

## Findability: Connect Visitors to the Right Content

Presented By:  
Ben Dillon, MBA  
Vice President &  
eHealth Evangelist

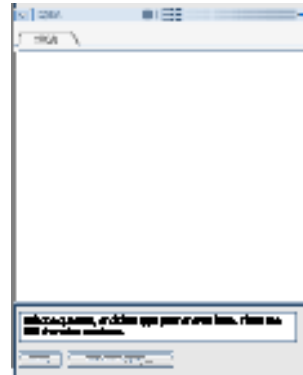
### Who is Geonetric?

Geonetric develops award-winning Web sites for the healthcare industry. A sample of our clients includes:



## Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our Webinar archive 48 hours after event
- Be sure to mute your phones
- Complete our post-Webinar survey to receive our takeaway
  - Case Study: Performing a usability assessment for search



## About Today's Presenter



### **Ben Dillon, MBA, Vice President & eHealth Evangelist**

Ben is a co-owner of Geonetric. He writes and speaks extensively about our research and the industry-leading efforts of our clients. Ben is co-chair of the HIMSS eHealth Special Interest Group and a member of the Microsoft Healthcare Users Group and SHSMD. He has been a judge of the eHealth Leadership Awards for the past five years.

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## Overview

- Define search
- Look at consumer search behavior
- Find what isn't working
- Discuss best practices
- Q/A

**Where Does Search Happen?**

Search

- Site search
- Structured search
- Pervasive search

## How People Find Information

### Browse

Best when:

- Looking to see what you have
- Not sure what they're looking for
- Don't know the right verbiage

### Search

Best when:

- Looking for something specific
- Know what they're looking for
- Impatient
- "Safety Net" when they can't find information by browsing

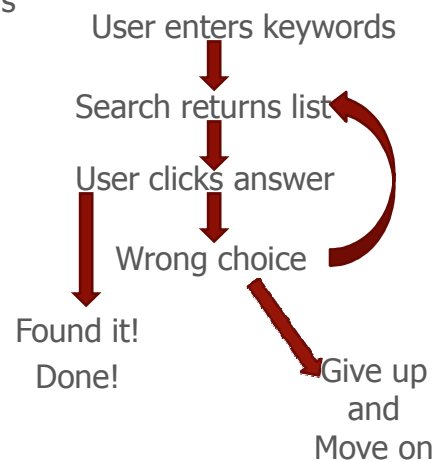
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## How People Search

### How we design:

- User enters keywords
- Search returns list
- User clicks right answer
- Done!

### How it actually works:



## ⌘ How Searchers Get Into Trouble

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- Misspellings
- Trouble formulating queries
- Overfiltering
- Searching in the wrong place

**VIDEO: USERS DO THE  
DARNDDEST THINGS!**

## ⌘ How Do We Make It Worse

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We:

- Allow users to make mistakes
- Make search forms too complicated
- Return incomprehensible results
- Use healthcare jargon too often
- Return site-wide search results that aren't actually site-wide
- Provide poor guidance

**HOW BAD IS MY PROBLEM?**

## Search Logs and Analytics

- What people are searching for
- What keyword choices they use
- What searches fail
- Content that is missing from your site
- Searches that are missing their mark

There were 3,748 unique searches via 2,545 search terms

Site Search Usage		Goal Conversion		Time after Search		Search Depth	
Total Unique Searches	3,748	Results Pageviews/Search	1.48	% Search Exits	18.57%	% Search Refinements	23.26%
% of Site Total	100.00%	Site Avg	1.48 (0.00%)	Site Avg	18.57% (0.00%)	Site Avg	23.26% (0.00%)
				Time after Search	00:02:32	Site Avg	00:02:32 (0.00%)
				Search Depth	2.48	Site Avg	2.48 (0.00%)
Dimension	Search Terms	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
1.	volunteer	81	1.28	12.35%	9.62%	00:01:37	2.02
2.	internship	40	1.18	20.00%	36.17%	00:01:37	1.80
3.	groupwise	37	1.35	2.70%	2.00%	00:01:30	1.86
4.	human resources	38	1.77	16.67%	35.85%	00:03:06	2.90

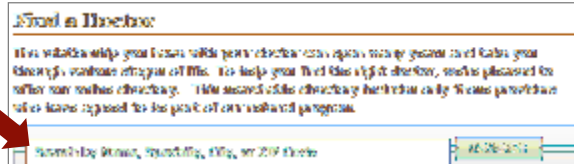




# APPLYING BEST PRACTICES

## Follow User Expectations

- Search box in the upper right corner
- Minimize instructive text
- Make required vs. optional items obvious



# VIDEO: CAN'T FIND SEARCH

## Simple is Better



## Use Advanced Search for Advanced Searches



The screenshot shows the Google Advanced Search page. At the top, there are navigation links for Web, Images, Maps, News, Video, Gmail, and more. The main heading is "Google Advanced Search" with links for "Advanced Search Tips" and "About Google". Below this is a search bar with the instruction "Use the box below with your advanced search and options here". The interface is divided into several sections:

- Find web pages that have...**
  - all these words: [input field]
  - this exact wording or phrase: [input field]
  - one or more of these words: [input field] OR [input field]
- Don't show pages that have...**
  - any of these unwanted words: [input field]
- Need more tools?**
  - Results per page: [dropdown menu, currently showing 10 results]
  - Language: [dropdown menu, currently showing Any language]
  - File type: [dropdown menu, currently showing any format]
  - Search within a site or domain: [input field]

At the bottom left, there are links for "Data, source, rights, privacy, usage, and more". At the bottom right, there is a button labeled "Advanced Search".

