

# **If You Give a Health Professional a Webinar:**

**Launching an information literacy  
webinar series to health  
professionals throughout the  
province of Manitoba**

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Neil John Maclean Health Sciences Library  
University of Manitoba**

# Health Professionals and Information Literacy



# What is **MHIK**net ?

Pronounced “my net”, MHIKNET is **Manitoba’s Health Information and Knowledge Network**, a service provided by the University of Manitoba Health Sciences Libraries to:

- Staff of Manitoba Health, Seniors and Active Living
- Fee-for-Service Physicians in Manitoba
- Staff of participating Regional Health Authorities



# MHIKNET Services

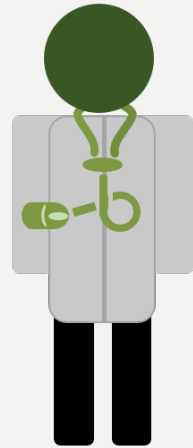
- **Literature searches**
- **Document delivery**
- **Current awareness**
- **Training, education, and orientation sessions**
- **No access to electronic resources, except provincial license for UpToDate**
- **Visit [www.mhiknet.ca](http://www.mhiknet.ca)**

# MHIKNET: In the Beginning

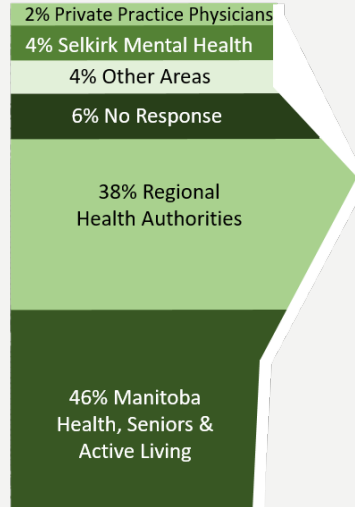


# Education Survey

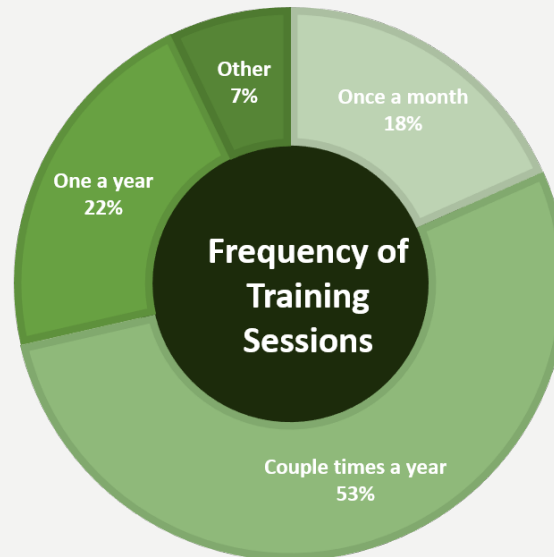
**341 RESPONSES**



## EMPLOYERS OF RESPONDENTS



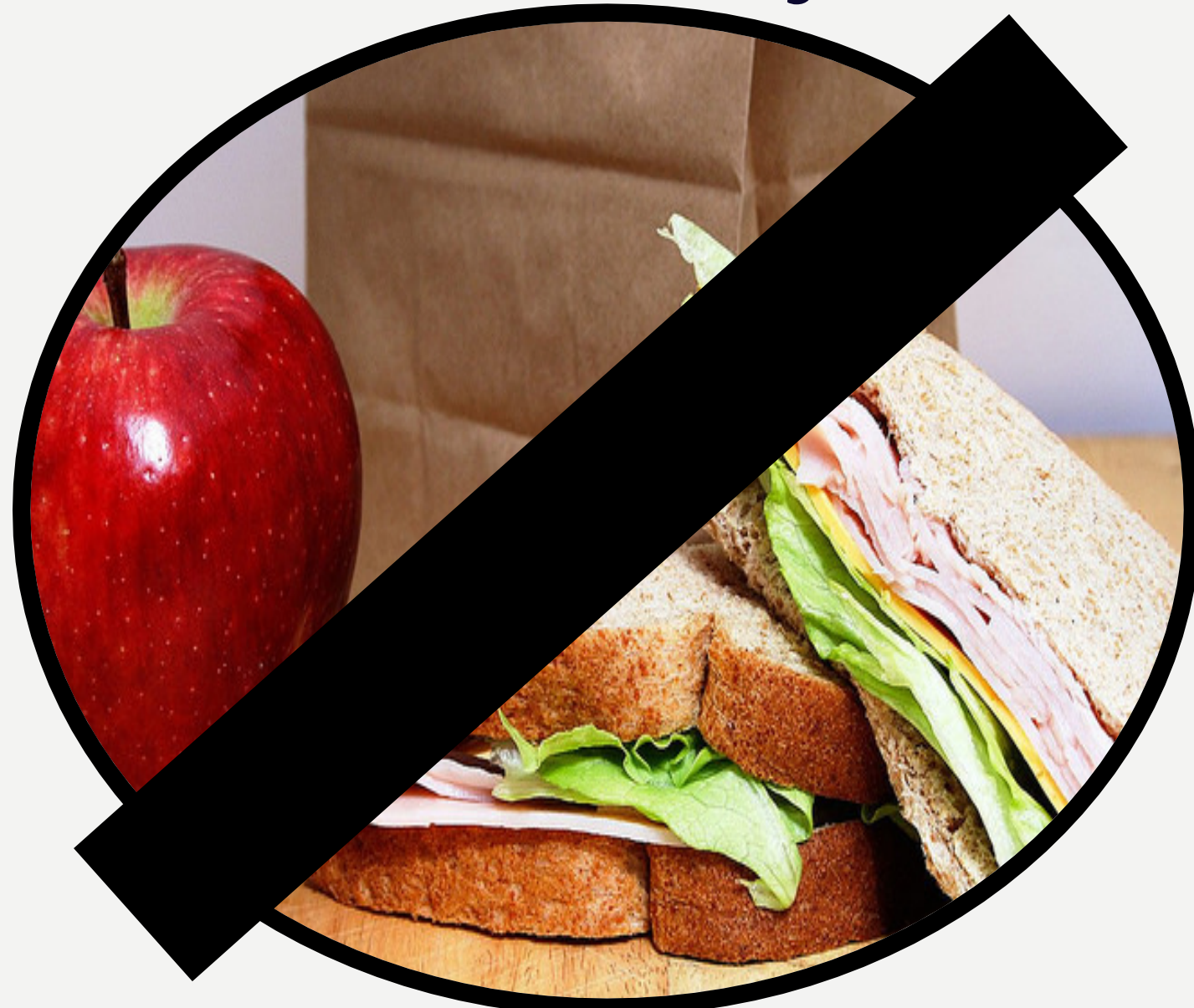
## MOST POPULAR TRAINING TOPICS



# Education Survey Results



# Education Survey Results

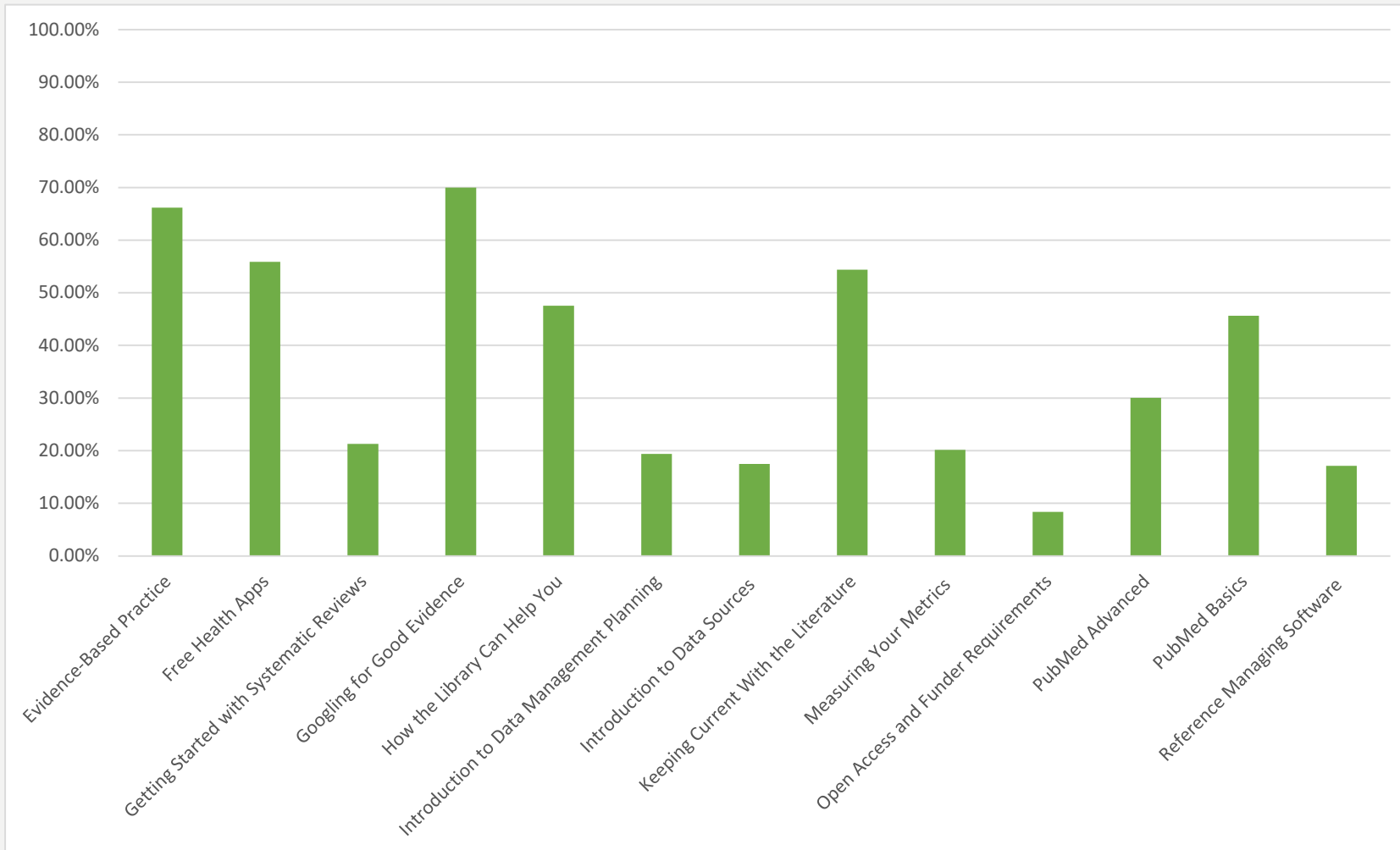




