

TRIP DATABASE WWW.TRIPDATABASE.COM

Background

- □ Free, clinical 'evidence-based' search engine
- Based in the UK Bristol and Newport
- Trip first launched in 1997
- Created due to clinical Q&A and still closely linked.
- Over 10,000 clinical Q&As answered by me and my teams.



Content

- □ EB synopses e.g. Bandolier, JCs, CATs
- Systematic Reviews e.g. Cochrane, AHRQ
- Guidelines
- Q&A
- Primary research
- Other e.g. eTextbooks.



Technical

- Lucene/solr
- Content added manually and automatically
- Algorithm designed to return the best available evidence based on 3 main factors:
 - Year of publication
 - Publication score
 - Text score



Background

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Usefulness
medical = (<u>relevance x validity</u>)
information work
```

(Slawson & Shaughnessy, 1999)



Relevance and Validity

- HIRU's EvidenceUpdates
- Critical appraisal >50,000 articles from 110 'premier' clinical journals
- Those that pass the critical appraisal stage are passed to a network of clinicians to assess for clinical relevance and newsworthiness



Our aims

"Helping clinicians find answers to their questions using the best available evidence"

"Find evidence fast"



Stats

- Searched approximately 100 million times
- Clinicians indicate over 70% of searches on Trip (used for patient care) actually helps
- □ Nearly 50,000 registered users
- Global reach, but USA & UK biggest users (50% of users)

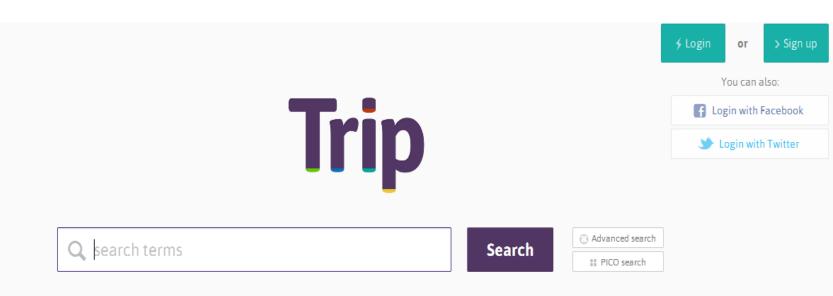


Secrets to our success

- Relationships eg clinicians, librarians
- □ We listen
- We respond (works well with our own work in Q&A)
- They're happy
- \Box = Drive traffic



Homepage



Find evidence fast

Trip is a tool for you to find and use high-quality clinical research evidence.

About Trip or Sign up now

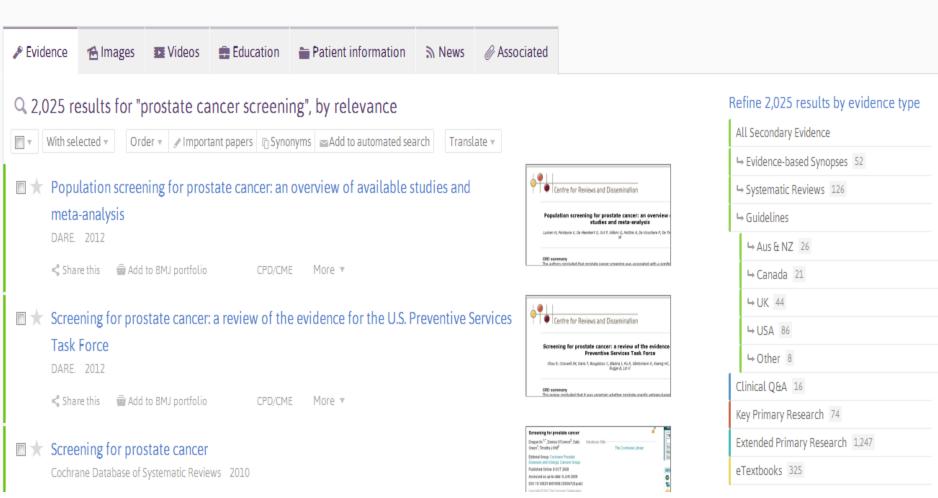


Q prostate cancer screening

Search

Advanced search
 PICO search

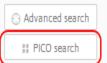
1 How to use Trip



