



Capturing the Big D\$: Dollar\$\$\$\$ and Data



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In August, 2001, we conducted a Web survey to help justify our budget and save our Library resources. When we asked for assistance in identifying the use and importance of electronic resources, the responses were overwhelming! We received over 400 responses on the first day and a total of 2,660 responses over twelve days. The survey results have provided us with wonderful insights into why our patrons use electronic resources, how often they use them, and the types of resources that are important. We also received hundreds of comments including praises for our Website, electronic resources and services, and suggestions for improvements.

Why did we do the survey? Electronic resources are becoming more important as busy clinicians, researchers, and students find it more convenient to search databases and textbooks and print journal articles from computers where they are working or learning. However, the use of electronic resources is very difficult to track:

- ❖ Passwords have been eliminated to enable quick and easy access from any point of need
- ❖ There is no central gateway or method for tracking all resources
- ❖ Publishers and vendors have different methods for collecting and reporting statistics to libraries
- ❖ Efforts at Medical Center Information Systems (MCIS) have proven that capturing the data is an overwhelming task, given our current network structure
- ❖ Electronic resources do not track how information will be used

Summary of Web Survey Results

Question 1 - *What is your primary Duke status?* (Choose one)

Clearly, many clinicians and clinical staff rely on our resources – over 45% of the responses – with clinical faculty (21.7%) and residents (12.2%) representing a major portion of our respondents. But the basic sciences faculty and staff members (18.4%) are large users of electronic resources as well. More than 18% of the responses were submitted by our students – medicine, nursing, etc.

Physician/Clinical Faculty	578	21.7%	Duke Hospital Staff	224	8.4%
Basic Sciences Faculty/Staff	489	18.4%	Non-Duke	165	6.2%
Resident/Intern	324	12.2%	Other Medical Center Staff	161	6.1%
Medical/Health Care Student	256	9.6%	Duke Health System Staff	114	4.3%
Other Student	251	9.4%	Other Duke	98	3.7%

Question 2 - *How will the information you are seeking be used?* (Choose all that apply)

The survey revealed that scientific research (63.9%) was the major use of the information, which reflects the strong research mission throughout all our programs. But many respondents who gave research as an answer also indicated that the information would be used in patient care and teaching. The next largest response was information use in patient settings (51.3%), followed by teaching (31%) and grant preparation (27.1%).

Scientific Research	1699	63.9%	Studying/Class Assignment	492	18.5%
Patient Care/Hospital	855	32.1%	In-service Education	410	15.4%
Teaching	825	31.0%	Personal	364	13.7%
Grant Preparation	722	27.1%	Management Decisions	267	10.0%
Patient Care/Other	510	19.2%	Other	68	2.6%

Question 3 - How often do you use our Website? (Choose one)

More than 85% of the respondents use our Website at least weekly, if not more often, with daily (38.7%) being the most common usage pattern. There were also numerous respondents who were first time users (7%), which means that people are finding out about our services, and that we need to continue to make patrons aware of new services and resources as we add them.

Daily	1030	38.7%	Monthly	133	5.0%
More than once a day	472	17.7%	Less than once a month	50	1.9%
Weekly	790	29.7%	First time user	185	7.0%

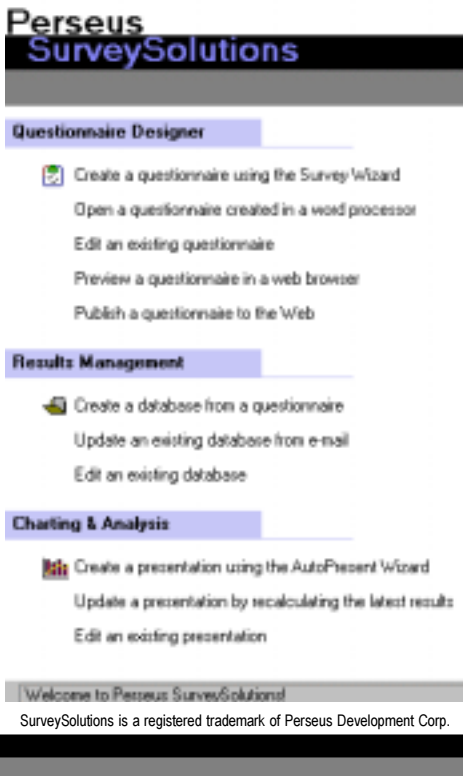
Question 4 - What areas of the Website do you plan to visit? (Choose all that apply)

