

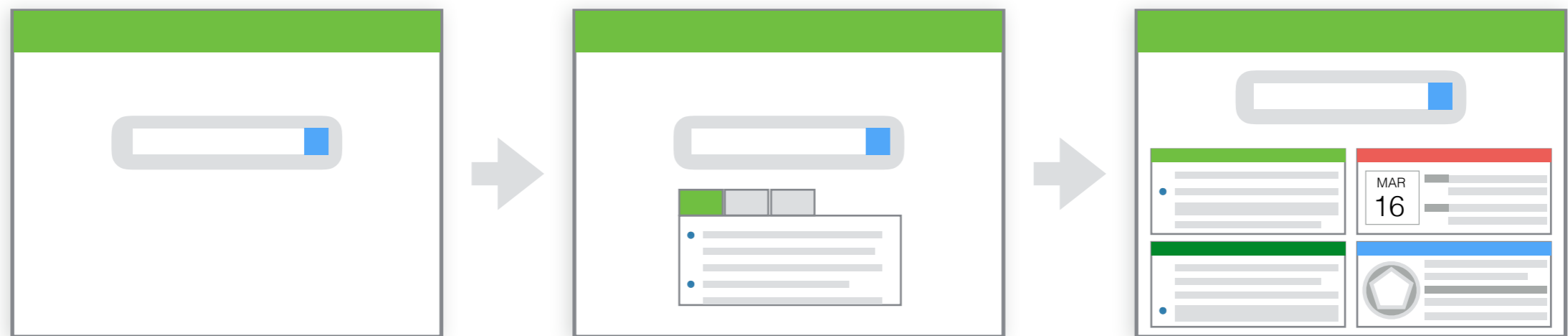
# Personalization

Tomorrow and Beyond

UpToDate will soon be launching several **Personalization** tools. These initial tools will improve user access to content, increase awareness of app features, and enhance the user experience.

Looking to the future, we are exploring ideas about how to expand these tools even further. Anticipation of user needs and habits as well as resources for customization will take things to the next level.

This presentation will look at how three sample users currently interact with UTD, how their experience will improve in the personalized tomorrow, and how we could further improve their outcomes in a more customized future.



# Meet Dr. Ramirez



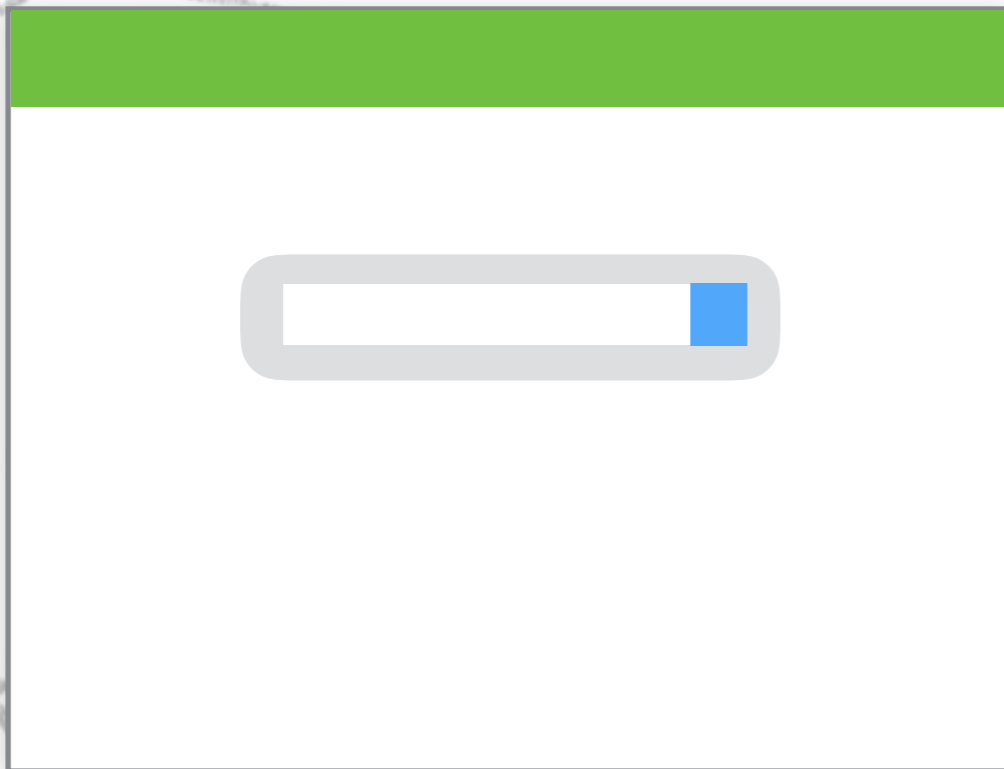


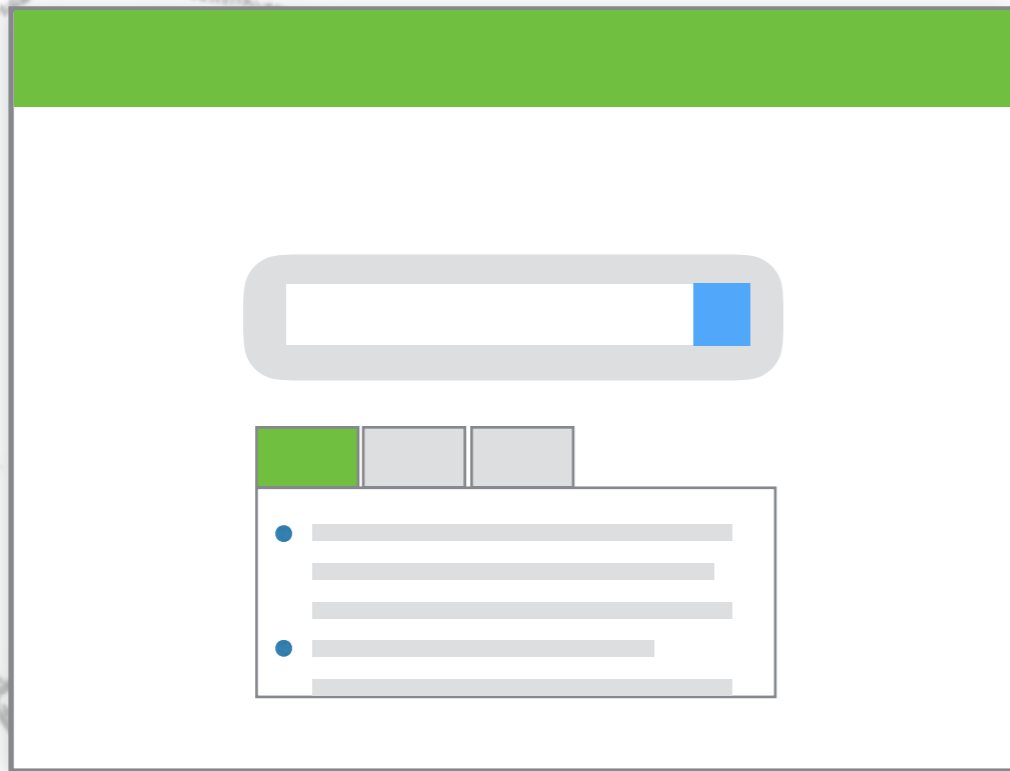
**Dr. Ramirez** is a GP in a mobile clinic. He sees a large number of patients each day, and handles a diverse variety of medical issues across age ranges.



