



Mobile Device and App Use in Pharmacy: a Multi- University Study

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Background

- Rapid adoption of smartphones and tablets by healthcare professionals, associated rapid development of medical content/apps (1)
- Research on Canadian medical student and faculty use of mobile devices and resources conducted 2012 by Dale Storie, Jill Boruff and colleagues (2)

Research Questions

- What resources, if any, are pharmacy students and faculty using on their mobile devices when answering drug questions?
- What barriers prohibit pharmacy students and faculty from using their mobile devices to find information related to their studies and work?

Methods

- Electronic distribution of survey (max. 20 questions), open for 2-3 week periods at each participating institution during February-April 2013
- Follow-up interviews with volunteers were conducted June and October 2013.

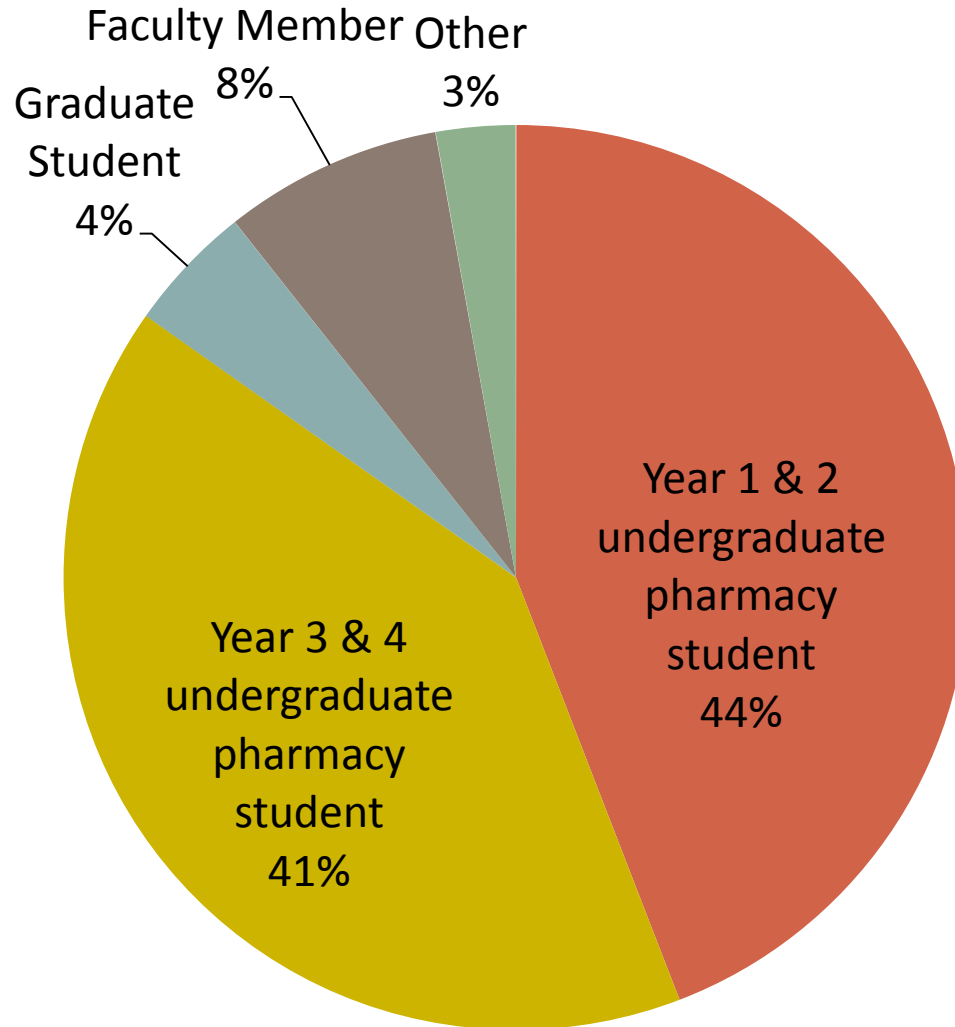
Results

- 488 responses collected from 7 institutions (Dalhousie University, Memorial University, University of Alberta, Université de Montréal, University of Manitoba, University of Saskatchewan, University of Waterloo)
- Population size estimate: ~3300

