

The SEEK Gateway



Improving access to clinical
effectiveness resources

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CONTENTS

- Introduction
- Project Proposal
- Web Site
- Clinical Guidelines Database
- Project Evaluation
- Conclusions

BACKGROUND TO SEEK

Information for Health, Department of Health, September 1998:

- “provide every NHS professional with on-line access to the latest local guidance and national evidence on treatment” [pg 45]
- “NHS clinicians need ‘bedside’ or ‘desktop’ access to clinical and other evidence-based reference material” [pg57]

BACKGROUND (II)

“Although there are isolated examples of good practice in dissemination (of clinical effectiveness information) within all the Sheffield health organisations, these are not being carried out within a cohesive information strategy”

Disseminating Information on Clinical Effectiveness (DICE). Final Report to Steering Group

A. Booth, ScHARR, Sept 1998, p5

PROJECT PROPOSAL

- *WHO* - Project managed by the University Health Sciences Library
- *WHAT* - NHS orientated, city-wide and multi-professional information service
- *WHEN* - Project approved by the LIS Board in September 2000 and funded until March 2003
- *HOW* - Web site, News Alert and IT training

SEEK



- Acronym
- Every good project needs a catchy name
- SEEK stands for Sheffield Evidence for Effectiveness and Knowledge
- In retrospect it has given the service a very successful identity

OBJECTIVES OF SEEK

1. Provide access to critically appraised digests and local / national guidelines
2. Establish and maintain an evidence-based healthcare web site
3. Provide links to electronic resources
4. Provide a training programme
5. Disseminate information via current awareness services

TARGET AUDIENCE

The service is aimed at ALL staff working for the NHS in Sheffield, but also focuses on two specific groups:

- Those who deliver organisational clinical effectiveness needs and priorities
- Clinical practitioners who require access to 'evidence' in their patient care decision making

DICE RECOMMENDATIONS

- Operates at an individual and organisational level
- Selective in volume and frequency
- Restricted to authoritative statements
- Easily accessible format
- Multi-professional
- Continuing professional development component

DISSEMINATION SYSTEM

- Governance - strategic level identification of key effectiveness priorities and guidelines produced
- Practice Improvement - local groups produce evidence digests and information is then disseminated utilising various media
- Individual - individual motivation to implement EBP

