

**ClinicalKey®**  
Lead with answers.

# Introducing ClinicalKey

WITH SO MANY QUESTIONS IN HEALTHCARE TODAY, WHERE CAN YOUR PHYSICIANS FIND THE ANSWERS THEY NEED?

Presented by: Michał Krupa

ELSEVIER

# You have questions.

Every physician at every  
institution does.

## Each of your physicians have 9.5 questions per day.

Where do they find answers?

**84%** of physicians use a search engine daily\*\*

**94%** of those searching, use Google\*\*

**70%** of clinicians & students use Wikipedia\*

*Of which 9 out of 10 entries have errors*

\*Source: Journal of the American Osteopathic Association Research Study

\*\*Source: Manhattan Research – Google Physician Channel Adoption Study

*In addition, up to  $\frac{1}{2}$  of searches require a second source of validation.*

That's *if* they find an answer.

At a typical 300 bed hospital:

29 physicians  
with 9.5 questions each day

That's 275.5 questions

And of those,  
2/3 go unanswered

That's **183** *unanswered* questions  
*each day !*

**We have answers.**

Better, trusted answers.

## We asked physicians for their opinion about ClinicalKey

### *Fast*

Reduce time to  
decision-making

### *Convenient*

Navigation that is simple  
and available on any device

### *Complete*

Delivers answers in a variety of media formats  
to fit their particular needs

### *Trusted*

Content that is clinically accurate,  
and updated frequently by experts





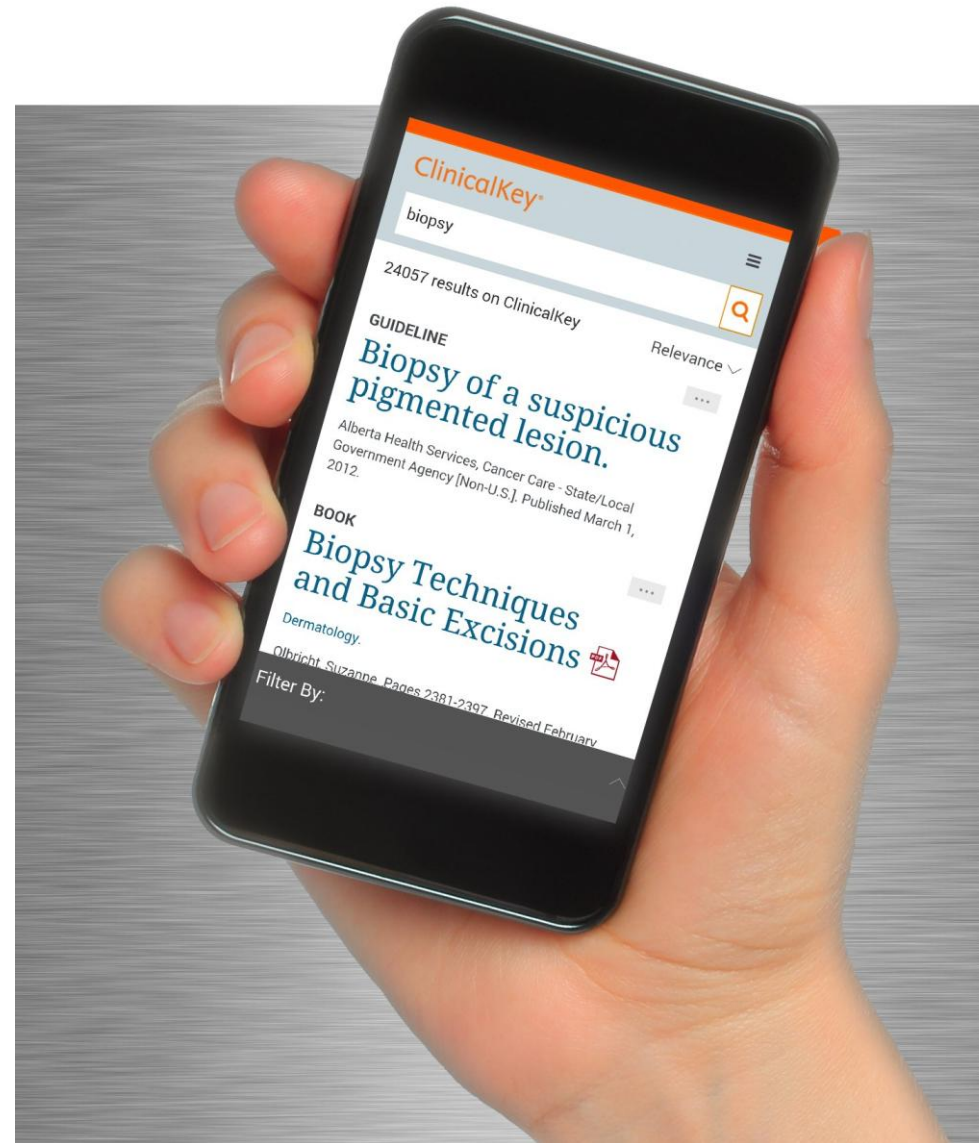
“The redesign of ClinicalKey is really outstanding. *It’s clear, it’s simple, it’s easy to navigate* and it provides access to thousands of resources that we need every day.”

**Medical Librarian at the 2014 Medical Librarian Association Annual Conference**



## Easy navigation and access increases productivity and saves time.

- Our user-friendly application makes searching for answers intuitive
- Physicians can move from patient to patient with flexible access on the devices they use today
- Remote access is available
- Individual shortcuts can be saved, making it easier to find commonly searched content





## Answer complex clinical questions with complete resources.

- ClinicalKey covers **53 *medical and surgical specialties***
- Continuously updated
- Includes content in all the formats physicians need
  - 620+ Peer-reviewed Journals
  - Fully Indexed MEDLINE abstracts
  - 1,200+ Full-text Books
  - 4,500+ Practice Guidelines
  - 2.8M+ Images
  - All Clinical Trials
  - 850+ Point of Care Monographs
  - 22,000+ Videos
  - 300+ Procedural Modules

The screenshot shows the ClinicalKey search interface. The search term is 'biopsy'. A dropdown menu for 'Source Type' is open, showing the following options and counts:

Source Type	Count
Articles	9641
MEDLINE	6113
Books	5525
Images	2024
Guidelines	275
Clinical Trials	249
First Consult	191
Videos	43
Procedure Consult	25

Below the search results, several articles are visible:

- Biopsy versus resection for the management of low-grade gliomas.** (MEDLINE)
- European consensus on the histopathology of inflammatory bowel disease** (JOURNAL)
- Biopsy versus resection for the management of low-grade gliomas.** (MEDLINE)

**Your physicians have questions. ClinicalKey has the answers.**

## *Faster Answers*

Saving your physicians 50% of their time.

## *Convenient Answers*

Available anytime, anywhere, on any device.

## *Trusted Answers*

Making the first search the right search every time.

## *Complete Answers*

The right results in the right format that fit their needs.

**Thank You !**

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