# Education Survey: Most Popular Topics

1	Searching for Health Information
2	Managing References
3	Googling for Good Evidence
4	Evidence-Based Practice
5	Keeping Current with the Literature
6	Free Health Apps

# Education Survey: Other Interests



# Summer Pilot Sessions

## MHIKNET and UpToDate



Presented by MHIKNET Librarians  
Orvie Dingwall and Maureen Babb

## Googling for Good Evidence



Presented by MHIKNET Librarians  
Orvie Dingwall and Maureen Babb

# Summer Session Popularity



# Summer Session Popularity



# Analysis and Selection of Webinar Software

## GoToMeeting

Online Meetings starting at

C\$ 26 /mo\*

[Learn More](#)

[Try It Free](#)

## GoToWebinar

Online events starting at

C\$ 104 /mo\*

[Learn More](#)

[Try It Free](#)

## GoToTraining

Online training starting at

C\$ 109 /mo\*

[Learn More](#)

[Try It Free](#)

### Up to 100 Attendees

- ✓ Built-In Audio w/ VoIP & Toll
- ✓ Toll-Free Option
- ✓ HD video conferencing
- ✓ Screen Sharing
- ✓ Recording
- ✓ One-click Meetings
- ✓ Custom registration
- ✓ Polls & surveys
- ✓ Dashboard to monitor attendee participation
- ✓ Detailed Reports
- ✓ Share recordings online
- ✓ Invite guest panelists
- ✓ Monitor Q&A
- ✓ Breakout collaboration
- ✓ Option to charge for training

