

enriching
CLINICIANS

transforming
INSTITUTIONS

empowering
PATIENTS



FOR INSTITUTIONS

UpToDate Specialties:

Adult and Pediatric
Emergency Medicine
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
Psychiatry
Surgery

FPO

BUSINESS CARD

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



Dear Colleague,

For more than 16 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

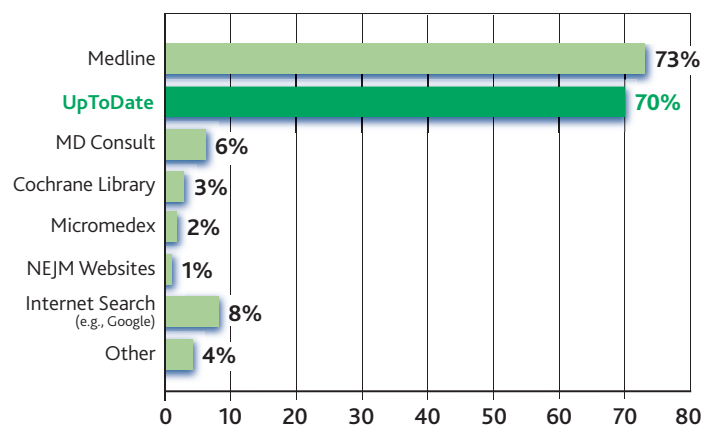
A Trusted Resource

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 16 years:

- 15 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:

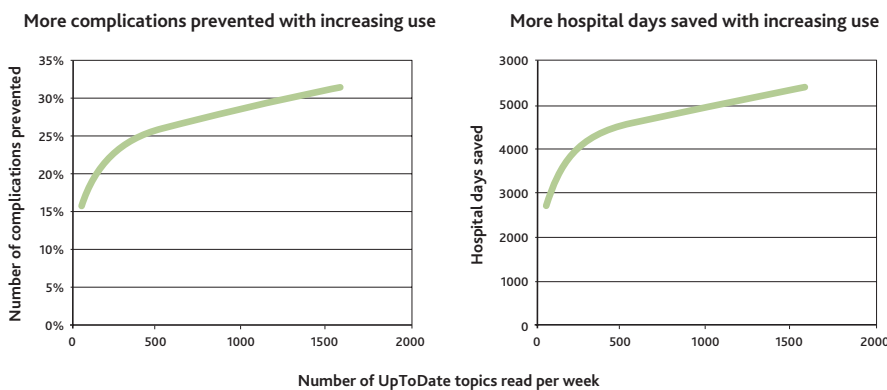
- Average length of stay (by .167 days) ($p < .0001$)
- Complication rates ($p < .0476$)
- Patient safety outcome rates ($p < .0001$)

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 UpToDate		
	Large Health System	Medium-sized Hospital
Admissions	117,000	18,175
# of UpToDate topic reviews read annually	125,000	27,040
Estimated UpToDate 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.

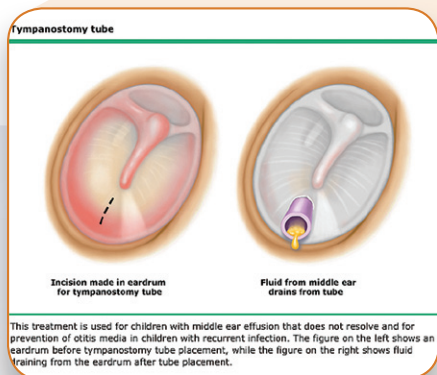
empowering PATIENTS

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.

UpToDate FOR PATIENTS

New Search Contents About UpToDate Subscribe/Renew

Patient information: Ear infections (otitis media) in children

Authors: Jerome O. Klein, MD

Section Editors: Sheldon L Kaplan, MD; Ellen M Friedman, MD

Deputy Editors: Leah K. Moushah, DMC, MD

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INTRODUCTION

— Ear infection is the most frequent diagnosis for all children who visit the doctor's office; 60 to 80 percent of infants have at least one episode by their first birthday, and 80 to 90 percent of all children have an ear infection by two to three years of age.

This topic will review the definition, causes, symptoms, diagnosis, treatment, and potential complications of ear infections for infants and children.

DEFINITION

— Ear infection is also known as acute otitis media (otitis = ear, media = middle). Otitis media is an infection of the middle section of the ear, as compared to external otitis (also known as swimmer's ear), which is an infection of the outer ear ([show figure 1](#)).

Ear infections typically develop after a viral upper respiratory tract infection, such as a cold or the flu, which cause swelling and fluid accumulation in the space behind the eardrum (the middle ear). This fluid accumulation (called an effusion) traps bacteria and viruses and increases pressure on the eardrum. The increased pressure causes the eardrum to bulge, which leads to symptoms of ear pain, pressure, and occasionally, temporarily decreased hearing ([show figure 2](#)).

CAUSES AND RISK FACTORS

— Ear infections are most commonly caused by bacteria and/or viruses and other microorganisms. Infants and children between six and 18 months are at the highest risk, probably because of differences in the structure of the ear and skull and because a young child's immune system is still maturing. The body's ability to fight infections improves as a child gets older.

