

# Case Study

## Munich Municipal Hospital Group

"With our customized OvidSP solution, I was able to have our interface created just the way our doctors wanted it. I can define which link targets are shown, and decide how they are shown. Plus, our doctors, nurses and researchers have received first-rate training through Ovid and to search efficiently using the many search mode options, features, functionality and tools."

-Sabine Hartwig,  
Hospital Administrator,  
Munich Municipal Hospital Group

## How One Hospital Administrator Increased eResource Usage at one of the Largest Communal Hospitals in Germany

*Learn how you can use OvidSP's unique customization features drive awareness of and streamline user access to electronic resources at your institution.*

**Sabine Hartwig**, Hospital Administrator for the Munich Municipal Hospital Group (MMHG), one of the largest communal care hospitals in Germany, was tasked with leading a hospital-wide initiative to improving access to medical information by making resources available exclusively online to all hospital staff.

After extensive research, the hospital group chose Ovid as a partner to provide a complete online solution that would be simple to navigate and understand, and meet the needs of all hospital staff, ensuring they have access to the resources they need whenever they need them. As a result, e-resource usage increased nearly 25 % between 2008 and 2009. And Sabine is projecting usage to increase over 10% from 2009 to 2010.

### The Challenge:

To find a customized platform solution that would meet the needs of all doctors, nurses and other hospital and clinic staff.

The initial online site set up by MMHG was very basic with online versions of databases and journals, yet proved difficult to use and unpopular with hospital staff. As the only Hospital Administrator, Sabine was forced to manage the diverse needs of the more than 2,000 doctors and nurses who need access to critical medical information. Currently, the hospital subscribes to approximately 180 journals, as well as several different databases through Ovid.

### The Solution: Customization and Training

After researching numerous information aggregators and other vendors, MMHG chose Ovid primarily for the flexible access options and customizable configuration of its online search and discovery platform, OvidSP.

Ovid offers numerous customization features, functionality, and tools—such as the choice of search modes, interface features, and content alerting tools—that help MMHG's large staff do their research the way they want. Users can navigate through OvidSP from wherever they have an online connection, in the clinic or at home (in fact, usage is high for doctors at home, when they have more time to do their research). Simultaneous searching of multiple journals and databases—generating a single results set—is also key. And as Hospital Administrator, Sabine can define, set up, and control links to full text that are included in a search result.

Ovid's Customer Support team worked closely with Sabine to devise a customized configuration of OvidSP that worked best for her staff. And they continue to provide timely, consultative assistance throughout the year.





# Case Study

## Munich Municipal Hospital Group

### About the Munich Municipal Hospital Group

With five hospital locations totaling approximately 3,400 beds and 70 medical departments, Munich Municipal Hospital Group (MMHG) takes care of 132,000 in-patients per year. All of its locations are academic teaching hospitals affiliated with Munich's two universities, providing maximum care level with the best of people and the best of science.

At MMHG, all medical experts and interdisciplinary teams are available within one organization, putting into practice up-to-date knowledge and state-of-the-art technology for the benefit of the patients. Highest quality standards at all five hospital locations are demonstrated by certificates of the independent German "Cooperation for Transparency and Quality in Healthcare" (KTQ). MMHG is not only known as the market leader in Munich and one of the leading organizations in Germany's health market, but also enjoys international recognition for its first-class medical performance and facilities.

### OvidSP Customization Features

Below are used most by the staff at Munich Municipal Hospital Group: Content alerting tools are some of the more frequently used—and praised—features among the MMHG staff:

- **eTOCs** automatically deliver notices via email or RSS when tables of contents for new journal issues are available
- **AutoAlerts** deliver saved searches via email or RSS automatically whenever new articles matching search criteria become available. AutoAlerts display a portion of the article

### "Ovid's Customer Support stands out from all the others."

-Sabine Hartwig, Hospital Administrator, Munich Municipal Hospital Group

### Ovid Universal Search™- Expands the Boundaries of Search

A key component of MMHG's OvidSP solution is Ovid Universal Search, which allows an institution to provide user access to resources the institution doesn't offer via OvidSP. This feature is part of MMHG's OvidSP interface, ensuring that, whether or not a journal is accessed via OvidSP or via another search platform, there is a uniform look-and-feel—and a single search results set—for all of MMHG's subscribed resources, making it easier for doctors without a lot of time who have to work quickly. In addition, doctors can access just a single article from an issue of a journal not available via a subscription through OvidSP using Ovid's Pay-Per-View service.

### Training is Key!

Throughout the year, Sabine offers MMHG staff numerous training sessions, taught by herself or with assistance from a member of the Ovid Training team. Training sessions are often held as part of clinics with the hospital. Topics focus on OvidSP customization features and how best to navigate and make the most of the platform. In 2009, Sabine hosted 40 training sessions for her staff—nearly 1 per week! Through the end of May 2010, approximately 20 sessions have been offered to hospital staff.

### Results:

Usage statistics—particularly for subscribed journals—increased significantly in the past two years.

- 2009 usage was nearly 25% higher than 2008 usage
- January-May 2010 usage is almost 10% higher than January-May 2009 usage
- 2010 usage is on track to be over 10% higher than 2009 usage

### Conclusion:

- **Regular training is critical to growing usage among hospital staff**  
The more doctors know how to use the platform the more time they'll spend using its resources.
- **Frequently monitor usage statistics**  
These help you make well-informed purchasing decisions, ensuring the resources you do have are used widely. Are you noticing articles frequently accessed through Ovid PayPerView? Switch to an annual subscription!
- **Collaborate closely with physicians and other hospital staff**  
Work closely with doctors and key users throughout the year to find out which resources they're looking for and subscribe to; consult user statistics together.
- **Identify key expert users among your staff**  
Expert users can help drive awareness among the user community about how the platform works and the availability of training sessions.
- **Tap Ovid Customer Support for help**  
Take advantage of Ovid's skilled Support team to help customize your settings, provide training services, and address issues anytime you need assistance.