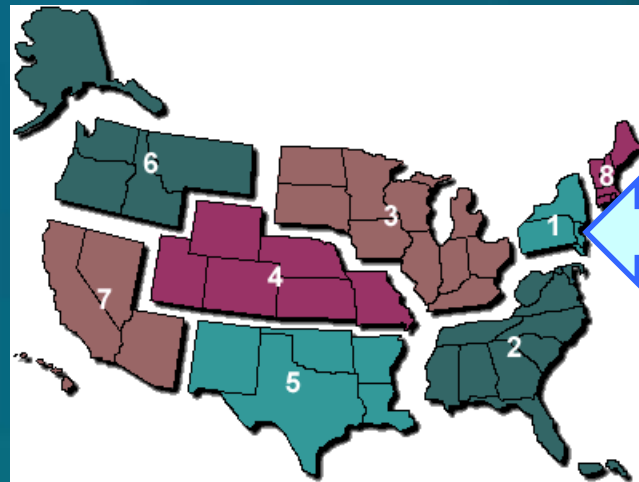


MAR Value Study: Where we are and where we're going



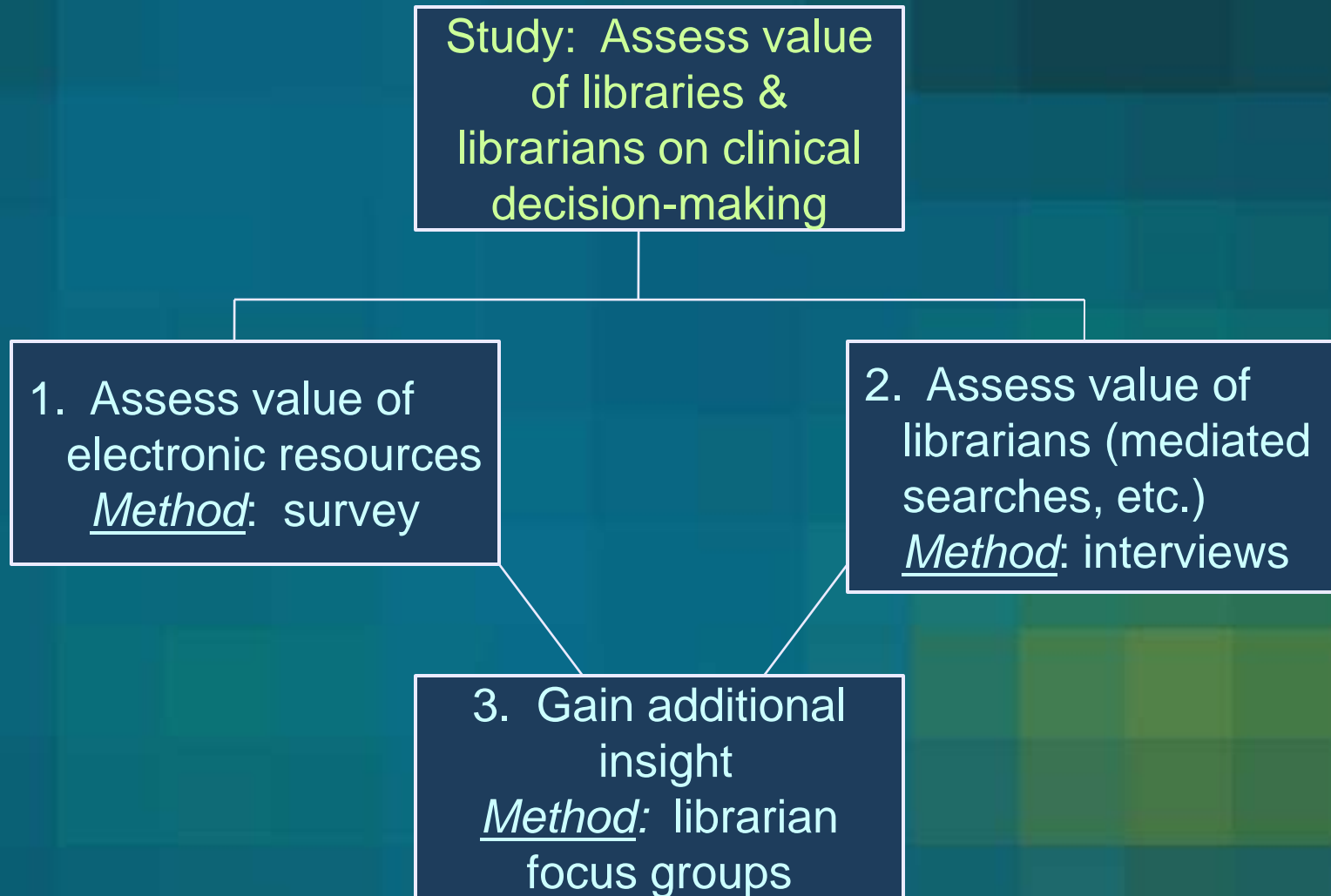
Julia Sollenberger

Assoc. VP and Director, Medical Center Libraries
and Technologies,
U. Rochester Medical Center

Planning/Implementation Committee

- Kate Oliver – NYU and MAR
- Susan Cavanaugh – UMDNJ Camden, Cooper Hospital
- Kathel Dunn – NLM
- Sharon Easterby-Gannett – Christiana Care, Newark, DE
- Mary Lou Klem – U. Pitt.
- Lynn Kasner Morgan – Mt. Sinai
- Julia Sollenberger – U. Rochester
- Joanne Marshall, Cheryl Thompson – UNC – Researchers
- Karen Brewer – Consultant

Study Design



Research Study Overview

- Survey
 - Sent by librarians
via email to physicians, residents,
nurses
- Interviews
 - Limited number of interviewees
- Librarian focus groups



Funding Dilemma

- Recognized in 2009
- OMB approval of survey would have delayed progress by 12 months
- Potential solution: find non-NLM support for survey itself

Librarian Groups to the Rescue!

- Hospital Library Section of MLA
- All NY 3R's
- MLA Chapters:
 - NY/NJ Chapter
 - Philadelphia Chapter
 - UNYOC
- THANK YOU!!!!!!!!!!!!!!

Survey

- Use of information for patient care decisions, no matter where information came from
- “Critical Incident”
 - Think of one occasion during past month when respondent needed info related to patient care.
 - Answer based on that occasion



Survey Process

- Univ. North Carolina researchers
 - Working with survey programmer
 - Writing instruction manual for library participants
 - Getting “blanket” IRB approval from UNC
 - Analyzing data, writing reports
 - Making overall results available on web
 - Joanne Marshall also received MLA Lindberg Research Fellowship for this study

Survey Process

- Library Participants
 - ALL MAR hospital or academic health center libraries will be invited to participate
- Must have support of an institutional “champion” – a high-level administrator
- Will receive participant manual

