UC Health-wide
Profiles and Clinical Trials Sites

Update to UC BRAID

October 3, 2018

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Melanie Cocco, UCI
Brian Turner, UCSF

Agenda

- Introduction - what we built
- Engagement - reaping the benefits
- Analytics - progress so far
- Next Steps
- Q&A

NCATS Network Supplement Grant

Leverage work done at UCSF, with UCSD, and others to create

- UC Health Profiles
  - A ‘universe’ that includes all five UC Health schools
  - Individual search pages, campus branding, HR feeds
  - Info from PubMed, NIH Exporter and clinicaltrials.gov
- UC Clinical Trials
  - Stand-alone search site on UCBRAID.org and customized campus sites using clinicaltrials.gov data
- Cross links to showcase researchers and enrich user experience
- Launched and ‘road tested’ in first half of 2018

Demo the Products

- UC Health-wide PI Finder (based on Profiles)
- UC Health-wide Clinical Trial Finder

We are Now in a New Phase

All five UC Health Campuses and UC BRAID have funded this system for a year.

The key to success is **engagement.**

- Make faculty and senior leadership aware of the systems
- Make the systems invaluable to them
- Drive usage, across the board

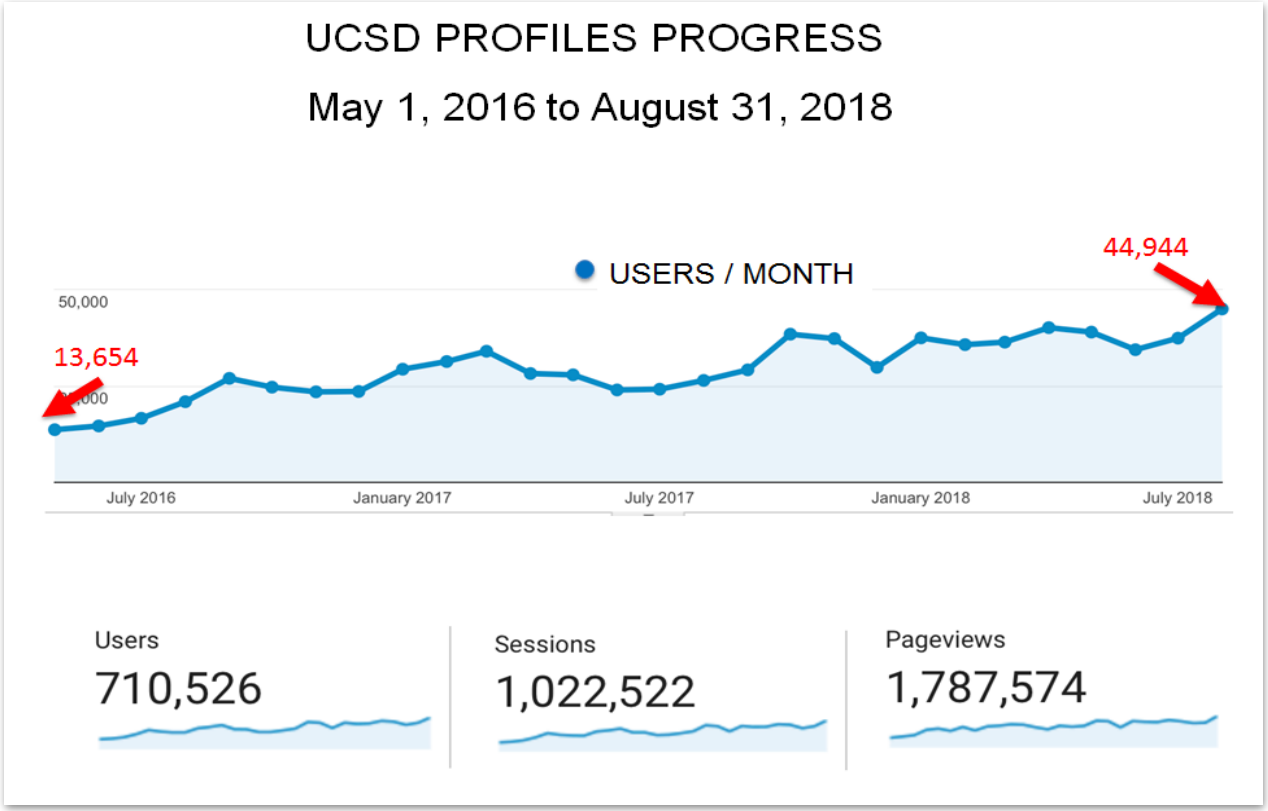
Profiles History at UCSD

- June 2011 – Identify need
- 2012 – Consideration of different Research Networking Tools
- July 2013 –Dialog with UCSF to host UCSD Profiles
- November 2013 – MOU with UCSF signed
- September 2014 – Launch Profiles
  - announcement to UCSD Health Sciences
  - IT expertise provided by UCSD Calit2

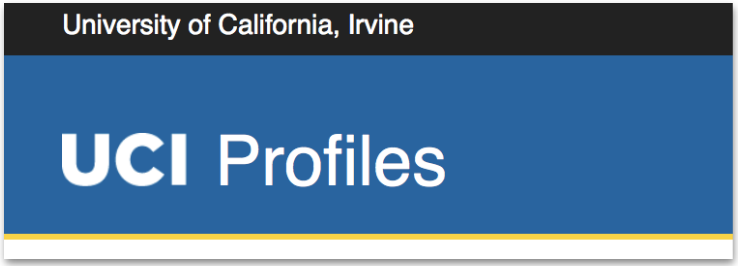
Profiles Engagement at UCSD

- 2014 to Present – E-mails and presentations given to Department Chairs and Faculty groups
- July 2015 – Add faculty, research scientists, project scientists, fellows and postdocs in Health Sciences, Engineering, SIO, Biological Sciences, and Biochemistry and Chemistry
- 2016 to Present – Expand Profiles to entire UCSD campus
    - Promote awareness and use of Profiles via e-mails – Respond promptly to problems and requests

