

The MLA InSight Initiative

MLA's InSight Initiative is a thought-leadership program, engaging health sciences librarians and information providers in high-level, high-value dialogue on issues that matter to both communities. It aims to reinforce, expand, and communicate the value that both communities contribute in moving validated information from the author to the reader. Since 2018, there have been four in-person Summits connecting with a total of about 40 participants each, with equal representation of librarians and Participating Organizations.

The premise of *InSight* is to build goodwill and collaboration between the health sciences librarian and health information provider communities. The first four Summits held in 2018 and 2019 have established this safe, trusting environment and a model for collaboration. The librarians and representatives of Participating Organizations who attend the Summits are interested in focusing on collaborative initiatives that build bridges between the two communities. The participants have expressed an interest in and commitment to producing tangible intellectual property with lasting value to their enterprises.

All participants agree that holding two face-to-face meetings per year in Chicago is the most efficient way to achieve the desired collaborative outcomes. In the current model, the first Summit focuses on identifying areas of mutual concern to librarians and information providers. Then the same individuals come together in a second Summit and divide into smaller groups to work on the specific outcomes they identified in the previous Summit.

Working groups comprising equal numbers of representatives from Participating Organizations and librarians attended the two Summits in 2019 and are currently collaborating on three projects addressing the theme of understanding user behavior. These projects will deliver tangible resources that will have value to both communities.

One group is developing a database capturing detailed information on clinicians' pain points in seeking information needed for patient care, along with suggestions on how to mitigate these problems. In the coming months, this group will solicit input from a nationally based end user advisory board and then develop specific outputs from the database, including an infographic, depicting the clinical information workflow and the attendant pain points. These outputs will be made available in Spring 2020.

The second group is developing learning modules that both librarians and information providers can provide to their respective communities to assist end users. Module topics include predatory publishing, the use of interlibrary loan and document delivery services, library assistance with access issues, and what copyright means to the user. The first of these modules will be delivered by Spring 2020, and the group will create a process for developing additional modules at frequent intervals.

The third group is designing an online forum where users, librarians, and publishers can address issues to improve discovery of and access to information. The forum will facilitate industry-wide communication to solve broad problems and share feedback regarding current and potential solutions. While the forum will be hosted by MLA, it will be open to a wide array of interested parties. Launch of the forum is planned for Spring 2020.