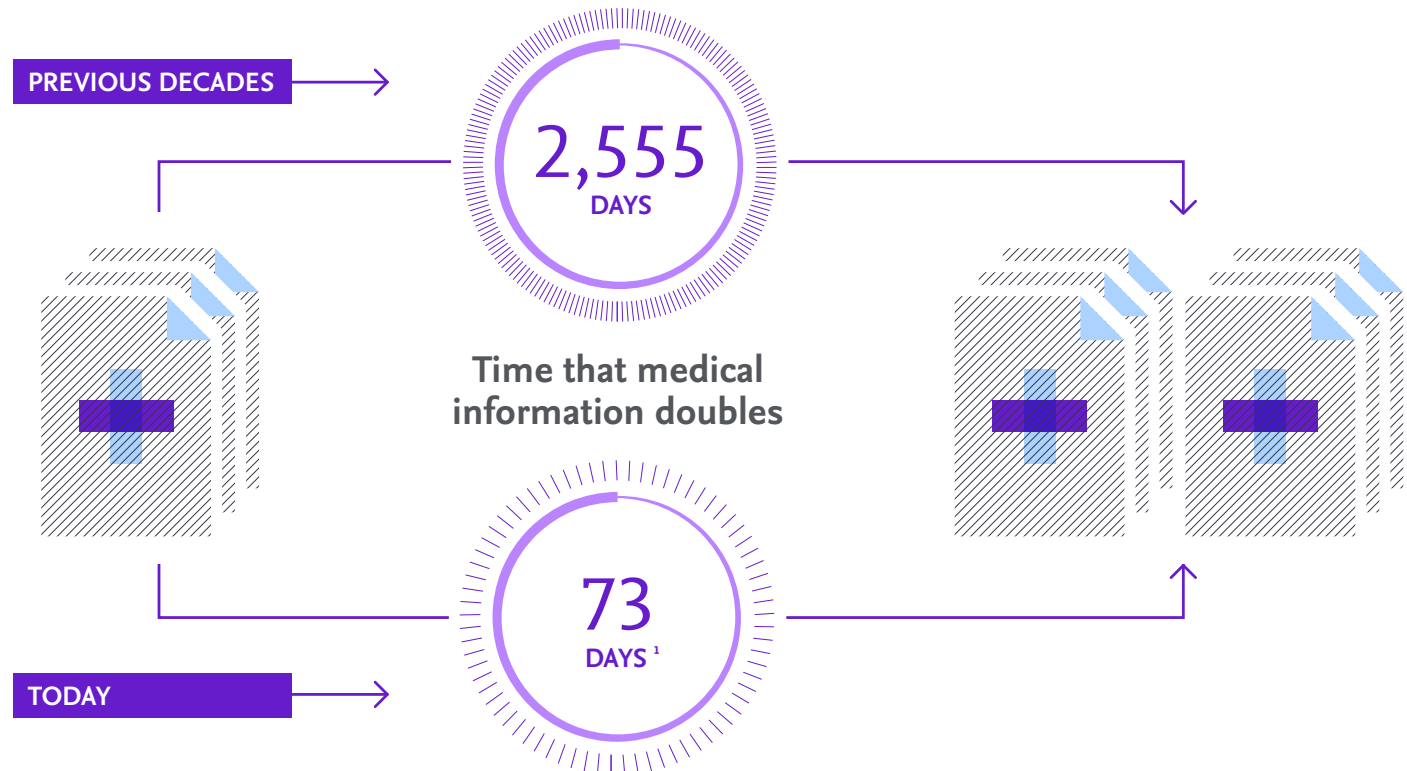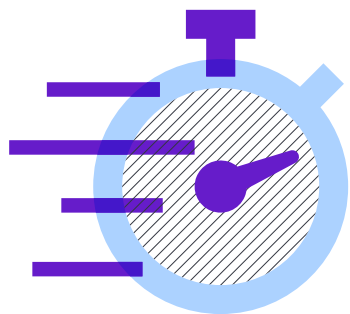# Digital Content Licensing from Elsevier

Give healthcare professionals the online content they need, in the format they want.

Physicians are inundated with information.
Medical information doubles much quicker than it did before.

**What is
the current
situation?**

PREVIOUS DECADES →

2,555
DAYS

**Time that medical
information doubles**

73
DAYS [1]

TODAY →

Source: 1) Source: Corish B. Medical knowledge doubles every few months; how can clinicians keep up? Elsevier. April 23, 2018. https://www.elsevier.com/connect/medical-knowledge-doubles-every-few-months-how-can-clinicians-keep-up.

Physicians are time constrained, which can significantly compromise both patient satisfaction and quality of care.
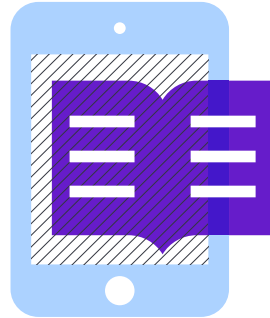
In a survey of 17,236 physicians:

80%
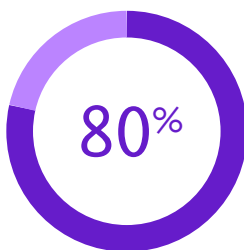
80% of physicians felt they lacked enough time to provide the best quality care [1,2]

NEARLY 50%

Nearly 50% reported consistently experiencing burnout [1,2]

