

Better Evidence for Training

First 6 month plan – Training and Communications

LAUNCH	after 2 weeks	2nd month	3rd month	4th month	5th month	6th month
1. Announce UpToDate availability						
	2. UpToDate Mobile access					
		3. Focus on UpToDate as a clinical decision support tool				
			4. UpToDate Feature: Graphic Search remote training invitation			
				5. UpToDate Feature: Drugs and drug interactions remote training invitation		
					6. UpToDate Feature: Feedback to Editor remote training invitation	
						7. UpToDate Feature: Practice Changing Updates remote training invitation

Launch and roll out (first 6 month)

Email #	Email Title	Email Timing
1	Announce UpToDate availability at your facility: UpToDate is Available	At launch
2	Focus on UpToDate as a clinical decision support tool: Improve Clinical Decisions with UpToDate	After 2 weeks
3	UpToDate Mobile Access	After 2 months
4	UpToDate Feature: Graphic Search	After 3 months
5	UpToDate Feature: Drugs and drug interactions	After 4 months
6	UpToDate Feature: Feedback to Editor	After 5 months
7	UpToDate Feature: Practice Changing Updates	After 6 months

INSTRUCTIONS:

- Replace “Name of the Institution,” “Name of school of medicine,” “name of university,” and “hospital name” in each email template with the appropriate title
- Insert school logo in email 1 at the bottom of the template where it says “school logo”
- Copy and paste each individual email template into an email message and send to students and faculty at specified intervals, above

TRAINING RESOURCES

Sharing of training resources available online and offline and of recorded training session

<https://www.uptodate.com/home/online-tutorials>

In the following pages you will find the documents for the email campaign, from the launch to the 6th month.

Email 1 – At launch

UpToDate® is Available at <NAME OF THE INSTITUTION>

Better Evidence Program

Through Better Evidence, UpToDate is now available for students and faculty of [name of school of medicine].

UpToDate is a clinical decision support tool authored by 7,100 world-renowned physicians who synthesize the most recent medical information into trusted, evidence-based recommendations accessible via the web or download, on a computer or a smartphone. Over 1.9 million clinicians in over 190 countries and 90% of major academic medical centers in the U.S. rely on UpToDate to find the answers to pressing questions. Every day, clinicians worldwide view topics covering 25 specialties over 1.6 million times.

Registering for an UpToDate® Account through your university:

Visit www.uptodate.com/online, then click on the **Register** link in the top right of the page and complete the registration page.

Using UpToDate®:

Registering for an UpToDate account through your university provides access to **UpToDate® Anywhere**, a comprehensive, mobile-enabled resource that gives you access to UpToDate's evidence-based clinical content when and where you need it. With UpToDate® Anywhere, you can:

Access UpToDate via a computer

- Access to UpToDate from any computer with an Internet connection (i.e., your own personal laptop or a desktop computer in the University library)

Access UpToDate via a mobile device or tablet

- Download the free UpToDate Mobile App for your iOS® or Android™ device (on 2 devices)
- Access UpToDate remotely from outside the [name of university]
- Use UpToDate offline, without a connection to the internet, through Mobile Complete

Maintaining Access:

To maintain uninterrupted access to UpToDate, you must confirm your affiliation with [name of university] at least once **every 90 days** by logging in to UpToDate from within the University's network.

Need Help?

Write to the Better Evidence Program at betraining@ariadnelabs.org or on WhatsApp at +1 (617) 444-9452 with any questions related to access or usability of UpToDate at your University. For technical questions, please contact UpToDate Customer Service at customerservice@uptodate.com



UpToDate®



Email 2 – After 2 weeks

Improve Clinical Decisions with UpToDate®

Answer Clinical Questions More Quickly with UpToDate® at <Hospital name>

Did you know that every day physicians encounter approximately 11 clinical questions in the course of their practice?

In fact, studies have shown that:¹

- Approximately 2 out of 3 clinical encounters generates a question
- Only 40% of these questions get answered
- Answering all clinical questions could change 5 to 8 patient management decisions each day

UpToDate makes finding clinical answers easier by providing current, evidence-based information in an organized, searchable format. What's more, that information is available where clinicians need it the most – at the point of care.

Short video tutorials to help you learn more about using UpToDate can be found on the UpToDate website, at www.uptodate.com/home/help-demo.

We encourage you to access this valuable resource and to utilize it regularly as part of our continued effort to improve patient care!

1. Covell, DG. Ann Intern Med 1985; 103:596; Green, ML. AM J Med 2002; 109:218; Osherooff, JA. Ann Intern Med 1991:575; Ely, JW. J Am Med Inform Assoc 2005; 12:217; Gorman, PN. Med Decis Making 1995; 15:113.

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Email 3 – After 2 months

UpToDate® mobile access

Answer Clinical Questions More Quickly with UpToDate® at <Hospital name>

Installed Apps

Individual subscribers and registered UpToDate Anywhere users may install the UpToDate Mobile Apps on up to two devices free of charge. UpToDate Mobile Apps are available in most countries.