The best way to address the mistakes  
your users make  
is to prevent them  
from making those mistakes!

## Work Around Spelling Issues

The screenshot shows a search engine interface with a search bar containing the text "cain" and a "SEARCH" button. Below the search bar, it says "Showing 1-2 of 2" and "Sorted By". Two search results are listed:

- William Cain, DO**  
Family/General Practice  
Cedar Heights Medical Associates, Cedar Rapids, IA
- Patricia N. Kane, MD, PhD**  
Internal Medicine  
Cedar View Hospital, Cedar Rapids, IA  
Cedar Ridge Medical Associates, Cedar Rapids, IA

To the right, a Google search results snippet is visible, showing the Google logo and a list of related terms with their respective result counts:

Term	Results
Oto	0 results
otolaryngology	1,340,000 results
otoscope	421,000 results
otosclerosis	222,000 results
otomoto	1,720,000 results
otomix	206,000 results
otoplasty	300,000 results
otomotif	19,700,000 results
otob	1,500,000 results
oto	0 results

Below the Google snippet, a "healia" logo is visible with the tagline "your guide to healthy decisions". A search bar contains the text "otolaryngology". Below the search bar, it says "Your original query 'otolaryngology' returned 0 results, here are the results for 'otolaryngology'". Below this, there are filter buttons for "Any gender", "All ages", and "Any heritage". At the bottom, it says "Web results: 1 - 5 of 64,488 hits for 'otolaryngology'".

## Understand Filtering vs. Sorting

The screenshot shows a search engine interface with a search bar containing the text "cancer" and a "SEARCH" button. Below the search bar, it says "Showing 1-5 of 1,348,840 hits for 'cancer'". Below this, there are filter buttons for "Any gender", "All ages", and "Any heritage".

Related terms: [malignant neoplasms](#) [neoplasms](#) [malignant skin neoplasms](#) [malignant](#) [childhood neoplasms](#) [carcinoma](#) (more)

Web results: 1 - 5 of 1,348,840 hits for "cancer".

## ❑ Avoid Dead-Ends

- Prevent user mistakes
  - Avoid dead-ends

Search by Name, Specialty, City, or ZIP Code

Showing 1-4 of 4

- Irene B. Campbell, MD**  
Obstetrics  
Cedar View Hospital, Cedar Rapids, IA  
Cedar Bend OB/GYN Associates, Cedar Rapids, IA
- Caroline Hanna, MD**  
Obstetrics & Gynecology  
Cedar Ridge Medical Associates, Cedar Rapids, IA  
Cedar Bend OB/GYN Associates, Cedar Rapids, IA

**New Search**

**Irene B. Campbell, MD**  
Director of Obstetrics  
**Schedule an Appointment**  
To schedule an appointment with Irene B. Campbell please call 888-588-1171.  
Accepting new patients.  
Cedar Valley Top 100

**Profile** **Office Information**

Year began practicing: 1994  
Year joined staff: 2003  
Year began practicing in specialty: 1994

## ❑ Offer a Browse-able Option

**Find a Doctor**

The relationship you have with your doctor can span many years and take you through various stages of life. To help you find the right doctor, we're pleased to offer our online directory. This searchable directory includes only those providers who have agreed to be part of our referral program.

Specialty:  Location:

**Specialty** | **Location**

Allergy/Immunology	2 Doctor
Neurology	2 Doctor
Eye, Ear, Nose, and Throat	3 Doctor
Family/General Practice	6 Doctors
Internal Medicine	8 Doctor
Obstetrics/Gynecology	4 Doctors
Podiatry & Foot Medicine	1 Doctor
Ophthalmology	1 Doctor
Obstetrics & Gynecology	2 Doctors
Pediatrics	2 Doctor

**Showing 1-10 of 10 Doctors**

**Specialty** | **Location**


<b>Dr. Irene B. Campbell</b>	<b>Obstetrics</b>
<b>Dr. Caroline Hanna</b>	<b>Obstetrics &amp; Gynecology</b>
<b>Dr. Irene B. Campbell</b>	<b>Obstetrics</b>
<b>Dr. Caroline Hanna</b>	<b>Obstetrics &amp; Gynecology</b>
<b>Dr. Irene B. Campbell</b>	<b>Obstetrics</b>
<b>Dr. Caroline Hanna</b>	<b>Obstetrics &amp; Gynecology</b>
<b>Dr. Irene B. Campbell</b>	<b>Obstetrics</b>
<b>Dr. Caroline Hanna</b>	<b>Obstetrics &amp; Gynecology</b>
<b>Dr. Irene B. Campbell</b>	<b>Obstetrics</b>
<b>Dr. Caroline Hanna</b>	<b>Obstetrics &amp; Gynecology</b>




