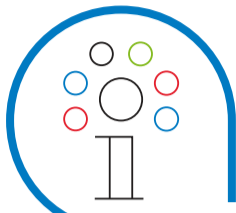


Better engagement and information can improve patient outcomes

The best patient education and engagement solutions empower patients to improve their health while enabling healthcare professionals to use clinical resources effectively. UpToDate® Patient Engagement solutions are designed with these objectives in mind, providing support and actionable information where and how diverse patients need them.



Patients seek information frequently, but need credible, unbiased sources

The number of health resources is overwhelming, and many are culturally irrelevant or too academic for patients to distinguish between credible information and disinformation.



On average, individuals conduct **3 to 4 Google searches every day**¹, yet **23% rarely trust the medical information** found through Google².



Physicians overestimate their patients' ability to adhere to treatment plans; **40% of patients find it difficult to match treatment goals with their physicians**³.



Establishing trust between patients and clinicians is critical, **yet 49% of physicians and 59% of the public say the health care system discriminates against people** "a great deal/a good amount/somewhat"⁴.

To be effective, solutions need to be inclusive and meet patients where they are



Patient engagement solutions should empower patients as decision-makers, and provide personalized, cost-effective support at scale. To do so they need to reflect patients' lives.



UpToDate Educate content mirrors the **different reading levels needed by U.S. adults**⁵.



UpToDate Educate's **8,300+ leaflets and 250+ videos are available in up to 20 languages** for patients whose primary language is not English⁶.



Health content inspires action: **83% of patients were more motivated to take action** in managing their health, and **87% were more aware of how lifestyle affects health**⁷.



Using UpToDate Outreach, Northwest Community Hospital⁸ **more than doubled the percentage of patients completing an annual wellness visit, to 29% from 11%**.



Patient engagement solutions deliver better health outcomes and improved provider operating efficiencies

UpToDate Patient Engagement solutions are proven to turn insight and information into patient action.



Memorial Gulfport⁹ used UpToDate Journeys to **increase follow-up visit completion by 50%**.



UpToDate Engage **helped reduce cancellation rates for colonoscopy and endoscopy visits at UAB**¹⁰ by 75%.



Patient programs helped University Hospital¹¹ **increase its HEDIS overall colorectal cancer screening measure by 13%**, moving from 46% to 52% over five months.

UpToDate Patient Engagement solutions put the patient first and are grounded in the same evidence-based resources healthcare professionals trust, including UpToDate clinical decision support and UpToDate Lexidrug™ drug reference. That alignment improves communication by reducing information discrepancies. In an age of information overload and misinformation, UpToDate Patient Engagement solutions deliver credible health education to patients during acute episodes and across their care journey.

¹Renderforest 2020. <https://www.renderforest.com/blog/google-search-statistics>.

²Moz.com 2020. <https://moz.com/blog/2020-google-search-survey>.

³Emil Chiauuzi et al. Factors in Patient Empowerment: A Survey of an Online Patient Research Network. 07 May 2016. The Patient - Patient-Centered Outcomes Research volume 9, pages 511–523 (2016).

⁴Link.springer.com/article/10.1007/s40271-016-0171-2.

⁵NORC.org 2021. <https://www.norc.org/Research/Projects/Pages/surveys-of-trust-in-the-u-s-health-care-system.aspx>.

⁶Michael Nietzel. <https://www.forbes.com/sites/michaelnietzel/2020/09/09/low-literacy-levels-among-us-adults-could-be-costing-the-economy-22-trillion-a-year/?sh=47763c354c90>.

Forbes. September 9, 2020.

⁷CIS.org 2019. <https://cis.org/Report/673-Million-United-States-Spoke-Foreign-Language-Home-2018>.

⁸<https://www.wolterskluwer.com/-/media/project/wolterskluwer/oneweb/www/health/ce/files/emmi-patient-engagement-survey-2019.pdf?rev=06abf72d349842de86743c6fb6acbac8&hash=0565C714744ACDCB7218F5CE9B5EBD7>.

⁹<https://www.wolterskluwer.com/en/expert-insights/northwest-community-hospital-annual-wellness-visits#gc>.

¹⁰<https://www.wolterskluwer.com/en/expert-insights/cio-takes-a-strategic-view-of-patient-engagement-to-improve-care-outcomes-and-organizational-goals>.

¹¹<https://www.wolterskluwer.com/en/expert-insights/how-uab-medicine-partners-with-patients-to-optimize-care>.

¹²<https://www.wolterskluwer.com/en/solutions/uptodate/enterprise/patient-engagement/outreach>.