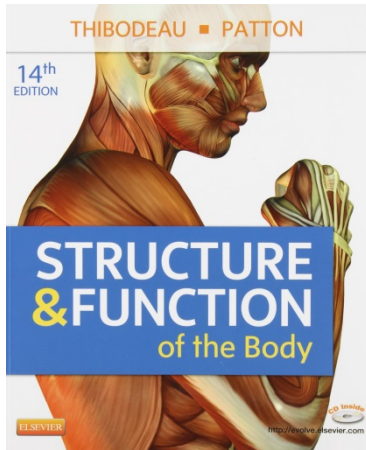
- \$\$ prepU \$\$
- \$\$ Study Guide \$\$
- Online animations
- An online learning style assessment
- Eleven different types of learning activities, including multiple-choice, true/false, key terms, fill-in-the-blank, look and label, audio flash cards, word anatomy, piece it together, zooming in, listen and label, and body building, help students study and review.
- Chapter pre-quizzes
- audio glossary
- Image bank
- Study and test-taking tips
- Career Information boxes
- Answers to questions in the book
- eBook available for purchase

# Amazing Ancillary Package: Instructor Resources



- Instructors Manual
- Test Bank
- Image Bank
- Online animations
- Answers to Study Guide Questions
- Lesson Plans
- PowerPoint presentations
- LMS: WebCT and Blackboard Ready Cartridges

# Anatomy and Physiology Competition:



## Thibodeau, Structure and Function of the Body 14/e

**Aim:** Anatomy and Physiology for the Health Sciences

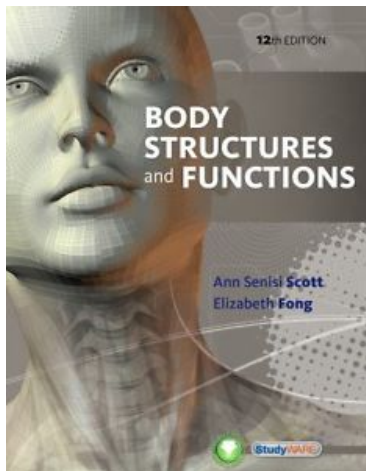
**Status:** Historical 3- to 4-year revision cycle, which would bring it head-to-head with SFHB

**Best known for:** Clear, straight-forward approach, art program

**Complaint:** xxx

**Questions to ask:** xxx? Does your current book have adaptive quizzing? Would you like to see a demo of our adaptive learning program? Focus on student support.

**Sell against:** xxx and set up a class trial of PrepU.



## Scott & Fong, Body Structures and Functions, 12/e

**Aim:** xxx

**Status:** Historically is a 4- to 5-year cycle, so no revision until 2017 or 2018.

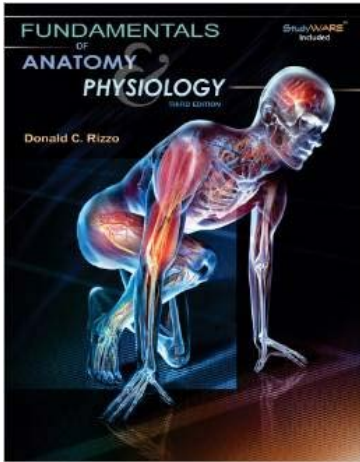
**Best known for:** xxx

**Complaint:** xxx [Integrates coverage of pathology]

**Questions to ask:** Do you cover pathology (disease) in this course or in another course? Does your current book have adaptive quizzing? Would you like to see a demo of our adaptive learning program? Focus on student support.

**Sell against:** xxx and set up a class trial of PrepU.

# Anatomy and Physiology Competition:



## Rizzo, Fundamentals of Anatomy & Physiology, 3/e

**Aim:** Anatomy and Physiology for the Health Sciences

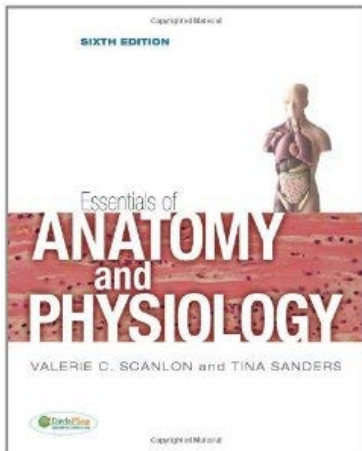
**Status:** Historically a 4- to 5-year revision cycle, so 4/e should be publishing in 2015

**Best known for:** xxx

**Complaint:** xxx [Integrated coverage of pathology]

**Questions to ask:** xxx Does your current book have adaptive quizzing? Would you like to see a demo of our adaptive learning program? Focus on student support.

**Sell against:** xxx and set up a class trial of PrepU.



## Scanlon, Essentials of Anatomy and Physiology 6/e

**Aim:** Oriented more toward nursing students rather than all health professions

**Status:** Copyright 2010 - dated

**Best known for:** Just the essentials book but reading level can be considered to high.

**Complaint:** Condensed book - missing information

**Questions to ask:** Is your current book written at the appropriate level? Does your current book have adaptive quizzing? Would you like to see a demo of our adaptive learning program? Focus on student support.

**Sell against:** Compare ancillaries and resources, see if they are missing any material and set up a class trial of PrepU.



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# Who Am I?



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# SLH, PT, OT HEALTH LIBRARY

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# Welcome Page and Entry Point for Health Library



LWW  
Health Library

Leah Thomson  
Wolters Kluwer

Welcome, Leah!

My Account

Sign in via:  
Open Athens | Shibboleth

CHOOSE YOUR DISCIPLINE:

PHARMACY

MEDICAL EDUCATION

Physical Therapy

Occupational Therapy

Speech, Language & Hearing

Wolters Kluwer

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INFORMATION/SYSTEMS

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# Physical Therapy Health Library



Title	Edition	ISBN	Author
Motor Control	4	9781608310180	Shumway-Cook
Kinesiology	2	9780781774222	Oatis
Therapeutic Exercise	3	9780781799577	Brody/Hall
Pediatric Physical Therapy	5	9781451173451	Tecklin
Outcome-Based Massage	3	9781451130331	Andrade
Therapeutic Electrophysical Agents: Evidence Behind the Practice		9781451182743	Belanger
Muscles: Testing and Function, with Posture and Pain		9780781747806	Endall
Musculoskeletal Assessment: Joint Range of Motion and Muscle Performance		9781609121112	Clarkson
Basic Biomechanics of the Human Movement System			Nordin
Managerial and Supervisory			
Research Methods			
Wound Management			
Anatomical			Maxwell
Fundamentals of			Emmer
Textbook of Disorders			
Skeletal			Lieber
Joint			Ornach
Management of		9781781736268	Jackson
Women's Health		9781781744812	Irion
Imaging	1	9781451130317	Harris
Handbook	2	9780781727990	Long
Exercise Physiology: For Health, Fitness, and Performance	4	9781451176117	Plowman

- Digital Assets**
- 1082 Videos
  - 36 Audio Clips
  - 374 Supplementary Documents
  - 36 Quiz Banks

When you have to bring **light**™



# Occupational Therapy Health Library



Title	Author	Pub Yr
FRAMES REF PEDIATRIC O		2008
OCCUP THERAP EVAL CHLL		2013
CONDITIONS OCC THERAPY 4		
NRSO		1998
OCCUPATION		2000
OCC THER EVAL FC		2013
CE		2013
MOL		2007
OCC THER PH	RADOMSKI	2013
WILLARD 8	978145111	SCHELL 2013
CLIN	9780781759144	SCHELL 2007

- Digital Assets**
- 41 Videos
  - 144 Supplementary Documents
  - 2 Quiz Banks and.....



# Speech, Language, Hearing Health Library®



Title	Edition	ISBN	Author	Pub Yr
STUTTERING 4E NA ED	4	978013010043	Guitar	2013
AUDIOLOGY AND COMMUNICATION DI 2E	2	978013032137	Humes	2013
UNDERSTNDNG VICE PROBLMS 4E		9780130138745	Colton	2011
NEUROSCI - STDY C... PR 4E		978013013871	agar	2012
SPEECH SCIENCE PR...			shael	2011
LANGUAGE INTERVEN...				2008
TERMIN...				2011
HEARING SC...				2003
			don-Brannan	2007
				2006
				1999
HEARING...		978013007641	Northern	2001
AUDI...	1	978013057560	Burkard	2006
	1	9780781771047	Guitar	2009
HNDBK CLNCL AUD...	7	9781451191639	Katz	2014

## Digital Assets

- 14 Animations
- 242 Videos
- 235 Audio Clips
- 205 Documents
- 65 Images
- 2 Test Generators
- 29 Quiz banks

When you have the right™



# DENTAL HYGIENE

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# *Foundations of Periodontics for the Dental Hygienist, 4<sup>th</sup> Edition*



Jill Gehrig, RDH, MA

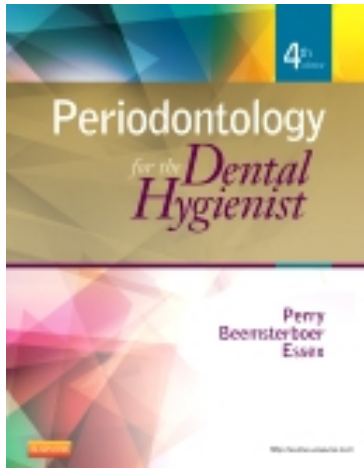
Pub Date: October 15, 2015

Course: Periodontics

- Comprehensive and easy-to-use presentation using outline format rather than narrative.
- Integrated evidence-based content.
- Focus on the “role” of the hygienist in periodontal therapy.



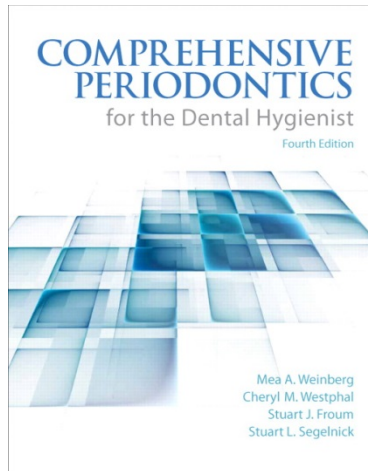
# Competition



Perry: Periodontology for the Dental Hygienist, 4e, 2/2013 (©2014), Elsevier

- Overview: Covers essential information needed for client care.
  
- Key Questions:
  - Do your students get enough information from this title?
  - Do faculty have to supplement materials?
  
- Sell against:
  - Stress that Gehrig title is more comprehensive.
  - Traditional narrative writing style.
  - Does not highlight steps and key concepts.

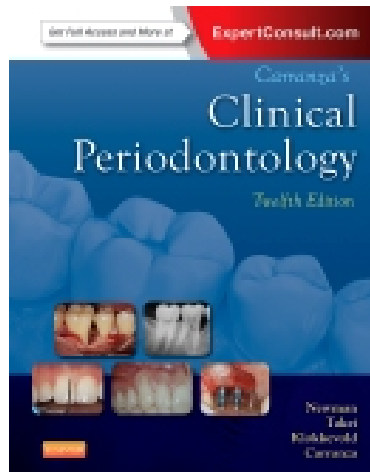
# Competition



Weinberg: Comprehensive Periodontics for the Dental Hygienist, 4e, 3/2014 (©2015), Pearson

- Overview: Classic text anchored in evidence based learning.
  
- Key Questions:
  - Do your students get enough information from this title?
  - Do faculty have to supplement materials?
  
- Sell against:
  - Stress that Gehrig title is more comprehensive.
  - Traditional narrative writing style.
  - Additional student resource for an upcharge.
  - Fewer faculty resources than Gehrig title.

# Competition



Newman: Carranza's Clinical Periodontology, 11e, 10/2011 (©2012), Elsevier

- Overview: Classic text anchored in evidence based learning.
- Key Questions:
  - Do your students struggle with the higher level writing style?
  - Does it easily cover procedures and advanced techniques?
- Sell against:
  - Stress that Gehrig outline format.
  - Newman covers advanced techniques and some procedures in online resource only.
  - Newman is a dentist and text written for dentists.



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# Who Am I?



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# MESSAGE

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# Werner, A Massage Therapists Guide to Pathology 6e



- Course: Pathology for Massage Therapists
- Publishing: July 31<sup>st</sup>, 2014
- ISBN: 9781-4963-1082-8

- ELAP COMPLIANT
- FOCUS ON MBLE<sup>x</sup> Prep
- CRITICAL THINKING
- INTERACTIVE ebook
- EVIDENCE BASED



**NEW!**

# Werner, A Massage Therapists Guide to Pathology 6e



## Student Resources for each chapter:

- Games: Engaging crossword puzzles, hangman-style games, and game show questions
- Modality Recommendation Charts provide guidance on massage in different modalities for each condition.
- Flashcards
- Practice quizzes
- An Audio Glossary
- Interactive Labeling Exercises



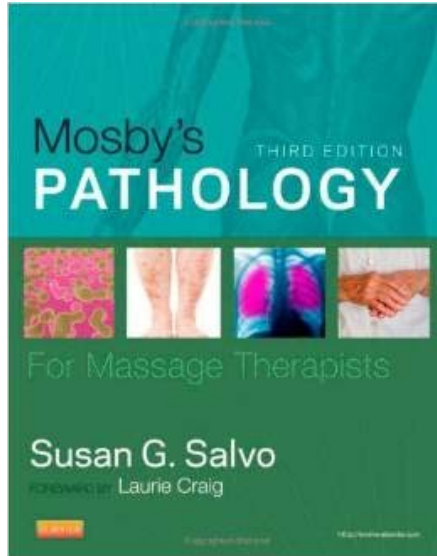
# Werner, A Massage Therapists Guide to Pathology 6e



## Instructor Resources, organized by condition and chapter:

- Curriculum guidelines, “Secrets of Teaching Pathology” from the author, offer suggestions on customizing a pathology course to individual needs including how to choose content, how to use quizzes and examinations, examples of student projects, and more.
- The Test Bank, written in 2 levels (“receive and respond” / “application of concepts”) better reflects the MBLEx exam and is ideal for quizzes, tests, and homework assignments.
- Expanded chapter objectives are ELAP-ready for faculty convenience.
- Lecture notes in outline form can be used for teaching notes, student handouts, or both.
- All resources are keyed to chapter objectives for maximum usability.
- Image Bank
- PowerPoint slides

# Competition

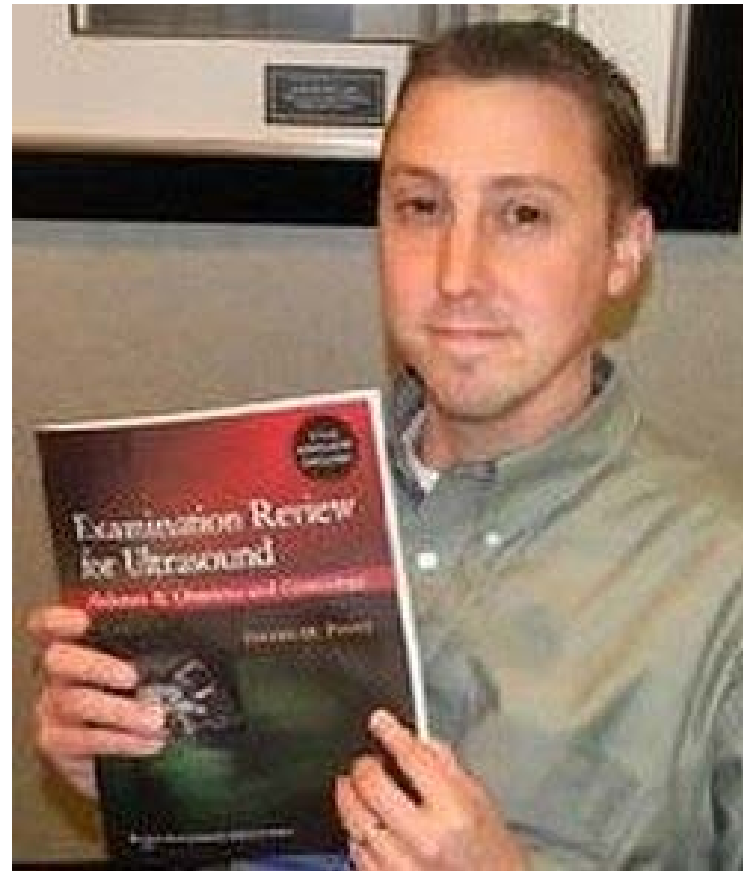


- Salvo, Mosby's Pathology for Massage Therapists 3e published 2/2013
  - Aim: Massage Therapy Students
  - Status: Only Competitor on The Market
  - Best known for: #2
  - Complaint: Outdated References, Lame Traffic Light Feature
  - Key Questions:
    - How important is currency?
    - Is your book ELAP compliant?
    - Do your students sometimes struggle with putting together complex concepts?
    - Do your student use any of the student resources that come with the book?



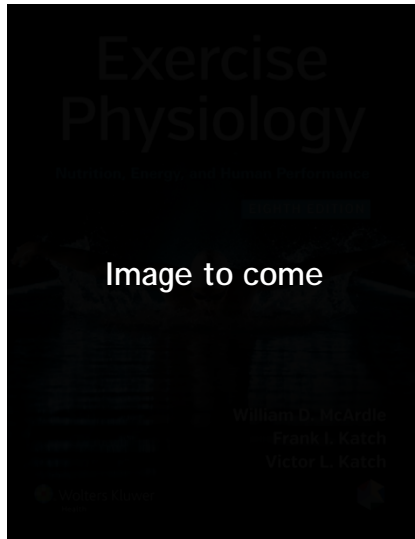
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# Who Am I?



When you have to be right™

# *Clay & Pounds' Basic Clinical Massage Therapy: Integrating Anatomy and Treatment, Third Edition*

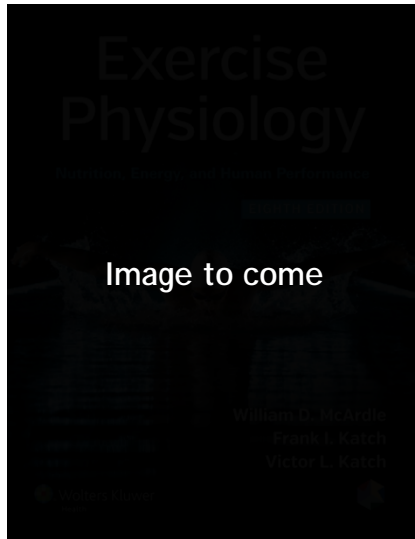


Laura Allen, David M. Pounds, and James H. Clay  
978-1-4511-8546-1, October, 2015

Course: Massage Therapy Principles & Procedures,  
Massage Theory & Practice, Clinical Massage,  
Introduction to Massage Therapy

- Course can be offered at any time during the program and ranges from intro to advanced
- Complete perspective of anatomy, muscles, and the therapist's hands; considered a "must have" to best understand clinical massage therapy techniques
- Stunning artwork beautifully embeds illustrations of internal structures directly onto photographs of live models

# *Clay & Pounds' Basic Clinical Massage Therapy: Integrating Anatomy and Treatment, Third Edition*



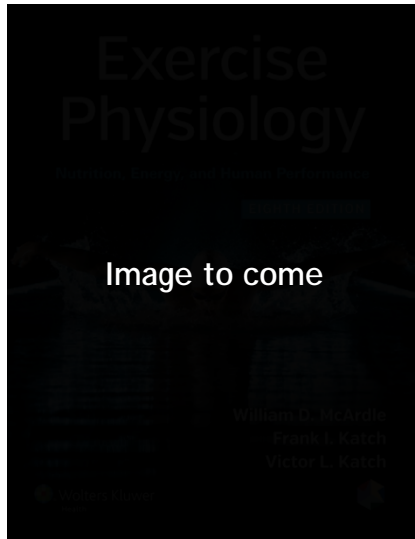
## Textbook Story

- Classic text that set a new standard in massage education with innovative art and photo program
- Though there are other books in this market, no book has the complete coverage of anatomy and massage techniques like this text does
- Video clips fully demonstrate massage techniques

## Course Questions

- How do you integrate anatomy with massage techniques in your course?

