Collecting and Acquiring in Earnest (The 14th Annual Health Sciences Lively Lunch)

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Abstract

In this year's sponsored but no holds barred lunch, host Wendy Bahnsen (substituting for colleague Nicole Gallo) offered a brief greeting, and Ramune Kubilius provided the traditional "year in review" synopsis of developments since the last Charleston Conference. Panelists then shared insights and led discussion on earnest attempts to meet users' information needs and satisfy administrations' budget and other expectations. No matter how information has become repackaged, two formats remain important in health sciences communication: books and journals (articles). Speakers focused on library experiments with these formats. Is PDA a solution? Bahnsen contributed highlights and findings from a survey by Rittenhouse on health sciences customers' experience with the R2 PDA program. Yumin Jiang shared some impressions on the experience of her institution with a few e-book PDA/DDA (patron-driven or demand-driven acquisition) packages. Suggestions were made about best practices in e-book collection building with PDA programs. What conclusions can be reached from experimentation with and implementation of on-demand article acquisitions? Emma O'Hagan shared insights and experience with journal article "on demand" and "pay per view" services at two institutions. Andrea Twiss-Brooks fielded questions and moderated discussion with session participants about the services and programs described by panelists, ranging from discussion about specific programs and models to broader collection and service implications.

The 2014 sponsored but no holds barred Lively Lunch began with words of greeting from host Bahnsen who stepped in for her colleague, Gallo. Kubilius provided the traditional Lively Lunch "year in review" synopsis of developments since the last Charleston Conference. (The handout was posted in the conference site and included as a supplement here). She brought participants' attention to items on the list, including seven health sciences focused articles that made up the special April 2014 issue of *Against the Grain*. In the past year, there were a number of publisher anniversaries, a preponderance of news items about big data, more open access initiatives and new publications.

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important in health sciences communication: books and journals (articles). Speakers focused on library experiments with providing access to information in these formats, concluding with audience questions and discussion.

How is PDA being implemented? Bahnsen shared highlights from the R2 customer survey, conducted in May 2013 (to be posted in the company's site). Of R2 e-book purchases, about 65% were firm purchases and 35% came through the PDA process. Library customers have selected from 2 to 4500 titles for the PDA program but more often, about 400, or 10% are selected for PDA. Overall, 27% of the titles that migrated to the shopping cart were purchased. The R2 PDA model is a mediated program, enabling libraries to customize their collection for patrons. There is no automatic purchase; titles are moved to the shopping cart after three full-text accesses and the library has 30 days to evaluate for purchase.

Jiang shared some insights about three e-book PDA/DDA (patron-driven or demand-driven acquisition) programs. The library's goals in trialing these were to increase access to e-books, build up subject collections outside core collection areas, and to experiment with "just in time" acquisitions. Assessment included examination of usage, cost per use, continued use after purchase, and users' involvement and satisfaction. The first experiment (with MyiLibrary) in 2012 involved shared purchase and access among five libraries. Selections were focused on sports medicine and public health; books mostly were available for unlimited concurrent use. The second experiment in 2013 (with R2) involved mediated purchase after three uses. The third experiment (with Ebsco) began one month before the conference. These different PDA programs offer different options: the short-term loan option, purchase after one significant use, automatic purchase after three uses, and mediated purchase after three uses. Availability of books in *Doody Core Titles* was an appreciated selection feature. Recommended issues to consider for PDA included: the importance of setting up a library profile, devising a workflow (print, e-book packages, and PDA), determining access and cataloging matters, investigating possible consortial deals, devising assessment metrics (e.g., renting vs purchase), and making weeding decisions. Lessons learned? It's not easy to balance three different providers' PDA programs at the same time. Overlap is inevitable (and overlap with print can occur, too). Manual searching may be warranted. Consortial deals can serve as a good experiment for adding breadth to a collection. Publisher usage based packages are also worth investigating, but a minimum deposit requirement can be a challenge

