Contract Summary, 2011-2016

NATIONAL NETWORK OF THE LIBRARIES OF MEDICINE (NN/LM) SERVICES

STATEMENT OF WORK

ATTACHMENT 1

STATEMENT OF WORK

Introduction

The 1965 Medical Library Assistance Act (MLAA) established a program of grants and contracts (P.L. 89-291) designed to assist in the development of medical libraries' services and to facilitate the dissemination and use of information related to health sciences. The original law and all subsequent amendments included a program designed to assist in the development of a national system of Regional Medical Libraries (RMLs). Each RML would have resources of sufficient depth and scope to supplement the services of other medical libraries in its Region.

With the resources provided by the MLAA, the National Library of Medicine and the nation's medical libraries made great strides. New libraries were built, professional librarians were trained, and resource sharing was formalized through the National Network of Libraries of Medicine (NN/LM). Medical libraries expanded and improved their facilities, collections, programs, outreach, and incorporated new information technologies into key library services.

For the past 20 years, Network libraries have taken advantage of the increasing availability of personal computers, improving public communications networks, and the spread of the Internet to reach out to American health practitioners to ensure that they have ready access to health information services. As a result of Network outreach efforts, there are more U.S. health professionals with access to health information. However, there are still health professionals in rural and inner city areas where there is limited or no access. There also continues to be a need to engage the multidisciplinary public health workforce with respect to access to evidence-based information services.

Free access to MEDLINE on the Internet in 1997 led to a dramatic increase in the number of searches by all user groups. NLM responded to the evidence of public demand by creating many new resources directed toward patients, families, and the general public, including MedlinePlus, MedlinePlus en español, NIHSeniorHealth, ClinicalTrials.gov, Genetics Home Reference, Household Products database, ToxTown, etc. As these resources were developing, the Network's mission was expanded to include outreach to the general public, and many projects were undertaken in collaboration with public libraries, public health departments, and an increasing array of community-based organizations (CBOs). The thrust of NLM's consumer health information program is to improve access to authoritative Web-based health information and promote health information literacy. Continued promotion of MedlinePlus and other NLM consumer health resources will be priorities for the 2011-2016 contract.

The NLM and the NN/LM recognize the ever changing landscape for health sciences libraries. Advances in the Internet have brought about enormous changes in the

publishing industry and in the way in which people seek and use health information. Technology has transformed traditional resource sharing due to the widespread application of digital technologies in collection development and access, the proliferation of e-journals, large scale availability of journal backfiles, and major electronic collections. There are increased expectations for instant and free access from information seekers; and social networking tools are promoting open access to knowledge and knowledge creation. During the 2011-2016 contracts, the NN/LM may have to adjust its services to reflect new realities.

Mission of the NN/LM

The mission of the National Network of Libraries of Medicine (NN/LM) is to advance the progress of medicine and improve the public health by: 1) providing all U.S. health professionals with equal access to biomedical information; and, 2) improving the public's access to information to enable them to make informed decisions about their health. The program is coordinated by the National Library of Medicine and carried out through a nationwide Network of health science libraries and information centers.

NN/LM Goals

- To develop collaborations among Network members and other organizations to improve access to and sharing of biomedical information resources throughout the nation;
- To promote awareness of, access to, and use of biomedical information resources for health professionals and the public, with a particular emphasis on contributing to Healthy People 2020 (http://www.healthypeople.gov/HP2020/); and
- To develop, promote, and improve electronic access to health information by Network members, health professionals, and organizations providing health information to the public.

The Statement of Work focuses on:

- Continuing to work with the libraries and information centers in the Network to establish services for health professionals in rural and inner city locations who still do not have adequate access to information;

- Working with Network members and other organizations to increase public awareness of and access to health information via the Internet, with particular focus on outreach to minority and underserved populations;
- Strengthening Network capabilities through collaborations in key areas of need; and

- Supporting the National Library of Medicine Training Center (NTC), the Outreach Evaluation Resource Center (OERC), and Web Services Technology Operations Center (Web-STOC).

