



Books@Ovid
Purchase Model
Administration Guide

 **Ovid**
a Wolters Kluwer business



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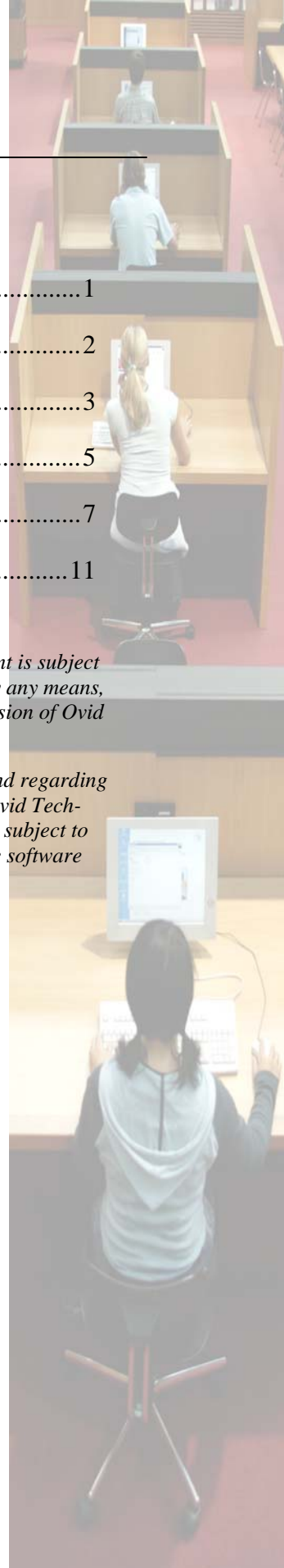
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Ovid Web Gateway version 10.5.0

2007 March 14



Welcome to the *Books@Ovid Purchase Model Administration Guide*. This guide has been designed to:

- introduce you to Ovid’s Book Purchase Model product (referred to as *purchased editions*),
- define the difference between purchased title editions and subscription titles,
- instruct how to download a backup copy of your site’s purchased edition(s),
- present purchased edition maintenance options, and
- inform you about changes to Books@Ovid Jumpstart behavior.

Previously, Ovid’s only e-book purchase option was offered through the annual subscription model. Subscribing to titles in the Books@Ovid database provided customers with access to the latest edition in a feature-rich environment. No matter how many editions of the title were published, Books@Ovid subscribers had access to one version of the title that was always current.

At Ovid, we understand that flexible and cost-effective pricing options can better service the variety of needs of our customers. Therefore, in addition to our annual subscription model, we are pleased to offer an individual edition, one-time purchase option: the *Books Purchase Model* (BPM). With BPM, your site can choose to purchase electronic access to books (*e-books*) by edition rather than by annual subscription. Both our subscription and the BPM purchase models can accommodate every institution type and budget.

With Ovid’s BPM, you gain:

- an easy way to expand your site’s e-books collection without committing to an annual subscription,
- unlimited duration of end user access to purchased editions for as long as your site’s Ovid Web Gateway account is in good standing,
- unlimited concurrent user access to purchased editions, and
- all the precision search and discovery tools of Books@Ovid on the Ovid Web Gateway platform.



Ovid has made almost all of its medical, nursing, and allied health titles from Lippincott Williams & Wilkins available through the book purchase model. This guide will help you provide individual edition e-book purchases at your site for optimal end user experiences.

Every Ovid online search brings together three key components to optimize the end user experience.

<i>Content</i>	Access to thousands of the world’s most influential textbooks, journals, and databases
<i>Tools</i>	A full suite of online, state-of-the-art tools to search, navigate, and personalize work
<i>Services</i>	Training and customization services available for you and your end users

Provide Ovid’s powerful search engine at your site and let your end users discover a world of answers right at their fingertips.



For permission to use a portion or this entire guide at your site, contact Ovid Customer Support at support@ovid.com.

PURCHASE EDITIONS AND ONLINE SUBSCRIPTIONS

When your site purchases an individual edition of a title through Ovid's Book Purchase Model (BPM), your end users get unlimited access to it through the Books@Ovid database and your site's subscription to the Ovid Web Gateway platform. They can search and browse both purchased editions and online subscriptions together in the same session.

As well, end users can take advantage of the feature-rich functionality of Books@Ovid, including:

- ability to browse your site's e-books alphabetically by title or by subject,
- Ovid's Natural Language search capability (with search term expansion),
- relevance ranked search results, and
- dynamic reference linking to full text.

