

National Elf Service



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

www.nationalelfservice.net

Who is behind the National Elf Service?

The National Elf Service is owned and managed by **Minervation Ltd**; a digital consultancy specialising in **evidence-based healthcare**. Founders André Tomlin and Douglas Badenoch speak here about their history and why they wanted to become elves:

20 years in evidence-based healthcare

We have both worked in many different settings (Public Sector, Academic, Commercial) but share a commitment to **evidence-based practice, co-production** and **user-centred design**. We're Information Scientists who have worked in Oxford since the early 1990s, and have been lucky enough to be part of the extremely influential evidence-based healthcare movement. We work closely with many of the intellectual leaders in this field, such as the Centre for Evidence-Based Medicine, Cochrane and the James Lind Initiative.



Why elves?

In 2011 we decided to start our own **health evidence website**, having worked for many years on evidence-based sites for the NHS, leading charities and international commercial clients. Our aim was to create something a bit different, which was **warm** and **welcoming** to all professionals who need the latest reliable research. So many research sites are inaccessible to frontline practitioners and our vision is to break down those barriers and create something that everyone can use.

Building our community of elf bloggers and partners

It's been a team effort from the word go. We launched the Mental Elf (led by André Tomlin), the Learning Disabilities Elf (led by John Northfield) and the Dental Elf (led by Derek Richards) all during the Summer of 2011. These blogs took off really quickly, because people liked the **reliable content, fun design, accessible writing style** and **highly usable format**. The following year we started inviting other experts to contribute, and we now have **over 300 clinicians, practitioners and researchers** who write blogs for us from **over 100 institutions**.



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**. It's a co-produced project involving hundreds of professionals and service users and it's always stood out from the crowd.

How it works

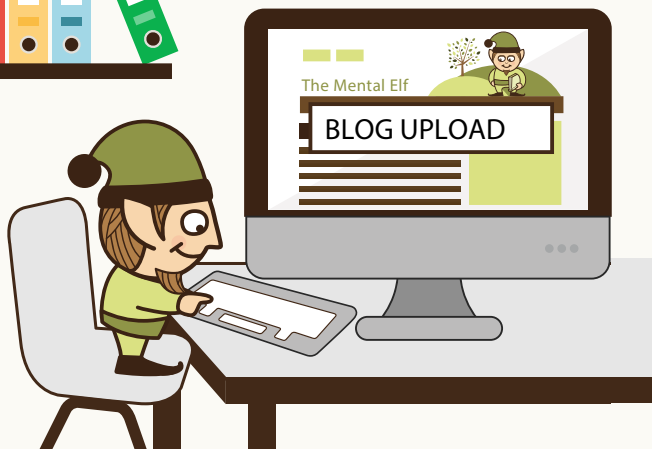
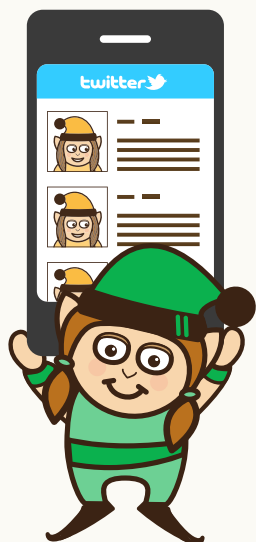
"Accessibility, usability and reliability are the key to providing effective digital health information resources. That's always been our mantra as we've built the elf websites."

