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Health Care Systems Research Collaboratory

Update on the Living Textbook

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What is the Living Textbook?

- Authoritative, expertly curated, flexible compendium of knowledge on the design, conduct, and dissemination of pragmatic clinical trials
- Trusted web-based resource for a broad audience
- Content structured in chapter-like topics written by Collaboratory subject matter experts in close collaboration with writers/editors at Coordinating Center
  - Uses scholarly citations combined with links to other web resources
  - Includes increasing number of resources and products developed by Collaboratory, PCORnet, and other partners

https://www.nihcollaboratory.org/Pages/default.aspx
http://sites.duke.edu/rethinkingclinicaltrials/

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Living Textbook writing/editorial staff

- Managing Editor
  - Jonathan McCall, MS
- Contributing Editors
  - Karen Staman, MS
  - Gina Uhlenbrauck
  - Liz Wing, MA

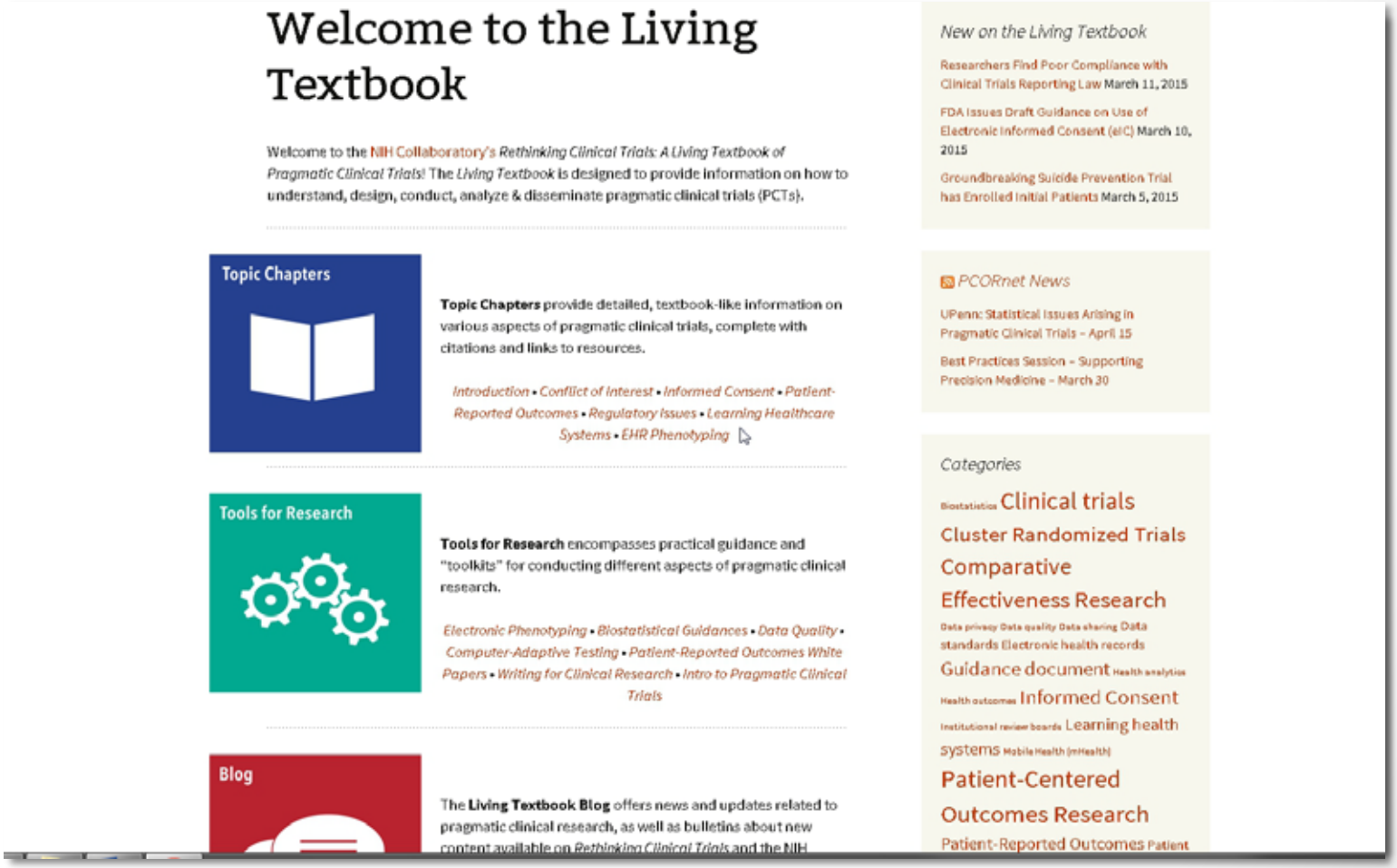
Previous milestones (August 2014)

