



ClinicalKey for Nursing

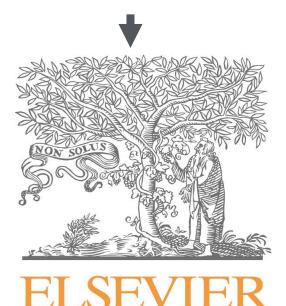
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Introduction of Elsevier



The original Non Solus mark of Isaac Elzevir was used for the first time in Leyden in 1620.



- In 1620, the draft of Elsevier's logo first come out
 - Elm & Grapevine : stand for great wisdom by publishing
 - Old man : stand for research scholar
 - NON SOLUS : Latin, means "Not Alone" (never alone in study)
 - Implication : the scholar (Old man) and results of publishing (Elm) need to go together and coexist

Challenges 挑戰

- 600,000 to 800,000 new clinical articles are published each year. 每年有60~80萬篇臨床論文發表
- Every day, on average, each physician asks 9.5 questions. Two thirds of those clinical questions go unanswered.
 每天每一位醫護人員平均提出9.5個問題,其中2/3得不到答案^{*}
- Physicians and medical students today are being overwhelmed with information and questions which need to be answered. 如今臨床工作人員被爆炸的資訊和需要解答的問題所淹沒
- Profusion of content sources makes it difficult to get answers.
 資訊來源太多(Google, Pubmed, Various Database...),
 答案的找尋變的耗時困難

* "Watson and Healthcare" (quoting the British Medical Journal), April 2011

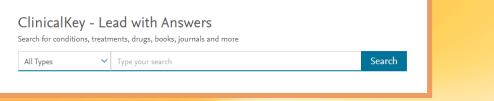
How are information consumed nowadays? 現今資訊是如何被使用的?



ClinicalKey for Nursing

ClinicalKey[®] for Nursing

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Browse clinical content

Diagnose conditions and validate decisions

Clinical Overviews	Clinical Skills	Drug Monographs	Mosby's Evidence-Based Nursing Monographs
Comprehensive topic summaries for your clinical questions	Skills and procedures for quick review and learning	Drug and dosing information to guide treatment decisions	Research-driven answers to your clinical questions
Patient Education	Guidelines >	Calculators >	Labs >
Information to educate and empower your patients	Latest clinical guidelines from leading organizations	Interactive tools to support treatment, diagnosis, and screening	Further your diagnosis through laboratory values