In the Books@Ovid database, a purchased edition looks and behaves just like the subscription edition. The only difference occurs in content when a new edition of the title is made available. When this happens, content of the online subscription changes from that of any purchased editions.

Purchased Edition The edition available when the site purchased the title. Content does not get updated.

Subscription Edition Always the title's current edition. Content gets updated with every new edition of the title. Currency rolls with the latest edition.

Edition information displays within the Books@Ovid interface where such information is helpful, including the following.

Browse Books Page: The publication year and edition of titles indicates the online subscription (current edition), the purchased edition, or both editions.

Main Search Page: The Limit to Book menu of the Natural Language search box now includes all editions to which your site has subscribed *and* purchased.

Search Results Display: Any search run from the Books@Ovid Main Search Page yields results that include your site's purchased editions. Records display a publication year and edition that indicates the online subscription (current edition), the purchased edition, or both editions.

DOWNLOAD A BACKUP COPY

With your site's purchase of a BPM e-book, Ovid provides you with a means to download an HTML backup copy of the edition. The HTML version of your site's purchased edition includes:

- the book cover image,
- table of contents,
- content of the edition,
- and links to chapters.




To download purchased editions from the Books@Ovid database, you must have administrative rights in your Ovid Web Gateway account. With administrative rights, a download link displays automatically with each purchased edition.

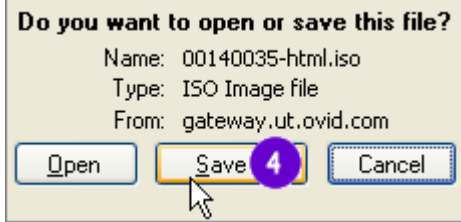
To download an archival copy to your computer, follow these steps.

1. Log on to Books@Ovid using an account that has administrative rights.
2. Navigate to the purchased edition you want to download.
3. Click its Download HTML Disk Image icon.

Lippincott Manual of Nursing Practice
Author: Nettina, Sandra M.
Editor: Mills, Elizabeth Jacqueline
Publisher: Lippincott Williams & Wilkins
Edition: 8th Edition
ISBN: 1-58255-342-4

 [Download HTML Disk Image](#)

A file dialog box opens and prompts you to open or to save.



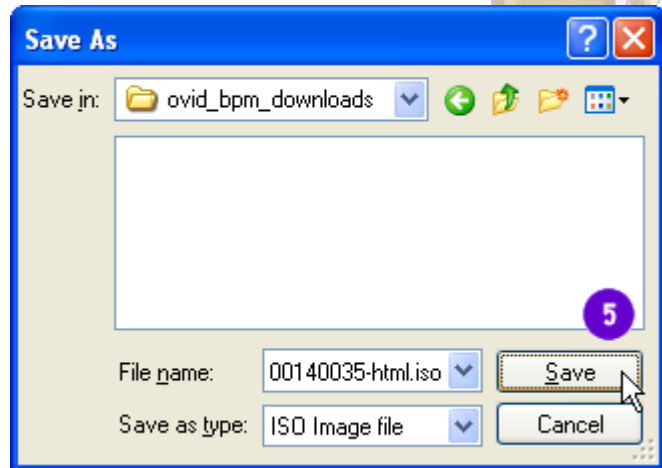
4. Click the Save button. A Save As box opens and prompts you for a download location.
5. Navigate to a location on your hard drive and click the Save button.

The ISO file downloads to the selected location.



Download times vary depending upon the size of the file being downloaded and the speed of your internet connection.

If your computer has CD/DVD burning software installed on it, that software may open automatically when download a purchased edition. Or, it may be offered as an option in the file download dialog. This behavior depends upon the type of software and the options selected when it was installed.



From your hard drive, you can burn the ISO image file to a CD/DVD as a backup copy or view it directly using software that supports ISO files. For information about ISO files, see http://en.wikipedia.org/wiki/ISO_image.



Usage of downloaded copies of books purchased from Ovid is governed by the License Agreement between the purchasing organization and Ovid. Review the Permitted Use section of the License Agreement before using a downloaded copy of any book.

APPENDIX A: REQUIREMENTS AND RECOMMENDATIONS

Ovid recommends the following hardware, software, and browser specifications for optimal use of purchased editions on the Ovid Web Gateway platform.

Hardware Recommendations

To download and view your site's purchased editions, Ovid recommends the following hardware.

