



clinical brain

by MedicineOne

Let's fight preventable
clinical errors with
an extra brain





Health
made
simple

MedicineOne is a Portuguese company specialized in healthcare digital solutions. Over more than 30 years we have created several products which have one goal: to make the lives of those who work in an area as complex as healthcare a little easier.

In this context, we designed CLINICAL BRAIN, a disruptive product that aims to support health professionals in their decision-making, helping them to be more capable to avoid medical error.





Clinical error is a real and impactful problem

Clinical error, in all its forms, is responsible for millions of deaths worldwide every year. The Medical error study - the third leading cause of death in the US, published by BMJ in 2016, indicates that the third leading cause of death in the North America is Medical Error of any type. To these extreme numbers, we can add hundreds of thousands of errors which, not causing death, have severe consequences for patients and represent a increased financial burden for health systems.

In Great Britain, according to the study Economic analysis of the prevalence and clinical and economic burden of medication error in England (2020, Jun by BMJ) more than 237 millions of medication-related errors occur annually and of these, only the avoidable errors represent a cost of more than 110 million euros and more than 181,000 hospitalization days.

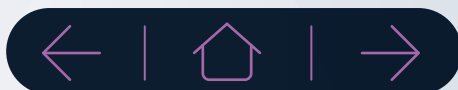




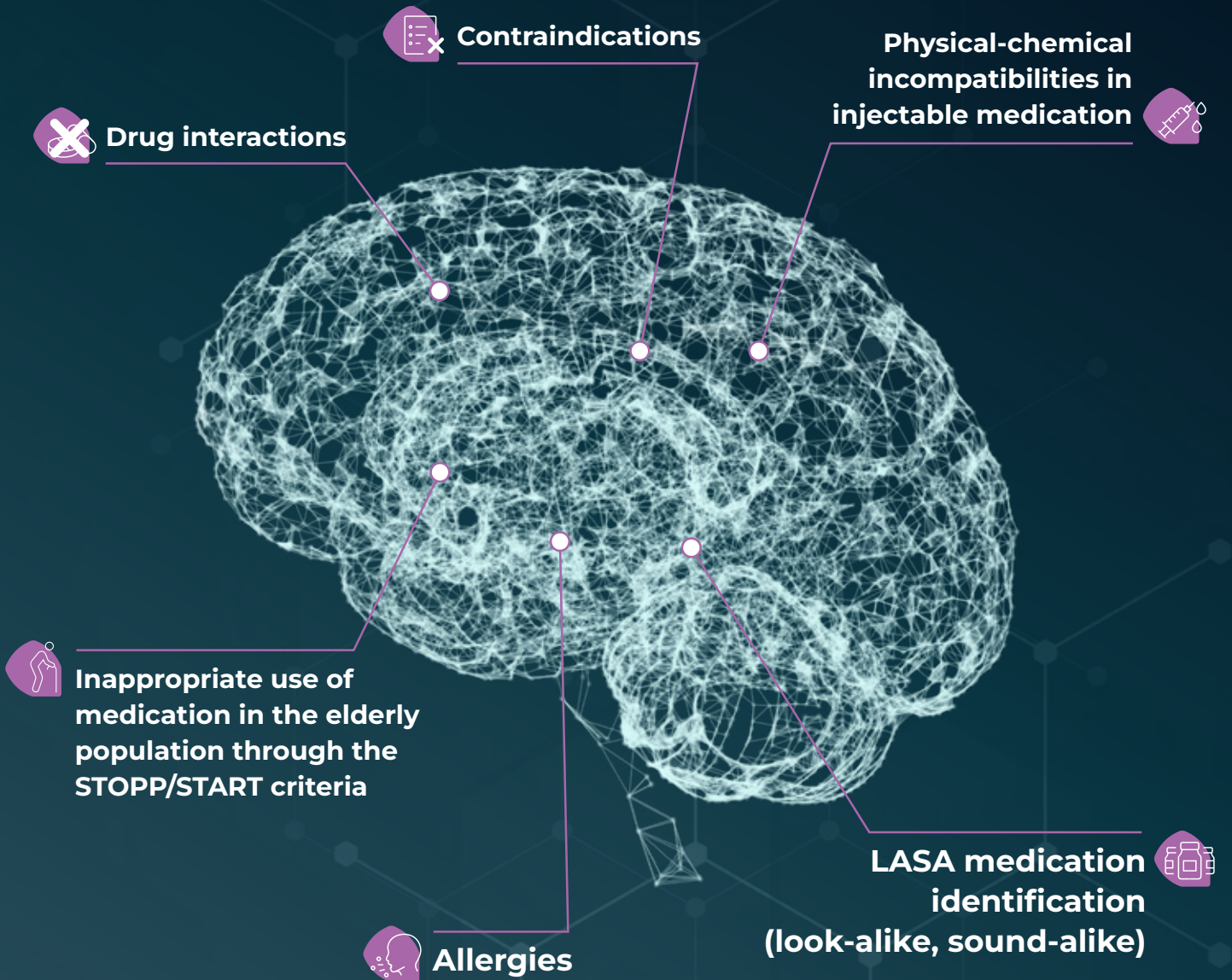
Let's end preventable clinical errors with Clinical Brain

