

Marketing the Library in a Large New Service Area



Carrie Grinstead, MLIS | Regional Medical Librarian | Providence Health & Services Southern California

Library Services in Southern California

Two of six regional hospitals had been without library services for at least two years when the new Regional Medical Librarian joined Providence in the spring of 2015.

- Providence Saint Joseph: No library services
- Providence Tarzana: No library services
- Providence Holy Cross: Full-time paraprofessional library service
- Providence Little Company of Mary San Pedro: Part-time library service
- Providence Little Company of Mary Torrance: Part-time library service
- Providence Saint John's: Part-time paraprofessional library service

System-level library services were new to all caregivers in the region (1).

Strategies

The new librarian adopted a multifaceted marketing approach to build relationships and raise awareness of library services.

In-person	Remote	Embedded
<ul style="list-style-type: none"> • 5-minute presentations • Department visits • Group and individual instruction • Tabling 	<ul style="list-style-type: none"> • Unsolicited searches • Personalized responses to literature search and article requests • Individual e-mails to regional leaders • Group e-mail blasts to area leaders • Lync presentations 	<ul style="list-style-type: none"> • Joined Nursing Research Council at Providence Holy Cross • Joined CME Committee at Providence Saint Joseph • Created bibliographies for noon CME conferences

Identifying Stakeholders

Regional groups & leaders	Hospital groups & leaders
Regional Director of Clinical Research <i>(private meeting)</i>	Chief Medical Officers
Regional Director of the Nursing Institute	Chief Executive
Regional Director of Clinical Standards and Practice	Manager of Clinical Education
Palliative Care and Hospice Clinical Excellence Council	Director of Mission Leadership
Rehab Ancillary Excellence Council	Tumor Board
Regional Medical Staff Operations Excellence Council	Departments of Medicine, Surgery, Obstetrics & Gynecology

Tailoring the Message

Personalized e-mails

E-mails sent with literature searches include:

- Brief description of search strategies
- Brief description of available literature on a topic
- Recommendation of other services, such as search alerts
- Categorized article lists, as appropriate

Curated resources

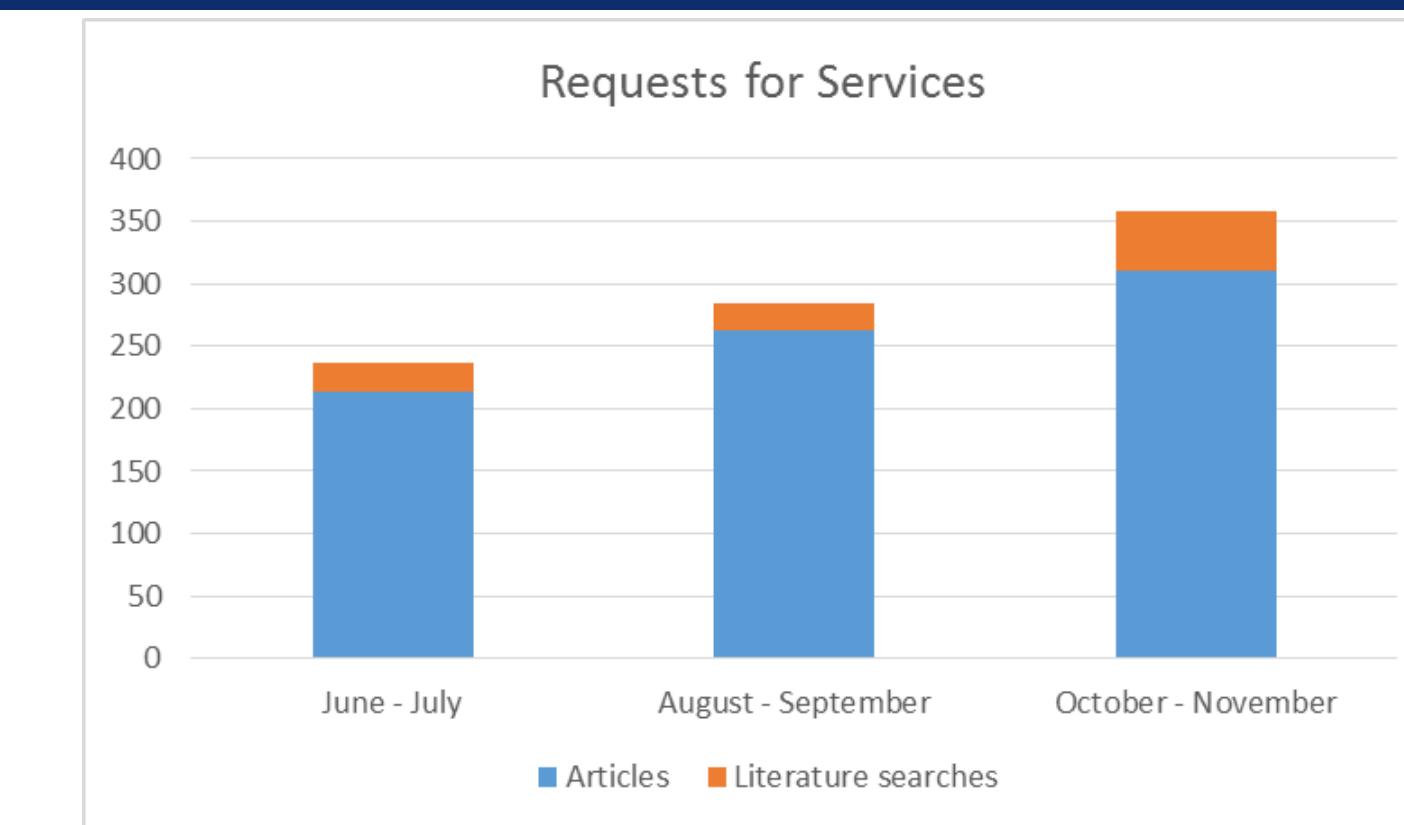
Appropriate resources and services were advertised for each group.

