Connecting Consumers to Your Website with Reliable Health & Wellness Content

- Drive traffic to your website with SEO
- Create a call to action
- Retain consumers by creating user stickiness
- Establish your website as a leading health information portal

www.ebscohost.com/healthlibrary
Increase Traffic to Your Website, Generate a Call to Action, Create User Stickiness and Establish Your Website as a Leading Health Information Portal with

Health Library™

According to a Pew Research study*, 80% of all Internet users surveyed have searched online for health information. This translates to 113 million American adults (18+) who use the Internet to find health information.

*Pew Internet & American Life Project

Health Library is an evidence-based online resource providing comprehensive coverage of consumer health, wellness and related topics. Information is presented in an easy-to-understand manner that helps users to make appropriate and informed health care and wellness decisions. All of the content in Health Library can be easily integrated into health care websites.

Health Library Offers Valid and Reliable Content across All Areas of Health & Wellness

- Aging & Health
- Allergies
- Complementary Treatments
- Conditions A-Z
- Diets
- Disaster Preparedness
- Food & Nutrition
- Kids’ & Teens’ Health
- Medications
- Men’s Health
- Mental Health
- Pain Management
- Procedures and Tests A-Z
- Sexuality & Health
- Smoking Cessation
- Sports & Fitness
- Travel & Health
- Weight Management
- Women’s Health
- Workplace Health

Create an Effective User Experience—

Watch 3D Animated Medical Procedures on Health Library

Health Library is continuing to expand its comprehensive collection of 3D medical animations in the Nucleus Animation Library—over 130 new 3D English and Spanish animations have recently been added to the catalog. These in-depth animations provide detailed, high-quality illustrations and include step-by-step narration to fully explain medical procedures or other health topics for optimal user comprehension, and are helpful when used for patient education at the bedside. In addition to common procedures, this collection of 3D medical animations depicts anatomy, physiology, diseases, conditions, trauma, surgery, treatments and other medical topics.

3D animations cover a wide range of topics in a variety of medical categories, including:

- Bariatrics and Gastroenterology
- Cardiology
- General Medical
- Men’s Health
- Orthopedics
- Surgery
- Women’s Health
- And many others…
Why Choose Health Library?

The Only Resource Providing 100% Evidence-Based Content
- All of the content in Health Library is consistently and systematically identified, evaluated and selected using a strict seven-step evidence-based methodology protocol to determine the best available evidence.
- Content is written by experienced medical writers, independently reviewed by medically-credentialed experts and updated several times throughout the year, as dictated by the evidence.

Generate a Call to Action
- EBSCO’s web services technologies gives you the ability to create a call to action, driving visitors to continue their experience on your website by prompting them to find a physician, locate a product, attend a seminar, etc.
- A call to action can be generated from Health Library’s articles, fact sheets, procedures, wellness centers, health risk assessments (HRAs), etc.

Interactive & Multimedia Content Creates a More Effective User Experience
- Hundreds of Videos & Animations cover conditions, procedures and wellness, including Milner Fenwick HealthClips and procedure animations in 3D.
- Interactive Anatomy and Condition Navigators identify conditions pertaining to various regions of the body and provide direct links to A-Z condition fact sheets.
- Self-Assessment Tools include Healthy Living Calculators and HRA tools that link to relevant condition resources.

Integrate Content into PHRs and EMRs to Improve Service Quality
- Integrate content into a Personal Health Record to create a contextual-based stream of health & wellness information based on the visitor’s needs and preferences.
- Integrate content into a patient’s Electronic Medical Record to retrieve contextually relevant, evidence-based condition or procedure summaries to enhance patient education at the bedside.

Reach Out to Non-English Speaking Communities
- All content in Health Library can be viewed in English or Spanish.
- English and Spanish content includes evidence-based patient handouts on conditions and procedures, including fact sheets, treatment & drug information, lifestyle articles, recipes and much more.

The new animations utilize the .m4v player format, providing high-quality animation performance for most browsers.

Spanish-version animations are available for a growing number of medical topics, and include Spanish voice-overs and transcripts. All animated procedures in English include Spanish subtitles.

Also Available: Lifestyle Video HealthClips covering pertinent topics such as Cardiology, Dieting & Weight Loss, Stress Reduction, Exercise, Smoking Cessation, Diabetes and Asthma Management.
Partner with Health Library — Complement Your Portal by Connecting Consumers to Reliable Health Care & Wellness Content

Increase the value of your website as a leading health information portal—by integrating Health Library content into your website, users will benefit from a vast quantity of valuable health information while you benefit from increased brand recognition and greater ad revenue through the potential growth in traffic to your website.

