



NLM/ACPF Health Information Referral Project in Virginia A Project to Involve Health Sciences and Public Libraries January-July 2004

Final Report

Summary

From January through July 2004, librarians from academic health centers, hospitals and public libraries across Virginia partnered with the National Library of Medicine to bring quality health information to consumers through participation in the American College of Physicians Foundation / National Library of Medicine Information Rx Project pilot. Both librarians and health professionals were introduced to MedlinePlus and encouraged to participate in the project. The project will be continued by the Virginia Health Information Outreach Planning Group in partnership with the Library of Virginia and the Virginia Council of Health Sciences Librarians.

Background

On December 16, 2003, the Claude Moore Health Sciences Library (CMHSL) at the University of Virginia convened a meeting of Virginia public and health sciences librarians interested in the Health Information Referral Project (later called the Information Rx Project). At that meeting, NLM staff provided background on the project and solicited ideas for how librarians could participate. From that meeting and subsequent conversations, a plan was developed and funding received from NLM to carry out the work.

Our goal was to provide additional input to NLM and ACPF regarding how the inclusion of health sciences and public libraries could contribute to the success of the Information Rx program through 1) assistance in promoting the project to local physicians; 2) orienting physicians and public librarians to MedlinePlus; 3) providing a physical location with Internet-accessible public workstations for those patients without such access at home; 4) assisting in the development, testing and implementation of materials to support libraries in their participation when the Information Rx is launched nationally; and 5) serving as regional coordinators for the librarians in the state to contact for additional information as needed.

Key partners were determined for each region of the state. Each is a member of the National Network of Libraries of Medicine:

- Judith Robinson and Ruth Smith, Eastern Virginia Medical School, Brickell Medical Sciences Library, Norfolk
- Jean Shipman and Shannon Jones, Virginia Commonwealth University, Tompkins-McCaw Library for the Health Sciences and Consumer Health Education Center, Richmond
- Linda Watson and Kelly Near, University of Virginia, Claude Moore Health Sciences Library, Charlottesville
- Elizabeth McTigue, Inova Fairfax Hospital, Health Sciences Library, Fairfax
- Karen Dillon, Carilion Health System, Library, Roanoke

This team worked closely with Becky Lyon, Karen Hajarian and Theodora Bakker at the National Library of Medicine through frequent conference calls and email communications.

Project Accomplishments

The participating libraries engaged in a number of activities appropriate to their communities, based on their initial workplans (see Appendix 1). All of us distributed promotional materials (posters, bookmarks, information prescription pads) throughout our communities. Some of the project highlights follow.

Communication and Work with Libraries

- Kelly Near set up a listserv on which all interested librarians in Virginia were invited to participate <https://list.mail.virginia.edu/mailman/listinfo/healthinforxproject>.
- Karen Dillon, the President of the Virginia Council of Health Sciences Librarians (VaCoHSL), spoke at several regional meetings about the project, wrote an article for the *Virginia Library Association Newsletter* and created a webpage about the project on the VaCoHSL website, <http://www.cbil.vcu.edu/mac/vacohsl/informationprescription.htm>.
- Shannon Jones submitted articles to appear in the RML, the National Network, and MAC Messages newsletters.
- Health sciences librarians trained 158 of their colleagues in 15 public libraries around the Commonwealth in how to use MedlinePlus (see Appendix 2 for descriptions of some of the events). In recognition of the public library support of and enthusiasm for the project, and with support from the NLM project funds, each participating library was able to make selections of health-related books and other media from Amazon.com. Each library was allocated \$200, which was greatly appreciated.
- Jean Shipman gave a presentation at the February 2004 SE/A RML RAC meeting.
- We provided input to a website developed by the National Library of Medicine to assist other librarians around the country in conducting similar projects. See <http://nnlm.gov/hip/infoRx/index.html>.
- Plans have been made to exhibit and present a program at the annual meeting of the Virginia Library Association in Williamsburg October 29, 2004.

