



April 2019

## Take a Look at Our New Look

You may have recently noticed all the improvements on our [redesigned site](#). Our goal was to give users a clearer understanding of the Manuals' mission and scope, more intuitive navigation, and a fresh, updated look.

On our [redesigned landing page](#), users can easily select the version (Professional, Consumer, Veterinary) that serves their needs. The homepage for each version has also been redesigned to highlight new types of content, such as Osmosis videos that explain concepts in biology and pathophysiology, How-To videos that provide step-by-step instructions for carrying out common exams and office procedures, and 3D models that provide a view inside the body and let users "dissect" layers of tissue to easily visualize complex anatomy.

Topic pages have also been redesigned. Photos and other visual elements are identified at the top of the

## By the Numbers

Last 30 days • 2019 to date

Website user sessions	<b>17.5M</b>	<b>42.7M</b>
Total pageviews	<b>26.5M</b>	<b>63.2M</b>
Chapters published:		
CONSUMER	<b>27</b>	<b>34</b>
PROFESSIONAL	<b>23</b>	<b>38</b>
App downloads:	2019 to date (as of Feb 28)	
	<b>236,758</b>	

page, so users can quickly see available resources and navigate to them.

## In Case You Missed Them...

Have you had a chance to explore the clinical case studies in the Professional Version?

We have 21 cases on the site with more to come. New cases will have a slightly different format to provide more engagement for users earlier in the case. Work through one of our [recent cases](#), such as “Chest Pain in a 74-Yr-Old Man.”

**We are looking for authors to submit a case or recommend a potential author.** If you'd like to contribute, please [contact us](#).

## Tech Corner

to open an additional window.

Many times, the additional windows that pop up are ads, and your browser is trying to prevent those ads from cluttering your computer. But other times, the additional windows that pop up are legitimate windows—such as our editing window.

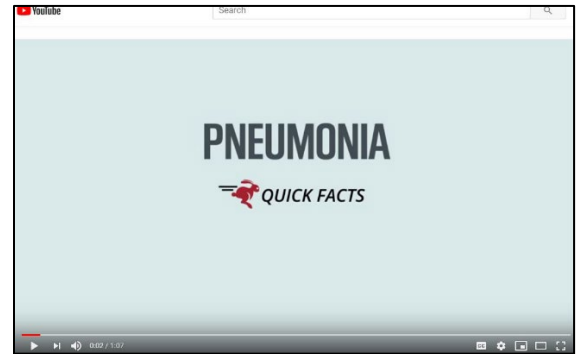
Here are [instructions](#) to help you manage the pop-ups in your browser.

## Quick Facts Videos

We've created a series of videos for social media based on the growing collection of [Quick Facts](#) on the website. So far, we've shared 3, and our most popular topic is hemorrhoids with nearly 25k views. Watch the videos on YouTube:

- [Hemorrhoids](#)
- [Appendicitis](#)
- [Pneumonia](#)

Topics coming in the next few months will include plantar fasciitis, diverticulitis, scabies, and more!



## Linking In

In our last newsletter issue we asked for help with a link project to create links from your topics in the Manuals to your professional web page. Thanks to everyone who volunteered to help! We're pleased to announce that most of our topic pages now feature links connecting the author's name to an external page, giving readers the opportunity to learn more about the author's training, research interests, and impressive professional achievements. Please review your link and let us know if you have any questions or comments.

Our next Editorial Board Meeting will be April 28 and 29 in Philadelphia. If you have a topic you think warrants discussion by our Editorial Board, please let us know by sending a note to [mmconcon@merck.com](mailto:mmconcon@merck.com). Thank you!



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