

2016

# Examining the Pieces: Usability Testing to Improve Outreach to Unaffiliated Health Professionals

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# Examining the Pieces: Usability Testing to Improve Outreach to Unaffiliated Health Professionals

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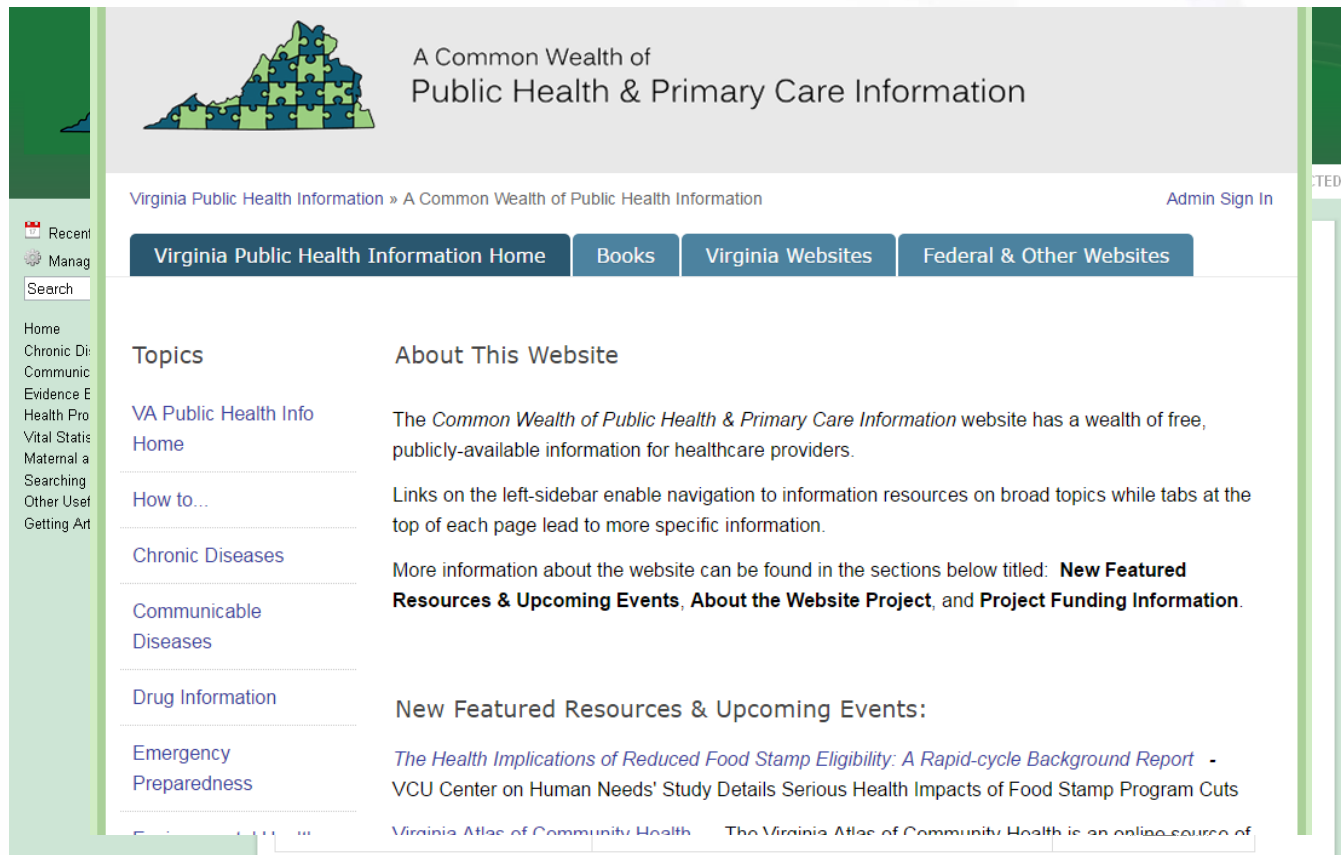
VCU Libraries, Tompkins-McCaw Library for the  
Health Sciences @VCUTMLibrary

# Project Funded By

- This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. HHS-N-276-2011-00004-C with the University of Maryland Baltimore.



