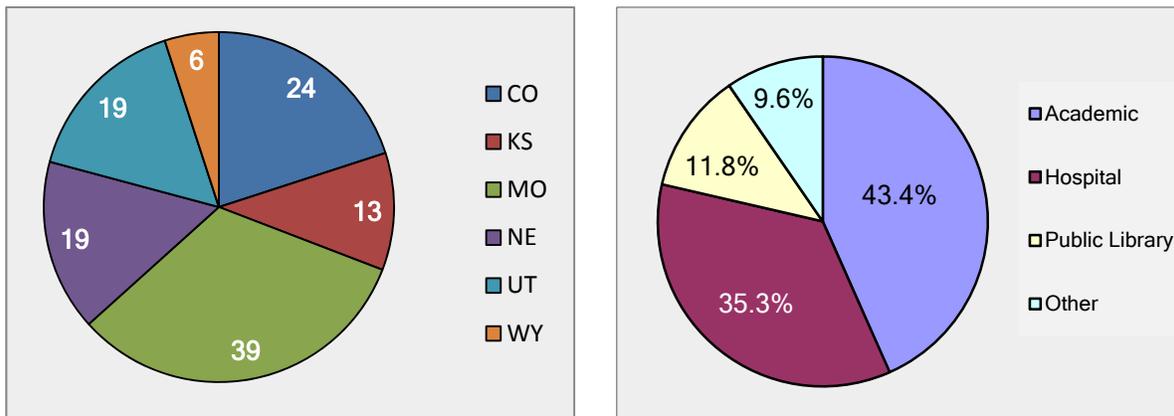


## Spring 2015 Questionnaire results

Full and affiliate NN/LM MCR Network members were invited to complete the Spring 2015 questionnaire about programs and services offered in the Region. 449 Network members in the region's Constant Contact mailing list were invited; 120 of those invited responded as well as 16 more who used a general URL link distributed in the weekly RML news email before it was closed. Forty were affiliate members, 80 were full Network members and status is unknown for 16 others – a 30.3% response rate. Respondents represented academic (43%), hospital (35%), public (12%) and other (10%) libraries and institutions. Responses were generally consistent with the population distributions of the six state NN/LM MCR region.



**Respondent states and affiliations**

The questionnaire addressed three areas:

- NN/LM MCR programs and services in general
- Communications that increased awareness of technology developments and of EHRs
- Advocacy programs

All responses were rated on a 6 point likert scale, with 5 being the most positive (strongly agree) and 0 being did not read or participate in the program or service. Responses of those who did not read the article or participate in a service or program were excluded from calculations that used the total number of responses for each item. The remaining responses, those who read or participated, were analyzed to determine the rate of agreement with that statement and to determine whether the service or program met the desired indicator of success – that some specific percentage of respondents agreed or strongly agreed with a statement about improving the respondent's ability to support access to health information resources resulting from the service, program or communication.

## Findings

### NN/LM MCR programs and services

One hundred seventeen of the 136 respondents rated seven NN/LM programs/services on their contribution to the ability to support access to biomedical information resources.

Between 66% and 86% of respondents who have used the target program/service agreed or strongly agreed that six of the seven programs listed are effective. The mostly highly rated program is Breezing Along with the RML. 86% of those who have attended a Breezing session rated it positively. Discover NLM resources received an 84% positive rating and the RML weekly news was rated positively by 79% of respondents. An emphasis on visits to members, a focus in the early years of the NN/LM MCR, has been replaced by efforts to communicate with members either in person or by phone (emails don't count). 74% of respondents value visits or conversations with their state Coordinator, reinforcing the original decentralized organization for the MCR designed to strengthen relationships with and to understand the needs and preferences of Network members in the region. Funding opportunities and the Plains to Peaks Post newsletter both were rated positively by more than 65% of respondents. While 58 of 116 respondents (66%) rated the newsletter positively there is clearly room for improvement when compared to the top three programs. 28 respondents haven't read the newsletter and 28 neither agree nor disagree that it is effective in increasing ability to support access to health information resources. Two respondents disagreed or strongly disagreed that it is effective. The BHIC blog, the one program that was rated effective by less than the 65% target (54% of users rated positively) is aimed at a wider audience than NN/LM Network members, including community based organizations and others working in health care who were not the audience for this questionnaire.

### **Communications that increased awareness of technology developments and of EHRs**

A goal of the NN/LM MCR technology program is to increase awareness of technology developments and of EHRs. Fourteen articles and two webinars shared information about various new and developing technologies. The Technology Project set an ambitious goal of a 70% positive response to information disseminated. Six of twelve articles in the RML weekly news or Plains to Peaks Post met that goal. Both webinars, a Discover session on NLM mobile resources and a Breezing along with the RML session on Google glass were rated positively by 86% and 74% of respondents respectively.

