

Increasing Clinical Complexity Generates More Questions Than Ever Before

What's needed to make the best possible care decisions at all times?

As healthcare complexity continues to grow, your clinicians face increasingly challenging medical questions—many of which go unanswered. So when patients present with complicated or unclear symptoms, physicians need timely, evidence-based, specialized clinical information they can count on to make accurate diagnoses and put together effective treatment plans.

At the same time, your clinical teams continue to see growing volumes of patients, which requires them to practice as efficiently as possible. This means being able to get quick answers to questions they have at the point of care, so they can maximize time with patients. It also means easily finding and incorporating the latest evidence and recommendations—especially when certain illnesses are spreading faster than synoptic content can address by itself.

And with diseases, medicine, and patient expectations always evolving, your team has to develop—and continuously build upon—critical-thinking skills that will improve their practice over time. Free online tools and summary content rarely provide the depth needed to truly analyze a complex clinical situation. Instead, physicians must be able to dive into a topic and form their own judgments about how to incorporate the latest research and recommendations into their practice.

Without the right clinical information, what's the impact for physicians and patients?

- Your physicians are at a disadvantage when designing treatment plans and verifying complicated diagnoses.
- Your patients are at risk of longer hospital stays, increased readmissions, and dissatisfaction with their care.
- Your organization could experience negative patient outcomes in the near term, and damage to its reputation over time.



Consistent, reliable, timely evidence physicians can trust

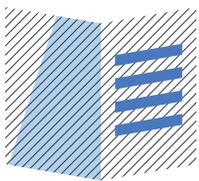
With Elsevier's ClinicalKey as your organization's trusted, complete, and timely information resource, your physicians have everything they need to stay on the cutting edge of medicine. With easy access to evidence-based content tuned for a variety of disciplines and specialties, clinical teams can better address each patient's unique needs. As a result, they'll make the best possible decisions, diagnoses, and treatment plans, helping to create a consistent patient experience based on the latest standards of care.



Experts estimate that medical knowledge is doubling every **73 days.**

Challenges and Opportunities Facing Medical Education, Transactions of the American Clinical and Climatological Association, 2011

What if your physicians could...?



Improve care with trusted resources

With ClinicalKey, your physicians are always connected to trusted, in-depth answers and the most current evidence, regardless of the topic or specialty. And because this information is delivered via a single-source user experience, they can access it whenever and wherever they need it—whether it be on a mobile device at the bedside, in their office, through the electronic health record, or another location suited for more in-depth study. As a result, they'll always be able to find and apply current, relevant knowledge to make better decisions and drive the best possible patient outcomes.



Combine efficiency and authority in their practice

With ClinicalKey, clinicians always have fast answers they can trust from a broad range of synoptic and in-depth clinical content—and confidence that it incorporates the latest findings and best practices, thanks to continuous content updates. When all of their decisions and treatment plans are based on the newest evidence, they're able to save time and reduce unnecessary referrals, tests, and treatments, while contributing to improved care outcomes for patients and higher satisfaction.



Become experts in their field

With ClinicalKey, physicians can build foundational knowledge on any topic through a world-class collection of reference books, and augment that with the most current research and findings found in Elsevier journals—while still accessing synoptic content when they need those quick answers. As a result, they're able to evolve their medical practice in real time—making the best care decisions today, while more confidently and creatively treating patients as their cases continue to evolve into the future.

For more information, visit elsevier.com/clinicalkey-physicians



Copyright © 2020 Elsevier, except certain content provided by third parties

ClinicalKey®