Clinicians On-the-Go: Creating an Effective Mobile Strategy for Delivering Medical Library Services
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Research Methods
MSKCC staff online survey, focus group, interviews, literature search

Survey Results
- 78% of survey respondents (161 out of 207) were clinicians, the rest were research scientists or other staff. 48% used Blackberries, 31% used iPhones, and 24% used other phones. 5% didn’t use any mobile device.
- The most desired library services to make mobile were searching PubMed or another medical database, reading article PDFs, Document Delivery, and eBook access.
- The most desired library resources to be made mobile were PubMed, Journals, Micromedex, MD Consult, Epocrates, and UpToDate.
- About 8% (17 people) had actually accessed the library’s website from a mobile device. Of those 17, 10 were accessing it from an iPhone or iPod Touch.

Fig. 1. Top Library Services
Fig. 2. Top Library Resources
Fig. 3. Most Frequent Mobile Activities
Fig. 4. Medical Apps Downloaded

Users chose library services that are most important to them.
Users chose library resources that are most important to them.
Users reported their most frequent work-related activities performed on their mobile devices.
Other apps downloaded include Papers, STAT ICD-9, Biogene, and MSKCC Nomograms.

Reading and Sharing Articles
Scenarios:
1. A clinician in a meeting wants to share a paper with colleagues.
2. A clinician is commuting or at a conference and wants to read professional literature on a mobile device.
3. A senior clinician is discussing a case with colleagues while on rounds.

“It would be great if I could get tables of contents for journals on my mobile device on a regular basis.”
- Doctor, Infectious Diseases

Quick Clinical Reference
Scenarios:
1. A clinician wants to confirm diagnostic and treatment-related criteria before or after meeting with a patient.
2. A nurse wants to check dosage and drug interactions before giving medication to a patient.

Recommendations:
Make mobile point of care and drug reference tools like UpToDate, Micromedex, and Epocrates available.
Educate users about mobile quick reference tools and content through web materials, tutorials and classes to help integrate mobile resources into their daily workflow.

“PubMed On Tap - a nice little app. Still unbearable to read PDFs on this little screen.
Must... resist... urge... to buy first generation iPad.”
- Doctor, Clinic Director

Strategy and Next Steps
1. Identify and test currently available vendor apps. Communicate with vendors and publishers about which mobile content and features are most important to your user base.
2. Develop educational opportunities to help users set up useful mobile content and apps on their mobile devices.
3. Promote mobile services through organizational communication channels and library website. Create educational webpage specifically for mobile device users.
4. Prioritize making available mobile offerings that users most desire and need, and then test to ensure that they integrate into the clinical workflow.

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