Analytics from UCSD



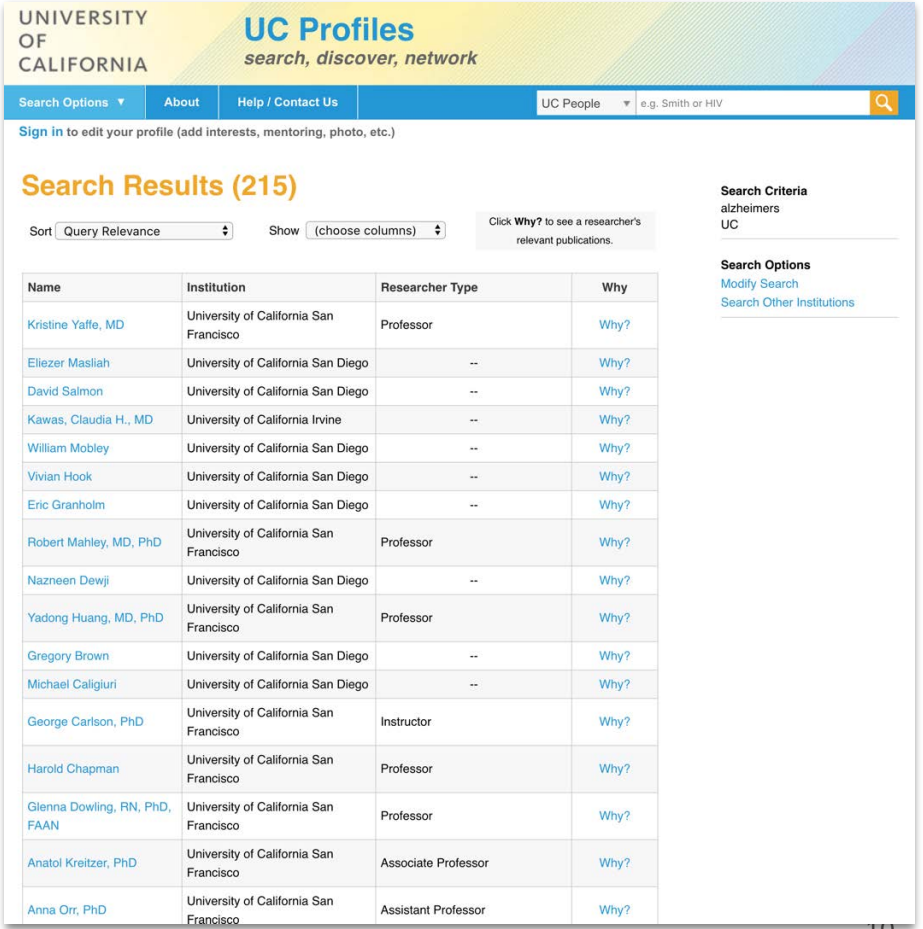
Engagement Tactics at UCI



- Initial build includes School of Medicine and School of Biological Sciences
  - Faculty editing in progress
- Next goals: add adjunct faculty, research staff and postdocs
- Financially Supported by UCI ICTS/BRAID
  - Moving forward ?

Use Case: Drug Discovery Consortium

Ability to search all UC faculty by keyword in one system will be VERY useful in recruiting Industry partners.



UNIVERSITY OF CALIFORNIA

UC Profiles
search, discover, network

Search Options ▼ | About | Help / Contact Us | UC People ▼ | e.g. Smith or HIV

Sign in to edit your profile (add interests, mentoring, photo, etc.)

Search Results (215)

Sort: Query Relevance | Show: (choose columns)

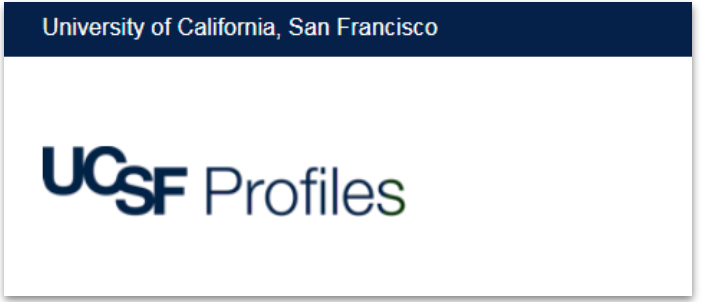
Click **Why?** to see a researcher's relevant publications.

Search Criteria
alzheimers
UC

Search Options
Modify Search
Search Other Institutions

Name	Institution	Researcher Type	Why
Kristine Yaffe, MD	University of California San Francisco	Professor	Why?
Eliezer Masliah	University of California San Diego	--	Why?
David Salmon	University of California San Diego	--	Why?
Kawas, Claudia H., MD	University of California Irvine	--	Why?
William Mobley	University of California San Diego	--	Why?
Vivian Hook	University of California San Diego	--	Why?
Eric Granholm	University of California San Diego	--	Why?
Robert Mahley, MD, PhD	University of California San Francisco	Professor	Why?
Nazneen Dewji	University of California San Diego	--	Why?
Yadong Huang, MD, PhD	University of California San Francisco	Professor	Why?
Gregory Brown	University of California San Diego	--	Why?
Michael Caligiuri	University of California San Diego	--	Why?
George Carlson, PhD	University of California San Francisco	Instructor	Why?
Harold Chapman	University of California San Francisco	Professor	Why?
Glenna Dowling, RN, PhD, FAAN	University of California San Francisco	Professor	Why?
Anatol Kreitzer, PhD	University of California San Francisco	Associate Professor	Why?
Anna Orr, PhD	University of California San Francisco	Assistant Professor	Why?