## **Dr. Ramirez currently uses UpToDate while moving fast.**

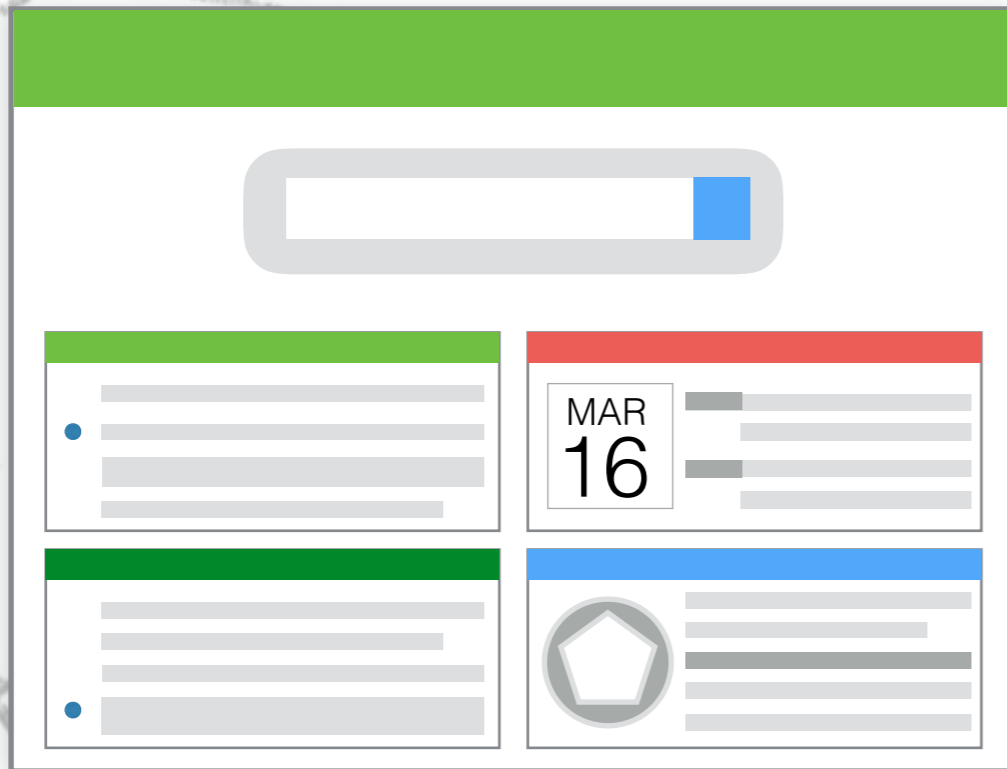
- he regularly checks UTD on a mobile device
- because he sees such a mix of patient types, he often checks treatment and dosage specifics within topics
- he frequently searches for the same calculators over and over
- he doesn't have time to explore everything the app has to offer, so has no awareness of PCUs





Soon, Dr. Ramirez will be able to:

