

Point of Care Internet Search Utilizing Unique Search Technology and Unique Database



PUTTING BREAKING MEDICAL NEWS INTO PRACTICE™



MedBiquitous Annual Conference
May 14, 2008



Presenters

- Robert Stern, MedPage Today
- Paul Edelblut, iSeek Enterprise Inc
- Zalman Agus, MD, Univ. of Pennsylvania SOM. Continuing Medical Education
- Mila Kostic, Univ. of Pennsylvania SOM. Continuing Medical Education



Internet POC Search

- AMA and ACCME approved new type of CME:
 - Internet Point of Care Search
 - Step-wise approach
 - Awards physicians for what they already do
 - CME Provider in control of EB content
- Requires Collaboration:
 - Sophisticated Search Engine Provider
 - Established Online News + CME Provider
 - Academic CME Provider



Context: MedPage Today

CME based on breaking medical news

Creates a sense of urgency

Brevity - Reports are <750 words long

Timely - Published in real time – every day


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medpage TODAY PUTTING BREAKING MEDICAL NEWS INTO PRACTICE™

On Demand Press Conferences
From the American College of Cardiology's ACC.2008 and the SCAI-ACC:2 2008
[VIEW](#)

Search: MedPage Today [iSEEK](#) Wednesday, April 09, 2008

NEWS CME PEER REVIEW DIRECTED BY
 UNIVERSITY OF PENNSYLVANIA SCHOOL OF MEDICINE
Continuing Medical Education

LATEST MEETINGS

- National Kidney Foundation – 5 articles
- American College of Cardiology – 41 articles
- Society of Interventional Radiology – 11 articles

[SEE ALL MEETINGS >>](#)

BLOGS

COLUMNS

CAMPAIGN '08


MULTIMEDIA

STATE REQUIRED CME

SURVEYS


NEWS BY SPECIALTY **MEETING COVERAGE**

- Allergy & Immunology
- Cardiovascular

Estrogen Doubles Benign Breast Disease Risk
NEW YORK – Postmenopausal women who took conjugated equine estrogen doubled their risk of benign proliferative breast disease, researchers here said.
CME 

Halting Trials of Cancer Drugs Early Criticized
ROME – Stopping cancer drug trials when interim analyses show clinical benefit may actually harm patients in the long run, researchers here said.
CME

Combination Therapy Improves


00:00 / 02:01

Mixed Results with Aggressive Risk Reduction in Diabetic Patients
HYATTSVILLE, Md. – Diabetic patients who achieved ultra-low LDL and blood pressure targets had a significant reduction in carotid intima media thickness, but no decrease in cardiovascular events, investigators here concluded.


- See Related Exclusive Press Conference Coverage: Merck/Schering-Plough Answer ENHANCE Critics

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Virtual Exhibit

Journal Downloads

First-line SUTENT® data recently published in NEJM
Source: Pfizer

Efficacy Data for CTCL Published in JCO
Source: Merck 

Resources | See Complete List >>

Frequently painful. Potentially severe. Learn why your patients may be at risk.
Source: Merck

