

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 day¹. 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:



Go to their peers and colleagues
for answers on clinical questions



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**

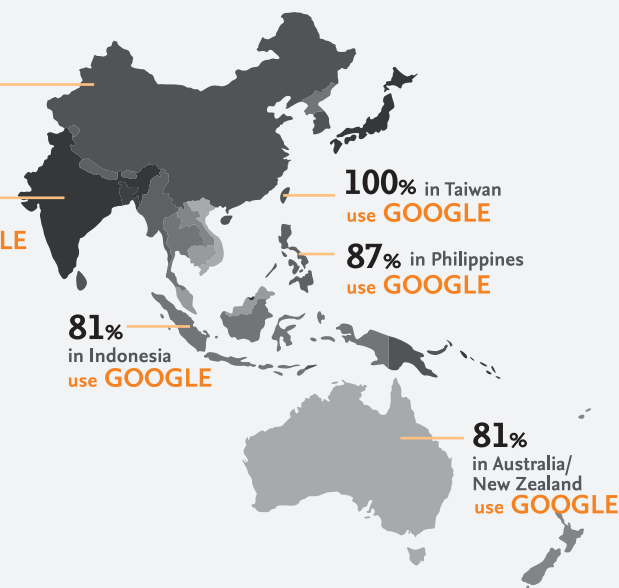
75%
in India
use **GOOGLE**

100% in Taiwan
use **GOOGLE**

87% in 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



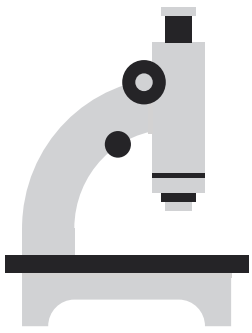
General
Surgery



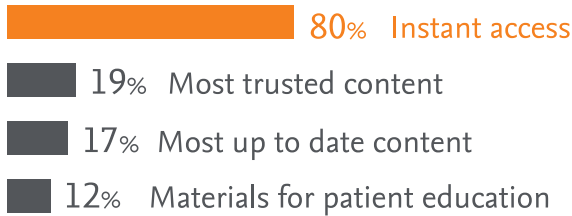
Neurology



Oncology



TOP 4 criteria for choosing clinical information resource

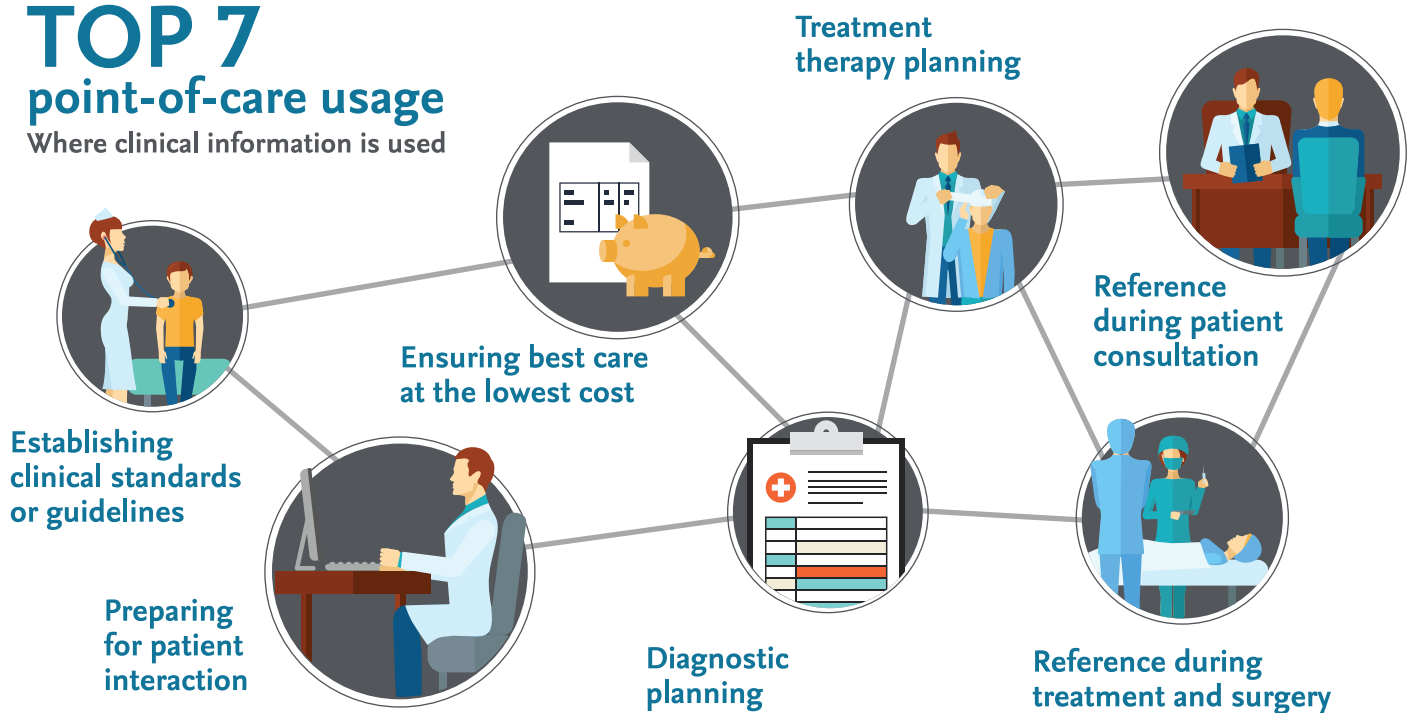


TOP 5 challenges faced in the search for clinical information online

- 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



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. Visit us at www.clinicalkey.com

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