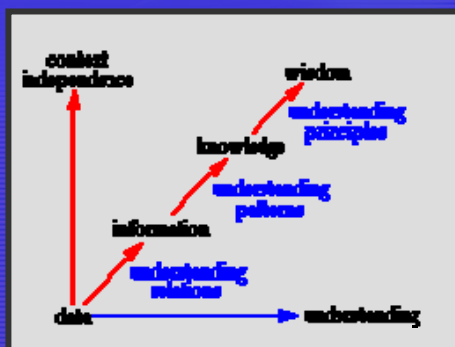


Knowledge Management in Support of WR Offices

Najeeb Al-Shorbaji
Coordinator, Knowledge Management and Sharing

Data, information, knowledge, wisdom



- A collection of data is not information;
- A collection of information is not knowledge;
- A collection of knowledge is not wisdom;
- A collection of wisdom is not truth.



What is Knowledge Management?

- Knowledge Management was defined as “a new discipline that promotes an integrated approach to the capture, search and use of the organization’s information assets including databases, documents as well as the un-captured tacit expertise and experience of individual staff”.

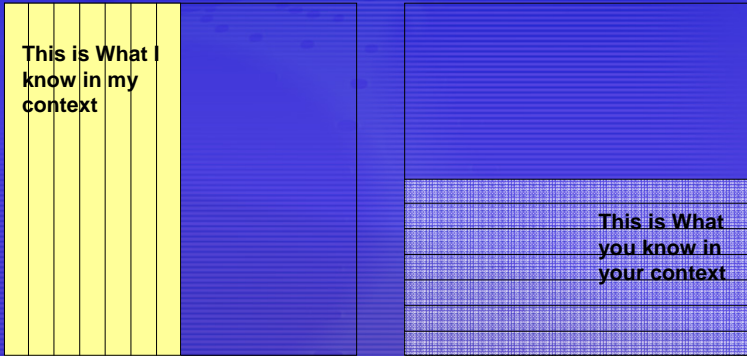


Knowledge Sharing

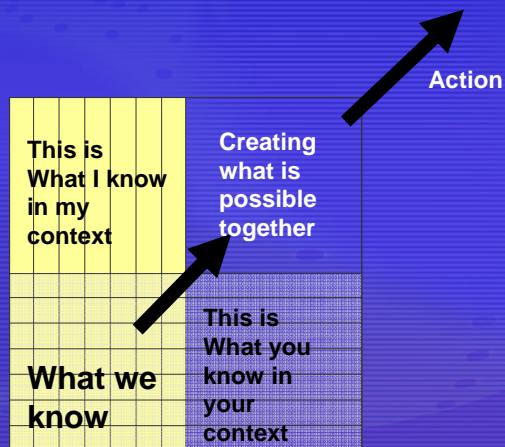
- KM starts with an organization's business objectives and a recognition of the need to share information among staff and partners;
- KM means that knowledge is shared widely rather than being restricted to only selected individuals or levels of a corporate hierarchy;



Knowledge Sharing




Collective Knowledge





Types of Health Information:

- 1. Technical and scientific medical information in books, journals, reports, CD-ROMs, websites, etc;**
- 2. Clinical information in medical records and laboratory reports;**
- 3. Management, financial and human resources information in management information systems;**
- 4. Statistics and surveillance data in health surveys and health statistics databases;**

- 
- 5. Public information for health promotion, health education in media, press and consumers websites;**
 - 6. Personal information in health records and other demographic information systems.**

Knowledge and Information assets



Two types:



1. **Explicit Knowledge** (information that has been recorded):
 - ✓ Electronic (Databases, websites, CD-ROMs, etc);
 - ✓ Printed (Documents, reports, books, articles, etc);
 - ✓ Published (journals, books, reports);
 - ✓ Semi-published (documents, reports);
 - ✓ Unpublished;
2. **Tacit Knowledge** (not yet captured in written format)
 - ✓ Expertise and experience of individual staff.

Tools to Manage Knowledge Assets



A) Explicit Knowledge (Tangible)



- Regional Office website;
- Regional Office Intranet, Bulletin Board and e-mail;
- Library databases of both internal and external resources;
- Databases and directories of staff, experts, partners, collaborators, focal points, etc;
- The Institutional Digital Memory;
- Electronic Management of Documents and Archives (EMDA);
- Portals on SharePoint;
- Discussion groups and networks;
- Short Messaging Services.



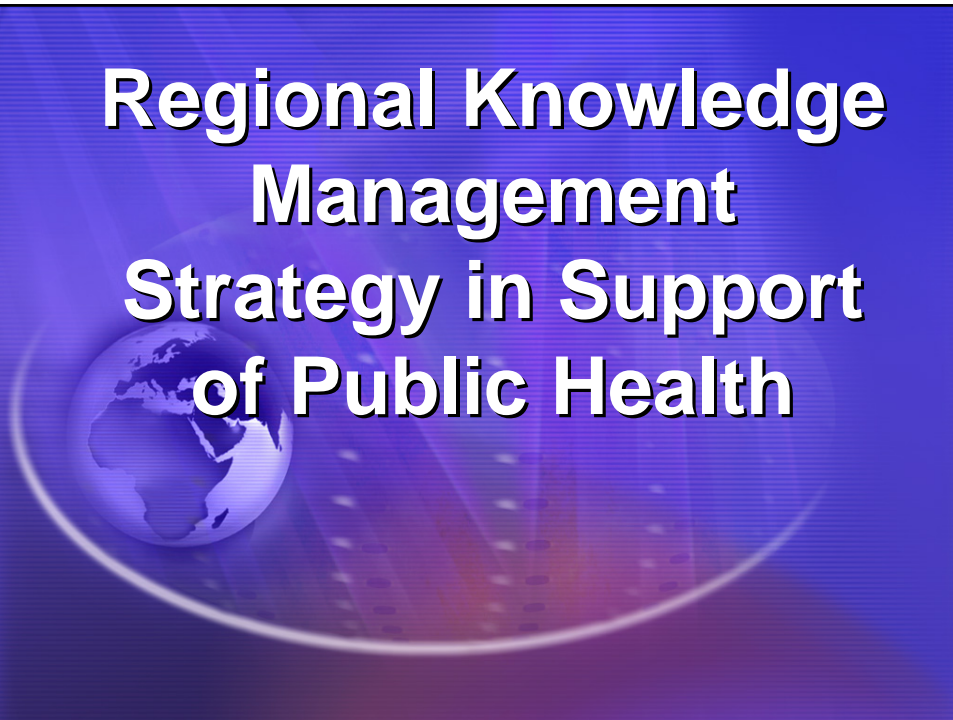
B) Tacit Knowledge (Intangible)

