CREATING A PRODUCT DEVELOPMENT ENVIRONMENT THROUGH TOOLS AND STRATEGY

JOY MOORE
STM E-PRODUCTION SEMINAR
1 DECEMBER 2011
Clients

The Journal of Bone and Joint Surgery
CHIEF PRODUCT STRATEGIST
What’s making a difference

- Semantics with a purpose
- Multi-format content integration
- Automated content tagging and loading tools
- Integrated UI design
What’s making a difference

Evidence-based product development
SEMANTICS WITH A PURPOSE
Two types of readers

A. People

B. Computers
The meaning of content is currently written for human understanding, not computers.

Semantics adds a layer of meaning to content, so that computers can make sense of it and build connections to it.

Semantic metadata answers the most important question of all for content producers and users: What is this content about?

*captured in a way that computers can process*
Semantic publishing terminology

- RDF
- SPARQL
- RIF
- XML Schema
- RDF Schema
- Semantic Web
- Classification
- Ontology
- Natural Language Processing
- Metadata
- Folksonomies
- Entity Extraction
- Tagging
- Taxonomy
- Controlled Vocabularies
- Atomization
- Linked Data
- Indexing
- Web 3.0
- Tag clouds
- OWL
- SKOS
What semantic technologies do

- Semantics provide a normalized, logical metadata layer to your content.
- They are used to classify and deconstruct narrative text into controlled topics, compounds, genes, people, events, places, reading levels, etc.
Content “atomization”
The Pathology of Social Phobia Is Independent of Developmental Changes in Face Processing

Karina S. Blair, Ph.D.; Marilla Geraci, M.S.N.; Katherine Korelitz, B.S.; Marcela Otero, B.A.; Ken Towbin, M.D.; Monique Ernst, M.D., Ph.D.; Ellen Leibenluft, M.D.; R.J.R. Blair, Ph.D.; Daniel S. Pine, M.D.


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Abstract
Relative to their respective age-matched healthy comparison groups, both adolescents and adults with social phobia showed a significantly increased response to emotional, but not neutral, facial expressions in the amygdala and the rostral anterior cingulate cortex. The observation of significant diagnosis-by-emotion interactions, but not diagnosis-by-age or diagnosis-by-age-by-emotion interactions, suggests that neural perturbations in adult social phobia, at least to emotional facial expressions, may represent persistent manifestations of abnormalities present in adolescence rather than the result of perturbed development.

Figures in this Article

Topics
emotion ; facial expression ; social phobia ; blood oxygen level dependent ; fear ; anger ; functional magnetic resonance imaging ; amygdala
The Pathology of Social Phobia Is Independent of Developmental Changes in Face Processing

Karina S. Blair, Ph.D.; Marilla Geraci, M.S.N.; Katherine Karelitz, B.S.; Marcela Tobin, M.D.; Monique Ernst, M.D., Ph.D.; Ellen Leibenzon, M.D.; R.J.R. Blair, Ph.D.


Abstract

Relative to their respective age-matched healthy comparison groups, both adolescents and adults with social phobia showed a significantly increased response to emotional, but not neutral, facial expressions of emotion, e.g., anger, fear, disgust, sadness, happiness, and surprise. The observation of significant diagnostic interactions, but not diagnosis-by-age or diagnosis-by-age-by-emotion interactions, suggests that perturbations in adult social phobia, at least to emotional facial expressions, may represent manifestations of abnormalities present in adolescence rather than the result of perturbations.
Semantic search

Equivalent concepts return a consistent result set
Integrated Content Experience

- Articles
- Figures
- Tables
- Multimedia
- Chapters
- Sections
- Figures
- Tables
- Multimedia
- Videos
- Podcasts
- Calculators
- Guidelines
- CME
- Quizzes

JOURNALS

BOOKS

ANCILLARY

Amyotrophic Lateral Sclerosis
- Lou Gehrig’s Disease
- Bulbar Motor Neuron Disease
- Creeping Palsy
- ALS
MULTI-FORMAT CONTENT INTEGRATION
Integrated portfolio

- Books
- Journals
- News
- Conference proceedings

- Guidelines
- Educational modules
- Patient literature
- Multimedia
Diagnostic Shifts After First Admission for Psychosis

Diagnosis of schizophrenia or bipolar disorder in the first episode of psychosis had remarkable stability over a decade in a study of over 450 patients. Nearly 90% of patients initially diagnosed with schizophrenia and 80% of those diagnosed with bipolar disorder retained that diagnosis. Many patients diagnosed with psychotic depression or other unspecified psychosis, as well as 15% of those initially diagnosed with bipolar disorder, were rediagnosed as having schizophrenia, generally because of increasing negative symptoms and poor psychosocial function.

