Business challenge

Dot.lib sought to expand its business and drive satisfaction by integrating Micromedex clinical decision support solutions—delivered as part of the Dot.lib Cognys Meds offering—with EMR systems.

Transformation

To give clinicians quicker access to evidence-based medical information, IBM Business Partner Dot.lib developed best practices for integrating IBM® Micromedex® solutions from IBM Watson Health® with electronic medical record (EMR) systems. With its specialized solutions, the company can help clinicians screen drug orders within seconds.

Results

Supports healthcare delivery with targeted solutions
designed to help clinicians save time and improve patient care

Helps attract and retain healthcare customers
with a well-known clinical decision support solution from Watson Health

Contributes to innovative product enhancements
by sharing ideas, expertise and feedback with IBM

Dot.lib

Supporting clinical decisions with Watson-enabled technologies in Latin America

IBM Business Partner Dot.lib distributes ebooks, journals and databases from leading scientific international publishers, societies and other business associates. Combining these assets with its industry expertise, innovative technology platforms, and training and support services, Dot.lib delivers comprehensive solutions for users in multiple sectors. With its main office in in Rio de Janeiro, Brazil, the business serves customers in Latin America, Portugal and Spain.

"IBM has a rigorous process of including clinical content into Micromedex, focusing on quality and relevance versus quantity."

—Jorge Augusto Siqueira, Health Solutions Executive and Pharmacist, IBM Business Partner Dot.lib

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Providers request unified workflows

For nearly 30 years, Dot.lib has disseminated quality scientific publications throughout Latin America and other regions. Teaming with approximately 50 international scientific publishers and societies, the company distributes information assets to more than 500 customers in academic, corporate, government, healthcare and industrial sectors. Back in 1991, however, the company's founders began the business with a single offering—the Micromedex solution.

"Our business started with curiosity," explains Jorge Augusto Siqueira, Health Solutions Executive and a pharmacist at Dot.lib. "Our founders, who worked in academics, saw the tool used in the US and recognized its unique value. They wanted to bring it to institutions in other geographies, beginning in Brazil."

Today, more than 100 Dot.lib customers throughout Latin America subscribe to Micromedex evidence-based content, including hospitals, healthcare networks, government agencies, payer institutions, pharmaceutical companies and universities. Since becoming an IBM Business Partner in 2017, Dot.lib has delivered Micromedex solutions, hosted on IBM Cloud™, as an integral component of its Cognys Meds web-based portal solution for healthcare professionals. The Cognys

offering also features content from medical journals such as JAMA, The New England Journal of Medicine and BMJ and a variety of educational and news resources.

With Micromedex content, organizations of all sizes can empower their healthcare professionals to make more informed treatment decisions. These organizations in turn depend on Dot.lib's industry and technical experts to adapt the solution to their particular needs and provide training and support. "It's a highly specialized solution, so the delivery and support should also be specialized," says Siqueira, who supports customer successes for Dot.lib. "From the beginning, that is what we have done: we've helped the user understand what is in the tool and how to apply it in his or her daily practice."

Physicians, nurses, pharmacists and other healthcare professionals have traditionally accessed the online reference through the IBM Micromedex and Cognys Meds interfaces. After looking up information about drugs, they then manually transferred the data into patients' EMRs, a time-consuming process that hindered up-to-date record keeping. Given the usefulness of the Micromedex content, Dot.lib's customers increasingly inquired if the content could be directly accessed from within clinical workflows set up in their EMR systems.

Prescription orders screened in seconds

Recently acquired by Watson Health, the Micromedex software-as-a-service (SaaS) solution can be integrated with a variety of EMR systems, but each integration needs to be tailored to the customer's needs. To execute Dot.lib's first integration projects, Siqueira brought together the customers with Dot.lib and Watson Health specialists and EMR vendors. "The process involved aligning all of our interests and technologies, which in Latin America was a major orchestration at the time," he says.

