

*Celebrating 10 years*



**HEALWA**

The On Call Library for Washington State Practitioners

**ANNUAL REPORT 2016-2017**



[healwa.org](http://healwa.org)



**MESSAGE FROM THE PI**

We are excited to share our 2017 accomplishments, ten years after HEALWA began operating in Washington State.

Over the last decade, HEALWA has grown into an essential resource of high quality health information for Washington State healthcare providers. HEALWA is a valuable online library with access to electronic books, journals, and databases that help healthcare providers learn, manage, confirm, and protect our patients from harm. In today's technology-driven healthcare landscape, online libraries like HEALWA provide an openness, spirit of lifelong learning, and abundant optimism for improving health outcomes of Washington citizens.

Since its inception, HEALWA has strived to bring more evidence-based healthcare to Washington State. The program now includes 196,982 licensed professionals. It delivers thousands of journals and e-books to providers working in schools, senior centers, hospitals, clinics, private practices, skilled nursing facilities, and home health agencies. As of October 26, 2017, 26,181 healthcare professionals have signed up for access to HEALWA.

HEALWA would not be where it is today without the hard work and dedication of our staff, the leadership of the Department of Health, UW Medicine, UW Health Sciences Library, and elected officials serving Washington State.

With your continued support, we look forward to many more successful years as we continue to expand equitable access to healthcare knowledge. Together, we are building a strong future for healthcare providers to practice and succeed in Washington State.

Sincerely,

**Tania Bardyn, MLIS, AHIP**

PI, HEALWA

Associate Dean for University Libraries

Director, Health Sciences Library University of Washington

Director, National Network of Libraries of Medicine, Pacific Northwest Region

**Vision**

To be the provider of choice of current, authoritative clinical and educational information resources to every licensed healthcare practitioner, big and small, in Washington State.

**Mission**

HEALWA assures affordable, anytime, online access to current, authoritative clinical information and educational resources to eligible healthcare practitioners in Washington State. We do this in partnership with the Washington State Department of Health.

**Goals for 2018**

- Develop topic alerting service for practitioners across the state featuring HEALWA resources
- Expand the HEALWA webinar program to more eligible professions
- Continue development of the HEALWA publication program
- Establish a HEALWA stakeholder communications plan

# Highlights for 2016-2017

## FALL 2016

- Redesigned the HEALWA website to increase usability and allow for easier maintenance.
- Partnered with Washington State University to promote HEALWA in Eastern Washington. More information about this exciting NNLM subaward is on page 5.

## WINTER 2017

- Hired and welcomed Christina Pryor, MLIS as the new Assistant Director and Community Health Education Coordinator on January 17, 2017.
- Held a meeting of HEALWA stakeholders on February 6, 2017 at the John L. O'Brien Building in Olympia. See Table 1: Stakeholder Meeting Attendees.

*Working in the field would be impossible without access to professional journals.*

**Mental Health Counselor, Asotin County**

## SPRING & SUMMER 2017

- Renegotiated and renewed the contract between the Washington State Department of Health and the University of Washington for another two years.
- Reviewed the collection strategy. To learn more about how this change in strategy effected HEALWA resources, see the story on page 7.
- July 2017 marked the 10 year anniversary of the state legislation that created HEALWA. The program has grown from the 12 inaugural professions that were a part of the initial 2007 legislation to 24 professions in 2017.

## FALL 2017

- As a part of the 10 year anniversary, a new HEALWA logo and branding were unveiled in late 2017. To read more about the new logo and rebranding effort, see the story below.
- Exhibited at four conferences and conducted 11 outreach sessions to healthcare providers.

## New Look, New HEALWA

Did you notice something new on the front cover of this year's annual report? HEALWA has a new look and a new brand! As a part of the 10 year anniversary of HEALWA, a new logo and tagline were developed to better represent the program to practitioners across the state.

A logo can say so much about a program or service and the HEALWA logo was in need of a new concept. The 10 year milestone is an ideal time to reevaluate what a logo and brand says about an initiative. After a comprehensive design process, the new HEALWA logo and tagline gives the program a modern and clear identity as it moves forward into the future.

What does the new logo and tagline really mean?

- The mountain icon has been replaced with a beautiful outline of Washington State. HEALWA is a statewide program available to all registered practitioners in the 24 eligible professions.
- The font used on the word HEALWA is a strong, bold font that represents stability and authority. HEALWA strives to be the provider of authoritative resources to every eligible practitioner.

WELCOME TO



The On Call Library for Washington State Practitioners

- The new logo also makes a definitive statement about what the program is trying to accomplish. The emphasis on the word HEAL demonstrates that HEALWA has an important role to play in providing clinical and educational information resources that improve patient care outcomes.
- The new tagline, The On Call Library for Washington State Practitioners will now be featured on all communications promoting HEALWA. The goal of this statement is to make it as clear as possible as to what HEALWA is and what it promises to be for its users.

