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Your Next Doctor's Office Visit May Include a Surprising Prescription: Information

-- As Patients Look Online for Medical Information, Doctors Point Patients to UpToDate as a Trustworthy Source --

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News Facts

[The Pew Internet Project](#) estimates that 75-80 percent of Internet users have looked online for health information. With more patients going online for medical information, doctors are now playing a new and vital role of “prescribing” useful and accurate medical information Web sites to their patients. [UpToDate](#) is one Web site that thousands of doctors are now recommending to their patients.

[UpToDate](#), used by more than 340,000 physicians, 88 percent of academic medical centers in the U.S. and thousands of patients, is an evidence-based, physician-authored medical information resource. Physicians who have long used *UpToDate* to answer their own clinical questions are now able to refer their patients directly to www.uptodate.com/patients where patients and their families can access current, in-depth and unbiased information on hundreds of medical conditions. This transfer of knowledge strengthens the patient physician relationship, encourages a flow of educated discussions and, most importantly, promotes shared medical decision making.

For concerned patients and caregivers, *UpToDate* offers free access to over 400 current and in-depth articles in more than 20 different health categories. Additionally, short-term, low-cost subscriptions are available for patients who want full access to *UpToDate*'s physician-level content to read what their doctor's read about their medical condition.

In a recent survey, 73 percent of *UpToDate* physician subscribers in the United States reported giving information from *UpToDate* to their patients and 20 percent refer their patients directly to the website to research on their own. Doctors share *UpToDate* with their patients in a number of ways, including:

- Writing information prescriptions, including medical search terms, that the patient and their family can research at home at www.uptodate.com/patients
- Adding an *UpToDate* for Patients Search Box to their practice web site.
- Printing information from *UpToDate* for the patient during the office visit or emailing them information to read at home.

- Going online with the patient during the office visit and personally walking them through *UpToDate*'s information and recommendations.

Quote, attributed to Denise S. Basow, MD, Editor-in-Chief, *UpToDate*

"Shared medical decision making can only happen when a patient fully understands the risks or seriousness of a condition, the management and treatment options and has weighed those options with regard to his or her own values. *UpToDate* supports shared medical decision making by offering patients in-depth, current and unbiased information on their conditions that they can discuss with their healthcare provider and families."

Quote, attributed to John Dekeyser, MD, Ob/Gyn practice, Anchorage, Alaska, *UpToDate* physician subscriber

"Patients expect answers to their questions, even if it's about shoulder pain or some other concern outside my area of expertise. With *UpToDate*, patients can look up information on a whole range of medical topics. I point my patients to *UpToDate* because the information is reliable, as opposed to the questionable content patients sometimes find on other Internet sites."

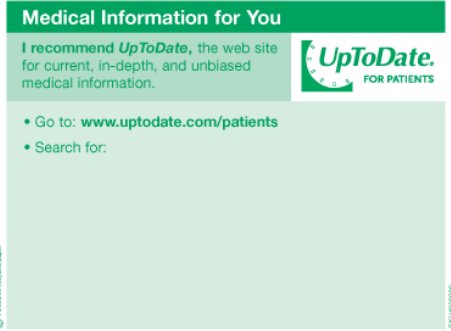

Quote, attributed to Linda Schroth, MD, Small family practice, Higganum, CT, *UpToDate* physician subscriber

"Writing an information prescription is a handy and practical way to help patients become more familiar with their illness and involved in their care. Many of my patients want to and do look up information on the Internet so it's important that they go to a source that is accurate, reliable and trusted. This saves me time because I don't have to correct inaccuracies or biases; our conversation can focus on the reality of their condition and treatment options."

Quote, attributed to Michael, 68-year-old engineer from Bonita Springs, FL, *UpToDate* patient subscriber

"Some doctors say you have to do this or that. My doctor wants me to be as knowledgeable as I can about my condition, so I can participate in the decisions about my treatment. I found information in *UpToDate* that I couldn't find elsewhere on the Internet. With *UpToDate* you don't have to figure out what all the data means. It gives you perspective you don't find elsewhere."

MULTIMEDIA ELEMENTS

 <p>Medical Information for You</p> <p>I recommend <i>UpToDate</i>, the web site for current, in-depth, and unbiased medical information.</p> <p>UpToDate. FOR PATIENTS</p> <ul style="list-style-type: none"> • Go to: www.uptodate.com/patients • Search for: <p>© 2008 Wolters Kluwer Health Lippincott Williams & Wilkins</p> <p>Footer: Doctors write prescriptions for medical information</p>	 <p>UpToDate. FOR PATIENTS</p> <p>Answer your medical questions with the source doctors trust</p> <p>Enter your search here <input type="button" value="Go"/></p> <p>▶ View health topics by category</p> <p>Footer: Patient Search Box</p>
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Keywords: online medical content, shared medical decision making, serious illness, healthcare information, medical information resource, treatment options

About UpToDate

Patients with subscriptions to *UpToDate* have access to the same medical content relied on by more than 340,000 physicians worldwide. *UpToDate* provides patients with access to current, in-depth and unbiased information, allowing patients and physicians to make shared medical decisions. Founded in 1992, *UpToDate* is headquartered in Waltham, Mass. For more information call 1-800-998-6374 or visit www.uptodate.com.

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