

Going beyond usage statistics: How can librarians partner with publishers to demonstrate impact

Collaborative partnerships between informational professionals, institutions, and associations

BMJ





“Librarians are your best friend.”

-Frank Fajardo, MA, MPA, MLIS

Information and Instruction Services

Florida International University

<https://bmjinsiders.com/2018/06/19/get-to-know-frank-fajardo-ma-mpa-mlis/>

Agenda

- Introduction to BMJ
- The basics: [usage](#) statistics
- [Expanding](#) quantitative data - the power of storytelling
- Branding and the Library (Special Guest: Nadia Hommerding)
- Examples [throughout](#) the Americas
- Q&A

BMJ

Creating a healthier world in numbers*

BMJ



Reaching over
8 million health
professionals



Serving **10 million**
online users every
month



Partnering with over
8,000
institutions



Attracting over **200 million** page views
across our journals in **12 months**



Keeping more than **60%** of our journals in the top
25% of indexed publications within their field¹



Supporting management of
the whole patient by being
'first to market' with a
Comorbidities Manager



Maintaining *The BMJ's* ranking
within the **top 5** of all 169
general medical journals

"The only thing that you absolutely have to know, is the location of the library."

-Albert Einstein

BMJ



Usage Data

COUNTER provides the standard that enables the knowledge community to count the use of electronic resources.

Title	Publisher	Publisher_Platform	DOI	Proprietar	Print_ISSN	Online_ISSN	URI	Access_Ty	Metric_Ty	Reporting	Jan-22	Feb-22	Mar-22	Apr-22
ADC Educ:BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1743-0585 1743-0593 https://ep								Controllec	Total_Iten	408	85	103	96	124
ADC Educ:BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1743-0585 1743-0593 https://ep								Controllec	Total_Iten	363	71	93	83	116
ADC Educ:BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1743-0585 1743-0593 https://ep								Controllec	Unique_I	264	68	77	52	67
ADC Educ:BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1743-0585 1743-0593 https://ep								Controllec	Unique_I	246	56	73	52	65
ADC Educ:BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1743-0585 1743-0593 https://ep								OA_Gold	Total_Iten	56	14	3	18	21
ADC Educ:BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1743-0585 1743-0593 https://ep								OA_Gold	Total_Iten	38	10	2	15	11
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ADC Educ:BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1743-0585 1743-0593 https://ep								OA_Gold	Unique_I	31	9	2	9	11
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								Controllec	Total_Iten	867	289	161	212	205
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								Controllec	Total_Iten	729	233	129	180	187
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								Controllec	Unique_I	596	234	134	112	116
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								Controllec	Unique_I	520	198	109	104	109
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								OA_Gold	Total_Iten	129	27	52	32	18
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								OA_Gold	Total_Iten	107	22	42	27	16
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								OA_Gold	Unique_I	95	23	42	18	12
ADC Fetal BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 1359-2998 1468-2052 https://fn								OA_Gold	Unique_I	83	19	37	16	11
Annals of BMJ Publi:BMJ:bmj BMJ Journ 10.1136/annrheumd 0003-4967 1468-2066 https://ar								Controllec	Total_Iten	4742	730	1147	1446	1419
Annals of BMJ Publi:BMJ:bmj BMJ Journ 10.1136/annrheumd 0003-4967 1468-2066 https://ar								Controllec	Total_Iten	3496	533	824	1103	1036
Annals of BMJ Publi:BMJ:bmj BMJ Journ 10.1136/annrheumd 0003-4967 1468-2066 https://ar								Controllec	Unique_I	3290	651	1018	828	793
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Annals of BMJ Publi:BMJ:bmj BMJ Journ 10.1136/annrheumd 0003-4967 1468-2066 https://ar								OA_Gold	Unique_I	496	67	173	115	141
Archives o BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 0003-9888 1468-2044 https://ad								Controllec	Total_Iten	2367	641	550	621	555
Archives o BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 0003-9888 1468-2044 https://ad								Controllec	Total_Iten	1820	480	442	488	410
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Archives o BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 0003-9888 1468-2044 https://ad								Controllec	Unique_I	1385	425	380	309	271
Archives o BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 0003-9888 1468-2044 https://ad								OA_Gold	Total_Iten	392	92	85	110	105
Archives o BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 0003-9888 1468-2044 https://ad								OA_Gold	Total_Iten	366	84	79	104	99
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Archives o BMJ Publi:BMJ:bmj BMJ Journ 10.1136/archdischild 0003-9888 1468-2044 https://ad								OA_Gold	Unique_I	300	75	72	79	74
BMJ Case BMJ Publi:BMJ:bmj BMJ Journ 10.1136/bcr							1757-790x https://ca	Controllec	Total_Iten	2708	620	760	673	655
BMJ Case BMJ Publi:BMJ:bmj BMJ Journ 10.1136/bcr							1757-790x https://ca	Controllec	Total_Iten	841	171	216	208	246
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BMJ Case BMJ Publi:BMJ:bmj BMJ Journ 10.1136/bcr							1757-790x https://ca	OA_Gold	Total_Iten	200	36	41	51	72
BMJ Case BMJ Publi:BMJ:bmj BMJ Journ 10.1136/bcr							1757-790x https://ca	OA_Gold	Total_Iten	189	34	40	46	69
BMJ Case BMJ Publi:BMJ:bmj BMJ Journ 10.1136/bcr							1757-790x https://ca	OA_Gold	Unique_I	143	33	38	29	43
BMJ Case BMJ Publi:BMJ:bmj BMJ Journ 10.1136/bcr							1757-790x https://ca	OA_Gold	Unique_I	138	31	37	28	42



