



UMDNJ Mobile Initiative: What went wrong and ended up right!

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**2012 VALE / NJ ACRL / NJLA CUS Users' Conference
January 5, 2012**



Part 1

Overview & Introduction

Jenny Pierce, MS

To Be Covered in Today's Session



- Formation of UMDNJ Mobile Group
- Timeline
- Lessons Learned
- Future Plans



www.umdny.edu

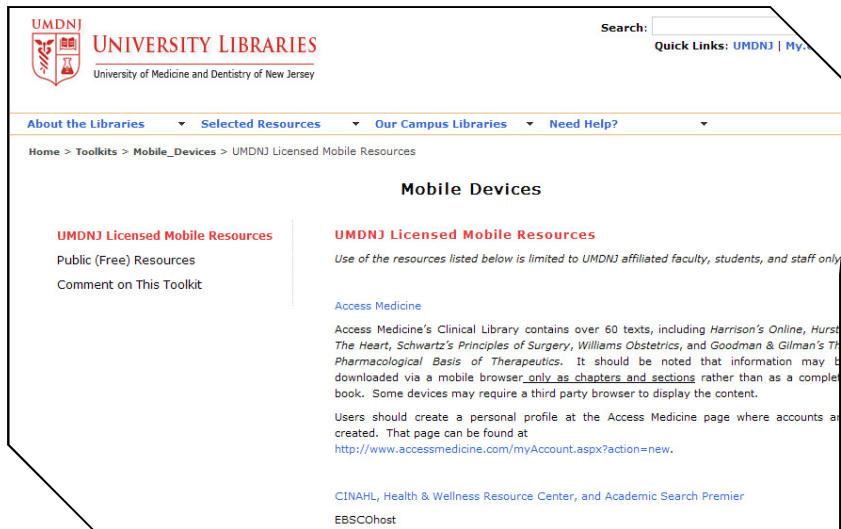
- Largest standalone health sciences university in U.S.
- Eight schools: GSBS, NJDS, NJMS, SHRP, RWJMS, SN, SPH, SOM on 5 campuses
- 1 university owned hospital (The University Hospital) and many more associated hospitals (including Cooper University, RWJ University Hospital, and Kennedy Health Systems)
- Student enrollment: 6,063
- Full and part-time faculty: 2,949
 - a) clinicians
 - b) researchers
- Residents & interns: 1,315

Adoption of Mobile



- Rate of growth in mobile access and devices has been stupendous
- Even higher adoption rates for medical professionals (our students' future)

Background to Issue



Home > [Rwilibweb](#) > Mobile Apps and Sites

Mobile Sites and Applications for iPhone, iPad, iPod touch

Mobile Apps and Sites Free to UMDNJ Users Only

- **AccessMedicine Mobile Site** - UMDNJ users must create a free personal account with [AccessMedicine](#) from a computer in the UMDNJ network in order to use AccessMedicine Mobile. Click on "MyAccessMedicine" at the upper right corner of the AccessMedicine website. Fill out the registration form and then follow these steps to use AccessMedicine on your mobile device:
 - o Access the mobile site by opening a browser on your mobile device.
 - o Go to: <http://m.accessmedicine.com>. You will be prompted for the username and password you just created.
 - o Save the site to your home screen for easy access at a later time.
- **Chest Journal App** - CHEST app is now available free to UMDNJ users through iTunes® or the App Store. Once downloaded, you can use the app to access full-text articles through our institutional subscription and wireless Internet connection.
- **DynaMed App via Skyscape** - UMDNJ users must obtain a DynaMed serial number first in order to access DynaMed on a mobile device. To request a serial number, email dynamedsupport@ebSCOhost.com using your UMDNJ email address. DynaMed is available via Skyscape. Therefore, users need to create a Skyscape account on a computer before downloading the app to their mobile device. Here are the steps:
 - o Go to <http://www.skyscape.com/index/home.aspx>.
 - o Click on "My Account" and then "Create Account" to complete the registration form.
 - o To download the Skyscape app by choosing "Skyscape Medical Resources" from the App Store on your mobile device.
 - o Launch Skyscape on your mobile device.
 - o Tap "Tools" and then "Install Resources".
 - o Enter your Skyscape account. At the prompt for Skyscape serial number, type your DynaMed Serial Number. Register and download the DynaMed app.

