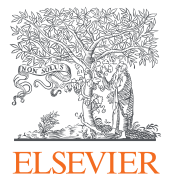


ClinicalKey®

Trusted clinical knowledge in the moments that matter



Clinical decision support for any moment. Quick, credible answers at the point of care alongside trusted, comprehensive medical evidence.



In key moments, easy access to the right information makes all the difference

Each day, clinicians face dozens of critical moments that define their impact. Moments of risk. Of realization. Moments that demand decisions. Moments that determine patient outcomes.

No matter what those moments entail, clinicians need streamlined access to trusted, evidence-based information to ensure they're making the best decisions possible for those in their care. With everything from quick synopses to full-text references at their fingertips, clinicians can help address critical clinical information challenges to inform the decisions they make every day.



EMERGENCY

Clinical knowledge and complexity are growing

Clinical knowledge is rapidly expanding. At the same time, the complexity of care continues to increase as well. Keeping up with the latest evidence-based practices and treatments across the wide variety of patient presentations can be overwhelming for clinicians trying to deliver optimal care as quickly and effectively as possible.

Streamlining the path to critical answers can help reduce clinicians' cognitive load, build their confidence, and free up more time to spend with patients.

A complete clinical knowledge resource gives practitioners the accurate and reliable information needed to:

- + **Diagnose and treat patients efficiently and effectively**
- + **Enhance patient outcomes**
- + **Promote advanced critical thinking skills**

With unified information, health systems can support efficient use of evidence-based knowledge, drive consistency across the enterprise, and reduce fragmentation through standardization. To get there, however, health systems should embrace each of the following opportunities.



➤ OPPORTUNITY 1:

Keep up with clinical knowledge expansion

With so much medical information available, it's hard for clinicians to find precisely what they need at the moment they need it.

Having a trusted, easily searchable source of evidence-based medical information is essential for clinicians seeking answers to complex medical questions—whether to evaluate diagnoses and treatment plans, recommend therapies, or conduct research.

Clinical knowledge doubles every

73 DAYS¹



CLINICAL EXAMPLE:

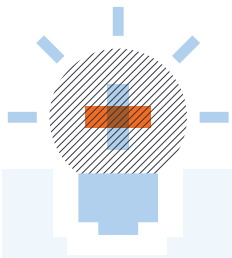
Timely access to clinical knowledge aids in the successful treatment of COVID-19

Treating a new disease such as COVID-19 brings uncertainty and unknowns. Treatment protocols evolve quickly in the face of rapid changes to our understanding of the disease and its impacts on patients.

Take, for example, the ventilator protocols for COVID-19 patients with low oxygen levels. As case numbers rose, clinicians discovered that putting these patients on their abdomens to redistribute the oxygen flow into their lungs—and then giving them high-flow oxygen at an unheard-of rate of up to 55 liters a minute—delivered better results than intubating them.

The ability to tap into current, evidence-based literature as the medical community evolved its approach to treating COVID-19 helped clinicians quickly adapt their treatment protocols and best practices—and saved lives.

More broadly, tools that help clinicians stay abreast of the latest clinical knowledge—both deep reference materials and quick answer formats—ensure they can find critical insights in an immense knowledge base that's growing every moment.



**Having the information to adapt treatment in a lifesaving instant.
That's a moment that matters.**





▾ **OPPORTUNITY 2:**

Understand how clinicians consume information

Knowing when and why care teams seek medical information can help healthcare organizations provide optimal solutions and raise the standard of care.

Ultimately, reliable information across a wide variety of evolving use cases is essential for clinicians as they treat patients, deepen their knowledge, and train the next generation of physicians.

Access to authoritative information supports decisions in crucial patient care, education, and research moments.

Top reasons clinicians seek medical information are evenly divided between patient-facing and non-patient-facing scenarios²

52% POINT OF CARE

Supporting patient care moments

36%

To find quick answers

Synoptic content, guidelines, journal articles, clinical trial findings

16%

To confirm a treatment plan

Diagnostic workup, treatment, and drug information

48% DEEP REFERENCE

For clinicians seeking clinical information in a non-patient setting

15%

To learn and to drive career growth

15%

To keep abreast of new techniques

10%

To use when teaching

8%

To support clinical research

Recent research findings, journal articles, new techniques

➤ **OPPORTUNITY 3:**

Support consistent, evidence-based practices across your health system

Information gaps that result from disjointed data and fragmentation can significantly impact healthcare outcomes. In fact, “patients with one to two chronic conditions and highly fragmented care were 13 percent more likely to visit the ED, and 14 percent more likely to have a hospital admission.”³

The potential for fragmentation can increase over time as organizations grow, merge, and bring more clinicians on board. The need for standardized information across health systems to inform care has never been greater.

With consistent, evidence-based information available across the entire patient journey, health systems have an opportunity to support a more unified standard of care.

Patients with two or more chronic conditions who experience highly fragmented care have a higher risk.

13%

more likely to visit the ED

14%

more likely to have a hospital admission



CLINICAL EXAMPLE:

Driving consistency through standardization

Natalie Smith*⁴ was worried when she experienced a recurring rapid heartbeat. Her primary care provider (PCP) prescribed medication for atrial fibrillation, but when Natalie’s condition continued to worsen, her PCP referred her to one of the health system’s trusted interventional cardiologists. After performing a therapeutic procedure, the cardiologist prescribed a new heart medication. A short time later, however, Natalie returned to her PCP this time feeling lightheaded and nauseous.

Fortunately, Natalie gets her care from a health system where all clinicians have access to a single source of deep reference and point-of-care information which allowed her PCP to quickly reaffirm the cardiologist’s evidence-based treatment plan, review the clinical drug overview and its list of possible side effects, and adjust Natalie’s medication dose. With this consistent treatment approach, Natalie and her clinicians are aligned to achieve optimal outcomes.

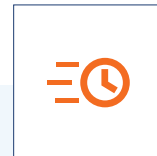
A standardized approach can deliver multiple benefits:



Clinicians can provide consistent, evidence-based care across the patient journey, even as the health system grows



Clinicians can enhance outcomes with easier access to less fragmented information



Health systems can deliver more efficient and cost-effective care





Streamline the path to critical answers

Easy access to trusted medical information provides clinicians the support they need to enhance the patient experience.

Elsevier's ClinicalKey combines the speed of synoptic content with the depth of a comprehensive, evidence-based clinical reference tool. Clinicians can quickly and easily locate trusted information at a moment's notice, so they can focus on what matters most.



For more information about how you can address the clinical knowledge needs at your organization, learn more and contact us at www.elsevier.com/solutions/clinicalkey/moments.

- 1 Challenges and Opportunities Facing Medical Education, Transactions of the American Clinical and Climatological Association, 2011
- 2 Elsevier. 2019. How Do Clinicians Consume Online Medical Information?
- 3 Whether Fragmented Care is Hazardous Depends on How Many Chronic Conditions a Patient Has. The Commonwealth Fund, October 9, 2018, <https://www.commonwealthfund.org/publications/journal-article/2018/oct/fragmented-care-chronic-conditions-overuse-hospital>
- 4 * Natalie Smith is a fictitious character not based on any real patient.

ClinicalKey®

For the moments that matter most

