

QUALITY MANAGEMENT SYSTEM IN HEALTH LIBRARY: COSTUMER SERVICE CHARTER

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INTRODUCTION

The purpose of this poster is to describe the main features of a health library's quality management system, focusing especially on the customer service charter. At present, libraries have to adapt to changes produced in their context; for instance: being competitive, supplying services and products that comply with customer expectations, sustaining and increasing customers and generating confidence while managing resources efficiently. Libraries implementing a quality management system aim for a continuous improvement in services and an increase in efficiency, quality and effectiveness on the basis of users' demands, who will ultimately be evaluating services, and of commitments assumed by the library and its users. A service charter is a document setting out the level of services that an organization offers to its customers and their level of quality, commitment to customers and mechanisms at their disposal to make suggestions or complaints. Service charters are one tool to manage the quality of services having a direct impact on their improvement and the perception of quality by the end user.

METHODS

Adopting a case-study approach enables us to show how to design a useful customer service charter to improve library services. The elaboration of a customer service charter needs the fulfillment of a series of conditions guaranteeing its viability: involvement of managers in the project, will of the team to work for quality management, will to improve service, necessary human resources and time availability. According to the methodological model adopted, the following phases have been established: definition of supply of services, analysis of the demand and expectations, evaluation of current management, definition of commitments associated with the supply of services, draft of the service charter and design of control measures (service quality indicators).

RESULTS

A view on a consolidated library's quality management system is presented in the service charter:

MISSION

The mission of the Ministry of Health Library is to collect, preserve and disseminate scientific and technical knowledge produced by the Ministry of Health and other institutions in the health sector; to ensure access to documentation, and to provide assistance and training when locating and retrieving information to help improve healthcare quality, biomedical research and healthcare management.

The Library has the status of a consultation and research center at the service of the Ministry staff, healthcare professionals, researchers, teachers, students and citizens in general.

USERS' RIGHTS

- To have free and open access to the consultation of the Library's bibliographic collection, in accordance with current legislation.
- To provide quality information resources and services with an adequate content in thematic work and research areas of the Ministry of Health aimed at solving their information needs.
- To be served personally, professionally and efficiently by the Library staff.
- To have a guarantee of confidentiality of their personal data.

USERS' COMMITMENTS

- To contribute to the maintenance of a suitable environment and avoid any activity that could disrupt the reading, consultation and work.
- To respect and make a correct use of equipments, facilities and areas designed for each type of activity.
- To respect the Library's opening hours.
- To behave respectfully towards the Library staff and, if requested, identify themselves as users.
- To make a careful use of information resources belonging to the Ministry's heritage.
- To respect intellectual property, in accordance with current regulations.
- To comply with procedures required to borrow bibliographic and/or documentary material.
- To return borrowed books within specified time.
- To comply with current applicable instructions and rules.

SERVICES

Information

Reference and assistance to users (assessment and guidance on the stock, catalogues and library services).

Consultation

- Consulting open-access stock and collections.
- Consulting online information (databases, journals, full text electronic books, etc.).
- Consulting documents in other formats.

Borrowing

- Loan and reservations (up to 10 volumes for 21 renewable days).
- Obtention of documents not available in the library and interlibrary loan.

Laptop loan.

Specialized services

- Personalized service aimed at answering specialized queries on areas of knowledge covered by the Ministry of Health.
- Current news alert service, legislation and bibliographic references.

Work spaces

- Seven individual work points.
- Two group work spaces for eight people with computer and projection equipment.
- An informal space for the consultation of magazines, laptop work and audiovisual viewing.
- A work point with access to the Ministry's internal network.

Internet and Wifi

- Wifi access from all work spaces.

Reprography and digitalization

- Self-service photocopying, scanning and printing.

Training

- Training activities are designed to get to know the Library's operation and collection and to give support to the Ministry's staff research activities.

Additional services

- Purchases and subscriptions.
- Projector and screen for presentations.
- The Book Corner (swapping of books between users of the library).

SERVICE COMMITMENTS

- To provide extended and ongoing opening hours (working days Monday to Friday) to facilities and equipments.
- To process requests for documentary research and electronic consultations, within two working days notice.
- To answer to queries within three working days and to requests for documentary research in fifteen days.
- To make available selected and organized electronic information for users on the intranet, update and review contents once a month.
- To inform, working days Monday to Friday, on the latest regulations published by official journals; weekly, on health-related news, and monthly, on new accessions to the Library.
- To disseminate changes and developments in our services, through notices and the Ministry's intranet, with a minimum of five days.
- To make available to users, working days Monday to Friday, the documents of the Library stock that were borrowed within 24 hours maximum.
- To confirm the reception of complaints and suggestions within three days maximum.

QUALITY INDICATORS

- The number of users served by the library monthly and annually.
- The number of requests and electronic consultations and the percentage of requests processed in two days.
- The number of bibliographic research requests processed, the percentage of acknowledgements sent in less than three days and the percentage of deliveries in less than a fortnight.
- The number of monthly and annual visits to the Library website.
- The number of subscriptions, users and the Library's electronic journals submitted during a year.
- The number of new services offered by the Library and the percentage of messages sent in five days on changes produced.
- The number of documents requested and the percentage of documents delivered in 24 hours.
- The number of suggestions, compliments and complaints, and the percentage of acknowledgements delivered in less than three days.

CONCLUSIONS

Benefits to users and the Library itself derived from the implementation of a management system based on the service charter are summarized in the following table:

USERS	THE LIBRARY
<ul style="list-style-type: none">It facilitates service corporate identification, providing uniformly structured information.It aims at being a mirror of the Library's effort by providing users' with services they expect and value, increasing their satisfaction.It puts in objective terms and reports the level and quality of services being given.Perception of the Library as a close, responsive and committed body.	<ul style="list-style-type: none">It can offer more competitive, adapted services tailored to users' needs.It introduces an ongoing improvement system for services provided.It improves decision-making processes and assumption of individual and collective responsibilities, strengthening direction and management that takes into account users' expectations and orientating towards activity systematization, assessment and measurement, and decision-making.It is presented as an easy tool to implement.It generates measurable and objective information enabling the analysis of results.

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