Douglas Badenoch, Founder



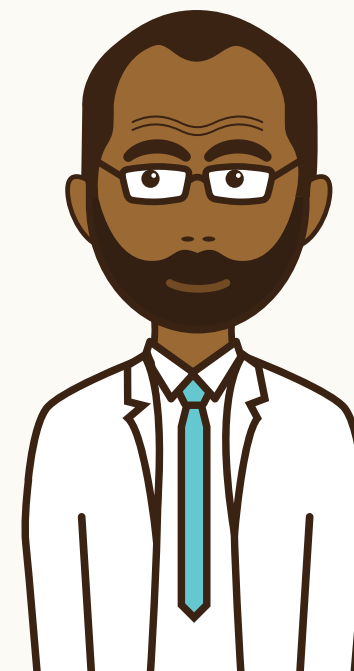
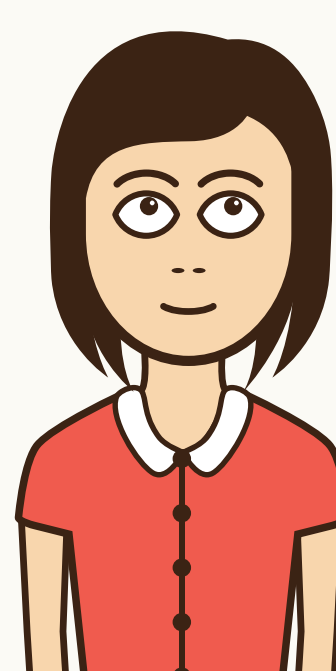
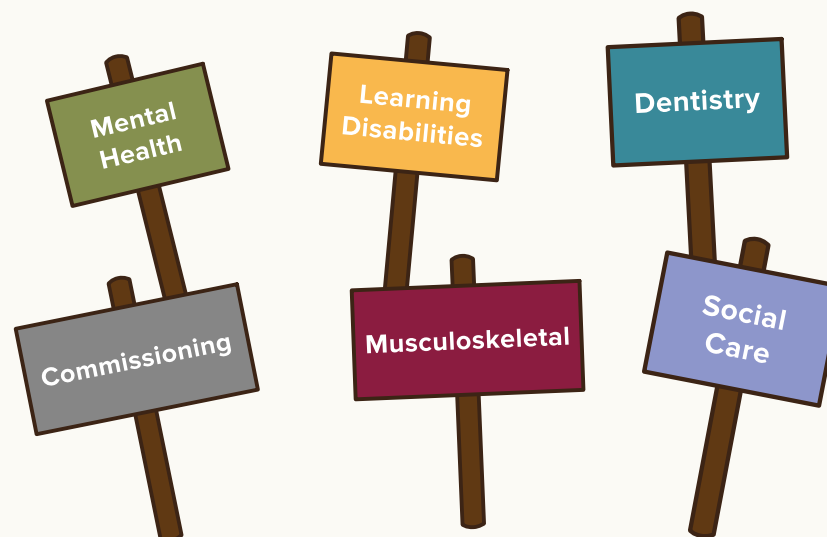
The bloggers **critically appraise** the research they write about and provide a summary of **strengths and limitations**, alongside a **clinical commentary** that puts the evidence into context for busy professionals.

The National Elf Service's dedicated readership has doubled every year, now with over 60,000 Twitter followers and a million website visitors in 2016. **The website has more than 300 experts writing blogs**, published every week day, which summarise the **latest reliable research** in short and easy to read articles.



A proven concept, ready to scale up

We have proven the concept in the topic area of Mental Health, and in 2015 we extended the service to cover Social Care, Learning Disabilities, Commissioning, Dentistry and Musculoskeletal Health. So far, each Elf has repeated the pattern of success pioneered by the Mental Elf. We now collaborate with clinicians, patients and researchers from over 100 institutions.



Membership benefits for individuals and institutions

Individuals or institutions can subscribe to the National Elf Service.

Individuals can personalise their learning with:

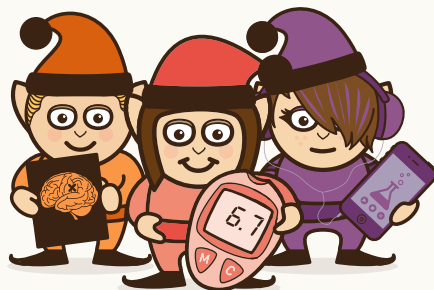
1. Tailored **email alerts** to keep users up to date with the latest reliable research
2. The ability to **automatically track Continuing Professional Development (CPD)** and print certificates that summarise a user's learning
3. **Expert webinars, live streamed discussions and podcasts** bring the evidence to life for busy professionals
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
6. The whole website is '**gamified**' to incentivise engagement, and members become elves when they subscribe

Institutions can embed new digital skills and utilise our network to have greater impact with their research:

1. Free workshops and consultancy support on social media and blogging for your staff
2. Digital dissemination of your research and publications across our extensive networks
3. Support to embed new evidence into your local curricula
4. Usage reports summarising the levels of engagement by your staff and students
5. Partnership opportunities to steer future development of our service
6. Volume discount pricing



Further elves are in the pipeline. We are keen to work in partnership with Universities, Charities and Public Sector Bodies, so please contact us if you would like to discuss working together on a new elf topic.



