



December 2022

Year in Review

This has been a busy year at The Manuals!

We've done so much, here are just some highlights of what we accomplished:

- Broke usage records – In October, we had >3 million pageviews in a single day for the first time; and then we hit that level again and again since then! [We reached a total of 880 million views by users around the world this year!](#)
- Welcomed four new Editorial Board Members: [Dr. Minhuyen Nguyen, Gastroenterology and Hepatology](#); [Dr. Michael Levin, Neurology](#); [Dr. Lawrence Lustig, Otorhinolaryngology](#); and [Dr. Oluwatosin Goje, Obstetrics/Gynecology](#). We are incredibly grateful for the many outstanding contributions made by our outgoing Board members: Dr. David Weinberg, Dr. Michael Jacewicz, Dr. Robert Ruben, and Dr. Susan Hendrix.
- Launched [a website](#) with selected professional version content translated into Ukrainian to support health care professionals providing care in a conflict zone.
- Won an award!** The Manuals received the Sitecore Experience Award for Most Intelligent Content Optimization. This is our second Sitecore Experience Award; in 2018, we won for Best Web Content Experience.
- Continued to provide excellent, current content, with your help. *Over 95% of our content has been updated in the past 2 years and almost 50% has been updated in the past year.* We published even more frequent updates of the COVID-19 and Mpox chapters.
- Started to evolve our editing approach. What's new is that we are asking you and our internal team to edit more extensively, if needed, to ensure the text gives readers the information they need and reflects the current understanding of a medical issue. And we have started adding more references. *What hasn't changed is our concise, comprehensive style* (and we still do keep an eye on translation costs).

- Launched a [Healthy Living page](#) to give readers easy access to health promotion content.
- Changed our drug database to Elsevier and added an enhancement; the internal search box now allows users to search directly for a drug monograph.
- Ran many successful social media campaigns, including about [hidden disabilities and the World Cup](#).
- Launched [season four of the Medical Myths podcast](#), thank you to those who were the featured guest for an episode!

Thank you for all the work you do and the expertise you share to make these accomplishments happen! We are grateful to you and want to acknowledge the huge impact you make.

The Manuals is a trustworthy medical information resource, something that never goes out of style, and is particularly important in the presence of many sources of health misinformation.

We wish you all a very happy holiday season and we look forward to working with you in 2023!

Calling on the Board

In late October during a virtual meeting of the Manuals' Editorial Board, the Board reviewed our new editing standards and practices to evaluate how they have been working. In general, the Board members felt things were working well but had some suggestions for clarifying instructions. These new instructions are being added to the top of chapters when they are sent for update.

We are running a user survey on the website in December, and we'll use the results to guide planning for 2023 and beyond.

Stay tuned for survey results, more guidance on new editing practices, and information on a future in-person Editorial Board meeting.

BY THE NUMBERS

2022 TOTALS

TOTAL PAGEVIEWS	~884M
CHAPTERS PUBLISHED	
CONSUMER	195
PROFESSIONAL	201
APP DOWNLOADS	~1.6M

Winter Break

Our office will be closed from Friday, December 23, 2022 to Tuesday, January 3, 2023.

Remember that the editing portal is always available. However, we may take a little longer to respond to email queries during this period.



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