

TRAMS

Model of **TR**ansfer of **M**edical research results
to decision-making in the **S**anitary field

DIGITAL VISIBILITY PLAN FOR CLINICAL PRACTICE GUIDELINES

Partners:



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1. Context

The mission of the project entitled TRAM-S (Model of TRAnsfer of Medical research results to decision-making in the Sanitary field) is to develop dissemination models and implement clinical recommendations based on scientific evidence.

As a part of the methodology on which the project is built, the research team has developed a series of focus groups in which all target audiences involved in the correct implementation of the Clinical Practice Guidelines (CPG) in the public health system play an active part in their geographical areas of action.

These focus groups have identified the main barriers that these target audiences encounter in the correct implementation of CPGs and have analysed the aspects that could influence and facilitate their correct dissemination.

Derived from the Pro Plan for the Dissemination of CPGs, this Digital Visibility Plan offers a series of recommendations and standards for action to disseminate CPGs through the multiple channels that offers the Internet, from blogs and Wikipedia to the varied ecosystem of social media. Its aim is to achieve better results with regard to their potential for effective implementation and, at the same time, to become a practical implementation tool accepted by the different groups affected.

2. Summary of strategic actions of the Pro Plan

The actions proposed within the Pro Plan are classified according to three dimensions:

1. According to the fields of action previously described to overcome the identified barriers.
2. According to the target audience which they preferentially address.
3. According to the segment of implementation recommended as a result of the [self-assessment questionnaire](#) for decision-making when implementing CPGs: actions in segment A (Basic Plan) and actions in segment B (Pro Plan), which in turn includes those of segment A.

- Segment A (Basic Plan)
- Segment B (Pro Plan), which also includes the actions from Segment A

| | Primary health-care professionals | Hospital health-care professionals | Health-care management and administration professionals | End users |
|---|--|------------------------------------|---|--|
| Contents of the CPG | 1. Style manual and writing guide for health-care professionals | | | 2. Style manual and writing guide for end user |
| | 3. Creation of a friendly abstract | | | |
| Organisational and human resources measures | 4. Creation of a multimedia product explaining what a CPG is and the importance of its implementation, accompanied by the results of your particular CPG | | | |
| | | | | 5. CPG 'ambassador' |
| | 7. Annual Prize for Excellence in CPG promotion | | | |
| Communication and access to information | 6. Institutional launching of the CPG | | | |
| | 8. CPG digital visibility plan | | | |
| | 9. CPG professional reputation plan and 'karma' reviews | | | 10. Informative talks |

3. Digital Visibility Plan for CPGs

The absolute importance of the Internet and of digital channels as sources of information for health-care professionals, and especially for users of the health system, suggest the need to establish formulas that will guarantee the visibility of CPGs in digital channels.

The specific objectives of this digital visibility plan would be:

- To guarantee that CPGs are easily accessible through the appropriate channels and formats by digital media, ensuring the visibility of the versions most suited to each target audience
- To promote public diffusion of CPGs as a mechanism to emphasise their development
- To further a better understanding of issues related to public health and counteract the negative effects produced by the consumption of information on health issues either insufficiently contrasted or obtained from unreliable sources

The implementation of the digital visibility plan would be the responsibility of different CPG authors or of the members of their teams assigned to disseminate and implement them.

The tactical activities we recommend be carried out in the digital visibility plan would be:

a. Creating optimised versions of all the documentation for multi-device digital use

We recommend that the final documents with CPG content be made available in different digital formats and adapted for use on all kinds of devices. In the case of a guideline drawn up in the form of a leaflet or graphic material to be printed and distributed, other more optimal formats for consumption of the material on digital devices could possibly be overlooked. We therefore recommend the creation of archives in platform-independent formats such as PDF and EPUB, optimised for electronic books (see '[ePUB](#)', Quora).

b. Uploading of the CPG to a digital platform for the centralisation of

knowledge

Any new resource produced should be conveniently accommodated and classified in relevant knowledge centralisation platforms in translational medicine, like guiasalud.es, thus facilitating its subsequent localisation and implementation.

c. Selection of relevant digital databases for the pathology treated in the CPG and sending of the documentation

We recommend that the authors of CPGs send their new publications to databases and scientific publications relevant to their pathology, in order to favour their accessibility and obtain interdisciplinary and inter-pathological information.

d. Selection of knowledge networks or work groups linked to the CPG or its authors and sending of the resources generated for their publication

The collaboration between different knowledge centres and professionals is becoming increasingly important for the improvement of results in numerous scientific disciplines. In order to avoid solitude or isolation in the production of CPGs, authors should try to communicate their productions in open formats to those professionals and knowledge networks with which they are regularly in touch, either formally or informally.

e. Creation of a website with the CPG content that will include its future updates and will tackle recommendations concerning natural positioning in web Search Engine Optimisation (SEO)

The most basic form and that which provides a greater control capacity for the dissemination of any digital resource is the creation of a specific website, a recommendation we believe is valid for the authors of new CPGs. Nonetheless, in the event that the CPG has been assessed by a work group or a network that have their own website, we recommend their inclusion in the aforementioned supports.

