INTRODUCING Elsevier ClinicalKey™—a smarter search for faster answers to your physicians’ questions.

Clinical information at the *speed of care*
Clinical Searches Have 3 Key Requirements

Extensive research, with more than 2000 physicians, identified 3 key requirements for clinical information searches:

- **Comprehensive**: Physicians frequently check a second source to get the full answer, because not all conventional clinical search engines are comprehensive
- **Trusted**: Physicians often double-check answers, because not all conventional clinical search engines are trusted
- **Fast**: Physicians waste time looking for relevant clinical answers, because not all conventional clinical search engines deliver speed to answer

Conventional clinical search engines satisfy some key requirements but not all 3

<table>
<thead>
<tr>
<th>Requirement</th>
<th>UpToDate®</th>
<th>Google</th>
<th>PubMed®</th>
<th>OvidMD™</th>
<th>DynaMed™</th>
<th>MDConsult™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive</td>
<td></td>
<td></td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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<tr>
<td>Trusted</td>
<td>✅</td>
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<td>Speed to Answer</td>
<td>✅</td>
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In order to help physicians provide the best patient care possible, you need access to the best source of clinical information.

Beyond Conventional—ClinicalKey Addresses Your Needs

ClinicalKey is not just a conventional clinical search engine, but a clinical insight engine designed to specifically address your 3 key search requirements:

- **Comprehensive**: ClinicalKey draws answers from the largest collection of clinical resources, covering every medical and surgical specialty—more than any conventional clinical search engine
- **Trusted**: ClinicalKey provides access to clinical information from Elsevier that physicians can trust to reduce clinical errors
- **Speed to answer**: The most relevant clinical answers all from one online source reduces physician search time and increases the time they spend caring for patients and
- **Intuitive**: ClinicalKey is exclusively designed to align with physician workflows so it delivers answers that are more relevant than those provided by conventional clinical search engines and significantly reduces the time physicians spend searching

In order to help physicians provide the best patient care possible, you need access to the best source of clinical information.
Speed to Answer—Elsevier Smart Content for Smarter Searches

ClinicalKey is the only clinical tool with Smart Content, ensuring it delivers answers that are more clinically relevant than those provided by conventional clinical search engines.

- Smart Content is created when searchable content is mapped to a taxonomy classifying the meaning of terms in the content
- ClinicalKey creates clinical Smart Content by mapping searchable journal, book, image, and video content to Elsevier’s proprietary taxonomy, EMMeT (Elsevier Merged Medical Taxonomy)
- EMMeT refines and combines other broad taxonomies to create the single most clinically useful taxonomy
- EMMeT understands the meaning of searchable content, allowing ClinicalKey to discover related content missed by keyword searches on conventional clinical search engines
- Smart content ensures ClinicalKey adapts to meet physicians specific needs

What Is EMMeT?

EMMeT is a proprietary taxonomy unique to Elsevier:

- Founded upon the Unified Medical Language System (UMLS) and utilizes standard vocabularies including:
  - MeSH
  - SNOMED CT
  - RxNorm
  - ICD-9
  - LOINC
- Comprehensive, including more than 250,000 core clinical concepts and more than 1 million synonyms
- Constantly managed by a dedicated team of Elsevier medical informaticists
- Tailored to meet the unique needs of Elsevier products and their users
- Evolving as an ontology, supporting relationships such as “drug treats disease” or “disease has symptoms”

Relationships Captured by EMMeT

The following table highlights the complex connections between clinical terms understood by ClinicalKey

<table>
<thead>
<tr>
<th>Concept Field</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred term</td>
<td>Coronary artery bypass surgery</td>
</tr>
<tr>
<td>Branch</td>
<td>Procedures</td>
</tr>
<tr>
<td>Synonyms (jargon &amp; vocabulary terms)</td>
<td>CABG; bypass anastomosis for heart revascularization</td>
</tr>
<tr>
<td>Parent relationships</td>
<td>Cardiovascular surgery procedures</td>
</tr>
<tr>
<td>Child relationships</td>
<td>Bypass of three coronary arteries</td>
</tr>
<tr>
<td>UMLS mapped codes (as available)</td>
<td>ICD-9CM-2010, 36.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relationship Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment is used for disease</td>
<td>Coronary artery bypass is used as a treatment procedure for: • Acute coronary syndrome • Acute myocardial infarction • Angina pectoris</td>
</tr>
<tr>
<td>Disease has drug</td>
<td>Acute coronary syndrome has drug: • Aspirin • Lovastatin • Enalapril</td>
</tr>
</tbody>
</table>

“Elsevier’s Smart Content has been designed to understand the vast number of relationships between clinical concepts. By organizing these relationships in a hierarchical manner, it guarantees that ClinicalKey provides specific, targeted results to physicians’ questions.” —David Goldmann, MD, Vice President, Editor-in-Chief, First Consult
Comprehensive and Trusted

ClinicalKey draws answers from the largest collection of clinical resources—more than any conventional clinical search engine

- Resources covering every medical and surgical specialty all from one online source
- With ClinicalKey, be confident you are accessing the latest, most evidence-based answers

ClinicalKey also provides access to:
- Selected third-party journals and content sources
- Guideline information
- Elsevier and third-party published patient education
- Fully indexed MEDLINE
- Fully indexed clinical trials

Elsevier is the world’s leading provider of science and health information

- Gain access to high-impact, leading journals such as Journal of the American College of Cardiology and The Lancet
- Gain access to books from Cecil Textbook of Medicine to Braunwald’s Heart Disease

Intuitive—Faster Answers for All

Hospital-based physicians engage in 3 workflows, all of which require fast access to comprehensive and trusted clinical answers.

Patient Care Management Workflows

1. Diagnosis
2. Medical/Surgical Treatment
3. After-Treatment Care
4. Patient Education & Compliance

Collateral Workflows

1. Keeping Current
2. Sharing Information

ClinicalKey was exclusively designed to complement these workflows

- You and your users get relevant information faster than ever before

COUNTER-compliant analytic tools enable you to track usage and report on the return on your investment.
ClinicalKey—
Clinical Information at the *Speed of Care*

By satisfying all 3 key search requirements, ClinicalKey has a unique place in the medical library and can be an essential asset to your institution.

**Comprehensive**
Supplies answers from the largest collection of published medical resources in every medical and surgical specialty, and includes integrated MEDLINE and link resolver for access to third-party, full-text journal content.

**Trusted**
Authoritative medical and surgical content from Elsevier.

**Speed to Answer**
Elsevier Smart Content enables fast discovery of the most relevant answers via an intuitive user interface.

Contact your sales representative to register in the trial or to discuss a subscription.

Business Card
Call 866-429-0335 for more information about ClinicalKey.