Navigating the New USP.org and USP-NF Microsite

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USP Website Redesign Project

Project Overview (18 months timeframe—comprises multiple phases)

- **Phase I – Research**
  - Surveyed internal and external stakeholders (random cross section of 1000 stakeholders from various focus areas, work sectors, regions of world, and levels of experience)
  - Online and in-person stakeholder and staff web organization exercises
  - Alignment with new branding
  - Web/technology best practices (third-party assessment of site, organizational needs and goals)

- **Phase II – Development**
  - Wireframe/architecture
  - Design templates

- **Phase III – Implementation/Launch**
  - Integration of USP technology – microsites, applications, functionality, backend management tools
  - Content migration (USP.org, USNNF and FCC microsites)
  - Launch in coordination with new USP brand
Key Changes

Moved compendial updates to a dedicated USP-NF site

- Goal - move updates to uncluttered online environment only for USP-NF content
  - Less toggling back and forth between USP.org and the USP-NF Online product site

- Part of larger publication initiative—launch of the next generation of the USP-NF Online
  - Soon there will be a more seamless environment for USP-NF with integrated compendial and product updates.

Overhauled content on USP.org

- New face of the organization’s brand and impact of work
- Organized by user focus rather than compendia
- Purged archive of old information to improve search and timeliness
Accessing the New USP-NF Microsite

There are multiple ways to access the new USP-NF microsite. From direct links:

- **New direct link:** [http://www.uspnpf.com/](http://www.uspnpf.com/)
- **Old link:** [http://www.usp.org/uspnf](http://www.usp.org/uspnf)

From **USP.org**:

- **On the Home page**
  - USP-NF
  
  Two New Notices of Intent to Revise (posted 29–Sep–2017)
  

- **In Products & Services**
  - Products
  - Reference Standards
  - USP-NF
  - Food Chemicals Codex

- **In various Our Work sections**

  - **Excipients**
    - Reference Standards
    - USP-NF

  Everything that goes into a medication serves an important purpose. Inactive ingredients are critical for a drug to be effective, making up to 90% of the medication. However, they can also cause great harm if their quality is poor. By creating standards for excipients, we play a key role in ensuring the
Content on the New USP-NF Microsite

When you click on any of those links, they will take you to the new USP-NF microsite. All of the content in this new environment was migrated from the old “USP-NF” section on the former usp.org website.
Advancing quality to help build a healthier world.
The New USP.org: New Navigation/Organization of Content

Content is organized by **user focus** and **current web best practices**, rather than by compendia or how USP is internally organized.

Improved the navigation functionality on the new site so visitors can now access more content directly through mega menus.
About - This is where you’ll find information about the organization, our mission, governing bodies, volunteer experts, leadership team, careers, etc.
Our Work - Content organized by user focus. Each section will typically highlight relevant standards updates, RS and publication releases, monograph donation needs, upcoming events and training, videos, etc.
Products & Services –
Previously labeled Store. Due to confusion with the actual iStore, we relabeled and organized content into three core buckets.

Most content was a direct pick up from the old site.
Events & Training - Features USP-sponsored courses, workshops, user forums, and expert committee meetings.

The new calendar offers expanded search filtering options—you can sort by topic, region, and event type. In addition, it now features information about events where USP leadership and staff may be presenting and/or exhibiting.
The New USP.org: New Content Areas

Our Impact -

▸ **Features stories** – showcases the public health impact of USP’s work. Gives a human face to what we do and why we do it.

▸ **USP Quality Institute** – builds an evidence base on the role of quality in protecting public’s health
Get Involved - Aims to engage/educate visitors about the 3 key ways they can get involved in USP’s work:

- Partner – explains how to donate monographs and reference standards
- Volunteer & Provide Input – provides details and links to our public online forums

The New USP.org: New Content Areas

- Partner
  - New or Revised Standards
  - Reference Standards
  - Compounding Monographs
  - Submission Guidelines
  - Donor Recognition

- Volunteer
  - How to Become a Volunteer
  - View Volunteer Opportunities

- Provide Input
  - Comment on Proposed Standards
  - Review Work Plans
  - Observe a Committee Meeting
  - Stakeholder Forums
The New USP.org: Access Reference Standards

There are multiple access points to purchasing/learning about RS on the new site:

- **On the USP.org Home page**
  - Reference Standards
  - Reference Standards Under Development List
    Updated (updated quarterly)

- **In various Our Work sections**
  - Home / Our Work:
    - Excipients
      - Reference Standards
      - USP-NF
      - Modernization & Priority New Monographs

- **Dedicated Our Work section**
  - Products & Services
    - Biologics
    - Chemical Medicines
    - Compounding Standards
    - Dietary Supplements & Herbal Medicines
    - Excipients
    - Food Safety & Integrity
    - Global Health
    - Harmonized Standards
    - Healthcare Quality & Safety
    - Reference Standards
    - Research & Innovation

- **In Products & Services**
  - Products
    - Reference Standards
    - USP-NF
    - Food Chemicals Codex

Excipients

Everything that goes into a medication serves an important purpose. Inactive ingredients are critical for a drug to be effective, making up to 90% of the medication. However, they can also cause great harm if their quality is poor. By creating standards for excipients, we play a key role in ensuring the purity of the whole drug. Our documentary standards set guidelines for quality in manufacturing, while our reference standards help manufacturers verify the quality of their excipient supply. At
The New USP.org: Other Access Points

- Careers – Links to usp.jobs microsite
- Store – Direct access to store login page
- Help (former Support area)
- FAQs: USP’s centralized FAQ bank
- Contact Us
- Login to online products, etc.
The New USP.org: New User-friendly Look for Help Area

To help users navigate the large amount of content and topics in the Help section, we created a user-friendly index. The content that the index links to is the same content that is on the old site under Support.

Browse Help Topics

Have a question? Need a point of contact? Browse our help topics below to find the information you need.

**Ordering & Customer Support**
- Customer Service
- Account Management Team
- Authorized Distributors
- Complementary or Replacement Products
- Credit Application
- Currency Change Request
- International Orders
- Ordering Controlled Substances
- Ordering Direct from USP
- Payment & Billing
- Reference Standards Quantity Discount (Online Only)
- Shipping & Delivery
- Special Instructions for Ordering Controlled Substances
- Terms & Conditions of Sale

**Scientific Support**
- Dietary Supplements
- Food Ingredients
- Harmonization
- Reference Standards
- USP-NF

**Technical Support**
- Food Chemicals Code: Forum Online
- Food Chemicals Code: Online
- MSDS Database Online
- Pharmaceutical Forum Online
- Technical Support Request Form
- USP Dictionary Online
- USP-NF Online
- USP-NF USB Flash Drive

**FAQ**
- FAQs regarding USP's organization, standards, standards-setting process, and other activities

**USP-U.S. Hotel Information**
- Information on lodging around USP's Rockville, Maryland location

**Need more help?**
- Contact Us
Questions

WebRequests@usp.org

Empowering a healthy tomorrow