

OLA Super Conference 2014

Promoting a hospital library: from e-books to 'information prescriptions'

Presenters:

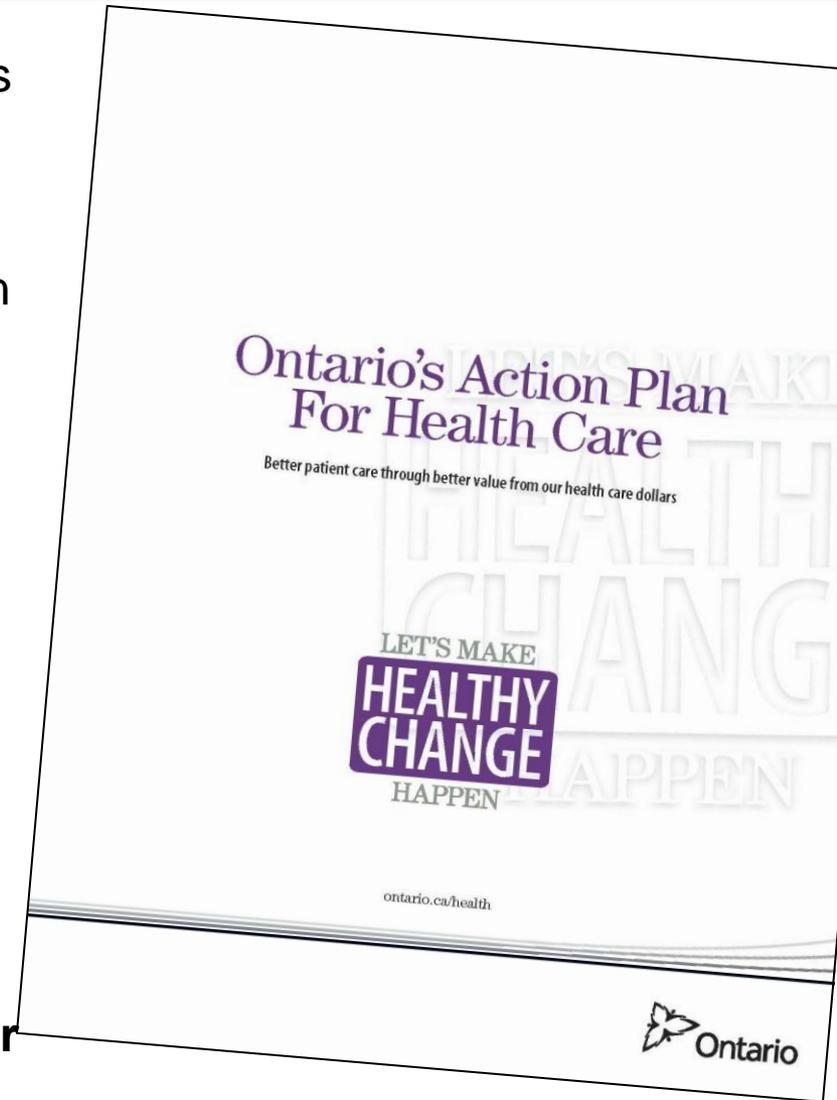
Bill Hamilton and Natalia Tukhareli

Outline

- ❑ Introduction: 'House of Rouge'
- ❑ Background: RVHS Strategic Plan Overview
- ❑ Health Sciences Library profile and reasons for renovation
- ❑ Marketing campaign: objectives, strategies, and the implementation
- ❑ Information need assessment: an internal survey
- ❑ On-site visits to health libraries within GTA: findings
- ❑ Consumer Health Information: literature review highlights
- ❑ 'Information on Prescription' program at RVHS: an overview
- ❑ Q & A

Our Imperatives

- “*Ontario’s Action Plan for Health Care*” guides **health care reform** in our province and community.
- The plan is patient focused, with emphasis on delivering:
 - ✓ **Better access;**
 - ✓ **Better quality; and**
 - ✓ **Better value.**
- The goal is a quality health care system that is **more responsive to patients and delivers better value for taxpayers.**
- The Minister of Health: **protect and strengthen health care, so it’s there for our children and grandchildren, just as it is there for us.**



House of Rouge



Alignment

RVHS LEADERSHIP

Board of Directors

Management, Staff and Volunteers
Physicians and Physician Leadership

OUR MISSION

To provide the best health care experience for our patients and their families.

OUR VISION

To be the best at what we do.

