



Driving healthcare forward:
The UpToDate vision for
unified, efficient, and
trusted care delivery



Wolters
Kluwer

UpToDate®

Executive Summary

UpToDate® is transforming healthcare delivery by empowering hospital systems with trusted, evidence-based solutions. Our vision is built on four strategic pillars:

- Enabling fast, safe clinical decisions
- Improving care efficiencies
- Unifying clinician and patient journeys
- Optimizing resource use to drive ROI

Your health system is unique, and your solutions should reflect this. As care delivery grows more complex, UpToDate remains your partner in delivering reliable, actionable clinical and medication intelligence—all to support better decisions, stronger outcomes, and a more connected future of care.



Today's challenge

Medicine is at a pivotal moment

The increasing complexity of patient care is making it more challenging for healthcare providers to effectively meet patients' needs. Inefficient workflow integration often disrupts operations, causing delays and reducing efficiency in delivering care. Meanwhile, constant cost and margin pressures continue to push organizations to balance quality care with financial sustainability, creating a delicate and difficult challenge.

Patients have unique needs—health systems do too. Rural health has unique access and funding challenges, and health systems may be at different digital maturity levels based on their size or culture. Larger organizations are addressing rapid tool adoption and may be focused on an enterprise strategy to address security risks.



AI applications are enabling tools that can facilitate capabilities not previously possible, but they still have to be in the service of delivering enterprise value.

**Peter Bonis, MD, Chief Medical Officer,
Wolters Kluwer Health**

3. Shadow AI: A hidden risk to healthcare. Wolters Kluwer. January 2026. Accessed June 2026. <https://www.wolterskluwer.com/en/solutions/uptodate/ai-clinical-decision-support/shadow-ai-report/>

As clinical demands grow, hospital systems and their clinicians are turning to workflow technology and AI-powered solutions to enhance their operations. These tools are not only being adopted to help improve care delivery, but also to drive greater speed and efficiency across healthcare organizations. At the same time, professionals have expressed that patient safety, privacy, and data breaches are the top three risks from AI tools.¹ Leaders need to identify the right solution for their system that can meet where they're at, customize an approach for their needs, and help them move into the next phase of their digital transformation.



47% of clinicians say
AI can help reduce clinician burnout.²



35% of clinicians say
they use AI multiple times
per day.²



**By 2030, Millennials and Gen Z
will dominate the workforce,
bringing their digital-native
expectations into their professional
experiences.³**

2. Wolters Kluwer. "Patients, Doctors, and Nurses on AI." May 2026. Accessed June 2026. <https://www.wolterskluwer.com/en/know/future-ready-healthcare>

3. Forrester. "The Next-Gen Workforce: Five Key Tech Areas Separate Younger Workers from Older Generations." February 12, 2025. <https://www.forrester.com/press-newsroom/the-next-gen-workforce-five-key-tech-areas-separate-younger-workers-from-older-generations/>

The opportunity ahead

Trusted decisions are the foundation of future-forward healthcare

At the point of care, AI is already delivering faster clinical answers and more efficient workflows, driving fundamental changes in the way healthcare operates.

Amidst these changes and challenges, one constant remains—the need to anchor decisions on trusted clinical evidence.

As leaders shape their future strategies, they are carefully weighing the risks and promises of new technology as they work to enhance workflows and improve care delivery. For today's healthcare organizations, success hinges on access to trusted, evidence-based clinical intelligence—tools that are easily accessible, straightforward to interpret, and practical for all care team members to use.

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At a moment when access to care and system sustainability are under real threat, using trusted AI to support better care outcomes is one of the most important decisions healthcare leaders can make.

Greg Samios, CEO, Wolters Kluwer Health



AI is unlocking new potential for care delivery

An American Medical Association survey noted that 81% of physicians are using some type of augmented intelligence for tasks, and more than three-quarters believe AI improves their ability to care for patients.⁴ The Wolters Kluwer Health “Future Ready Healthcare” report showed 61% of clinicians say GenAI is making it possible for them to spend more time on patient care.²

As this technology rapidly evolves, healthcare executives must balance two critical needs:

Clinicians require quick, clear, and actionable recommendations to navigate an increasingly complex healthcare landscape. Rising patient expectations, the explosion of medical information, and advances in technology continue to drive this need.