Skyscape supports the installation of DynaMed on up to 5 devices of the same operating system. For example, if you have registered DynaMed on your iPhone, you can install it to your iPad using the same serial number. When you install Skyscape/DynaMed on the iPad, all of the resources that were registered to your iPhone are automatically installed. This behavior will also apply to the Android and BlackBerry platforms.



Health Sciences Library at Stratford

1 Medical Center Dr.
Stratford, NJ 08084

[Directions to the Library](#)

[\(856\)566-6800](#)

[Staff Directory](#)

Regular Hours

Mon.-Thurs. 8am-12am

Friday 8am-9pm

Saturday 9am-9pm

Sunday 12:30pm-11pm

[Holiday Hours 2011](#)

[Search the Library Catalog \(Beta Version\)](#)

Call for Group



- CWIS
- UL Management Committee

Group's First Meeting



- Representatives from all 4 campuses attended
- Discussion
 - What can we do immediately?
 - What can we do in the future?
- Keeping a mobile site simple
 - Access to catalog
 - Hours
 - The most important mobile resources
 - And a phone number to call for each library
- How?

Writing the Award Application



- Issues with grant writing in institutions
- Grant and university financial requirements
- Institutional support for award



Part 2

Hardware & Software Devices and Apps

Stephen F. Modica, MLS

Hardware / Devices



Devices chosen

- iPad, iTouch, iEverything
- Android-Archos 7 (tablet)
- Cases screen protectors and other peripherals

Reasoning

- Apple dominance from iPhone to iPad since 2007, supported by the University.
- An intro to Android OS for librarians. Archos on the market at the time.
- A good case is a great investment!

Apps



- Apps from the root word applications (of course), what librarians call content.
- Content is still King.
- Two App types: Native meaning installed to the device, or Web meaning accessed via a mobile browser.
- New releases almost daily.

Apps (Cont'd)



- Robust mobile content available in the health sciences going back to gray scale era of Palm Pilots
- Specific Apps used by UMDNJ: DynaMed, Essential Evidence Plus, Epocrates, MD Consult and AccessMedicine, etc.



Part 3

Security – the Big Obstacle

Betty Jean Swartz, MLS

Device Security



- Use passwords and encryption
- Protect against loss or theft
- UMDNJ requires device registration
 - Devices can be wiped clean remotely if lost or stolen.

Information Security



- Corporate confidentiality
- Health Insurance Portability and Accountability Act (HIPAA)
- Passwords and other personal information

Network Security



- Open and secure wireless
- Institutional policies
- Device registration

Enter the Hospital Environment



- 2 wireless networks – hospital (secure) and guest (open)
- No non-hospital managed devices on hospital network (wired or wireless)
- No iTunes
- Staff & students resort to 3G/4G or the guest wireless

The Blue Screen of Death



Cannot Open Page

Safari cannot open the page
because it is not connected to the
Internet.

OK

Guest Network Issues



- No connection to network or connection takes up to 1 hour
- Connect to AT&T, but no further
- Very slow
- Connection to Internet disappears
- Must update mobile devices off-site

Clinical Care Needs



- Recommend apps with content on device
 - Connectivity issues
 - Not all web products optimized for mobile
 - Varying quality of display on different web sites
- DynaMed, First Consult, Medscape Reference, Nursing Reference Center



Part 4

Outreach & “Advertising”

