



Health Knowledge Network

Three Year Business Plan 2008 - 2011

*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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HKN Vision and Mission

The Health Knowledge Network [HKN] is a collaborative venture between the University of Calgary and the University of Alberta. Established in 1994, we are Alberta's leader in licensing quality published health information resources to post-secondary, health, government and research organizations and institutions primarily in Alberta and Saskatchewan. Our role is to negotiate fair and equitable pricing with international publishers and vendors on behalf of our subscribers. Through our affiliation with the two universities we draw on the experience and expertise of highly trained health information professionals to provide complementary services such as training, technical support, and document delivery. We operate at full cost-recovery through an appropriate cost-sharing strategy and pursuit of external sources of development funding. 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

Equitable delivery of quality health information to the post-secondary sector, practitioners, researchers and policy makers.

HKN Mission

To facilitate continuing professional education and support evidence-based practice by extending the networked health information resources of the University of Calgary and University of Alberta to organizations and institutions in Western Canada.

Strategic Direction #1

Promote an Enhanced Electronic Health Library for Alberta and Canada.

Continue the dialogue with appropriate government bodies, and health and education leaders to develop a cohesive approach to providing quality health information at a provincial level and federal level.

- 1.1 Develop provincial and federal models for the provision of access to health information in collaboration with government programs and agencies.
 - 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 programs such as Canada Health Infoway and the National Network of Libraries for Health (NNLH)
 - Seek opportunities for cross-provincial and/or consortial initiatives.

- 1.2 Continue work on the Alberta health information environmental scan (previously referred to as a gap analysis) undertaken with SEARCH Canada to determine rural health regions' information, service and technology needs related to licensed health information. Expected outcomes are:
 - Identification of the health information gaps amongst rural health regions, and
 - explicit statements of resource needs from each health region in order to build support with funding bodies.

- 1.3 Raise awareness of HKN services and other consortia services and activities, and meet the information, service and technology needs of both HKN subscribers and health sector organizations.
 - Review external environmental factors influencing health sector organizations purchase decisions, and develop strategies to address these factors.
 - Identify resources and services including other consortia services to support identified needs.
 - Raise awareness of HKN and other consortia services through brand awareness and other marketing activities and communication strategies.

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 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, and CRKN to ensure that subscribers are receiving the resources they need at the best fees available.
 - 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, 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 build a more integrated service model including a comprehensive suite of information resources that focuses on and supports clinical applications of research, and technology and service infrastructure to support the delivery of this information.

- 3.1 Continue to develop and enhance 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 electronic health information resources available on the Internet into HKN Web site.
- 3.2 Provide service support to subscribers.
 - Continually update and distribute marketing and support material that delivers consistent messages to existing and potential subscribers.
 - Continue to provide technical support to subscribers including resolving access issues and setting-up LinkResolver.
- 3.3 Seek opportunities to partner with other associations and organizations to host health information symposia in order to report on trends and developments in health care information.
- 3.4 Monitor trends and developments in health information and products.
 - Monitor various information media.
 - Attend conferences to monitor trends and developments in health information licensing, delivery and overall environment.

Strategic Direction #4
Streamline HKN Administration Supporting Full-Cost Recovery

- 4.1 Work with University of Calgary Accounting to ensure that HKN continues to operate at full cost-recovery.
- 4.2 Continue to streamline and maintain clear and transparent administrative and business procedures in the HKN business office.
- 4.3 Continue to review sustainable pricing structure to support full cost-recovery.
 - Continue to work with vendors to maintain a sustainable, cost-recovery pricing model that will allow HKN to extend its licensed resources.