Survey Process

- Librarian participants will:
 - Sign agreement with MAR
 - Register and complete library profile
 - Agree to study enrollment letter (complying with UNC IRB approval)
 - Gain access to internal listserv(s) for physicians, residents and nurses

Survey Process

- Librarian participants will:
 - Publicize survey
 - Send survey invitation via email
 - Will contain survey URL (specific to each participating library)
 - Send out reminders at appropriate times
 - Receive web-based results report specific to their institutions

Top Ten Reasons to Participate:

1. Increase visibility within institution
2. Begin or strengthen relationship with high-level administrator (Study Champion)
3. Learn about value of library research
4. Participate in study with national influence

Top Ten Reasons to Participate (cont.)

5. Work with colleagues to promote value of libraries
6. Become proactive in promoting your own value
7. Obtain info about use of e-resources at your institution

Top Ten Reasons (cont.)

8. Use survey results to advocate for your library within your institution
9. Show measurable and meaningful results
10. Demonstrate that you improve care by providing the right content to the right people at the right time

Pre-Test, Pilot

- Pre-test the survey – March 2010
- Pilot
 - Prior to actual survey, need to pilot registration and survey process
 - Recruit some specific libraries, to be sure to cover variations
 - Spring/Summer 2010
 - Pilot results will be analyzed along with actual survey results

Actual Survey

Fall 2010



Second Study

Component: **Interviews**

- Interviews of individuals (physicians, nurses)
 - users of mediated searches
 - users of e-resources (without using mediated services)
- Seeking more in-depth insight into information-seeking behavior
- Interview questions not yet finalized
- Will be conducted by Univ. North Carolina researchers

Third Study Component: Librarian Focus Groups

- Gain additional insight



Questions, Comments?