# *Clay & Pounds' Basic Clinical Massage Therapy: Integrating Anatomy and Treatment, Third Edition*



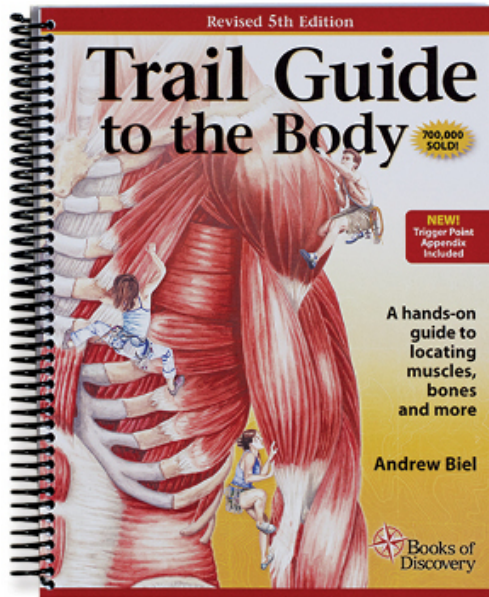
## Instructor Resources

- PowerPoint Presentations
- Lesson Plans
- Image Bank
- Test Generator
- Sample Syllabi
- Assessment Forms

## Student Resources

- Video clips from Real Bodywork
- Unique online activity for learning the origin-insertion-action of over 300 muscles

# Competition

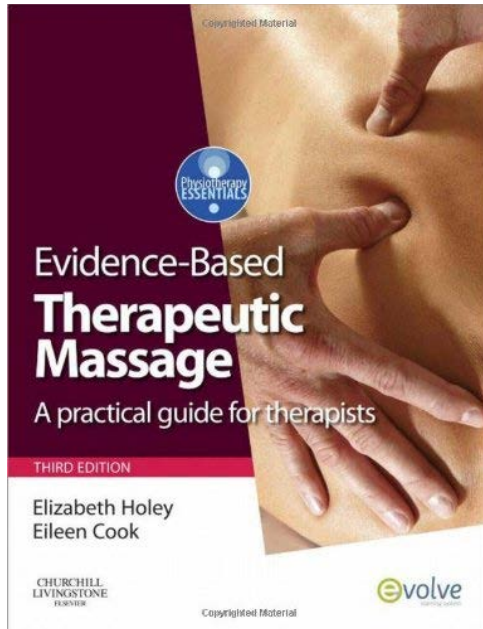


Biel, *Trail Guide to the Body 5e*, 2013

- Aim: Massage students
- Status: Leading book
- Best known for: illustrations of human anatomy
- Complaint: Does not include massage techniques (has DVDs that do)
- Key Questions:
  - How much therapy technique do you cover in your course?
- Sell against:
  - Show our quality art and photo program with anatomy overlays
  - Show the therapy techniques



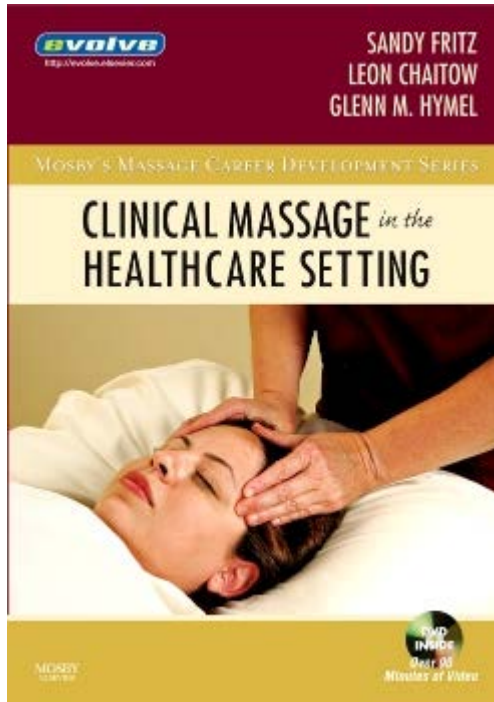
# Competition



Holey, *Evidence Based Therapeutic Massage 3e*, 2011

- Aim: Massage students
- Status: Published (2e published in 2002, so 4e timing unknown)
- Best known for: breadth of coverage
- Complaint: Doesn't cover enough material or provide adequate depth
- Key Questions:
  - How do you cover different massage modalities?
- Sell against:
  - Show our quality art and photo program with anatomy overlays
  - Show depth of coverage by comparison

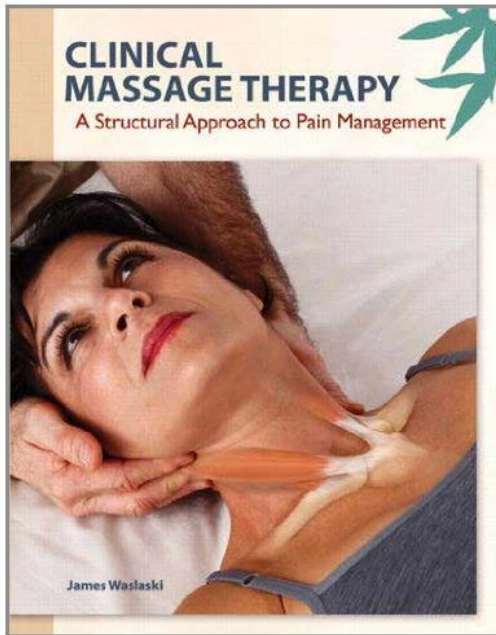
# Competition



## Fritz, *Clinical Massage in the Health Care Setting 1e*, 2008

- Aim: Massage students
- Status: Unknown
- Best known for: Broad coverage
- Complaint: little coverage of technique and procedures
- Key Questions:
  - How much therapy technique do you cover in your course?
- Sell against:
  - Show our quality art and photo program with anatomy overlays
  - Show the therapy techniques

# Competition



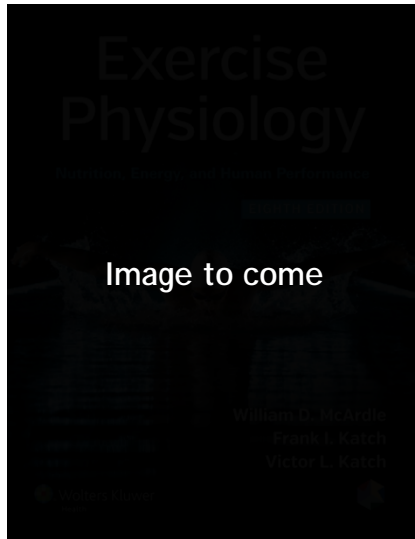
Waslaski, *Clinical Massage Therapy: A Structural Approach to Pain Management 1e*, 2012

- Aim: Massage students
- Status: Current
- Best known for: Photo program, 12-step massage process
- Complaint: 12-step process appeals to some, not to others
- Key Questions:
  - Does your current book cover all of the topics you need?
- Sell against:
  - Depth of coverage
  - 12-step process methodology can be a hindrance

# IMAGING

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# *Introduction to Sonography and Patient Care, First Edition*



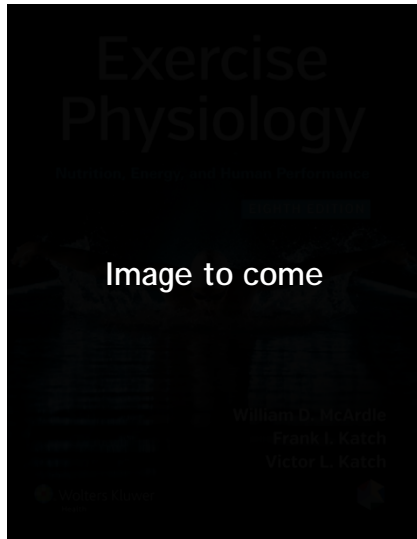
Author: Steven Penny

ISBN: 978-1-4511-9259-9, October 2015

Courses: Introduction to Sonography or Introduction to Ultrasound

- Either a first course in a Sonography program or prerequisite to entering a Sonography program
- Complete content coverage appropriate for the experience and abilities of typical sonography students
- Author of our popular ultrasound exam review texts

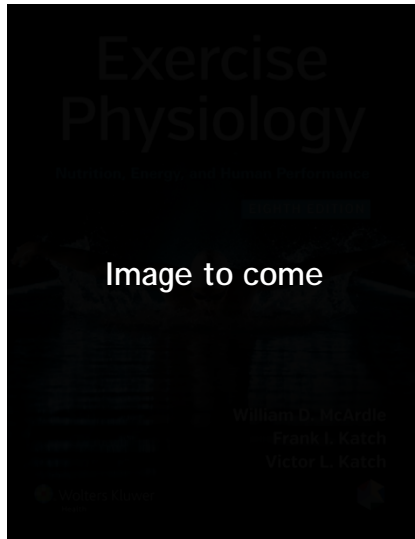
# *Introduction to Sonography and Patient Care, First Edition*



## Textbook Story

- Full course content coverage, including those not covered by main competition
- Alignment with JRCEDMS standards for education
- Multiple elements throughout the text that connect content to real world practice
- Multiple instructor ancillaries, like lesson plans and PowerPoint slides, that allow for easy integration into the classroom

# Introduction to Sonography and Patient Care, First Edition



## ■ Student Resources:

- Quiz bank
- Videos
- Lab Activities
- Case Studies

## ■ Instructor Resources:

- PowerPoints
- Test Generator
- Lesson Plans
- Image Bank
- LMS Cartridges

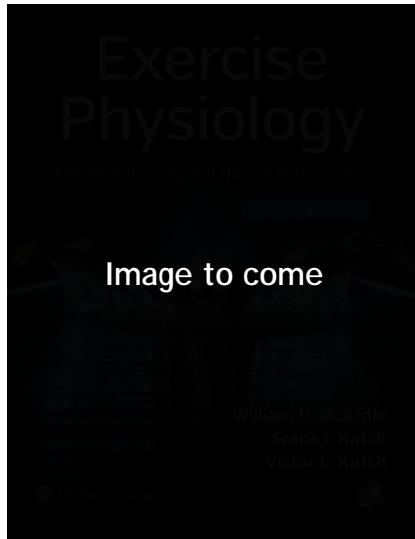


# *Introduction to Sonography and Patient Care, First Edition*

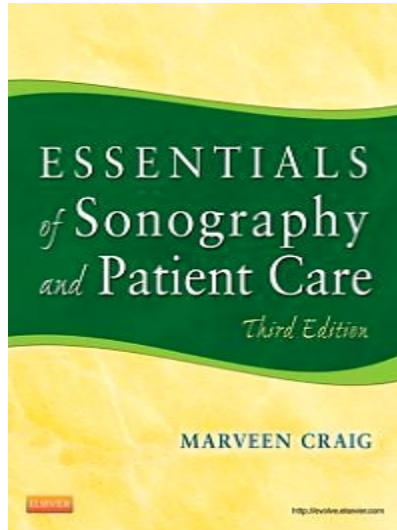


## Course Questions

- How much time do you spend on topics like basic physics principles, instrumentation, and knobology?
- How closely is your course aligned with the JRCDS standards?
- What kind of difficulties do you encounter when teaching this course?



# Competition



- Craig, Essentials of Sonography and Patient Care 3e, 2013
  - Aim: entry-level sonography students
  - Status: Market leader
  - Best known for: Being essentially the only book in the market
  - Complaint: Doesn't cover all the necessary content
  - Key Questions:
    - Does the level of this book work for you?
    - Are there any places you feel content is lacking?
  - Sell against:
    - Coverage of topics like basic physics, instrumentation, patient position, equipment care, and quality control
    - Real-world applicability Case Studies, Tech Tips, and Lab Activities
    - Student pedagogy, like learning objectives, chapter review questions, and key terms



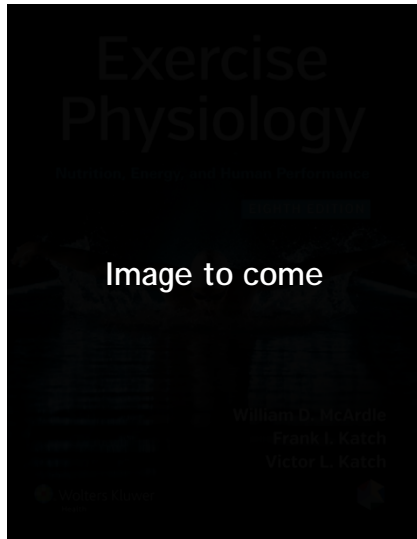
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# Who Am I?



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# *Clinical Sonography: A Practical Guide, Fifth Edition*



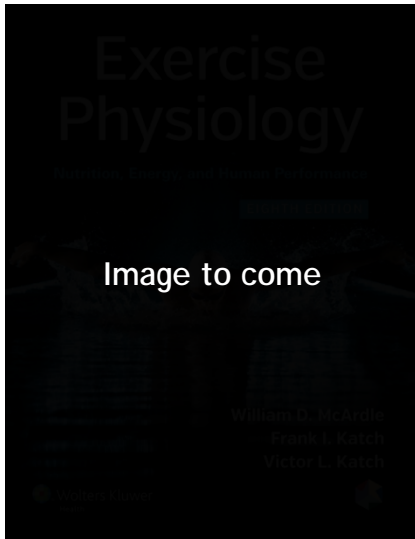
Roger Sanders, Barbara Hall-Terracciano

978-1-4511-9252-0, October 2015

Course: Clinical Sonography, Practical Aspects of Sonography, Introduction to Abdomen, OB-GYN, Vascular Sonography

- Appropriate for multiple courses that involved the introduction of scanning
- Organized by key problem areas that sonographers might encounter in their actual practice
- Text's clinical approach help students to "think sonographically"

# *Clinical Sonography: A Practical Guide, Fifth Edition*



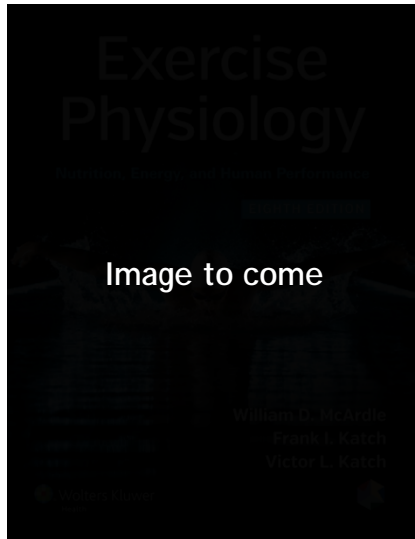
## Revision Story

- Unique organization of content by symptom, rather than organ or pathology
- Significant update of the table of contents, including expanded technical chapters
- More than 800 new black and white images and 48 full-color images showing sonographic techniques and results

## Course Questions

- What medical symptom and organs content do you cover in your course?
- Do you also cover more technical aspects of sonography?

# *Clinical Sonography: A Practical Guide, Fifth Edition*



## Resources

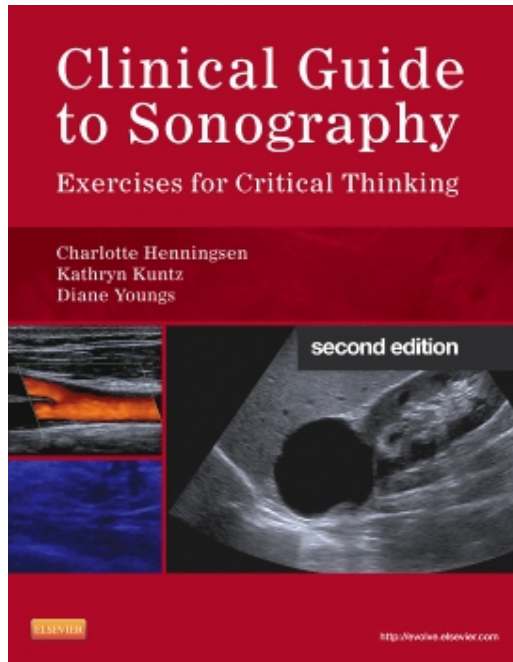
### ■ Student:

- Videos
- Test questions

### ■ Instructor:

- PowerPoints
- Testbank
- Lesson Plans
- Image Bank
- LMS Cartridges

# Competition

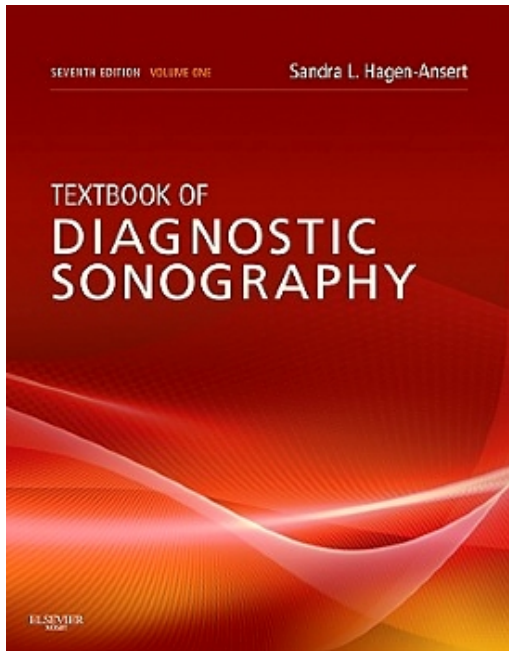


Henningsen, *Clinical Guide to Ultrasonography*  
2e, 2013

- Aim: first- or second-course sonography students
- Status: Current
- Best known for: present from clinical perspective
- Complaint: doesn't present information the way a sonographer would actually work
- Key Questions:
  - Does your text present information using methods based on how sonographers work?
- Sell against:
  - Presenting the student symptoms and then ask them to find the underlying pathology.



# Competition



## Hagen-Ansert, *Textbook of Diagnostic Ultrasonography 7e*, 2011

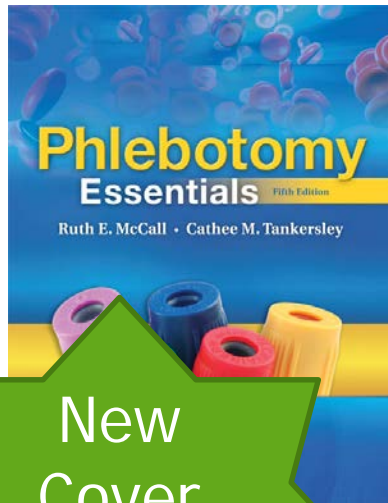
- **Aim:** first- or second-course sonography students
- **Status:** Current
- **Best known for:** expansive and detailed
- **Complaint:** too advanced for the entry-level sonography students
- **Key Questions:**
  - Does your text cover the right topics in the right depth?
- **Sell against:**
  - Presenting the student symptoms and then ask them to find the underlying pathology.

# PHLEBOTOMY

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# Phlebotomy Essentials, Sixth Edition

Ruth E. McCall MT(ASCP); Cathee M. Tankersley MT(ASCP)

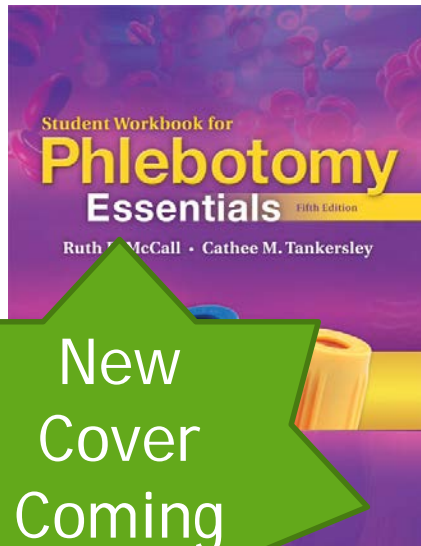


New  
Cover  
Coming

- Pub Date: Spring/Summer 2015
- Revision Story:
  - Updated information and procedures incorporate the latest CLSI standards and venipuncture guidelines- We're the Only One!
  - New content on
    - Diversity awareness
    - Instrumentation
    - Case studies
    - References
  - Icons refer to workbook and exam review
  - Media menu refers to student resources

# Phlebotomy Essentials Workbook, Sixth Edition

Ruth E. McCall MT(ASCP), Cathee M. Tankersley MT(ASCP)

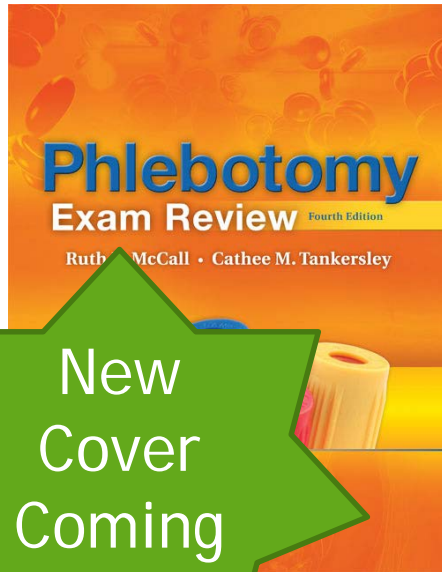


## ■ Spring/Summer 2015

- All chapters have the following elements
  - Key Terms Matching
  - Labeling Exercises
  - Knowledge Drills (including Scrambled Words)
  - Skills Drills
  - Chapter Crossword Puzzles
  - Case Studies
  - Chapter Review Questions

# Phlebotomy Exam Review, Fourth Edition

Ruth E. McCall MT(ASCP), Cathee M. Tankersley MT(ASCP)

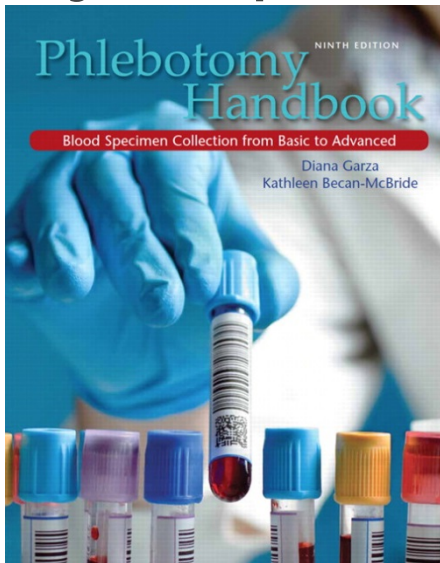


■ Spring/Summer 2015

■ Features:

- More than 1,400 multiple choice questions with correct answers and rationales
- Updated questions to meet CLSI guidelines and new material covered in the text
- Icons referencing the main text

## Key Competition



Garza, *Phlebotomy Handbook 9e*, Pearson, 9/2014

+/- Primary competitor with ~30-40% market share

+ /- Similar features in terms of student ancillaries and art program

+/- Also has nationally known author

- Does not offer a workbook
- Faculty resources are very limited
- Does not have same focus on student-friendliness McCall does (i.e. it is less easily organized and is less readable)
- Will not align as soon as new standards publish



Wolters  
Kluwer

# Who Am I?



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# *Graff's Textbook of Urinalysis and Body Fluids*, Third Edition



Lillian Mundt, EdD., MLS(ASCP)SH & Kristy Shanahan, MS, MLS (ASCP)

Pub Date: October 15, 2015

Programs: Medical Technician (MT)/Medical Laboratory Technician (MLT) or other Clinical Lab Science programs

Course: Urinalysis and Body Fluids

- Successful because of comprehensive illustrations (over 500)
- Adaptation of well-known Handbook of Routine Urinalysis by Sr. Laurine Graff.

# *Graff's Textbook of Urinalysis and Body Fluids*, Third Edition



## Revision Story

### ■ KEY FEATURES

- Most visual book on the market with over 500 photos and illustrations.
- TOC reorganized to better separate and understand complex topics (example: Collection and Physical Examination of Urine split into two separate chapters).
- Updated content with new test procedures and slides. New chapter on Microscopy.

### ■ New for 3e

- 50 new photos added to bring total photos and illustrations to over 500.
- New chapter on Microscopy to match coverage found in competing titles.
- Improved design to allow better grouping and layout of photos.
- Updated Test Bank and PowerPoint Presentations to reflect new content, new chapters, and reorganized TOC.
- New and updated information on safety and Globally Harmonized System of Classification and Labeling.
- More end-of-chapter questions and case studies added.

# *Graff's Textbook of Urinalysis and Body Fluids*, Third Edition



## ■ Student:

- PowerPoint Presentations with Lecture Notes per chapter.
- Case Studies (New to new chapters)
- Crossword Puzzles (New)
- Flash Cards (New)
- Coloring Pages (New)

## ■ Instructor:

- PowerPoint Presentations with Lecture Notes per chapter.
- Quiz Show Lecture PowerPoints
- Answers to Case Studies. (New to new chapters)
- Answers to Crossword Puzzles
- Image Bank

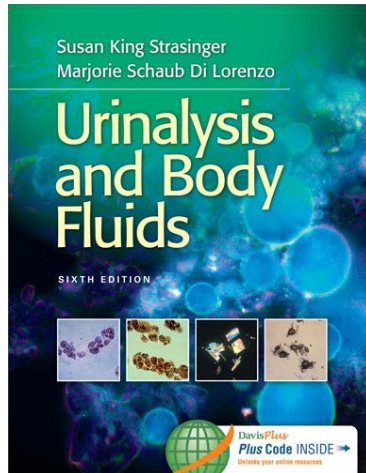
# *Graff's Textbook of Urinalysis and Body Fluids*, Third Edition



## Course Questions

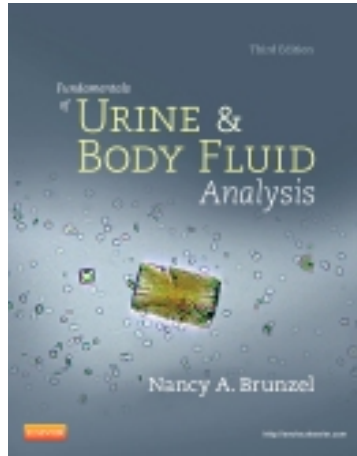
- How important is it for your resources to be of use both as instructional material and a resource?
- Do you have to supplement your current (competitive) text with additional photos or illustrations?
- Are student and instructor resources important for how your students master the content or how you deliver the material?