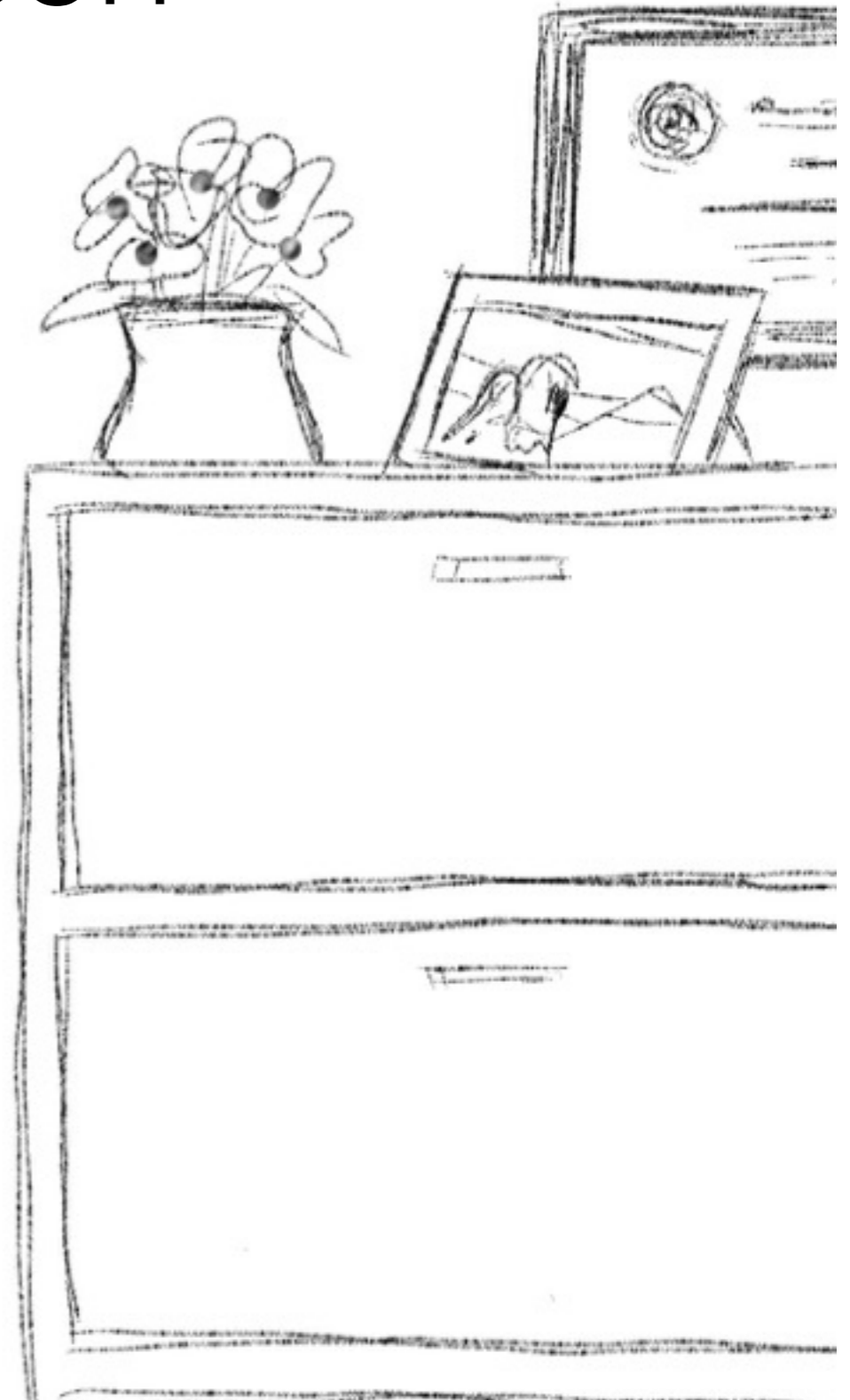
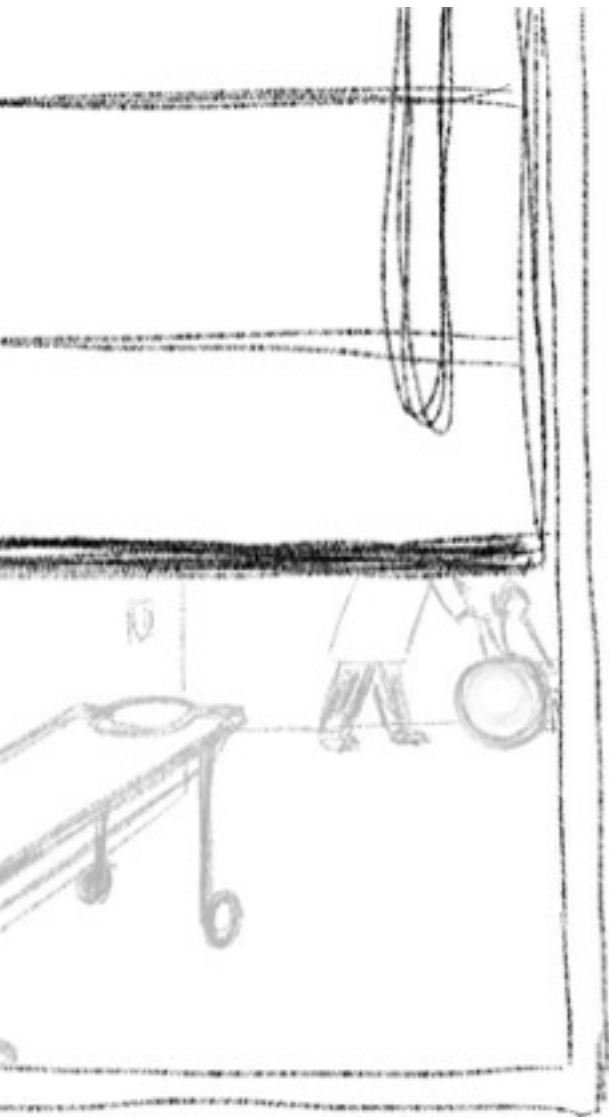
- **bookmark** content he uses regularly, such as calculators
- access those bookmarks from a convenient **homepage widget**
- **annotate** individual topics with his own notes, such age-related specifics or unusual cases
- see flagged **topic updates**, leading to new awareness of outcome-improving PCUs



In the future, Dr. Ramirez could:

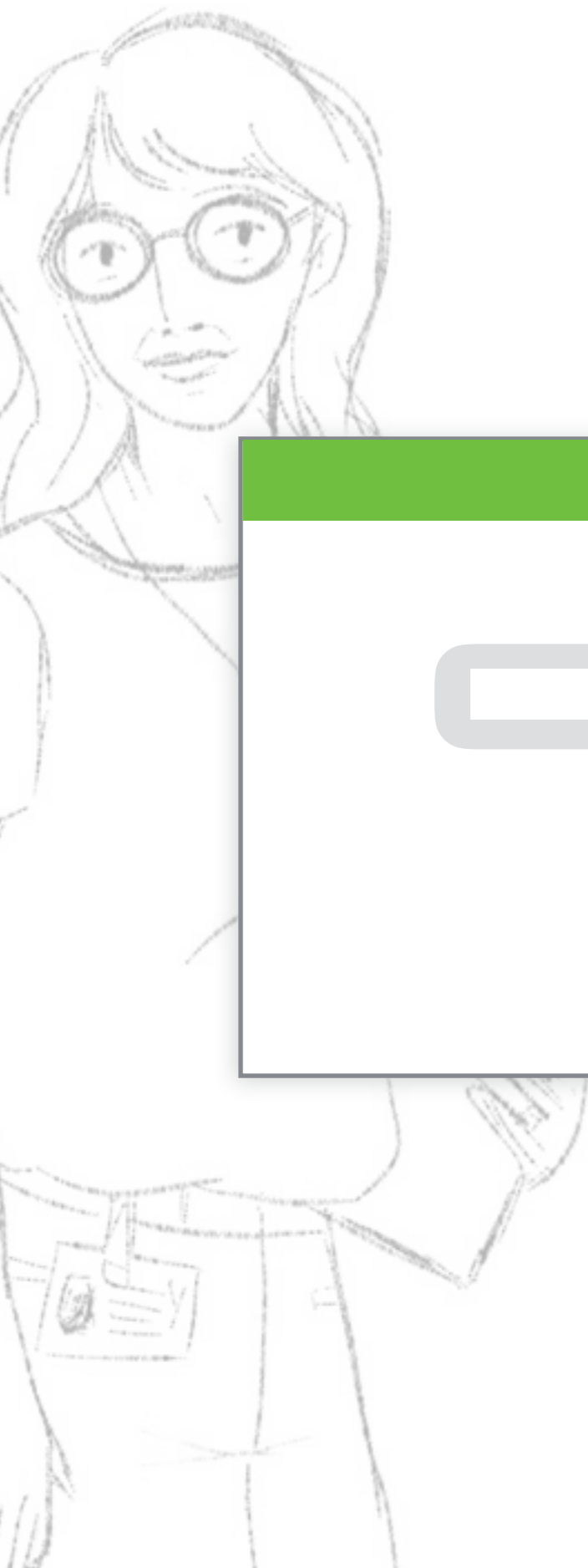
- **sort his bookmarks** into folders
- **search his annotations** to quickly reference his own notes
- view a **suggested topics** list based on his daily schedule of patients
- get **institution notifications** from the mobile clinic's parent hospital
- view **trending topics** based on location
- receive **push notifications** for topic updates
- **copy and cite** to close the loop on patient visits
- **customize his UTD homepage dashboard** to show the specific content and shortcuts that will save him valuable time

# Meet Dr. Rosen



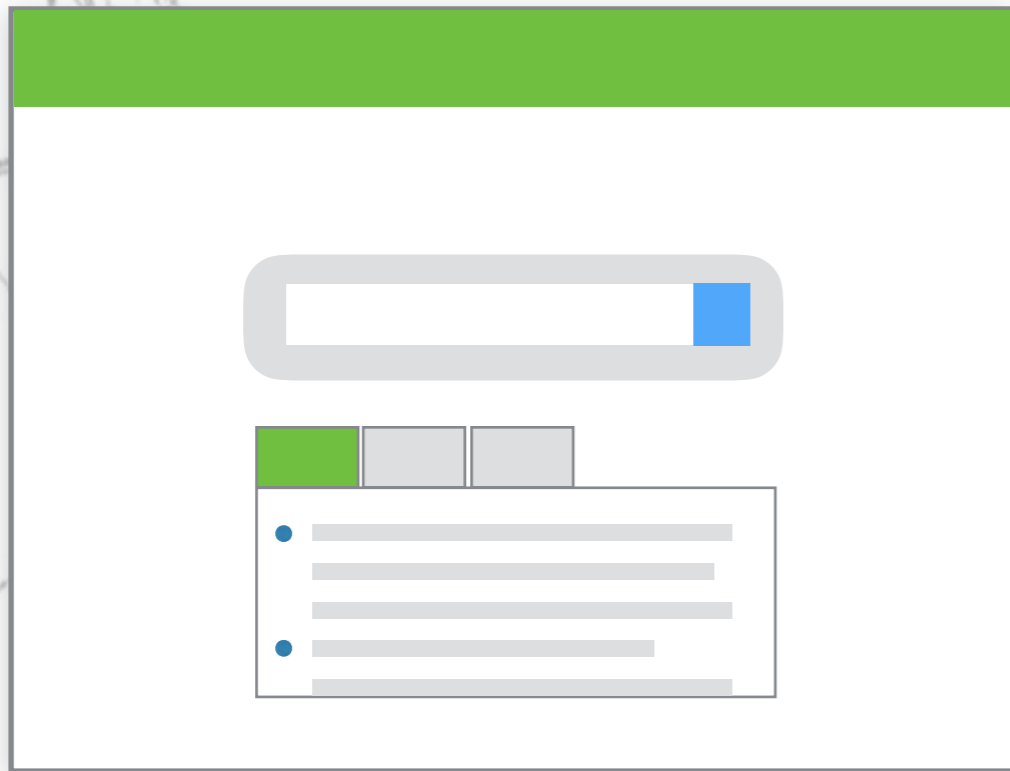
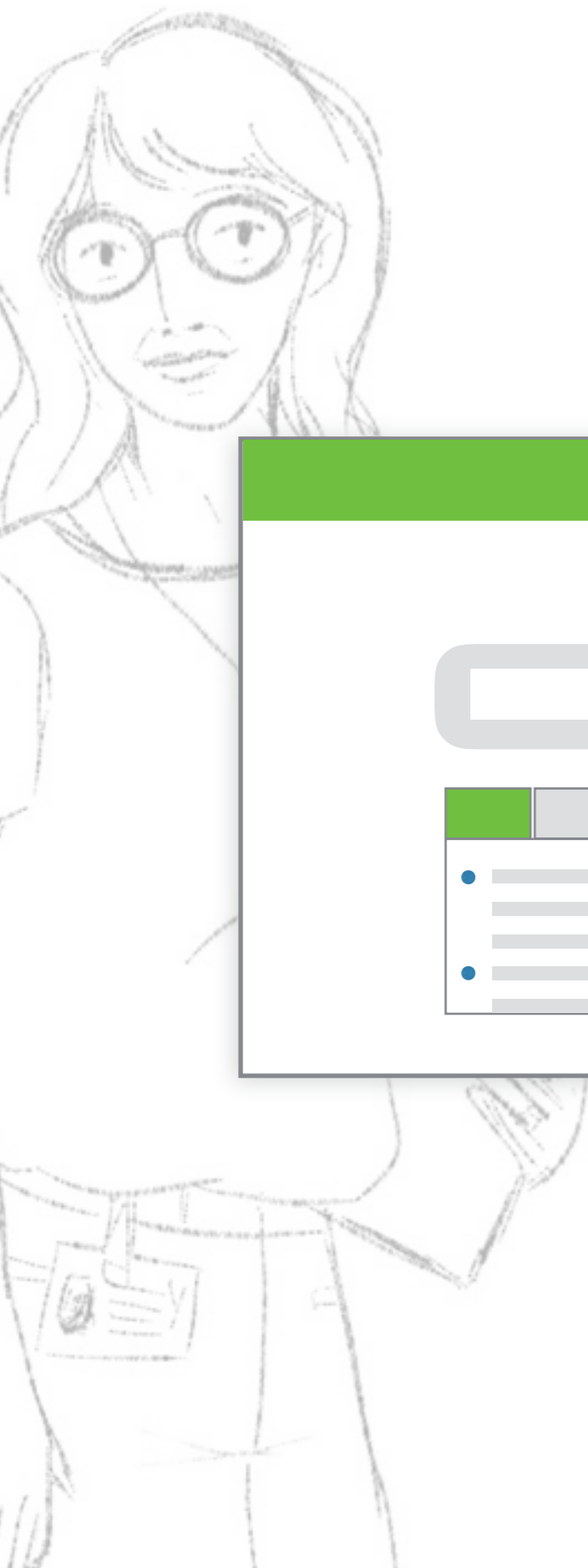