Engagement Tactics at UCSF



Main Categories:

- Promote
  - Contests and announcements, newsletters
  - General info and product updates
- Offer Benefits to Departments - Data reuse on websites, Reports
- Improve the Product
  - Respond to requests for improvements and enhancements
  - Optimize system for search engines to continue virtuous cycle

Pick and Shovel Work - repetitive, strategic and tactical, aimed at all prospective users of UCSF Profiles

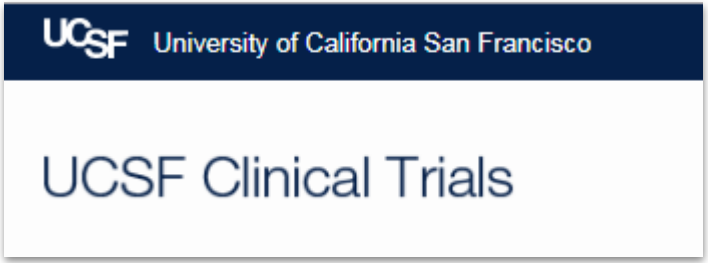
Analytics will show your progress

UCSF Profiles - 145,000 visits in the last month, including:

- 10,000 from within UCSF, 22,000 from other UC campuses
- 700 from the NIH
- 800 from major pharma/biotech

93% of profiles were viewed one or more times

UCSF Clinical Trials Analytics



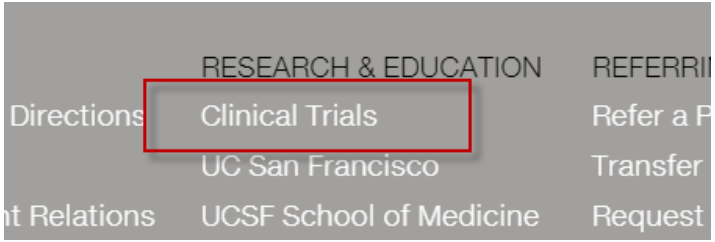
UCSF Clinical Trials Last Month

12,314 visits and 386 trial contacts

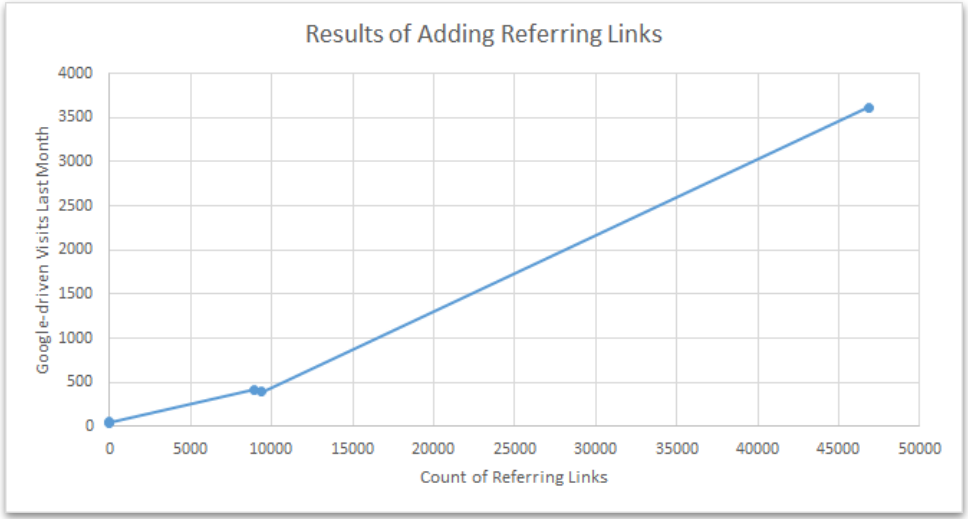
- Over half are from the SF Bay Area
- Almost all are from home ISPs
- 40% are from phone or tablets