Lisa Price, MSLIS

Outreach: How We Spread the News

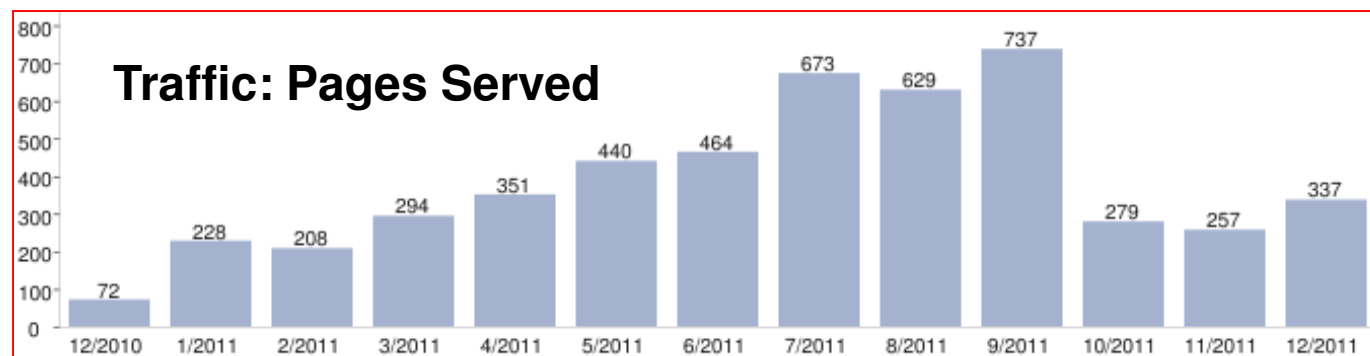
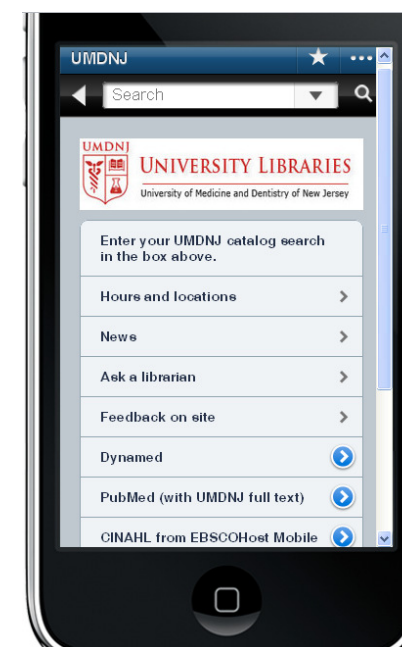


- Award announced in UMDNJ weekly e-newsletter
- Grant announced in *Campus Rounds*
- Plan presented to Management Committee, then to CWIS upon approval
- E-mail promoting UL Mobile website sent to Library Staff group list
- Final Report summary appeared as article in NN/LM Middle Atlantic Region blog

LibraryAnywhere




- Mobile website/catalog platform from LibraryThing for Libraries
- One year contract
 - Provided online catalog access
 - Intended as interim measure



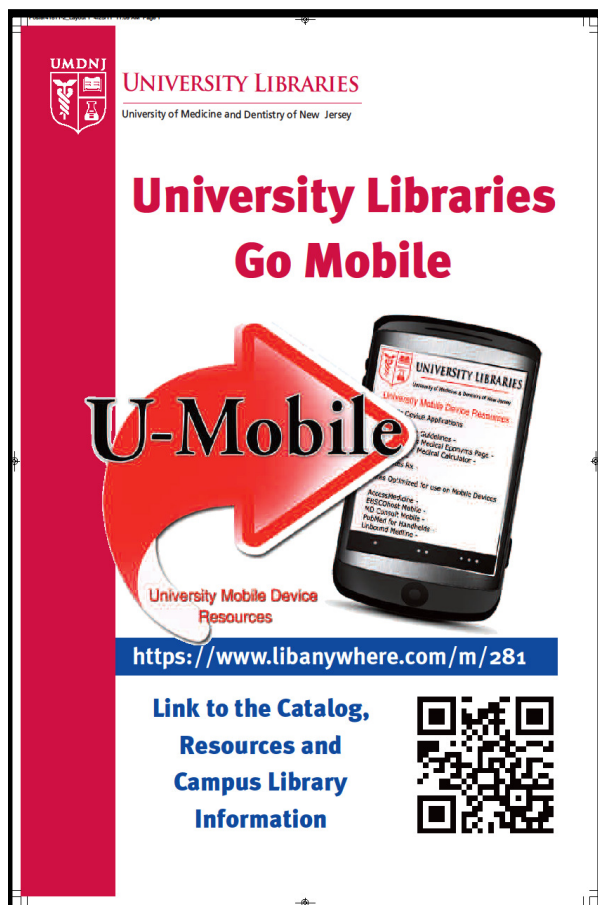
Creating a “Brand”