The UpToDate Mobile App for Android™ works with Android devices running the latest two versions of Android OS that have at least 50 MB of free phone memory. SD card installation is supported. The UpToDate Mobile App for iOS® works with any iPhone® or iPad® running the latest two versions of iOS.

Mobile Web – Nothing to Install

The user-friendly website is designed to responsively adapt to mobile devices, such as smartphones and tablets. Simply open the browser on your mobile device, go to www.uptodate.com and click Log in from the upper right corner. You will find a consistent experience across all mobile platforms that is optimized for smaller screens and tablets and easy to navigate.

What's the best mobile option for me?

My Priority	Best Option
My connection speed is often slow (e.g. 2G).	All UpToDate Mobile options are designed to accommodate slower connection speeds.

My Priority	Best Option
I often have limited or unpredictable connectivity.	UpToDate MobileComplete downloads the full content of UpToDate to your device for use offline.
I want to take advantage of features like persistent login, bookmarks, history, and <i>Search In Your Own Language</i> .	UpToDate Mobile Apps (iOS®, Android™, and MobileComplete) offer an experience most similar to the desktop interface.
I don't want to download anything to my mobile device.	Access UpToDate Mobile Web by going to www.uptodate.com from your mobile browser.
I share my mobile device with other users at my organization.	Access UpToDate Mobile Web by going to www.uptodate.com from your mobile browser.

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Email 4 – After 3 months

Graphics Search

Quickly and easily search more than 35,000 pictures, tables, illustrations, diagrams, graphs, algorithms and videos.

Richer, more relevant medical graphics than on the Web

Now you can search an extensive library of trustworthy, high-quality graphics from UpToDate® without having to use a separate search engine. The thousands of richly detailed graphics combined with the evidence-based knowledge in UpToDate creates a powerful and practical tool for improving your ability to diagnose and treat patients at the point of care.

Simply enter a clinical term into the Search box, and click "Search" (or choose an auto-complete suggestion). Then select "Graphics" from the menu. The resulting graphics appear in thumbnail format for quick and easy scanning. Clicking a thumbnail opens a larger, Lightbox version of the graphic.



Accessing topics with references to graphics

In Lightbox view, the graphic lists UpToDate topics that include references to the graphic under "Appears in Topics." Choose and click a topic, and UpToDate opens the topic and highlights the graphic reference in the text.

Are you already reading a topic that references a graphic? Click the reference to open the corresponding graphic. Or click the "View All" button to display thumbnails of every graphic associated with the topic.

Sharing graphics with your colleagues & patients

In "Full View," UpToDate Graphics Search offers several options for sharing content:

- Click Export to PowerPoint to open the graphic in a slide
- Click Print to share the graphic with a colleague or patient
- Click Share to send the graphic with a personalized email

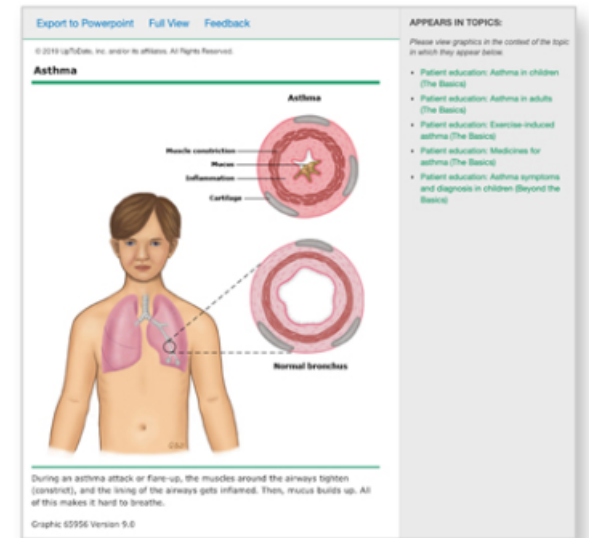
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Links to images in this email:

<http://www.ariadnelabs.org/wp-content/uploads/sites/2/2020/06/Email-Campaign-4-Graphics-Seach-Image-2.png>

<http://www.ariadnelabs.org/wp-content/uploads/sites/2/2020/06/Email-Campaign-4-Graphics-Seach-Image-1.png>



Drugs & Drug Interaction

UpToDate® includes a select drug and drug interaction database – authoritative point-of-care information that helps minimize risk and increase patient safety.

Easily access key drug information

UpToDate has increased the breadth and depth of its drug reference database by partnering with Lexicomp®, a leading pharmacological solution. This partnership provides UpToDate subscribers with access to a select set of foundational drug information from the Lexicomp core databases, including more than 6,500 in-depth drug monographs. Each monograph provides dosage information for adult, pediatric and geriatric patients.