Under the leadership of NLM, the RMLs are expected to assist NLM in developing its products and services and in carrying out strategies for promoting and distributing them. The RMLs are also expected to provide NLM with feedback concerning how information is being used, suggestions for improvements to existing products and services and new ideas for products and services. In all of these areas, the RMLs are expected to involve other libraries and information centers in the Network to the greatest extent possible. Programs should be designed to facilitate communication among NLM, the RMLs, the Network members, and the individuals they serve.

Each RML is expected to maintain programs and services to support the infrastructure of the Network. Included are activities related to planning, promoting, and implementing services and outreach within the Region; coordinating the activities of the Region with other Regions and within the national program; and serving as a contact point for the Region in relation to other library and information networks or health organizations and professional associations. Historically, programs, services, and personnel were implemented on a regional basis. Increasingly, technology provides opportunities for cross-regional collaborative efforts. The offeror should propose innovative approaches to providing services, which may include position sharing with another Region. The offeror may also propose programs in specific geographical areas and/or with specific groups, not excluding the provision of programs and services to all other areas of the Region or specific groups described in the Statement of Work. Where such programs are proposed, the offeror must demonstrate in-depth knowledge of the areas or groups through previous assessment and analysis, or an environmental scan.

The RML will build on a program designed to provide health professionals in all parts of the Region with basic information services, by maintaining or by negotiating arrangements with libraries desiring to serve individuals without a library affiliation. Continued development of strong inter-institutional relationships within the Region and adherence to consistently high standards of performance is expected. Health professional outreach programs include the continuation of targeted programs to increase health professionals and public health personnel awareness of available information resources (including PubMed and specialized NLM databases) with a focus on reaching the underserved. These programs will also promote connection to the Internet by health professionals as a means of accessing the global information community. In the development of programs to improve the public's access to health information, the RMLs will work with Network libraries, state library agencies, state, public and school libraries, community-based organizations (CBOs), as well as other regional, state, and local organizations that provide health information to the public. Outreach efforts will focus on NLM resources for locating health information.

Program elements included in the Statement of Work, for the most part, do not indicate implementation procedures. Program elements may be accomplished solely by RML staff or with the support of consultants or collaborators possessing appropriate expertise.

In developing a Regional Services Plan, the offeror should assess health information needs and services in the Region. The Plan should describe existing services to address these needs, identify service deficiencies, develop programs to address these deficiencies, and specify implementation procedures for all aspects of the program which are designed to meet the three national goals. The proposal should describe the program in detail, listing the implementation procedures as well as specific, measurable objectives; the basis for measuring progress should also be discussed.

Awards will be made in eight Regions. The RML for Region 1 must be located in and provide service to the states of Delaware, New Jersey, New York and Pennsylvania. The RML for Region 2 must be located in and provide service to the states of Alabama, Florida, Georgia, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, the District of Columbia, the Commonwealth of Puerto Rico, and the U.S. Virgin Islands. The RML for Region 3 must be located in and provide service to the states of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Ohio, North Dakota, South Dakota, and Wisconsin. The RML for Region 4 must be located in and provide service to the states of Colorado, Kansas, Missouri, Nebraska, Utah, and Wyoming. The RML for Region 5 must be located in and provide service to the states of Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. The RML for Region 6 must be located in and provide service to the states of Alaska, Idaho, Montana, Oregon, and Washington. The RML for Region 7 must be located in and provide service to the states of Arizona, California, Hawaii, Nevada, and U.S. Territories in the Pacific Basin. The RML for Region 8 must be located in and provide service to the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

Description of Work

Independently, and not as an agent of the Government, the contractor shall provide health science practitioners, researchers, educators, and administrators with timely, convenient access to information through the continued maintenance and enhancement of networks of health science libraries, which form the NLM managed National Network of Libraries of Medicine. In addition, the contractor shall promote awareness of and access to electronic health information for the public. The contractor shall accomplish this by functioning as the Regional Medical Library for its Region, coordinating the operation of a Network of libraries and other organizations to carry out the programs of the Region cooperatively. This Network includes Primary Access Libraries (PALs), Resource Libraries (RLs), and other libraries, information centers and organizations. The contractor shall develop and implement a Regional Services Plan which shall be incorporated into the Statement of Work. Specific instructions on the preparation of the Regional Services Plan are included in the Instructions to Offerors, Technical Proposal Instructions, included with this RFP (see Attachment IV).

