



ELSEVIER

Creating better healthcare outcomes through education and knowledge

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Elsevier Health Sciences South Asia

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MJAFI **ELSEVIER** Journal's Consult Clinical Queries Cyber Anatomy MBBS Consult

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For Health Professionals

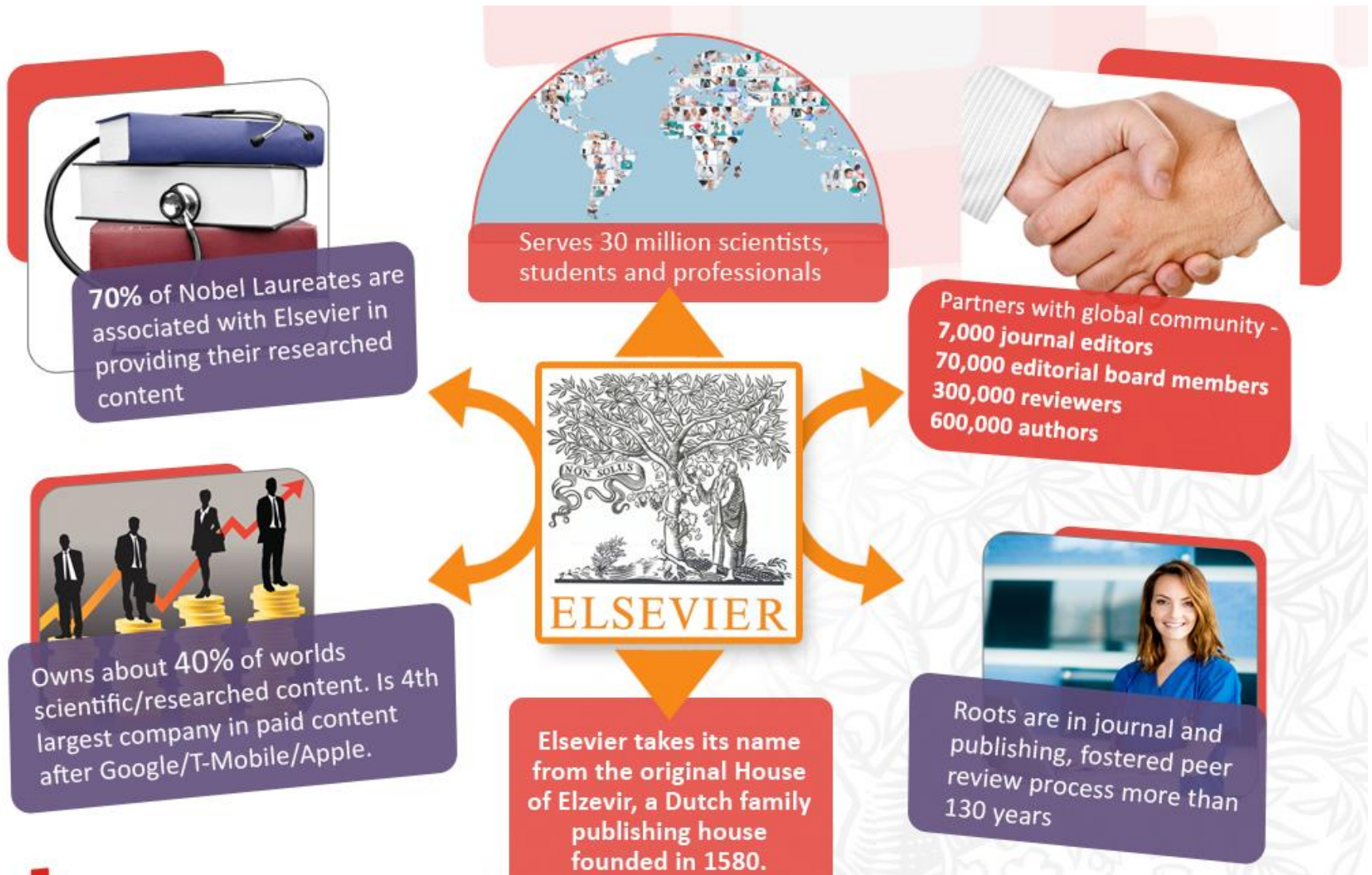
Guyton Ross & Wilson Chintamani Lewis Orban's Med Connect