Usage Data

Report: Journal Usage by Access Type

Report_ID TR_J3

Release 5

Institution Name

Institution BMI:

Metric_Ty Total_Item_Investigations; Total_Item_Requests; Unique_Item_Investigations; Unique_Item_Requests

Report_FilData_Type=Journal; Access_Method=Regular

Report_Attributes

Reporting Begin Date=2022-01-01; End_Date=2022-04-30

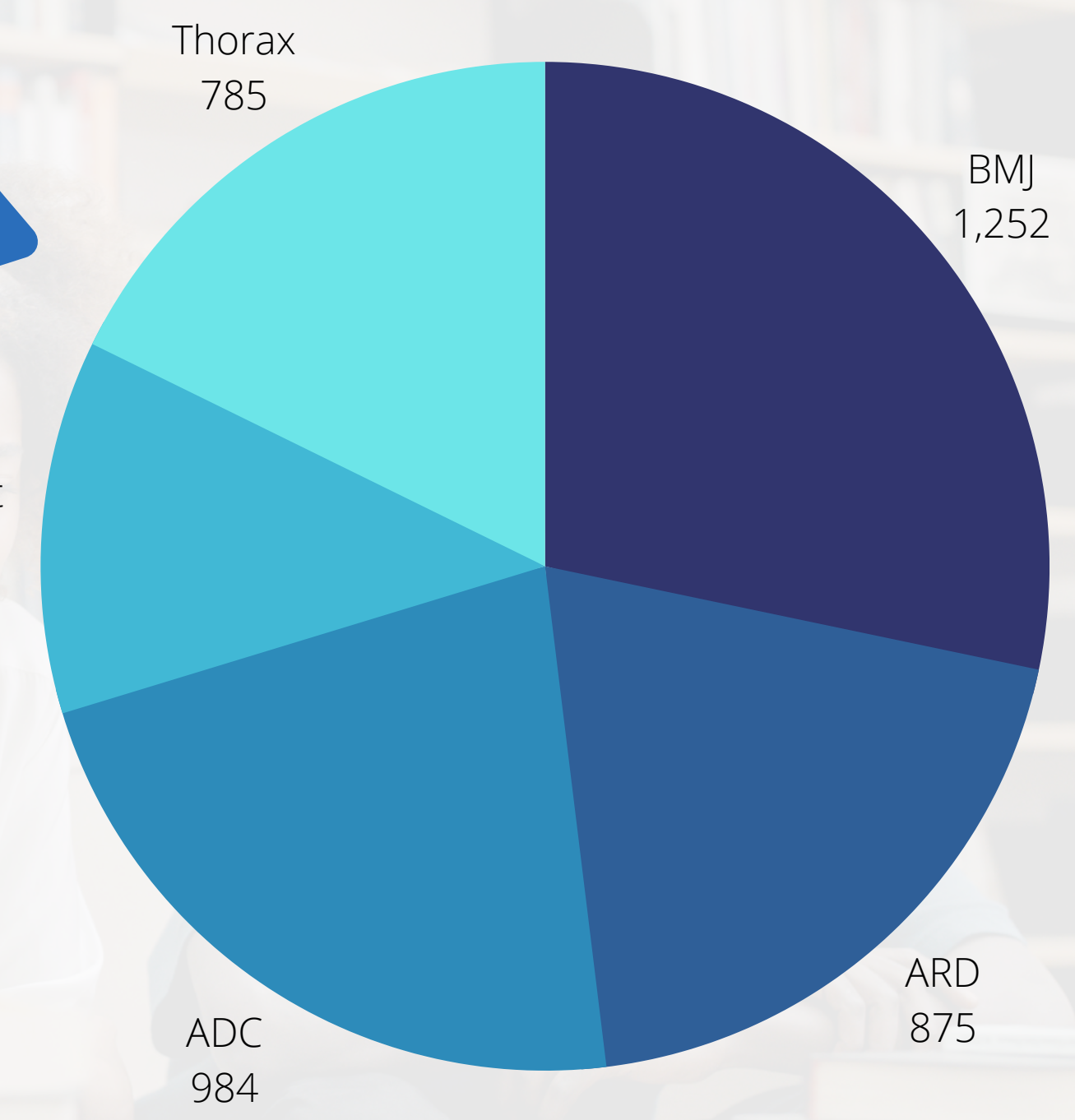
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Title	Publisher	Publisher_Platform	DOI	ProprietaryPrint_ISSNOnline_ISSURI	Access_Ty	Metric_Ty	Reporting	Jan-22	Feb-22	Mar-22	Apr-22
ADC Educ:BMJ Public:BMJ:bmjip BMJ Journ 10.1136/archdischild.1743-0581.1743-0593https://ep	Controllec	Total_Item	408	85	103	96	124				
ADC Educ:BMJ Public:BMJ:bmjip BMJ Journ 10.1136/archdischild.1743-0581.1743-0593https://ep	Controllec	Total_Item	363	71	93	83	116				
ADC Educ:BMJ Public:BMJ:bmjip BMJ Journ 10.1136/archdischild.1743-0581.1743-0593https://ep	Controllec	Unique_It	264	68	77	52	67				
ADC Educ:BMJ Public:BMJ:bmjip BMJ Journ 10.1136/archdischild.1743-0581.1743-0593https://ep	Controllec	Unique_It	246	56	73	52	65				
ADC Educ:BMJ Public:BMJ:bmjip BMJ Journ 10.1136/archdischild.1743-0581.1743-0593https://ep	OA_Gold	Total_Item	56	14	3	18	21				
ADC Educ:BMJ Public:BMJ:bmjip BMJ Journ 10.1136/archdischild.1743-0581.1743-0593https://ep	OA_Gold	Total_Item	38	10	2	15	11				
ADC Educ:BMJ Public:BMJ:bmjip BMJ Journ 10.1136/archdischild.1743-0581.1743-0593https://ep	OA_Gold	Unique_It	36	11	3	9	13				
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BMJ Case BMJ Public:BMJ:bmjip BMJ Journ 10.1136/bcr	1757-790https://ca	OA_Gold	Total_Item	189	34	40	46	69			
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Heart
530

