

1-24-2011

Knowledge Management Awareness Webinar

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Repository Citation

Coletti, Margaret H. and Goldstein, H. Mark, "Knowledge Management Awareness Webinar" (2011). *National Network of Libraries of Medicine New England Region (NNLM NER) Repository*. 4.
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Knowledge Management Awareness

Margo Coletti and Mark Goldstein
Webinar Series
January 24-28, 2011

"We are drowning in information, but we are starving for knowledge."

- J. Naisbett

Purpose of Today's Webinar

1. **Explain** what we mean by “Knowledge Management”
2. **Introduce** a model template for an HKM Center
(Healthcare Knowledge Management Center)
3. **Generate interest** in “Knowledge Management Day”
Fri, Mar 4th, 2011 (*alternate snow day scheduled Thu, Mar 17th*)

What is Knowledge Management?

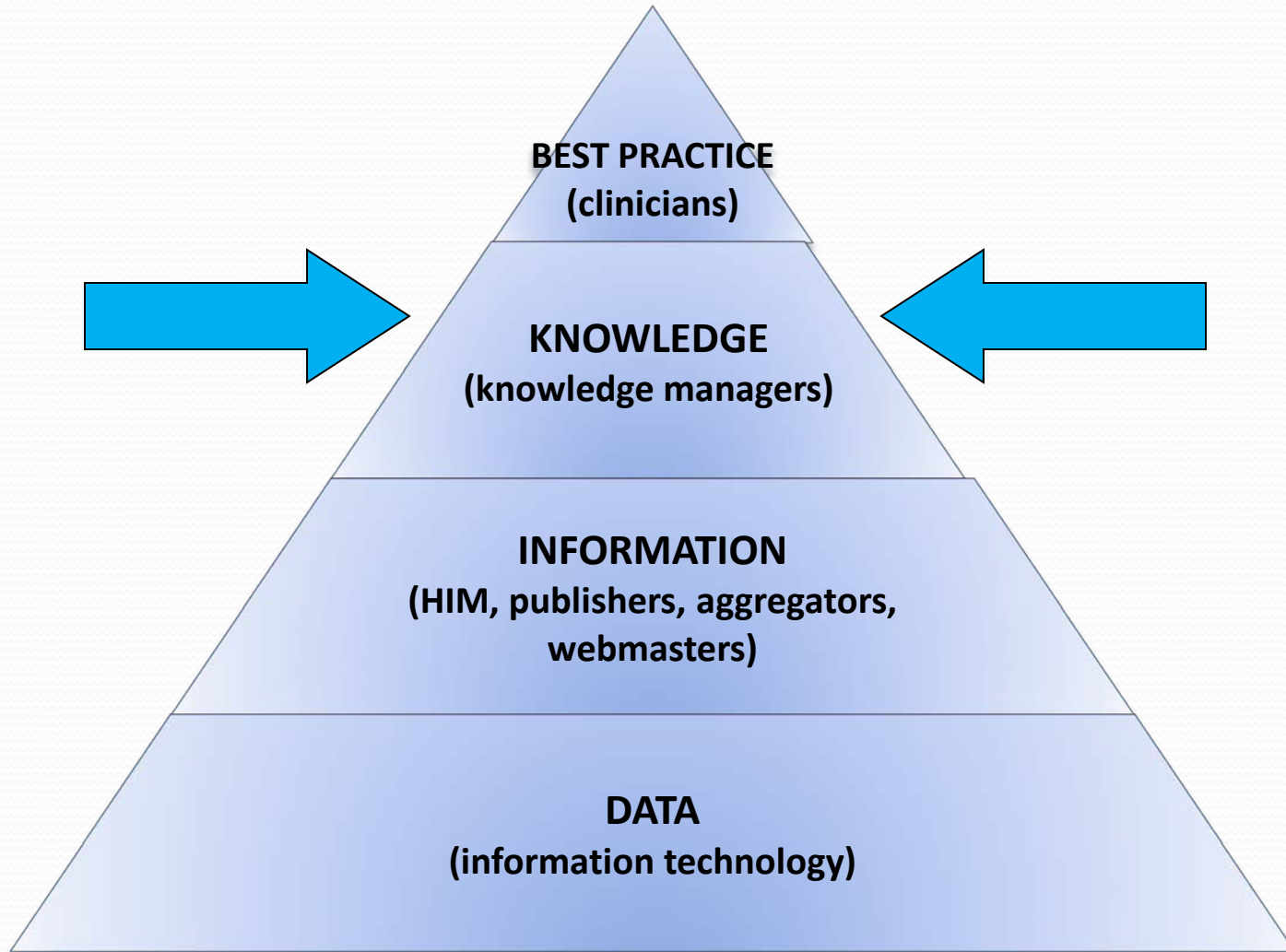
“Knowledge Management within a healthcare organization is responsible for providing both *assessment of* and *accessibility to* refined information (knowledge), serving a widely diverse population, guided by evidence based practice.”

[Hospital Library Subcommittee of the NN/LM NER RAC]

“... a range of practices used by organisations to identify, create, represent, and distribute knowledge.”

[Wikipedia]

The Knowledge Pyramid



What does Knowledge Management look like in a health care setting?

For example:

- 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 (**acquisitions and access**)
- Create a web portal for both internal (in-house) and external resources
- Create an institutional “knowledge awareness program”
- Meta tag internal documents

And how is this different from what we're doing now?