Response Rate = ~15%

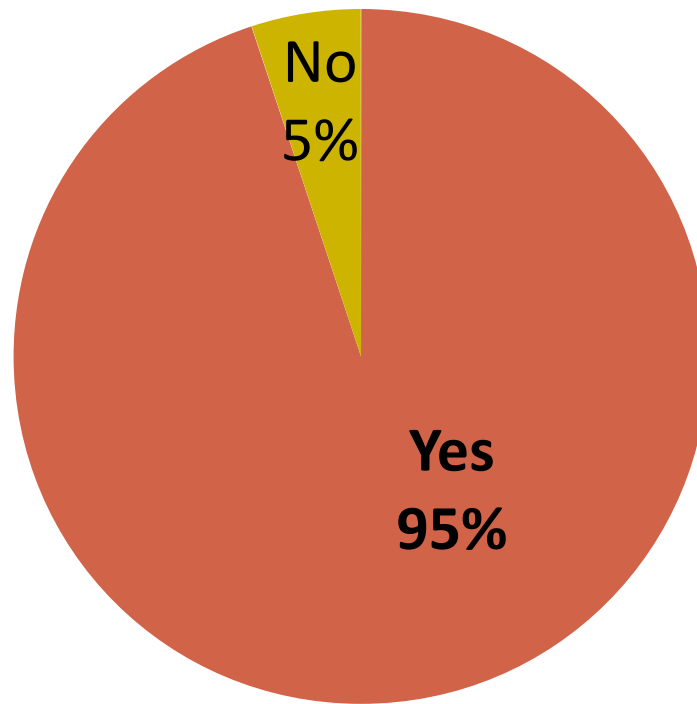
- 8 interviews conducted

Demographic



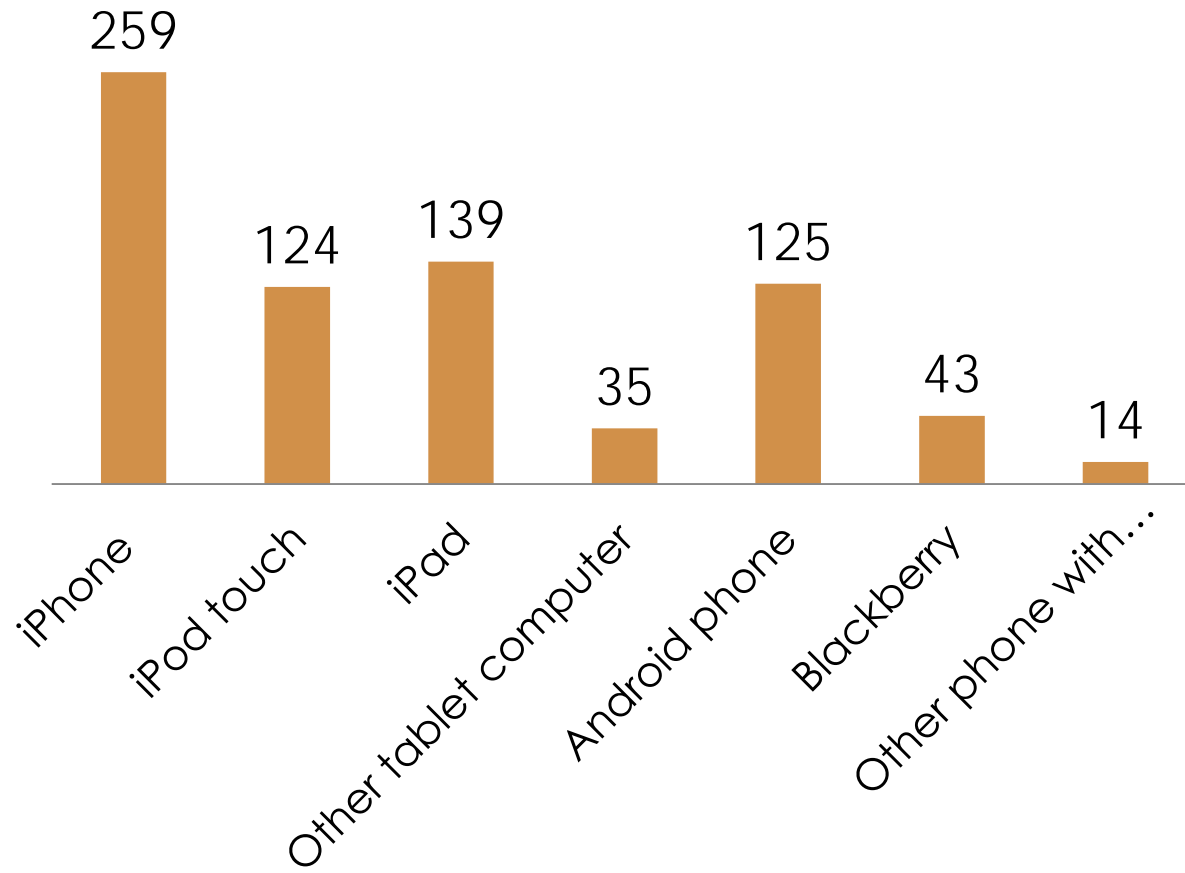
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Do you have a mobile device?