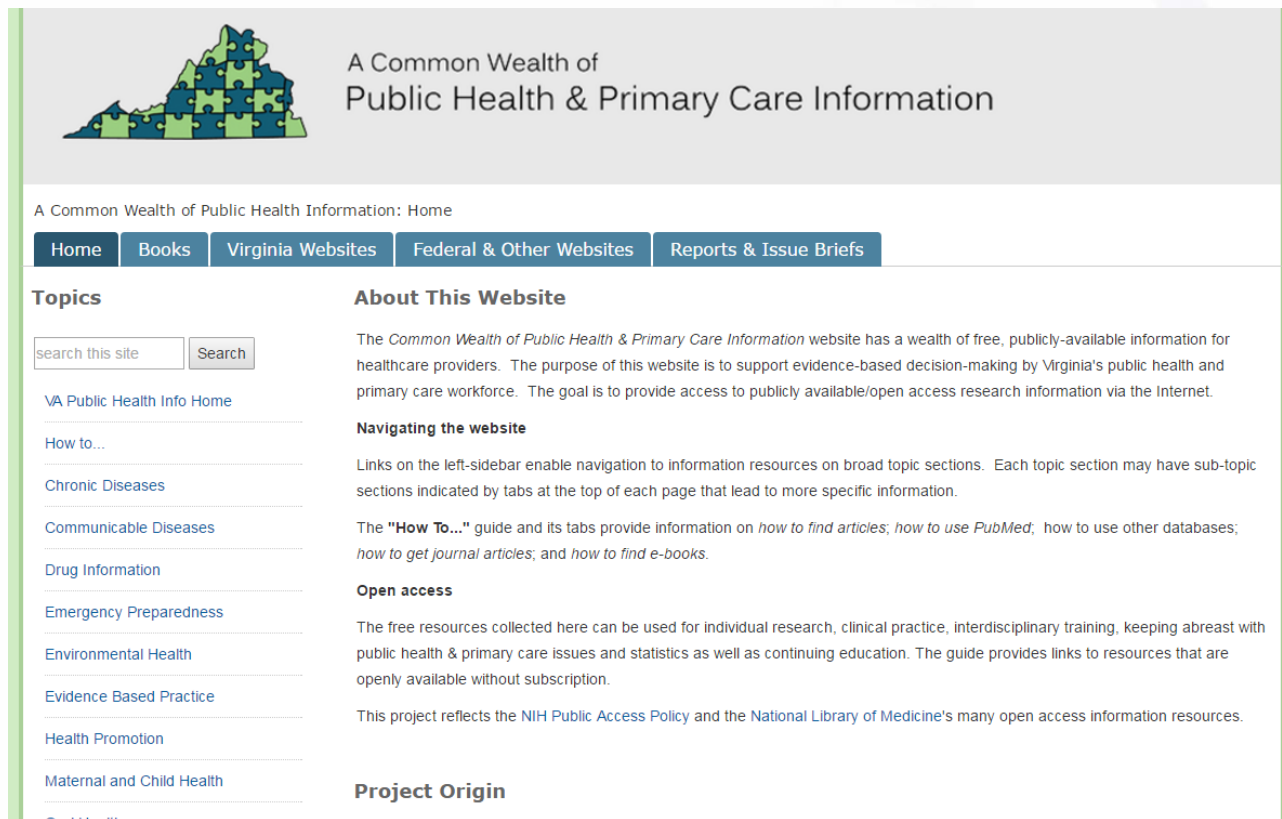
# Background/History



The screenshot shows the homepage of the Virginia Public Health Information website. At the top, there is a logo of the state of Virginia composed of puzzle pieces, followed by the text "A Commonwealth of Public Health & Primary Care Information". Below this, there is a navigation bar with tabs for "Virginia Public Health Information Home", "Books", "Virginia Websites", and "Federal & Other Websites". A search bar is located on the left side. The main content area is divided into two columns: "Topics" and "About This Website". The "Topics" column lists various health-related categories such as "VA Public Health Info Home", "How to...", "Chronic Diseases", "Communicable Diseases", "Drug Information", "Emergency Preparedness", and "Epidemiology". The "About This Website" column contains text explaining the website's purpose and providing links to "New Featured Resources & Upcoming Events", "About the Website Project", and "Project Funding Information". A specific resource is highlighted: "The Health Implications of Reduced Food Stamp Eligibility: A Rapid-cycle Background Report" by the VCU Center on Human Needs' Study.

2010 – Update Virginia Public Health Workforce topics including primary care added

# Current Site



A Common Wealth of  
Public Health & Primary Care Information

A Common Wealth of Public Health Information: Home

Home Books Virginia Websites Federal & Other Websites Reports & Issue Briefs

### Topics

search this site Search

- VA Public Health Info Home
- How to...
- Chronic Diseases
- Communicable Diseases
- Drug Information
- Emergency Preparedness
- Environmental Health
- Evidence Based Practice
- Health Promotion
- Maternal and Child Health
- Oral Health

### About This Website

The *Common Wealth of Public Health & Primary Care Information* website has a wealth of free, publicly-available information for healthcare providers. The purpose of this website is to support evidence-based decision-making by Virginia's public health and primary care workforce. The goal is to provide access to publicly available/open access research information via the Internet.

#### Navigating the website

Links on the left-sidebar enable navigation to information resources on broad topic sections. Each topic section may have sub-topic sections indicated by tabs at the top of each page that lead to more specific information.

The "**How To...**" guide and its tabs provide information on *how to find articles*; *how to use PubMed*; how to use other databases; *how to get journal articles*; and *how to find e-books*.

#### Open access

The free resources collected here can be used for individual research, clinical practice, interdisciplinary training, keeping abreast with public health & primary care issues and statistics as well as continuing education. The guide provides links to resources that are openly available without subscription.

This project reflects the NIH Public Access Policy and the National Library of Medicine's many open access information resources.

