

The Online Midwifery Archive from MA Healthcare

Ben Allen

Mark Allen Group

St Jude's Church

Dulwich Road

London SE24 0PB

benallen@markallengroup.com

Independent healthcare publisher MA Healthcare Ltd has recently made some exciting changes to its online midwifery archive, *intermid.co.uk*.

intermid.co.uk, a spin-off from the established nursing archive *internurse.com*, is an extensive library containing more than 2,000 peer-reviewed midwifery articles.

The site contains all articles published in *British Journal of Midwifery*, the leading clinical journal for midwives, since 1996. These include clinical reviews, professional articles and in-depth research on all aspects of midwifery training and practice.

New Look and Improved Search Engine

In January 2007 *intermid.co.uk* was redeveloped with a simple new look and an improved search engine. *intermid.co.uk* now operates solely as an online midwifery archive.

MA Healthcare has also been working with Google to ensure that the entire archive on *intermid.co.uk* is searchable on both

google.com and *google.co.uk*. In addition, the site has recently been added to Google Scholar.

The implementation of these changes has enabled users to access the articles on *intermid.co.uk* more quickly and easily. This has resulted in dramatic increases in both the number of article downloaded on *intermid.co.uk* and the number of visitors to the site.

For example, since January 2007, article downloads from *intermid.co.uk* have increased by 300%, with a 200% increase in the number of unique visitors to the site (compared to the same period last year).



COUNTER Reports

Another upcoming development to *intermid.co.uk* is the delivery of COUNTER reports for librarians.

MA Healthcare has employed the services of MPS Technologies to help it deliver COUNTER-compliant usage reports. All institutional subscribers will shortly be given login details to a dedicated website so that they can access these reports remotely, without having to contact the publisher.

MA Healthcare hopes that this service will be available to all its institutional subscribers within the next three months.

Authentication

There are various ways to access the content on *intermid.co.uk*. The site offers Athens authentication and the potential for seamless direct linking to articles for institutions using it. Access can also be controlled by IP address authentication or user name and password.

No Embargo

Unlike many other online archive sites, MA Healthcare does not operate an embargo policy, preventing users from accessing its current content for a specified period of time. All articles are uploaded onto *intermid.co.uk* shortly after they have been published in *British Journal of Midwifery*.

Separation of *British Journal of Midwifery* content from *internurse.com*

From 1st May 2007, *intermid.co.uk* will be the only place to access the complete archive of *British Journal of Midwifery* content online.

British Journal of Midwifery content is being removed from *internurse.com* to turn *internurse.com* into an exclusive and dedicated nursing archive.

***internurse.com* – the online nursing archive**

For users unfamiliar with *internurse.com*, it is an extensive online library containing over 10,000 peer-reviewed clinical and professional articles of immediate relevance to nurses. In addition, over 1,000 new articles are added to the site during every year.

The library for *internurse.com* is sourced from articles in journals published by MA Healthcare.

These include:

- *British Journal of Nursing*
- *British Journal of Community Nursing*
- *International Journal of Palliative Nursing*
- *Practice Nursing*
- *Nursing & Residential Care*
- *Nurse Prescribing*
- *British Journal of Neuroscience Nursing*

- *British Journal of Cardiac Nursing*
- *Gastrointestinal Nursing*
- *British Journal of School Nursing*
- *British Journal of Healthcare Assistants*
- *Journal of Children's and Young People's Nursing*



In the past 18 months the publishers have added significantly to the site by including material from its new launches and acquisitions: *British Journal of Cardiac Nursing*, *Gastrointestinal Nursing*, *British Journal of School Nursing* and *British Journal of Healthcare Assistants* have all been added in this period. Content from the soon-to-be launched *Journal of Children's and Young People's Nursing* will be added during the month of May.

The site is heavily used by institutions and personal subscribers alike. In the last 12 months, *internurse.com* had 1,209,309 article downloads. During the same period it was visited 1,131,072 times by 771,036 unique visitors, with a total of 5,809,795 page views.

As with *intermid.co.uk*, *internurse.com* is Athens authenticated and can be controlled by IP address or user name or password. In addition, all institutional subscribers to *internurse.com* will soon have access to fully compliant COUNTER reports.

Further information

For further information about *intermid.co.uk* or *internurse.com*, or to find out how to subscribe to these products, please contact:

Sally Boettcher
Circulation Director
MA Healthcare Limited
Jesses Farm
Snow Hill
Dinton
Nr. Salisbury
Wiltshire SP3 5HN

Telephone: +44(0) 1722 716997
Fax: +44(0) 1722 716926
Email: s.boettcher@markallengroup.co.uk