Gray's Anatomy Vishram Singh Shafer's QRS for BDS Pharma Books CME Pharma Solutions

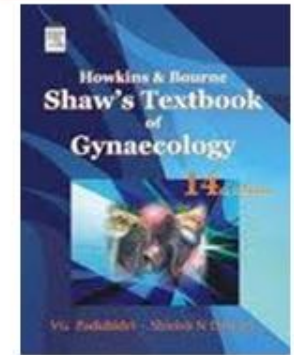
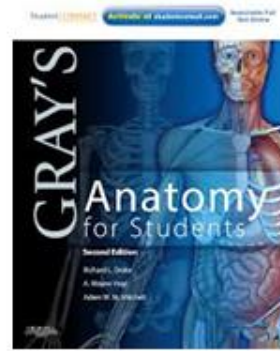
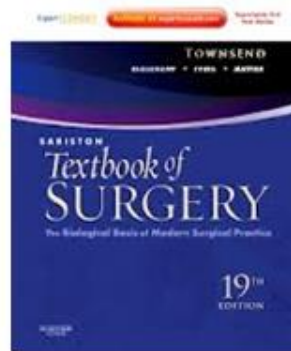
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What we do?



Our Global Range of Products



Vision

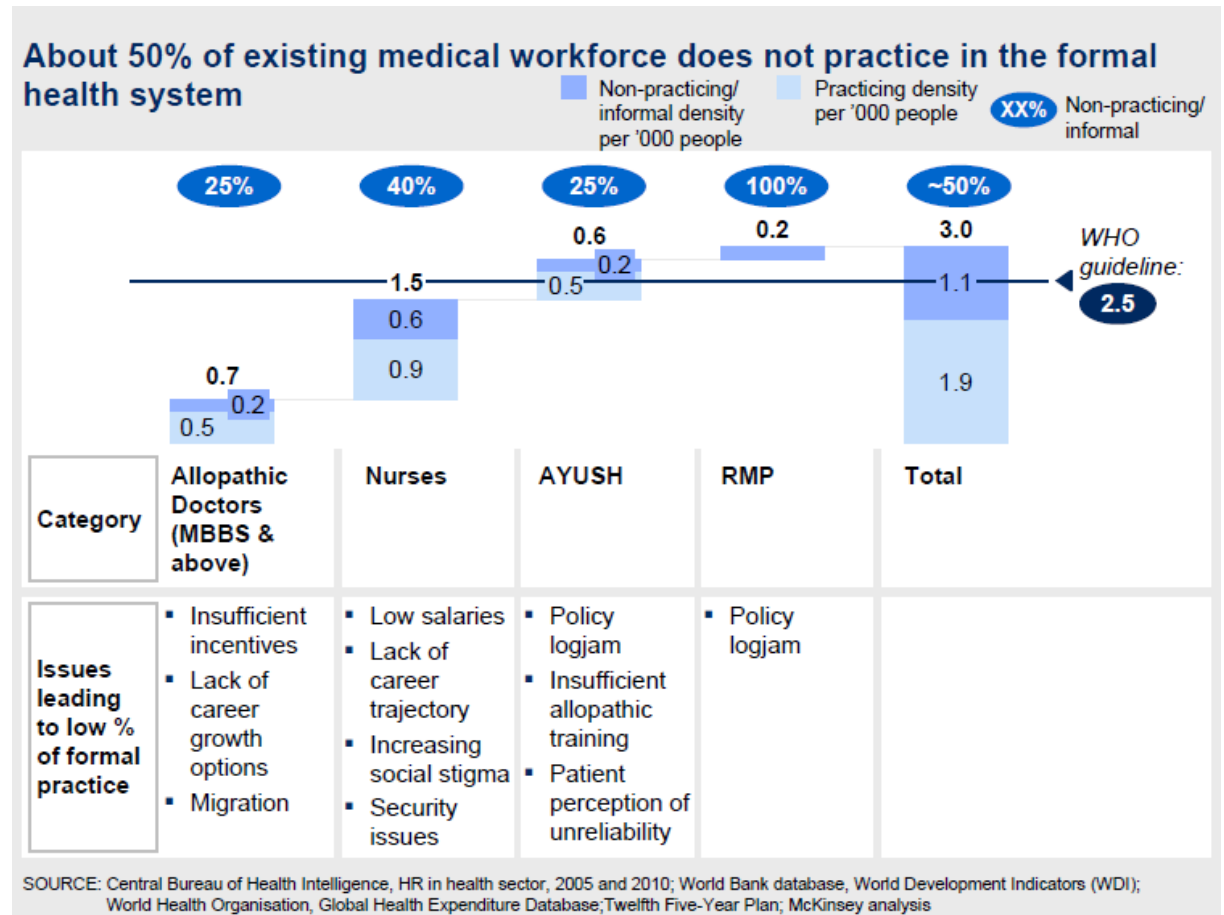


“We provide healthcare organizations, professionals and their patients world-class content and technology solutions that optimize decisions and actions to improve quality, safety and cost effectiveness of care.”

Healthcare in India: Issues and Challenges

Workforce Shortage

- India had 1.7 trained allopathic doctors and nurses per 1,000 population, in year 2000; WHO recommended guideline of 2.5 per 1,000 population
- About 50% of existing workforce does not practice in the formal health system



Challenges in Medical Education

- Faculty requirement is short by around 33%, with attrition of 10-15% yearly (similar situation in dental and nursing colleges)