ONLY 14%

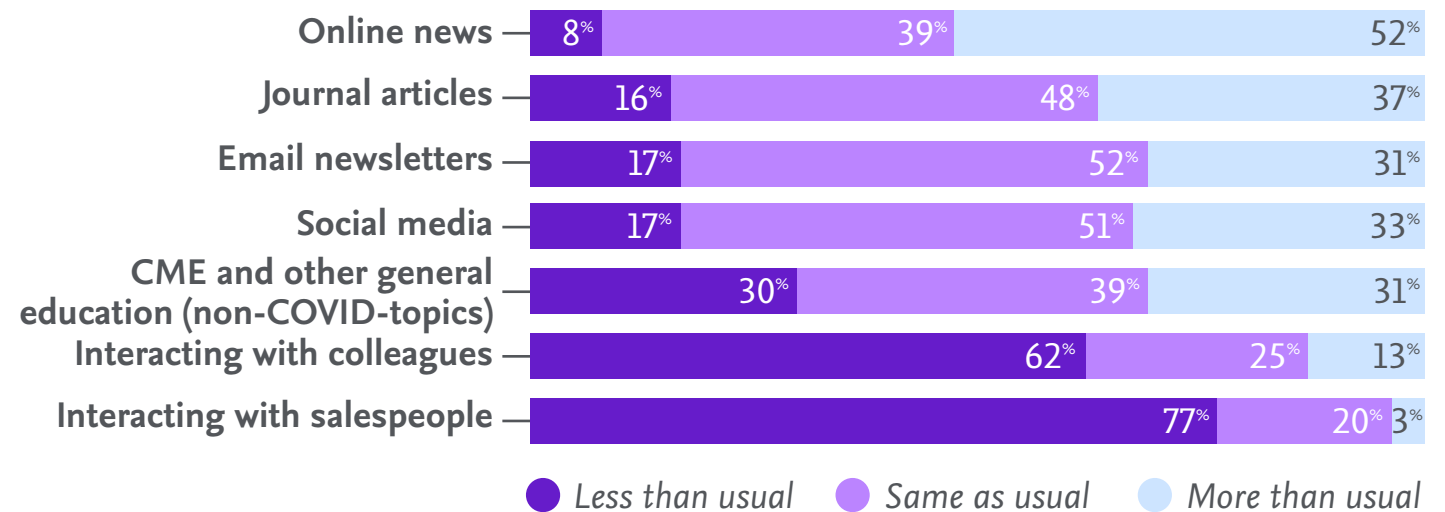Only 14% reported having the time necessary to provide the highest standards of care [1]

Source: 1) The Physician's Foundation. 2016 survey of America's physicians. Practice patterns and perspectives. https://physiciansfoundation.org/wp-content/uploads/2017/12/Biennial_Physician_Survey_2016.pdf. 2) The Patient vs. the Clock: Time Constraints are Damaging Progress in Medicine, Sept 2019 https://in-training.org/the-patient-vs-the-clock-time-constraints-are-damaging-progress-in-medicine-18623.
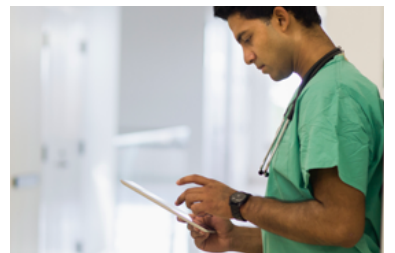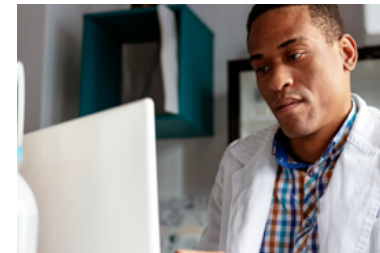
The world is changing: COVID-19 has meant fewer in-person conferences and patient consultations, and a greater need for online resources. Physicians are spending:
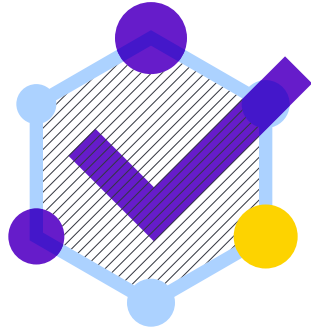
52% more
time with online news

37% more
time with jounal articles

77% less
time interacting with sales people

Since COVID-19, how much time are you committing to the following? [1]

	Less than usual	Same as usual	More than usual
Online news	8%	39%	52%
Journal articles	16%	48%	37%
Email newsletters	17%	52%	31%
Social media	17%	51%	33%
CME and other general education (non-COVID-topics)	30%	39%	31%
Interacting with colleagues	62%	25%	13%
Interacting with salespeople	77%	20%	3%

