

MEDICOR Express Outreach Program

Project Title:	An outreach program to promote the new MEDICOR region-wide health information portal (May 1, 2008 to February 28, 2009).
Date of Submission:	April 23, 2008 (Final)
Library Name (if applicable):	Cooperative libraries include the medical libraries of Empire Health Services, Kootenai Medical Center (under development) and Sacred Heart Medical Center & Children's Hospital
Organization Name:	Spokane County Medical Society
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City, State, Zip:	Spokane, Washington 99202
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Is your organization a member of the National Network of Libraries of Medicine Pacific Northwest Region?	yes

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PROJECT INFORMATION AND PLAN

1. Proposed start date for ten (10) month project

May 1, 2008. This is a ten (10) month outreach effort to promote the new MEDICOR region-wide health information portal.

2. Summary statement

Almost two years under development, the Spokane County Medical Society (SCMS) has recently launched an Internet-hosted, region-wide health information portal called MEDICOR. This single sign-on, remotely accessible library portal offers area physicians (phase one) a convenient way to search and retrieve information from a diverse range of free and proprietary electronic health resources useful in treating patients at the point-of-care. Licensed resources of three health systems are now remotely available through a single point of entry and authentication: 1) Empire Health Services (Spokane), 2) Sacred Heart Medical Center & Children's Hospital (Spokane), and 3) Kootenai Health (Idaho, still under development). Extensive outreach services will be necessary to raise awareness of this valuable information resource as well as train physicians on its features and functionality.

Note: the timing and nature of this outreach program is particularly imperative with the closing of the medical library at Empire Health Services (which includes Deaconess Medical Center and Valley Hospital and Medical Center). After March 11, 2008, over 650 physicians will no longer have medical library support and services at those locations.

3. Describe the target audience and need for your project

The phase one target audience for the proposed MEDICOR extended outreach program includes the 900+ physician-members of the Spokane County Medical Society. A significant majority (90-95%) of these physicians are on the medical staff(s) of one or more of our participating health systems. At present, these systems offer limited or no remote access to electronic patient care information and resources, do not offer federated search capabilities among disparate databases, and are lacking the latest link resolver technology to help the user identify and retrieve full-text electronic resources (through a single point of authentication).

A collaborative effort of numerous physicians, educators and area medical librarians, the MEDICOR portal offers one seamless, remotely-accessible point of

entry for physicians to search and retrieve authoritative clinical information. While MEDICOR does not replace the knowledge or expertise of a medical librarian, nor supplant the need for an in-house library or print collection, it has been designed to significantly streamline the process of identifying and retrieving vital patient care information. First, MEDICOR will be available remotely to over 900 physician users via proxy server (wherever Internet service is available). Only one login will be required to access, search and retrieve information available through multiple institutions. Second, MEDICOR will enable information-seekers to conveniently search a broad range of free and licensed information resources (up to eight electronic resources with a single query) using a simple, Google[®]-type federated search system, including resource discovery databases, full-text resources, authoritative Websites, and library catalogs. Over 40 NLM-produced databases and Websites are accessible through MEDICOR. Users also have the option to revert to each resource's native search interface. Third, MEDICOR allows users to personalize the portal by setting up lists of databases or journals they search regularly, saving searches, or creating folders of relevant citations. Finally, where full-text information is not locally available, MEDICOR, using context sensitive linking software, will offer a customized menu of extended services that will deep link to full text documents or intuitively transfer document delivery requests to the appropriate, hospital librarian.

In phase one, MEDICOR will only be available to members of the Spokane County Medical Society. Because of strict licensing requirements, only physicians' on-staff at a subscribing institution may obtain full access rights to electronic resources. Subsequent phases of the project will extend services to allied-health professionals and other hospital employees.

