The Faces of Research at UCSF
Site Traffic

• 103,000 visits in Nov 2014
  • 3,300 visits/day on average

• In the last 12 months, accessed by...
  • 2,458 universities and colleges
  • Top 10 pharmas
  • NIH, NSF, Gates, and other funders

• 88% of profiles viewed 10+ times last year
Public Gateway to UCSF

UCSF Profiles gets 20% as much traffic as www.ucsf.edu
Profile Owners are Engaged

Of Professors who have a UCSF Profiles page:

- 51% have photo
- 48% have education / training section
- 32% have a bio / narrative
Serving Diverse Needs

- Researchers use it to find **collaborators** and **mentors**
- Funders use it to research potential **grantees**
- Administrators use it to understand **research trends** and find **speakers**
- Journalists use it to find and reference **sources**
- IT staff use it to keep department **websites updated**
- Development staff use it to match researchers with **opportunities**
- Patients use it to evaluate clinicians' **research** background
- UCSF **applicants** use it to understand current **research** areas
- Reviewers use it to research author background and **experience**
People have found my information to contact me about techniques/questions related to my work.

I recently described this link as finding a gold mine for my literature review.

[UCSF Profiles] let me find someone to refer my patients to.
Quotes from Patients

As a UCSF patient with lengthy history, I value insight into my doctor's background, articles they had authored, or co-authored.

Tremendously valuable in obtaining background & contact info on physicians to whom I am referred.

Helped give me some information on the Dr. I'm going to be seeing. Gave me some insight as to how good a Doctor and overall person he is.
Technical Value Across UCSF

APIs provide data to 25+ websites & applications across UCSF campus and Med Center (and growing!)
Technical Value Across UCSF

Robert Wachter, M.D.
Chief of Hospital Medicine and chief of Medical Service

Dr. Robert Wachter is chief of the medical service and chief of the Division of Hospital Medicine at UCSF Medical Center. His primary interests are health care quality, safety and health policy. He has published over 200 articles and six books on these topics, and is generally credited as the founder and academic leader of the hospitalist specialty in medicine, the fastest growing specialty in U.S. medical history. He is past president of the Society of Hospital Medicine.

Wachter is an international leader in safety and quality. He is the editor of the Agency for Healthcare Research and Quality (AHRQ) Web M&M, an online patient safety journal, and of AHRQ Patient Safety Network (PSNet), the leading federal patient safety portal, which together receive 3 million yearly visits. He has written two best-selling books on patient safety: Internal Bleeding: The Truth Behind America’s Terrifying Epidemic of Medical Mistakes (Plugged Press, 2009), and Understanding Patient Safety (McGraw-Hill, 2008). He is the chair of the American Board of Internal Medicine. He writes regularly on health care policy, quality, hospitalists and patient safety on his blog, Wachter’s World.

Wachter received a medical degree at the University of Pennsylvania School of Medicine, and completed residency and chief residency in internal medicine at UCSF. He was a Robert Wood Johnson Clinical Scholar at Stanford University, and studied patient safety in England in 2011 as a Fulbright Scholar.

Read a Q&A with Wachter.

More about Robert Wachter

Education
University of Pennsylvania School of Medicine 1983

Residencies
UCSF Medical Center, Internal Medicine 1988

Selected Research and Publications

Technical Value Across UCSF
Platform for Targeted Communications

Use UCSF Profiles data to target emails by researcher interest, publication history, etc.

UCSF Library Open Access Grant Opportunity

UC-TV “videos in Profiles” co-promotion
Thanks a lot for this. This is something we claim all the time, but who knew we were the first. I am so happy to have this info and will definitely broadcast it.

–Bob Hiatt, Chair, UCSF Dept. of Epi / Biostats
“Network Map” displaying the extent to which 80 top scientists focused on epilepsy genetics have published a paper together.
Used by Leading Media

The New York Times

npr

BBC

NATIONAL GEOGRAPHIC

the guardian

New Scientist

Bloomberg
For Second Opinion, Consult a Computer?

SAN FRANCISCO — The man on stage had his audience of 600 mesmerized. Over the course of 45 minutes, the tension grew. Finally, the moment of truth arrived, and the room was silent with anticipation.

At last he spoke. “Lymphomas with secondary hemophagocytic syndrome,” he said. The crowd erupted in applause.

Professionals in every field revere their suggestions. And those are the best diagnostics are held in particularly high esteem. Dr. Gurpreet Dhaliwal, 39, a self-effacing associate professor of clinical medicine at the University of California, San Francisco, is considered one of the most skillful clinical diagnosticians in practice today.

Polio-like illness found in five California children

By Jacque Wilson, CNN

Updated 7:11 AM EST, Friday, February 14, 2014

STORY HIGHLIGHTS
- Five children in California have a “polio-like syndrome” according to neurologists.
- Two of the children tested positive for enterovirus 68, a rare type of enterovirus.
- Another type, enterovirus 71, is more commonly linked to paralysis.
- Both are uncommon in the United States; state health officials say risk is very low.

(CNN) -- Doctors are looking for more information about a “polio-like syndrome” that has caused paralysis in a few children in California.

Neurologists have identified five patients who developed paralysis in one or more of their limbs between August 2013 and July 2014. All five children had been vaccinated against the polio virus. Treatment did not seem to help the children regain their motor function.

Samples from two of the children tested positive for enterovirus 68, a rare virus that has been linked to severe respiratory illness in the past. Surveillance data for enterovirus 71, a virus that is far more common, shows that rates climbed last year over the previous year, and this may be the cause of the paralysis.
New! External Collaborators
UCSF now Hosting for Other Institutions

- UCSD Health Sciences
- Berkeley Lab
- USC Health Sciences

Enables & showcases our work to connect external co-authors
Team Recognition by Peers

• Jan 2014: Invited to speak at the University of Melbourne

• Dec 2014: Invited to consult for the WHO

• Recent Awards
  – 2014 VIVO Award for best app
  – 2013 UC-wide Sautter Gold Award for IT Innovation

• Major contributor to open source Profiles software
Takeaways

1. CTSA initiative, now UCSF campus-wide resource
2. Makes UCSF researchers look good
3. Faculty, staff, patients and other campus systems rely on it
4. 1.1 million visits in 2014
5. Continues to evolve as research needs change…