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**Advancing Physician Adoption, Leveraging Clinical Informatics and HIT
to Achieve Compliance Identified as Top Priorities by Wolters Kluwer Health
Client Advisory Board**

MINNEAPOLIS, MN -June 14, 2010 - Physician adoption and leveraging healthcare IT (HIT) to comply with changing regulatory and accreditation mandates were among the top priorities identified by the clinicians and healthcare executives who gathered in Chicago for the Wolters Kluwer Health Client Advisory Board.

The event, which took place June 8-9, brought together approximately 70 clients from Wolters Kluwer Health's Clinical Solutions division to hear from leading healthcare IT (HIT) analysts, share best practices and voice their concerns for 2010 and beyond. Identified as priorities were integration of data from various HIT systems and sources across the hospital enterprise and gaining greater physician adoption of CPOE and clinical decision support. Also cited were the transition to ICD-10, RAC audit preparations and the need to stay ahead of changing governmental and accreditation requirements for drug information.

Client Advisory Board participants included CMIOs, CIOs, CMOs, Pharmacy Benefits Managers (PBMs), Electronic Medical Record (EMR) representatives, physicians, nurses, and hospital and retail pharmacists who represented the broad spectrum of Wolters Kluwer Health clients. They gathered to network, share experiences and articulate their HIT needs, as well as to discuss healthcare reform and industry trends. Attendees also offered feedback on the company's point of care informatics solutions, including [ProVation® MD and EHR](#) software, [ProVation Order Sets, powered by UpToDate® Decision Support](#), [Facts & Comparisons](#), [PriceRx](#) and [Medi-Span](#).

"Given that we have more than 100 physicians, nurses, pharmacists and coders on staff, it's obvious that we take listening to our clients seriously; so seriously that we hired many of them," said **Arvind Subramanian**, CEO, Clinical Solutions division, Wolters Kluwer Health, in his kick-off address to attendees. "As a result, we are able to continually build and enhance clinical informatics solutions that meet the needs of physicians and facilities. This, in turn, increases physician adoption of and satisfaction with IT."

"As a new customer, it was valuable to meet and network with peers from other health systems and obtain first-hand best practice exposure," said **Kenda Tavakoli**, Vice President and CIO, Sibley Memorial Hospital. "At Sibley Memorial Hospital, we invested in UpToDate and ProVation Order Sets to provide physicians with the best evidence-based content and to enable an interim pathway to the launch of CPOE. It was helpful to hear how other health systems have approached this challenge and to benefit from their recommendations and ideas."

Additional advice and perspective was offered by two of industry's leading analysts in their keynote addresses. [David Bousfield](#), Vice President and Lead Analyst, Outsell, Inc., focused on the intersection of medical information and technology and identified what he considers to be the three key areas of opportunity for medical content providers: clinical decision support tools, medical education technologies and healthcare process analysis and assessment. [Judy Hanover](#), Research Manager, IDC Health Insights, focused specifically on leveraging clinical decision support in the provider environment.

Said **Patricia Milazzo**, RPh, Director of Drug File and Data Management at CVS/Caremark, "Throughout the years, Wolters Kluwer Health has been one of the most strategic and honest vendor partners we've worked with. This event is consistent with their track record - they are committed to listening to and engaging with their clients, and including our feedback in their strategic planning and the development of innovative solutions to meet our evolving needs."

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