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IU Medical Group

Developing an Innovative Search Tool

Business Situation:

The IU Medical Group (IUMG) is the practice group of over 950 physicians who are also the faculty at Indiana University School of Medicine. These physicians educate medical students and conduct clinical research in addition to administering patient care. As a result, they deliver the most advanced medical treatment available in Indiana. To continue expanding their number of patients, IUMG realized that they needed to make it easier for people to locate a qualified physician online. IUMG's existing online search tool was outdated, had limited functionality, and did not always produce accurate results. To remain a competitive medical practice, IUMG turned to Ambassador Solutions to create an updated and innovative search tool.

Solution Description:

Ambassador Solutions approached this project by considering the needs of the end-user. With the existing search tool, a person could only search for a physician using one of the following criteria: name, specialty, disease, or program. The search returned a laundry list of physicians which required the person to click on each listing to receive more information. Ambassador Solutions designed an innovative solution using a search strategy that is commonly used in the retail industry but was previously unheard of in healthcare. This faceted search solution allows the user to begin with a broad criterion, such as the specialty or location of the physician, and then drill down further with the results delivered. This allows the person to understand all of their options and easily find the best physician for their specific needs.

Technologies Used:

Custom .NET
Supported by Internet Explorer, Safari & Firefox

Benefits/Results:

IUMG is very pleased with the new physician search tool. Not only does it provide accurate results and additional functionality, but it also has an improved design and an enhanced user experience. The current and innovative search tool ensures that IUMG will continue to reach new and existing patients to support their growing practice.

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