Medical Care Management for Persons With Serious Mental Illnesses

This article describes a medical care management intervention for individuals with serious mental illness seeking treatment at a CMHC that showed positive outcomes complemented by decreased costs. However, despite the programs’ effectiveness, it was deemed financially unsustainable after the study grant lapsed because nearly 60% of the population served were uninsured.

Edited by Robert E. Hales, MD, MBA; Stuart C. Yudofsky, MD; Glen O. Gabbard, MD

Editorial Boards, Contributors, and Disclosure of Interests | Dedication | Foreword | Preface | Acknowledgments | Copyright, Citation, and Disclaimer

Expand All | Close All

Part I: Interview and Testing

Part II: Basic Science and Development

Part III: Psychiatric Disorders

Chapter 8. Delirium, Dementia, and Amnestic and Other Cognitive Disorders

Chapter 9. Substance-Related Disorders

Chapter 10. Schizophrenia

Chapter 11. Mood Disorders

Chapter 12. Anxiety Disorders

Chapter 13. Somatoform Disorders

Chapter 14. Factitious Disorder and Malingering

Chapter 15. Dissociative Disorders

Chapter 16. Human Sexuality and Sexual Dysfunctions

Chapter 17. Gender Identity Disorders and Paraphilias

Chapter 18. Adjustment Disorders

Chapter 19. Impulse-Control Disorders Not Elsewhere Classified

Chapter 20. Personality Disorders
APA Announces Candidates for 2012 Election

Three psychiatrists with extensive APA experience are nominated to compete for the post of president-elect in the next APA election.

BY CATHERINE F. BROWN

No Explanation for State Mental Illness Variations

Newly developed state-level estimates of the prevalence of mental illness show no consistent geographic patterns but some interesting state-by-state differences.

State MH System Tackles Stubborn Medical Challenge

An initiative using a Web-based tool for quality improvement, combined with local oversight of prescribing, reduces antipsychotic polypharmacy in state hospitals.

APA Lauds New Benefit, But Urges Psychiatric Consults

Annual primary care screenings for depression and for alcohol misuse are now covered by...
### Journal of Demonstrative Diseases

**Taxonomy:** Cortex | **Auto-Tag on Import:** True

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Drug-Eluting Stents or Bare-Metal Stents for Acute Myocardial Infarction

Percutaneous coronary intervention (PCI) for acute myocardial infarction reduces the rates of death and recurrent ischemia as compared with medical therapy. In current clinical practice, both drug-eluting stents and bare-metal stents are commonly used. However, the randomized trials supporting the approval of drug-eluting stents excluded patients with acute myocardial infarction. Randomized studies comparing drug-eluting stents with bare-metal stents in patients with myocardial infarction have been relatively small (300 to 700 patients per study) and have had limited periods of follow-up (typically 1 year or less). In these trials, drug-eluting stents reduced the need for repeat revascularization procedures to treat restenosis as compared with bare-metal stents, but there were no significant differences between the two types of stents in the rates of death or subsequent myocardial infarction at 1 year.

Observational studies comparing drug-eluting stents and bare-metal stents in patients with acute myocardial infarction have had conflicting results. One study suggested that among patients surviving myocardial infarction with ST-segment elevation, the mortality rate between 6 months and 2 years in those treated with drug-eluting stents was more than twice that in those treated with bare-metal stents.

We conducted a study on an unselected, population-based cohort of patients presenting with myocardial infarction who were treated with either drug-eluting stents or bare-metal stents. We sought to determine whether higher rates of death and recurrent myocardial infarction could be attributed to the use of drug-eluting stents rather than bare-metal stents among all patients, and specifically among those with and those without ST-segment elevation. Because the type of stent used was not randomly assigned, we used propensity-score matching to minimize bias.

