

## REGISTRATIONS NOW OPEN

# HLA PD DAY – Friday 19 July THE VALUE PROPOSITION

The Value Proposition – a three-pronged approach to demonstrating the value of health libraries and health librarians – research, marketing, advocacy.

### ABOUT THE PROGRAMME



The opening keynote address, will be delivered by **Andrew McDougall**, Principal and Partner, SGS Economics & Planning, who have been commissioned by ALIA to analyse the data from the recent survey of health and special libraries. If ongoing funding is to be secured, health librarians must be financially literate and able to demonstrate the economic value of their services.

Andrew will demystify some of the key concepts such as cost benefit analysis and impact assessment, and explain some of the tools we can use to present economic data convincingly. The advocacy thread will be picked up by **Sue McKerracher**, ALIA Executive Director, in her closing address about how the health library survey results can be used to advocate for health libraries.

**Cheryl Hamill** (Fremantle Hospital) will show how the HLA Census research data will add to our evidence base and knowledge of the health professional workforce.

Research services are built on the expertise of health librarians – learn from the leaders in our field about how to support research and construct expert search filters (**Ruth Sladek**, Flinders University, **Sarah Hayman**, CareSearch, **Megan Neumann**, The Prince Charles Hospital, with a speaker (tbc) from the university sector on managing research data). This work contributes to our organisations' intellectual property, adds value to our collections, and enables our clients to get on with their work.

And yet librarians whose information expertise underpins the evidence base which supports the work of clinicians and researchers, are invisible – the way we market ourselves is critical. Updating our specialised skills and maintaining our CPD as health information professionals is a marketing strategy and constitutes the second prong in the approach to demonstrating value. The paper by **Narelle Hampe** and **Suzanne Lewis** (Central Coast Local Health District) shows how eportfolios can support our PD efforts. The Health Specialist PD Scheme will be launched in a Q&A Session when questions can be posed to ALIA's PD Assistant Director, **Judy Brooker**.

Ann Ritchie, HLA Convenor  
Cheryl Hamill, Programme Organiser

**For more information and  
to register for this event visit**

<http://www.alia.org.au/events/1425/health-libraries-australia-pd-day-value-proposition>

**PLEASE  
PARTICIPATE**

## Collaborative Return on Investment (ROI) Project

ALIA, Health Libraries Inc., Health Libraries Australia (an ALIA group), AGLIN and the Australian Law Librarians' Association are collaborating on an initiative in conjunction with SGS Economics and Planning to assess the return on investment of health, government, law and corporate libraries.

The project follows from the Questions of Life and Death report that ALIA and Health Libraries Inc. collaborated on last year that investigated the value of health library and information services in Australia. The project is especially important in the current tight financial environment, with special libraries facing strong competition for funding. We ask that library managers complete a short survey which will be hitting their inbox soon so that we can build a strong business case which supports the vital work that health libraries perform.

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Australian Library and  
Information Association

