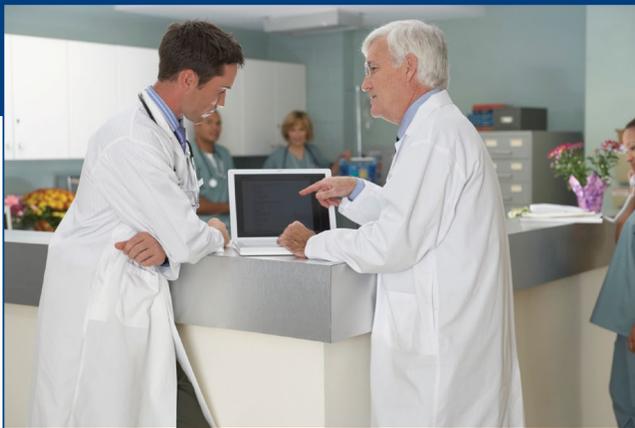


**ACCESS**  **Medicine** from McGraw-Hill

Trusted Content. Instant Answers.

# WELCOME KIT for Subscribers



[www.accessmedicine.com](http://www.accessmedicine.com)

# Welcome Kit for Subscribers



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Dear Administrator,

Thank you for choosing to subscribe to AccessMedicine and for providing your users with trusted medical and allied health content and cutting-edge technology. The Access products have a commitment to excellence and have proven to enhance the medical educational experience.

We have developed this welcome kit to highlight some of the materials available for your use, both to help you administer the product and to help you promote its availability at your institution. The primary location of marketing and support materials is the Librarian's Resource Center (<http://books.mcgraw-hill.com/medical/libraryresources/accessMedicine/>) and we will continue to add materials in the future that are designed to drive student engagement and ongoing usage.

We look forward to the successful implementation of this product at your institution and welcome any feedback you may have. Should you have any questions, concerns, or suggestions or would like an on-location product demonstration or some materials for your users, please contact your sales representative at 1-877-840-2297 or [digitalsales@mhedu.com](mailto:digitalsales@mhedu.com) or email our Marketing Department at [digitalmktg@mhprofessional.com](mailto:digitalmktg@mhprofessional.com).

With Regards,

The Online Medical Marketing Department  
McGraw-Hill Professional  
[digitalmktg@mhprofessional.com](mailto:digitalmktg@mhprofessional.com)

## Promotional Materials for Creating Student Engagement

We have developed this welcome kit to highlight some of the support materials available for your use to help you administer and promote the product, and to drive student engagement and ongoing usage.

We've created an array of marketing support materials to help you spread the word about your subscription to AccessMedicine. Many downloadable versions of brochures and other materials can be accessed through the Librarian Resource Center (LRC), located by a link on the upper navigational bar of the product or at <http://books.mcgraw-hill.com/medical/libraryresources/accessmedicine/>. It's a centralized location for librarians and site administrators to find promoting materials, title lists, announcements, the latest newsletters, product announcements, and the link to password-protected user statistics. Questions about this landing page should be directed to [digitalmktg@mhprofessional.com](mailto:digitalmktg@mhprofessional.com).

We also have print materials available to you on request that can be incorporated into your existing resources such as orientation guides, resource packets, or campus publications. Use this form as a checklist for what's most useful to launch AccessMedicine to your patrons.

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**PRODUCT BROCHURES** are available electronically or in print. Print amounts may be requested through the LRC or by emailing [digitalmktg@mhprofessional.com](mailto:digitalmktg@mhprofessional.com). Tell us about your event and approximately how many people you anticipate attending, and we can provide materials to help them learn about the product.

**LOGOS** can be downloaded from the LRC and added to your library's information page, blog, or home page to link a user directly to the product or simply highlight its presence.

**MONTHLY EMAIL NEWSLETTERS** inform you of the latest content added to the site, whether we've added books, videos, animations, or a summary of the near daily text updates. We would like to encourage you to include updates from our newsletters on your blogs and library pages.

**SEND CUSTOMIZABLE "WELCOME" EMAIL TEMPLATES** to your users' primary e-mail accounts and library lists to inform them that they now have access to this valuable online product and its great benefits. Customize them to use your institution's preferred links or use them as-is.

**POWERPOINT PRESENTATIONS** spotlighting the overall features of the Access product and where to find them on the site act as visual guides at your library's lunch & learns and other events.

**TWITTER** has proven to be an effective communication tool. McGraw-Hill Medical has two Twitter accounts that may be of interest to you and your users. @MHMedical allows you to receive updates and articles of interest from all of the Access products, as well as JAMAevidence, and @MedStudentRx additionally features Q&A from McGraw-Hill's well-known Test Prep texts, including Deja Review, PreTest™, and First Aid®.

**USE COPY BLOCKS** in your campus communications, including student newspapers, department communications, or alumni newsletters. Available upon request.