“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.”

“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 easily be added to their professional development records.”

says Founder **André Tomlin**.

Join the **National Elf Service** and become an elf!



Elf
Novice



Elf
Apprentice



Elf
Professional



Elf
Professor



Elf
Guru

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
- Supporting all professionals to develop the skills they need to use research in practice
- Providing the tools professionals need to track their learning and contribute to their CPD



Sign up now

The National Elf Service website offers personalised features for subscribers.

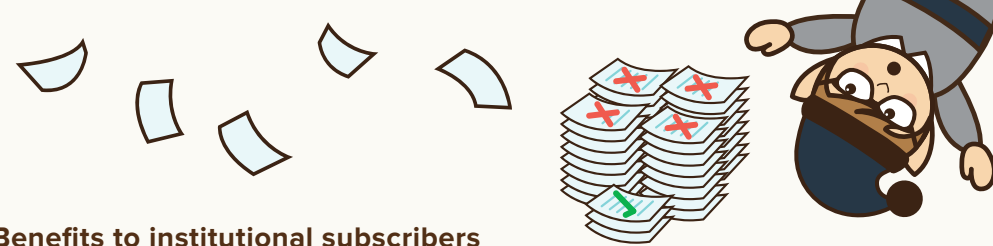
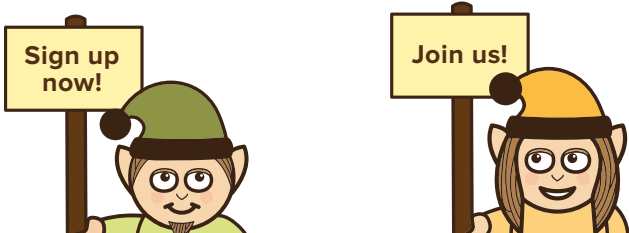
Benefits to individual subscribers

- Full access to the National Elf Service premium features: <https://vimeo.com/minervation/elf-features>
- Keep up to date with the latest reliable health and social care evidence
- Receive tailored email alerts on topics of your choosing (e.g. oral health & mental illness)
- Developing critical appraisal skills whilst learning about the latest research
- Automatically track your learning for CPD purposes and download CPD certificates summarising time spent on the site
- Connect with experts and colleagues
- Participate in online debates, discussions and journal clubs (around the campfire)

Prices for individuals (including VAT)

Subscription type	Price
2 week trial	Free
Monthly subscription	£10
1 year subscription	£60
3 year subscription	£120

