



January 23, 2003

Dear Colleague,

The National Library of Medicine (NLM) and the American College of Physicians Foundation (ACPF) launched a pilot project in March 2003 to enable physicians to provide their patients with an Information Prescription referring them to MedlinePlus. ACP members in the states of Iowa and Georgia were invited to participate in the project and 34 percent of practicing physicians chose to do so.

The participants were sent a custom designed kit that contained Information Prescription pads, bookmarks, posters, a patient health record and a MedlinePlus CD. Different levels of evaluation included physician and patient surveys, web counts, and focus groups. The initial pilot project has been very well received.

In preparation for a national launch of the project in April 2004, there are some areas where we need more information. We need more feedback on how physicians are using the materials and what patients are doing with the Information Prescription. We need to test the changes made to the promotional materials based on feedback from the initial project. And very importantly, we need to determine how public and health science libraries can be involved if they wish to do so.

For all these reasons we have begun another pilot project in Virginia. Letters inviting ACP members in Virginia to participate were sent earlier in January. I invite you to work with us and with other librarians in your area, to develop options for how the libraries could be involved in this very important partnership. On December 16, Linda Watson organized a meeting with some Virginia librarians and we discussed a number of options for projects. In the coming weeks we will be identifying a few to test and will be asking selected libraries to work more closely with us. If we contact you to request your participation in the special pilot, we hope you will be willing to help us.

Soon, we will be sending all the Virginia public and health science libraries an order card so that you request project materials for your library. If you have any questions, please contact your regional coordinator:

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Sincerely,

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