

# Contract Summary, 2006-2011

NATIONAL NETWORK OF THE LIBRARIES OF MEDICINE (NN/LM) SERVICES

## STATEMENT OF WORK

### A. NETWORK PROGRAMS

The network infrastructure supports health sciences libraries' collaborations with a variety of organizations, including other health sciences libraries as well as affiliate member organizations. Collaborations with affiliate network members such as public libraries and community-based organizations often lead to outreach projects with broad community impact.

Collaboration among the health sciences libraries belonging to the network supports the goal of improving access to health information through the sharing of expertise and resources. To foster this collaboration, the contractor shall develop, implement, and maintain a range of programs and services within the region which build upon the expertise of network member libraries and the sharing of network resources to continue the basic infrastructure of the network and which take advantage of evolving forms of publication and access to health information. In addition, the contractor shall serve as a contact point for the region in relation to other library and information networks, health organizations, and organizations providing health information to the public, and coordinate the activities of the region within the NN/LM. In all programs, the contractor shall seek to meet high standards in implementing the Regional Services Plan, and carry out all services in the most cost effective manner consistent with the national goals. Specifically the contractor shall undertake the following:

1. Developing and implementing a program designed to provide health professionals in all parts of the region with a basic level of information services which includes:
  - a. Access to books, journal articles, and audiovisuals;
  - b. Access to online databases in the health sciences; and
  - c. Access to reference services.

The RML shall establish agreements with network member libraries to provide these services to unaffiliated health professionals. For any areas where the RML is unable to establish such agreements, the RML will provide the service on a cost recovery basis;

2. Assessing and responding to the needs of health sciences libraries in order to support programs to improve the transfer of health care and biomedical information within their institutions and through their participation in the network. This includes promoting the use of relevant NLM services, e.g., LinkOut; testing new features of these services; and identifying the need for new or enhanced NLM services;
3. Assisting NLM with the implementation of a National Emergency Preparedness Plan;

4. Assisting NLM with the development and implementation of a plan to identify collections of historical and unique materials related to the health sciences;
5. Managing the NN/LM network membership program for the region. Membership in the NN/LM network is an integral part of the NN/LM program, serving to define the NN/LM library constituency (see Appendix 1). The network member libraries (Primary Access Libraries and Resource Libraries) and affiliate members are crucial to the operation of the NN/LM network, providing health professionals and consumers with access to needed information resources. Network membership is a way of recognizing the contributions of these libraries. The contractor shall:
  - a. Recruit new network members and affiliates from eligible libraries in the region. Network membership certificates for the 2007-2012 time period will be provided by NLM and be personalized and distributed by the RML;
  - b. Ensure full participation by member libraries in DOCLINE which includes entering profile information about their libraries and keeping both profile and holdings information up-to-date;
  - c. Work with the DOCLINE Team on DOCLINE system enhancement testing and implementation; and
  - d. Actively involve network members in NN/LM infrastructure and outreach programs, including obtaining feedback on regional and NLM programs on a periodic basis;
6. Implementing that portion of the Regional Services Plan concerned with document delivery in order to provide health professionals including unaffiliated health professionals throughout the region with efficient, rapid access to health sciences information resources. The plan for the region shall conform to the NN/LM Document Delivery Plan (Appendix 2);
7. Entering into formal agreements with a limited number of institutions in the region to serve as Resource Libraries:
  - a. Criteria for selection of Resource Libraries will be proposed by the offeror and may include, but are not limited to:
    - (1) Quality and size of collection, or uniqueness of materials in the collection which add significantly to the resources of the region;
    - (2) Special expertise which contributes to improving regional or national programs, in areas such as distance learning, advanced applications of technology to solving information delivery problems, digitization of information, library and information research, etc.;
  - b. The following responsibilities must be met by all Resource Libraries and the RML:
    - (1) Agreeing to participate fully in the DOCLINE system and keep detailed library profile information in the system up-to-date;
    - (2) Agreeing to contribute their institution's serial holdings data to DOCLINE and submit annual updates of holdings information to the NLM or keep holdings current by updating them online;

