

You have questions.

Every physician and every
student at every institution does.

Introducing ClinicalKey

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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

At a typical 300 bed hospital:

29 physicians
with 9.5 questions each

That's 275.5 questions

And of those,
2/3 go unanswered

That's **183** *unanswered* questions

We have answers.

Better, trusted answers.

We asked physicians what they wanted in a clinical reference solution

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

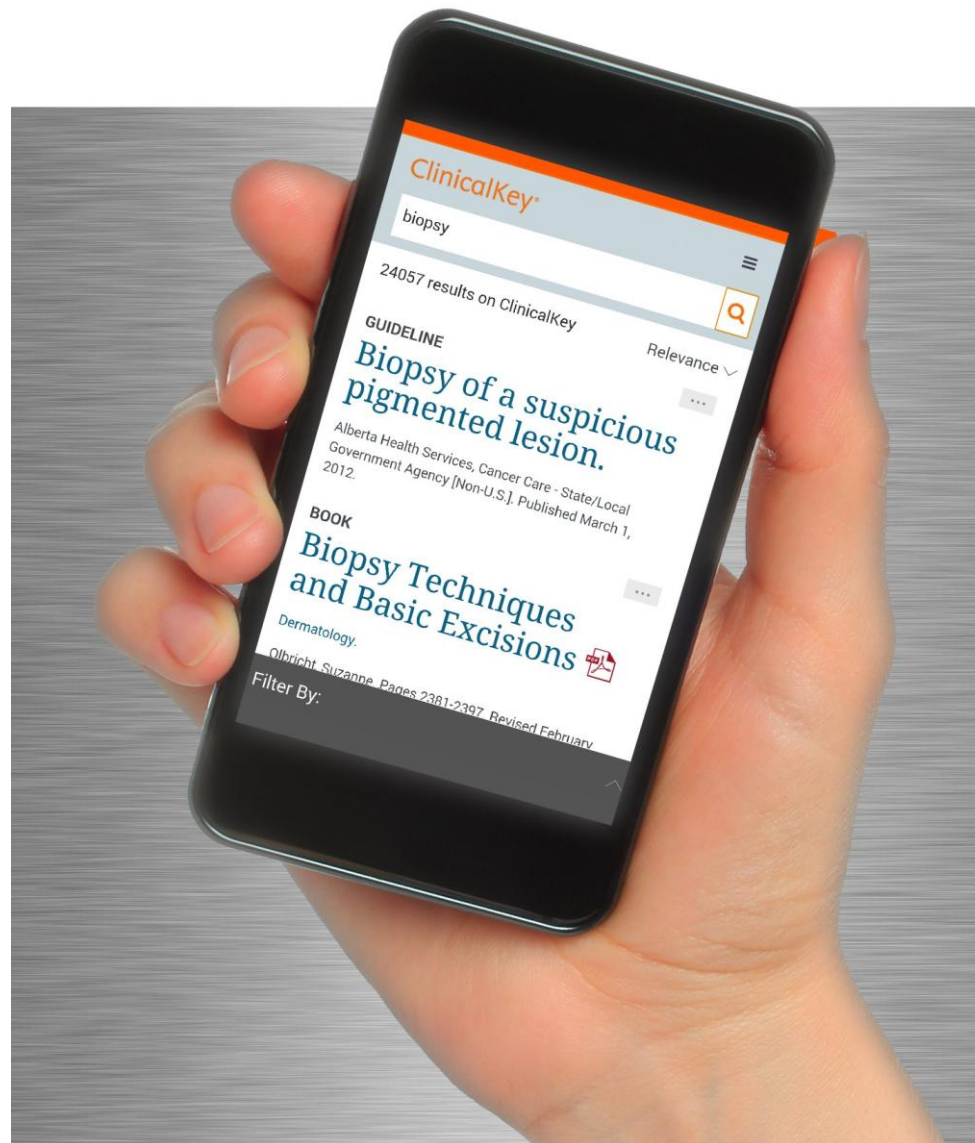
Trusted

Content that is clinically accurate, and updated frequently by experts



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 *52 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
 - 3M+ Images
 - All Clinical Trials
 - 850+ Point of Care Monographs
 - 30,000+ Videos
 - 300+ Procedural Modules

The screenshot shows the ClinicalKey search interface. At the top, the search term 'biopsy' is entered. Below the search bar, there are filter options: 'Filter By: Source Type', 'Specialties', 'Study Type', 'Time', and 'Subscribed Content'. A dropdown menu is open under 'Source Type', showing the following categories 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, there are several article titles and snippets:

- 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.

ClinicalKey®
Lead with answers.

Thank You

Presented by: Michał Krupa

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