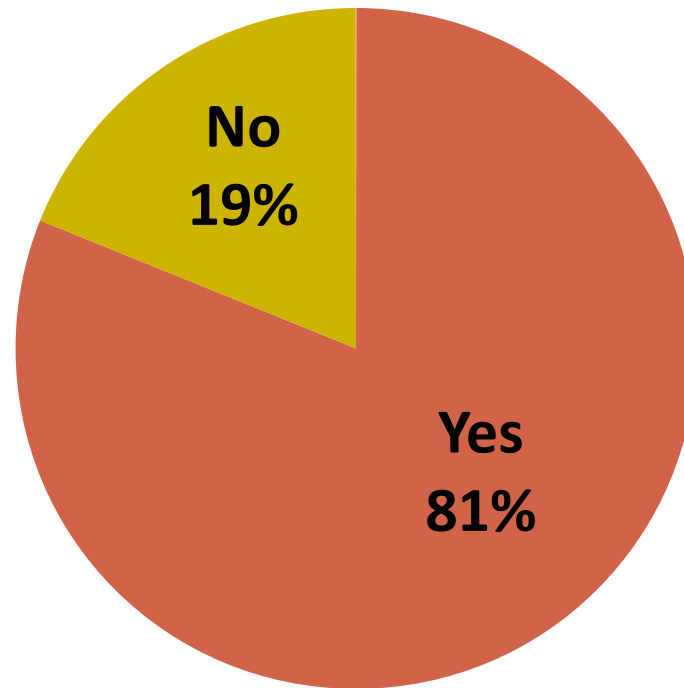


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Device type

