



Newly redeveloped Univadis reports 75% increase in traffic from Irish healthcare professionals

- Free and HCP-exclusive website only service of its kind in Ireland
- Nearly 9,000 Irish healthcare professionals already subscribed
- Univadis currently accessed by over 2.6 million HCPs worldwide

7th May 2015: The new and extensively redeveloped medical resource Univadis has experienced a 75% increase in usage since its re-launch six months ago, with the website now receiving over 15,000 hits per month from Irish healthcare professionals. On the back of this success, Univadis has launched a new Patient Resource Centre which will offer healthcare professionals access to a library of over 100 patient information pamphlets that can be printed and shared.

In response to the changing needs of healthcare professionals who are increasingly seeking relevant and accessible information whether they are at a PC or on the move, the newly enhanced Univadis was launched in late 2014 following an extensive consultation process with healthcare practitioners.

Univadis, which is a service provided by MSD and the first and only resource of its kind, is available free-of-charge to all registered healthcare professionals in Ireland and offers access to valuable content including independent daily news from some of the world's leading medical publishers such as *The Lancet*, *Springer* and *The JAMA network*.

The new website, which can be accessed from any computer or mobile device, aims to support healthcare professionals in their daily practice by providing a range of time-saving resources and valuable point-of-care tools specifically tailored to their medical speciality.

Hammad Ahmed, Brand & Customer Manager - Multi-Channel Marketing, commented, "At MSD we are committed to supporting the medical profession by providing high quality, non-promotional, and easily accessible information so that healthcare professionals can stay up-to-date on developments in their areas of expertise and continually expand their knowledge. We are delighted that the medical community has responded so positively to the new Univadis and look forward to continually enhancing the service and announcing more unique features in the coming months."

In addition to point-of-care tools, key features include nearly 100 accredited education courses, advanced medical searching, 3D anatomy and peer reviewed articles as well as a bank of 58,000 images and wide-ranging disease information to help inform patient consultations. With a wealth of content available across 50 medical specialities, users can also personalise the portal to their own specialist disease area and clinical interests.

Healthcare professionals who wish to register for free access to Univadis simply need to log on to www.univadis.ie. Medical journalists can also register and avail of credible information on the latest medical developments, comprehensive background on different disease areas and clinical papers.

-ENDS-

For further information please contact:

Pia Ward
ReputationInc
Tel: 01 412 0515
Mobile: (0)87 932 7702

About Univadis®

Univadis is a free service from MSD exclusively for healthcare professionals, providing high-quality and relevant medical and scientific information. With a wealth of essential, time saving medical applications and a simple, customer-focused online experience, Univadis lets healthcare professionals quickly and easily access breaking medical news, accredited education courses and powerful point of care tools specifically tailored to each medical speciality and clinician's needs.

MSD has been providing information to healthcare professionals for over 100 years through the Merck Manual, one of the most trusted sources of medical knowledge worldwide. All the medical and scientific content on Univadis has been developed independently by carefully selected third-party sources including independent medical and scientific leaders, educational institutions, and medical societies and through exclusive partnerships with leading medical publishers such as BMJ Learning, The Lancet, Elsevier, and Springer.

About MSD

Known as MSD worldwide, and as Merck in the United States and Canada, MSD has operations in more than 140 countries. In Ireland, MSD employs over 2,000 people across its five sites in Dublin, Carlow, Cork, Tipperary and Wicklow. Its extensive Irish operations encompass manufacturing, commercial and marketing facilities.

MSD is a leader in healthcare, dedicated to helping the world be well through a wide range of innovative health solutions. This includes the development, production and distribution of prescription medicines, vaccines and biologic therapies as well as animal health products.

MSD's commitment to research and to increasing access to healthcare across the world is demonstrated by clearly focused policies, far-reaching programmes and life-enhancing partnerships.