Marketing the Library in a Large New Service Area

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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.

Identifying Stakeholders

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

- **Personalized e-mails**
  - Appropriate resources and services were advertised for each group.
  - Clinical areas: Top journals in a specialty
  - EBSCO Health Business Elite, Business & management journals

- **Curated resources**
  - Reviewed article lists, as appropriate

- **In-person**
  - 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

- **Remote**
  - Joined Nursing Research Council at Providence Holy Cross
  - Jioned CME Committee at Providence Saint Joseph
  - Created bibliographies for noon CME conferences

- **Embedded**
  - 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

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 Evidence/Updates 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

Target audience: Providence System-wide library services.

Next Steps

- Outcomes:
  - Satisfaction
  - Promotions
  - Community service

Works Cited