- QR Code
 - Direct link to LibraryAnywhere mobile website via smart phone
 - URL converted to graphic:
 - <https://www.libanywhere.com/m/281> = 
- Graphics
 - One for print & web marketing
 - One to identify resources available via mobile



Promotional Materials



- Poster
 - UMDNJ Marketing Department
 - Distributed copies to all UMDNJ Libraries for campus posting
- Cards
 - Handout size (3.5" x 4")
 - Poster graphics on front, QR on back

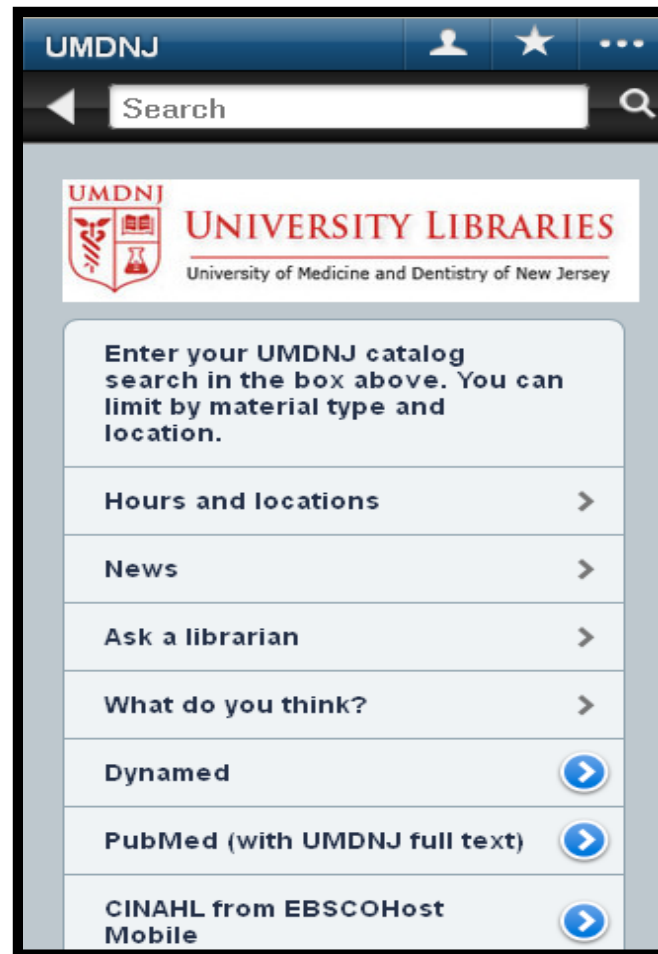


Part 5

From LibraryAnywhere To Home-Grown Mobile Sites

Yingting Zhang, MLS, AHIP

LibraryAnywhere Platform



<http://www.libanywhere.com/m/281>

UMDNJ University Libraries - <http://libraries.umdnj.edu/>

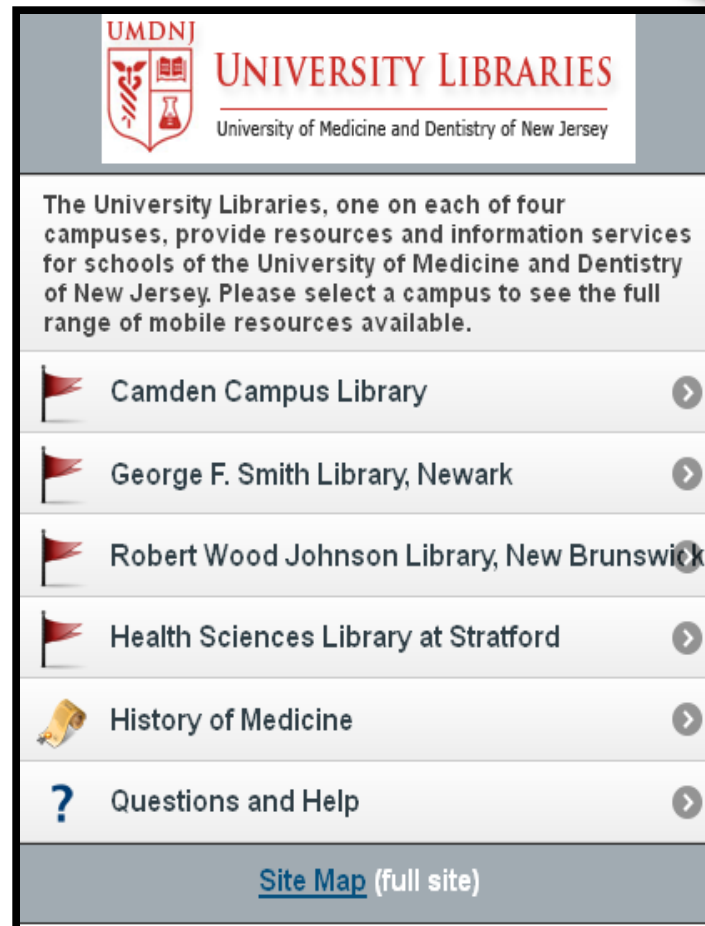
