The Information Overload Dilemma

How to Deliver Medical Content at the Right Time and Place

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Introduction

Streamlining access to medical content has always been a challenge. Clinicians, nurses and others in the medical field want one thing and one thing only – information delivered to them at the right place and the right time.

But, with so much medical content released every day and at a rate that feels impossible to keep up with, many in the medical field are left to sift out information to meet their specific research or specialty needs.

That's why implementing a plan around how content is accessed and delivered to medical staff is more important now than ever.

This guide will provide ideas on how you can achieve this goal and ultimately how implementing a self-service medical research platform with custom features can transform the way medical information is delivered within your medical institution.

Notes from the field:

"I just want to be able to access the latest journal articles easily."

– *Midwife*

"I don't have time to jump through hoops."

– *MD*

"The library is measured by the success of the clinical staff of the healthcare system, so my success is based on the curation and management of a strong and viable collection to support the needs of this staff."

– *Medical Librarian*

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What are Research Portals and Why are They Needed?

Layers of pages and links make it difficult for users to navigate to the resources and services they need. In order for medical staff to be successful in their jobs, they need to easily connect to and find information. That's where an intuitive research portal comes into play. Simply put, a research portal is a user-friendly doorway to your medial content. This is the first step to consider when it comes to streamlining access to medical content.

But, not all research portals are created equal. If yours is designed well, follows user experience (UX) best practices and is maintained by a central team (e.g., the medical library), it will provide an easy research experience for users.

When considering a research portal, look for one that is easy to use from both an administrator perspective and a user perspective:

Benefits for Admin	Benefits for User
• Fully responsive content management system (CMS) created specifically for research • Provides seamless, turnkey integrations (discovery, internal repositories, SharePoint, authentication) • Create multiple sites or domains for individual departments or locations – publish information to all or some	• Allows users to access content from any device – tablet, desktop or mobile. Helping to acquire information on the go. • One stop-shop for content access, no need to re-enter credentials again and again. Can be accessed through multiple key touchpoints. • Interact with a research portal designed specifically for their specialty, streamlining information access.

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Elements for a Successful Research Portal

Aesthetics is Key
Implementing a content management system (CMS) built on user experience best practices will incorporate the best of UX both on the front-end and on the administrator-end.

Search Front and Center
Users have been conditioned through their own personal web experiences to expect a search box, front and center. This natural expectation will also be applied to your research portal.

Scannability
Users eyes tend to follow an F-Shape pattern — scanning across the top first, then down the middle and finally partially through the middle of the website. When it comes to optimizing your research portal for "scannability," think about the most important items and resources to your users and arrange in that pattern.

Simplicity
A research portal with clear, simple, active language aims to help users understand what the site offers and what actions they can take on the research portal.

Organization
Content hierarchy as well as options for search configurations allow your library to tailor the research portal to users based on their interactions and present resources in an easily digestible way.

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Becoming Agile with Critical Information

