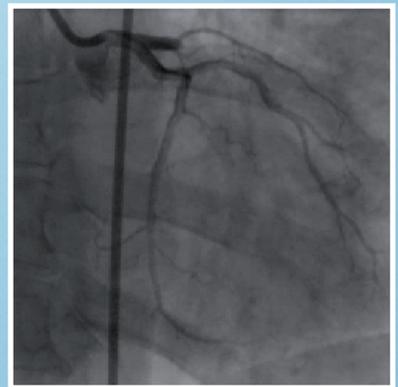


CARDIO NETWORKS.ORG

ANNUAL REPORT 2010



Improving access to medical knowledge

CARDIONETWORKS IN BRIEF

The Cardionetworks Foundation is a non-profit organization founded in 2007 and based in The Netherlands. The goals of the foundation are: “to improve medical knowledge, especially in the field of cardiology, and to provide access to this knowledge by facilitating publications in digital or other form, amongst other means by building and maintaining websites.” As a not-for-profit organization, all revenues are spent in the pursuit of this cause.

Cardionetworks manages specialized websites, providing high quality and up-to-date information freely to physicians all around the world. Our websites are all published under a creative commons license and the information is accessible without login or registration. We subscribe to the HONcode principles of the Health On the Net Foundation.

Make a donation

As a charitable enterprise, we rely entirely on the generosity of our supporters to allow us to continue in our work. To join our growing list of supporters please contact vanderbilt@cardionetworks.org to discuss the best way to contribute.

Every cent you are able to give helps us further promote free global access to vital medical information and resources.

Thank you for your generosity.

MESSAGE FROM THE FOUNDATION BOARD

Welcome to the 2010 annual report of Cardionetworks. Since its inception in 2007, the goal of the Cardionetworks Foundation has been to provide free and open access to unbiased and up-to-date medical knowledge to the global medical community. The non-profit organization enjoys a significant international online presence from its base in The Netherlands.

The foundation publishes and maintains a series of websites offering physicians invaluable, reliable and up-to-date information on certain specialized subjects. Our websites are published under a creative commons license, allowing free, global access without login or registration.

We are delighted that the number of visitors to Cardionetworks websites continues to increase. Over 0.5 million unique visits to our websites were logged in 2010, which urged us to increase the server capabilities. Our global reach now extends to over 180 countries around the globe, and we are particularly proud that increasing numbers of our visitors are located in developing countries.

Despite the financial difficulties that are troubling so many people around the world, we have been able to acquire the minimal funds required to continue the hosting and quality of our free-for-use websites to enhance a better understanding of the cardiovascular system and to promote learning and teaching to the many thousands of our visitors world-wide. As a representation of this effort, the Dutch tax administration has designated the Cardionetworks Foundation as an institution for general benefit (ANBI). As a result, gifts to the Cardionetworks Foundation can now be tax deducted in the Netherlands

None of the achievements of this year, or during the lifetime of Cardionetworks, would have been possible without the tremendous efforts of the many volunteers who have helped in the process. As always, the foundation board is grateful for all the work and time that have been freely given to make this project such a success.

Jonas de Jong, MD, PhD

Pieter Postema, MD, PhD

Christian van der Werf, MD, PhD

Martijn Meuwissen, MD, PhD

Ivo van der Bilt, MD

Cardionetworks foundation board.

VISITORS STATISTICS

The general trend is towards continued increase in visitor numbers to both the English and Dutch versions of ECGpedia (en.ECGpedia.org and nl.ECGpedia.org). An increase in traffic was noted after the loading times of the websites was improved by implementing a new webserver and improving the information workflow. The number of spam alerts also increased during this year and urged us to block edit options on the websites for non-registered users.

The use of mobile devices to enter the websites has increased as well. In 2010, almost 18% of users visited our websites through a portable device. Almost 70% of users were new to en.ecgpedia.org during 2010 (see table below)

Visitor characteristics of en.ECGpedia.org in 2010

Country/Territory	Acquisition			Behavior		
	Visits	% New visits	New visits	Bounce rate	Pages/Visits	Avg. visit duration
	209.849	76,19%	159.879	55,37%	4,11	00:03:42
United States	93.991 (44,79%)	82,74%	77.771 (48,64%)	59,25%	3,40	00:02:45
United Kingdom	19.543 (9,31%)	71,30%	13.935 (8,72%)	53,55%	4,23	00:03:42
Australia	9.815 (4,68%)	71,05%	6.974 (4,36%)	53,34%	4,17	00:04:25
Canada	8.897 (4,24%)	78,84%	7.014 (4,39%)	56,84%	3,77	00:03:04
Netherlands	6.640 (3,16%)	72,14%	4.790 (3,00%)	45,20%	5,97	00:03:52
India	6.144 (2,93%)	72,30%	4.442 (2,78%)	53,08%	4,07	00:04:43
Germany	4.947 (2,36%)	66,22%	3.276 (2,05%)	56,54%	4,53	00:03:03
Philippines	3.479 (1,66%)	85,92%	2.989 (1,87%)	59,96%	3,59	00:04:21
Italy	2.293 (1,09%)	64,81%	1.486 (0,93%)	39,21%	8,63	00:06:34
Malaysia	2.065 (0,98%)	77,14%	1.593 (1,00%)	53,95%	3,65	00:04:52

The geographical distribution of visitors to en.ecgpedia.org is shown in the map. The majority of users continue to be based in English-speaking countries (About 60% of site visits were from the US, UK, Canada or Australia in 2012). However, visitors from countries such as India, the Philippines and Malaysia represent a significant proportion of our users.