What conclusions can be reached from experimentation with and implementation of on-demand article acquisitions? O'Hagan shared insights and experience with journal article "on demand" and "pay per view" acquisitions at two institutions. The institution at which she currently works opened as an all digital library in the summer of 2013 and the first medical school class (of 54) entered in August 2014. The Get It Now

delivery service is optimal because articles are available to requestors (who can order via a link resolver unmediated or through library mediation) in under two hours and the color pdfs are high quality. Her former institution (University of Alabama at Birmingham), a large research institution, charged users for document delivery, while the current institution caps the number of requests per day to five and encourages "thoughtful use" by including a note in the library's website. Problems encountered? Multiple individuals may need the same article for a class, and the library may reconsider a note on link resolver pages about costs of the service (to the library) that may discourage use of the service. Another experiment, not set up in the article linker yet, is the implementation, primarily through library promotion and library discovery, of ReadCube's institutional model (initially limited to one publisher but since grown to two). Another delivery service, Reprints Desk, is not seen by users, but allows the library staff in a mediated fashion to acquire some older content not available through Get It Now.

Twiss-Brooks not only added insights, but also moderated audience questions and discussion, including queries about the promotion of both PDA and article on demand (trials and as an established service), the availability of turnaway statistics information from PDA providers, requests through mediated services of articles already available in library-licensed journals, usability, browsing, downloading availability of various PDA and article on demand, assessment, usage studies, and surveys.

Final questions and comments ended the session about broader collection development and management implications. Initial decisions about PDA should not be engraved in stone. Program implementations may need to be adjusted (e.g., moving from short-term loan to a purchase plan instead). The initial or primary goals of implementing an on demand acquisitions service may be to supplement or build a collection area, but analysis can also help justify a subscription cancellation or addition as well.

Appendix 1

The 34th annual Charleston Conference: November 5-8, 2014

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Moderator: **Andrea Twiss-Brooks** (Co-Director, Science Libraries, University of Chicago);

Presenters: **Wendy Bahnsen** (Executive Dir. Library Services) substituting for Nicole Gallo (Executive Dir Sales & Marketing, Rittenhouse), as host/presenter;

Yumin Jiang (Dept. head, Collection Management, University of Colorado Health Sciences Library);

Emma O'Hagan (Medical Librarian, Western Michigan University Homer Stryker MD School of Medicine);

Annual update: **Ramune K. Kubilius** (Col Development / Special Projects Librarian, Galter Health Science Library, Northwestern University)

Synopsis of some developments since the 2013 Lively Lunch

Compiled by Ramune K. Kubilius

Coming in early 2015

- Elsevier is the new publisher of **JADA** (Journal of the American Dental Association).
- **Science Advances** (AAS): new OA publication spanning science, technology, engineering, mathematics, and the social sciences.
- **Biomed Central** no longer requires paid subscriptions to 7 additional content journals.
- **De Gruyter Open** will publish & turn to OA 8 (STM) Central European journals formerly subscription & distributed by Springer.

Coming December 2014

- Final retirement of **MD Consult**, "superseded by" ClinicalKey (requiring new/different licenses).

2014 anniversaries:

PeerJ- 1

Scopus- 10

Cochrane – 20

EMBASE- 40

ISI's Science Citation Index- 50 / MEDLARS® (Medical Literature Analysis and Retrieval System)- 50

November 2014

- **Scopus** cited references pre-1996 first content starts to appear. (*Cited References Expansion Program* was announced in March 2014).
- Launch of Society for Neuroscience (SfN) new OA journal, **eNeuro** (including reviews and commentaries to negative results).

October 2014

- **Scopus**: expansion of the *h*-index publication window to 1970 (previously 1996 onwards).
- **Embase** enhanced to support the retrieval of medical device information (supports comprehensive post-market surveillance and device safety as well as the development of novel devices).
- EBSCO announcement about **PEMSoft**, a pediatric medical reference tool for pediatric questions at the point of care.
- **John Wiley & Sons, Inc. and ReadCube** announce the platform-wide integration of ReadCube Checkout technology across all Wiley journals (Wiley now offers rental, cloud and downloadable article access options for the majority of journal articles – offering individual readers "the choice to select the level of access that best fits their needs...").
- **Open access to Author Insights** survey of 30,000 authors by Nature Publishing Group and Palgrave Macmillan.
- **McGraw-Hill eCollections** in YBP's GOBI (1,050 titles available in pre-assembled perpetual access collections).

