

UTD offers proven value, is easily implemented, is not costly

- Leads to improved outcomes
- Positive impact more clearly, consistently demonstrated compared to other HIT interventions
(Health Info Technology)

Hospital Outcomes Study

Harvard report study on 11/16/11 showed UTD leads to:

- shorter stays
- fewer deaths
- better quality performance *(as measured by HQA, Hosp Quality Alliance)*

It's an association, not a cause

- **These outcomes show it was causal:**
- plausible
- consistent
- temporal assoc
- other unlikely
- established research methods

It's a retrospective study

- hospitals served as their own control group
- researchers studied data before, during & after UTD adopted
- authors adjusted for 8 potential biases using well-accepted methodology
- retrospective studies respected & published in reputable journals

UTD Hospitals are different

- **Used 8 Benchmarks:**
- hospital financial health
- sickness of patients
- size of hospital
- teaching status
- presence of an ICU
- proportion of patients with Medicaid
- geographic location
- ownership (private, public, for-profit)

UTD Outcomes are not causally related

- effects consistent across series of measures that are not highly correlated (mortality, efficiency, processes)
- benefits persisted even after controlling for other hospital characteristics
- effects for quality performance were prominent among smaller, non-teaching hospitals
- dose-response relationship of duration of use provided more evidence

UTD funded the study

- UTD had no role in the study's design or input into the analysis.
- UTD did not see a copy of the manuscript before it was submitted to the Journal of Hospital Medicine
- Quote from disclosure: *"This study was funded by UTD, Inc. The funder had no role in study design, input into analyses presented, drafting, editing the manuscript, nor saw the manuscript prior to submission. All co-authors agree with the contents of the manuscript."*

BMJ Study (Sept 2011)

DynaMed updates faster than UTD and all other point of care resources.

Study was flawed: authors report shortcoming, did not look at quality of the updating process & how new evidence affected recommendations.

UTD is unique: unique in our strength in analysis of the evidence, synthesizing evidence to create original content

KLAS Report (November 29, 2011)

DynaMed scores higher in new KLAS report on clinical decision support.

Cust Satis very important & improving cust relationship is our major priority.

Clinicals Love UTD: In survey of 80K customers: 95% say UTD makes care more efficient, 98% say UTD improves care, 93% say UTD important for patient safety.