

The National Elf Service

No bias, no misinformation, no spin. Just what you need!

Keeping up to date with the latest reliable health and social care research has just got a whole lot easier with the launch of the National Elf Service: www.nationalelfservice.net



Our helpful elves provide accessible, usable and reliable summaries of important new evidence in a form that professionals can digest quickly and easily.

Why we need the National Elf Service

“We know from a range of studies that health and social care professionals need evidence more often than they get it and, as a result, the currency of their knowledge degrades over time.

“We also know that giving clinicians access to evidence reduces errors and improves outcomes. The problem is that research papers are inaccessible to the majority of professionals, who don’t have the time or skills to appraise them and act upon their findings.” says Founder André Tomlin.

It is this opportunity that the National Elf Service addresses: **supporting evidence-based practice by helping people to keep up with current best evidence** in the limited time they have available.

The website was started in 2011 by Oxford University spin-out company Minervation (www.minervation.com). It’s a co-produced project involving hundreds of professionals and service users and it’s always stood out from the crowd.



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How it works

“Accessibility, usability and reliability are the key to providing effective digital health information resources. That’s always been our key driver as we’ve built the elf websites.” Douglas Badenoch, Founder

Starting in the areas of Mental Health and Learning Disabilities, the National Elf Service’s dedicated readership has doubled every year, now with over 50,000 Twitter followers. The website now has more than 200 experts writing blogs, published every week day, which summarise the latest reliable research in short and easy to read articles.

The bloggers critically appraise the research they write about and provide a summary of strengths and limitations, alongside a clinical commentary that puts the evidence into context for busy professionals.

Now featuring commissioning evidence

The Commissioning Elf has now joined the National Elf Service, bringing with him regular blogs about a wide range of topics including needs assessment, evaluation and impact assessment, strategy development and planning, service review and improvement, procurement, resource allocation, financial management, payment mechanisms, partnership working, competition, financial sustainability, outcomes based contracting/commissioning, integration, service reconfiguration, urgent care and specialised commissioning.



Led by Caroline De Brun (Knowledge and Evidence Specialist, Public Health England) and Alison Turner (Head of Evidence Analysis, Midlands and Lancashire CSU), the Commissioning Elf features weekly expert blogs that summarise the latest evidence in the field.

A proven concept, ready to scale up

We now collaborate with clinicians, practitioners, patients and researchers from over 100 institutions.

Elves launched so far:

- Mental Elf (Apr 2015)
- Social Care Elf (Jun 2015)
- Learning Disabilities Elf (Jun 2015)
- Musculoskeletal Elf (Aug 2015)
- Dental Elf (Aug (2015)
- Commissioning Elf (Nov 2015)

Elves to be added soon:

- Child Elf
- Diabetes Elf
- Lifestyle Elf
- Stroke Elf
- Education Elf



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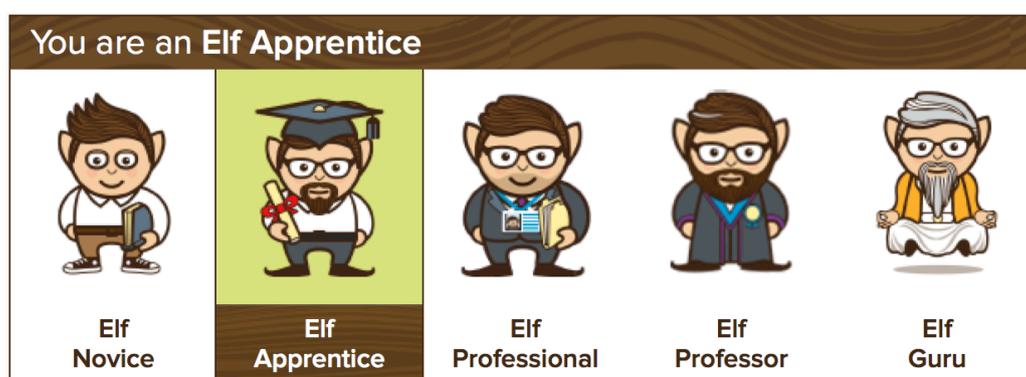
Personalised services to help professionals use evidence in practice

The new National Elf Service now also offers a number of additional personalised services, which individuals or institutions can purchase through subscription, to enhance their experience of the core free service:

1. Tailored **email alerts** to keep users up to date with the latest reliable research
2. The ability to **automatically track Continuous Professional Development** and print certificates that summarise a user's learning
3. Online **journal clubs and expert discussions** where members can interact to refine their critical appraisal skills
4. **Reflective practice notes** where subscribers can keep track of their learning
5. A **networking function** to help users connect with experts and colleagues in their field of interest

“Supporting professionals to keep up to date with complex research is about so much more than just giving them access to the papers. The whole process needs to be enjoyable and engaging if people are to truly understand the evidence and the impact that it might have on their practice”, continues Tomlin.

“We’ve created a fun and approachable brand, which breaks down the barriers to evidence-based research that many professional groups have previously struggled to overcome. Our new subscription features use gamification techniques to make the whole experience pleasurable rather than stressful. We’re incentivizing people to learn about new evidence, discuss it with colleagues and experts, and track this learning so that it can be automatically added to their CPD [continuing professional development] file.”



We make keeping up to date with evidence-based research a fun and engaging experience.

Making evidence-based practice a reality

The National Elf Service is a new type of disruptive digital health resource. It will help make evidence-based practice a reality by:

- Providing quick access to relevant and reliable new evidence
- Democratising the debate around research
- Equipping professionals with the skills they need to use research in practice
- Providing the tools professionals need to track their learning and contribute to their CPD



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Sign up now

The National Elf Service website offers personalised features for subscribers. There are many ways to sign up:

1. Institutional subscription (prices available on request). Contact us to discuss your requirements and make big savings on a bulk subscription for your staff.
2. Individual monthly subscription (£10 per month)
3. Individual annual subscription (£60 per year)
4. Individual 3-year subscription (£120 for 3 years)
5. Individual free trial (2 weeks free access to full membership features)

Register online at: <https://www.nationalelfservice.net/register/>

Find out more

Find out more by watching our videos:

- Promotional video: <https://vimeo.com/channels/nationalelfservice/105680884>
- Subscribers features: <https://vimeo.com/channels/nationalelfservice/128611186>

For further information, interviews and details of institutional subscriptions, please contact:

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