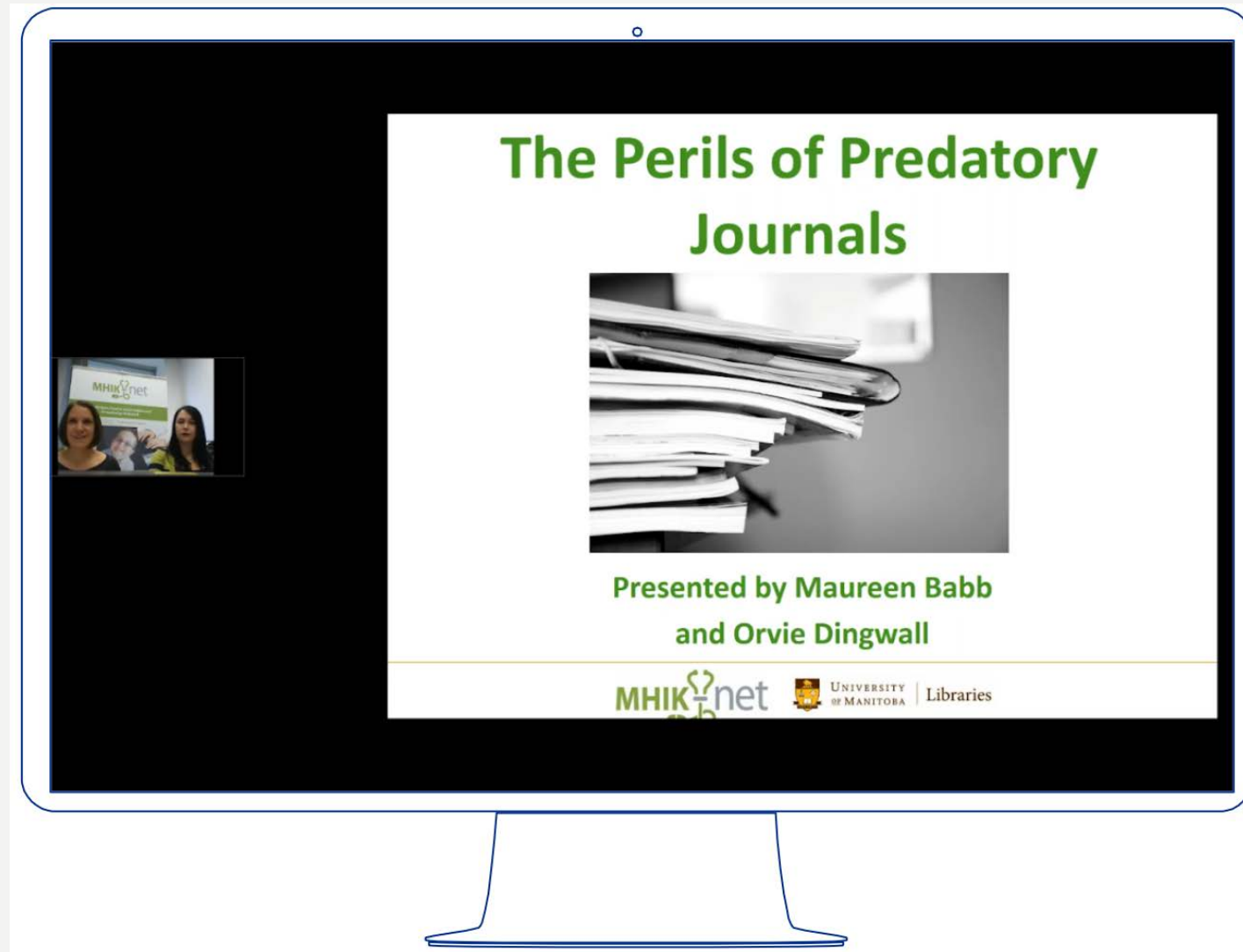
### Up to 2000 Attendees

- ✓ Built-In Audio w/ VoIP & Toll
- ✓ Toll-Free Option
- ✓ HD video conferencing
- ✓ Screen Sharing
- ✓ Recording
- ✓ One-click Meetings
- ✓ Custom registration
- ✓ Polls & surveys
- ✓ Dashboard to monitor attendee participation
- ✓ Detailed Reports
- ✓ Share recordings online
- ✓ Invite guest panelists
- ✓ Monitor Q&A
- ✓ Breakout collaboration
- ✓ Option to charge for training

### Up to 200 Attendees

- ✓ Built-In Audio w/ VoIP & Toll
- ✓ Toll-Free Option
- ✓ HD video conferencing
- ✓ Screen Sharing
- ✓ Recording
- ✓ One-click Meetings
- ✓ Custom registration
- ✓ Polls & surveys
- ✓ Dashboard to monitor attendee participation
- ✓ Detailed Reports
- ✓ Share recordings online
- ✓ Breakout collaboration
- ✓ Option to charge for training
- ✓ Content library
- ✓ Timer (count down minutes)

