

BETTER

Healthcare Technology

FOUNDATION



Review of Website Traffic

Introduction

The Foundation's *betterhealthcaretechnology.org* website became operational in September 2018. It was officially launched during the October EPSM 2018 National Conference. ACPSEM members were invited to register to become subscribers and support the website as it was more firmly established.

Scope of the Website

Access to the website is so far unrestricted. It is open for any person globally to read the published BHT Website material. It's designed to provide news, regular posts and important information on medical technology.

The website has three main strands that cater for:

1. the community;
2. the profession; and
3. the Asia-Pacific region.

As explained on the website:

- *experts in the field provide up-to-date information on modern treatments for patients and public to understand;*
- *it's designed to provide an open forum and information service for the public, industry and medical professionals; and*
- *the Foundation supports APSIG to collaborate with RANZCR and ASMIRT to build capacity and access of radiotherapy in the Asia-Pacific region.*

The website also has a 'Pioneer and Archives' section which has proved to be popular. This section is essentially a growing information bank on past leaders in the profession and major achievements members of the profession have contributed to providing *better healthcare technology*.

Number of Visits and Viewers

By December 2018, approximately 80 members had subscribed to the website. The number has slowly increased to 110 by this September. But, even with such a small number of

subscribers, the number of views during 2 months at the end of 2018 and 9 months during this year, is a pleasing result (Figure 1).

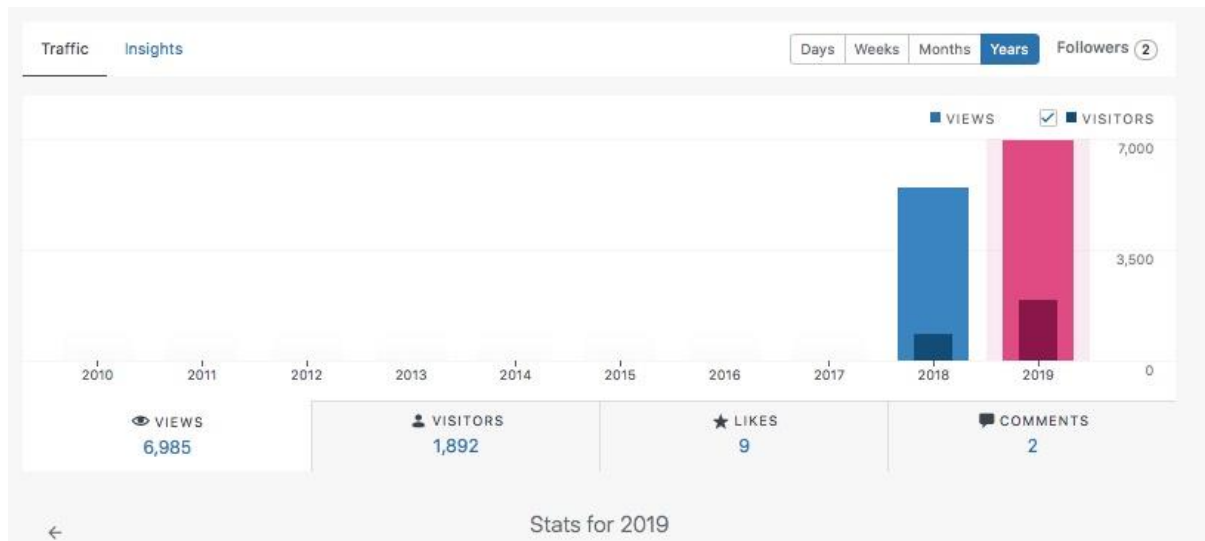


Figure 1 The number of visits and views for 2018 and 2019 respectively.

There were 5,400 views (840 visitors) in 2018 and 7,000 views by 1,900 visitors this year. The 2019 visitors averaged 4 pages viewed per visit.

