Developing Metrics for The National Cancer Institute Specimen Resource Locator

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SRL metrics

- SRL recruitment
- SRL website
- Social media
- NCI govDelivery
SRL Metrics

Establishing metrics helps to measure success over the lifetime of a project and factors that contribute to this.

• Identifying important NCI project metrics
  • Recruitment of biospecimen resources
  • SRL website visibility and accessibility
  • Marketing modalities
Identifying Metrics for Recruitment

• **Project category**
  - *Biospecimen Resources*

• **Metric name**
  - enrollment
  - recruitments
  - response

• **Metric definition**
  - # resources enrolled per month
  - # invitations sent
  - # responses
<table>
<thead>
<tr>
<th>Project Cat.</th>
<th>metric name</th>
<th>metric definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biospecimen</td>
<td>Enrollment</td>
<td>x # resources enrolled per month total resources entered</td>
</tr>
<tr>
<td>Resource</td>
<td>Recruitment</td>
<td>x# invitations sent per resource type</td>
</tr>
<tr>
<td></td>
<td>Response</td>
<td>x # responses</td>
</tr>
<tr>
<td></td>
<td>Profile page complete</td>
<td>x # profile pages completed</td>
</tr>
<tr>
<td></td>
<td>Rejected</td>
<td>x # rejected</td>
</tr>
<tr>
<td>Resource Type</td>
<td>x# NCI Cancer Centers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>x# Academia</td>
<td></td>
</tr>
<tr>
<td></td>
<td>x# NIH (non-NCI)</td>
<td></td>
</tr>
</tbody>
</table>
SRL Website Metrics
Identifying SRL website metrics

• SRL Report Page includes:
  
  ▪ Ability to query the SRL website
  
  ▪ Administrative reporting capabilities
    • status of approved request
    • # resources, # collections
    • resource type e.g. government, academia
    • search criteria performed by external investigators
SRL Report page

In order to view a report, please select a prepared report from the list of "Canned Reports" below or use the "Custom Reports" section to build a report. For custom reports, you may export your results to PDF. Please note that PDF exporting is not available on Internet Explorer 9 and below.

Canned Reports

- Accepted Resources Report

Custom Reports

Report
Resource Type

Type
Most Common

Number
5

Chart
Pie

Run Report  Export to PDF
SRL reporting capability

Canned Reports

- Accepted Resources Report

Custom Reports

<table>
<thead>
<tr>
<th>Report</th>
<th>Resource Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Most Common</td>
</tr>
<tr>
<td>Number</td>
<td>All</td>
</tr>
<tr>
<td>Chart</td>
<td>Pie</td>
</tr>
</tbody>
</table>

Resources | Resource Type | Most Common | All | Pie

- Other (12)
- Cancer Center (7)
- NCI Program (5)
- SPORE (5)
- NCTN (0)
- International Biobanks (0)
SRL website metrics

Summary

<table>
<thead>
<tr>
<th>Reported period</th>
<th>Month Aug 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>First visit</td>
<td>NA</td>
</tr>
<tr>
<td>Last visit</td>
<td>28 Aug 2017 - 15:57</td>
</tr>
</tbody>
</table>

Viewed traffic *

<table>
<thead>
<tr>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages (2.3 Pages/Visit)</th>
<th>Hits (6.35 Hits/Visit)</th>
<th>Bandwidth (71.33 KB/Visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>628</td>
<td>869</td>
<td>2,007</td>
<td>5,524</td>
<td>60.53 MB</td>
</tr>
<tr>
<td>[1.38 visits/visitor]</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Not viewed traffic *

<table>
<thead>
<tr>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,973</td>
<td>3,880</td>
<td>2,973</td>
<td>3,880</td>
<td>31.92 MB</td>
</tr>
</tbody>
</table>

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2017</td>
<td>335</td>
<td>551</td>
<td>2,287</td>
<td>11,494</td>
<td>91.91 MB</td>
</tr>
<tr>
<td>Feb 2017</td>
<td>294</td>
<td>493</td>
<td>2,052</td>
<td>4,936</td>
<td>62.81 MB</td>
</tr>
<tr>
<td>Mar 2017</td>
<td>354</td>
<td>598</td>
<td>2,520</td>
<td>5,205</td>
<td>62.80 MB</td>
</tr>
<tr>
<td>Apr 2017</td>
<td>374</td>
<td>624</td>
<td>2,431</td>
<td>5,153</td>
<td>62.59 MB</td>
</tr>
<tr>
<td>May 2017</td>
<td>386</td>
<td>601</td>
<td>2,507</td>
<td>4,952</td>
<td>62.38 MB</td>
</tr>
<tr>
<td>Jun 2017</td>
<td>447</td>
<td>677</td>
<td>2,324</td>
<td>5,154</td>
<td>66.71 MB</td>
</tr>
<tr>
<td>Jul 2017</td>
<td>568</td>
<td>768</td>
<td>1,953</td>
<td>5,047</td>
<td>51.83 MB</td>
</tr>
<tr>
<td>Aug 2017</td>
<td>628</td>
<td>869</td>
<td>2,007</td>
<td>5,524</td>
<td>60.53 MB</td>
</tr>
<tr>
<td>Sep 2017</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Oct 2017</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Nov 2017</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Dec 2017</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>3,386</td>
<td>5,191</td>
<td>18,121</td>
<td>47,465</td>
<td>521.56 MB</td>
</tr>
</tbody>
</table>
## SRL website metrics

