

CONSUMER HEALTH SOLUTION

A COMPLETE COLLECTION OF PATIENT-FOCUSED HEALTH INFORMATION FOR YOUR WEB SITE, PORTAL, OR KIOSK

BUSINESS NEEDS

Give consumers tools to answer important health questions and become active participants in their own care.

- Become the most trusted health information resource for your patients and their families.
- Build a unique offering that best meets the needs of your facility and patient community.
- Ensure your hospital clinicians feel confident directing patients to your site.

In 2007, 56 percent of American adults—more than 122 million people—sought information about a personal health concern, up from 38 percent in 2001, according to a new national study by the Center for Studying Health System Change. While resources are plentiful, credible and referenced information is not. Becoming a reliable medical information resource for patients and their families can help you succeed in this increasingly competitive healthcare environment and empower patients to make informed decisions regarding their own health.

The **Micromedex Consumer Health Solution** from the Healthcare business of Thomson Reuters delivers benefits to stakeholders throughout your organization:

Hospital Marketers

Attract new patients and increase loyalty of current patients through your hospital's Web site. In addition to providing valuable information, you can drive traffic to your hospital's other services. By offering complete care, you can become the preferred hospital in your community.

Clinicians

Confidently direct your patients to accurate information about their disease state or condition with Web content that undergoes extensive medical review. Not only will your patients be better prepared for visits, you'll realize fewer nurse center calls and a reduction in see visits.

IT Professionals

Get up and running in no time with hosted options or take advantage of self-hosted options that allow you to link to your existing systems using SNOMED, CPT4, MeSH, and ICD9 codes. Plus, you'll have access to a team of professionals dedicated to making your integration process smooth.



INCREASE PATIENT LOYALTY AND SATISFACTION WITH ANSWERS TO IMPORTANT HEALTH CARE CONCERNS

- Educate and empower patients.
- Reduce medical costs.
- Strengthen institutional branding.
- Increase traffic to your site and centers of excellence.

Consumer Health Solution is highly customizable, with 25+ modules and features:

- Award-winning content from A.D.A.M. Inc.
- Interactive assessment and decision support tools.
- Consistent with Thomson Reuters drug and lab information.
- Frequent content updates.
- Multiple literacy levels (elementary to college).
- Comprehensive Spanish coverage.
- Hosted (ASP) and self-hosted (HTML, XML, ASCII) formats.



CONSUMER HEALTH SOLUTION BASE OFFERING

These essential modules are included in the core package:

Health Illustrated Encyclopedia

A.D.A.M.'s award-winning medical encyclopedia provides answers to common medical questions relating to diseases and conditions, medical tests, symptoms, injuries, treatment options, surgical procedures, poisoning, and nutrition information.

The encyclopedia contains more than 3,600 consumer-friendly articles; 1,600 diseases; 85,000 hyperlinks; and 10,000 index terms. Plus, a toggle function allows users to flip between identical English and Spanish information.

Drug Information

This complete set of concise drug summaries covers brand-name and generic drugs. It offers straightforward information on indications, contraindications, usage, precautions, interaction warnings, and side effects for prescription and nonprescription drugs. These brief summaries are

also clinically consistent with Micromedex drug information for clinicians. Available in English and Spanish.

Consumer Lab Education

Approximately 500 lab titles including lab descriptions, results interpretation, risks, how the test is done, how it will feel, and what follow-up is necessary. Available in English and Spanish.

Clinical Trials

Current information on approximately 41,000 industry- and government-sponsored clinical trials that are actively recruiting participants in the U.S. and internationally. Background data explains the why, when, and how of the trial, along with contact information. Also features a consumer-friendly glossary of clinical research items.

FDA Approvals

A comprehensive list of drugs approved by the FDA, categorized by disease state (cardiology, oncology, etc.) and by year. Consumers can also link to a detailed description of the drug.

