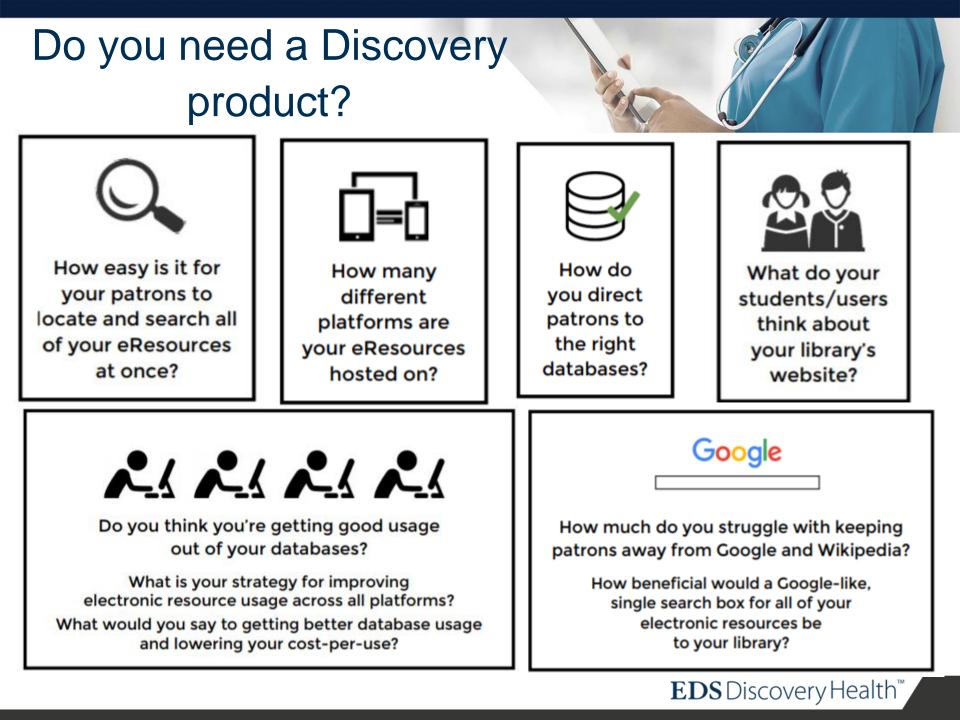


EDS Discovery Health[™] *The Medical Research Platform*



Can your clinicians search Harrison's, New England Journal of Medicine, and DynaMed Plus[®] at the same time?



EDS Discovery Health supports access to critical medical resources

- 1. Quick access to all the resources in the hospital with a customizable, next-generation interface.
- 2. Enables you to find the information you need from multiple sources through one single search box.
- 3. Always relevant and current results
- 4. Increased visibility and usage of your hospital's resources
- 5. Interoperability with existing intranet or local policies & procedures, citations, analytics tools via app store
- 6. Customizable profiles for different groups of researchers
- 7. Subject indexing and thesauri fully integrated with PubMed's indexing, CINAHL, MeSH, APA headings, etc. via *Enhanced Subject Precision*

EDS Discovery Health™



Why EDS Discovery Health?



EDS Discovery Health is next generation technology:

- Vastly superior relevancy and value rankings
- Superior quality of metadata
- Inclusion of subject indexes not found on PubMed
- A single search box; more intuitive experience for user
- Can search within the full text of an article, *PubMed cannot*.
- Saves time for the end user
- Improve ROI of electronic resources
- Full Text Finder comes complementary
- Branding and customization
- Integration of EDS with other vendors (UTD, Clinical Key, Ovid)
- EBSCO eBooks are discoverable



Relevance Ranking

Google

Relevance Ranking

Google Search

I'm Feeling Lucky





Images

Web

1 0

About 43,200,000 results (0.35 seconds)

News

Discovery Relevancy Ranking | EBSCO Discovery Service

Shopping

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Search tools

www.ebscohost.com/.../relevancy-ranking - EBSCO Information Services -How a field is used by a search engine determines the relevance ranking, and thus how high on the search results, any given record appears for a search.

