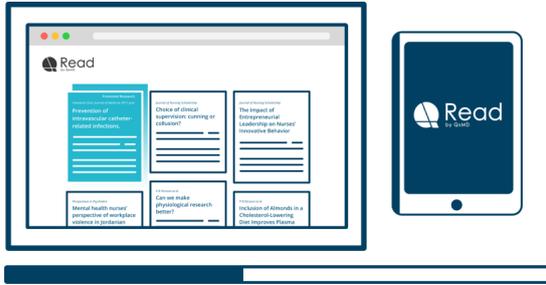


Read, Institutional Edition

Read, Institutional Edition is a platform that helps clinicians find evidence-based practice-changing research that improves patient care and reduces costs.



'Read by QxMD' provides a single place to keep up with new medical & scientific research, read outstanding topic reviews and search PubMed.

This iOS, Android and web app provides a simple interface that drives discovery and seamless access to the medical literature by reformatting it into a personalized digital journal.

Available on:



Features:

- Get full-text PDFs with one tap
- Keep up with the latest new research that will impact your practice
- Browse through 1000s of outstanding topic reviews
- Search millions of articles from PubMed and our database of outstanding topic reviews
- Read your favourite journals or browse article collections
- Access full text through one's university/institutional subscription or via open access publishers
- Share articles with colleagues over email, Twitter and Facebook
- Organize and review one's personal collection of articles

Testimonials:



Valerie Moore

Medical librarian, Saskatchewan Health Information Resources Program, Leslie and Irene Dubé Health Sciences Library

"I enjoy showing Read to practitioners. They are amazed and excited by the ease of accessing full-text articles in our collection with one tap, the ability to add notes and share articles."

"Redefining Medicine with Apps and iPad"

The New York Times

"Most Innovative" + "Top Medical App"



"Essential" + "New & Noteworthy"

- Featured by Apple in the App Store



Why did we build 'Read'?

Healthcare professionals need to stay up to date on the latest medical research and topic reviews to provide optimal care. Unfortunately, the process of content discovery is broken with research artificially compartmentalized by publishers and hidden behind countless institutional paywalls.

At QxMD, we believe that knowledge translation- the process by which new knowledge is incorporated into clinical practice - is an important and unsolved challenge for our health care system. We hope that 'Read by QxMD' will be a part of the solution.

Analytics for Librarians & Medical Leaders

Data-driven insights into the educational needs of your medical & health science audience



Read Institutional Edition offers detailed analytics on digital content usage data.

Easily see which titles impact clinical care with reports sorted by profession and specialty.

Want to know what oncology nurses are reading? We can tell you.

Need to better understand which expensive resources aren't being utilized by your physicians? Our analytics will give you the answer instantly.

Using our analytics platform, we can help you:

- Identify journals being poorly utilized
- Identify journals which are frequently inaccessible but of high interest
- Determine the specific interests of your clinical and scientific audience
- Access our database to compare your content usage with our global audience

We arm you with detailed analytics that can be helpful when negotiating with publishers and vendors.



Launch Promoted Research Campaigns

Easily see which titles impact clinical care with reports sorted by profession and specialty.

Want to know what oncology nurses are reading? We can tell you.

Need to better understand which expensive resources aren't being utilized by your physicians? Our analytics will give you the answer instantly.



Promote Research through Read

Helps healthcare providers adopt new medical and scientific knowledge into practice

Promote Research through Read

Disseminating practice-changing research helps healthcare organizations achieve:



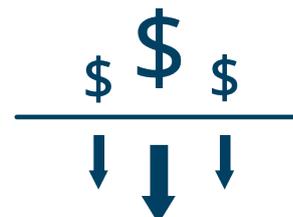
Improved Metrics

Support your clinicians in adopting best practices that improve patient care



Exceed National Benchmarks

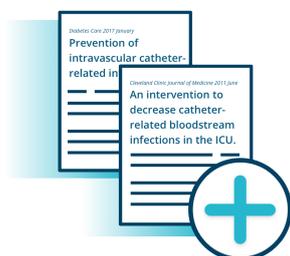
Driving adoption of the research that helps achieve targets



Reduce Healthcare Costs

Achieve better outcomes at lower cost, while avoiding penalties

Creating a campaign to promote research and improve awareness in your healthcare institution is this simple:



Find the exact research papers you need to promote a highly effective campaign.