**LIBRARIAN RESOURCE CENTER (LRC)** (<http://books.mcgraw-hill.com/medical/libraryresources/accessMedicine/>) is located by a link on the upper navigational bar of the product. It's a centralized location for librarians and site administrators to find marketing materials, title lists, announcements, the latest newsletters, product announcements, and the link to password-protected user statistics (<http://www.accessmedicine.com/statistics/>).

### About Your User Stats

Information on how to access your account's user statistics can be found in your introductory email from Customer Service when your subscription first begins. You can also change your account information via the LRC or by contacting Customer Service at 1-888-307-5984 or 1-614-759-3663 (outside the U.S.) or [OnlineCustomer\\_Service@mcgraw-hill.com](mailto:OnlineCustomer_Service@mcgraw-hill.com) between the hours of 8 AM and 5 PM EST. A customer service representative will respond to your query in 24 hours.

## AccessMedicine Image and PowerPoint Usage Guidelines\*

AccessMedicine users may display, download, or print out PowerPoint slides and images associated with the site for personal and educational use only. Educational use refers to classroom teaching, lectures, presentations, rounds, and other instructional activities, such as displaying, linking to, downloading, printing and making and distributing multiple copies of said isolated materials in both print and electronic format. Users will only display, distribute, or otherwise make such PowerPoint slides and images from the applicable AccessMedicine materials available to students or other persons attending in-person presentations, lectures, rounds or other similar instructional activities presented or given by User.

Commercial use of the PowerPoint slides and images are not permitted under this agreement. Users may modify the content of downloaded PowerPoint slides only for educational (non-commercial) use, however the source and attribution may not be modified. Users may not otherwise copy, print, transmit, rent, lend, sell or modify any images from AccessMedicine or modify or remove any proprietary notices contained therein, or create derivative works based on materials therefrom. They also may not disseminate any portion of the applicable AccessMedicine site subscribed to hereunder through electronic means except as outlined above, including mail lists or electronic bulletin boards.

\*These guidelines can also be found posted on the [Library Resource Center](#), the [Terms of Use public page](#), and in a patron's personal profile online.

### EZproxy Configuration

To access all of site features (AccessMedicine + integrated drug database + integrated case files), AccessMedicine requires EZproxy 2.4c GA (2004-03-21) or later combined with this database definition:

Title AccessMedicine  
URL <http://www.accessmedicine.com/>  
Domain accessmedicine.com  
Domain books.mcgraw-hill.com

## Information for AccessMedicine Downloads and Mobile Devices

<b>Images</b>	Images are added to “My AccessMedicine” when you click on the “Add to My Saved Images” link next to textbook figures. You are able to download up to 100 images at a time.
<b>PDA-optimized versions of chapter sections</b>	A full-text HTML file that has been specially optimized for mobile viewing by removing extra formatting, images, and tables. The file is compatible with the major PDA/mobile operating systems (Palm, Pocket PC, smartphones, etc.). This file, when placed on your mobile device, is readable by any device that can read HTML files.
<b>What programs do I need on my mobile device for downloaded sections?</b>	<p>A large variety of programs (which are most likely already installed on your PDA) can view HTML files. Below are just a few examples; check documentation from your device manufacturer for other options:</p> <ul style="list-style-type: none"> <li><a href="#">Internet Explorer (PocketPC)</a></li> <li><a href="#">Blazer (Palm)</a></li> <li><a href="http://www.isilo.com">iSilo (www.isilo.com)</a></li> <li><a href="http://www.mobipocket.com">Mobipocket (www.mobipocket.com)</a></li> <li><a href="http://www.plkr.org">Plucker (www.plkr.org)</a></li> </ul>
<b>Mobile View</b>	<p>The AccessMedicine mobile view features an essential portion of the site’s content optimized for the unique size and speed constraints of mobile browsers. To log on to the mobile view for AccessMedicine, log in with your ‘MyAccessMedicine’ username and password.</p> <p>Mobile Devices Supported: iPhone/iPhone 3G/iPhone 4, BlackBerry Bold, Google’s Android platform</p>

## Who's Who Contact List

### CUSTOMER SERVICE

(For usage statistics information and other account issues)

Phone: 1-888-307-5984 or  
1-614-759-3663 (outside the U.S.)  
Email: [OnlineCustomer\\_Service@mcgraw-hill.com](mailto:OnlineCustomer_Service@mcgraw-hill.com)  
Hours: 8 AM and 5 PM, EST, Monday - Friday

### TECHNICAL SUPPORT

Phone: 1-800-217-0059 (U.S.)  
Email: [techsolutions@mhedu.com](mailto:techsolutions@mhedu.com)  
Hours: 9 AM - 5 PM, EST, Monday - Friday

### ONLINE MEDICAL PRODUCT MARKETING TEAM

Email: [digitalmktg@mhprofessional.com](mailto:digitalmktg@mhprofessional.com)

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