SHEFFIELD HEALTH COMMUNITY

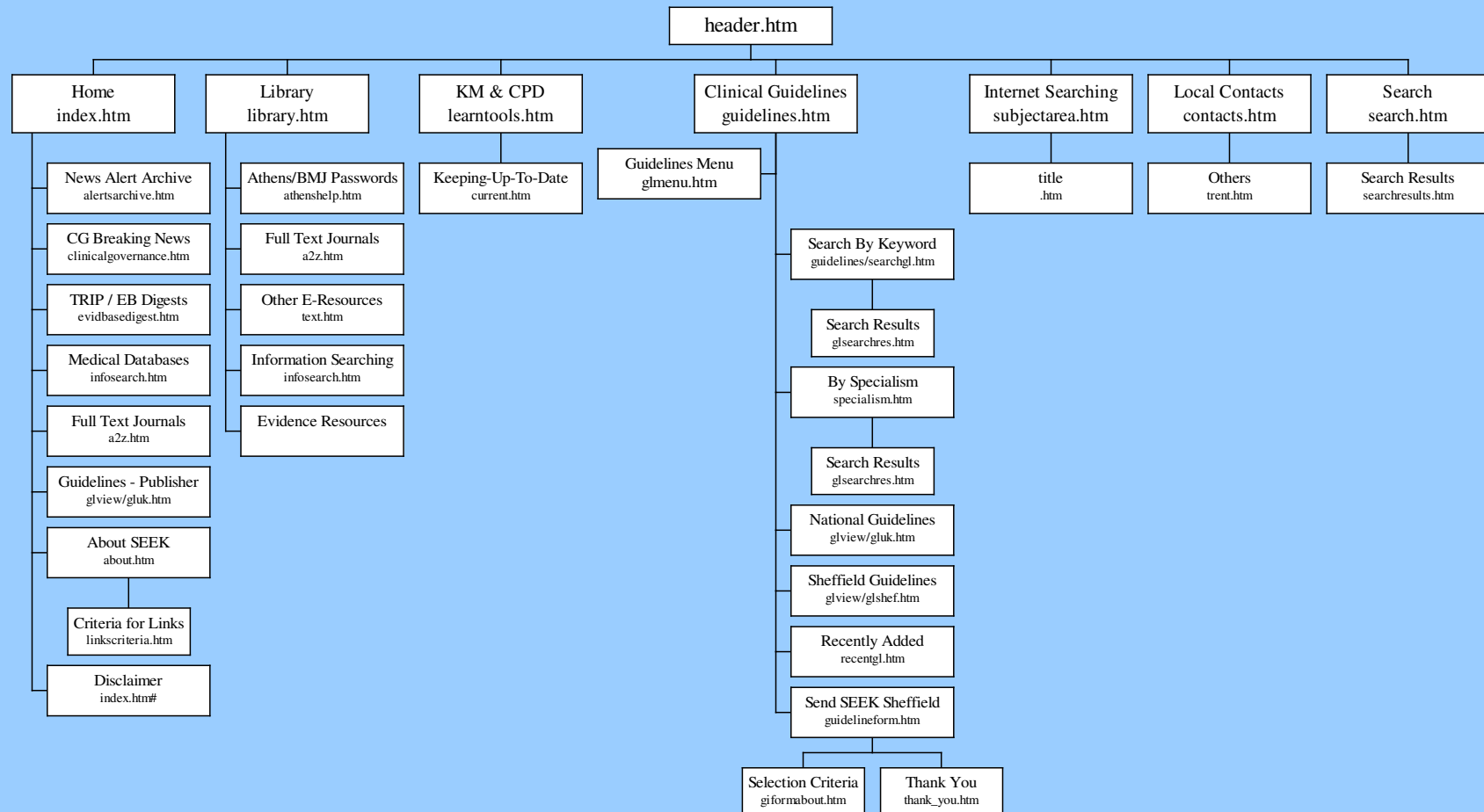
- Acute Sector - two
- Primary Care Trusts - four
- Community Health
- NHS Sheffield

Sheffield NHS serves a large community of 530 thousand residents and a high transient population of university students

WEBSITE

- Contains six distinct sections
- Provides access to ‘know how’
- Updated regularly
- Keeps users up-to-date
- Pro-active
- User friendly
- Similar to NeLH

WEB SITE STRUCTURE



SEEK HOME PAGE

The screenshot shows the SEEK Home Page with the following elements:

- Navigation Bar:** Includes the Sheffield Hallam University logo, the date "02 July 2002", the "seek" logo, and the "NHS Sheffield" logo.
- Header:** "For Effectiveness and Knowledge." and navigation links: "Guidelines", "Internet Searching", "Local Contacts", "Search".
- News Alert:** A blue box with the text "News Alert" and "News Alert - Current and Archive - click here".
- Quick Links:** A list of links including "Clinical Governance", "Breaking News", "TRIP", "Elect", "Elect", "OVID", and "SEEK Clinical Guidelines by Publisher".
- Contact Details:** A blue box with the text "Contact Details" and "Telephone: 0114 226 6995".
- Quick Evidence Search:** A section with a search input field, a "Search" button, and options for "PubMed Clinical Search", "diagnosis", "prognosis", "sensitivity", and "specificity".
- Footer:** "feedback seek@sheffield.ac.uk | disclaimer | last update 2 July 2002 | make seek your homepage - click here".

Two callout boxes are overlaid on the page:

- A blue box with a white border containing the text "News Alert".
- A larger blue box with a white border containing the text "Quick Evidence Search".