The integrated solution delivered by UpToDate and Lexicomp, available to all UpToDate users, complements the clinician's workflow. The clear and concise drug monographs provide quick and easy access to actionable recommendations. In addition to drug treatment recommendations that are available through UpToDate, users can access a select set of drug references from the Lexicomp database, which includes:

- General and disease-specific dosing recommendations including evidence-based off-label dosing
- Recommendations for dose adjustment for impaired kidney or liver function, obesity or toxicity
- Pediatric and neonatal dosing and drug administration
- A separate drug interactions program (Lexi-Interact) that provides more in-depth analysis of drug-drug, herb-drug and herb-herb interactions
- Drug adverse effects, warnings, and precautions including practical detail such as premedication recommendations and patient monitoring parameters
- Drug administration detail including drug brands, available strength and dosage form information
- Current FDA Special Alerts and major Health Canada safety communications

For access to the full Lexicomp database, UpToDate subscribers may opt to subscribe to the complete Lexicomp online solution. Accessible from within UpToDate, this full-featured drug reference database supplements the select set of Lexicomp content available to all UpToDate subscribers with additional information including:

- Topics dedicated to drug use during pregnancy and lactation
- A Formulary Monograph Service containing monographs for newly approved or Phase III drugs, detailing mechanism of action and comparative efficacy content
- Topics on pharmacogenomics, genetic variations and their impact on drug therapy
- Topics on IV compatibility, IV medication stability and co-administration
- Toxicology information on the most commonly encountered exposures to poisons and non-toxic agents
- Drug identification of unknown medications based on imprint, dosage form, shape and color
- Drug dosing calculators and comparative tables
- Patient drug information handouts in 19 languages

Linking directly to the full scope of Lexicomp content and modules from within UpToDate helps improve efficiency, enhance patient care, and minimize disruptions to the clinical workflow. To learn more about drug information solutions for hospitals [contact Lexicomp](#).

Diagnose, treat and prescribe with confidence

The drug and drug interactions databases in UpToDate add another level of knowledge to clinical practice and help improve the quality and safety of care. Other benefits include:

- Strong and robust drug database that is frequently updated
- Drug topics designed to replicate the way a clinician thinks
- Provides information in a clean, concise format that is easy to use
- Extensive pediatric dosing information
- Patient Education information that is Joint Commission compliant

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Email 6 – After 5 months

Feedback to Editors

Make an impact on medical practice

Some of the most important contributions to UpToDate® come from our clinician subscribers. Over the years, these comments have been instrumental in helping us improve our clinical content. In fact, we often refer to worldwide subscriber feedback as our final level of peer review.

With the UpToDate Topic Feedback feature, anyone can send suggestions and comments directly to our editorial team. The button is conveniently located on the right edge of each topic window; when clicked, the feedback form opens in a separate window allowing comments to be made without ever having to leave the topic screen.

Our editorial team endeavors to respond personally to every user who provides feedback via UpToDate.

Link to image in this email: <http://www.ariadnelabs.org/wp-content/uploads/sites/2/2020/06/Email-Campaign-6-Feedback-to-Editors.png>

The screenshot shows a 'Contact Us' window from UpToDate. The form contains the following fields:

- To: editorial@uptodate.com
- Your Name:
- Email Address:
- Specialty: Other (dropdown menu)
- Practice Type: Please Select (dropdown menu)
- Country: United States (dropdown menu)
- Subject: Carotid artery stenting and its complica (text field)
- Message:

At the bottom are 'Submit' and 'Cancel' buttons. On the right side of the window, there is a vertical sidebar with a 'Topic Feedback' button. Two red arrows point to this button with the text 'Click on Topic Feedback button'. Another red arrow points to the 'Submit' button with the text 'Fill out form and click "Submit"'.

Email 7 – After 6 months

Practice Changing UpDates

Practice Changing UpDates are new recommendations and/or updates that our editorial staff feel may change usual clinical practice. UpToDate customers can view a list of practice changing updates by searching on “practice changing updates” and selecting the topic with that name, or by selecting “What’s New” from the tool bar and clicking on the first topic, titled “Practice Changing UpDates.”

One relatively recent Practice Changing UpDate was the result of a randomized drug trial. Within five days of the trial results being published:

- Our Deputy Editor reviewed the study and contacted several renowned experts to discuss practice impact
- An UpToDate Doctor of Pharmacy provided input regarding compounding and dosing
- The Deputy Editor and topic author agreed on topic revisions with section editors
- A new recommendation was formulated and graded
- Topic changes were reviewed with the Senior Deputy Editor for consideration as a Practice Changing UpDate
- The Senior Deputy Editor wrote the related Practice Changing UpDate
- A revised topic and expanded Practice Changing UpDate topic was published online in UpToDate

The new recommendation provided a revised treatment regimen for patients within a specific age range and independent of disease severity.

Click [here](#) to view current Practice Changing UpDates.

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