- **Clinical areas:** Top journals in a specialty
- **Administration:** EBSCO Health Business Elite, Business & management journals

Maintaining Relationships

- **Instruction.** Sessions are designed to introduce the library through demonstration of basic search concepts. The iterative nature of searching, and the availability of a librarian to help, are emphasized.
- **Searching.** The librarian will often set up alerts based on search requests. On occasion, a new, high-quality publication will be sent unsolicited to the user who made the original request.
- **Hot topics.** The librarian follows important topics in US healthcare and at Providence, such as the triple aim and high-reliability organizations. Services such as EvidenceUpdates are used to stay up to date on high-impact publications in the hospitals' service areas, and relevant articles are passed along to interested users on an ongoing basis.

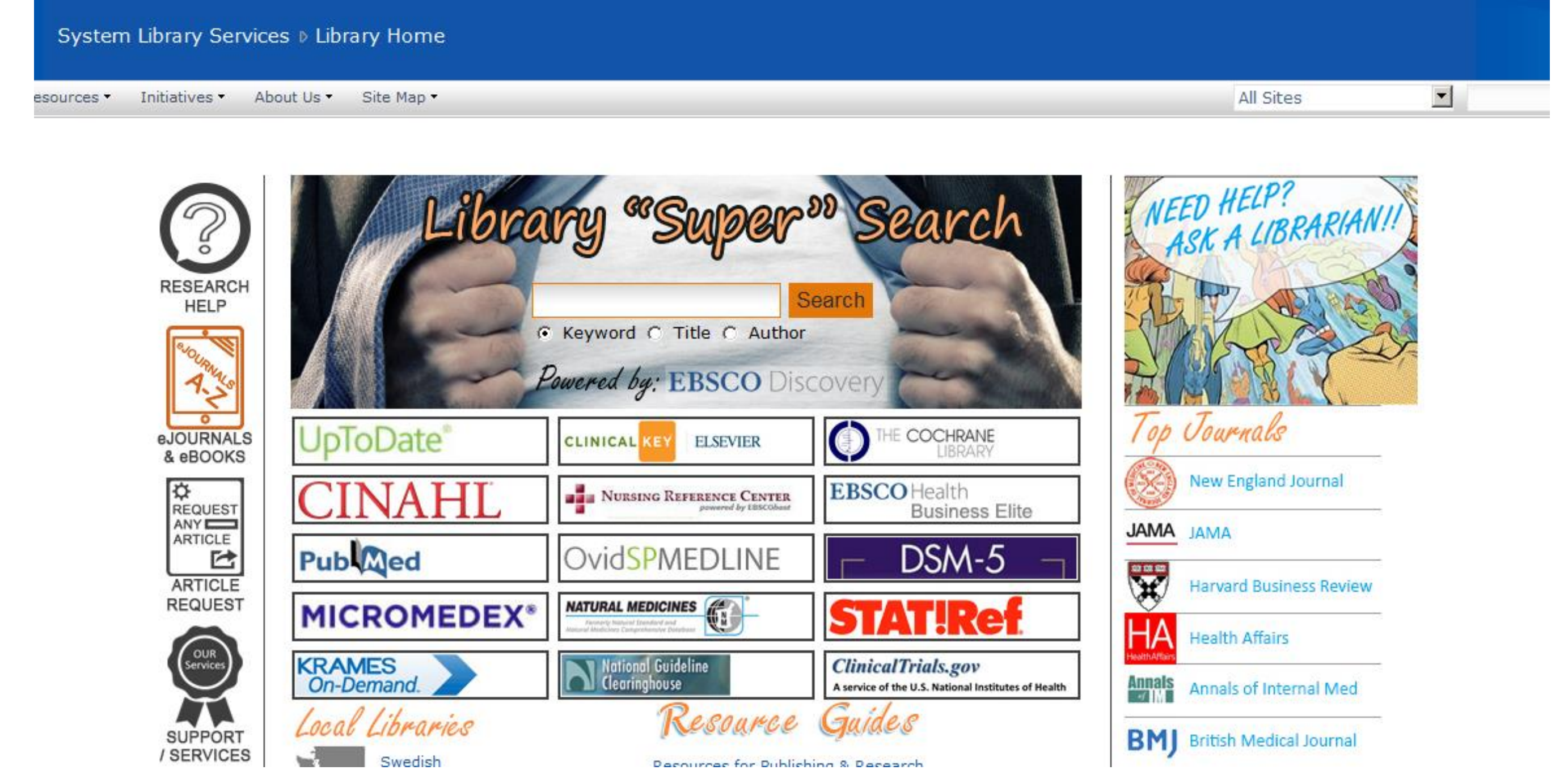
Outcomes



Feedback

- "This is the most incredibly useful service in strategic development and planning. How you organize the information is also so helpful."
- "I am impressed and delighted with the alacrity and thoroughness of your search."
- "You are the best and so FAST!!!!"
- "I cannot express how much I appreciate and love the service that you provide."

Next Steps



- Promote new library website through e-mail blasts and cafeteria tabling
- Encourage use of hospital library space through activities such as quarterly book clubs
- Get to know patrons at point of need through shadowing at nurses' stations and patient care rounds

Works Cited

1. Martin HJ, Delawska-Elliott B. Combining resources, combining forces: regionalizing hospital library services in a large statewide health system. J Med Libr Assoc. 2015 Jan;103(1):44-8. doi: 10.3163/1536-5050.103.1.009