

Fast understanding.
Fast decisions.
Act **Now**.



ClinicalKey Now

Be effective. Be fast. Be sure.



ClinicalKey Now India is a digital health solution that provides evidence based, localized, actionable, and accessible content. This platform has a unique combination of clinical best practices followed by leading Indian clinicians to manage common disease conditions seen in India, along with global clinical guidelines and medical calculators, to help Indian Clinicians make better decisions at the point of care enhancing health outcomes.

Expertise from the Indian Clinician community



2000+ Leading Clinicians authored evidence based point of care summaries compiling latest best practices from India and the World.



2500+ Peer reviews conducted via Editorial Manager.



40+ Clinical Leaders contributed as Editor and managed the peer review process.

Salient features:

- Holistic Clinical decision making experience with algorithms, reviews and quick views.
- Includes evidence levels from multiple Indian and Global bodies.
- Treatment strategies are described with relevant recommendations from Indian societies.
- NICE guidelines available full text within the CK Now India guidelines section.
- Drug Monographs included for fixed dose combinations available in India with popular brand names.
- Authored and edited by key opinion leaders from the Indian clinician community.
- All content reviewed and updated as per latest applicable evidence.
- Dynamic intuitive search finds the most trusted information fast; with relevant result for Clinical queries obtained from a combination of various sections.

Localized Clinical summaries

- ✓ **1600+** Clinical Reviews; Evidence-based point-of-care summaries primarily describing disease conditions.
- ✓ **4000+** Guidelines; from internationally acclaimed bodies like NICE, WHO and CDC.
- ✓ **1500+** Drug Monographs; Localized Drug Monographs created in partnership with TATA 1MG, compiled from FDA and CDSCO approvals.
- ✓ **300+** Clinical Algorithms; Algorithms that allow holistic clinical decision making backed up by evidence and local expertise.
- ✓ **450+** Medical calculators; useful in dosage calculations and executing complex treatment regimens.
- ✓ **250+** Practice Assist; Evidence-based point-of-care summaries discussing clinical practice related themes.

Specialties included in ClinicalKey Now product:

The current version of the product addresses topics related but not limited to the following specialties.

- Pediatrics
- Infectious Disease
- Endocrinology and Metabolism
- Dermatology
- Gastroenterology and Hepatology
- Obstetrics and Gynecology
- Cardiovascular
- Pulmonary/Respiratory
- Neurology
- Psychiatric/Mental Health
- Nephrology
- Orthopedics
- Ophthalmology
- Otorhinolaryngology
- Internal Medicine

ClinicalKey Now

Be effective. Be fast. Be sure.

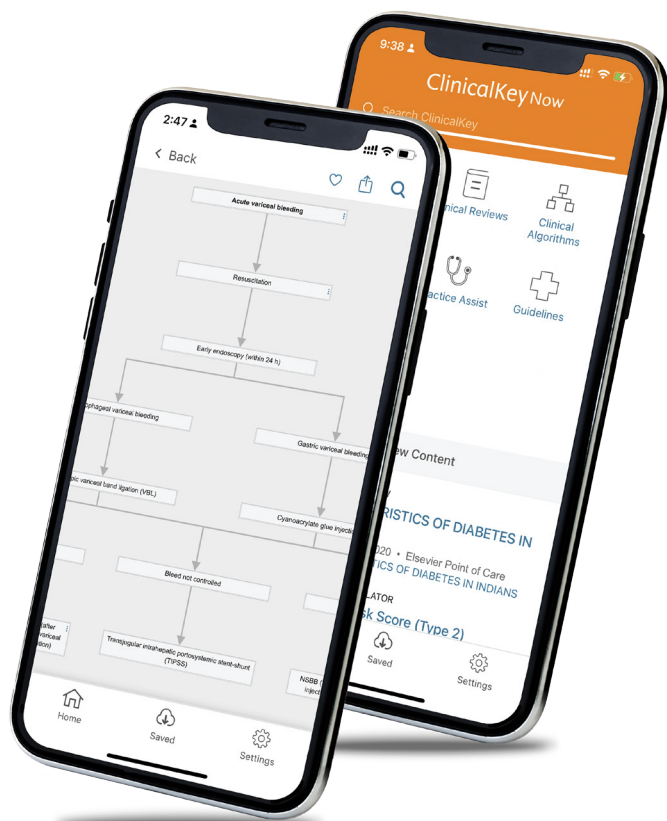


Physicians are under pressure due to ever-increasing workloads and the overwhelming explosion of new medical information.

