

EBSCO Publishing Health Library Editorial Policy

Introduction

EBSCO Publishing is a leader in publishing health and medical information on the Internet. While we make every effort to ensure that our content is based on scientific evidence and reflects current standards of care, the information we provide is not intended to replace the clinical services provided by physicians and other health professionals. The purpose of our content is only to provide users with health information and access to related resources. Always seek the advice of your healthcare provider before arriving at a diagnosis or embarking on a course of treatment.

Nature of EBSCO Publishing Content

EBSCO Publishing provides two main sources of content: proprietary and licensed.

Proprietary Content

To the extent possible, EBSCO Publishing's proprietary health information: 1) is evidence-based; 2) reflects national clinical practice guidelines (where applicable); 3) is free of racial, gender, or other bias; and 4) undergoes a rigorous, multilayered review before it reaches customers. Proprietary content is developed using a number of medical sources:

- Professional journals
- Newswire reports
- Government health agencies
- Academic departments
- National healthcare associations
- DynaMed—EBSCO Publishing's point-of-care clinical reference product containing evidence-based summaries for nearly 2,000 medical topics
- And other medical sources

All of EBSCO Publishing's proprietary content is written by an in-house writer/editor or a contract medical writer. All in-house staff writers have advanced degrees in public health, health communication, or related fields and are under the supervision of a medical director, who is a licensed physician. Contract writers are either healthcare professionals with experience writing for a consumer audience, or they are writers holding advanced degrees in health journalism, public health, or related fields.

Proprietary content is reviewed by two members of the EBSCO Publishing Medical Review Board (MRB). All content is reviewed by at least one Health Content Reviewer with Expertise and one Health Content Reviewer. A Health Content Reviewer is a professional with an advanced degree and a background in health. A Health Content Reviewer with Expertise is a medical professional (MD, DO, DSS) with knowledge in the area being reviewed.

The EBSCO Publishing Medical Review Board is comprised of physicians or medical professionals with expertise in a wide range of areas, including oncology, psychiatry, neurology, pediatrics, internal medicine, orthopedics, geriatrics, cardiology, family practice, genetics, infectious disease, and health policy. They are experts in their respective fields, and have affiliations with some of the finest medical and research institutions in the world. EBSCO Publishing will not ask MRB members to review content that is outside their area of expertise. Information regarding the EBSCO Publishing MRB is available online or upon request.

All Medical Review Board members are required to submit evidence of professional credentialing and licensure to EBSCO Publishing. No member is placed in the position of providing clinical services.

EBSCO Publishing will not, under any circumstances, edit an expert's work in a manner that changes its original meaning.

Proprietary content is medically reviewed and/or revised on a scheduled basis, depending on the nature of the content and how rapidly it is likely to change. In addition, procedures are in place to ensure that "emergency" updates (eg, Black Box warnings) occur within two weeks of the original announcement.

Weekly updates are also performed in parallel with DynaMed's systematic literature surveillance. Each week DynaMed compiles several articles that are of significant interest to clinicians. In-house editors review the articles, select those that have a direct impact on patient health, and update all applicable Health Library content accordingly.

To provide the highest quality content, EBSCO implements an update review process: Each proprietary record in the Health Library collection goes through a review process that assures a medical professional has reviewed the material and provided edits when changes are required.

Update and Review

In their review of new and existing content, members of our Medical Review Board determine whether a record reflects the current state of the science in the area and implement changes as needed. When reviewing content, Medical Review Board members are given access to EBSCO's clinical point-of-care product, DynaMed. Medical Reviewers are encouraged to consult DynaMed for recent studies pertaining to the topic being reviewed. Since DynaMed is updated daily and monitors the content of over 500 medical sources, reviewers have the most current references at their disposal when updating Health Library content. Medical reviewers also use other sources when researching and applying updates. These records are then updated in our collection with the Medical Reviewer's name and review date.