- The gap between demand for quality teaching, standardized content and available resources is widening due to lack of faculty and teaching resources- Ratio of teacher/ students decreasing from 19/100 to 11/100

Challenges in Rural Healthcare

NRHM Report 2009

- Rural health centers are critically short of trained medical personnel
- Nearly 8% Primary Health Centers don't have a doctor while nearly 39% were running without a lab technician and about 17.7% without a pharmacist
- Shortfall of 70.2% specialists at the Community Health Centers
- About 59.4% of surgeons, 45% of obstetricians and gynaecologists, 61.1% of physicians and 53.8% of pediatricians were found to be vacant. Moreover there is a shortfall of 70.2% specialists at the CHCs.

Challenges in Healthcare Delivery

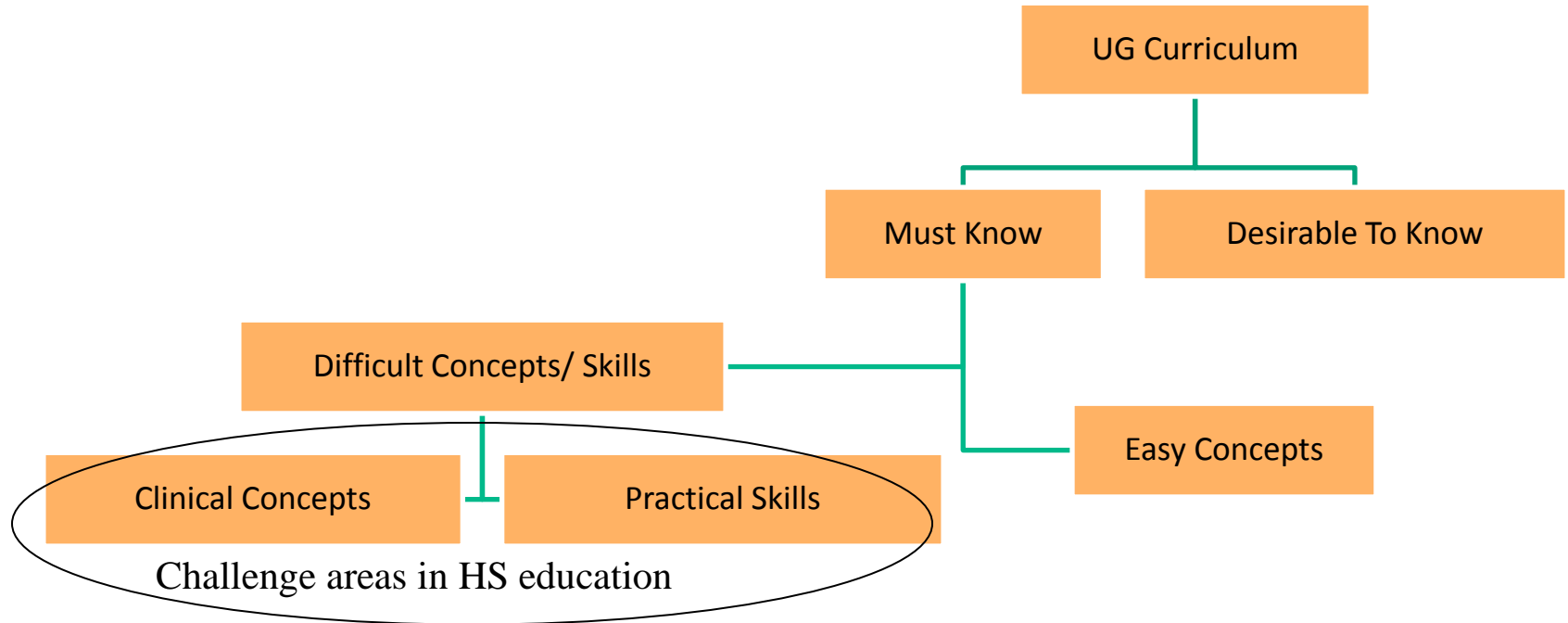
- Lack of adequately trained healthcare workers
 - Doctors, nurses, dentists, paramedics
- Rapid growth in new education institutes
 - However, quality of teaching compromised due to lack of well trained and experienced faculty
 - Has an impact on the quality of graduating students with lack of exposure
- Eventually, this leads to less than optimal healthcare outcomes
- How can this be addressed?