The Spokane Metropolitan Area serves as a regional medical center for Eastern Washington. The Spokane County medical catchment area includes five constituent industries: (1) Hospitals, (2) Physicians, Dentists, and their office staffs, (3) Nursing Care and related facilities. (including residential care), (4) Other Health Care (including ambulatory care), and (5) Other Health Services (e.g., home health, insurance, medical technology, etc.)¹ About four-fifths of the population in Spokane County (approximately 450,000 in 2006) resides in the Spokane Metropolitan area and surrounding suburbs. Three hospitals are located in south Spokane – Deaconess Medical Center (388 licensed acute care beds), Sacred Heart Medical Center (623 licensed acute care beds), and Shriners Hospital for Children (30 beds). One hospital is located in north Spokane, Holy Family Hospital (272 beds), and Valley Hospital and Medical Center (132) is located east of downtown. Deer Park Hospital (26 beds), which is permanently closing its doors in the near future, currently serves residents of north Spokane County. Most physician practices (96%) are confined to the urbanized areas of the county, and 60% of practices are clustered in and around the urban hospitals. Small primary care clinics are located in the outlying cities of Cheney, Medical

¹ The Economic Impact of Health Care in Spokane County. May 16, 2004. David Bunting, PhD and D. Patrick Jones, PhD.

Lake, Liberty Lake, Chattaroy and Rockford (part-time)².

4. Identify the goal of the project being proposed

Through a comprehensive awareness, education and training program developed for physicians and administrators, which will emphasize remote accessibility, the features and functionality of the MEDICOR information portal, and the availability and use of NLM-produced or sponsored resources, our ten-month outreach effort will substantially increase the number of physicians in the Spokane geographic region who routinely access, search, retrieve and apply quality health care information to patient care.

5. What are the hoped for short-term and long-term outcomes of the proposed project? Please list them here

OUTCOME	INDICATOR(s)
<u>Physicians.</u> Increase in the number and percentage of physicians who are aware of patient care information that is available remotely through the MEDICOR Internet portal	<ul style="list-style-type: none"> • Increase in the number of registered users • Response to pre-and post-outreach surveys
<u>Physicians.</u> Increase in the number and percentage of physicians who remotely access licensed electronic health care resources.	<ul style="list-style-type: none"> • Increase in the number of registered users as indicated in MEDICOR user statics • Increased numbers of registered users using electronic health resources
<u>Physicians.</u> Increase in the use by physicians of licensed electronic resources available through area participating libraries (only 2 libraries will participate in this initial outreach project). Please note that the Medical Library at Empire Health Services will be closing its doors on March 11, 2008.	<ul style="list-style-type: none"> • Increased use of electronic health resources at area participating libraries based on number of searches, user group, and types of resources accessed • Number of daily search sessions • Federated searching of electronic resources vs. use of

² Access to Primary Care Providers for Medicaid and Medicare Patients in Spokane County. February 28, 2003. Washington Department of Health and the Spokane Regional Health District.

	<p>native search interfaces (number of federated searches vs. number of click-throughs to native search interfaces)</p>
<p><u>Physicians.</u> Increased use of personalization features and functionality.</p>	<ul style="list-style-type: none"> • Increase in the number of registered users activating personalization features, such as “my databases” and “saved searches” functionality
<p><u>Physicians.</u> Improve ability to identify, search and retrieve remotely-available electronic health care information.</p>	<ul style="list-style-type: none"> • Number and percent of physicians who indicate that they are at least 50% more confident with accessing, identifying and searching online electronic resources.
<p><u>Physicians.</u> Increase knowledge of electronic health resources available for patient care and education (including a focus on NLM resources)</p>	<ul style="list-style-type: none"> • Results of post-training questionnaire indicate that physicians are aware of patient care resources (including NLM resources) available through MEDICOR
<p><u>Physicians.</u> Improve confidence that physicians can retrieve authoritative patient care information</p>	<ul style="list-style-type: none"> • High percentages of participants indicate that training was well received, useful and met its objectives.
<p><u>Administration.</u> Administrators of participating institutions are aware that an integrated library portal eliminates the need for individual member libraries to select, mount, manage and upgrade a singly-owned electronic information delivery system.</p>	<ul style="list-style-type: none"> • Discuss efficiencies of a centralized sharing of hardware and resources with hospital administrators. Results assessed through contact interview
<p><u>Administration.</u> Administrators are aware of the differences in information retrieval methods and the lack of standardization of search interfaces between institutions.</p>	<ul style="list-style-type: none"> • Discuss information retrieval methods (or lack thereof), duplication or resources, and lack of standardization with hospital administrators. Results assessed through contact interview
<p><u>Administration.</u> Administrators are aware of networking opportunities posed by the MEDICOR system.</p>	<ul style="list-style-type: none"> • Discuss ways staff could meet cooperatively to develop standards for use of an integrated library system and to share information arising from their work on the system. Results assessed through

