



Clinical Pharmacology

Comprehensive Drug Information Solution

You deserve more from your drug information solution. You need a **single resource** that aligns your efforts to improve accuracy and patient outcomes. That's **Clinical Pharmacology** from Elsevier / Gold Standard.

Clinical Pharmacology puts everything you need within three clicks of the mouse. Our web-based tool divides **the information you need into four streamlined categories** (reports, list/find, patient education and resource center) along with a search box and advanced drug identifier tool.

Trusted by more than 1,000 hospitals, Clinical Pharmacology is accepted as a professional drug reference by all 50 State Boards of Pharmacy. It is also officially recognized as a drug compendium for use in Medicare coverage decisions regarding the appropriate use of drugs and biologics for patients with cancer by the Centers for Medicare and Medicaid Services (CMS).

Clinical Pharmacology Mobile provides fast, easy and convenient access to many of the features and functions of Clinical Pharmacology. With its current and continuous updates our mobile solution requires no downloading or synching required. Just login and go! You get timely drug information and accurate answers to your everyday medication questions with enhanced speed, ease and convenience. Clinical Pharmacology Mobile runs on a wide range of devices including iOS (iPhone, iPod touch and iPad 2), BlackBerry, Android, Symbian and Windows Mobile.

How It Helps



Maximize Time

Receive the information you need in a few clicks. No other drug information resource works as simply and efficiently as Clinical Pharmacology. We know how valuable your time is.



Use a Single Solution

On its own, Clinical Pharmacology is the single, most powerful resource for all of your drug-related answers. It becomes an even more complete solution as you integrate it with other clinical and evidence-based databases like MD Consult, First Consult and Mosby's Nursing Consult.



Enhance Patient Care

The end goal is really the first goal. FDA-mandated MedGuide handouts are included and properly-formatted for immediate distribution to patients. Consumer versions of reports are also available with just one click.



Improve Outcomes

Applicable information goes beyond drug, manufacture and interaction data. A Lifestyles pop-up box considers common characteristics that may affect use. Accuracy is ensured through real-time content updates and a vigorous editorial process.



Streamline workflow

From printing selected parts of a monograph to online tutorials that are ACPE approved for continuing education credits, Clinical Pharmacology helps you do your job even better.



Optimize flexibility

Clinical Pharmacology is where you need it to be. Contents available via the internet, intranet, mobile applications or through content licensing and data integration arrangements.

Why It's Better

At Elsevier / Gold Standard, we created Clinical Pharmacology to be a different kind of drug information resource. The kind of single resource you can trust to have a positive impact on every aspect of your healthcare organization.

Other Products: Periodic updates.

Clinical Pharmacology: Real-time updates provide the **latest information possible** from leading authoritative sources. Think of it as just-in-time **peace of mind**.

Other Products: Hard to learn and use.

Clinical Pharmacology: Simple, intuitive, and easy-to-use, get to **the right information when you need it**. Serious data made simple.

Other Products: Patient education seems like an afterthought.

Clinical Pharmacology: Patient education is one of four main sections providing **comprehensive, detailed, and properly formatted** handouts for patient education-not patient edification.

Other Products: Summary data in multiple locations.

Clinical Pharmacology: Detailed clinical reports for drug interactions, lab reference, adverse reactions, IV compatibility, product and clinical comparisons. It's **all in one section** simply entitled, **Reports**.

Other Products: Less is...still less.

Clinical Pharmacology: Improving workflow means making it **easier, better, simpler, faster and more efficient**. Designed by people like you for people like you, we have one goal in mind: making your work life easier.

Other Products: Technology gets in the way.

Clinical Pharmacology: By definition, a solution solves a problem. What you need, **when you need it and where you need it**. That's our solution.

Award Winning

Elsevier / Gold Standard is the recipient of the American Pharmacists Association Foundation (APhA) Pinnacle Award in recognition for pioneering innovative ways to improve the medication use process to increase medication adherence, reduce drug errors, improve patient outcomes and increase communication between all members of the healthcare system.

Highest Scores in Two Independent Research Studies.

In "Evaluation of the Functionality of Subscription and Free Online Drug Information Databases," a study by Nova Southeastern University College of Pharmacy, Clinical Pharmacology earned the highest score for scope as well as the highest composite score based on 15 categories of questions.

In "Comparison of Tertiary Drug Information Databases," a study by Butler University College of Pharmacy and Health Sciences, Clinical Pharmacology scored highest among the tertiary online drug information databases for clinical dependability and completeness based on 100 drug information questions.

The Gold Standard in Customer Service

The entire Elsevier / Gold Standard team is committed to maximizing the positive impact our products have on your organization. It's service you should expect. It's service you deserve. And it's the kind of responsive, personalized service that sets the standard higher.

For more information, visit goldstandard.com