

# Agenda

- Roll Call
- Introduction – Sheldon Kotzin, Associate Director, Library Operations, NLM
- Examining Go Local – Joyce Backus, Deputy Chief, Public Services Division
- Next Steps
- Comments and Questions

# Examining Go Local

- Since July, NLM staff committed hundreds of hours to work with Go Local site staff to address these goals:
  - Fill a need & increase use
  - Reduce labor burden for Go Local site staff
  - Have a sustainable site with strong buy-in from partner institutions
- Examined use levels and patterns
- Spent months exploring a better Go Local
- Looked at what's readily available in an effort to improve the user experience (Google, Bing, Yahoo, insurance sites, etc.)

# Planning Timeline, 2009-2010

- July:  
Environmental scan found Go Local not competitive. Recommended exploring ways to reduce level of effort and increase use.
- Aug:  
Convened weekly planning meetings with Go Local and National Network Office staff.
- Aug-Sept:  
Identified goals for change. Considered scenarios to achieve goals. Started mocking up different approaches for user display and testing ways to maximize the search engine.
- Sept 23:  
Conference call with 5 sites to discuss goals and solicit input on solutions.
- Sept 30:  
Conference call with all Go Local participants and RML staff to discuss issues and solutions.
- Oct-Nov:  
Ongoing weekly planning meetings. Focus on reducing backend work, search engine approaches and national records overlap.
- Nov 11:  
E-mailed Go Local participants asking for volunteers for planning discussions.
- Dec 4:  
Conference call with 6 Go Local sites. Discussed possible approaches and gathered feedback.
- Dec-Jan:  
Continued weekly planning. Refining approaches, but still questioned the impact and practicality of possible changes.

# Brainstorming

- Health topic “Centers” to focus on specific issues, but mostly reproduces MedlinePlus
- Facilitate cross-border searching, but would require labor to address inconsistencies among sites and results no better than Google, Yahoo, etc.
- New emphasis on free or low-cost services, but requires labor and these services can be found using major search engines
- Social tools such as reviews, but is not practical for government site and already done elsewhere

The screenshot displays the 'Go Local Massachusetts' website. At the top, there is a green header with the logo and navigation options like 'What are you looking for?' and 'Zip Code'. The main content area is titled 'Mental Health' and includes introductory text about mental health. Below this, there are several tabs for navigation: 'Get Started', 'Psychiatrists', 'Psychologists', 'Psychiatric Hospitals', 'Counselors Therapists', 'Hotlines Crisis Services', and 'Mental Health Clinics Programs'. A red banner for 'Maryland Health Go Local' is visible, along with a search bar. A search form for drugs is also present. At the bottom, a pop-up window titled 'Go Local - find health services near you' is shown, featuring a search form with fields for 'I'm looking for:', 'Location' (City, State), 'Or' (zip code), and 'Within' (miles). It also includes checkboxes for 'Free or sliding scale' and 'habla espanol', and a 'Go' button.