Having the right information for the right decision easily to hand – whether diagnosing in trauma, defining treatment on the ward, or diagnosing and treating in parallel to manage a patient’s condition – can be challenging and time consuming.

Convenient to access. Easy to use. Now

ClinicalKey Now is a mobile-first solution, also available on desktop, that supports your physicians at point of care by providing the information that matters, the moment it matters. It can be used in any scenario, even when offline.



Concise information. Clear direction. Now

ClinicalKey Now’s ultra-concise answers and smart search save valuable time and help your physicians make informed decisions with evidence-based knowledge.

- **Quick views**
Summarised practical steps on clinical work-up and management.
- **Clinical reviews with deep dive content**
Comprehensive topic coverage to answer ‘why?’.
- **Clinical algorithms**
Visual algorithms empowering targeted decision making.
- **Indian drug monographs**
Thorough coverage of drug compositions and brands sold in India, plus approved combination therapies.
- **Practice assist**
Complete support on techniques, procedures and care support.
- **Guidelines**
Easy access to the locally relevant practice guidelines.
- **Medical calculators**
Establish and check Clinical Scores and Indices with ease.

ClinicalKey Now

Be effective. Be fast. Be sure.



Fast understanding. Uninterrupted workflow. Now.

ClinicalKey Now enables physicians to find the right information at the bedside or at the time of decision-making. It reduces interruptions to their workflow allowing more time to be spent with patients.

Minimise your search

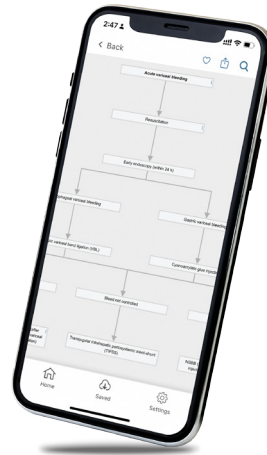


Using other sources

Finding results is challenging without having sufficient knowledge at each stage of the search journey e.g. diagnostic evaluation. This can be:

- An onerous process
- Time consuming
- Open to error

Get direct answers. Now.



Using ClinicalKey Now

Decision trees clearly show every stage of the search journey from start to end, with algorithms providing concise answers. This means:

- A streamlined single process
- Quick and targeted results
- A visual map with clear direction

Elsevier offers a localized evidence based decision tool for young clinicians

ClinicalKey Now India is a digital health solution that provides evidence based, localized, actionable, and accessible content. This platform has a unique combination of clinical best practices followed by leading Indian clinicians to manage common disease conditions seen in India, along with global clinical guidelines and medical calculators, to help Indian Clinicians make better decisions at the point of care enhancing health outcomes.

Scan for [Demo video](#)



Click to [Hear from Experts](#)



ClinicalKey Now

Be effective. Be fast. Be sure.



ClinicalKey Now India Differentiation

	CKNOW INDIA Point-of-care Decision Tool	OTHER DECISION TOOLS International decision tool	BOOKS AND JOURNALS Established sources of study reference	SEARCH ENGINES World-wide web
Indian experts peer-reviewed summaries	2500+ Indian practicing Clinicians	International authors	Few Indian author books	No authorship filters
Latest Indian evidences	Periodically updated latest evidence from India	Most evidence from one single global platform	Long update cycles and scattered evidence	Some research is publicly available
Easily digestible content	Synoptic content with structure, bullets and tables	Too much content and hard to find answers	Long narratives and no structure	Inconsistent structure and hard to navigate
Quick POC Answers	Intuitive search with jump points to specific clinical answers	Need to navigate a huge volumes of content	Hard to find actionable insights	Unverified sources
Indian Drug Dosages & Combinations	Comprehensive coverage of fixed dose combinations	Not available	Not Available	Not easily available
Effortlessly Traceable Decision Trees	Simplified and less interactive trees	Highly interactive hindering quick decisions	Not Available	Unverified sources
Comorbid perspectives for complex care needs	Multiple specialties address complex topics	Specialist perspective with limited editor group	Need multiple references to asses comorbidity	Unreliable perspectives
Accessible at Point-of-care	App, Web, Offline Saving	App, Web, Offline Saving	Cannot access at POC	Can't save offline



Download the app and take a **FREE** trial

To find how ClinicalKey Now can help support the highest standards of patient care at your institution, go to <https://www.clinicalkey.com/now/in>

For more information, please contact your librarian or email us at csindiamarketing@elsevier.com | hssalesin@elsevier.com



ELSEVIER