Search for papers by name or PubMed ID to curate an evidence-based campaign to help drive awareness.

For example: Let's promote the research that shows how to reduce the incidence of line sepsis.

Target the right audience by profession

You can be sure your campaign is reaching the right audience by selecting which professionals should be targeted.

For example: Let's get impactful research in front of Medical Students and Nurses.

<input checked="" type="checkbox"/> Dietician	<input checked="" type="checkbox"/> Medical Student
<input checked="" type="checkbox"/> EMT, Paramedic	<input checked="" type="checkbox"/> Nurse
<input type="checkbox"/> Medical Student	
<input type="checkbox"/> Nurse	
<input checked="" type="checkbox"/> Occupational Therapist	

<input checked="" type="checkbox"/> Cardiology	<input checked="" type="checkbox"/> Critical Care, Intensive Care
<input type="checkbox"/> Critical Care, Intensive Care	<input checked="" type="checkbox"/> Emergency Medicine
<input checked="" type="checkbox"/> Dermatology	<input checked="" type="checkbox"/> Nursing
<input checked="" type="checkbox"/> Dentistry	
<input type="checkbox"/> Emergency Medicine	
<input checked="" type="checkbox"/> Endocrinology, Metabolism	

Get even more granular with your target audience by focusing on specific specialities.

This step will really dial in your audience and guarantee your campaigns is landing in front of the right eyes.

For example: This new research can shift behaviour in the fields of nursing, emergency medicine and critical care to drive practice change.

You've identified your audience, now be visible in their search results.

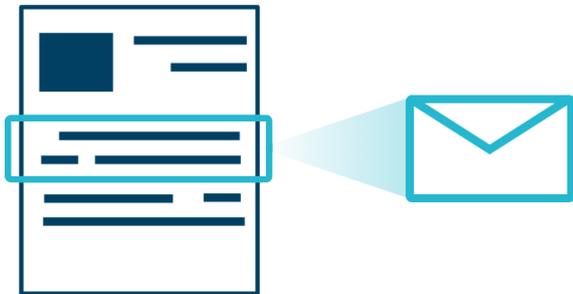
Just like Google, insert Promoted Research ads into their search results by highlighting related terms to your campaign's goal.

For example: We also want to make sure that anyone searching for research on sepsis sees the papers we think are most impactful first. Done!

Sepsis	Search
<input checked="" type="checkbox"/> Urosepsis	<input checked="" type="checkbox"/> Line sepsis
<input type="checkbox"/> Line sepsis	<input checked="" type="checkbox"/> Central venous catheter infection
<input type="checkbox"/> Central venous catheter infection	
<input checked="" type="checkbox"/> Pneumosepsis	
<input checked="" type="checkbox"/> Biliary sepsis	

Community Amongst Healthcare Providers

We believe in fostering community and learning by providing tools to share important articles and research within your network.



Share citations

Discovered landmark research that applies to your practice? With Read, you can forward citations of interest to your peers and colleagues across email, Facebook and Twitter.

Annotate PDFs

Underline, highlight, draw and add notes to full text papers and save your annotations for later. Email your notes to colleagues and promote discussion of critical topics around patient-care.

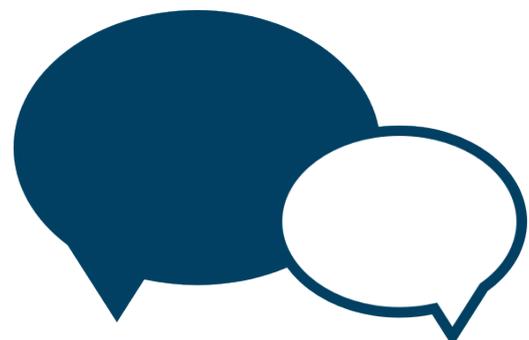


Save and share article collections

Easily access your previously accessed papers, filter by landmark research and outstanding topic review, create collections of your favourite papers and opt to share them publicly across Email, Facebook and Twitter or our Read community in-app.

