The Quest for Clinical Information & Decision-Making in Asia Pacific

A study by Google found that doctors perform an average of 6 professional searches a day. Yet with the ever increasing volume of clinical information, how do doctors and healthcare professionals find what they really need to deliver the best care?

Prevalence on search for Clinical information in APAC

To better understand the needs and challenges healthcare professionals face when searching for clinical information, Elsevier surveyed 210 healthcare professionals across Asia Pacific. Here are the key findings:

- **99%** of healthcare professionals go to their peers and colleagues for answers on clinical questions.
- **90%** of healthcare professionals use electronic and print sources to search for clinical information.
- **9 in 10** use some form of paid online service to look for clinical information.

Non-evidence based resources are also used by doctors in the region at least 2-3 times a month:

- **95%** in China use Baidu.
- **75%** in India use Google.
- **100%** in Taiwan use Google.
- **87%** in the Philippines use Google.
- **81%** in Indonesia use Google.
- **81%** in Australia/New Zealand use Google.

**TOP 5 specialties most dependent on clinical search:**

- Cardiology
- Internal Medicine
- General Surgery
- Neurology
- Oncology
TOP 4 criteria for choosing clinical information resource

- 80% Instant access
- 19% Most trusted content
- 17% Most up to date content
- 12% Materials for patient education

TOP 5 challenges faced in the search for clinical information online

- Hospitals or healthcare facilities do not subscribe to enough information services
- Problems with wireless network access
- Too much published information available
- Information sources are separate from hospital IT system
- Need more training on how to search for information

TOP 7 point-of-care usage
Where clinical information is used

- Establishing clinical standards or guidelines
- Preventing for patient interaction
- Ensuring best care at the lowest cost
- Reference during patient consultation
- Diagnostic planning
- Reference during treatment and surgery
- Treatment therapy planning

ABOUT ClinicalKey

Elsevier’s ClinicalKey is a clinical search engine designed to support physicians and nurses in their clinical decision-making. Powered by Elsevier’s trusted content and advanced search engine, ClinicalKey delivers concrete and reliable answers, quickly, to critical questions physicians ask. ClinicalKey is continuously updated to offer the most complete and current collection of content across all specialties. At patients’ bedsides, or on the go, ClinicalKey make it easy to discover, share and apply answers in new ways.

In a world of questions, it's time for answers with real impact. It’s time for ClinicalKey.
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