

CLINICAL PRODUCT WEB SITE EVALUATION CHECKLIST			
Product / Vendor: _____ Date Checked: _____		Final Site Score:	
Vendor Homepage (URL): _____		Poor Weak	
Product Web Page (URL): _____		Fair Good	
Excellent			
<i>QUESTION</i>	<i>ANSWER</i>	<i>HOW TO SCORE</i>	<i>Pts</i>
CONTENT			
AUTHORITY: 1. Is vendor's name and contact information available on each web page? 2. Is there an individual author for any of the information presented? 3. If an author, information about the author includes (pick <i>one</i>): a. Author's name? b. Name with author's credentials? c. Name with author's credentials and/or contact information? d. Does not apply — no author.. 4. If author's credentials are given, author is (pick <i>one</i>): a. Health care professional in area of expertise writing for clinicians. b. Other health care professional writing for clinicians. c. Health care professional writing for patients or health consumers. d. Technical expert on topic relative to the specific product. e. Other. f. Can't tell. g. Does not apply — no author or no credentials given..	¹ Y / N ² Y / N ³ A/B/C/ D ⁴ A/B/C/ D/E/F	<i>Y = +2 pts.</i> <i>N = -2 pts.</i> <i>Y = +2 pts.</i> <i>N = 0 pts.</i> <i>A or D = 0 pts.</i> <i>B = +1 pts.</i> <i>C = +2 pts.</i> <i>A = +4 pts.</i> <i>B = +3 pts.</i> <i>C = +2 pts.</i> <i>D = +1 pts.</i> <i>E = 0 pts.</i> <i>F = -2 pts.</i> <i>G = 0 pts.</i>	
CURRENCY: 5. Is information presented stable and relatively unchanging? If yes, answer question 6; If no, skip to question 7. 6. Most recent revision date is: (pick <i>one</i>) a. Within a day (see "I"). b. Within the last week. c. Within the last month. d. Within the last three months. e. Within the last half year. f. Within the last year. g. Longer. h. Can't tell. i. Date generated by server, does not apply to content. 7. Is information on a topic for which frequent updates should be required? If yes, answer question 8; if no, make sure you answered question 5. 8. Most recent revision date is: (pick <i>one</i>) j. Within a day. k. Within the last week. l. Within the last month. m. Within the last three months. n. Within the last half year. o. Within the last year. p. Longer. q. Can't tell. r. Date generated by server, does not apply to content.	⁵ Y / N ⁶ A/B/C/ D/E/F/ G/H/I ⁷ Y / N ⁸ J/K/L/ M/N/O/ P/Q/R	<i>Y = 0 pts.</i> <i>N = 0 pts.</i> <i>A = +3 pts.</i> <i>B = +3 pts.</i> <i>C = +3 pts.</i> <i>D = +2 pts.</i> <i>E = +2 pts.</i> <i>F = +2 pts.</i> <i>G = +1 pts.</i> <i>H = 0 pts.</i> <i>I = -3 pts.</i> <i>Y = 0 pts.</i> <i>N = 0 pts.</i> <i>J = +4 pts.</i> <i>K = +3 pts.</i> <i>L = +2 pts.</i> <i>M = +2 pts.</i> <i>N = +1 pts.</i> <i>O = +1 pts.</i> <i>P = 0 pts.</i> <i>Q = 0 pts.</i> <i>R = -3 pts.</i>	
<i>Total Number of Points For This Page (of 14 possible):</i>			