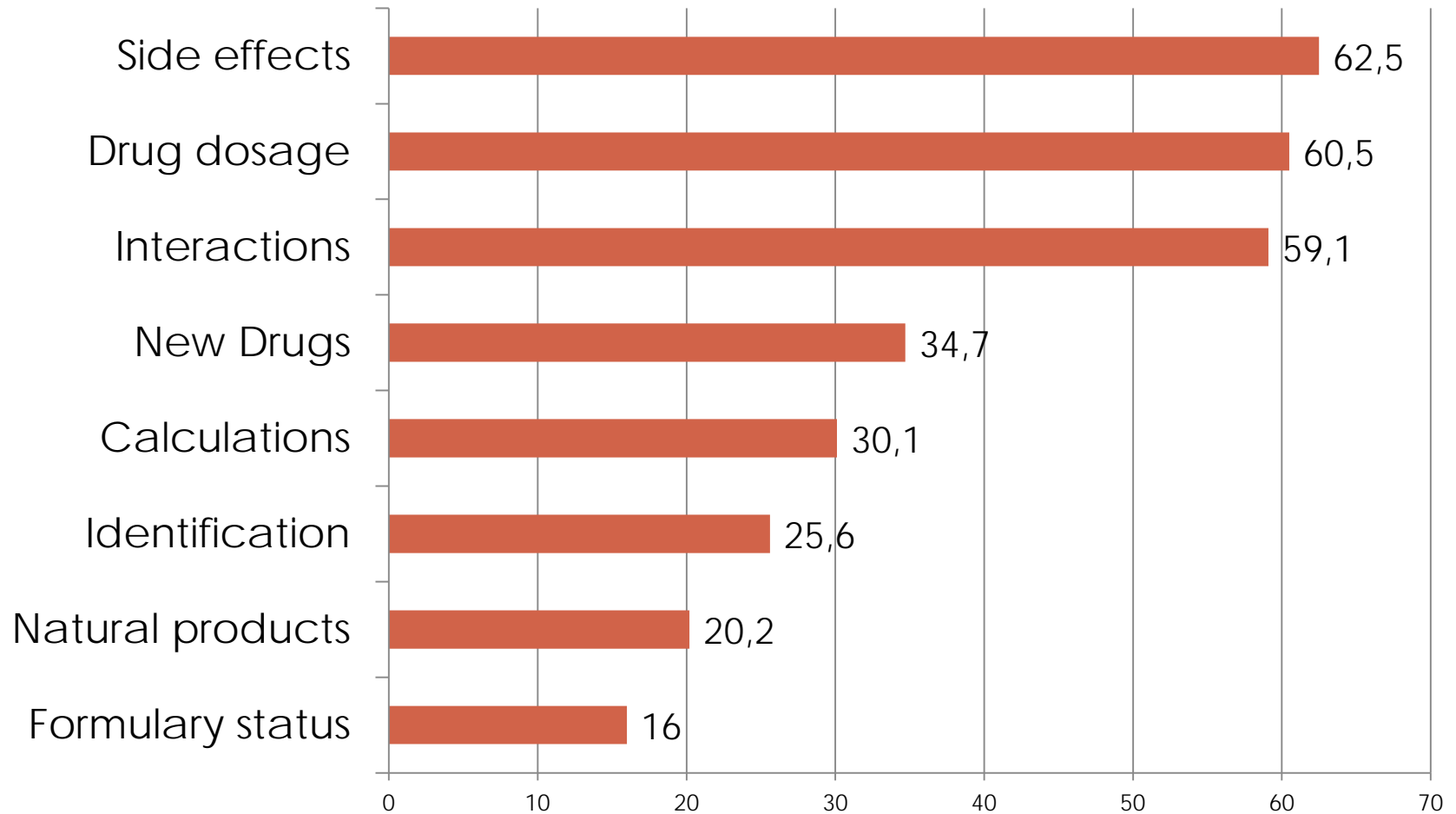


Do you use your mobile device(s) to find health or drug information?

