

FROST & SULLIVAN

*EBSCO INFORMATION SERVICES*

**2022**  
**PRODUCT**  
**LEADER**

*NORTH AMERICAN  
CLINICAL DECISION SUPPORT  
SYSTEMS INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. EBSCO Information Services excels in many of the criteria in the clinical decision support systems space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

### Market Overview

By providing a user-friendly interface that collects information and delivers it to the physician, clinical decision support systems (CDSS) are now poised to become the preferred clinical interface to other health information technology (IT) systems, including electronic health records (EHR). Unlike EHR systems that are primarily a way for physicians to document treatment protocols, CDSS applications support physicians during their patient interactions. These systems provide the unique opportunity to reduce the overheads that health IT often imposes on physicians and other clinical personnel.<sup>1</sup>

Specifically, through its alert function, a CDSS can reduce the rate of misdiagnosis and prevent both input and omission errors, such as ordering a drug the patient is allergic to, accidental overdoses, and failing to order an adequate treatment for a patient. Another growth driver for the CDSS space is that healthcare professionals need to access healthcare regulations, medical guidelines, and protocols, including logistical answers such as drug dosage and personal learning to avoid malpractice lawsuits and ensure positive treatment outcomes. With constant and increasing updates, following guidelines is particularly challenging due to ongoing research; CDSS allows access to updated information from a single place.

Frost & Sullivan estimates the CDSS market will reach \$8,960.9 million in 2026, with a compound annual growth rate of about 11.8% from 2021 to 2026.<sup>2</sup> EBSCO Information Services (EBSCO) uniquely leverages

<sup>1</sup> US Clinical Decision Support Systems Market, Forecast to 2024, (Frost & Sullivan, June 2019)

<sup>2</sup> US Clinical Decision Support System (CDSS) Growth Opportunities, (Frost & Sullivan, March 2022)

its services to meet its customers' needs. It is well-positioned to capitalize on new growth opportunities, cementing its leadership in the CDSS market.

### ***EBSCO Information Services***

EBSCO is a subsidiary of EBSCO Industries, Inc., founded in 1944, one of the largest privately held and family-owned companies in the United States. Headquartered in Ipswich, Massachusetts, United States, with offices around the world, EBSCO is a provider of information resources for institutions, including discovery, journal and e-package services, research databases, e-books, digital archives, healthcare and corporate resources, and readers' advisory. With its innovative mindset and industry-leading performance, the company supports the research needs of academic institutions, schools, public libraries, hospitals, medical institutions, corporations, and government agencies around the globe.

### ***Redefining CDSS Space***

A pioneer and transformational leader, EBSCO's corporate culture revolves around using purpose to drive innovation. Its product roadmap, i.e., planning, development, and implementation strategies, incorporates customer feedback, ensuring its offerings align with customers' dynamic needs.

Backed by its considerable industry-leading expertise, the company's powerful solution suite takes CDSS one step further than any competing solution. EBSCO is a leading provider of CDSS, shared decision

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***- Pavel Zhebrouski,  
Best Practices Research Analyst***

making, and medical research solutions, helping improve patient care by arming healthcare professionals with clinical evidence at the point of care. It improves patient outcomes, increases the likelihood of patient engagement and satisfaction, supports value-based care, enhances nursing and allied health skill development, promotes evidence-based practice, simplifies the policy and procedure process, and streamlines access to clinical evidence.

EBSCO's DynaMed®, its flagship CDSS tool, provides the most current, accurate, and actionable answers to questions vital to improving health outcomes. DynaMed's evidence-based methodology and literature surveillance are combined with clinical expertise to complement and clarify the information that guides the healthcare team. As a result, the solution brings the most current, detailed, evidence-based content for practicing clinicians.

The CDSS solution leverages a team of global medical informatics leaders, an extensive clinical expert network, and a large team of high-level methodological advisors. This multidisciplinary team systematically and objectively surveys emergent scientific literature and clinical practice guidelines to capture, synthesize, and provide the relevant information into DynaMed's clinical content, with six rounds of updates a day, available onsite.

DynaMed brings unparalleled convenience and flexibility for healthcare professionals from a technical standpoint. It integrates with all major EHR systems for easy access for clinicians. EHR integration methods include:

- Embedded link to DynaMed
- Search box widget added via the HL7 Infobutton
- Application programming interface (API) or full API integration

Also, clinicians can use the tool at any place around-the-clock with the DynaMed application (app) and easy one-time authentication. Clinicians can follow relevant content and earn and redeem Continuing Medical Education and Maintenance of Certification credit.<sup>3</sup>

EBSCO's purpose-built DynaMed sets it apart from its competitors, with superior design, reliability, and quality as its central pillars.

