

A completely new
concept for information
delivered at the point of care

BestPractice

Vital new medical information is published every day. Healthcare professionals need it to help them make the best possible clinical decisions in partnership with their patients. However, all too often busy clinicians struggle to keep up to date and apply new research findings to their practice.

This is why the BMJ Evidence Centre has developed *Best Practice*.

Best Practice is a completely new concept for information delivered at the point of care. In one single source, we have combined the latest research evidence¹, guidelines and expert opinion – presented in a step-by-step approach, covering diagnosis, prognosis, treatment and prevention. It provides a second opinion in an instant. Its unique patient-focused approach represents a major new advancement in information delivery at the point of care.

While a wide variety of sources are available that seek to filter and evaluate information, *Best Practice* is designed to be practical to use at the point of care. Clinicians can access information structured around their consultation; a source that is quick and intuitive to use; one that anticipates their questions and provides answers in seconds – essential in the short time they have to make diagnosis or treatment decisions, and to explain them to their patients.

¹ Provided by Clinical Evidence, one of the world's most respected and trusted sources of evaluated medical research.

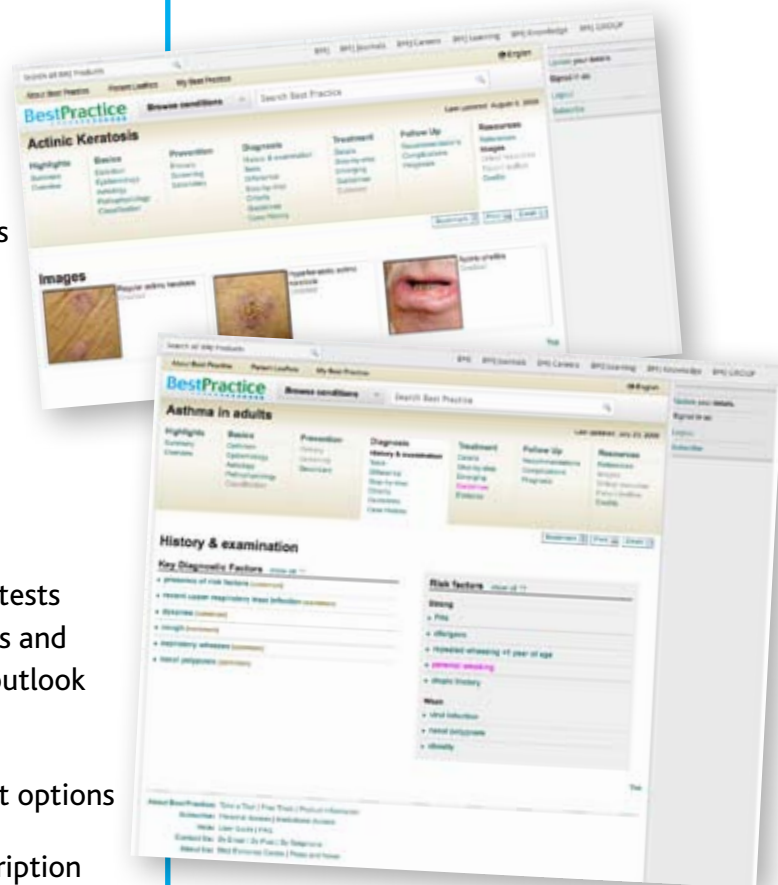
Discover the
unique quality
of *Best Practice*
with a free trial
- see overleaf
for details

BMJ|Evidence Centre

Best Practice is brought to you by the BMJ Evidence Centre – a division of the BMJ Group that is working to provide healthcare professionals with innovative new products and tools that make evidence useful in practice.

Best Practice brings you:

- A **new concept** in information delivery – action orientated and structured around the patient consultation
- In-depth coverage of the most critical conditions (covering **1000 conditions** by end of 2009; 500 immediately on launch) helping healthcare professionals make decisions with confidence
- A **constantly updated** resource
- A **standard structure** for each condition including a summary and definition, aetiology, epidemiology, through key diagnostic steps and tests into treatment approaches with drugs, guidelines and evidence, finishing with recommendations and outlook for patient follow up
- Information **for patients** to support treatment options
- A **drug formulary** for quick checking of prescription guidance
- *Clinical Evidence* 'inside' brings together **the best current evidence with expert guidance**
- **My Best Practice** allowing end users to save searches and bookmarks to specific content
- Ability to upload **local guidelines and links**
- Full reference links and **colour images** where available
- The ability to **change the language** of the interface and navigation to selected local languages



Try Best Practice for yourself:

Best Practice will launch in early 2009. To be among the first to try this new breakthrough resource, contact us to arrange a free trial for your institution on: consortiasales@bmjgroup.com or tel: +44 (0)20 7383 6693.

evidencecentre.bmj.com/bestpractice