UFHealth.org Health Topics
https://UFHealth.org/encyclopedia

UFHealth.org serves as the primary online access point for University of Florida Health’s patients, potential patients, families and the community. The patient-centered site integrates what were previously disparate Web presences including Shands.org, Health.ufl.edu, News.health.ufl.edu and others. UFHealth.org provides in-depth information about the system’s healthcare services, University of Florida physicians, UF Health inpatient and outpatient service locations, and other information including UF Health’s comprehensive education and research endeavors.

The reorganization of this information under a single site umbrella has already produced marked improvements and excellent results:

• An immediate, 300% increase in patient appointment requests.
• An eventual average increase in patient appointment requests of over 700%.
• 30% increase in overall traffic.
• 70% of visitors come from organic Google search results, indicating a marked increase in the site’s search engine optimization.

UFHealth.org key audience needs addressed:

• Helps current and prospective patients access the information and services they need to meet their health care needs at UF Health via three central pillars: provider directory, health encyclopedia, and locations directory.
• Enables dynamic connections to research and education opportunities, including research studies.
• Orients and connects current and prospective students, trainees, faculty and collaborators to the academic health center’s comprehensive resources for education and research pursuits.
• Serves as a reliable source of health-related news content and subject-matter expertise for the media and other external audiences.

Health Topics:

Health Topics refer to any number of health encyclopedia article types, including conditions, procedures, injuries, tests, symptoms, surgeries and others. Our original source of health topics comes from ADAM, Inc.’s health encyclopedia. Additional health topics have been generated based on custom content from Shands.org. In addition, any existing health topic from ADAM, Inc. can be over-written with clinical content from UF Health. Each health topic acts as a lynch pin for site content, enabling users to easily find locations, providers and research studies. It also enables marketing representatives to link marketing
copy to clinical content via embedded messages or an additional page of content (see Data Elements).

**Primary goal for the Health Topics pages:**

To provide users an accurate, reliable source for clinical content and easy access to associated health care providers, locations and research studies.

**Primary audiences for the Health Topics Pages:**

- Patients
- Care-givers
- Referring physicians

**Secondary audiences for the Health Topics Pages:**

- Researchers
- Patients’ family members
- Additional members of the public

**Primary objectives for Health Topics Pages:**

- Quickly discover key information about a health topic
  - Definition
  - Alternative Names
  - Causes, incidence, and risk factors
  - Symptoms
  - Signs and tests
  - Treatment
  - Support groups
  - Expectations
  - Complications
  - Calling your health care provider
  - Prevention
  - Images
  - References
  - Other information
- Find related providers
  - Photo
  - Name (linked to dedicated page)
  - Degree
  - Clinical interests
  - Phone number
- Find related locations
  - Location name (linked to dedicated page)
  - Address
  - Appointment number
• Fax number
• Find ongoing research studies directly related to the health topic
  o Linked title
• Link to request an appointment form
• Discover multimedia resources related to the health topic
• Discover news items related to the health topic
• Discover events related to the health topic
• Discover academic departments related to the health topic

Data Elements

• Title [name of health topic]
• UF and Shands Difference [small text blurb that sits above the article’s main body. Can be used for one- to two-sentence statement about what the care provided by UF Health specific to the health topic. Similar to the existing embedded messaging in Shands.org’s current ADAM content.]
• Body [Full ADAM content about the health topic. Cannot be modified.]
• Article type [ADAM classification: disease, injury, etc.]
• Specialty, subspecialty and service line [Taxonomy terms provided by ADAM to help further classify health topics and link them to category pages.]
• ADAM ID [A unique identifier for each article provided by ADAM]
• Sub-specialty [A taxonomy term reference field]
• UF body copy [If we choose to re-write an existing article’s clinical content, the UF Body Copy replaces the existing ADAM copy. This enables us to keep UF and Shands-originated content while maintaining the periodic update schedule from ADAM]
• Additional Information [A text field that appears at the bottom of an article. Provides another opportunity for a brief, one- to two-sentence marketing message.]
• Approach to Care [Provides an opportunity for longer, non-clinical content associated closely with the health topic. Should be used to expand on the interdisciplinary approach used by University of Florida physicians and Shands healthcare providers in treating conditions and caring for patients.]
• Locations [Two concise lists: In the first, locations that have the health topic listed as one of the conditions treated. In the second, locations that may be associated with the health topic, by specialty or service line]
• Providers [Two lists: in the first, providers that have the health topic listed as a clinical interest. In the second, providers that may be associated with the health topic by department or service line.]
• Research Studies [A list of research studies directly related to the health topic.]
**Visual Design: Mega Menu Health Topics Search**

