



2011 Medical eBook Publishing Trends

Mark Funk, Associate Director
for Resources and Education at the
Weill Cornell Medical Library in New York City

Introduction

This paper aims to provide insight on the growing trend of medical eBook publishing as it continues to evolve to better meet the various needs of end users.

Not only does this paper provide an overview of the options and issues currently faced within eBook selection, it explains the user's growing demand for electronic content, patron-drive acquisitions and tips on customizing a solution to best fulfill your library's needs.

For further insight, the perspective of the publisher on understanding the future path of eBook publishing and statistics on eBooks in health science both solidify the statement that eBooks are a growing trend.

This paper is based on a live webcast, **2011 Medical eBook Publishing Trends**, which was sponsored by Ovid and originally broadcast June 28, 2011. The following individuals participated in the webcast discussion:

- **Mark Funk**, Associate Director for Resources and Education at the Weill Cornell Medical Library in New York City.
- **Deb Bleic**, Bibliographer for the Life and Health Sciences Department at the University of Illinois at Chicago. She is the former Chair of the Collection Development Section of MLA and was a recipient of the Daniel Richards Prize and the Louise Darling Medal for recognition of her research and service accomplishments.

- **Liz Lorbeer**, oversees the management of the biomedical collection at the Lister Hill Library of Health Sciences at the University of Alabama at Birmingham. She is a former Chair of the Collection Development Section of MLA.
- **Jennie Stewart**, Global Marketing Director for the Health Sciences business unit of Wiley-Blackwell.
- **Dan Doody**, President of Doody Enterprises, Inc., creator of developmental tools specifically for health science librarians.

The eBook Appeal

Librarians, publishers, and users are undergoing a global transformation from print to electronic books as there are several unique benefits to the eBook format.

- Access ebooks instantly, 24 hours/7 days a week
- No geographic limitation
- Cannot be lost, damaged, or stolen
- Ability to perform full-text search
- Accessibility through mobile devices*
- Interactive quizzes and note taking*
- Purchasing insight based Patron-driven acquisitions
- Flexible pricing options for eBook rental or purchase

*Feature applicable to most eBook formats.



In eBooks initial stage of development, several areas for improvement have been identified by librarians including:

- Inability to print only specific book sections
- Unable to choose which edition to rent; only able to rent current edition which is problematic when in the middle of semester when the edition changes
- Difficulty preserving electronic collection
- eBooks come out after print; libraries purchase both electronic and print
- Many electronic textbooks are available for individual use only
- Inconsistencies in content between print and electronic
- Inter Library Loan (ILL) is rarely permitted

Options in eBook acquisition

A variety of options allow librarians to customize their eBook purchase to best fit the need of their libraries.

- **Purchase eBook directly from publisher:**
 - Digital rights are usually the best if eBook is purchased from the publisher directly
- **Purchase eBooks from aggregators:**
 - Purchase from multiple publishers and common interface for easy accessibility, but digital rights are often worse than if directly from publisher
- **Rent eBooks:**
 - Libraries can rent-to-own titles as a lower cost commitment purchasing approach
 - Many health science textbooks can only be rented
 - Books can either be rented by individual titles or exclusively in packages
 - Most packages contain supplementary videos, images, journals articles, and test questions
 - Rental collections usually only provide access to the most current edition
- **Patron-Driven Acquisition:**
 - Patron decides resources he/she needs to obtain, yet librarians maintain the cost control over acquisitions

More on Patron-Driven Acquisition

Patron-Driven Acquisition, PDA, is a feature unique to eBooks that allow the patrons to decide the information would like to obtain regardless of whether or not it has been purchased yet by browsing through the libraries catalog. Despite the freedom given to the patron, librarians are still able to maintain cost control over acquisitions.

- **Librarians have complete control how to manage their patrons use of PDA so costs are controlled**
 - *Mediated Purchasing* - librarian must sign off before a patron can access content
 - *Unmediated Purchasing* - patron can obtain content without direct approval from the librarian, but librarians can create budget guidelines to maintain control.
- **No accidental purchases; the title must be 'triggered' to be obtained**
 - In order to be triggered, before being asked to rent or purchase a certain number of pages must be read or downloaded or a certain time spent reading
- **Aggregated platforms have smart technology so librarians won't be charged if the patron leaves the computer**
- **Rent-to-own, short-term loans, and leasing are different methods a librarian can utilize instead of purchasing**
 - Allows patrons to access what they need without cost of purchasing entire book by the library; libraries can load a title 3 times before they need to purchase the title
 - Librarians can review patterns of purchases by their patrons on PDA to help them decide what content they want to permanently add to their collection
- **Quick set up to create a PDA model that best fits the library's needs**



The Publisher's Perspective

In a period of transition between electronic and print, publishers still have the same mission to deliver content in the most useful format to best serve their patrons. In order to fulfill their mission; they have adapted their offerings based on their users needs.

- **Decide what the book is used for an how to best offer it**
 - Different levels of sophistication for users result in different formats for content
 - Multiple platforms in the future may be available; each user type's needs should be best satisfied
- **Ensure users get information they understand, recognize, can use, and want to use**
 - Continued relationship between librarian and publisher is necessary to further progress their information to their patrons
 - Patron-device acquisition helps librarians know what types of content their patrons are looking for to best utilize their libraries content
- **Demand toward eBooks and eBook stores for information increases**
 - eBooks with interactive features that can be portable for work and accessible on a tool they already have is highly demanded

EBooks in Health Science

Patterns of eBook usage, shared by Dan Doody, further reinforces the argument that eBooks are an increasing trend for the future.

- More than 60% of the 2,213 titles selected as the 2010 Doody's Core titles were available as eBooks
- Nearly 100% of librarians are purchasing eBooks from the 21% of librarians who responded to the survey
- Predicts that the majority of books will become electronic within 5-10 years
- Not every subject area is moving as fast toward the trend of eBooks; Psychiatry books continue to be dominated by print due to the reader nature of psychiatrists

EBooks continue to evolve libraries as a result of their users' feedback. It is evident that users want 'full-text searching across platforms for all of the library's eBooks, no missing content or images, reasonable purchase models and digital rights, guaranteed perpetual access, ILL and preservation guarantees similar to LOCKSS and Portico' as standard features.

It is important that librarians and users continue to articulate the changes they want to see included in the framework of the next generation of eBooks.

About the Webcast

2011 Medical eBook Publishing Trends was broadcast **June 28, 2011** to a live audience of more than 800 librarians and healthcare professionals all over the world. To view the archived webcast (available through June 2012) or listen to a podcast version, visit the **Ovid Resource Center** at resourcecenter.ovid.com.

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