

REASON WHY?

Currently the Library provides access to Lancet articles via online subscription. These are provided to assist with clinical decision making by providing the most up to date peer reviewed evidence. Downloads were down.

PLAN

Currently the Library services has a subscription for the Lancet journal, which is arguably a leading medical journal used across the NHS to support colleagues with clinical decision making. Within SaTH, it has been identified that the volume of downloads has reduced significantly. A review of current knowledge and use of this journal was carried out using a Survey Monkey with clinical colleagues. The Clinical Director and Education Leads assisted with the survey responses, and it became apparent that many clinical staff did not realise that the Trust library provides free access to Lancet articles. Additionally, overwhelming feedback stated that it would be a useful tool to support clinical decision making. Due to our colleagues not being aware of this service, it was decided to test out sharing a poster to communicate the service across the organisation.

The survey had 38 responses and demonstrated that over 60% did not download articles from the Lancet.

Those that did use 50% it found the articles very valuable with 20% saying extremely valuable.

DO

The Library team produced a Poster - Journal of the Month, to market and promote The Lancet. The poster was distributed to education leads, the deputy medical director and key personnel, as well as being displayed in the library, and teaching rooms. To widen the audience, it was also Tweeted.

In addition, the table of contents page from the Lancet for last two issues were emailed to education leads and teams.

It was identified that the latest Foundation1 Doctors cohort would benefit from a presentation and a slot was identified in the induction schedule to present. Also, this was presented to the FY1 Doctors as part of their training programme.



S M A R T AIM

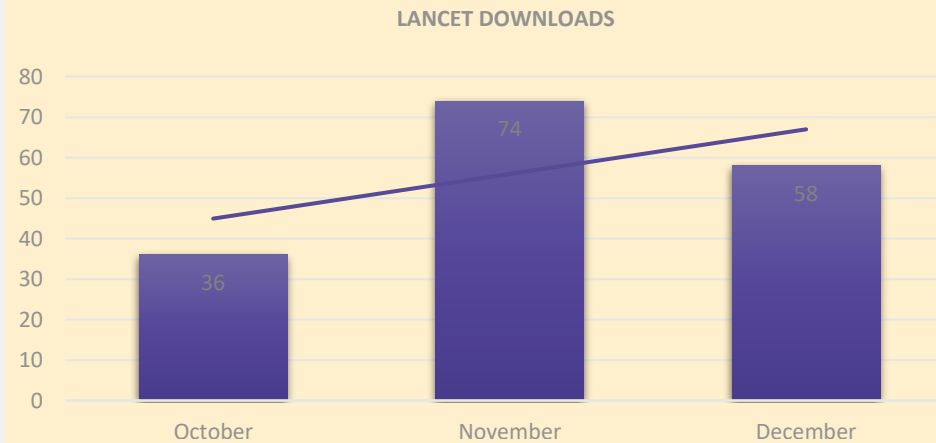
To increase the quantity of Lancet article downloads by 10% by March 2023

STUDY

Positive feedback has been received from our clinicians who had not been aware of the availability of Lancet journals and the poster helped as a visual reminder to our staff.

Following testing of the poster and other initiatives, the volume of downloads has increased from 36 to 74.

Downloads of the Lancet increased from 36 in October to 74 in November and 58 in December attributed to targeted survey and awareness promotion.



ACT

Moving forward working on developing a marketing plan for the library to publicize e-journals.

Targeting new joiners and presentations to Foundation Doctors.

Liaise with IT Department to install Health Education England LibKey nomad on Trusts PCs to enable efficient and easy full-text access to journals.

Arranging for survey respondents to receive Table of Contents from The Lancet emailed as part of Current Awareness Knowledge share