



enriching
CLINICIANS

transforming
INSTITUTIONS

empowering
PATIENTS



FOR INSTITUTIONS

UpToDate Specialties:

Adult Primary Care and
Internal Medicine

Cardiovascular Medicine

Endocrinology and Diabetes

Family Medicine

Gastroenterology and

Hepatology

Hematology

Infectious Diseases

Nephrology and Hypertension

Neurology

Obstetrics, Gynecology and
Women's Health

Oncology

Pediatrics

Pulmonary, Critical Care and
Sleep Medicine

Rheumatology

Specialties in Development:

Allergy and Immunology

Dermatology

Emergency Medicine

Psychiatry

Surgery

FPO

BUSINESS CARD

Business Card is placed 5/8" away
from lower left edge of pocket



Dear Colleague,

For more than 15 years, *UpToDate*® has been providing online clinical information to hundreds of thousands of physicians and institutions, and has become one of the most utilized medical resources in the world. The reason for this is simple: Clinicians find answers to their clinical questions in *UpToDate*, trust the accuracy of the information, and feel that it helps them provide the best care for their patients.

Institutions like yours are increasingly turning to *UpToDate*, because research has shown that we help clinicians make better treatment decisions and avoid costly errors. This also translates into a reduced length of hospital stay, making *UpToDate* one of the most cost-effective approaches to improving health outcomes. The total impact of *UpToDate* on an average hospital can be millions of dollars in savings. In addition, *UpToDate* provides information for patients that promotes shared decision making between patients and clinicians.

UpToDate's mission has always been to improve the quality of healthcare around the world by providing clinicians with continuously updated, evidence-based medical information so they can make the best decisions. On the following pages, you will learn how *UpToDate* enriches clinicians, transforms institutions and empowers patients so that you and your staff can concentrate on treating patients and better serving your community.

Let us help you meet the standards of excellence that your institution demands — and provide the exceptional level of care that your patients deserve.

Thank you for considering *UpToDate*. We look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads "Denise Basow". The signature is written in a cursive, flowing style.

Denise S Basow, MD

President and Editor-in-Chief, *UpToDate*

enriching CLINICIANS

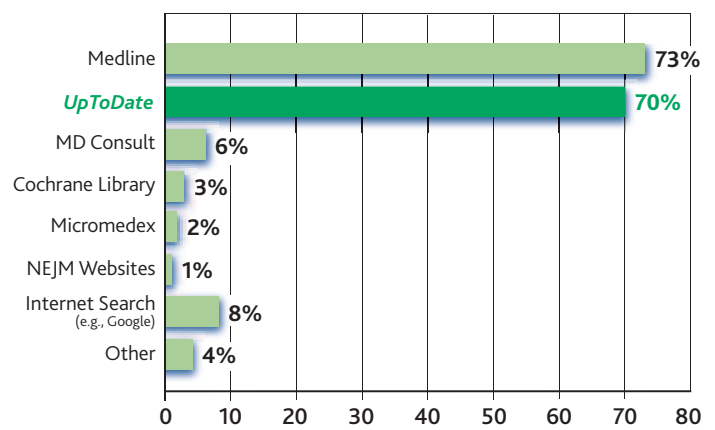
A Trusted Resource

With a community of over 360,000 users, *UpToDate* is one of the world's most trusted medical information resources for clinicians. In fact, clinicians turn to *UpToDate* more than almost any other resource to find answers to their clinical questions. Given our credibility within the global medical community, it's no surprise that *UpToDate* is trusted by doctors in over 145 countries and thousands of hospitals worldwide. Usage at institutions typically grows each year, suggesting that clinicians find it increasingly helpful to their practice over time.

Accurate, Unbiased Content

UpToDate adheres to a strict editorial policy. Our authors and editors are leaders in their fields and work closely together to meet stringent editorial standards. Each topic passes through a three-tiered peer review process to ensure accuracy, and content is constantly updated based on the latest evidence. *UpToDate* does not accept money from pharmaceutical companies or other advertisers, so users can rest assured that the information provided is unbiased and uninfluenced by commercial interests.

Independent research shows that *UpToDate* is used more than other information resources.



Schilling LM, et al. *Acad Med.* 2005;80(1):51.

Evidence-based Recommendations

UpToDate authors and editors meticulously seek out and evaluate the latest evidence presented in over 430 peer-reviewed journals, online medical resources, and guidelines published by major national and international societies. Treatment recommendations are graded based on a widely accepted scale. *UpToDate* works closely with world-renowned experts in evidence-based medicine to make sure we are upholding the most rigorous standards so that clinicians can make the best possible decisions.

Clinicians viewed over 120 million *UpToDate* topics last year — and this number continues to grow.