Creating better healthcare outcomes

- By improving the quality of education both at the undergraduate level as well as practitioner level
- By providing teaching, learning and research tools online
 - For use by faculty, students as well as practitioners
 - For use by healthcare workers in remote areas by referring to the same content

Creating better healthcare outcomes in rural India

Structure of UG Education



Possible Solutions to the Challenges

Challenges	Problems	Solutions
Lack of human resource <ul style="list-style-type: none"> ❖ Declining Faculty Student Ratio ❖ Lack of proper training in colleges ❖ Inexperienced Faculty ❖ Lack of standard teaching aids 	Visualisation of concepts	2D/3D Animation, Videos, Graphic
	Integration between different topics	Videos, Animation, Simulation, Slide deck
	Non Availability of ongoing assessment	Continuous assessment modules
Lack of practical exposure <ul style="list-style-type: none"> ❖ Restriction on animal experimentation ❖ Inadequate patient load in newer colleges ❖ Lack of adequate cadavers 	Lack of practical Skills	Simulation Tools, Procedural Videos, Interactive Animation



Clinical Learning

Teaching. Learning...Simplified



Clinical Learning

Teaching, Learning...Simplified

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Access most **credible and comprehensive** content which is aligned to your curriculum

1 2 3 4 5 6

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TESTIMONIALS

“Clinical Learning will support the transformation from traditional instructor-centered teaching to digital and interactive learning.”

Dr. Lalit Singh

[view all »](#)

Clinical Learning

- ❖ Help bridge the gap between demand for quality education & severe lack of availability of faculty, skills & teaching aids
- ❖ A Web Based, e-learning tool for use by colleges in order to supplement teaching/ learning process.

Modules with :

- ❖ 2D / 3D Animation
- ❖ Graphics
- ❖ Simulation
- ❖ Videos
- ❖ Class room assessment
- ❖ Slide Deck