Covid-19 is changing how physicians access content

1. Kantar Digital Insights, Accelerating Change: COVID-19 and the evolution of healthcare professionals, September 2020
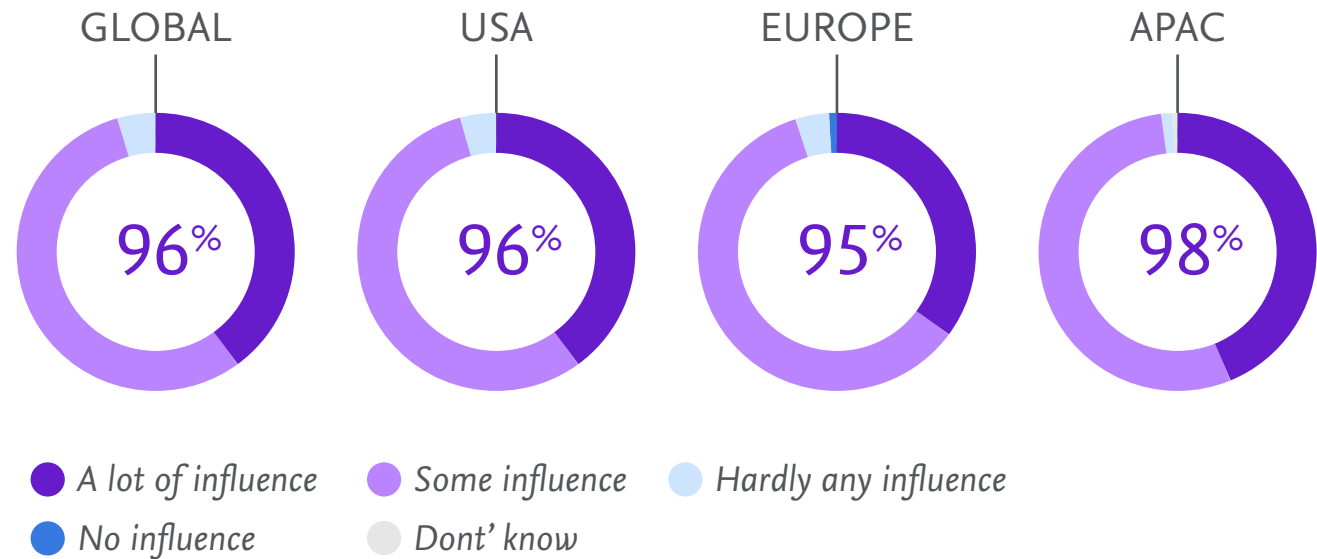
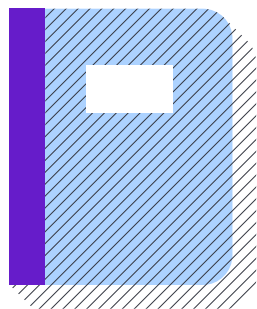# Content is king and will always be king[1,2]

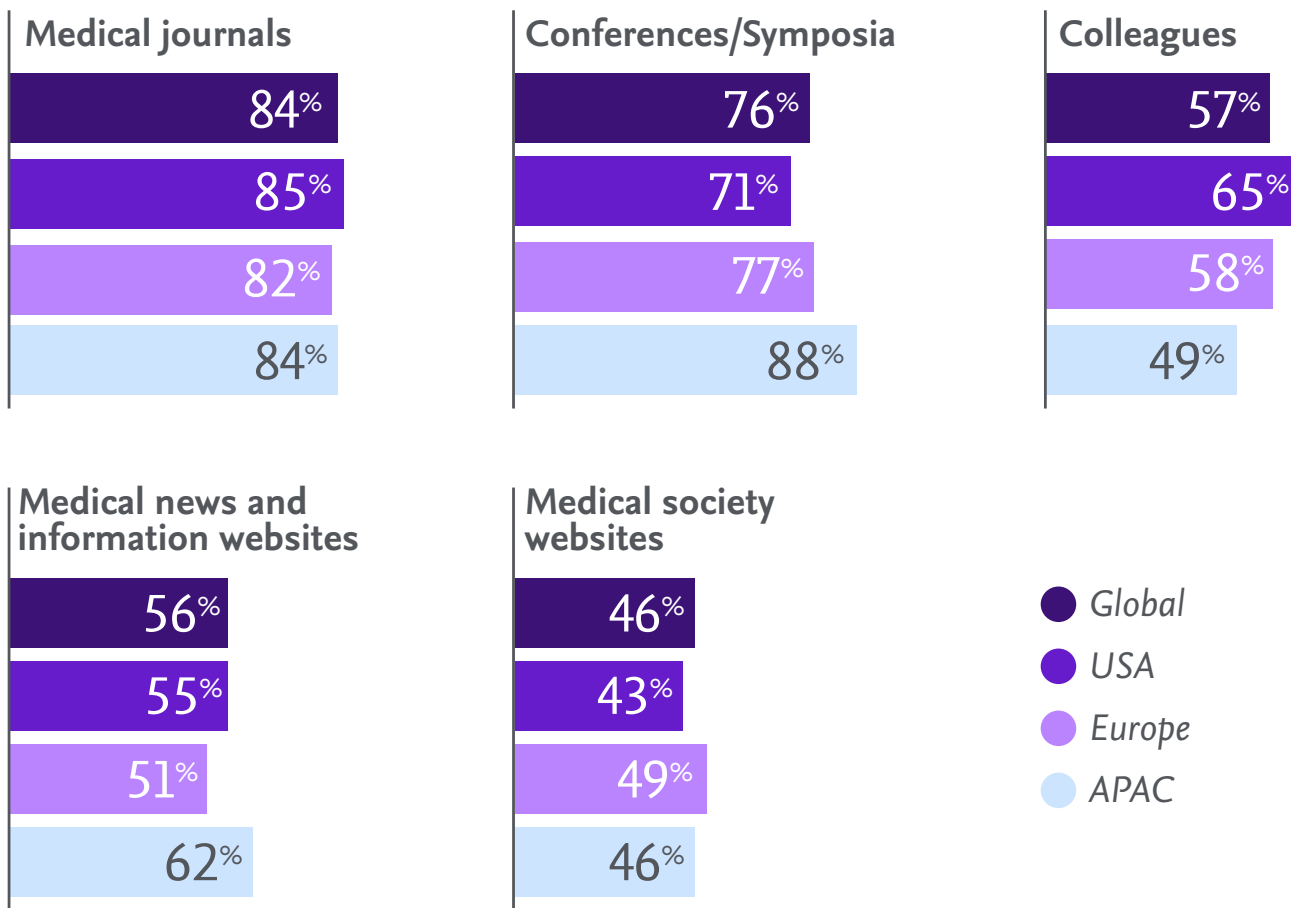**Physicians rely on credible content to make optimal treatment decisions**

