All I know about Marketing

I've learned in Alaska!

Presented by Sally Bremner
PNC/MLA Meeting, Boise, October 16, 2011

About Me

- Born and educated in NZ (B.Sc. Biol. Sciences)
- B.L.S., UBC, CANADA 1971
- M.L.I.S., U.W.O, CANADA 2001
- 30 years in libraries with no fees!
- Became medical reference librarian at Alaska Medical Library in 2003 – fee-based
- My dual role
  - AML: Lit. Searches for clients, Marketing our services
  - Consortium Library: Reference / instruction, collection building for allied health programs

Our Challenge

Strategies to get new clients

- Introductory letter - Mass mailing / Drop off
- AML Poster
- AML brochure
- Conference exhibits: handouts
- Mementoes – branded lip balms, bookmarks, clips, calendar cards, magnets
- Hospital presentations, Orientation packets
- Contributions to magazines / newsletters

Improved promo letter - 2006

Alaska's Medical Library is YOUR Medical Library

Tel: 907-786-1870 Toll-free in AK 1-888-997-7878 Fax: 907-786-1608
E-mail: ayhsis@uaa.alaska.edu

http://www.lib.uaa.alaska.edu/hsis/

Can your library:

Send medical articles directly to your computer?
Find books from medical libraries around the globe?
Create custom online searches for complex research requests?
Provide quick delivery of medical statistics and other facts and figures?
Search medical databases automatically for the latest information?
Teach you the professional secrets of Web and database searching?
Help you sign up with the Loansome Doc® document delivery service?
Send tables of contents of current journals for your ordering convenience?

Yes it can !!!!!

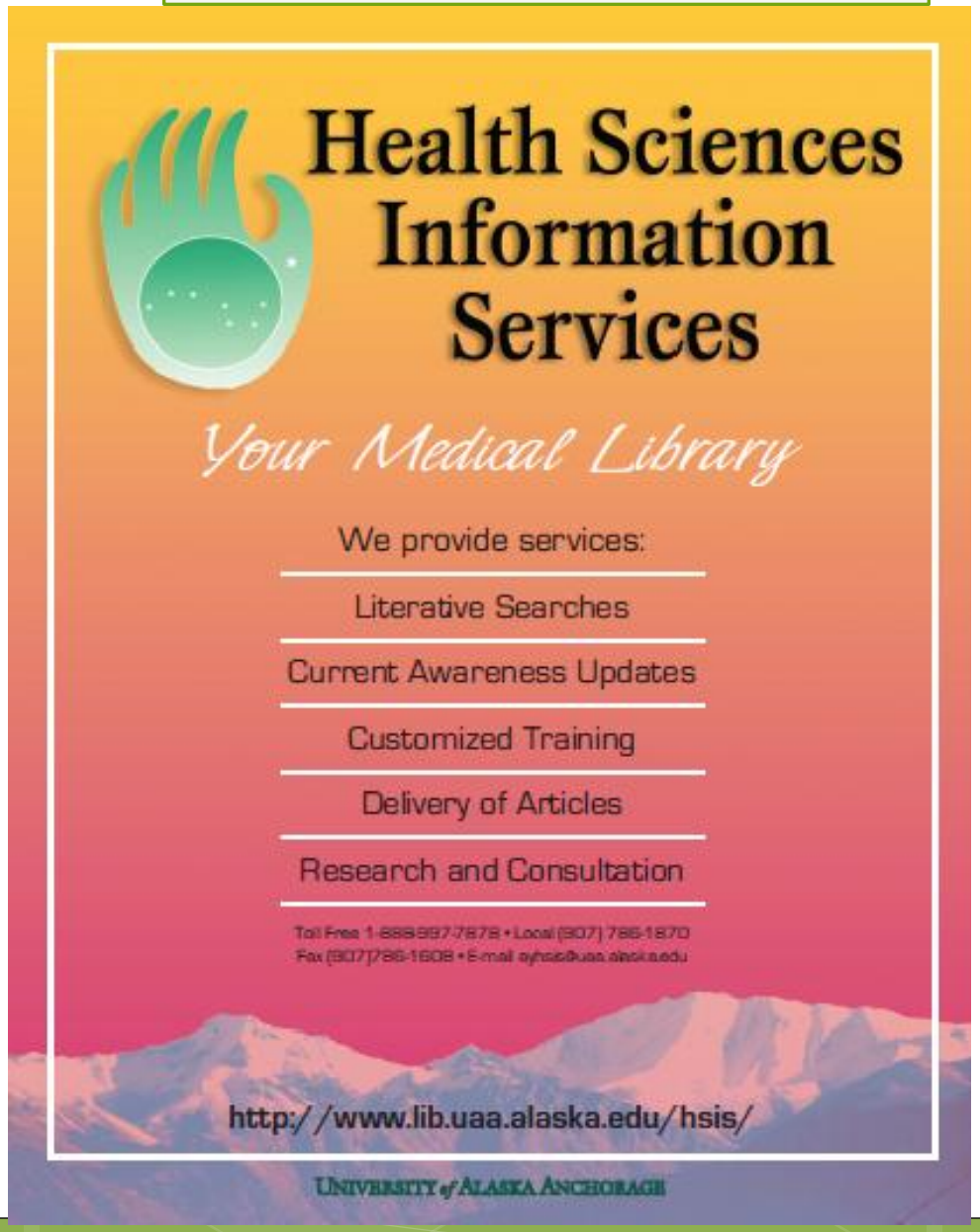
Alaska's medical library is your library! We are called the Health Sciences Information Service. Our annual contract with your hospital assures you of excellent medical information services on demand.