The majority of visitors located the site through a search engine, demonstrating the genuine need for this service.

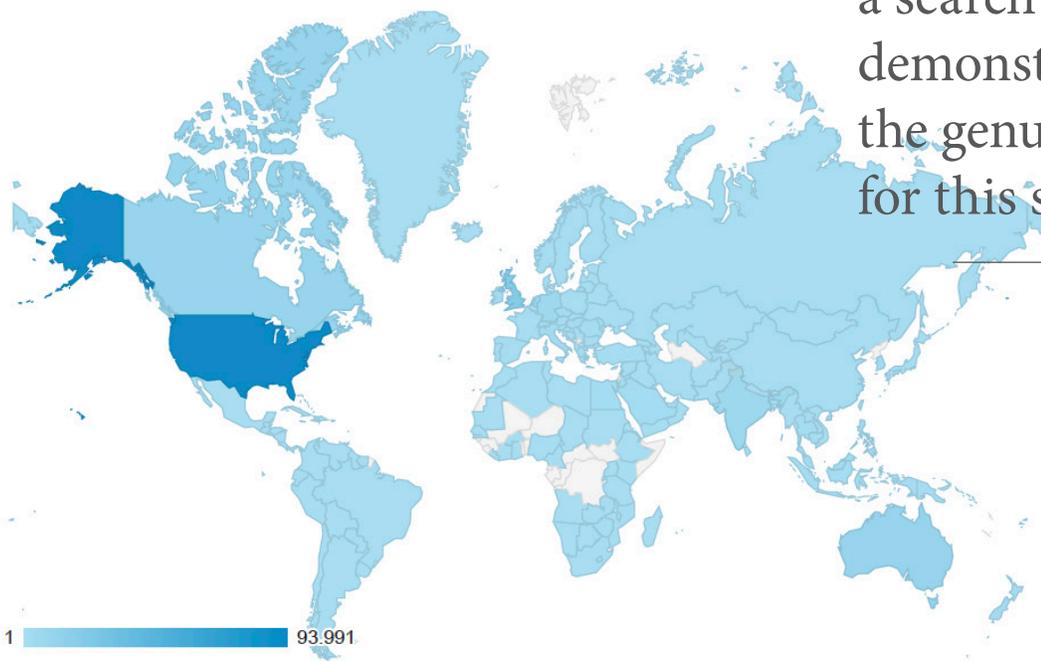


Figure 1. Visitors by country to en.ECGpedia.org

CARDIONETWORKS: A TIMELINE OF ACHIEVEMENT

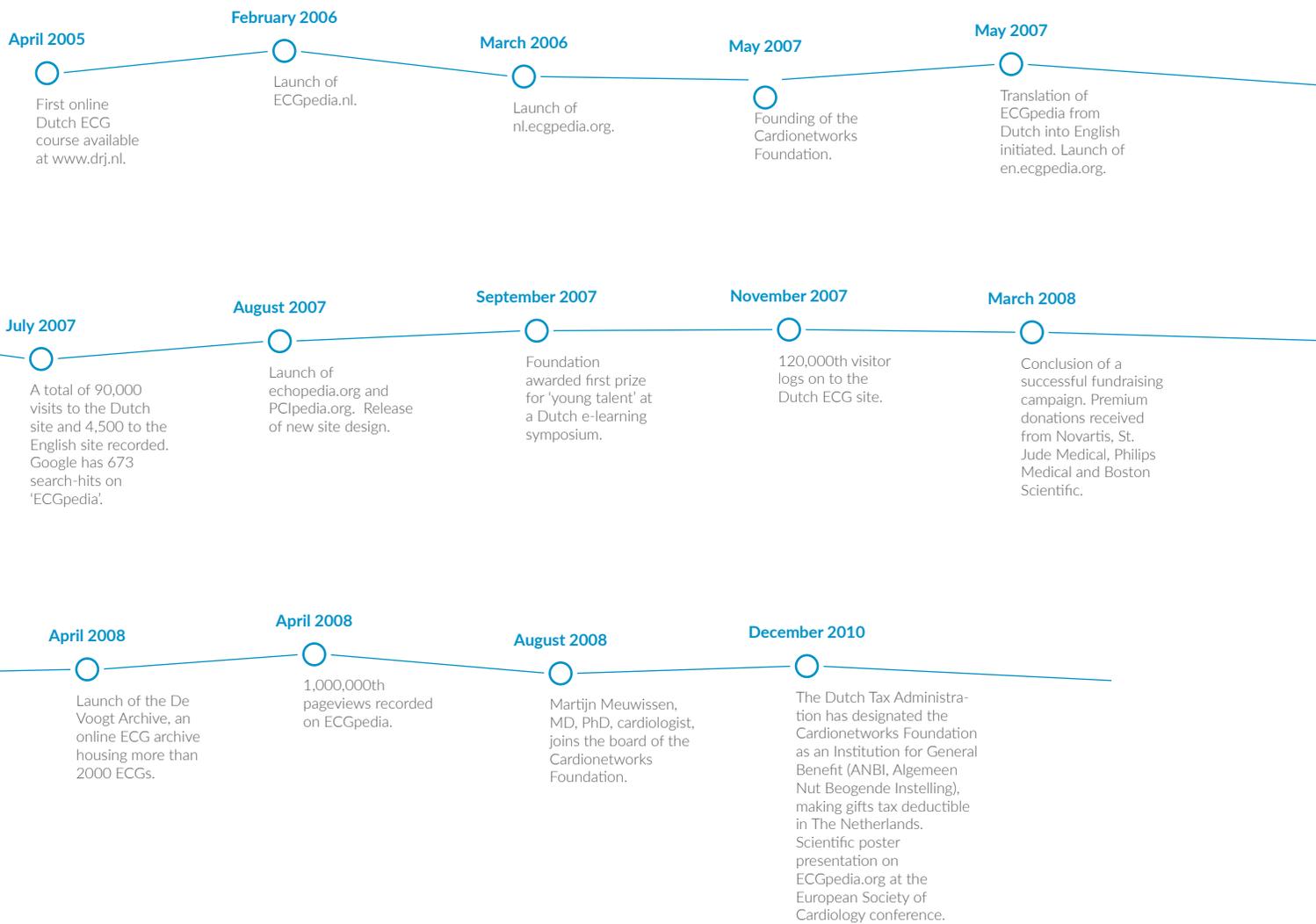
Highlights of 2010

Over 0.5 million visits from 190 countries were logged, with an average visit lasting more than 2.30 minutes

Server upgraded once more to meet continuing and increasing demands.

Designation the Cardionetworks Foundation as an Institution for General Benefit (ANBI) by the Dutch tax administration. Gifts to the Cardionetworks Foundation can be tax deducted in the Netherlands

Presentation of the Cardionetworks Foundation at the European Society of Cardiology congress.



FOUNDATION BOARD



Jonas de Jong, MD
Chair

Cardiologist
Onze Lieve Vrouwe Gasthuis
The Netherlands.



Ivo van der Bilt, MD
Secretary

Cardiology resident
Academic Medical Centre, University of Amsterdam
The Netherlands..



Martijn Meuwissen, MD, PhD
MD, PhD. Treasurer

Cardiologist, Interventionalist
Amphia Hospital Breda
The Netherlands.



Pieter G. Postema, MD, PhD
Board member

Cardiology resident
Academic Medical Centre, University of Amsterdam
The Netherlands.



Christian van der Werf, MD
Board member

Cardiology resident
Academic Medical Centre, University of Amsterdam
The Netherlands

BENEFACTORS OF THE FOUNDATION IN 2010



