

**Continuity of Health Information Award
Hospital Library Advocacy Grant
Quarterly Report**

Reporting Institution:

St. Luke's Hospital of Kansas City
Health Sciences Library
4141 Mill Street
Kansas City, MO 64111

Name of person submitting report:

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Reporting Period start date: January 1, 2011

Reporting Period end date: February 28, 2011

Publicity:

We have finished with the survey and no longer need to publicize it.

Other Accomplishments:

The survey results were collected and analyzed. The final report was delivered March 2, 2011 (see attached)

Target Audience:

We are looking at the results of the survey and the recommendations of the consultants to decide how to better serve our target audience.

Goals, Outcomes, Objectives:

We have met our objectives for the research portion of the project. We are now in the process of analyzing the results and deciding how to use the knowledge we have gained. Our last objective will be to publish an article or articles on the results.

Evaluation:

The project has already had positive results for us. Library usage has gone up since the survey went out, probably because people were made aware that we are here. We are looking for ways to capitalize on the momentum we have created.

Impacts and Observations:

Some of what we learned in the survey underscored what we already knew but other results were somewhat surprising. We have learned that our main competitor is not Google, although they are competitive, but unawareness of what we have to offer. We are extremely popular with groups such as the College of Health Sciences students

because they have to take a class on how to use the library. Once they start using us they never stop. We need to bring that same level of awareness to all the groups we serve.

Planned Activities:

The consultants made several recommendations that we will be working on. First, we need to upgrade our webpage so that it is more usable. The staff is looking at other library's web pages for good ideas. Once we have decided what we want to do, we will meet with the IT people to see what is possible.

Second, we need to start an advertising and branding campaign to make us more visible in the health system. One of the library aides suggested using "Find it!" as our slogan. We could use it on our web page to lead people to things they need quickly. We could print it on magnets or notepads with our email and phone number and distribute them to departments.

Third, we need to meet with key groups such as nurses and residents and develop stakeholders who will advocate for the library. We also need to discuss how better serve the needs of these groups. We may have an "education summit" this summer in which we bring in the nurse educators from all over the system, show them what we have to offer and familiarize them with our processes, then have them brainstorm about ways we can become more of a learning community. If this works well with nurses, we can do the same with the other groups.

Cathy Perley and I will be submitting an article about our findings.