Negotiation techniques in a digital library

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Introduction. The Andalusian eHealth Library (Biblioteca Virtual del Sistema Sanitario Público de Andalucía, BV-SSPA), created in June 2006 as an strategic action of the Andalusian Government with the aim of becoming the engine for the knowledge management of the health system in the region, has meant a radical change of mind in the way libraries can be managed:
− as a regional library, it coordinates the 41 document library centers of the hospital network;
− it is an organization in charge of its own budget and managing;
− it is the only intermediary for contracting health scientific resources.

Objectives. Andalusia is the widest region of Spain, with more than 8 million inhabitants, 105,000 health professionals for 41 hospitals, 1,500 Primary Healthcare Centers, and 28 centers for research, training and managing purposes, and this Virtual Library was created to cover all these Health Services. Before the creation of the BV-SSPA every center had its own budget and management decisions concerning scientific resources. With the setting up of the BV-SSPA, both management and budget were centralized in order to rationalize the subscriptions into the Andalusian Health System and democratizing the health professional access to qualify scientific information, regardless of the professional workplace. The main objective to be aimed by this work is to demonstrate that the central purchasing for electronic scientific resources implies a change in negotiation techniques with suppliers, and that it is necessary to establish a new license model for digital resources in regional digital libraries.

Methods. As the BV-SSPA was named the only intermediary for contracting electronics resources, hospitals were not allowed to subscribe any resources. The collection was rationalized according to user studies, and a wide analysis to avoid the duplicated titles in the Health System. Consequently, not only big hospitals had access to the scientific information but also the professionals who worked for Primary Care and other Centers. Negotiations techniques changed as the BV-SSPA is stronger than individual hospitals and it moved to a digital scenario.
Nowadays, the Andalusian eHealth Library deals directly with editors and negotiates not only the cost of the access to electronic resources but also the conditions in which these resources are accessible to the users. We analyze both, the prices of the subscriptions and the clauses of the licenses to be checked:
− number of titles and price;
− authorized users;
− embargo clauses;
− access model (remote, site, online…);
− authorized uses: Interlibrary loan, training, institutional repositories;
− procedure for title changes;
− payment, due date and interests;
− applicable laws;
− perpetual access;
− backfiles;
− etc.

Results.
− Before the BV-SSPA, 5,267 titles were subscribed by hospitals and 2,967 of them were subscribed repeatedly (by two or more hospitals), this represented more than 55%. The rationalization of the subscription investment has been reached, as the BV-SSPA offers access to 1,697 subscribed titles for all the professionals of the Health System.
− The negotiation techniques and license models have changed accordingly, obtaining lower prices and additional advantages for our users. In 2012, it reached a saving of 14% from the original budget, which allowed the continuity of the BV-SSPA without decreasing the quality offered to their users.
The editors are starting to accept the change of their license clauses according to the new digital centralized scenario.

**Conclusions.** The BV-SSPA has become the Central Unit for purchasing offering librarian services, and a reference to users in terms of knowledge management. This fact made her strong enough to deal with suppliers and reach more advantageous price conditions and access to its users. From its position it is easier to negotiate good prices and use conditions for the Andalusian Health System. The conditions of use for the electronic scientific resources must be carefully studied, and a change of licensing models adapted to regional digital libraries is necessary offering safe and advantageous use of the products.