COVID-19 demonstrated the need for not just medical institutions but all institutions worldwide to become an agile enterprise. Constructing a subject-specific research portal and tapping the right integrations creates the ability to offer different types of content in real-time to the right audience. If done through a user-friendly research portal, this alleviates information overload, delivers accurate and current information and allows users to find what they need efficiently.
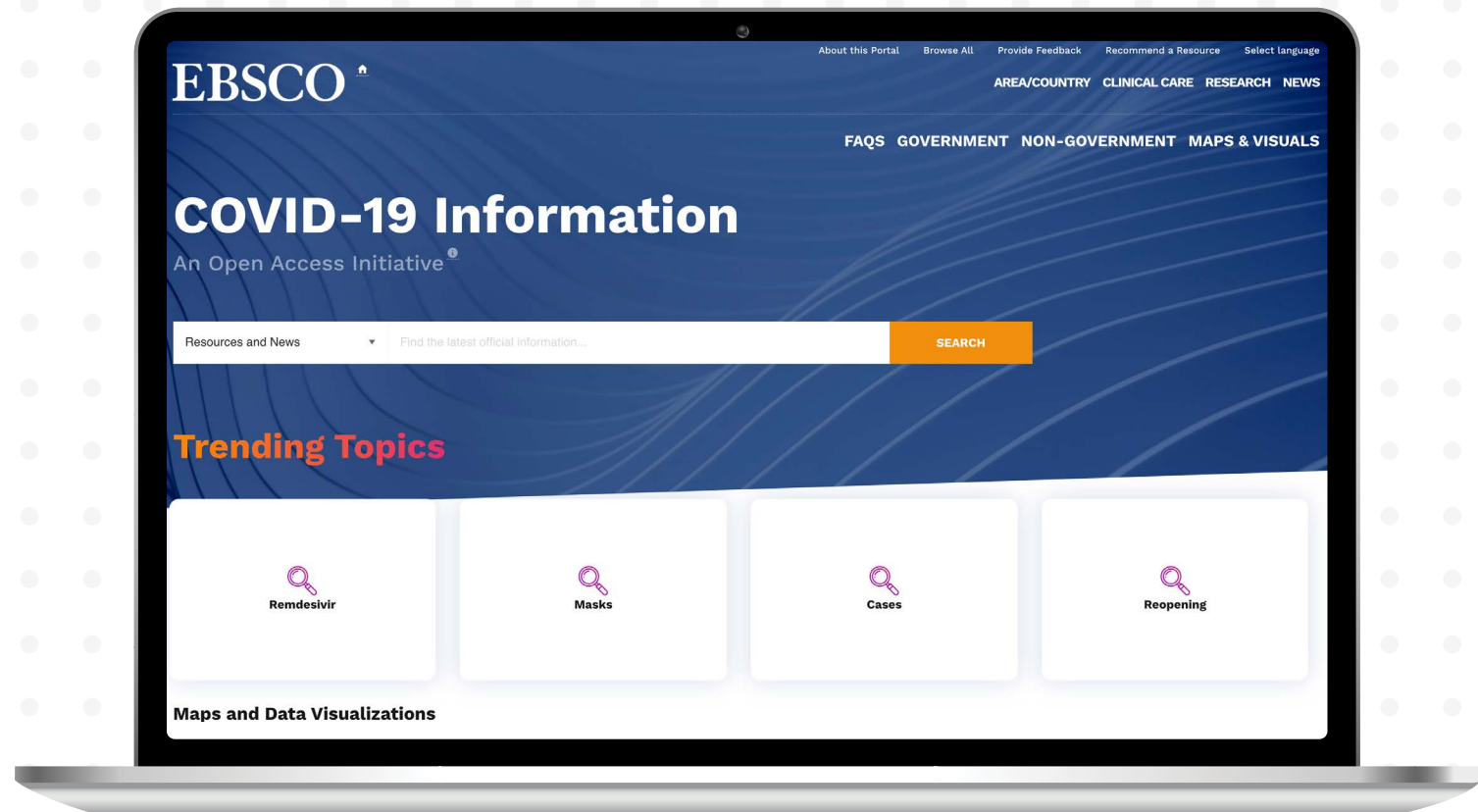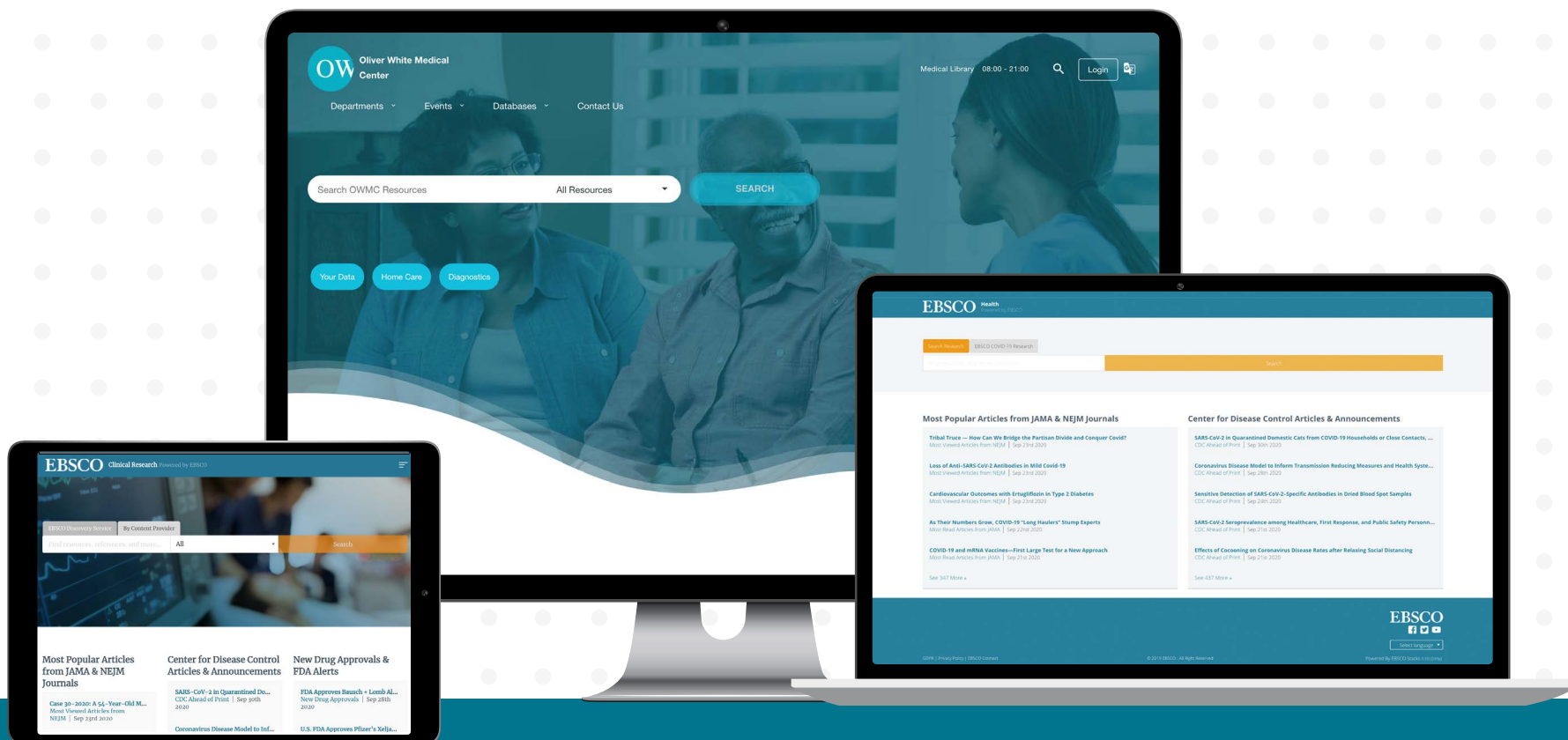
A Multi-Domain Approach