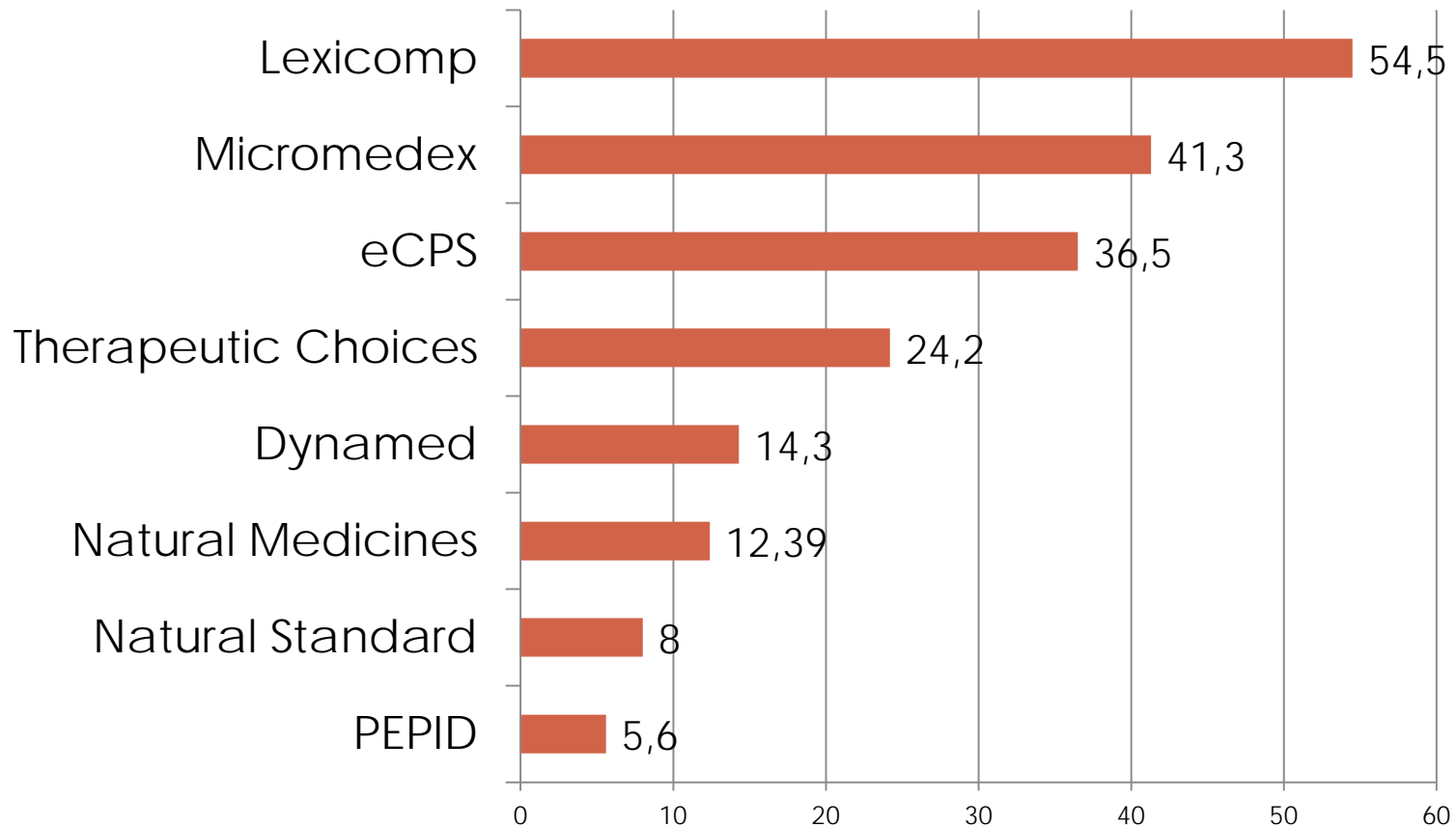


n=463

How frequently do you use your mobile device to find information on...?



How frequently do you use your mobile device to access these products?





What do you **like** about using drug or health information resources on your mobile device?

- Mobile/portable nature
- Convenience
- Easy to use

“Ease of use”

“Easy to navigate”

“Easy and quick to access”



What do you **dislike** about using drug or health information resources on your mobile device?