# Brainstorming

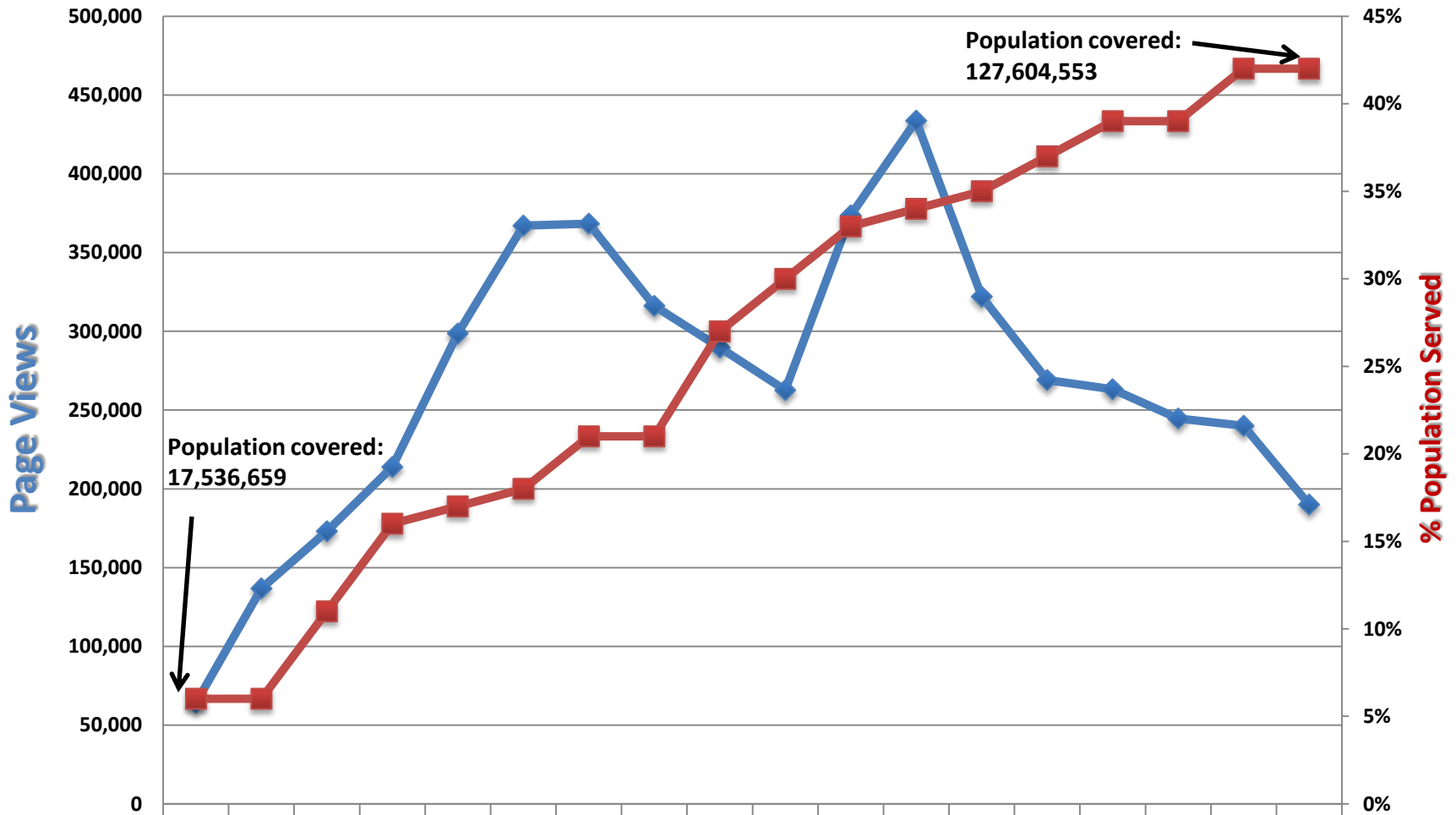
- Replace many navigation clicks with search and map display, but results no better than Google, Yahoo, etc.
- Reduce back-end work by harnessing improved search, but still requires human intervention and does not yield better results than Google, Bing, etc.
- NLM could manage national directory records, but nearly 400 of these are already in MedlinePlus and users really want individual practitioner listings and ratings

The screenshot shows the 'South Texas Go Local' website interface. At the top, it says 'South Texas Go Local serving 38 counties in South Texas'. Below the header is a search bar with the text 'addiction' entered. The search results are categorized into 'Health information top 2 results - addiction' and 'Services Results 1-10 of about 33'. The health information results include 'Compulsive Gambling' and 'Drug dependence'. The services results list various treatment centers and recovery programs, such as 'Lifetime Recovery', 'La Hacienda Treatment Center', and 'Mission Vista Behavioral Health System'. To the right of the text is a map of the region, showing major roads and cities like San Antonio, Kerrville, and Fredericksburg. The map has several red location markers corresponding to the search results. Below the map is a 'Topic Clusters' section with 'Top 35 Results' and a list of topics like 'Gambling Addiction (2)', 'Substance abuse (9)', and 'Oxford House (8)'. There is also a 'refine by City' section with a list of cities and their respective result counts.

# Major Challenges

1. Use is way down, while the number of potential users and sites is way up
2. Users can easily find health services information where they usually search (Google, Bing, Yahoo), or even their insurance site, and, get added value
3. Uneven record maintenance due to time constraints