Medical Library Services (link to the outside knowledge)	Knowledge Mgt Services (link to both outside and inside knowledge)
Current Awareness: TOC	Current Awareness: TOC <i>plus</i> blogs, etc.
Database Management: Journals Check-In Book Circulation Knowledge-Based Info: (Ovid, ISI, Ebsco databases)	Database Management: Journal Check-in? Book Circulation? KBI <i>plus</i> Internal Knowledge Bases: (Abbreviations, Institutional Publications Repository, etc.)
Finding documents: using indexed terms	Finding documents: <i>plus</i> Indexing and meta tagging documents so others can find them
Decision Making: KBI Resources	Decision Making: KBI Resources <i>plus</i> Content Management Systems

Model Template for a Healthcare Knowledge Management Center

➤ **Brief Background:**

- The Hospital Library Subcommittee (HLS) was formed in 2004, as part of the NER's Regional Advisory Council (RAC)
- Its overall charge: to explore strategies to promote the value of hospital libraries.
- Since late 2008, we've witnessed a disturbing trend – the gradual rollback of the hospital library function, through a reduction in: hours, staff, services, and sometimes an elimination of the library function altogether.
- The RAC-HLS began offering a range of advocacy services (toolkits, support letters, interventions, etc.)
- Outcome: limited success or “too little, too late”

Model Template for a Healthcare Knowledge Management Center

➤ **A New Strategy Emerges:**

- ❑ Need to come to terms with redefining the role of the library within a hospital care setting
- ❑ Need to find an institutional “place at the table”
- ❑ Need to translate our efforts into institutional value
- ❑ The RAC-HLS reviewed the AHIMA model as precedent, where the Medical Records function redefined and transformed itself into the HIM “Health Information Management” function
- ❑ We realized we needed to do the same -- *and quickly!*

Model Template for a Healthcare Knowledge Management Center

“[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

Model Template for a Healthcare Knowledge Management Center

➤ Reasons supporting rationale towards KM:

1. **KM provides the positive push forward;**
2. **KM provides the “bridge” between information and BP;**
3. **KM provides hospital librarians with an ideal window of opportunity to become critical players in:**
 - a.) the information explosion;
 - b.) the national push for health care reform;
 - c.) the universal adoption of EBP; and
 - d.) the emerging trend of *self-directed practice*, where patients take responsibility for their personal health (e.g., EHRs);
4. **KM supports institutional goals:** a.) exceptional quality control; b.) high risk management standards; and c.) optimum patient safety levels; and
5. **KM offers health care orgs a competitive edge in marketplace.**

Model Template for an HKM Center

Template Purpose:

To help with the realization of several sustainable HKM Center models, and to assist interested hospital libraries in their transition to knowledge management centers within their health care organizations.

Template Goal:

To help ensure that the HKM Center as a new function is well-defined to:

- 1.) provide both the *assessment and accessibility* of refined information;
- 2.) serve a widely diverse population; and
- 3.) create a practice that is based on carefully evaluated evidence.

Model Template for an HKM Center

MODEL TEMPLATE COMPONENTS:

- ✓ Requirements
- ✓ Competencies
- ✓ Collaborations & Alliances
- ✓ Job Descriptions
- ✓ Mission Statement & Strategic Plan
- ✓ Budget

*To be presented in greater detail at the **KM Day** Program in March.*

Knowledge Management Day

- Sponsored by NN/LM NER
- **Friday, March 4th** (Snow Date: Thursday, March 17th)
- Hoagland-Pincus Conference Center, U-Mass, Shrewsbury, MA
- Agenda:
 - Breakfast
 - Introduction
 - KM Principles (Lynda Moulton)
 - Break
 - HKM Center Model Template
 - Lunch
 - KM Applications in Healthcare
 - Conclusion

The Big Picture

CURRENT NER-FUNDED PROJECT:

➤ **Deliverables:**

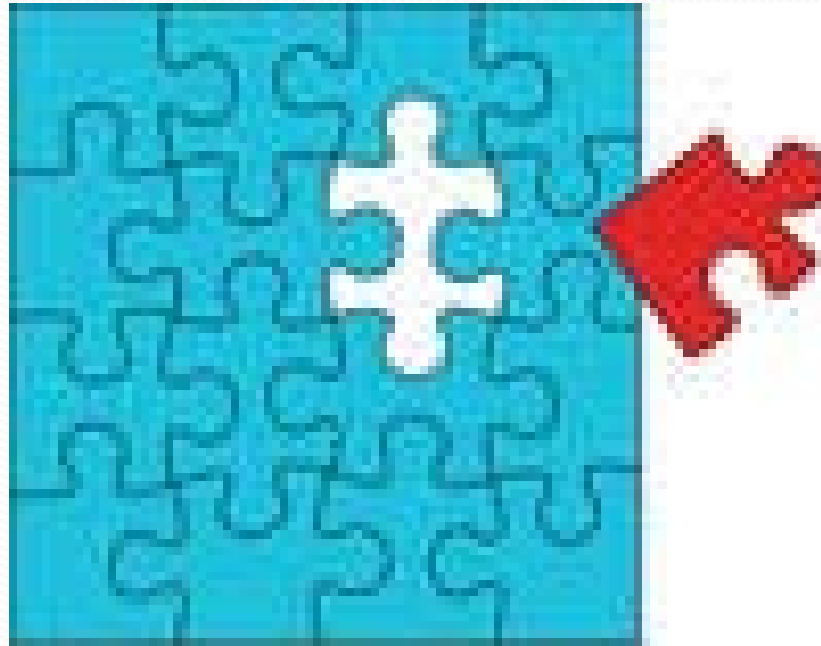
- KM Day
 - Detailed KM Curriculum Development Plan
- Project expires April 30, 2011

FUTURE PROJECT:

➤ **Deliverables:**

- Choose 2+ pilot sites (hospitals) for establishment of an HKM Center.
 - Use Detailed KM Curriculum to train/coach pilot site librarians/knowledge managers to establish HKM Centers.
- Multi-year project (2011-2013) to establish pilots for HKM Centers

Transformational Change



Questions & Answers



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