CLINICAL PRODUCT WEB SITE EVALUATION CHECKLIST, PG. 2

QUESTION	ANSWER	HOW TO SCORE	Pts
CONTENT, continued			
<p>INFORMATION STATUS:</p> <p>9. Is the copyright or proprietary status of the information clearly stated?</p> <p>10. Are restrictions on use (intellectual property issues) clearly stated?</p>	<p>⁹ Y / N</p> <p>¹⁰ Y / N</p>	<p>Y = +3 pts. N = -3 pts.</p> <p>Y = +1 pts. N = -1 pts.</p>	
<p>INFORMATION VALUE:</p> <p>11. Information on the product includes which of the following informational components (select as many as apply):</p> <p>a. Product name.</p> <p>b. Product description.</p> <p>c. Product components (for drugs, this should include generic name of each active ingredient) and/or manufacturing standards and specifications.</p> <p>d. Scientific/technical data on product.</p> <p>e. Product availability or purchasing/sales contacts.</p> <p>f. Product pricing.</p> <p>g. Accurate and honest product advantages and benefits to clinician.</p> <p>h. Accurate and honest product advantages and benefits to patient.</p> <p>i. Product risks, side effects, when not to use.</p> <p>j. Fair product comparisons with specific similar products.</p> <p>k. Unfair product comparisons with specific similar products.</p> <p>l. "Puffery" (ie. vague claims or comparisons to unidentified and unidentifiable competing products).</p> <p>m. Testimonials of identified relevant persons.</p> <p>n. Testimonials of unidentified or irrelevant persons.</p>	<p>¹¹ A/B/C/ D/E/F/ G/H/I/ J/K/L/ M/N</p>	<p>A = 0 pts. B = 0 pts. C = +3 pts. D = +3 pts. E = +1 pts. F = +1 pts. G = +1 pts. H = +1 pts. I = +2 pts. J = +2 pts. K = -3 pts. L = -3 pts. M = +1 pts. N = -2 pts.</p>	
<p>INFORMATION QUALITY:</p> <p>12. Are sources cited or credited for the data and information presented?</p> <p>13. Does a bibliography indicate that information has been published on the product, product testing, or product comparisons? [Only count the bibliography as appearing IF full citations given (meaning enough information for you to find the article or source).]</p> <p>14. If publications or sources are mentioned, was information (pick one):</p> <p>a. In the manufacturing or trade literature only?</p> <p>b. In the peer-reviewed research literature only?</p> <p>c. Both?</p> <p>d. Neither or can't tell?</p> <p>e. Does not apply — no sources cited.</p> <p>FOR #15-19 KEEP IN MIND A POSSIBLE CONFLICT OF INTEREST.</p> <p>15. Does information presented as factual appear to be accurate to the best of your knowledge?</p> <p>16. Does it appear that the vendor makes a sincere effort to present fair and unbiased information?</p> <p>17. Can you identify errors or significant omissions in the content?</p> <p>18. Do errors or omissions account for a significant percentage of the total information provided?</p> <p>19. Are opinions or misleading/biased information presented as fact?</p>	<p>¹² Y / N</p> <p>¹³ Y / N</p> <p>¹⁴ A/B/C/ D</p> <p>¹⁵ Y / N</p> <p>¹⁶ Y / N</p> <p>¹⁷ Y / N</p> <p>¹⁸ Y / N</p> <p>¹⁹ Y / N</p>	<p>Y = +3 pts. N = -3 pts.</p> <p>Y = +2 pts. N = -2 pts.</p> <p>A = -1 pts. B = +3 pts. C = +2 pts. D = -1 pts. E = 0 pts.</p> <p>Y = +1 pts. N = -3 pts.</p> <p>Y = +1 pts. N = -3 pts.</p> <p>Y = -1 pts. N = +1 pts.</p> <p>Y = -2 pts. N = +1 pts.</p> <p>Y = -3 pts. N = 0 pts.</p>	
Total Number of Points For This Page (of 31 possible):			