The causes of preventable medical errors are not the inability of professionals, but the enormous complexity that the provision of healthcare involves. That is why good technological support is essential while making critical decisions.

To help reduce clinical error, we created Clinical Brain, a clinical intelligence platform based on Cloud, which supports professionals by providing vital information for making the right decision.

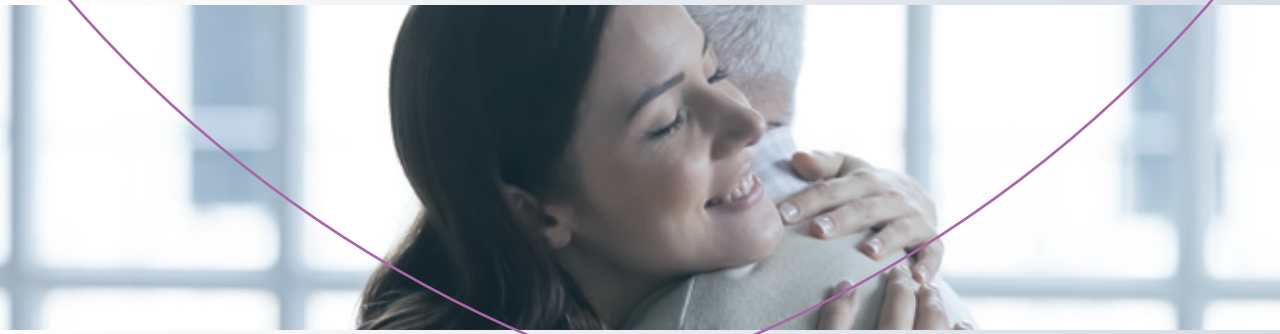


One brain, so many functions



Remember: Clinical Brain can be integrated by any EHR on the market, proactively detecting all the situations above.











So that nothing escapes, we make daily updates

Clinical Brain is based on databases constituted by the SmPC of the drugs and data based on the latest evidence, updated daily. Whenever a potential adverse event is detected, an alert is issued an alert for the health professional, identifying the reasons, their importance and, whenever is possible, giving professional advice.

The role of clinical brain is therefore extremely important for the daily lives of health professionals and institutions to:

-  **Reduce clinical error**
-  **Increase physician and client safety**
-  **Contribute to the ongoing training of Health professionals**
-  **Reduce the cost of healthcare**
-  **Introduce health gains**
-  **Save lives!**



Our results in Portugal

Clinical Brain is already used in Portugal, helping more the 15.000 physicians in a daily basis. In the last 6 years, the system acted on 97 million prescriptions, with the following results:

1.55 M

Potential **serious** adverse events avoided by changing the prescription, after an alert by Clinical Brain

Potential **moderate** adverse events avoided by changing the prescription, after an alert by Clinical Brain

9.56 M

30,8%

of the times when a severe or moderate alerts occurs the doctor changes the prescription





Continuous training of professionals

In addition to the prescription qualification effect, the Clinical Brain also contributes to the continuous training of doctors to raise awareness for serious and moderate interactions. Over the past 6 years, in the portuguese community of Clinical Brain users, there was a steady decline in the rate of prescriptions that generate potential serious adverse events, thus showing the training achieved by providers with the help of the system. From 2017 to 2022, the number of prescriptions that generated serious alerts dropped from 17,3% to 10,2%.



Clinical Brain and Value Based Healthcare. **Made for each other.**

Value Based Healthcare (VBH) will introduce a model of payment that will take into account the results obtained and not just the amount of work completed. With this model, the clinical error is even more important, since it will directly affect the remuneration of the medical act.

It is therefore essential that professionals are supported in all critical decisions to decrease error, increase user safety and maximize earnings in health.





clinicalbrain.com

Coimbra - Portugal

t (+351) 239 103 500

comercial@medicineone.net