Home Grown Mobile Sites



<http://libraries.umdnj.edu/m/>

University Libraries' Mobile Site

- Has not gone live yet, though available on the Internet
- Will be officially launched on January 9, 2012, along with the other campus libraries' mobile sites.



UMDNJ University Libraries - <http://libraries.umdnj.edu/>

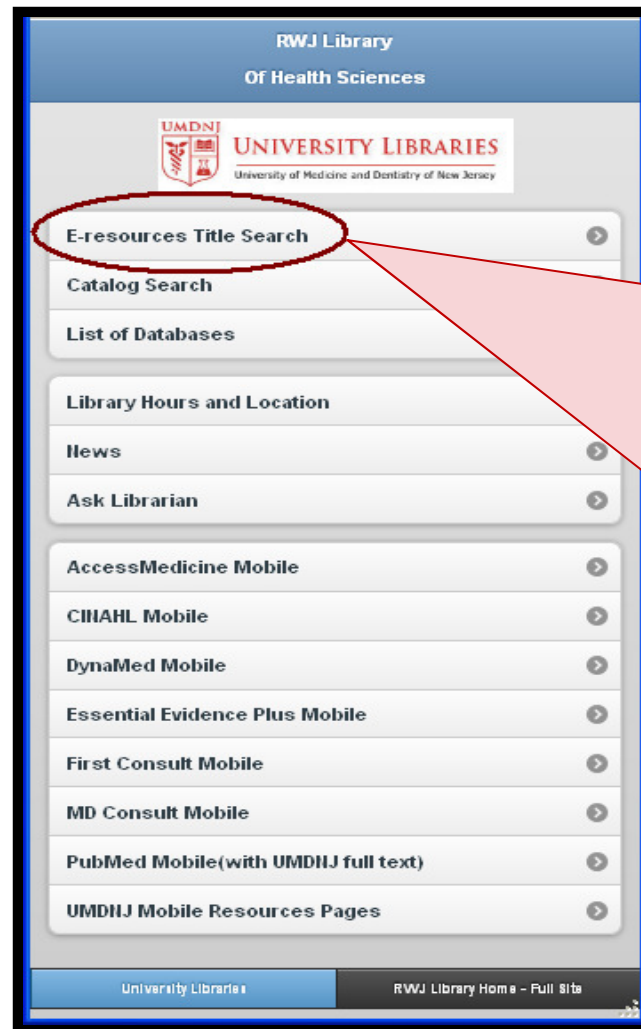
RWJ Library of the Health Sciences Mobile Site



Scan the QR Code below and save the site to your home screen for easy access at a later time.



The URL remains the same as the desktop's site:
<http://www.umdj.edu/rwjlweb>.
The auto-detection function redirects you to either the desktop website or mobile site, depending on your access mode.



