



Motive

Motive  
Medical  
Intelligence

[motivemi.com](http://motivemi.com)



EvidenceDirect™

Just as Bloomberg delivers real-time financial data and analytics to financial professionals, Motive provides computable evidence streaming that sorts and shapes the otherwise-overwhelming volume of health care data and information to support value-based care delivery.

Motive's EvidenceDirect™ delivers precisely the evidence-based clinical intelligence needed to support patient-centered care delivery—at the right time, in the right way, and to the right people.

By design, EvidenceDirect provides evidence updates and analysis that are fully computable. They can be mapped to update a provider's traditional clinical decision assets, including order sets, care plans, and documentation templates. EvidenceDirect can also feed straight into analytics applications, care management systems, and patient-engagement platforms, enabling health care IT vendors to incorporate current consumable evidence-based content into their solutions.

## A Single Source of Truth

All of the new value-based care models carry an imperative for evidence. Risk assessment, predictive modeling, care coordination, and care management each require an evidence source as the basis for clinical and business analyses. EvidenceDirect eliminates the variability of content standards that is the enemy of quality outcomes.

Trying to source your own credible evidence across all clinical disciplines and phases of care is enormously time consuming and resource intensive. Using Motive's EvidenceDirect, with its many flexible applications, reduces the intelligence-gathering burden on both health care IT vendors and providers—delivering the timely updates and content credibility that customers and users demand.

Motive's unparalleled network of over 600 subject matter experts, its sophisticated evidence curation process, and its longstanding reputation for delivering the highest-quality evidence and analysis give clinicians the confidence that is necessary to boost their adoption and use of evidence-based care practices.

## Motive's EvidenceDirect is...

### **Platform Agnostic**

Motive has made evidence-based content fully computable and consumable by any technology system. After nearly two decades of delivering content across many platforms, Motive understands that technology is dynamic, not static. EvidenceDirect is designed to integrate into your existing or proprietary IT architecture, no matter which EMR, PHM, or workflow platform you have.



## Actionable

Motive integrates a deep understanding of evidence-based information with clinical workflow expertise. The targeted medical intelligence delivered by EvidenceDirect is designed for action, not reference—and it is tailored precisely to your specific content needs.

## Scalable

Motive understands that every health care organization has its own timeline and approach to the adoption of value-based care models, which is why we are prepared to meet you wherever you are, as both your partner and your guide. EvidenceDirect is fully modular and can be acquired as a complete package or à la carte.

## Easy

EvidenceDirect is the only source you need for all of your clinical evidence updating needs. With the characteristics listed above, Motive's EvidenceDirect provides the single source of truth that supports the consistent, evidence-based care delivery you need for improved outcomes and waste reduction.

## Motive's Evidence 2.0™ Approach

Evidence-based clinical intelligence is only as good as the quality of the evidence within. Traditionally, what is thought of as clinical evidence has been limited to guidelines and medical literature, which are generally accessed only on a reference basis. This so-called 1.0 model of evidence is not adequate to support the emerging value-based models of care.

A new definition of care requires a new definition of evidence. This is what Motive calls Evidence 2.0™. Evidence 2.0 starts with traditional evidence sources and incorporates both emerging new scientific data streams and the wealth of clinical workflow and analytics data that health care providers generate. Motive then takes the evidence one step further by structuring it to integrate with real-time patient data. The result is patient-specific clinical decision support that is the foundation of true value-based care.

## About Motive Medical Intelligence

Motive Medical Intelligence was born out of a commitment to improving the quality of care outcomes by transforming the way health care professionals learn. Since its beginning, Motive has been focused on curating, analyzing, and delivering the highest-quality evidence-based information to clinical teams to support patient care. The widespread application of technology in the health care sector now enables Motive to increase the power of its solutions and fully realize its mission of delivering evidence-based information.

To learn more about Motive's EvidenceDirect™, Care Plans for Population Health Management, and other medical intelligence solutions, contact Motive at **888.303.4007** or [info@motivemi.com](mailto:info@motivemi.com).