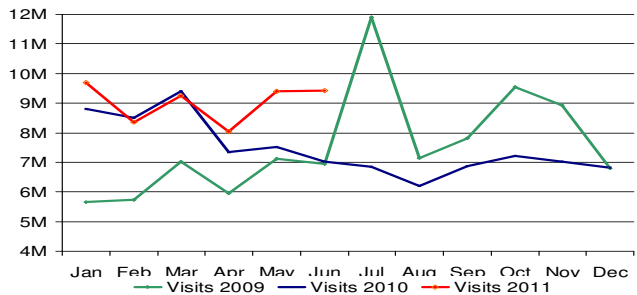


PERFORMANCE REPORT JUNE 2011



SERVICE USAGE

Visits



Site Usage

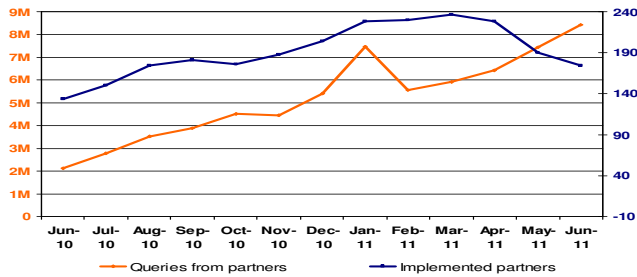
	May	June
Total Visits	9397808	9416555
Total Visitors	7072994	7106973
Average Pages per visit	3.29	3.24
Average Visit Duration	6 mins 53 sec	6 mins 48 sec

* 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.

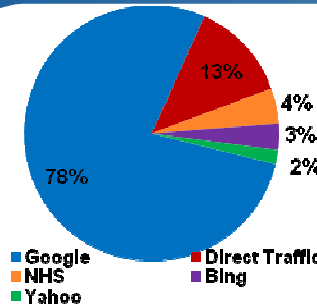
35 new partners signed up to use the services in June. There are now 737 partners who have created syndication accounts, however, 174 of these are live and implemented

Feed usage increased in June, from 7,966,576 to 8,434,915 (a 7% increase).

Distribution*



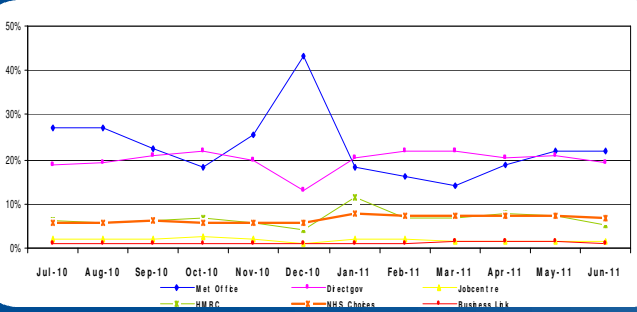
Top referrers



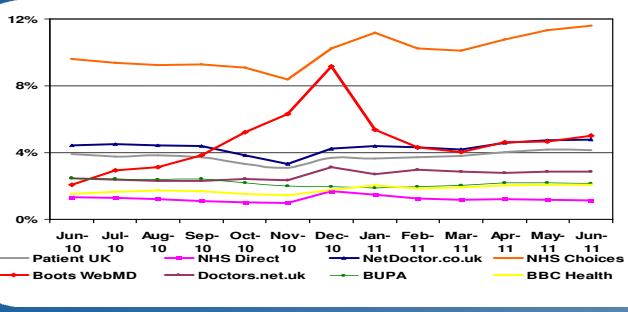
Top 10 search terms

nhs
bmi calculator
nhs choices
bmi
thrush
depression
european health insurance card
chicken pox
depression test
ehic