The mobile site contains e-resources' Quick Search tool developed by a systems librarian via innovative use of our legacy data as well as the data from our link resolver.

Quick Search for E-Journals



The image displays a three-step process for finding e-journals:

- E-resource Search:** The user enters the keyword "Pediatrics" in the "Enter Your Title Keywords:" field. In the "Select E-resource Type:" dropdown menu, "E-journals Titles" is selected.
- Search Results:** A list of electronic journals is displayed, including:
 - Academic Pediatrics** (ISSN - 1876-2867, Full text available from 2009 to present)
 - Advances in pediatrics** (ISSN - 1878-1926, Full text available from 2005 to present)
 - Ambulatory Pediatrics** (ISSN - 1539-4409, Full text available from 2001 to present)
 - Archives of pediatrics & adolescent medicine** (ISSN - 1538-3628, Full text available from 1998 to present)
 - BMC pediatrics** (ISSN - 1471-2431, Full text available from 2001 to present)
 - Clinical Pediatrics** (ISSN - 1938-2707, Full text available from 1999 to present)
 - Contemporary pediatrics** (ISSN - 2150-6345, Full text available from 1999 to present)
- Advances in Pediatrics:** A detailed view of the "Advances in Pediatrics" journal page, showing the cover image, copyright information (© 2011 Elsevier Inc.), and links for "About this Journal", "Shortcut link to this journal", "New Article Feed", and "Add to Favorites".

Quick Search for E-Books



The screenshot illustrates the steps to find an e-book. On the left, the 'E-resource Search' page shows the keyword 'Pediatrics' entered and 'E-books Titles' selected. A red arrow points from this selection to the 'ELECTRONIC BOOKS' section in the 'Search Results' list. Another red arrow points from the '5-Minute Pediatric Consult' entry in the list to its detailed page on the right. The detailed page shows the book's title, authors, and a search bar.

E-resource Search

Enter Your Title Keywords:
Pediatrics

Select E-resource Type:
E-books Titles

Search

University Libraries | RWJ Library Home

E-books Titles
E-journals Titles

Search Results:

ELECTRONIC BOOKS:

- 5-Minute Pediatric Consult
- Adolescent Health Care
- Child and Adolescent Clinical Psychology and Pharmacology
- Clinical Use of Pediatric Diagnostic Tests
- Current Pediatric Diagnosis and Treatment
- Dermato-endocrinology
- Family-Focused Behavioral Pediatrics
- Harriet Lane Handbook
- Health United States 2006
- Lovell & Winter's Pediatric Orthopaedics
- Manual of Clinical Problems in Pediatrics
- Moffet's Pediatric Infectious Diseases
- Nelson Textbook of Pediatrics
- Oski's Pediatrics

Wolters Kluwer | OvidSP Health

[View Copyright Statement](#) | [Purchase Print Copy](#)
5-Minute Pediatric Consult, The
> Front of Book > Editors