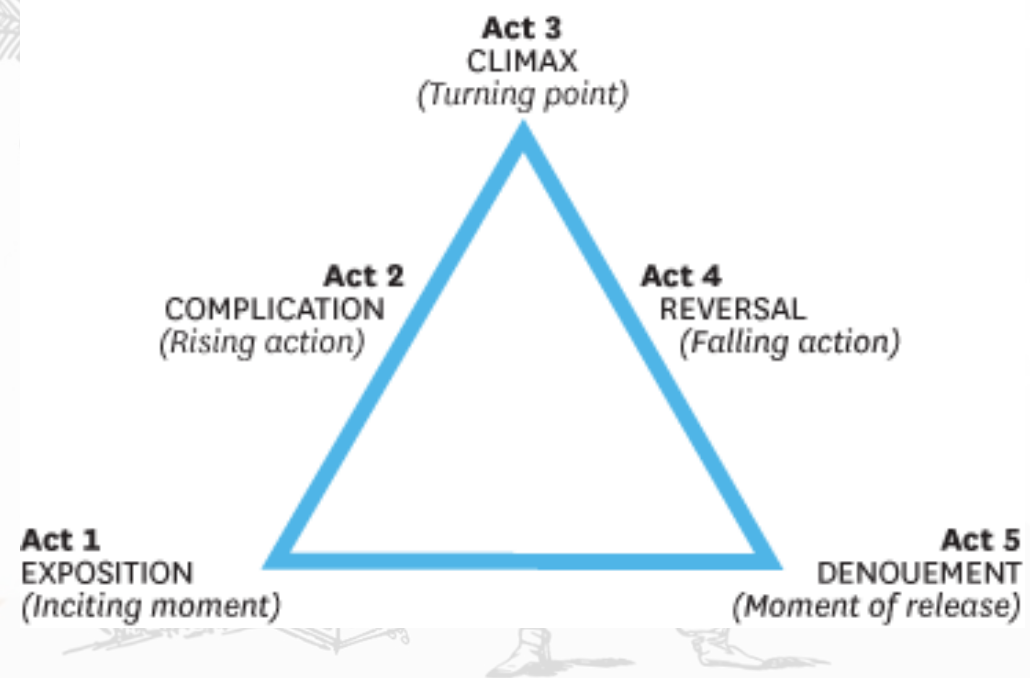


Usage Data

The Power of Storytelling

FREYTAG'S PYRAMID

This simple storytelling structure has worked for thousands of years.



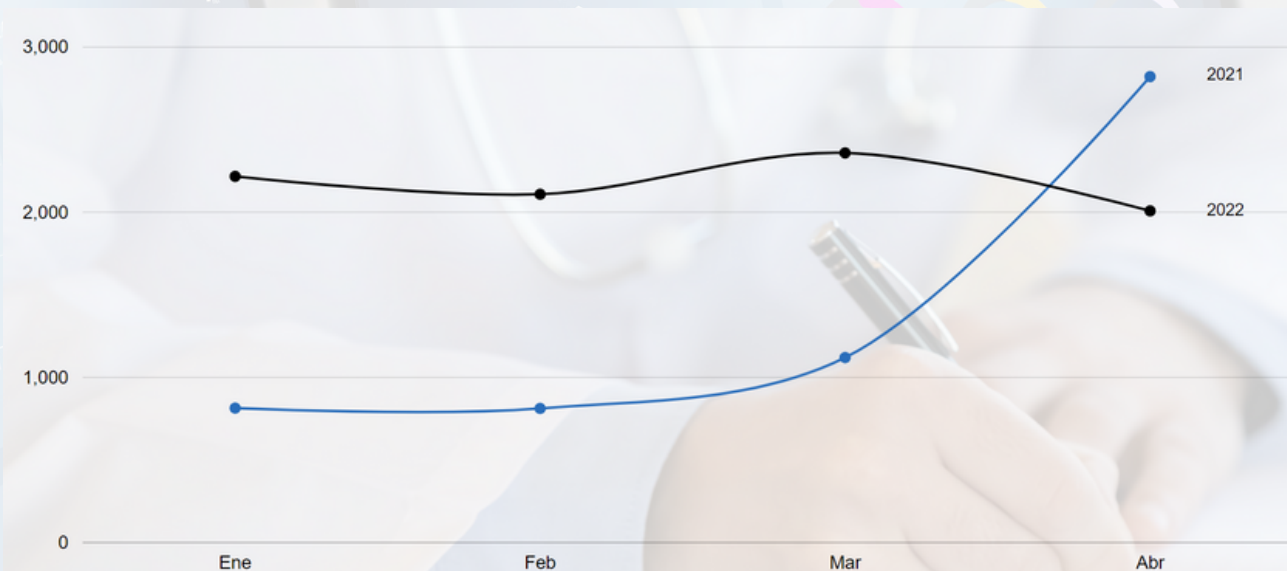
Following the steps of the greatest storytellers, storytelling in a business setting allows messages to land, deepen their impact, and persuade your listeners.