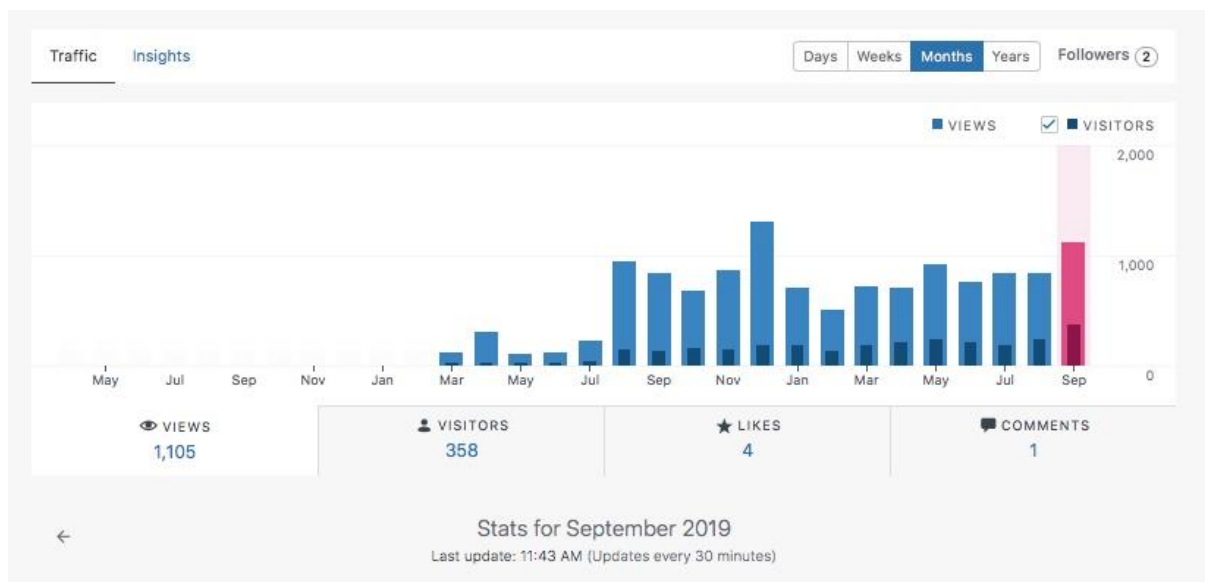


Figure 2 The monthly visits and views since March 2018 to September 2019.

Figure 2 indicates the monthly statistics. There's a fairly consistent 800 – 900 monthly views made by 300 - 400 visitors. In periods when a more popular article was posted the traffic peaked. For example, September had 1105 views by 358 visitors.

These figures project the current rate to be 2,500 visitors per year. There's plenty of potential for significant traffic increase as more and more people are attracted to the Foundation's website.

The posts emailed out show an average 35 – 40% response rate opening new posts.

Not all the visitors are subscribers. The website has visits from more than 80 countries.

The top six countries visiting *betterhealthcaretechnology.org* are:

Australia:	76.3%
USA	7.6%
New Zealand	3.8%
India	1.3%
UK	1.3%
Canada	1.1%

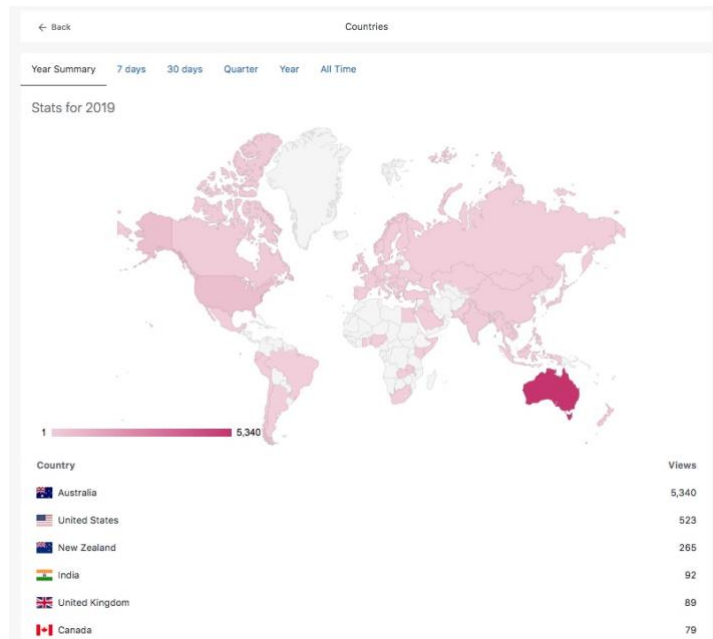


Figure 3 Website visits from other countries

The website has constant security protection that guards against attacks and it blocks blacklisted sites. It's not surprising to see that there are many blocks registered from Russia, Ukraine, China and North Korea. But it is surprising to see a significant number are from USA, Canada, Scandinavia and South America too.

Despite these blocks, visits from USA are still as much as 10% to what should be mostly reliable Australian subscriber visitors. There appears to be AAPM members visiting our site. I have received a request from them to use one of our photos showing a subscriber at work.

Website Material

Even though we have spent considerable time and effort developing an 'attractive' website to view and is easy to use, the most difficult task is keeping up publishing a regular supply of good quality articles. Without that, the website would wither and fail.

75 posts were published this year. There appeared to be a solid response for most of the articles published. There needs to be a transition from having to hunt for contributors on selected topics to there being members who want to be contributors.

Top 10 Articles Published for 2019

With so few regular visitors, the number of views for articles published still provides us valuable information on what was a popular topic as news and what were topics providing valuable information. The top views have occurred in all areas published on the website.

They are as follows:

1. Nicholas Hindley (educational: new scientific methods) 148
Deep learning and the Era of Artificial Intelligence: The birth of Artificial Intelligence (AI)
<https://www.betterhealthcaretechnology.org/deep-learning-and-the-era-of-artificial-intelligence/>
2. Anna Ralston (funding activity) 95
APSIG Beachside Dash Fundraiser 2019
<https://www.betterhealthcaretechnology.org/apsig-beachside-dash-fundraiser-2019/>
3. Lyn Oliver (new technology report) 78
Cancer Goggles for Surgery
<https://www.betterhealthcaretechnology.org/cancer-goggles-for-surgery/>
4. Ralph Nicholls (historical) 70
Boyce Worthley, Anti-Cancer Foundation of the Universities of South Australia
<https://www.betterhealthcaretechnology.org/boyce-wilson-worthley-bsc-hons-msc-ba-hons-fip-frachons/>
5. Lyn Oliver (patient information) 57 (also 117 in 2018 Sept – Dec 2018)
Radiotherapy: Megavoltage External Beam
<https://www.betterhealthcaretechnology.org/radiotherapy-megavoltage-external-beam/>

6. Lyn Oliver (patient information) 56
Prostate Cancer Overview
<https://www.betterhealthcaretechnology.org/prostate-cancer-overview/>

7. Abdarrahan Ceylan (APSIG assignment report) 50
Abdarrahan Ceylan in Ulaanbaatar, Mongolia

8. Jack Jellins (educational) 49
An Introduction to Medical Ultrasound
<https://www.betterhealthcaretechnology.org/medical-ultrasound-3/>

9. BHT (Historical Article) 47
Professor R H T Bates D.Sc.(eng.)(Lond.)
<https://www.betterhealthcaretechnology.org/professor-r-h-t-bates-d-sc-eng-lond-f-i-e-e-f-i-e-e-f-i-p-n-z-f-a-c-p-s-e-m-f-r-s-n-z-f-eng-m-e-a/>

10. Lyn Oliver (patient information) 43
Prostate Brachytherapy
<https://www.betterhealthcaretechnology.org/pert-4-brachytherapy-other-options/>

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3 October 2019