Relevance (information retrieval) - Wikipedia, the free ...

en.wikipedia.org/wiki/Relevance_(information_retrieval) ▼ Wikipedia ▼ In information science and information retrieval, relevance denotes how well a ... impact factor to rank output and thus base relevance on expert evaluations. History - Evaluation - Clustering and relevance - Epistemological issues

EBSCO Support: How is relevance ranking determined in ... support.epnet.com/knowledge_base/detail.php?id=3971 -

EBSCO Discovery Service (EDS) employs a comprehensive relevance ranking strategy that utilizes numerous criteria, including term frequency, field weighting, ...

[PDF] Web Search Relevance Ranking - Microsoft Research

research.microsoft.com/.../eds-websearchrelevanceran... ▼ Microsoft Research ▼ by H ZARAGOZA - Cited by 3 - Related articles the page's relevance to the user query. The problem with web search relevance ranking is to estimate relevance of a page to a query. Nowadays, commercial.

Relevance Ranking of Keyword Search Results

www.dartmouth.edu/~library/home/.../ranking.html Dartmouth College Mar 19, 2014 - Keyword search results are automatically sorted according to relevance ranking. You also have the option of sorting the results by date or title.

What Does Relevant Mean? A search engine relevancy ...

www.searchtechnologies.com/.../meaning-of-releva...

Search Technologies

Relevancy ranking is the process of sorting the document results so that those

The first result in Google is detailed information about how relevance ranking / value ranking works in EDS...

Open / Superior Relevance Ranking

The system has the following priorities and has no bias toward content from any provider:

- Match on subject headings from controlled vocabularies
- 2. Match on article titles
- 3. Match on author keywords
- 4. Match on keywords within abstracts
- 5. Match on keywords within full text

Exact Matches: Exact matches are favored over partial matches – considering also the field in which those words appear (abstract vs. full text vs. title, etc.)

Density: Matches across multiple metadata fields are favored for relevance scoring (more is better). The scoring influence of repeat terms within individual metadata fields is minimized.



Value Ranking: Quality & Openness



Recently published content is scored higher for relevance than older content



Value Ranking: Quality & Openness

LENGTH

Articles of a more substantial length have a heavier weighting (e.g. a ¼ page article is considered less valuable than a four page article)

Value Ranking: Quality & Openness

DOCUMENT TYPE

Certain document types are weighted higher than others for relevance scoring. For example, when the word "book" or "review" are not searched, there is a bias against book reviews, so these don't dominate results



What is Metadata?



- Metadata is "data about data" or data that provides information about other data
- 3 Types of Metadata
 - Structural indicates how objects are put together (pages in a chapter)
 - Administrative helps manage a resource (file type, when and how created, who can access, and other technical information)
 - Descriptive is used for discovery and identification (title, abstract, author, and keywords)
- Purpose of metadata is to organize electronic resources, provide digital identification and support archiving of resources.

Technology & Metadata are both advantages of EDS Discovery Health

• EDS Discovery Health already incorporates the features and approach necessary for inclusion of the most important third party databases

 EBSCO obtains the highest quality metadata by listening to and responding to the needs of content providers



Enhanced Subject Precision (ESP)

