UFHealth.org Research Study Listings

UFHealth.org background

UFHealth.org serves as the primary online access point for University of Florida Health’s patients, potential patients, families and the community. The patient-centered site integrates what were previously disparate Web presences including Shands.org, Health.ufl.edu, News.health.ufl.edu and others. UFHealth.org provides in-depth information about the system's healthcare services, University of Florida physicians, UF Health inpatient and outpatient service locations, and other information including UF Health’s comprehensive education and research endeavors.

The reorganization of this information under a single site umbrella has already produced marked improvements and excellent results:

- An immediate, 300% increase in patient appointment requests.
- An eventual average increase in patient appointment requests of over 700%.
- 30% increase in overall traffic.
- 70% of visitors come from organic Google search results, indicating a marked increase in the site’s search engine optimization.

UFHealth.org key audience needs addressed:

- Helps current and prospective patients access the information and services they need to meet their health care needs at UF Health via three central pillars: provider directory, health encyclopedia, and locations directory.
- Enables dynamic connections to research and education opportunities, including research studies.
- Orients and connects current and prospective students, trainees, faculty and collaborators to the academic health center’s comprehensive resources for education and research pursuits.
- Serves as a reliable source of health-related news content and subject-matter expertise for the media and other external audiences.

Overall Research Studies Goal:

Research studies presented on UFHealth.org help connect researchers actively seeking volunteers to the public, referring physicians and other interested parties. UFHealth.org’s research study listings follow regulatory guidelines and best practices when making information about research studies available to the public.
Primary audiences and objectives for Research Study sections:

- **Patients** seeking information about and opportunities to participate in UF research studies
- **Researchers** trying to navigate the academic health center and find resources to facilitate their work
- **Prospective faculty and collaborators** exploring career and research opportunities at UF

Displayed Research Study data elements

Only basic research study “demographic” data elements will be displayed to the website visitor:

- Study Title
- Study Purpose (basic summary)
- Study Keywords (if available)
- Study Principal Investigator
- Study Principal Investigator Preferred Title
- Study Contact Information
- Study Principal Investigator Department (if available)

Data source

The above data elements are all provided by a direct data feed from the CTSI’s StudyConnect.

Methods for discovering information about UF Research Studies on UFHealth.org

UFHealth.org offers multiple discovery opportunities for visitors seeking information about research studies:

- **Health Topic pages** (over 3,500 unique “Health Topic” articles discussing conditions, injuries, treatments, and more)
  - “Research Studies” tab – Clicking the Research Studies tab provides visitors a list of research studies relevant to the health topic they are currently browsing.
- **Provider pages** – Visitors to provider pages can discover research studies being conducted by the relevant provider.
- **Internal search** (UFHealth.org main search engine) - Offers comprehensive results of all content on UFHealth.org, with the optional ability to filter results based on the type of content they contain (e.g., display only UF Research Studies)
- **Research mega-menu search** – provides results pre-filtered to only display UF research studies
• **External search** (Public search engines, e.g., Google, Bing) - Public search engines discover dedicated research study pages on UFHealth.org and add them to their search index, allowing external visitors to discover UF research studies

**Visual Concepts**

The following visual concepts represent the above 4 methods for how UF Research Study listings can be presented to visitors on UFHealth.org.

**Visual Concepts: Health Topic Pages, page 1/3**

Visitors can select the **Research Studies** tab (1) below to be taken to a listing of UF research studies related to the current Health Topic that the visitor is browsing (in this example, Stroke)
After selecting the Research Studies tab from the previous screen, visitors will be taken to a listing page that contains:

1. Titles and truncated summaries of relevant UF research studies
2. Sidebar containing resources intended to educate and inform visitors about participating in research studies
3. The ability to search all UF research studies
4. Brief narrative about the source of the study listings and the role of IRBs with link back to IRB and CTSI websites


Upon clicking on an individual study title from the previous listing, the visitor will be taken to a dedicated page for that specific research study. This dedicated research study page (with a dedicated URL) will display the following fields, as well as continue to display the resources sidebar, and the ability to search through all studies again.

1. Title of UF research study
2. Purpose / Basic Summary
3. Keywords
4. Principal Investigator
5. UF Department
6. Contact Information

Visual Concepts: Internal Search, page 1/1

From any page on the website, visitors can enter a search term into 2 possible search boxes:

1. Main website search
   a. Will search through all content on UFHealth.org (Research Studies, Health Topics, Locations, Providers, Basic Pages, News, etc.) providing a list of the most relevant results. Visitors can then filter their results based on certain attributes (i.e., display only ‘Research Studies’)

2. Research mega-menu
   a. Will only search through Research Studies content on UFHealth.org providing a list of the most relevant results (pre-filtered).