Users’ interaction with the Health Topics search begins on the home page. Users can search for all content in the universal search box at the top of the page (with advanced auto-complete functions and high relevance search algorithm), or find Health Topics using the Health Topics area embedded in the mega-menu:

1. Search via the dedicated search box in the mega-menu. This search box returns only Health Topic results (using the same advanced auto-complete feature and high relevance search algorithm)
2. Browse via alphabetical listings by clicking the appropriate letter (see figure 1.)
Visual Design: Health Topics landing page

1. Browse Health Topics by alphabetical listing (see figure 2)
Visual Design: Overview tab (top of page 1/2)

1. Visitors who link through from any page to a health topic article will arrive at the health topic overview (figure 3)
2. The health topic overview page contains the main body of the health topic article in addition to the UF Health difference marketing blurb (if it has been filled out), and related side content.
3. If custom content is created for an existing health topic article it can be used in place of the original ADAM content. Please note: this replacement copy should be clinical and informative.
Prevention

The American Cancer Society recommends professional skin examinations every year for people older than 40, and every 3 years for people ages 20 – 40.

You should also examine your skin once a month, using a mirror to check hard-to-see places. Call your doctor if you notice any changes.

The best way to prevent skin cancer is to reduce your exposure to sunlight. Ultraviolet light is most intense between 10 a.m. and 4 p.m., so try to avoid sun exposure during these hours. Protect the skin by wearing hats, long-sleeved shirts, long skirts, or pants.

- Apply high-quality sunscreens with sun protection factor (SPF) ratings of at least 15, even when you are only going outdoors for a short time.
- Apply a large amount of sunscreen on all exposed areas, including ears and feet.
- Look for sunscreens that block both UVA and UVB light.
- Use a waterproof formula.
- Apply sunscreen at least 30 minutes before going outside, and reapply it frequently, especially after swimming.
- Use sunscreen in winter, too. Protect yourself even on cloudy days.

Other important facts to help you avoid too much sun exposure:

- Avoid surfaces that reflect light more, such as water, sand, concrete, and white-painted areas.
- The dangers are greater closer to the start of summer.
- Skin burns faster at higher altitudes.
- Avoid sun lamps, tanning beds, and tanning salons.

Associated Images from ADAM

Clicking images presents larger versions in a lightbox

References

Visual Design: Approach to Care (conditional tab – see figure 5)

1. The Approach to Care tab allows editors to include additional material that does not fall into the clinical category.
2. There is no limit on length, though if the content is broken down into many lengthy sections, it might be more beneficial to move the content into a different content type known as a subsite.
3. If there is no Approach to Care content for a particular health topic article, the tab does not appear to visitors.
Visual Design: Locations

1. The locations tab enables users to easily find locations at which a particular condition is treated or procedure performed.
2. In many instances, there will be a one-to-one relationship between a health topic title and a location. In these instances, the top region of the tab will show those locations that have listed the condition as a “condition treated.” (figure 6)
3. The Locations tab contains a second area that lists related locations. These are locations that are grouped by the health topic’s additional classification information—usually, a department, such as surgery, or a specialty, such as cancer. (figure 7)
4. The location’s official name links through the location’s page
Visual Design: Providers

1. The providers tab enables users to easily find providers who have the health topic listed as a clinical interest or related providers who are linked to the health topic by specialty.

2. In many instances, there is a one-to-one relationship between the health topic and providers’ clinical interest. These providers are grouped and listed at the top of the page. (figure 8)

3. The providers tab also groups related providers. Related providers are generated because they share classification terminology with the health topic. This terminology is based on department or service line. (figure 9)

4. Please note: the clinical interests, department, and service fields for every provider are generated via fields and groups in the provider’s Find profile. If a provider is classified incorrectly against a health topic, the provider’s profile will be need to be updated in Find to fix the error.

5. Providers’ names link through the provider’s detail page on UFHealth.org.
Visual Design: Research Studies

1. Research studies are pulled into the UF Health database from the CTSI Study Registry.
2. They are linked to a health topic through a dynamic keyword search. If there are no research studies associated with a given health topic, the system will deliver a small informational message and allow the user to search for additional research studies via a dedicated search box.
3. The titles of each study links through to a dedicated page with more information.