A. Network Infrastructure

The Network infrastructure supports health sciences libraries' collaborations with a variety of organizations, including other health sciences libraries as well as affiliate member organizations. Collaborations with affiliate Network members such as public libraries and community-based organizations (CBOs) often lead to outreach projects with broad community impact.

Collaboration among the health sciences libraries belonging to the Network supports the goal of improving access to health information through the sharing of expertise and resources. To foster this collaboration, the contractor shall develop, implement, and maintain a range of programs and services within the Region that build upon the expertise of Network member libraries and the sharing of Network resources to continue the basic infrastructure of the Network and which take advantage of evolving forms of publication and access to health information. In addition, the contractor shall serve as a contact point for the Region in relation to other library and information Networks, health organizations, and organizations providing health information to the public, and coordinate the activities of the Region within the NN/LM. In all programs, the contractor shall seek to meet high standards in implementing the Regional Services Plan, and carry out all services in the most cost effective manner consistent with the national goals. Specifically the contractor shall undertake the following:

1. Develop and implement a program designed to provide health professionals in all parts of the Region with a basic level of information services which includes:

    a. Access to books, journal articles, and audiovisuals;
    b. Access to online databases in the health sciences; and
    c. Access to reference and web services.

    The RML shall establish agreements with Network member libraries to provide these services to unaffiliated health professionals. For any areas where the RML is unable to establish such agreements, the RML will provide the service on a cost recovery basis;

2. Assess and respond to the needs of health sciences libraries to support programs that improve the transfer of health care and biomedical information within their institutions and through their participation in the Network. This includes promoting the use of relevant NLM services; testing new features of these services; and identifying the need for new or enhanced NLM services;

3. Manage the NN/LM Network membership program for the Region. Membership in the NN/LM Network is an integral part of the NN/LM program and defines the NN/LM Network member constituency (see Appendix 1). The Network members are crucial to the operation of the NN/LM Network, providing health professionals and consumers with access to needed information resources. Network membership is a way of recognizing the contributions of members. The contractor shall:

    a. Recruit new Network members from eligible libraries and information centers in the Region. Network membership certificates for the 2011-2016 time period will be provided by NLM and be personalized and distributed by the RML;
    b. Support Network members that participate in DOCLINE;
    c. Work with the NLM DOCLINE Team on DOCLINE system enhancement testing and implementation; and
    d. Actively involve Network members in NN/LM infrastructure and outreach programs, including obtaining feedback on regional and NLM programs on a periodic basis.

4. Implement the portion of the Regional Services Plan concerned with document delivery to provide health professionals, including unaffiliated health professionals throughout the Region, with efficient, rapid access to health sciences information resources, and promote network participation in the Electronic Fund Transfer System (EFTS). The plan for the Region shall conform to the NN/LM Resource Sharing Plan (Appendix 2);

5. Enter into formal agreements with a limited number of institutions in the Region to serve as Resource Libraries:

    a. Criteria for selection of Resource Libraries will be proposed by the offeror and may include, but are not limited to:

        (1) Quality, uniqueness and/or size of the collection which add significantly to the resources of the Region;
        (2) Special expertise which contributes to improving regional or national programs, in areas such as distance learning, advanced applications of technology to solving information access and delivery

problems, digitization of information, commitment to the retention and preservation of print materials, library and information research, etc.;

b. The RML will negotiate with Resource Libraries that are willing to develop projects that will build on their expertise to address the needs of the Region and to enhance the Resource Libraries' ability to contribute to their institutional goals and priorities.

c. All Resource Libraries and the RML must agree to:

(1) Support DOCLINE libraries in the Region, participate fully in the DOCLINE system, and keep detailed library profile information up-to-date in the system;
(2) Contribute their institution's serial holdings data to DOCLINE and keep holdings current by updating them online;
(3) Provide health professionals and other Network libraries with access to journal articles, books and audiovisuals in all formats via interlibrary lending or other legal resource sharing mechanisms;
(4) Adhere to Network performance standards for fill rate and throughput for interlibrary loan service;
(5) Participate in the Electronic Fund Transfer System (EFTS); and
(6) Participate selectively in a regional program for the retention and preservation of print serials and monographs in multiple U.S. locations.