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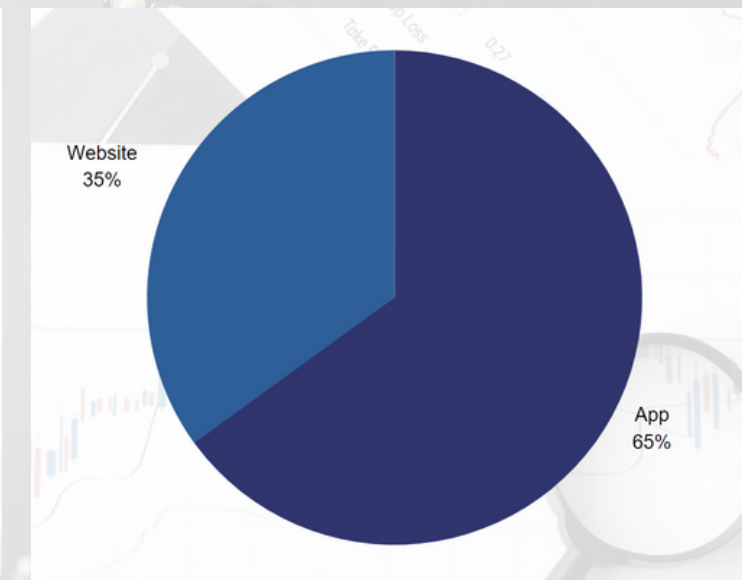
Source: <https://hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool>

Expanding Quantitative Data

How can we help?



2021 Sessões YTD: 5,567
2022 Sessões YTD: 8,693
56% Increase



Total de Sessões: 36,410
32% do tempo foi gasto no diagnóstico e tratamento de doenças

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Expanding Quantitative Data

Usage Review – Denials and Published Articles

Journal	Denials 2019-2020	Journal	Articles Published 2015-2020
<i>Emergency Medicine Journal</i>	674	<i>British Journal of Ophthalmology</i>	121
<i>Journal of Medical Ethics</i>	321	<i>Heart</i>	93
<i>International Journal of Gynecological Cancer</i>	319	<i>BMJ Case Reports</i>	88
<i>BMJ Evidence-Based Medicine</i>	268	<i>Journal of NeuroInterventional Surgery</i>	41
<i>Journal of Investigative Medicine</i>	257	<i>BMJ Supportive & Palliative Care</i>	36
<i>BMJ Supportive & Palliative Care</i>	158	<i>Gut</i>	32
<i>Occupational and Environmental Medicine</i>	147	<i>Regional Anesthesia & Pain Medicine</i>	29
<i>Tobacco Control</i>	113	<i>Journal of Neurology, Neurosurgery, and Psychiatry</i>	24
<i>European Journal of Hospital Pharmacy</i>	89	<i>Annals of the Rheumatic Diseases</i>	17
<i>Evidence-Based Nursing</i>	59	<i>Postgraduate Medical Journal</i>	17
		<i>Journal of Medical Genetics</i>	14
		<i>Journal of Clinical Pathology</i>	12
		<i>Occupational and Environmental Medicine</i>	8
		<i>BMJ Leader</i>	7
		<i>BMJ Quality & Safety</i>	5
		<i>Journal of ISAKOS: Joint Disorders & Orthopedic Sports Medicine</i>	5
		<i>BMJ Innovations</i>	4
		<i>Thorax</i>	4
		<i>Archives of Disease in Childhood, also includes:</i>	3
		<i>Journal of Medical Ethics</i>	2
		<i>Tobacco Control</i>	2
		<i>British Journal of Sports Medicine</i>	2
		<i>Practical Neurology</i>	1



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How do you **DATA**?

