To our valued Channel Partners,

Welcome to the new email communication for Channel Partners: **Defining Value**. These are designed to help you navigate all the tools and resources available to support communicating the value and impact of UpToDate to your customers and prospects.

Each issue in this email series will focus on such topics as new UpToDate features, Marketing best practices, new available marketing materials, etc. We encourage you save these emails for reference when you're looking for just the right messaging.

The Channel Team at UpToDate is committed to supporting your communication and sales efforts. If you ever have any questions, suggestions, and/or support needs, please contact your regional sales manager or email ChannelPartnerSupport@WoltersKluwer.com.

Best regards,

Heather Donnellan
Channel Partner Marketing Manager
UpToDate

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**In this issue** we'll take a closer look at UpToDate Anywhere: recently released to all of our Channel Partner regions.

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**UpToDate Anywhere vs. Onsite Access**

The UpToDate Anywhere access option provides many additional benefits for improving the quality of care, lengths of stay, patient safety, and mortality rates at Hospitals and Institutions worldwide. The chart below provides a clear view of the additional benefits of UpToDate Anywhere vs. Onsite access.
UpToDate Access Comparison:

<table>
<thead>
<tr>
<th>Access</th>
<th>UpToDate Anywhere</th>
<th>UpToDate Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access within Facility</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Access outside Facility (office, home, mobile)</td>
<td>✔️</td>
<td>-</td>
</tr>
<tr>
<td>UpToDate Mobile Apps (iOS, Android™ &amp; Windows 8)</td>
<td>✔️</td>
<td>-</td>
</tr>
<tr>
<td>CME/CE/CPD Credits</td>
<td>✔️</td>
<td>-</td>
</tr>
<tr>
<td>Integration within EHR &amp; Other Clinical Portal</td>
<td>✔️</td>
<td>-</td>
</tr>
<tr>
<td>Basic Usage Reports</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Enhanced Usage Reports</td>
<td>✔️</td>
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</tbody>
</table>

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**Featured Videos**

We have developed a few tutorial videos showing how easy it is to access and use UpToDate any time, anywhere. What better way to tell people about the features UpToDate Anywhere than to show them?

**UpToDate Anywhere Registration Demo for Integrated Access**

This video will demonstrate how to register for an UpToDate Anywhere account through your institution’s integrated access point. Once registered, you will be able to access the UpToDate Mobile App for your iOS® or Android™ devices, as well as from any computer with an Internet connection.

**UpToDate Mobile Apps Demo**

With UpToDate Anywhere, institutional users have access to UpToDate through our highly rated Mobile Apps. This short demo shows you how to install the UpToDate Mobile App and reviews its features and functionality.
What's In The Sales Toolkit?

In the Sales Toolkit there are many materials that you can download or print to assist your communication efforts. Below are a list of those relating to UpToDate Anywhere.

To access the materials below, log into the Sales Toolkit and click on the "UpToDate Anywhere" link under "Marketing Tools for Channel Partners."

Don't have access to the Sales Toolkit? Email ChannelPartnerSupport@wolterskluwer.com to request credentials.

### Brochures

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>UpToDate Anywhere vs. Onsite Comparison Brochure</td>
<td>Shows the access comparison between UpToDate Anywhere and UpToDate Onsite.</td>
</tr>
<tr>
<td>(English, Spanish)</td>
<td></td>
</tr>
<tr>
<td>Subscriber Self-Registration Brochure</td>
<td>Describes the benefits of UpToDate Anywhere and the 3 easy steps for Subscriber Self-Registration.</td>
</tr>
<tr>
<td>(English, Spanish, French)</td>
<td></td>
</tr>
<tr>
<td>UpToDate Anywhere Institutional Product Brochure</td>
<td>Introduces the features and benefits of UpToDate Anywhere for the institution.</td>
</tr>
<tr>
<td>(English, Spanish, French)</td>
<td></td>
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### Guides

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<thead>
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**UpToDate Anywhere Subscriber Manager Reference Guide**  
(English, French)

This guide outlines specific instructions on how to register for and maintain an account, download the mobile app, and earn and redeem CME credits.

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**UpToDate Anywhere Reference Guide – Non-integrated Access Points**  
(English, Spanish, French)

This guide outlines specific instructions on accessing UpToDate, registering for and maintaining an account, downloading a mobile app, and earning and redeeming CME credits.

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**UpToDate Anywhere Reference Guide – Integrated Access Points**  
(English, French)

This guide outlines specific instructions on accessing UpToDate through an electronic health record (EHR), registering for and maintaining an account, downloading the mobile app, and earning and redeeming CME credits.

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### Case Studies

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
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</table>
| **The Ottawa Hospital – Case Study**  
(English) | Describes the benefits and impact on Ottawa Hospital since its adoption of UpToDate Anywhere. |

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### Posters

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
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</table>
| **UpToDate Anywhere Subscriber Manager (SM)**  
(English) | Shows what’s included with an UpToDate Anywhere subscription and how to register via the SM model. |
| **UpToDate Anywhere Subscriber Self-Registration (SSR)**  
(English) | Shows what’s included with an UpToDate Anywhere subscription and how to register via the SSR model |
What's On The Learning Hub?