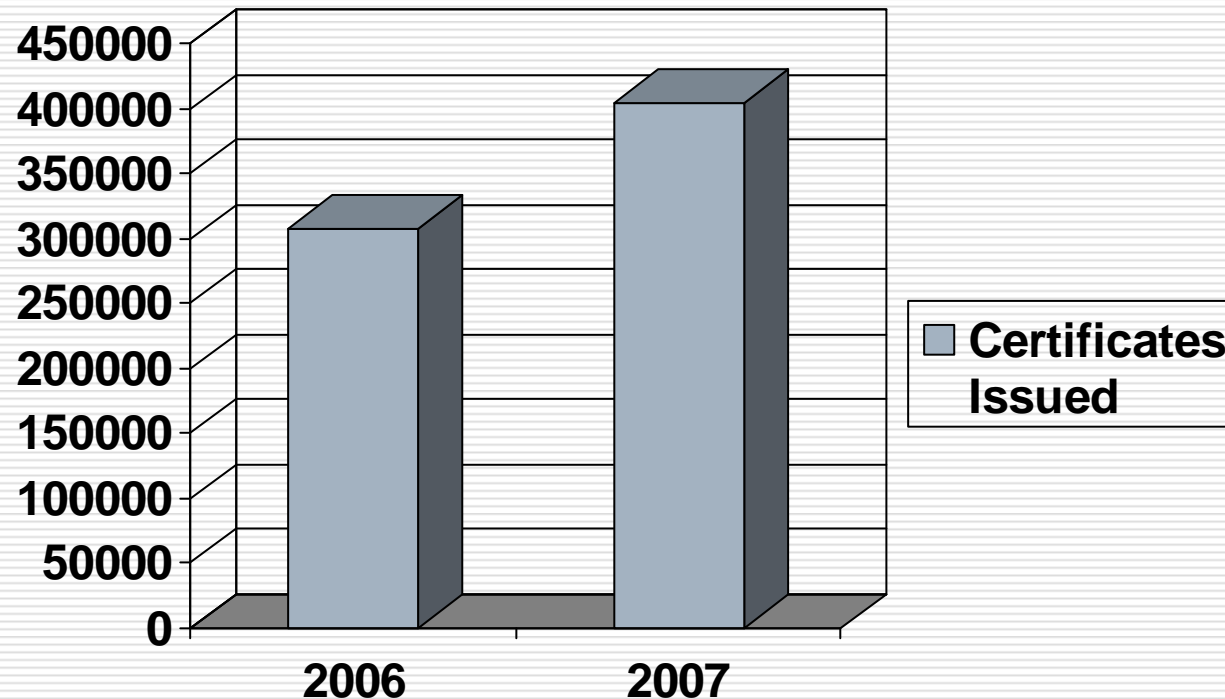
Access information on more than 150 Pfizer products at PfizerPro.com
Source: Pfizer



Large CME-User Base

Total Certificates Issued for MedPage Today Reports

2007: 404,456
A 32%
Increase
vs. 2006



The Need

Dear Doctor,

How would you rate the need for the following?

	Top 2 Boxes (columns 5 + 4)	Important 5	4	3	2	Unimportant 1
CME/CE based on just-released data (last 24 hours)	70%	41%	29%	23%	5%	2%
CME/CE that can be read/completed in 15 minutes or less	87%	57%	30%	11%	2%	1%
The opportunity to earn CME/CE credits within the practice day	81%	56%	25%	12%	5%	2%
The opportunity to earn CME/CE credits online	93%	78%	15%	5%	1%	1%

Survey Size: 1,461

Survey Timing: February 2008

Survey Sample: Physicians and healthcare professionals who have completed online CME including but not limited to MedPage Today activities/reports. No honoraria or any other incentives were offered or paid for completing this survey.



The Need

*Dear Doctor,
Why is brevity and timeliness important to you?*

	Top 2 Boxes (columns 5 + 4)	Major Challenge 5	4	3	2	Not a Challenge 1
Staying current on breaking developments in medicine	67%	31%	36%	24%	6%	3%
Being fully prepared for patients' questions about recent medical developments	62%	21%	41%	27%	8%	3%
Finding time to participate in medical education programs	72%	32%	40%	19%	6%	3%