#### Project Origin

Today: [vapublichealthinfo.org](http://vapublichealthinfo.org)



# User Feedback Received 2010-2015

0



# Project Plan

- NN/LM SE/A Assessment Funding
- Focus groups
- Usability testing
- Analyze data
- Implement changes





# Project Objectives

- Recruit a new advisory committee with membership representing Virginia health provider stakeholders.
- Determine Virginia user's demographic/profession [affiliation] data and their Internet access and usage.
- Enhance the usability of the current website.
- Better address training needs and determine if the website's tutorials are helpful and/or if other types of training might be introduced.
- Assess needs and plan for additional/expanded website topics/resources.
- Increase/improve methods for raising awareness about the website.





# Advisory Committee

Professor and Director of Dual Degree Programs – VCU School of Allied Health Professions (background in Public Health Administration)

Nurse Manager/Coordinator – Virginia Department of Health, Crater Health District

Associate Professor – VCU School of Medicine, Department of Family Medicine & Population Health

Associate Dean – Eastern Virginia Medical School, Brickell Medical Sciences Library

Former AHEC Director & Community Partner

Director of Clinical Programs, Virginia Community Healthcare Association



# Focus Groups

- 5 – 8 people desired
- Held at Public Health Departments or Federally Qualified Community Health Centers in Medically Underserved Areas
- Email sent asking potential participants to:
  - Review site
  - Complete demographic survey
  - Review consent form
- Recorded sessions and took written field notes
- Used same project team member as facilitator
- Did not change or update website during this time



# Demographics

## Focus Group participants by site - Total: 38

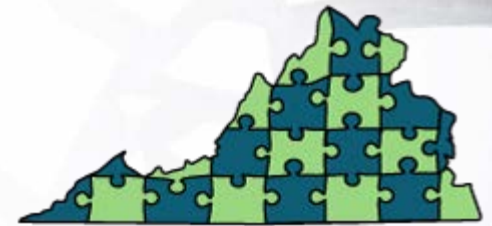
- 4 @ Public Health District serving 10 MUA rural counties
- 6 @ FQCHC serving rural MUAs in western Virginia
- 3 @ Rural Public Health Dept.& a FQCHC in southeast Virginia
- 18 @ Public Health District serving 7 MUA central VA counties
- 7 @ FQCHC serving an urban MUA in coastal Virginia



# Feedback: Navigation

Participant approach to navigation is different from librarian expectations.

“It’s a visual issue, because the stuff in the left hand column never changes, so my brain is not expecting the stuff on the tabs to change even though it’s looking me right in the face, I don’t see the change.”





# Feedback: Tabs/Navigation

Multiple comments related to tab visibility/use.

“...tabs? What tabs?... I only knew to find it because in this conversation I thought – oh, let me look in the tabs at the top, ‘Books & Reports’ and maybe I can find something in there. And - oh - there’s a book, but it was invisible to my eye.”





# Feedback: Finding Information

Participants not as good at accessing information as they thought they were.

“[L]ooking at the... [‘Statistics and] Surveillance,’ – it gave me definitions, but I was actually looking ... [for] the rate, incidence of something, ... I was looking for the number of pregnant teens,... so I guess it has to expand more.”



# Findings: Help Pages

Confusion about how to access help and/or resource training.

“[S]o ‘how to’... I didn’t understand it – by-passed it and moved on to the next.”

“‘How to’ what?”





# Unrealistic Suggestions

- Site should provide more feedback and make “smarter” recommendations based on search terms and links followed.
- Ability to find and make referrals to specialists through the site.
- Website should be integrated into Patient Centered Home and EHR.
- Provide list of all possible screening tools.
- Create a “plug and play” decision support tool.

# Realistic Suggestions

- Make tabs more obvious.
- Use different colors for tabs on different topics/pages.
- Add animation/color.
- Add video content or more images.
- Use term population health instead of public health.



# Content/Topic Suggestions

- Behavioral and/or Mental Health
- EMRs
- Geriatrics
- Lyme Disease
- Meaningful Use
- Pediatrics
- Rabies
- Screening tools
- STDs
- Women's Health
- Zika Virus

# Virtual Usability Testing

- Currently recruiting.
- Includes four think-aloud scenarios.
- Participants virtually share screen with facilitator.



# User Feedback Received 2016

39

# Lessons Learned + (The Positive)

- Unique project team member skills are important.
  - Project history, background & resource expertise (Barbara)
  - Technology experience (Emily)
  - Conducting focus groups & data analysis (Irene)
- People liked receiving updates in-person.
- People were more responsive to phone calls and in-person communication methods.

# Lessons Learned – (The Negative)

- VCU Institutional Review Board, expedited status took longer than expected
- Gift Card Debacle (VCU Procurement policies)



# Next Steps

- Discuss findings with VCU Libraries Web Systems Librarian, Erin White
  - LibGuide layout/design
  - Search box update
- Develop sustainability plan
  - Student and staff assistance on website maintenance
  - Timeline for content and topic updates by librarians
- Promote site among practitioners



# Contact Information

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**“Good librarians are worth the money.”**

*Comment from focus group participant*