- Two new topic chapters added
  - Learning Healthcare Systems (stub)
  - EHR-Based Phenotyping
- "Tools for Research" tab added, with content served from Collaboratory Knowledge Repository
  - Three electronic phenotype definitions
  - Four biostatistical guidance documents
  - Data quality white paper
- Total of 30 blog posts
- RSS feed enabled; Living Textbook material available via PCORnet website
- Now on Twitter!
  - @Collaboratory1 #LivingTextbook #RethinkingClinicalTrials

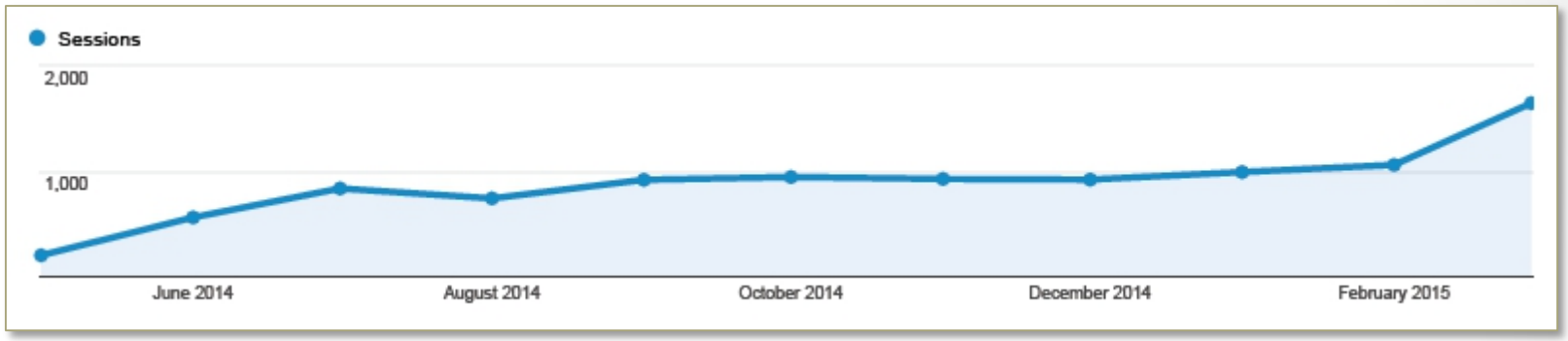
Current milestones

- New in Tools for Research:
  - Biostatistical guidance document (frailty analysis) — Biostatistical/Study Design Core
  - Computer-Adaptive Testing for PROs— contributed by faculty at Feinberg School of Medicine
  - Two white papers on PRO definitions and implementation — joint Collaboratory PRO Core and PCORnet project
  - Introduction to Pragmatic Clinical Trials — contributed by Karin Johnson
  - Writing for Clinical Research — four-part webinar series developed for PCORnet
- Coming soon:
  - New Topic Chapter: Acquiring and Using EHR Data for Research (contributed by Meredith Zozus) – currently being edited, loaded, and formatted for later release
  - New Research Tool: Linking EHR Data with Geospatial SES Data (contributed by Monique Anderson)
  - New Topic Chapters, Research Tools, and other products from the “Ethics and Regulatory Challenges in Pragmatic Clinical Trials” project