Next steps for your clinical trials and profiles sites

- Add referring links from your Med Center and Campus sites
- More referring links = more traffic from search engines



Footer of https://www.ucsfhealth.org/



Next Steps for Us

- Enable data reuse for all campuses, as a means to export data for campus departments and leadership
- Integrate with Dimensions, a source for publications not in PubMed - Pilot at UCSF first

Take Home Message

- We want these products to have long, useful lives.
- There are easy, quick tasks as well as long-term tactics that will drive engagement and utility of your sites.
  - Add links from your campus and med centers!
- Start the virtuous cycle - your faculty will thank you

Thank you ...

Questions?

Contact:

Brian Turner, https://profiles.ucsf.edu/brian.turner

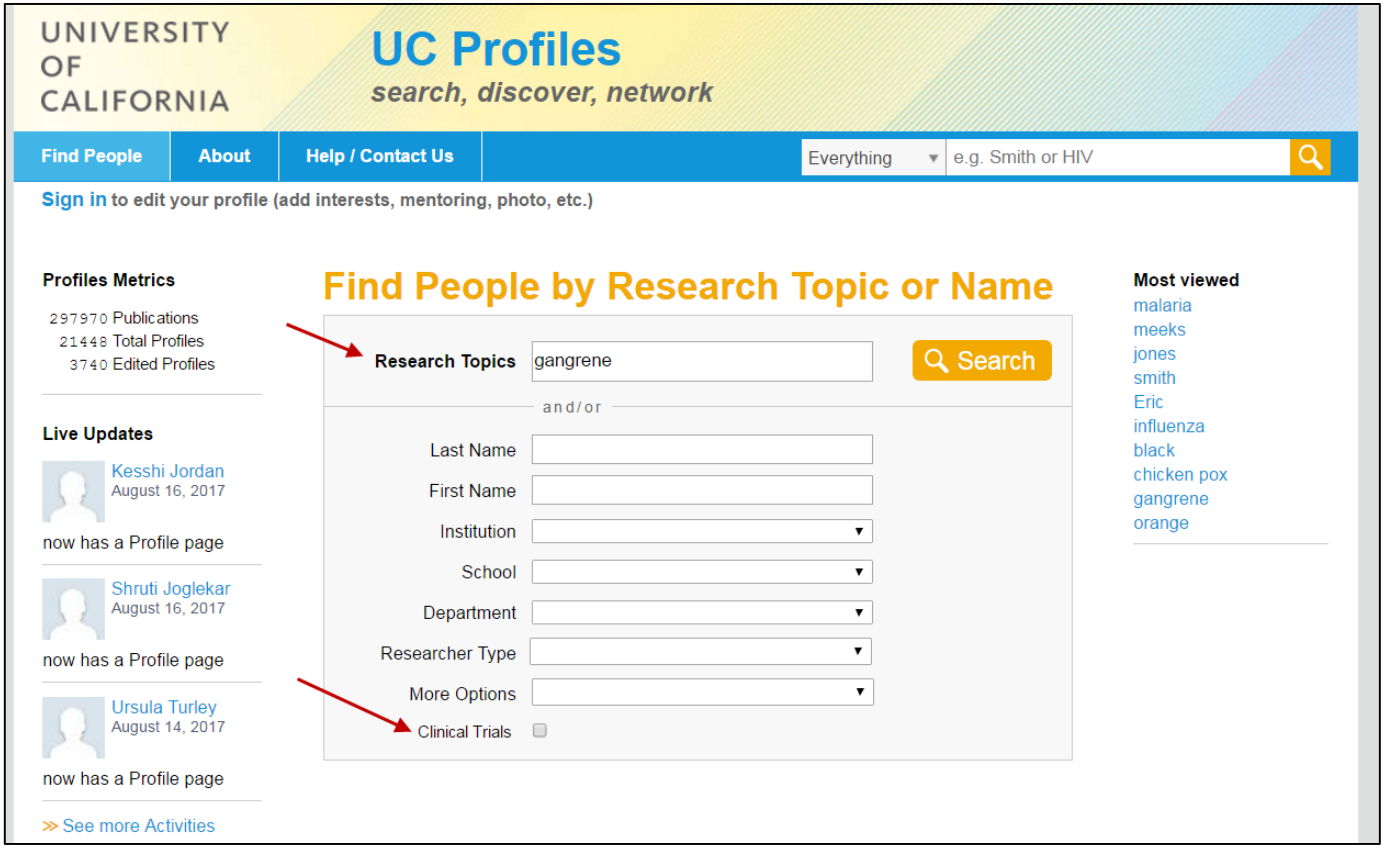
Deborah Spector, https://profiles.ucsd.edu/deborah.spector