Survey Size: 620

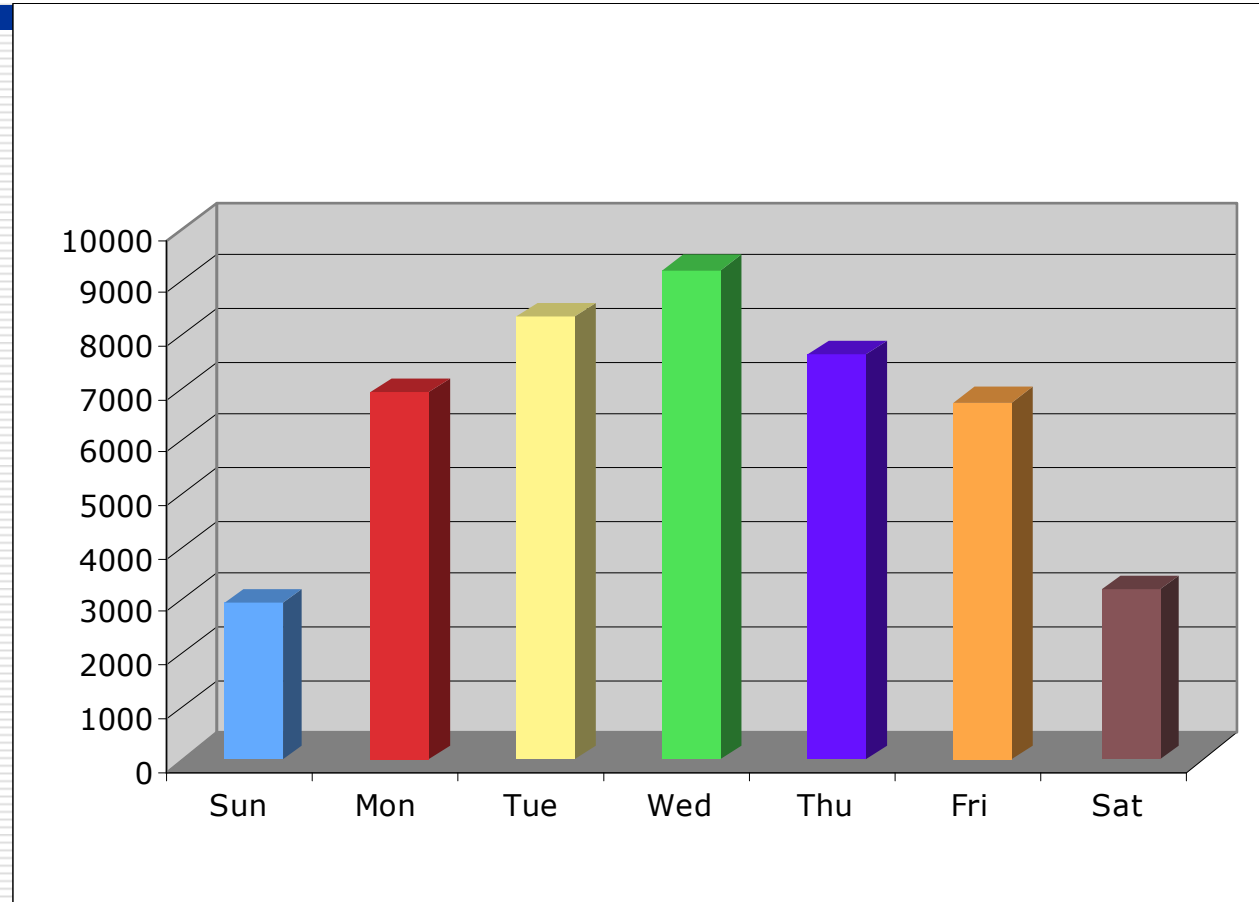
Survey Timing: February 2008

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Point of Care Learning Environment

