A Strategic Plan for Transitioning to a Healthcare Knowledge Services Center in New England (presentation)

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A Strategic Plan for Transitioning to a Healthcare Knowledge Services Center in New England

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Network Coordinator, NN/LM NER

The T-Shaped Librarian
MLA 2011
Sunday, May 15, 2011
As part of its Regional Advisory Council (RAC), the New England Region of the NN/LM formed the Hospital Library Subcommittee (HLS) in 2004.

HLS charge: to explore ways to promote the value of hospital libraries.
List of Accomplishments

- **Poster**: Advocacy Support Services (MLA’06)
- **Poster**: EBN Play Productions (NAHSL’07, MLA’08)
- **Poster**: Value of Hospital Libraries (MLA’10)
- Hospital Librarian Orientation **Toolkit** (2005)
- Hospital Library Promotional **Toolkit** (2005)
- Hospital Library Value **Study** (2008)
- **Model Template** for Transitioning to an HKSC (2011)
- **Poster**: A Strategic Plan for Transitioning to a Healthcare Knowledge Services Center in New England (MLA’11)
Over the past decade we’ve witnessed a disturbing trend in the New England region, as teaching and community hospitals reduce:

- library hours
- library staff
- library services
- library budgets

-- in 23 cases, eliminating the library altogether!
Advocacy Services

AN UMBRELLA OF ADVOCACY SERVICES FOR HOSPITAL LIBRARIES

- Are you just arriving at your institution?
- Are you expecting reductions in staff, hours, services, or space?
- Are you leaving the library, hoping the institution hires a suitable replacement?
- Just got word that your library will be going through a consolidation or merger?
- Has your institution already announced that it’s closing its doors?
- Are rumors circulating about eliminating the library entirely?
- Where can you find...
  - Help?
  - Someone to talk to?
  - Someone to understand?
  - Someone that will do something?

Advocacy

- You’re really not alone... there is someone you can talk to!
- Customizable to fit your situation and your institution
- Contact:
  Mark Goldstein
  NN/LM NER, Network Coordinator
  508-856-5964
  Mark.goldstein@umassmed.edu

Orientation Packets

- Ready to be sent out
- Contains information about:
  - NN/LM NER
  - Your local state organization
  - Education & training opportunities
  - Library acronyms & what they mean
  - Listens available
  - Bibliography

Marketing (in development)

- Sample strategic plan
- Practical ideas
- Do you have suggestions?
- Contact:
  Mark Goldstein
  NN/LM NER, Network Coordinator
  508-856-5964
  Mark.goldstein@umassmed.edu
The Subcommittee recognized that our community of hospital librarians had reached a place where the *status quo* was no longer tenable.

**As hospital librarians, we recognized the need to:**

- redefine the library role within a hospital setting
- find an institutional “place at the table”
- translate our efforts into institutional value
- shift from the “reactive” to the “pro-active”
“[There has been a] significant shift in what professionals do and how they fit within their environment. The combined forces of new information technologies and the demands for better and more timely information requires the profession to change radically.”

-AHIMA, 1991
Within a healthcare organization knowledge management is responsible for providing the assessment of and accessibility to refined information (knowledge), serving a widely diverse population, guided by evidence based practice.

- RAC Hospital Library Subcommittee
The Knowledge Pyramid

BEST PRACTICE (clinicians)

KNOWLEDGE (knowledge managers)

INFORMATION (HIM, publishers, aggregators, webmasters)

DATA (information technology)
### Examples of KM

- Build a database of approved abbreviations
- Build a “plain language” dictionary/thesaurus
- Link knowledge-based resources to the EMR
- Create a consensus, making decisions on both internal and external knowledge-based resources
- Create a web portal for both internal (in-house) and external resources
- Create an institutional “knowledge awareness program”
- Meta tag internal documents
KM provides:
1) positive push forward
2) bridge between information and BP
3) support for institutional goals
4) competitive edge in marketplace
5) window of opportunity
   ✓ navigators
   ✓ facilitators
   ✓ EBP collaborators
   ✓ patient educators
A Strategic Plan for KM in the Region

**PHASE I. DEVELOPMENT (2010-2011)**

- **Deliverables:**
  - HKSC Model Template
  - KM Knowledge Awareness webinars
  - KM Day
  - HKSC Pilot Field Guide

**PHASE II. IMPLEMENTATION (2011-2013)**

- **Deliverables:**
  - Pilot selection & funding
  - Consultation, support, & implementation of Pilot Field Guide

**PHASE III. EVALUATION (2013-2015)**

- **Deliverables:**
  - Surveys, focus groups
  - Quantitative + Qualitative research results & review
A Transitional Shift

Hospital Library

Healthcare Knowledge Services Center (HKSC)

<table>
<thead>
<tr>
<th>Hospital Library Services</th>
<th>Knowledge Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Links to outside knowledge</td>
<td>Links to both outside and inside knowledge</td>
</tr>
</tbody>
</table>
Purpose:

To help facilitate the development of several sustainable HKSC models, and to assist interested hospital libraries in their transition to knowledge services centers within their institutions.
Core Components

I. KM Definition
II. Knowledge Pyramid
III. Attributes of the HKSC
IV. Competencies for the Knowledge Manager
V. Collaborations & Alliances
VI. Comparative Table of Services
VII. Addenda

A. Sample Job Description
B. Sample Mission Statements
C. Sample Strategic Plans
D. Sample Line Items for an Operating Budget
NER funding for Phase One (2010-2011)
- introduced KM concepts and examples
- developed tools for transition

NER funding for Phase Two (2011-2013)
- funded **pilot sites**

- surveys and focus groups
- publication of results
Questions & Answers

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