To download the following sales presentations for your use on the road, log into the Learning Hub.

Don't have access to the Learning Hub? Email ChannelPartnerSupport@wolterskluwer.com to request credentials.

### Sales Presentations

<table>
<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>UpToDate Anywhere Onsite Comparison PowerPoint</td>
<td>Addresses the differentiators between Onsite and UpToDate Anywhere, enhanced reporting with UpToDate Anywhere, and supported mobile applications.</td>
</tr>
<tr>
<td>UpToDate Anywhere SSR PowerPoint</td>
<td>Outlines the benefits of UpToDate Anywhere.</td>
</tr>
</tbody>
</table>

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**Customer Success Center**

The Customer Success Center is designed to help advocates within facilities encourage colleagues to register for anytime, anywhere access to UpToDate. It is filled with materials to help spread the word throughout the institution to increase usage and maximize impact.

Click to view the Customer Success Center in your region: Europe, Middle East & Africa, Latin America, Asia-Pacific.

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**Press Releases**

The UpToDate communications team continuously publishes press releases for the media and consumers. Links to several of those announcements related to the launch of UpToDate Anywhere around the world are listed here:

- The Royal Liverpool & Broadgreen University Hospital first in North West to introduce UpToDate Anywhere, the mobile-enabled clinical decision support resource
- Wolters Kluwer Announces Launch of UpToDate Anywhere in South Africa
Wolters Kluwer Health Announces Launch of UpToDate Anywhere in Japan
Read this in: Japanese

Wolters Kluwer Health Introduces UpToDate Anywhere Mobile Clinical Decision Support in Asia
Read this in: Bahasa Indonesian, Korean, or Traditional Chinese

UpToDate Anywhere Makes European Debut as the Reinier de Graaf Hospital in The Netherlands Deploys Mobile-Enabled Clinical Decision Support Resource
Read this in: Dutch, French, German, Italian, Portuguese, or Spanish

Wolters Kluwer Health Introduces UpToDate Anywhere in Latin America
Read this in: Spanish, Portuguese

At Memorial Hermann, UpToDate Anywhere Answers Physicians’ Need for Anytime Access to Improved Clinical Decision-Making

Wolters Kluwer Health Announces European Launch of UpToDate Anywhere Clinical Decision Support via Mobile App and Electronic Medical Record
Read this in: French, German, Italian, Portuguese, Spanish

Wolters Kluwer Health Announces UK Launch of UpToDate Anywhere

Wolters Kluwer Health Announces Global Launch of UpToDate Anywhere, mHealth Decision Support Resource
Read this in: Portuguese, Italian, German, French

The Customer Experience

Feedback from our customers is extremely valuable. It reinforces that we are providing a product that is satisfying the needs of our customers. Please feel free to use these quotes from current customers to help your prospects understand the impact of UpToDate Anywhere.

“UpToDate has been widely adopted throughout Unimed Vale do Cai. In a short time, I’m seeing UpToDate used in a variety of departments — from intensive care to cardiology for example,” said Dr. Everton Bochi, Cardiologist and Director at UVC. “By using an iPhone or Android device, mobile access to UpToDate is quick and easy at the patient bedside, in the office or at home. The mobile experience has also introduced UpToDate to many of our doctors for the first time while advancing our overall mobile health technology strategy,” Dr. Bochi added

Dr. Everton Bochi, Cardiologist and Director
Unimed Vale do Cai, Brazil

“Most physicians and residents at our hospital use UpToDate on a daily basis. I can’t think of any other resource that presents the latest evidence-based information in an easy-to-read format which can immediately be used to manage challenging cases, teach medical students, as well as provide educational material for patients,” commented Dr. Brian Lee, of the Division of Endocrinology and Metabolism, Department of Medicine, Faculty of Medicine at HRH Princess Maha Chakri Sirindhorn Medical Center, Srinakharinwirot University. Dr. Lee adds, “The new UpToDate Anywhere is very convenient for use on mobile devices.”
Dr. Brian Lee, Division of Endocrinology and Metabolism, Department of Medicine, Faculty of Medicine at HRH Princess Maha Chakri Sirindhorn Medical Center, Srinakharinwirot University HRH Princess Maha Chakri Sirindhorn Medical Center, Thailand

“At the Reinier de Graaf Hospital we are focused on patient-centered, compassionate care delivered as consistently, efficiently and safely as possible. To achieve this goal, we continuously aspire to the discovery of new clinical knowledge and procedures and enhancing its dissemination to clinicians, residents and medical students,” said Dr. Geke A. Blok, Head of Medical Education and Science, Reinier de Graaf Hospital. “UpToDate Anywhere is a natural extension of this vision for its ability to provide our clinicians with mobile access anytime, anywhere to evidence-based insights, recommendations, protocols and best practices at the point of care and beyond.”

Dr. Geke A. Blok, Head of Medical Education and Science
The Reinier de Graaf Hospital, Netherlands

"Our use of UpToDate Anywhere is a direct outgrowth of our advanced mobility strategy and mission to equip clinicians with the tools they need to answer questions quickly at the point of care."

Dr. Glen Geiger, Chief Medical Information Officer
The Ottawa Hospital