# Level Up: GoToWebinar



# Registrations



# The Fall Series

## Searching for Health Information



Presented by MHIKNET Librarians  
Orvie Dingwall and Maureen Babb



## Evidence Based Practice and Levels of Evidence



Presented by MHIKNET Librarians  
Orvie Dingwall and Maureen Babb



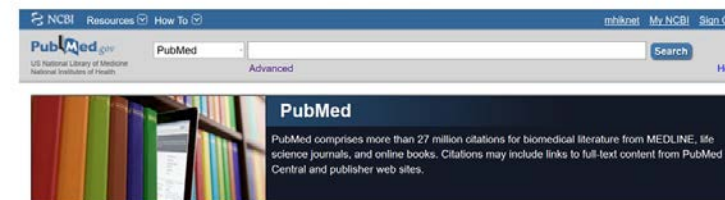
## The Perils of Predatory Journals



Presented by Maureen Babb  
and Orvie Dingwall



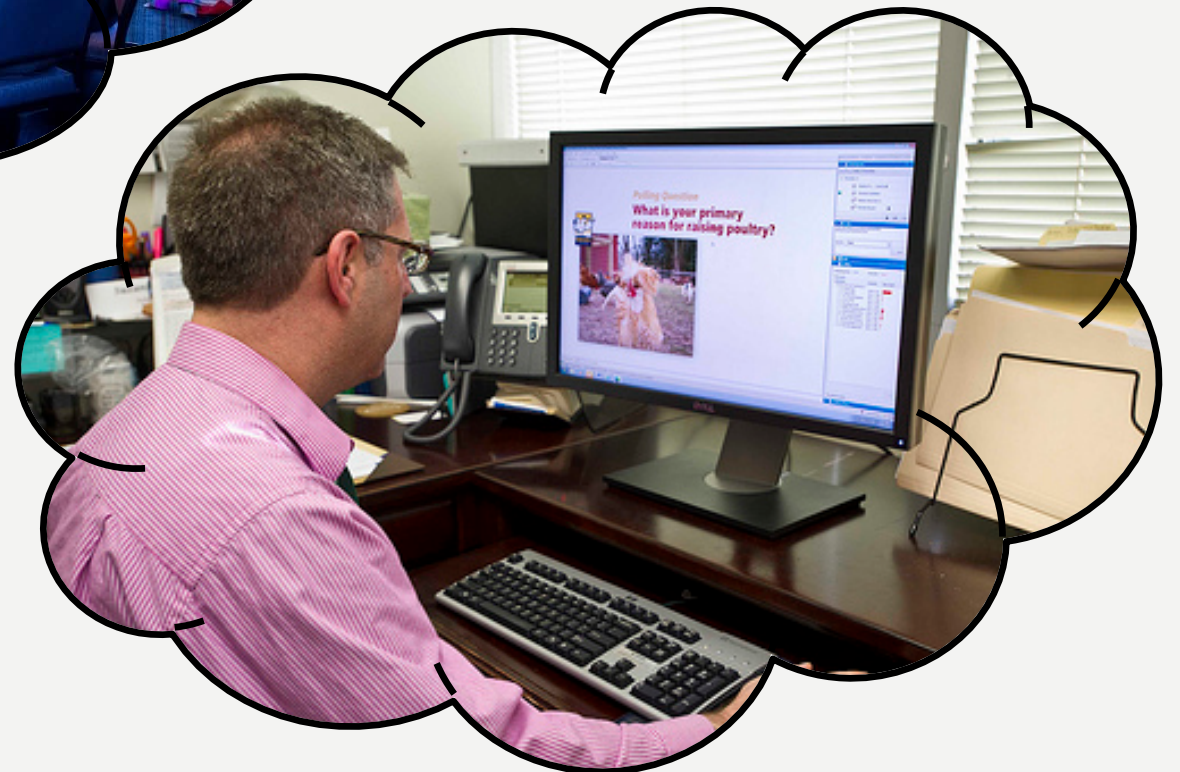