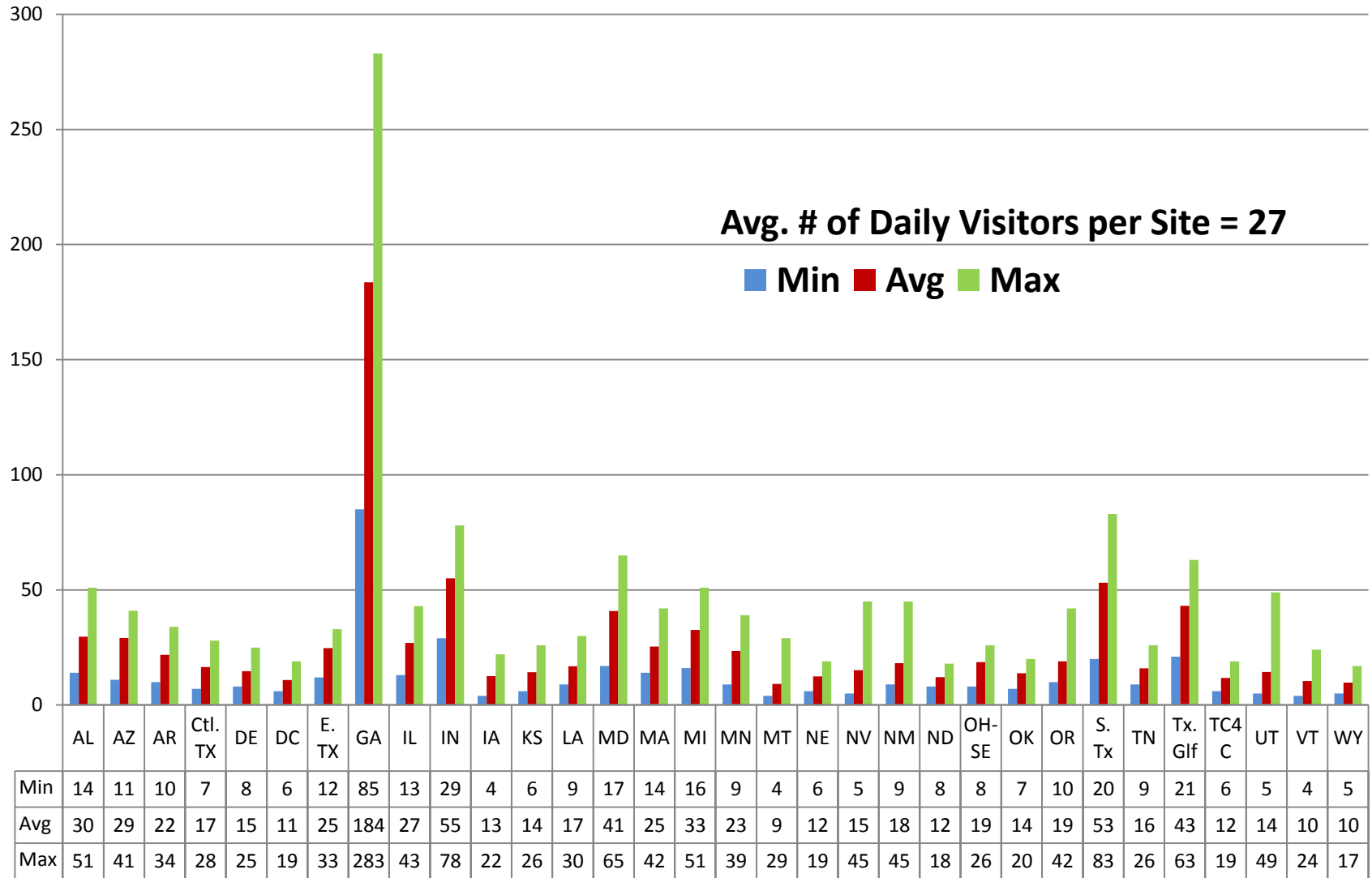
# Population Served Increased, Page Views Dropped



Page Views	64,094	136,745	173,050	213,876	298,672	367,076	368,294	316,112	289,651	262,672	373,584	433,741	322,002	269,063	263,267	244,603	240,000	190,000
% Population Served	6%	6%	11%	16%	17%	18%	21%	21%	27%	30%	33%	34%	35%	37%	39%	39%	42%	42%

Number of sites	3	4	8	12	15	16	17	17	19	20	23	24	25	27	30	30	32	32
-----------------	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

# Average # of Daily Visitors Low



September 2009

Users often seek health services information where they seek other information, Google or Bing or Yahoo, and they can get added value that Go Local can't provide

# Search Engines Have Larger Directories with Comparable Results

“adult day care baltimore”

## Go Local – 140 results

- A** Maryland Avenue Adult Day Care 39.8 miles  
1915 Maryland Avenue, Baltimore, MD 21218 . (410) 528-8730  
Adult Day Care Services

---

- B** Providence Adult Day Care 39.1 miles  
1427 Pennsylvania Avenue, Baltimore, MD 21217 . (410) 523-1500  
Adult Day Care Services

---

- C** Today's Care and Family 47.4 miles  
3039 Hamilton Avenue, Baltimore, MD 21214 . (410) 319-9009  
... 410-319-9162 Email Us 3039 Hamilton Ave. Baltimore, MD  
21214 P: 410-319-9009 F: ... centrally located in the Hamilton  
community. We offer adult medical day services and programs for those  
who are 18 ...