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Mosby's Nursing Consult

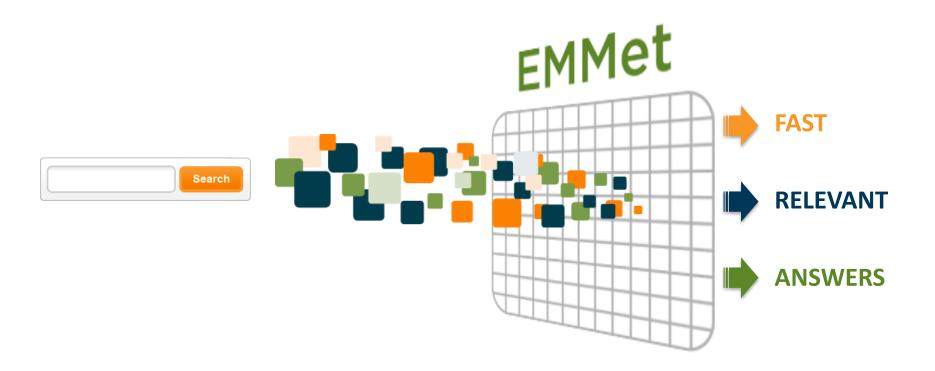


Trusted and Comprehensive 資料全面、完整且值得信賴

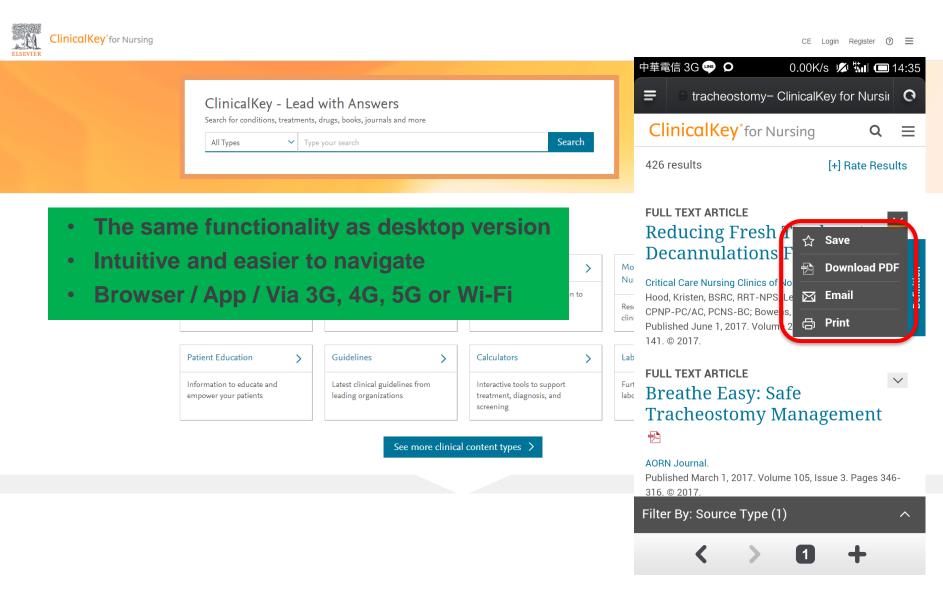
✓ 125+ 護理專科參考書籍	✔ 1,300+ 臨床及實證護理專論	
✔ 68+ 護理專科期刊	✔ 1,600+ 臨床診療指引	
✓ 完整索引標記之MEDLINE	✓ 2,550+ 藥物專文	
✔ 250+ Procedures Consult影片	✓ 15,000+ 病患衛教單張	
✔ 超過65,000張圖表	✓ ClinicalTrials.gov資料庫	

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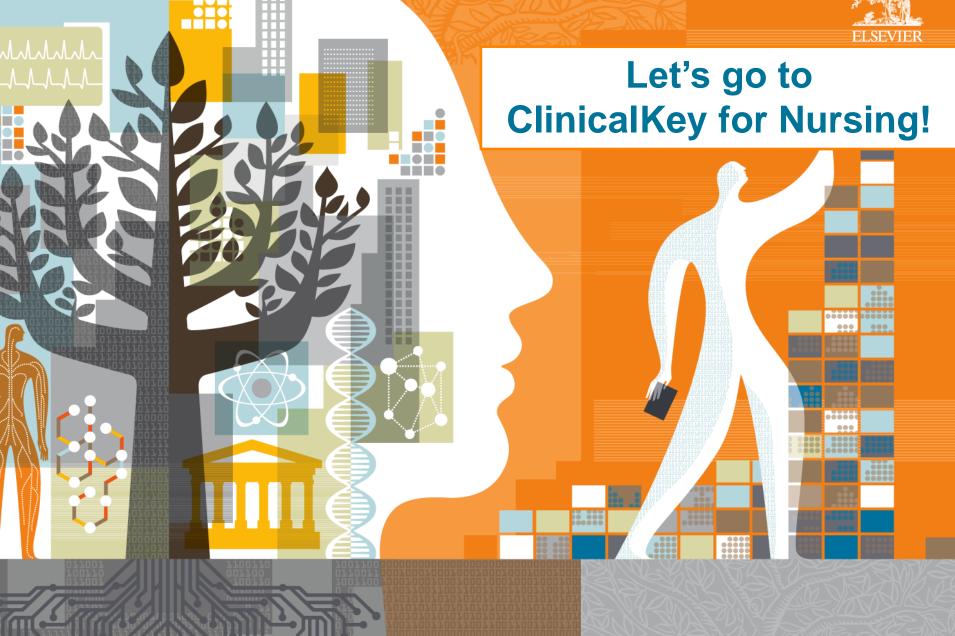
Powerful Search Engine + Comprehensive Information



Anytime Anywhere, Mobile-optimized User-Interface 行動裝置優化操作介面











Thanks for your attention.

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