It was not surprising that MEDLINE (85.9%) was the most frequently cited resource. Electronic journals were chosen by 68.2% of the respondents, followed by other database use at 43%. The online catalog, MD Consult, Clinical Pharmacology, and electronic books were additional resources often used by respondents.

MEDLINE	2269	85.9%	Clinical Pharmacology	446	16.9%
E-Journals	1801	68.2%	Library Services & Facilities	388	14.7%
Databases	1136	43.0%	Web of Science	355	13.4%
Online Catalog	778	29.4%	Subject/Internet Guides	194	7.3%
MD Consult	659	24.9%	Other	37	1.4%
E-Books	462	17.5%			

Perseus SurveySolutions

Our Web survey was developed and posted using Perseus SurveySolutions for the Web (v.3.0), a software package for creating and distributing surveys and for collecting, analyzing and reporting results.



Perseus SurveySolutions

Questionnaire Designer

- Create a questionnaire using the Survey Wizard
- Open a questionnaire created in a word processor
- Edit an existing questionnaire
- Preview a questionnaire in a web browser
- Publish a questionnaire to the Web

Results Management

- Create a database from a questionnaire
- Update an existing database from e-mail
- Edit an existing database

Charting & Analysis

- Create a presentation using the AutoPresent Wizard
- Update a presentation by recalculating the latest results
- Edit an existing presentation

Welcome to Perseus SurveySolutions!

SurveySolutions is a registered trademark of Perseus Development Corp.

Features:

- Provides intuitive wordprocessing interface for survey design
- Automates HTML translation for Web surveys
- Formats email surveys for distribution
- Automates collection of survey results
- Creates MS Access results database
- Offers reporting and presentation options

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Dollar\$: Justification for Hospital Support

What Our Survey Needed to Provide

- ✓ Fast turnaround
- ✓ Easy access
- ✓ High response rate
 - ✓ Maximum “in your face”
 - ✓ Minimum annoyance
- ✓ Simple to answer questions

① Who?

What is your primary Duke status?

② How?

How will the information you are seeking be used?

③ When?

How often do you use our Website?