OUR VALUES

- Accountable for our resources, our services and our behaviours
- Responsive, respectful and caring to our patients, colleagues and community
- Value the diversity of our organization and community
- Honest and trustworthy
- Strive for innovation and high performance and committed to continuous learning

www.rougevalley.ca

Strategic Plan ON-A-PAGE 2011-2014



Rouge Valley
HEALTH SYSTEM



The best at what we do.

To be the best at what we do, we will:

- Work as a Team (Board of Directors, Senior Management, Physician Leaders) with all staff, physicians and volunteers
- Live our values every day, all day
- Relentlessly focus on Quality Care, Patient and Staff Safety delivered in a Healthy Workplace
- Plan and deliver our services within the context of the Central East Local Health Integration Network's plans and priorities
- Deliver our services within the fiscal resources available to us
- Deliver the following core services at both of our acute care campuses at Rouge Valley Centenary and Rouge Valley Ajax and Pickering:
 - 24/7/365 emergency departments supported by...
 - 24-hour anaesthetic coverage
 - High-dependency units (such as ICU)
 - General surgical capacity
 - Community-level obstetrical and paediatric services
 - General medical and geriatric services
 - Some rehabilitation and mental health services
 - Centres for diagnostics, treatment and ambulatory care

OUR STRATEGIC DIMENSIONS



OUR NEW STRATEGIC DIRECTIONS

We will focus on what is important to our patients by:

- Providing friendly, caring, quality service to all our patients and their care supporters all of the time
- Delivering timely access to our services for our diverse communities
- Identifying and connecting to family physicians and other community-based care providers to improve co-ordination of care within the system

We will help to build a system of care that meets the needs of our community by:

- Supporting a regional approach to the delivery of health care services as identified in the Central East Local Health Integration Network Clinical Services Plan:
 - Cardiac Services as a designated, integrated regional provider
 - Mental Health in collaboration with other providers
 - Maternal/Child through seamless access and integration
 - Pediatrics as an advanced Centre and LHIN wide resource
- Capitalizing on our existing expertise to grow:
 - Orthopedics through seamless access and integration
 - Women's Health as a comprehensive and accessible user friendly service
 - Cancer Services as an integrated delivery model
 - Geriatrics as a specialized focus in the context of a hospital-wide senior-friendly environment
- Identifying and promoting opportunities for internal and external collaboration which enhance quality through access to care, service excellence, team engagement and fiscal responsibility

We will strengthen our organization to be the best at what we do by:

- Delivering and measuring care at each campus to ensure consistent high quality
- Organizing services at each campus consistent with unique community needs and the availability of resources
- Building on the strengths of our people in order to:
 - Be recognized by our staff and peers for the healthy workplace we develop
 - Be seen by our industry as leaders in Lean management
 - Transform through innovation, learning and continuous improvement

February 22, 2011

2011-2014 Strategic Plan for Human Resources

We support the delivery of high quality patient care by providing our clients with expert, responsive, respectful and innovative Human Resource services in a healthy, safe, diverse and engaged workplace.

Board of Directors

Management, Staff and Patients
Physicians and
Physician Leadership

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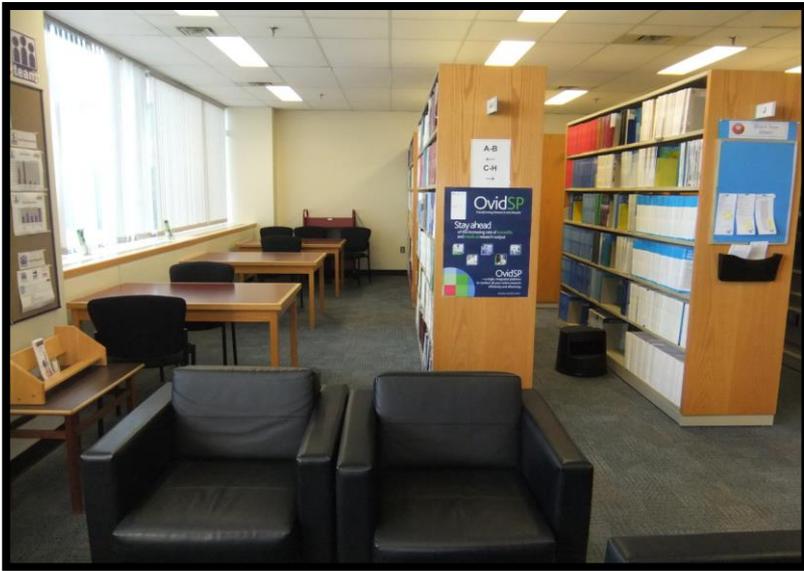
- Accountable for our resources, our services and our behaviours
- Responsive, respectful and caring to our patients, colleagues and community
- Value the diversity of our organization and community
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- Strive for innovation and high performance and committed to continuous learning