September 2014

- **Wolters Kluwer's Lippincott Procedures** (online medical-surgical nursing procedures) extensively review by the Academy of Medical-Surgical Nurses (AMSN). ¼ of 395 AMSN-endorsed procedures included in October update with remainder to be released quarterly through July 2015.
- **ClinicalKey** enhancements (intuitive topic pages, a design easily viewable on any mobile device, and multi-layered search functions).
- Zynx Health has announced the general availability of **ZynxCarebook**, a mobile platform designed to profoundly improve care team collaboration across the healthcare continuum.

August 2014

- Thompson Reuters and DataCite produce **Data Citation Index**: access to quality research data sets from multi-disciplinary repositories around the world.
- Final **NIH Genomic Data Sharing (GDS) policy** : way to speed the translation of data into knowledge, products and procedures that improve health while protecting the privacy of research participants.
- Release of 12 new **EBSCO eBooks Subject Sets**, which increases the total number of subject sets to more than 200.

July 2014

- **Springer** celebrates the milestone of 200,000 open access articles published to date (the articles, published across BioMed Central, and SpringerOpen are freely available and published under a Creative Commons (CC) license)...

June 2014

- **BMJ**: A new name, logo, website design, and homepage address (thebmj.com). 175 years old in 2015.
- **OCLC and Elsevier partnership** to ensure ScienceDirect holdings data kept up-to-date in WorldCat without library intervention.

April 2014

Against the Grain 26(2), April 2014: Trends in Health Sciences and Biomedical Sciences Information and Services Provision

- Introduction & issue compiler (Ramune K. Kubilius)
- Librarians Without Borders: Building In-Country Research and Information Provision Capability (Carla J. Funk, J. Michael Homan, Lenny Rhine)
- Health Association Libraries: The Spackle Needed for Member Societies (Mary A. Hyde)
- Cultivating Scholarship: The Role of Institutional Repositories in Health Sciences Libraries (Lisa A. Palmer)
- Libraries Take on Policy: Support for Open Access and Open Data (Anneliese Taylor)
- Basic Biomedical Scientists: The Rediscovered Library Users (Susan K. Kendall)
- Where to Start? Opening Day Collections and Services for a Newly Founded Medical School (Elizabeth R. Lorbeer)
- Disruptive Technology: Librarians Must Think Heretical Thoughts to Adapt (Michelle A. Kraft)

March 2014

- **PLOS** has set a new policy, requiring authors to make all data behind their published results publicly available.
- **DOAJ** launches a new and much extended form for journals wishing to be included in the DOAJ.
- **Elsevier's Reference Module in Biomedical Sciences** announced (will provide access to reference content updated as science progresses). Other science modules were launched Sept. 2013.

February 2014

- **HighWire Press and Altmeter LLP** agree to offer altmetrics integration to publications hosted on the HighWire Open Platform.
- **Elsevier** opens its papers to text-mining.

January 2014

- **Doody's Collection Development Monthly (DCDM)** premiers: free service for subscribers to Doody's Review Service and Doody's Core Titles-includes website and a monthly e-mail newsletter (4th Tuesday each month).
- **ISNI and ORCID** strategic partnership: ISNI2ORCID tool for ORCID registrants to import data from ISNI profile to ORCID profile.
- **NIH** takes steps to improve reproducibility.
- Decker publishes **Scientific American Medicine** (established 1981; known as *American College of Physicians Medicine* 2004-2013).
- **EbscoHost, Elsevier, Thomson Reuters**: increase of provider/ vendor links in Google Scholar and in Google.

December 2013

- NLM adds over 400 NLM publications and productions dating from the 1860s to the 1990s to its **Digital Collections**.

November 2013

- **IEEE statement** on appropriate use of bibliometric indicators in evaluation of scientific publications.
- **Elsevier and Ex Libris Group** announce a collaborative initiative to use the source normalised impact per paper (SNIP) and SCImago Journal Rank (SJR) metrics in calculating relevance ranking for Primo search results.
- Migration of more **JBJS** titles to the HighWire Open Platform announced (in addition to *JBJS Reviews*).
- **Radiological Society of North America (RSNA)** announces full-text journal apps for *Radiology* and *RadioGraphics* (provider: Sheridan).