- Cost
- Wireless connectivity
- Small screen & font
- Perceived lack of professionalism

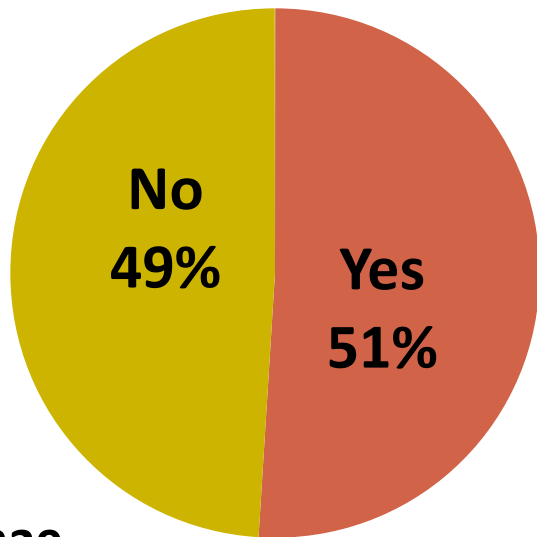
Professionalism

- "Sometimes I feel like professors **don't like us using** our mobile devices."
- "The fact that I'm on the device while talking to a patient **doesn't look professional.**"
- "**Frowned upon** by most chain pharmacies."
- "Difficult to read some online resources if using the browser as opposed to a specifically-designed app. **Don't want to appear unprofessional** if anyone is unsure why I am using my phone in a meeting, etc."
- "Don't want it to look like I am **playing or texting** on my phone"

Challenge: Awareness

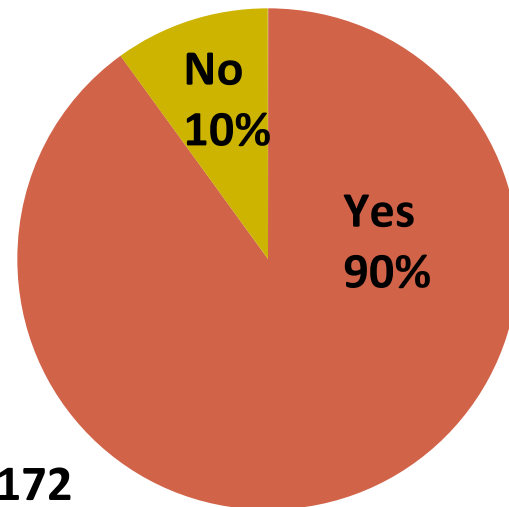
- A need to promote:
 - mobile apps offered through the Library's subscribed resources;
 - free or inexpensive *quality* apps that may be available independent of library subscriptions.

Are you **aware** that your library provides access to health information resources for your mobile device?



n=339

If **yes**, have you **used** any of those information resources?



n=172

Challenge: Collections

- Desire for vetted lists of available apps
- Need to keep list up to date and very “findable”
- Discovering and promoting non-iOS options in an iOS market

Challenge: Support

- Expectations about level of support provided by the Library vs vendor
- Help with installation
- “Can you do it for me?”

Reasons why they have not used the Library resources

- "Time. We (faculty and students) will only get going on this if we have an in-class tutorial in which we bring our devices and get the software, log-ins, accounts, and preferences set up in real time as a group. ***Having individuals do it on their own initiative is a recipe for low uptake.***"

Discussion

- There is a need to identify free and subscription apps relevant to Pharmacy
- There is a need to keep this list up to date and very “findable”
- There is a need to provide hands-on sessions assisting students with installation
- Wireless access in hospitals and clinics remains a barrier to use

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References

1. Franko OI, Tirrell TF. Smartphone App Use Among Medical Providers in ACGME Training Programs. J Med Syst [Internet]. 2011 Nov 4 [cited 2013 May 16]; Available from: <http://www.ncbi.nlm.nih.gov/pubmed/22052129>
2. Boruff J, Storie D. Mobile devices in medicine: a survey of how medical students, residents, and faculty use smartphones and other mobile devices to find information. J Med Libr Assoc. Jan 2014; 102(1): 22–30.

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