6. Implement the NN/LM National Emergency Preparedness & Response Plan (http://nnlm.gov/ep). Each RML is responsible to one other RML as a backup in an emergency, referred to as the Buddy System. Buddy responsibilities are located at: https://staff.nnlm.gov/wiki/Emergency_Preparedness#RML_pairs Buddy relationships are as listed:

MAR and SCR
SEA and PNR
GMR and PSR
MCR and NER

RMLs also serve as backup for NLM customer service inquiries during emergency situations;

7. Identify and maintain effective methods of communication with current and potential NN/LM participants. All print and electronic communication should include an acknowledgment of NLM funding and the NN/LM Logo using the National Network of Libraries of Medicine Graphic Standards dated July, 1992. The contractor shall:

   a. Distribute important information about regional and national programs, policies, services, and procedures to the Region;
   b. Coordinate the development of materials with other RMLs and NLM to avoid duplication of effort;
   c. Develop and maintain a regional Web site as an integral component of the NN/LM Web site, that incorporates the guidelines of 508 compliance (http://www.section508.gov);
   d. Participate in monthly teleconferences with NLM and the other RMLs to discuss topics of importance in the overall management of the NN/LM program;
   e. Develop working relationships with other networks and relevant organizations by identifying common program interests and goals, work to develop regular lines of communication and develop appropriate cooperative programs;
   f. Inform NLM about regional, state and local activities of health professionals and health sciences libraries, networks, and other organizations as they relate to the programs of the NN/LM, NLM and the national information infrastructure;
   g. Obtain ongoing feedback from users about their information preferences, needs and uses, and recommend ways of improving health professional and consumer access to information;
   h. Assist in the identification of training resources to be added to the MLA Educational Clearinghouse;
   i. Participate in testing and using alternative methods of communication; and
   j. Participate in RML Directors' meetings.

8. Implement a Regional Advisory Committee (RAC). The RAC must include health professionals and health sciences librarians from hospital libraries and other large and small medical libraries within the Region. The RAC should also include representatives of state library agencies, public and school libraries, health information consumer groups, special populations, as well as representatives of community organizations with which the RML has partnerships. The RAC need not be structured as a single body, nor is it necessary for it to meet in a physical location, as long as a system is in place that

enables the RAC to:

a. Advise the RML within the framework of the NN/LM contract on ways to develop and implement outreach programs to improve health professionals' and the public's access to biomedical information;
b. Advise the RML in establishing regional priorities, policies and procedures, including the development and implementation of a regional emergency preparedness plan, and reviewing regional programs;
c. Develop plans to encourage health professionals and health sciences librarians to participate actively in regional and national programs affecting the delivery of health information; and
d. Assist the RML in identifying health professionals without access to health information.

9. Monitor and evaluate the Region's programs to assess their effectiveness in meeting NN/LM goals and to identify and resolve problems, which impede the effective delivery of health information services. The contractor shall:

a. Evaluate and/or assess selected regional programs in consultation with the NN/LM Outreach Evaluation Resource Center and the Regional Advisory Committee;
b. Provide NLM with regular feedback about NLM and NN/LM products and services from individuals and constituent groups; and
c. Participate in a formal contract site visit and review of the regional program, to be conducted at least once during the contract, by selected representatives from NLM, the RAC and/or Network members, and at least one other RML.