---

- D** Today's Care and Family 52.6 miles  
6920 Harford Road, Baltimore, MD 21234 . (410) 319-9161  
... 410-319-9162 Email Us 3039 Hamilton Ave. Baltimore, MD  
21214 P: 410-319-9009 F: ... centrally located in the Hamilton  
community. We offer adult medical day services and programs for those  
who are 18 ...

---

- E** Juel's Adult Medical Day Care 39.3 miles  
3401 Edgewood Road, Baltimore, MD 21215 . (410) 367-8802  
Adult Day Care Services

---

- F** Happy Days Adult Day Care 46.2 miles  
5146 Park Heights Avenue, Baltimore, MD 21215 . (410) 664-5810  
Adult Day Care Services

---

- G** Grace Outreach Adult Day Care Center 45.2 miles  
2605 Banister Road, Baltimore, MD 21215 . (410) 466-8702  
Adult Day Care Services

---

- H** Eleanor E. Hooper Adult Day Care 39.9 miles  
1000 North Cathedral Street, Baltimore, MD 21201 . (410)  
396-8067  
Adult Day Care Services

---

- I** Alice Manor Adult Medical Day Care Center 40.3 miles  
6601 Dogwood Road, Baltimore, MD 21207 . (410) 298-7255  
Adult Day Care Services

---

- J** Paradise Adult Medical Day Care 47.5 miles  
5613-5617 Belair Road, Baltimore, MD 21206 . (410) 483-4444  
Adult Day Care Services

## Google – 8,431 results

- A** Providence Adult Day Care Center ☆ -  
[more info >](#)  
1427 Pennsylvania Avenue, Baltimore, MD -  
(410) 523-1500  
[Write a review](#)

---

- B** Maryland Adult Daycare Center ☆ - [more info >](#)  
1915 Maryland Avenue, Baltimore, MD -  
(410) 528-8730  
[Write a review](#)

---

- C** Adult Medical Day Care ☆ - [more info >](#)  
5800 Belair Road, Baltimore, MD - (410) 444-5800  
[Write a review](#)

---

- D** Pikesville Adult Daycare Center ☆ - [more info >](#)  
133 Slade Avenue, Pikesville, MD - (410) 653-3933  
[1 review](#) - [Write a review](#)  
"This high school was rated among the top one  
hundred high schools in the ..."

---

- E** Trinity Adult Day Care ☆ - [more info >](#)  
6200 Loch Raven Boulevard, Baltimore, MD -  
(410) 532-3400  
[Write a review](#)

---

- F** Ravines Medical Adult Daycare ☆ - [more info >](#)  
1821 North Smallwood Street, Baltimore, MD -  
(410) 225-7888  
[1 review](#) - [Write a review](#)  
"This facility is under NEW MANAGEMENT. A  
wonderful warm environment, Feels ..."

---

- G** Bravo Health Inc ☆ - [more info >](#)  
3601 Odonnell St, Baltimore, MD - (410) 864-4400  
Category: Adult Day Care Center  
[Write a review](#)

---

- H** Alice Manor Adult Med Daycare ☆ - [more info >](#)  
6401 Dogwood Road, Gwynn Oak, MD -  
(410) 298-7255  
[Write a review](#)

---

- I** Extended Family Adult Daycare ☆ - [more info >](#)  
4200 Edmondson Avenue, Baltimore, MD -  
(410) 233-0048  
[Write a review](#)

---

- J** Paradise Adult Medical Daycare ☆ -  
[more info >](#)  
5617 Belair Road, Baltimore, MD - (410) 483-4444  
[Write a review](#)

## Bing – 186 results

- 1** Providence Adult Day Care Center  
1427 Pennsylvania Ave, Baltimore, MD  
(410) 523-1500  
☆☆☆☆☆ - [write a review](#)

---

- 2** Extended Family Adult Daycare  
4200 Edmondson Ave Ste 100, Baltimore, MD  
(410) 233-0048  
☆☆☆☆☆ - [write a review](#)