Our Strategic Initiatives		Timing
<p>The HR portfolio will support the development of a culture of service excellence by:</p> <ul style="list-style-type: none"> • Modeling and delivering excellence in customer service • Providing tools, expertise, training and coaching in the delivery of quality customer service that consider diversity and accessibility. • Evaluating technology options that create solutions and enhance the delivery of efficient, accurate and comprehensive portfolio services 	<p>Health Science Library Promotion program</p> <ul style="list-style-type: none"> • Health Sciences Briefing Note: Q1 2012 • Literature review of recent publications on medical libraries • Review of similar hospital libraries within the GTA • Internal library survey of physicians and staff of RVHS 	<p>2011 - 2014</p>
<p>We will support access to quality patient care by:</p> <ul style="list-style-type: none"> • Recruiting and retaining the best talent in a timely, cost-effective and efficient manner • Utilizing Lean tools and principles to effect continuous quality process improvement in HR portfolio practice. • Supporting leading edge knowledge management through provision of electronic library information systems. 	<p>Lean Principles in Practice:</p> <ul style="list-style-type: none"> • Yearly PBCs for manager • A3 on Library Services <ul style="list-style-type: none"> • Physical space • Library collections • Library services • Tom Leon Centre (Consumer Health Resource Centre) • Staffing • Performance Trending Board • Idea board • SWOT analysis • Quarterly 6S • Team Rounding 	<p>2012 - 2014</p>
<p>We will develop business partnerships with our clients to support attainment of mutual strategic goals by:</p> <ul style="list-style-type: none"> • Implementing strategies to support a safe, healthy, accessible and high-performing work environment. • Evaluating, improving and promoting our employee recognition program(s) • Developing and operationalizing a robust talent management strategy that fosters innovation, engagement and considers future workforce succession requirements • Evaluating and recommending improvements to performance review systems 	<p>Information on Prescription Program:</p> <ul style="list-style-type: none"> • Program design and implementation • Promotion • Evaluation 	<p>2013 - 2014</p>

Organizational Learning, Development and Health Science Library Profile

Our organizational learning strategy incorporates:

Organizational Learning Programming	Tuition Reimbursement
Organizational Development	Non Clinical Co-op Placement Program
Library and Resource Centre	Face to Face and Distance Conferencing
Special Events	



2011-2012 Health Sciences Library Profile

- **In 2011**, the library served 3,138 users at two sites, including Rouge Valley Centenary and Rouge Valley Ajax
- Facility: 3 rooms (4 reading tables and 3 work-stations) located on the 2nd floor of the Margaret Birch Wing at the Centenary Site
- Staffing: 1 PT Librarian and 1 PT Library Technician
- Collection: 700 print books, 182 print journals, 53 e-journals, 21 e-book; 2 special collections
- Services: literature searches; article requests; training on databases and information resources; current awareness; computer access 24/7; photocopying
- Supports the Tom Leon Health Resource Center (TLHRC)

Health Sciences Library Renovation Project

Reason for Improvement

Place

Collection

Services

Health Sciences Library Renovation Project

Goal: to increase the value provided by the library by tailoring the library' physical space, collections and services to the information needs of its users.

Action Plan:

- Literature review
- On-site visits to similar libraries
- Revision of current collections and services
- Information needs assessment: a survey
- Relocation and re-design of a physical space

Marketing in Health Libraries

- ❖ “Many librarians do not see themselves as marketers, but marketing is an essential role for hospital librarians. It is incumbent upon hospital librarians actively to pursue ways of reminding their customers about library services.”

Bridges, J. (2005). Marketing the Hospital Library. *Medical Reference Services Quarterly*, 24 (3), 81-92.

- ❖ “Librarians have a responsibility to raise awareness of their services through developing their marketing activities, promoting services, tailoring marketing to users’ needs.”

