



iSEEK Presents at 2009 AMEE Conference



Malaga, Spain – [iSEEK Medical](#) will present at the Association for Medical Education in Europe (AMEE) 2009 Conference, the leading international meeting in medical education, on August 29th, to announce their medical curriculum search tool.

“We are honored for the opportunity to present our collaboration with Penn Medicine® at AMEE and to serve the medical profession with our technologies,” says **Paul Edelblut, Vice President of iSEEK**. “Our partnership with the University of Pennsylvania will employ iSEEK to assist students and physicians in obtaining the most results from an online medical school curriculum.”

Through the collaboration of Penn Medicine and the use of the iSEEK Medical Searchblade, the has been able to deploy a unique program providing explicit access to more than 50GB of data in the Penn Medicine virtual curriculum. The program’s core is centered on the use of **the iSEEK Medical Searchblade**, which serves as an innovative technology providing targeted discovery and pulls from reputable and authoritative resources to produce relevant and meaningful responses to a query posed. The iSEEK Medical SearchBlade uses advanced linguistic, conceptual, and artificial intelligence technologies to allow for meaningful information retrieval with natural language rather than relying on keywords or pattern algorithms.

“This system enables medical professionals to obtain valuable search results, beyond typical keyword use leveraged in Search Engine Optimization (SEO)

Queen Sofia of Spain will serve as the Honorary President through September 2nd, the duration of the conference.

Revolutionizing the search industry, iSEEK™ turns the burdensome task of finding what you are looking for into an exciting and unique experience. Rather than popularity-based, statistical keyword search, iSEEK™ analyzes words and their conceptual and contextual meanings and relationships to guide users to the answers they are seeking. Information is intelligently and dynamically organized into iViews™, presenting actionable results in targeted sets of answers, topics, people, organizations, and more.

Revolutionary Searchblade™ and Targeted Discovery™ technologies further refine the search process, pulling information only from reputable and authoritative resources to produce relevant and meaningful responses to a query. Corporations, government organizations, and educational agencies through the world use iSEEK™, iSEEK Enterprise™, AnswerWorks™ and FreeAnswers™ to improve the link between intention and action of user search, creating more intelligent user/computer interactions.

The Challenge: Find Answers to Your Medical Questions Quickly

It sounds easy. But how often do you find yourself skimming through tens or even hundreds of search results to get answers to your medical questions? It happens to all professionals – we try to use a popular search engine to review current medical resources, only to have results returned to us that do not meet our needs. In place of high quality medical research, the results include advertisements, consumer-oriented information, and misinformation from dubious sources. There is no quality standard or means of targeting our needs as medical practitioners and researchers. Even PubMed gets lost in its own information overload.

The Solution: iSEEK™ Medical

Quietly revolutionizing the way clinicians search, iSEEK™ Medical turns the burdensome task of finding high quality, evidence-based, and clinically relevant resources into an exciting and unique experience. The natural language intelligence in iSEEK allows the engine to understand the meaning embedded in the questions you ask. While other search engines merely return any documents that match keywords, iSEEK™ Medical uses advanced linguistic, conceptual, and AI technologies to target the most relevant, useful, and meaningful results every time.

Authoritative

Gathered from peer-reviewed sources, government organizations, and other AACME approved content providers, iSEEK™ Medical Resources are selected for quality and continually reviewed by leading physicians. iSEEK™ Medical also searches these selective resources more deeply than traditional engines to produce the most specific and relevant results.

Intelligent

With iViews™, or “intelligent views”, you can instantly see the range of topics and medical subjects in the results. Analyzing every search and set of results for significant themes, the iViews™ replicate the first step of research and help to quickly identify relevant connections and information in the results. Further, iSEEK™ dynamic clustering and faceting enable you to interact with the results so you can target subsets of the information using the criteria that matter to you most. Just click on an iView™ of interest, and let the iViews™ automatic faceting help you drill deeper to define your set of relevant results.

Time Saving

Using iViews™ to navigate your search results, you can dig more deeply into your areas of interest faster and more effectively than skimming through page after page of flat results. Simply mouse over a result title to highlight the iViews™ associated with it, and discover whether it fits your needs before even visiting it. See whether a link leads to a medical journal article or a clinical trial. Review a result’s topics, MeSH tags, and publication date at a glance. Conduct more intelligent, extensive research through the taxonomies and contexts that are dynamically generated and linked in the iViews™, and always be assured that you are reviewing high-quality, authoritative results.

Personalized

Through the MySEEK™ searchable personal resource library, iSEEK™ enables you to save any result and quickly find it again later, whether at home, the office, or the clinic. With your MySEEK™ library, you can develop a comprehensive, customized set of resources for your professional interests and needs that you can access from any computer. Plus, with your personal MySEEK™ search, you can instantly locate and review your favorite resources — a necessity for any researcher, clinician, and healthcare provider at the point-of-care.

Source: iSEEK Medical