Complementary and Alternative Medicine Content

EBSCO Publishing provides extensive information in the area of complementary and alternative medicine (CAM). Encyclopedic CAM content (Natural & Alternative Treatments (NAT)) is written and reviewed by a physician expert in the field of CAM, cited extensively, and updated regularly. Since EBSCO Publishing's editorial staff conducts comprehensive reviews of CAM research literature on a continuous basis for all NAT topics, the review date for each article is kept current within six months. This is true even if no meaningful research findings resulted in content updates for a particular topic. No claims of therapeutic benefit are made without adequate citations from the medical literature.

Acquired Content

EBSCO Publishing may acquire content sources through acquisition. Due diligence is performed prior to any acquisition to be certain that the content meets or exceeds the same editorial standards that apply to EBSCO Publishing's proprietary and licensed content. Subsequent review of acquired content follows the same procedures as proprietary EBSCO Publishing content.

Update Schedule

Content in Health Library falls into three categories. The following is an update schedule for each category of content:

- 1) **Top Tier Content**—This content includes Condition Fact Sheets, Procedure Facts Sheets, and articles in the Centers of Excellence. This content is scheduled for full review within a 12-month period. Articles are rewritten if they have become outdated. These articles may be updated more frequently as a result of new studies that impact the clinical information contained therein.
- 2) **Middle Tier Content**—This content includes Wellness and Therapeutic articles. This content is scheduled for full review within a 24-month period. Outdated articles are rewritten or removed from the collection.
- 3) **Historic/Timeless Content**—This content includes Current Research From Top Journals, interviews, recipes, and more. This small collection of articles is reviewed by medical professionals as part of the creation process. This content is not updated, or updated very infrequently, as it reflects a historic/timeless content type (interviews, summaries of research, etc) and therefore does not require a regular review/update.

Licensed Content

EBSCO Publishing licenses certain content sources from third party vendors. Due diligence is performed before an agreement for distribution rights is negotiated with the content supplier. Before licensing any content from third party providers, EBSCO Publishing determines that, at a minimum, the content source is: 1) evidence-based and consistent with national practice guidelines (where applicable); 2) reviewed and updated by the licensee according to a regular,

pre-determined schedule, and 3) free of racial, gender, or other biases. EBSCO Publishing assesses whether or not its licensed content sources continue to meet these standards on an ongoing basis.

EBSCO Publishing's licensed content is provided by the following vendors:

Drug Information

Lexi-Pals and Pedi-Pals Drug collection, providing coverage to 1,136 adult and 524 pediatric drugs, with synonyms for US, Canadian, and Mexican brand names. In partnership with Lexi-Comp.

Merriam-Webster's Medical Dictionary

Provides definitions of more than 55,000 medical terms.

Personal Health Manager and Health Risk Assessor

Suite of health management tools designed to assess risk including a personal and family health record. Provided through a partnership with HealthStatus and/or PureWellness.

Consumer Health Newswire

A selected medical news service that provides consumer health information on a daily basis. Currently provided through a partnership with HealthDay.

Drug Interaction Database

In partnership with Lexi-Comp, this tool allows users to check medications for possible interactions between medications.

Prohibited Actions

Customers who license the Health Library content agree to the terms and conditions contained within the license. To carry the Health Content seal, customers must agree to the terms. Of particular importance are the terms regarding editing, modifying, and/or deleting content. The following terms are included in the Health Library license and are followed by all customers who display the Health Content seal:

- the customer shall not remove, modify, or edit the substance of any information within the licensed content
- the customer shall not delete or modify any portion of any article
- the customer shall not combine or intermingle any other content or material within any article

Co-branded Content

EBSCO Publishing may make co-branded content available on its website. Due diligence and detailed content review must be performed before any agreement is negotiated with a co-branding partner. Before agreeing to host co-branded content, EBSCO Publishing determines that, at a minimum, the content source is: 1) evidence-based and consistent with national practice guidelines (where applicable); 2) reviewed and updated on a regular, pre-determined schedule; 3) includes no advertisements in any way related to the nature of the content; and 4) free of racial, gender, or other biases.

Citation and Authoring

EBSCO Publishing maintains different guidelines pertaining to different types of proprietary content.