# Competition



- Strasinger: Urinalysis and Body Fluids, 6e, 3/2014 (©2014) FA Davis
  - Overview: Concise and comprehensive analysis of non-blood body fluids.
  - Key Questions:
    - Does this title provide all you need and all your students need?
    - How important are student and faculty support resources?
  - Sell against:
    - Photo and illustration count low (272 vs. 500)
    - Revised chapter organization of Mundt makes this a better fit for programs.
    - Little or no student/faculty resources for this title.
    - Stress visual learner and application of Mundt title.

# Competition



- Brunzel: Fundamentals of Urine and Body Fluid Analysis, 3e, 4/2012 (©2013), Elsevier
  - Overview: Uses clear writing style and organization to deliver comprehensive level and depth of content.
  - Key Questions:
    - Do you have to supplement content or resources when using this title?
    - Do your students or faculty need additional ancillaries or resources to master content?
  - Sell against:
    - Stress difference in illustration count (362 vs. 500)
    - Title does not cover Cell Count or Urine Formation. No coverage of Lab Standards.
    - No ancillaries for students or faculty!



Professional & Education

# Global Sales Meeting

2 0 1 5

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# Nursing Education Strategy



- Team Overview
- High Level Market Trends
- Market Size and Segmentation
- 3 Year Portfolio Strategy
- Overall Financials
- Key Initiatives
  - CoursePoint
  - vSim for Nursing
  - DocuCare
  - Frontlist

# Nursing Education Strategy

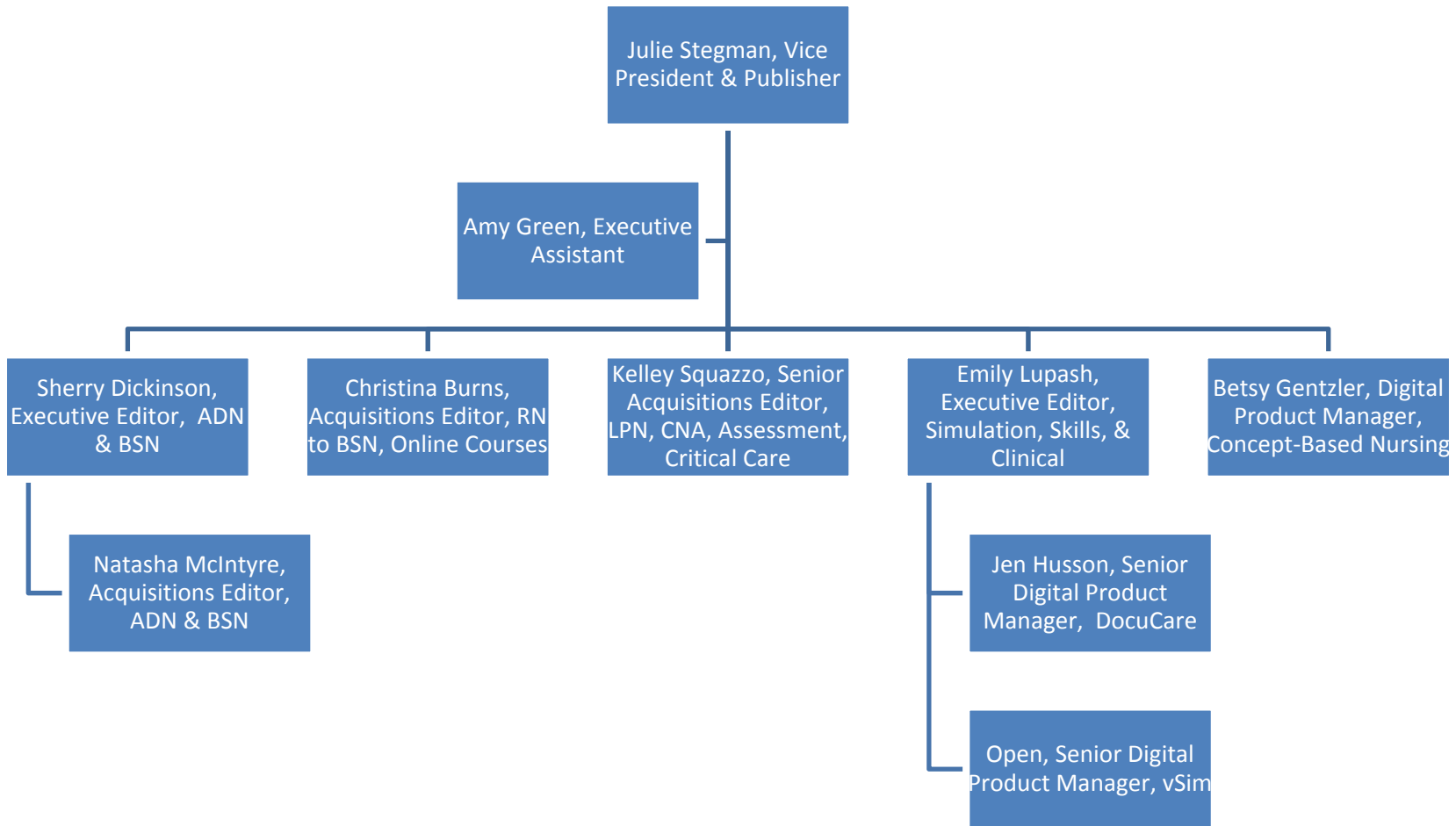


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# Nursing Education Team Overview



## *Acquisitions/Product Management*

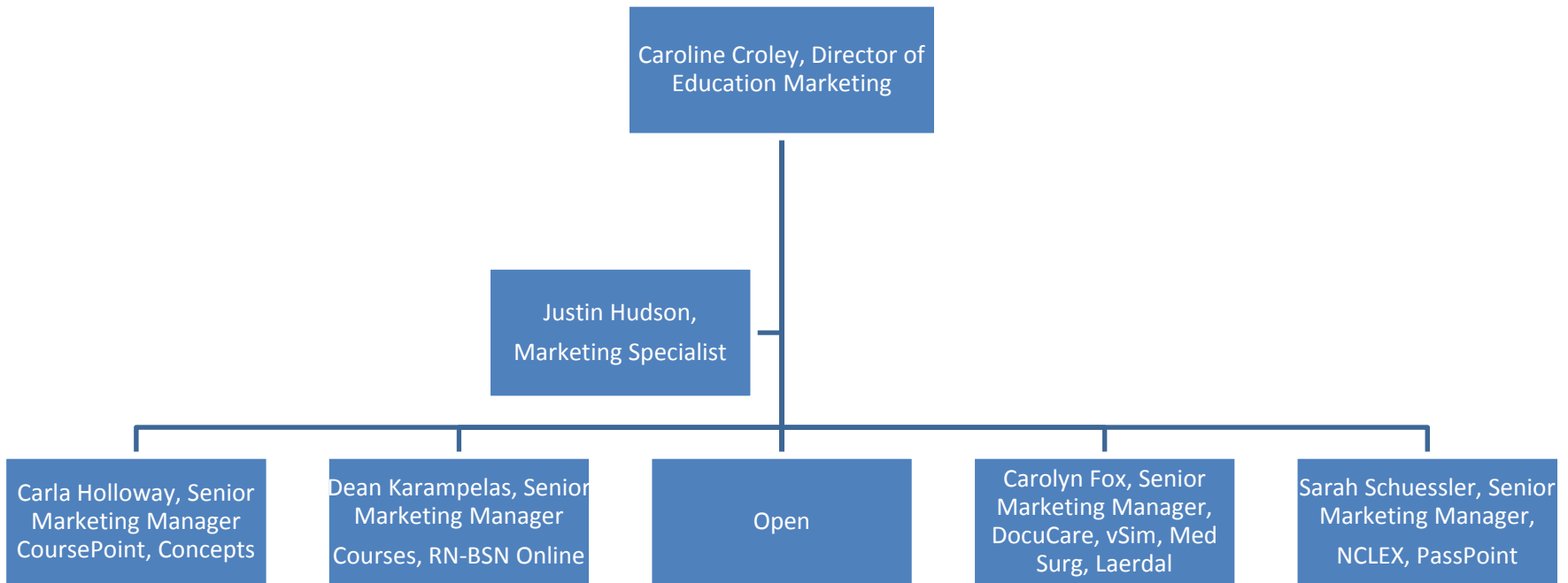


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# Nursing Education Team Overview



## *Marketing*

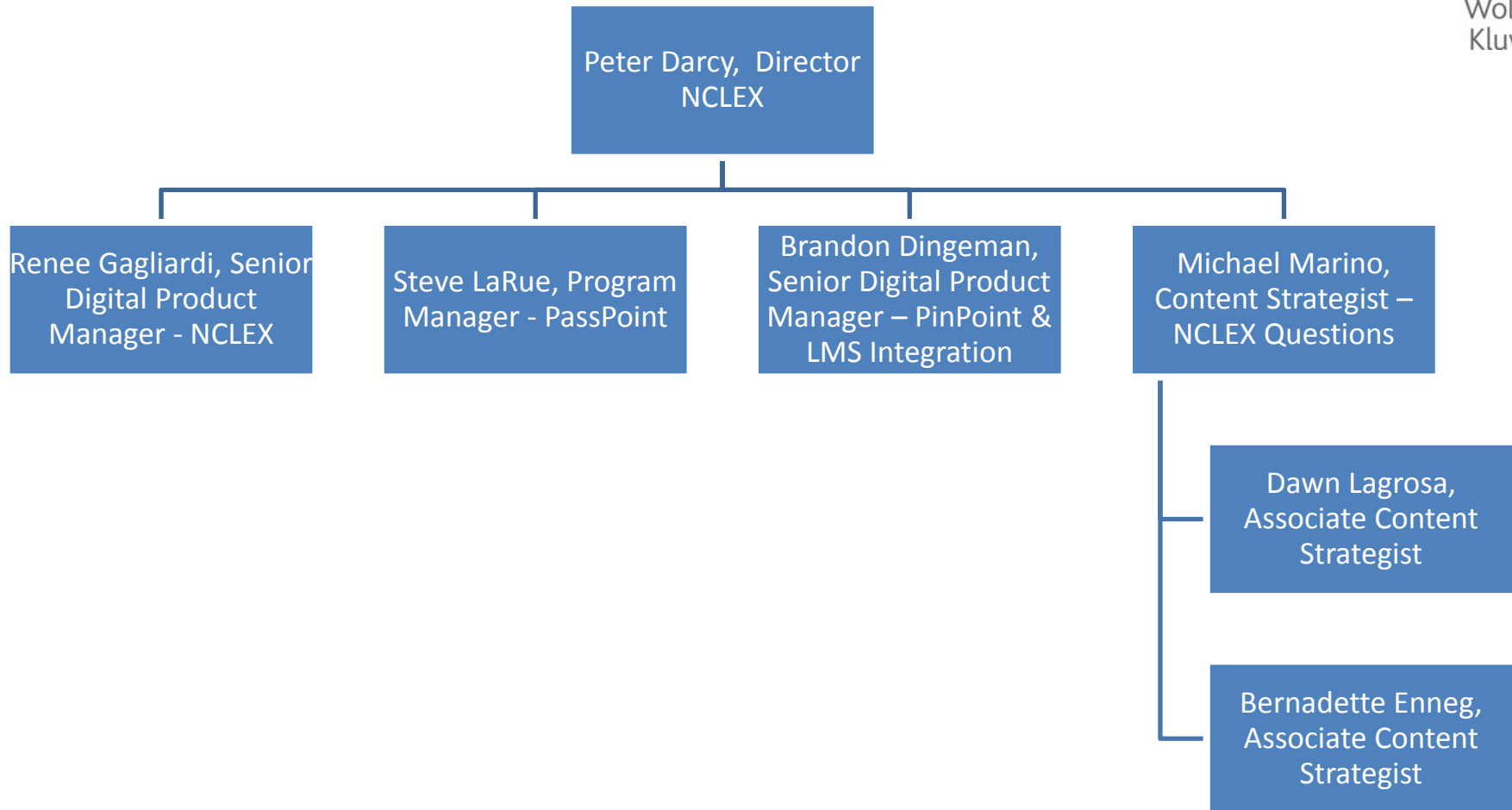


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Jan 5-7, 2015

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# NCLEX Team Overview



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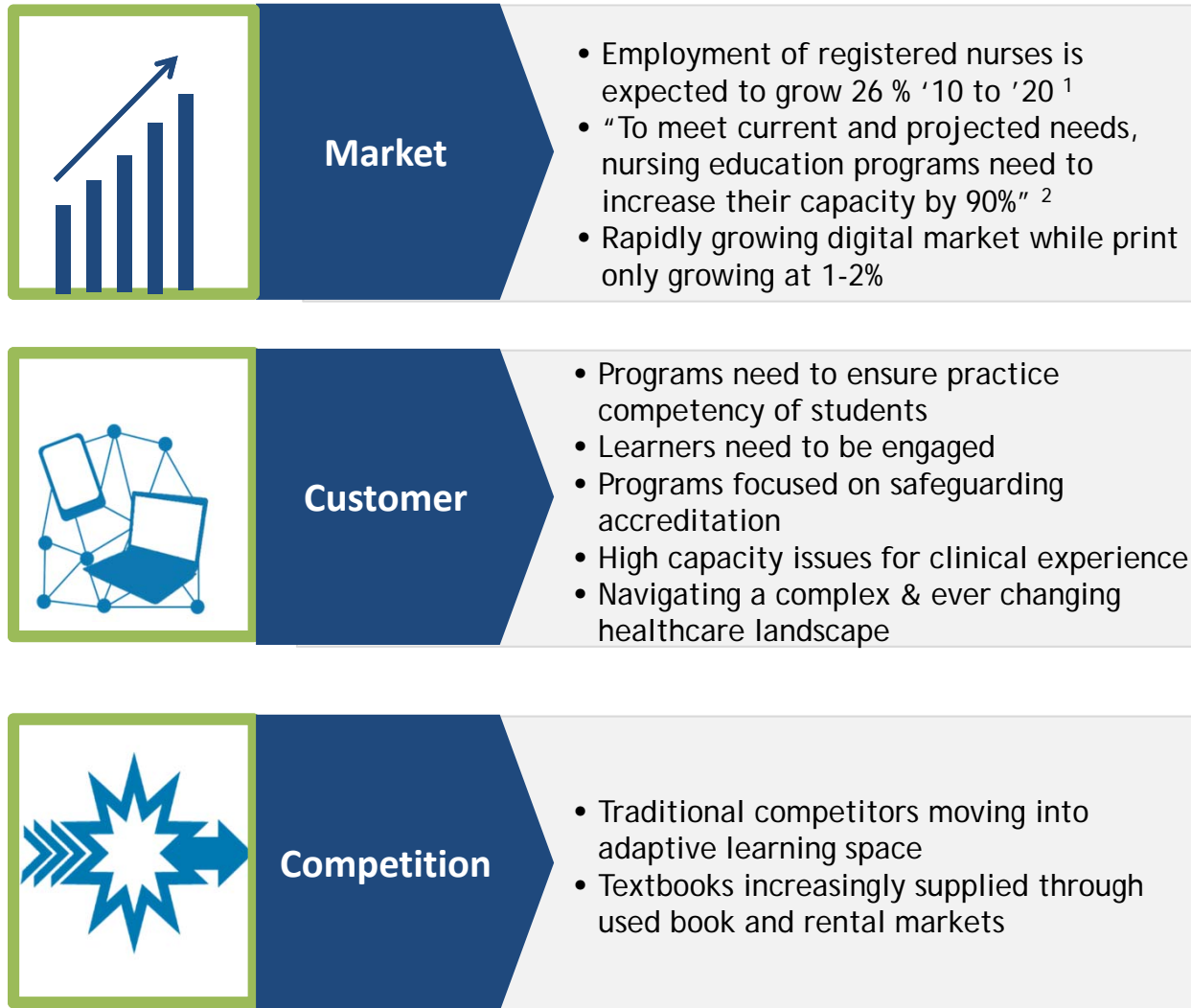
# Nursing Education Strategy



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# Overall Megatrends Support Growth Strategy for Nursing Education



We have a unique opportunity to differentiate ourselves in the market as a leading provider of integrated course solutions that help students become better healthcare professionals

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# Key Trends - Outside In



	Description	Implications / Opportunity
Nursing Education Transformation	<ul style="list-style-type: none"> <li>• Call to action from IOM for 80% of nursing workforce to hold a BSN degree by 2020</li> <li>• Schools turning away qualified applicants due to lack of faculty and clinical sites</li> </ul>	<ul style="list-style-type: none"> <li>• Practicing nurses returning to school for degrees create double-digit growth in RN to BSN programs</li> <li>• Need for alternate solutions for education and clinical</li> </ul>
Increased Focus on Competency to Practice	<ul style="list-style-type: none"> <li>• Curriculum overwhelming and redundant</li> <li>• Schools not producing what is needed in today's workforce</li> <li>• Post graduate training needs are significant</li> </ul>	<ul style="list-style-type: none"> <li>• Standardized curriculums (state, concept, competency based)</li> <li>• Learning solutions which promote active learning, critical thinking as well as interprofessional skills</li> <li>• Bridge to Practice solutions</li> </ul>
Nurse educators need to find new ways to engage learners and deliver content	<ul style="list-style-type: none"> <li>• Nurse educators are searching for new ways to engage their students due to new learning styles: self-directed, immersive</li> <li>• Integration of clinical experiences into the classroom produce a better result</li> </ul>	<ul style="list-style-type: none"> <li>• Need for solutions that promote active, application learning that can be used in flipped classrooms; and that create opportunities for students to learn and demonstrate critical thinking skills</li> </ul>
Anxiety over Change	<ul style="list-style-type: none"> <li>• Instructors are "opting-out" of change process creating more challenges for the lack of faculty</li> <li>• Those who stay are in overwhelm and have anxiety over change</li> </ul>	<ul style="list-style-type: none"> <li>• Turnover will create new relationships and new opportunities</li> <li>• Consulting Services and Customer Support critical to ease the Change Process</li> </ul>

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# Key Trends - Inside Out



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Kluwer

	Description	Implications / Opportunity
New models of business continuing to put pressure on our industry	<ul style="list-style-type: none"> <li>Rental model has put increased pressure on an already pressured industry; Used books continue</li> <li>3<sup>rd</sup> Parties facilitate rental and used</li> </ul>	<ul style="list-style-type: none"> <li>Stabilize revenue in portfolio - manage the "blips" and "dips"</li> <li>Drive more revenue direct</li> </ul>
Overall "wallet size" of student not increasing	<ul style="list-style-type: none"> <li>Despite the need for more innovative solutions, the overall wallet size of the student is not increasing</li> </ul>	<ul style="list-style-type: none"> <li>Migrate revenue from one-time purchases and used/rental models to subscription model (no used)</li> <li>Appropriately "carve" same dollar amount</li> <li>Incent users on multi-course, direct purchases</li> </ul>
Innovating, but...	<ul style="list-style-type: none"> <li>The last several years have seen innovations in our portfolio but overall not gaining significant course market share</li> </ul>	<ul style="list-style-type: none"> <li>Use innovations as a wedge to opening the door for course adoptions</li> <li>Offer course/program level solutions that integrate innovations and that create opportunities for multi-course, full curriculum adoptions</li> <li>Model accounts to identify likely candidates and measure performance</li> </ul>
Customer and Content still critical	<ul style="list-style-type: none"> <li>Customer and Content still need to be top-of-mind or no matter the innovation or price or we won't keep market share</li> </ul>	<ul style="list-style-type: none"> <li>Continue customer intimacy efforts</li> <li>Use innovations to attract leaders in the market to WKH</li> <li>Adopt flexible content acquisition strategy</li> </ul>

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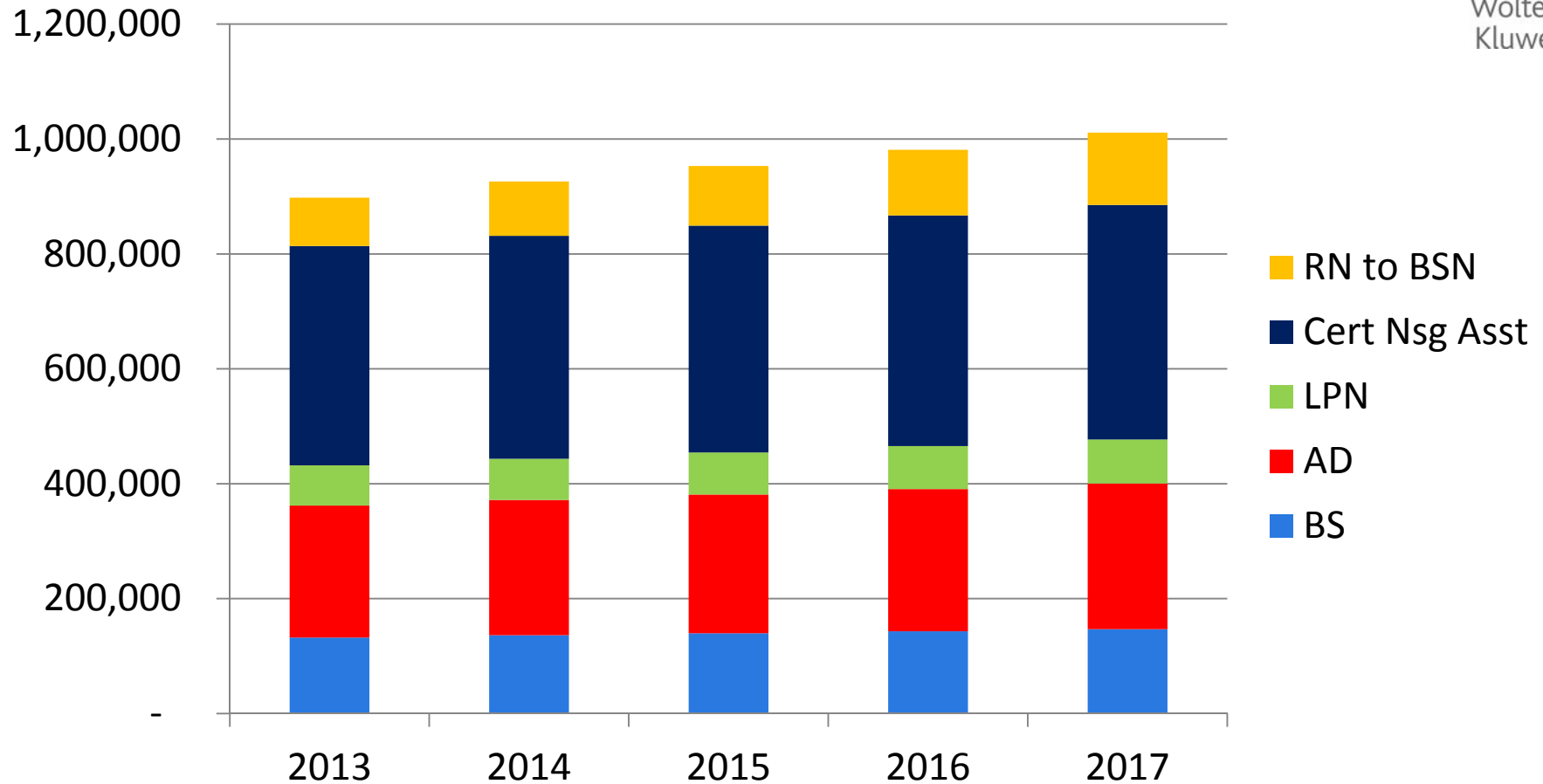
## 2014 Nursing Education Publishing Review