Methods

[H1] SECTION TAGS (none)  AID: 600251

SECTION SUMMARY

Delete Selected
Drug-Eluting Stents or Bare-Metal Stents for Acute Myocardial Infarction

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Drug-Eluting Stents or Bare-Metal Stents for Acute Myocardial Infarction

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STATUS: Not Yet Approved

Topics:
- Cardiovascular Medicine

Delete Tags from Article
- absolute risk reduction
- acquired stenosis
- acute care
- acute coronary insufficiency
- acute myocardial infarction
- adult
- adverse effects
- American College of Cardiology
- antiplatelet agents
- attributable risk
- biases
- blood vessels

Delete Selected
INTEGRATED UI DESIGN
User interface design is only going to be successful with a solid understanding of the architecture and the product, and the product will only be successful with the appropriate UI.
Anxiety Disorders

Journal Articles

The Pathology of Social Phobia Is Independent of Developmental Changes in Face Processing
Karina S. Blair, Ph.D.; Marilla Geraci, M.S.N.; Katherine Korelitz, B.S.; Marcela Otero, B.A.; Ken Towbin, M.D.; Monique Ernst, M.D., Ph.D.; Ellen Leibenluft, M.D.; R.J.R. Blair, Ph.D.; Daniel S. Pine, M.D.
The American Journal of Psychiatry. 2011 November; 11(168):1202-1209

National Trends in the Antipsychotic Treatment of Psychiatric Outpatients With Anxiety Disorders
Jonathan S. Comer, Ph.D.; Ramin Mojtabai, M.D., Ph.D., M.P.H.; Mark Olfson, M.D., M.P.H.

Mental Health Service Use by Persons of Asian Ancestry With DSM-IV Mental Disorders in the United States
Su Yeon Lee, B.A.; Silvia S. Martins, M.D., Ph.D.; Katherine M. Keyes, Ph.D., M.P.H.; Hochang B. Lee, M.D.

DSM Library

DSM-IV-TR® Diagnostic and Statistical Manual of Mental Disorders >
Anxiety Disorders

Community News | October 21, 2011
Psychiatrist Studies Cycling as Route to Better Health

Professional News | October 7, 2011
Resilience Is Norm for Most Exposed to Trauma

Professional News | October 7, 2011
Campus Shooting Follow-Up Shows New Approach Needed

View All from Psychiatric News >

APA Practice Guidelines

TREATING PATIENTS WITH ACUTE STRESS DISORDER AND POSTTRAUMATIC STRESS DISORDER: A Quick Reference Guide

TREATING OBSESSIVE-COMPULSIVE DISORDER: A Quick Reference Guide
Increased Long-Term Survival of Posterior Cruciate-Retaining Versus Posterior Cruciate-Stabilizing Total Knee Replacements
Matthew P. Abdel, MD; Mark E. Morrey, MD; Matthew R. Jensen, BS; Bernard F. Morrey, MD

Background:
Considerable debate remains regarding the use of posterior cruciate-retaining or posterior cruciate-stabilizing designs for total knee arthroplasty... [more]

Medial Portal Drilling: Effects on the Femoral Tunnel Aperture
Morphology During Anterior Cruciate Ligament Reconstruction
Daniel Hensler, MD; Zachary M. Working, BSEng; Kenneth D. Illingworth, MD; Eric D. Thorhauer, BS; Scott Tashman, PhD; Freddie H. Fu, MD, DSc(Hon), DPs(Hon)

Instructional Course Lecture
Complications After Total Knee Arthroplasty
How to Manage Patients with Osteolysis
Giles R. Scuderi, MD

More from Knee

What's New in Orthopaedic Research
Lawrence V. Gulotta, MD; Daniel Wiznia, BS; Matthew Cunningham, MD, PhD; Lisa Fortier, PhD; Suzanne Maher, PhD; Scott A. Rodeo, MD
Evidence-based product development

► Pre-launch:

Analyse & Evaluate
Evidence-based product development

Post-launch:
Analytics & Experimentation
THANK YOU

joym@silverchair.com