Hitwise market shares – Government



Hitwise market shares – Health sector

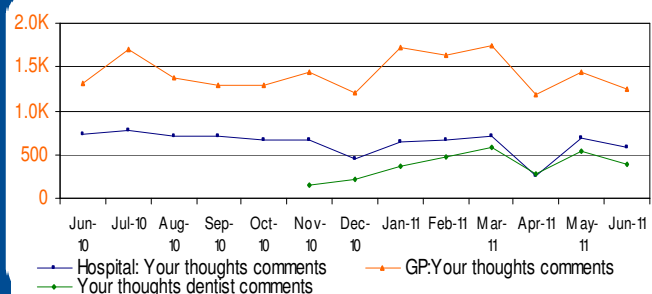


PERFORMANCE REPORT JUNE 2011



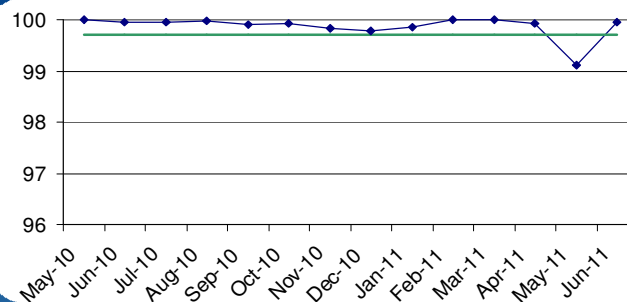
ENGAGEMENT WITH THE SITE

GP, Hospital & Dentist comments**



LIVE OPERATIONS

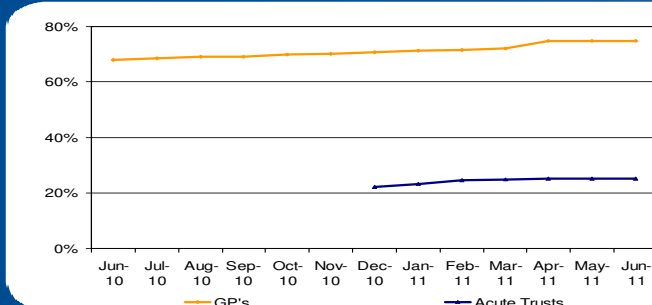
Site availability



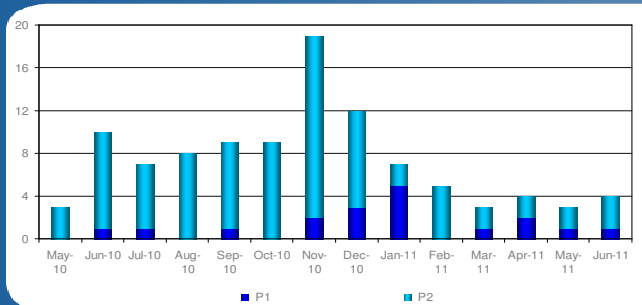
** GP, Hospital and Dentist comments are displayed as number of verified comments. Please note the number verified includes those rejected. The verified number reported on will continue to increase as verification of comments continues into the next month, so is a slightly inaccurate and the actual number will usually be more positive.

**** This is based on the average star ratings for any given page, and is calculated on all ratings rather than just monthly data. (7062 pages have been rated so far with an additional 171 pages rated during June with a total of 216295 ratings given, 27068 during June)

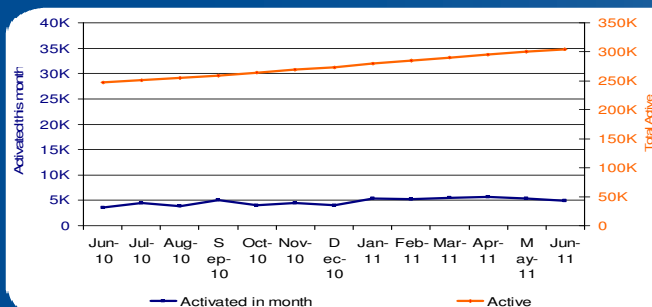
Total GP practices & acute trusts managing data



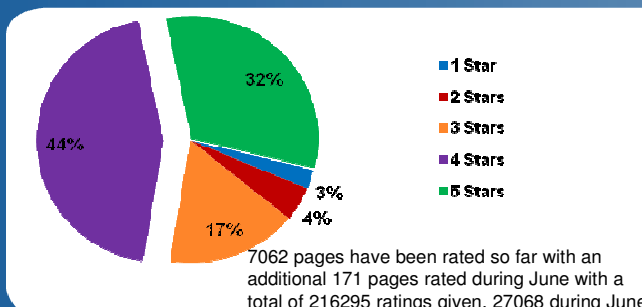
P1 & P2 helpdesk artifacts raised



Active and new site user accounts



% of Page Star Ratings ****



7062 pages have been rated so far with an additional 171 pages rated during June with a total of 216295 ratings given, 27068 during June

Breakdown	April	June	Variance
Total Pages Rated	6605	7062	457
1 Star	177	178	1
2 star	294	329	35
3 Star	1080	1169	89
4 star	2849	3130	281
5 star	2205	2256	51