



#### **Mobile Apps vs Access**

- Apps
  - Software designed to work on a specific OS
  - Found using the "App Store" or "App World" for that OS
  - · Downlod to device, install, run on device
- Access
  - Web based mobile access
  - Web site designed to work on some or all mobile platforms
  - Any or some smart phones with a data plan can access

# **Useful Mobile Apps and Access**

- NOVEL mobile in progress
- NLM Mobile
- PubMed On Tap
- PubMed mobile
- MedlinePlus mobile
- Other NLM mobile tools
- Other health related mobile toolsQuick Response (QR) Codes and Readers







#### **NLM Mobile Tools**

- National Library of Medicine:
- http://www.nlm.nih.gov/mobile/
- Apple device Apps (iPhone, iPod Touch, iPad):
- Pubmed on Tap
- Health Hotlines
- AIDSinfo
- Mobile Web access:
  - PubMed
  - MedlinePlus
  - Wireless System for Emergency Responders (WISER)
  - NCBI Bookshelf
  - Radiation Emergency Medical Management
  - AIDSinfo mobile

## PubMed on tap

- Apple App iPhone, iPod Touch, iPad
- ▶ Found on Apple App Store (\$2.99)
  - · Lite is Free, limited to 10 retrieval
  - Search PubMed on your Apple device
  - View citation and abstract
  - View full text if available (Licensing)
  - Downoad PDF and save to device
    - Requires separate App for reading and storing PDFs
      - · iBooks, for example
  - E-mail references (with pdfs) from within the application



PubMed On Tap

#### **PubMed for Handhelds Website**

- http://pubmedhh.nlm.nih.gov/
- Search PubMed using your device browser
  - Multiple search strategies
  - · View citation and abstract
  - Get full text when available
    - · Based on your IP address
  - Browse journal ToC
  - · Select set of titles available
  - Can download and save PDFs
    - · With appropriate apps



#### MedlinePlus Mobile

- Authoritative consumer health information
- http://m.medlineplus.gov/
- Search by:
  - Health Topics 800 diseases, conditions and wellness topics
  - Drugs
  - Dictionary
  - · Current Health News



#### Other Mobile Apps/Access

- Check with your local institution
- Licensing may be paid by your library!
  - DynaMed A clinical reference tool for use at the 'point-of-care'. More than 3200 topics.
  - <u>LexiComp On-Hand</u> Provides point of care drug information and interactions.
  - 5-Minute Clinical Consult Delivers on the spot diagnostic and treatment facts on 900 medical conditions to your mobile device.
  - ICD-9-CM Mobile access to ICD-9 codes with quick and easily drill down to a specific condition via medical systems.

#### **QR Codes and Readers:**

Using Smart Phones to Deliver Information



#### What is a QR Code?

- ▶ QR = Quick response
  - Two-dimensional, or, data matrix code designed to be decoded at high speed by mobile devices and smartphones
  - · Essentially, a more complex bar code
    - $\cdot$  typical barcode can hold a maximum of 20 digits
    - $\cdot$  QR-Code can hold up to 7,089 characters
    - Originally developed to assist in inventory by Japanese company, Denso-Wave



# **Expanded uses**

- Smart phones with cameras dramatically increased potential uses of QR Codes
- Instant access to information using a data plan!
- Quickly adopted for marketing and advertising
- More common in UK, Asia, EU, Australia



#### How does it work?

- Need a QR Code reader for your smart phone or mobile device.
- ▶ Use camera and app to snap the QR Code
- QR Reader decodes and converts the code to information



# Free QR Code Readers

- ▶ BeeTagg Reader
- ▶ ScanLife
- ▶ QR Code Reader
- ▶ UpCode Reader
- **Kaywa**
- ▶ Mobiletag
- And more!
- Search your "App Store"













# **Supported Smart Phones**

- Apple
- Blackberry
- Android
- Windows Mobile
- Svmbian
- Palm
- · And more!











symbian



#### What kinds of information?

- QR Codes can contain many types:
  - URLS to Web sites
  - Video
  - RSS Feeds
  - Text messages
  - Phone numbers
  - Business cardsLocations on a map





## **Eccles Library Implementations**

- ▶ Digital Collection Records
  - NOVEL: Neuro-Ophthalmology Virtual Education Library
  - Gittins Portraits of prominent UUHSC personalities
- ▶ Current Literature Health Topics (RSS)
- ▶ Subject Guides on Health Topics
- Class Registration
- Events @ the Library
- Directions/Map to the library
- ▶ Bookmarks Links to Web sites





- Link to:
  - your Web site on promotional material
  - information about your practice
  - information about diseases and conditions
  - promote clinical trials or special services
  - Your "business card"





## Free QR Code Generators

- ▶ BeeTagg QR System
- Delivr
- Kaywa
- QR Code Generator
- ▶ Goqr.me
- Qreate
- And more!
- Most generators include analytics to monitor usage



BeeTagg OR Swstem

delivr

#### **Process**

- ▶ Eccles Library using BeeTagg QR System
- Generate Code for each resource
- Track usage based on individual code
- Recommendations about size of code
  - ▶ Cannot be too small
- Demo

- · BeeTagg Library account
- · Generate Code
- · Show stats



# Not too detailed, Not too small Library Catalog QR Code from BeeTagg

Library Catalog QR Code without a shortened URL http://thoth.library.utah.edu:1701/primo\_library/libweb/action/se arch.do?dscnt=0&vid=UUU&dstmp=1284753616331&fromLog in=true

# Benefits of Using QR Codes

- > Push information to users at point of need
- Specific information Context sensitive
- User takes info home via phone
  - Save Web bookmarks
  - Save documents
  - Instantly use contact information
  - Receive supplemental media (video, audio, images)
  - Conference posters
  - Tool for professional networking
- Can be scanned either from a computer screen or a printed document





- Inconsistencies
  - Devices
  - Lighting level required
  - Flash interference

  - Device Browser
    Some URL's caught in a loop
    - Display variances affect quality of information retrieval experience
  - Readers
    - Variable performance
  - Functionalities vary depending on device
  - Partial decoding and decoding failures
  - Contact information and phone number display as text rather than information for an action to be performed