- Microsoft Windows XP, Mac OS/X, Linux, Solaris, AIX, or any operating system that can download a file through a Web browser.
- 500 MHz processor
- 256 MB RAM
- 500 MB of free hard disk space



Disk space requirements vary by book, depending upon how many images, PDF files, and videos are included in the book. Ovid's BPM editions average 16.25 MB per title; most measure fewer than 120 MB.

- CD/DVD drive
- Blank CD-ROM or DVD-ROM media (for burning/archiving to disc)



Most Ovid BPM editions fit onto a standard CD (650-700 MB). However, some Ovid BPM editions exceed standard CD capacity; as well, you may want to download multiple Ovid BPM titles onto a single disc. Under these circumstances, use a DVD (4.5 GB or 9 GB).

- 1024 x 768 resolution display, 16-bit color display

Software Recommendations

For the purpose of keeping a backup copy on disc, you can burn your site's purchased editions from a downloaded location on your hard drive. To do so, you need a CD/DVD drive on your computer and CD/DVD burning software that supports ISO 9660 CD/DVD disk images.



For more information about ISO 9660 files, see http://en.wikipedia.com/wiki/ISO_image.

A variety of software applications are available for CD/DVD burning. Ovid has tested and recommends the following.

Software	Notes
Roxio EasyCD	Comes with Gateway machines. Otherwise, retail purchase required. Roxio Easy Media Creator is its successor available now.
BurnAtOnce	Free download: http://www.burnatonce.net/downloads/ .
Sonic RecordNow	Comes with IBM ThinkPads. Otherwise, retail purchase required.
Sonic DigitalMedia Plus (version 7)	Comes with HP Pavillion series. Otherwise, retail purchase required.
Nero Express	Commonly bundled as an OEM application with CD/DVD burners used on Microsoft Windows and Linux.



This list is provided for convenience only. Software applications mentioned here are recommended for use with Ovid, but are not endorsed in any way by WKMR/Ovid.

To view purchased editions after downloading and/or burning them, you need a CD/DVD drive on your computer and a Web browser.

Ovid-supported Web Browsers

The Web browser through which you access Ovid's BPM on the Books@Ovid platform must support image maps, graphics, forms, and tables. In many cases, JavaScript and cookies must be enabled. Some Books@Ovid functions require HTML-formatted email service and performance can vary. Be sure to consult your end users' browser of choice for memory and disk space requirements. Ovid supports the following Web browsers.

- Microsoft Internet Explorer version 6.0 and above
- Netscape Navigator version 7.0 and above
- Mozilla Firefox 1.0 and above

You can download current versions of these Web browsers from the following websites.

- Microsoft Internet Explorer: <http://www.microsoft.com/windows/ie/>
- Netscape Navigator: <http://browser.netscape.com/>
- Mozilla Firefox: <http://www.getfirefox.com/>



Download speed of your site's purchased editions depends upon the size of the book you are downloading and your network connection.

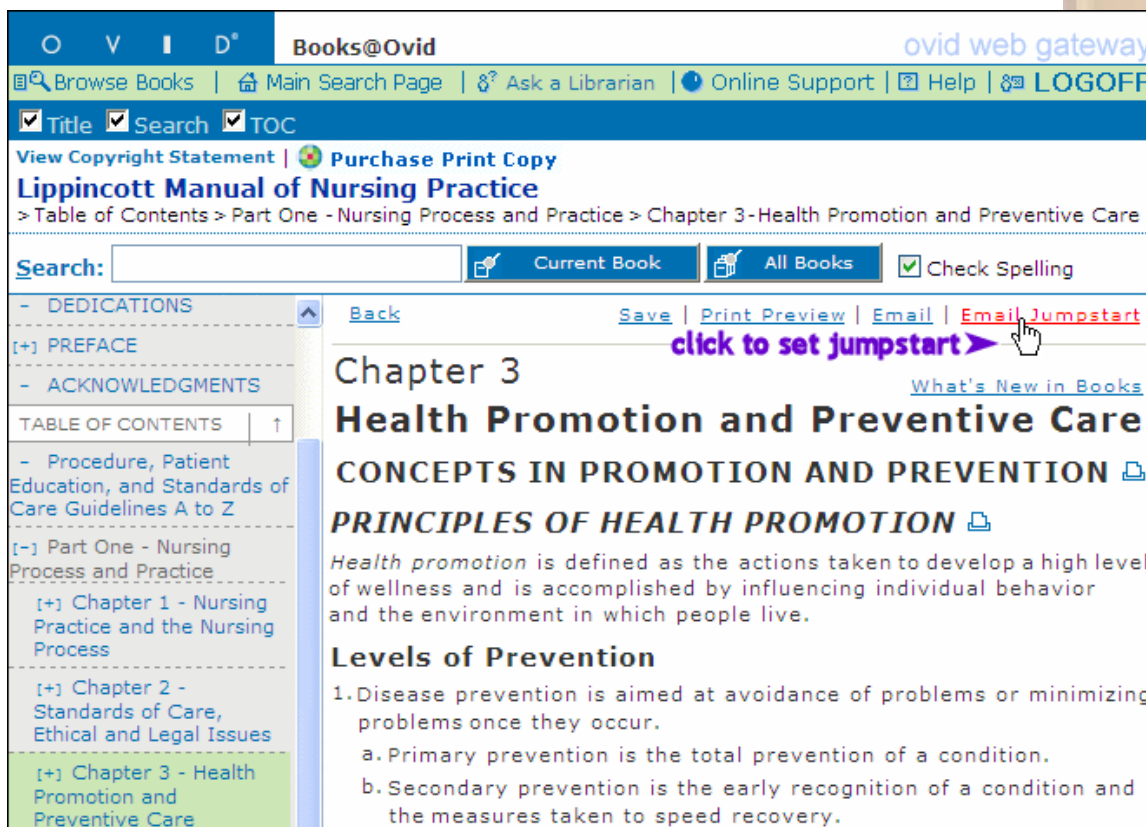
Browser support enhancements can be found in Ovid's bi-weekly newsletter: C+T+S Update. Sign up on our website at: <http://www.ovid.com/site/community/listservs.jsp>.