**Dr. Rosen** is an attending physician at a university hospital. She supervises fellows, residents and med students, and is also a professor at the medical school.



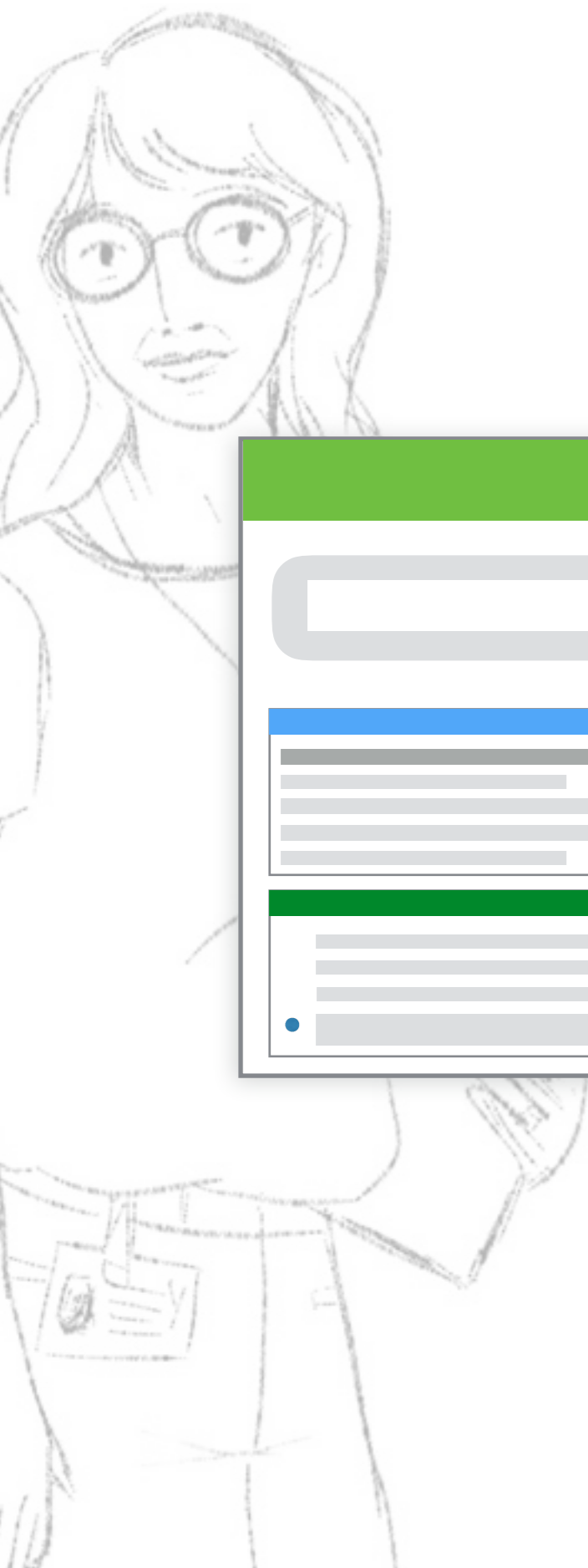
## **Dr. Rosen uses UpToDate for research and education.**

- she does deep dives, thoroughly exploring topics and related search results
- she shares links on a topic-by-topic basis with colleagues and students
- she regularly redeems her CME
- she admits to browsing UTD for pleasure when she's waiting in line or stuck at an airport



Soon, Dr. Rosen will be able to:

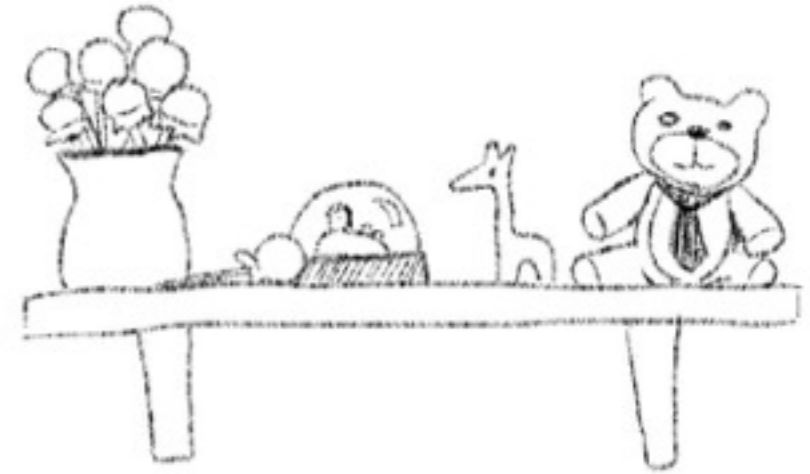
- conveniently reference her **search history** and **most viewed topics** when needing to share a link
- **bookmark** the topics she references regularly
- see **topic updates** quickly and easily from a convenient **homepage widget**



In the future, Dr. Rosen could:

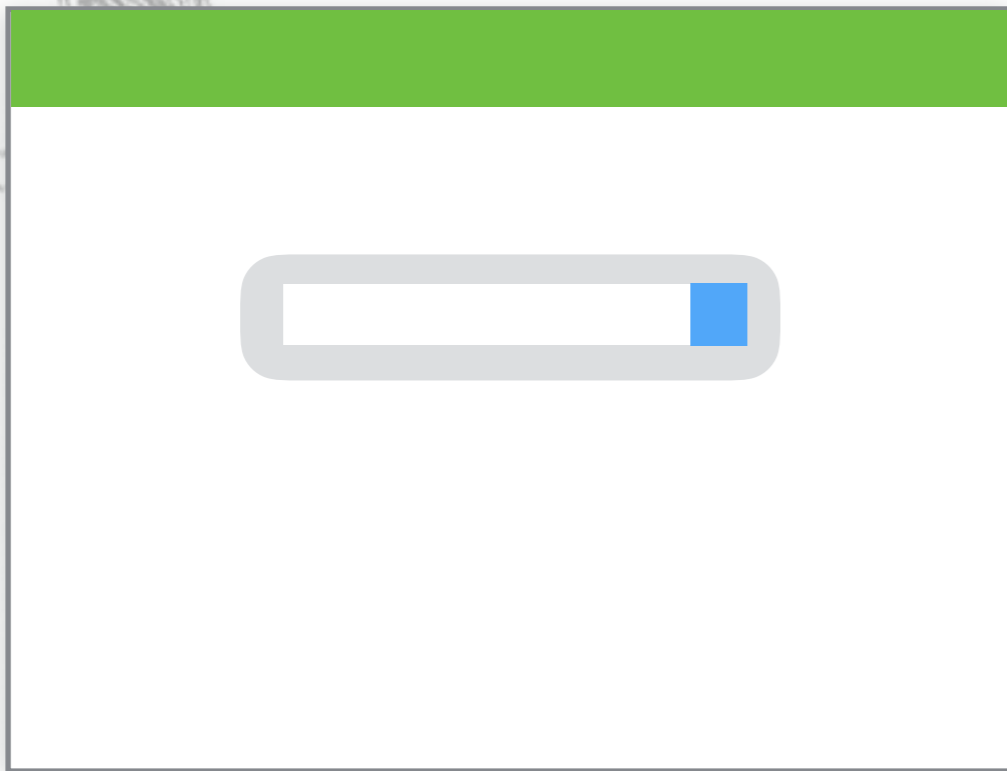
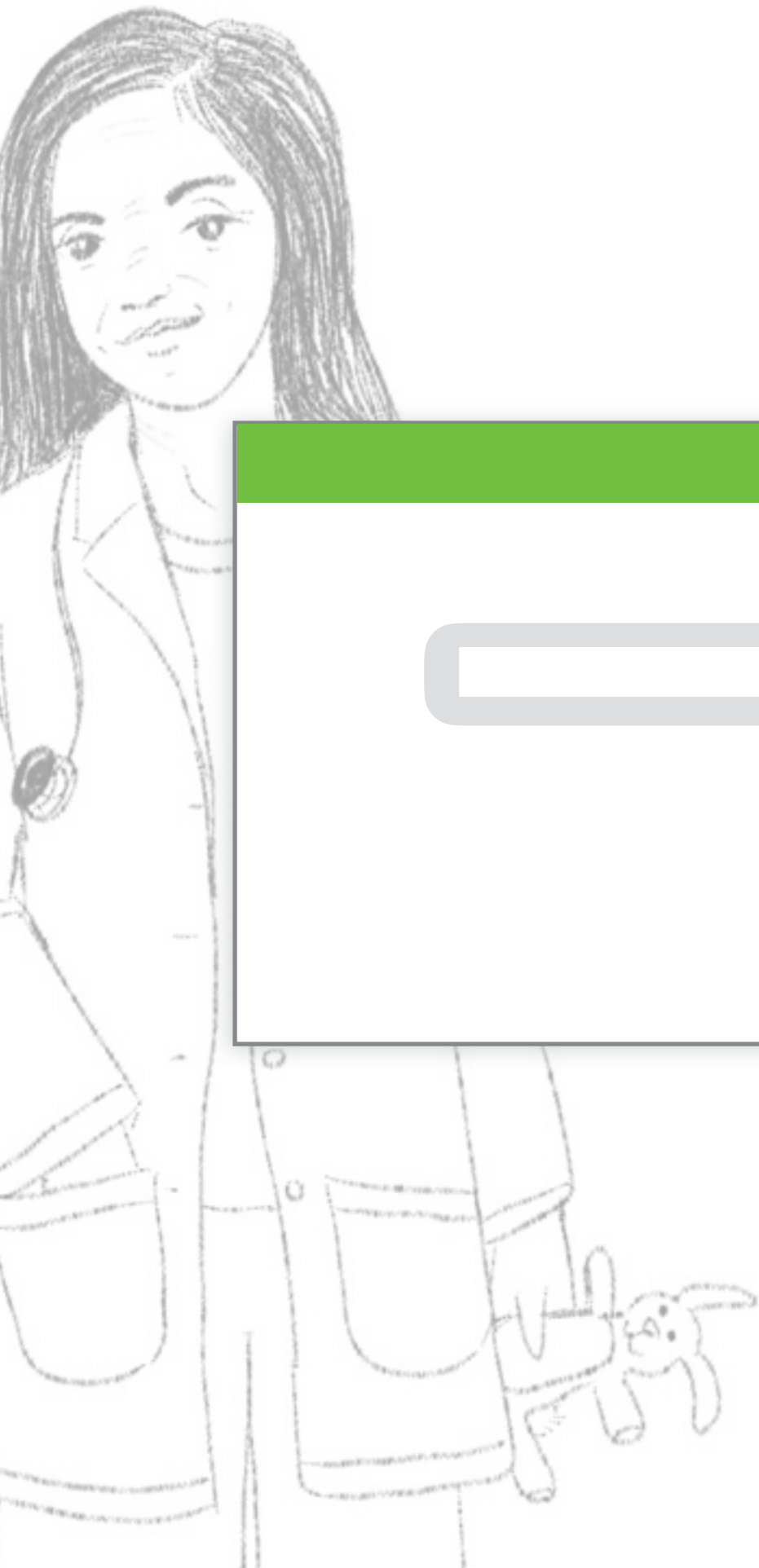
- **share an entire custom list of topics**, such as a folder of bookmarks, with specific groups of students or colleagues as required reading or procedure prep
- **receive reading suggestions** based on her most viewed topics
- see her **CME and MOC status at a glance**
- mark a topic to **read later**
- **change fonts and colors** for easier reading
- **customize her UTD homepage dashboard** to showcase her meticulously organized content and recommendations