86% of learning on MedPage Today occurs during the physicians' workweek

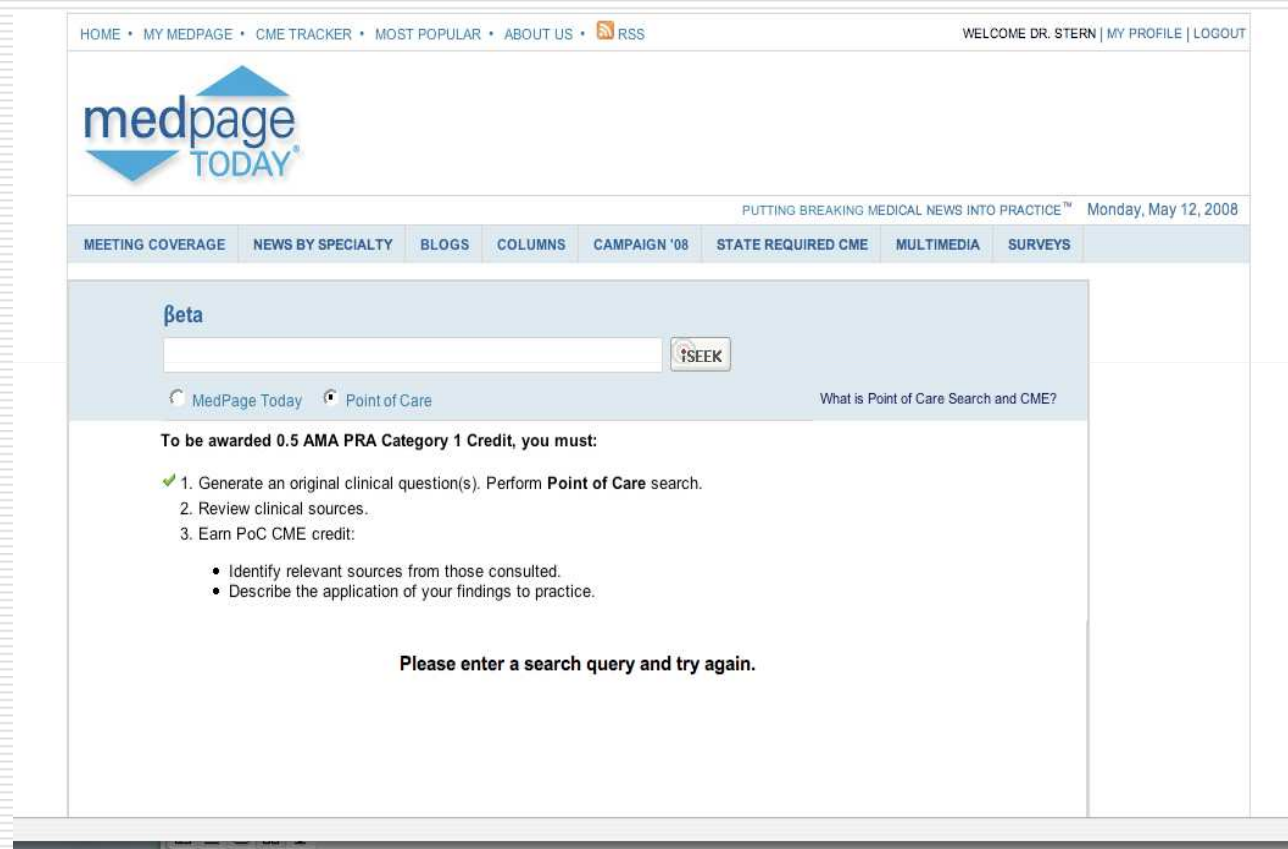


<----- 86% ----->



Point of Care Search on MedPage Today

1st Step:
Define the
Search
Question



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medpage TODAY

PUTTING BREAKING MEDICAL NEWS INTO PRACTICE™ Monday, May 12, 2008

MEETING COVERAGE NEWS BY SPECIALTY BLOGS COLUMNS CAMPAIGN '08 STATE REQUIRED CME MULTIMEDIA SURVEYS

beta

MedPage Today Point of Care What is Point of Care Search and CME?

To be awarded 0.5 AMA PRA Category 1 Credit, you must:

1. Generate an original clinical question(s). Perform **Point of Care** search.
2. Review clinical sources.
3. Earn PoC CME credit:
 - Identify relevant sources from those consulted.
 - Describe the application of your findings to practice.

Please enter a search query and try again.

Point of Care Search on MedPage Today

2nd Step: Review Search Results

beta

How to treat DVT

MedPage Today Point of Care [What is Point of Care Search and CME?](#)

To be awarded 0.5 AMA PRA Category 1 Credit, you must:

- ✓ 1. Generate an original clinical question(s). Perform **Point of Care** search.
2. Review clinical sources.
3. Earn PoC CME credit:
 - Identify relevant sources from those consulted.
 - Describe the application of your findings to practice.

Target Your Results By: Viewing 1-10 of 101 total results Pages [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#)

Target Your Results By:	Count	Relevance	Date
Topics			
Medical Patients	57		
Vein Thrombosis	45		
Background	33		
Treatment	31		
Study	26		
Venous Thrombosis	23		
Methods	22		
Vte	17		
More			
Publication			
J Vasc Surg	8		
Thromb Haemost	5		
Cochrane Database Syst Rev	5		
Masui	4		
Conf Proc IEEE Eng Med Biol Soc	4		
Can J Clin Pharmacol	3		

Prophylactic implantation of inferior vena cava filter during endovascular therapies for deep venous thrombosis of the lower extremity: is it necessary? - April 17, 2008

BACKGROUND: There is strong controversy as to whether to use filters temporarily in the inferior vena cava (IVC) during endovascular therapies for deep venous thrombosis (DVT) in the lower extremity. PURPOSE: To evaluate the necessity of implantation of a retrievable inferior vena cava filter during treatment of DVT in the lower extremity using various endovascular techniques.

Global Risk Profile Verification in Patients With Venous Thromboembolism (GRIP-VTE) in Arabian Gulf Countries. - April 11, 2008

Background: The Global Risk Profile Verification in Patients with Venous Thromboembolism was the first prospective multicenter registry conducted in Arabian Gulf countries to explore the epidemiology of venous thromboembolic (VTE) disorders and to provide data on diagnosis and disease management. Methods: Data on 242 patients with confirmed VTE were submitted between September 2003 and November 2003 from 28 contributing hospitals in the Arabian Gulf region.

Thrombophlebitis of the great saphenous vein—recommendations for treatment. - March 26, 2008

OBJECTIVES: The purpose of this study was to evaluate the incidence of great saphenous vein (GSV) thrombosis in symptomatic patients and its possible relationship to complications usually attributed to deep venous thrombosis (DVT). METHODS: To quantitate the frequency of GSV thrombosis and evaluate its possible morbidity, we reviewed all the venous studies, both inpatient and outpatient, at a Level I Trauma Center over one year.