Melanie Cocco, https://profiles.icts.uci.edu/melanie.cocco

Back Up Slides

UC-wide PI Finder / Profiles

Search Across all Biomedical UCs



UNIVERSITY OF CALIFORNIA

UC Profiles

search, discover, network

Find People | About | Help / Contact Us | UC People | e.g. Smith or HIV

Sign in to edit your profile (add interests, mentoring, photo, etc.)

Search Results (39)

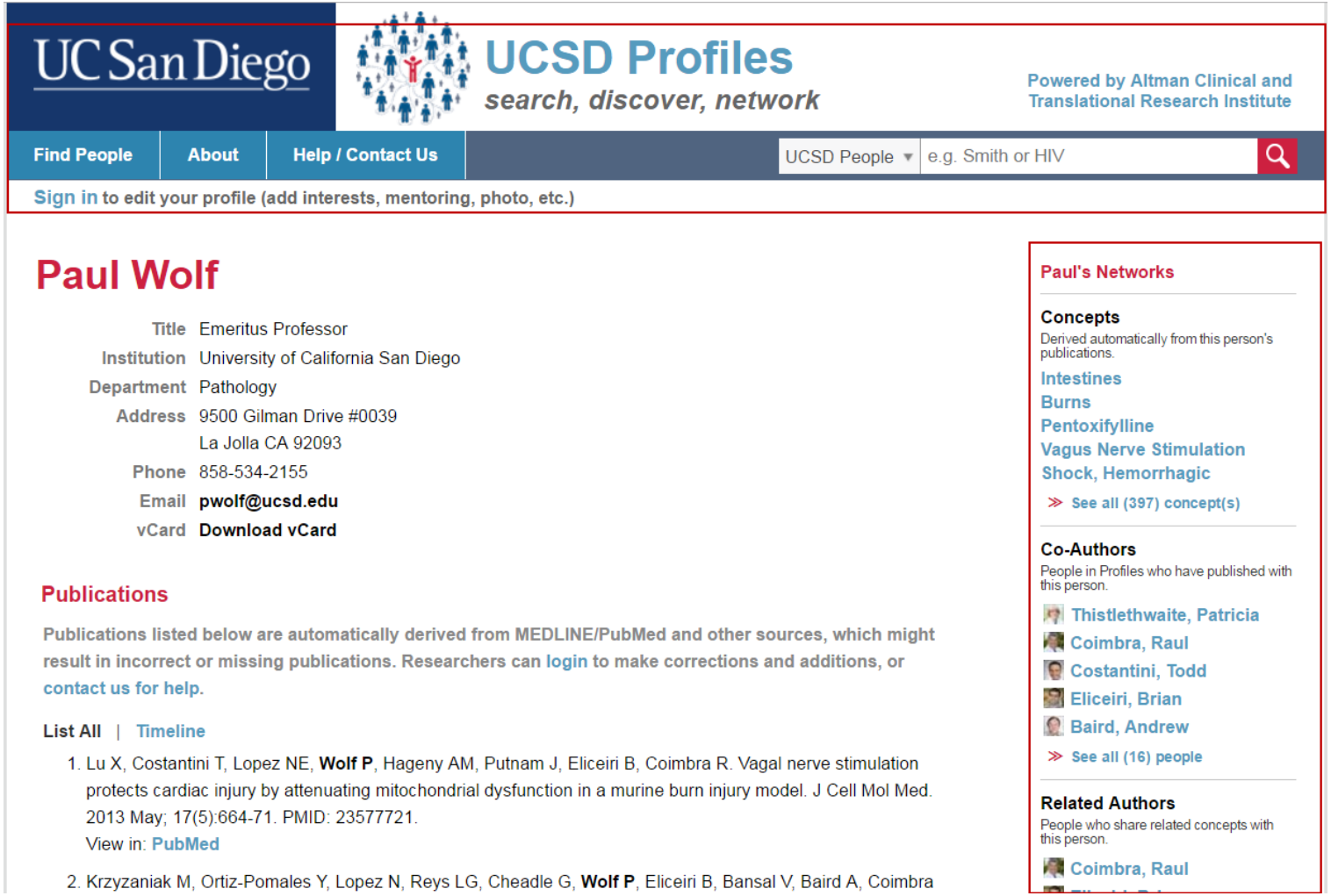
Sort Name (Z-A) Show (choose columns)

