

PHARMACY ENDOWMENT FUND

FORM D(1)

INTERIM PROGRESS REPORT FOR RESEARCH

SUPPORT GRANTS

Note: This Form D(1) is to be used only for an *interim* report on a research project that is still *in progress*. For a project that has been completed, use Form D(2). **All aspects of Report Forms must be typed.**

Purpose: In order for the Pharmacy Endowment Fund Advisory Board to meet its mandate effectively, it must be able to report on the distribution of funds and the outcomes achieved through the Pharmacy Endowment Fund grants. Consequently, all grantees must submit a progress report summarizing what has been achieved relative to the original objective(s), including budgetary details.

Deadline Date: The deadline date for submission of the Interim Report is:
October 15th

Instructions: Use your tab key to move through document.

1. **Grantee(s):** Glenn Rodrigues
2. **Title of research project:** Advancing the Drug Information Resources (DIR) Website
3. **Year support was granted:** 2013
4. **postal code:** 58 Quindora Crescent, Dartmouth, NS, B2W 6G4
5. **Phone and fax numbers of Grantee:**
Home: 902-422-0800 **Work:** 902-433-2121 Ext. 6 **Fax:** 902-465-6291
6. **E-Mail address:** Glenn.Rodrigues@target.com
7. **Period of support granted (click the appropriate no. of months of support granted)**
6 months ☐ 8 months ☐ 12 months
24 months ☐ Other (Specify no. of months): _____
8. **Amount granted for project:** \$8881.75

9. **Indicate in detail how much of the grant money has been utilized to date and reconcile this with the original budget:**

Student Salary – May – Aug 2013

Academic Student -	\$6142.50
General Fringe Benefits -	\$423.63

TOTAL	\$6566.13
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Net Balance -	\$2315.62
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Student Salary – Sep 2013 – Apr 2014

Academic Student -	\$1680.00
Poster/Promotional - Material	\$600.00

10. **Give a brief account as to what progress has been made in meeting the objectives of this project and whether the project is on target:**

Over the past 5 months the Drug Information Resources website has been relaunched on the Adobe CQ5 platform. In addition to transitioning the site to the new platform, several major revisions have been completed. These revisions were made in consultation with experts in therapeutic content, students that were potential users of the site and the Metropolitan Immigration Settlement Association (concerning a new page for International Pharmacy Graduates).

The biggest change was the addition of the Dal Access page. The page was created as a quick resource for practitioners. The page organized the references according to therapeutic category such as Pregnancy and Lactation, Natural Health Products, Evidenced Based Medicine, Drug Interactions etc. In addition, for those with access to the Dal Library, the page had direct links to the resources. Clinical tools for practitioners (eg. calculators, risk assessment tools, links to alerting services etc.) were also added to this page. The Evidenced Based Medicine link is a major achievement as it highlights resources in the 6S hierarchy of evidence. The images of the sources of evidence presented are active and can provide direct Dalhousie access to the resource. Evidenced Based clinicians can directly link to the most appropriate sources for their clinical questions. The Dal Access page is geared towards practitioners looking for ready access to information to support their practice.

A new page was also created to support immunization by pharmacists. The page has links to recommended resource and to alerting services with respect to pharmacist immunization.

Sub-categories for the existing links were created to collapse the resources in more user friendly groupings. This was done to ensure the categories were easy to navigate.

The transition to the new site did have its challenges as the site initially dropped from the top listing on Google for the search "Drug Information Resource". In the month ending Oct 15, 2013, the visits dropped from 9150 to 4964. It is now once again the top link for the search and the numbers are continuing to grow. While the absolute number of visits have fallen, the use of the site has improved significantly. As the school year began, the site was reintroduced to the students at the College of Pharmacy. The impact was immediately noticeable. The number of pages per visit has increased from 1.63 to 3.93. The average visit duration has increased from 2:07 minutes to 5:52 minutes. The quick exit rate (bounce rate) dropped from 72% to 27% and

the number of new visitors decreased from 58% to 19%. Those that have discovered the page are returning to the site.

11. Indicate what work is still required to be done to complete the project:

The challenge moving forward is to introduce the improved site to a larger audience. The remaining funds will be allocated for the student to maintain the links on the existing site (update newer links, add additional content and correct/eliminate dead links). In addition, the main growth strategy, will involve the student delivering a promotional campaign to introduce DIR to professionals that would value the information contained within the site (eg. Faculties of Medicine, Nursing, Dentistry, Researchers, Preceptors etc.) This strategy will take place through direct promotion to individual faculties, notification through Pharmacy Advocacy Boards and Regulatory Authorities, notification of Internationally Educated Pharmacists and through the creation of a short presentation that will be added the website. In addition a poster will be created to highlight the features of the site. The student will continue in his position for 2 days per month from September to April.

With the enhancements in place, in particular the creation of the Dal Access Page, we anticipate significant uptake in the use of DIR by clinicians. I would like to thank the Dalhousie Endowment Fund for their support of this project. The rollout to the student body at the College of Pharmacy was very well received and we anticipate strong growth through promotion to other health care providers.

12. Date of submission of report: Oct 15, 2013



13. Signature of grantee: _____

14. Date of receipt: _____

- Please e-mail electronic copy to dalpharmendow@gmail.com
- The Original Paper copy must be sent to Erin MacKenzie, Executive Director, Dalhousie Pharmacy Endowment Fund, Box 24042, Stratford, PE C1B 2V5 or courier 243 Keppoch Rd, Stratford, PE C1B 2J5

**Please submit 1 electronic copy & 1 original copy to be mailed
(3 hole punched).**