Current milestones – site updates

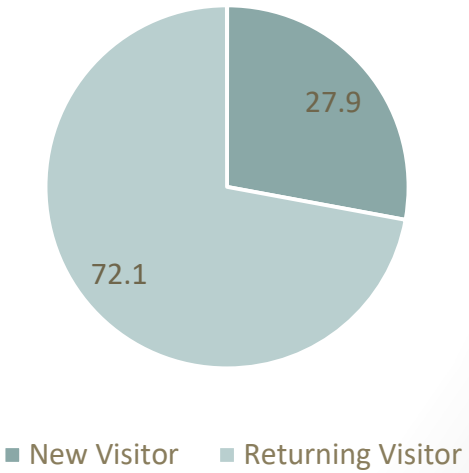


Ten months of the Living Textbook: May 2014–March 2015



- 9,374 total sessions
- 7,018 users
- 19,692 total pageviews
- Bounce rate: 71%
- Average session: 2 minutes

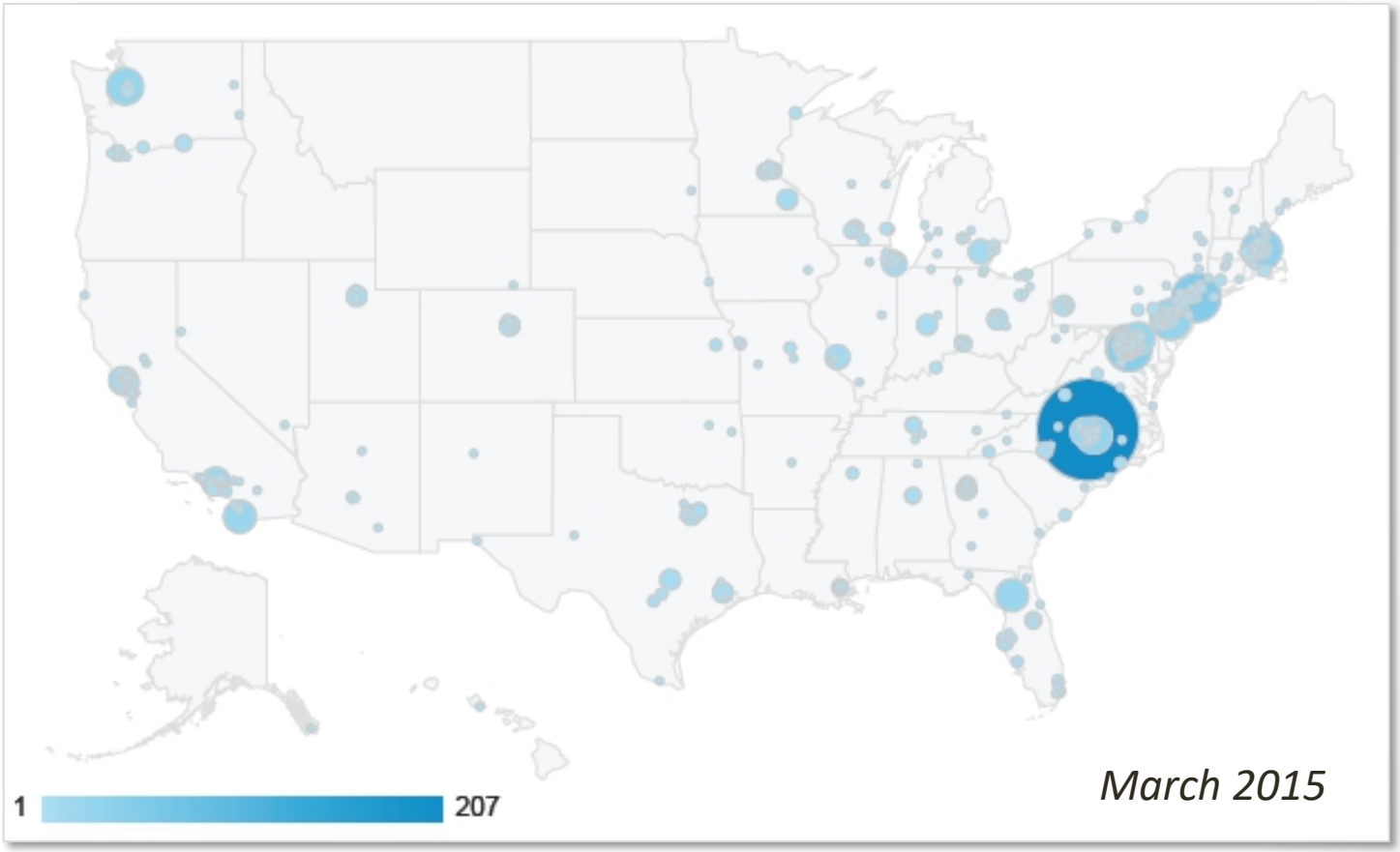
New vs Returning Visitors, %



Source: Google Analytics

March 2015

Who's reading the Living Textbook?