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Health leaders must invest in technology to standardize outcomes and create value across their organizations—both in practical application and measurable results at the point of care. Partnering with trusted vendors that can tailor solutions to their organizational needs is essential to delivering reliable care.

Leaders must not only address, but also deeply understand the challenges in meeting these needs.

It’s no surprise that more clinicians are incorporating GenAI tools into their daily workflows. As they take on increasing administrative responsibilities and offer additional services, these tools enable them to work more efficiently.⁴ However, while GenAI can help enhance speed, organizations must carefully balance this efficiency with evidence so that patient safety remains a top priority.

At the same time, the rapid pace of advancements in GenAI has led to its integration into various aspects of healthcare workflow, including medical imaging, decision-making algorithms, and predictive analytics.

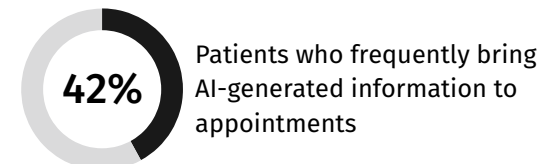
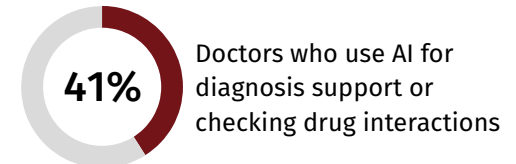
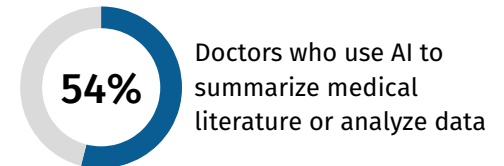
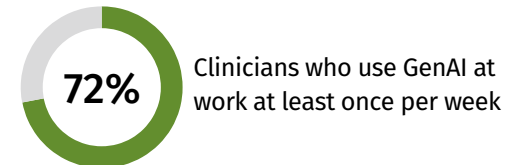
While these technologies offer speed and workflow integration, healthcare leaders want confidence that AI tools are built on vetted, evidence-based clinical intelligence. The goal is to create AI that supports clinicians like a peer advisor, bringing the expertise of thousands of specialists to help support every clinical decision wherever it’s needed in the workflow.

4. American Medical Association. “More than 80% of physicians use AI professionally: AMA survey” March 12, 2026.
<https://www.ama-assn.org/practice-management/digital-health/more-80-physicians-use-ai-professionally-ama-survey>.

5. Weiner, Stacy. “A Growing Psychiatrist Shortage and an Enormous Demand for Mental Health Services.” AAMC News. August 9, 2022.
<https://www.aamc.org/news/growing-psychiatrist-shortage-enormous-demand-mental-health-services>.

The Future Ready Healthcare Report shows GenAI is embedded into clinical workflows

In 2026, AI is actively used at the point of care by both doctors and nurses and is becoming embedded in daily workflows. Within a year, the share of clinicians using AI multiple times per day more than tripled for doctors and doubled for nurses. Out of the surveyed respondents:²



The UpToDate commitment

Your partner for trusted evidence across the care workflow

Health leaders need a partner who understands the complexities of clinical care and the hospital ecosystem and can navigate the evolving landscape of technology, AI, and clinical evidence. Most importantly, they need a trusted ally to deliver reliable clinical intelligence that aligns with the organization's needs—solving challenges, empowering clinicians, improving financial outcomes, and providing leadership with actionable insights.

For over 30 years, clinicians and healthcare leaders have relied on UpToDate and over 7,000 clinical experts, even in the most challenging cases and through every wave of technological innovation. From the era of floppy disks to the rise of mobile and cloud, and now the advancements in AI, UpToDate remains steadfast in its mission: Delivering evidence-based solutions to support informed decision-making and better care.