UpToDate Answers Clinical Questions

Research confirms that on average, physicians generate approximately 11 questions a day. While they pursue answers to 55% of these questions, only 40% get answered. There are several reasons for this: lack of time, not recognizing the question as important, and not believing that an answer exists.¹

UpToDate has made a significant impact on patient care by making it easier for clinicians to find answers more easily:²

- **86%** of UpToDate subscribers said that they answer more questions than they would if they didn't have UpToDate.
- **88%** said that using UpToDate helped them answer most of their questions quickly.
- **90%** said that using UpToDate has led to changes in patient management.
- **95%** said that UpToDate improves the quality of care they provide to their patients.

Answering all clinical questions could change up to five management decisions a day.¹ By providing easy access to a comprehensive clinical knowledge system, administrators help their clinicians find the answers they need, thereby improving patient care.

Innovation and Value

UpToDate continually makes enhancements that help clinicians provide better patient care. Here are just a few of the features we have added over the past 15 years:

- 14 specialties
- Optimized search capabilities
- Graded treatment recommendations
- Link to full text articles
- Drug database and interactions*
- Medical calculators
- What's New by specialty
- Patient information

* In partnership with Lexi-Comp®

1. Ely JW, Osheroff JA, Chambliss ML, Ebell MH, Rosenbaum ME. Answering physicians' clinical questions: obstacles and potential solutions. *J Am Med Inform Assoc*. 2005 Mar-Apr;12(2):217-24.
2. UpToDate 2008 Individual Subscriber Survey.

transforming INSTITUTIONS

UpToDate Helps Institutions Succeed

The success of a healthcare system is measured by the quality of care it provides, its dedication to patient safety and its organizational efficiency. *UpToDate* helps administrators address these issues by providing clinicians with the most accurate medical information at the point of care. With *UpToDate*, clinicians have the tools to make more efficient diagnoses and evidence-based recommendations for treatment and management at the point of care, saving valuable time. Institutions benefit from fewer adverse events, reduced lengths of stay, and improved efficiency and patient outcomes.

A Resource for Trainees

The widespread adoption and use of *UpToDate* has substantial impact on the education of trainees. A study performed by the Mayo Clinic, for example, examined the impact of learning habits (use of *UpToDate* and attendance at conferences) on performance in the Internal Medicine In-training Examination (IM-ITE).¹ The IM-ITE assesses medical knowledge acquisition of medical residents; scores correlate with subsequent performance on the American Board of Internal Medicine Certification Examination. Use of *UpToDate* was an independent predictor of performance; remarkably, use of *UpToDate* for 20 minutes a day was associated with an increase in IM-ITE scores comparable to an entire year of residency.

A study from the Mayo Clinic found that use of *UpToDate* for 20 minutes per day was associated with an increase in learning comparable to an entire year of residency, as measured by performance on the IM-ITE examination.

Research Proves the Value of UpToDate

A study published in the *International Journal of Medical Informatics*² compared hospitals in the US that had access to *UpToDate* to those that did not. The results were impressive and showed that hospitals with access to *UpToDate* had significantly lower risk-adjusted:

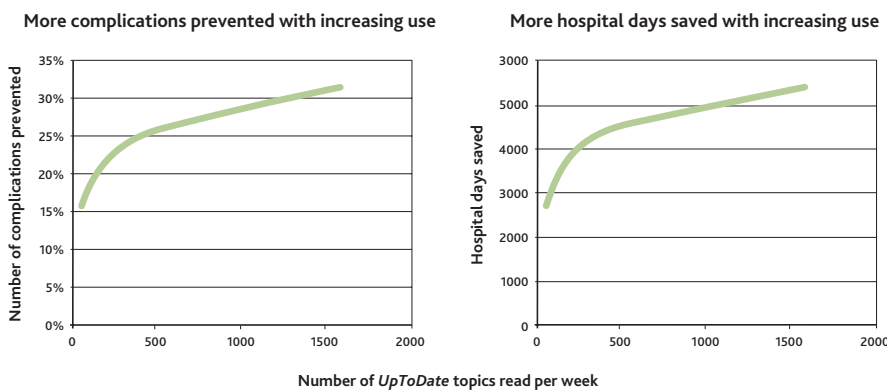
- Average length of stay (by .167 days) ($p < .0001$)
- Complication rates ($p < .0476$)
- Patient safety outcome rates ($p < .0001$)

All of these associations correlated significantly with how much *UpToDate* was used.

1. McDonald FS, Zeger SL, Kolars JC. Factors associated with medical knowledge acquisition during internal medicine residency. *J Gen Intern Med.* 2007;22(7):962-78.

2. Bonis PA, Pickens GT, Rind DM, Foster DA. Association of a clinical knowledge support system with improved patient safety, reduced complications and shorter length of stay among Medicare beneficiaries in acute care hospitals in the United States. *Int J Med Inform.* 2008 Nov;77(11):745-53.

