

Business Goal	Core Topic	Topic Objects	Search Taxonomy
Help patients and their families	A medical service	Service provided Description Medical specialty Recovery time Side effects Providers Diagnosis	Disease Condition Diagnosis
Proactively share research, education, and knowledge	Outreach	Research topics Educational Opportunities General Health Info	Title of research study Researchers
Generate donations to help obtain priority equipment and fund programs, research and new facilities at the IWK.	Fundraiser	Location Time Sponsors Affiliations	Event Donations
Build a reputation for excellence in the Maritime community	Patient and family testimonials	Interview/videos Statistics Community recognition Professional credentials	Testimonials Reviews/Ratings Experience