---

- 3** Trinity Adult Day Care  
6200 Loch Raven Blvd, Baltimore, MD  
(410) 532-3400  
☆☆☆☆☆ - [write a review](#)

---

- 4** Ravines Medical Adult Daycare  
1821 N Smallwood St, Baltimore, MD  
(410) 225-7888  
☆☆☆☆☆ - [write a review](#)

---

- 5** Active Day  
1531 S Edgewood St Ste L, Baltimore, MD  
(410) 646-0345 - [website](#)  
☆☆☆☆☆ - [write a review](#)

---

- 6** Almost Family  
1667 Knecht Ave Ste P, Halethorpe, MD  
(410) 242-8900 - [website](#)  
☆☆☆☆☆ - [write a review](#)

---

- 7** Caring Hands Adult Daycare  
49 Shipping Pl, Dundalk, MD  
(410) 285-7060 - [website](#)  
☆☆☆☆☆ - [write a review](#)

---

- 8** Pikesville Adult Daycare Center  
133 Slade Ave, Pikesville, MD  
(410) 653-3933  
★★★★★ - [1 review](#)

---

- 9** YMCA  
6100 Cross Country Blvd, Baltimore, MD  
(410) 764-0745 - [website](#)  
★★★★☆ - [write a review](#)

---

- 10** Easter Seals  
7301 Dogwood Rd, Baltimore, MD  
(410) 277-0940 - [website](#)  
☆☆☆☆☆ - [write a review](#)

# Search Engines Provide Ratings/Reviews, Go Local Can't

## Google



[Harbor Hospital: Adult Day Care](#) ☆ -

[more info »](#)

3001 South Hanover Street, Baltimore, MD -  
(410) 350-8260

[4 reviews](#) - [Write a review](#)

"In Overall Performance, this hospital is rated above the national average in 8 of 23 areas by HealthGrades based on an evaluation of patient outcomes..."

## Bing

HOLY CROSS HOSPITAL, SILVER SPRING

[Welcome to Holy Cross Hospital](#)

[www.holycrosshealth.org](http://www.holycrosshealth.org) · Official site

Welcome to **Holy Cross Hospital** in **Silver Spring**, Maryland. ... Joint Center. Wellness and independence through patient education, family involvement...

[Careers](#)

[For Staff](#)

[Patients & Visitors](#)

[Programs & Services](#)

[Contact](#)

[Maps & Directions](#)

[Patient rating »](#)

High: 57% vs. 60% (MD average)

Med: 29% vs. 28% (MD average)

Low: 14% vs. 12% (MD average)

[Nearby facilities »](#)

[Washington Adventist Hospital](#)

[National Naval Medical Center](#)

[National Institutes Of Health Clinical Center](#)

[Suburban Hospital](#)

# Insurance Sites Also Provide Ratings, Reviews and Other Quality and Cost Measures

From the Aetna subscriber site

## Report on Knee Replacement

This report compares hospitals within 20 miles of Silver Spring, MD for **Knee Replacement**, and is based on your selections and rankings. This is just one of several sources you should consult to select a hospital; always consult your physician about what decision is right for you.

[Summary](#)
[Patients](#)
[Mortality](#)
[Complications](#)
[Length of Stay](#)
[Safety](#)
[Patient Experience](#)

Overall Satisfaction

Patient Care

Communication

Hospital Environment

Other

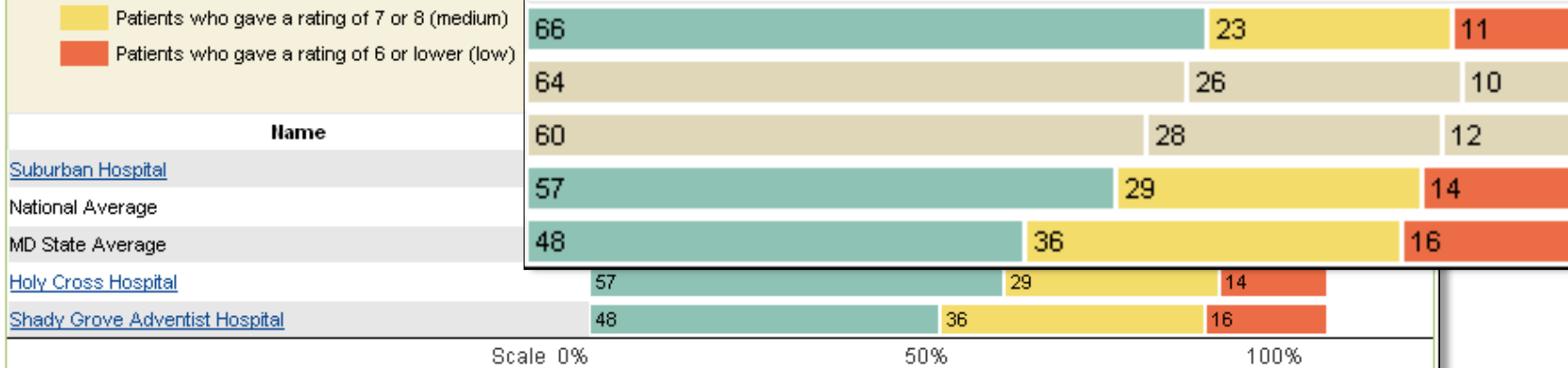
The questions and answers below come from a survey of patients about their hospital experiences. The survey, HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems), is published by the Centers for Medicare & Medicaid Services (CMS).

