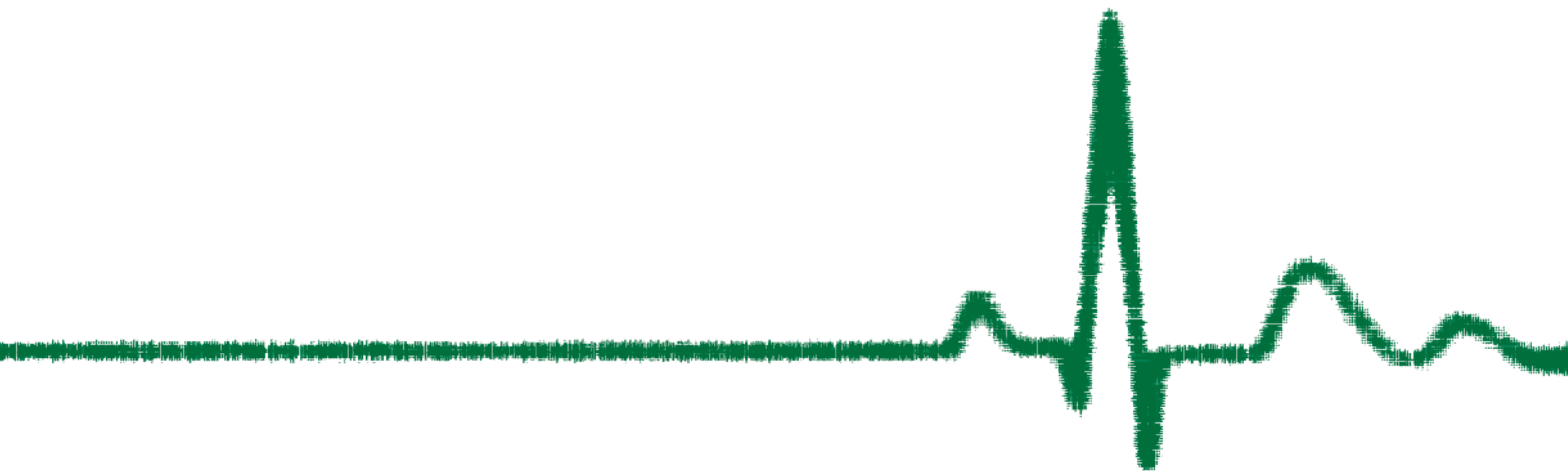




When it comes to health...

# Medical Evidence Matters

**EASIER, FASTER EVIDENCE-BASED DECISIONS**



# What is Evidence-Based Medicine (EBM)?

Evidence-based medicine is the conscientious, explicit and judicious use of current best evidence in making decisions about the care of individual patients. The practice of evidence-based medicine means integrating individual clinical expertise with the best available external clinical evidence from systematic research.

David L Sackett, William MC Rosenberg, J A Muir Gray, R Brian Haynes, W Scott Richardson *BMJ* 1996; 312: 71-72 (13 January)

## How can *Medical Evidence Matters* help my clinicians to find relevant evidence-based information?

*Medical Evidence Matters* is an EBM search tool that draws information from hundreds of peer-reviewed journals to help users choose the best therapy options for patients with confirmed diagnoses. *Medical Evidence Matters* is the only tool that can help find and synthesise – quickly – all the relevant published and peer-reviewed evidence to answer your clinicians' individual patient-oriented questions. Results are organised into summary graphs and tables – helping the clinician assess the evidence and determine the best form of treatment.

## What can Clinicians do?

- ✓ Build questions in seconds, using straightforward drop-down menus or free text mapped to controlled terms
- ✓ Get an instant meta-analysis of all current research and best practices, with personalised tables, graphs and text
- ✓ Examine results and perform comparisons at a glance, using standardised statistics and outcomes

*Medical Evidence Matters* finds the best treatment for a diagnosed condition so clinicians can spend less time reading and more time with patients.





## Where does *Medical Evidence Matters* get its results from?

Data in *Medical Evidence Matters* comes from research published in hundreds of leading peer-reviewed scientific journals. Databases (such as *MEDLINE*<sup>®</sup>, *CINAHL*<sup>®</sup>, *Cochrane*, etc) are continually reviewed for new articles that meet the criteria for inclusion in *Medical Evidence Matters*.