## Improving your PubMed Search Skills



Presented by Orvie Dingwall  
and Maureen Babb



# Fall Series



# Adoption of Education Webinars



# Promotion and Communication



# Promotion and Communication



# The Winter Series

## Keeping Current with the Literature



Presented by MHIKNET Librarians  
Orvie Dingwall and Maureen Babb



## Googling for Good Evidence



Presented by MHIKNET Librarians  
Orvie Dingwall and Maureen Babb



## Healthcare Apps



Presented by MHIKNET Librarians  
Orvie Dingwall and Maureen Babb



## Reference Management



Presented by MHIKNET Librarian  
Orvie Dingwall



## Critical Appraisal: The Basics



Presented by MHIKNET Librarians  
Orvie Dingwall and Christine Neilson

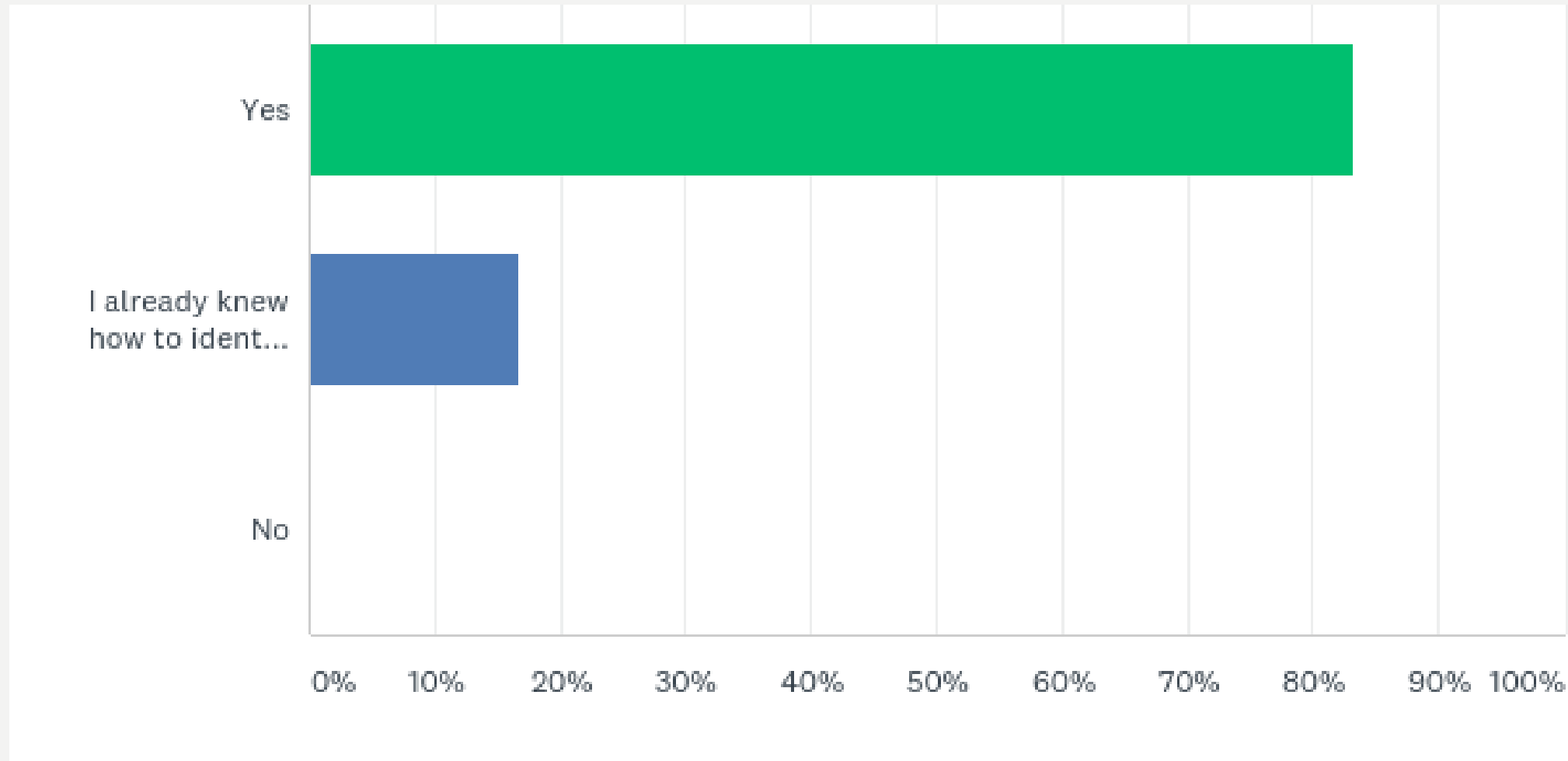


# Assessment and Evaluation



# Example of Assessment Survey

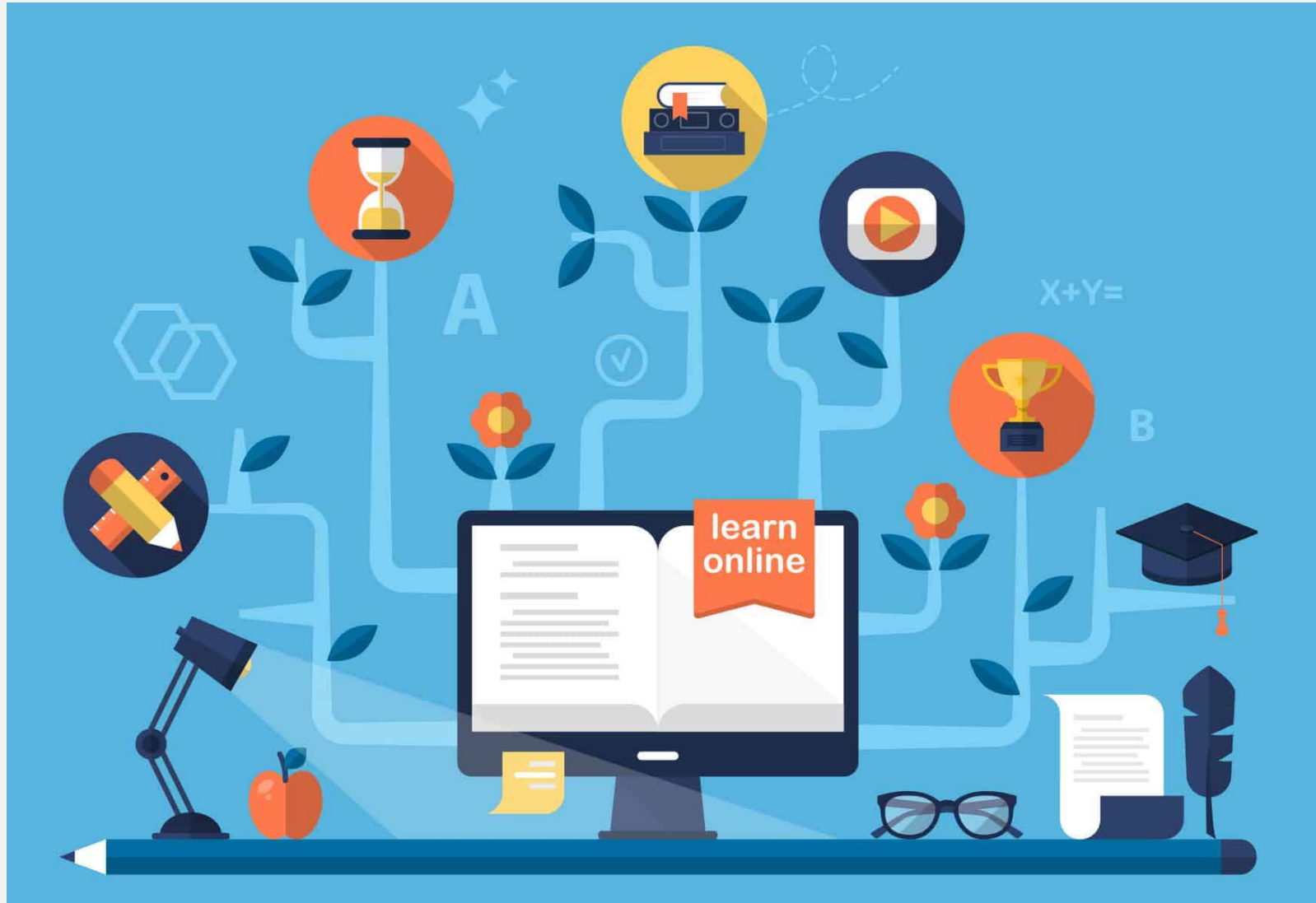
**Q1: Did you learn how to identify and select quality healthcare apps?**