- Team Overview
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  - vSim for Nursing
  - Lippincott DocuCare

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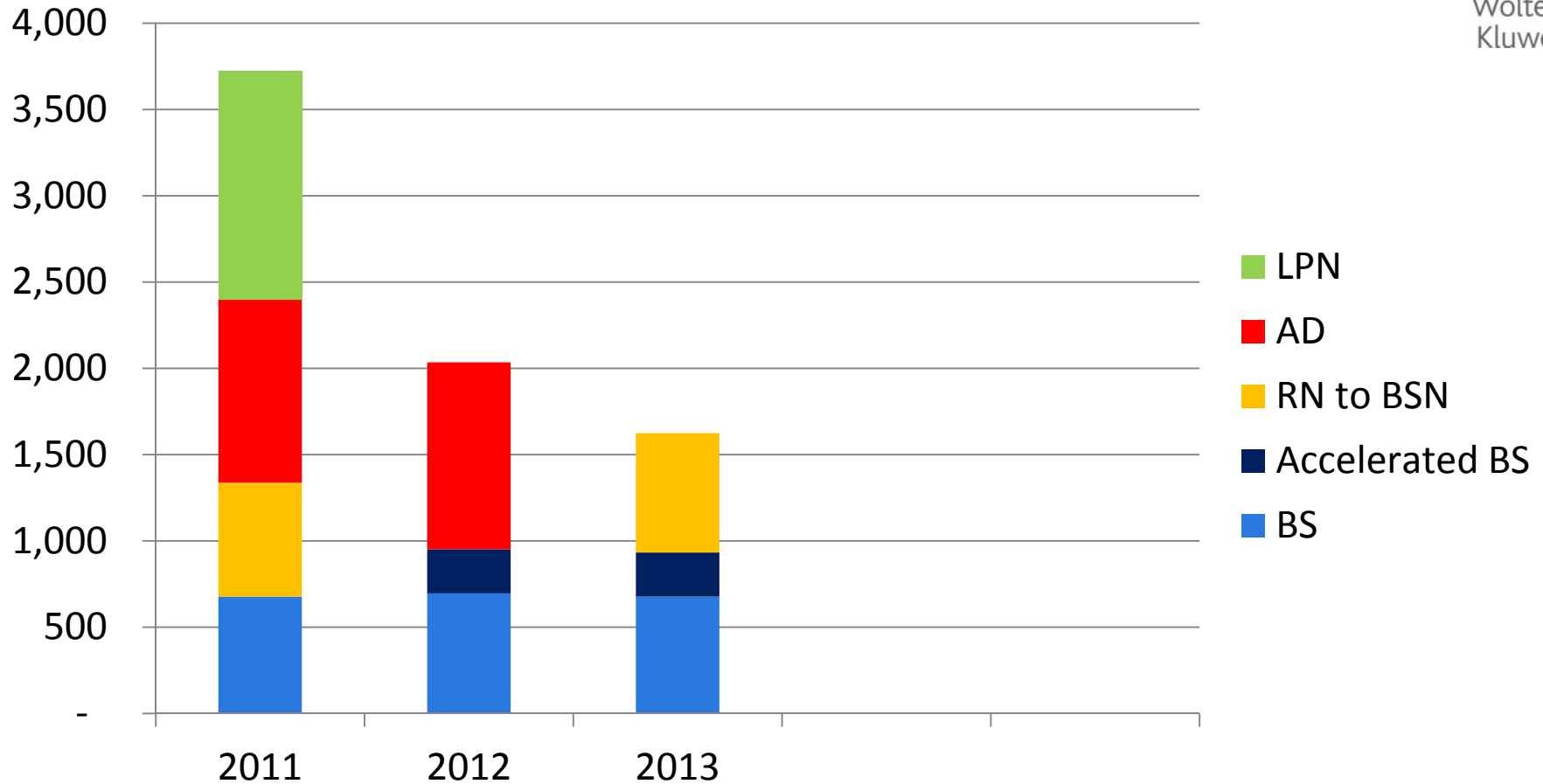
# Domestic Market Segmentation - Enrollment



Source: v31 Market Sizing Grid. 2.5% Enrollment Growth YOY applied to BS and AD. 10% Enrollment Growth YOY applied to RN to BSN. Need to work on better grounding for Cert Nsg Asst market for future.

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# Domestic Market Segmentation - Programs



Source: AACN and NLN reports. Data for LPN missing after 2011 since NLN typically is the one who sources this info. Same with AD; AACN data for BSN, RN to BSN. RN to BSN data missing for 2012. On the whole estimated 3,500+ programs for Nursing.

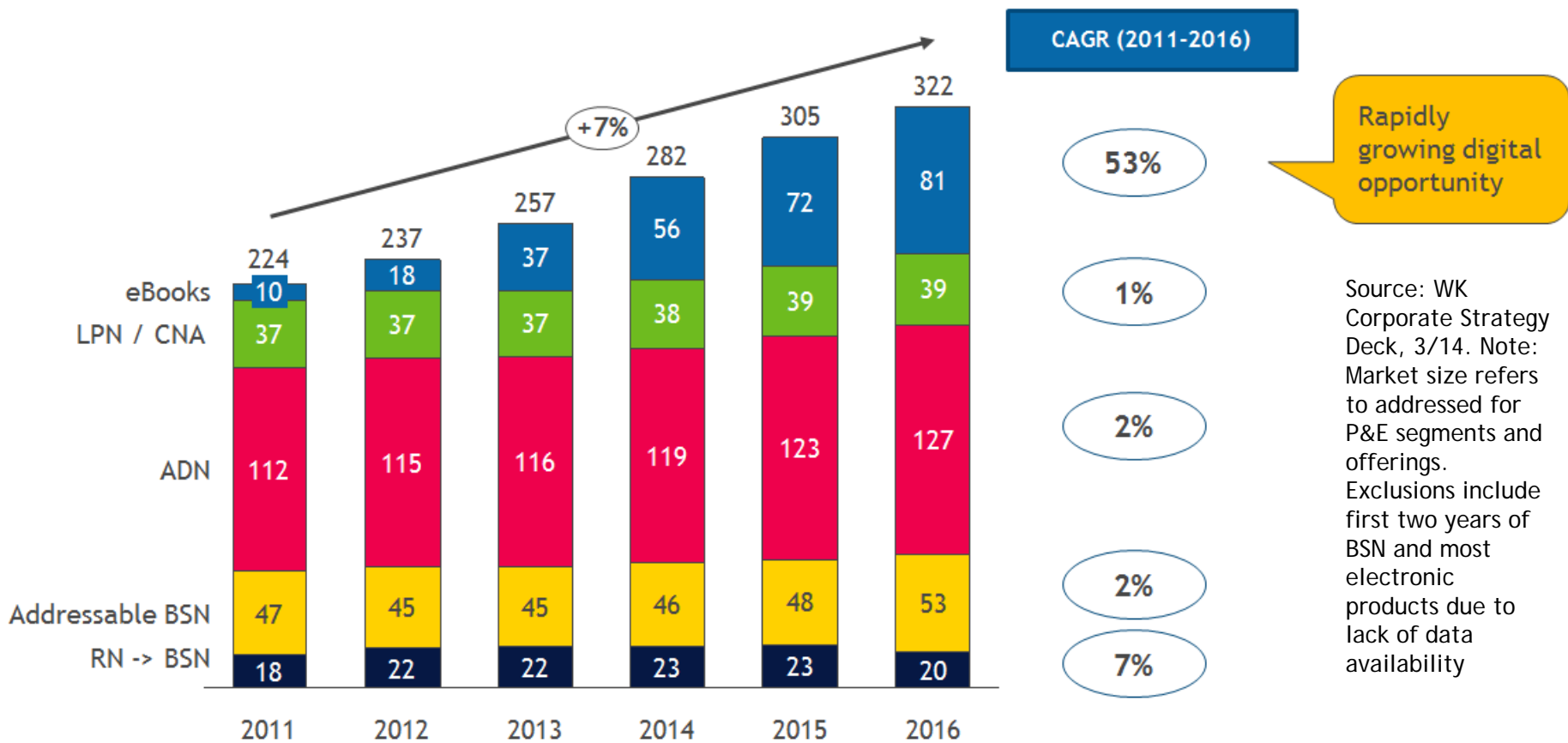
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# Domestic Market Segmentation



Nursing Education is a \$305M market (2015). ADN due to number of programs currently represents largest addressable segment for P&Es offerings.

Nursing Education Market Size; USD M



Source: WK Corporate Strategy Deck, 3/14. Note: Market size refers to addressed for P&E segments and offerings. Exclusions include first two years of BSN and most electronic products due to lack of data availability

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## 3-Year Portfolio Strategy



CURRENT



2017 VISION

- Largely Print Based Portfolio
  - Siloed Digital Solutions: DocuCare, vSim, PrepU
  - #2 or #3 market position for course areas
  - Course level approach
- Transformed portfolio with large Digital Presence
  - Integrated Learning Solutions geared towards today's learners and institutions
  - Content Leader in course areas, with emphasis on Program Level Trends
  - Networked and Notable
  - Key Future Initiatives
    - Extension (as appropriate) of our focus in other curricula (Bridge, MSN, Future of LPN/LVN)
    - Interprofessional
    - Case Based Learning
      - Spectrum of Simulated Learning

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# The Tipping Point



**vSim for Nursing**  
Launches 01/2014

Lippincott  
**CoursePoint for Nursing Concepts**  
Launches 07/2014

Lippincott  
**CoursePoint**  
Launches 07/2013

Lippincott  
**CoursePoint+**  
Launches 06/2014

Lippincott  
**NCLEX-PN PassPoint**  
Launches 09/2013

Lippincott  
**DocuCare**  
Launches 07/2012

**prepU**  
Launches 12/2010



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# The Tipping Point



**vSim for Nursing**  
Launches 01/2014

Lippincott  
**CoursePoint for Nursing Concepts**  
Launches 07/2014

Lippincott  
**CoursePoint**  
Launches 07/2013

Lippincott  
**CoursePoint+**  
Launches 06/2014

Lippincott  
**NCLEX-PN PassPoint**  
Launches 09/2013

\$1.2M Sales to date for Concepts; \$650K Sales to Date for vSim

Lippincott  
**DocuCare**  
Launches 07/2012

100 adoptions, \$800K sales to date for PassPoint in 14; \$2.7M in Sales (including print) for CoursePoint to date

**prepU**  
Launches 12/2010

47,369 active students in 2014; \$3.3M in Sales YTD

Over 100,000 activations in 2014; 370,000,000 Questions Answered; \$4.7M anticipated for Sales in 14 for NE

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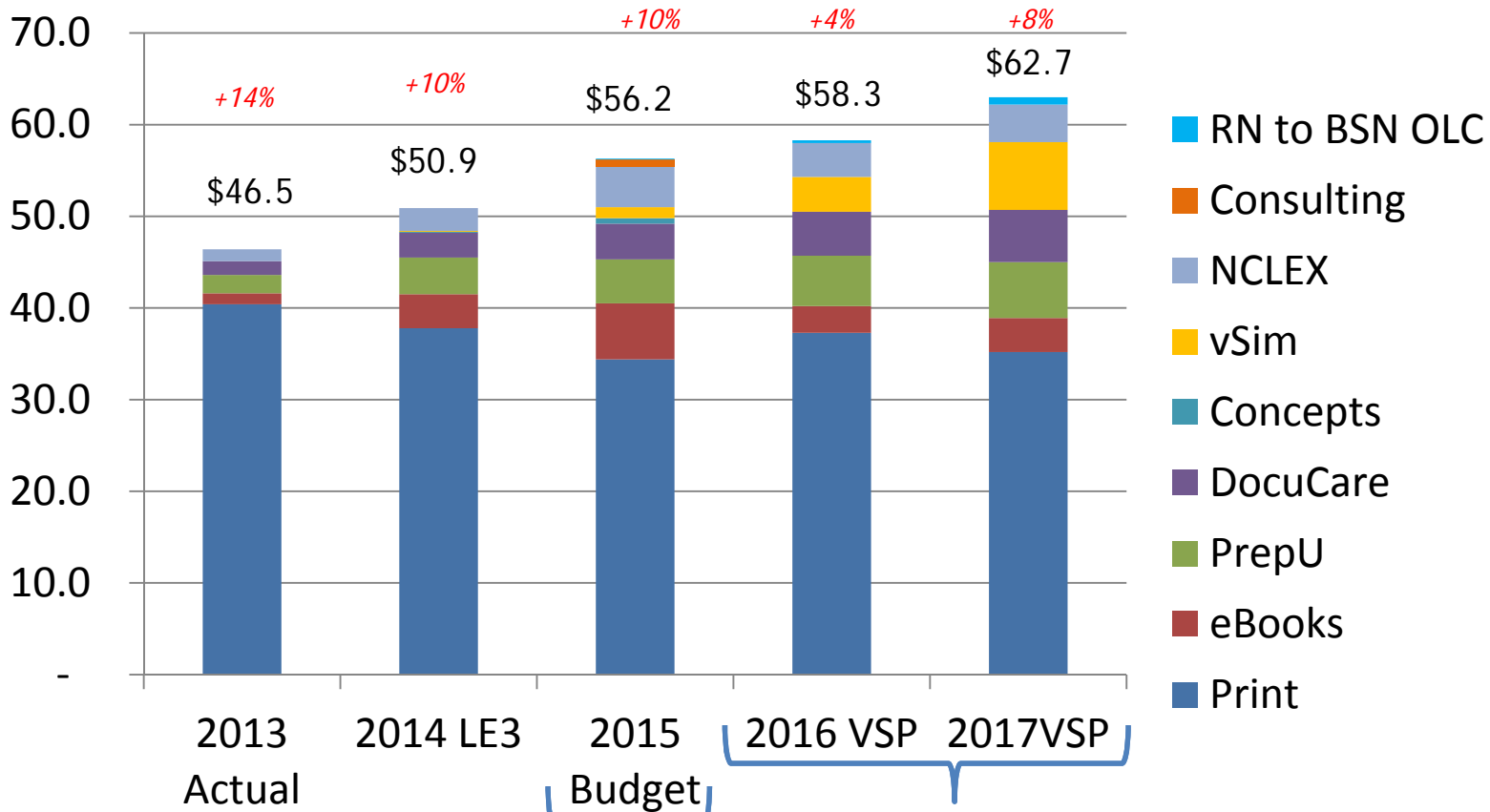
# Nursing Education Strategy



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# Overall Financials - Revenue

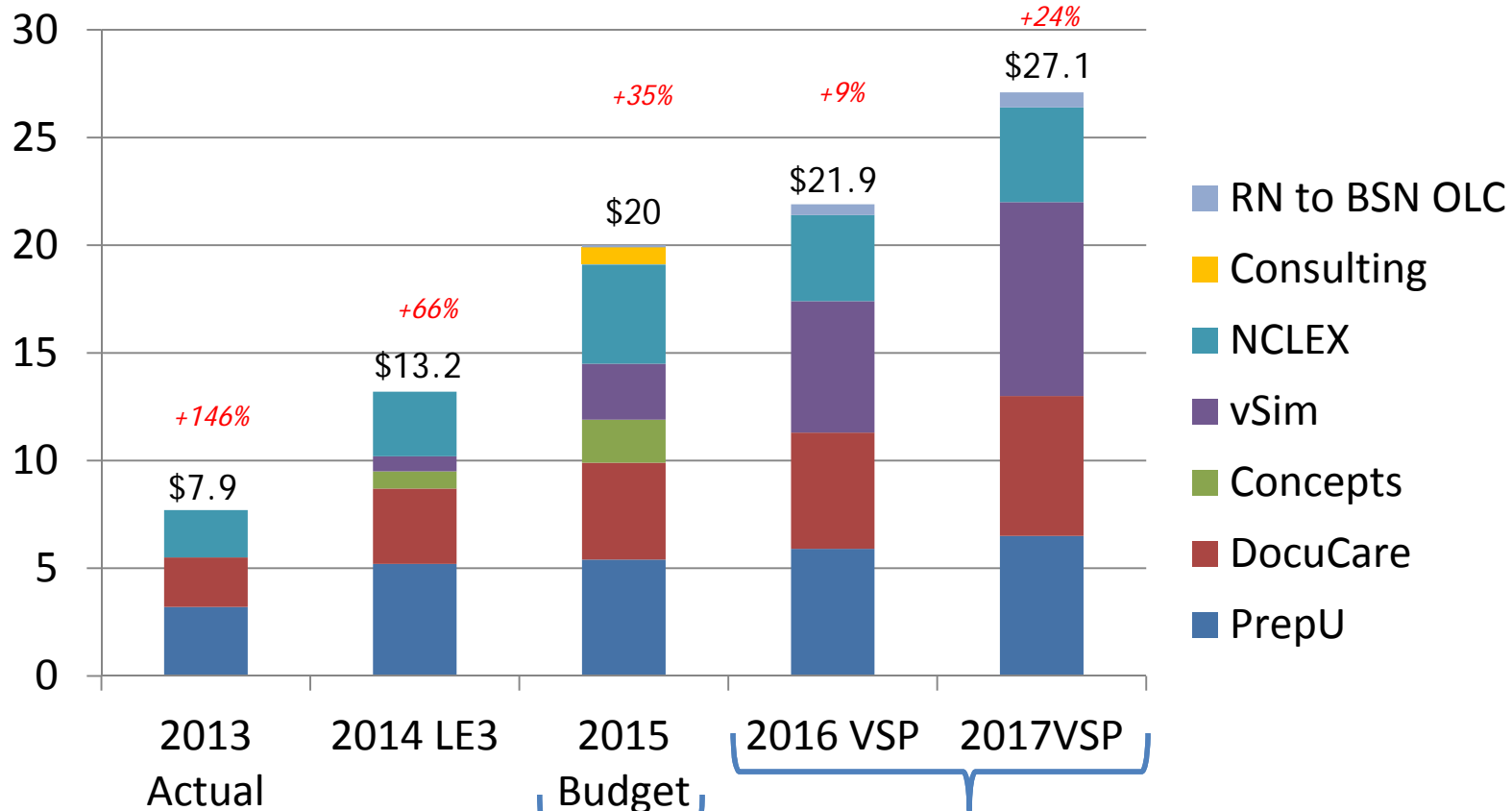


*Reflects CoursePoint modeling and Print to eBook migration; PrepU represents CP and "traditional" PrepU*

*Needs to be revised to reflect CoursePoint modeling which will increase eBooks, and decrease print; add Consulting to outlying years; and reflect Concepts*

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# Overall Financials - Subscription Sales

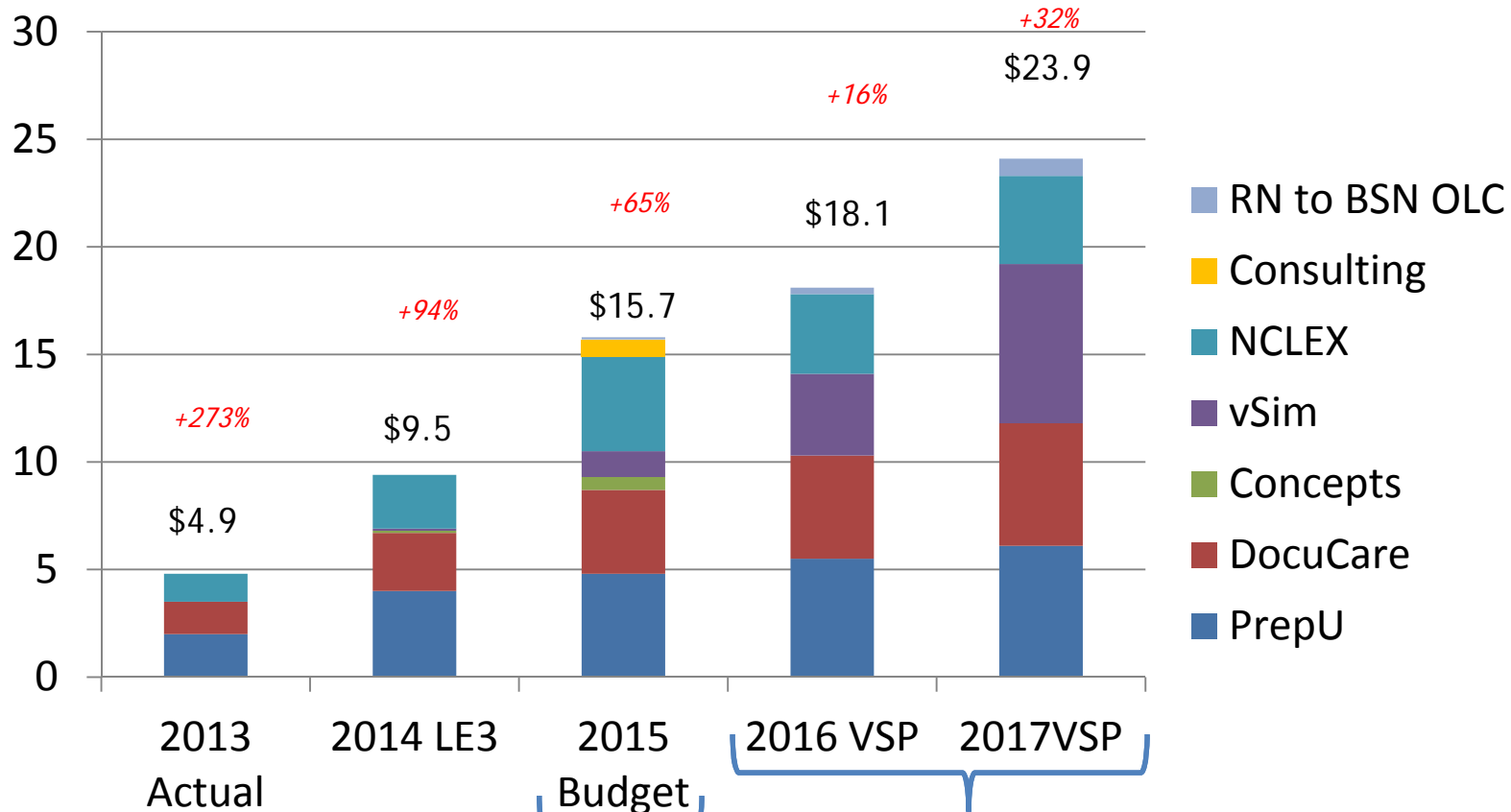


*Reflects CoursePoint modeling and Print to eBook migration; PrepU represents CP and "traditional" PrepU*

*Needs to be revised to reflect CoursePoint modeling which could change PrepU; need to reflect Concepts*

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# Overall Financials - Subscription Revenue



*Reflects CoursePoint modeling and Print to eBook migration; PrepU represents CP and "traditional" PrepU*