Our dedicated team focuses on article delivery, training, and choosing online databases and tools to ensure that Alaska healthcare providers have the resources, knowledge, and search skills to find the best information for patient care. When you can't find it yourself, we can provide you with the quality, up-to-date medical information you need, *delivered right to your computer.*

HSIS Poster

- Proof carefully!
  - Check
  - Check
  - Check
  - The more eyes the better

- We 'caught' Literative, but not a typo in our 1-800 no!



Our first brochure 2001

Get the Answers —

The qualified library staff at HSIS can help you solve your information needs. They can:

- Track down the latest facts essential for high-quality patient care
- Obtain urgent information for clinicians, administrators, health consumers, and community service organizations
- Supply support literature for formal and continuing education
- Pull together news and views on current professional and public debates
- Apprise subscribers of the latest research and treatment options
- Deliver articles electronically to your desktop or via surface mail
- Provide training for individuals who perform their own searches of the medical literature

How to Contact HSIS

Office Hours
Monday *through* Friday 9 AM to 5 PM

Phone (907) 786-1870
Fax (907) 786-1608
Toll-free within Alaska 1-888-997-7878

Email
ayhsis@uaa.alaska.edu

Website:
http://consortiumlibrary.org/hsis

Location
Visit HSIS on the second floor
of the Consortium Library
of the University of Alaska Anchorage

Address
HEALTH SCIENCES INFORMATION SERVICE
Consortium Library
University of Alaska Anchorage
3211 Providence Drive
Anchorage, AK 99508-8176

UAA is an EO/AA employer and learning institution.

We have answers to your health and medical questions.

HSIS
HEALTH SCIENCES INFORMATION SERVICE

Alaska's Medical Library

Consortium Library
University of Alaska Anchorage

Updated brochure 2009

Evidence-Based Information — The Essence of Quality Health Care

Evidence-based practice is a new model of patient care. It combines the best research, clinical expertise, and patient values to guide treatment decisions. We have the knowledge and experience to help you find the best research.

Who are we?

The Alaska Medical Library (AML) provides fee-based medical library services across Alaska. Partially funded by the University of Alaska Anchorage, AML is also supported through user fees, donations, and grants.

AML's team of highly trained medical librarians and dedicated support staff offer a wide variety of services and expertise.