CLINICAL GUIDELINES

“Most healthcare organisations do not have adequate resources and skills to develop valid guidelines de novo. Instead, *we recommend that organisations should attempt to identify previously developed rigorous guidelines and adapt these for local use.*”

Clinical Guidelines: from conception to use

M Eccles and J Grimshaw, RadcliffeMedical Press, 2000, p89

GUIDELINES DATABASE

- One of the six sections of the SEEK web site was a national guidelines database
- Currently links to 450+ UK-based guidelines from organisations such as NICE, SIGN, Department of Health, PHLS, PRODIGY and the Royal Colleges
- All the guidelines are available full-text on the Internet at no charge to the user

NATIONAL RECOGNITION

- SEEK has been in negotiation with NeLH to develop a national 'Guidelines Portal'
- SEEK completed a pilot project utilising the original database, but enhanced with additional fields. This was launched nationally in August 2002
- Future plans are to work in partnership with the VBL's adding additional guidelines that they 'recommend'

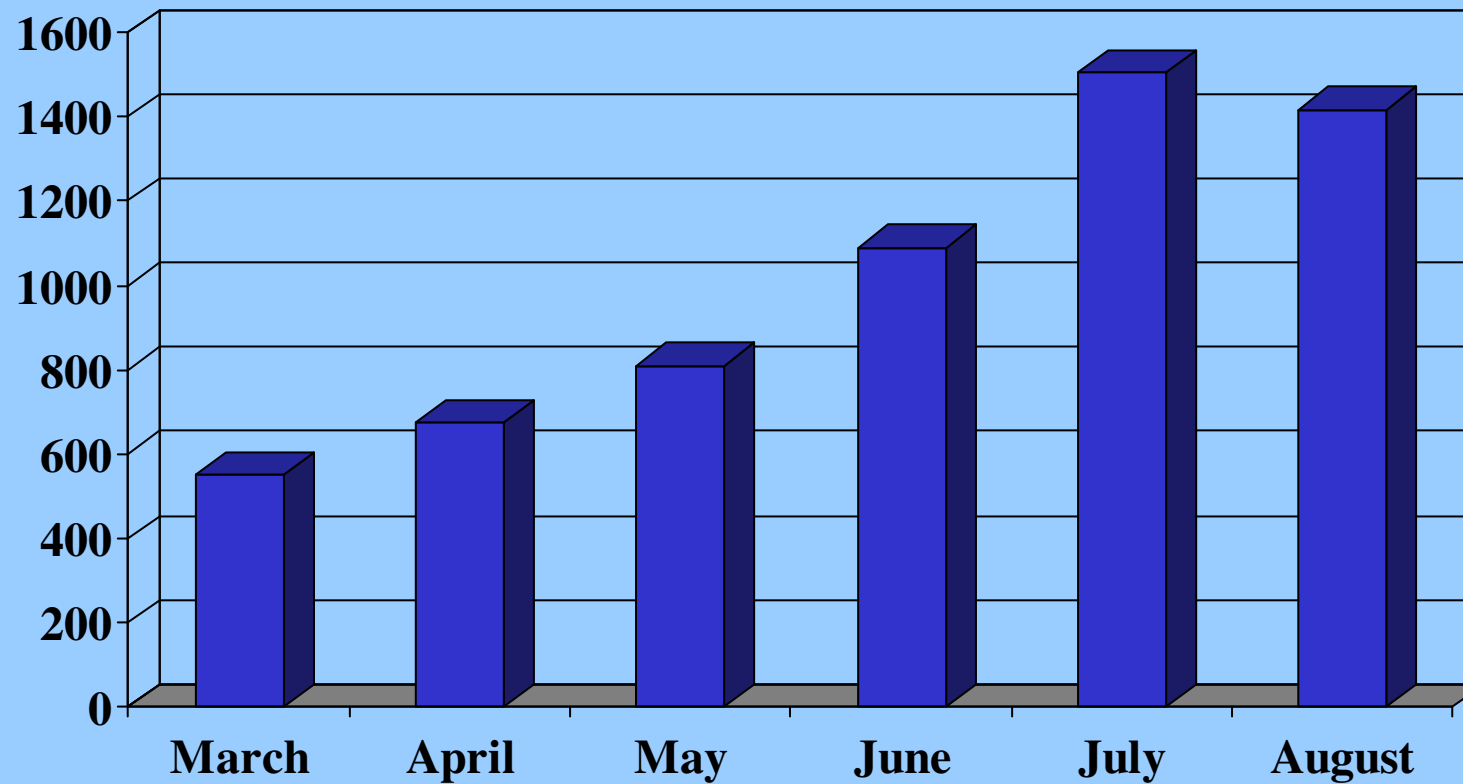
BENEFITS OF WEBSITE

- Flexible in time and location
- Provides equality of access to evidence and knowledge
- Promotes active learning
- Key clinical resources are highlighted
- NHS staff are alerted to on-line full-text authoritative documents

WEB SITE USE

- 24% of users access the site from UK university machines and 20% via NHSnet
- Referrals to the site over the past six months are from NHSnet, Google, MSN, Yahoo, Ask Jeeves and AOL
- The most popular part of the site is the News Alert
- Local site but is accessed from user in Italy, the USA and Australia

DAILY AVERAGE HITS



IT TRAINING

SEEK provides training on:

- Using SEEK as an electronic resource
- Literature searching utilising electronic medical databases
- Critical appraisal

Sessions can be provided in purpose-built computer suites or in the workplace

CLINICAL GOVERNANCE NEWS ALERT

- Launched in July 2002
- Already has over 100 subscribers
- Complements the web based daily news alert
- The weekly email service only links to full-text electronic resources from major UK health sites. The alert usually contains 10-12 items per week