Chances are your medical institution has multiple departments with their own unique research needs. Implementing a research portal that can be extended and customized to meet those needs creates a better user experience. Moreover, having the ability to create multiple domains from a single administrator dashboard means centralizing your team's workflow and saving time and effort.

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Delivering Content to Users

Utilizing a variety of features to deliver the latest journal or evidence-based content to users, saves time and ensures they are educated with current information.

RSS Feeds
Really Simple Syndication (RSS) Feeds are feeds that contain basic, regularly updated content on a particular topic.

Alerts
Constantly changing information within your medical institution and in the medial world can easily be displayed via alert pop-ups on your research portal. This feature allows administrators to create an alert to be displayed on a specific page, and users must close the pop up in order to carry on with their task, ensuring that each user reads the alert.

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Consider Integrations and Customizations

Seamless integrations and customized experiences bring information access to the next level.

Authentication Examples:

Bring the greatest interaction between content and user without security concerns.

- EHR integrations
- Single sign-on integrations
- LMS integrations
- Internal repositories
- APIs

Customization Examples:

Build a unique experience for users.

- Branding
- Custom links, (e.g., linking to CME unit) – based on searching activity, CE/CME credits can be collected utilizing a custom form
- Search boxes within end-user applications
- Integration of internal repositories
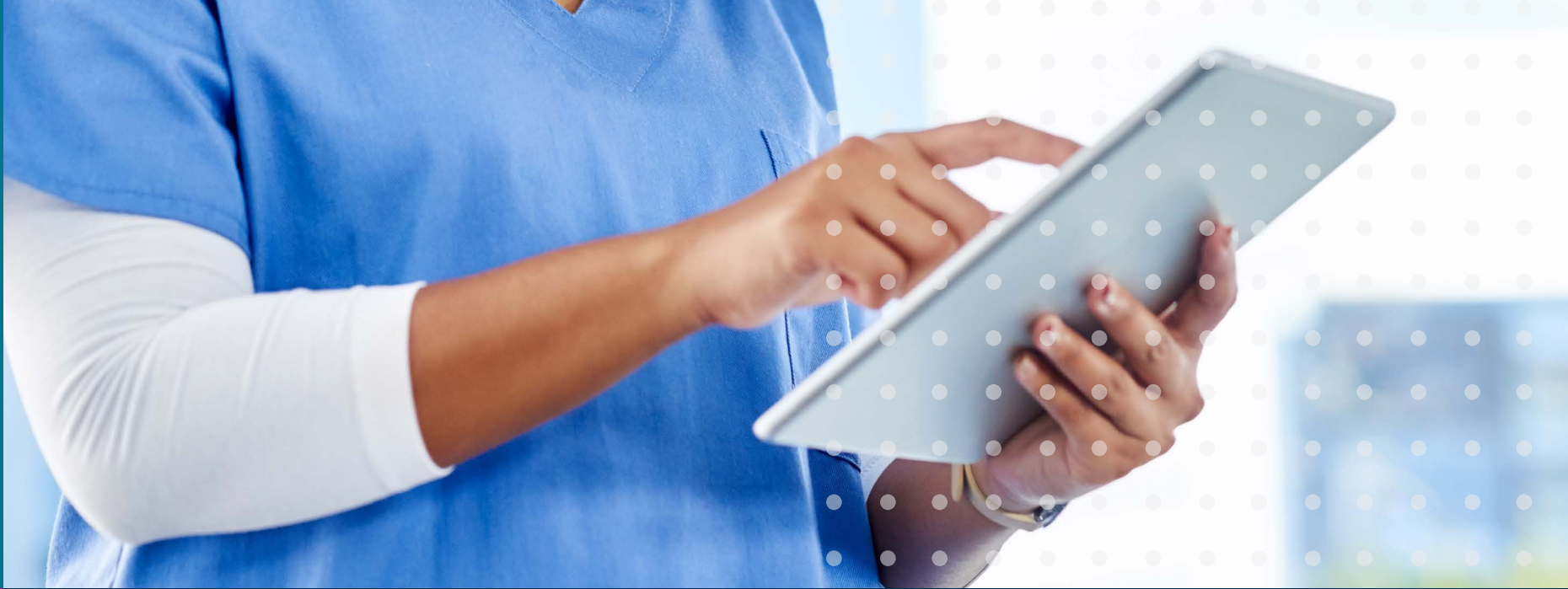
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Ready to Take Medical Content Delivery to the Next Level?

From dynamic research portals, to in-depth consultations and training to customized experiences, EBSCO Professional Services offers the knowledge to optimize your products to create the best research experience possible for end users.

Contact us to learn more | **information@ebsco.com** | **www.ebsco.com**

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