



## Industry

- Government
- Healthcare

## The Client

The organization is the independent regulator of health and social care in a country in Europe. They are tasked with ensuring better care is provided to a variety of stakeholders including hospitals, personal care homes, individual care, or elsewhere.

## The Business Challenge

The organization needed a way to rapidly find and identify information from multiple external content sources to ensure quality care was being provided to all stakeholders as well as identify emergency healthcare issues that could impact a geographic area as well as the country.

## The Solution

conceptClassifier for SharePoint provided the ability to automatically generate conceptual metadata from multiple sources of information and provide the ability to classify the content based on contextually relevant domain specific information contained within the body of the content.

## The Business Challenge

Monitoring multiple external news feeds and identifying relevant articles is a major effort for any organization. The organization had to find a rapid and reliable method that would remove the problems of finding relevant information from multiple sources, variants in terminology, the ability to segment by areas or interest and also location in the county.

Information and Management programs and search engines that rely on single key words are prone to false alerts or missed bulletins. By utilizing a concept based taxonomy filtering process much of this can be avoided as the accuracy is significantly improved, ensuring that relevant information is captured and false information is filtered out.

The requirements of the solution included:

- Increasing information retrieval precision on the News Feeds
- Enabling Subject Matter Experts to develop business rules for information management
- Aggregation of the multiple sources of information
- Provide automatic classification of news Items based upon contextually relevant domain-specific information contained within the body of the document

## The Solution

The organization selected conceptClassifier for SharePoint due to the Service Oriented Architecture (SOA) compliant web services and the ability to meet all the functional requirements.

A key driver in the decision to move forward with SharePoint and Concept Searching was the ability of conceptClassifier for SharePoint to generate compound terms instead of keywords. Compound term processing computes the incremental value of a compound term over its single-word components. Higher order compound terms are evaluated using their lower order compound components. The majority of compound terms are proper nouns, noun phrases and verb phrases. These sentence fragments convey the key concepts in most text. By correctly weighting these compound terms Concept Searching is able to identify documents containing concepts the user is looking for rather than finding documents that contain the right words.

The organization used the compound term processing ability in conjunction with the Concept Searching Taxonomy Manager to automatically generate related contextual metadata associated with content that had been previously clustered to a particular concept.

In a SharePoint environment metatags are automatically added to the properties field of documents that reside within SharePoint document libraries based upon the content resident within each document. Within Microsoft Office documents are automatically classified at creation time to the corporate taxonomy with classification metadata written back into the custom properties of the document for use within SharePoint. The presence of this additional compound term contextual metadata increases the value of each document making them more retrievable by search engines that filter across metadata in addition to boosting precision when auto-classifying content to multiple folders created in Taxonomy Manager.

## The Benefits

News monitoring staff, and organizational needs, internal perceptions and motivations, strategies, relevant knowledge and awareness serve as the foundation from which raw information is transformed into something that is actionable within a business operation. Connecting decision makers with relevant and timely information in an efficient manner can have a direct and positive impact not just for a particular operation but also a specific outcome.



## Concept Searching

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Thru the transformation of relevant information into actionable knowledge, the organization realized significant benefits.

- They are able to rapidly react to news item as they occur
- Push relevant information to interested persons, reduce process timeline, utilize untapped resources, and enhance outcome quality
- For the organization, it avails contemporary and relevant information that assists and expedites task performance and decision making advancing individual and group performance

Thru an incremental approach senior leadership was able to obtain a significant return on investment in a relatively short amount of time as demonstrated by the rapid improvement in support of information discovery and communication of business and healthcare operations and related information across organizational and functional boundaries.

## About Concept Searching

Founded in 2002, Concept Searching's software products deliver conceptual metadata generation, auto-classification, and powerful taxonomy management from the desktop to the enterprise. Concept Searching is the only statistical metadata generation and classification software company in the world that uses concept extraction and compound term processing to significantly improve access to unstructured information. Headquartered in the U.K. with offices in the U.S. and South Africa, Concept Searching solves the problem of finding, organizing, and managing information capital. For more information about Concept Searching's solutions and technologies please visit [www.conceptsearching.com](http://www.conceptsearching.com).