



## A CUSTOM CONTENT OPTION

### BRINGING YOUR EDUCATION TO YOUR PATIENTS THROUGH EXITCARE®

Arguably, it has never been more important to ensure that every patient is an educated patient. As the center of care, it is critical that patients and their caregivers understand and are encouraged to take active, engaged roles in their health because having that education has been proven to improve understanding, to improve compliance, to increase satisfaction, and to promote positive outcomes.

#### AN UNMATCHED EDUCATIONAL RESOURCE FOR PATIENTS

Our ExitCare solution offers patient education on thousands of topics, in multiple languages, and at varying reading levels, but we recognize that our customers have developed patient education tools and resources that are more tailored to the unique needs of their patient populations. That's why we are proud to offer our Custom Content Option. When you combine your trusted resources with the library of education available from Elsevier's ExitCare, you are able to offer your patients and their caregivers educational opportunities that are second to none. Your patients will be armed with the information that they need to take an active role in their healthcare, which can only lead to more positive outcomes across the continuum of care.

#### WITH ELSEVIER'S CUSTOM CONTENT OPTION, WE:

- Import your original content into ExitCare's proprietary document management system
- Utilize the ExitCare library of graphics within your custom documents
- Apply the standard ExitCare formats to your documents to ensure consistency
- Meta-tag your documents with ICD-9, ICD-10, CPT, Snomed, and LOINC codes
- Implement key words, age and gender tags, and other categorizations
- Translate your documents into Spanish
- Advise you of changes in clinical practice guidelines or other regulatory requirements to ensure that you are offering your patients the most current, health-related information

#### GETTING STARTED WITH CUSTOM CONTENT

In order to take advantage of the Custom Content Option and to ensure a smooth transition of your content into the ExitCare system, the authoring organization will need to identify a single point of contact who will work with the CSI team. This contact will be an active participant in ensuring a timely delivery of the authored content, and will be an active participant in the ongoing management of content once incorporated into the ExitCare system.

#### HERE'S HOW IT WORKS

First, the authoring organization will complete a request form and submit that form to the appointed contact at CSI.

Next, the authoring organization will provide the content to CSI in a format compatible with Microsoft® software. Then, CSI reviews the documentation and content for completeness and enters the content into our proprietary software.

Once entered, the authoring organization will review the newly formatted documents.

Upon approval from the authoring organization, CSI begins the work to code and tag the documents so that they can be easily accessed. It is also at this point that work begins on translating the document into other languages, if requested.

After the coding, tagging, and translations are complete, the document is loaded into the database for publishing along with the next quarterly content release, and the authoring organization is notified that it will be available for use.

#### ADDITIONAL ITEMS TO CONSIDER:

- Annual pricing for the Custom Content Option is equivalent to what you might pay to have your content translated into another language.
- Pricing will be assessed based on the number of documents loaded, and will be subject to a yearly minimum fee.
- The authoring organization is responsible for maintaining the custom created documents to ensure currency with changing practice, rules, and regulations.
- Images within the custom content documents are limited to the images and graphics that are offered by CSI.
- Documents will only be translated into Spanish upon customer request in the initial submission form.
- The customer will retain all intellectual property rights to content submitted for the Custom Content Option.