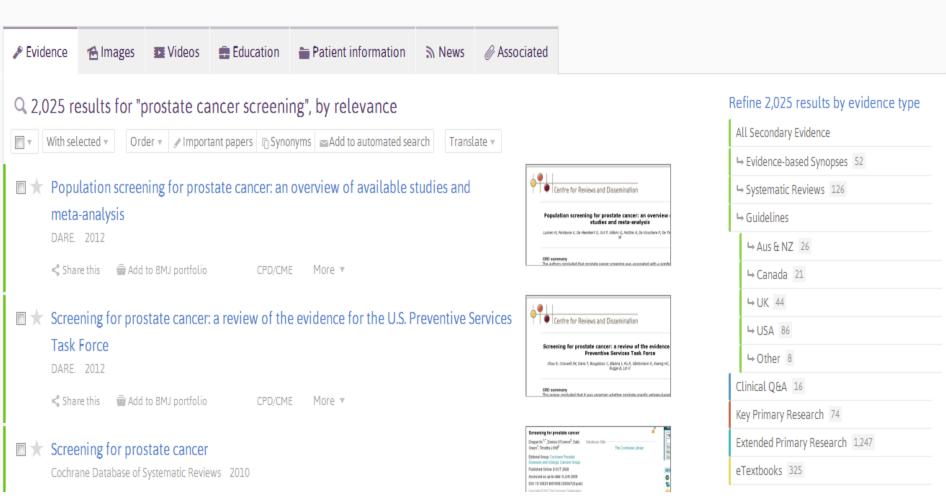


prostate cancer screening

Search



1 How to use Trip



Login with Facebo

5 Login or

Login with Twitte

Q search terms

Search

Advanced search

PICO search

PICO Search

PICO is a novel approach of allowing users to conduct a focussed search based on a structured clinical question

Learn more at cebm.net

There are 4 elements and not all are compulsory, but the more you use the more focussed the results. We use a contingency search to reduce information overload, click here for further details.

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pregnancy

Comparison:

nrt

Intervention:

cbt

Outcome:

smoking cessation

Search



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Q (title:pregnancy)(cbt)(nrt)(smoking cessation)

CPD/CME

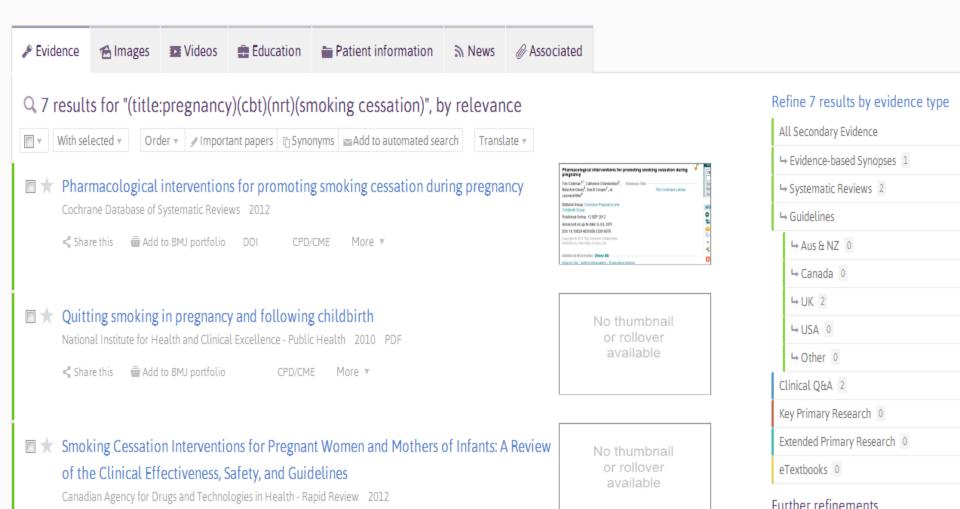
More ▼

Search



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How to use 1



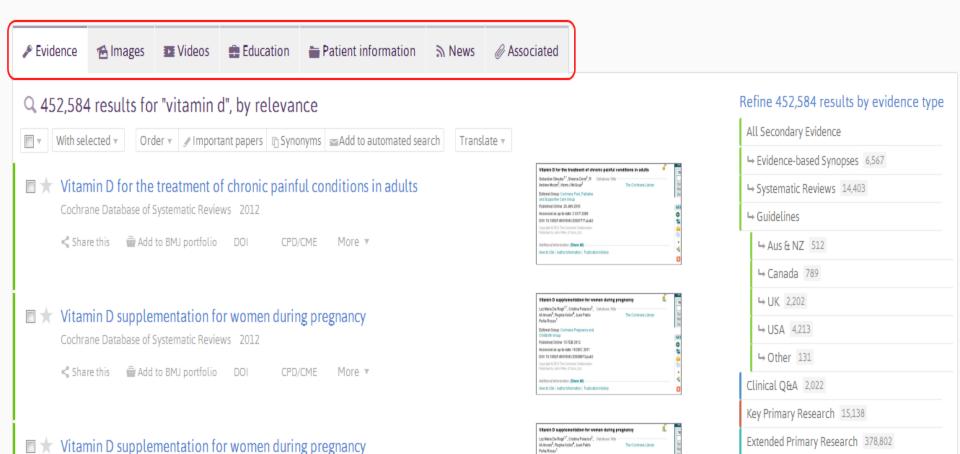


Q vitamin d