- (3) Agreeing to provide health professionals and other network libraries with access to journal articles, books and audiovisuals via interlibrary lending mechanisms at a charge per filled request which is in accordance with network policy (Appendix 5: National Maximum Interlibrary Loan Charge). This includes negotiation of the ability to provide interlibrary loan from electronic journals to the extent possible; and
    - (4) Adhering to network performance standards for fill rate and throughput for interlibrary loan service;
  - c. The following responsibilities of Resource Libraries may be negotiated with the RML:
    - (1) Agreeing to provide unaffiliated health professionals within a designated area, with access to document delivery services including fair use copies of electronic materials to the extent possible;
    - (2) Agreeing to participate in the implementation of health professional outreach programs;
    - (3) Agreeing to participate in the implementation of outreach programs to improve the public's access to electronic health information; and
    - (4) Other Resource Library responsibilities which may be proposed by the RML;
- 8. Identifying and collaborating with resource libraries that are not Electronic Funds Transfer System (EFTS) participants to facilitate their participation;
- 9. Establishing and maintaining channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region. All print and electronic communication should include an acknowledgment of NLM funding and the NN/LM Logo using the National Network of Libraries of Medicine Graphic Standards dated July, 1992. Communication shall include:
  - a. Publishing and distributing an electronic newsletter to communicate important information about regional and national programs, policies, and procedures to current participants in the region;
  - b. Establishing and maintaining a regional LISTSERV™ for sharing information with network members, other partner organizations, and health professionals;
  - c. Developing and maintaining a regional Web site as an integral component of the NN/LM Web site;
  - d. Producing fact sheets, articles, FAQs, etc. to keep librarians, health professionals and consumers up-to-date about services provided by the RML and topics and issues of current interest in the provision of health information. These documents should be published on, or linked from, a central server. Development of these materials should be coordinated with other RMLs and NLM to avoid duplication of effort;
  - e. Participating in monthly teleconferences with NLM and the other RMLs to discuss topics of importance in the overall management of the NN/LM program;
  - f. Developing working relationships with other networks and relevant

organizations

by identifying common program interests and goals, working to develop regular lines of communication and developing appropriate cooperative programs;

- g. Informing NLM about regional, state and local activities of health professionals and health sciences libraries, networks, and other organizations as they relate to the programs of the NN/LM, NLM and the national information infrastructure;
- h. Assisting in the identification of training resources to be added to the National Training Center and Clearinghouse database;
- i. Participating in/testing/using other methods of communication, such as videoconferencing, computer conferencing; and
- j. Attending annual RML Directors' meetings and mid-year RML Directors meetings;

10. Developing and implementing a mechanism for selecting a Regional Advisory Committee (RAC). The RAC must include health professionals and health sciences librarians from hospital libraries and other large and small medical libraries within the region. The RAC should also include representatives of state library agencies, public and school libraries, health information consumer groups, special populations, as well as representatives of community organizations with which the RML has partnerships. The RAC need not be structured as a single body, nor is it necessary for it to meet in a physical location, as long as mechanisms are developed which enable the RAC to function effectively. Responsibilities of the RAC include:

- a. Advising the RML on appropriate mechanisms within the framework of the NN/LM contract for developing and implementing programs to improve health professionals and consumers' access to biomedical information;
- b. Advising the RML in establishing regional priorities, policies and procedures, including the development and implementation of a regional emergency preparedness plan;
- c. Conducting review and evaluation of RML programs in the region at the end of years 2 and 4;
- d. Developing plans to encourage health professionals and health sciences librarians to participate actively in regional and national programs affecting the delivery of health information; and
- e. Assisting the RML in identifying health professionals without access to health information and recommending ways to assist them through NN/LM programs;

11. Monitoring and evaluating the region's programs in order to assess their effectiveness in meeting NN/LM goals and to identify and resolve problems, which impede the effective delivery of health information services. This includes:

- a. Developing a formal mechanism for evaluating regional programs in consultation with the NN/LM Outreach Evaluation Resource Center and the Regional Advisory Committee;
- b. Developing a mechanism to provide NLM with regular feedback