When it comes to medical practice and prescribing, 96% of physicians globally say that articles read in medical journals influence their practice and prescribing habits [1]

GLOBAL	USA	EUROPE	APAC
96%	96%	95%	98%

● A lot of influence ● Some influence ● Hardly any influence

● No influence ● Dont' know

How do you discover information about new products/ developments in your field? [1]

Medical journals
- Global: 84%
- USA: 85%
- Europe: 82%
- APAC: 84%

Conferences/Symposia
- Global: 76%
- USA: 71%
- Europe: 77%
- APAC: 88%

Colleagues
- Global: 57%
- USA: 65%
- Europe: 58%
- APAC: 49%

Medical news and information websites
- Global: 56%
- USA: 55%
- Europe: 51%
- APAC: 62%

Medical society websites
- Global: 46%
- USA: 43%
- Europe: 49%
- APAC: 46%

Legend:
- Global
- USA
- Europe
- APAC

Medical journals are the #1 source for physicians discovering new developments in their field

Whether researching, diagnosing or prescribing, content preferences are driven by a physician's activity [1]

Physicians want to see a range of content

Learning and teaching
1. Journal articles
2. Guidelines
3. Review articles

Seeking clinical research information
1. Treatment options
2. Journal articles
3. Guidelines

Determining diagnosis and treatment
1. Guidelines
2. Treatment options
3. Conditions/indicactions/ diagnosis

Prescribing drugs
1. Guidelines
2. Journal articles
3. Clinical trials

Most popular [1]

Guidelines	Review articles	Chapters from medical books	Medical news	Congress reports

Physicians' use of digital channels is on the rise

Physicians increased their use of digital channels for medical-based information [1]

Listening to medically oriented podcast

2020	41%
2019	36%
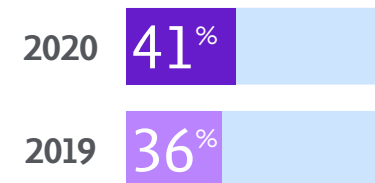
Reading professional news updates

2020	76%
2019	73%
2018 [2]	62%
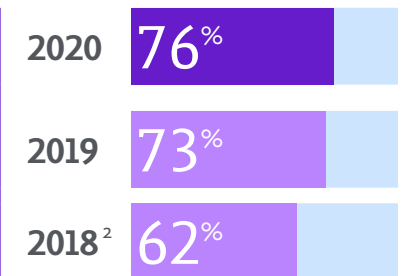
The importance of medical society websites increased by 19% in 2020 [1]

importance of medical society websites

2020	70%
2019	56%

14%
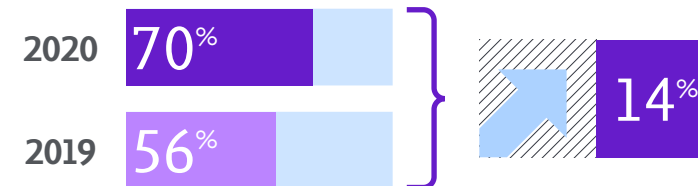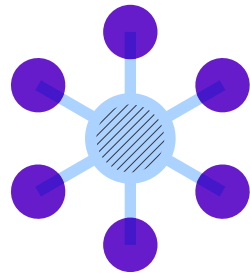
Physicians' use of social channels is on the rise

