



## Understanding Google Scholar CASA

### What is Google Scholar CASA?

CASA (Campus Activated Subscriber Access) is a free enhancement that enables seamless off-site and mobile access to your institution's subscribed content. IP-authenticated access is required.

### How does Google Scholar CASA work?

When patrons are connected to your institution's network and searching for articles using Google Scholar, a link between the patron's device/browser or Google account and your institution will automatically be created. When patrons access Google Scholar from off-site using the same device/browser or Google account, they will be seamlessly authenticated and have one-click access to the full article on **NEJM.org**. Once this link is created, patrons will have access for 30 days. Reauthentication requires logging into your institution's network and using Google Scholar to search for content.

## Need help getting started?

### How do we begin offering CASA?

This feature is free and automatically enabled for all subscribing institutions that participate in NEJM's Google Scholar Subscriber Links program. If you opted out of participating and have changed your mind, email us at [institutionsales@nejm.org](mailto:institutionsales@nejm.org) and we can update your registration.

## Tell your patrons how to start using Google Scholar CASA

- Sign in to your Google account while connected to your institution's network.
- Search for an article using Google Scholar, which will automatically create a link between your Google account or device/browser and your institution's subscriptions.
- You can now gain access to your institution's online resources when you are off-site by using the same Google account or device/browser and searching on Google Scholar.
- After 30 days, you will need to refresh the link by accessing Google Scholar with your Google account or device/browser while connected to your institution's network.

Google CASA is only available to IP-access institutions that have opted into Google Scholar Subscriber Links. If you chose not to opt in back in January 2018 but have changed your mind, email us at [institutionsales@nejm.org](mailto:institutionsales@nejm.org) to update your access.