Search



1 How to use Trip

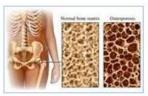


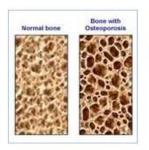
Images







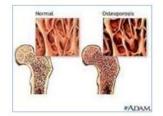


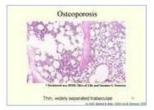






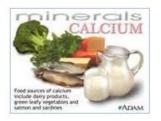






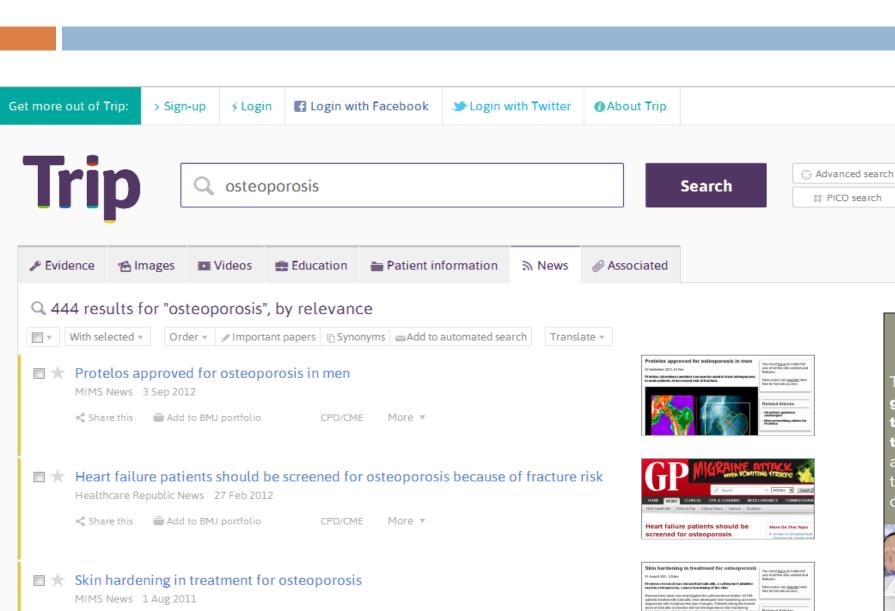








News



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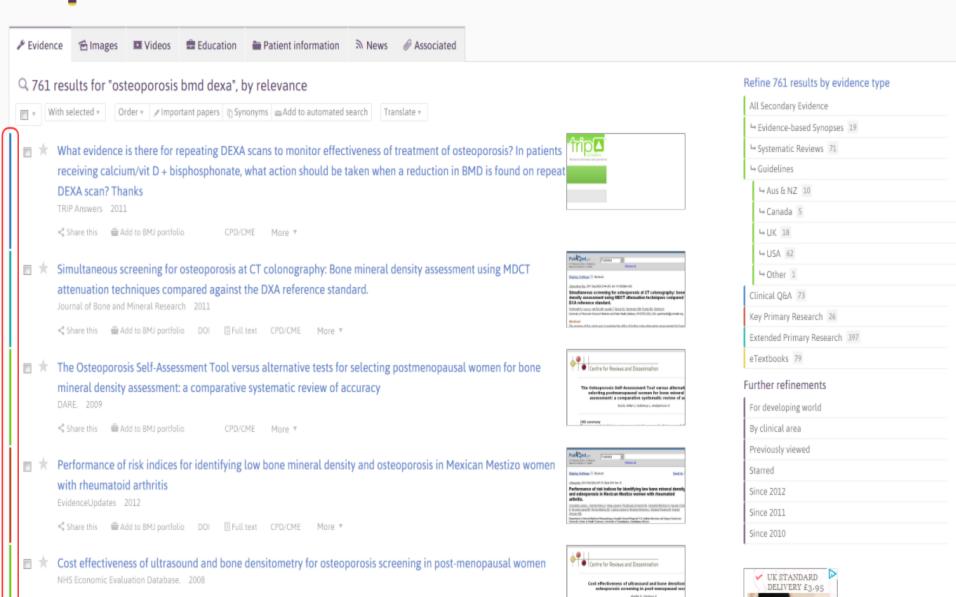
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CPD/CME

More 7



1 How to use Trip



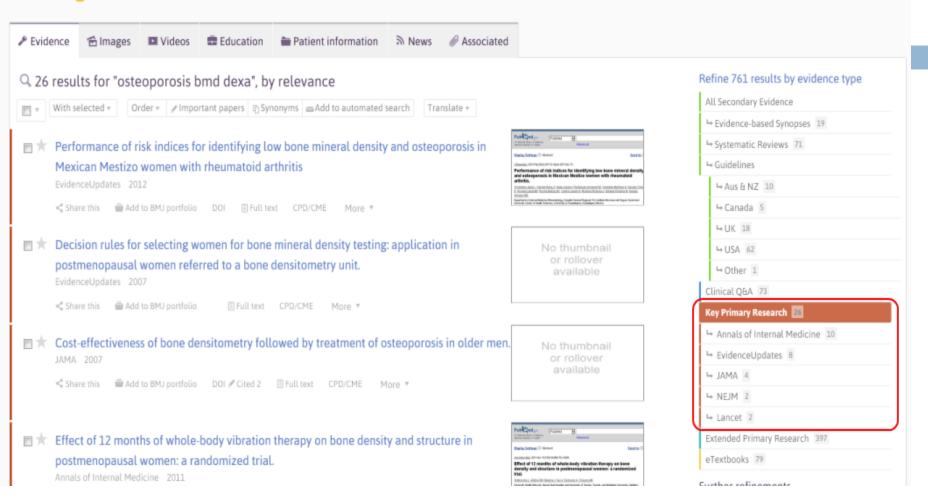


Q osteoporosis bmd dexa

Search



1 How to use Trip



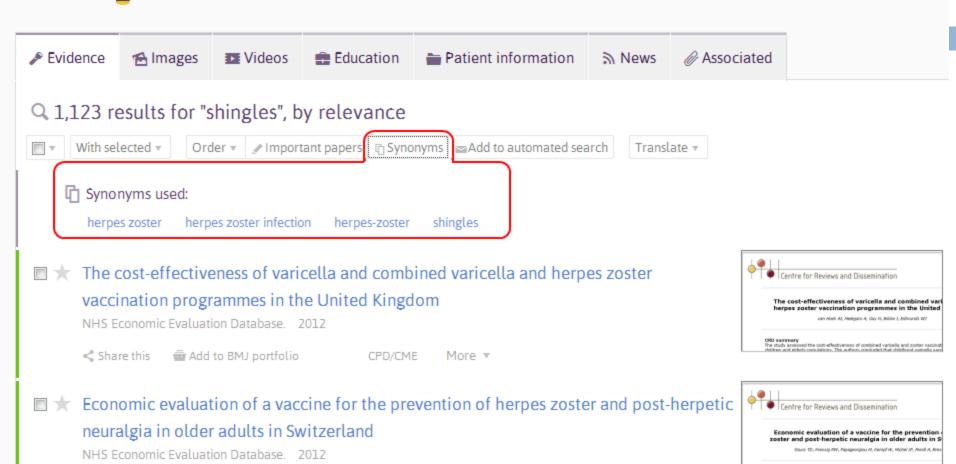


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Search

CRO summary
The objective was to assess the cost-effectiveness of a vascination programme for human, codes (shinolies), and sook-hamado ras admi., in these, area (3) to 13, search





More ▼

CPD/CME

Search



PICO sea

∮Your timeline

04/11/2012 you searched for malignant hypertension



Angiogenesis inhibitors for the treatment of ovarian cancer



Antihypertensive drugs and lip cancer in non-Hispanic whites.



Candesartan-based therapy and risk of cancer in patients with systemic hypertension (Heart Institute of Japan Candesartan Randomized Trial for Evaluation in Coronary Artery Disease [HIJ-CREATE] substudy)

Business model

- Limited company
- No coherent business model
- Did try paid access
- Income streams:
 - Content provider
 - Advertising
 - Web-service
 - Ad hoc reviews
 - Specialist websites



Excelencia clinica

- Working with the Iberoamerican Cochrane Centre (funded by Spanish Ministry of Health)
- Bilingual search
- English and Spanish documents
- Search in either language
- Translation via look-up table



The future — next upgrade

- □ RCT database PubMed & Mendeley
- □ Full-text PMC and link resolvers
- LMIC
- Integration of DynaMed
- Case reports
- Low relevancy cut-off



The future

- Working with academia?