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Julie Stegman  
Emily Lupash  
Jennifer Husson  
Editors, Dean Karampelas

# Key Learning Solution Initiatives



	Existing Products	New Products
New Markets	<p><b>Market Development</b></p> <p><b>vSim</b> Extension of vSim (platform and content) for other market segments: Practice, LPN; as well as ROW and Localized versions (China, AUS/NZ)</p> <p><b>DocuCare</b> Potential for new market (or new product) for segments like PT/OT</p>	<p><b>Diversification</b></p>
Existing Markets	<p><b>Market Penetration</b></p> <p><b>DocuCare</b> Emphasis on going after competitor market share and segment of market currently not using EHR solution; Platform enhancements as determined by market need</p> <p><b>CoursePoint, CoursePoint+</b> Our educational, online, integrated solution developed for today's learning workflow including all the learning resources you need, adaptive learning, and evidence-based reference and support.</p> <p><b>CoursePoint for Nursing Concepts</b> All the benefits of CoursePoint with organization of content by concepts and customization features for the educator to create their own solution</p> <p><b>vSim</b> Continued publishing of course areas to complete Nursing Curriculum</p>	<p><b>Product Development</b></p> <p><b>RN to BSN Online Courses</b> Full core curriculum delivered in an online course for the RN to BSN Program/Segment. Potential extension of product line into other areas of the Nursing curriculum, as well as other courses (such as Gerontology). Exploration of fuller offer including partnership with NLN to provide approved online educators for RN to BSN programs; or to institutions to easily start programs.</p>

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Nursing Education

# Lippincott CoursePoint+

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# Today, a full suite of nursing education digital solutions that bridge education to practice




Today's Focus




Lippincott **CoursePoint+**

Drive course and curriculum success and prepare students for practice with a fully integrated learning environment



Lippincott **DocuCare**

Build clinical reasoning skills in a simulated EHR environment



Lippincott **NCLEX-RN PassPoint**

Lippincott **NCLEX-PN PassPoint**

Pass the NCLEX

Integrated solutions suite backed by our foundation of leading authors and expertise in nursing education and practice

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# Fall 2015 Strategy for CoursePoint+



Continuing to invest in the Platform and Features in Response to Customer Feedback



Sustainable Pricing Model that Provides Incentives for Multi-Course Adoptions; Services tied to Account Value; New Direct, Simplified and Personalized Ordering and Fulfillment Process

# A rich learning environment that drives course and curriculum success to prepare students for practice

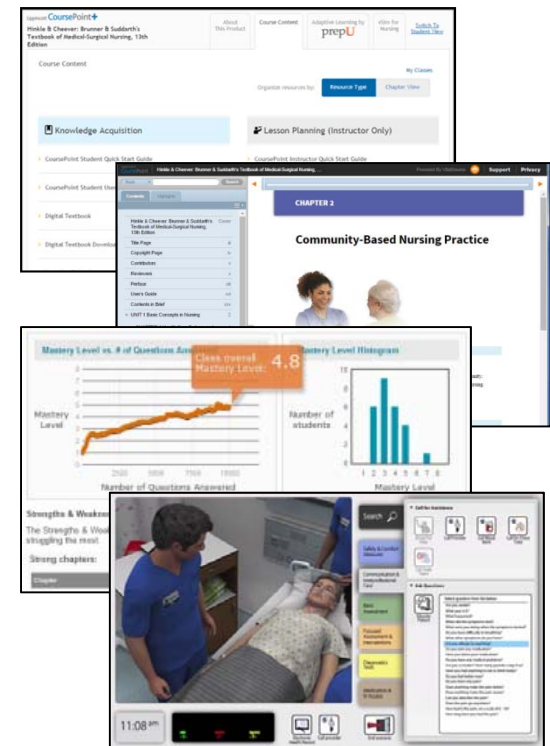


## Lippincott CoursePoint+

- A single destination with thoughtful integration of world-class content in context, presented in a variety of ways to fit different learning styles
- Powerful tools to drive improved outcomes, designed with your specific course needs in mind
- Insight into learning, with powerful data to measure your students' progress and provide remediation for individuals and your class as a whole
- Virtual simulations and real world, evidence-based content to give students patient-centered experience for a successful transition to practice
- Training services to help you every step of the way

### Benefits:

- Students understand, retain, and apply course knowledge better using *Lippincott CoursePoint+*
- Instructors have the ability to detect weak students earlier in the learning cycle
- Patient-centered virtual simulation and evidence-based, real world practice resources improve student competence, confidence, and success in transitioning to practice



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# At a glance

## Lippincott CoursePoint+

Leading  
content

*in context*

Powerful  
tools

*to maximize class  
performance*

Real time  
data

*to empower  
students and  
instructors*

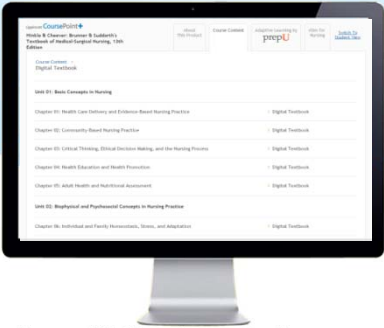
Preparation  
for practice

*with an enhanced  
course experience*

Training  
services

*to ensure your  
success*

Through a single, integrated user experience



with simplified pricing options

When you have to be right™

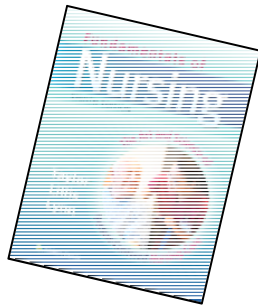


# Leading content delivered in context of the learning experience



## Leading content

*in context*



- SmartSense links:
  - Additional information and specific remediation content needed at the precise moment a student realizes they do not understand a concept, creating an unparalleled learning experience for students
  - Whether learning content, preparing for a test, training in an EHR or engaging in a simulation, students have immediate access to the exact material they need from Lippincott's library of well-respected clinical and foundational content
- Integrated, interactive learning activities and engaging multimedia resources including animations, tutorials, videos, and activities
- Access to *Stedman's Medical Dictionary for the Health Professions & Nursing* via StedmansOnline.com
- Annual updates based on evidence-based clinical research and concepts that are difficult to master

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# New feature: Online access to *Stedman's Medical Dictionary for Health Professions and Nursing*



A screenshot of the CoursePoint web interface. At the top, there's a navigation bar with "Add a New Title", "RepLocator", and a search box. Below that is the "thePoint" logo and "Wolters Kluwer Health" branding. A green navigation bar contains "Our Story", "Our Solutions", "My Content", and "Training and Support". The main content area shows the course title "Taylor, Lillis, LeMone &amp; Lynn: Fundamentals of Nursing: The Art and Science of Nursing Care, Eighth Edition". There are buttons for "About This Product", "Course Content", and "Adaptive Learning by prepU". A "My Classes" button is also visible. Under "Course Content", there are two tabs: "View by Resource Type" and "View by Chapter". Below these are two main sections: "Knowledge Acquisition" and "Lesson Planning (Instructor Only)". A blue arrow points to the "Stedman's Online" link in the "View by Resource Type" section.

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# New feature: Online access to *Stedman's Medical Dictionary for Health Professions and Nursing*



More than 56,000 terms defined by the most trusted name in medical references, plus:

- Audio pronunciations for approximately 42,000
- 5,600+ images illustrating key medical terms and concepts
- 42 illuminating live-action videos from *Acland's Video Atlas of Human Anatomy* present anatomy in motion
- Superior keyword search functionality making accuracy instantaneous

The screenshot shows the Stedman's Online dictionary interface. At the top, there is a navigation bar with 'STEDMAN'S Online' logo, a search bar, and a 'BROWSE' menu with letters A-Z. Below the search bar are tabs for 'HOME', 'ILLUSTRATIONS', 'VIDEOS', 'REFERENCE', and 'MY STEDMAN'S'. The main content area is titled 'asthma' and includes a pronunciation guide 'asth·ma (az'mă)' with a speaker icon, a 'Pronunciation' button, and a definition: 'An inflammatory disease of the lungs characterized by reversible (in most cases) inflammatory term used to mean "difficult breathing"; now used to denote bronchial asthma. SYN reactive a'. It also lists 'ICD-9-CM code: 493.90' and 'MeSH: asthma'. On the right, there are 'PRINT' and 'ADD A NOTE' buttons. Two anatomical diagrams are shown: one of a normal bronchiole and one of a bronchiole with asthma. The normal bronchiole diagram shows a clear lumen and thin walls. The asthma diagram shows a significantly narrowed lumen due to 'swelling of mucosa' and 'constriction of muscle'. A second diagram shows a cross-section of a normal bronchiole (A) and an asthmatic bronchiole (B). Diagram A shows a wide lumen and thin walls. Diagram B shows a severely constricted lumen, 'excessive, abnormally thick mucus' coating the inner surface, and 'swelling of mucosa' of the inner lining. The caption for diagram B reads: 'asthma: cross-section of normal (A) and asthmatic (B) bronchioles'.

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# New feature: Annual Content Updates



The screenshot shows the 'thePoint' website interface. At the top, there's a navigation bar with 'Add a New Title' and 'ReLocator' buttons, and a search bar. The main header features the 'thePoint' logo and 'Wolters Kluwer Health' branding, along with a user welcome message: 'Welcome THOMAS WILSON | My Account | Log Out'. Below this is a green navigation menu with options: 'Our Story', 'Our Solutions', 'My Content', and 'Training and Support'. The main content area is for 'Lippincott CoursePoint' and 'Taylor, Lillis, LeMone & Lynn: Fundamentals of Nursing: The Art and Science of Nursing Care, Eighth Edition'. It includes buttons for 'About This Product', 'Course Content', 'Adaptive Learning by prepU', and 'Switch To Student View'. The 'Course Content' section is active, showing 'View by Resource Type' and 'View by Chapter' options, and a 'My Classes' button. Below are sections for 'VitalSource Bookshelf' and 'Stedman's Online'. Two columns of content are displayed: 'Knowledge Acquisition' and 'Lesson Planning (Instructor Only)'. The 'Digital Textbook' link in the 'Knowledge Acquisition' column is highlighted with a blue arrow.

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# New feature: Annual Content Updates



The screenshot shows the 'thePoint' website interface. At the top, there's a navigation bar with 'Add a New Title', 'RepLocator', and a search box. Below that, the 'thePoint' logo is on the left, and 'Wolters Kluwer Health' is on the right, along with a user greeting: 'Welcome THOMAS WILSON | My Account | Log Out'. A green navigation bar contains 'Our Story', 'Our Solutions', 'My Content', and 'Training and Support'. Below this, the course title is 'Lippincott CoursePoint Taylor, Lillis, LeMone & Lynn: Fundamentals of Nursing: The Art and Science of Nursing Care, Eighth Edition'. There are buttons for 'About This Product', 'Course Content', 'Adaptive Learning by prepU', and 'Switch To Student View'. The main content area shows 'Course Content > Digital Textbook' with a 'My Classes' button. A list of chapters is displayed, each with a 'Digital Textbook' link. Chapters 03 and 05 have a green circular icon with a white 'U' and the text 'ANNUAL UPDATE' next to their 'Digital Textbook' links. Two large blue arrows point from the right towards these update icons.

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# New feature: Annual Content Updates

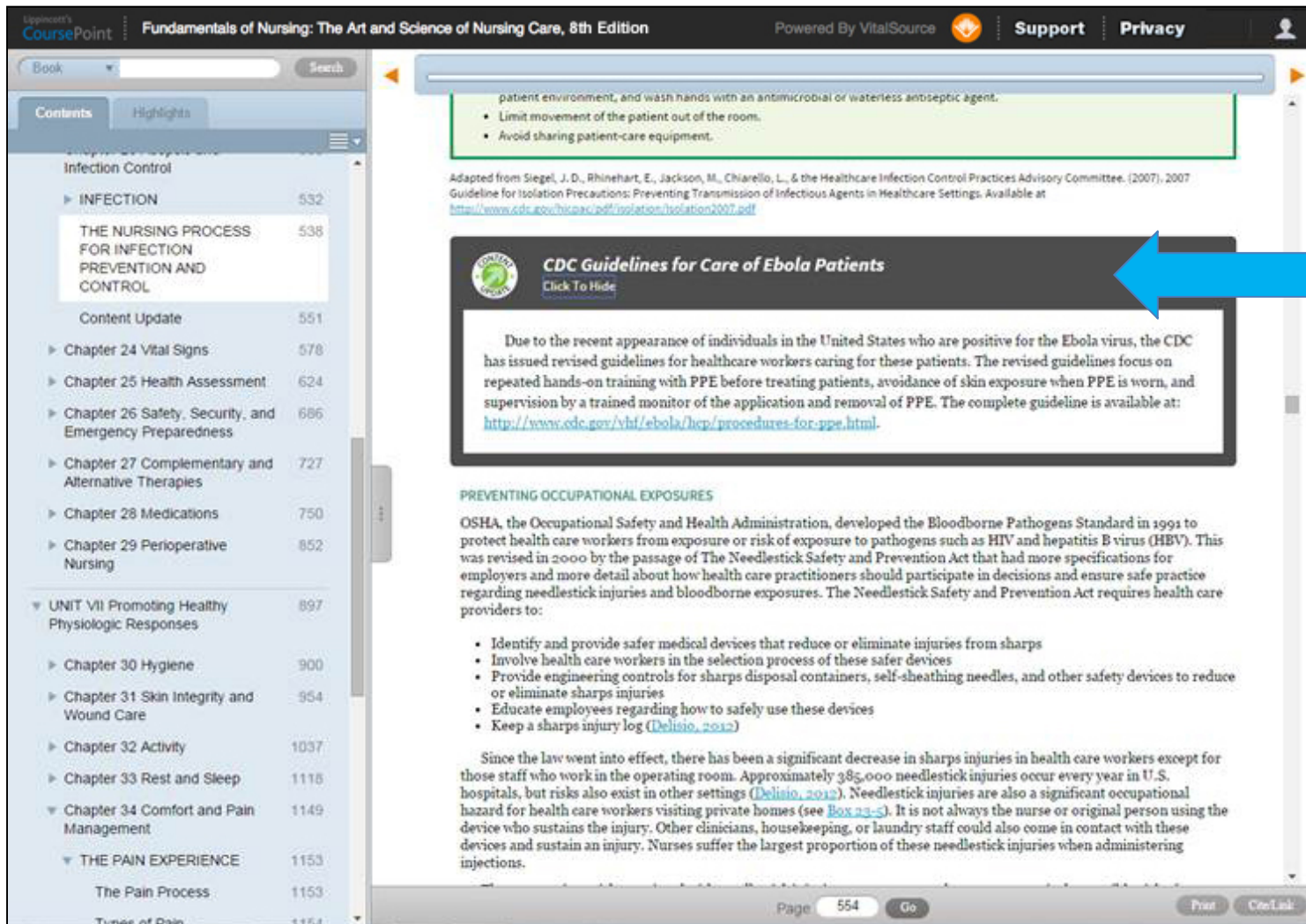


The screenshot shows the 'thePoint' website interface. At the top, there's a navigation bar with 'Add a New Title', 'RepLocator', and a search box. Below that, the 'thePoint' logo and 'Wolters Kluwer Health' branding are visible. A green navigation bar contains 'Our Story', 'Our Solutions', 'My Content', and 'Training and Support'. The main content area is for 'Lippincott CoursePoint' and 'Taylor, Lillis, LeMone & Lynn: Fundamentals of Nursing: The Art and Science of Nursing Care, Eighth Edition'. It features a 'Course Content' section with options to 'View by Resource Type' or 'View by Chapter'. A 'My Classes' button is present. Below, there are icons for 'VitalSource Bookshelf' and 'Stedman's Online'. A list of chapters is shown, with 'Chapter 03: Health and Illness', 'Chapter 04: Health of the Individual, Family, and Community', and 'Chapter 05: Theory, Research, and Evidence-Based Practice' each marked with a green 'ANNUAL UPDATE' icon. Two large blue arrows point from the right towards these update icons.

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# New feature: Annual Content Updates



The screenshot displays the 'Fundamentals of Nursing: The Art and Science of Nursing Care, 8th Edition' interface. On the left is a table of contents with a 'Content Update' entry at page 551. The main content area shows a section on infection control with a highlighted box containing a list of guidelines: 'Limit movement of the patient out of the room.' and 'Avoid sharing patient-care equipment.' Below this is a 'CDC Guidelines for Care of Ebola Patients' section, which is highlighted with a blue arrow. The CDC section text states: 'Due to the recent appearance of individuals in the United States who are positive for the Ebola virus, the CDC has issued revised guidelines for healthcare workers caring for these patients. The revised guidelines focus on repeated hands-on training with PPE before treating patients, avoidance of skin exposure when PPE is worn, and supervision by a trained monitor of the application and removal of PPE. The complete guideline is available at: <http://www.cdc.gov/vhf/ebola/hcp/procedures-for-ppe.html>.' Below the CDC section is a section on 'PREVENTING OCCUPATIONAL EXPOSURES' from OSHA, which includes a list of safety measures for sharps.

Section	Page
INFECTION CONTROL	
▶ INFECTION	532
THE NURSING PROCESS FOR INFECTION PREVENTION AND CONTROL	538
Content Update	551
▶ Chapter 24 Vital Signs	578
▶ Chapter 25 Health Assessment	624
▶ Chapter 26 Safety, Security, and Emergency Preparedness	686
▶ Chapter 27 Complementary and Alternative Therapies	727
▶ Chapter 28 Medications	750
▶ Chapter 29 Perioperative Nursing	852
▼ UNIT VII Promoting Healthy Physiologic Responses	897
▶ Chapter 30 Hygiene	900
▶ Chapter 31 Skin Integrity and Wound Care	954
▶ Chapter 32 Activity	1037
▶ Chapter 33 Rest and Sleep	1118
▼ Chapter 34 Comfort and Pain Management	1149
▼ THE PAIN EXPERIENCE	1153
The Pain Process	1153
Types of Pain	1154

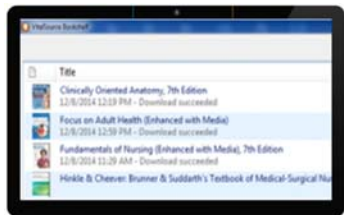
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# Anytime, anywhere access



## Leading content

*in context*

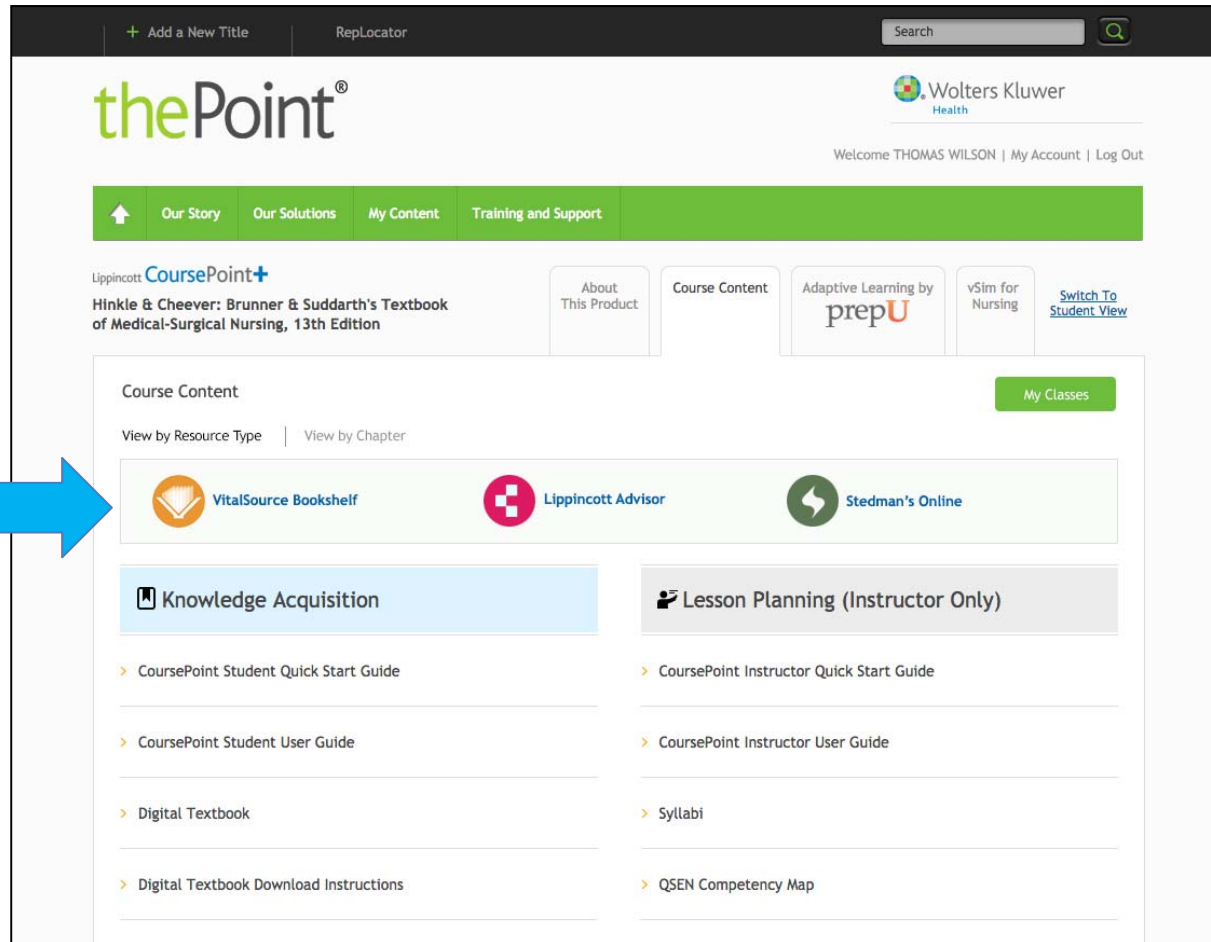


- Download textbooks to VitalSource eBookshelf for perpetual access
- Cross-searchable content
- Highlighting and notes sharing functionality
- Integrated multimedia content
- Download to multiple devices

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# New feature: Improved eBookshelf user experience



The screenshot shows the "thePoint" eBookshelf interface. At the top, there is a navigation bar with "Add a New Title", "RepLocator", and a search bar. Below this is the "thePoint" logo and the Wolters Kluwer Health logo. A green navigation bar contains "Our Story", "Our Solutions", "My Content", and "Training and Support". The main content area displays the title "Hinkle & Cheever: Brunner & Suddarth's Textbook of Medical-Surgical Nursing, 13th Edition" and a "Course Content" section. A blue arrow points to the "VitalSource Bookshelf" icon in the "Course Content" section. Below this, there are two columns of resources: "Knowledge Acquisition" and "Lesson Planning (Instructor Only)".

thePoint®

Wolters Kluwer Health

Welcome THOMAS WILSON | My Account | Log Out

Our Story Our Solutions My Content Training and Support

Lippincott CoursePoint+  
Hinkle & Cheever: Brunner & Suddarth's Textbook of Medical-Surgical Nursing, 13th Edition

About This Product Course Content Adaptive Learning by prepU vSim for Nursing Switch To Student View

Course Content My Classes

View by Resource Type | View by Chapter

VitalSource Bookshelf Lippincott Advisor Stedman's Online

Knowledge Acquisition Lesson Planning (Instructor Only)

- CoursePoint Student Quick Start Guide
- CoursePoint Student User Guide
- Digital Textbook
- Digital Textbook Download Instructions
- CoursePoint Instructor Quick Start Guide
- CoursePoint Instructor User Guide
- Syllabi
- QSEN Competency Map

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# New feature: Improved eBookshelf user experience



The screenshot shows the 'thePoint' website interface. At the top, there is a navigation bar with 'Add a New Title', 'RepLocator', and a search bar. The main header includes the 'thePoint' logo and 'Wolters Kluwer Health' branding. Below the header is a green navigation menu with options: 'Our Story', 'Our Solutions', 'My Content', and 'Training and Support'. The 'My Content' section is active, displaying a list of books. The first book is 'Hinkle & Cheever: Brunner & Suddarth's Textbook of Medical-Surgical Nursing, 13th Edition', marked as 'NEW'. Below it are two other books: 'Handbook of Nursing Diagnosis' by Lynda Carpenito and 'A Manual of Laboratory and Diagnostic Tests' by Frances Fischbach. To the right of the book listings are promotional banners for 'LWW Drug Guides', 'Lippincott's eBook Partnerships', and 'Lippincott's DocuCare'. Two large blue arrows point from the right side of the page towards the 'vitalsource bookshelf' icons next to the book listings.