Any individual or organization with medical information needs is eligible to use AML services for a fee. The fee schedule and payment options are available on our website at http://consortiumlibrary.org/aml/fees/

The health sciences collections, article databases, and other resources are free to the public when used onsite. The library is open

Monday – Friday	7:30 am – 11 pm
Saturday	10 am – 8 pm
Sunday	Noon – 11 pm

Hours are reduced between semesters and during holidays, and summer sessions.

We can ...

- **Send articles directly to your computer**
- **Find books in libraries around the world**
- **Run custom online searches for complex patient care, management, or research requests**
- **Find quality patient education information on specific topics**
- **Help you set up automatic searches to alert you to the latest information**
- **Improve your Web and database searching**
- **Send electronic tables of contents from current journals to your computer, or help you set up an RSS feed to get this information directly**

The Alaska Medical Library Team (from left): Sally, Jim, Dawn, Caitlin, and Kathy

What one client says...

Dr. Thad Woodard, Anchorage pediatrician and host of the popular radio show, *Line One: Your Health Connection* on NPR.

"Alaska Medical Library allows me to stay ahead of *UpToDate* on new information on pediatric asthma. This is a first-rate service for medical professionals wanting to keep abreast of the most current published information on a topic. And the response of the staff at the medical library to my requests is always quick, courteous, and thorough."

Thad L. Woodard, MD

Exhibit for *Full Lives* - 2005

Early branded promo items

- Bookmark
- Scratch pads /shopping lists
- Interoffice stationery
- Student brochure

Current branded promo items

Writing for publications

Research your own health issues!
By Sally Bremner.

Looking for answers to a particular health problem? Want to tune up your diet to feel better, look better and reduce your risk for chronic diseases? Need to understand more about your meds or those prescribed for your kids? Interested in alternative or complementary medicine? The more you know and understand about your health problems, the more closely you will be able to work with your healthcare professional, to find the best solutions.

We now know that each human being is unique; our individual genetic makeup [illegible] influences and experiences have shaped us. Unfortunately no one comes with manual. But each of us knows himself or herself better than anyone else. By own bodies and tuning in to our own belief systems, we can contribute valuabl is wrong, and help decide on the best treatment plan or course of action.

The Internet has placed a large amount of health information at your fingertips people are going online to find out about their own health issues. This helps y questions, understand your options, and make better decisions about your hea need is a computer with an Internet connection, and a few tips on where to be

Here is an alphabetical list of websites and valuable databases which anyone can use free-of-charge.

The Alternative Medicine Homepage: http://www.pitt.edu/~cbw/altr
An exhaustive list of alternative medicine websites for anyone intereste unconventional, unorthodox, unproven, or alternative, complementary, integrative therapies. Sponsored by the Falk Library of Health Science

Alaska Wellness, 2003

Healthy Yellow Pages, 2004

ALASKA'S HEALTH SCIENCE LIBRARY
Health Sciences Information Service at UAA

Contact us for:

- Consumer health information
- Delivery of articles and books
- Literature searches
- Research and consultation
- Database training onsite
- Current awareness updates

786.1870
786.1608 (Fax)
1.888.997.7878 in AK
ayhsis@uaa.alaska.edu

Visit us onsite to use our databases and borrow on your public library card

http://www.lib.uaa.alaska.edu/hsis/

Strategies to keep in touch

- *AML Newsletter* (discontinued)
  - Bi-monthly → Monthly
  - Bits ‘n pieces → themed issues
  - E-mailed to 1500+ addresses & 4 Lists
  - Certain issues redistributed to target groups
  - Some issues reprinted in other newsletters
  - Each took 3 full days to research and create; permissions for graphics could take much longer
  - Over time →wider audiences, some feedback. Non-targeted; No one missed it when stopped

HSIS / AML Newsletter

#14 Jan-Feb 2003

Health Sciences Information Service
Alaska's Medical Library

Number 14 Jan.-Feb. 2003

Q: Whose is the new voice with the strange accent at HSIS?

