

**European Association for Health Information and Libraries (EAHIL) Conference 2010
Plenary Session 3 Abstract**

Title: An Embedded Informationist Service Model: Expertise Follows Electronic Resources
Wherever Patrons Are

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The William H. Welch Medical Library's clinical, basic science and public health librarians are transitioning from serving as liaison librarians for its academic, clinical and research departments toward becoming embedded informationists within those departments. The embedded informationist service model depends on the establishment of relationships between the informationist and the faculty and staff of an assigned group. Building these relationships is an informal, organic process that begins with an initial contact and grows through ongoing rapport, interaction, needs assessment and collaboration. The model comprises customized information services, delivered where our patrons are, at their points of research, teaching and clinical care. By working in these varied environments and integrating into workflows, informationists are able to answer questions faster, fill information needs more effectively, and act as an information expert member on research and care teams. The result of these collaborations is the strengthening of scholarly efforts that impact research, clinical practice and education.