Interactive, credible, comprehensive, peer-reviewed content

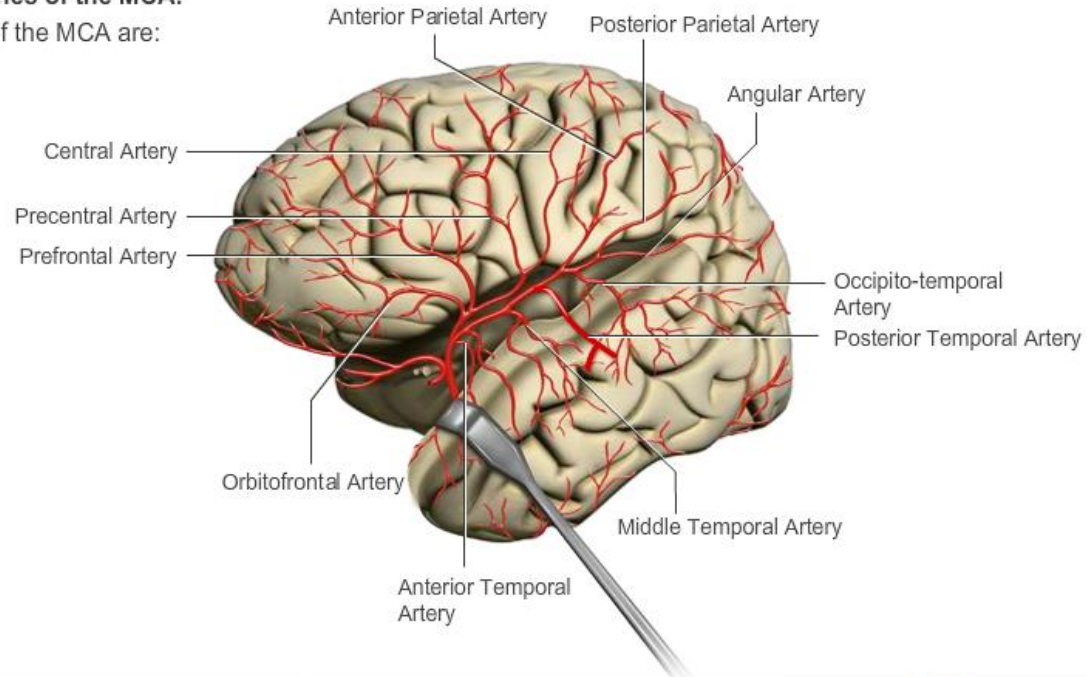
The Cerebral Vascular System



The Anterior Circulation > The Middle Cerebral Artery (MCA)

Cortical branches of the MCA:

The branches of the MCA are:



MENU



The Anterior Cerebral Artery (ACA)

07 / 31

The Vertebral Artery

Simulation tools to aid teaching and learning of clinical and practical skills

Practicals in Biochemistry - Estimation of Blood Glucose

Introduction Experiment Observation Summary Test Yourself

Asatoor King Method GOD POD Method

Estimation of Blood Glucose by Modified King and Asatoor Reduction Method

Solutions	Blank	Standard	Test
Supernatant	-	-	2 ml
Standard glucose solution	-	0.5 ml	-
Distilled water	2 ml	1.5 ml	-
Alkaline CuSO ₄	2 ml	2 ml	2 ml

Pipette Supernatant Standard Glucose Solution Distilled Water Alkaline CuSO₄

Requirements Procedure 1 2

2D, 3D animations, videos and graphics

Bone Marrow Aspiration and Biopsy



Pre-Procedure

Procedure

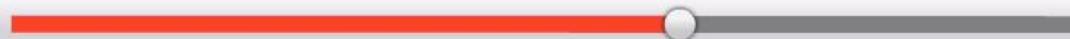
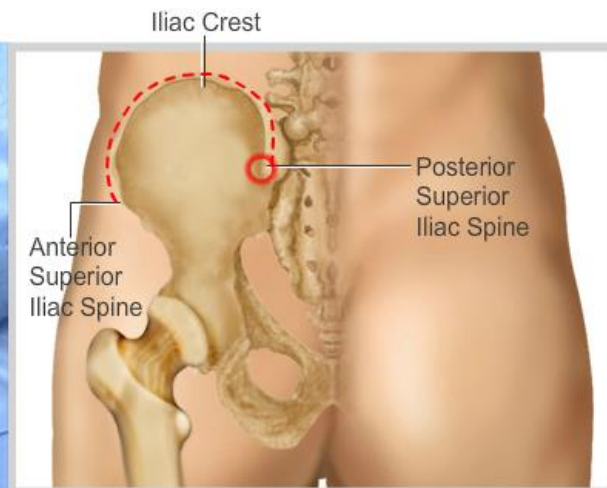
Post-Procedure

Test Yourself

Summary

Site Identification

Identify iliac crest and follow it to its posterior superior spine. Infero-lateral area to spine is the preferred site usually. Mark this location using ink or pressure from a needle cap.