	contact interview
<u>Physicians</u> . Offer input on the types of electronic resources needed for patient care support.	<ul style="list-style-type: none"> • Usage statistics of available resources • Comments received during training and online feedback

6. State three objectives for your project, based on what you hope will be the short-term and long-term outcomes of the project. Please list them here

Three Objectives and Methods for Assessing Them

<p>Objective 1: By the end of the outreach program, at least 50% of the 900+ physician-members of the Spokane County Medical Society will know how to obtain a username and password to login to the MEDICOR information portal, be aware of MEDICOR’s basic features and functionality, and know how to access basic patient care information; including authoritative information available through NLM-produced or sponsored resources.</p>		
<p>Measurable indicator: Training participants/mail recipients who respond positively to survey questions regarding login requirements, portal features and functionality, and the availability and use of NLM-produced or sponsored resources.</p>		
<p>Target: 50% of 900+ physician-members of the Spokane County Medical Society (training participants/mail respondents) will be able to report that they are aware of the MEDICOR URL, know how to login to the portal, are aware of MEDICOR’s basic features and functionality, and know how to find and access NLM resources.</p>		
<p>Timeframe: A survey questionnaire will be administered after training sessions (immediate) and mail campaign (one month following).</p>		
Data Source	Evaluation Method	Data Collection Timing
900+ Physician-members of the Spokane County Medical Society	Post-outreach method questionnaire (handout, fax, email, online survey)	Survey conducted immediately following each outreach campaign (see timeframe attached)

<p>Objective 2: By the end of the outreach program, at least 80% of key administrators who are responsible for library/information</p>

<p>services at each participating hospital facility, will be familiar with the goals, objectives, features and functionality of the MEDICOR information portal</p>		
<p>Measurable indicator: Number of administrators responsible for library/information services who agree to meet with outreach program trainers.</p> <p>Target: Meet with 80% of administrators to deliver a MEDICOR flyer, provide an overview of purpose, features and functionality, a contact business card, and a unique username and password to access the portal.</p> <p>Timeframe: During the ten month outreach program.</p>		
Data Source	Evaluation Method	Data Collection Timing
Total number of administrators responsible for library/information services at each participating hospital who agree to meet with trainer	Individual meetings	During the ten month outreach program.

<p>Objective 3: At least 25% (or 225) of the physician-members of the Spokane County Medical Society will obtain a MEDICOR username and password, and will login to the portal.</p>		
<p>Measurable indicator: Portal user records statistics for the outreach beginning May 1, 2008 and ending February 28, 2009, will reflect an increase in the total number of registered users equal to 25% (225) of the physician-members of the Spokane County Medical Society.</p> <p>Target: The number of additional registered MEDICOR users will increase by at least 225.</p> <p>Timeframe: During the ten month outreach program</p>		
Data Source	Evaluation Method	Data Collection Timing
Portal Reports and Statistics Module	User Records Statistics for the date range 05/01/2008 to 02/28/2009	At the end of the ten month outreach program.

