



HEAL**WA**
Health Evidence Resource for Washington State

Annual Report

2010-2011





Overview

Now completing its third year of operation, HEAL-WA, the Health Evidence Resource for Washington State, continues its mission of providing evidence-based health information to licensed health care providers across Washington State. The program has seen increases in the number and percentage of registered users, and in total use of the site. Two new licensed health care provider groups, Midwives and Licensed Marriage and Family Therapists, became eligible for access to HEAL-WA resources during the 2011 Legislative session.

The program made **additional resources** available during the year, with the acquisition of more than **200 new electronic books** and approximately **600 additional full-text journals**. Publicity continues to be a vital cornerstone to the program. Staff has continued publicity efforts to raise awareness and promote HEAL-WA to **eligible licensed health care providers in Washington**.

As the only evidence-based, statewide health information portal in the country, this unique and forward-thinking program continues to attract attention and interest from health care provider groups within Washington State and from other states in the region, as well as from librarians both nationally and internationally.

“This critical resource allows providers the opportunity to learn best practices used in their professions and furthers the ongoing education of all health care professionals.” GOV. CHRISTINE GREGOIRE

Access

Access to HEAL-WA resources is made available at heal-wa.org.

Participation

As of November 30, 2011, more than 17,000 licensed healthcare providers in Washington are registered HEAL-WA users. This figure represents a 54% increase over the previous year when 11,000 providers had registered for this program. The percentage of registered users has continued to increase along with the total number of eligible licensed health care providers.

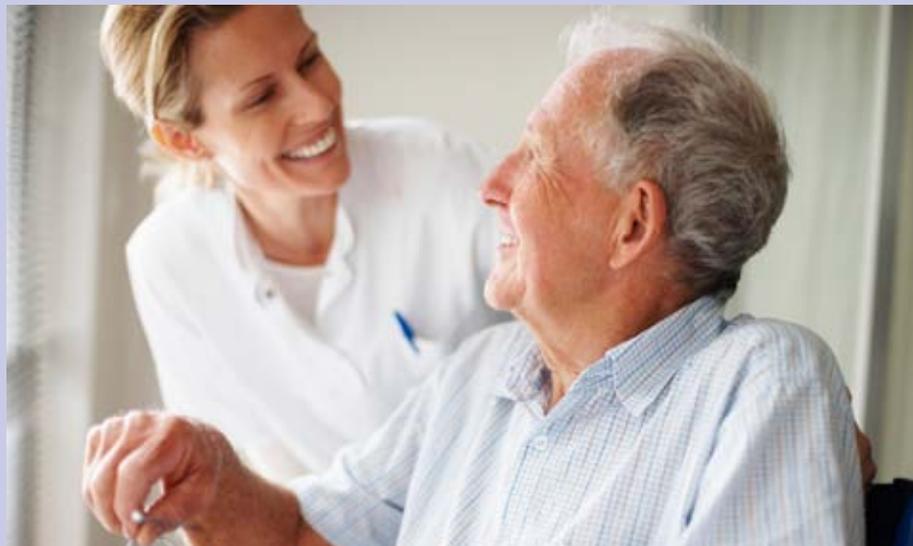
The fact that HEAL-WA resources are available to eligible licensed health care providers at any time, from any computer that has internet access, and the availability through HEAL-WA of accredited Continuing Education modules for Registered Nurses, continue to be incentives to encourage eligible licensed health care providers to activate their access.

Publicity and Promotion

The program continued our outreach efforts to increase awareness about HEAL-WA, and continued to coordinate a promotional campaign for the purpose of increasing eligible licensed health care providers' awareness of this service.

Key promotional efforts that were made during the 2010-2011 period include:

- Exhibits and presentations at statewide meetings, conferences, and continuing education events for various professional associations in Washington, including:
 - Washington State Nurses Association Biennial Convention
 - Several nursing continuing education events that served Registered Nurses from throughout Washington state
 - Northwest Regional Rural Health Care Conference
 - Washington Academy of Physician Assistants
- Several groups of hospital and community-based Registered Nurses at various locations
 - Our educational and promotional efforts reached health care providers located not only in Seattle and Spokane, but also from throughout the state, via their attendance at statewide conferences.
 - We estimate that through our efforts we potentially reached more than 4,000 health care providers at conferences and exhibits.
- Post card mailings to every licensed health care provider eligible to use HEAL-WA
- A targeted mailing to all Washington licensed Registered Nurses to promote the availability of accredited Continuing Nursing Education (CNE) modules to help them obtain credits to fulfill the new Continuing Competency requirements for licensure



Web 3.0 and Social Media

We have also begun to develop a presence in social media with both a HEAL-WA Facebook page (www.facebook.com/HEALWA) and a HEAL-WA Twitter account (@HealWA). We use both channels to promote new resources and to educate users about how HEAL-WA resources can support their professional practice, as well as to solicit feedback and suggestions for improvement from users.