For more information about browsers and upgrading browsers for optimal use of Ovid's BPM product, contact Ovid Customer Support at support@ovid.com.

APPENDIX B: BPM AND BOOKS@OVID JUMPSTARTS

Originally, for any given title in Books@Ovid, new editions were treated as the same book. And the serials code of a book title always represented that one, consistently up-to-date, online edition. It never changed with new editions or updates. End users accessed only the most current edition through the Books@Ovid database on the Ovid Web Gateway platform.



The screenshot displays the Books@Ovid web gateway interface. At the top, there are navigation links: "Browse Books", "Main Search Page", "Ask a Librarian", "Online Support", "Help", and "LOGOFF". Below this, there are search options: "Title", "Search", and "TOC". The main content area shows the "Lippincott Manual of Nursing Practice" with a breadcrumb trail: "> Table of Contents > Part One - Nursing Process and Practice > Chapter 3 - Health Promotion and Preventive Care". A search bar is present with buttons for "Current Book" and "All Books", and a "Check Spelling" checkbox. The left sidebar contains a table of contents with expandable sections: "DEDICATIONS", "PREFACE", "ACKNOWLEDGMENTS", "TABLE OF CONTENTS", "Procedure, Patient Education, and Standards of Care Guidelines A to Z", "Part One - Nursing Process and Practice", "Chapter 1 - Nursing Practice and the Nursing Process", "Chapter 2 - Standards of Care, Ethical and Legal Issues", and "Chapter 3 - Health Promotion and Preventive Care". The main content area displays "Chapter 3 Health Promotion and Preventive Care" with sub-sections "CONCEPTS IN PROMOTION AND PREVENTION" and "PRINCIPLES OF HEALTH PROMOTION". A red box highlights the "Email Jumpstart" link, with a mouse cursor pointing to it. Other links include "Save", "Print Preview", "Email", and "Email Jumpstart".

Emailing a Jumpstart to a Books@Ovid Full Text Location

Depending upon how the jumpstart was set, the target resolved to one of several places in the Books@Ovid database.

- Book list (alphabetical or by subject) on the Browse Books Page
- Front page of a book's Full Text Display
- Specific location (chapter or other section) within a book's Full Text Display

Because one constant edition was identified easily by a serials code, jumpstarts could resolve reliably.

Books Purchase Model

With the introduction of the Book Purchase Model (BPM), the design of the Books@Ovid database expanded, and serials codes changed to become edition specific. Now Ovid issues a unique serials code to every edition of a title in Books@Ovid. In this model, all titles have two types of Books@Ovid access associated with them.

- *online subscription*—the latest edition of a book, the content of which is always current.
- *purchased edition*—a specific edition of a title, the content of which is static and never changes.

Both online subscription and the purchased product's latest edition share the same serials code until the publisher issues a new edition. At that time, Ovid generates a unique serials code for the new edition and keeps the previous serials code with the older edition.