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Branding for Libraries and Librarians

A game changer

BMJ

The forever challenge for libraries and librarians

- User's behavior for gathering, selecting and using information.
- Library as an active department within the Organization.
- Libraries and librarians adding value to access, use and dissemination of information.
- The Library as a Brand: strong, respected (desired and admired by users/customers).
- The Librarian as an agent of transformation and quality assurance.

Behind Strong Libraries, Strong Librarians

The Branding of the Library Brand must support key elements to retain and support user's loyalty, trust and usability:

- Marketing key products and services and their uniqueness to users.
- Educating users and Key Organizational Stakeholders about the librarian's expertise and knowledge to support Institutional Mission and Goals.
- Reminding that libraries' services and products are “intangible assets” extremely valuable to the organization and especially to their customers.

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WHAT DOES IT TRIGGER IN YOU?

HOW'S YOUR BRAND DOING?



Recomendations

- If your library has a logo, brand, or slogan - Use it and abuse it.
- If your library does not have a brand, logo, or slogan - propose one, so you can start advocating in your own favor and The Library.
- Make sure you have your users and Stakeholders supporting you - in the end of the day, they are your best “word of mouth” marketing and supporters.
- Partner with key stakeholders, customers, vendors, potential users, and your Institutional Marketing Department, so everybody sees and learns about you.
- Be proactive, Be visible, and Be there first for your stakeholders, customers, and for yourself!
- Be proud of your library and the brand you represent.





"A library is not a luxury but one of the necessities of life."

-Henry Ward Beecher

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Examples

What? - LibGuide

Teams of librarians picked topics and researched the literature – articles, books, helpful websites.

- Evidence-based research
- Association policies/procedures
- Best practices examples
- Advocacy initiatives
- Business models

Topics included:

- Excellence in Librarianship – leadership and management, diversity, etc.
- Dazzling Stakeholders – bringing business acumen to librarianship, creating a place at the stakeholder table
- Library as a place – physical, virtual, social, disaster planning

Possible Takeaways: What You Might Consider

- If you can't produce a "formal" library strategic plan, do your best to identify clear goals & objectives each year that reflect your institution's mission and users' info needs.
- Let your user community and new hires know how you can support them.



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MEMORIAL SLOAN KETTERING CANCER CENTER
LIBRARY
MAKE THE CONNECTION

WHO WE SUPPORT
The Memorial Sloan Kettering (MSK) Cancer Center Library supports our researchers, physicians, nurses, post-docs, fellows, students, other healthcare professionals, as well as patients, their families and caregivers. As a community resource we also participate in local, national, and regional library networks.

WHAT WE DO
The MSK Library ensures easy access to authoritative information resources, provides user-focused services, and advances research and education in support of evidence-based patient care and ongoing learning.

OUR AMBITION
The MSK Library serves as MSK's gateway to the world of research, providing expertise and innovative user-centered services that drive organizational productivity and passion in pursuit of the prevention, diagnosis, treatment, and cure of cancer and associated diseases.

STRATEGIC FOCUS ONE	STRATEGIC FOCUS TWO	STRATEGIC FOCUS THREE
Prioritize and Build Resources that Focus on Institutional Needs	Communicate and Partner with Purpose	Train for the Future
		



Memorial Sloan Kettering Cancer Center

library.mskcc.org | @MSKLibrary | @msklibrary

[View the Full Strategic Plan](#)

Library Strategic Plan 2022-2024 infographic



Figure 2 – User Information Needs

Tell us about the information you need and how you use it.

(Select ALL that apply.)