A: Sally Bremner, a native New Zealander, but longtime librarian in Canada, has taken over from Loretta Andress as our Medical Librarian. Sally received her MLIS degree from University of Western Ontario, enjoys all things northern, and has a keen interest in health sciences. She is eager to perform custom searches on health/medical topics, provide reference consultations or advice on online searching and assist with other health science information needs. Loretta, meantime, has moved to join the ranks of UAA's semi-retired librarians and is building a digital library of Alaskan images prior to statehood for the 50th anniversary!

Q: Where can I find reliable patient education material suitable for Native Alaskan populations?

A: **The IHS Consumer Health Information** page presents a selection of high quality health and medical Web sites that have been designed with the patient and consumer in mind. Content was suggested by staff at the IHS at the Pacific Northwest Regional Office of the National Network of Libraries of Medicine http://www.ihs.gov/MedicalPrograms/consumer-health/

Healthfinders American Indian/ Alaska Native Websites This easy-to-use consumer resource provides a central point for up-to-date health information of special interest to American Indians and Alaska Natives. The special healthfinder(r) section highlights more than 20 of the most important topics of interest. In addition to specific well-ness and disease topics such as nutrition and diabetes, these include elder and traditional native healing. http://www.healthfinder.gov/justforyou/justforyou.asp?KeyWordID=220&branch=1

WHERE HAVE ALL THE JOURNALS GONE?

As a result of our journal vendor taking library monies and not placing 2003 order, many libraries across the country are facing a crisis. In many cases publishers have not been paid for 2003 library subscriptions and we believe they will not continue to send journals if they do not receive payment. At this time another journal vendor has indicated an interest in buying our current journal vendor. We expect that the situation will be resolved in March. However, if journal issues are not received, articles will have to be ordered from other libraries. This will result in a greater time lag before you receive the requested articles.

You can help. If you have any 2003 health-related journal issues that you no longer need, send them to the library. If we cannot use them, we will offer these issues to other libraries that can.

NLM ANNOUNCES NEW CLINICAL ALERT: Low Dose Warfarin Prevents Recurrence of Blood Clots. NHLBI Stops Study. This alert can be found at http://www.nlm.nih.gov/databases/alerts/warfarin.html

Rush searches are no longer available 24/7 as there has been very low use. However, please let us know if you feel it is important to have this service available in emergencies. HSIS aims to be responsive to your needs.

University of Alaska Anchorage - Consortium Library
3211 Providence Dr., Anchorage, AK 99508
(907) 786-1870 Fax (907) 786-1608 Toll free: 1-888-997-7878 ayhsis@uaa.alaska.edu
Please visit http://www.lib.uaa.alaska.edu/hsis/ for more information
sally bremner & loretta andress 2/27/03

#91 Sep-Oct 2010

Alaska Medical Library Newsletter

No. 91 September - October, 2010

Want an Easy Way to Keep Current with Your Favorite Journals?

Nowadays, it's all on the Web! Or so we are told. However, although touted as a free service, setting up e-mail alerts on publishers' websites and obtaining the complete articles you want to read can be time consuming and costly. Some of our clients prefer we provide this service for them. Here is what you need to know to decide on your best option to stay current.

Using the "free" service on the Web.
For each journal, you must find the Publisher's website and the link to set up an alert for the specific journal. You must choose a user id and password and keep a record of them in case you want to change or cancel this service. Whenever a new issue is published (weekly, monthly, quarterly, etc.), you will receive the table of contents by e-mail. You can purchase any articles you want to read from the publisher using your credit card. However, this is very expensive. The cost varies between $30 and $50 per item, even for a short editorial or letter. A cheaper option is to ask us to supply the articles you identify and want to read. See the Save Big Bucks box.

Using PubMed or Academic Search Premier databases
You can also set up a table of contents alert for a specific journal or on a topic of interest in a database. After signing up for your own space to store the request, you enter the search and save it along with your choice as to how often, which day of the week, etc. You can find step-by-step instructions at http://consortiumlibrary.org/aml/publications/newsletters/Jan09.pdf. The e-mail alert you receive links to any free full-text available in the database or from publishers websites, but you will still need a supplier for any full-text not available. See the Save Big Bucks box.