The data is included for informational purposes only and is not used to calculate the overall hospital comparisons. For additional information about HCAHPS, go to <http://www.hospitalcompare.hhs.gov>.

### 1. How do patients rate the hospital overall?

- Patients who gave a rating of 9 or 10 (high)
- Patients who gave a rating of 7 or 8 (medium)
- Patients who gave a rating of 6 or lower (low)

#### Patient Experience Results



# Insurance Sites List Individual Providers, with Quality Indicators

From the Aetna subscriber site

All	Provider Name
1.	<b>Vemury, Merlyn K., MD</b> <a href="#">View Map</a> <b>Primary Office #:</b> 129366 Miles: 1.14 Forest Glen Medical Building 9801 Georgia Avenue Suite 227 Silver Spring, MD 20902 (301) 593-7792  <a href="#">&gt; Provider Details</a>
2.	<b>Fox, Julie K., MD</b> <a href="#">View Map</a> <b>Primary Office #:</b> 781032 Miles: 1.67 2101 Medical Park Drive Suite 301 Silver Spring, MD 20902 (301) 681-3667  <a href="#">&gt; Provider Details</a>
3.	<b>Ellis, Mona, MD</b> <b>Family Healthcare of Silver Spring</b> <a href="#">View Map</a> <b>Primary Office #:</b> 102280 Miles: 1.80 Four Corners Medical Bldg. 344 University Blvd. West Suite 213 Silver Spring, MD 20901 (301) 592-1780  <a href="#">&gt; Provider Details</a>

**Provider Details** [View Rates for Aetna Members](#)

**Fox, Julie K., MD**

**Accepting Current Patients Only - Please call provider's office**

**Address:**  
 2101 Medical Park Drive  
 Suite 301  
 Silver Spring, MD 20902-4053  
 (301) 681-3667 [View Map](#)

**Hospital Affiliation:**  
[Holy Cross Hospital](#)

**Participating Plans:**  
[View Plans](#)

**Specialty(ies):**  
 Internal Medicine

**Primary Office #:**  
 781032

**Gender:**  
 Female


**Board Certification:**  
 Internal Medicine - Certified

**Languages:**  
 Spanish

**Education:**  
 Mt. Sinai Sch. of Med. of the City Univ. of N.Y.  
 Graduated in 1988

**Quality Indicators:**  
[eRX](#)

**Age Bands:**  
 Internal Medicine - Patients age 18 and older



**Handicapped Access**

In summary - Go Local lacks information that users want and can get elsewhere

- Huge directory size of search sites
- People use what's familiar and convenient – Google, Yahoo, Bing, etc.
- People use insurance sites
- People are looking for ratings and reviews
- Detailed provider info – insurance, languages, hours, certifications

# Return on Time Spent

- 27 page views/Go Local labor hour

Compare to:

- M+ Health Topics - 16,676 page views/NLM labor hour

# Discontinue Go Local because:

1. Use is low and shrinking – very poor return on your time
2. Maintaining Go Local is highly labor intensive and unsustainable
3. Good idea in 2001, functionality now equaled by today's basic Internet resources, and surpassed by others

# Next Steps

- Send questions to the listserv at  
MPLUS-GOLOCAL@LIST.NIH.GOV
- Join us for the next teleconference on March 9, 3 pm ET
- Meanwhile, start conversations with your staff and partners about the transition
- NLM will be sending messages to the RMLs and listservs