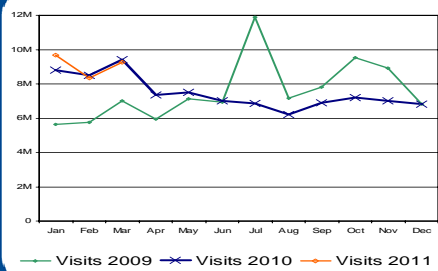


SERVICE USAGE

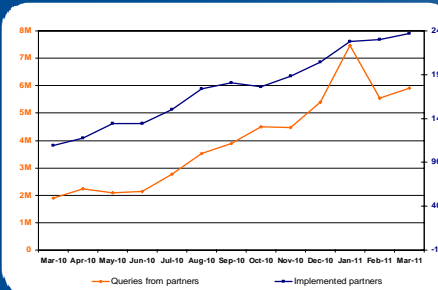
Visits



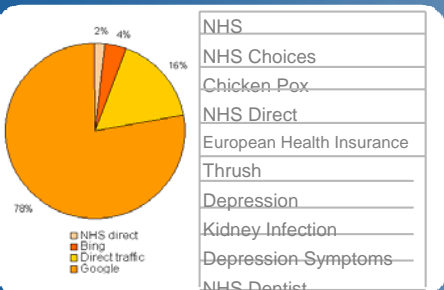
Site usage

	March	February
Total visits	9,239,038	8,355,188
Total visitors	6,949,619	6,338,460
Average pages per visit	3.94	4.01
Average visit duration	6 mins 55 secs	6 mins 58 secs

Distribution*



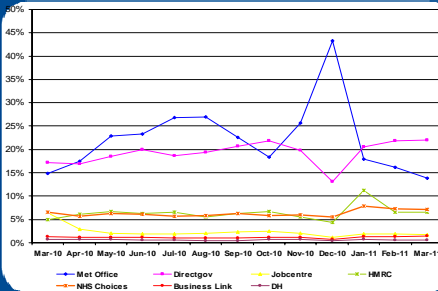
Top referrers



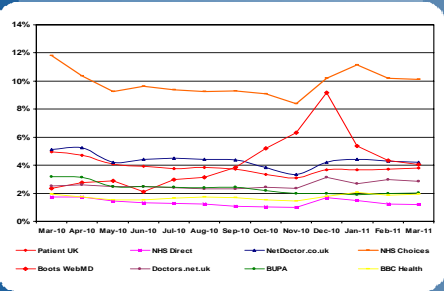
Top 10 search terms

- NHS
- NHS Choices
- Chicken Pox
- NHS Direct
- European Health Insurance
- Thrush
- Depression
- Kidney Infection
- Depression Symptoms
- NHS Dentist

Hitwise market shares – Government

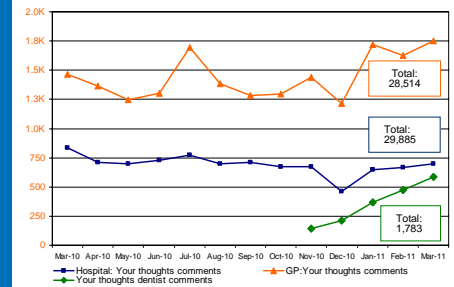


Hitwise market shares – Health sector

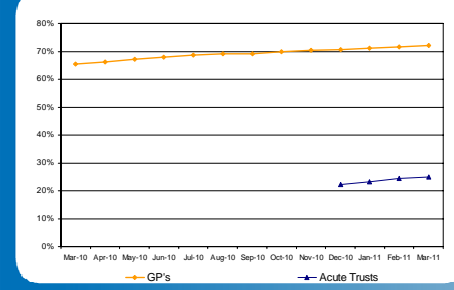


ENGAGEMENT WITH THE SITE

GP, Hospital & Dentist comments**

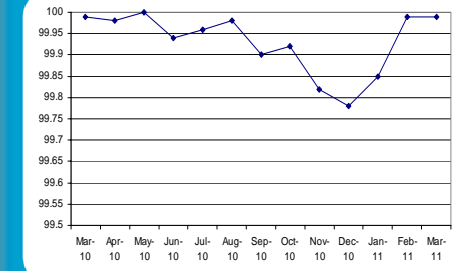


Total GP practices & acute trusts managing data***

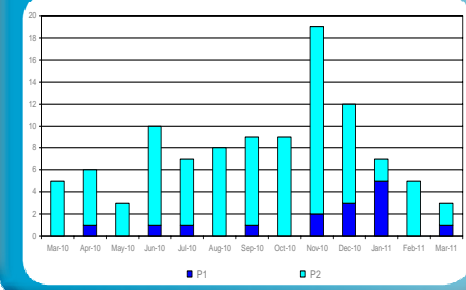


LIVE OPERATIONS

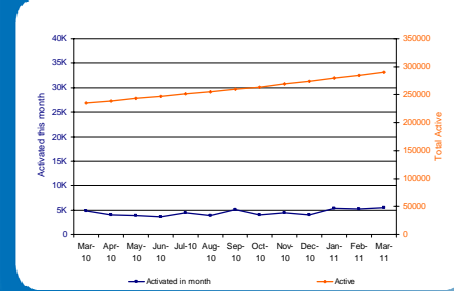
Site availability



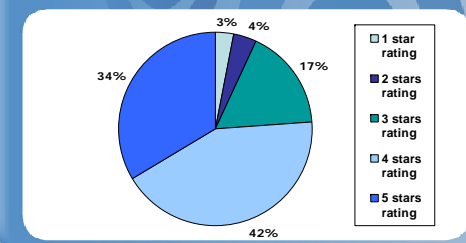
P1 & P2 helpdesk artifacts raised



Active and new site user accounts



% of Page Star Ratings****



* 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 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.
 *** Acute Trust profile management has been live since June. We are currently exploring whether there is a more appropriate measure to provide this figure.
 **** This is based on the average star ratings for any given page, and is calculated on all ratings rather than just monthly data.