Other factors that increase the risk of ear infection include:

- Day care — Children who attend day care are exposed to more bacteria and viruses, and have a higher incidence of ear infection.
- Tobacco smoke — Children who are exposed to tobacco smoke have a 50 percent higher risk of ear infection.

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.”

The screenshot shows the homepage of The William W. Backus Hospital. At the top right, the hospital's name and address are listed: "The William W. Backus Hospital, 326 Washington St., Norwich, CT 06360, 860.889.8331". Below this is the slogan "Choose Wisely. Choose Backus." and a navigation menu with links for Home, About Backus, Hospital Services, Patient/Visitor Info, Contact Backus, and Backus Foundation. The main content area features a "Special Feature" section with a video about National Hospital Week, a "Latest News" section with articles about a safety camp and breast health initiatives, and a "Healthy Connections" section with a link to a health magazine. A search bar is visible in the top left. Overlaid on the bottom right of the screenshot is the "UpToDate FOR PATIENTS" search widget. The widget has a search input field with the placeholder "Enter your search here" and a "Go" button. Below the search field is a play button icon and the text "View health topics by category".

UpToDate widget

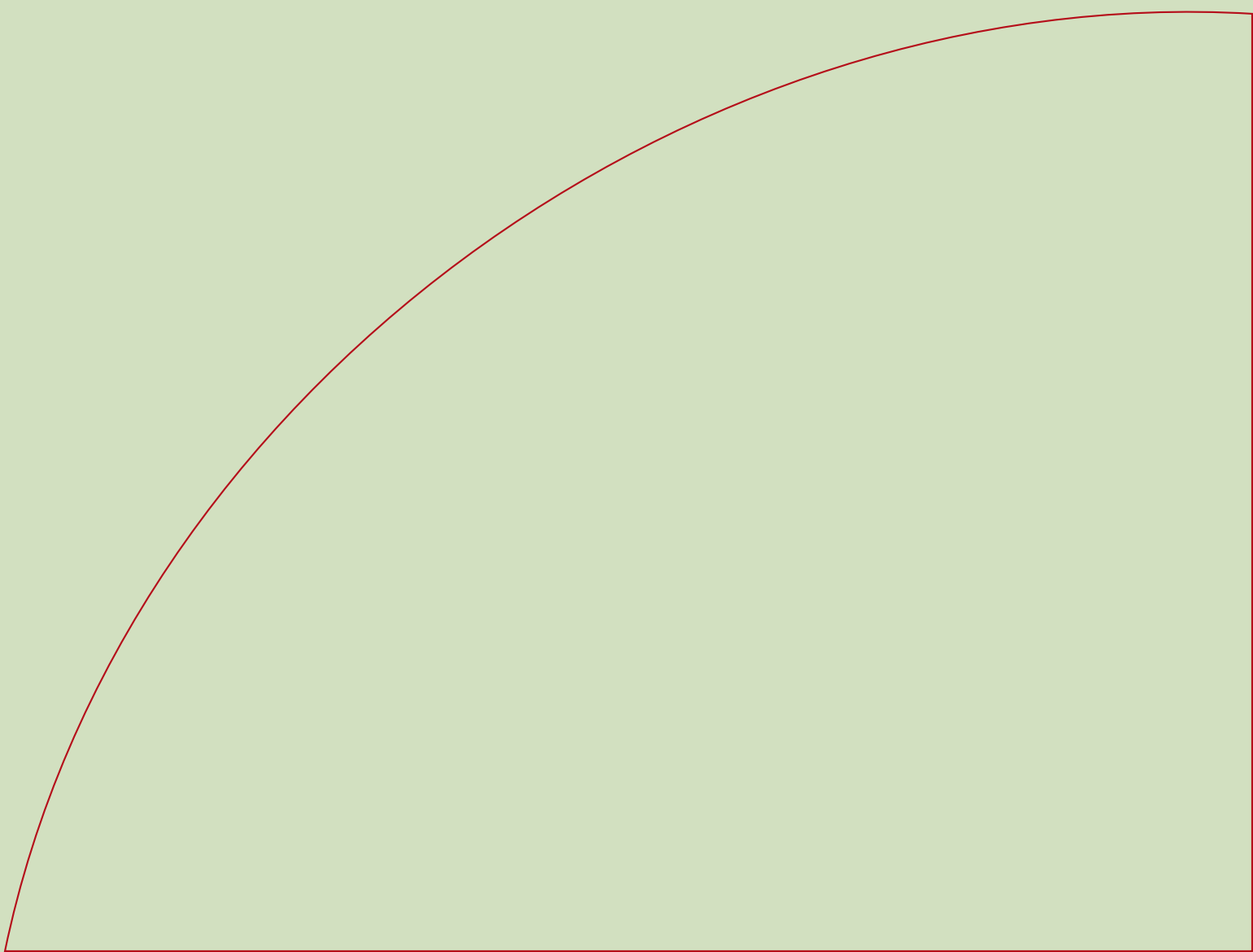
To learn more about UpToDate's patient information program, visit www.uptodate.com/patients/refer.

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.





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