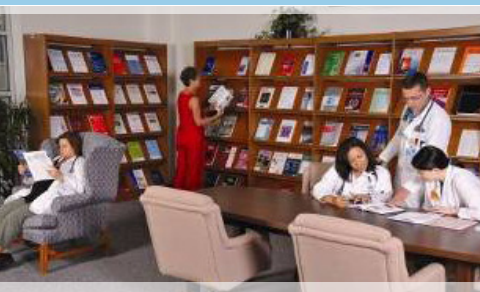


"Think about how you can go beyond your library to integrate your resources into the nurses' environment. It's important to remember that marketing to nurses is very different than marketing to physicians. Physicians are in the hospital only briefly for rounds making it more difficult to catch them. Nurses are in the hospital for their entire shift, which makes it easier to visit them on the nursing floors and grab them during their normal work days."

Donna Flake, MSLS, AHIP
Library Director
SEAHEC Medical Library
North Carolina SEAHEC



"Placing the library's electronic resources in HED will enable nurses to quickly move from charting the patient's information to looking up nursing information. It is going to improve patient care by nurses at our hospital. What you have done is very proactive, and I deeply appreciate it."

- Mary Ellen Bonczek,
RN, MPA, CNA, BC
Senior VP & Chief Nurse Executive



"I am very excited about the prospect of having library resources available to nurses via HED."

- Alice Matthews,
RN Manager Med/Surg



Going Beyond the Library to Bring Information Resources Right Into the Nursing Environment

Learn what you can do to be more proactive in your efforts to bring critical resources from the library, straight to your nursing community.

What are some of the benefits to your institution's library of marketing to nurses?

- Increase in usage of electronic library resources by nurses
- Nurses say the library provides a very easy-to-use interface
- Librarians get to know more nurses, and get to know their needs better
- Nurses come to see the library as proactive
- Increased respect for the library and librarians

Challenge:

Nurses are so busy with daily rounds and long hours. How can librarians keep them informed about the latest research and critical information? Medical Librarian Donna Flake explains how.

SEAHEC is a non-profit organization that provides training, education and resources to professionals at 58 health facilities in southeastern North Carolina. SEAHEC is one of nine AHECs in North Carolina. Located within the New Hanover Regional Medical Center, a 769-bed hospital in Wilmington that is a major referral center for southeastern North Carolina, the SEAHEC library is staffed by 4 librarians and supports 58 health facilities, with more than 1,500 ejournals and over 130 books available via the AHEC Digital Library (ADL). Healthcare professionals at affiliated institutions access the ADL for resources, including Ovid MEDLINE and Ovid full-text journals.

Donna Flake, MSLS, AHIP, is the Library Director for SEAHEC Medical Library in Wilmington, NC. In that role, she is always looking to find new ways to reach out to nurses so they can stay connected to the information they need to do their jobs well. Flake shares how she approached this challenge.

- In February 2010, she offered nurses a new way to connect to library resources by placing a link to the AHEC Digital Library in the Nurse Charting Module of the EMR (Horizon Expert Documentation or HED)
- To encourage usage, she sent promotional emails to senior nurses and asked them to forward to all nurse directors, nurse managers, nurses, and anyone else who uses HED

Long before the EMR integration project, however, he had already developed a close working relationship with the nursing community at her hospital.

- She hosts library orientations for all new nurses at the hospital
- She also hosts library orientations and electronic database classes for nursing students at local colleges and universities
- She offers classes to nurses on Evidence-Based Nursing (EBN)
- She hosts Nursing Focus Groups to understand what they need from library services
- She attends various nursing committees to better understand the challenges nurses face, which at her hospital include:
 - The Nursing Outcome Improvement Council, which supports developing processes to insure patient safety and increase patient satisfaction
 - The Nursing Research Committee which fosters nursing research, and works
 - The Nursing Congress which is a facilitating structure for making recommendations and decisions regarding the practice of nursing within the hospital



Nursing Case Study

North Carolina SEAHEC

Remember: Marketing to Nurses is Very Different than Marketing to Physicians

PHYSICIANS

- Physicians are in the hospital only briefly for rounds, making them hard to catch
- There is no single hierarchy – multiple communities of physicians in different specialties and different practices, with different interests and needs
- Requires specific marketing tied to individual specialties and interest areas
- It's best to integrate library resources into the Physician's EMR
- Choose one password that physicians remember because it simplifies off-campus access to library resources and significantly increases physician's use of the AHEC Digital Library

NURSES

- Nurses are in the hospital for the whole of their work shift, making it easy to visit them on the nursing floors and go on rounds with them during normal work days
- There is a definite hierarchy for nurses under the Director of Nursing, and it's generally easy to use the nursing hierarchy to gain support
- It's easy to engage nurses by joining their committees and other activities – though remember those activities take time
- While it's generally simpler to market to nurses, it also creates more work for the librarian because of the endless opportunities

Flake maintains an ongoing, proactive relationship with nursing staff, and has successfully integrated herself into various nursing committees and within the general fabric of the nursing community at her hospital. Long-term marketing is the key to success as are building consensus and enthusiasm from senior nurses.

Lessons Learned:

- Marketing in person is the best way
- Be sure to target the nurses' specialty
- Communicate your marketing message more than one time
- Be proactive in making things happen to better your library
- Think about how you can go beyond your library to integrate your resources into the user's environment

The Nursing@Ovid Difference

A Comprehensive, Integrated Nursing & Allied Health Portal for Practice, Education, Research, and Administration

The information needs of today's nursing and allied health community are changing. At Ovid, we conducted extensive market research with students, practitioners, and administrators, as well as librarians and information managers into the way they work and the tools they need. We discovered that today's nurses are looking for a new type of e-resource solution that offers:

- One destination for all their educational and professional information needs
- One place for bibliographic and full-text content
- Quick and easy access regardless of whether they're an expert or beginning searcher
- High-quality, current information that's relevant to everyday work
- Simple, intuitive tools that integrate search and discovery into everyday workflow

Nursing@Ovid is that solution, offering:

- Nursing@Ovid Interface – Simple, easy-to-use, and built with the architecture of OvidSP.
- My Workspace – Save, manage, and organize research documents and findings into projects and folders.
- Ovid Universal Search™ – Ovid's premium cross-platform solution.
- Ovid Toolbar – Save links to relevant search engine results or documents that you find when browsing online outside of Ovid.
- Ovid Nursing Subject Thesaurus – A proprietary controlled vocabulary that meets the specific needs of nursing and allied health professionals.
- Ovid Nursing Database – This proprietary bibliographic data set indexes over 400 journals and periodicals from all over the world and is indexed against the Ovid Nursing Subject Thesaurus.
- Premium Full-Text Resources – Highly-cited nursing and allied health journals published by leading publishers, including Lippincott Williams & Wilkins (LWW)