Work with Health Professionals

- On March 30, 2004 representatives from ACPF and NLM visited Richmond, VA to meet with physicians from the Women's Healthcare Center at Stony Point. The day's events included a tour of the newly renovated Tompkins-McCaw Library, the Consumer Health Education Center, and the Women's Health Clinic at Stony Point. The evening concluded with a dinner where the five physicians and ACPF/NLM representatives engaged in a lively discussion about the Information Prescription project. These clinicians have embraced the concept of empowering their patients with quality health information and have expressed their continued interest in working with project sponsors when the pilot concludes.
- Judith Robinson and Ruth Smith hosted 31 physicians as part of the EVMS Preceptors and Community Faculty Appreciation Event. Following the appreciation event dinner, the preceptors and community faculty physicians participated in a 1 hour and fifteen minute training session in the Library's computer classroom. Questions asked during the session included: Can they get the pads and posters if they are not members of ACP? Is NLM or

ACP worried about being sued for providing this information? What were the results from the other pilots and how many patients really follow through?

- Linda Watson gave a MedlinePlus demonstration, distributed prescription pads and discussed the project with 8 clinicians in UVA's Division of General Medicine, who indicated that they would put the posters and small post-it size pads in each exam room, rather than carrying the larger prescription pads in their pocket. They appreciated being introduced to MedlinePlus and felt they would use it for their own purposes as well as with patients.
- Karen Dillon worked with a local free clinic to provide Internet access to MedlinePlus. The clinic director commented, "Over 80% of our patient visits last year were in relation to the treatment of one or more chronic conditions...Helping our patients achieve higher levels of understanding about their conditions and what they can do to achieve better health outcomes is very important to us". One regional group is planning ways to promote the project to other free clinics.
- Kelly Near worked with 10 clinicians at the Women's Health Clinic of the UVA Elson Student Health Center. A modified prescription pad was developed as part of a "Patient Med-ucation: Promoting Student Wellness through MedlinePlus" project funded through a subcontract with the NN/LM. The Rx pad contains URLs to eight health topics pages on MedlinePlus determined to be the most relevant to the patients, along with the direct MedlinePlus URL and a blank space for a topic that could be written in. In 6 months, the clinicians gave out a total of 203 prescriptions. We will contact the clinicians three months after the end of the data collection period to determine if they are still using the prescriptions.
- Shannon Jones and Barbara Wright staffed a booth at the 5th Annual Clinical Skills Workshop for VCU community preceptors on February 28, 2004. Preceptors who visited the booth were provided a demo of MedlinePlus using the Medline tour and the opportunity to register for project participation.
- Kelly Near exhibited at the annual meeting of the Virginia Council of Nurse Practitioners on March 10, 2004 in Roanoke as part of an NN/LM Exhibit.
- Shannon Jones, Patricia Hammond, and Cate Canevari exhibited at the 12th Annual Women in Science and Medicine Conference held at the Richmond Marriott on March 5, 2004. Physicians were able to watch a demo of MedlinePlus and complete registration forms at the booth.
- Beth McTigue attended two meetings with the staff of ACPF and the National Library of Medicine as well as key Northern Virginia physicians to plan the implementation of the InformationRx program and discuss its progress.
- Beth McTigue staffed a booth at Inova Fairfax hospital's "Doctors' Day" and spoke individually to 75 physicians about MedlinePlus and the Information Rx project.

Presentations, Publications and Awards

- Shannon Jones attended a Health Disparities conference where she discussed details about the project with Dr. Kevin Soden, who works for the NBC Today Show with Katie Couric and Matt Lauer.
- Jean Shipman and Shannon Jones presented a poster about the project at the May meeting of the Group on Institutional Planning, Group on Business Affairs, and Group on Information Resources of the Association of American Medical Colleges in Salt Lake City on May 5, 2004. The Information Rx poster won 2nd place in the poster competition.