72% of physicians are engaging with social networks for professional purposes*
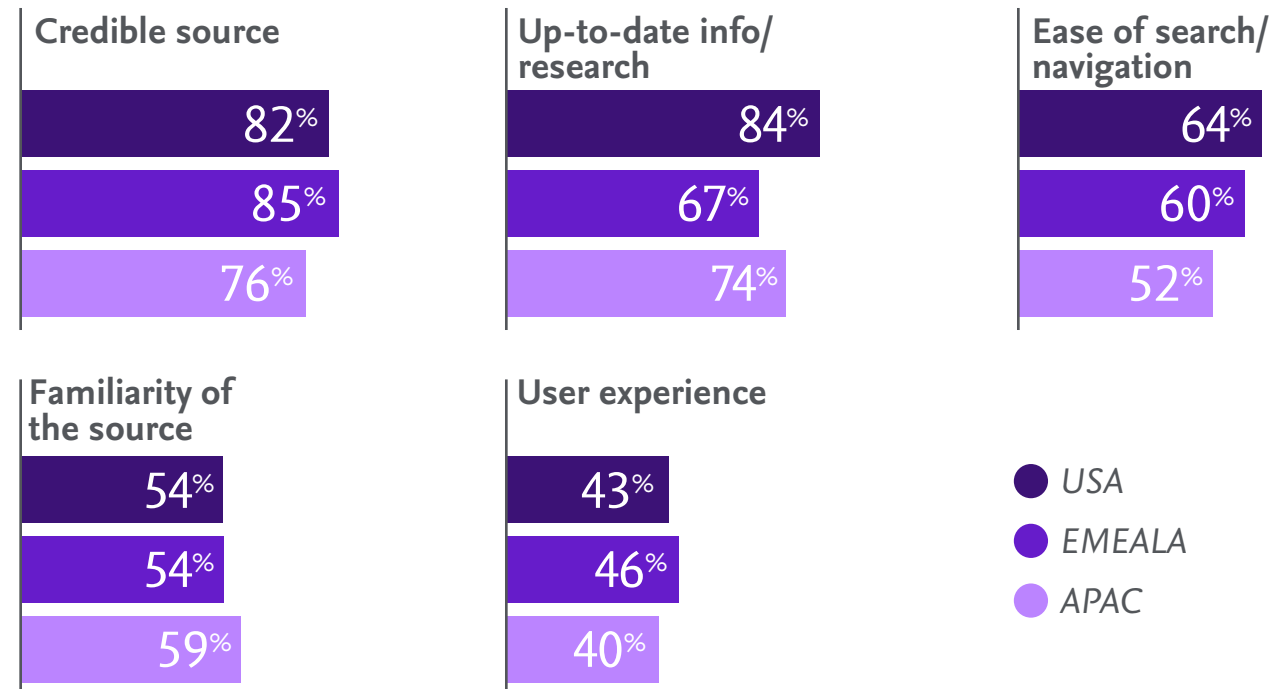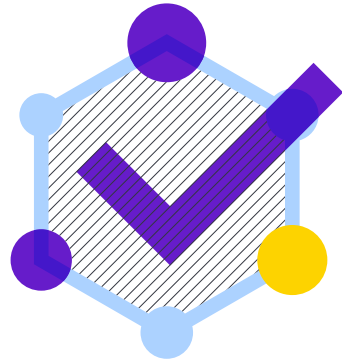
72%

Of which, **33%** engage at least once per day – a **55% increase** since 2019[1]

Globally, source credibility is the most important factor in physicians' choice of resources. This is a long trend: credibility has held the top spot since the first annual physicians survey was conducted in 2016[1].

Ranked as the most important factor when choosing information resources:

Credibility is key

Credible source

USA	82%
EMEALA	85%
APAC	76%

Up-to-date info/ research

USA	84%
EMEALA	67%
APAC	74%

Ease of search/ navigation

USA	64%
EMEALA	60%
APAC	52%

Familiarity of the source

USA	54%
EMEALA	54%
APAC	59%

User experience

USA	43%
EMEALA	46%
APAC	40%

- USA
- EMEALA
- APAC

Elsevier is a trusted provider of credible content

Our image as defined by physicians [1]
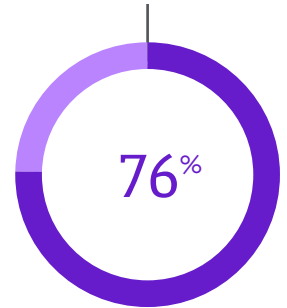
Products help me make better decisions

68%
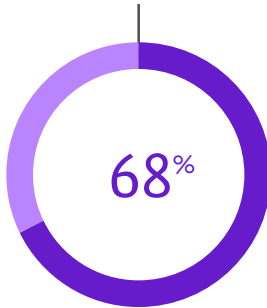
Products are high quality

75%

Trustworthy

72%
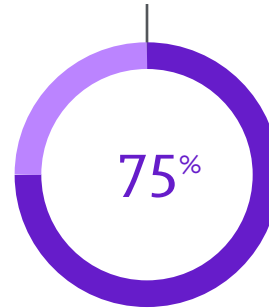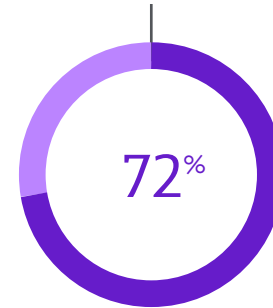
High quality of evidence-based content

76%

Elsevier also has the most complete coverage over the widest variety of platforms and touchpoints – our channels reach 30 million clinicians, scientists, students and educators.

| 22,000	80,000	800,000	7,900	180
editors	editorial board members	peer reviewers	employees	countries served

With Digital Content Licensing from Elsevier, you can give physicians the content they need, in ways that align with their preferences:

1. eBooks

2. ClinicalKey Clinical Overviews

3. ClinicalKey Patient materials

4. Elsevier's Journal Article Service

5. PracticeUpdate Expert Insights

6. Netter Images – Medical Illustrations

7. 3D4 Medical – Anatomy Animation

8. Clinical Practice Guidelines
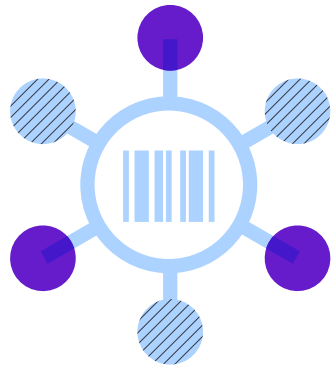
Which products are right for you?

|	Learning and teaching	Seeking clinical research information	Determining diagnosis and treatment	Prescribing drugs
eBooks	●	●		
ClinicalKey Clinical Overviews		●	●	●
ClinicalKey Patient materials			●	●
Elsevier Journals Article Service	●	●	●	
PracticeUpdate Expert Insights	●	●	●	
Netter Images – Medical Illustrations	●			
3D4 Medical – Anatomy Animation	●			
Clinical Practice Guidelines			●	●

1. eBooks

You can put knowledge at physicians' fingertips with digital reprints of Elsevier's range of eBooks.