## Who would use *Medical Evidence Matters*?

- Academic and hospital librarians
- Administrators
- Authors of clinical guidelines
- Clinicians
- General Practitioners
- Hospital and healthcare managers
- Medical students
- Researchers

## What areas does *Medical Evidence Matters* cover?

*Medical Evidence Matters* covers 10 subject areas including:

- Cardiology
- Endocrinology/Metabolism
- Gastroenterology
- Gynecology
- Neurology
- Oncology
- Orthopedics
- Pediatrics
- Respiratory Disorders
- Urology

This is a growing list. For the most recent subject coverage, please email [marketing@proquest.co.uk](mailto:marketing@proquest.co.uk) and quote the code **MKT 103 08**.



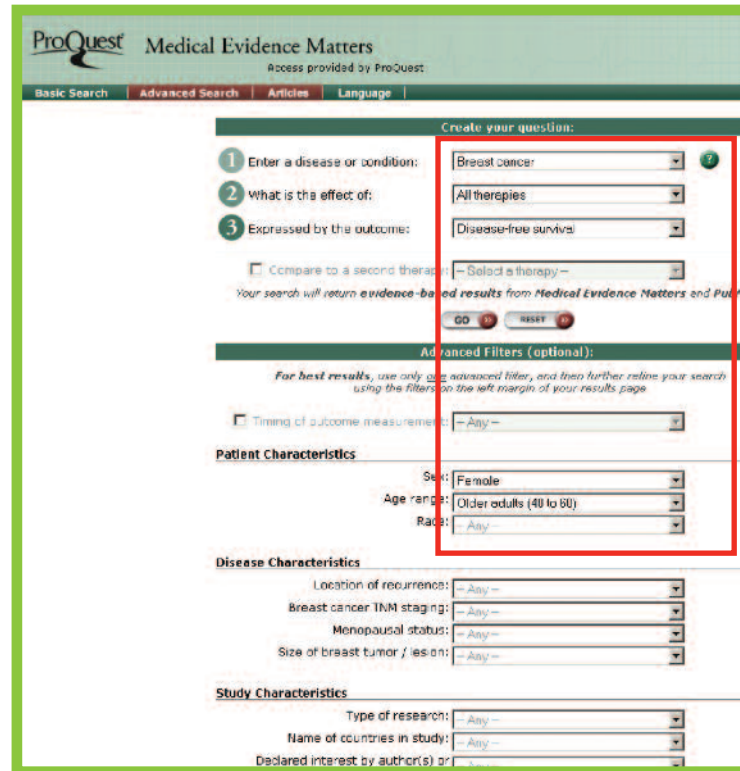
For more information or to request a **FREE** trial, GO TO [www.proquest.co.uk/go/medicalevidencematters](http://www.proquest.co.uk/go/medicalevidencematters)

# Let's look at a Clinician's search using Medical Evidence Matters

**My patient is a 55-year-old woman with stage II breast cancer. What therapies will maximise her chances of disease-free survival at five years?**

To find out by traditional means, you would need to read many thousands of references from many hundreds of research articles. And you need to extract and compare data from the articles specifically relevant to you patient.

Or you could use *Medical Evidence Matters*.



- ▲ Identify the disease or condition, the therapies considered, and the potential outcomes considered.

For more information or to request a FREE trial, GO TO [www.proquest.co.uk/go/medicalevidencematters](http://www.proquest.co.uk/go/medicalevidencematters)





# Why choose Medical Evidence Matters?

- ✓ Recommended by healthcare professionals
- ✓ Impressive clinical credentials
- ✓ Development input from Harvard, McGill and other prestigious research centres and teaching hospitals
- ✓ Updated daily
- ✓ Less time reading means more time with patients
- ✓ Helps your clinicians find and compare the best treatments for their patients
- ✓ The only system that organises all types of evidence-based clinical research in a standardised, comprehensive way





## What else is available?

ProQuest also offers leading health and medical databases including:

*ProQuest Central*

*ProQuest Family Health*

*ProQuest Health Management™*

*ProQuest Health and Medical Complete™*

*ProQuest Hospital Collection*

*ProQuest Medical Library™*

*ProQuest Nursing and Allied Health Source™*

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