Voice of the Customer: Information When and Where you Need it ...
MLA Poster Abstract
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Objectives
The purpose of this project was to explore how hospital and clinic staff accessed and used information for clinical and professional needs. The findings are being used to align knowledge resources with the needs of library customers.

Methods
In 2012, the library went from a staff of 8 to 3. With reduced staff, we needed to focus our time on providing services that added the most value to a system of 15 hospitals and 41 clinics. Utilizing the work written by Higa-Moore et al. in JMLA 2002, we developed a plan to access the voice-of-the-library customer using focus groups to determine the needs of library patrons. We submitted a project proposal and received approval to implement the project and hire a consultant to facilitate the focus groups. We developed questions and tested these with a small pilot group. We informed and engaged leaders and selected participants to provide a mix of library users and non-users. During spring 2013, we conducted 8 focus groups across the system.

Results
Trends identified were:
1. Access to the physical library space and print materials was a barrier to getting information to answer clinical questions. Clinical information must be available on the unit 24/7 to be useful.
2. Our virtual library did not make sense to the staff. They felt there was too much information, too many links and it was unclear to them how to access the information they needed.
3. The staff needs help in determining what resources to use, what information is most current, what information is evidence-based, and what steps to take to retrieve the information.

Conclusion
Because of the clearly identified need for online resources, we closed all libraries except one and are developing virtual library services. Additionally, we are focusing on the following three areas:

1. **Access**: Information obtained supported the purchase of Clinical Key and Nursing Reference Center. These tools provide access to point of care clinical information 24/7. Athens is being explored to provide single sign-on.
2. **Organization**: We implemented LibGuides as a way for specialties to easily and efficiently organize and access information. Newly recruited subject matter experts work with the librarians to identify and maintain relevant content.
3. **Education**: A communication and training plan was developed to meet with staff, revise the library blog and utilize the organizations newsletter.

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