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Vivisimo Customer Case Study

Vivisimo

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BACKGROUND

Capitalizing on the power of the Internet, the Houston Academy of Medicine-Texas Medical Center (HAM-TMC) Library is using search to reinvent itself in this digital age. By using the Vivísimo Velocity Search Platform to search its multiple repositories, the library has helped users find information they never knew existed as well as positioned the library as a thought leader in its community.

SITUATION ANALYSIS

The Internet revolution has dramatically changed the way that all organizations operate. But perhaps no group has been more affected by this change than libraries. Today most library customers will not physically walk into a building to get the information they require when they can simply point and click from a computer.

Remaining relevant in the Internet age was one of the challenges facing the Houston Academy of Medicine-Texas Medical Center Library. Instead of backing away from its mission to provide critical medical information to its users, the library staff chose to take the challenge head on and use the power of the Internet to its advantage.

The HAM-TMC library serves a diverse set of users, including faculty, students and researchers interested in medical topics ranging from pharmacy to optometry to nursing. Because of that complexity, searching through the library's more than 180 databases often produced little more than an alphabetized list of results—only some of which are relevant to the user's query.

The HAM-TMC library's dilemma was exacerbated by two additional factors: the growing number of unique information repositories coming online and an increase in interdisciplinary research.

"Our real problem in this library is that we have too many resources, and we have too many users with different needs," said Leah Krevit, the library's associate director. "We finally realized that instead of treating the Internet as a threat, we could use it to help accomplish our mission."

"We have a ton of resources to make available to this wide array of users—and we were failing miserably at it, because all we do is make big lists

OVERVIEW

The Houston Academy of Medicine-Texas Medical Center Library was founded in 1949 when the Houston Academy of Medicine and Baylor College of Medicine combined their collections to better serve physicians in Harris County and the teaching and research programs of Baylor. The Library contains 76,500 square feet of space, and holds over 362,000 book and journal volumes. Additionally, the library has subscriptions to more than 100 electronic databases and 6,000 electronic journals.

INDUSTRY

- ▶ Life Sciences

BUSINESS DRIVERS

- ▶ Expose users to additional data sources instead of always searching the same ones
- ▶ Make search easier for users

SOLUTION

- ▶ Vivísimo Velocity Search Platform

RESULTS

- ▶ Improved search experience for users
- ▶ Expose users to information they didn't know existed
- ▶ Leverage money being spent on clinical trials by making results easily accessible to searchers

“Before we implemented Velocity, there’s just no way a person was going to go out to the various resources and do a search on each of them—even if they physically could do it. Now with Velocity, we’re helping them to uncover a hidden gem of information—showing them something that they never knew that we had.”

Michael Garrett
HAM-TMC Library Technology Coordinator

and try to alphabetize them,” Krevit said. “So we were really looking for a way to make search easier for people, and also spotlight those resources that they may not be aware of.”

The library realized it needed a new search solution to accomplish its mission of getting critical medical information into its users’ hands.

SEARCHING FOR A BETTER SOLUTION

Library leaders became excited after meeting with officials from the University of Pittsburgh Health Sciences Library System and seeing the school’s molecular biology portal, whose search is powered by Vivisimo. HAM-TMC library personnel began talking to Vivisimo to learn more about the Vivisimo Velocity Search Platform.

Velocity’s ability to federate search results as well as index an organization’s own content proved a key requirement for the library.

“We looked at a lot of companies, and there are a lot of run-of-the-mill search engines,” said Michael Garrett, the library’s technology coordinator. “But to us, due to our information architecture where we are having to get so much proprietary data which we don’t actually own—that’s where we saw the real value in Velocity’s strength in federated search.”

Library leaders were also impressed with Vivisimo’s QuickStart Tutorial, which demonstrates Velocity’s ease of implementation and configuration as well as gives users a preview of Vivisimo’s technical support communication.

“I did a brief demonstration of Velocity to our executive board of directors,” Krevit said. “The board is comprised of top-level executives from the medical school, the hospital—people who have a vested interest in the library and are helping to direct it. And they were very excited! They really saw the potential.”