The Continuing Nursing Education modules available through HEAL-WA, at no additional charge, are proving to be a popular benefit with Registered Nurses to help them fulfill the new Continuing Competency requirements (1) for licensure. We continue to heavily promote this resource to Registered Nurses via post card mailing and at every in-person exhibit and training opportunity.

Budget Summary

Funds received were used as noted in the Income and Expenditures statement (page 5). During this third year, we remained conservative in making new expenditures, and more than 90% of funds spent were used to pay for licensed resources. The remaining 10% were used to pay staff salaries and benefits, promotion and publicity costs, and associated travel costs. Once again, some reminders regarding the use of HEAL-WA funds:

- HEAL-WA resources are subscriptions, not one-time purchases, and as such are renewed and paid for annually.
 - Annual renewals include cost increases that are set by the publishers. These increases may be 10% or more in some cases, and are not known until the time of renewal (late spring in this case).
 - We continue to make use of UW Health Sciences Library's, and now HEAL-WA's, established relationships with publishers to negotiate favorable license agreements and pricing structures for the resources we make

available to this very large group of eligible users. HEAL-WA is becoming well-enough established that the publishers with whom we negotiate now work together with us to develop agreements that are favorable to this funding model.

- The vast majority (approximately 90%) of the funds already received, and those that will be received during the remainder of FY 2012, will be used for annual renewals of the licensed (subscription) resources for the 2013 fiscal year.
 - Those renewals will be due and payable in the spring and fall of 2012
 - Payment will enable UW to continue the availability of HEAL-WA resources to June 30, 2013 in most cases, with a few renewal dates falling in September and October 2013.

HEAL-WA funds are used to maintain current licenses and subscriptions, to develop training and provide educational opportunities, and for additional promotional services to increase eligible licensed health care providers' awareness of HEAL-WA.

Contact Information

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"I don't know how I got along without HEAL-WA. It is a direct pipeline to the latest medical and mental health research." DENISE OTTOSEN, MENTAL HEALTH THERAPIST



Numbers of Eligible and Registered* Licensees November 21, 2011

HEAL-WA Registered Users as of 11/21/2011

License Held	Number Eligible	Number Registered	Percent Registered
Acupuncture License	91	3	3.3%
Chiropractor License	2,932	282	9.6%
East Asian Medicine Practitioner License	1,459	238	16.3%
Marriage and Family Therapist License	1,252	25	2.0%
Massage Practitioner License	18,467	995	5.4%
Mental Health Counselor License	5,879	665	11.3%
Midwife License	108	18	16.7%
Naturopathic Physician License	1,194	404	33.8%
Optometrist License	1,782	189	10.6%
Osteopathic Physician & Surgeon License	1,455	164	11.3%
Osteopathic Physician & Surgeon Limited License	108	9	8.3%
Osteopathic Physician Assistant License	77	14	18.2%
Physician And Surgeon Fellowship License	179	12	6.7%
Physician And Surgeon Institution License	5	0	0.0%
Physician And Surgeon License	27,949	2,448	8.8%
Physician And Surgeon Residency License	1,953	74	3.8%
Physician And Surgeon Teaching Research License	152	3	2.0%
Physician Assistant License	2,973	319	10.7%
Podiatric Physician And Surgeon License	369	66	17.9%
Podiatric Physician And Surgeon Limited License	27	1	3.7%
Psychologist License	2,618	456	17.4%
Registered Nurse License	100,634	10,399	10.3%
Social Worker Advanced License	145	9	6.2%
Social Worker Independent Clinical License	3,793	372	9.8%
TOTALS	175,601	17,165	9.8%

* "Registered" users are those eligible licensed health care providers who have created a user id and password to access HEAL-WA licensed resources.