Healthy Living Centers/Wellness Centers, Journal Notes/Current Research in the News, and Material Based on Clinical Experience or Scholarly Research

Bylines are provided for the Healthy Living Centers/Wellness Lifestyle Centers (eg, Women's Health, Food & Nutrition, and Aging & Health), Journal Notes, and any material based on clinical experience or scholarly research. Where contractually feasible, all authors' names link to their biographies.

Health content based on clinical experience or scholarly research is substantiated by a majority of references collected during the writing and reviewing process. These references would have appeared originally in peer-reviewed journals, medical texts, or papers. Other references may include findings from government agencies and/or medical associations or presentations at major medical meetings. The Medical Director has the final discretion over whether or not a reference meets the standard for substantiating claims based on clinical experience or scholarly research.

Rather than list citations, articles provide “resources,” which refer readers to appropriate related websites. This format is based on the print model of health magazines. In addition, writers are asked to provide source material for their articles, which are fact-checked as deemed necessary. References are listed on all Journal Notes articles. They are also listed in many Healthy Living Center/Wellness Center articles.

Database-Type Content

Where contractually feasible, database-type content (eg, Conditions Fact Sheets, Conditions InDepth, Conditions InBrief) will be authored, and the author's name will link to his or her biography. Database-type content is heavily cited. Allowable citations for this type of content include:

- Journal articles (includes journal name, article title, volume, date, and page)
- Medical books (includes book name, edition, publication date, and publisher)
- Affiliated associations or agencies (includes association name and URL)

We do not require that citations from associations and agencies list specific articles, since in some cases they do not provide them (CDC, for example, provides statistics and charts).

Advertising and Sponsorship

To ensure that its content remains scientifically balanced and commercially unbiased, EBSCO Publishing accepts neither advertising nor sponsorship of its content and offers no user promotions of any type. This would also apply to any co-branded content. EBSCO Publishing will not require or encourage an author to promote a product, device, or service.

Conflict of Interest

EBSCO Publishing's authors and reviewers may not engage, as an owner, director, employee, consultant, or otherwise, in any business or other activity that could reasonably be expected to bias or otherwise adversely affect or impact their ability to perform in an accurate, unbiased, impartial, and complete manner, and in accordance with generally accepted professional standards.

Content Links

EBSCO Publishing may provide links to an external website; these links are for information purposes only. When a user clicks on such a link, another window will open, signifying that user is leaving EBSCO Publishing content. The privacy policy of the external website is in effect, not EBSCO Publishing's policy. Although EBSCO Publishing endeavors to make sure that the site is a source of accurate, relevant, and balanced information, EBSCO Publishing neither controls nor makes an endorsement of any kind regarding the external site.

Links to external websites are selected based on an individual author's assessment of: 1) source, 2) accuracy, 3) relevance, and 4) balance. In-house editors review the selected external websites. The Medical Director has final discretion as to whether an embedded link meets these criteria. All content links undergo editorial review for content and functionality on the same schedule as the content in which they are embedded.

Claims of Therapeutic Benefit

Claims of therapeutic benefit must be substantiated by a majority of references. References will be in MLA citation format and include the dates of publication. The Medical Director has the final discretion over whether or not a reference meets the standard for substantiating therapeutic benefit.

Self-Assessment Tools

EBSCO Publishing's interactive calculators are designed to provide general results based on input provided by the user. These results are based on measurements or assessments considered standard by various government agencies, including the United States Department of Agriculture, Centers for Disease Control and Prevention, and the Food and Drug Administration. The inputted information consists only of single values (eg, anthropometric values, age, smoking status, and activity levels) not detailed clinical information, and the results do not indicate or suggest a specific course of action unique to the user, other than suggesting clinical follow-up with a physician.

EBSCO Publishing's risk assessors offer general, non-numeric results about a user's potential degree of risk for various chronic conditions. They are based on questionnaires that either have been adopted by major government agencies or institutions, or have been validated

by studies in the published medical literature. The results, which are generated from users' single value or yes/no responses to a list of specific questions, constitute no more than the advice to clinically follow-up with a physician for further evaluation. Treatment recommendations are never be made, and identifiable health information is neither requested nor recorded. Each assessment provides details on source, scientific basis and the date of the last review or update.