Our approach to the next phase of the technology journey is centered on four future-focused initiatives shaped by insights from global health leaders and clinical care teams and customizable to the needs of health systems.

*We are on this journey with you—
now, tomorrow, and into the future.*

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The transformation that's underway is fully aligned with where UpToDate started with the founding vision of Dr. Bud Rose. With generative AI, you are now able to have a consultative conversation, as if our content and clinical experts are a peer advisor in the room with you.

Yaw Fellin, SVP and General Manager, Clinical Decision Support and Provider Solutions, Wolters Kluwer Health



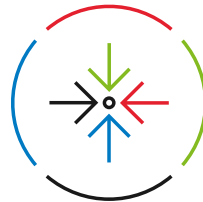
UpToDate future focus: Four strategic pillars



**Supporting fast
clinical decisions—
with UpToDate quality**



**Achieving patient
care efficiencies**



**Unifying journeys for
clinicians and patients**



**Enabling smarter
use of resources to
achieve ROI**

Strategic pillar

Supporting fast clinical decisions—with UpToDate quality

In today's clinical environment, speed is more critical than ever. Delivering information efficiently has become a central focus in discussions with UpToDate customers. However, this need for speed must be carefully balanced with the importance of reliability, a clear validation framework, and the delivery of evidence-based insights to support informed decision-making.

Embracing next-generation AI technologies is essential for the future of healthcare, but it must be done carefully and deliberately.⁶ Some AI tools deliver quick responses, but may lack clinical validation or transparency. This inconsistent use of tools across care teams creates challenges, as varying standards and approaches can disrupt the cohesion of a health system. Additionally, many of these emerging tools fail to align with organizational governance policies designed to safeguard patients, clinicians, and healthcare institutions.

UpToDate provides more than just speed—it delivers evidence-based guidance backed by clinical experts and designed to support care teams, integrate seamlessly across workflows, and align with organizational policies.

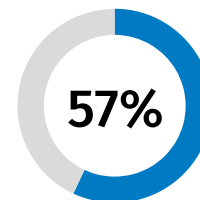
With UpToDate, there's no compromise. The future allows for speed and reliability.



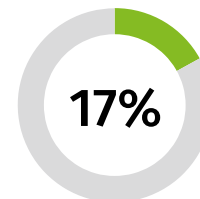
You cannot get value out of the medical knowledge without also having it in your process.

Enterprise Chief Quality Officer, Leading Academic Medical Center

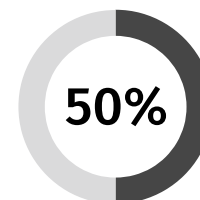
GenAI use is throughout healthcare. But which tools are they using?¹



of healthcare professionals have encountered unsanctioned AI tools.



admitted to using an unapproved AI tool



of healthcare professionals who used unapproved tools did so to get a faster workflow.

8 6. Fellin, Yaw. "GenAI in Healthcare Must Be Fast—And Trustworthy." Forbes Technology Council. April 2, 2025.
<https://www.forbes.com/councils/forbestechcouncil/2025/04/02/genai-in-healthcare-must-be-fast-and-trustworthy/>

Today: Clinicians need speed without compromising care

As interest in AI solutions for patient care grew, UpToDate took a responsible approach to improving how clinicians access information. We first launched an AI-enabled search, allowing healthcare professionals to ask natural language questions and get verbatim answers with links and sources. This approach prioritized patient safety by avoiding risks like AI hallucinations while improving the speed and efficiency of finding clinical guidance.

Building on these insights, UpToDate launched UpToDate® Expert AI, a generative AI solution

specifically designed to support reliable clinical decision-making and grounded in our trusted recommendations. This tool features an intuitive, conversational interface that simulates a consultation with a trusted expert colleague, provides clinical nudges to support additional prompting, and refuses to answer queries that are abstract or not supported by evidence. By engaging in a dynamic, interactive dialogue that reflects the complexities of a clinical encounter, clinicians can receive personalized, evidence-based guidance tailored to their needs.

