**The Situation**

- GSX ‘S&P Reference Desk’ website was a valuable resource containing a rich source of information specifically collected for Statisticians and Programmers supporting clinical trials within R&D.
- Feedback from multiple sources (New Starters, Forums, Surveys etc.) indicated the website was now “clunky” and did not meet the expectations and demands of the end users.
- The main concerns focused on accessing information which was challenging and very time consuming, with considerable amounts of redundant information, collected as far back as 2001!
- Additionally, a lack of maintenance and oversight contributed to a decaying and unusable website.

An example page from the outdated ‘S&P Reference Desk’

- The business agreed a total overhaul of the old website was needed!
- The main focus of the new site would be better visibility of key information, promote easier sharing of information, improved navigation and an updated fresh website design to meet user demands.
- Topic pages implemented a uniform design across the website which enabled users to build familiarity of the structure and how information should be accessed. The key benefit of such an approach for users was accessing a completely new topic page would not be akin as navigation steps would be identical.

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**The Solution**

- GSX ‘S&P Reference Desk’ website was a valuable resource containing a rich source of information specifically collected for Statisticians and Programmers supporting clinical trials within R&D.
- Feedback from multiple sources (New Starters, Forums, Surveys etc.) indicated the website was now “clunky” and did not meet the expectations and demands of the end users.
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**Creating a Strategy**

To enable a systematic evaluation, integrate user feedback and ensure a “fit for purpose” solution, a robust strategy needed to be defined. As part of planning, a number of fundamental concepts were considered:

- How do we re-brand, update and energise the existing website?
- How do we enable our staff to access relevant information in a more effective manner, and enhance the user experience with regards to website navigation?
- How do we implement a robust maintenance plan to ensure information is current.
- How do we manage a change in behaviour within our staff to contribute towards information sharing further enhance the contents of a new website.

**To help address these questions four main strategy focus areas were considered:**

- Records and information management: S&P Reference Desk website to be totally restructured and re-branded, existing material reviewed, current information added and information gaps assessed.
- Points of contact and skills registry: Create up to date record of subject matter experts and points of contact, as well as update and record current skills of staff.
- Knowledge Sharing: Review approach to sharing knowledge of external courses, conferences, workshops and general experts.
- Social Media: Explore opportunities to utilise this to expand networks and knowledge within SPDS.

**Other Important points for considera**

- **SME’s as points of contacts for site pages enables more effective website feedback management.**
- **A key motivator/setting point for the site was the “4 CLICK OR LESS” principle, which allowed users to access information in 4 clicks or less!**
- **Easier mechanism for users to provide feedback.**
- **Subject experts now have control over the information made available to staff.**

**Maintenance**

- S&P Reference Desk has no defined and active maintenance plan.
- Updates to the website are performed on an ad-hoc basis.
- As a result the website has become cluttered, with new documents uploaded but redundant documents not actively removed.
- **An updated fresh website design to meet user demands.**
- **S&P now have a far more efficient way of information sharing!**

**Page Ownership**

- SME’s given ownership and accountability of their topic pages.
- Page owners were provided with a comprehensive and easy to follow ‘User’s Guide’, which detailed how to customise all aspects of their page.
- Page owners were made responsible for certain activities relating to the maintenance of their page.
- **A final consideration for the new website was, “How do we make the new site futureproof?”. An important strategy consideration was the ability of the SME’s to continually stay “up to date” and therefore remain as effective and targeted as the initial launch.**

**Impact**

- **SME’s have a far more efficient way of accessing information.**
- **Information management is now a key focus of the website, with a robust maintenance plan in place.**
- **Subject experts now have control over the information made available to staff.**

**Focus For The Future**

By placing the maintenance of the pages in the hands of the SME’s there were a number of advantages:

- SME’s are highly knowledgeable of the topic area and are well informed of which information is the most important for users and information that is redundant, due to changes in internally or externally.
- **Spreading accountability for the maintenance enabled efficiencies for the SPDS Info Hub team, as a single group was not responsible for all maintenance activities.**
- SME’s as points of contacts for site pages enables more effective website feedback management.
- **SME’s have a far more efficient way of accessing information!**

**Influence**

Since the launch of the info hub, there has been a lot of positive feedback. Other departments within GSX have even asked to replicate the website design for the purposes of information sharing!