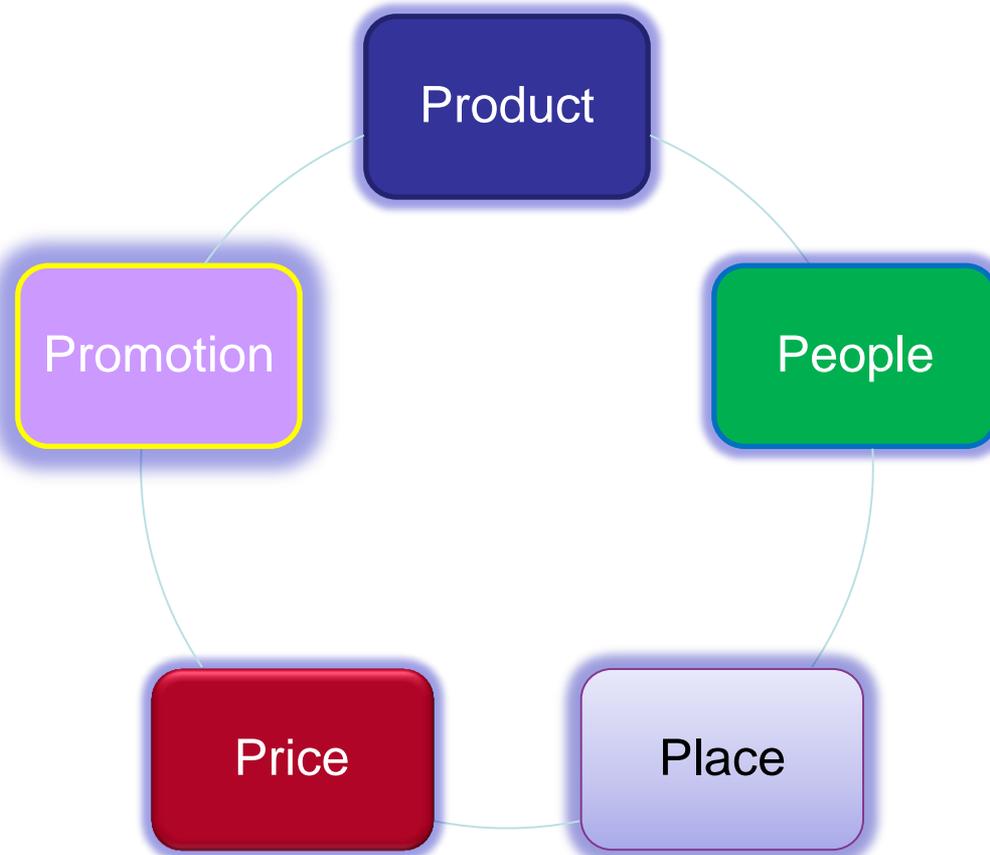
Sen, B. (2006). Market Orientation: a Concept for Health Libraries. *Health Information and Libraries Journal*, 23, 23-31.

Marketing: Definition

- ❖ “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (*American Marketing Association, 2013*).
- ❖ Marketing “is to do with predicting and providing the services that people need and with providing those services to the best quality... **Marketing a library is about the relationship between the library and its actual and potential users.**”

Wakeham, M. (2004). Marketing and Health Libraries. *Health Information and Libraries Journal*, 21, p. 242.

'Marketing Mix'



Marketing Plan: Objective & Strategy

- **Marketing Objective:** to promote Health Science Library within the RVHS in consistence with current tendencies in Health Librarianship and the organizational philosophy and culture at Rouge Valley.
- **Marketing Strategy** - target/custom marketing - tailoring a particular product to the specific needs of an individual customer

'Promotional Pillars'



Promotional Strategies

- Presentations at a hospital group's regular meetings
- Internal network
- Partnerships with clinical and non-clinical departments
- Announcements and publications in the hospital newsletter
- Library Intranet
- 'Road Shows'
- Library events and initiatives
- 'Idea Board'
- Service evaluation surveys
- Use of traditional promotional materials (posters, brochures, bookmarks, fliers, displays)
- Targeted direct mail campaigns

Health Sciences Library Survey: Summary

- In September 2012, the staff of the Health Sciences Library conducted a survey of physicians and clinical and non-clinical staff of RVHS.
- The survey was open to all affiliated physicians, clinical and non-clinical staff for a period of 6 weeks. 193 responses were received from both RVC and RVAP sites.
- **Demographics:** 38.9% nurses, 19.2 % allied health, 17.6% administration, 15.0% physicians, 5.7% pharmacists and 3.6% management.