Click **Why?** to see a researcher's relevant publications.

Name ▲	Institution	Why
Ronald Zagoria, MD	University of California San Francisco	Why?
Judy Yee, MD	University of California San Francisco	Why?
Paul Wolf	University of California San Diego	Why?
Wilson, Samuel E., MD	University of California Irvine	Why?
Teruya, Theodore H., MD	University of California Irvine	Why?
Marshall Stoller, MD	University of California San Francisco	Why?
Kanade Shinkai, MD, PhD	University of California San Francisco	Why?

Search Criteria
gangrene
UC

Search Options
Modify Search
Search Other Institutions



UC San Diego

UCSD Profiles
search, discover, network

Powered by Altman Clinical and Translational Research Institute

Find People | About | Help / Contact Us | UCSD People | e.g. Smith or HIV

Sign in to edit your profile (add interests, mentoring, photo, etc.)

Paul Wolf

Title Emeritus Professor
Institution University of California San Diego
Department Pathology
Address 9500 Gilman Drive #0039
La Jolla CA 92093
Phone 858-534-2155
Email **pwolf@ucsd.edu**
vCard **Download vCard**

Publications

Publications listed below are automatically derived from MEDLINE/PubMed and other sources, which might result in incorrect or missing publications. Researchers can login to make corrections and additions, or contact us for help.

List All | Timeline

1. Lu X, Costantini T, Lopez NE, **Wolf P**, Hageny AM, Putnam J, Eliceiri B, Coimbra R. Vagal nerve stimulation protects cardiac injury by attenuating mitochondrial dysfunction in a murine burn injury model. J Cell Mol Med. 2013 May; 17(5):664-71. PMID: 23577721.
   View in: PubMed
2. Krzyzaniak M, Ortiz-Pomales Y, Lopez N, Reys LG, Cheadle G, **Wolf P**, Eliceiri B, Bansal V, Baird A, Coimbra

Paul's Networks

Concepts
Derived automatically from this person's publications.
Intestines
Burns
Pentoxifylline
Vagus Nerve Stimulation
Shock, Hemorrhagic
» See all (397) concept(s)

Co-Authors
People in Profiles who have published with this person.
Thistlethwaite, Patricia
Coimbra, Raul
Costantini, Todd
Eliceiri, Brian
Baird, Andrew
» See all (16) people

Related Authors
People who share related concepts with this person.
Coimbra, Raul

University of California, San Francisco | About UCSF | Search UCSF | UCSF Medical Center

UCSF Profiles
search, discover, network

Powered by CTSI

New Features: Learn more ›

Search | About | Use our Data | Help / Contact Us | e.g. Smith or HIV

Sign in to see private stats on your profile page — or add photo, interests, videos, mentoring, etc.