All of these components come together to develop one graphical element that embodies the vision of HEALWA: to be the provider of choice of current, authoritative clinical and educational information resources to every licensed healthcare practitioner, big and small, in Washington State.

**Table 1: Stakeholder Meeting Attendees**

<b>NAME</b>	<b>PROFESSION REPRESENTATIVE</b>	<b>AFFILIATION</b>
Tania Bardyn	HEALWA	University of Washington Health Sciences Library
Rep. Eileen Cody	State Elected Official, West Seattle, King County	Chair, House Health Care & Wellness Committee, 34th Legislative District
Tierney Edwards	Physicians	Washington State Medical Association
Leslie Emerick	Nurse Practitioners, East Asian Medicine Practitioners, and Psychologists	ARNPs United of Washington State, Home Care Association of Washington, Washington East Asian Medicine Association, Washington State Hospice and Palliative Care Organization, and Washington State Psychological Association
Adam Garrett	HEALWA	University of Washington Health Sciences Library
Ian Goodhew	Physicians	University of Washington School of Medicine
Lori Grassi	Chiropractors	Washington State Chiropractic Association
Rep. Paul Harris	State Elected Official, Vancouver, Clark County	Representative from the 17th Legislative District
Meagan Hillier	Legislative Staff	Legislative Assistant to Representative Paul Harris
Melissa Johnson	Nurses and Speech Language Pathologists	Washington Association of Nurse Anesthetists, Washington Speech-Language-Hearing Association, Washington State Nurses Association
Jane Koh	HEALWA	University of Washington Health Sciences Library
Kathryn Kolan	Physicians	Washington State Medical Association
Hannah Leask	Invited Guest	EBSCO
Christian Patrick	Invited Guest	EBSCO
Christina Pryor	HEALWA	University of Washington Health Sciences Library
Rep. June Robinson	State Elected Official, Everett, Snohomish County	Representative from the 38th Legislative District
Kathy Schmitt	Department of Health	Washington State Department of Health
Melanie Stewart	Massage Therapists, Mental Health Counselors, and Podiatrists	American Massage Therapy Association Washington Chapter, Washington Mental Health Counselors Association, Washington State Podiatric Medical Association

## Health Professions Outreach in Eastern Washington

An exciting opportunity took shape in 2016 to provide much needed outreach efforts for HEALWA to practitioners in Eastern Washington. The National Network of Libraries of Medicine Pacific Northwest Region (NN/LM PNR) granted a subaward to Washington State University (WSU) in Spokane in April 2016 geared towards improving clinical information discovery skills and advancing health literacy capacity in Eastern Washington. The subaward is targeted to reach health professionals including nurses working in clinics, long-term care facilities, and K-12 schools in Eastern Washington. The goals of this program are to:

- Enhance clinical decision making and patient care for health professionals
- Improve the quality of life of older Americans
- Prepare K-12 students for jobs in the future
- Increase National Library of Medicine, NN/LM PNR, HEALWA, and WSU Spokane visibility
- Build capacity for sustaining these programs in rural and underserved areas

Kathryn Vela, a Health Sciences Outreach Librarian, was hired by WSU Spokane in August 2016 to fulfill the activities outlined in the subaward including to increase awareness of HEALWA among the health professional population in Eastern Washington. Kathryn has primarily been focused on promoting HEALWA in Benton, Franklin, Grant, Okanogan, and

Spokane counties which includes holding in-person workshops at medical centers, health district offices, and school districts. She has also been attending, exhibiting, and speaking at several health professional conferences across the state along with University of Washington staff in order to make one-on-one contacts with the target population. To further increase awareness of HEALWA, Kathryn developed a monthly live online workshop to introduce the participants to the resource. In addition to these live online sessions, she has also created an online self-guided tutorial to accommodate individual learning styles and to allow health professionals to learn about HEALWA by working around their busy schedules.

Practitioners in Eastern Washington are a primary target population for potential HEALWA users. The western side of the state holds the largest numbers of the state's population, whereas Eastern Washington is sparsely populated except in the greater Spokane area. Because Western Washington is more populous, there are more services and resources available and healthcare practitioners have more ready access to library services and health information resources. In Eastern Washington, by contrast, healthcare professionals have more limited access as there are fewer libraries or large medical centers available to provide services. This NN/LM PNR subaward and Kathryn's determination and expertise will help HEALWA connect with practitioners in Eastern Washington that the program has struggled with reaching since its creation in 2007.



*I am excited to have this resource available for me!*

**Registered Nurse, Clark County**

## Participation Overview

As of October 25, 2016, 26,181 licensed healthcare providers in Washington are registered HEALWA users. This represents 13.3% of total eligible users. Usage has remained consistent among health professional groups and 983 new registrations have been added in the last year. The groups with the highest numbers of total users are Registered Nurses and Licensed Practical Nurses, Physicians and Surgeons, followed by Massage Therapists. The group with the highest percentage of eligible users continue to be Naturopathic Physicians, with just over 50% of Naturopathic Physicians registered to access HEALWA licensed resources.



