Medical Intranet

Improving Findability in Search

Industry

- Healthcare
- Education
- Medical Research

The Client

Associated with a major university, the medical center employs over 18,000 people and is nationally recognized and ranked as one of the top medical facilities in the United States. In addition to providing outstanding primary and specialty medical care they also specialize in pioneering scientific research as well as undergraduate, professional, and post-graduate education.

The Business Challenge

With a variety of end users with diverse needs to access information needed to perform their jobs and with the ever increasing amount of content, end users were spending inordinate amounts of time finding information. With the inability to access precise and relevant information productivity as well as information retrieval quality was impacted.

The Solution

conceptClassifier for SharePoint provided the ability to automatically generate conceptual metadata as content was created or ingested and provide the rich multi-term metadata to the search engine index, expediting the search process, and enabling end users to find relevant information that previously could not be found.

The Business Challenge

The medical center intranet site provided a free text search to allow users to find information. As with most free text search solutions, the end user would get too much irrelevant information with little ability to filter out unwanted results leading to a longer search for information and a less than satisfactory user visit. As a medical center, end users had many diverse objectives when searching for information, depending on their role. For example, a researcher may be looking for quite different information than an administrator or nurse or doctor, yet the current environment had no way to assist the user in finding exactly what they needed.

End users needed to identify content in the context of what they were seeking. The fundamental problem with most search solutions is that they are based on an index of single words. Yet most searches are expressed in short patterns of words and not single words in isolation which are highly ambiguous.

What were the problems?

- Keyword search was insufficient
- End users did not always know exactly what they were looking for
- Most users were not adept at performing complex keyword searches
- Ambiguity in words – one word can have many meanings, two or more words can share the same meaning

The requirements of the solution included:

- Provide easier navigation to end users
- Enable end users to retrieve relevant information based on their search query
- Aggregation of the multiple sources of information
- Enhance the search interface with 'findability' features to make it easier for end users to find what they are seeking

The Solution

conceptClassifier for SharePoint was selected due to its transparent integration with SharePoint and the ability to automatically generate and classify conceptual metadata and easily develop and manage organizational taxonomies through Concept Searching's Taxonomy Manager.

A key driver for the solution was the underlying compound term technology of conceptClassifier for SharePoint. Instead of identifying single keywords, compound term processing identifies multi-word terms that form a complex entity (concepts). By forming these compound terms and placing them in the search engine's index the search can be performed with a higher degree of accuracy because the ambiguity inherent in single words is no longer a problem. As a result, a search for *"triple heart bypass"* will locate documents about this topic even if this precise phrase is not contained in any document. A concept search using compound term processing can extract the key concepts, in this case *"triple heart bypass"* and use these concepts to select the most relevant documents.

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conceptClassifier for SharePoint enabled the client to auto-classify their entire intranet, generate semantic metadata, and normalize complex medical terms to make it easier for site visitors to find what they are searching for. In addition, all automatically generated metadata can be managed through the SharePoint administration interface.

Additional findability features included in the solution are the ability to automatically suggest the appropriate terms for end users eliminating the need to have them type in complex medical terms and the associated syntax. The result is the ability to deliver relevant and precise information to a variety of users based on their individual needs.

The Benefits

The solution delivered the ability to:

- Identify relevant content to assist end users, regardless of their organizational role (administrators, nurses and doctors) find the information they were searching for
- Improved productivity through enhanced 'findability' in search
- Enable existing content to be discoverable for re-use and re-purposing
- Ability to normalize complex medical terms simplifying the ability for end users to find what they need and automatically suggest the appropriate terms for end users

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.