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# New feature: Improved eBookshelf user experience



The screenshot displays the user interface for thePoint Health. At the top, there is a navigation bar with 'Add a New Title' and 'RepLocator' on the left, and a search bar on the right. The main header features the 'thePoint' logo and the Wolters Kluwer Health logo. Below the header, a green navigation bar contains links for 'Our Story', 'Our Solutions', 'My Content', and 'Training and Support'. The central content area is divided into several sections. On the left, a book cover for 'Handbook of Nursing Diagnosis' by Lynda Carpenito is shown. To its right, the title and author are listed, along with SKU and ISBN information. A note states 'This title requires VitalSource Bookshelf 5.0 or greater.' Below this is a blue button labeled 'Launch the eBook'. A large blue arrow points from the right side of the page towards this button. To the right of the book information is a button labeled 'Add a new title to My Content'. Below the book information, there are two tabs: 'About This Title' and 'Student Resources'. The 'Student Resources' tab is active, showing a paragraph of text about the handbook's practical guidance and a note about printing and copying permissions. On the right side of the page, there are promotional banners for 'LWW Drug Guides' and 'Lippincott's DocuCare'.

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# New feature: Improved eBookshelf user experience

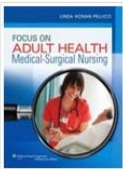

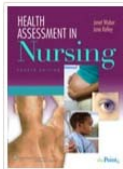
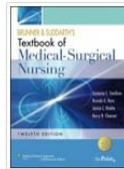

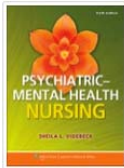
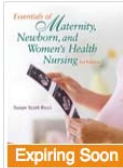
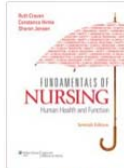
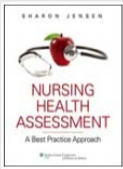
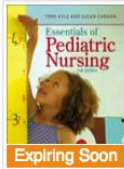
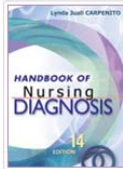
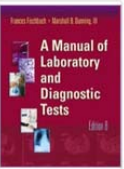


Upjohn's CoursePoint Shop |

Covers
All Titles ▾
Manage ▾
My Account ▾

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**Recently Viewed**

 <b>Focus on Adult Health (Enh...</b> Edition 1 Linda Pellico	 <b>Fundamentals of Nursing: T...</b> Edition 7 Carol R. Taylor	 <b>Health Assessment in Nursi...</b> Edition 4 Janet Weber, Jane Kelley	 <b>Brunner and Suddarth's Tex...</b> Edition 12 Suzanne Smeltzer Brenda Bar...
 <b>Abrams' Clinical Drug Thera...</b> Edition 10 Gerilyn Frandsen	 <b>Psychiatric-Mental Health N...</b> Edition 6 Videbeck, Sheila	 <b>Essentials of Maternity, New...</b> Edition 3 Susan S. Ricci	 <b>Fundamentals of Nursing: H...</b> Edition 7 Ruth Craven
 <b>Nursing Health Assessment ...</b> Edition 1 Sharon Jensen	 <b>Essentials of Pediatric Nursing</b> Edition 2 Theresa Kyle	 <b>Handbook of Nursing...</b> Edition 1 Lynda Carpenito	 <b>A Manual of Laboratory...</b> Edition 8 Frances Fischbach

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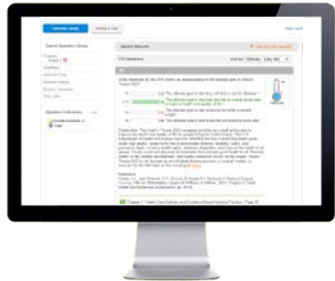
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# Powerful tools are tailored to the needs of the curriculum and the courses



## Powerful tools

*to maximize class performance*



- Powerful tools for outcome-based learning
- Tools are added based on the needs of the course
- Adaptive learning powered by prepU, provides personalized assessment and remediation to ensure student success in courses and on the NCLEX for ADN/Core BSN and LPN curriculum (available for Fall 2015)
- Robust case studies and up-to-date journal articles with associated curriculum and learning activities for full BSN courses (planned for 2016)

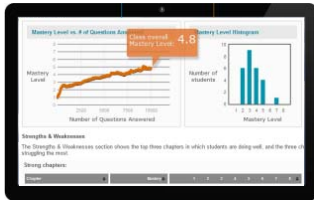
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# Real time data provides a window into student learning



## Real time data

*to empower students and instructors*



- Real time data for students and instructors show student progress and mastery level, providing the ability to assess for early intervention
- Insights into learning include:
  - How the class is doing
  - Student usage trends
  - Class strengths and weaknesses
  - Individual student performance
  - Common misconceptions
- Post-simulation assessments and personalized debriefs

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# An elevated learning experience with solutions focused on preparation for practice



## Preparation for practice

*with an enhanced course experience*



**vSim for Nursing**

Lippincott CoursePoint+ features enhanced program and course specific-content designed for preparation for practice, including:

vSim for Nursing: A virtual simulation experience co-developed with Laerdal Medical

- Curriculum integration resources include suggested readings, pre- and post-simulation quizzes, documentation assignments that can be used in Lippincott DocuCare, and guided reflection questions to gauge student understanding and support improved competence through remediation
- Individual actions during the simulation are recorded, resulting in a personalized feedback log to help each student identify areas of strengths or needed improvement
- SmartSense links integrated throughout the simulation scenario and curriculum provide additional learning opportunities through evidence-based, point-of-care content
- Game-like experience appeals to today's learner

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# The latest, continually updated, real world practice resources



## Preparation for practice

*with an enhanced course experience*



 Lippincott  
Advisor for Education

Lippincott CoursePoint+ features enhanced program and course specific-content designed for preparation for practice, such as:

Lippincott Advisor for Education: The latest, continually updated, evidence-based synoptic content and drug information

- Evidence-based clinical decision support solution used in hospitals
- Over 8,600 entries
- Content reviewed throughout the year with updates pushed out quarterly (drug content refreshed weekly)
- Helps students develop critical thinking and clinical reasoning skills
- Experience using real world solutions accelerates the transition to practice

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# New feature: Full access to *Lippincott Advisor for Education*



A screenshot of the "thePoint" web interface. At the top, there's a navigation bar with "Add a New Title", "RepLocator", and a search box. Below that, the "thePoint" logo is on the left, and "Wolters Kluwer Health" with a user welcome message is on the right. A green navigation bar contains "Our Story", "Our Solutions", "My Content", and "Training and Support". Below this, there are several content tiles: "Lippincott CoursePoint+", "About This Product", "Course Content", "Adaptive Learning by prepU", "vSim for Nursing", and "Switch To Student View". A large blue arrow points from the "Lippincott CoursePoint+" tile to the "Lippincott Advisor" tile in the "Course Content" section. The "Course Content" section has two tabs: "View by Resource Type" (selected) and "View by Chapter". It displays three resource tiles: "VitalSource Bookshelf", "Lippincott Advisor" (highlighted with the blue arrow), and "Stedman's Online". Below these are two main categories: "Knowledge Acquisition" and "Lesson Planning (Instructor Only)". Under "Knowledge Acquisition", there are links for "CoursePoint Student Quick Start Guide", "CoursePoint Student User Guide", "Digital Textbook", and "Digital Textbook Download Instructions". Under "Lesson Planning (Instructor Only)", there are links for "CoursePoint Instructor Quick Start Guide", "CoursePoint Instructor User Guide", "Syllabi", and "QSEN Competency Map".

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# New feature: Full access to *Lippincott Advisor for Education*



Search Query: All Content Login

Browse All Documents

Diseases and Conditions: **Asthma**

**Overview**  
 Pathophysiology  
 Causes  
 Risk Factors  
 Incidence  
 Complications  
**Assessment**  
 History  
 Physical Findings  
**Diagnostic Test Results**  
 Laboratory  
 Imaging  
 Diagnostic Procedures  
 Other  
**Treatment**  
 General  
 Diet  
 Activity  
 Medications  
**Nursing**  
 Considerations  
 Nursing Diagnoses  
 Expected Outcomes  
 Nursing Interventions  
 Monitoring  
 Associated Nursing Procedures  
**Patient Teaching**  
 General  
 Discharge Planning  
**Resources**  
 Selected References

**Asthma**  
 Revised: May 3, 2014

**Overview**

- Chronic reactive airway disorder involving episodic, reversible airway obstruction resulting from bronchospasms, increased mucus secretions, and mucosal edema
- Characterized by airway inflammation, intermittent airflow obstruction, and bronchial hyperresponsiveness
- Involving signs and symptoms that range from mild wheezing and dyspnea to life-threatening respiratory failure
- Involving signs and symptoms of bronchial airway obstruction that may persist between acute episodes
- Comorbidities, including gastroesophageal reflux diseases, drug-induced asthma, and other allergic reactions, such as eczema, rashes, and

**Related Information:**  
 Search all resources for:  
**Asthma**

**Diseases and Conditions:**  
 Atelectasis  
 Pneumonia

**Signs and Symptoms:**  
 Anxiety  
 Confusion  
 Diaphoresis  
 (More ...)

**Diagnostic Tests:**  
 Pulmonary function tests  
 Radioallergosorbent test  
 White blood cell count and

**Drugs: epinephrine**

Available Forms  
 Indications & Dosages  
 Administration  
 Action  
 Adverse Reactions  
 Interactions  
 Effects on Lab Test Results  
 Contraindications & Cautions  
 Nursing Considerations  
 Patient Teaching

**Legend**  
 Reactions in bold italic are **life-threatening**

Symbols  
 † Canada  
 ◆ Off-label use  
 ◇ OTC  
 \* Liquid contains alcohol

Interactions may have a:  
*rapid onset*  
*delayed onset*

The **Black Box Warning** logo indicates FDA-issued black box warnings.

[Dosage Calculator](#)

**SAFETY ALERT!**

**epinephrine (adrenaline)**  
 ep-i-NEF-rin

**epinephrine hydrochloride (adrenaline)**  
 Adrenaclick, Adrenalin Chloride, Asthmanefrin, Auvi-Q◇, EpiPen, EpiPen Jr, microNefrin◇, S2◇

*Pregnancy risk category: C*  
*Pharmacologic class: Adrenergics*  
*Therapeutic class: Vasopressors*

**Available Forms**  
*Injection:* 0.1 mg/mL (1:10,000), 1 mg/mL (1:1,000) parenteral  
*Injection device:* 0.15 mg/0.15 mL, 0.3 mg/0.3 mL  
*Nasal solution:* 2.25%  
*Nebulizer solution:* 2.25%◇

**Indications & Dosages**

► **Anaphylaxis**  
*Adults:* 0.3 to 0.5 mg Adrenalin I.M. or subcutaneously, repeated every 5 to 10 minutes as needed. Or, 0.2 to 1 mg of generic 1:1,000 solution I.M. or subcutaneously. Repeat every 10 to 15 minutes as needed. Or, 0.1 to 0.25 mg of

## Lippincott Advisor for Education

- Diseases and Conditions
- Nursing Diagnosis Care Plans
- Signs and Symptoms
- Lexicomp and UpToDate Patient Handouts
- Diagnostic Tests
- Hospital-acquired Conditions
- Treatments
- National Guidelines
- Drugs
- Nursing Curriculum Concepts

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Jan 5-7, 2015

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# Services and support designed to ensure your success



## Training services

*to ensure your success*



***Customer Success Preferred Training Services*** provided to all faculty upon adoption of CoursePoint+

### Preferred Training Services include:


- Training Coach
- Product User Guides
- Getting Started Training Videos for Faculty & Students
- Getting Started Webinars led by Product Trainers
- Course Integration Webinars led by NEC's
- Ongoing Professional Development Webinars
- General Technical Support

Qualified customers can take advantage of premium and platinum services

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# Customer Success Service Tiers



<p><b>Training services</b></p>	<p><b>Preferred</b></p>	<p><b>Premium</b></p>	<p><b>Platinum</b></p>
<p><i>to ensure your success</i></p> 	<p>Standard with all digital adoptions</p> <ul style="list-style-type: none"> <li>• Training Coach</li> <li>• Product User Guides</li> <li>• Getting Started Training Videos for Faculty &amp; Students</li> <li>• Getting Started Webinars led by Product Trainers</li> <li>• Course Integration Webinars led by NEC's</li> <li>• Ongoing Professional Development Webinars</li> <li>• General Technical Support</li> </ul>	<p>\$90 to \$150k</p> <p>Preferred Services <i>Plus:</i></p> <ul style="list-style-type: none"> <li>• On Site Faculty Workshop led by NEC</li> <li>• Faculty Digital Specialists - Train the Trainer Program</li> <li>• Ask an Expert</li> </ul>	<p>+ \$150k</p> <p>Premium Services <i>Plus:</i></p> <ul style="list-style-type: none"> <li>• Training Manager</li> <li>• Semester Health Checks</li> <li>• Custom Training Dashboards</li> <li>• On Site Student Training</li> <li>• Specialized Technical Support</li> </ul>
<p>Digital Offerings Include: CoursePoint, PassPoint, prepU, vSim, DocuCare</p>			

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# Features at a glance



Lippincott CoursePoint

Lippincott CoursePoint+

	Lippincott CoursePoint	Lippincott CoursePoint+
Leading content	eBooks from leading authors	●
	Videos and interactive media	●
	Course specific cases	●
	Study guide content, checklists	●
	SmartSense links for content when you need it most	●
	Content updated annually	●
	Electronic access to related course materials (for add on fee)	●
	Reference resources (dictionary)	●
Powerful tools	Adaptive learning (ADN/ Core BSN)	●
	Robust case studies and journal articles (Full BSN)	●
Real time data	Student and Instructor reporting to maximize class performance	●
Training services	Training and support - Preferred	●
	Training and support- Premium and Platinum (available with a commitment across our nursing digital suite)	●
Preparation for practice	Virtual simulation with vSim for Nursing	●
	Lippincott Advisor for Education with updated drug information	●

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# Full curriculum coverage



✓ indicates available for Fall 2015 start

Lippincott CoursePoint Lippincott CoursePoint+

<b>ADN, BSN Core Nursing Courses</b>	Fundamentals	✓	✓
	Skills	✓*	✓
	Medical-Surgical	✓	✓
	Maternity	✓	✓
	Pediatrics	✓	✓
	Maternity-Pediatrics	✓	✓
	Psych Mental Health	✓	Spring 2016
	Gerontology	✓	✓
<b>ADN, BSN Core Science Courses</b>	Nutrition	✓	NA
	Pharmacology	✓	Spring 2016
	Health Assessment	✓	Spring 2016
	Pathophysiology	✓	NA
<b>LPN Nursing Courses</b>	Fundamentals	✓	Fall 2016
	Medical-Surgical	✓	Fall 2016
	Basic Nursing	✓	Fall 2016
	Maternity-Pediatrics	✓	Fall 2016
	Pharmacology	✓	Fall 2016

## Full BSN Nursing Courses

*Coming Spring 2016*

Community Health

Nursing Research/EBP

Professional Issues

Leadership & Management

Informatics

Transcultural Nursing

Nursing Theory

*\*Powerful, integrated tools included where they add value; Adaptive learning included in all ADN, BSN Core Courses except Skills*

When you have to be right™



# A rich learning environment that drives course and curriculum success to prepare students for practice

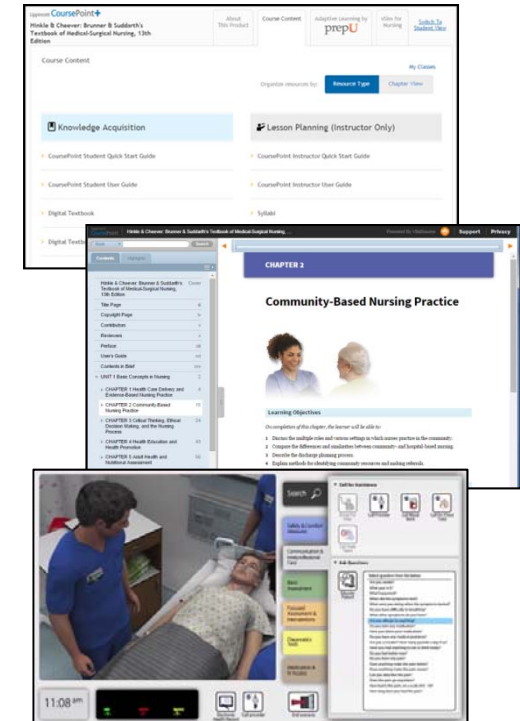


## Lippincott CoursePoint+

- A single destination with thoughtful integration of world-class content in context
- Powerful tools to drive improved outcomes, designed with your specific course needs in mind
- Insight into learning, with powerful data to measure your students' progress and provide remediation for individuals and your class as a whole
- Virtual simulations and real world, evidence-based content to give students patient-centered experience for a successful transition to practice
- Training services to help you every step of the way

### Benefits:

- Students understand, retain, and apply course knowledge better using CoursePoint+
- Professors have the ability to detect weak students earlier in the learning cycle
- Evidence-based, real world practice improves student competence, confidence, and success in transitioning to practice



When you have to be right™

# Simplified and attractive pricing



	Lippincott CoursePoint	Preparation for Practice Resources	Lippincott CoursePoint+
<b>TIER 1</b>	\$180 \$135*	+\$107 \$80*	=\$287 \$215*
<b>TIER 2</b>	\$150 \$112*	+\$107 \$80*	=\$257 \$192*
<b>TIER 3</b>	\$120 \$90*	+\$107 \$80*	=\$227 \$170*
<b>TIER 4</b>	\$100 \$75*		
<b>TIER 5</b>	\$70 \$52*		

\*25% discount with 2 or more course adoptions with direct purchase

Institutional pricing available

When you have to be right™



# Five simple pricing tiers

	Lippincott CoursePoint	Lippincott CoursePoint+	ADN, BSN Core Nursing Courses	ADN, BSN Core Science Courses	LPN Nursing Courses	Full BSN Courses (2016)
<b>TIER 1</b>	\$180 \$135	\$287 \$215	<ul style="list-style-type: none"> <li>• Fundamentals</li> <li>• Medical-Surgical</li> </ul>			
<b>TIER 2</b>	\$150 \$112	\$257 \$192	<ul style="list-style-type: none"> <li>• Skills</li> <li>• Maternity</li> <li>• Pediatrics</li> <li>• Maternity-Pediatrics</li> </ul>	<ul style="list-style-type: none"> <li>• Pharmacology</li> <li>• Health Assessment</li> <li>• Pathophysiology</li> </ul>		
<b>TIER 3</b>	\$120 \$90	\$180 \$170	<ul style="list-style-type: none"> <li>• Psych Mental Health</li> <li>• Gerontology</li> </ul>	<ul style="list-style-type: none"> <li>• Nutrition</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Nursing</li> </ul>	
<b>TIER 4</b>	\$100 \$75				<ul style="list-style-type: none"> <li>• Fundamentals</li> <li>• Medical-Surgical</li> <li>• Maternity-Pediatrics</li> <li>• Pharmacology</li> </ul>	
<b>TIER 5</b>	\$70 \$52					<ul style="list-style-type: none"> <li>• Community Health</li> <li>• Prof Issues</li> <li>• Leadership-Mgmt</li> <li>• Informatics</li> <li>• Transcultural Nursing</li> <li>• Nursing Theory</li> </ul>

Access: All courses 12 months access, except Med-Surg, which is 24 mos

When you have to be right™

# Priced to provide students greater value... and leave room for print



## OLD MODEL

Authoritative Course Content	Fundamentals Textbook
Adaptive learning	prepU
Virtual simulation	vSim for Nursing
Add on Titles	Study Guide
Reference	Stedman's
Drug Information	Drug Guide
Learning Activities	Skills Checklist

**\$473.90**  
*\$355 with 25% discount*

## NEW MODEL

Lippincott **CoursePoint+**

TIER 1	Fundamentals CoursePoint+	\$287
		\$215*
	Optional Third Party Textbook Rental	\$25

\*25% discount with 2 or more course adoptions with direct purchase

When you have to be right™

# Simple ordering for faculty



# Flexible options for students

## Where to purchase

1

Through a customized website created specifically for your school

- Supports orders for all nursing education digital adoptions
- Automatically applies discounts

*or* Through your campus bookstore

- Access cards for individual CoursePoint/CoursePoint+ courses
- Print book and CoursePoint/CoursePoint+ package available at a 25% discount
- Print options as determined by bookstore (new, used, rental)

*or* Through third party retailers

2

Optional print titles for purchase or rental

- Print titles are still available for purchase at regular prices
- *or* For rental through all major online and retail outlets
- *or* Can also be purchased online from Wolters Kluwer

Nursing Education

# Lippincott DocuCare

When you have to be right™



# Lippincott DocuCare is...

## Built by Educators



Rooted in education, **DocuCare** is designed to help students prepare for real-world practice while developing critical thinking skills around patient care.

- Includes patient records to cover whole curriculum.
- Emphasizes patient-centered practice in all courses.
- Think like a nurse from day 1
- Scenario map to Wolters Kluwer texts.
- Instructor Resources for curriculum integration and use.
- Flexible to use for all students and setting.

When you have to be right™

# Lippincott DocuCare is... More than Just Documentation



## IN THE CLASSROOM

Teach content within the context of a patient record

Many scenarios have direct ties to LWW texts & text maps are available

Tools available for classroom integration

**Classroom &  
Theory**

Lippincott  
**DocuCare**

**Simulation  
Lab**

## IN THE SIMULATION LAB

Integrate documentation within a simulation

Students reference evidence-based content

Many patient records include a seamless link to Laerdal simulation scenarios

Barcode scanning capabilities

vSim for Nursing patients included

**Clinical  
Practice**

## FOR CLINICAL PRACTICE

Students can document care of clinical patients in a safe environment and create privacy-protected patient records.

