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Zynx Health and Elsevier to Offer Comprehensive Referential Evidence-Based Decision Support

Los Angeles, CA/Philadelphia, PA – April 5, 2009 – Zynx Health, the leader in evidence-based healthcare, and Elsevier, a world leader in medical information products and services, today announced a strategic relationship whereby Elsevier will become Zynx’s preferred source of evidence-based medical reference and point-of-care content, and Zynx will serve as the preferred order set partner for Elsevier.

Elsevier’s First Consult – an evidence-based, peer-reviewed clinical information resource that provides brief, actionable answers to physicians’ queries at the point of care and decision making – will be integrated with and available as an upgrade to Zynx evidence-based order sets. Zynx hospital clients customize and maintain evidence-based order sets using ZynxOrder™, a solution that brings evidence-based knowledge to clinical teams at the point of decision making. For joint First Consult and Zynx customers, First Consult content will be available as a critical reference to support the creation, customization, and updating of order sets, as well as a point-of-care clinical decision support tool for decision making within physician workflow.

“Zynx is the leading provider of order sets and clinical decision support among US hospitals who have purchased order sets, according to a recent report,”¹ said Scott Weingarten, MD, MPH, president and chief executive officer of Zynx. “Our hospital clients have told us that they need a cost-effective, high-quality, and comprehensive source of medical reference content for their physicians and other clinicians to use not only while in the hospital but while they are working remotely in their offices and from home. We believe that the integration of Zynx clinical decision support with Elsevier medical reference content represents a significant advance in comprehensive clinical decision support and will enable healthcare providers to deliver the best possible care to their patients.”

“Quality patient care will be realized through cognitive tools that help clinicians solve problems and make decisions at the critical moment,” said Jonathan Teich, MD, PhD, Elsevier’s chief medical informatics officer. “The partnership between Elsevier’s clinical decision support content and tools with ZynxOrder works toward the vision of integrating evidence-based guidelines, research, and patient data into the clinical workflow and daily practice of physicians.”

¹ Pollock D. Information solutions for the clinical workflow. *Market Intelligence Service: Market Report*. 2008;2:1-60. <http://www.outsellinc.com/store/products/739>. Published June 27, 2008.

The integration of premier First Consult content, which brings hundreds of evidence-based medical topics and recommendations to the ZynxOrder offering, deepens the well of trusted knowledge available to physicians when and where they need it most, bridging the divide between research and practice. Current First Consult customers interested in implementing order sets can seamlessly integrate the First Consult information they trust into the Zynx solution.

More information can be found at Elsevier's booth (#3644) at the HIMSS conference in Chicago, April 4-8, 2009, and www.clinicaldecisionsupport.com; plus at the Zynx Health booth (#2020) and www.zynxhealth.com.

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About Zynx Health

Zynx Health was founded in 1996 by thought leaders in evidence-based healthcare and healthcare quality improvement. Acquired by Hearst Corporation in 2004, Zynx has grown to become a recognized leader in evidence-based clinical decision support, and offers a suite of online solutions that help clinicians treat their patients based on the best available evidence from systematic research. The Zynx team of physicians, nurses, and allied health professionals rigorously reviews the latest peer-reviewed literature to develop clinically relevant summaries and distill evidence-based best practices.

Zynx's evidence-based solutions guide the care of more than 50% of patients who are discharged from US hospitals. More than 1,700 hospitals nationwide trust Zynx evidence-based decision support to address regulatory initiatives, optimize pay-for-performance reimbursement, and measurably improve the quality, safety, and efficiency of patient care. For more information about Zynx Health, visit www.zynxhealth.com or call 888.333.ZYNX (9969).

About Elsevier

Elsevier is a world-leading publisher of scientific, technical, and medical information products and services. Working in partnership with the global science and health communities, Elsevier's 7,000 employees in over 70 offices worldwide publish more than 2,000 journals and 1,900 new books per year, in addition to offering a suite of innovative electronic products, such as ScienceDirect, MD Consult, Scopus, bibliographic databases, and online reference works.

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