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UpToDate®

News for UpToDate Channel Partners

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Partner Spotlight: Infoestrategica Latina

Infoestrategica Latina is the Channel Partner appointed to taking care of our customers in academic centers (Universities and Libraries) in Mexico and all of Colombia. The company was founded in Mexico in 1998 by a core group of library specialists with the purpose of offering information services and solutions for this market. Since then, it has acquired distribution rights for digital collections and services from the world's leading publishers, and also developed a specialized software library, which includes a digital library platform and a blockbuster access statistics report generator, to meet the evolving needs of customers. Infoestrategica Latina has grown to more than 30 employees and operates in 5 different countries throughout Latin America. Today, Infoestrategica Latina's top grossing market for UpToDate is Colombia, where they started operations in January of 2013. Within this market, they met their new sales annual goal by December of the same year, exceeding their renewal goal by more than 30%.



Universidad del Norte, Barranquilla, Colombia

In the 1980's and 90's, Colombia was known internationally for its rich culture and violent years. Today it is establishing itself in the medical community, with more than 45 medical schools and nearly 900 public hospitals. More than 70,000 physicians care for the country's 47.7 million citizens using an IT infrastructure of varying sophistication. The Infoestrategica Latina team (composed of 1 demo-certified UpToDate specialist, 1 country manager, and 2 support staff members) has identified a great opportunity for continued growth in this territory, which they hope to achieve in 2014 through continued collaboration with local Medical Library working groups like UNIRECS, and new strategic relationships with various health administration networks and medical associations.



*Mural, Instituto Nacional de Salud
Bogotá, Colombia*

Kingdom of Saudi Arabia Partners to Offer Nationwide Access to UpToDate for Five Years

In January, the Kingdom of Saudi Arabia launched nationwide open access to UpToDate, providing nearly 80,000 physicians and nurses with access to a clinical decision support resource. The five-year national access partnership with Wolters Kluwer Health provides UpToDate to healthcare professionals at approximately 250 Ministry of Health Hospitals, 100 private hospitals, military hospitals, national guard hospitals, universities, the Saudi Digital Library, as well as all clinics and primary care centers in the country.

UpToDate will be available to every Internet user in Saudi Arabia via several methods: the Ministry of Health Portal, the UpToDate website, the UpToDate Mobile App, and directly within hospitals' Electronic Medical Record (EMR) systems that support UpToDate integration.

Get Social with UpToDate

In the last year, UpToDate has created a strong social media presence to engage and educate users and partners. With more than **85,000 Twitter followers**, **65,000 Facebook fans**, and **3,000 LinkedIn followers**, UpToDate is able to monitor and join end-user conversations around the world.

UpToDate also hosts **over 50 YouTube videos** organized in playlists you can browse for more information on evidence-based medicine, the features and functionality of UpToDate, and even the company history. Follow us on Facebook for regular features like the "Specialty of the Month" challenges, and check out our "What's New Tuesdays" to get important clinical updates every week.

Connect with UpToDate:



Facebook: www.facebook.com/UpToDateEBM



Twitter: www.twitter.com/UpToDate



LinkedIn: www.linkedin.com/company/uptodate



YouTube: www.youtube.com/UpToDateEBM



Want to know more?

View our Staying UpToDate infographic [here](#) or watch the video [here](#).

UpToDate News and Events

You may wish to note these upcoming topics covered in our monthly **UpToDate Expert User emails** and bi-monthly **Learning Forum Webinars**:

- The **January Expert User email** reviewed how to use the Graphics Search feature in UpToDate, and the benefits it offers. [Learn more about UpToDate Graphics Search here.](#)
- The upcoming **February Expert User email** will cover the Feedback feature in UpToDate, and how UpToDate editors use the information subscribers submit.
- The next **Learning Forum Webinar**, "What's New and Practice Changing UpDates," will be held on February 25. [Click here](#) to register for the webinar.

UpToDate and Wolters Kluwer Health will be exhibiting at the following upcoming congresses around the world:

Dates	Congress	City	Country	Booth
Feb. 23 - 27	HIMSS	Orlando, FL	US	#1346

Mar. 19 - 20	HC2014	Manchester	UK	#176
Apr. 3-4	eHealth Week	Nice	France	# 502
Apr. 13-14	Ministry of Health & HIMSS Middle East Conference and Exhibition	Jeddah	Saudi Arabia	TBD

The complete UpToDate conventions schedule can be found on the web [here](#).

Support and Feedback

Dear UpToDate Partner,

We encourage you to email us at ChannelPartnerSupport@wolterskluwer.com or talk with your account managers to provide your feedback on how we can better serve you.

If you have questions about the Sales Toolkit or need to request access, please contact Kristin Gallo [via email](#). To log in to the Sales Toolkit, open a web browser and go the the address: sales-toolkit.uptodate.com.

As always, thank you for your continued support.

Sincerely,

Otmar Mueller
Director of International Channels, UpToDate
Wolters Kluwer Health



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