

## Norwegian Electronic Health Library case study, August 2007 Interview with Magne Nylenna, Editor-in-Chief

### Background

The Norwegian Electronic Health Library ([www.helsebiblioteket.no](http://www.helsebiblioteket.no)), a publicly funded organisation, supports the work of health professionals in Norway by providing them with free access to reliable health information that will inform their everyday clinical decisions.

The Library sources information products that support healthcare professionals in three key areas:

1. Information that is accessed outside of a clinical setting to inform research or to help with putting together a lecture or presentation
2. Information to be a point of reference before and after seeking a patient, where further information is required to support a decision
3. Information to be used during patient consultations

The Library approached BMJ Group in 2006 as they wanted to invest in a resource that would provide their users with a problem based decision support tool. The Library already subscribed to a local-language evidence-based information product, but it was felt that the quality of the evidence provided by *BMJ Clinical Evidence* was world-class and therefore was an essential purchase – particularly also because *BMJ Clinical Evidence* is priced to be affordable. It was also felt that it was important for healthcare professionals to have choice and access to a variety of evidence-based information resources in order to deliver the best care.

Since purchasing *BMJ Clinical Evidence*, the Norwegian Electronic Health Library has also been impressed with the level of post-sales support provided by *BMJ Clinical Evidence*.

“We work hard to make sure our clients get the best value from their purchase of *BMJ Clinical Evidence*,” commented Nick Turner, Head of Sales at BMJ Group. “We’ve enjoyed working with the Norwegian Electronic Health Library to help ensure that our products are widely used.”

We talked to Magne Nylenna, Editor-in-Chief at the Norwegian Electronic Health Library to ask him specifically why they selected *BMJ Clinical Evidence* for

purchase and how useful the product is for health care professionals within Norway.

### **Why *BMJ Clinical Evidence*?**

We buy many information products from the BMJ Group – we know that the quality will always be high. We particularly chose *BMJ Clinical Evidence* because we felt it met our needs of relevance and affordability. It also succeeded in meeting our stringent quality assurance testing pre-purchase based on:

- assurance of an evidence based approach
- the quality of the evidence based information
- clear transparency as to how the product is produced
- continuing relevance, in effect how often the product is updated

### **How successful has *BMJ Clinical Evidence* been?**

Overall, our users have found *BMJ Clinical Evidence* to be effective in meeting their needs. They find it useful and well presented. Many found it particularly helpful when preparing for consultations, making decisions on treatments or as a resource to refer to just before or after a patient visit.

*It's important for doctors not to rely on what they already know. Referring to a resource such as *BMJ Clinical Evidence* means that healthcare professionals can be sure that they are accessing the very latest evidence to support their treatment decisions. **Magne Nylenna, Editor-in-Chief***

For many they may not have realised they needed *BMJ Clinical Evidence* but now find it an important part of their clinical practice.

### **How have you found working with the BMJ Group?**

I have been impressed by the BMJ Group service and their willingness to help – they are always at hand when we need them.

We have worked closely together to increase awareness and usage of *BMJ Clinical Evidence* within our user group. BMJ Group staff have worked with us to produce a Norwegian user guide, giving our users a bespoke service that ensured they were getting the very best from the product.

I score the BMJ service highly and look forward to continuing to work together to increase awareness and usage of this valuable product amongst our users.