Students reference evidence-based content and work can be easily submitted

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## Creating Excellence in the Classroom

### Get Started with Training

Learning is simple! Start with the basics and 'Get Started' by building a foundation to ensure your success. Our competency based training resources will review everything you need to learn.

### Join Nursing Education Consultants for Curriculum Integration

Providing next-level training for faculty, our webinar sessions are led by Nursing Education Consultants who are super-users of our products.

### Stay Current With Ongoing Education

Learning never stops! Our Ongoing Education events are designed to help you transform your program in a way that engages students while improving outcomes.

[FACULTY REQUEST A TRAINING](#)

[STUDENT TRAINING RESOURCES](#)



When you have to be right™

# Key Trends

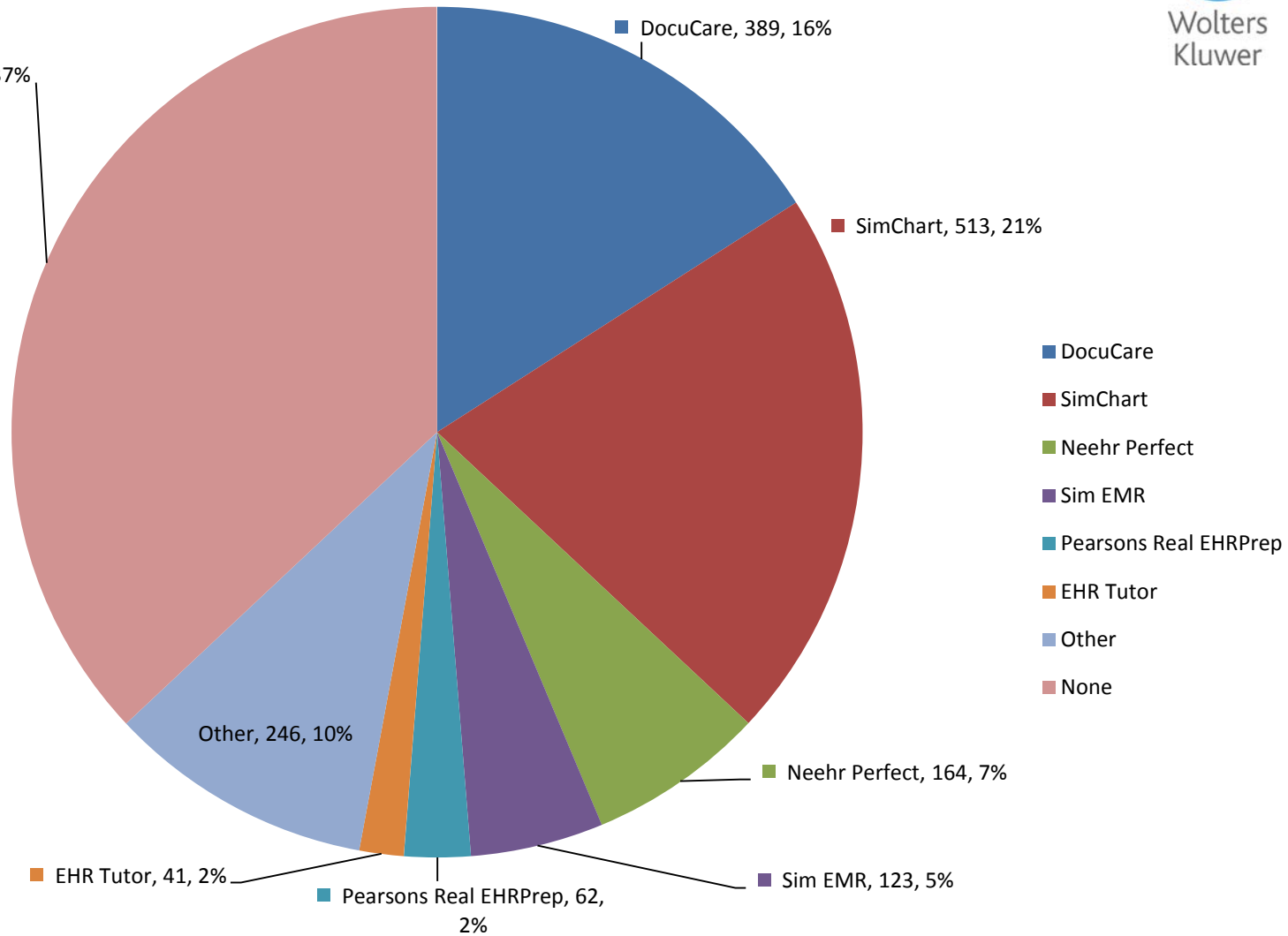


	Description	Implications / Opportunity
UNTAPPED MARKET	<ul style="list-style-type: none"><li>• 37% of nurse educators not currently using an EHR in nursing program.</li></ul>	<ul style="list-style-type: none"><li>• Overcome objections and win new market share.</li></ul>
CURRICULUM	<ul style="list-style-type: none"><li>• 41% of DocuCare users say EHR core to curriculum. 40% plan to make it core.</li><li>• 34% of nonusers consider core. 38% plan to make core.(2)</li></ul>	<ul style="list-style-type: none"><li>• Growth in demand for curriculum materials needed for educators.</li><li>• Opportunity to provide curriculum materials for new coursework.</li></ul>
TRUE TO REAL WORLD PRACTICE	<ul style="list-style-type: none"><li>• In order to successfully prepare nursing students for transition to practice, AEHR needs to simulate real world practice.</li></ul>	<ul style="list-style-type: none"><li>• As real world EHRs adapt to regulatory requirements and patient safety standards, DocuCare will need to adapt to become leading AEHR.</li></ul>
TRANSITION TO PRACTICE / INFORMATICS	<ul style="list-style-type: none"><li>• Increased demand for nurse "informatists". Salaries higher for those who have earned cert. fr Amer Nurses Credentials Ctr or HIMSS. (6)</li></ul>	<ul style="list-style-type: none"><li>• Increased demand for nursing informatics coursework.</li><li>• New market - upper level nursing courses.</li></ul>

# Market Segmentation



Data source:  
2014 SLX  
program data  
with Jul '14  
Non-DocuCare  
User response  
data overlay.



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# Market Segmentation - Total Market

Market Share Notes: 37% are not using any EHR in their nursing program.

Barriers:

1. Age. Nurse educators over 50 less inclined to incorporate an EHR.
2. Do not see importance of the EHR in nursing learning process.
3. Not sure how to integrate and EHR.

**Strategy** - Address this population as a different market than those who have already adopted EHR in program.

**Marketing**– DocuCare Integration Kit created to give Sales talking points for institutions resistant to adopting and EHR. 10 sent to each Sales Rep. Sales to provide list of customers that receive so tool's success rate can be measured.

**Research** - Research underway to interview nurse educators within this 37% to learn: do they plan on integrating an EHR, when, what is their criteria and if not, why.





# SimChart vs DocuCare Strategy



## Product

## Strengths

## Weakness

## How to Address

Elsevier  
SimChart  
(2011)

- Familiar Evolve platform
- Price breaks
- Pre-loaded patients
- Unfolding cases
- Barcode scanning
- Specialty patients
- CAE partnership

- Lacks realism
- Integration with simulation
- Customer Service, Support & Training

DocuCare compares very favorably to SimChart and we're confident that "anything SimChart can do, DocuCare can do better". We are known by our customers and market for being the most user friendly solution that is also realistic to practice.

Focus on the wealth of pre-populated content and our Laerdal partnership and scenarios, which are an advantage for anyone that wants to use charting in simulation. And, our barcode scanning update will enhance that advantage.

Our customer success team fully supports docucare to offer a wide variety of training options, which is also a big win for us. We have many NECs that LOVE docucare and use it extensively. Take advantage of this group and their webinars and events to convince some of your competitive users to make the switch.



# NeehrPerfect vs DocuCare Strategy



Product	Strengths	Weakness	How to Address
<p>NeehrPerfect (2009)</p>	<ul style="list-style-type: none"> <li>• Interprofessional use</li> <li>• Barcode scanning</li> <li>• Measurable</li> <li>• Realistic to practice</li> <li>• Created by educators</li> </ul>	<ul style="list-style-type: none"> <li>• Ease of use</li> <li>• Lack of customization</li> <li>• Not tied to curriculum</li> <li>• Created based on one system - VistA</li> </ul>	<p>DocuCare is the most user friendly EHR and is easy to update and edit. With a full curriculum of patients and learning activities to go along with it, DocuCare prepares students for any system that they will use in practice.</p> <p>In the NeehrPerfect marketing materials, they say that their system is "based on VistA, not modeled on, not simulated – real. This means your students aren't wasting time using a "fake" ehr they won't encounter in their profession." However, there are hundreds of EHRs used in practice. In reality, most students will not be practicing on VistA, so DocuCare's goal of providing students for practice – no matter which system they will encounter is a powerful response to this argument.</p> <p>Our dedicated sales force and customer success also provides additional advantages for DocuCare. Our system is fully supported and we've consistently heard that our sales reps and customer support are the most attentive to needs in this market. Our new updates allow DocuCare to further emphasize our advantages.</p>

# SimEMR vs DocuCare Strategy



## Product

## Strengths

## Weakness

## How to Address

Product	Strengths	Weakness	How to Address
<p>SimEMR</p>	<ul style="list-style-type: none"> <li>• Price – less than \$100 per year if over 50 users</li> <li>• Free 6 month trial with various med carts (KB Port, Demo Dose)</li> <li>• Ability to shadow students online</li> <li>• Online communication forum</li> <li>• PocketNurse – owned &amp; distributed</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of pre-populated patients</li> <li>• Instructors cannot provide feedback</li> <li>• No clinical decision support info (LA, LP)</li> <li>• Lack of instructor &amp; curriculum resources</li> </ul>	<p>Focus on the value of DocuCare and the content that is included.</p> <p>Talk about measuring success through the class management features.</p> <p>Point out the clinical resources that are fed from live systems via all SmartSense links and in the Nursing Dx section. Show clinical patient setup for programs that would like to use the EHR in clinical.</p> <p>Show the instructor resources and tie in to curriculum. Discuss the Laerdal partnership and cases for a link to simulation.</p>

# RealEHRPrep vs DocuCare Strategy



## Product

## Strengths

## Weakness

## How to Address

<p><b>RealEHRPrep by Cerner (Pearson) (2013)</b></p>	<ul style="list-style-type: none"> <li>• Realistic to practice</li> <li>• Prepares students that will use Cerner</li> <li>• Comprehensive documentation screens</li> <li>• Interprofessional use</li> </ul>	<ul style="list-style-type: none"> <li>• Citrix-based</li> <li>• Ease of use</li> <li>• Inability to customize</li> <li>• Student evaluation</li> <li>• Customer Service, Support &amp; Training</li> </ul>	<p><b>Focus on the ease of use of DocuCare including the pre-populated patient records and easy navigation for students.</b></p> <p><b>Discuss customization features and the ability for instructors to easily update or create patient records.</b></p> <p><b>Talk about measuring success through the class management features.</b></p> <p><b>And, talk about Customer Success and the value of a fully supported training program for DocuCare users.</b></p>
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# EHRTutor vs DocuCare Strategy



## Product

## Strengths

## Weakness

## How to Address

<p><b>EHRTutor</b></p>	<ul style="list-style-type: none"> <li>• Price - \$45 per year</li> <li>• Simple to use</li> <li>• Training tip sheets</li> <li>• Built for ease of implementation by educators</li> <li>• Student evaluation</li> <li>• Patient education section</li> </ul>	<ul style="list-style-type: none"> <li>• May be over-simplified in some cases</li> <li>• No clinical patient documentation</li> <li>• Limited pre-populated patients</li> <li>• No clinical decision support info (LA, LP)</li> <li>• Medication Administration</li> <li>• Lack of curriculum resources</li> <li>• Does not have a link to simulation</li> </ul>	<p>Focus on the value of DocuCare and the content that is included. Students are able to work with more complex and comprehensive patient charts within DocuCare. They have more information within the chart and more areas to document.</p> <p>Talk about Orders &amp; MAR including searching for orders or meds from Lippincott Advisor, SmartSense links to videos or drug monographs, administering medications and barcode scanning.</p> <p>Point out the clinical resources that are fed from live systems via all SmartSense links and in the Nursing Dx section. Show clinical patient setup for programs that would like to use the EHR in clinical.</p> <p>Show the instructor resources and tie in to curriculum. Discuss the Laerdal partnership and cases for a link to simulation.</p>
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# DocuCare Product Updates



## Pediatric Updates

- New Screens
  - Growth & Development
  - HEENT Assessment
- Updates to Existing Screens
  - Patient Information
  - Pain Scale
  - Neuro Assessment
  - GI Assessment
  - GU Assessment
  - Admission Assessment
  - Immunizations

Lippincott  
**DocuCare**

My Classes   Assignment Center   My Case Library

Case: Pediatrics: Crohn's Disease, Courtney Kline  
Friday, December 5, 2014 04:41

**Kline, Courtney R**  
MRN: 2356932  
SBN:  
Allergies: None

Gender: Female  
DOB: 7/24/1998  
Age: 16 Years  
Corrected Age:  
Height: 66.9 in  
Weight: 132.3 lb

Diagnosis: Crohn's disease, pediatric  
Isolation Precaution: Contact  
Adv Directive: Full Code

Adm Provider: Banco Pillai, Admittin  
Facility: Children's Hospital  
Room: 1133 Bed: A  
Adm On: 12/5/2014 08:41 [0.3 days]

Patient Info   **Assessment**   ADLs   Notes   Nursing Dx   Orders   MAR   I/O   Vital Signs   Diagnostics   Immunizations   Flowsheet

HEENT   G&D   Neuro   Cardio   Respiratory   GI   GU   Musculoskeletal   Mental Health   Pain Scale   Integumentary   Vascular Access

**Add New Growth & Development Data**

Documented By:

Documented At: 0 days 0 hours 0 minutes after admission

**Growth Curve**

Height:  in or  cm

Weight:  lb or  kg

Head Circumference:  cm

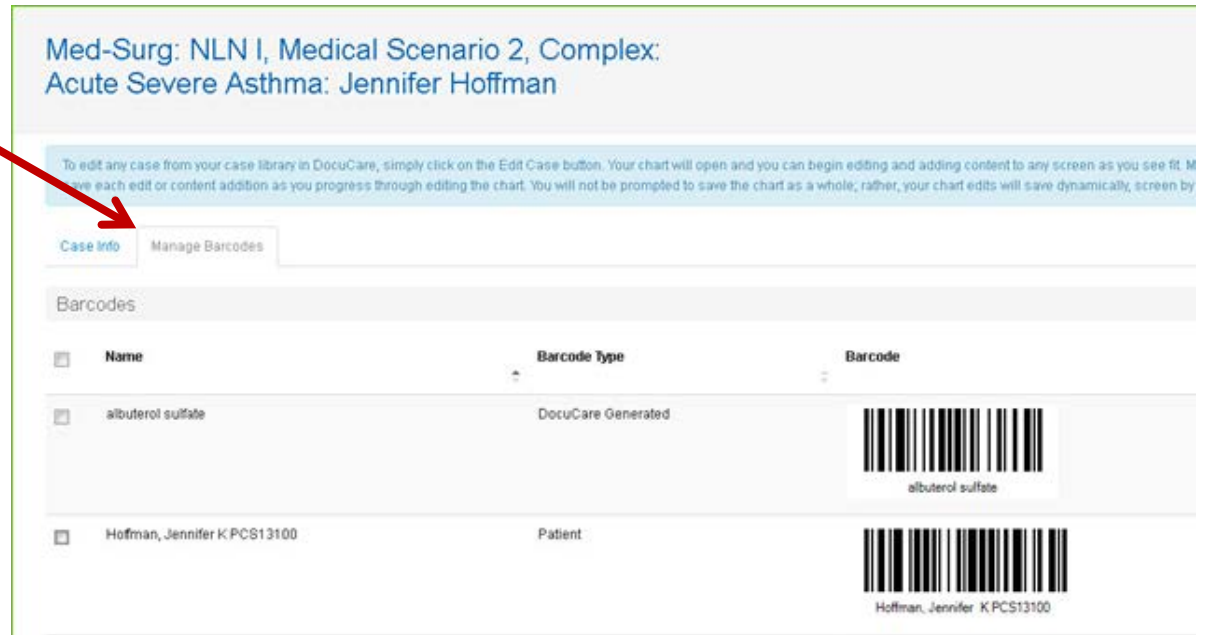
Chest Circumference:  cm

[View CDC Growth Charts ↗](#)

# DocuCare Product Updates

## Barcode Scanning

- What is it?
  - Scanning of patient and medication information to prevent errors in practice
- Why did we incorporate?
  - A needed skill for practice
  - Enhance use of DocuCare in Simulation
  - Competitive Advantage





Med-Surg: NLN I, Medical Scenario 2, Complex:  
Acute Severe Asthma: Jennifer Hoffman

To edit any case from your case library in DocuCare, simply click on the Edit Case button. Your chart will open and you can begin editing and adding content to any screen as you see fit. Make each edit or content addition as you progress through editing the chart. You will not be prompted to save the chart as a whole, rather, your chart edits will save dynamically, screen by screen.

Case Info Manage Barcodes

Barcodes

<input type="checkbox"/>	Name	Barcode Type	Barcode
<input type="checkbox"/>	albuterol sulfate	DocuCare Generated	 albuterol sulfate
<input type="checkbox"/>	Hoffman, Jennifer K PCS13100	Patient	 Hoffman, Jennifer KPCS13100



To view a demo of barcode scanning click here:  
[http://download.lww.com/wolterskluwer\\_vitalstream.com/vidanimpreview/videos/docucare\\_barcode\\_overview.html](http://download.lww.com/wolterskluwer_vitalstream.com/vidanimpreview/videos/docucare_barcode_overview.html)

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# DocuCare Product Updates

## vSim Patient Added



- 10 patient scenarios from vSim for Nursing Maternity
- 10 acute patient scenarios from vSim for Nursing Pediatric

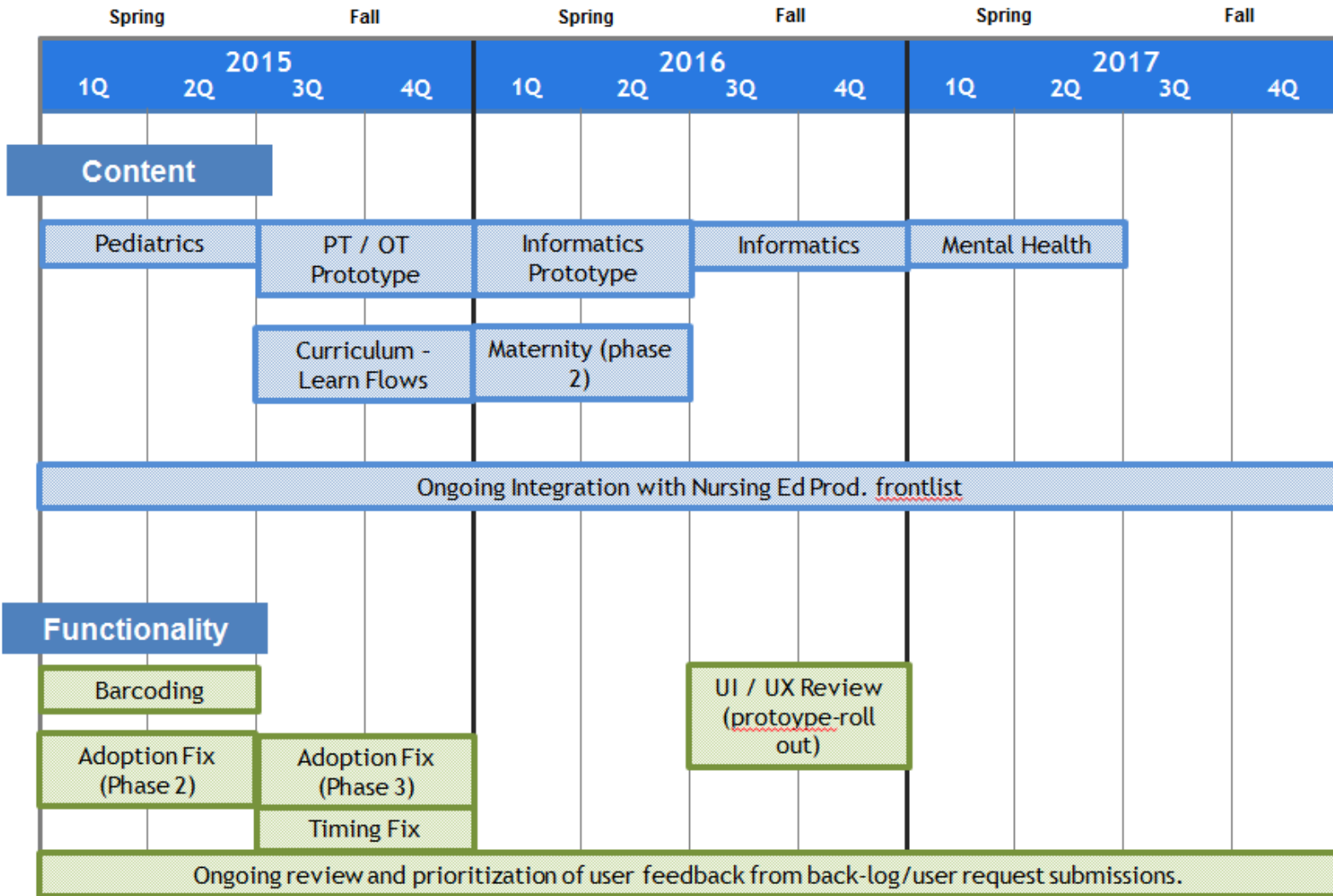
...will be added to the maternity and pediatric sections of the case library with DocuCare.

DocuCare Pre-Populated Case/Chart Library [View details](#)

Case/Chart Title	Description ?	Add ?
Pediatrics: Acute Abdominal Pain, Stephan Monteserin	7yo M: appendicitis. Nursing Dx: acute pain, nausea, risk for infection	+
Pediatrics: Asthma Exacerbation, Laurie Ducks	5yo F: asthma. Nursing Dx: ineffective airway clearance, impaired gas exchange, anxiety, ineffective therapeutic regimen	+
Pediatrics: Crohn's Disease, Courtney Kline	16yo F: Crohn's. Nursing Dx: chronic pain, anxiety, nausea, fluid volume deficit, imbalanced nutrition: less than body requirements, risk for infection	+
Pediatrics: Failure to Thrive, Miles Davidson	3yo M: failure to thrive, diet/GI assessment. Nursing Dx: chronic pain, failure to thrive, knowledge deficit	+
Pediatrics: Kawasaki's Disease, Kevin Bales	4yo M: Kawasaki's. Nursing Dx: knowledge deficit, risk for infection, risk for impaired skin integrity, impaired tissue integrity	+
Pediatrics: Respiratory Syncytial Virus (RSV), Jennifer Gandhi	1yo F: RSV. Nursing Dx: ineffective airway clearance, ineffective breathing pattern, knowledge deficit	+



# DocuCare Roadmap



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## DocuCare Roadmap

- What are the trends in the international market?
- Who are the competitors internationally?
- How do we position the product internationally?
- What product development needs to happen for this product to be relevant internationally?