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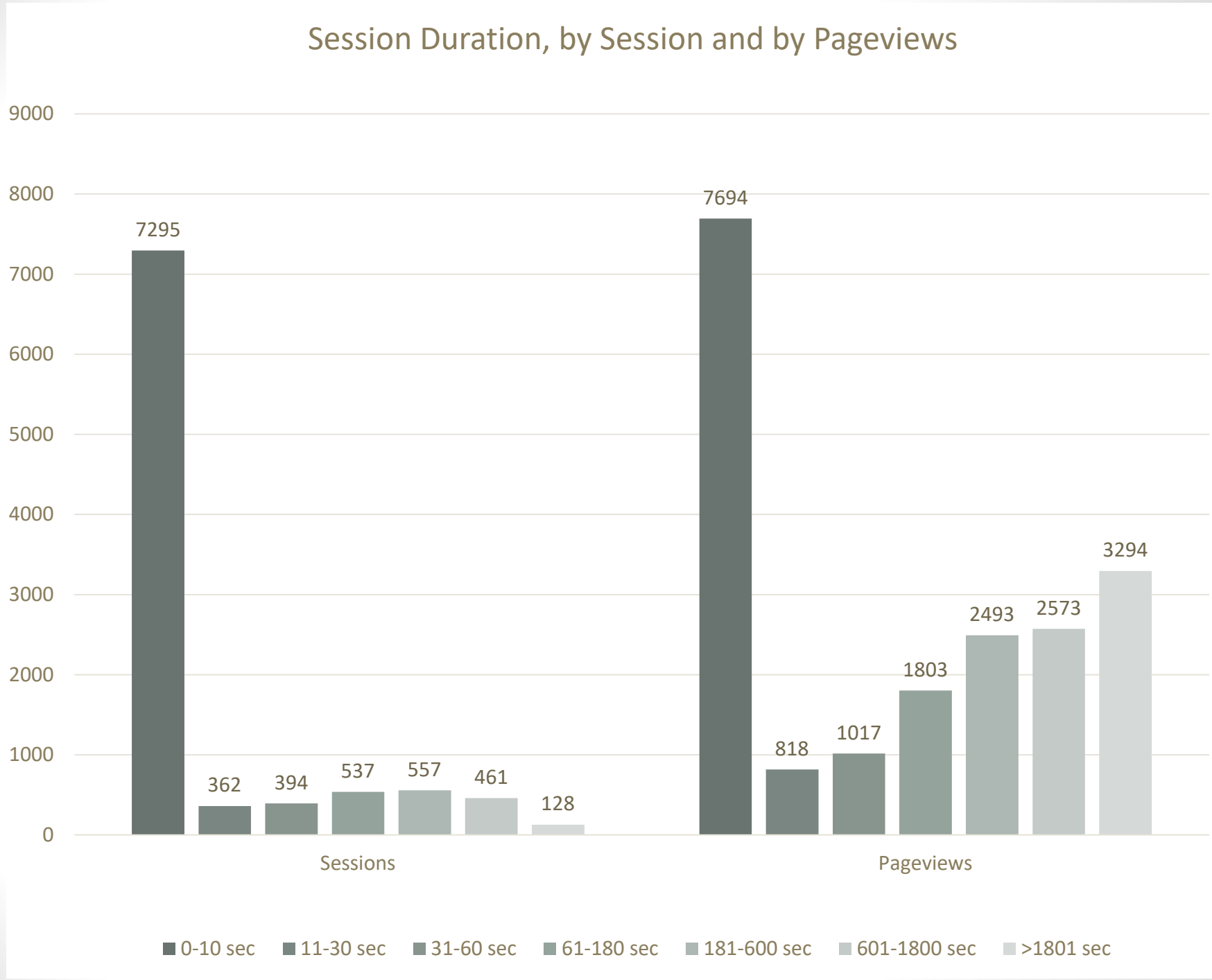
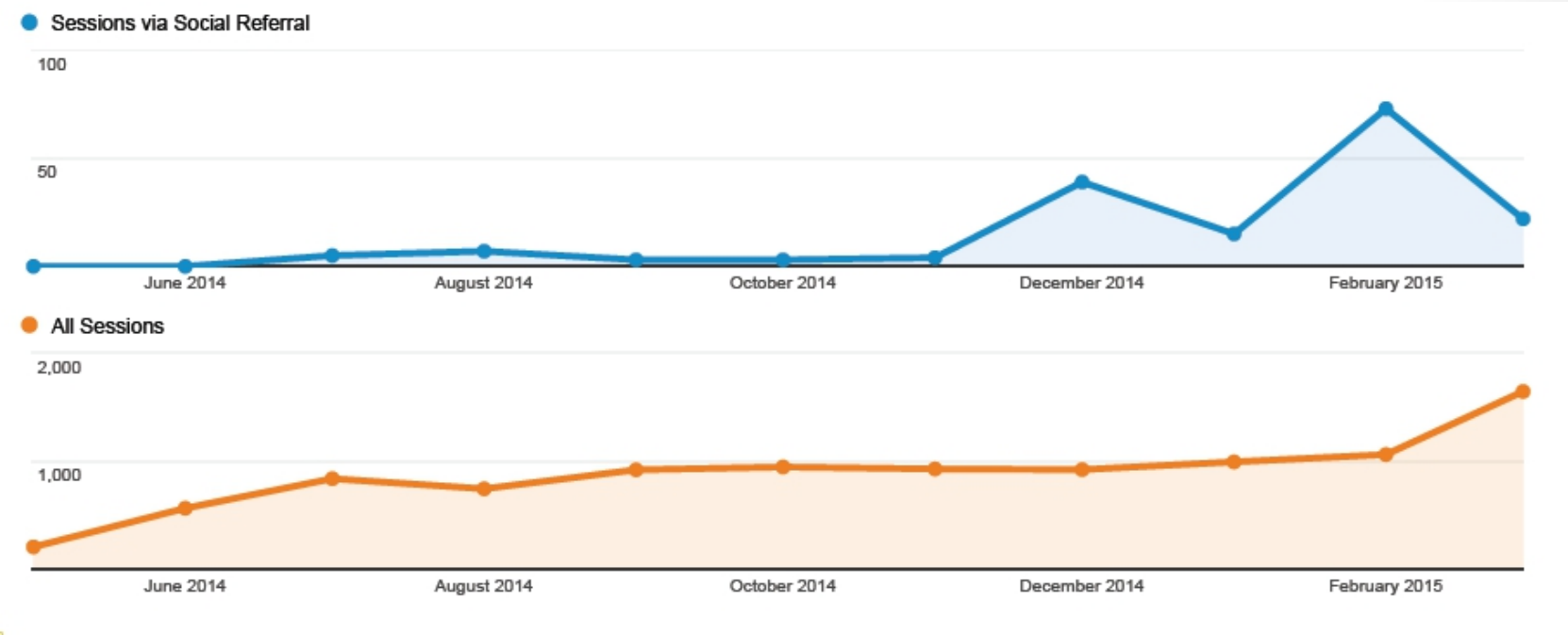
Rethinking Clinical Trials


Session Duration, by Session and by Pageviews
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
7295
362
394
537
557
461
128
7694
818
1017
1803
2493
2573
3294
Sessions
Pageviews
0-10 sec
11-30 sec
31-60 sec
61-180 sec
181-600 sec
601-1800 sec
>1801 sec

