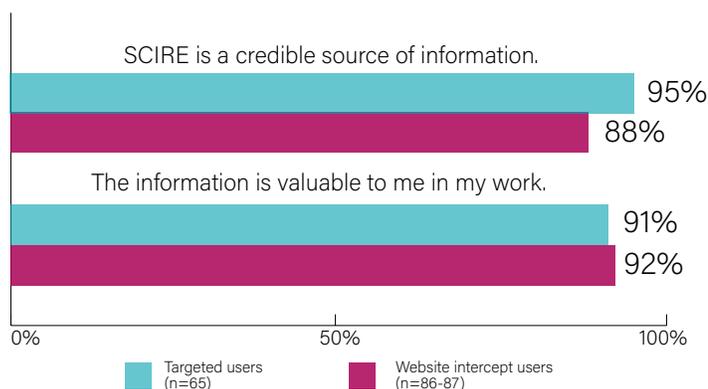


Evaluation of the Spinal Cord Injury Research Evidence (SCIRE) Project



SCIRE Professional is recognized by users as a highly credible brand providing valued content.

- Satisfaction among SCIRE Professional user base is generally high
- Website users also report being able to find what they are looking for on SCIRE Professional
- Most users reported that the information is presented clearly



There is a strong recognized need for a resource such as SCIRE Professional.

Out of those responding, 63% of website intercept users¹, 79% of target users², and 78% of article authors³ did not agree that there are **other sites that provide information similar to SCIRE Professional**.

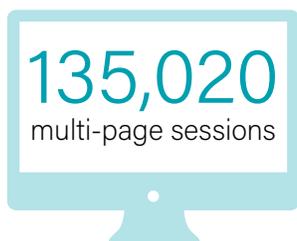
Respondents suggested that SCIRE Professional varies from other sites in that it is:

- Dedicated solely to spinal cord injury
- Targeted primarily at health care professionals
- Updated frequently
- Providing scientifically credible resources

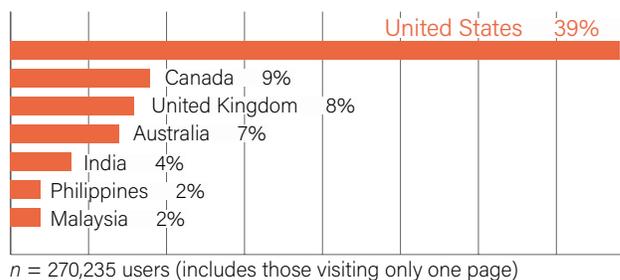


SCIRE Professional has managed to develop a significant user base.

Between September 11, 2016 and September 11, 2019, SCIRE Professional hosted:

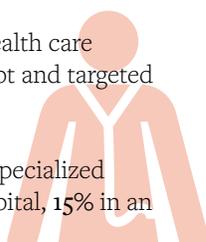


with an estimated 34,500 (returning users) to 111,800 (users visiting more than one page) unique users.

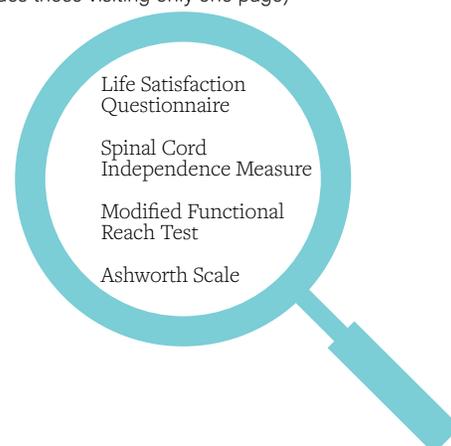


The existing user base consists primarily of health care providers: 67% and 62% from website intercept and targeted user surveys respectively.

57% of health care professionals worked at a specialized rehabilitation center, 43% in an academic hospital, 15% in an academic institution.