## HEALWA Expenditures

November 1, 2016 – October 31, 2017

CATEGORY	DETAIL	TOTAL
HEALWA Staff Salaries and Benefits		\$ 176,607
Resources		\$ 2,630,155
	Electronic textbooks	\$ 310,270
	Evidence-based and reference databases	\$ 770,494
	Full text journals	\$ 1,549,391
Equipment and Supplies		\$ 2,494
Technology and Other Services		\$ 1,994
Marketing		\$ 10,538
Professional Development		\$ 1,023
Publicity and Website Redesign		\$ 6,678
<b>Total Expenditures</b>		<b>\$ 2,829,489</b>
<b>Funds received from DOH</b>		<b>\$ 3,038,928</b>
<b>Salaries include:</b>	0.90 FTE Librarian	
	0.90 Professional IT Staff	
	0.20 Classified Staff	
	0.10 FTE Principal Investigator	

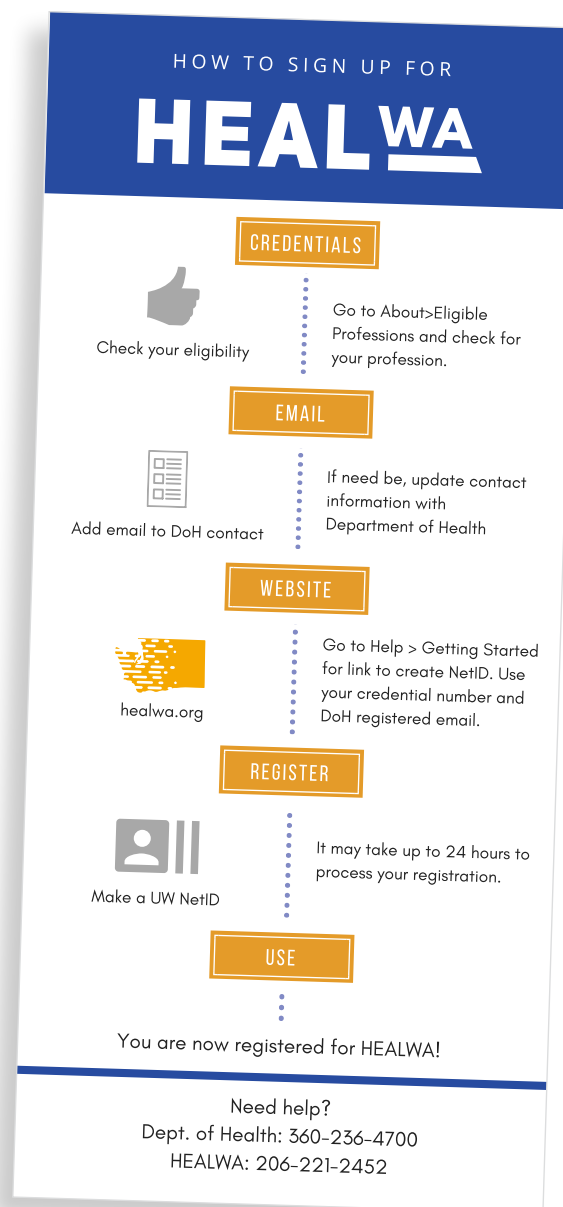
This represents a 1% decrease in expenditures from 2015-2016.

## HEALWA Resource Update

HEALWA conducted an extensive evaluation of electronic resources which led to some significant changes in our collection strategy and offerings. After reviewing multiple years of usage data, underperforming resources were cancelled in 2016/2017. This allowed HEALWA to increase the eCollections in **ClinicalKey**.

Previously we had only been able to offer two small collections in **ClinicalKey**, however, this has drastically changed with this shift in strategy. Practitioners across the state now have access to a large library of Elsevier content including over 1,000 eBooks, 680 eJournals, just under 3,000 drug monographs, and numerous multimedia files including images and videos. In addition to this content, the **ClinicalKey** platform includes **First Consult Clinical Overviews** which are scannable summaries that include evidence-based information, current guidelines, and the latest advances.

**ClinicalKey** paired with the already attractive offerings of **Dynamed Plus**, **Natural Medicines**, **Joanna Briggs**, **Cochrane Database of Systematic Reviews**, and the **Patient Care Education Resource Center** among others ensures HEALWA is providing the most current and relevant research findings that Washington State practitioners can rely upon.



## Eligible Professions

Chiropractors  
Dieticians  
East Asian Medicine Practitioners  
Licensed Marriage & Family Therapists  
Licensed Marriage & Family Therapy Associates  
Licensed Practical Nurses  
Massage Therapists  
Mental Health Counselors  
Midwives  
Naturopathic Physicians  
Nutritionists  
Occupational Therapists  
Occupational Therapy Assistants

Optometrists  
Osteopathic Physicians  
Osteopathic Physician Assistants  
Physicians  
Physician Assistants  
Podiatrists  
Psychologists  
Registered Nurses  
Social Workers  
Clinical Social Work Associates  
Speech Language Pathologists

## Contact Information

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