Use Health Library to:

- Capture Web traffic of the thousands of people searching for health information online daily
- Increase the value of your website and enhance brand recognition
- Help to establish your website as a leading health information portal
- Generate more website traffic, resulting in increased ad revenue
- Integrate content across your website horizontally by matching appropriate areas of the site with specific subjects and health information in Health Library
- Enhance your website content with a broad range of information on alternative treatments
Establish Your Website as a Trusted Health & Wellness Information Portal

By integrating Health Library content into your website, consumers will benefit from a vast quantity of valuable health information while you benefit from increased brand recognition and product sales through the potential growth in traffic to your website.

Use Health Library to:

• Enhance the value of your website by driving traffic and boosting brand recognition
• Increase brand value by establishing your retail website as a leading health information portal
• Generate additional revenue—consumers visiting your website for health & wellness information are more likely to purchase related products from your company
• Match content with existing merchandise placement to optimize direct sale potential
• Integrate content across your website horizontally by matching appropriate areas of the site with specific subjects and health information in Health Library
• Supplement existing content with a broad range of alternative treatment information
Increase Patient Traffic to Your Hospital’s Website with Health Library

By integrating Health Library content into your website, you can provide area patients and prospective patients with a valuable health information resource while simultaneously increasing the visibility of your hospital in the community.

Use Health Library to:

- Create a call to action—enable users to interact with your hospital to find a physician or schedule an appointment
- Show your community that the hospital has a vested interest in their health and well-being
- Integrate content across your website horizontally by matching appropriate areas of the site with specific subjects and health information in Health Library, keeping users on your hospital’s webpage instead of linking to an outside source
- Extend your marketing reach to all constituencies, including referring physicians, insurance plans, employers, etc.
- Enhance bedside patient education—well-prepared and educated patients often perform more efficiently during treatment and are less-likely to be re-admitted
- Reach out to the Spanish-speaking community—all articles and evidence-based patient handouts in Health Library can be viewed in English or Spanish

Health Library can create a call to action by linking users directly to related doctors at your hospital.
Support Employees and their Families in the Pursuit of a Healthy Lifestyle

Are you interested in helping employees enhance their quality of life—at home and on the job? Health Library is the ideal resource for your employees and their families to learn about health & wellness matters in order to stay healthy and productive.

Use Health Library to:

• Supplement existing employee wellness programs with reliable and current health & wellness content
• Provide resources that will benefit both employees and their families
• Cut costs—employers are finding that an increase in members’ health awareness can lead to reduced member medical costs
• Potentially benefit from reduced employee absenteeism due to illness by encouraging employee wellness
• Enhance your company’s benefit package for existing employees and to help attract new candidates
• Use Health Library content in internal company newsletters to help promote employee health & wellness
EBSCO E-Wellness tools are designed to promote a healthy lifestyle and enhance user access to reliable health information. EBSCO E-Wellness offers a suite of tools in conjunction with the Health Library solution, including:

- Exercise routines
- Health risk assessments
- Nutrition information
- Recipes
- Weight and exercise progress tracking
- And much more…

In addition, EBSCO’s E-Wellness offers incentive reporting and end-user motivation, allowing partners to create rewards programs and community challenges with special tracking features that will help generate program loyalty and keep people coming back to your website.

Integrating Health Library into Your Portal

Health Library’s EBSCOhost Integration Toolkit (EIT) Web Service provides an easy integration option for health-related institutions and corporations looking to integrate consumer health content within their systems.

Health Library EIT Web Service is a SOAP- and REST-compatible Web service used to establish direct links from any EHR/EMR or Enterprise Search Engine application. The Health Library EIT Web Service provides customers with multiple integration methods, allowing them to submit customized and contextually-based search and retrieval requests to create actionable information, as well as to tailor the format of the retrieved XML content to suit the needs of their users and websites.

Features include:

- Keyword, Subject, Image, Index and Thesaurus search
- Article retrieval
- Support of multiple industry vocabularies, including ICD-9, ICD-10, SNOMED, Body Categories, Service Lines, etc.
- SOAP and REST-like access
- Secure (SSL) access – https support
- Usage statistics reporting
- Real-time updates