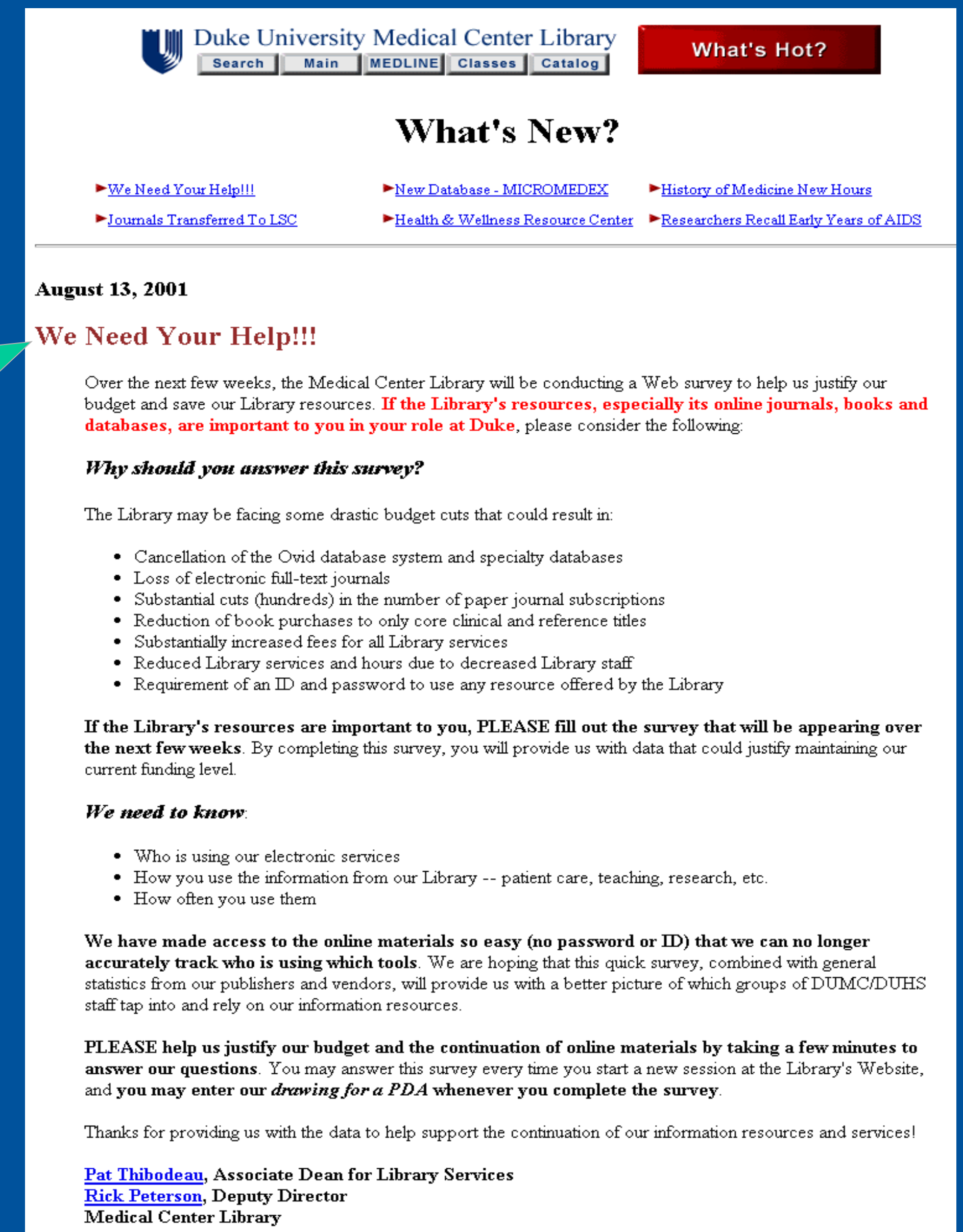
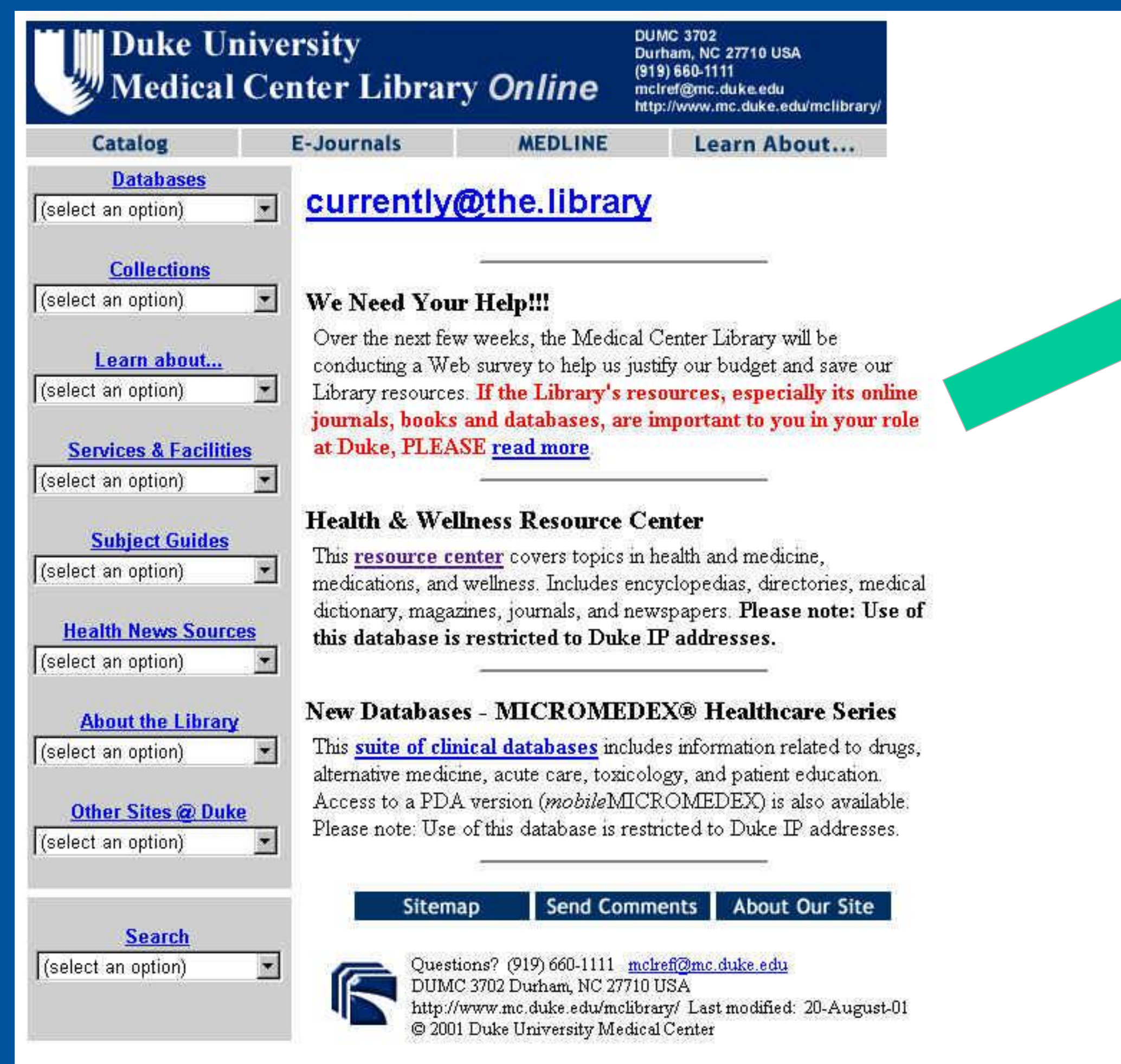
④ What?