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



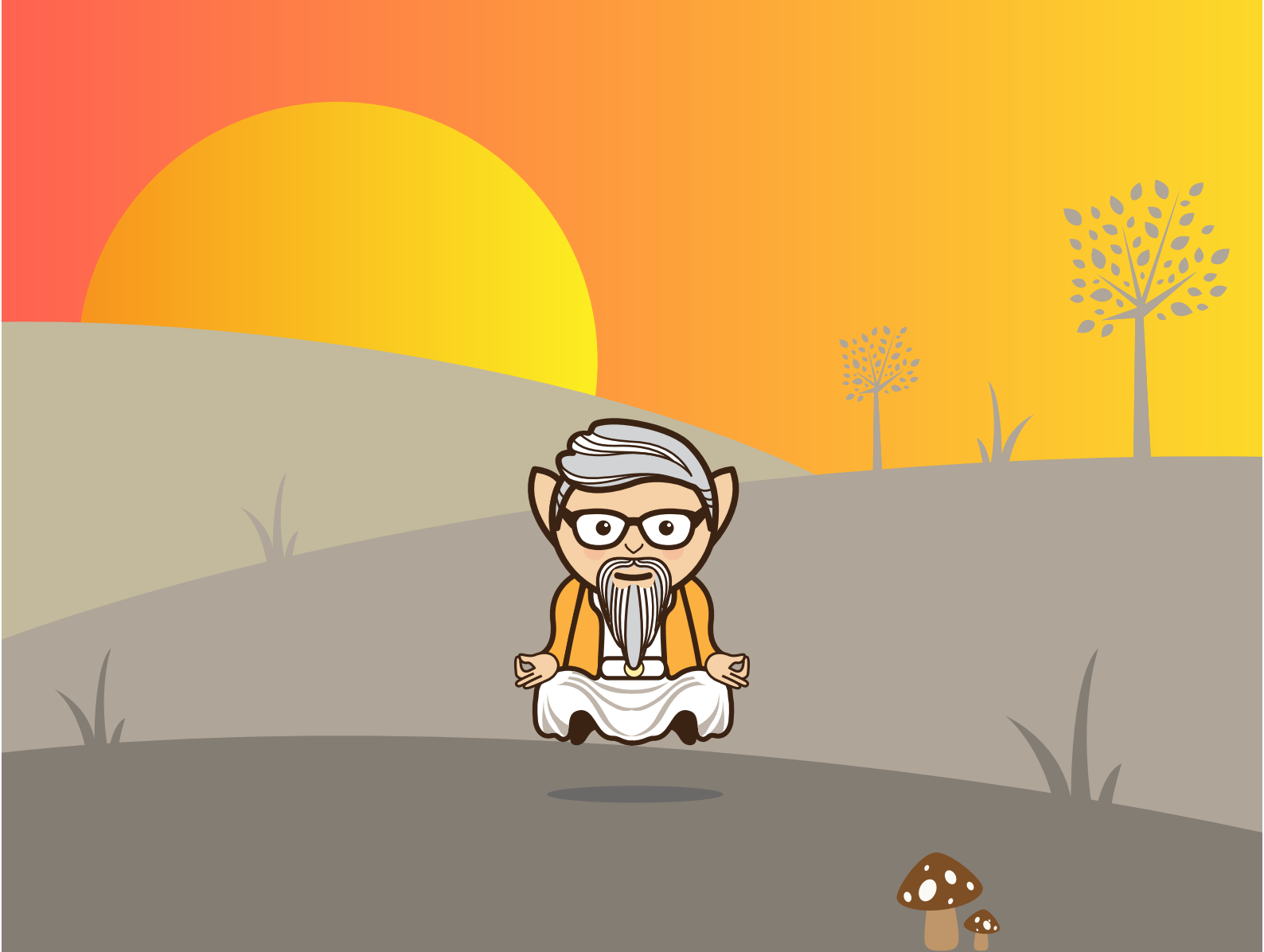
Benefits to institutional subscribers

- Offer this innovative digital health CPD system as an exclusive membership benefit to your staff and students
- Free workshops and consultancy support from our team of experts, to help you make more impact on social media
- Digital dissemination of your research
- Support to embed new evidence into your local curricula
- Receive usage reports that summarise the levels of engagement that your staff have with the latest research (confidential reports without individual attribution)
- Help steer the future development of the website (e.g. which topics we cover)



Volume discounts & free consultancy support (excluding VAT)

Number of concurrent users per license	1 year price	3 year price	Free consulting support in the first year of subscription
10	£500	£1,000	1 hour
25	£1,150	£2,300	2 hours
50	£2,000	£4,000	4 hours
100	£3,000	£6,000	8 hours
250	£6,000	£12,000	16 hours
500	£8,000	£16,000	24 hours



Find out more

Find out more by watching our videos:

- Promotional video:
<https://vimeo.com/minervation/elf-promo>
- Subscribers features:
<https://vimeo.com/minervation/elf-features>

For further information, subscription details, or to arrange a presentation in your organisation, please contact:

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