- about NLM and NN/LM products and services from individuals and constituent groups;
- c. Participating in a site visit and review of the regional program, to be conducted at least once during the contract, by selected representatives from NLM, the RAC, and at least one other RML;
12. Obtaining ongoing feedback from users about their information preferences, needs and uses, and recommending ways of improving health professional and consumer access to information;
  13. Providing a training facility equipped with personal computers as well as technologies supporting distance learning, including webcasts, and for conducting NLM training classes as outlined in the NN/LM National Training Center and Clearinghouse Statement of Work. There will be one personal computer for every two students. Equipment requirements are in Appendix 3. Priority shall be given for scheduling regional training. When not in use for regional training classes, the facility may be used for other types of training;
  14. Conducting or participating in needs assessments or surveys of users and non-users of NLM and NN/LM products and services, participating in tests of new NLM products and services as well as conducting and/or participating in usability studies of NLM and NN/LM products and services when requested by NLM;
  15. Promoting and encouraging the submission of applications for NLM-sponsored grants;
  16. Providing consultation to network members as well as community-based, faith-based and other organizations representative of special populations on preparing proposals for projects to compete for NLM and NN/LM funding;
  17. Following up on NLM-funded grants in the region to keep abreast of project developments, to share progress, and to integrate results into appropriate regional programs;
  18. Participating in the Electronic Fund Transfer System (EFTS) through the University of Connecticut and promoting network member participation in EFTS; and
  19. Assisting network members with negotiating e-licensing agreements that meet the needs of their institutions and support the mission of the NN/LM by providing resources on and training in e-licensing issues.

**B. Outreach Programs**

1. Outreach to Health Professionals

The contractor shall continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities. The RML outreach program shall enlist the assistance of hospital libraries and other network members, through the use of subcontracts, agreements and other mechanisms, to carry out projects with the following foci:

- a. Special populations or subject disciplines that have been identified as priority initiatives (e.g., health disparities, health information literacy, HIV/AIDS, health services research, public health) and that target the health professionals serving those populations or working in those disciplines;
- b. Unaffiliated health professionals and health professionals in inner cities and rural areas;
- c. Local/state public health departments with particular emphasis on Internet access and collaborations with other organizations/institutions that work with public health personnel;
- d. One or two inner-city institutions per year which shall include identifying what the RML can do to improve or enhance the institution's access to biomedical information and developing and implementing a program that responds to identified needs; and
- e. Institutions whose objective is to train minority health practitioners or those who serve minority populations, to develop specific linkages so that their health professionals and students have full benefit of the resources of the network.

2. Consumer Health Information Services

The contractor shall develop, implement, and evaluate outreach programs to increase the public's awareness of and access to high quality electronic health information. In carrying out these programs, the contractor shall work with a variety of intermediaries, including network members, health care providers, public health personnel, librarians, K-12 teachers and staff, other educators, community organizations, health advocacy groups, churches, and self-help groups, through the use of subcontracts, agreements, and other mechanisms. The NN/LM consumer health outreach program shall include:

- a. Developing the region's consumer health information goals and objectives and working with a variety of organizations to accomplish them;
- b. Developing programs that focus on reaching minorities, senior citizens, and low income populations;
- c. Working with NLM, the NN/LM, and other organizations to develop tools and linkages to improve access to electronic consumer health information at the local, state, and regional levels;
- d. Developing programs to promote MedlinePlus and other NLM resources to all health professionals as a resource for them and their patients; and
- e. Coordinating the development of MedlinePlus Go Local in the region (<http://www.nlm.nih.gov/medlineplus/golocal.html>).

3. Collaborating with Network Members and Other Organizations

The RML shall pursue and maintain collaborations with network members and other organizations including community-based organizations (CBOs) representing minority and other underserved populations to achieve its goals of outreach to health professionals and the public. Coordinating partnerships shall include:

- a. Increasing awareness of the network, especially among community-based organizations;
- b. Fostering opportunities for network members to collaborate with CBOs

- as part of their outreach effort;
- c. Fostering opportunities for the training of staff at community-based organizations;
- d. Providing consultation for network members as they prepare project proposals; and
- e. Providing consultation for network members in project planning and evaluation.

4. Training to Support Electronic Access to Health Information

The contractor shall support training in the effective use of electronic health information resources on the Internet. Emphasis should be on reaching health professionals, public, school and other librarians, and other intermediaries who do not have access to such training or who intend to train others, including consumers. Before developing any training materials, the NN/LM National Training Center and Clearinghouse will be checked to identify training products, tools, materials, or classes that can be used or adapted to serve identified needs. Copies of all training materials developed will be made available on the NN/LM Web server and will be registered with the NN/LM National Training Center and Clearinghouse. Training should focus on topics not available through other sources and should include, but not be limited to:

- a. PubMed, MedlinePlus, and other specialized NLM databases; and
- b. Finding and evaluating health information resources on the Web.