- Jean Shipman and Shannon Jones attended an NLM Board of Regents meeting where Dr. Vibha Thakral gave a presentation highlighting the Women’s Health Clinic at Stony Point’s participation in the project on May 18, 2004.
- Jean Shipman participated in the national launch on April 22, 2004 of the ACP/NLM project at the national meeting of the American College of Physicians in New Orleans.
- In June 2004, Virginia’s Information Rx Project was nominated by Carol Adams at the Virginia’s state library, the Library of Virginia for a Consumer Health Information Award sponsored by the National Commission of Libraries and Information Sciences. The project won the award for Virginia (see <http://www.nclis.gov/news/pressrelease/pr2004/2004-04HealthAwardWinners.pdf>)
- Linda Watson is a speaker at the September 2004 Information Therapy Conference in Park City, Utah on a panel entitled “Who Can Prescribe Information?” where she will talk about the librarian’s role in facilitating the use of information prescriptions. (see <http://www.informationtherapy.org/ixconf/ixconf.aspx>)
- Shannon Jones and Jean Shipman’s article titled “Health Information Referral Project: Librarians and Physicians Collaborate to Empower Patients with Quality Health Information” appears in the April-June 2004 issue of Virginia Libraries. <http://www.vla.org/>
- Jones, Shipman, Near, Robinson, Smith, and Watson submitted a poster abstract titled, “Information Rx: Librarians and Physicians Collaborate via Quality Health Information” for the upcoming MAC/MLA meeting in October 2004.
- Shannon Jones coordinated a patient-education themed promotional bulletin board display featuring the Information Rx Project which is on display in the VCU Health System from July-August 2004.
- Shannon Jones and Jean Shipman submitted a contributed paper abstract titled, “Rocket Fueling Health Literacy and Library Promotion via the Information Rx Project” for the Mid-Atlantic Chapter of the Medical Library Association annual meeting in October 2004 in Raleigh, NC.
- Jean Shipman submitted a grant application to secure funding from NN/LM for the Consumer Outreach Information Network (COIN) in which a local Information Rx concept is a component.

Expenses

The key partners were reimbursed for project expenses as follows:

UVA (coordinating agency)	\$4,000
EVMS	\$3,000
VCU	\$4,000
Inova	\$3,000
Carilion	\$3,000
Materials for Public Libraries	\$3,000
TOTAL	\$20,000

Specifics varied for each partner but in general covered costs for personnel time, poster development and travel to present the project at a meeting in Salt Lake City, expenses related to hosting training sessions for both librarians and health professionals, purchase of several health-

related information resources to support the consumer libraries, placement of a computer at a Free Clinic to provide access to MedlinePlus.

Plans for Continuing the Project

At an April 23, 2004 meeting of the Virginia Health Information Outreach Planning (VHIOP) group, with leadership from the Virginia Council of Health Sciences Library, and planning support by the National Network of Libraries of Medicine, the Information Rx Project was selected as one of the three major initiatives to pursue. See Appendix 3 for the planning document created at that meeting.

APPENDIX 1: Workplan for Subcontractors

VCU – Tompkins-McCaw Library for Health Science (TML)

- A. The Community Health Education Center (CHEC) will be a focal point for providing information/assistance/access to documents and a source for promotional material distribution to patients and physicians. The CHEC will encourage the patients and family members using the Information Rx to provide feedback via the ACP online survey. The CHEC will collect comments from users.
- B. Training will be provided by TML for the regional public libraries, VCU and physicians in group classes and one-on-one consultations.
- C. The VCU network of clinical preceptors will be encouraged to participate.
- D. To promote the project, a description of the project will appear on the VCU Libraries Web front page as a What's New item. Librarians will contact physicians via phone calls, e-mails, and attending physician staff meetings to encourage participation.

UVA - Claude Moore Health Sciences Library (CMHSL)

- A. Create and host a listserv for all librarians in the state who are interested (plus project managers at NLM) to communicate about the project. (completed)
- B. Send letter to ACP Physicians in Charlottesville Region offering support for their participation in the program. In addition, send email to University of Virginia Internists with a similar message as above.
- C. CMHSL will serve as a clearinghouse for additional promotional materials for ACP physicians and for librarians in the Charlottesville area.
- D. CMHSL will conduct training sessions for staff at all interested public library branches in the Charlottesville Region, as well as any interested hospital library staff (especially Martha Jefferson Hospital), and provide a mechanism for librarians to solicit feedback from the patients about their experience with MEDLINEplus via libraries.