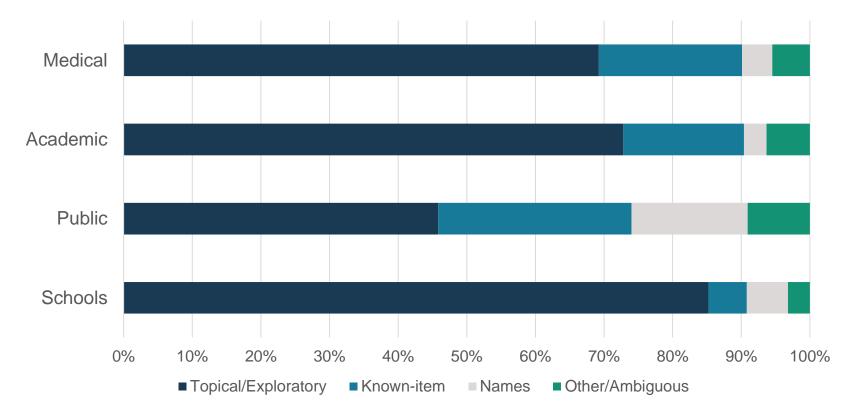


What is it?

Enhanced Subject Precision is a RELEVANCE RANKING ENHANCEMENT for topical searches

Topical Search Dominates

Topical search dominance observed in all libraries



Based on one-week sample of randomly selected EDS search queries by library type (Sept-2014)

Problem: Missed Connections

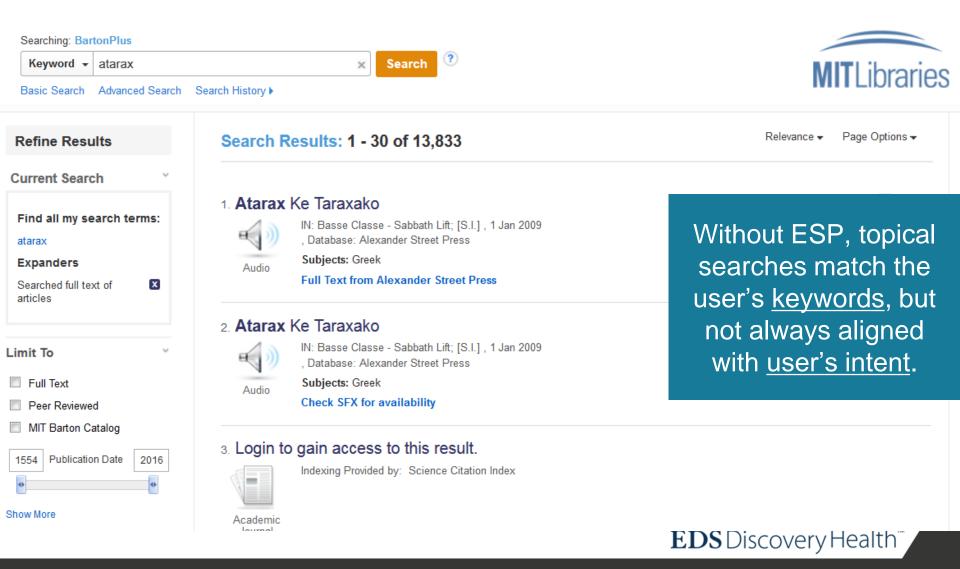
TOPICAL QUERY	Subject Indexing in EDS Discovery Health
adhd	Attention-deficit hyperactivity disorder Attention deficit disorder with hyperactivity
pheromones	Ectohormones Allelochemicals Semiochemicals Allomones
PET scan	Positron Emission Tomography Tomography, Emission-Computed Emission Tomography
tumors	Tumors Neoplasms Neoplasms, cystic, mucinous, and serous

User queries and subject indexing not always aligned.

Different vocabularies often use different terminology for the **same concept**.