Nursing Education

# vSim for Nursing

When you have to be right™

# Agenda for Discussion

- Market Overview
- Product Availability
- Key Selling Points

# Market Overview

- What is going on in the market?
  - Need for a virtual simulation environment that is closely tied to curriculum
  - Difficulty in providing clinical experiences to students due to the lack of simulation or clinical time or facilities
  - A trend toward flipped classrooms
  - Focus on preparing nurses for practice

# vSim for Nursing - Successful Launch!



- Wolters Kluwer

- Laerdal Medical



- Simulation Advisory Board

  - Experts in Simulation for Nursing Education

- National League for Nursing



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# Product Overview: Offering Description



## DESCRIPTION

The **interactive vSim scenarios** permit students to try their clinical reasoning skills by treating a patient in a virtual, safe environment, conducting assessments, communicating with the patient, interpreting orders, conducting interventions, and administering medication. Nursing students need experience practicing their clinical decision making skills in a safe environment, as often as possible. Simulation labs, while extremely valuable, have natural limitations for instructors and students. *vSim for Nursing* represents the opportunity to integrate application-based learning in the classroom, and independently by providing virtual simulation.

## KEY FEATURES

**SmartSense links** provide remediation to Lippincott Advisor and Lippincott Procedures so students can have the most up-to-date, evidence-based practice information to ensure the care they are providing is current and based on the latest evidence.

**Pre-Simulation Quizzes** allow students to identify areas they need to understand better before entering the Simulation and seeing the patient. **Post-Simulation Quizzes** allow students see if they have learned key concepts from the scenario.

**Documentation Assignments** allow students to practice the use of an Electronic Health Record when vSim is paired with Lippincott DocuCare. Documentation questions are provided for consideration.

**Guided Reflection Questions** help students and instructors to discuss what went well in a simulation and what can be improved, adding critical thinking to overall student understanding.



# Product Information

- Product Availability

Product	Availability	Associated Title
vSim for Nursing   Medical Surgical	January 2014	Brunner
vSim for Nursing   Maternity	October 2014	Ricci
vSim for Nursing   Pediatric	October 2014	Kyle
vSim for Nursing   Maternity and Pediatric	December 2014	Ricci/Kyle
vSim for Nursing   Gerontology	December 2014	Eliopoulos
vSim for Nursing   Fundamentals	July 2015	Taylor
vSim for Nursing   Pharmacology	July 2015	Karch
vSim for Nursing   Psychiatric	TBD	Videbeck
vSim for Nursing   Assessment	TBD	Weber
vSim for Nursing   Critical Care	TBD	TBD

# vSim for Nursing | Medical-Surgical



- Associated Title: Brunner
- 10 Medical-Surgical patients
- NLN Simulation in Education - Medical Surgical scenarios
- NLN Implementation Guide and Pilot Study

The screenshot displays the vSim for Nursing Medical-Surgical interface. At the top, it shows the "vSim for Nursing | MEDICAL-SURGICAL" header. Logos for Laerdal and Wolters Kluwer Health are visible. The patient information section identifies Jennifer Hoffman, a 33-year-old female with a diagnosis of Acute asthma, located in the Emergency Room. A text box describes her history of asthma and current symptoms, including respiratory distress and difficulty speaking. It also notes that an infusion of normal saline has been started. The simulation progress section shows a "BEST RESULT" of 50% score, with a visual indicator of 4 correct and 2 incorrect attempts. A "HELPFUL TIPS" section provides instructions on how to end a simulation by clicking the "Patient Handoff" icon. A checkbox for "Enable full screen mode (recommended)" is checked, and a "Go see this patient." button is located at the bottom right.

**vSim for Nursing | MEDICAL-SURGICAL**

**Laerdal** | **Wolters Kluwer Health**

**Jennifer Hoffman**  
Diagnosis: Acute asthma  
Location: Emergency Room

**NLN**  
National League for Nursing

Jennifer Hoffman is a 33-year-old female brought to Emergency Department by her neighbor.

She has a history of asthma since childhood with multiple emergency visits within the last year. She appears to be in respiratory distress, struggling to breathe. She is unable to speak other than simple one-word statements.

An infusion of normal saline has been started at a keep-open rate.

**BEST RESULT**

4   
2   
0

**50% SCORE**

*Click here to see all previous attempts*

**HELPFUL TIPS**

*To end a simulation you have to click the larger 'Patient Handoff' icon at the bottom of the screen.*

Enable full screen mode (recommended)

[Go see this patient.](#)

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# vSim for Nursing | Maternity

- Associated Title:  
Ricci
- 10 Maternity  
patients
- NLN Simulation in  
Education -  
Obstetric scenarios



# vSim for Nursing | Pediatric

- Associated Title: Kyle
- 10 pediatric patients
- NLN Simulation in Education - Pediatric scenarios



Search

Safety Measures

Communication

Assessments

Interventions

Drugs & IV Management

Tests & Diagnostics

Head to Toe Assessment

Auscultate

Vital Signs

Assess Respiration

Attach Pulse Oximeter

Check Brachial Pulse

NIBP Automatic

Measure Temperature

Check Skin

Ask Questions: Pain assessment

Neurological Assessments

Respiratory Assessments

Cardiovascular Assessments

Gastrointestinal and Genitourinary Assess.

7:03 pm  
10/30/2014

HR 101  
NIBP --  
SpO2 98

Electronic Health Record

Call Provider

Patient Handoff

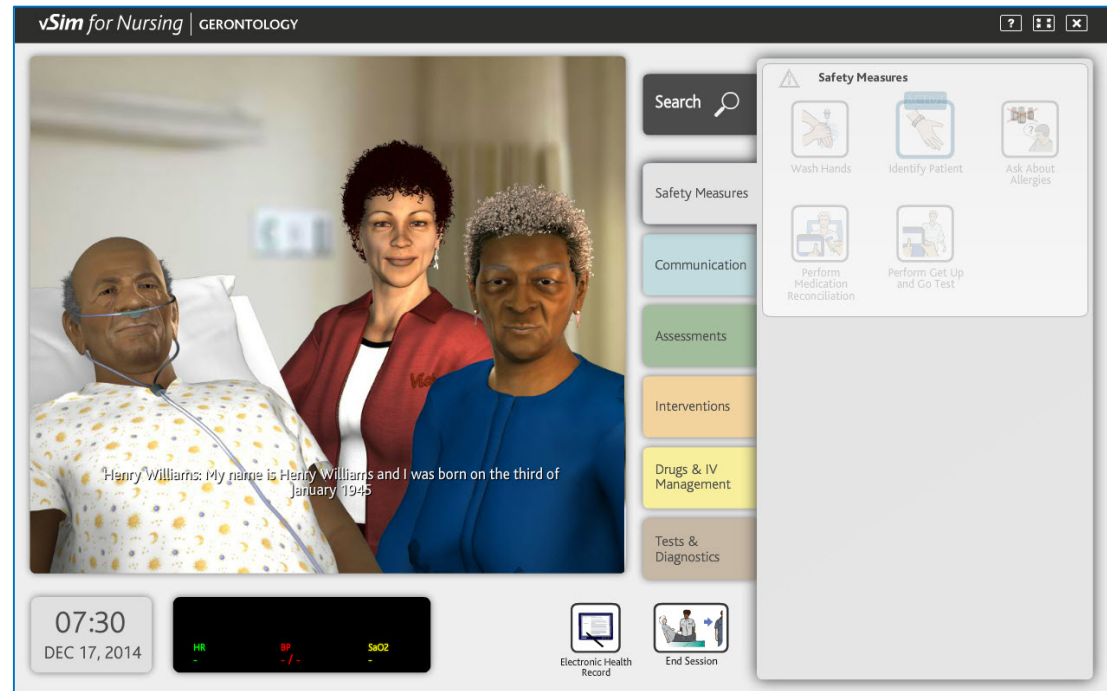
# vSim for Nursing | Maternity and Pediatric

- Associated Title: Ricci/Kyle
- 5 Maternity patients, 5 Pediatric patients
- NLN Simulation in Education - Obstetric scenarios and NLN Simulation in Education - Pediatric scenarios



# vSim for Nursing | Gerontology

- Associated Title: Eliopoulos
- 12 gerontology patients
- NLN ACES Unfolding Cases



# vSim for Nursing | Fundamentals

- Associated Title: Taylor
- 10 fundamentals patients
- New cases, being written by the NLN

Available Summer 2015

## vSim for Nursing | Pharmacology

- Associated Title: Karch
- 10 pharmacology patients
- New cases being written

Available Summer 2015



# FAQs-Selling vSim Internationally

- We don't have any international adaptations at this time and don't currently anticipate having any in 2015.
- Working on a cheat sheet to show the conversions for lab values to metric.
- US pricing structure must be used.
- Currently, send your adoption opportunities to me, and I will confirm it is okay to move forward (hoping to eliminate this step).

# Product Overview: Business Models and Pricing



	Standalone-Direct	Standalone-Channel
Single	\$99.99	\$129.99

- Access duration for all products is 1 year except for Med-Surg, which is 2 years
- Multi-course discounting to be rolled out in January 2015

# Key Selling Points

- Integrated with Curriculum
- Work seamlessly with other WK products
- Interactive virtual patients
- Appeal to many learning styles
- Complex decision-making scenarios & focus on prioritization
- Build competence and confidence
- Measurable
- Based on NLN Scenarios
- Partnership w/Laerdal

# Resources & Tools

- **NLN Implementation Guide**
  - Pedagogy considerations
    - Deliberate practice
    - Narrative pedagogy
    - Formative assessment
  - Fidelity considerations
  - vSim Teaching Strategies
    - Classroom Approaches
      - Flipping the Classroom
      - Classroom Group Debriefing
      - Small Group Concept Mapping
    - Coursework
    - Targeted Lab Activity
    - Remediation



Sell vSim!

Search 🔍

Safety Measures

Communication

Assessments

Interventions

Drugs & IV Management


Tests & Diagnostics


**Safety Measures**

-  Wash Hands
-  Identify Patient
-  Obtain Legal Consent
-  Ask About Allergies
-  Verify Blood

12:30pm

HR -?- NIBP -?- SpO2 -?-

 Electronic Health Record

 Call Provider

 Patient Handoff

When you have to be right™



Professional & Education

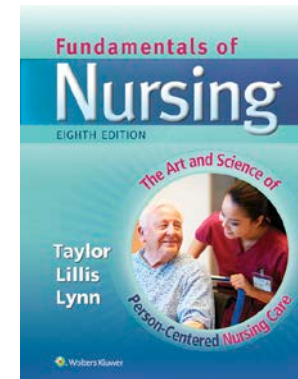
# Global Sales Meeting

Frontlist 2 0 1 5

When you have to be right™

# Taylor/Fundamentals of Nursing: The Art and Science of **Person-Centered** Nursing Care, Eighth Edition

- Publication Date: October 2014
- Price: \$129.99 US
- Page Count: 1,816
- Full Suite of Products:
  - Fundamentals of Nursing: The Art and Science Patient-Centered Care, 8e (978-1-4511-8561-4)
  - Study Guide for Fundamentals of Nursing: The Art and Science Patient-Centered Care, 8e (978-0-7817-9386-5)
  - Skill Checklists for Fundamentals of Nursing: The Art and Science Patient-Centered Care, 8e (978-1-4511-9273-5)
  - Taylors' Handbook of Clinical Nursing Skills, 2E (9781451193633)
  - Taylor's Clinical Nursing Skills, 4E (9781451192711)
  - Skill Checklists for Taylor's Clinical Nursing Skills (9781451192735)
  - Taylor's Video Guide to Clinical Nursing Skills, 3E (9781496318152)





# The Taylor Story

- The book emphasizes that nurses need to develop blended skills:
  - Cognitive
  - Technical
  - legal/ethical
  - Interpersonal
- New subtitle “The Art and Science of **Person-Centered** Nursing Care” reflects on the emphasis on the whole person - both in terms of the nurse and patient.
- Rather than just focusing on what the nurse needs to know, book takes a holistic approach to educating and developing the “whole nurse” with blended skills.
- Taylor is the only truly **consistent** fundamentals and skills suite of products on the market. The book eliminates slight variations (even if technically “ok”) in how skills are taught . Whether using any of the books in the suite or watching a skills video, the skills are consistent.

# Taylor/Fundamentals of Nursing: The Art and Science of **Person-Centered** Nursing Care, Eighth Edition

- Key Revision Highlights
  - New title reflects overall emphasis on Person-Centered Care.
  - Streamlined content to reduced redundancy.
  - Expanded information on genomics.
  - New information on SID and SUID.
  - Expanded information on childhood obesity.
  - Dangers associated with energy drinks, synthetic marijuana, and bath salts.
  - Expanded information on drug-resistant organisms.
  - Role of Pain-Resource Nurse.
  - New content on gender dysphoria and intersex.
  - Social media guidelines.
  - Purnell model on cultural competency.
  - Concept Mastery feature.
  - DocuCare cases.

# Taylor/Fundamentals of Nursing: The Art and Science of **Person-Centered** Nursing Care, Eighth Edition



- Key Competition:
  - ELSEVIER: Potter/Fundamentals of Nursing, 8E. Pub Date: April 2012. *Next Edition: Spring 2016 in match up mode with Craven.*
  - PRENTICE HALL: Kozier & Erb's Fundamentals of Nursing, 9E. Pub Date: July 2012. *Next Edition: Spring 2016 in match up mode with Craven.*

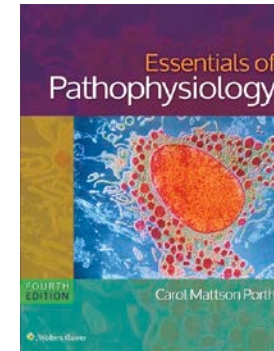
- Lippincott CoursePoint for Taylor is now available
- Lippincott CoursePoint + for Taylor will be available Fall 2015
  - Will include vSim for Fundamentals
- Lippincott CoursePoint for Lynn skills will be available Fall 2015
  - Will include 200 video skills from Taylors video guide instead of prepU
- Lippincott CoursePoint + for Lynn will be available Fall 2015
  - Will include vSim for Fundamentals

- Clinical case scenarios link to as many as 25 skills presented in Taylor Fundamentals of Nursing
- The Fundamental patient records in DocuCare align with many patient records in Taylor

1	Lippincott <b>DocuCare</b>	
2	Patient Record Title	Fundamentals
3		Taylor, C.R., (2012) Fundamentals of Nursing, The Art and Science of Nursing Care, 7th ed
3	Fundamentals: Abdominal Physical Assessment, Martin Prescott	13: Diagnosing; 25: Health Assessment 242, 248, 259; 596-597
4	Fundamentals: Abnormal/Unexpected Findings Requiring Notification of Provider, Cirrhosis, James McMahon	15: Implementing 286, 288, 292, 294, 299

# Porth/Essentials of Pathophysiology: Concepts of Altered Health States, Fourth Edition

- Publication Date: October 2014
- Price: \$119.99 US
- Page Count: 1,248
- Key Revision Highlights
  - Special considerations icons highlight content relevant to infants and children, pregnant women and older adults.
  - Art program with over 500 illustrations and 100 photographs. New photographs depicting clinical manifestation of selected disorders.
  - Clinical Features illustrations depict patients with disorders, designed to help students visualize manifestations of disease states.
  - Understanding Diagrams depict physiologic processes and phenomena, presenting them in sequential chunks for easier learning.
  - Focuses on the essentials material needed to provide the science foundation students need.



# Porth/Essentials of Pathophysiology: Concepts of Altered Health States, Fourth Edition



- Key Competition:
  - ELSEVIER: Huether/McCance: Understanding Pathophysiology, 5E. Pub Date: Dec. 2011.
  - ELSEVIER: Gould: Pathophysiology for the Health Professions, 4E. Pub Date: Dec. 2013.
  - ELSEVIER: Copstead: Pathophysiology, 5E Pub Date: Dec. 2012.



- Lippincott CoursePoint for Porth is now available
- Lippincott CoursePoint + is not on the roadmap for Pathophysiology

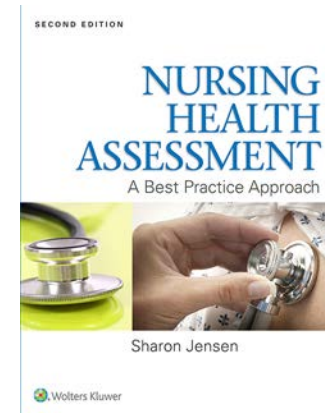
# Jensen, *Nursing Health Assessment: A Best Practice Approach 2e*

Publication Date: 10/2014

Page Count: 928

Price: \$113.99, hardcover

Target Audience: South East Asia and India



## Key selling features:

- **Progressive case studies** follow a patient's story woven throughout every chapter—students are challenged to apply their reading to the unfolding scenario
- **Subjective data sections** emphasize health promotion and risk factor reduction
- **Objective data tables** make distinctions between common techniques and specialty or advanced practice skills
- **Chapter on documentation and communication** between health professionals includes SOAP note and SBAR features
- **End-of-chapter review sections** remediate evidence-based critical thinking, diagnostic reasoning, knowledge application, and analysis
- **Complete suite with Lab Manual and Pocket Guide**

# Jensen Key Competition

- *Jarvis, Physical Examination and Health Assessment*, 6e, Elsevier, \$125, published 3/11, 4-year cycle, 7e due 3/15, 944 pages, 8.5x11, 4-color, hardcover, online assets included
  - Jensen is “Jarvis-lite.”
  - Jensen is evidence based and contains more documentation than Jarvis
  - Jensen art superior to Jarvis
- *D’Amico, Health & Physical Assessment in Nursing*, 2e, Pearson, \$111.20, published 1/11, 4-year cycle, 3e due 1/15, 1024 pages, 8.5x11, 4- color, softcover, some online assets included for instructors only
  - Is going out of print after 3<sup>rd</sup> edition, so big opportunity to convert customers!

- Lippincott CoursePoint for Jensen is now available!
- Lippincott CoursePoint + for Jensen will be available Spring 2016
  - Will include vSim for Assessment

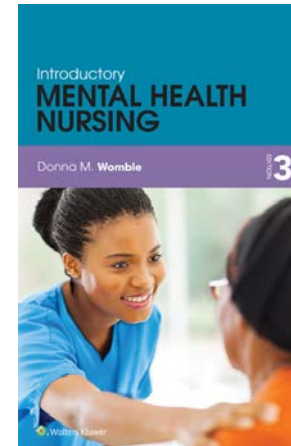
# Womble, *Introductory Mental Health Nursing, 3e*

Publication Date: 2/2015

Page Count: 432

Price: \$53.99

Target Audience: Western Europe



## Key selling features:

- Provides an overview of theories integral in current treatment modalities
- Updated DSM-V and journal research-based information
- New content on cultural, ethnic, and religious issues
- Crisis intervention content expanded to include sexual abuse, domestic violence, and bullying
- Excellent pedagogical features:
  - **Just the Facts** - provides additional information to consider
  - **At a Glance** - highlights and summarizes key information
  - **Mind Joggers** - present critical thinking questions
  - **Senior Focus** - provides information specific to care of elderly patients
  - **Case Applications** - actual scenarios with guided questions for debriefing and applying
- New Resource: Psychiatric-Mental Health Nursing Video Library

# Womble Key Competition

- #1 - Morrison-Valfre, *Foundations of Mental Health Care*, 5e, Elsevier, \$53.95, published 10/12, 4-year cycle, 6e due 10/2016, 512 pages, 8 x 10, softcover, built-in workbook
- #3- Gorman & Anwar, *Neeb's Fundamentals of Mental Health Nursing*, 4e, FA Davis, \$47.95, published 2/14, has not published on a consistent cycle (last edition published 9/05), 512 pages, 7 x 10, softcover, online assets included, no separate or integrated workbook
- #4- Eby & Brown, *Mental Health Nursing Care*, 2e, Pearson, \$59.80, last published 1/08 (no indication of a new edition), 456 pages, 8 x 10, softcover, online assets included, no separate or integrated workbook

Please note that these are LPN/LVN-specific texts. Some programs will use a RN-level text such as Townsend *Essentials* (FAD) and Videbeck (LWW).

# Miller: Nursing for Wellness in Older Adults, 7e

Publication Date: October 2014

Page Count: 656

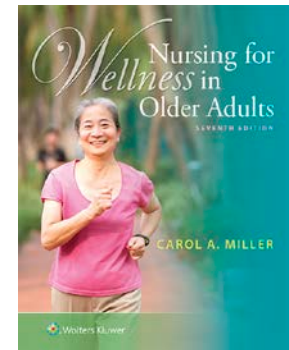
Price: 84.99

## Key Selling Features:

- Author's unique Functional Consequences Theory
- Caregiver Wellness Boxes
- Quality Care Concerns: Integrated QSEN Content
- Incorporates AACN/HIGN Standards

## Competition

- Ebersole, "Toward Healthy Aging" by Elsevier
- Meiner, "Gerontologic Nursing" by Elsevier
- Tabloski, "Gerontological Nursing" by Pearson





# *vSim for Nursing*



- vSim for Gerontology is mapped towards the Eliopoulos textbook (It is live)
- We are providing a conversion map for the Miller text

# Polit & Beck: Nursing Research and Nursing Research Manual 10e

Publication Date: February 2016

- Main Text: \$103.99; Manual \$36.99
- Main Text Page Count: 768;  
Resource Manual Page Count: 480

Cover  
Coming  
Soon

## Key Selling Features:

- Organization of qualitative and quantitative research
- Fantastic critiquing guidelines in Tool Kit
- Designed for Masters level and higher, whereas Polit Essentials is for undergraduate nurses

## Competition:

- Elsevier's Grove and Burns

# Polit & Yang: Measurement and Measurement of Change: A Primer for the Health Professions

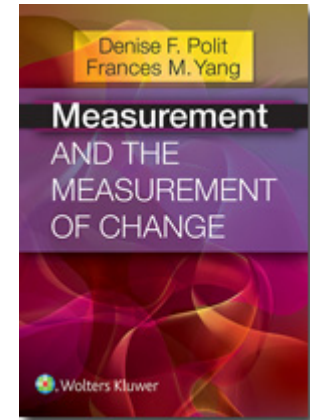
Publication Date: February 2015

352 pages pages

Price: \$51.99

## Key Selling Features

- A “gentle” overview of complex measurement content
- Multidisciplinary approach
- Guidance is provided to those who develop new instruments, adapt existing ones, select instruments for use in a clinical trial or in clinical practice, interpret information from measurements and changes in scores, or undertake a systematic review on instruments.



## Competition:

- Waltz (Springer)
- Streiner & Norman (Oxford University Press)
- DeVet (Cambridge University Press)