



e-WIRE MAGAZINE

featuring the electronic health library and its members

To Brand or
not to Brand

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Leigh Anne Palmer

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If you are an e-HLbc member but do not have a member login to access the member-only website, please contact info@ehlbc.ca. The member-only website has all kinds of additional information from content updates, usage statistics, vendor contacts and committee documents.

e-HLbc SUCCESS Stories

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We want to hear your e-HLbc SUCCESS STORIES! Email bcahc@bcahc.ca to share.

...and MORE

www.ehlbc.ca

News from the Administrative Centre

The e-HLbc Administrative Centre has had a busy summer. First and foremost, we'd like to extend our hearty welcome to Leigh Anne Palmer who is our new e-HLbc Coordinator. We're extremely pleased to have Leigh Anne on board with us and we look forward to working with her. You may email Leigh Anne at leighannep@ehlbc.ca or you can reach her by phone at 778.782.5440.

Other Administrative Centre news:

- The Administrative Centre is currently working on renewing licenses for e-HLbc's core suite of resources. Providing a common set of resources to BC's academic and health care community is vital. With this new, three-year license comes a renewed commitment to supporting and improving health practice, education, and research throughout the province.
- Even as we are renegotiating old licenses, e-HLbc members are selecting staff-nominated products for consortial licensing using the e-HLbc Electronic Suggestion Box, or e-Box. Member institutions then rank those products by importance.
- We are thrilled to report that 100% of our member institutions participated in the *New Product Ranking Survey*. Results are currently being analyzed and will be presented in a future edition of *e-Wire Magazine*.

For more information, please feel free to contact the e-HLbc Administrative Centre at info@ehlbc.ca or 778.782.5440.

e-HLbc Welcomes Leigh Anne Palmer



Originally from New Orleans, Leigh Anne comes to BC most recently via Baltimore, Maryland. Leigh Anne has an impressive educational background with two Master's degrees, one

from Catholic University in Library and Information Science and one in English and American Literature from the University of Pennsylvania. Her previous position was at Johns Hopkins University where she served as a Research Services and Collections

Librarian focusing on collection building and management, helping users find what they need when they need it, working on technology projects and more. In her spare time Leigh Anne enjoys taking full advantage of BC's natural beauty by biking and hiking

our many mountains and trails. She also enjoys cooking. In fact, you just might find her enjoying the Trout Lake Farmers Market on weekends.

We welcome Leigh Anne not only to e-HLbc but to our beautiful province.

"I'm excited to be able to work for something I really believe in. Coming from the States, it's refreshing to see that e-HLbc provides equal access to information for the province's current and future healthcare professionals. How could I not be thrilled to do this work?"

To Brand or not to Brand...

Cathy Rayment
e-HLbc Marketing and Communication
Sub-Committee Chair

Why should member libraries consider branding resources with the e-HLbc logo?

Branding is about marketing. Marketing aims to make your product/idea/service stick in the minds of your audience. Branding can help raise awareness that your Library is participating in a provincial cross-sectoral consortium, and can raise its profile too.

Unlike any other consortial agreement in BC, e-HLbc is unique in that it extends across sectoral boundaries. Students and faculty are provided with valued e-resources, which will still be available after graduation to health professionals who work for any BC health authority, or who become members of the affiliated professional organizations. Libraries of academic institutions are putting tremendous effort into teaching students to be information-literate. e-HLbc ensures that those valuable info-literacy skills don't go to waste after graduation.

Students don't care where their e-resources come from, but they are definitely interested in knowing whether they'll have access to these resources after graduation. Providing branding on post-

secondary library websites will make it easy for them to find this information.

Branding e-HLbc resources doesn't downplay an institution's role in providing and paying for these resources. Use a phrase like "In partnership with the e-HLbc, the _____ Library is pleased to provide the following databases." Member's Library websites could also provide information about the collective purchasing power of belonging to a consortium, and that belonging to e-HLbc increases the institution's purchasing power.

It isn't necessary to create a separate special webpage devoted to e-HLbc – simply adding the logo beside each database name might be even more effective. The University of Alberta Library brands their e-resources to indicate several different collections, including those provided by HKN. Have a look at their example here: www.library.ualberta.ca/subject/nursing/index.cfm.



Providing branding on Health Authority Library websites shows health professionals that they've got access to the same wealth of resources that the students do, and alerts staff that they can share resources with their colleagues in other health authorities. Here are some examples from member websites: nha.andornot.com and www.vch.ca/libraryservices.

Consider adding some branding to help spread the word about e-HLbc.

Update on the e-HLbc Business Case

The business case is nearing completion with a planned submission date in early November. The e-HLbc Steering Committee will review and discuss the document at our November 18th, 2008 meeting. All members of the committee will be sent the business case one week prior to the meeting for review.

e-HLbc Success Stories

CAROLYN HUGHES-MYERS
RN BScN CNCC(C), *Clinical Nurse Educator*, Critical Care Unit at Kelowna General Hospital has served in her role for the past 15 years. Carolyn uses e-HLbc for her own research purposes and points students to access their ICU course books online. “I’m like a kid in a candy store! I love having materials at my fingertips when I need them. There’s no lengthy searching, I just put in the information I’m looking for and immediately I have access to a variety of up-to-date materials. I always look forward to discovering different elements of e-HLbc that I can use.”



LOIS NEUFELD, *Staff Development Educator* at Penticton Regional Hospital, acts as the general educator for the whole hospital providing and organizing services and educational programs. Lois uses e-HLbc to access journals and systematic reviews for the purposes of best practice. Students in the IH Critical Care course use e-HLbc to access their text books online. “Staff can get the most up to date edition of books and journals available online. Having ready access to this information not only cuts down on research time, it helps to equalize the access of information for us at Penticton Regional. Because we have no on-site hospital library, being able to access e-HLbc is hugely important to us. It means that from anywhere in the province, the same access to high-quality resources is easily available.”

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We’re always looking for submissions for upcoming newsletters. If you have an article or an idea for an article, please contact us at bcahc@bcahc.ca.

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e-HLbc Members

- All BC public post-secondary institutions providing health education
- BC Ministry of Advanced Education and Labour Market Development
- BC Ministry of Health Services
- BC Ministry of Children and Family Development
- BC Academic Health Council
- Fraser Health Authority
- Interior Health Authority
- Northern Health Authority
- Provincial Health Services Authority
- Providence Health Care
- Vancouver Coastal Health Authority
- Vancouver Island Health Authority
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 - » Massage Therapists Association of BC
 - » Physiotherapy Association of BC

An initiative of the BC Academic Health Council

