Digital Health Architect

Empower your patients and providers with best-in-class, consumer-friendly clinical content at their fingertips

In response to the COVID-19 pandemic, the investment in digital health communication technologies has greatly accelerated, providing organizations with new and exciting ways to interact with patients and providers.

As the trend toward digital health investment continues to grow, so do opportunities for organizations to expand how they deliver care as well as how they deliver evidence-based, clinical content through digital applications that actively engage patients in their health.

The Digital Health Market, estimated at over $106 billion in 2019, is expected to grow at 28.5% Compound Annual Growth Rate (CAGR) through 2026.

Source: Digital Health Market Share Trends 2020-2026 Growth Report. Sumat Uglemugle, et al. Accessed Dec. 16, 2020

The problem is that many organizations lack the quality and quantity of content necessary to deliver a full solution to their customers and users, as well as the track record to earn the full trust of their audience.
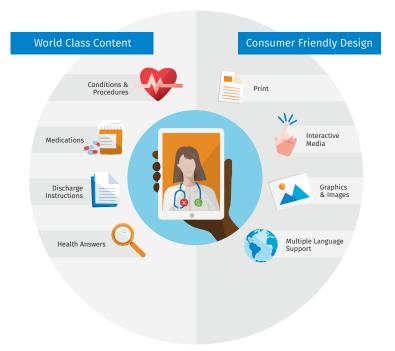
As a global provider of clinical solutions, Wolters Kluwer is trusted industry-wide for providing evidence-based, continuously updated clinical content that can power your digital applications and actively engage patients in their health.

Our **Digital Health Architect** leverages content developed by our network of more than 7,100 physician authors, editors, and peer reviewers from our flagship solutions UpToDate®, Emmi®, and Lexicomp®. The Digital Health Architect delivers best-in-class, consumer-friendly clinical content that supports your efforts to:

- Provide your customers and users with evidence-based, updated content at their fingertips. No content development investment or ongoing content maintenance is required on your end

- Target specific outcomes through customizable content sets that are designed to support a variety of digital health applications — whether you're building chat bots, digital triage flows, digital care plans, or other consumer health applications

- Enhance your organization's ability to communicate with patients by using content developed on principles of behavioral science

- Accelerate your team's ability to leverage best-in-class content through different formats and quick delivery methods

Next generation patient content

Wolters Kluwer is pleased to be your partner in delivering trusted clinical content that meets the needs of patients and providers. Our full suite of turnkey, evidence-based digital health content comprises:

- **3,900+ patient education articles and graphics** on diseases and procedures that promote health literacy and treatment compliance

- **300+ patient engagement videos** that coach and empower people to be more effective patients

- **3,500+ adult and pediatric medications** and natural products articles that foster enhanced knowledge and medication adherence

World Class Content

Conditions & Procedures

Medications

Discharge Instructions

Health Answers

Consumer Friendly Design

Print

Interactive Media

Graphics & Images

Multiple Language Support

Power your digital applications and actively engage patients

With the Digital Health Architect, partner-friendly delivery of content is enabled through Web Services and APIs for easy integration.

Establish a Digital Front Door
Build-your-own searchable and browsable digital health library that enables patients to self-serve content covering diseases, conditions, medications, and healthy living.

Contextual, in-workflow patient engagement
Dynamically retrieve patient content based on coded or clinical terms in workflow.

Seamless integration for conversational interfaces
Dynamically retrieve health answers based on a natural language question — supports chatbots, conversational AI, telehealth triage, and digital front door experiences.

Browse, select content and create embedded links to build a unique digital experience
Search and browse our patient articles and videos, select specific content that you want to add into your application or website, and create embedded links, giving patients access to the latest and most relevant content.

Get the most out of our content

Wolters Kluwer content is delivered through Web Services and APIs for easy integration and provides flexibility in how the content can be presented in your user interface. A dedicated Wolters Kluwer implementation team will work with you to enable efficient implementation of the Digital Health Architect. And our clinical, domain, and product design experts will support implementation by consulting on selection, mapping, and optimization of asset deployment. Our technology-enabled delivery is optimized to work within content management solutions, such as Sitecore, Adobe EM, and Drupal, and includes content mapped to standard medical terminologies and meta tagged for just-in-time retrieval.