The creation of websites of a high professional level is relatively affordable for all kinds of audiences and there are numerous resources that facilitate the task (see ['What is the best way to create a free website'](#) Quora).

Furthermore, it would be recommendable that contents and format be

elaborated to guarantee a good position in the natural searches in Google and other search engines. This is achieved through optimisation techniques known as Search Engine Optimisation that consist in adapting contents to the most relevant criteria on which the search engines are based to position websites in their results. These criteria are not 100% public and change regularly. The present tactical agreement is that the best formula for optimising search engines is to draw up contents bearing in mind their audience and to keep language natural. A few recommendations could be made, however, chiefly of a technical nature. Some commendable resources for learning more about these techniques are the '[Search Engine Optimization Starter Guide](#)', Google, or the '[Guía SEO: cómo dominar Google](#)', 40 de Fiebre.

f. Dissemination of the new CPG in social media

Social networks are one of the most important supports for the swift dissemination of contents and are increasingly present too in professional and scientific fields. As a general policy, new CPGs should be communicated on social networks from the different profiles involved in their preparation: authors, the institutions they come from, the organisations that have sponsored the production of CPGs and the knowledge networks to which they belong. In principle, we don't recommend creating specific profiles for each new CPG if a relevant frequency of content update can't be guaranteed, beyond the general editing of the CPG.

In order to obtain general rules regarding the use of social networks by medical professionals, we recommend '[How medical doctors and students should use Social Media: a review of the main guidelines for proposing practical recommendations](#)' (M.A. Mayer et al., 2012). For more information on the general use of social networks, the lists of resources included in [40 de Fiebre](#) and [Quora](#) are very useful.

g. Audit of the information available on the Internet concerning the contents of the CPG and participation in the main sources detected for including or correcting contents, based on Wikipedia

The Internet provides all sorts of information on illnesses, pathologies and clinical practices. In order to favour the dissemination of CPGs and contribute to the improvement of the medical contents distributed through digital channels, we recommend searching contents related to

the theme of our CPG on the Net, and that the specific terms of our CPG be found in approximately 25-30 of the top hits in search engines (the attention paid to the results of search engines falls greatly even after the fifth or sixth result). In the event of developing a more structured search process we could count on the assistance of social listening tools (for more information on such tools, see '[What is the best social media listening tool for small business](#)', Quora).

Once erroneous, incomplete or complementary content has been detected in our CPG, the recommendation is to include mentions and links to our resources, either directly, in the form of comments or forums, or else notifying the administrators of the identified website.

This strategy also includes revising Wikipedia contents. As a result of its relevance and positioning in search engines, Wikipedia has become one of the main sources consulted on any subject, whose user and good practice recommendations are followed bearing in mind that it isn't a primary source of information (see '[Five Pillars](#)', Wikipedia).

h. Updating curricular profiles of authors on LinkedIn and other relevant databases

As a general rule, we recommend the inclusion of references to the production of CPGs in the section publishing authors' profiles on LinkedIn and their dissemination through links in related groups.

4. Measurement of actions

Information and its correct analysis is one of the most relevant aspects of communication activities given that, according to the objectives considered, we should establish the extent to which each action helps achieve them in order to intensify their use or communicate good practices and establish benchmarks. Only by measuring, listening and adapting to what takes place can we establish a genuine tailored relationship with target audiences. This is particularly relevant in initiatives whose expected results are in principle less tangible and quantifiable, and in which there is no specific person in charge able to provide a clear idea of how a given plan is working.

Although the definition of key indicators for measuring the implementation of the good practices in the CPGs should first of all bear in mind aspects related to health improvement, medical efficiency and competence in the management of health services, the TRAM-S project considers it convenient to recommend a series of indicators based on communication criteria that enable us to assess the implementation of the proposed actions.

Consequently, for each of the actions suggested in this Digital Visibility Plan we recommend the following measuring indicators (key performance indicators, KPI):

| Action | KPI |
|-------------------------------------|---|
| 8. Digital Visibility Plan for CPGs | <ul style="list-style-type: none">• Web traffic• Amount of impressions on our contents in social networks• Rates of engagement with our contents in social networks• Mentions and links to our contents and website on the Net |

Credits

Created for the [TRAM-S project](#) (Model of TRAnsfer of Medical research results to decision-making in the Sanitary field), in collaboration with [UbiK media](#) and Juanma Ramírez Ruiz

Project funded by Instituto de Salud Carlos III – Fondo de Investigación Sanitaria (FIS)

Ministerio de Economía y Competitividad

