

EOS International Case Study

Medical Technology Firm Needs Answers

EOS.Web Helps St. Jude Medical
Create an FAQ Database



St. Jude Medical specializes in medical research and technology, with an emphasis on the treatment of cardiac, neurological, and chronic disorders. With over 14,000 employees in over 100 countries, St. Jude's continuing leadership in the medical field makes them a source of research and information for the entire industry.

The library staff in their California office specializes in cardiac research, fielding questions from patrons on site as well as around the world. With many complex questions requiring a great deal of time to research, the staff was able to build an informal list of frequently asked questions and answers (FAQ) to eliminate a degree of repeat research. However, as the number of questions kept increasing, the library staff - led by Sandra Crumlish - realized they were answering the same questions over and over again. "We needed a formal solution to manage our FAQs that would allow us to not only catalog the questions, but the references within the answers as well," said Crumlish. EOS.Web's KnowledgeBuilder module, already a feature available in their EOS.Web system, provided St. Jude Medical a solution to their need.

Efficiency at Work

Due to their specialization in medical technologies and devices, St. Jude Medical's library fields a continuous stream of questions surrounding both the organization's products, as well as the conditions those products treat. Questions come in from St. Jude Medical staff and from patrons across the globe, resulting in a wide array of research questions for the library staff to field on an on-going basis. Answers to these questions require valuable resources to accurately and fully research, and many require citations from multiple locations. In order to avoid redundancy, the library began an effort to catalog and track the questions to allow quick access to the questions and answers without additional staff research time.

KnowledgeBuilder catalogs unstructured, non-MARC materials and integrates them into the larger library collection. For St. Jude Medical, this meant not only the ability to catalog their FAQ database, but to catalog the cited references and the answers as well. KnowledgeBuilder enables the staff to directly link the answers to the posed question in the library catalog, allowing patrons the ability to search the database for their question and answer before consulting a reference librarian. The new database of FAQs makes patrons more independent, freeing librarians' research hours for new questions and research topics.

“The implementation of KnowledgeBuilder in St. Jude Medical’s EOS.Web solution allows our patrons greater independence and increased the research resources available to answer unique questions from staff and outside users.”

*Sandy Crumlish,
Library Director
St. Jude Medical*

KnowledgeBuilder provides St. Jude Medical with the added benefit of additional flexibility and customization. New fields are set up based on how patrons search (rather than being a set of static, pre-set options), taking into account past search history in order to anticipate future patron questions. The library created a more customized search experience, and patrons found the library populated with terms specific to their industry and experience.

KnowledgeBuilder allows the staff to index each answer individually, allowing a full reference for each question’s entry in the larger library catalog. This, in turn, made the user experience more comprehensive and relevant.

Adding KnowledgeBuilder to EOS.Web provided St. Jude Medical additional Value to their EOS solution. The solution’s ROI further increased with the addition of KnowledgeBuilder, while establishing a stronger partnership between EOS and St. Jude Medical. Librarians and patrons alike benefit exponentially from the implementation of KnowledgeBuilder.



St. Jude Medical’s Integrity®
ADx XL DR Pacemaker

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