7. Describe how you will evaluate the short-term objectives

Since the MEDICOR portal has only recently left the beta testing phase, we are

using zero (0) as our baseline for the number of physician-users and administrators who are aware of, and are using the new information portal. Data will be collected and evaluated using the following methodologies:

- Contact interviews
- A survey, conducted immediately following each outreach meeting or campaign, will measure familiarity with MEDICOR's features and functionality.
- MEDICOR's Reports & Statistics Utility will regularly generate comprehensive portal usage data measuring:
 - User Records Statistics
 - Number of registered users
 - Number of users with personalized lists
 - Number of users with saved items
 - Search Statistics by:
 - Access method
 - Search status
 - Resource
 - Number of searches
 - User group (e.g., Empire, Sacred Heart, Kootenai)
 - Quicksearch Statistics
 - Number of Daily Search Sessions by User Group
 - Click-throughs to Specific Resources by User Group
 - Use of NLM resources can be measured here

8. Provide a detailed project description (max 400 words)

Two trainers, in collaboration with participating hospital librarians, will conduct an extensive, ten-month education and awareness campaign for physicians and key hospital administrators on the MEDICOR health information portal. Trainers will also develop support materials and training curriculum, and arrange for on-site training and classroom sessions.

Awareness and education campaign:

- Publish a series of articles in the Spokane County Medical Society's publication "The Message", sent to all active members, on MEDICOR functionality.
- Identify in-house publications and publish articles on MEDICOR.
- Send a broadcast fax (5) on MEDICOR functionality to all Medical Society members.
- Mail a one page flyer, describing MEDICOR's features and functionality, to

- all active members of the Medical Society.
- Prepare an information sheet to be included in new physician-member packets (25 page project guide).
 - Develop an exhibit display, and participate as an exhibitor at local physician meetings.
 - Prepare and distribute a survey questionnaire to determine levels of awareness.

Training and online tutorials:

The training outreach program will include classroom lectures, development of online tutorials, and hands-on workshops. Content will include:

- MEDICOR overview
- Available resources (free and licensed)
- Single sign-on procedures
- Finding resources
- Quick search functionality
- A-Z lists of books and journals
- Multi-database search capabilities
- Link resolver full-text retrieval and services
- Personalization features

Post-training questionnaires will be administered as part of the training experience, determining if training was well received and met its objectives. Training will be designed to sensitize physicians on the need to utilize authoritative and evidence-based health information for patient care, and to show physicians how to access and retrieve the wealth of information available in the Medicor system. NLM resources such as PubMed and the NLM Gateway will be heavily emphasized. Classroom training, and face-to-face sessions will consist primarily of 15-30 minute onsite lectures (longer for hands-on workshops), conducted at participating hospitals, clinics, physician's offices, computer training labs, physician lounges; and monthly or special physician meetings. Online, interactive tutorials will also be available through the MEDICOR website located at <http://spcmsmedicor.org>. Training support materials consist of a PowerPoint presentation, an online demonstration of MEDICOR's features, functionality and resources (with Internet availability); a take home CD of training tutorials; and handouts consisting of a 3-fold, 3 color flyer, and a 25 page user manual. Trainers will also collaborate with, and train on-site librarians, conducting "train the trainer" workshops at each hospital medical library.

9. Please provide a timeline for your project and indicate who will be responsible for each step or activity

For training schedule please see attachment "MEDICOR Outreach

Timeline.pdf” (Note: timeline covers period May 1, 2008 to February 28, 2009)

Project coordinator/trainer responsible for:

- development of slide presentation
- prepare and publish news articles
- handouts
- flyers
- instructional guidelines and training materials
- scheduling
- training
- workshops
- face-to-face interviews and encounters
- questionnaire development

Project trainer responsible for:

- scheduling
- training
- workshops
- face-to-face interviews and encounters

10. List the numbers and types of health care professionals, librarians, and/or consumers you expect the project to reach

Target populations, phase one:

- 900+ physician-members of the Spokane County Medical Society who are affiliated with 3 participating health systems
- Library staff (2) Sacred Heart Medical Center & Children’s Hospital
- Key administrators (5) Sacred Heart Medical Center & Children’s Hospital
- Library staff (0) Empire Health Services (note: Empire Health Services Medical Library closed as of March 11, 2008)
- Key administrators (3) Empire Health Services
- Key administrators (1) Kootenai Health
- Library staff (5) Kootenai Health

