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 users\(^1\), 79% of target users\(^2\), and 78% of article authors\(^3\) 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:

135,020 multi-page sessions

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.

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

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

- Life Satisfaction Questionnaire
- Spinal Cord Independence Measure
- Modified Functional Reach Test
- Ashworth Scale
Improving your knowledge of SCI evidence or outcome measures?
Providing you with resources that you can share with colleagues, students and/or patients?
Supporting adoption of best practices and improved delivery of care?
Increasing your confidence in treating clients or dealing with SCI topics?
Changing how you practice?

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.

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.