



Outreach: Invasion of a Sacred Place Mobile Librarian Program

**Research Associates:
Beth Hill, Joan Wilson, Lynn Hauer**

“Our biggest hurdle was to overcome the idea that the Physicians’ Lounge was THEIR space and that we didn’t belong there.”

Timeline – Mobile Librarian Program

October 10, 2008

Technology Improvement Award Application Submitted

November 17, 2008

Technology Improvement Award Granted

January 1, 2009 – December 1, 2009

Award Period

January - March 2009

Equipment Ordered and Received

April 20, 2009

First Day of Mobile Librarian Program in Physicians’ Lounge

April 29, 2009 and August 2009 (when we changed our hours)

Flyers placed in doctors’ mailboxes in the Lounge

May 2009 and Sept. 2009

New Books for Satellite Collection Placed in Lounge

August 10, 2009

First Day we switched to mornings only

January 4, 2010

Library opened in a separate building from the hospital

Key Elements:

- Technology Improvement Award (TIA) received in November 2008
- TIA enabled purchase of laptop computer, mobile cart, printer, projector, and core reference books
- Development of Satellite Reference Collection for the Physicians’ Lounge
- Improvement of Wireless Internet connectivity for laptop computers in Lounge
- Hours 8 – 9 a.m. weekdays (after initially staffing 3 days 8 – 9 a.m. and 2 days 12 – 1 p.m.)
- Daily Journal for tracking our experiences was kept

Results:

- The number of search requests alone increased by 27% in 2009 over 2008
- Improved visibility and number of interactions with physicians, increasing requests for Library services across the board
- Friendly faces now greet us instead of blank, questioning, or cold looks

Physician Response to the Satellite Library Service in the Lounge – Selected Quotes from the Daily Log:

Dr. T.... just came in, asked what I was doing in the corner. I told him that I was advertising the new reference book collection. He recommended books on hepatology and GI- both topics on our larger list, but not ordered in the first batch.

Dr. H.... asked me what we were selling (!)....I think they are getting used to seeing us here.

Dr. T.... came up to me and asked if I was still in detention.

Dr. M.... said that she just dropped off some article requests in the library. She said that she thinks it’s great that we are down in the physicians’ lounge now.

Dr. D.... just asked me what we are doing here. He told me that now that he knows why we are here, he will use our services. He said that he doubts many other hospitals have this great service available!

A new doctor, or potential new doctor, being shown around said enthusiastically “This is great!” about the computer room, the library books, and the librarian’s presence.

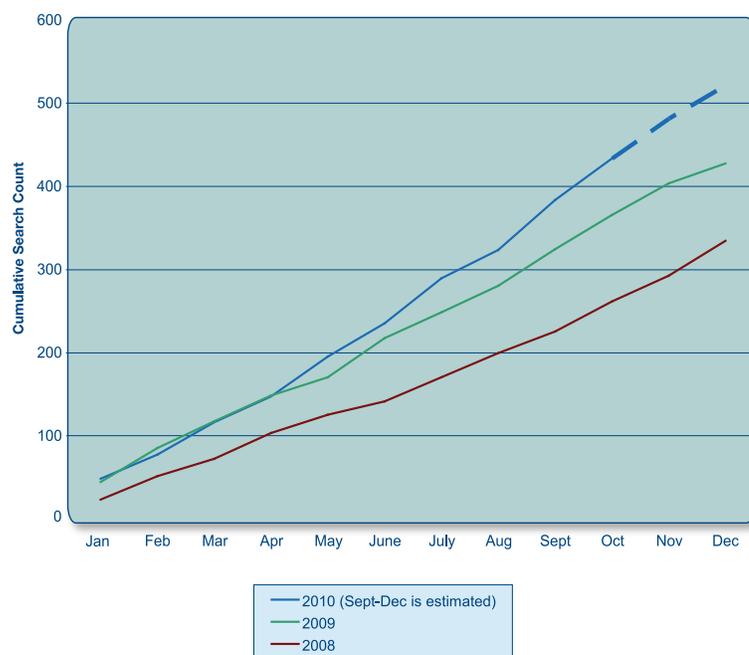
What We Did:

- We extended Library presence, including resources and services, into the Physicians’ Lounge from 8 – 9 a.m. Monday – Friday

Program Objectives:

- To meet perceived need of physicians for quicker, easier in-person access to Library services & resources in anticipation of Library move to separate building
- To increase visibility of librarians and awareness of library services and resources provided

Search Topic Requests



Physicians’ Suggestions for Books to be Purchased