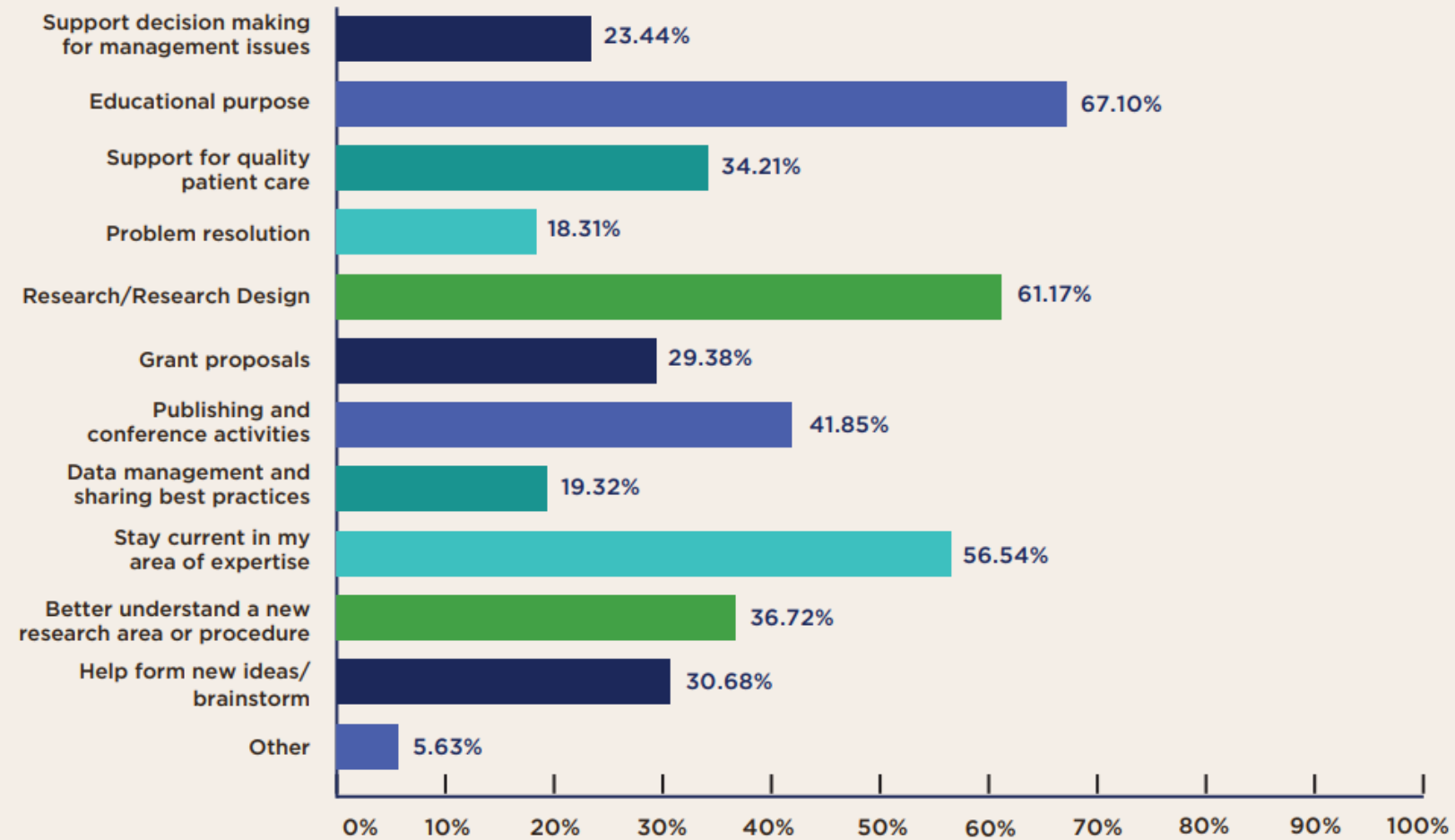
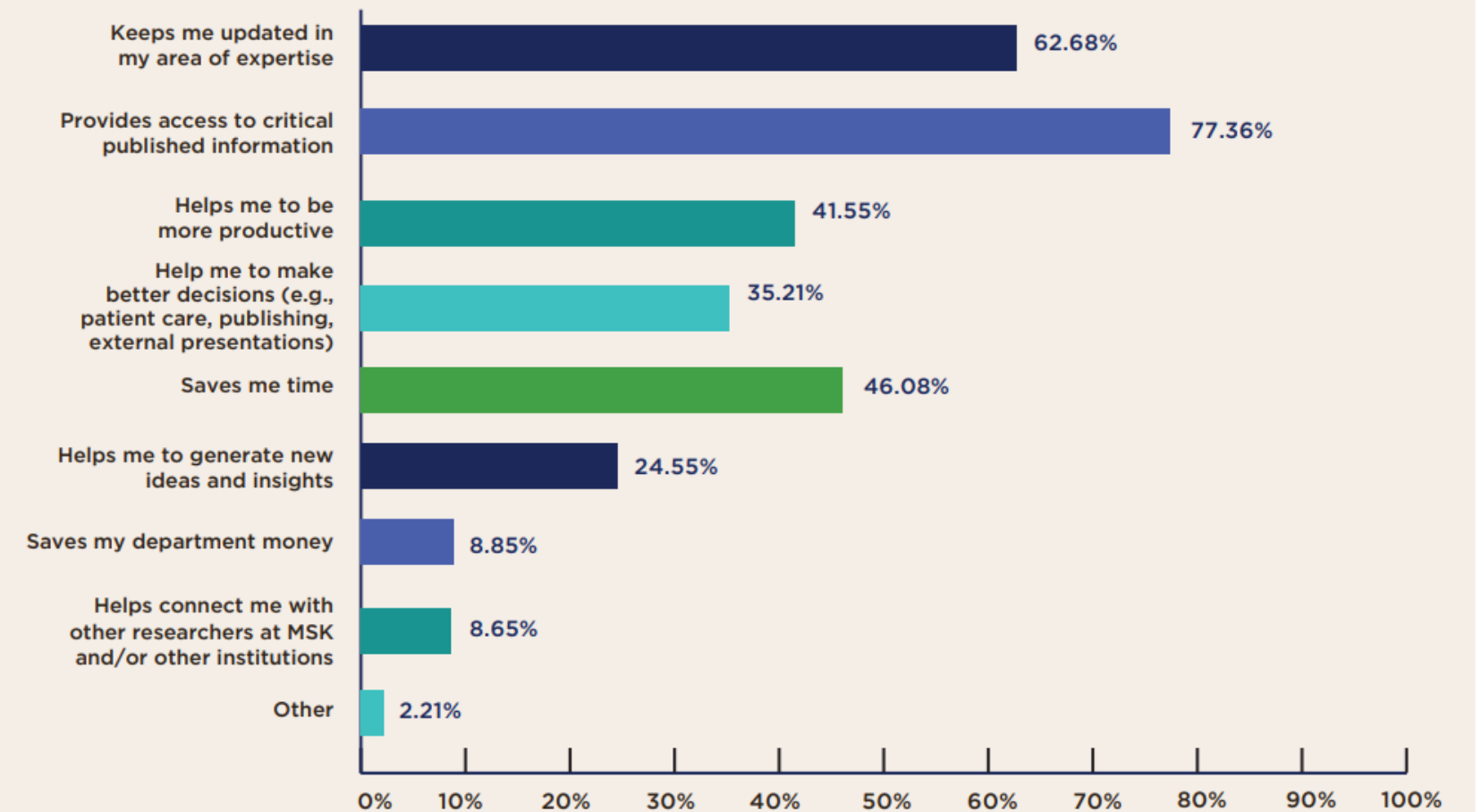


Figure 4 – Library Values

When you think about the value the library brings to your work, which of the following would you include.

(Select your TOP THREE answers)



Source: <https://library.mskcc.org/sites/library.mskcc.org/media/lib-strategic-plan-2022-2024.pdf>

Questions

BMJ

Thank you

Ryan Rodriguez

rrodriguez@bmj.com

Customer Experience Manager, The Americas

The logo for BMJ, consisting of the letters 'B', 'M', and 'J' in a bold, blue, sans-serif font. The 'J' has a distinctive hook at the bottom. The logo is positioned on the left side of the slide, overlaid on the beach scene.

BMJ