EVMS –Brickell Medical Sciences Library (BMSL)

- A. The BMSL has an established training program with public libraries in the Hampton Roads cities of Chesapeake, Norfolk, Portsmouth, Virginia Beach, Newport News, Hampton and Williamsburg. The curriculum includes MEDLINEplus classes for public library staff and for the general public that are a team teaching effort between public librarians and EVMS librarians. Refresher courses will be offered in all Hampton Roads cities.
- B. The BMSL will use our established communications network with public libraries to keep local libraries up to date regarding developments in the project and to encourage participant feedback.
- C. The BMSL will identify and work with at least 2 hospital libraries to obtain ideas, test, and provide feedback on the use of draft toolkit materials in the hospital library setting.

- D. The EVMS preceptors and community faculty newsletter will include an article regarding the project.
- E. The project will be promoted via the consumer health information link on the Library's web page.

Carilion Health System (CHS) Health Sciences Library

- A. Send letter to ACP Physicians in Roanoke area offering support for their participation in the program. Email CHS Faculty Internists with similar message.
- B. Conduct training session at the April 12, SWING (Southwest Virginia Health Information Network) meeting in Abingdon, VA. Offer training to interested area public libraries.
- C. Post information about project to VaCOHSL web page to keep librarians across Virginia up to date on developments and encourage participation.
- D. Feature information about project in CHS physician newsletters.
- E. Provide information to Carilion Direct, the health system's, patient/family information and physician referral department.
- F. Promote project via CHS library Intranet page. Contact appropriate CHS staff to promote project through link on Carilion Internet page.

Inova Health System Library

- A. Promote MedlinePlus to Inova Fairfax hospital physicians.
- B. Orient Inova Fairfax library users to MedlinePlus (both physicians and patients) on an ongoing basis.
- C. Attend two meetings with the staff of ACPF and the National Library of Medicine as well as key Northern Virginia physicians to plan the implementation of the InformationRx program and discuss its progress.
- D. Contact Fairfax County Public Library and Alexandria Public Library with offers to train staff on MedlinePlus.

Appendix 2: Work with Public Libraries

Eastern Virginia Medical School Edward E. Brickell Medical Sciences Library

MedlinePlus Training for the ACP-NLM Health Information Referral Project. Public Library Training Sessions were held on March 12, 15, 17, 18, 30 and April 1,13, 20 2004.

Training was given to a total of 48 public librarians and 26 librarian assistants in the Hampton Roads cities of Chesapeake, Norfolk, Portsmouth, Hampton, and Virginia Beach. The cities of Newport News and Suffolk declined the offer stating that they were aware of the project and did not need refresher training in MedlinePlus.

The EVMS Outreach Services Coordinator outlined the ACP project at the beginning of each session. Participants were furnished with bookmarks, posters and sample health information prescription sheets. A refresher course was then provided on MedlinePlus that included a brief opening lecture and hands-on exercises. At the end of the session participants were reminded about the ACP project and were encouraged to call the EVMS Library with any questions. Attendees were encouraged to discuss the ACP Project with their colleagues that could not attend our sessions.

Questions most frequently asked during the sessions at public libraries included: How many physicians would be participating in the program? Would other health professionals also be referring patients? Is there a program to encourage doctors who are not in ACP to refer patients? Can we have more bookmarks?

University of Virginia Claude Moore Health Sciences Library

A PowerPoint Presentation incorporating details of some of the slides and information from the December 17, 2003 meeting in Charlottesville was developed for area public librarians by the UVA Outreach Librarian and scheduling of MedlinePlus trainings was initiated. MedlinePlus bookmarks, Information Prescription pads and posters were distributed at each training session.

Trainings took place as follows within the Jefferson Madison Regional Library System:

1. Main Library: 2 demonstrations with hands-on sessions on 2/11/04 for 5 librarians at each session.
2. Scottsville Public Library: demonstration on 2/18/04 for 5 librarians.
3. Crozet Public Library: demonstration on 2/24/04 for 4 librarians
4. Fluvanna Public Library: demonstration 2/12/04 for 4 librarians
5. Northside Public Library: demonstration on 2/19/04 for 5 librarians.
6. Greene County Public Library: demonstration for 5/10/04 for 3 librarians.

