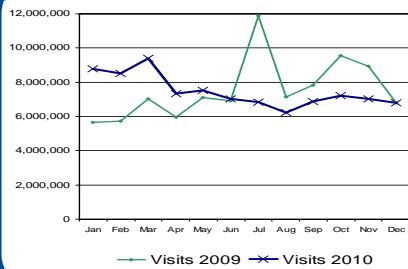


SERVICE USAGE

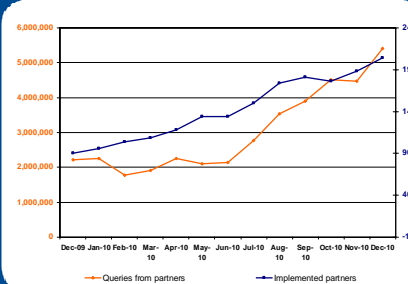
Visits*



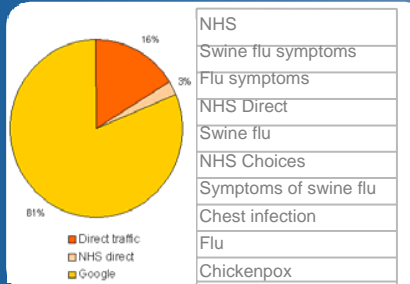
Site usage

	December	November
Total visits	6,813,372	7,013,305
Total visitors	5,220,402	5,344,296
Average pages per visit	3.72	4.04
Average visit duration	6 mins 40 secs	6 mins 54 secs

Distribution**



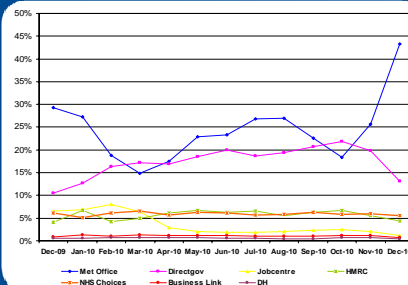
Top referrers



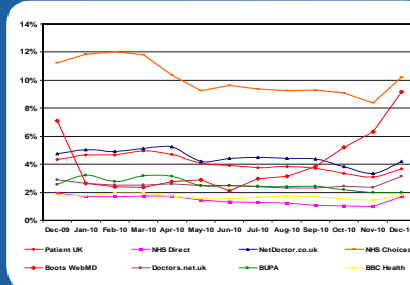
Top 10 search terms

- NHS
- Swine flu symptoms
- Flu symptoms
- NHS Direct
- Swine flu
- NHS Choices
- Symptoms of swine flu
- Chest infection
- Flu
- Chickenpox

Hitwise market shares – Government

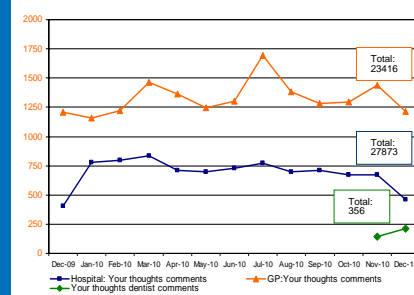


Hitwise market shares – Health sector

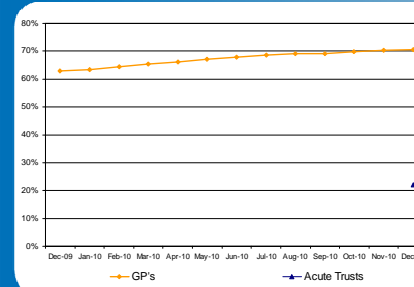


ENGAGEMENT WITH THE SITE

GP, Hospital & Dentist comments***

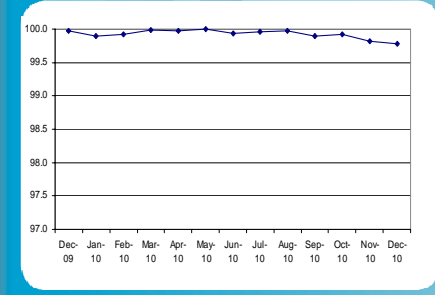


Total GP practices & acute trusts managing data****

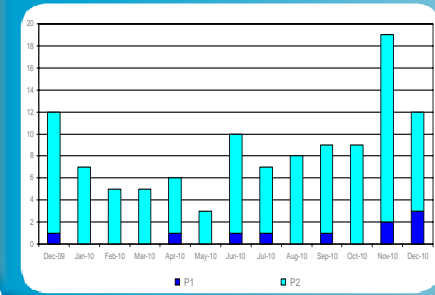


LIVE OPERATIONS

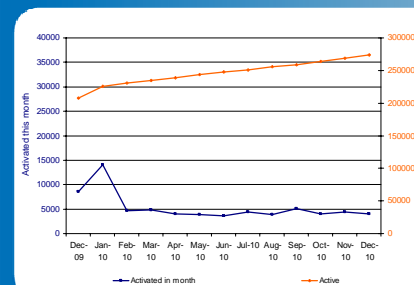
Site availability



P1 & P2 helpdesk artifacts raised*****



Active and new site user accounts



Top 8 most rated pages

Page Name	No. of Times Rated	Average Rating
BfH: Chronic fatigue syndrome virus doubt	71,261	1.02
Health A-Z: Obesity: Introduction	372	2.18
Health A-Z: Flu: Symptoms	355	4.25
Health A-Z: Shingles: Symptoms	341	4.19
Health A-Z: Pandemic Flu: Symptoms	318	3.95
Health A-Z: Drink Spiking: Introduction	308	1.88
Health A-Z: Depression: Symptoms	254	4.19
Health A-Z: Abortion: Introduction	254	1.99

* Site visits are down on this time last year due to PPC currently not being in place

** Queries by Month represents a rolling month. Partners Implemented refers to a partner who has raised at least 1 query in any given month, and not the total number of partners who have a link to our content on their site.

*** GP, Hospital and Dentist comments from Jan 2010 are displayed as number of verified comments. Please note the number verified includes those rejected. The verified number reported on will continue to increase as verification of comments continues into the next month, so is slightly inaccurate and the actual number will usually be more positive. The comments also saw a decline in Dec 09 so decline could just be down to seasonal differences.

**** Acute Trust profile management has been live since June but we are exploring whether backdated info is available due to the set up of the reporting system.

***** 3 P1's all relate to site outage

***** Average Ratings are based on a possible max score of 5