Our vision: A future-focused clinical partner

The AI tools of tomorrow will encompass a wide range of generative capabilities and intelligent agents designed to provide multi-generational support. We envision an AI-powered UpToDate suite of applications, customizable to unique system needs, and thoughtfully tailored to anticipate and meet the evolving needs of care team members. These tools will adapt to varying levels of clinical expertise—from students and residents to seasoned professionals—growing alongside users throughout their careers and enhancing their ability to provide exceptional care. Additionally, as a future-forward clinical partner, solutions and packages can be customized to individual enterprise needs with the ability to integrate, partner, and personalize across the system.

We envision AI-powered tools and agents integrating across enterprise systems, from ambulatory care and EHRs to third-party platforms. These solutions are designed to empower clinicians with faster, evidence-based decision-making while advancing the goal of reducing care variability. Built on the trusted editorial expertise behind UpToDate, these tools support care teams in critical areas such as optimizing drug selection, surfacing evidence in ambient documentation, navigating complex care pathways, and improving patient understanding through engaging and empathetic educational materials.



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I've looked at other CDS vendors who have included AI in their solution. We selected UpToDate because of the superior content quality, and we can trust that the underlying content is indeed up to date, as UpToDate applies AI to the CDS process.

**Rohith Saravanan, MD, Chief Medical Officer,
Midland Health, TX, USA**

Strategic pillar

Achieving patient care efficiencies

Just as no clinician can truly operate without a team, no singular technology or tool can do it all. This is why hospital systems rely on an ecosystem of technologies to deliver care and services. Threading across these systems are workflows and data that can help clinicians deliver efficient and safe care. This includes connecting the point-of-care moment between a clinician and patient through the care journey, often with the EHR serving as a key connector.

UpToDate is collaborating with leading-edge organizations to develop innovative solutions for scaling workflows, streamlining documentation, and enhancing care delivery. These partnerships aim to seamlessly integrate trusted, evidence-based resources from UpToDate into connected care team workflows, ensuring greater accessibility. By reducing administrative burdens, these efforts enable care teams to dedicate more time and energy to their patients.

The evolution of AI can also help tailor workflows for different care team needs and understand the greater context of clinical questions. For example, a nurse may ask different questions than a physician or a resident. UpToDate seeks to leverage the promise of AI to understand these nuances and deliver trusted recommendations.

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We're always looking for ways to cut down on clicks and help our clinicians spend more time with patients. Abridge and UpToDate are two platforms our teams already use and trust. We're excited about this integration and the possibility of further streamlining our workflow to benefit both clinicians and patients.”

**Dr. Veena Jones, Chief Medical Information Officer,
Sutter Health**

UpToDate partnerships and integrations:

Ambient solutions

Microsoft Dragon Copilot
Abridge
Suki

Workflows

Lumeris
Phrase Health

Documentation

Corti

Patient education

Epic EHR

Medical education

Anki flash cards

Today: Strategic partnerships with leading tech providers

UpToDate is committed to building strategic industry partnerships that enhance the integration of evidence-based information within hospital workflows. As a trusted leader in the field, we carefully evaluate each partnership to help foster collaborative solutions that deliver meaningful value to our customers, healthcare teams, and patients alike.

Our partnerships seek to improve technologies and EHR collaborations by integrating trusted UpToDate content and recommendations into solutions for ambient workflows, documentation, coding, prior authorization, and administrative tasks. Additionally, we are empowering the next generation of clinicians with tools designed to develop cognitive clinical reasoning—like the role a senior clinician might provide.

Our Vision: Expanded partnerships across the ecosystem

UpToDate remains committed to fostering valuable industry partnerships, aiming to create a central hub of evidence-based content within hospital ecosystems. Our goal is to provide clinicians and care teams with seamless access to fast, reliable recommendations and clinical intelligence, perfectly tailored to their roles and levels of expertise.

Our strategy is focused on integration and portability, allowing UpToDate to partner with major clinical workflow vendors so decision support is always at the clinician's fingertips—even in the most remote locations. We also envision generative capabilities

available to global clinicians, expanded to support polylingual use cases. And, these workflows will scan for local and regional clinical guidelines to integrate into generated recommendations.

