

Wiley-Blackwell Press Release

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Wiley-Blackwell Launches New Online Medical Reference Tool - *Essential Evidence*

Clinicians Benefit from Instant Access to Medical Evidence at the Point-of-Care

Hoboken, NJ – December 14, 2009 – International STMS publisher Wiley-Blackwell today announced the launch of ***Essential Evidence***, a new product added to its online, evidence-based content resource ***Essential Evidence Plus***. Synthesized from the most timely and late-breaking clinical evidence derived from the world's most respected medical authorities, this topic-oriented clinical resource tool will help clinicians to more effectively make diagnoses, chart treatment plans, and determine prognoses.

Essential Evidence is available exclusively with a subscription to *Essential Evidence Plus*, and is accessible through the web or via handheld computer (Pocket PC or Palm® OS). The product features approximately 700 structured medical topics at launch with approximately 100 more in development. All topics are highly integrated and hyperlinked to content and tools including Cochrane Reviews, literature summaries (Daily POEMs), decision support tools, evidence-based guidelines, and interactive diagnostic test calculators.

“Wiley-Blackwell developed *Essential Evidence* to support clinicians on the frontline of patient care,” said Mark H. Ebell, M.D., M.S., a professor at the University of Georgia and Editor-in-Chief of *Essential Evidence*. “Practitioners need a reliable resource that filters the thousands of articles published every month and brings them the most useful information about diagnosis and treatment. They also need interactive tools and calculators that bring this data to life and help them apply it to their patients.”

Topics covered in *Essential Evidence* are written by leading researchers and peer-reviewed by medical experts. These experts evaluate clinical findings in the medical literature and summarize this information to provide clinicians with evidence-based data essential to making informed point-of-care decisions. *Essential Evidence* facilitates quick retrieval of the latest evidence that guides patient care decisions and includes a "Bottom Line" feature highlighting the most important findings in each section.

All content includes a "strength of evidence" rating for each recommendation that helps practitioners know which recommendations are most likely to improve health outcomes. Summary tables for at-a-glance information, algorithms for problem solving, and an extensive image library are also included to optimize

patient care. "Clinicians will find the best medical evidence at their fingertips with just one search using *Essential Evidence*," said Dr. Ebell.

"*Essential Evidence* provides comprehensive coverage of the most significant medical evidence to facilitate superior clinical practice," added Shawn Morton, Publishing Director for Medicine at Wiley-Blackwell. "We are thrilled to announce the launch of this highly structured, interactive, and dynamic product."

For more information about ***Essential Evidence***, visit the website:
www.essentialevidenceplus.com.

Members of the media are invited to sign up for a complimentary 30-day subscription to *Essential Evidence*. Please [click here](#) to start your trial.

Contact:

Dawn Peters
781-388-8408
medicalnews@wiley.com

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