Using Unique Abilities to Capitalize on a Failed Clinical Informationist Project
Why present a failed project?

- Close to 400 requests for assistance
- Positive feedback from attendings, residents & students
- Getting “business” from multiple teams
- Making inroads with other departments
- Morning Report Library Minutes
So what *should* happen?

- Expectation setting on BOTH sides
- Customize to the culture
- Figure out the money – sustainability and scalability

Great expectations...

- Champion
- Mentor
- Work structure
- Measures
- Feedback loop
We do it *this* way here...

- EBM support
- Hospital protocols
- Tradition
- Team dynamics

Photo by Jo Christian Oterhals
Fall – Winter, 2008
ROI – promote a luxury service by 1 librarian to 1 dept in 1 school/hospital?

Banking crisis: Lehman Brothers files for bankruptcy protection
In a separate development that underlines the tumultuous state of the financial world, Merrill Lynch was taken over by Bank of America for $50bn – The Guardian, UK
So where’s the lemonade?

- Learned
  - SO much about our clients, how they work and the challenges they face
  - things to NOT do
- Educational (and marketing) tool
- My new role
- Relationships
Those I rounded with...

- Last 6 chiefs have assumed Library Minutes
- New dept chiefs
- Four workshops on searching medical education literature
- In discussions to get in Peds 101 rotation
- Journal club presentations last 3 years
- Annual surgery meeting
Those who noticed the rounding...

- Hospital District (2 hospitals & LTC)
  - Experimented with a satellite library
  - Nurse managers
  - Dieticians
  - Infection control
  - Director of Nursing Research
    - Multiple classes with nursing students & staff
    - Nursing database evaluation
"When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us."

- Alexander Graham Bell