5. Exhibits and Presentations at Meetings

The contractor shall promote NLM and NN/LM programs and services at national, regional and state meetings of health professionals and organizations that represent minority or underserved members of the general public. NLM will provide each RML with an exhibit backdrop to be used at national exhibits. The national exhibit schedule will be set for October-September, ten to twelve months in advance. Responsibilities shall include the following:

- a. In consultation with NLM, providing full support for a minimum of twelve meetings (six national and six others) for an exhibit, technology-related presentation, program presentation, or course offering, including making all arrangements (scheduling, fees, shipping, logistics, equipment and publications). Coordination of course offerings, program presentations and other offerings at meetings should be in line with national initiatives and promotion activities identified by NLM;
- b. Identifying a single RML staff member with responsibility for reporting exhibits and other RML activities at all national, regional, state and local meetings to ensure timely, accurate and complete reporting;
- c. Enlisting the assistance of network members in exhibiting at national, state and regional meetings;
- d. Assisting NLM's National Network Office in identifying health professional and consumer-focus meetings;
- e. Seeking opportunities for program presentations at all assigned national meetings; and
- f. Attending state library association meetings and exhibiting or making presentations to promote NLM and NN/LM programs and services.

6. Information Technology and Policy Awareness

The contractor shall develop an information technology and policy awareness program which includes the following:

- a. Holding regional showcases or forums focused on the use of information technology to improve access to biomedical information and on policy issues affecting production, distribution, and access to biomedical information; and
- b. Monitoring current technological and policy developments and trends to identify those that will improve access to biomedical information. In cooperation with the NNO, the contractor shall design and test systems to help support these operations within the region.

7. Library Improvement

The contractor shall implement an NN/LM library improvement program, if needed, in the region. If no program is proposed, the contractor shall provide an explanation of why the program is not needed. Site selection criteria are found in Appendix 5. The following shall be included in this program:

- a. Identifying hospital libraries that do not have onsite access to NLM resources, do not participate in DOCLINE, and meet the minimum criteria outlined in Appendix 4; and
- b. Developing a program to improve library services delivered to hospital staff which may include:
  - i. Loaning equipment necessary to access PubMed, MedlinePlus, DOCLINE and Web services;
  - ii. Introducing the library manager, key staff, administrators and health professionals to the NLM systems, hardware, software and other resources available in the network to improve their access to information;
  - iii. Conducting frequent follow-up contacts with the librarian to assess progress and offer assistance;
  - iv. Encouraging electronic document delivery; and
  - v. Encouraging and supporting expanded collaborations between hospital library staff and institutional administrators to enhance the library's ability to contribute to hospital programs and priorities.

8. Connections

The contractor shall develop, implement and annually update a plan to encourage high quality Internet connectivity for network members and health professionals in the region. This shall include, but not be limited to:

- a. Reviewing the adequacy of the Internet connections of network members on an annual basis, reporting the results to the region and to NLM, and assisting the underconnected in maintaining and upgrading their connections; and
- b. Identifying inner-city and rural health care organizations that are not connected to the Internet or that are under-connected; consulting with them to determine if they would benefit from assistance with connecting/upgrading their connection, and providing the needed



assistance; introducing staff to PubMed, MedlinePlus and other health information resources on the Web.

**C. Project Funding and Administration**

It is the responsibility of the RML to create records in NLM's database of projects for all projects sponsored by the RML, with the identification of an RML staff member whose responsibilities include creation and maintenance of project records. All quarterly and final reports of projects should be submitted electronically using a Web-based reporting tool to be developed and deployed during the first year of the 2006-2011 contract.

The following funding categories are not comprehensive, but illustrate the variety of projects an RML may fund:

- Outreach awards provide support for health information outreach to health professionals and/or consumers.
- Express awards provide funding to support the planning of a larger-scale project or follow-up analysis of the impact of a previously funded project.
- Exhibit awards support network members' representing NLM and the RML at a regional, state or local meeting.
- Information technology and policy awareness conferences may be conducted by a network member with sponsorship by an RML to highlight the use of information technology to improve access to health information for health professionals and consumers.
- Library improvement awards include funding to support (1) enhancement of equipment for resource sharing among network members and (2) communication of the contributions of library services for the larger organization.
- Connections awards support the improvement of network members' connections to the Internet.

**D. Enhancements**

Throughout the five-year contract period, the Regional Medical Libraries are encouraged to submit proposals to conduct special projects designed to improve or enhance network programs and services to health professionals, libraries, and the general public. These projects will be within the scope of work of the contract. In addition to regional programs, RMLs may propose joint projects with other regions as well as programs that are national in scope. Enhancements may also be proposed by other network libraries under subcontract to the RML.