

Commissioning Handbook for Librarians

Webex meeting

6 February 2012, 11.00am – 12.15pm

Present:

Sue Austin (North East)
Helen Bingham (Chair)
Liz Farrell (North West)
Anne Gray (South Central)
Alison Millis (South East Coast)
Sharon Riddle (editor)
Paula Younger (South West)

Apologies were received from: Alison Price (Board member), Ben Skinner (Ask an Expert pilot), Dan Williams (Board member), Jill Rutt (Yorks & Humber) Richard Wilson (East Midlands) and Phil O'Reilly (West Midlands)

1. Notes from the meeting of 25 July 2011

The notes were agreed as accurate, and most actions have been completed:

- Anne has sent an updated description of the Handbook for NHS Networks. It hasn't been amended yet, so Anne will send it again and request for it to be added to the Useful Resources list.
- Sharon has not yet sent everyone a summary of publicity activities, or information about adding search strategies. She will add this information to the Handbook instead to that everyone can update it.
- Anne commented that the Primary Care Google Group has gone a bit quiet. It was suggested that the group could be promoted in the newsletter.

Action:

- **AG** to contact NHS Networks again regarding the inclusion of the Handbook in their list of resources.
- **SR** to add the summary of publicity activities to the Handbook
- **SR** to promote the Primary Care Google Group through the newsletter

2. SHALL update

SHALL have agreed to continue funding the Commissioning Handbook for a further six months, until the end of May 2012.

Action:

- **SR** to produce a report for the next SHALL Service Development Meeting on 28 February 2012.

3. Analysis of recent activity

The main message of the activity analysis report was that activity levels have increased over the last few months as a result of:

- The introduction of the newsletter
- The article by Anne in the HLG Newsletter

- Increased visitors from referring sites eg www.networks.nhs.uk

The increased bounce rate was also noted, which may be a consequence of the way people access the Handbook through the newsletter. Anne suggested examining the top landing pages eg 8.2 Examples of Search Strategies and 8.1 Tips on Searching the Web

Action:

AG and SR to look at pages with a high bounce rate to identify any improvements that can be made.

4. Newsletter report

Sharon outlined progress that has been made with the new newsletter. It was noted that:

- The subscriber list has been gradually going up, and is now up to 60 people.
- The newsletter has contributed to a rise in activity on the Commissioning Handbook.
- The open-rate has gradually been declining. Contributing factors could be the format which initially presents a blank email until the recipient clicks to display the image, and also the subject of the email, which does not provide an indication of the content.

Action:

- **SR** to experiment with changing the subject line.
- **SR** to investigate whether the format could be modified to present more content in emails.
- **Everyone** to consider ways to promote the newsletter within their regions, and request feedback from colleagues.

5. Ask an Expert pilot

Ben was unable to join the meeting, but sent some information on progress: PCC proposed plans a few months ago to increase the visibility of questions that had been answered and streamline the process of asking questions. They are still working on the proposed system, but it is dependent on some technical upgrades within NHS Networks.

Action:

- **SR** to contact Ben to check on the schedule of the pilot, and ask him to provide an update for the library community.

6. Commissioning Intelligence Report and Model: librarian response

The report was discussed, and a number of points were raised, including:

- The focus on numbers and not the patient pathway
- The possibility of providing information on where library and knowledge services could support parts of the model

Action:

- **Everyone** to provide further comments and suggestions of knowledge resources to Helen by the Friday 10 February.
- **AG** to enquire whether she can circulate a related conference presentation.

- 7. Information and support that NHS librarians need to develop and deliver**
Helen led a discussion on how NHS librarians could better position themselves, and whether SHALL could be doing anything more to help. Sue mentioned that the Handbook could become a key resource, giving NHS librarians who have new commissioning customers, a starting point.

This discussion led on to the next item on Content Development.

- 8. Content development**
Ideas on refocusing/reformatting the Handbook were discussed, including the development of pages on “Hot Topics”, bringing together resources, and completed searches on areas of current interest.

Action:

- **AG** will circulate ideas.

- 9. Any other business**
- Richard Wilson has stepped down leaving a vacancy on the group for a Champion for East Midlands.
 - With the continued changes, we need evidence and common tools that people recognise – evidence-based commissioning.