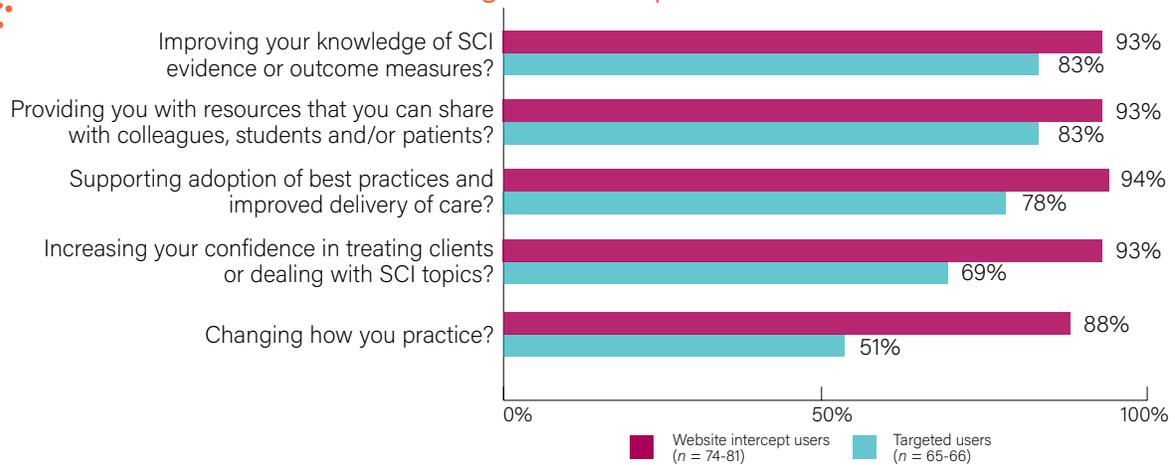
Top keywords (aside from SCIRE) searched on search engines:



¹ Users who filled out pop-up survey while browsing website
² Users and non-users invited to take survey
³ SCIRE Professional article authors

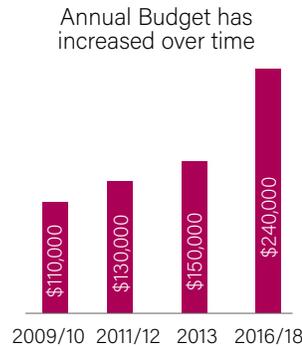


SCIRE Professional has a significant impact on its users.



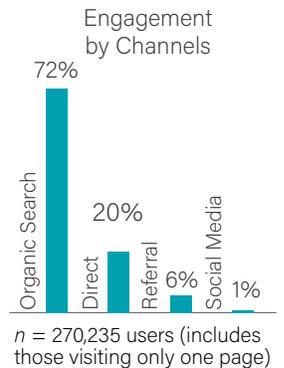
Use of the limited existing resources has been very effective so far.

- SCIRE Professional is mainly supported through grants from Praxis and ONF, as well as in-kind support.
- Its budget is small compared to other Knowledge Translation organizations.
- The efficiency of SCIRE Professional benefits from unpaid contributions from authors, members of the Executive Committee and academic faculty.



Relative to other sites, SCIRE Professional makes less use of social media.

- Organic searches had the highest number of uses but also the highest bounce rate and fewest page views.
- Only 1% of users engaged with the website via social media.
- Facebook was the most common social media that drove users to site.
- Users engaging from Twitter had the lowest bounce rate with the most pages used (three pages) and highest average session duration of about four minutes.



Recommendations

The major recommendations from the evaluation are:

1. Agree on a vision and model for SCIRE Professional moving forward
2. Develop and implement a funding strategy – diversify funding source
3. Assuming more funding is obtained – develop and implement a formal marketing strategy for SCIRE Professional; address issues with the mobile version of the site; and, broaden and improve the website’s content.

Methods: A variety of lines of evidence were used in completing the evaluation of SCIRE Professional from April 2019 to October 2019. These included 15 key informant interviews; surveys of 107 website intercept users, 155 targeted users and 26 authors and follow up interviews with 10 website users. Secondary data sources included document review on SCIRE and Praxis Spinal Cord Institute, Google Analytics as well as review of best practices in knowledge exchange.

About SCIRE Professional

The Spinal Cord Injury Research Evidence (SCIRE) Project launched in 2006. It is an international collaboration of scientists, health professionals and the community to provide systematic reviews of spinal cord injury research for health professionals and researchers. The aim has been to enable SCI Professionals to guide their practice based on current best evidence.

To learn more, visit www.scireproject.com.