Having achieved its first successes, Dot.lib streamlined its integration processes. Always beginning by listening to the customer's needs, Dot.Lib's team hold discussions with healthcare professionals and other potential users to hear their pain points. Once the project goals are set, Dot.lib works with the customer's IT personnel to facilitate integration using the Micromedex InfoButton Access® module, which gives users direct access from their EMR system to current information on drugs in the computerized provider order entry (CPOE) system. Dot.lib also deploys the Micromedex Medication Advisory Screening module, which automatically screens drug orders, alerting users to potentially harmful drug interactions and dosages.

"Instead of having someone checking manually for every interaction, the EMR, together with IBM Micromedex, will do the check in a very quick way, providing the knowledge needed for the healthcare professional to make an informed clinical decision. This increases efficiency and gives physicians, nurses and pharmacists more time at bedside with patients," says Siqueira.

Dot.lib can also deploy the IBM Micromedex CareNotes® solution, which provides evidence-based patient education materials, and Micromedex mobile apps, which facilitate quick access through mobile

devices. In addition, as customers' familiarity with AI in healthcare increases, Siqueira anticipates so will their interest in the IBM Micromedex with Watson™ solution, which has natural and conversational search capabilities.

Whether a customer's deployment provides standalone access or involves EMR integration, the Dot.lib team helps deploy the solution and delivers user training and ongoing technical support. Furthermore, after implementation, the team communicates regularly with each customer to help ensure satisfaction and inform them of Micromedex updates.

Partners for innovative global healthcare

As a Watson Health partner, Dot.lib can increase customer satisfaction and grow its customer base with a respected clinical support offering from Watson Health. "Micromedex is a well-known and trusted product worldwide," comments Siqueira. "IBM has a rigorous process of including clinical content into Micromedex, focusing on quality and

relevance versus quantity—this is an essential feature for healthcare providers who are overwhelmed with information."

The IBM name and its marketing support also lend Dot.lib a distinct marketplace advantage. IBM has invited the company to help promote Micromedex solutions at several large provider- and EMR-focused events in Latin America. "People are drawn to our booth because of those three letters that we have there—IBM—and now with the Watson brand as well," Siqueira says.

Dot.lib in turn contributes value to the partnership by distributing the IBM service with excellence. "When we do a great job in delivering a specialized Micromedex solution and solve the end users' pain points, I believe it strengthens the customer's impression that Dot.lib and IBM have come together to specifically help their organization," explains Siqueira. Dot.lib also continues to invest in its Micromedex implementation practice by hiring more dedicated professionals, including IT personnel and healthcare professionals.

Several healthcare organizations have already optimized clinicians' time by

working with Dot.lib to integrate Micromedex content with their EMR systems. At one large, 325-bed hospital, the efficiency gains are substantial. Physicians, nurses and pharmacists can more quickly screen medication orders for larger numbers of patients and, if needed, link to references and additional clinical knowledge. In addition, with rapid visibility into potential medication errors and confidence in the content quality, they can make more informed care decisions.

Another hospital with 100 beds and nearly 8,000 patient visits annually also benefits from automating analysis of drug interactions. The solution can help reduce gaps in care, improve patient safety, and contain costs and readmissions associated with adverse drug events.

As Dot.lib and IBM build on their partnership, the partner looks forward to sharing ideas and feedback that IBM can use to further enhance the Micromedex offering with AI and other emerging technologies. "We want to support the company in building an even better product, not only for Latin America but for the whole world," he comments.

Solution components

- IBM® Micromedex®
- IBM Micromedex with Watson™
- IBM Micromedex CareNotes

Take the next step
Explore partnership opportunities with Watson Health. To learn more, please visit the following website: https://www.ibm.com/partnerworld/watson-health

About Watson Health
For more than a century, IBM has been creating innovations that matter. And with Watson Health, we are committed to help build smarter health ecosystems. This means working with you to help you achieve simpler processes, better care insights, faster breakthroughs, and improved experiences for people around the world. Our core strengths combined—deep industry expertise in health, data and analytics, actionable insights, and our reputation for trust and security—can enable us to deliver support for our clients. Together with our clients and partners, IBM is putting smart to work. For more information, visit https://www.ibm.com/watson-health

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