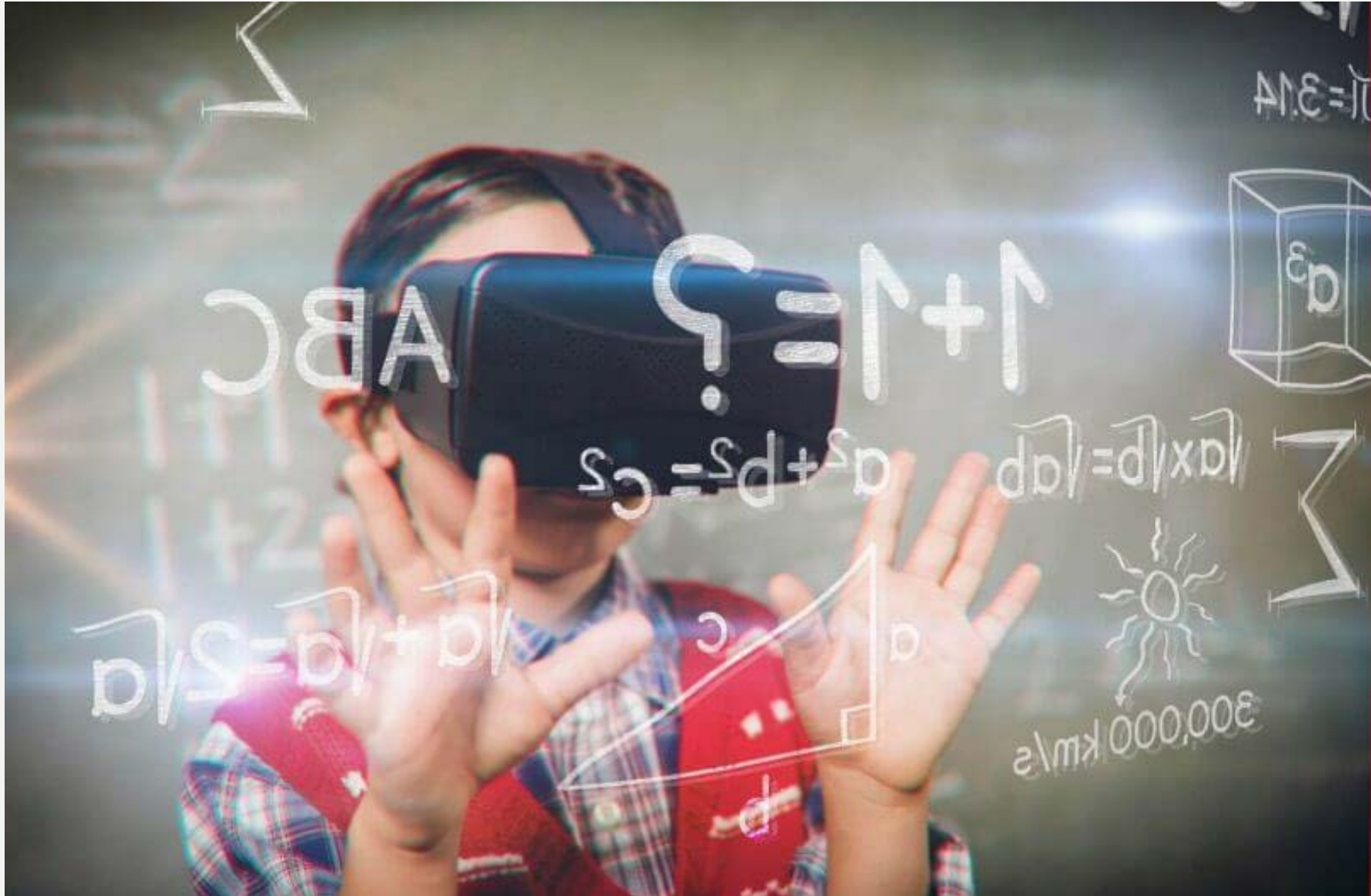
# Putting Assessment Responses into Action



# Presenting by Webinar



# Access to Webinar Recordings



# Turning Evidence into Action



# Other Considerations: Charging for Sessions & Accreditation



# Other Considerations: Guest Speakers



# Road to a Successful Webinar Series

1. Solicit input. Don't assume you know what your users need or want!
2. Figure out your software, and get the funds to pay for it.
3. Make your plan.
  - a. Use the input you solicited.
  - b. A series is better than a one-off.
  - c. Figure out your advertising and promotion strategy.
  - d. Regular communications: one announcing the series, and then regular ones closer to the date of each session.
4. Assessment and feedback plan.
  - a. Survey/input for each session.
  - b. Stay in contact with your clients, not just those who attended the sessions.
5. Work the plan – but be prepared to make changes.