# Meet Dr. Ray



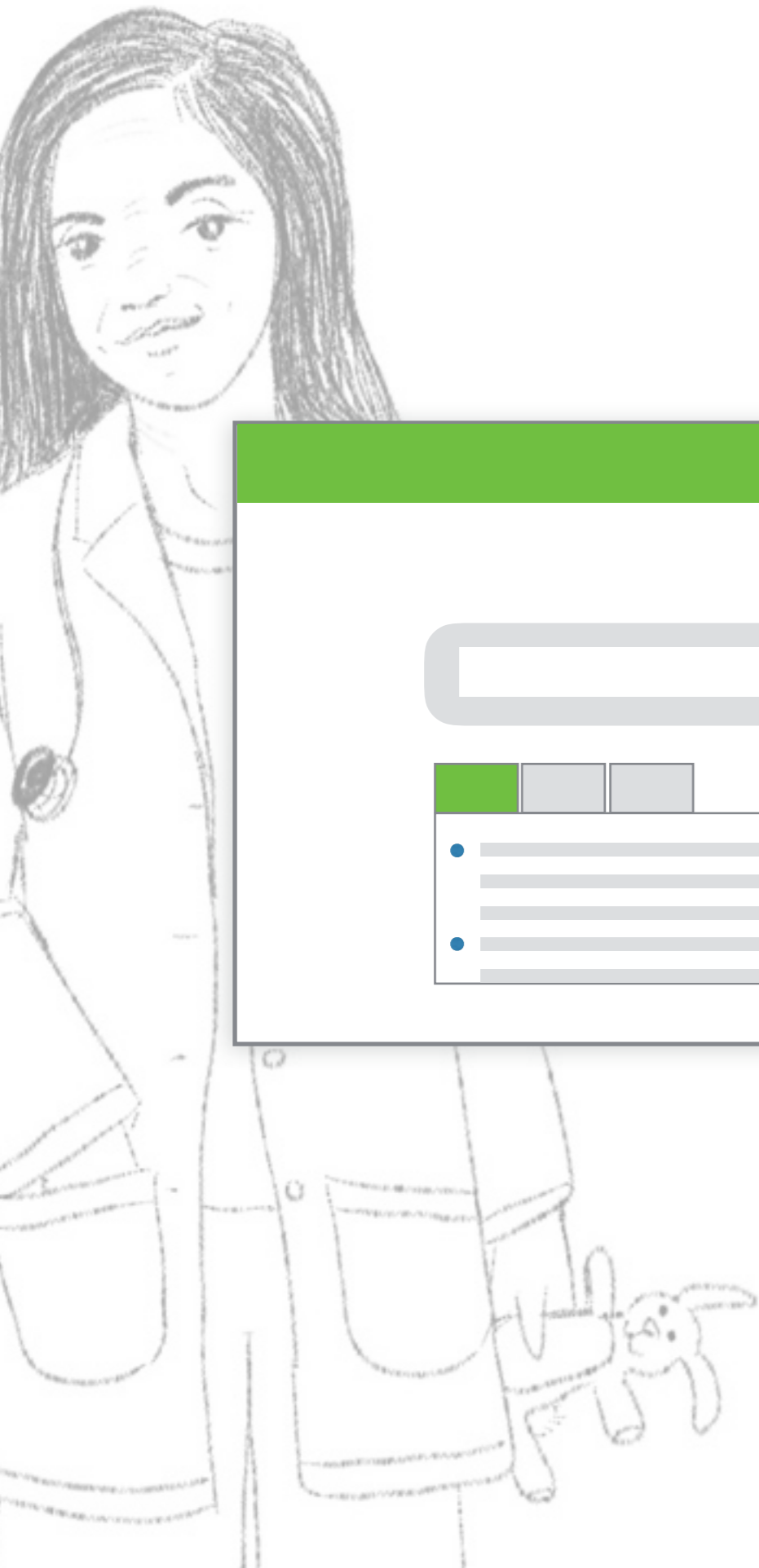


**Dr. Ray** is a pediatrician with an independent practice. She leads a small core staff and puts extra effort into staying on top of the latest news and updates within her specialty.



