

The background of the top half of the page is a blurred image of a hospital room with a robotic arm. Overlaid on this are various medical and technological icons: a large white cross on a circular interface, a brain, a heart, a house with a cross, a head with a gear, a liver, a kidney, a DNA helix, a microscope, and a circular interface with a blue light. There are also some data-like elements like a line graph and a circular gauge.

UpToDate Sets A New Clinical Decision Support Standard

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Why This Topic

Wolters Kluwer's UpToDate Expert AI raises the bar for clinical decision support, delivering trusted, transparent AI in real workflows. It's a bold move that protects leadership while challenging rivals and reshaping expectations.

The timing matters. AI-first challengers like OpenEvidence and consumer-grade LLMs are pressing hard on traditional players, promising speed and accessibility but often at the expense of reliability. Expert AI shows why trusted, evidence-based content paired with explainability and seamless workflow integration isn't just an upgrade — it's the new baseline for CDS success in 2025 and beyond.

Important Details

Wolters Kluwer just made a big play in the clinical decision support (CDS) market with the launch of UpToDate Expert AI. Available to select UpToDate Enterprise Edition customers beginning in Q4 2025, this offer is not a generic chatbot, but a tool that draws strictly from UpToDate's peer-reviewed, evidence-based content. Every answer stays grounded without hallucination and shows reasoning, assumptions, and citations. This addresses major concerns expressed by healthcare professionals, according to Outsell research.

This launch matters for three reasons:

1. **Defending Market Leadership**
UpToDate has led CDS for decades, but AI-first challengers like OpenEvidence and even consumer LLMs threaten its position. Expert AI ensures Wolters Kluwer doesn't fall behind while signaling that UpToDate can evolve.
2. **Delivering Safe, Enterprise-Ready AI**
Hospitals want innovation, but they cannot gamble on black-box AI. Expert AI shows its logic, assumptions, and evidence, making it audit-ready and suitable for compliance. Hospitals and payers get an AI solution they can trust.
3. **Embedding AI in Clinical Workflows**
Clinicians hate toggling between EHRs, reference tools, and search engines. Expert AI delivers reasoning directly in the workflow. This further transforms Wolters Kluwer from a content provider to a true workflow enabler.

In short, Expert AI changes the game. It shows that CDS success in 2025 and beyond will hinge on trust, integration, and explainable reasoning, not just content coverage.

Winners and Losers

Winners

- **Wolters Kluwer/UpToDate**
The company will protect its market leadership. More importantly, it showed clients that

UpToDate can evolve, not just defend its legacy. With Expert AI, Wolters Kluwer sets the new standard: explainable AI, not black-box chat.

- **Clinicians in hospital systems**
Doctors and nurses get faster answers and a clearer window into how those answers came together. There is no need to blindly trust the machine. They can see the reasoning, challenge the assumptions, and adapt recommendations to the patient in front of them.
- **Hospitals and payers**
Health systems need to reduce variability in care. Payers need consistent evidence in medical decisions. Expert AI gives them a way to standardize answers across the organization, and it comes wrapped in governance and audit tools.

Losers

- **OpenEvidence**
Until now, OpenEvidence had the AI-first narrative. It offered free access for US clinicians, integrated real-time literature, and even partnered with *JAMA & NEJM*. Now Wolters Kluwer has matched the AI play while leveraging its massive institutional footprint. OpenEvidence must push harder on speed, breadth, and accessibility to keep its edge.
- **CDS market mainstays**
Both [ClinicalKey AI](#) and [DynaMed AI](#) are solid players in AI-powered evidence synthesis, but Wolters Kluwer's Expert AI is shaking things up. ClinicalKey AI does not have the same deep point-of-care presence as UpToDate, so hospitals might stick with Expert AI because it is already built into workflows and comes with clear governance. DynaMed AI still appeals to smaller systems and clinicians who want flexible access, but in large enterprise settings, Expert AI's first-mover advantage and transparent, workflow-ready design give Wolters Kluwer a clear edge.
- **AI startups in CDS**
Many startups promised "AI for doctors," but without a trusted content pipeline or health system contracts, they can't match what Wolters Kluwer just rolled out. The bar for entry just got much higher.
- **Independent clinicians outside enterprise deals**
Expert AI starts as an enterprise-only add-on, so solo practitioners and smaller practices won't get access. They'll stick with OpenEvidence or free tools. That creates a two-tier system: enterprise clinicians using explainable AI, independents relying on whatever they can find.

What's Next

Expert AI's success over the next year will come down to how well Wolters Kluwer plays to its strengths while addressing areas where it still lags behind competitors. The enterprise pilots coming in late 2025 will give the first real sense of adoption, clinician trust, and how smoothly it fits into hospital workflows. Right now, Expert AI shines in trust, transparency, and EHR integration, which is exactly what hospitals are looking for. Clinicians will appreciate that it lays out reasoning step by step and provides audit-ready outputs they can rely on. On the flip side, it can fall behind when it comes to surfacing the very latest research or covering niche specialties,

making it less useful in rare or complex cases. Wolters Kluwer will need to speed up update cycles or broaden content coverage to close those gaps.

OpenEvidence and other AI-first competitors will keep pushing speed, breadth, and accessibility. Their ability to pull in the latest studies in real-time gives them an edge, especially for independent clinicians or specialists in niche areas. Wolters Kluwer can counter by emphasizing its enterprise-grade safety, seamless workflow integration, and transparency, which are features competitors cannot easily match. Regulators and hospital legal teams are paying closer attention to AI-driven decisions, and Expert AI's governance tools give it a clear advantage. Hospitals will increasingly expect audit trails, liability mitigation, and standardized outputs—all areas where Expert AI already performs well.

Global expansion will also be a key part of the story. Wolters Kluwer can leverage UpToDate's international footprint to roll out Expert AI worldwide, though it may face challenges in regions where local research is underrepresented. Its strong integration with major EHR systems like [Epic](#) and [Cerner](#) will help adoption, but lighter, faster integrations from competitors will present a threat. Specialty coverage remains strongest in mainstream areas, leaving gaps for rare or highly specialized conditions. Wolters Kluwer will need to decide whether to aggressively expand content or focus on workflow integration and enterprise trust as its main differentiators.

Essential Actions

Information service provider executives need to act to stay competitive in this evolving market. These three will moves separate the winners from the also-rans in a market moving faster than ever.

✓ **Make It Stick or Perish Trying**

AI is not just a shiny feature as it must live and breathe inside the clinician's workflow. Nail EHR integration, run pilots hard, and listen to what clinicians and IT teams say. Iterate fast, tweak relentlessly, and make sure using the tool feels natural. If it's clunky or intrusive, adoption tanks, which will displace a solution no matter how smart the AI is.

✓ **Be Fast, Fresh, and Fearless**

Trust gets a vendor in the door, but staying relevant keeps them there. Keep content up-to-date, cover tricky edge cases, and make sure clinicians understand *why* the AI makes its recommendations. Pushing updates is moot without making them meaningful. Cover niche specialties strategically so tools actually solve real problems. Move fast, or competitors who do will steal market share.

✓ **Flex Your Muscle**

Hospitals sweat compliance, liability, and results. The key lies in showing them AI that is audit-ready, follows governance rules, and can improve outcomes. Locking down partnerships with EHR vendors, publishers, and societies will create a moat around dominant vendors. Using real-world metrics to prove value will substantiate that numbers talk and promises cannot.

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