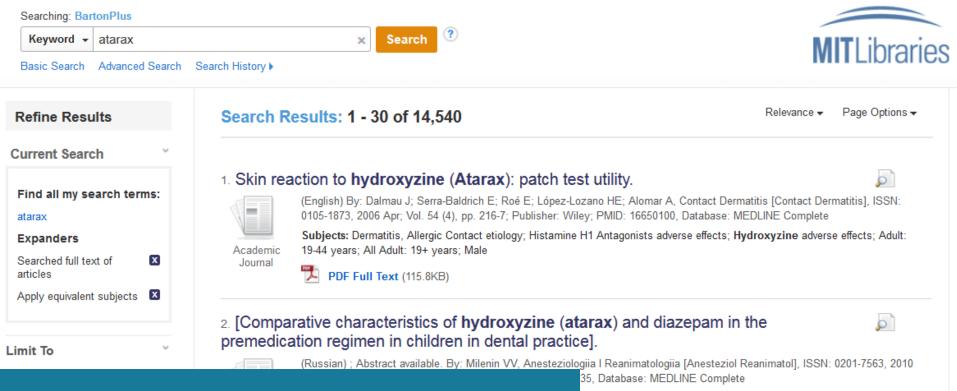
Example (without ESP)

Atarax = Manufacturer brand name for drug Hydroxyzine



Example (ESP enhanced)

Atarax = Manufacturer brand name for drug Hydroxyzine



ESP adds a concept recognition function to match and boost the relevance of records **about** the recognized concept. herapeutic use; Hydroxyzine therapeutic use; Hypnotics and Sedatives ; Child, Preschool: 2-5 years; All Child: 0-18 years; Female; Male

DV, Zhurnal Nevrologii I Psikhiatrii Imeni S.S. Korsakova / Ministerstvo

EDS Discovery Health

or benzodiazepine tranquilizers].

100s of Databases Supported...

- *MEDLINE (full product line)*
- CINAHL (full product line)
- psycINFO
- psycARTICLES
- psycBOOKS
- Academic Search
- Business Source
- Dentistry & Oral Sciences
 Source
- AgeLine

- Social Work Abstracts
- SocINDEX
- DynaMed Plus
- HeinOnline
- Abstracts in Social Gerontology
- Food Science & Technology
 Abstracts
- Library Literature & Information Science
- Many many more ...!



Customization



Make EDS Discovery Health Your Own

Our fully customizable interface allow you to incorporate your:

- Colors and branding
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- Carousels to highlight books or resources
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- Libguides
- And so much more





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Enter any words to find books, journals and more

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Search Optior	ns 🕨	Basic Search	Advanced Search	Search History	

Clinical Reference

- AccessMedicine
- > Access Emergency Medicine
- Clinical Access
- ClinicalKey
- > UptoDate

Select Journals

- > JAMA
- New England Journal of Medicine
- Cancer
- Pediatrics
- Journal of the American College of Cardiology
- Full List of DRMC-subscribed e-journals

Nursing Resources

- > CINAHL
- , Journal of Continuing Education in Nursing

Other

- > PubMed
- Medline (EBSCO)
- Etenet
- Request Literature Search
- ClinicalTrials





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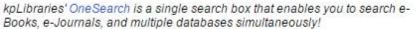
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» ExamPrep/Case Studies	Discipline Limiter	Check / Uncheck All		
» Family Medicine Resources	Anatomy & Physiology	Dentistry	✓ Publ	ic Health
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- Approved Abbreviations List Jablonski's Dictionary of Medical Acronyms & Abbreviations
 ACP Smart Medicine
 - · Clin-equide with Facts & Comparisons
 - DynaMed
 - Lexicomp
 - Natural Medicines Comprehensive Database
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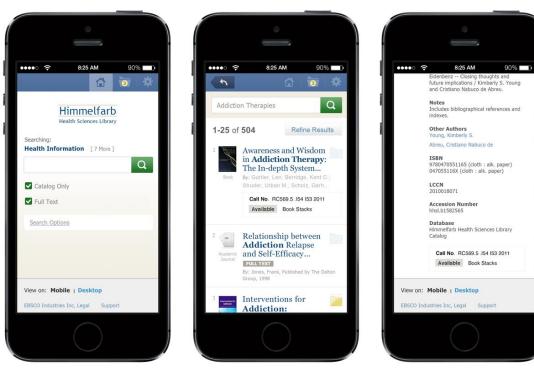
Sparrow Health System

EBSCO Health Takes Pride in Customer Support

Whether you need a little help or a lot of help our dedicated professional services team is available to assist you with implementation, optimization and maintenance of your discovery platform, ensuring a stress-free deployment of *EDS Discovery Health*.