We also envision a future where clinicians naturally become more skilled with prompt engineering, but also where UpToDate understands the nuances between professions—medical students aren't the same as PCPs, and nurse practitioners need different contexts than surgical fellows. Evidence-based replies designed not just to respond, but also to teach.



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Wolters Kluwer owns the innovation section due to its speed of technology integration, long-term vision alignment, and current market share owing to brand stickiness.

**Frost & Sullivan, Frost Radar 2025,
Clinical Decision Support System Report**

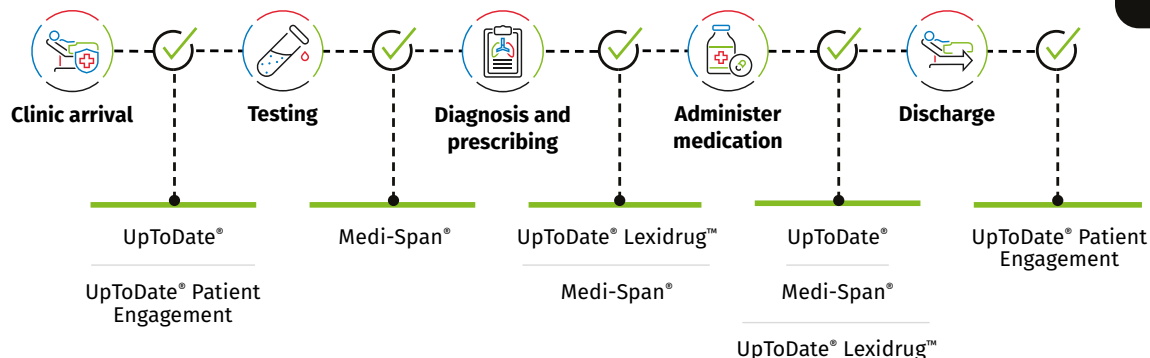
Strategic pillar

Unifying journeys for clinicians and patients

Shared evidence is essential for consistent outcomes, minimizing care variation, and fostering effective team collaboration. While this is a widely recognized priority for healthcare leaders, it remains a challenge to implement effectively.

At UpToDate, our mission has always centered on supporting better care, which is why we've prioritized aligning our content across every stage of the care journey. This includes the clinician's path—from residency to specialization—and the patient's experience through multi-step care plans. Achieving this goal requires integrating clinical, drug, and patient education content across the ecosystem, providing a unified, evidence-based resource for reliable answers and informed decision-making.

As technology advances, becoming increasingly interconnected and complex, UpToDate remains a reliable cornerstone for health systems, patients, and care teams. We provide trusted, evidence-based content seamlessly integrated throughout the care journey.



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There used to be this idea that we had to ‘go online’ to do things, and now people are just constantly online. That’s a shift in people’s perception of how they use and gather information. We also see that among the patients because they want instant, seamless access. As we’re designing new solutions, we really have to understand that spectrum of mindsets in how people interact with technology. We’re reaching out in an expanded way to understand their needs, not only of patients, but also the healthcare workforce.

Amanda Heidemann, MD, FAAFP, FAMIA,
Physician Advisor, Wolters Kluwer Health

Today: Embedded enterprise-wide solutions

Today, health leaders have a unique opportunity to bring their entire care team—physicians, residents, nurses, pharmacists, and ambulatory professionals—together with evidence-based insights through a suite of solutions: UpToDate, UpToDate® Lexidrug™, and UpToDate® Patient Engagement. These integrated resources deliver consistent, expert-reviewed clinical, drug, and patient information, curated by a dedicated team of practicing clinicians. As new evidence emerges, recommendations across all platforms

are aligned and updated for care team access and reference.

Organizations are recognizing the value of integrating the suite of UpToDate solutions into a unified workflow, beginning with Epic® EHR and the MyChart® patient portal integrations. This approach helps provide patients with consistent, reliable educational materials that reflect the evidence-based decisions made by their care teams, while reducing burden on clinicians.

