

# Clinician Scenario

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Dr. Nelson has been an attending physician at St. Peter's for the past four years.

Vendors walk through his door every single day, pitching the latest and greatest "wonder drugs" from pharmaceutical manufacturers. The sales agents all present smooth sales pitches that are high on hype, but tend to gloss over less-than-ideal drug trial results or recent patient results.

Dr. Kent wants to find reliable drug information from a trustworthy and neutral source. A government database with nationwide real-world results is the ideal source for reliable information, and refreshingly free of high-pressure sales hype.

While treating a pregnant woman with back aches, Dr. Kent needs to research a medication before prescribing it to her. Juggling appointments, nurses, and a thousand other daily tasks, Dr. Kent only has a scant few minutes a day to fact-check things on the web. He needs a one-stop source that's fast and easy to navigate and use. He has no time to sift through masses of data or fight with a cumbersome website that no one understands. He needs solid answers and he needs them now.

Dr. Nelson uses his laptop and Google to find the Medicine Explorer website which provides tools to help him determine which over-the-counter medication would be safe his patients to take. He starts on the home page of the website and selects the option to view adverse reaction data regarding this new medication. While there are few reported issues, he also inspects the At Risk Population section, and sees that this drug is safe to prescribe to patients who are pregnant. Exploring further, Dr. Kent is assured that the medicine is safe with low risk of complications for his patient.

Dr. Nelson feels he has received accurate non-biased data to help him quickly and easily determine the facts of the medications he's often presented with.