Engage in discussion with a global community

Follow other public collections and join in on discussion around specific research papers through the commenting platform. Contribute to a global voice around research that matters.



Integrations for Continuous Learning

We've made it seamless and easy for you to provide more resources to your students and practitioners for continuous engagement with current publications.



Integration with User Authentication Systems

Whether your institution uses EZproxy, OpenAthens, other proxies or VPN, we seamlessly integrate Read with your existing authentication system.

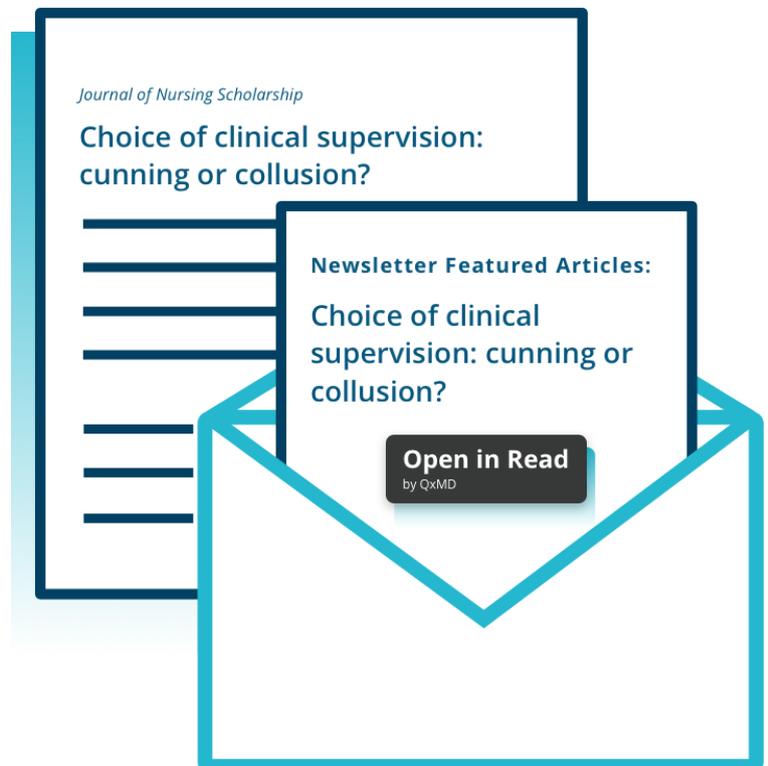
This means your users won't have to login to your resources everytime they're offsite.

Open-in-Read Feature

Share Research and give readers direct access to full-text articles.

No more clicking through a maze of redirect links when you want to share articles in emails or on a webpage.

When your audience is using Read, we can send users directly to articles in your holdings with a single click or tap using the "Open in Read" button. Wow - finally a simple solution!



Packages

Read Institutional Edition is a platform that helps clinicians find evidence-based practice-changing research that improves patient care, advances science and reduces costs.

Basic

Simple Integration for Medical Libraries

- Integration with EZproxy, OpenAthens & others
- Custom integration
- Index PubMed holdings, indicate holdings within Read interface
- Usage and user data
- Journal, vendor and user insights
- Reporting on journal title utilization
- Reporting by speciality + profession
- Try "Promoted Research" 4 times per year
- **1** administrator account

Gold

Solution for Medical Libraries

- Integration with EZproxy, OpenAthens & others
- Custom integration
- Index PubMed holdings
- Indicate holdings within Read interface
- Usage and user data
- Journal, vendor and user insights
- Data analytics
- Reporting on journal title utilization
- Reporting by speciality + profession
- Try "Promoted Research" 4 times per year
- **2** administrator accounts

Platinum

Solution for Healthcare Organizations

- Integration with EZproxy, OpenAthens & others
- Custom integration
- Index PubMed holdings
- Indicate holdings within Read interface
- Usage and user data
- Journal, vendor and user insights
- Reporting on journal title utilization
- Reporting by speciality + profession
- **Unlimited** "Promoted Research" campaigns
- **Unlimited** administrator accounts

We guarantee your satisfaction. If you subscribe and are unhappy, we'll provide a complete refund within the first 90 days. No questions asked.

Contact us

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Join thousands of hospitals and universities across the globe using Read by QxMD Institutional Edition



Yale



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