CLINICAL PRODUCT WEB SITE EVALUATION CHECKLIST, PG. 3

QUESTION	ANSWER	HOW TO SCORE	Pts
USABILITY			
GRAPHICS & DESIGN:			
20. Do all graphic elements include informational content? 21. If not (pick <i>one</i>): a. Most are content bearing. b. Some are content bearing. c. Few or none are content bearing. d. Does not apply — no graphics. 22. Does use of color enhance informational content? 23. Are any non-content bearing graphics animated? 24. Are there any flashing, scrolling, or otherwise visually distracting graphic or text displays? 25. Most graphics that are links include equivalent text links. 26. Most important information appears at or near top of screen, or has links at top of screen.	²⁰ Y / N ²¹ A/B/C/D ²² Y/N/n.a. ²³ Y/N/n.a. ²⁴ Y/N/n.a. ²⁵ Y/N/n.a. ²⁶ Y / N	$Y = +2 \text{ pts.}$ $N = 0 \text{ pts.}$ $A = +1 \text{ pts.}$ $B \text{ or } D = 0 \text{ pts.}$ $C = -2$ $Y = +1 \text{ pts.}$ $N \text{ or } n.a. = 0 \text{ pts.}$ $Y = -1 \text{ pts.}$ $N \text{ or } n.a. = 0 \text{ pts.}$ $Y = -1 \text{ pts.}$ $N \text{ or } n.a. = 0 \text{ pts.}$ $Y \text{ or } n.a. = +1 \text{ pts.}$ $N = -1 \text{ pts.}$ $Y = +3 \text{ pts.}$ $N = -3 \text{ pts.}$	
NAVIGATION:			
27. Were you able to find the product information needed easily from the main homepage of the site? 28. Does site include a Table of Contents, Site Map, or usable search engine? 29. Is a Help screen or section available for use of the site or search engine? 30. Does the page title appear in the top window bar? 31. Does the page title accurately describe content or location in site structure? 32. Does every page include a way to return to the homepage for the site? 33. Does site impair user's ability to return to previously visited pages (For example, is the browser's "Back" button grayed out)?	²⁵ Y / N ²⁶ Y / N ²⁷ Y / N ²⁸ Y / N ²⁹ Y/N/n.a. ³⁰ Y / N ³¹ Y / N	$Y = +3 \text{ pts.}$ $N = -3 \text{ pts.}$ $Y = +1 \text{ pts.}$ $N = -2 \text{ pts.}$ $Y = +2 \text{ pts.}$ $N = -1 \text{ pts.}$ $Y = +1 \text{ pts.}$ $N = -2 \text{ pts.}$ $Y = +2 \text{ pts.}$ $N = -2 \text{ pts.}$ $n.a. = 0 \text{ pts.}$ $Y = +1 \text{ pts.}$ $N = -2 \text{ pts.}$ $Y = -2 \text{ pts.}$ $N = 0 \text{ pts.}$	
SPEED:			
34. Web site or server was inaccessible: a) Never. b) Rarely. c) Only at peak use times (afternoon and evening in the USA). d) Three or more attempts on same day. e) On three consecutive days.	³² A/B/C/D/E	$A = +2 \text{ pts.}$ $B = 0 \text{ pts.}$ $C = -1 \text{ pts.}$ $D = -2 \text{ pts.}$ $E = -3 \text{ pts.}$	
<i>Total Number of Points For This Page (of 20 possible):</i>			

<p>ACCESS:</p> <p>35. Did you encounter any inactive or outdated ("dead") links?</p> <p>36. If so, do the dead links account for over 10% of the total?</p> <p>37. Is there a fee or cost for use of any portion of the web site?</p> <p>38. If so, is the fee or cost a fair charge for the value received?</p> <p>39. How does access to the information through this web site compare to the other available sources?</p> <p>a) Easier to find/use</p> <p>b) About the same amount of effort to find/use</p> <p>c) More difficult to find/use</p> <p>40. Would you visit this site again for this purpose?</p>	<p>³³ Y / N</p> <p>³⁴ Y/N/n.a.</p> <p>³⁵ Y / N</p> <p>³⁶ Y/N/n.a.</p> <p>³⁷ A/B/C</p> <p>³⁸ Y / N</p>	<p>Y = -2 pts. <u>N = +3 pts.</u></p> <p>Y = -2 pts. N or n.a. = 0 pts.</p> <p>Y = -1 pts. <u>N = 0 pts.</u></p> <p>Y or n.a. = 0 pts. <u>N = -2 pts.</u></p> <p>A = +2 pts. B = 0 pts. <u>C = -2 pts.</u></p> <p>Y = +5 pts. N = -5 pts.</p>	
Total Number of Points For This Page (of 10 possible):			

<i>Total Number of Points For Page 1:</i>	
<i>Total Number of Points For Page 2:</i>	
<i>Total Number of Points For Page 3:</i>	
<i>Total Number of Points For Page 4:</i>	
Total Number of Points For This Site (of 75 possible):	

SCALE	
< 35	POOR
36 - 45	WEAK
46 - 55	FAIR
56 - 65	GOOD
66 - 75	EXCELLENT