EDS Discovery Health is the most technically open discovery service...

....by being fully mobile



Auto-detected mobile users... Skinning/Branding... **Usage Reporting** Other Unique Facets...

...by anticipating **user intent**



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1 Diabetes mellitus : methods and protocols / edited by Sabire Özcan.

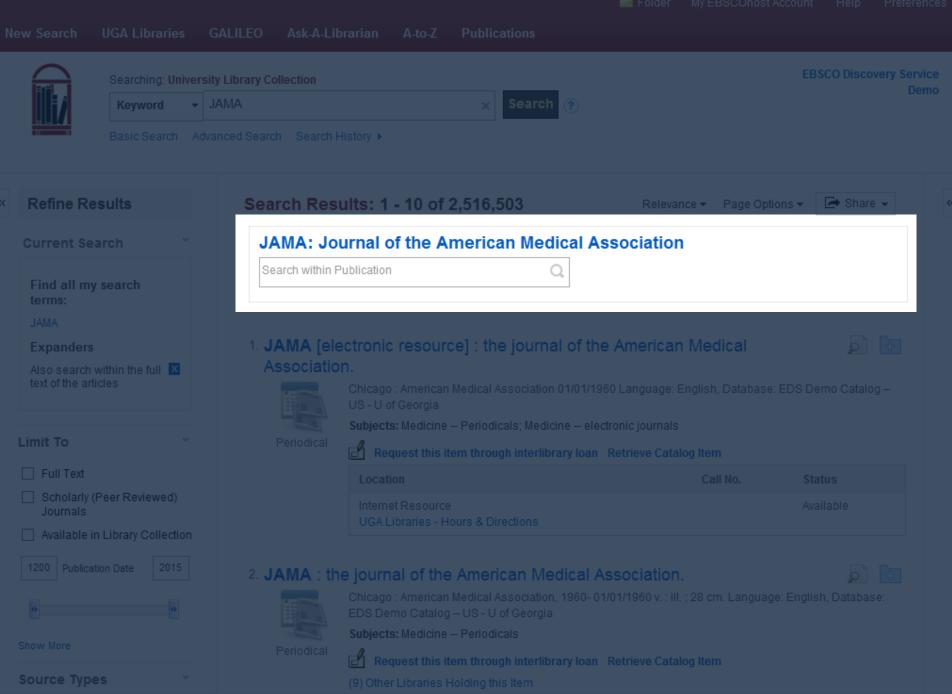


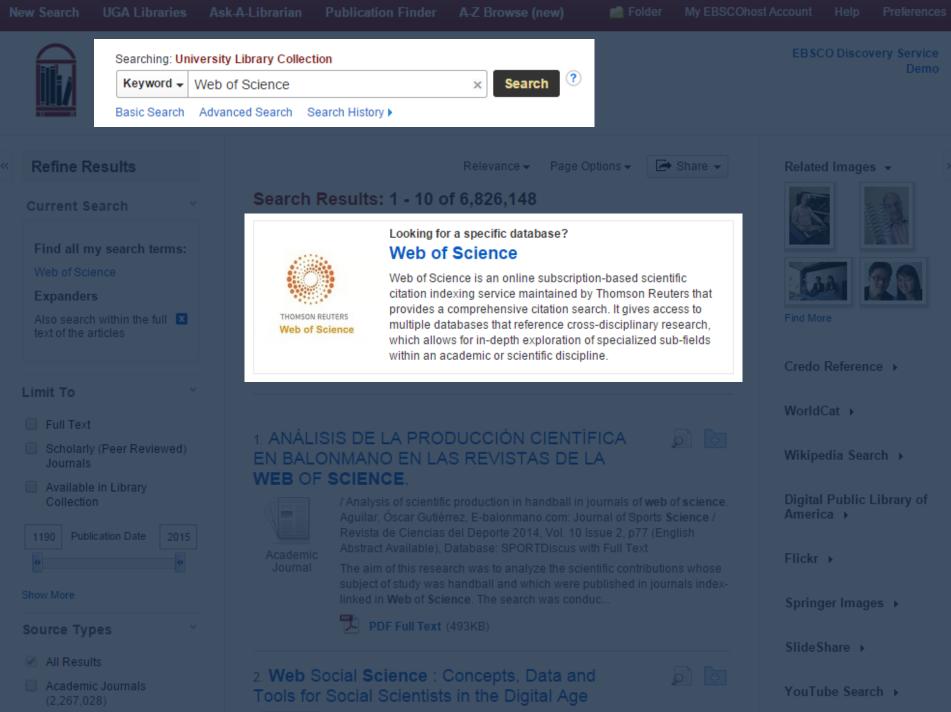
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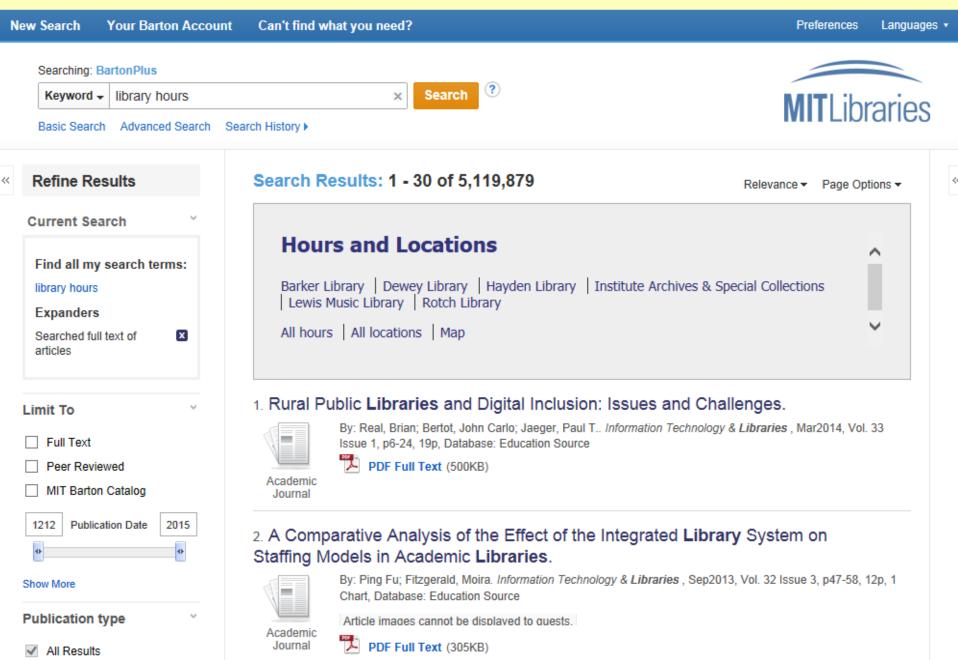
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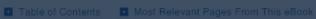