Jade Hiramoto, MD

Title	Professor
School	UCSF School of Medicine
Department	Surgery
Address	400 Parnassus Avenue San Francisco CA 94117
Phone	415-353-4366
Email	Jade.Hiramoto@ucsf.edu
vCard	Download vCard

Clinical Trials

Best Endovascular Versus Best Surgical Therapy in Patients With Critical Limb Ischemia

Start Date: August 2014
Condition: Critical Limb Ischemia
Status: Recruiting
Multisite: Y

A Randomized, Double-blind, Parallel Group, Multicentre Phase IIIb Study to Compare Ticagrelor With Clopidogrel Treatment on the Risk of Cardiovascular Death, Myocardial Infarction and Ischemic Stroke in Patients

Jade's Networks

Concepts

Derived automatically from this person's publications.

Blood Vessel Prosthesis
Stents
Blood Vessel Prosthesis Implantation
Aortic Aneurysm, Thoracic
Peripheral Arterial Disease

» See all (270) concept(s)

Co-Authors

People in Profiles who have published with this person.

Vartanian, Shant
Rapp, Joseph
Reilly, Linda
Chuter, Timothy
Conte, Michael

» See all (37) people

External Co-Authors

People at other institutions who have published with this person.

UC-wide Clinical Trial Finder

UC Health Clinical Trials

Search Browse About the site

Search Trials

explore 3740 trials at UC Health, including HIV/AIDS, Lung Cancer, High Blood Pressure, and more

UCSF UCLA UCSD UC Davis UC Irvine

UC Health Clinical Trials

Search Browse About the site

UC Health Clinical Trials > Dementia Trials

Search UC Health clinical trials

Dementia clinical trials at UC Health

Showing trials from UCSF, UCLA, UCSD, UC Irvine

Showing trials for All ages | Under 18 | Over 18

Advancing Research and Treatment for Frontotemporal Lobar Degeneration (ARTFL)

open to eligible people ages 18-85

Frontotemporal Lobar Degeneration (FTLD) is the neuropathological term for a collection of rare neurodegenerative diseases that correspond to four main overlapping clinical syndromes: frontotemporal dementia (FTD), primary progressive aphasia (PPA), …

at **UCSF**, **UCLA**, **UCSD**

Alzheimer's Caregiver Coping: Mental and Physical Health

open to eligible people ages 55 years and up

This study evaluates the effectiveness of Behavioral Activation (BA) therapy vs Support and

Advancing Research and Treatment for Frontotemporal Lobar Degeneration (ARTFL)

a study on Frontotemporal Lobar Degeneration, Progressive Supranuclear Palsy, Dementia, Corticobasal Degeneration, Primary Progressive Aphasia, Amyotropic Lateral Sclerosis (ALS), Corticobasal Syndrome (CBS)

Summary

Description

Eligibility

Location

Details

for people ages 18-85 (full criteria)

healthy people welcome

at UCSF, UCLA, UCSD

study started September 2014
estimated completion: February 2021

Yvette Bordelon (UCLA) , Irene Litvan (UCSD) , Adam Boxer (UCSF)

Adam Boxer

Locations

- University of California, Davis Medical Center accepting new patients
  Sacramento, California, 95817, United States
- Los Angeles Biomedical Research Institute at Harbor UCLA Medical Center accepting new patients
  Los Angeles, California, 90502, United States
- University of California, Irvine Medical Center accepting new patients
  Orange, California, 92868, United States
- UCSD Medical Center accepting new patients
  San Diego, California, 92103, United States

for people ages 18 years and up (see criteria)

at San Francisco and Los Angeles

study started August 2014
estimated completion: December 2019

Jade Hiramoto (UCSF)

Robin Smythe (UCLA)