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**ACCESS ANALYSIS AND
CONTENT RECOMMENDATION
IN HEALTH PORTALS AND APPLICATIONS:
THE CONCEPT**

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OUTLINE

- Main goal
- Current work
- Before implementation (design of standards and algorithms)
- Description of a data flow
- Implementation steps (storage, recommendation algorithm, analytical tool)

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Main goal is to create

**A tool which helps to
visitors of
healthcare portals**

NATIONAL REVIEW

- In-depth review of public web portals providing information on health care in the Czech Republic created by leading state institutions:
 - Czech Statistical Office (ČSÚ)
 - SIDC (SÚKL)
 - IHIS (ÚZIS ČR)
 - Ministry of Health of the Czech Republic (MZČR)
 - *Plus by academic and private subjects.*

INTERNATIONAL REVIEW

- Overview of
 - public national web portals providing information on health care in the EU countries.
 - Public international web portals summary information on EU countries.

CRUCIAL STEPS BEFORE IMPLEMENTATION OF A TOOL

- Definition of key attributes determining content relevancy.
- Design of a technical standard for collecting information from healthcare oriented portals.
- Find the way how to efficiently recommend a content to portals' visitors.
- Creation of a central repository where the underlying data will be stored.
- Designing a content recommendation algorithm.

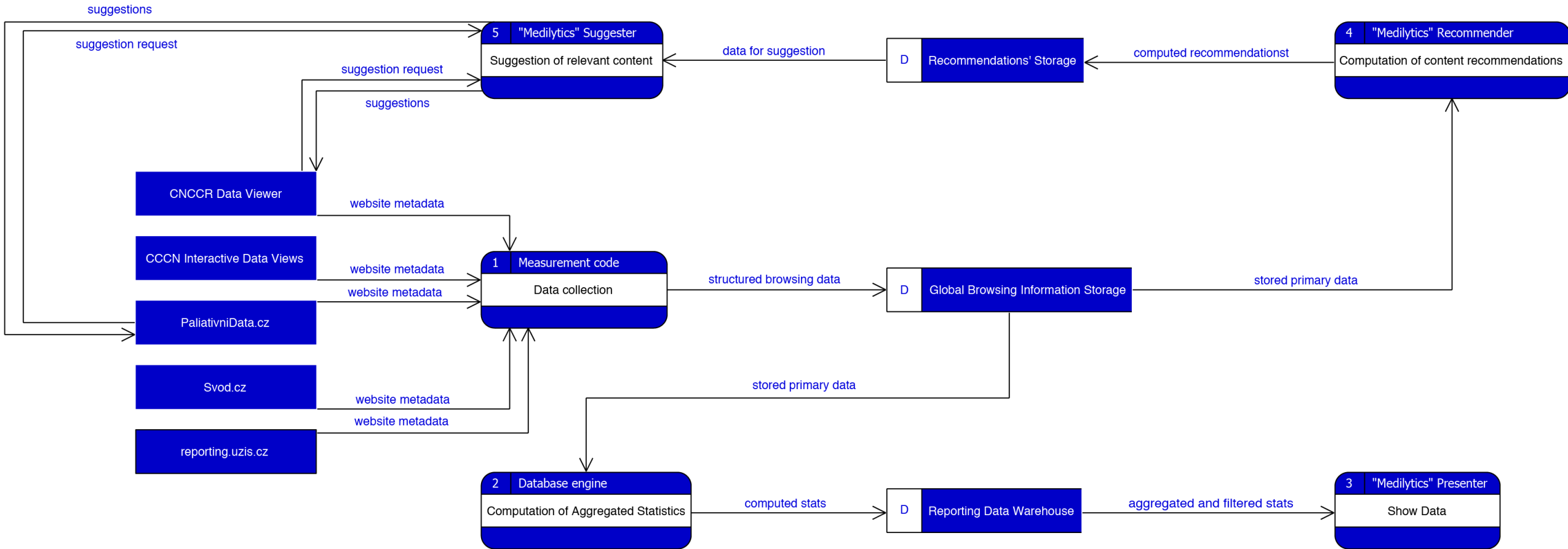
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DATA FLOW DIAGRAM



CRUCIAL STEPS DURING IMPLEMENTATION OF A TOOL

- Implementation of a technical standard for collecting information from healthcare oriented portals.
- Implementation of a content recommendation algorithm.
- Launch of the content recommendations in selected pilot portals in the Czech Republic and real-time testing.
- Traffic analysis in the selected pilot portals in the Czech Republic using the implemented tool and analysis of content recommendation.

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THANK YOU FOR YOUR
ATTENTION