

Optimization of Intranet Communication to the Clinic

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WHAT HAS BEEN ACHIEVED?

From the present initiative it was found that the structure of the intranet for the Hospital Pharmacy in The Capital Region of Denmark was not optimal and did not reflect the daily needs from the users.

The results from the workshops provided a clear guideline on how to restructure the intranet. It is important to make short cuts and optimize search function. In addition, the initiative revealed how to improve texts:

- Write shortly, concisely and action oriented: "Tell us what to do".
- Write the most important first, then elaborate and insert links to learn more.
- Use subheadings for skimming the text.

WHAT WAS DONE?

Workshops with usability tests were performed with three different professions who are expected to use the intranet information and communication from the Hospital Pharmacy.

WHY WAS IT DONE?

The initiative was performed to investigate the accessibility and usability of the current intranet in order to improve intranet information and communication from the Hospital Pharmacy to the clinic.

HOW WAS IT DONE?

Workshops for selected professionals including pharmacists, pharmaconomists and nurses were held. The workshops consisted of four parts:

Evaluation of the texts

Five different examples of texts were evaluated based on assessment of:

- Topicality
- Relevance
- Comprehension



Sorting the pages

Screen shots of the pages were sorted and prioritized in three categories:

- Need to know
- Nice to know
- Insignificant



Video capture

Clicks and movements of the mouse were recorded during tasks, e.g.:

- Find the news about ...
- Find the handbook of ...
- Find the FAQ about ...



Structured interview

Interview in plenary with selected questions, e.g.:

- Sources of information?
- What do you need and how?
- Any challenges?



WHAT NEXT?

A campaign is planned to advertise the new intranet structure. Number of users and subscribers on the intranet pages is followed to see if the activity increases. Editors have been educated to write texts that are short, concise and written in an action oriented language.