11. State how you will monitor the quantity and quality of the project activities

Please see training schedule attachment “**MEDICOR Outreach Timeline.pdf**”. The Project Coordinator will oversee outreach activities, including:

- Preparing necessary resources (e.g., handouts, surveys, marketing flyers, etc.) to support outreach activities

- Schedule training/workshop sessions
- Schedule and meet with key administrators
- Compile pre-outreach usage data
- Compile and review post-training/workshop surveys
- Prepare reports and statistics (portal usage data)
 - User Records Statistics
 - Multi-Database Search Statistics
 - Quicksearch Statistics
 - Number of Daily Search Sessions
 - Click-throughs to Specific Resources
- Data and descriptions for outreach activities will be reported regularly in standardized fashion.

12. Explain how NLM resources (MedlinePlus, PubMed, etc.) will be used in your project

Web-based resources available from the National Library of Medicine, such as MEDLINEPlus, the National Library of Medicine Gateway, and PubMed will be heavily emphasized during workshops and training sessions. For example, PubMed's capability to "link out" to the licensed full-text resources of MEDICOR's participating libraries will be explained.

13. Please describe the experience of proposed personnel with NLM resources

Personnel are experienced medical librarians with a practical knowledge of the use and coverage of NLM resources.

14. Resources

List what the project will need, such as staff, partners, teaching labs, finances, technology, training materials, or anything else you must have.

Resources:

- Staff (1 part-time coordinator/trainer, 1 part-time trainer)
- Strategic Partnerships with area hospital systems
- Computer teaching labs, meeting rooms
- Equipment (laptop, digital projector) – provided by Spokane County

- Medical Society
- Software (see budget below)
- Minor equipment (see budget below)
- Funding (see budget below)
- Administrative support from the Spokane County Medical Society and area hospital systems
- Handouts
 - Flyers
 - User manuals
 - Implementation guide
 - Multi-media

Activities:

- Training and awareness presentations/demonstrations: classes, physician lounges, monthly meetings, special meetings, monthly Medical Informatics Committee, face-to-face meetings (as needed), meetings with key administrators
- Train the trainer sessions with area librarians (2)
- Number of trainers trained (assumption 6)
- Number of awareness contacts (assumption 450)
- Number of administrators contacted (assumption 9)
- Number of physicians trained (assumption 225 or 25%)
- Number of handouts distributed (assumption 350)
- Number of partnerships & collaborations created (4)

Deliverables:

- Number of training/workshop sessions held (assumption 15)
- Broadcast fax (3)
- Broadcast email (2)
- Newsletter articles, announcements (8)
- Number of online, interactive tutorials produced (12)
- Personal contacts (13)
- Technological improvements to portal
- Types of training/promotional materials produced (6, including exhibit display board)

Short-Term Outcomes:

- Improved access to health information for patient care
- Bridge to electronic resources while Empire Health Services Medical Library remains closed
- Increased numbers of users accessing patient care information
- Improved participant skill set:
 - knowledge of available resources
 - skill at searching those resources
 - ability to access resources

- satisfaction with resources
- improved database selection
- knowledge of free, authoritative health information (NLM resources)

15. List types of partner organizations you will work with to carryout the project

MEDICOR is a successful collaborative effort between the Spokane County Medical Society and three area health systems: Empire Health Services (Deaconess Medical Center, Valley Hospital & Medical Center), Kootenai Health, and Sacred Heart Medical Center and Children's Hospital (Providence Health). Further, MEDICOR represents a substantial investment by the Spokane County Medical Society financially (through a generous grant), and in technical knowledge, research expertise, staff support, and infrastructure (both hardware and software).

16. List name(s), address(es), website(s) (if any) and description(s) of partner organization(s) and key contact person. Please describe how you have collaborated with these partners in the past, and provide as much detail as possible about roles and responsibilities each partner will have in the proposed project.

