



Health Knowledge Network

Business Plan 2007/2008

*Health
Information:
from* **Alberta's
Universities**
to you



A Collaborative Venture of the
University of Alberta and the University of
Calgary



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The Health Knowledge Network [HKN] is a collaborative venture between the University of Calgary and the University of Alberta. HKN is Alberta's leader in providing quality published health information resources to post-secondary, health and library organizations and institutions. We are proud to extend the Universities' networked health information services to the larger community. We operate at full cost-recovery through an appropriate pricing strategy and pursuit of external sources of development funding, such as grants and sponsorships. Future directions for HKN are based on meeting the needs of the two Universities and being responsive to the needs of external users.

HKN Vision

Alberta's leader in providing quality published health information resources to post-secondary, health and library organizations and institutions.

HKN Mission

HKN is a University of Calgary and University of Alberta collaborative whose mission is to extend the Universities' existing networked health information services, providing literature searching, current awareness, electronic full-text, and document delivery services primarily to Alberta's Saskatchewan's and the Territories' post-secondary, health and library organizations and institutions, through cost-recovery or appropriate sources of external funding.

Key Initiatives for 2007/2008

HKN will continue to move forward with the findings and recommendations of the 2004 Needs Assessment report especially with regard to the licensing of health information products on a provincial basis. We will also continue to develop services that reflect HKN's Mission.

- 1. Health Information Licensing Initiative.** HKN held several meetings from 2005 to 2007 with Alberta Health and Wellness, Canada Health Infoway and other health information stakeholders to promote access to health information for all health care practitioners in the province. HKN will continue to follow up on these meetings and seek out potential partnerships with federal and provincial agencies to support provincial licensing.
- 2. Vendor Licensing Models.** HKN will work with its major vendors to further develop provincial licensing models that address new products and purchase models. We will also work with other consortia to develop joint provincial models.
- 3. Market Scan.** The HKN General Manager will meet with its subscribers in order to gain a better understanding of their information, service and technology needs.
- 4. Full-Text Resources.** HKN will continue to monitor and respond to subscribers' requests for more full-text health information resources by expanding its current selection of full text resources and evaluating new health information resources and clinical information tools.
- 5. Tutorials.** HKN will work with Partner universities to identify, and make available via the HKN web site, appropriate internal and external tutorials.
- 6. HKN Symposium.** HKN will work with the Southern and Northern Alberta Health Libraries Associations to plan a joint symposium in early spring 2008 to discuss recent developments and trends in complementary and alternative medicine (CAM).
- 7. HKN Administrative Database.** HKN will purchase and implement an administrative database designed to manage consortia financial records, subscriber information, and contact information.

Strategic Direction #1

Promote an Enhanced Electronic Health Library for Alberta and Canada (The Virtual Health Library) and Identify Alberta's Health Information Needs

Encourage dialogue on a provincial and national approach to health information licensing by working with appropriate government bodies, and health and education leaders in Alberta to develop a cohesive approach to providing quality health information at a provincial level. Demonstrate the feasibility of this initiative through a scalable model for enhanced health information delivery.

- 1.1 Develop provincial and federal models for the provision of access to health information in collaboration with government programs and agencies.
 - Seek potential partnerships with federal and provincial health programs, e.g. Alberta Netcare; Canada Health Infoway.
 - Participate in business planning and promote provincial licensing of health information products and services in collaboration with appropriate provincial stakeholders.
 - Participate in business planning and promote national licensing of health information products and services through continued meetings with federally-mandated agencies and programmes such as Canada Health Infoway and the National Network of Libraries for Health (NNLH)

- 1.2 Scan health information environment and respond to changes in the health care environment.
 - Meet with HKN and non-HKN subscribers to monitor their feedback on current and potential HKN offerings, and external environmental factors influencing their purchase decisions.
 - Meet with HKN and non-HKN subscribers to identify the information, technology, and support services needed in Alberta.
 - Identify resources and services to support identified needs.
 - Monitor listservs and journals for trends and developments in the health information delivery and products.
 - Attend conferences to monitor trends and developments in health information licensing, delivery and overall environment.

Strategic Direction #2

License Health Information Resources and Extend Access to Current and Potential subscribers

Expand HKN's database and service offerings to meet the increasing needs of Partners and subscribers.

- 2.1 Continue to negotiate consortia licenses with health information publishers, vendors and aggregators to expand selection of full-text health information resources, including evidence-based resources and clinical support tools, e-journals and e-books.
 - Negotiate license agreements for full-text products including evidence-based clinical information.
 - Strengthen relationships with current vendors and develop relationships with new ones.
 - Work with other consortia, e.g. The Alberta Library, COPPUL, to ensure that subscribers are receiving the resources they need at the best fees available.
 - Investigate the overlap between existing and potential resources.
 - Ensure HKN pricing model remains fair and consistent while continuing to deliver service to subscribers on a cost-recovery basis.

- 2.2 Extend license agreements to existing subscribers in Alberta and Saskatchewan, and continue to sign access agreements with potential subscribers.
 - Identify potential subscribers.
 - Communicate new content purchases and pricing information to existing and potential subscribers.
 - Set up trials to assess new resources.

Strategic Direction #3 Develop Service Model and Provide Seamless Service

Continue to move forward with the recommendations in the Provincial Needs Assessment report and integrate into HKN service model.

- 3.1 Continue to develop and improve HKN web site to support usage of HKN's licensed information products.
 - Provide links to appropriate support materials to reflect changes in resources.
 - Continue to add information about licensed products and related HKN initiatives.
 - Integrate free and authoritative health information resources available on the Internet into HKN Web site.
 - Obtain user feedback on web site design.

- 3.2 Provide service support to subscribers.
 - Update marketing and support materials to ensure that a consistent message is communicated to existing and potential subscribers.
 - Provide technical support to subscribers including resolving access issues and setting-up LinkResolver.
 - Work with EBSCO to resolve issues arising from the transition of CINAHL to the EBSCO platform. Ensure accounts are set up correctly, and that technical and training support are in place.

- 3.3 Jointly host a health information symposium in the spring of 2008 with the Southern and Northern Alberta Health Libraries Associations. Purpose of symposium is to report on trends and developments in complementary and alternative medicine and the role of health libraries within this environment.
 - Work with NAHLA and SAHLA members to plan, market and host symposium.
 - Ensure symposium operates on a cost-recovery basis.
 - Seek sponsorship funding from external stakeholders to fund the Symposium

Strategic Direction #4

Streamline HKN Administration Supporting Full-Cost Recovery

- 4.1 Create administrative database to manage HKN Subscriber contracts, financial accounts and contact information
 - Investigate and purchase appropriate software to track HKN administrative functions, marketing and contact information.
- 4.2 Develop database(s) to manage marketing information, payables and receivables, and vendor's licensing information. Work with staff from the University of Alberta and University of Calgary to enhance existing service.
 - Clarify roles and responsibilities of staff at each Partner University vis à vis HKN by maintaining open communication.
 - Purchase and implement administrative database to manage HKN financial documents, Subscriber records and contact information.
- 4.3 Work with University of Calgary Accounting to ensure that HKN continues to operate at full cost-recovery.
 - Continue to work with University of Calgary Accounting during on-going PeopleSoft implementation to monitor HKN budget.
- 4.4 Provide administrative and support.
 - Continue the development of clear and transparent procedures for maintaining Subscriber files and accounting records.
- 4.5 Continue to revise sustainable pricing structure to support full cost-recovery.
 - Continue to work with vendors to develop a sustainable, cost-recovery pricing model that will allow HKN to extend its licensed resources.