<table>
<thead>
<tr>
<th>Visits duration</th>
<th>Number of visits</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0s-30s</td>
<td>690</td>
<td>79.4%</td>
</tr>
<tr>
<td>30s-2min</td>
<td>31</td>
<td>3.5%</td>
</tr>
<tr>
<td>2min-5min</td>
<td>21</td>
<td>2.4%</td>
</tr>
<tr>
<td>5min-15min</td>
<td>26</td>
<td>2.9%</td>
</tr>
<tr>
<td>15min-30min</td>
<td>35</td>
<td>4%</td>
</tr>
<tr>
<td>30min-1h</td>
<td>59</td>
<td>6.7%</td>
</tr>
<tr>
<td>1h+</td>
<td>5</td>
<td>0.5%</td>
</tr>
<tr>
<td>Unknown</td>
<td>2</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Number of visits: 869 - Average: 296 s
SRL Marketing Metrics
NCI Twitter

Search filters · Show

Who to follow · Refresh · View all

Trice Medical @TriceMedi...
Follow Promoted

Followed by lena badr abdelhamid and others
Aspen Security Forum @...
Follow

Followed by UPA and others
Hadeel Abu Mariam @HA...
Follow

Find people you know

Trends for you · Change

#ConversePublicAccess
Their show, their rules. Watch the first episode next week.
Promoted by Converse

#MondayMotivation
@WomensRunning and @Marine_Marathon are
TWEETING about this

NCI Treatment @NCItreatment · Jul 24
Research Resource: Centralized access to biorepositories of human biospecimens in NCI's Specimen Resource Locator: bit.ly/1Y2gpjF

Specimen Resource Locator
A SERVICE OF THE NATIONAL CANCER INSTITUTE

NCI Treatment @NCItreatment · May 10
At #ISBER2017 today, Joanne Demchok presents on recruiting biospecimen resources for NCI's Specimen Resource Locator specimens.cancer.gov

Rajan G @najarvg · 5 Mar 2016
Looking for #biospecimens for your #CancerResearch? NCI Specimen Resource locator can help
Twitter Metrics

**Capture effective tweets:**

- Tags
  - help to pull and sort tweets
  - NCI uses software “Traxcx to produce reports

- Likes and retweets count
  - track best and most liked tweet

- Impressions
  - measure user interaction (views) in a twitter feed

- # Followers

- # Profile clicks
NCI.govDelivery

- **NCI.govDelivery has two functions:**
  - Subscription service for NCI emails on various topics with 35,000 subscribers.
  - govDelivery is also an email marketing platform.
Having trouble viewing this email? View it as a Web page.

Cancer Information Highlights
From the National Cancer Institute
Updating you about cancer causes, prevention, screening, treatment, coping, and more

New from NCI

Finding Health Care Services

This page has been expanded to include information from the fact sheet “How to Find a Doctor or Treatment Facility if You Have Cancer,” which has been removed from the NCI website.

Risk of Heart Attack and Stroke May Be Higher after a Cancer Diagnosis

A new study suggests that a diagnosis of cancer can come with an increased risk of a heart attack or stroke in the months after being diagnosed.
govDelivery Metrics

- Use GovDelivery
  - Track email open and click rates.
  - Easily identify which links are getting clicked by target audiences, thus tracking what messages are resonating.

- These pieces of data help to measure success of a given email campaign.
National Cancer Institute - Bulletin Detail Report

193 Recipients

93% Delivered

0% Pending
7% Bounced
34% Open Rate
5% Click Rate

Email Delivery Stats

<table>
<thead>
<tr>
<th>Minutes</th>
<th>Cumulative Attempted</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>95%</td>
</tr>
<tr>
<td>5</td>
<td>95%</td>
</tr>
<tr>
<td>10</td>
<td>95%</td>
</tr>
<tr>
<td>30</td>
<td>98%</td>
</tr>
<tr>
<td>60</td>
<td>98%</td>
</tr>
<tr>
<td>120</td>
<td>98%</td>
</tr>
<tr>
<td>Delivery Metrics - Details</td>
<td>Bulletin Analytics</td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>193</strong> Total Sent</td>
<td><strong>886</strong> Total Opens</td>
</tr>
<tr>
<td><strong>180 (93%)</strong> Delivered</td>
<td><strong>62 (34%)</strong> Unique Opens</td>
</tr>
<tr>
<td>0 (0%) Pending</td>
<td>24 Total Clicks</td>
</tr>
<tr>
<td><strong>13 (7%)</strong> Bounced</td>
<td><strong>9 (5%)</strong> Unique Clicks</td>
</tr>
<tr>
<td>0 (0%) Unsubscribed</td>
<td>6 # of Links</td>
</tr>
</tbody>
</table>
Conclusion

- **Metrics - one size does not fit all.**
  - Learn what works
    - Review your communications efforts and calibrate content based on response.
  - Use metric results to track communication goals.
  - Use data to streamline and shape your messaging efforts moving forward.
It takes a village!

CDP
Irina Lubensky
Helen Moore
Jim Vaught

DCTD
Eileen Resnick (contractor)

Information Management Services (IMS contract)
Steve Marroulis
Kevin Meagher

NCI Office of Communications and Public Liaison
Meghan Byrne
Kevin Broun
Thank you !