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Search by Name, Specialty, City, or ZIP Code SEARCH


Showing 1-4 of 4 Sorted By: **A-Z** [Z-A](#)




**Jesse B. Campbell, MD**  
Obstetrics  
800-559-1171  
Accepting New Patients  
Cedar Valley Top 100  
Cedar View Hospital, Cedar Rapids, IA  
Cedar Band OB/GYN Associates, Cedar Rapids, IA



**Caroline Harna, MD**  
Obstetrics & Gynecology  
800-559-1171  
Accepting New Patients  
Cedar Ridge Medical Associates, Cedar Rapids, IA  
Cedar Band OB/GYN Associates, Cedar Rapids, IA



**Raymond Kearney, MD, MBA**  
Obstetrics & Gynecology  
319-221-1635  
Accepting New Patients  
Cedar Band OB/GYN Associates, Cedar Rapids, IA



**Saniya Srinivasan, MD**  
Maternal & Fetal Medicine  
Cedar Band OB/GYN Associates, Cedar Rapids, IA

## Put Search Everywhere

### Choosing St. Luke's for Heart Care


St. Luke's Regional Heart Center provides outstanding care for patients with heart disease and related conditions. From minimally-invasive procedures to high-tech heart surgery, our team of experienced doctors, nurses and other professionals provides patients with a full range of specialty heart programs for the diagnosis and treatment of heart problems.

St. Luke's Regional Heart Center has been nationally recognized for excellence in patient treatment and outcomes. Among the awards:

- U.S. News and World Report has repeatedly ranked St. Luke's as one of "America's Best Hospitals" for heart care.
- Intuitive's prestigious IDE Top Hospital Cardiovascular Institute for Success study has repeatedly recognized St. Luke's for its excellence in cardiac bypass surgery and interventional cardiology.

The St. Luke's heart care team uses leading-edge techniques and technologies, while providing every patient with compassionate, world-class heart care.

For more information on the St. Luke's Regional Heart Center, in Johnston, Pennsylvania and Bethlehem, Pennsylvania, call toll free, 800-HEARTS (800-432-7875).



**My Heart's Story**

I had a pain in my back that wouldn't go away. Turns out it was related to my heart...

[Read More...](#)

**ST. LUKE'S REGIONAL HEART CENTER**

800-HEARTS or 800-432-7875

**QUICK LINKS**

- Find a Doctor
- Make an Appointment
- Virtual Visits
- Health Library
- Request the St. Luke's Patient Experience Survey
- Give Us St. Luke's

**Related News**

There are 4 related news items:

- January 15, 2009 [Chest Pain Center Accreditation](#)
- November 14, 2008 [Top-Scored St. Luke's Vascular Center](#)
- July 3, 2008 [St. Luke's Named One of the Nation's 100](#)
- June 17, 2008 [St. Luke's Spans Two States with St. Joseph's](#)

**Related Events**

There are 18 related events. The top 3 are shown below:

- March 10, 2009 [St. Luke's Regional Heart Center \(St. Joseph's\) - Monday 7:00 AM - 4:00 PM St. Luke's Hospital - Bethlehem, PA](#)
- April 7, 2009 [St. Luke's Regional Heart Center \(St. Joseph's\) - Tuesday 7:00 AM - 12:15 PM St. Luke's Hospital - Bethlehem, PA](#)
- April 8, 2009 [St. Luke's Regional Heart Center \(St. Joseph's\) - Wednesday 10:00 AM - 2:00 PM St. Luke's Hospital - Bethlehem, PA](#)

[View all related events](#)

**RELATED DOCTORS**

There are 85 related doctors:

- Abdul, Hadeed
- Adin, Giovanni
- Amick, Marcus
- Barrett, Todd
- Burton, Donald
- Choi, Young
- Clark, Robert
- Conrad, William
- Costantino, Amy
- Cox, Steve

## Final Thoughts

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- Begin with introspection
- Identify your opportunities
- Plan and implement improvements
- Measure success

## Post-Webinar Survey

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- At the conclusion, please complete our post-Webinar survey
- Receive our Webinar takeaway
  - Case Study: Performing a usability assessment for search

## ☐ Questions?

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- To learn more:
  - Contact us
    - 319-221-1667
    - [eric.george@geonetric.com](mailto:eric.george@geonetric.com)
  - Visit our Web site
    - [www.geonetric.com](http://www.geonetric.com)

## ☐ Next Month's Webinar

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### **Use the Web to Communicate During Times of Change and Challenge**

April 30 - 2:00 p.m. CT

In today's uncertain economy, health systems across the country are faced with announcing everything from layoffs and hiring freezes to budget cuts and construction delays. Join Geonetric as we explain the best way to use your Web site to shed positive insight into what's happening at your organization.