Using Alaska Medical Library's TOC
Busy healthcare professionals will discover there is a much easier way to track their favorite journals for new articles of interest. Our table of contents (TOC) service handles the complete process for you, saving considerable time and money. There is no need to set up a plethora of passwords on different web sites. Our staff does all the set up so you receive an e-mail alert whenever a new issue of your chosen journal is published. Please note, however, that we can provide TOC service ONLY for journals that our library subscribes to.

Which journals are available for TOC service?
This is a tricky question because the list keeps changing. Our library purchases journals in many different ways. Databases such as CINAHL, PubMed and Academic Search Premier include some full-text articles; a few titles are purchased as single subscriptions, e.g. New England Journal of Medicine; others are part of large collection of e-journals, such as Elsevier Science Direct. Many journals are moving strictly online, but in some cases we still have to purchase print as well. In order to have access to the most current issues. Because of the difficulty in keeping an accurate listing of what we have, it is best for you to tell us which titles you'd like to track and we'll let you know if we can supply them. If you are new to a specialty and would like to know which titles we have in that area, our staff can provide a list of journals for your selection.

Pricing for TOC service
In many cases this cost is covered for you by your organization. Check with our staff if you are not sure. AML charges $40 for table of contents service for each journal you request per year. This flat rate for everybody includes the provision of all the full-text articles you request from your TOC journal title all year. Considering AML's usual $8 per article charged for document delivery – you would break even after just 5 article requests. Please visit the Keep Current link on our website at http://consortiumlibrary.org/aml/order/current.php for more information on this popular service.

Save big bucks !

The Alaska Medical Library can supply journal articles for 33-66% of what publishers charge for them when you purchase them from a publisher's website.

We charge $8 per article to healthcare provider or consumers, and $14 to for-profit organizations if we can supply from our own collection.

If not, we can request a copy for you from another library. This costs a bit more: $14 for healthcare providers and consumers, or $20 for for-profits. We can deliver articles electronically to your desktop usually within 24 hours. Interlibrary loan service may take 2-5 days.

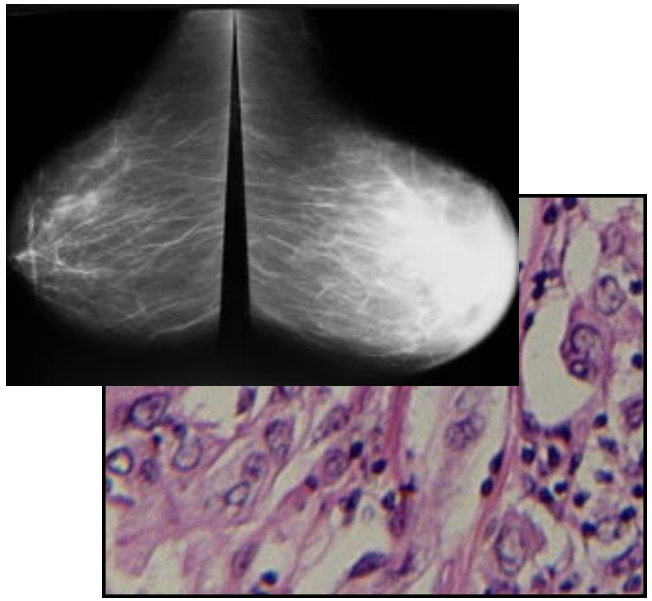
Alaska Medical Library @ UAA/APU Consortium Library, 3211 Providence Drive, Anchorage, AK 99508
(907) 786-1870 Fax (907) 786-1608 1-888-997-7878 in AK aml@uaa.alaska.edu
Please visit us online for more information http://consortiumlibrary.org/aml/ Author: Sally Bremner 12-04-2010

What I learned from the newsletter

- You may think your promotional stuff is terrific – But is anyone really listening? If it went away would they miss it?
- I produced 77 newsletters over 8 years. When it stopped, no one noticed
- My time is better spent on activities that make a difference. I must know my audience, give them what they need, and be able to see results.