10. Participate in tests, usability studies, and user needs assessments of NLM and NN/LM products and services;

11. Assist Network members with negotiating e-licensing agreements that meet the needs of their institutions and support the mission of the NN/LM by providing resources on and training in e-licensing issues;

12. Provide consultation to Network members as well as community-based, faith-based and other organizations representative of special populations on preparing proposals for projects to compete for NLM and NN/LM funding;

13. Promote and encourage the submission of applications for NLM-sponsored grants;

14. Develop programs, which may include pilot projects, to assist the information professional in promoting evidence based health information in the institution. The programs shall identify health information issues and address the changing role of the information professional with a special emphasis on hospital librarians. The programs may include but not be limited to: advocacy, education and training to address knowledge management, clinical information systems, patient safety programs, electronic health records, health literacy, or patient education;

15. Assist NLM in identifying collections of historical and unique materials related to the health sciences and developing ways to increase access to these materials (Appendix 3);

16. Provide a training facility equipped with personal computers as well as technologies supporting distance learning, including webcasts for conducting NLM training classes as outlined in the NLM Training Center Statement of Work. There will be one personal computer for every student. Equipment requirements are in (Appendix 4). Priority shall be given for scheduling regional training. When not in use for regional training classes, the facility may be used for other types of training.

B. Outreach Programs

1. Health Professionals and Public Health Workers

The contractor shall develop, implement, and evaluate outreach programs that bring biomedical information resources within easy reach of U.S. health professionals and the public health workforce, who are not directly affiliated with an institution with a medical library. In carrying out these programs, the contractor shall focus on unaffiliated health professionals located in rural, inner city, and Medically Underserved Areas (MUA), public health workers, and minority health practitioners or those who serve minority populations. The outreach to health professionals program shall enlist the assistance of Network members through the use of subcontracts, agreements and other mechanisms. Specifically, the contractor shall undertake the following:

a. Develop programs that reach practicing health professionals,

including but not limited to: physicians, physician assistants, nurses, pharmacists, complementary and alternative medicine and allied health practitioners, veterinarians, public health workers, and health educators, with particular emphasis on collaborations with organizations/institutions that represent these groups;

b. Develop programs that reach minority health practitioners and students in Historically Black Colleges and Universities, Hispanic Serving Institutions, Tribal Colleges, Community Colleges, and Vocational Schools, including institutions and organizations that focus on Native Hawaiians and Alaska Natives and the health professionals serving those populations or working in those disciplines. Programs should also focus on subject disciplines that have been identified as priority initiatives (e.g., health disparities, consumer health, health information literacy, HIV/AIDS, health services research, toxicology and environmental health);
c. Develop pilot projects, which may include professional schools and organizations, to identify and promote the roles of libraries in institutions that have e-science initiatives;
d. Develop programs, which may include pilot projects, with recently funded DHHS regional extension centers (RECs) (http://www.hhs.gov/news/press/2010pres/02/20100212a.html) to assist health professionals with implementing and using health information technology; and
e. Develop culturally and linguistically appropriate resources and provide training in the effective use of electronic health information resources. Before developing any training materials, the MLA Educational Clearinghouse will be checked to avoid duplication. Copies of all training materials developed will be registered with the MLA Educational Clearinghouse. Training should include, but not be limited to: PubMed, MedlinePlus, and other NLM resources.

2. Consumers

The contractor shall develop, implement, and evaluate outreach programs to increase the public's awareness of and access to high quality electronic health information. In carrying out these programs, the contractor shall work with a variety of intermediaries including Network members, health professionals, public health workers, information professionals, educators, community, faith-based, volunteer, and other types of organizations, including those serving minorities, special and underserved populations, health advocacy and self-help groups, through the use of subcontracts,

agreements, and other mechanisms. Specifically, the contractor shall undertake the following:

a. Develop programs that reach special populations (e.g. minorities, seniors, teens, veterans' groups, low income populations, etc.), focus on special topics (e.g. health disparities, health information literacy, HIV/AIDS, public health, culturally and linguistically appropriate information, personal health records, emergency preparedness, etc.), and promote NLM resources to consumers;
b. Foster collaborations and encourage outreach partnerships among Network members, community, faith-based, and volunteer organizations including those serving minority and underserved populations, and other types of organizations, to improve access to electronic consumer health information at the local, state, and regional levels;
c. Provide consultation for Network members in project planning, preparation, writing and evaluation;
d. Develop culturally and linguistically appropriate resources and provide training in the effective use of electronic health information resources. Before developing any training materials, the NLM Training Center and MLA Educational Clearinghouse will be checked to avoid duplication. Copies of all training materials developed will be registered with the MLA Educational Clearinghouse. Training should include, but not be limited to: PubMed, MedlinePlus, and other NLM resources; and
e. Develop pilot projects to identify and promote the roles of libraries in institutions that have received or are seeking NIH Clinical and Translational Science Awards (CTSA) with a focus on community engagement.