Health Sciences Library Survey: Summary

Physical Space:

What features would you like to see within the physical space of the Library? (Check all that apply)

Answer Options	Response Percent	Response Count
Study space	57.7%	101
Collaborative work space	24.6%	43
Quiet sitting area	56.6%	99
Meeting space	28.0%	49
Book/Journal Display	42.3%	74
Computers with Web Access, 24/7	73.7%	129
Training Lab	22.3%	39
Audio/Video Equipment	31.4%	55
Other (please specify)		3
answered question		175
skipped question		18

Health Sciences Library Survey: Summary

Library Services

Which existing Library services will support your work? (Check all that apply)

Answer Options	Response Percent	Response Count
Literature searches	63.1%	113
Requests for articles	60.9%	109
Book requests	38.5%	69
Reference queries	30.7%	55
Library Orientation sessions	12.8%	23
Current Awareness	22.3%	40
Training on databases and information resources	38.0%	68
Computer access	57.5%	103
Photocopying/Faxing/Printing	52.5%	94
answered question		179
skipped question		14

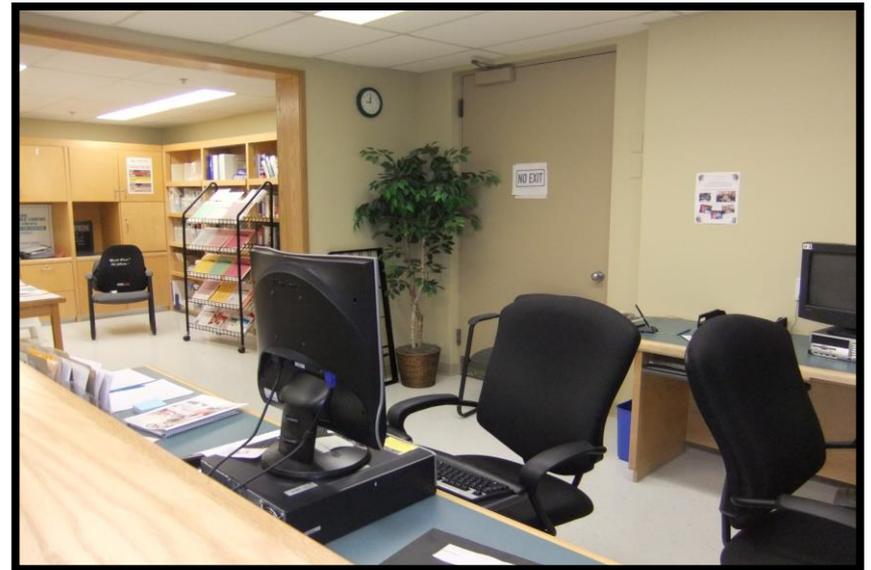
Library Survey: Findings

- ✓ Acknowledged role of the library in supporting clinical learning and clinical care
- ✓ Features and characteristics: view of a physical library as a place providing an opportunity for study, collaborative work and recreation
- ✓ Demand for electronic resources
- ✓ Patient Information / Consumer Health Centers
- ✓ Benefits of Teaching Hospital status

Library Visits: Summary

In July 2012, the staff of the Health Sciences Library visited 9 medical libraries within the GTA:

- Credit Valley Hospital
- Halton Healthcare Services Corporation
- Scarborough Hospital
- Lakeridge Health Oshawa
- Markham - Stouffville Hospital
- North York General Hospital
- Toronto East General Hospital
- St. Joseph's Health Centre
- Humber River Regional Hospital



Consumer Health Information

Consumer health information: “information and support provided to help patients, families and carers understand, manage and/or make decisions about their health, condition or treatment.”

“Information is an intervention that impacts health and wellbeing and it contributes to all three aspects of quality: clinical effectiveness, safety and patient experience.”

Patient Information Forum (PiF). (2013). *Making the Case for Information: The evidence for investing in high quality health information for patients and the public*. Retrieved from www.pifonline.org.uk

'Information Therapy'

“Information therapy is the prescription of the right information to the right patient at the right time.”

Kemper, D., W. (2001). Information therapy: Prescribing the right information to the right patient at the right time. Retrieved from www.healthwise.org on June 29, 2013.

“Information Therapy is the prescription of information intended to help patients understand their health and their health care issues.”

Andersen, C. M. (2013). Information Therapy: A prescription for the Digital Era. *The Health Care Manager*, 32(3), 242-245.



'Information on Prescription' (InfoRx)

“The provision of a prescription of information from a clinician to a patient in any format (hardcopy or electronic)”
(Chamberlain, Heaps & Robert, 2008, p.24).



'Information on Prescription' (InfoRx)

A physician fills out the "prescription" form and refers a patient to the Tom Leon Health Resource Centre.

A trained volunteer puts together the information package using available print and online resources.

The patient receives information in print or/and electronic formats. An electronic copy is sent to the physician.

'Information on Prescription' (InfoRx)

Challenges &
Barriers

Possible Solutions



Next Steps

Evaluate: measure and validate new programs

2012 SWOT Recommendations:
Outreach Library services
Expand to Ajax/Pickering Hospital
New Intranet platform

Keep current with customer expectation, new technologies and best practices



THANK YOU!

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