UpToDate's "Dose-Response" Effect



The chart at left depicts the impact *UpToDate* can have on complication rates and length of stay in a hospital with 20,000 discharges per year. The more *UpToDate* topics are read, the more complications are avoided. Similarly, the more *UpToDate* topics are read, the more hospital days are saved.

Improved Outcomes Result in Cost Savings

Reduced complications and shorter length of stay associated with use of *UpToDate* can translate into substantial savings. The chart below simulates the anticipated financial benefits at two different types of institutions.

Potential Return on Investment of <i>UpToDate</i>		
	Large Health System	Medium-sized Hospital
Admissions	117,000	18,175
# of <i>UpToDate</i> topic reviews read annually	125,000	27,040
Estimated <i>UpToDate</i> annual impact on:		
Hospital days saved through LOS reduction	19,539	3,035
Adverse events avoided	195	24
Annual savings	\$29.5 million	\$5.4 million

Costs per hospital day: MN—\$1,203, NY—\$1,539. Kaiser Family Foundation Website (www.stathealthfacts.org). Savings estimates are based upon DRG admissions assuming a mean of 0.167 days saved per discharge based on Bonis, PA. *Int J Med Inform.* 2008 Nov; 77(11): 745–53. Adverse event costs were estimated to be \$30,936 per event based on Thomas, et al. inquiry. 1999; 36:255.

empowering PATIENTS

UpToDate Promotes Shared Decision Making

Patients are taking a more active role in their medical care, and clinicians are increasingly looking for trusted sites to refer them to for more information. *UpToDate* offers hundreds of free patient information topics and provides clinicians with convenient tools for sharing this information with their patients.

With *UpToDate for Patients*, patients gain the confidence to ask the right questions and acquire the knowledge to make medical decisions in partnership with their doctors. They become empowered to articulate their needs, share in the decision making and follow prescribed treatments. Everybody wins as both clinicians and patients are “reading off the same playbook” when it comes to making important decisions.

Visual elements support patient education: Our patient information includes hundreds of photos, charts and images to support patient education.

In-depth and current: Each patient information topic covers all of the important aspects of a condition.

Easily share information with patients: *UpToDate* provides tools for printing and emailing topics.

The screenshot displays the UpToDate website interface for a patient information article titled "Patient information: Ear infections (otitis media) in children". The article is structured with a table of contents on the left, including sections like Introduction, Definition, Causes and Risk Factors, Symptoms, Diagnosis, Treatment, and Complications. A callout box highlights the "Tympanostomy tube" section, which includes a diagram of the ear showing the placement of a tube. The diagram is labeled "Tympanostomy tube" and shows two views: "An incision made in eardrum for tympanostomy tube" and "Fluid from middle ear drained from tube". Below the diagram, there is a caption: "This treatment is used for children with middle ear effusions that don't resolve and for prevention of otitis media in children with recurrent infections. The figure on the left shows an incision before tympanostomy tube placement, while the figure on the right shows fluid draining from the eardrum after tube placement." The article also includes a list of references and a list of figures, including "Normal ear anatomy" and "Tympanostomy tube".

Patient Education

When your patients are looking for more information, why not refer them to a resource you already trust? *UpToDate for Patients* (www.uptodate.com/patients) offers free access to current, in-depth and unbiased content specifically written and peer-reviewed by the same group of clinicians who write our professional-level information.

You can make it easier for patients to access *UpToDate* by adding the *UpToDate for Patients* search widget to your website. This will enable your patients and their families to:

- Learn more about a medical condition
- Better understand management and treatment options
- Share in the medical decision making process with their healthcare providers

“Our goal for our website is to provide useful health information that patients and their families can use to be proactive in their own healthcare,” said Shawn Mawhiney, Director of Communications at the William W. Backus Hospital in Norwich, CT. “*UpToDate for Patients*, with its wealth of new and accurate health information, is one of the tools we use to accomplish that.”



UpToDate widget

To learn more about *UpToDate's* patient information program, visit www.uptodate.com/patients/refer.

About UpToDate

UpToDate was founded in 1992 by Burton D Rose, MD and Joseph Rush, MD, with a mission to provide clinicians with the best medical information available to care for their patients. Dr. Rose, a leading author of textbooks for physicians and Clinical Professor of Medicine at Harvard Medical School, was concerned about how quickly the information in books became outdated. Together with Dr. Rush, a medical doctor and systems designer, he developed *UpToDate*.

UpToDate is now one of the world's most trusted clinical information resources, used in over 145 countries and in thousands of hospitals throughout North and South America, Europe, Asia, Africa and Australia. *UpToDate's* topic reviews are authored and edited by a faculty that includes specialists from around the world.

UpToDate is part of Wolters Kluwer Health, a leading provider of information and business intelligence for students, professionals and institutions in medicine, nursing, allied health, pharmacy and the pharmaceutical industry. Wolters Kluwer Health is a division of Wolters Kluwer, a leading global information services and publishing company.





UpToDate International Sales

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