The Cancer Conferences

- Regular multidisciplinary consultations to determine the best treatment regime for patients of concern.
- Each case is presented with scans and histology slides, and specialists weigh in.
  - Every week
  - Early morning, 1 hr max
  - City-Wide
  - Breast
  - Brain
  - Lung
  - Questions posed ahead



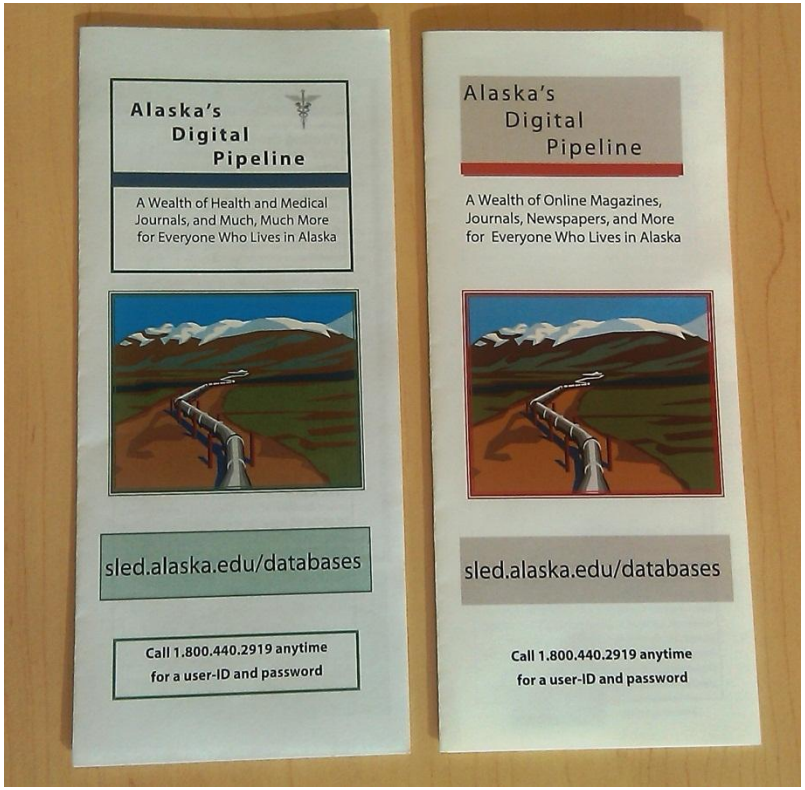
Breast cancer mammograms & pathology

A seat at the table

A broader campaign

- To promote Alaska's *Digital Pipeline*
- 30 databases licensed for everyone who lives in Alaska
- Funded by State of Alaska @ $.5 million/yr
- Alaska Library Network offered $5000 grants to promote
  - *Testing Education & Reference Center* (TERC)
  - *Live Homework Help*

Digital Pipeline Brochures



- Distributed through UAF, UAS, UAA libraries
- AK public libraries can request copies from ALN
- Files also available for downloading on ALN website
- # of searches and articles downloaded are tracked

Bus Ad Campaign

Anchorage People Mover

I saw the advertizement on the city bus #3. And although the school (UAA)offers free tutoring its not easy to be there when one is avaliable and even if you can be there you don't get this kind of one on one attention which is what most people need. most of the time I only need a simple question answered. Thank you for providing the service. (SLED with Geo IP)	College - Intro

My take home message

- Keep the clients' specific interests in mind:
  - Send personal messages re. pertinent resources
  - Go the extra mile, stay late to fill a request, be there when they need something fast.
  - Take interest in their work challenges
  - Connect people who can help each other
  - Be that worthwhile resource they can count on, and who they remember when colleagues have an information need!

It really is all about relationships:

And how we can empower our clients!