The screenshot shows a web browser window with the URL <http://www.stkleid.com>. The page header for St. Kleid Regional Hospital | Los Angeles, California includes a navigation menu with links for home, health info, find a doctor, services, hospital visit, professionals, giving, about us, and employment. The main content area is titled "Health Guide" and features a "Health Encyclopedia" section with a search bar and a list of categories: Diseases and Conditions, Injuries, Nutrition, Poisons, Special Topics, Surgeries, Symptoms, and Tests. Below this is a "Featured Health Resources" section with links to In-Depth Health Reports, Care Guides, Surgeries & Procedures, Daily Health News, Spanish Lab Tests, Animation Player, Alternative Medicine, Spanish Surgeries & Procedures, and Lab Tests. On the right side, there are three vertical panels: "Drug Guide" with links to Learn About Drugs, See Detailed Drug Information, Check Drug Interactions, View Drug Images and Imprints, and Monitor FDA's Drug Approvals; "Health Tools" with links to Research Clinical Trials, Assess Your Health Risks, Use Wellness Calculators, and Evaluate Treatment Options; and "Pregnancy Guide" with a description and links to Go To Pregnancy Guide and Go To Spanish Pregnancy Guide. A "Body Guide" section is partially visible at the bottom right.

Comprehensive, award-winning content is delivered via your Web site, portal, or kiosk, and reflects your facility's brand.

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MORE MODULES

In addition to our base offering, you can enhance your Web site with the following information.

HEALTH CONTENT

Care Guides

Step-by-step guides to living with 12 different conditions including asthma, high blood pressure, and diabetes. The guides include illustrations and short movies to reinforce key learning points, share personal stories from others with the condition, and have questions answered by a physician.

In-Depth Reports

Extensive information on the top 100 health and wellness topics. Each report is 25-40 pages and contains full-color images and animations.

Daily Health News

Keeps consumers up to date with 20 new stories every day covering developments in medicine, FDA approvals, and useful health tips. Plus, consumers can access up to 12 months of stored archives.

INTERACTIVE HEALTH TOOLS

Health Risk Assessments

Sixteen assessments, each five to ten minutes in length, that enable users to determine their specific health risks and get customized lifestyle recommendations.

Wellness Tools

Six interactive tools covering BMI, Target Heart Rate, Calorie Burner, and more.

Treatment Profiler

Twenty-nine tools designed to help patients work with caregivers to make more informed treatment decisions. Provides information about treatment options, side effects, and probable outcomes for topics including cancer (20), heart health (5), woman's health (1), and lung conditions (3).

MULTIMEDIA OPTIONS

Surgeries and Procedures

Approximately 150 presentations provide frame-by-frame explanations of common medical procedures, surgeries, and tests. Designed for a low-literacy audience, each of these presentations has four to seven full-color illustrations. Available in English and Spanish.

Animation Player

Approximately 135 medical animations organized by body system and medical specialty. This innovative tool won the eHealthcare Leadership platinum award for "Best Special Effects."

Body Guide

Shows both male and female views of the 12 major body systems. Allows users to identify various anatomical structures via 230 hot spots.

Pregnancy Health Center

Articles, images, animations, and FAQs covering broad, commonly referenced pregnancy-related health subjects ranging from "Before You Get Pregnant" to "Baby's First Few Weeks." Also includes weekly newsletter articles, fun games for the whole family, and calculators. Available in English and Spanish.

Other Health Centers

Special heart and cancer centers combine all the relevant articles, care guides, in-depth reports, health assessments, surgeries, and animations in one place.

DRUG CONTENT

Drug Interaction Checker

This drug-screening system allows consumers to check prescription and over-the-counter drugs for interacting drug ingredients and the effects and clinical significance of the interaction. The tool checks for interactions with food, alcohol, tobacco, alternative medicines, and other drugs.

Detailed Drug Information for the Consumer™

Easy-to-understand, in-depth materials to help educate your patients about medications and their proper use. Includes detailed label and off-label uses for more than 11,000 drugs in both the U.S. and Canada.

Alternative Medicine

Information for consumers on how herbals and supplements are used, dosing, side effects, and warnings. Also includes alternative medicine treatment options for health conditions and overviews of common alternative therapies.

Drug Identification

Provides a convenient tool for visually identifying unknown tablets and capsules. Patients can search by manufacturer's imprint code and secondary characteristics such as color, size, and shape. Ingredient, manufacturer, and historical data for the drugs are included.

ABOUT THOMSON REUTERS

The Healthcare business of Thomson Reuters produces insights, information, benchmarks and analysis that enable organizations to manage costs, improve performance, and enhance the quality of healthcare. Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minn., Thomson Reuters employs more than 50,000 people in 93 countries. Thomson Reuters shares are listed on the New York Stock Exchange (NYSE: TRI); Toronto Stock Exchange (TSX: TRI); London Stock Exchange (LSE: TRIL); and Nasdaq (NASDAQ: TRIN).

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PRO-4877B REV 09/08 JB



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