Partner organizations:

Each hospital partner organization makes available (through the MEDICOR portal at <http://spcmsmedicor.org>) their licensed, proprietary electronic resources. Equipment, software, and staff resources are provided by the Spokane County Medical Society. Access by physicians to these resources is based on their medical staff affiliation. MEDICOR was conceived by numerous physicians, educators and community leaders in the Spokane area; developed through a generous grant from the Spokane County Medical Society; and operates with the continuous help and support of medical librarians and administrators from the three participating health systems. Medical librarians will be trained on MEDICOR features and functionality, and will serve as additional trainers for their physician constituencies.

Empire Health Services, Medical Library (closed
March 11, 2008)
800 W 5th Avenue
PO Box 248
Spokane, Washington 99210-0248

Arleen Libertini, Medical Librarian
509.473.7398
509.473.7790 FAX
medlib@empirehealth.org
http://www.empirehealth.org/Medical_Library.html

Kootenai Health Library (access to electronic resources still under development)
2003 Lincoln Way
Coeur d'Alene, Idaho 83814
Beth Hill, Library Manager
208.666.2480
208.666.2854 FAX
bhill@kmc.org
<http://www.kmcmedicallibrary.org/>

Sacred Heart Medical Center, Health Sciences Library
101 W 8th Avenue
Spokane, Washington 99220-2555
Sandy Keno, Medical Librarian
509.474.3094
509.474.4475 FAX
KenoS@shmc.org
<http://www.shmc.org/index.php/page/107>

Spokane County Medical Society, Medical Library
Orange Flag Building
104 S Freya Street #114
Spokane, Washington 99202
George McAlister, Systems Librarian
509.325.5010
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<http://www.spcmsmedicor.org>

17. Funding

BUDGET (MAY 31-JUL 31, 2008)		
PERSONNEL		
(note: project team consists of two, part-time paid staff, May1, 2008-February 28, 2009)		
Staff 1-Project coordinator/trainer* (\$33.50/hr@100 hours)	\$3,350.00	
Staff 2-Project trainer* (\$24.50/hr@100 hours)	\$2,450.00	
*medical librarian		\$ 5,800.00
SUPPLIES		
Interactive Tutorials (online and CD-based)		
Camtasia software upgrade (produce online tutorials)	\$ 200.00	
M-Audio - Producer USB Microphone with Session Recording Software	\$ 119.00	
CDs for training tutorials 7@\$42.00 for 100-pack 52x CD-R)	\$ 294.00	
Printer ink (6pks@\$42.00)	\$ 252.00	
CD labels (6pks@\$27.00 for 120-pack matte labels)	\$ 162.00	
		\$ 1,027.00
Marketing Publication-Flyer		
Flyer, 3-fold, 3 color, 1000 copies	\$ 400.00	
Postage for mailing of marketing publication-flyer and miscellaneous postage (1424@\$0.42)	\$ 598.08	
Letterhead/envelopes	\$ 321.33	
		\$ 1,319.41
Reproductions		
Project Guide (25 pages@\$0.10/50 copies) for new physician members of the Spokane County Medical Society	\$ 125.00	
Registration Forms (2-part, 1000 copies)	\$ 208.59	
Implementation Workbook (50 pages@\$0.10/8 copies) for Medical Librarians	\$ 40.00	
User Manual (25 pages@\$0.10/300 copies) for training participants	\$ 750.00	

			\$ 1,123.59
Name Badges			
(MEDICOR badges for trainers and on-site librarians)		\$ 200.00	
			\$ 200.00
Business Cards			
Cards with portal contact info. (500 quantity)		\$ 125.00	
			\$ 125.00
Exhibit			
Exhibit display for outreach effort		\$1,200.00	
			\$ 1,200.00
TOTAL SUPPLIES			\$ 4,786.41
TRAVEL			
Mileage & Parking (travel to onsite training sessions)			
2200 miles@.40/mile		\$ 880.00	
Parking		\$ 325.00	
TOTAL TRAVEL			\$ 1,205.00
TOTAL BUDGET (May1, 2008-February 28, 2009)			\$12,000.00