

Doctor 3.0: Medical knowledge in a global network



The closed information portal

In the first phase, ITI's online member platform operated as a relatively static resource portal that made target-group-specific content available to various user groups using a role-managed knowledge structure (taxonomy) based on finebrain technology. Although this online offering was a conceptually and technologically sophisticated solution, the utilization rate of the platform failed to meet expectations. One of the main reasons behind this was the fact that the update cycles of ITI's own information took a long time and the majority of users were finding the same content as before with each return visit. This led, for existing users, to a long-term decline in the attractiveness of the information offerings.

Dynamic integration of external content

The implementation of finebrain's Federated Search and Clustering Technology served as a central measure for the revival of the platform in terms of content. In addition to the dynamic clustering of search results, this technology also allows for the parallel inclusion of external sources in the search. As well as results from the diverse internal repositories, external resources such as PubMed (the largest literature database

From information platform to knowledge community:
The International Team for Implantology ITI is an international and multidisciplinary expert network of dentists and oral surgeons with more than 8000 members worldwide. The following shall illustrate the concepts and technologies of the original relatively static ITI information platform from which an open and dynamic portal emerged, whose application and functionality persistently generates new knowledge from within the community.

As an independent scientific organization, the ITI (ww.iti.org) supports the expansion of knowledge on and about oral implantology as well as dental tissue regeneration. ITI actively promotes

networking and the exchange of information and has greatly contributed to

„With the ClusterSearch Technology from finebrain™, we are able to provide doctors with the latest scientific information on dental implantology at the click of a button.“

Dr. Friedrich Buck, Executive Director, International Team for Implantology

scientific progress in the field of implant therapy since its founding in 1980.

finebrain AG is a long-time ITI partner and has been entrusted with helping ITI realize online solutions that support the organization in its primary goal—that of creating and distributing specialist information and knowledge in the field of oral implantology.

for biotechnology and life sciences) are being utilized, allowing for highly topical and configurable results on the searched topic to be displayed and, in the process, enabling ITI's content to be contextualized within current medical specialists' discussions.

The Federated Cluster Search accesses five additional sources in addition to the

internal ITI content: PubMed, Google Scholar, Web (Google, Bing and Yahoo), Google Images (for image searches) and YouTube (for video searches). The integration of these sources not only increases the actuality of the specialist information delivered, but also heightens the attractiveness of the on-

„This is an unprecedented and powerful research tool. Once more Bravo!“

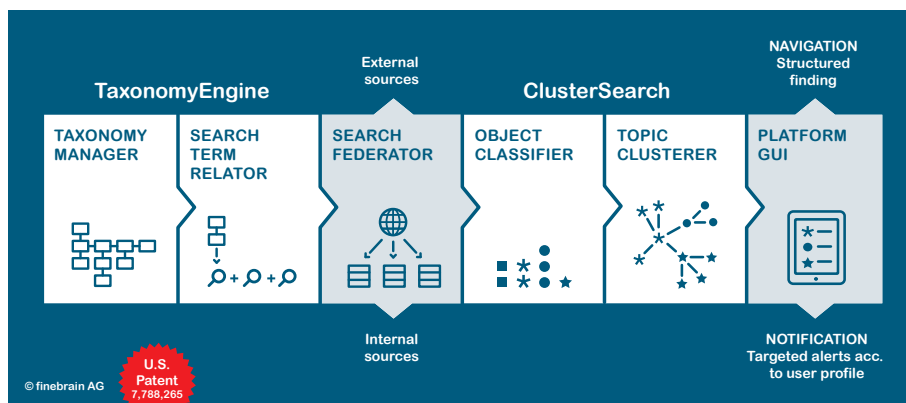
Dr. med. dent. German Gallucci, Director of Oral Implantology, Harvard School of Dental Medicine

line platform in a more general sense in that the search technology represents a powerful (and completely ad-free) tool for everyday usage and queries.

ITI thus offers its clients a highly attractive, one-stop-shop for all of their specialized knowledge needs and, in so doing, builds a loyal relationship with its members.

The intelligent 'engine' behind it all

The underlying search technology (finebrain™ Enterprise ClusterSearch)—developed and patented by finebrain—combines the semantic structuring of content (e.g., via taxonomies) with the statistics-based methodology of powerful search engines. At the click of a button, all sources applicable to a thematic field are searched and the results found automatically classified in the structure of the knowledge domain in question (“virtual classification”). Users are offered various options in a highly intuitive user interface, with which all searched information is quickly put at their command: Users have the choice to filter information according to source(s) or thematic cluster(s), both of which are dynamically generated from the first set of results. When filtering for specific technical terms, users are sup-



„One-Click-to-Information“ Technology, © finebrain AG 2010

ported by targeted suggestions that the ClusterSearch displays via its intelligent “Suggest” function.

The knowledge community

A further, decisive factor of success—in addition to the attractiveness of the information offerings available on the online portal—is the identification of users with the organization that makes these services available. Therefore, to promote internal communication within the ITI network, a social platform based on Liferay Portal has also been integrated alongside the ClusterSearch Technology. This allows users to manage their own profile, to cultivate and nurture a network of contacts in both global (English) and national (language-specific) forums, and to enter into an active exchange via personal communication channels with other ITI members.

The technical discussions that occur in the forums, supported as they are by the dynamic access to internal and external information provided by finebrain’s Federated Search and Clustering Technology, have led to a significant increase in the overall use of the portal. What is more, the integration of the forum discussions into ITI’s internal search results makes the exchange of knowledge visible. This stimulates an ever-wider user base to take part in and expand, through their own contributions, not only the knowledge illustrated and

discussed in the technical discussions, but also its usability for the organization as a whole.

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