

CASE STUDY 3

EVALUATION OF SEARCHMEDICA.CO.UK

Research Objectives

SearchMedica.co.uk is a medical search engine specifically targeted towards General Practitioners within the UK. Medix UK has worked in partnership with CMPMedica helping in the roll out of the SearchMedica search engine. The most recent study was designed to assess the current performance of the search engine and to highlight areas for inclusion within the future developments of the search engine.

Methodology

As a result of our continued partnership with SearchMedica on this project Medix was able to invite respondents who had not participated in previous studies.

202 responses were obtained from those invited. A 98% acceptance rate was achieved. All responses were given online, using Medix software, including graphics and links to the SearchMedica search engine.

Results and Conclusions

The results obtained from the study were used by SearchMedica for the purpose of providing an impartial evaluation of their search engine. Furthermore, the results were used in a PR campaign based upon the findings of the study.

Lisa Taylor - CMPMedica

"I have used Medix-UK for a number of projects and have found the team helpful and professional. Medix have a strong online community of GPs which deliver fast effective responses to online surveys. We have found the survey completion times to be very quick and the reports are precise and easy to follow. I will be using Medix again for further research projects." – Lisa Taylor CMPMedica