

CONTRIBUTOR CONNECTION

A NEWSLETTER FOR AUTHORS, REVIEWERS, EDITORS,
AND THE EDITORIAL BOARD OF THE MERCK MANUALS.



March 2021

What's Ahead for 2021

Winter is passing quickly, and we here at The Manuals are busily working toward our goals for 2021. Because metrics are important to our success, and because you, our contributors, are essential in helping us achieve our goals, we wanted to let you know what we hope to accomplish this year.

Some goals are straightforward. For example, we plan to launch our Merck Manuals app in two additional languages—Russian and Italian.

Other goals are more challenging. That's where you come in! One of our most important metrics is timeliness of Manual content. We are committed to having 95% of our content less than 24 months old and 99% of our content less than 36 months old. To achieve that goal, we need all of you to review chapters promptly when they come to you. We are grateful for all your hard work in helping us achieve our goals.

BY THE NUMBERS

	FEB 2021	2021 TO DATE
WEBSITE USER SESSIONS	27.5M	66.0M
TOTAL PAGEVIEWS	40.4M	97.0M
CHAPTERS PUBLISHED		
CONSUMER	15	53
PROFESSIONAL	13	54
APP DOWNLOADS	97K	195K

Expanding Our Reach

A New Way To Access Our App We have a new way for users to download our app. Use your phone to take a photo of the QR code in the image, and you'll be taken to the appropriate app store to easily download The Manual. Let us know how it works for you.

Arabic Facebook Page In 2020, we ended the year with a soft launch of our new Arabic Facebook page for consumers. We are pleased to inform you that after two months of testing, the page is now in full operation with our regular content, supporting our strategy for global social media marketing. This new community page will help us to reach users in Saudi Arabia and other Arabic-speaking countries. With this new page, we are now available on social media in 6 languages. You can find the new page [here](#).



Thank You, Ken Frazier!

Thank you, Ken Frazier! Ken, the chairman, president, and chief executive officer at Merck, has been an ardent advocate for The Merck Manuals over the years. His support has had a tremendous positive impact on the success of The Manuals. Earlier this year, Ken announced he will retire as CEO, effective June 30, 2021. We wish Ken all the best.



Tech Corner: New Sunshine Act Reporting Requirements

Starting in 2021, there are 5 new credentials that are covered under the federal PPSA (Physician Payments Sunshine Act). Here is the updated comprehensive list of healthcare professional credentials that are now reportable: **MD, DO, DDS, DMD, DPM, DC, OD, PA, NP, CNS, CRNA, CAA, CNM.**

When you complete a contributor information profile for us, we ask that you include all reportable credentials, as well as your non-reportable credentials (i.e., PhD, MPH).

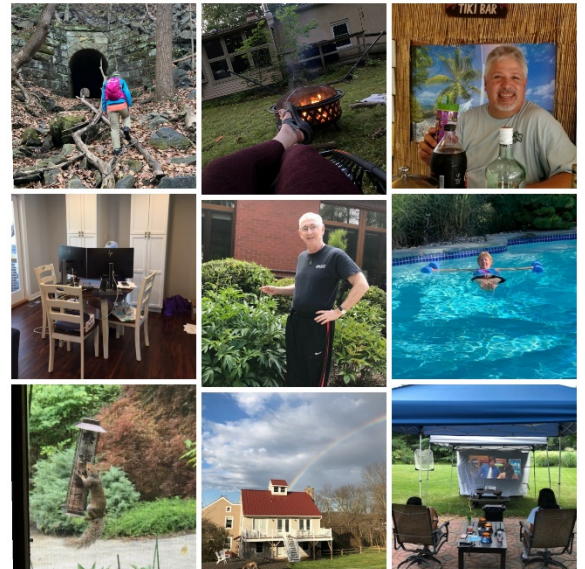
Additionally, you'll notice the following request in your new/renewal contract: *“for reporting purposes, you agree to provide your State professional license number(s) (for at least one State where you maintain a license), and the State(s) in which the license is held.”* We thank you for your support and transparency as we adhere to these federal mandates.



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Merck Manuals Staff Working from Home

Like so many other folks in 2020, the Merck Manuals staff shifted from working together in our offices in Pennsylvania and New Jersey to working remotely full-time. We received a late-day message in mid-March 2020, indicating that we would be working from home for 2 weeks as the novel coronavirus started to spread across the nation. Here we are now in March 2021, still working from home. We haven't seen each other in person in over a year! Fairly early on, we decided that we would meet virtually a couple of times a month as a group and have some fun. We consider it our “water cooler” time. We come up with a topic ahead of each meeting—the only rule being the topic cannot be work related. We have shared pictures of our families and pets, told stories, played games, created a recipe book, and many other entertaining moments. These virtual meetings have been our way of staying connected while disconnecting from work for a bit as we navigated our redefined workday and home-life balance. Here are some snapshots of our lives.



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