Choose individual chapters, full books, or even sponsored access to Elsevier's range of more than 20,000 titles. You can associate your brand with essential titles including Gray's Anatomy, Abbeloff's Clinical Oncology, and Netter's Atlas of Human Anatomy.

- Digital advertising or corporate sponsorship opportunities
- Chapter updates, videos, & image galleries
- Distribute to custom target list or Elsevier's proprietary list of specialty HCPs
- Use single sign-on (SSO) to link to a full book or specific chapter
- ExpertConsult (Inkling) and custom Flipbook formats available
- NEW: Custom eBook promo codes
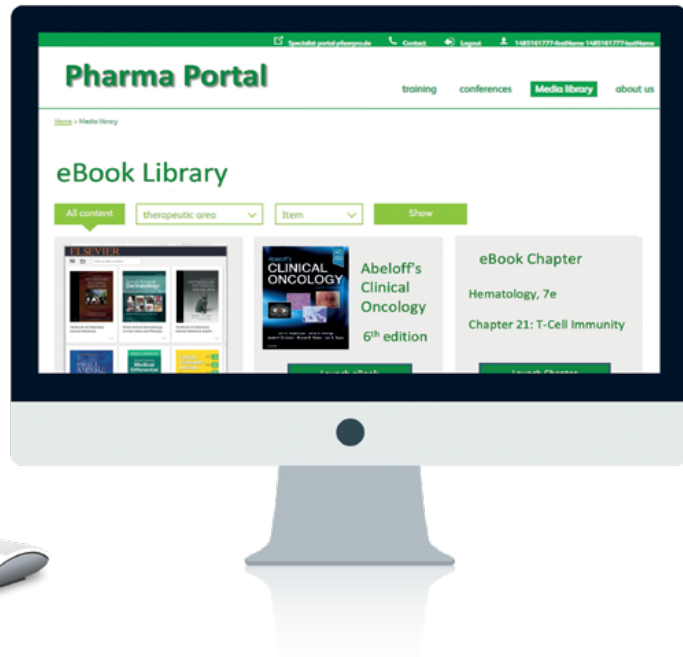
2. ClinicalKey Clinical Overviews
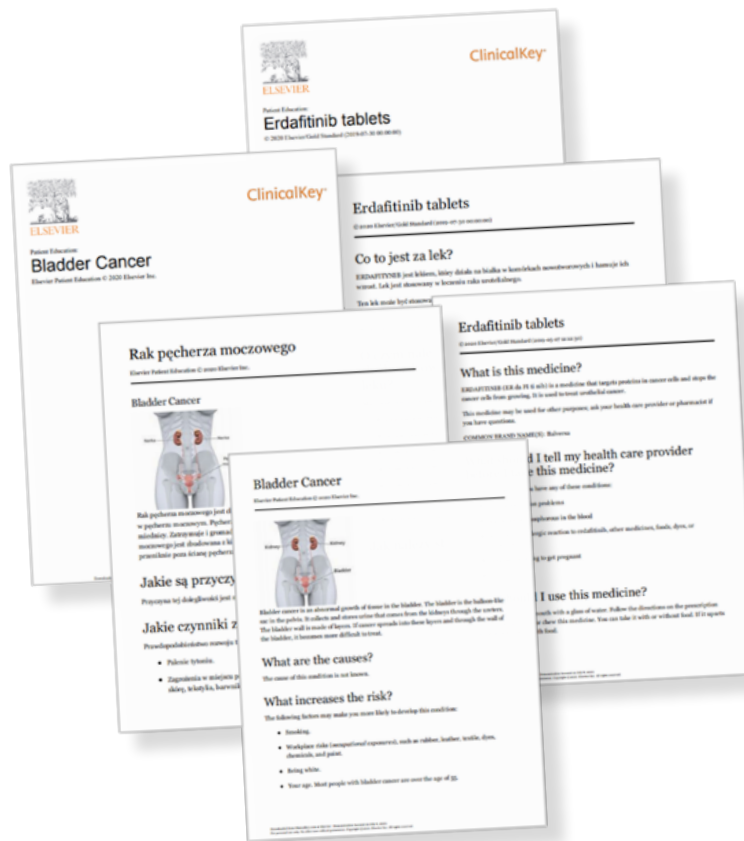
Clinical Key Clinical Overviews & Drug Monographs:
- Concise, easily scannable summaries
- Includes evidence-based information and current guidelines
- Provides the latest advances about medical conditions

Sources include:
- Journal articles
- Books
- Clinical Practice Guidelines
- Cochrane Reviews
- Physician experience
- Pharmacist experience
- Drug information from the Gold Standard Drug Database
- Other trusted sites (i.e., CDC, World Health Organization, NCCN, etc.)

With thousands of available ClinicalKey Clinical Overviews & Drug Monographs, you can deliver trusted content in actionable format. Help your target audience save time and ensure they are delivering leading-edge care to drive positive patient outcomes.

