

Abstract #29219

USE of Online MEDIA to Promote PUBLIC Awareness of BLOOD Clots & Clotting DISORDERS

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Abstract Text:

Background: The National Blood Clot Alliance (NBCA), as part of a cooperative agreement with Centers for Disease Control and Prevention (CDC), revised its website to provide greater access to online resources for people seeking information on diagnosis, prevention and treatment of blood clots. The site has become NBCA's key communication tool for thrombosis & thrombophilia (T/T)

Objectives:

1. Website to serve as T/T information portal for patients and healthcare providers (HCPs).
2. Improve/expand educational content for patients and HCPs
3. Achieve appeal in design and interactivity to a larger audience and ensure visitors get the information they seek.

Methods: NBCA conducted an on line usability study to gain user feedback on navigation and search features. The usability study included recorded videos of users navigating the site and recording their impressions in response to a list of specific tasks to perform related to finding T/T educational content. Changes in the site design were implemented based on the user feedback. The website received a face-lift with new branding and drop down menus for easy navigation and rich media content including short subject videos and webinar recordings

Results: The result was 30% traffic growth within 90 days of implementing changes. Site traffic data patterns suggest that key to site success includes navigation ease, relevant content and SEO

Conclusion and implications for public health practice:

Site users report that information sought, including testing, treatment, HCP referrals and patient stories met their needs. Usage and growth patterns indicate the online approach to education for T/T is cost effective and useful for patients and HCPs. Continued expansion of content and site visits are likely to lead to positive public health outcomes.

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