EVALUATION

- SEEK is being evaluated alongside four other similar projects on a macro (common issues) level
- SEEK is also being evaluated on a micro level focusing on specific issues to this project
- Evaluation is being conducted by an external agency

DATA COLLECTION

- Questionnaires (130 issued, 41% response rate to date)
- Interviews (15 undertaken)
- Project Officer work log
- Service Data (web hits, training events, enquiries, alert users)

PRELIMINARY RESULTS

- 85% of the questionnaire respondents had heard of the SEEK project
- 81% of the respondents knew SEEK provided a web site for EBP
- 66% were aware that SEEK provided access to EBP electronic materials
- Over half the respondents were aware of the News Alerts on the web site

USER'S COMMENTS

- “I find the News Alert useful as a starting point for latest NHS news”
- “It is important for nurses to have a quick & easy access to the Internet. Seek provides that service for us. Knowledge at our fingertips”
- “Use it regularly to access NeLH and Ovid Biomed”

SEEK SELLING POINTS

- Web site brings together full-text clinical guidelines, medical databases, information resources and links to local contacts / information
- Merges local and national information / resources in one place
- Provides a service for ALL NHS staff working in Sheffield

LESSONS TO CONSIDER

- Difference between the perceived IT skill level and actual level in the real world
- Work ethos - IT has not yet been fully integrated into the work day as an information tool
- Not 'inside' any NHS organisation
- Marketing – difficult to promote a web site effectively without demonstrations
- Keeping web site current is time-consuming

CONCLUSIONS

- Usage of the web site is growing, but most originates from outside NHSnet
- SEEK is a high-level link on most Sheffield NHS web sites
- Face-to-face training has been the most effective way of encouraging use of the evidence-based resources
- News Alert is the most popular feature

LOCAL V GLOBAL

Thinking globally, acting locally is the focus of this conference

However, SEEK is a local initiative that has developed a national agenda (NeLH Guidelines Portal) and international (users access from all round the world)

