



EBSCO Health

Clinician Engagement Workshop – EAHIL 2018

Katie Davis

EBSCO Health Implementation Manager

Facilitators

Richard Crookes, Senior Customer Engagement Manager

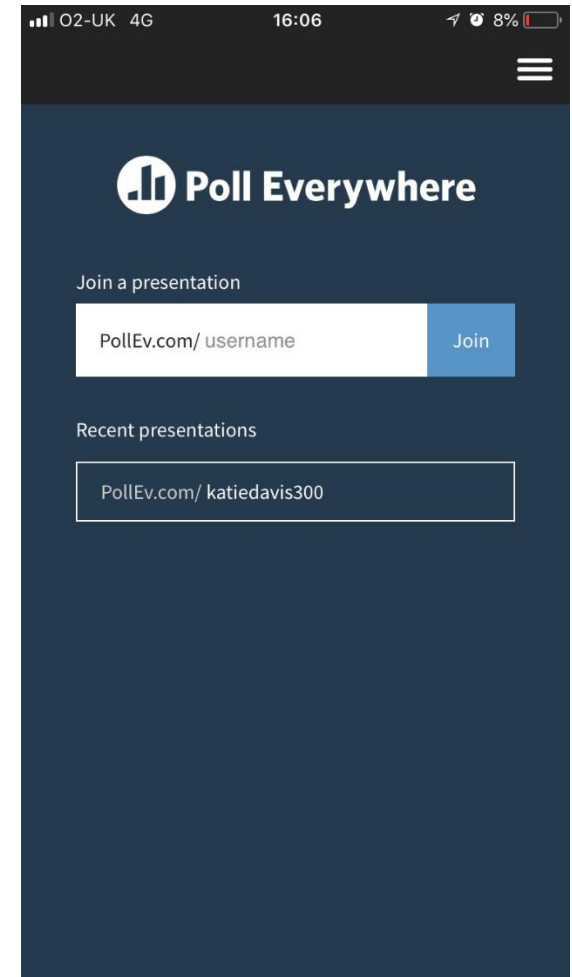
Jonathan Parker, Regional Sales Manager

Today's Schedule

- 11.30 – 11.35: Welcome & introduction
- 11.35 – 11.50: Discussion on engagement strategies
- 11.50 – 12: Workshop - group scenarios
- 12 – 12.10: Workshop - feedback
- 12.10 – 12.15: Reflection & Questions

Downloading Poll Everywhere

- Go to App Store (Apple) or Google Play (Android).
- Download the Poll Everywhere App
- Enter username **katiedavis300** to join



Ice Breaker Poll

What one word would you use to describe yourself?

happy

I find engaging with clinicians challenging.

Strongly agree

Agree

100%

Neutral

Disagree

Strongly disagree

0%

20%

40%

60%

80%

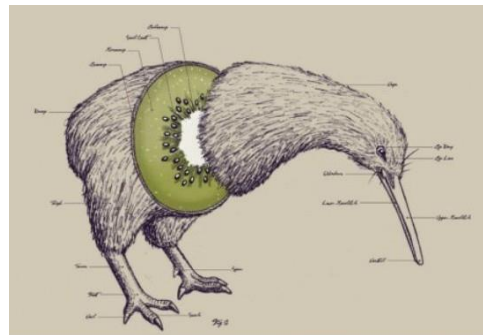
100%

Objectives

- Introduce EHPS team & what we do
- Identify current challenges for clinician engagement
- Collaboratively develop new strategies for clinician engagement
- Learn about EBSCO products along the way

About Me

- Moved to London from Auckland, New Zealand in May 2017
- NZ trained clinical pharmacist
- Joined EBSCO in September 2017, as part of EHPS team



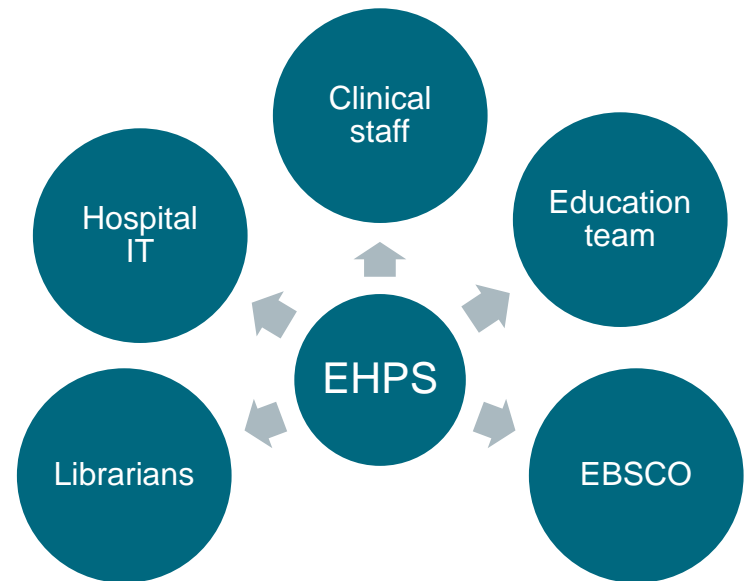
Who are EHPS?