3. ClinicalKey Patient materials

## ClinicalKey Patient Education (12 languages)

As healthcare complexity continues to grow, clinicians face increasingly challenging medical questions – many of which go unanswered. So when patients present with complicated or unclear symptoms, clinicians need timely, accurate, evidence-based and specialized clinical information they can count on to make accurate diagnoses and put together effective treatment plans.
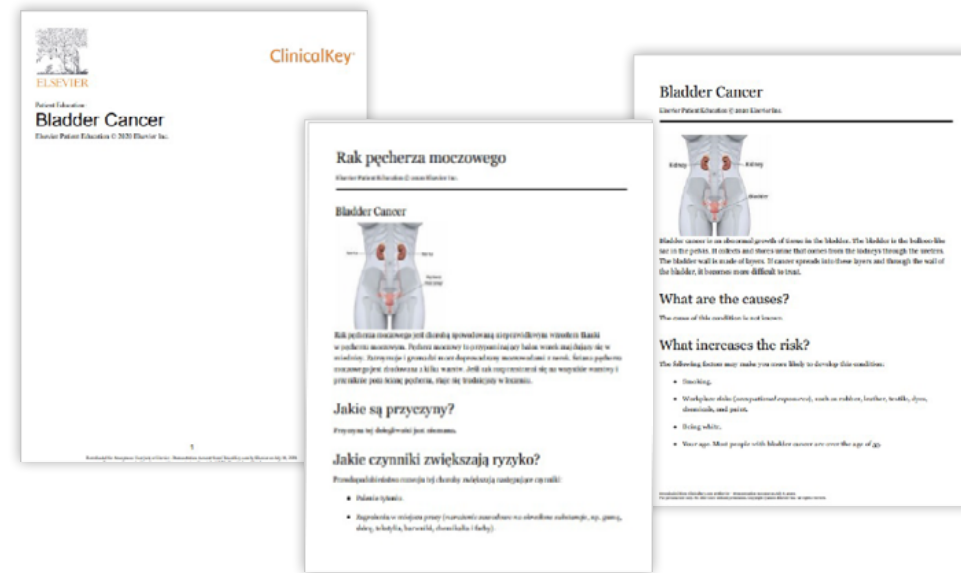
ClinicalKey Flipbooks

- Domain authentication for single sign-on (SSO)
- Thumbnail and Table of Contents views
- Advanced Search functionality
- Custom notes function
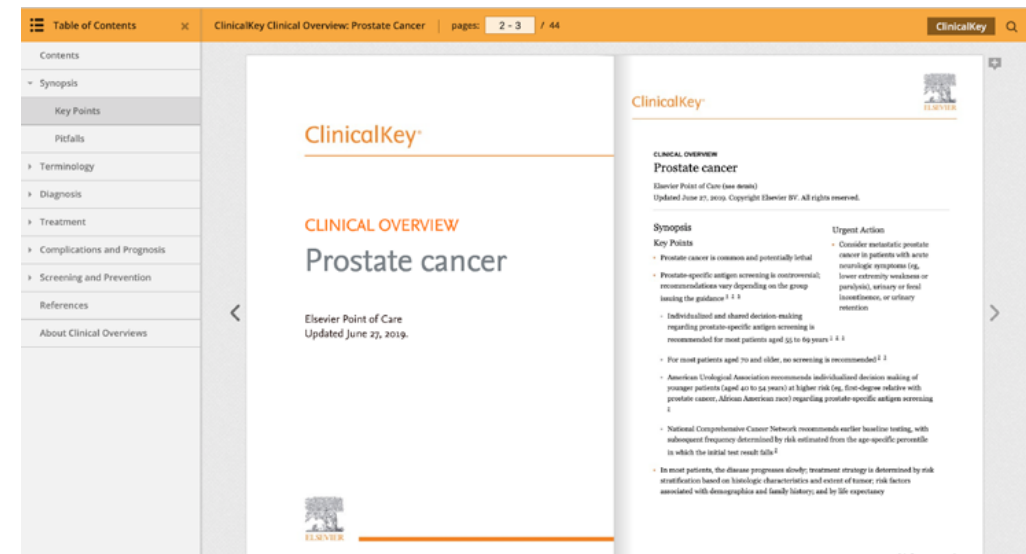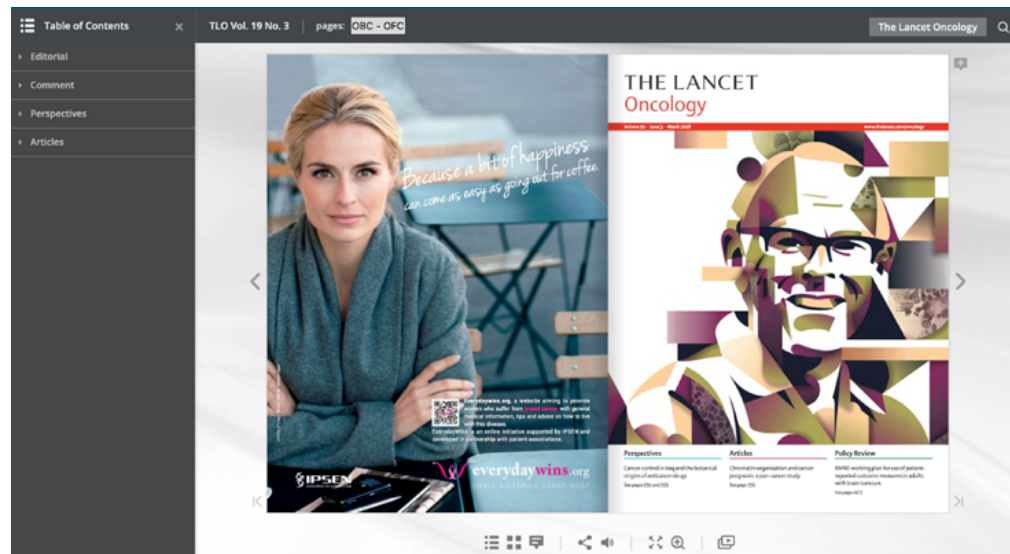
4. Elsevier Journals Article Service

The Article Service is an online platform that allows visitors to download articles from a custom selection of Elsevier journals. This enables healthcare professionals to engage with Elsevier's rich library of credible, world-class content.