### ***Customer-focused Growth Strategy***

With its product-led customer-focused strategy, EBSCO consistently brings to market best-in-class products. It has spent a lot of time and investment to build the breadth and depth of content while sticking with an evidence-based foundation, ensuring that all subject matter is current and consistent across the healthcare team for nursing and health professionals. Also, the company heavily invests in quality and innovation. One of the leading innovations is DynaMed® Decisions, an advanced CDSS solution with deep integration into the clinical workflow. The product has smart tools that interoperate seamlessly with EHR, allowing for meaningful interactions between providers and patients. The groundbreaking solution aims to enhance clinical decision-making, save time, reduce the burden on clinicians, deliver high-quality personalized care, and increase patient engagement and satisfaction.<sup>4</sup>

EBSCO understands that the ability to connect patients and providers is a big challenge in healthcare. Thus, responding to this challenge, the company has built My Health Decisions, a shared decision-making tool that allows patients and providers to discuss what choices they need to make when it comes to their healthcare journey. This approach creates different options and allows a provider to use EHR as a platform to talk with their patient, which has been a challenge for providers. The easy-to-access solution brings a robust collection of shared decision-making aids. The innovation behind the My Health Decisions tool is unrivaled in the space as it closes the gap between the patient and provider

*“The My Health Decisions tool is unrivaled in the space as it closes the gap between the patient and provider while ensuring meaningful interactions leading to improved outcomes and higher patient satisfaction.”*

**- Pavel Zhebrouski,  
Best Practices Research Analyst**

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Notably, EBSCO supports the global battle against the COVID-19 pandemic. It created an evidence-based decision aid to help clinicians and patients evaluate the risks and benefits of the COVID-19 vaccines, thus, allowing for the best decision for each particular situation.

<sup>3</sup> <https://www.dynamed.com/about/anytime-anywhere-access/>, accessed March 2022

<sup>4</sup> <https://www.ebsco.com/health-care/products/my-health-decisions>, accessed March 2022

At the same time, the company incorporates customer feedback into its product roadmap to maximize short-term growth opportunities while providing a path to future revenues. Its powerful customer success management team works closely with customers driving the integration of the capabilities of its innovative solutions throughout the system and helping them succeed in achieving improved outcomes. Notably, EBSCO's products have a specific link that connects customers directly with the editorial staff if they have any questions, concerns, or feedback. The editorial team promptly responds to these requests (in approximately two to three hours). This approach ensures continued support and makes provider communities' jobs easier.

With a remarkable can-do attitude, the company stays close to customer and market needs while collecting feedback and running surveys at the various product and audience-specific levels through an executive advisory board, product boards, and segment councils with key partners.

While evolving from a products standpoint, EBSCO never loses sight of its clients' perspective. Its brand maintains a North American presence while meeting customer-specific needs. Given today's landscape, Frost & Sullivan believes the company is in a prime position to increase its market share in this highly competitive CDSS industry.

### ***EBSCO: On a Growth Trajectory***

EBSCO demonstrates high-growth potential. The company is well-positioned in the market, with industry-leading products that provide tremendous value in high-demand sectors. It drives growth by increasing brand recognition and hiring leaders across clinical domains. EBSCO has become the partner of choice for industry leaders with its innovative products. For example, it serves over 20 BlueShield hospitals and partners with Kaiser. The company expects to grow at a double-digit pace in the next two to five years while leveraging innovative products on the cloud (thus, ensuring interoperability capabilities for its solutions for full integration with the EHR). EBSCO employs modern technologies and a deep breadth of evidence-based content while attracting new customers to drive an increasing market share.

## **Conclusion**

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To be a product leader, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high-quality and reliable performance. Frost & Sullivan finds that EBSCO Information Services (EBSCO) embodies this concept and exemplifies it with best practice implementation. EBSCO's clinical decision support systems (CDSS) solutions ensure care continuity, improved patient outcomes, overall care experience, increased patient engagement and satisfaction, and reduced burden on clinicians. Specifically, its flagship CDSS tool DynaMed combines evidence-based methodology, literature surveillance, and clinical expertise to bring clinicians the most current and accurate, evidence-based content. Its DynaMed Decisions solution integrates smart tools that interoperate seamlessly with electronic health records, allowing for meaningful interactions between providers and patients.

With its strong overall performance, EBSCO earns Frost & Sullivan's 2022 North American Product Leadership of the Year Award in the clinical decision support systems industry.

## What You Need to Know about the Product Leadership Recognition

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Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

### Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Product Portfolio Attributes*

**Match to Needs:** Customer needs directly influence and inspire the product portfolio's design and positioning

**Reliability and Quality:** Products consistently meet or exceed customer expectations for performance and length of service

**Product/Service Value:** Products or services offer the best value for the price compared to similar market offerings

**Positioning:** Products serve a unique, unmet need that competitors cannot easily replicate

**Design:** Products feature innovative designs, enhancing both visual appeal and ease of use

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