3. Exhibits and Presentations at Meetings

The contractor shall promote NLM and NN/LM programs and services at national, regional and state meetings of health professionals and organizations that represent consumers. NLM will provide each RML with an exhibit backdrop to be used at national exhibits. The national exhibit schedule will be set for October-September. Responsibilities shall include the following:

a. Provide full support for a minimum of eight meetings (four national and four regional, state, or local) for an exhibit, program presentation, or course offering,

including making all arrangements (scheduling, fees, shipping, logistics, equipment and publications), in consultation with the NN/LM National Network Office. Coordination of course offerings, program presentations and other offerings at meetings should be appropriate with national initiatives and promotional activities identified by NLM;

b. Designate an RML staff member who is responsible for identifying health professional and consumer-focused meetings, reporting exhibits and other RML activities at all national, regional, state and local meetings;

c. Attend state library association meetings and exhibit or make presentations to promote NLM and NN/LM programs and services ; and

d. Enlist the assistance of Network members in exhibiting at national, regional, state, and local meetings.

4. Information Technology and Policy Awareness

The contractor shall develop an information technology and policy awareness program which includes:

a. Regional forums that focus on e-science initiatives, e.g., the use of information technology to manage large stores of scientific and/or clinical data (as in clinical data warehouses), approaches to integrating data with other types of information, involvement of libraries in teaching e-science research methods, and policy issues affecting production, distribution, and access to data and information; and

b. Monitoring current technological and policy developments and trends to identify those that will improve access to biomedical information.

5. Technology Improvement

The contractor shall develop and implement an NN/LM technology improvement program, if needed, to encourage high quality health information access and delivery to Network members, health professionals and consumers in the Region. Emphasis should be on the “underconnected,” particularly in inner city and rural health organizations, to upgrade and maintain technology access. If no program is proposed, the contractor shall provide an explanation of

why the program is not needed. Site selection requirements are found in (Appendix 5). The contractor shall:

a. Identify current or potential Network members that do not have onsite access to NLM resources, do not participate in Resource Sharing, and meet the minimum criteria; and
b. Improve information services delivered to staff and consumers.

6. Project Funding and Administration

The RML is responsible for creating records in NLM's outreach applications database for all projects sponsored by the RML, including identifying an RML staff member who is responsible for creating and maintaining project records. All quarterly and final reports of projects will be submitted electronically using NLM's Web-based reporting tool to be developed and deployed during the first year of the 2011-2016 contract.

The following funding categories are not comprehensive, but illustrate the variety of projects an RML may fund:

- **Community awards** (Ready America awards) to fund projects that (1) assist Network members in becoming active partners in their communities' emergency preparedness, response and recovery planning and (2) encourage emergency preparedness collaborations among Network members, community based organizations, first responders, public health workforce and other organizations.

- **Exhibit awards** support Network members' representing NLM and the RML at a regional, state or local meeting.

- **Express awards**. Support a wide range of small outreach projects that target health professionals, librarians and/or consumers.

- **Information technology and policy awareness conferences** may be conducted by a Network member with sponsorship by an RML to highlight the use of information technology to improve access to health information for health professionals and consumers.

- **Outreach awards** provide support for health information outreach to health professionals, public health workforce, and/or consumers.

- **Technology improvement awards** include funding to support (1) enhancement of equipment for access to and delivery of health information and for Network members, health professionals and consumers and (2) communication of the contributions of library services for the larger organization.

7. Enhancements

Throughout the five-year contract period, the Regional Medical Libraries are encouraged to submit proposals to conduct special projects designed to improve or enhance Network programs and services to health professionals, libraries, and the general public. These projects will be within the scope of work of the contract. In addition to regional programs, RMLs may propose joint projects with other Regions as well as programs that are national in scope. Enhancements may also be proposed by other Network libraries under subcontract to the RML.