Discover, May 2014: NLM Mobile Resources	86%
New MedlinePlus Mobile sites in English and Spanish	80%
PMC Citation Exporter Feature	78%
Implications of FDA Regulation of Medical Devices: When is an iPad more than an	77%
Mobile App Sharing Project - Reviews (November 2014 and February 2015)	76%
Breezing along with the RML May 2014: Google Glass and Open Access	74%
Wearable Technology Trends (July 2014)	73%
Physician Toolkit for Individual and Workplace Well-Being	72%
Gaming in the RML (November 2014)	64%
NLM Releases RxClass Drug Class Application	63%
National Library of Medicine Now Part of The Commons on Flickr	58%
AIDSinfo Releases Drug App for iOS and Android Devices	51%
CDC Blast Injury Mobile Application	51%
Save time and money with NIH web content Syndicate tool	49%
Support the National Blue Button Consumer Campaign	65%

### Positive responses of technology disseminations

Two articles about Blue Button – a national campaign to provide access to consumers' health records – were rated positively by 65% and 63% of respondents, missing the 70% target, but still clearly considered worthwhile by many of those who read the articles in the weekly RML news email.

### Advocacy programs

The NN/LM Advocacy project offers programs, classes and articles on topics geared to helping librarians master skills to demonstrate the value of their contributions to the business of health care and the practice of medicine. Respondents were asked to rate six topics addressed by the Advocacy project, ranging from the role for librarians in teams to addressing diagnostic errors to building teams using a fantasy football analogy to marketing, networking and politics. Five of the six topics were rated positively by between 50% and 80% of respondents who had read the article or participated in the event. Responses about the Book Club discussion on politics are suspect since there has been just one meeting of the Book Club, attended by 5 librarians. The Advocacy Coordinator has led other Book Club discussions and perhaps respondents were rating one or more of those. However, the total number of respondents exceeds the number of participants in the politics book club so responses concerning this topic will not be considered at this time.

### Discussion

Overall the NN/LM MCR is offering programs, services and communications that members value. Six programs aimed at a librarian audience are rated positively. From 65% to 80% of respondents agreed or strongly agreed that the six programs contribute to their ability to support access to health information resources. Weekly news emails, pushed to members, webinars featuring NLM resources and topics of interest to health science librarians and others working in health care, as well as visits and conversations with Network members all received high ratings and numerous positive comments. Funding opportunities and the quarterly Plains to Peaks Post newsletter, while meeting the target 65% positive response, were the least highly rated of the six programs. NN/LM MCR Coordinators should take time to focus on these two programs and determine why fewer respondents rated them positively and consider what changes could be made to enhance their usefulness. One respondent commented

"[p]rofessional development awards are great, but they should not require applicants to speak to the library's supervisor. They should require that awardees share what they learn with the region."

The Advocacy program specifically addresses the need to communicate with supervisors and others in management about library programs and librarian skills. This is an opportunity to work to reach more audiences with that message and perhaps to improve librarian relationships with supervisors and managers while enhancing the funding program.

In the early days of this NN/LM MCR technology based health information was new and not readily available throughout the region. Technology programming focused on barriers to access and to increasing awareness of how new forms of publishing and new technologies

would enhance access to information. Over the years use of technologies has become pervasive (though not universal) but new developments are always on the horizon. The Technology project works to increase awareness of changes and new features in the field. Network members rated communications about technology positively. Only one offering (about the NIH web content Syndicate tool) received less than a 50% positive rating, coming in at 49%. Ten of fourteen articles and webinars disseminating information about technology and both about EHRs were rated positively by 63% to 86% of respondents. The Technology Coordinator stretched for a 70% or better response on all offerings. Although only eight of the fourteen offerings hit the target it is clear that Network members value the information they receive about new technology developments.

The Advocacy project reaches out through webinars, classes, articles and discussions in an effort to help Network members learn new skills, adopt new roles and practice advocating for themselves and their services. Respondents rated the Advocacy project efforts positively. The most highly rated were a webinar discussing the recent radical transformation of the Eccles Health Sciences Library at the University of Utah where the emphasis in service has shifted from collecting materials to connecting with people. During an activity at Quint, the joint 2014 MLA chapter meeting, attendees expressed interest in the participating NN/LM regions providing programs on marketing and advocacy. The Advocacy Coordinator's article, Who Says on marketing and networking received positive ratings from 74% of respondents. These findings suggest that continuing to address new roles for librarians, new services for libraries and training to enhance team and marketing skills will find an avid and appreciative audience.

## **Conclusions**

Network members in the NN/LM MCR are positive about the programs and services available to them. The MCR staff sets high standards for itself and can be pleased that, for the most part, it is meeting its goals. There are always opportunities for improvement. Thirty four respondents offered comments. Several were suggestions about areas the NN/LM MCR could address. These include lobbying for requiring libraries for hospital certification, Moodle courses for CHIS certification, more coverage of electronic resources/products and changes that are taking place, investigating resources used by community hospitals not affiliated with academic centers and whether hospitals without librarians suffer for that lack. All will be considered and, when feasible, efforts will be made to include them in programs.

Most rewarding were the comments that included words such as accessible, appreciate, connect, contribute, empower, trust, useful and wonderful. The NN/LM MCR thanks the respondents for their feedback, thoughts and support. We will continue our efforts to offer programs and services that increase awareness of and enhance the ability of librarians in the region to support access to health information resources.