- Making search less stupid
 - Clickstream analysis
- New research
- Answer engine
- Automated semi-systematic reviews



Making search less stupid

- Awareness
- Pain

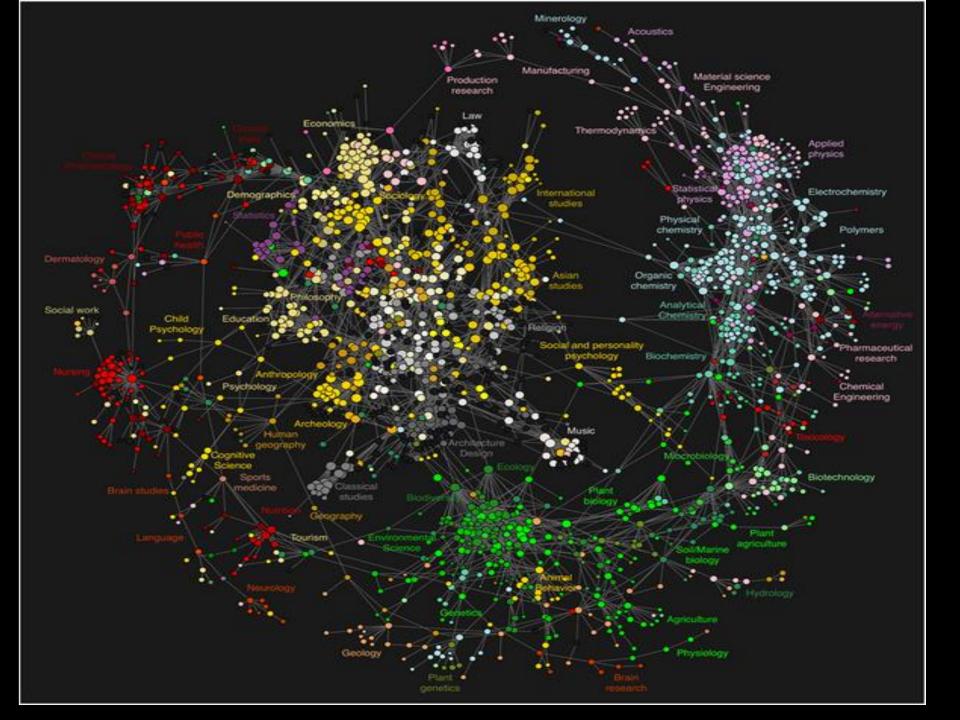
- Working with search engine researchers from the University of Glasgow
 - Profile users and learn from their and similar colleagues behaviour.

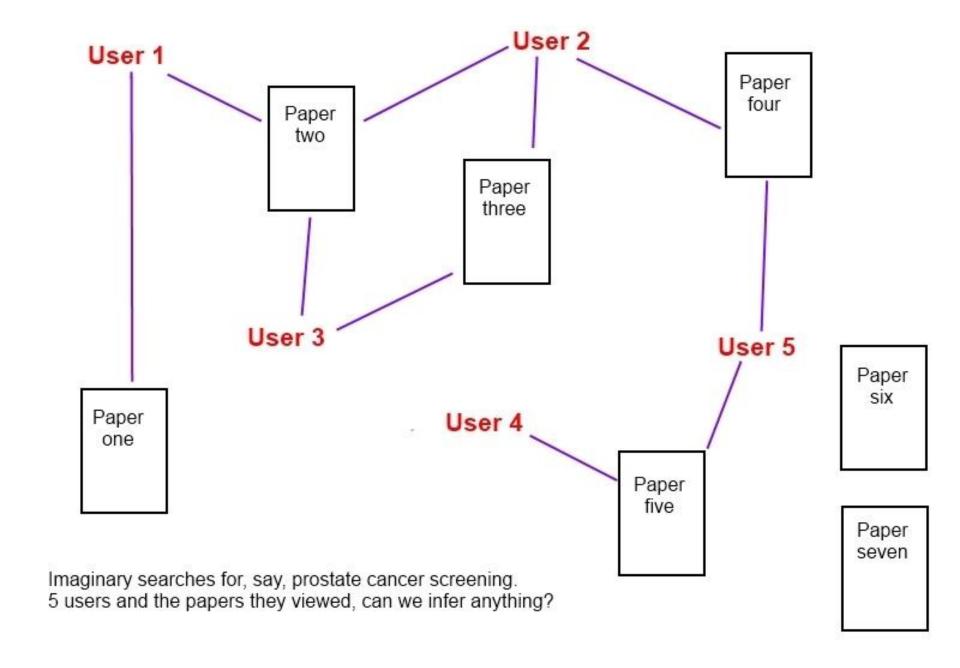


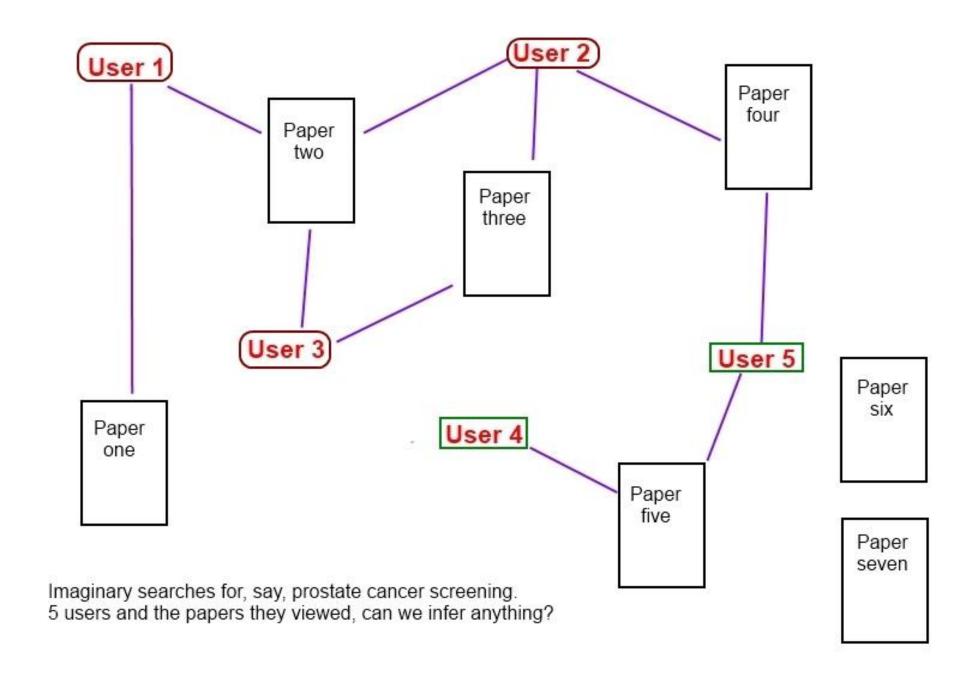
Clickstream analysis

- Data visualisation
- Serendipity
- Structure e.g. Cliques, weak links
- User profiles and 'Clinicians Like Me'









New research

- □ Each month ~500 new secondary research added and around 3-5,000 primary research articles
- Current system very crude
- More sophistication needed, need to learn a users preferences



Answer engine

- "Despite attempts to evolve search into something more human friendly, there's still a big hole there. As useful as Google is, it doesn't answer questions very well" TechCrunch blog
- "I don't want all these getting me on the way to the answer....search engines should be replaced by answer engines." Steve Wozniak, co-founder Apple



Answer engine



Q diagnosis hypertension

