

In the age of AI, it's time to rethink ROI

Health systems need new ways to evaluate clinical technology investments.

Organizations generating the greatest returns are ensuring the right intelligence reaches the right person at the right moment.

The ROI conversation has changed

Measurement shifts from what
was bought to what was gained.

what was bought	what was gained	
 Licenses purchased	 Clinician adoption	 Workforce reach
 User logins	 Workflow efficiency	 Enterprise impact
 Time to implementation		

What meaningful ROI looks like

The future of ROI is not measured by access to information,
but by the ability to turn intelligence into meaningful action across the enterprise.

 Utilization reflects real value Is the technology actually being used consistently? Key Metrics • Active user growth • Frequency of use per user • Adoption across settings • Utilization trends across departments and locations	 Breadth of reach across the care team Does it deliver across the care continuum? Key Metrics • Physician engagement rates • Adoption among nurses, advanced practice providers, and pharmacists • Trainee and resident utilization • Penetration across departments and service lines	 Clinician experience and satisfaction Is technology helping reduce friction? Key Metrics • Trust and speed • Satisfaction scores • Perceived workflow impact • Adoption sentiment	 Strategic and enterprise-level impact Are technology investments advancing organizational priorities? Key Metrics • Progress on care standardization initiatives • Identification of knowledge and training gaps • Insights to identify education opportunities • Efficiencies gained through streamlined workflows
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What health systems need	How UpToDate Enterprise Edition delivers
Maximize technology adoption	Integrates into EHR workflows, mobile, and ambient care tools
Demonstrate broader value across the workforce	Aligns physicians, nurses, pharmacists, trainees, and care teams around a shared foundation
Improve clinician experience and retention	Delivers faster, trusted answers that can reduce friction and cognitive load
Prove quantifiable ROI	Measures impact with enterprise analytics, usage trends, benchmarks, and content insights
A future-proof platform	Scales flexibly from core integration to full AI-enabled decision support