TYING IT TOGETHER: VIVISIMO VELOCITY SEARCH PLATFORM

The Houston Academy of Medicine-Texas Medical Library chose a phased implementation approach, having Velocity federate a few of the most used databases at first. Because not all data sources can be indexed directly, federation enables users to have a single view of all content by tapping into the native search inherent in these systems and bringing them together to deliver one coherent view of all results.

The results from all of those databases are presented to the user in a single set, regardless of repository. Velocity also organizes the results into topical categories, or clusters, to give users additional insight into their results.

hamtmclibrary

About | Help | Advanced Search | Add Comments

Flu Search

Results 1-10 of about 27,241 | Details

Topic Clusters

Top 196 Results remix

- + Vaccine (39)
- + Avian Influenza (25)
- + Epidemic, Pandemic (12)
- + Acetaminophen (12)
- + Outbreak (7)
- + Mortality (6)
- + Body fluid (7)
- + Chronic fatigue syndrome (5)
- + Influenza virus (4)
- + Diagnosis, McPherson & Pincus (4)

[more](#) | [all](#) (1)

Search within results

Find

1. **Mortality Reduction with Influenza Vaccine in Patients with Pneumonia Outside "Flu" Season.** new window preview

[...] with vaccination for patients with pneumonia outside **influenza** season. METHODS: Clinical, laboratory, and functional data were prospectively collected on 1813 adults with community-acquired pneumonia admitted to 6 hospitals outside of **influenza** season in Capital Health [...]

Vaccination status was ascertained by interview and chart review. Outcome was in-hospital mortality. **Influenza**-vaccinated patients were matched to a non-vaccinated control using propensity scores, and then multivariable regression was used to determine the independent association between vaccination and mortality [...]

12% died. **Influenza** vaccination was associated with a 51% mortality reduction (28 of 354 [8%] died vs 53 of 354 [15%] controls, unadjusted OR 0.49, 95%CI [0.30-0.79]; p=0.004) outside **influenza** season [...]

REF: American Journal of Respiratory and Critical Care Medicine. 2008 Jun 12 [Epub ahead of print].

AUTHORS: Eurich DT, Marrie TJ, Johnstone J [show all 4]

AFFILIATION: Department of Public Health Science, School of Public Health, University of Alberta, Edmonton, Alberta, Canada.

2. **[Q fever in Tunisia.]** new window preview (3)

Q fever is a common zoonosis with almost a worldwide distribution caused by *Coxiella burnetii*. Farm animals and pets are the main reservoirs of infection and transmission to humans is usually via inhalation of contaminated aerosols. Infection in humans is often asymptomatic, but it can manifest as an acute disease (usually a self-limited **flu**-like illness, pneumonia or hepatitis) or as a chronic form (mainly endocarditis, but also hepatitis and chronic-fatigue syndrome). In Tunisia, although prevalence of anti-*Coxiella burnetii* was high among blood donors, Q fever was rarely [...]

REF: Pathologie Biologie. 2008 Jun 11 [Epub ahead of print].

AUTHORS: Kaabia N, Letaief A

AFFILIATION: Service de médecine interne et maladies infectieuses, CHU Farhat-Hached, rue Mohamed-Karoui, 4000 Sousse, Tunisia.

3. **Fluminensia** new window preview

1: from 2000 to present in **Directory of Open Access Journals**

SerialsSolutions

4. **Primary Care Physicians and Pandemic Influenza: An Appraisal of the 1918 Experience and an Assessment of Contemporary Planning.** new window preview (2)

This multidisciplinary research project examined the role of primary care physicians in past pandemic **flu** responses and current planning efforts. Project researchers gathered and synthesized historical research, state and federal planning documents, and interview-based data. The 1918 **influenza** pandemic presented one model from which [...] Findings included the following: (1) primary care physicians do not have the time to engage fully in pandemic planning activities; (2) physicians are willing to serve during a pandemic; however, government support and the availability of resources will affect their level of involvement; [...]