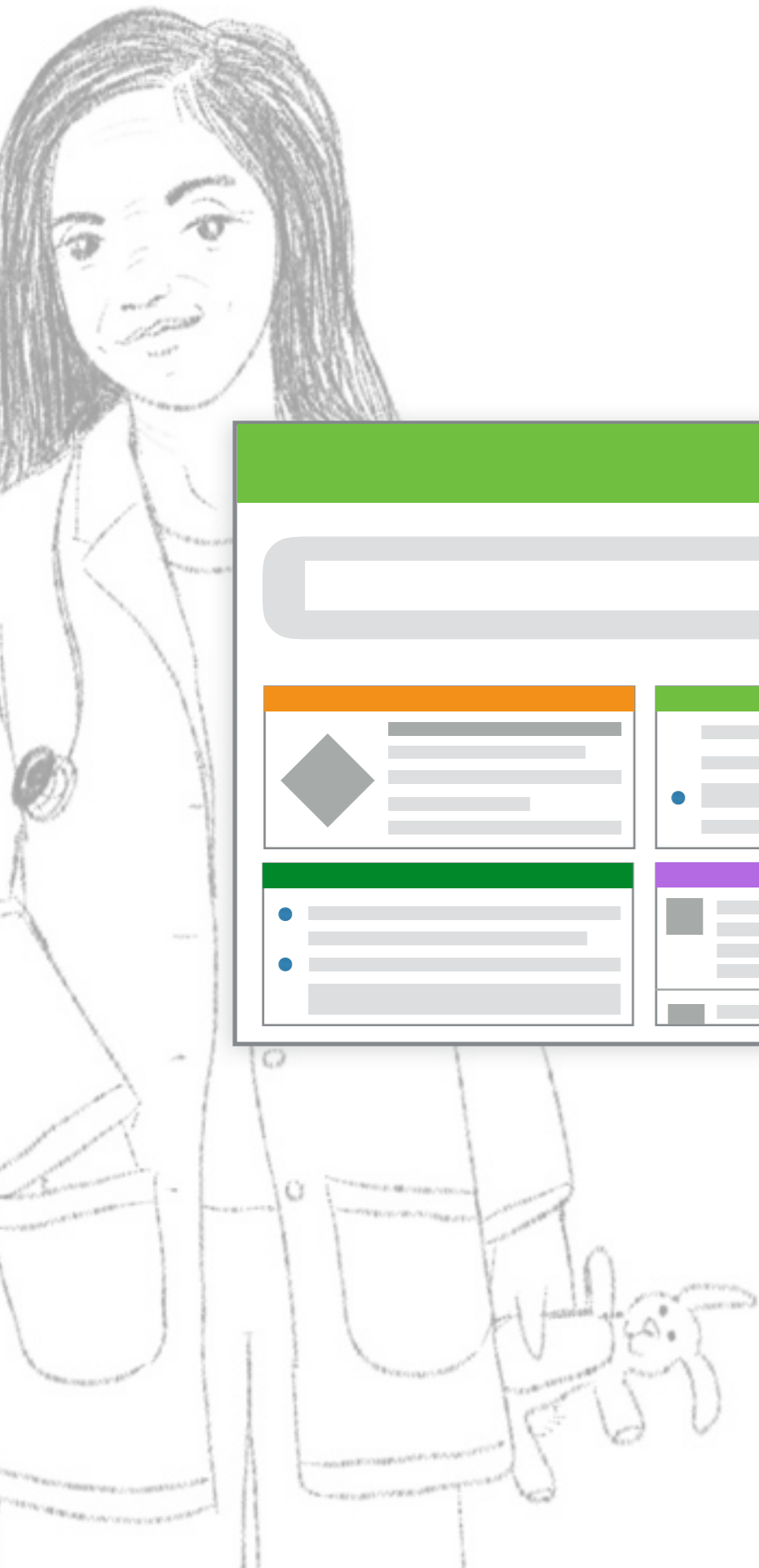
## **Dr. Ray uses UpToDate to stay informed.**

- she always filters for pediatric-specific search results
- she regularly hops between desktop and mobile UTD



Soon, Dr. Ray will be able to:

- **bookmark** topics and calculators specific to her specialty
- review her team's **most viewed** and **history** lists to track search activity within the practice

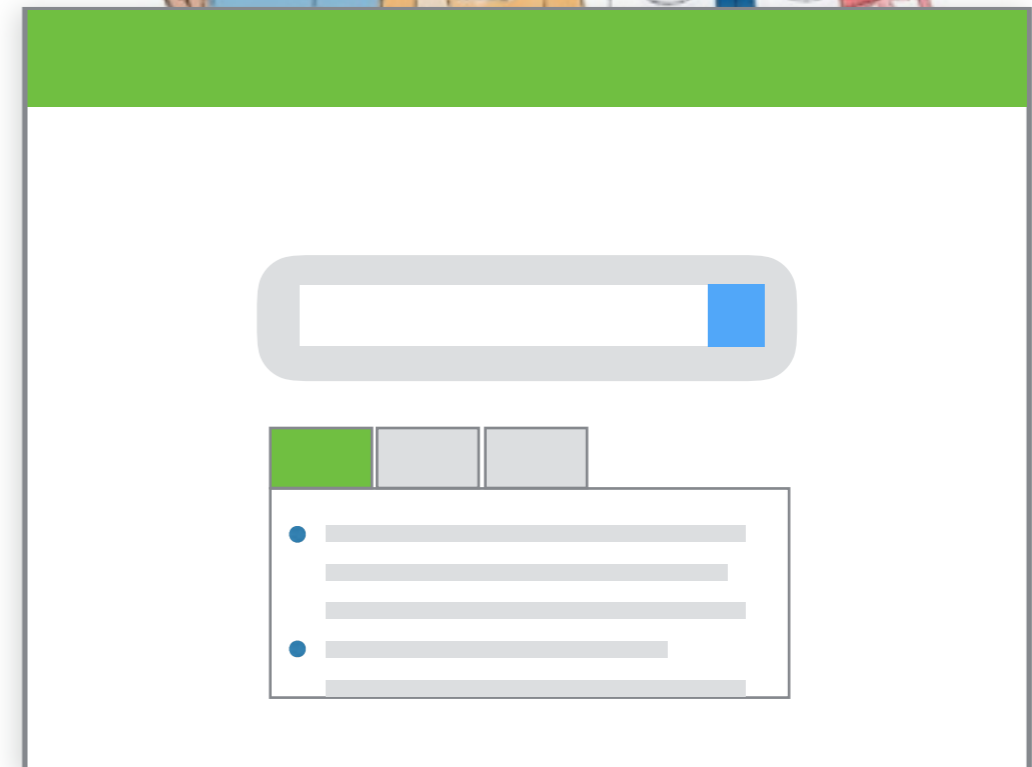


In the future, Dr. Ray could:

- see **trending topics** within her specialty
- mark her place within a topic so that she can come back and **pick up where she left off, across devices**
- see **personalized messaging** that shows pediatric-focused content only
- **customize her UTD homepage dashboard** to have specialty-related content presented front and center

# A Personalized Tomorrow

UpToDate users will see immediate benefits from the Personalization tools that will soon be available. We are starting with a simple set of foundational functionalities that will both enhance the user experience and pave the way for future developments. We look forward to seeing how the new tools delight our users.



# A Customized Future

We have lots of big ideas for ways to give users more options for customization. The homepage dashboard, which enables our users to consume UTD content and resources in the ways that work best for them, serves as a launching pad for further discussion and exploration of how to turn these big ideas into productive realities.



