With Increasing Clinical Complexity Comes Challenging Treatment Questions

How will you make the best treatment recommendations for all your patients?

The role of a pharmacist in today's health system is more complex and dynamic than ever. You have to understand new medications and breakthrough therapies—all while managing patients who present complicated conditions and increased comorbidities. So, you need to consider numerous factors to make safe and effective drug decisions. And yet, the sources you turn to could undercut your ability to recommend the right treatment for your patient's unique circumstances.

Common online resources often deliver questionable content. But double-checking your findings in multiple drug references wastes valuable time, potentially delaying a critical decision. And sorting through unproven, inconsistent, or superfluous information can cloud your thinking, making it that much harder to deliver a confident, timely recommendation.

On top of this, you're expected to take on advanced clinical roles, like analyzing how patient populations respond to new medications, co-managing clinics alongside nurse practitioners, or tailoring drug therapies based on genetics. Now, you have to consider treatments—and make decisions—in a much broader context. So the information guiding your decisions must be worthy of not just your time and trust, but the broader care team's, as well.

What happens if the information sources available to you lack legitimacy or create confusion?

- You could inadvertently recommend a therapy that increases the likelihood of an adverse drug event.
- These recommendations could lead to increased length of stays, rising readmission rates, and higher costs.
- You could weaken the care team by providing guidance that puts patients and their treatment plans at risk.

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Clinical Pharmacology
powered by ClinicalKey®

A single source of relevant, dependable information to guide your recommendations

With Elsevier's Clinical Pharmacology powered by ClinicalKey, you'll have a single source of accurate information that's tailored to your position in the continuum of care. Using well-vetted, evidence-based content, you'll be able to quickly answer simple, in-the-moment requests—and research complex cases requiring in-depth investigation. With this reliable information, you'll help your team home in on each patient's unique needs, enabling everyone to contribute to a consistent experience that's based on the most current standards of care.
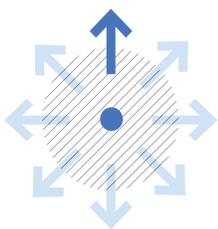
Each year, adverse drug events cause nearly

700k
ER visits

and

100k
hospitalizations.

Medication Errors and Adverse Drug Events, Agency for Healthcare Research and Quality, August 2018

What if you could...?

Recommend a safe, effective therapy, each and every time

With Clinical Pharmacology powered by ClinicalKey, you'll have the rich, timely, relevant content you need to confidently recommend a safe therapy for every patient. With a continuous stream of medication alerts and information curated by specialized PharmD experts, you'll have validated, in-depth answers and evidence, no matter the drug in question. And because this information is easy to locate, understand, and act on wherever you are, you'll always be able to make sound therapy decisions that reduce the chances for preventable adverse events and negative patient outcomes.

Be a trusted clinical advisor

With Clinical Pharmacology powered by ClinicalKey, you'll have the actionable, complete drug information you need to be an integral, trusted advisor to the broader care team. With a steady stream of updated content, you'll uncover insights that help you make swift, confident treatment recommendations. And because this knowledge is specialized for your needs, but also valuable to physicians and nurses, you'll empower your team to take collective steps that result in greater consistency, standardization, and safety across the continuum of care.

For more information, visit **clinicalkey.com/info/pharmacy**

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