REF: Journal of Public Health Management and Practice. 2008 July/August;14(4):379-386.

AUTHORS: Lauer J, Kastner J, Nutsch A

AFFILIATION: Jacob Lauer, BS, is a medical student, University of Kansas School of Medicine, Kansas City. Justin Kastner, PhD, is assistant professor, Food Safety and Security, Department of Diagnostic Medicine/Pathobiology, Kansas State University, Manhattan. Abbey Nutsch, PhD, is assistant professor, Food Safety and Security, Department of Animal Sciences and Industry, Kansas State University, Manhattan.

5. **Schizophrenia Susceptibility Genes Directly Implicated in the Life Cycles of Pathogens: Cytomegalovirus, Influenza, Herpes simplex, Rubella, and Toxoplasma gondii.** new window preview

[...] pathogens implicated in the disease. For example, aspartylglucosaminidase (AGA), PLA2, SIAT8B, GALNT7, or B3GAT1 metabolize chemical ligands to which the **influenza** virus, herpes simplex, cytomegalovirus (CMV), rubella, or Toxoplasma gondii bind. The epidermal growth factor receptor ([...] IL10R. The fibroblast growth factor receptor (FGFR1) is used by herpes simplex. KPNA3 and RANBP5 control the nuclear import of the **influenza** virus. Disrupted in schizophrenia 1 (DISC1) controls the microtubule network that is used by viruses as a route to the nucleus [...] bind to **influenza**, rubella, or poliovirus genes. Certain genes associated with schizophrenia, including those also concerned with neurophysiology, are intimately related to the life cycles of the pathogens implicated in the disease. Several genes may affect pathogen virulence, while [...]

Search by clusters (1) to get an overview of results by topics. Results (2) are presented in a format familiar to users. Uncover (3) a hidden gem of information located in the various databases that users may never knew existed, thanks to Velocity's implementation.

"There is so much discovery in just clustering alone that is impossible to get through a simple search," Garrett said. "We want people to wrap their brains around what this technology does."

Given the amount of health sciences education that is image-oriented, the library is also considering going beyond written documents and adding an image search.

The library was impressed with Vivisimo's technical support team and the company's willingness to act as a partner, not just a vendor. That quality is particularly rare when dealing with libraries, which often have antagonistic relationships with their IT vendors.

"Our experience with Vivisimo has been that we are both in the same boat and we're both rowing in the same direction," Krevit said. "And I think that Vivisimo is even rowing harder than we are, which is great. I really think that that partnership aspect is really, really important—and I think that shows what kind of company Vivisimo is."

RETURN ON INVESTMENT

The Velocity implementation is a win-win situation for the Houston Academy of Medicine-Texas Medical Center Library as well as its customers. The library has found a way to better meet users' needs by giving them access to information they never realized existed.

"Before we implemented Velocity, there's just no way a person was going to go out to the various resources and do a search

on each of them—even if they physically could do it," Garrett said. "Now with Velocity, we're helping them to uncover a hidden gem of information—showing them something that they never knew that we had."

In turn, the library is benefiting by remaining relevant in a digital world by leveraging the significant investments it has made in its various databases.

"It's amazing to think how many databases we license every year that people never even locate," Garrett said. "Someone will keep doing searches on a particular subject, and this index is bringing back a result from a particular database. And all the sudden the searcher realizes that this database is just what he's looking for. He realizes that this database that we license—that we probably pay a lot of money for—is something that he can really use."

The Velocity implementation is also helping the Houston Academy of Medicine-Texas Medical Center Library establish itself as a leader by tackling some tough problems facing the library community.

"Millions of dollars are being spent generating local data and nobody knows what to do with it," Krevit said. "After the articles are published, the clinical trials are done, here's all this data—what in the world is going to happen to it? Where will this lead us as an organization? We're definitely going to be able to raise peoples' awareness about what the problems are. And through Velocity's search we've found a good solution for at least one set of these problems."