FINANCIAL REPORT

Accounts 01.01.2010	6740		
Revenues		Expenses	
Benefactors	10999	Banking	97
Reference card & book revenues	47	Webhosting costs	3739
Temporary loan	1000	Content, office and insurances	2314
		Reference cards	2481
		Reservation	3474
Total	11046		11046

Accounts 31.12.2010	2266		
Balance sheet 2013			
Assets		Debts	
Accounts	2266	Capital	2266
		Accounts payable	0
Total	2266		2266

CARDIONETWORKS' MISSION

“To improve medical knowledge, especially in the field of cardiology, and to provide access to this knowledge by facilitating publications in digital or other form, amongst other by building and maintaining websites.”

CONTACT

The Cardionetworks Foundation

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info@cardionetworks.org

VAT number NL8179.99.474B01

ING Bank account IBAN NL55PSTB0002382426

Registered with the Chamber of Commerce Amsterdam

KVK 34274298

The Dutch Tax Administration has designated the Cardionetworks Foundation as an Institution for General Benefit (ANBI, Algemeen Nut Beogende Instelling). Gifts to the Cardionetworks Foundation can be tax deducted in the Netherlands. This not only applies to the deduction of donations for the income tax but also to the company tax and inheritance tax.

CREATIVE COMMONS

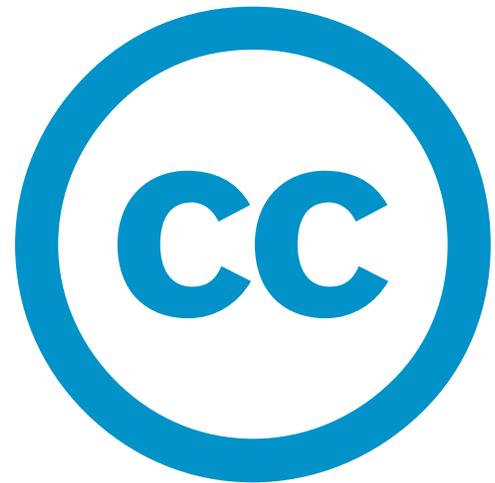
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to Remix — to adapt the work.



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