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Laboratory educational websites as facilitators of information exchange

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It is critical to have dynamic tools for the continuous exchange of information between laboratories to remain up-to-date with fast-paced changes in methodology. Educational laboratory niche websites can be facilitators for communication in an easily accessible form. Cloud computing opens a prospective opportunity to develop methodology oriented portals under the auspices of a healthcare facility's information technology division or a professional society. The website, "Grossing Technology in Surgical Pathology", which has existed since 2002, is an example of a laboratory educational niche website. The site concentrates on specific details of grossing processing while focusing on issues including safety and CPT coding questions. The website has active traffic, and it is well represented on search engine pages. The design of a laboratory educational niche website has particularities that distinguish it from a regular informational website. The main difference is in the website's composition. Three compositional components appear to be optimal: The basic contents of the site, its blog, and ancillary sections. A reasonable fragmentation of web pages (the "nested doll" principle) reflects the discrete character of the methodological laboratory material. Internal and external links contribute to the website's visibility on the Internet. Educational niche websites can be developed in different healthcare specialties, from radiology to heart surgery, for the real-time exchange of information between healthcare professionals. The aggregation portal opens up opportunities for interconnections between the niche websites, showcasing the diversity of methodologies, as well as accommodating links to manufacturers and related institutions that, when combined, create a viable professional network.

Biography

Izak B Dimenstein, MD, PhD is a physician specialized in pathology. After retiring from Loyola University Chicago Medical Center, where he worked as a grossing technologist, he is concentrating on methodology of the educational professional website's development. His profile and publications are on both his websites and at the *Meet the Site's Host* section.

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