Point of Care Search on MedPage Today

3rd Step: Review Individual Sources

Beta

How to treat DVT

[MedPage Today](#) [Point of Care](#) [What is Point of Care Search and CME?](#)

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- ✓ 1. Generate an original clinical question(s). Perform **Point of Care** search.
- ✓ 2. Review clinical sources.
3. [Earn PoC Credit](#)
 - Identify relevant sources from those consulted.
 - Describe the application of your findings to practice.

Target Your Results By: [Back to search results](#)

Topics	
Medical Patients	57
Vein Thrombosis	45
Background	33
Treatment	31
Study	26
Venous Thrombosis	23
Methods	22
Vte	17
More	
Publication	
J Vasc Surg	8
Thromb Haemost	5
Cochrane Database Syst Rev	5
Masui	4
Conf Proc IEEE Eng Med Biol Soc	4
Can J Clin Pharmacol	3

Prophylactic implantation of inferior vena cava filter during endovascular therapies for deep venous thrombosis of the lower extremity: is it necessary?
Acta Radiol. April 2008;49(4):391-7.

[T Yamagami](#); [R Yoshimatsu](#); [T Matsumoto](#); [T Nishimura](#);

Department of Radiology, Graduate School of Medical Science, Kyoto Prefectural University of Medicine, Kyoto, Japan. yamagami@koto.kpu-m.ac.jp

BACKGROUND: There is strong controversy as to whether to use filters temporarily in the inferior vena cava (IVC) during endovascular therapies for deep venous thrombosis (DVT) in the lower extremity. **PURPOSE:** To evaluate the necessity of implantation of a retrievable inferior vena cava filter during treatment of DVT in the lower extremity using various endovascular techniques. **MATERIAL AND METHODS:** Studied were all 37 consecutive sessions of endovascular treatments performed in 34 patients with symptomatic lower-limb DVT between April 2001 and October 2006. In all sessions, a Gunther tulip retrievable vena cava filter (GTF) was implanted during the procedures. The degree of trapped thrombus in the filter was

Point of Care Search on MedPage Today

4th Step:
Identify
Relevant
Sources

5th Step:
Describe
Application
in Practice

Point of Care Search CME Activity



You search topic:

How To Treat DVT

Please select the articles that were helpful. Only articles that you check will be stored.

- Prophylactic implantation of inferior vena cava filter during endovascular therapies for deep venous thrombosis of the lower extremity: is it necessary? - April 17, 2008
- Prophylactic implantation of inferior vena cava filter during endovascular therapies for deep venous thrombosis of the lower extremity: is it necessary? - April 17, 2008

Please select the answers which best describe the application of the search results to your practice:

- Reinforced my clinical decision.
- Confirmed a diagnosis.
- Did not locate clinical information relevant to my question.
- Reviewed a condition not managed recently.
- Applied new clinical guidelines to practice.
- Facilitated or improved communication with my patient(s).

Rate the overall effectiveness of this activity

- Poor



Point of Care Search on MedPage Today

6th Step: Evaluate Activity

Rate the overall effectiveness of this activity

- Poor
- Fair
- Average
- Good
- Excellent

Check all that apply:

- Activity met my objectives
- My search resulted in change in knowledge, competence, or performance
- I expect the use of information acquired to result in improved patient's clinical outcomes

Earn PoC CME Credit



Point of Care Search on MedPage Today

7th Step:
Receive
AMA PRA
Cat. 1 Credit

■ Point of Care Search CME Activity



Congratulations, you have successfully completed an Internet Point of Care CME activity.

0.5 Category I credits have been added to your transcript.

To view/print your Certificate for Internet Point of Care Activity [click here](#).

To view your CME Tracker containing all activities completed on MedPage Today, [click here](#).



Point of Care Search on MedPage Today

8th Step:
Keep the
Record of
your
Credit and
Search Topics

CME Tracker: DR. ROBERT STERN

The following is a record of your successfully completed activities on MedPage Today. You may view/print a CME Certificate for each program individually or you may print an itemized list of all your completed programs.

Each Teaching Brief[®] is designated for 0.25 AMA PRA Category 1 Credit(s)[™].