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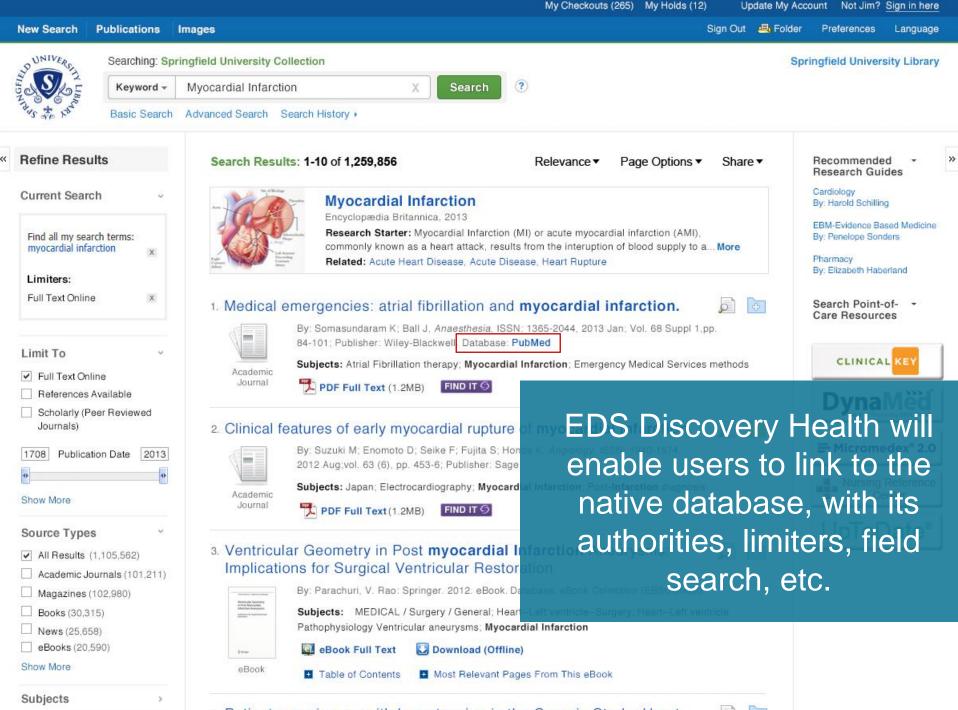
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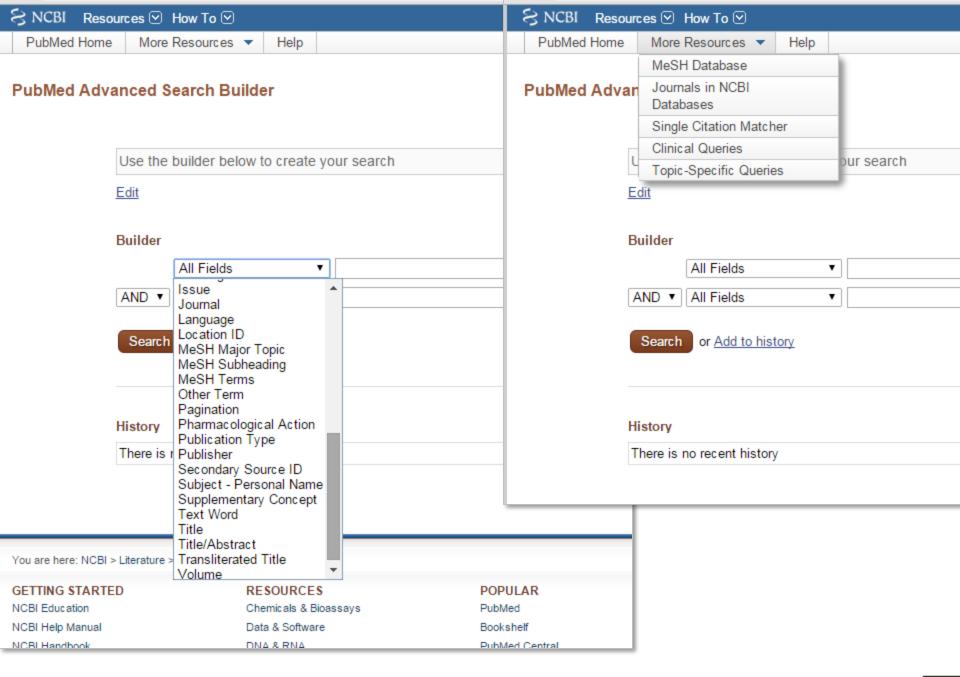
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Patient experiences with hypertension in the Georgia Stroke Heart





Demonstration of Natividad's "One Click"



THANK YOU!



Anna Ramsay

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