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Poster Session: Conducting Focused Outreach with Patient Populations

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Conducting Focused Outreach with Patient Populations

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ABSTRACT

Focused Outreach techniques developed by the Network of the National Library of Medicine—New England Region may be applied by hospital librarians interested in working with patient populations. This poster includes the principle techniques employed in community outreach projects, as well as suggestions for the application of these techniques for hospital librarians interested in conducting or supporting outreach to patients.

BACKGROUND

Burgeoning efforts in participatory care and the inclusion of patients in the decision-making process pose a unique opportunity for librarians and information professionals to offer more personalized information services. DeRosa, et al. 2019 DOI: [10.5195/jmla.2019.652](https://doi.org/10.5195/jmla.2019.652)

FOCUSED OUTREACH TECHNIQUES

- Conduct Key Informant Interviews
- Review Publicly Available Data
- Develop Outreach Strategies



Bangor Public Library, Bangor, Maine, June 2018

PUBLICATION

Malachowski M. Conducting Focused Outreach with patient populations, J Hosp Librarianship. 2020.

DOI: [10.1080/15323269.2020.1779536](https://doi.org/10.1080/15323269.2020.1779536)

APPLICATION TO PATIENT POPULATIONS

- Work with selected interviewees to identify the target population and health information focus.
- Learn about the information-seeking habits of target patient population.
- Develop a strategy to address a specific need.



Staff Training, Bangor Public Library
Bangor, Maine, Dec 2018

RECOMMENDATION

NER recommends that hospital librarians investigate professional development opportunities to learn more about participatory care and shared decision-making.