- EBSCO Health Professional Services
- Growing team of 21 (currently)
 - At least 13 languages spoken
 - Clinical or informatics backgrounds
 - Three international regions: America, AOA & EMEA



What do we do?

- Support EBSCO customers as the point-of-care experts
 - Understand medical context
 - Act as a liaison for clinical staff
- Our goals:
 - **promote awareness**
 - **build understanding**
 - **improve access**



1. Promoting Awareness

- Conferences & education days
- Grand rounds
- Ward rounds
- Departmental teaching
- Induction days
- Webex training
- Trial support



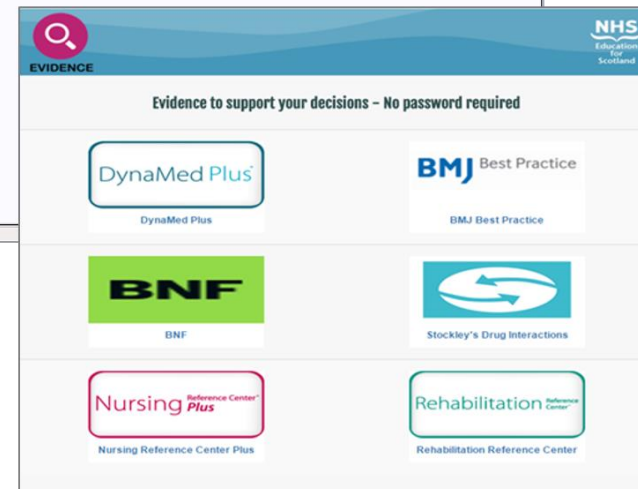
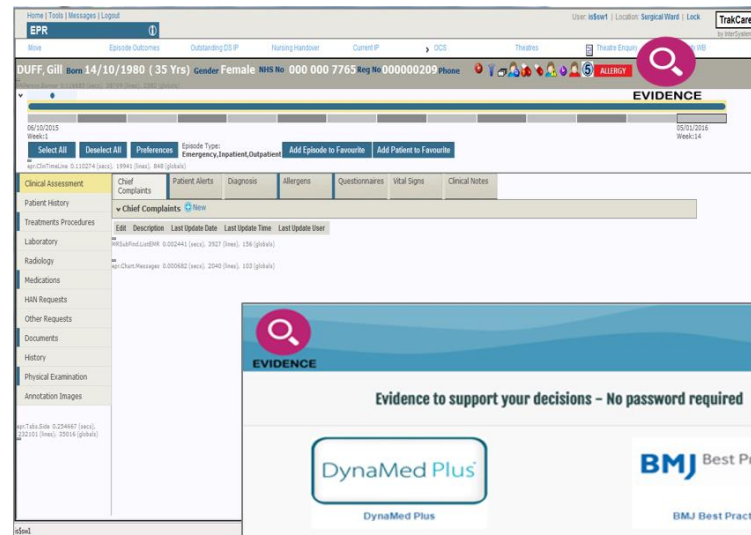
2. Building Understanding

