

# CLIENT Profile

The Ohio State University  
College of Medicine

Columbus, Ohio

Wasif Malik

Assistant Director, Mobile Services,  
Center for Knowledge Management,  
Ohio State University

## The Ohio State University Delivers Academic Solution™ to Students

“Lexi-Comp and The Ohio State University are more than just vendor and customer,” said Wasif Malik, assistant director, mobile services, Center for Knowledge Management at The Ohio State University. “We are partners who share the same goal – to arm students with top-rated information that will help them make good decisions at the point-of-care.”

*“After testing three of the top-rated information providers, including the free software we were originally using, we chose Lexi-Comp ON-HAND because the products embody everything we were looking for.”*

The partnership between Lexi-Comp and OSU began about five years ago when the school was searching for a drug information provider. In the beginning phases, Lexi-Comp® ON-HAND™, the company’s PDA software product line, was tested by students in the College of Medicine against two other electronic drug information providers.

“We recognized that technology was becoming a big part of how practicing clinicians make decisions at the point-of-care.

Because PDA hardware was once so expensive, we had to settle for free drug information software at first. However, we knew there were much better products out there,” Malik said.

“Once hardware costs began to drop, our goal was to find the best resource in terms of quality content, ease of use and overall functionality when making bed-side decisions,” Malik continued. “After testing three of the top-rated information providers, including the free software we were originally using, we chose Lexi-Comp ON-HAND because the products embody everything we were looking for.”

OSU adopted the Lexi-Comp Academic Solution™, which includes access to Lexi-Comp ONLINE™, an Internet-based application, and 3,500 ON-HAND subscriptions for Palm OS®, PocketPC or BlackBerry®, dispersed among medical students, residents, nurse practitioner students and pharmacy students. Nearly three years into the relationship, the university continues to use Lexi-Comp products exclusively. Generally, students receive their PDA when they begin working with patients. Faculty members also take advantage of discounted rates on any of Lexi-Comp’s ON-HAND products.

“There’s no doubt that our students and faculty like the functionality and the trusted content offered by Lexi-Comp,” Malik said. “Once they get it, they don’t like to give it up and often carry their subscriptions into their careers. In particular, student physicians like Lexi-Drugs® for the detailed drug monographs. Nurse practitioner students favor the Lexi-Interact™ tool, which allows them to compare all prescriptions, natural products and over-the-counter drugs for any potential interactions. Nurse practitioners also like Lexi-Comp patient advisory leaflets (Lexi-PALS™), which offer patient information on medications and conditions,” he said.

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In terms of service and training, Malik has been extremely pleased. "The service we've received from Lexi-Comp has been amazing. Our sales rep is one of the best I've ever worked with – and we work with a lot of big name IT companies. He is very knowledgeable and goes out of his way to help us, visiting at the beginning of every school year when we hand out PDA hardware to students to provide demonstrations and training. He really makes sure students have the knowledge to get the most out of the technology."

Also, Malik said integrating Lexi-Comp products into the university and medical center's technology infrastructure was seamless. "Lexi-Comp ONLINE and ON-HAND are very easy to use. We have special workstations set up so students can easily download updates onto their PDAs," he added.

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"We've had great experiences with Lexi-Comp in every way and we look forward to expanding our partnership even further. Continuous improvement initiatives are a big part of our philosophy and Lexi-Comp's, so we are always looking for new ways to grow together. One of our objectives over the next couple of years is to add customized printed references from Lexi-Comp," Malik concluded.

The Ohio State University (OSU) College of Medicine is a renowned institution ranked seventh among the top U.S. medical schools, according to the 2006-2007 U.S. News and World Report "College of Medicine" research rankings. In existence for nearly 90 years, the OSU College of Medicine has helped medical students and residents discover the fascination of medicine and research, achieve academic and professional success, and lead tomorrow's quest for advancing the quality of life around the globe.

#### **About Wasif Malik**

Wasif Malik is the assistant director, mobile services, for the Center for Knowledge Management at The Ohio State University. He has worked in the university's information technology department for five years and has formed a collaborative effort with students, faculty and administrators to adopt software packages that will serve physicians, nurse practitioners and pharmacists while in training and throughout their careers.