Our vision: A trusted clinical and technical backbone

The ability to connect care teams and patients with consistent, evidence-based information has the potential to revolutionize healthcare in the age of AI.

UpToDate is committed to evolving its solutions to deliver trusted, high-quality content while expanding its capabilities. These include nuanced reasoning, embedded assumptions, and clinical nudges to help guide care teams through complex, grey areas of decision-making. With ongoing contributions from over 7,600 clinical experts, every recommendation is grounded in real-world judgment and peer-reviewed insights. UpToDate will continue to support healthcare professionals by providing evidence-based guidance and effective tools to navigate the challenges of modern clinical care.

With five generations represented in today's hospital systems, UpToDate is designed to meet the evolving needs of a diverse, multi-generational workforce. Recognizing that access preferences differ, UpToDate offers help through AI tools, mobile devices, web platforms, and integrated workflows, supporting care teams and patients with access to reliable, evidence-based information—delivered consistently across every generation.

UpToDate advances patient education through innovative, tech-driven solutions. Our platform will feature multi-modal content, like videos, tailored to patients' demographics, care journeys, languages, and needs. With generative AI, we aim to enhance and personalize patient education, fostering stronger partnerships and empowering patients with the knowledge for better care.



Before implementing UpToDate Enterprise Suite, our teams were struggling with fragmented workflows and disconnected systems. It was clear we needed a unified approach to improve both clinical efficiency and operational cohesion.

**Tracy Samson, RN, CEN, MSN, PhD, IT Manager,
Clinical Applications, St. Luke's Memorial Hospital**



Strategic pillar

Enabling smarter use of resources to drive ROI

None of this will matter if health systems fail to see meaningful returns on their investments. Leaders are pragmatic, and so are we. We base our approach on evidence and data—as well as unique organizational needs—understanding the importance of providing the value to back it up.

UpToDate delivers proven results, enhancing outcomes, reducing mortality rates, minimizing diagnostic errors, and shortening hospital stays.⁷ In addition to these clinical benefits, it provides significant financial advantages through cost savings, risk reduction, improved capacity planning, and efficient change management. With an enterprise-grade approach, UpToDate provides customers with value not only from its trusted, evidence-based information, but also from its reliable, cutting-edge technology.

The use of multiple unsanctioned tools throughout a health system also brings significant security risks. Global cyberattacks on service providers are at an all-time high, while data breaches in healthcare now carry the highest costs of any industry—averaging \$9.8 million per incident.⁸ Understanding your vendors is crucial, as relying on unauthorized or one-off tools can lead to serious security vulnerabilities.

Partnering with UpToDate means leveraging 30 years of expertise in delivering value and driving impact. As AI technologies reshape healthcare, we are at the forefront. We collaborate with hospital system AI committees to identify what works, where investments will yield returns, and how to mitigate potential risks. Every partnership we foster is guided by these insights and best practices, ensuring we seize opportunities and navigate challenges together.

7. Wolters Kluwer. “UpToDate Research Studies.” Accessed August 13, 2025. <https://www.wolterskluwer.com/en/solutions/uptodate/about/research>.

8. Shimabukuro, Brian, et al. “Tech Resilience for Healthcare Providers: Inaction Has a Heavy Toll.” McKinsey & Company. February 18, 2025. <https://www.mckinsey.com/industries/healthcare/our-insights/tech-resilience-for-healthcare-providers-inaction-has-a-heavy-toll>.

Using Analytics Dashboard, UpToDate customers are already:

- Supporting quality and regulatory compliance, saving over \$100,000 in civil penalties
- Identifying educational opportunities for residency and fellowship programs
- Reducing surgical site infections (SSIs) and improving patient outcomes
- Reducing risk and enhancing clinician support with MATE

UpToDate Enterprise Edition customer stories. October 2024.
Data on file.

Today: Analytics for usage and trends

Gaining a clear understanding of how UpToDate is utilized across a hospital system provides leadership teams with valuable insights into clinician usage patterns.