1x



Equipments

Surgical Anatomy

Procedure

1

2

3

4

5

6

Advantages



- Dashboard to Monitor & Track Students' Learning Performance
- Easy to Use and Implement Solution for Clinical & Practical Needs
- Ensure Consistency and Standardization in Education



- Engage Students using Interactive and Effective Multimedia Content
- Create & Customize your Own Courses using Simple Authoring Tools
- Manage Students' Performance & Create Assessments for Students



- Revisit Practical and Clinical Skills Anytime, Anywhere
- Study and Access Interactive Courses at your own Pace
- Dashboard to Interact with Teachers and View your Progress & Performance

Creating better healthcare outcomes for practitioners

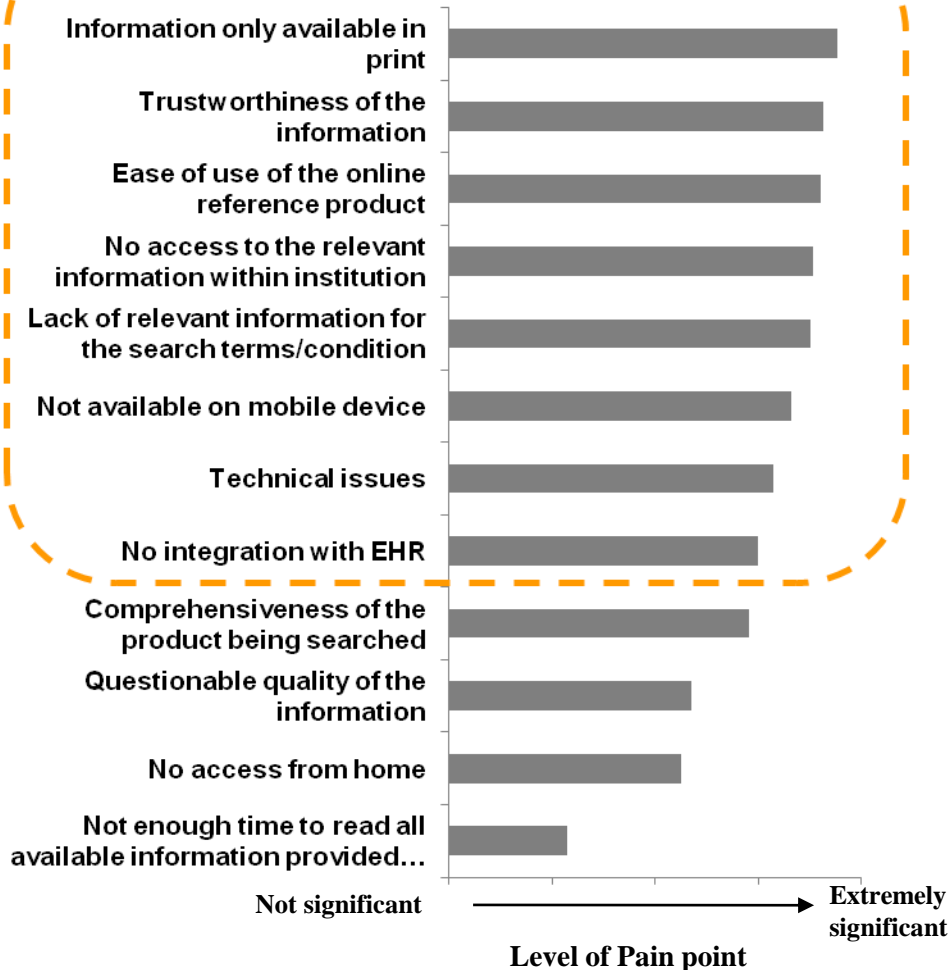
Challenges Faced By Practitioners

- Availability of Information
- Lack of Relevant Information
- Accessibility
- Trustworthiness of the Sources of Information
- Comprehensiveness
- Lack of available time to access

Significant Pain Points With Available Clinical Reference Products

Products

Key pain points on available clinical reference products



Key Findings

- Trustworthiness of content is paramount; in qualitative interviews its clear currency of content is critical component and that doctors “know” good sources when they see them
- Doctor’s are widely frustrated by the lack of relevant information found using current search mechanisms
- Access to the most trusted and relevant content is often difficult for physicians
- Physicians require must-have clinical information to be available via multiple platforms: online and increasingly via mobile access

Source: 2010 Online survey, based on responses from 482 physicians

Three Parameters Which Physicians' Want To Be Addressed

- **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.

