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
- 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.aa.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@ualaska.edu

Website:
http://consortiumlibrary.org/hsis

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

We have answers to your health and medical questions.

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

Alaska’s Medical Library
Consortium Library
University of Alaska Anchorage

UAA is an EO/AA employer and learning institution.
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

What one client says...

Dr. Thad Woodard, Anchorage, pediatrics and host of the popular radio show Live One Hour, Health Connections on KSKA.

"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 influences and experiences have shaped us. Unfortunately no one comes with a 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 valuably, 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 you questions, understand your options, and make better decisions about your health. Is it a computer with an Internet connection, and a few tips on where to be found.

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/alt](http://www.pitt.edu/~cbw/alt)
An exhaustive list of alternative medicine websites for anyone interested in 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.ualaska.edu/hsis/](http://www.lib.ualaska.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
**Q:** Where is the new voice in the science account at HSIS?

**A:** Sally Sweeney, a native New Zealander, but long-time librarian in Canada, has taken over from Lorena Ambrose as our Medical Librarian. Sally received her MLS degree from University of Western Ontario, where she studied information science. The HSIS newsletter has a new name: "Health Sciences Information Service Newsletter." The newsletter is now published monthly, and it offers news and information on health sciences topics.

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

**A:** The HSIS Consumer Health Information page presents a selection of health-related resources and medical Web sites that have been designed with the patient and consumer in mind. Content is organized by staff at the HSIS at the Pacific Northwest Regional Office of the National Network of Libraries of Medicine.

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**WHERE HAVE ALL THE JOURNALS GONE?**

As a result of our journal vendor moving library licenses and not paying for 2003 library subscriptions, many libraries are not receiving journals. However, if your library has not received journals, please contact your library vendor. We expect that the situation will be resolved in March. If you have any questions, please contact us.

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**Save big bucks!**

The Alaska Medical Library offers journal articles for a percentage off what publishers charge by offering 40% off your installed base of journals. We also offer discounts on serial subscriptions and individual titles.

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**New SRLS!**

Low dose Warfarin Prevents Recurrence of Blood Clots in SRLS Study. This SRLS study is available at the University of Alaska Anchorage website: http://www.alaska.edu/databases/srls/warfarin.html

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**NLM ANNOUNCES NEW CLINICAL ALERT**

Each search is now available in the National Library of Medicine's Clinical Alerts. To access these alerts, please visit http://www.nlm.nih.gov/clinical_alerts.html.

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**University of Alaska Anchorage - Consortium Library**

Providence Center, Anchorage, AK 99508

(907) 766-1970

Fax (907) 766-6068

Toll Free: 1-800-597-6927

http://www.uaa.alaska.edu

Please visit: http://www.uaa.alaska.edu/library/ for more information.

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**HSLI / AML Newsletter**

#14 Jan-Feb 2003

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**HSLI / AML Newsletter**

#91 Sep-Oct 2010

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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 advertisement on the city bus #3. And although the school (UAA) offers free tutoring it's not easy to be there when one is available 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)
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!*