All titles in Books@Ovid get assigned a family number: the book identification or BOOKID. Each edition of a title gets categorized under a family BOOKID. BOOKIDs accumulate editions every time the publisher releases a new edition. As such, one book title can have several editions coexisting—each with a different serials code—under the same BOOKID.



The BOOKID= parameter is not visible to your users. Ovid uses BOOKID information to resolve jumpstarts to the latest edition available to your site's account within Books@Ovid. As such, BOOKID= should not be distributed as a usable jumpstart parameter.

Effects on Jumpstarts to Book Full Text

New editions do not affect book full text jumpstarts to purchased editions because the serials codes of the purchased products do not change. Purchased-edition jumpstarts always resolve to the same edition.

In most cases, new editions have no effect on the book full text jumpstarts of online subscription editions because the chances of the jumpstart target changing with the update are unlikely.



In a few remote circumstances, jumpstarts set from within an online subscription may no longer resolve to the intended target within Books@Ovid full text. When this happens, Ovid either attempts to map the jumpstart's serials code information to the latest edition of a BOOKID available to your account or provides an appropriate error message. Conditions under which this jumpstart behavior can occur include the following.

- Discontinued online subscription
- Upgrade from a purchased edition to an online subscription
- New edition loses a previously-set, full text target (ensuing default title-match search yields one or more results)

Conventions of Jumpstart Examples

The examples that follow presume that users are IP validated so that user name and password information are not required in the jumpstart string. Should your site require user name and password information, all examples would start with a base URL like this.

```
http://gateway.ovid.com/ovidweb.cgi?ID=idname&PASSWORD=password&NEWS=N&T=JS .  
. .
```

To present parameter options and values as comprehensively as possible, this base URL is assumed in all examples with an ellipsis [. . .]. Instead of presenting the same base URL for every jumpstart, examples will look like this.

```
. . . &PAGE=booktext&D=books&SC=00000000
```



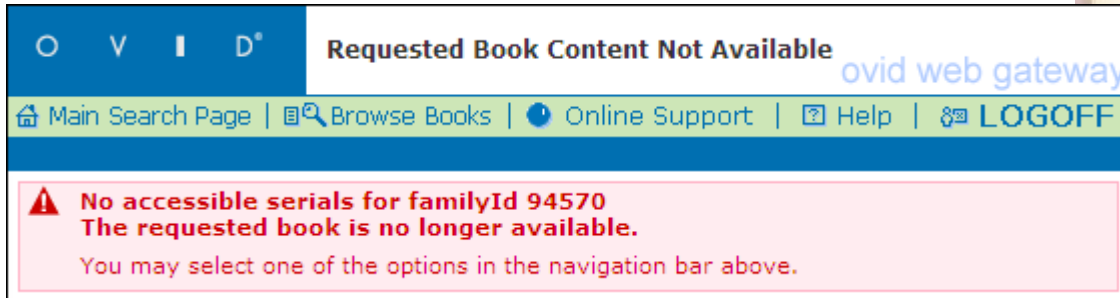
For assistance with any Ovid Jumpstart, customers have been encouraged to contact Ovid Customer Support at support@ovid.com.

Discontinued Online Subscription

If your site discontinues its online subscription but maintains access to other products in the Books@Ovid database, previously-set jumpstarts might not be able to find the intended target (the online edition)—especially if your site does not subscribe any other serials codes in the family BOOKID.

. . . &PAGE=booktext&D=books&SC=01253052

Because your site no longer subscribes to the serials code indicated in the jumpstart nor to any other edition in the family BOOKID, Ovid displays this message.



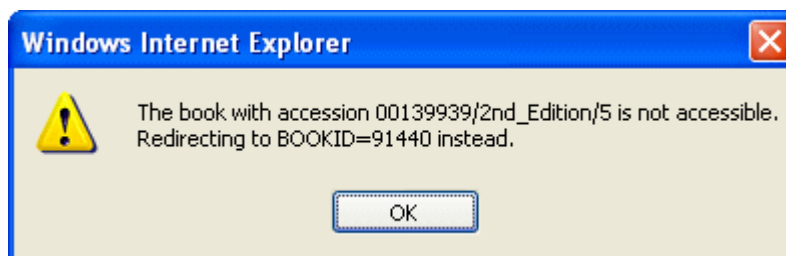
Users can select any of the navigational options from this page to return to their session.

Upgrade from a Purchased Edition to an Online Subscription

When your site upgrades from a purchased edition to an online subscription, the difference between editions may render Ovid unable to resolve in the online account jumpstarts set previously from the purchased edition.

