For Immediate Release:  
November 2, 2010

The Publishing Group of the California Digital Library (CDL) announces the implementation of the PubMed LinkOut feature for material published by eScholarship, the University of California’s open access digital publishing platform.

A service of the National Library of Medicine (NLM) at the National Institutes of Health (NIH), PubMed (http://www.ncbi.nlm.nih.gov/pubmed/) is a free, online database of more than 17 million citations for and abstracts of articles on life sciences and biomedical topics.

The LinkOut feature allows the California Digital Library to link abstract- or citation-only content within PubMed to full-text articles within eScholarship (http://www.escholarship.org), making it easier for researchers in these fields to discover and access eScholarship’s publications.

“eScholarship’s adoption of the PubMed LinkOut feature is a crucial way to increase traffic to the Western Journal of Emergency Medicine and its original research papers in eScholarship,” says WestJEM Managing Associate Editor Shahram Lotfipour, whose journal is sponsored by the Department of Emergency Medicine at UC Irvine. “It is also important to highlight the significant contribution by the UC Office of the President and the UC Regents to Open Access medical publishing through the California Digital Library.”

This PubMed Linkout integration is one of the many ways the CDL strives to enhance the visibility and reach of research published in eScholarship.

eScholarship (http://escholarship.org/) provides open access, scholarly digital publishing services to the University of California and delivers a dynamic research platform to scholars worldwide.

The California Digital Library (http://www.cdlib.org/) provides digital library development and support for the University of California libraries and the communities they serve.

###