2008	2007	2006	2005	Printable Version	
Program Name	Accreditor	Completion Date	Credit	State Required CME	
Updated Osteoporosis Guideline Addresses a Broader Population - View certificate	University of Pennsylvania	02/22/08	0.25		
PoC CME Search					
How To Treat DVT- View certificate	University of Pennsylvania	05/12/08	0.5		
Diabetes- View certificate	University of Pennsylvania	03/28/08	0.5		
New Drugs Hepatitis C- View certificate	University of Pennsylvania	03/27/08	0.5		
Lung Cancer Funding- View certificate	University of Pennsylvania	03/26/08	0.5		
Clinical Question- View certificate	University of Pennsylvania	03/25/08	0.5		
Diabetes- View certificate	University of Pennsylvania	03/20/08	0.5		
Hdl And Tg Levels- View certificate	University of Pennsylvania	02/29/08	0.5		
Erectile Dysfunction In Diabetes- View certificate	University of Pennsylvania	02/19/08	0.5		
Diabetes- View certificate	University of Pennsylvania	02/13/08	0.5		
ADD- View certificate	University of Pennsylvania	01/17/08	0.5		
			Total credit for 2008:	5.25	
			Total credit for 2007:	1.00	
			Total credit for 2006:	1.75	
			Total credit for 2005:	2.00	



Targeted Discovery

Combines:

- Search
- Navigation
- Action

Leverages **Searchblades & iViews**

Empowers the individual to:

- Find relevant information quickly
- Take appropriate action immediately
- **Or** have the computer take appropriate action



Why is Targeted Discovery Important?

- We use Targeted Discovery to:
 - Sort out clues to what individuals are really seeking.
 - Clues in turn help define Context
 - Content and knowledge about Content Provides Context
- Targeted Discovery Technologies Help Machines Understand:
 - Words
 - Phrases
 - Sentences
 - Concepts

iVIEWS™

Target Your Results By:	
Topics	
Prostate Cancer	41
Patients	36
Observation After Surgery	15
Treating Patients With Stage II Colorectal Cancer That Has Been Completely Removed By Surgery	8
Radical Prostatectomy	8
Study	6
Life	6
Radiation Therapy	6
More	
Subject	
Prostate Cancer	16
Flu & URI	3
General Pediatrics	3
Otolaryngology	2
General Surgery	2
Publication	
J Urol	4
BJU Int	3
Can J Urol	3
Arch Ital Urol Androl	2
Surg Clin North Am	2
Date	
May 2008	1
April 2008	9

- Only **relevant** results are returned, no junk.
- Group in a **meaningful** way.
 - “watchful waiting”
 - Topics
 - Prostate Cancer
 - Observation after surgery
 - Subjects
 - Prostate Cancer
 - Flu & URI
 - General Pediatrics

iSEEK Searchblades™

- **Searchblades** are linguistically compiled authoritative resources.
- iSEEK Medical Searchblade:
 - **MedPageToday**
 - **PubMed** (2 years)
 - Others to be added (TripDatabase, FDA.gov, Clinical Trials.gov, Guidelines.gov)

Preliminary Data Based on Beta Launch +30

- Users
 - 4,480 Unique Users
 - 16,664 page views
 - 1,045 return visitors
- Use
 - Average Page Views: 4
 - Average Visitor Duration: 6 min 5 seconds
 - Average Page Duration: 1 min 41 seconds

More Data

Based on Beta Launch +30

- Users
 - Users from all 50 States
 - Top 5 include PA, NY, CA, NJ, VA
 - Top 5 Cities
 - New York City, Philadelphia, Pittsburgh, Reston
 - *Removed iSEEK employee searches and NSA
 - International Reach of High Quality
 - 86 Countries represented
 - United States represents 85%
 - 2-6: Canada, India, UK, Australia, Philippines
 - 7-11: Japan, Brazil, Mexico, Ecuador, South Africa



Even More Data Based on Beta Launch +30

- Use
 - Power Use Days: Tues/Wed avg 19%
 - Light Days: Sat/Sun avg 4.7%
- Power Users:
 - Ketchum Communications
 - University of Pennsylvania
 - Veterans Administration
 - Baylor College of Medicine
 - St. Lukes Hospital, Houston
 - University of Nebraska Medical Center
 - Western PA Hospital
 - CDC

Conclusions and Next Steps?

- Analyze and evaluate
 - Top Queries
 - Top Found Queries
 - Top Not-Found queries
 - Who uses and How is it used in practice
- Increase Depth and Breadth of Searchblade with additional resources
- Improve linguistic capabilities
- User feedback and improvement