What areas of the Website do you plan to visit?

⑤ Comments

Marketing for Maximum Response

Message Up 1 Week Prior to Survey Implementation



Popup Web Survey Accessible for 12 Days

The screenshot shows a popup web survey form titled "Save Your Library Resources!". The form asks users to help justify the library's budget by answering questions about their usage of library resources. The questions include: 1. What is your primary Duke status? (with radio button options for various roles), 2. How will the information you are seeking be used? (with checkboxes for various purposes), 3. How often do you use our Website? (with radio button options for frequency), 4. What areas of the Website do you plan to visit? (with checkboxes for various website features), and 5. Comments (optional). A "Submit Survey" button is at the bottom.

The screenshot shows a "Thank you for completing our Web Survey" message. It encourages users to register for a drawing for a palm, limited to DUMC, DUHS, and Duke faculty, staff, and students only. The registration form includes fields for "Your name:", "Department:", "Telephone:", and "Email:", followed by a "Register!" button.

Marketing Incentive

Survey Analysis Via Perseus Software

Import from email
Stats analysis performed
Access database created

The Big Data

Responses: 50 in first hour 1535 in first week
401 on first day 2660 total 12 days

Primary Duke Status

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Frequency of Website Use

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Purpose of Information Retrieval

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Web of Science	355	13.4%
Subject/Internet Guides	194	7.3%
Other	37	1.4%

Sample Comments

Absolutely necessary
Could not do without it

Cutting our resources
would be tragic and
affect every aspect of
our mission

Epilogue



Outcomes

- Proved our point
- Raised awareness
- Got people involved in the issues