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Type of library: Hospital  
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Promoting use of an online resource - Mosby's NursingSkills & NursingConsult

When I joined Windham Hospital last fall, I learned that they had just begun subscribing to NursingSkills and NursingConsult, but that usage was virtually zero. However, nursing administration intended to use these products for staff orientation, education, and competency testing; as a point-of-care clinical resource; and more. It was as if we had bought a huge RV and it was still sitting in the driveway.

I partnered w/ the Nursing Informatics Specialist from our IT department to brainstorm ways to increase usage. Our staff comes from a very broad demographic, with equally broad levels of comfort and familiarity w/ computers, electronic information sources, and technology in general.

We began by creating interest and curiosity about this product. We took the small, company-supplied Nursing Skills/Consult stickers and attached to is a cutout fluorescent green block arrow with the text: "Be an INFORMATION INNOVATOR! Use NursingSkills & NursingConsult! Questions? Comments? call Kate x6807" Links to both resources had already been posted on the Intranet homepage (rather than to the three-clicks-away library page). We personally visited every clinical unit, introduced ourselves to anyone who was around, (timing our visits to avoid shift changes) and attached these sticker/arrows right on every computer monitor - positioning them so that the arrow pointed directly at the Mosby icon/link. Very informal, very low-key.

Is that the only promotion we did? Hardly! But this simple device broke the ice by generating some interest and curiosity among our staff. People seemed to respond to the idea that they could be an innovator just by being one of the first ones to use this resource. (Although training was available, it wasn't required - instead we encouraged staff to "jump right in".)

Last month we held three nursing competency testing days; included was a competency and test within NursingSkills. Out of a possible 165 staff members, 153 attended. Virtually everyone was already familiar w/ and was using this resource. Many had already completed the competency and test before coming in - without even being directed to do so. The RV isn't yet on the highway, but it's definitely left the driveway.