Search

No thumbnail or rollover

available

Advanced search

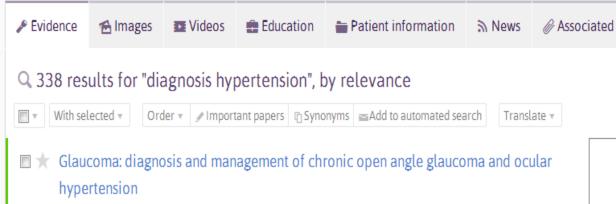
PICO search

Instant Answer

If blood pressure is 220/120 mmHg or higher, or there are signs of accelerated (malignant) hypertension (blood pressure 180/110 mmHg or higher with signs of papilloedema and/or retinal haemorrhage), arrange same-day admission.

Diagnose hypertension if systolic blood pressure is 180 mmHg or higher or diastolic blood pressure is 110 mmHg or higher — and start antihypertensive drug treatment immediately.

For other people, suspect hypertension if clinic blood pressure is 140/90 mmHg or greater. Recheck blood pressure on 2–3 occasions over the next few weeks or months depending on clinical judgement.



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Systematic Review

→ Guidelines

Automated reviews

- Automated or virtually automated semi-systematic reviews
- Aim: systematic review quality results in less than a day
- 'The automation of systematic reviews', recent BMJ editorial
- It will happen sooner than people suspect



Any questions?

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www.tripdatabase.com