. . . &PAGE=booktext&D=books&AN=00139939/2nd_Edition/5&XPATH=/OVIDBOOK%5b1%5d/TXTBKBD%5b1%5d/%DIVISIONA%5b1%5d/CHAPTER%5b1%5d

Yet your users do have valid access to the current edition through the new online subscription. In this case, Ovid maps the accession number (AN) from the old jumpstart to the title's new BOOKID number and posts this message.



When users click the OK button, Ovid converts the accession number information into BOOKID= information that can still locate the jumpstart marker in the book's full text.

Books@Ovid ovid web gateway

[Main Search Page](#) | [Browse Books](#) | [Online Support](#) | [Help](#) | [LOGOFF](#)

Title Search TOC

[View Copyright Statement](#) | [Purchase Print Copy](#)

Johns Hopkins Manual of Gynecology and Obstetrics, The
 > Table of Contents > I - Women's Health Care > 1 - Primary and Preventative Care

Search: [Current Book](#) [All Books](#) Check Spelling

FRONT OF BOOK [Save](#) | [Print Preview](#) | [Email](#) | [Email Jumpstart](#)

- [+] Editors
- [+] Authors
 - Dedication
 - Introduction
 - Acknowledgements

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- [-] I - Women's Health Care
 - [+] 1 - Primary and Preventative Care**
 - [+] 2 - Breast Diseases
 - [+] 3 - Critical Care
 - [+] 4 - Preconception Counseling and Prenatal Care
- [+] II - Obstetrics
- [+] III - Gynecology

1 Primary and Preventative Care [What's New in Books](#)

Kimberly B. Fortner
Harold E. Fox

I. Role of the Obstetrician-Gynecologist as Primary Care Provider

A large percentage of women seeking medical care in the reproductive and postmenopausal age groups look to their obstetrician-gynecologist as their primary care physician.

A. This chapter provides a cursory review of primary care topics for women and includes recommendations from the seventh Report of the Joint National Committee on Prevention, Detections and Evaluation, and Treatment of High Blood Pressure (JNC 7); the National Cholesterol Education Program (NCEP) III; and recent America Cancer Society recommendations.

B. **Role of Screening.** Screening plays an important role in prevention, because most deaths among women before age 65 are preventable.

1. Screening has two purposes:
 - a. Primary prevention: the identification and control of risk factors for disease, with the intent of preventing disease before it occurs
 - b. Secondary prevention: the early diagnosis of disease to prevent or reduce morbidity and mortality once the disease has occurred



Previous BPM Redirected to Online Edition

From here, users should reset the jumpstart to overwrite the previously-set jumpstart.



For assistance with any Ovid Jumpstart, customers have been encouraged to contact Ovid Customer Support at support@ovid.com.

APPENDIX C: ABOUT OVID

Ovid Technologies is a globally focused information solutions provider offering clinicians, professionals, students, and researchers in the medical, science, and academic fields customizable access to content, tools, and services that research smarter, faster, and more effectively. Our platforms and feature-rich products let you access premier content—including 1,200 journals, over 500 books and more than 200 databases—with robust software tools and specialized services to browse, search, retrieve, and respond to critical information.

Ovid is the professional's choice worldwide at leading institutions such as:

- colleges and universities,
- medical schools,
- academic research libraries and library consortia,
- hospitals and healthcare systems,
- pharmaceutical,
- engineering and biotechnology companies, and
- HMO and clinical practices.

In North America alone, Ovid is used by 93% of medical libraries, 97% of teaching hospitals, and 87% of U.S. hospitals with more than 200 beds, as well as the top 30 pharmaceutical companies.

Ovid Technologies was founded in 1988 and is an operating company of the Health division of Wolters Kluwer, a leading multinational publisher and information services company employing approximately 18,400 employees worldwide.



Ovid Sales, Technical Support, and Customer Service representatives are always ready to help you design and maintain the right combination of content, tools, and services. To find an Ovid representative near you, visit us online at: <http://www.ovid.com/site/contacts/index.jsp?>. We are at your service!

Wolters Kluwer Mission

Wolters Kluwer's greatest role in society is that of a provider of high quality information, tools, and solutions for the professionals it serves. It is in this way that Wolters Kluwer most strongly interacts with society, but we also have other roles, such as employer, contributor to economic health, and global corporate operator.

For more about Wolters Kluwer's statement of social responsibility, visit us online at: <http://www.wolterskluwer.com/WK/Social+Responsibility/>.