

No student has to come to the library anymore



Oliver Obst

Central Medical Library
University and Regional Library, Münster, Germany
Contact: obsto@uni-muenster.de

Returning home from a road trip through several American medical libraries, I am even more convinced that nowadays we have the unique opportunity (or nightmare, depending on your point of view) to participate in the transition from the printed to the digital age. Brown's Medical Library consists of working places and computers only – no textbooks, and (almost) no librarian – it is well managed by a single person, halftime. The pride of Harvard's Countway Library is the "Center for Biomedical Informatics", where the library Associate Director, Dr. Alexa T. McCray, resides. And Yale's Cushing Whitney Medical Library is very much into the iPad, both as a learning tool for freshmen and (with the iPad mini) as a patient tool for residents. Yale wants to create "Leaders of Medicine" and they imagine the iPad may well be a means for that purpose.

The transition from printed to digital libraries is just a little facet for a society that has been shaken up by computer glasses, driverless cars, wearable technologies and quantified selves. As part of this little facet, the transition from printed to the textbooks seems to be just a tiny jigsaw piece. But nevertheless, textbooks do represent a highly successful business model for both libraries and publishers, and therefore it is literally vital to know when and how the transition process is starting, if at all.

As a successor of the iPad lending project [1], this year the Medical Library of the University of Münster has provided students with an iPad toolbox, serving as a modern, mobile and sustainable learning infrastructure. The



Fig. 1. Students equipped with ipads.

toolbox is a pre-configured tablet computer with all the learning materials required to pass the preclinical exams: electronic textbooks, anatomy apps, tools for exam preparations, and of course PDF annotating and note taking programs.

The project is a partnership between the library, faculties, and major scientific publishers. Our goal is to gain a better understanding, how tablets and mobile learning applications affect the education of present and future students. After evaluating the study results, the logical next step would be to provide all freshmen students with such a device, giving them a tool as one single point of access to learning resources, study organization, e-learning, learning simulations as well as patient care.

There were two claims associated with the project named “Easyphysikum” [2]:

1. exams were passed more easily;
2. no student has to come to the library anymore!

At the moment 130 students are enrolled into the project, 70 having their own tablet computer and 60 borrowing an iPad Air from the library for 5 months. Including the content provided by publisher and staff resources, the project budget amounts to a quarter of a million euros.

For such transition projects, investment and risk-taking are necessary, but this is worthwhile. As the example of the Brown’s Medical Library demonstrates, medical schools may well do without a pivotal medical library as we know it. Experimenting with future-oriented learning environments may open up new ways to fulfill our very mission: providing (information) services to our users and supporting them in achieving their goals. Therefore, we are really enthusiastic about the strong interest of universities, faculties, and libraries in the project even at this early stage.

(1) iPad lending project: First Results [<http://jeahil.wordpress.com/2010/10/14/ipad-lending-project-first-results/>]

(2) www.easyphysikum.de

Pharma company connects to Health Care Professionals JAMIE®: A Mobile App In Italy!

In this world of digital applications and social media a pharmaceutical company has the responsibility to link with its customers using the most accepted tools, combining content and technology. With the intent of establishing a continuous link with its customers I promoted the creation of an App for updated scientific information on the company’s products while offering in parallel the possibility for the user to ask for a more personalized support. The app is called JAMIE® (Janssen medical Information Enquiry System) and is the mobile version a system used in international congresses to collect Medical Information requests from Health Care Professionals. Developed for IOS and Android it is now available on both App Store and Google Play!

What can HCPs do with JAMIE®?

Read updated administrative information about Janssen’s products (e.g. commercial name, price, marketing authorization number)

- Ask for additional information (on product, events, literature...);
- Request a visit from a Company Representative, indicating the products they are interested in;
- Access the most recent literature related to Janssen’s products thanks to pre-filled search links to PubMed;
- Create their own searches on PubMed and save them for future consultations.

We believe the app can be very useful for HCPs to support them in their daily practice. For busy HCPs, JAMIE makes it easy to have updated information 24/7 (e.g. during patient consultation, conversation with colleagues, at home, travelling...), to contact Janssen with a request and to be updated on the latest literature.

Launched on April 4, 2014 in one month there were 757 downloads: 750 HCP’s used it for a mean time of 2.5 minutes: a major success.

In the next release, JAMIE® will enable HCPs to download Summary of Product Characteristics (SmPC) from the Company’s HCP Portal. The App has been developed for the Italian market for those products for which the company is the marketing authorization holder, but it can be easily exported to other realities.

If you would like more information, do not hesitate to contact me.

Manuela Colombi

Pharmacovigilance & Scientific Documentation Mg

Janssen-CilagSpA

E-mail: mcolombi@its.jnj.com