Today, UpToDate Enterprise Edition customers have access to analytics and insights, harnessing platform data to understand patterns across their hospital system. These insights can reveal key organizational trends, such as frequently searched terms and topics, emerging patterns in care, and shifts

in clinical practices. Additionally, analytics can uncover opportunities for education and highlight population-specific health trends, enabling more informed decision-making and targeted strategies.

UpToDate incorporates standards-driven guidance designed to enhance clinical and operational security. By delivering reliable answers the first time, it can help reduce variability, mitigate risks, support compliance, and lower costs.

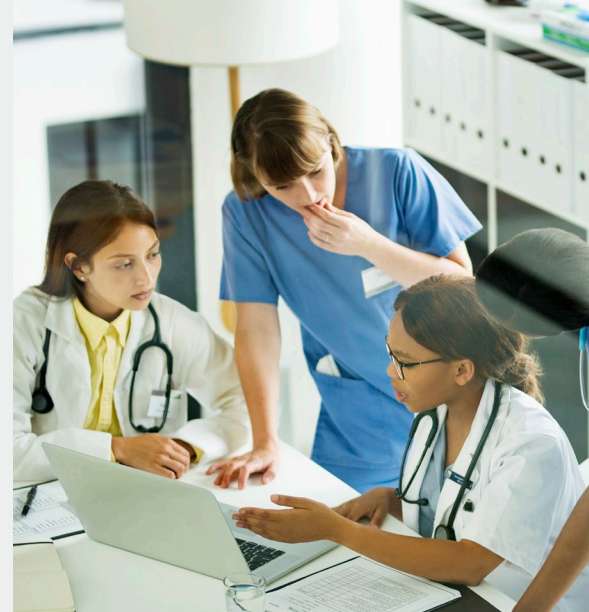
Our vision: Advanced insights and tools that evolve and scale with your needs

As technology and business needs continue to evolve, the analytics platform and advanced features within UpToDate are advancing alongside them. We see potential for AI to analyze data, uncover key metrics, and drive measurable savings and ROI.

To achieve this, we actively collaborate with customers to identify needs, explore opportunities, and establish best practices. This helps inform how we collaborate, identifying the best possible tools to address

workflow and budgetary needs, and which solutions, integrations, and packaging options would be helpful in the future. Iteration is part of the process, and we know there's no one-size-fits-all solution.

Through this shared learning journey, we envision integrating these insights and your organizational guidelines into AI-driven tools, setting a new standard for measuring the success of AI-powered workflow tools.



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I thought honestly most people would not know the difference [if we switched resources]. But UpToDate behaves like a consultant, not like an encyclopedia. You're asynchronously consulting with the experts who wrote the article.

Dr. David Fleece, CMIO, Temple University Health System

Your partner on the path forward

Powering trusted clinical decisions across your enterprise

In an era of rapid technological advancements and evolving patient and clinician needs, health systems require a partner they can rely on.

For over 30 years, clinicians and healthcare leaders have trusted UpToDate to guide them through even the most challenging cases. Our commitment remains steadfast: To be the trusted partner health systems need as care evolves, technology progresses, and capabilities expand.

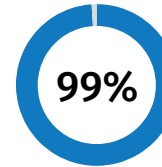
We want to understand your unique vision for your hospital system, care teams, and patient experience, so that we can collaborate and support your goals.

Let's shape the future of healthcare together, grounded in evidence and driven by innovation.

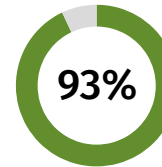
[Contact our team →](#)

Contact our team to explore how UpToDate can support your strategic goals.

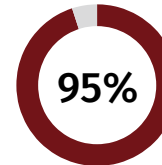
User confidence in UpToDate



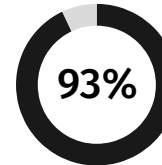
would recommend to a colleague



say they're more confident in making decisions



trust it as a point-of-care clinical information resource



feel it improves the quality of care they provide

UpToDate Individual Subscriber Survey, September 2024, N=11,118