Comprehensive

800+ Books
500+ Journals
9000+ Videos



Trusted

All information
backed by



30 Million

Healthcare Professionals,
Scientists and Students

Speed to Answer

Elsevier Merged Medical
Taxonomy (EMMeT)

**SMART
CONTENT**

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 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.

ClinicalKey Advantages

- ❖ Draws Answers From the Largest Collection of Clinical Resources.
- ❖ Workflow Alignment Reduces Search Time and Increases Patient Care Time
- ❖ Information Found on ClinicalKey Is Easily Shared
- ❖ A ClinicalKey Subscription Can Help Improve Patient Care at Hospitals of Every Size

Creating better healthcare outcomes for nurses

Educating Nurses: Skills & E-learning

Interactive Skills & Procedures Protocols

- Enhance and improve protocol consistency, procedural outcomes and skills training throughout the organization
- Includes nursing skills and coverage of six procedure-intensive medical specialties.
- Achieve professional excellence and deliver superior patient care at point of care
- Interactive, professional learning experiences , embracing best practices
- Absolute confidence nurses have what they need to deliver optimal patient care



Nursing Consult: Nursing Reference DB

- A comprehensive reference companion for the practicing nurse
- Contains:
 - Over 30 leading nursing books
 - Over 30 leading full-text nursing journals
 - Evidence-Based Nursing Monographs
 - Drug information and calculators
 - Over 250 Practice Guidelines
 - 8,000 Patient Handouts
 - "Best Practice" Clinical Updates
 - Dictionary
 - Nursing and Medical News

The screenshot displays the Mosby's Nursing Consult website. At the top, the logo reads "MOSBY'S NURSINGCONSULT". Navigation tabs include Home, Evidence-Based Nursing (selected), Books, Journals, Drugs, Guidelines, Patient Education, Clinical Updates, Images, and News. A search bar is present with the text "Evidence-Based Nursing" and a dropdown menu. Below the search bar, the page title is "Evidence-Based Nursing Monographs". The main content area is divided into several sections: "Evidence-Based Nursing Monographs" with links for "Latest Monographs", "Levels of Evidence", "All Monographs by Title", and "All Monographs by Date"; "Evidence-Based Nursing Info" with links for "About Evidence-Based Nursing", "Authoring Process", "Citing Monographs", and "Glossary"; "Monograph Table of Contents" with links for "Clinical Question", "Current Practice", "Synopsis of Current Literature", "Evidence-Based Nursing Recommendations", and "NOC/NIC"; and "Other Evidence-Based Nursing References" with a link for "Reference Books". On the right side, there is a detailed view for a monograph titled "Pancreatitis" dated September 29, 2009, contributed by Patricia Carroll, RN, BC, CEN, RRT, MS. It includes a "Clinical Question" section with the text: "Based on advances in the management of pancreatitis what nursing implications can be derived for the provision of effective quality nursing care?". Below this is a green box titled "Introduction to Clinical Health Problem" and a "Definition" section with two bullet points: "Acute pancreatitis is a reversible inflammatory process of the pancreas that may also involve other tissues; the gland is normal before the attack and can return to normal after the condition resolves 1,2" and "Chronic pancreatitis is the progressive, irreversible, and permanent destruction of".

Nursing Skills : Professional Training


- A complete online solution for skills reference, learning and competency management for nurses
- Uses texts, videos and animations to teach, plus tracking and self-assessment
- Can be customized by institutions to suit local needs.
- Can be integrated into institutional e-learning platforms
- Enhanced Integration with NURSING CONSULT

MOSBY'S
NURSING SKILLS [View a Demo](#)

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To find out more information visit the following links:
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Skill Details
CAPS, MASKS, AND PROTECTIVE EYEWEAR
[Quick Sheet](#) [Check List](#) [Supplies](#) [Test](#) [Demonstrations](#) [Illustrations](#) [Extended Text](#)

Illustrations
Figure 1 Apply cap covering head, covering all hair.