Our growing audience

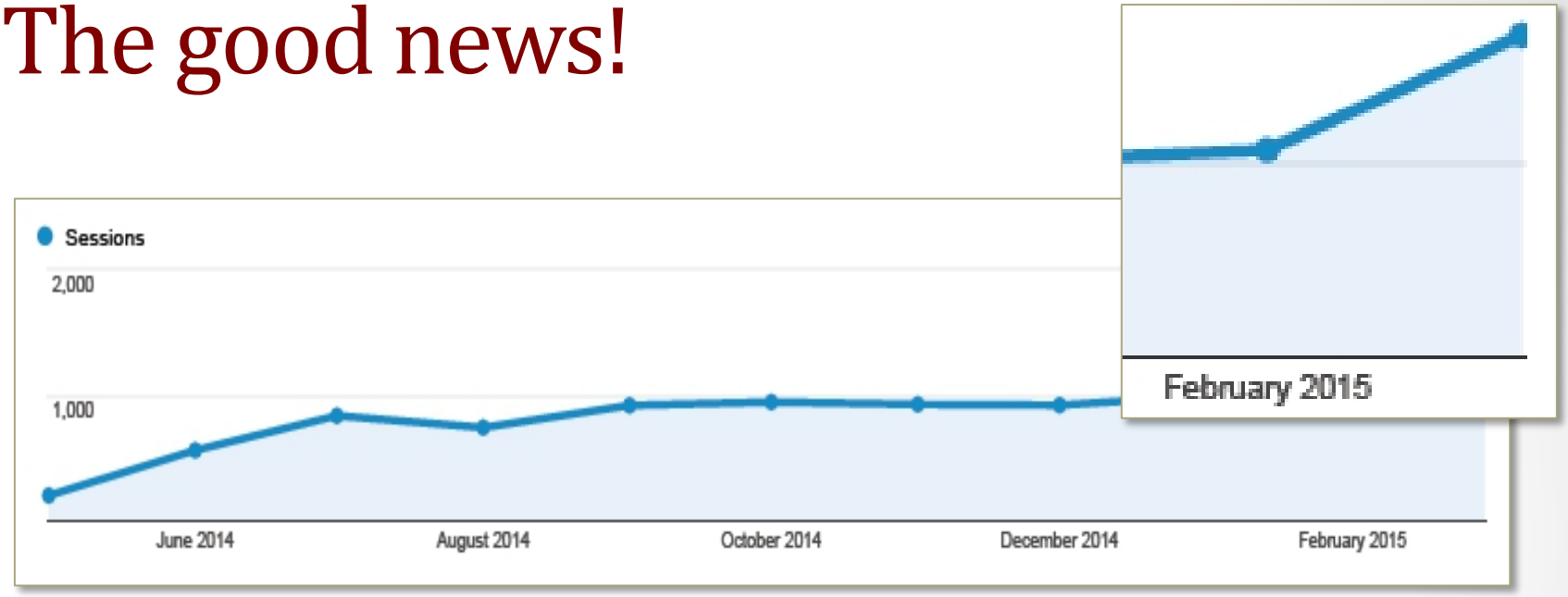
- Aside from the front page, the pages most often visited were:



- Social referral also emerging, but currently accounts for ~2% of session origins

Source: Google Analytics

The good news!



Room for improvement

- Bounce rate remains quite high, at ~72%, and average session time is low.
  - Current site design changes are intended to foster site exploration and provide better content overview at a glance.
- Referral and sharing via social media is an obvious target for improvement.
  - We are working on a more comprehensive and coordinated social media/sharing strategy for Living Textbook content.
- We are working on immediate and longer-term improvements to the site to improve the function and feel of the Living Textbook.

Work with us!

- Whether you've got a little time or a lot, we're eager to work with Collaboratory leadership and partners in developing content.
- Even if you don't have bandwidth for writing, we are grateful for any pointers to new developments, articles, news, etc.
- Help spread the word!

Eastine Cowner, building the S.S. George Washington Carver, 1943. Photo credit: E. F. Joseph for the US Office of War Information (Public domain image via Wikimedia Commons)

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Thank You!