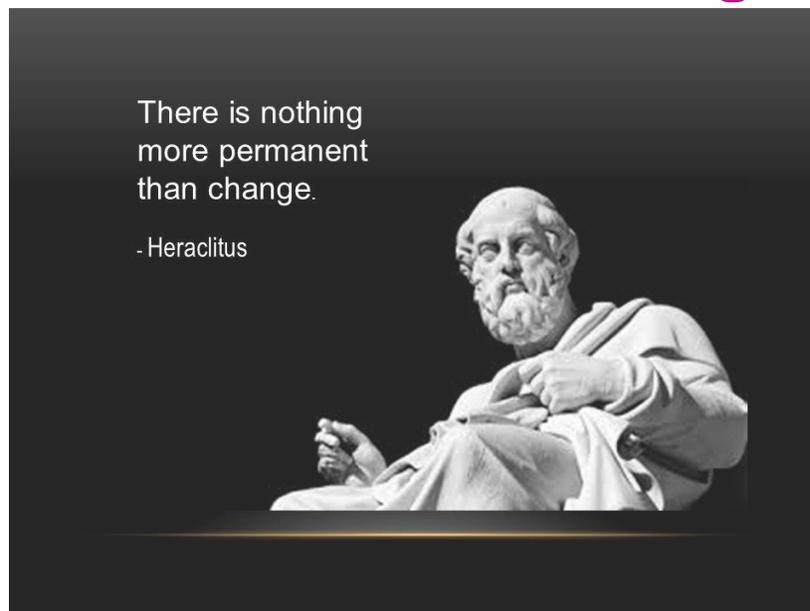


# “Vain muutos on pysyvää”



BMF Seminar Helsinki

11. November 2022



# Supporting Change in the Library

# EBSCO

Chris Holmkvist, Regional Sales Manager, Medical Market Nordics

# Access and Security



Access Management and **secure authentication** is even more important today. During the pandemic we saw a huge increase in remote work and the need for a safe way for staff to access the library resources. An **easy to manage** access management portal will help the library to have control of user profiles with access level options and to offer a secure authentication to minimize the **risk** of IT breaches.

# Content



Relevant and evidence-based content from all the worlds top publishers. Nordic governments are demanding that hospitals **practice evidence-based medicine**. This creates a stronger demand for **clear and robust editorial processes** that ensure the content published is evidence based rather than expert advice. Clinicians and nurses today want to know where the evidence comes from and to be able to dig deeper into it and use their expertise and knowledge combined with the latest evidence.

# Reporting



Easy to access, **relevant reporting** is key for libraries to understand usage of resources they spend money on. Access to **transparent** reporting and tools to help libraries with the **time consuming** tasks of collaborating reports are basic ways to support the library.

# Accessibility



Investing time and resources to provide **all users** with access to products is key. We maintain relationships with several consultancies that periodically test and review the **accessibility** of our products. In addition, we work with customers and conduct EBSCO user research to support accessibility.

Text to Speech, Transcripts, Alternate Text, ARIA Landmarks, Keyboard access and EPUB eBook format are some accessible product features.

# Customer Support and Training



**24/7 customer service.** To offer a quick and responsive customer service are (or should be) key criteria when medical libraries choose vendors today. It is helpful for a busy librarian to have one point of contact who can help guide them, and to have access to online portal for training, tech support and FAQ's where you can access relevant information

# Customization



Expertise and support for **customised solutions** that fits the individual library are expected today. By adapting a **pragmatic** model vendors work together with customers to ensure they offer customised resources and not One Fits All model packages with little or no flexibility for the individual library. Especially in the Nordics where we have many smaller hospitals, regions and municipalities it is key to be able to offer a **flexible model**.

# Flexibility and Transparency



As a vendor it is important for us to be **flexible** and be able to adapt to the customers reality. To support challenges in the medical library it is key that we as your suppliers are able to **change and adapt**.

Transparency in pricing and a clear communication around agreements are important to build a good collaboration.

A **partnership** rather than a “buyer and seller” relationship benefits both parties.

# EBSCO: Supporting Change in the Library



Software as a Service



Databases



Subscriptions



Customer Training



Clinical Decisions



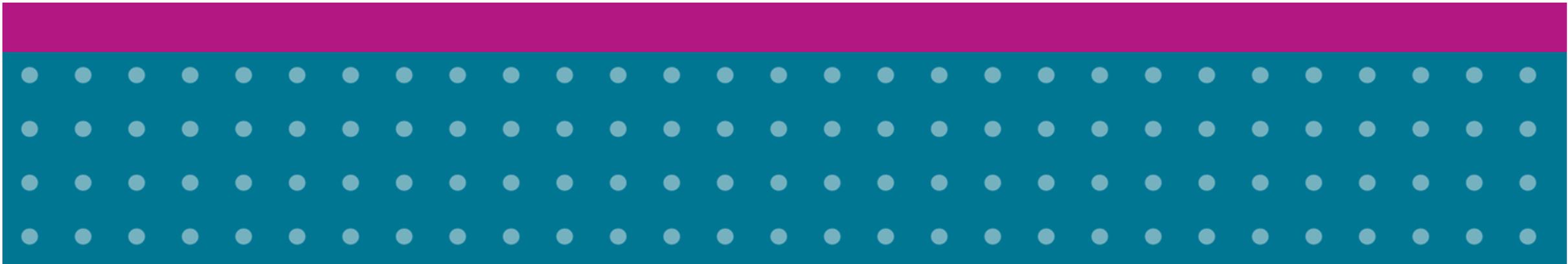
e-Books



Professional Services



Customer Services



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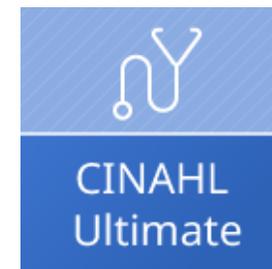
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**Kiitos!**