ALSO OF INTEREST
Related Skills
▪ Hand Hygiene
▪ Peripherally Inserted Central Catheter Care
▪ more.....


Patient Handouts
None Available

References
▪ References

Related Book Chapter
[Get Adobe Reader](#)
▪ Caps, Masks, and Protective Eyewear

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AnimationPlayer - Mozilla Firefox
http://app32.webservice.com/content/Animations/GN_09_1/Animationplayer.html

Caps, Masks, and Protective Eyewear
Step 2

Apply mask:
a. Locate top edge of mask, which usually has a thin metal strip along edge.

Pause | Replay | Previous | Next | Step 2 of 5 | Close

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Transferring data from app32.webservice.com...

Mobys Index: References & DB

- The most robust nursing and allied health journal abstracts and indexing database available.
- Easy, elegant interface
- Extensive coverage
- Link to local holdings
- Powerful thesaurus
- Citation currency
- Cover-to-cover indexing



Creating better healthcare outcomes for Point of Care & Drug Decision Support

Educating Point of Care: Drug Decision Support

- Clinical Pharmacology
 - Drug reference database
 - Web and handheld versions
 - Focus on hospital, pharmacy markets
- Alchemy
 - Drug decision support, integrated into EHR systems
 - Includes interaction tools
 - Provides appropriate prescribing info based on patient parameters
- eMPowerRx
 - Handheld e-prescribing system
- ToxEd
 - Toxicology database
- US-focused products

The screenshot displays the Clinical Pharmacology web interface. At the top, there is a navigation menu with links for HOME, ABOUT GOLD STANDARD, ABOUT CLINICAL PHARMACOLOGY, PRODUCTS / SERVICES, FREE CE CREDITS, MANUFACTURERS, and TESTIMONIALS. A banner image shows two healthcare professionals reviewing a document, with the text "the expert source for drug information". Below the banner, patient information is displayed: "67y Male DOB: 07/18/1936" and "SMAN, JAMES". A "Major warning summary" section contains a "WARNING: You are prescribing aspirin PO." with "Warnings noted-Continue Rx" and "Cancel Rx" buttons. Below this, a "Therapeutic Duplication for ASPIRIN." section states: "An active order for aspirin exists and may represent therapeutic duplication by category nonsteroidal anti-inflammatories" with "Continue Rx" and "Cancel Rx" buttons. Another "Therapeutic Duplication for NAPROXEN." section is visible. A "Major Drug-Drug interaction aspirin + warfarin." section provides detailed information: "GENERALLY AVOID: Aspirin, even in small doses, may increase the risk of bleeding in patients on oral anticoagulants by inhibiting platelet aggregation and inducing gastrointestinal lesions. MANAGEMENT: Aspirin-containing products, including topical products, should be avoided in patients on anticoagulants. Alternatively, a lesser degree of anticoagulation, if feasible, may allow aspirin and an oral anticoagulant to be safely combined. Patients should be advised to promptly report any signs of bleeding to their physician, including pain, swelling, headache, dizziness, weakness, prolonged bleeding from cuts, increased menstrual flow, vaginal bleeding, nosebleeds, bleeding of gums from brushing, unusual bleeding or bruising, red or brown urine, or red or black stools. Patients should also be counseled to avoid any other over-the-counter salicylate products. [View References](#)". At the bottom, there are "Continue Rx", "D/C existing warfarin", and "Cancel Rx" buttons.

Drug Decision Support Solutions

Drug Decision Support & e-Prescribing

- Evaluate a patient's complete drug regimen
- Submit prescriptions electronically
- Integrate patient data and drug information and adhere to national, state, and payer-based initiatives

— alchemy —

— ToxED —

—  CLINICALpharmacology —

— Clinical  Measures —

—  FormChecker —
A GOLD STANDARD OFFERING

—  OnFormulary —
A GOLD STANDARD OFFERING

—  MTM360 —

—  ProspectoRx —

Thank You