Virginia Commonwealth University Tompkins-McCaw Library for the Health Sciences

VCU librarians offered MedlinePlus training to public librarians from the counties of Henrico and Chesterfield; the cities of Richmond, Petersburg, and Williamsburg; and the Pamunkey Regional Library, which serves the counties of Hanover, Goochland, King and Queen, and King

William. Of this group, the City of Petersburg Public Library and the Pamunkey Regional Library systems were unable to take advantage of the training opportunity due to staffing issues and timing during the three-month pilot.

A total of 53 public librarians and support staff were trained during 8 sessions held on February 27 and March 1, 3, 4, and 25, 2004. All sessions were conducted at training facilities located at the respective library systems and consisted of a one-hour in-depth exploration of MedlinePlus key features. In addition, all attendees were provided samples of the promotional materials and the opportunity to provide feedback to NLM about the types of promotional materials that would work best in their environments by way of an evaluation form.

Survey results indicated that public librarians see the project as very useful. In addition, respondents identified the role they will play in the project as that of facilitator. Overall, the training sessions were well received and the attendees expressed the potential usefulness of MedlinePlus.

Inova Fairfax Health System Library

Beth McTigue contacted Fairfax County Public Library and Alexandria Public Library with offers to train staff on Medlineplus.

Appendix 3: Action Plans for VHIOP Partnership

<p>Project: INFO-Rx Jean Shipman, Jane Pellegrino, Linda Watson, Beth McTigue, Ruth Smith</p>	
<p>Goal: Expand ACPF/NLM project to more Virginia audiences, including:</p> <ul style="list-style-type: none"> • Health professionals • Consumers • Librarians in Virginia 	
<p>Success Measures:</p> <ol style="list-style-type: none"> 1. Number of people contacted; number of materials distributed 2. Types of contacts 3. Increase in use of MedlinePlus by Virginia users (if tracking is possible) 4. Number of trained individuals 5. Number of training sessions conducted, outreach sessions, exhibits, fairs, etc 6. Publicity received 7. More individual institutional recognition for libraries 	
<p style="text-align: center;">Opportunities:</p> <ol style="list-style-type: none"> 1. Builds on health literacy projects/focus and Info-Rx/therapy concepts 2. Monitor COIN project for local (CHEC) Info-Rx beyond MedlinePlus 3. Celebrate by publicity opportunity with public libraries participating in project -“fun” 4. Possible research opportunities - to get more patient feedback 	<p style="text-align: center;">Challenges:</p> <ol style="list-style-type: none"> 1. Is ACPF flexible; will it permit expansion to other health provider services? 2. If not, work out alternative format and/or work more closely with State ACP chapter 3. Time and resources – funding, governance, less librarians to help
<p>Lead: Rotate leadership among Core Group after 6/04 Supporting Staff: Virginia librarians (volunteers) Structure:</p> <ul style="list-style-type: none"> • <u>Short-term</u> – Continue existing Core Group (Linda Watson, Jean Shipman, Karen Dillon, Judith Robinson, Beth McTigue), but expand it to include Southwest Virginia and a public library representative (i.e. Carol Adams, Ann Duesing, Elaine Powers) • <u>Long-term</u> – Seek additional funding from health literacy advocates (i.e. AMA, Pfizer) 	
<p>Strategies:</p> <ol style="list-style-type: none"> 1. Clarify expansion problems of existing ACPF/NLM (Linda Watson) 2. Develop communication plans for short and long term <ol style="list-style-type: none"> a. Core Group (Linda Watson until 6/04) b. Wider audiences 3. Provide training as part of other VHIOP training efforts 4. Conduct local surveys and focus groups (interested parties) 5. Build on existing institutional outreach resources/people/projects (all) 6. Tap into Virginia’s military arenas (Jane Pellegrino) 7. Partner with other Virginia health provider associations (VA ACP/other) 8. Tap into multi-library type associations like SWING, school librarians, etc. 	