# Looking Ahead to Series 2.0

## Googling for Good Evidence



Presented by MHIKNET Librarians

## Healthcare Apps



Presented by MHIKNET Librarians

## MHIKNET and UpToDate



Mobile Office Home Hospital

Presented by MHIKNET Librarians



# And Introducing WRHA-VL Series

The screenshot shows the WRHA Virtual Library website. At the top, there is a dark blue header with the logo and the text "WRHA Virtual Library" and "Ask Us". Below the header, there is a breadcrumb trail: "Libraries / LibGuides / WRHA Virtual Library / Home". The main heading is "WRHA Virtual Library: Home". To the right of the heading is a search box labeled "Search this Group" with a "Search" button. Below the heading is a navigation menu with items: "Home", "Get Access", "Find Information", "Services", "Help", "Contact", and "Blog".

## Introducing the WRHA Virtual Library

The WRHA Virtual Library provides WRHA, community-funded agency and personal care home staff with access to essential electronic sources and virtual services.

We are working to develop a suite of educational initiatives for users of the WRHA Virtual Library - we would like your feedback to make sure the educational initiatives we implement are high quality and useful. Please take [our survey](#) to have your say.

Use this box to quickly search the WRHA Virtual Library collections

**Access the Library**  
Get an account and sign in


**Find Information**  
Toolkits and databases like PubMed and UpToDate

**Services**  
Order sources, lit searches, and library training

**Help**  
How to change your password, search tips, and more

**Contact Us**  
Get in touch or book an appointment

**Tweets** by @WRHAVL

 **WRHA Virtual Library**  
@WRHAVL  
Reminder: Have your say on our educational offerings! Survey closes Friday:  
[surveymonkey.com/r/QJWWMN5](https://surveymonkey.com/r/QJWWMN5)  
5h



# If you give a health professional a webinar...

If you give a health professional a webinar, they'll probably want to register in advance.

When they register in advance, you'll realize they want to come more than 50 at a time.

When they attend more than 50 at a time, you'll have to upgrade your webinar technology.

When you upgrade your webinar technology, they'll want to be able to access recordings of the webinars.

When they're able to access recordings of webinars, they'll ask for more webinars.

When they ask for more webinars, you know you've got a successful webinar series for health professionals!

# Image Attributions

- 5, beginning a pepper garden, <https://www.flickr.com/photos/pesotum/171923662>
- 7, scheduling desk, <https://www.pexels.com/photo/laptop-calendar-and-books-908298/>
- 8, brown bag lunch, <https://www.flickr.com/photos/usdagov/36542495616>
- 12, small meeting, <https://pixnio.com/free-images/people/seven-people-at-meeting-on-office.jpg>
- 12, beach, [http://s0.geograph.org.uk/geophotos/03/63/00/3630083\\_d66f9546.jpg](http://s0.geograph.org.uk/geophotos/03/63/00/3630083_d66f9546.jpg)
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- 17, watching webinar, [https://farm9.staticflickr.com/8385/8556977107\\_e96b2d48bb.jpg](https://farm9.staticflickr.com/8385/8556977107_e96b2d48bb.jpg)
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- 18, NJM, <http://news.umanitoba.ca/wp-content/uploads/2014/08/Neil-John-Maclean-Library.jpg>
- 20, communication tree, <https://pixabay.com/en/communication-icons-internet-media-1296385/>
- 21, spam wall, <https://www.flickr.com/photos/63056612@N00/155554663>
- 21, request info, <https://www.maxpixel.net/Request-Requests-Note-Matter-Information-Hand-2910636>
- 23, feedback, <https://pixabay.com/en/office-people-accused-accusing-2539844/>
- 25, idea plan action, <https://pixabay.com/en/idea-plan-action-success-concept-1855598/>
- 26, virtual education, <http://charlottesvilleschools.org/wp-content/uploads/2015/07/virtual-ed-image.jpg>
- 27, virtual recordings, <https://www.disruptordaily.com/top-10-vr-ar-watch-education/>
- 28, nurse and patient, <https://www.flickr.com/photos/armymedicine/6305609893>
- 29, money, <https://www.shutterstock.com/image-photo/victoria-bc-monday-march-3-2014-349327343>
- 30, photo by Gage Skidmore, <https://www.flickr.com/photos/gageskidmore/15592488001>



# Questions?

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