You can provide your target audience of medical professionals with 24/7 online access to search, read and download individually selected articles or full issues from our collection of more than 600 international journals.

- Search by therapeutic area, keyword, title or author
- Read or print information, even if you are offline
- Get real-time information on how your content is being used

5. PracticeUpdate Expert Insights

A comprehensive online resource for physicians and HCPs that focuses on translating current clinical findings into practice change.

- All content is written by a specialist and approved by PracticeUpdate editorial boards of KOLs
- 4,600+ content contributors
- Content is from both Elsevier and non-Elsevier sources
- Content is divided into channels by therapy area/disease-state
- Daily content updates
- A variety of content types (videos, news, reviews etc.)
- Usage metrics

5. PracticeUpdate Expert Insights

By licensing PracticeUpdate content, you can provide healthcare professionals with:

- **Journal Articles Scans:** Our editors constantly scan the newest, most important journals, flagging the articles that are critical to practitioners
- **KOLs interviews:** Interviews and commentary with thought leaders on practice-changing clinical trials and controversial topics

There are two options for using the content feed:

- **Option 1** – build links on your site. The links would provide guest access to the content on the PracticeUpdate platform.
- **Option 2** – add the content directly to your site. User will view the content on your platform.

6. Netter Images – Medical Illustrations

Give your target audience access to illustrations from one of the the world's best medical image databases.

The premier library of medical illustrations.

Choose from over 5,000 full-color medical images by world-renowned physician-artists, including Frank H. Netter, MD and Carlos Machado, MD.

The Netter Collection consists of thousands of illustrations covering all areas of medicine and health science, including basic science, diseases, disorders and treatments.
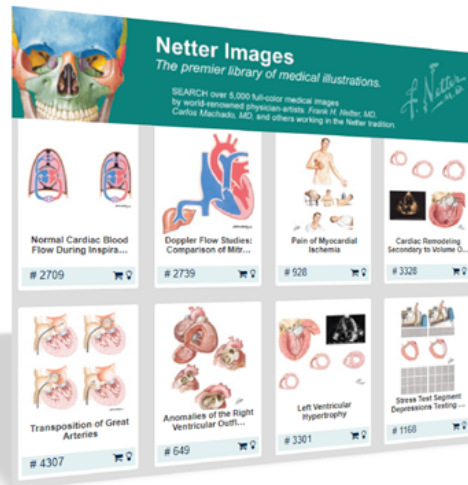
7. 3D4 Medical – Anatomy Animation

Give your target audience access to 3D images and animations from one of the world's best medical image databases.


The world's most advanced 3D anatomy platform.

Complete Anatomy is a revolutionary cloud-based education platform that allows users to investigate the minute detail of the human anatomy in incredible 3D.

Complete Anatomy is built to take users through each stage of their professional journey. It features over 17,000 structures, 1,500 videos and 100 lectures covering areas like muscle movement and bone mapping. It also uses cutting edge augmented reality technology.

8. Clinical Practice Guidelines
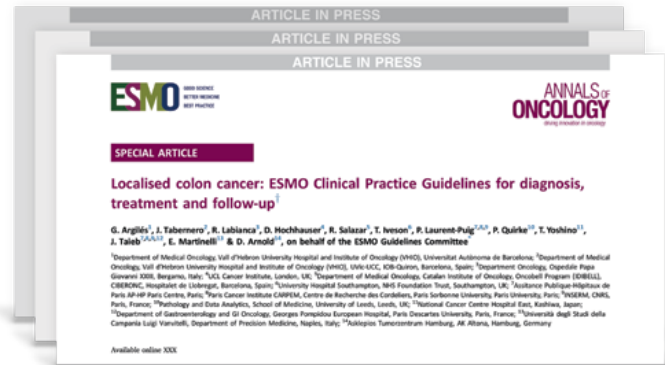
A set of clinical recommendations addressing how patients with a particular condition should be managed, based upon a systematic review of the research evidence

This often-referenced resource is commonly used to:

- Improve patient outcomes
- Synthesize the latest clinical research
- Reduce practice variation
- Promote efficient resource usage

Provide your target audience with access to this go-to resource via a single distribution tactic (USB drive, Outserts, etc.)
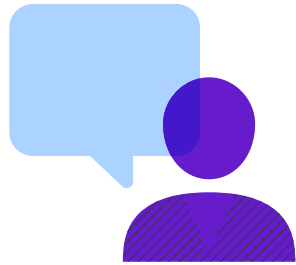
Are you ready to find out more?

Contact us

US	Mike Warner, *m.warner.1@elsevier.com*
EUROPE	Jorge Gonzalez, *J.Gonzalez@elsevier.com*
APAC	Virginia Van Homrigh, *v.vanhomrigh@elsevier.com*