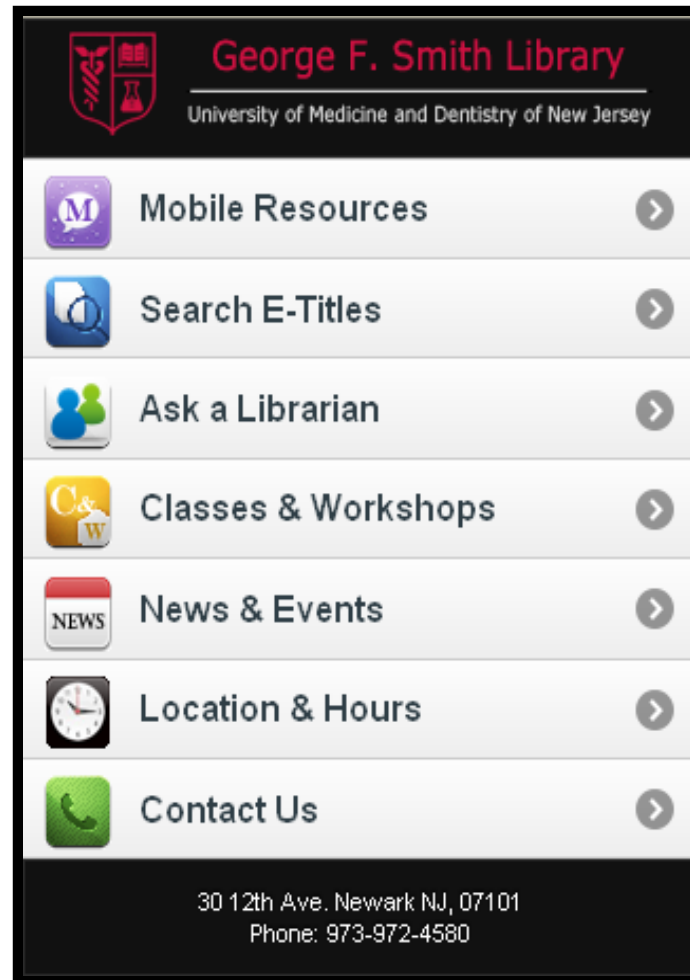
Search:

BOOK

Editor

M. William Schwartz MD
Emeritus Professor of Pediatrics
University of Pennsylvania School of Medicine;
Formerly, Senior Physician, Children's Hospital of Philadelphia,

G.F. Smith Library's Mobile Site



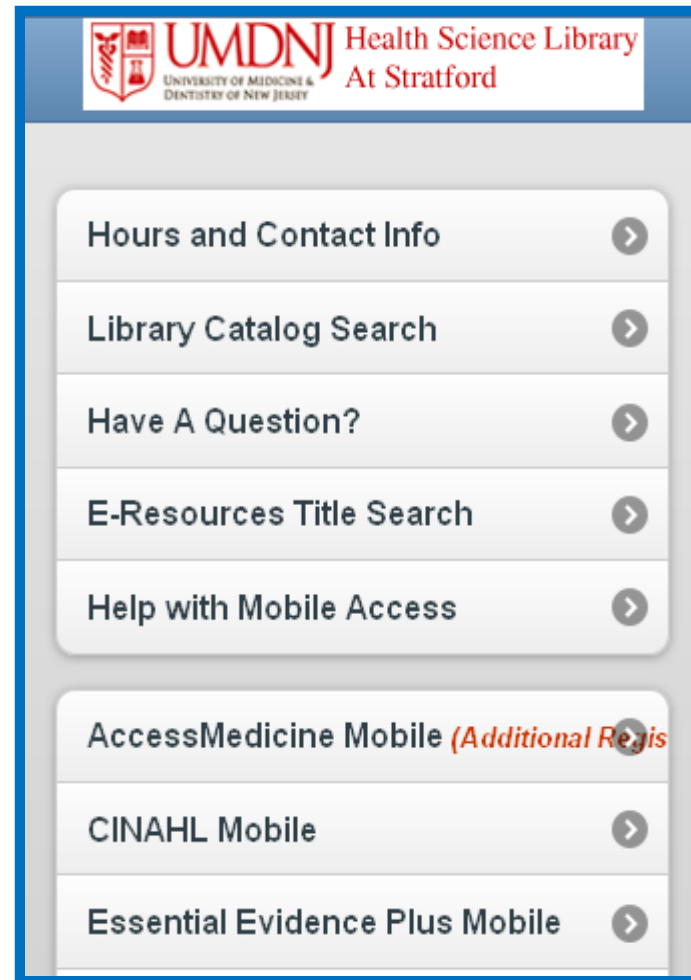
UMDNJ University Libraries - <http://libraries.umdnj.edu/>

Camden Campus Library's Mobile Site



UMDNJ Camden Campus Library	
Mobile Resources	>
Clinical Care Resources	>
Databases	>
E-Books	>
Library Catalog	>
Location & Hours	>
UMDNJ Libraries	
Camden Home	

Health Sciences Library at Stratford Mobile Site



UMDNJ University Libraries - <http://libraries.umdnl.edu/>



Thank You!

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