HEAL-WA Site Usage – November 2011

Average page views per month: 16,454

The number of daily site visits has increased slightly over last year. Aside from the main HEAL-WA page, the page with the greatest number of visits is still the Registered Nurse Toolkit page, followed by those for Physicians, Mental Health professionals, and Massage Practitioners.

HEAL-WA Income and Expenditures 11/01/2010 - 10/31/2011

Expenditures Category	Detail info	Packages	Total
HEAL-WA Staff Salaries and Benefits			\$117,159.91
Resources			\$1,902,870.40
	Electronic textbooks	\$110,031.00	
	Evidence-based health care databases	\$1,297,757.40	
	Health care databases that include full text journals	\$212,809.00	
	Additional multidisciplinary full text journals	\$282,273.00	
Equipment and Supplies			\$165.16
Travel			\$8,079.65
Publicity			\$71,344.34
Other Services			\$338.71
Grand Total			\$2,099,958.17
Income			
Funds received by UW from DOH (11/01/2010-10/31/2011)			\$4,541,135.00
Salaries include 1.65 FTE total			



“With HEAL-WA, you can get the continuing education credits you need, at your own convenience, on your own time, without paying any additional money.”

KATY BROCK, RN

Licensed Resources Available Through HEAL-WA – November 2011

More than 200 electronic textbooks

Includes drug guides, Harrison's, Current Diagnosis & Treatment series, Clinics of North America series, an extensive collection of Traditional Chinese Medicine texts, mental health resources, information for patients, and more

More than 5,500 full-text journals

Alt-HealthWatch with full text

Full-text articles and much more on the many perspectives of complementary, holistic and integrated approaches to health care and wellness

AMED database

References to complementary medicine, physiotherapy, occupational therapy, rehabilitation, podiatry, palliative care, and more

CINAHL with full text

References to nursing, biomedicine, alternative/complementary medicine, and consumer health literature; full text available

Cochrane Library

The 'gold standard' for evidence-based health care, Cochrane reviews provide the combined results of the world's best medical research studies

DynaMed

Clinically-organized evidence-based summaries for more than 3,000 clinical topics, created for use primarily as a 'point-of-care' resource

GIDEON – Global Infectious Diseases and Epidemiology Network

GIDEON is an easy to use, interactive and comprehensive web based tool used for diagnosis and reference in the fields of tropical and infectious diseases, epidemiology, microbiology and antimicrobial chemotherapy

Lexi-Comp

Updated daily, Lexi-Comp provides drug and disease information to support informed, point-of-care decisions by physicians, nurses, and advanced practice nurses

MANTIS database

Addresses all areas of alternative medical literature including chiropractic, osteopathy, homeopathy, and manual medicine

MDConsult Core Collection

Full-text articles from over 80 medical journals and Clinics, 50 leading medical references, practice guidelines, clinically relevant drug information, and over 13,000 patient handouts.

MEDLINE with full text

The premier National Library of Medicine bibliographic database, providing access to citations from biomedical literature; some full text available

Natural Standard

High-quality, evidence-based information on dietary supplements, functional foods, diets, complementary practices (modalities), exercises, and medical conditions

Nursing Reference Center

Information about conditions and diseases, evidence-based care sheets, patient education resources, drug information, continuing education modules, lab & diagnosis detail, best practice guidelines, and more

Patient Education Reference Center

Patient Education Reference Center™ (PERC) features a comprehensive collection of current, evidence-based patient education information for providers to print and distribute right at the point-of-care.

PsycARTICLES

Full-text articles from journals published by the American Psychological Association, the APA Educational Publishing Foundation, and others, it includes all substantive material from the print journals

Psychology and Behavioral Sciences Collection

Psychology & Behavioral Sciences Collection™ is a comprehensive database covering information concerning topics in emotional and behavioral characteristics, psychiatry & psychology, mental processes, anthropology, and observational & experimental methods. Contains full text links to more than 500 journals

PsycInfo database

Citations and summaries of peer-reviewed journal articles, book chapters, and more, all in the field of psychology and the psychological aspects of related disciplines

Social Work Abstracts database

Contains information on the fields of social work and human services

References

1. Continuing competency program [Internet]. Olympia, WA: Washington State Department of Health, Nursing Care Quality Assurance Commission; 2011 [updated 9/22/2011; cited 11/23/2011]. Available from: <http://www.doh.wa.gov/hsqa/Professions/Nursing/continuecomp.htm>.

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