

The New PsychiatryOnline Platform

PsychiatryOnline.org is the new domain and platform for all American Psychiatric Publishing (APP) journals, the DSM, and best-selling textbooks, as well as APA practice guidelines, self-assessments, and continuing medical education.

This is your one-stop resource for information on psychiatric diagnosis, treatment, guidelines, the latest research, and breaking news from the field. From one single location, you can search across all books and journals to find the most relevant content more easily than ever.

All APP journal online websites have been upgraded with a fresh design and new features.

- The American Journal of Psychiatry (ajp.PsychiatryOnline.org)
- Psychiatric Services (ps.PsychiatryOnline.org)
- Academic Psychiatry (psychnews.PsychiatryOnline.org)
- The Journal of Neuropsychiatry and Clinical Neurosciences (neuro.PsychiatryOnline.org)
- Psychiatric News (pn.PsychiatryOnline.org)
- FOCUS: The Journal of Lifelong Learning (focus.PsychiatryOnline.org)

NEW FEATURES & BENEFITS:

- 1. Integrated mobile for institutional users** — The new PsychiatryOnline.org (POL) platform is mobile-optimized for use on all smartphones (iPhone, Android, BlackBerry, Microsoft, Palm/HP) and other mobile devices. POL provides an integrated mobile experience for institutional users through the use of individual profiles. These individual profiles, which users can create when logged in to the institution's network, are affiliated with the institution and inherit the institution's access privileges.
- 2. Integrated Usage Reports** — Because of our integrated approach to mobile use, we are able to tie mobile usage by faculty and students back to the relevant institutional account — even when that usage takes place on the individual's cellular network (e.g. Verizon, AT&T). We are

able to provide institutions with statistics that include mobile usage (broken out) by authorized users, wherever that usage takes place.

- 3. Site Personalization** — The new POL platform recommends highly relevant content based on a given user's reading interest, and allows users to create and save custom searches and manage alerts. Additionally, users can customize the interface with drag-and-drop widgets, access articles recently saved on their mobile device, and see what other users with similar interests are reading.
- 4. Semantic Search** — The new POL site deploys a Silverchair semantic search engine which uses a full-text search in tandem with relevancy rankings based on a normalized concept vocabulary containing over 250,000 terms. This approach, which combines the specificity of full-text searching with the accuracy of a normalized concept vocabulary, results in far more accurate relevancy rankings.
- 5. Semantic Collections** — Topic collections on the new POL website provide users with a powerful mechanism for locating information in their area of specialization. The new site offers a comprehensive array of collections normalized to a semantic taxonomy. Users are able to quickly navigate up and down the taxonomic hierarchy using a Topics Navigator. Once a user finds a topic of interest, she can sign up for topic alerts that notify her when new content is added, and use the collection function as a tool to stay current on a given topic or range of topics.
- 6. Related Articles** — We know that most users access journals via the article page. They may be linking in from a library gateway, a PubMed or Google Search, a citation link from another journal, or a myriad of other sources. Once there, it is our goal to both deliver the requested article in the best possible interface, and also to surface an array of highly relevant additional resources which the user might be interested in. In other words, we treat the viewing of an article as the beginning of a search activity and we perform that search for the user. From the article page, we surface related articles from journals, *Psychiatric News*, related chapters from books and DSM-IV-TR®, and related content from PubMed and other external sources.
- 7. Multimedia Optimized for all Devices** — Research and clinical information is often best conveyed by media other than text and images. The website serves video files optimized for the user's device—including iOS devices. The site detects via which kind of device the user is accessing the site, and serves the best video format for that device.