Teaching Plan

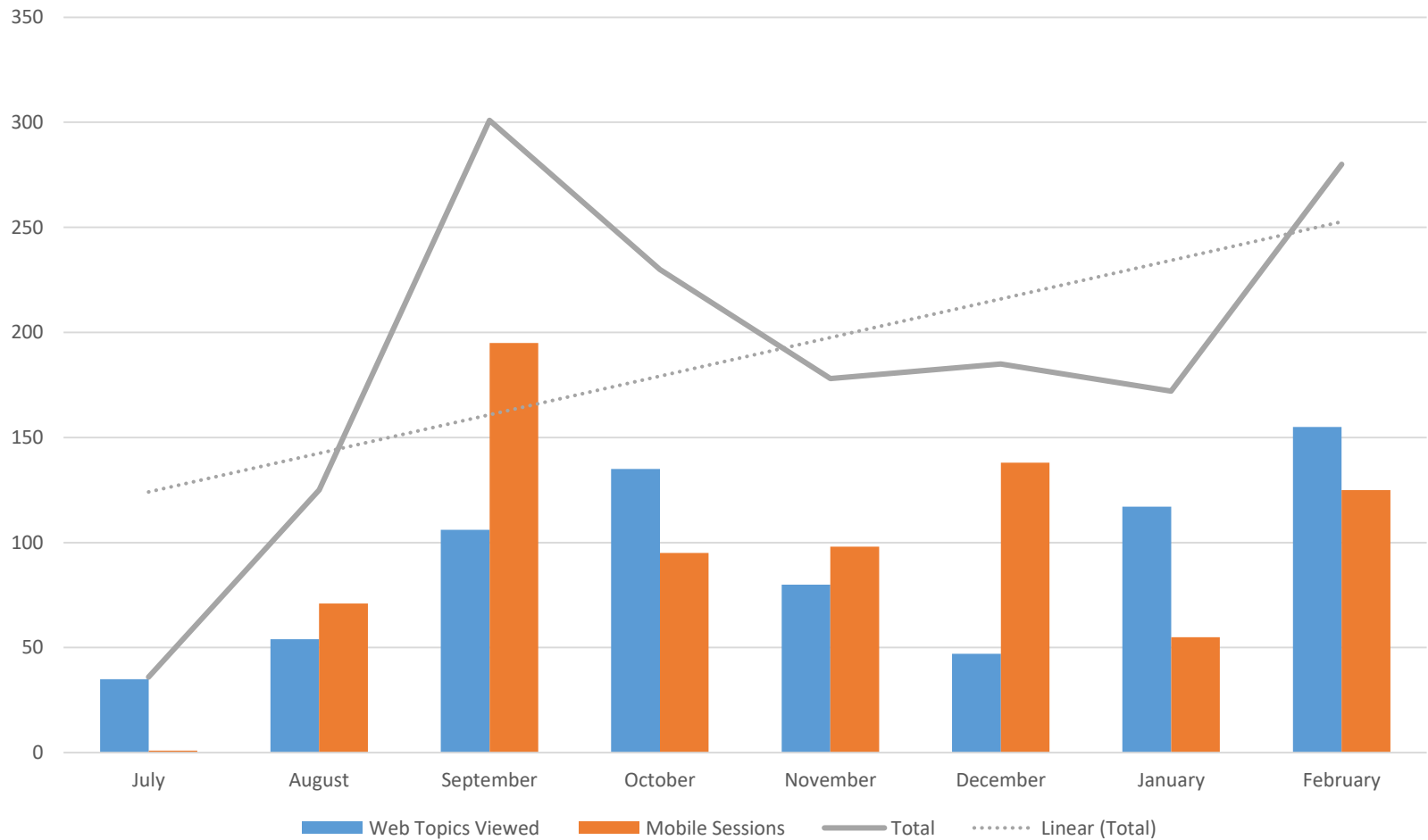
- Introduce DynaMed Plus & how to access
- Short presentation on evidence-based medicine
- Detailed demonstration on live website
 - Topic should be tailored to audience specialty
- Answer questions
- Encourage app sign-up

3. Improving Access

- Password-free link from intranet or hospital desktop
- EPR integration
- Mobile app



Implementation Success



Rank the reasons below:

The reason engaging with clinicians can be challenging is:

Lack of librarian staff / resource

Clinicians aren't interested in learning about point of care tools

Hospital management doesn't prioritise this for education

Lack of support from point of care tool vendors

Difficulty in identifying successful strategies for engaging with clinicians

Clinicians are too busy to engage with the library

Other

Quotes from the field

“Our staff aren’t really interested in the app”

“This is so useful, I wish I’d known about this earlier. Is it free?”

“Where does the evidence come from?”

“How do your editorial team conduct their search strategy?”

“Let’s invite the staff into the library for a drop-in training”

“We have a library?!”



Library Success Stories

- Email campaign for DynaMed Plus app
 - 50+ responses within three days
- Ward visits with implementation team
 - ‘Very beneficial to promote the library service as well as EBSCO products’
- Link to DynaMed Plus in email signature
 - High usage during trial
- Desktop access set up across hospital
 - Web usage almost doubled

Lessons so far...

- Engage with the education team
- Increasing access is key to higher usage
- Don't underestimate the power of clinical champions
- Consider the multidisciplinary team
- Approach users (rather than waiting to be approached)

Workshop Activity

- Split into groups
- Each group will receive a scenario involving an EBSCO product
- **You have 10 minutes to come up with ONE strategy to engage with clinicians**
- Each group has 2 minutes to present their strategy to the group
- We'll all vote on a winner!

Vote for your favourite strategy:

Team
1

Team
2

Team
3

Further training support

EBSCO Help

Institution Type ▼

Training

Promote Your Resources ▼

Contact Support

Search EBSCO Help



Training

Online Training Courses

Online courses provide training and demonstration for users and administrators on a variety of EBSCO products and interfaces. Dozens of new sessions are offered each month.

North America and English-Speaking Europe:

- [View Upcoming Classes](#)
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- [Online Training FAQs](#)

International Training Sites:

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- [Australasia](#)
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- [French](#)
- [Germany](#)
- [Italian](#)
- [India](#)
- [Japan](#)
- [Korea](#)
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International Support Resources

Find [translated support documents](#) in more than 20 languages, including Tutorials, Help Sheets, User Guides, and more.

Additional Training Resources & Success Tools

- [Tutorials](#)
- [Scavenger Hunts](#)
- [Lesson Plans and Handouts](#)
- [Curriculum Integration Resources](#)
- [Customer Success Stories on EBSCO.com](#)

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[English-language only]

For UK & Ireland please also go to <https://ebsco-nhsengland.webex.com>

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Questions?

Katie Davis

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