- **Formal meetings;**
- **Informal Discussions (brainstorming sessions);**
- **Individual meetings: managers and staff at all levels;**
- **Specialized Committees;**
- **Task Forces;**
- **Pair and peer reviews;**
- **Teams and work groups;**
- **Video and audio conferences;**
- **Conferences, training sessions, etc;**



Knowledge Management and Sharing in EMRO

- **Information Technology and Telecommunication**
- **Library and Information Networks**
- **Production and Marketing**
- **WHO Arabic Programme**
- **Editorial and languages Services**
- **Eastern Mediterranean Health Journal.**



Regional Knowledge Management Strategy in Support of Public Health



The strategy

- **Strategic directions at regional level:**
 - *Managing knowledge policies;*
 - *Promoting electronic publishing;*
 - *Expanding multilingualism;*
 - *Enhancing networking and communication.*




The strategy

- **Strategic directions at country level:**
 - **Leveraging e-health: use of ICT in health;**
 - Measuring progress and trend analysis;
 - Use of statistics for quality improvement;
 - Health networking;
 - Representation;
 - Decentralization;
 - Health education and learning;
 - Delivery of health services;
 - Income generation and economic opportunities;
 - Access to information and knowledge.



The strategy

- **Strategic directions at country level:**
 - Building capacity for needs assessment, planning and evaluation;
 - *Strengthening national programmes for knowledge management;*
 - Enhancing information and communication infrastructure in health care institutions;
 - *Developing human resources;*
 - *Supporting knowledge translation;*
 - *Promoting knowledge generation;*
 - *Establishing knowledge hubs;*



Establishing knowledge hubs: Empowering the WR Office

- Disseminate high quality reliable health information through its technical staff, library, information centre, website, media campaign, etc;
- Collect high quality reliable health information from the country, verify information and its feeding to regional systems and dissemination to other interested agencies;
- Provide a platform for videoconferencing services, e-learning and access to world knowledge resources;
- Ensure a minimum information infrastructure in countries, which may include a local area network, local knowledge bases, reliable connectivity, access to regional and international knowledge resources, training facilities, selective collection of printed materials and human resources.



Eastern Mediterranean Knowledge Network for Health (EMKNet)

- **To ensure the flow of high quality reliable information among professionals and institutions, and serve as a forum for networking and communities of practice and creation of virtual teams in the Region;**
- **Use of ICT resources;**
- **Full participation by member states and professionals.**



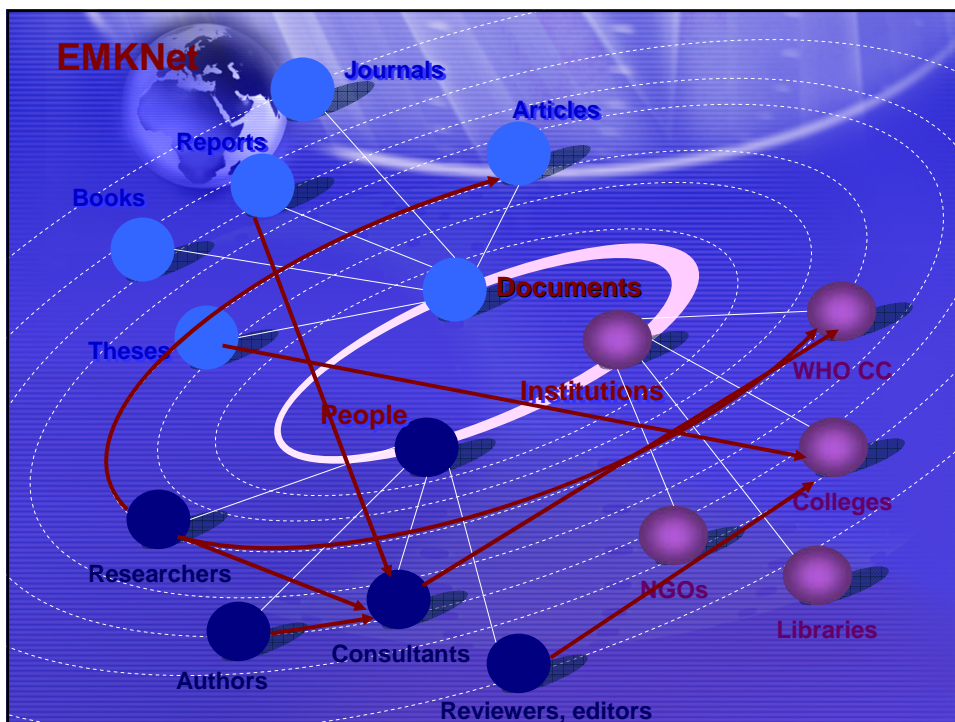
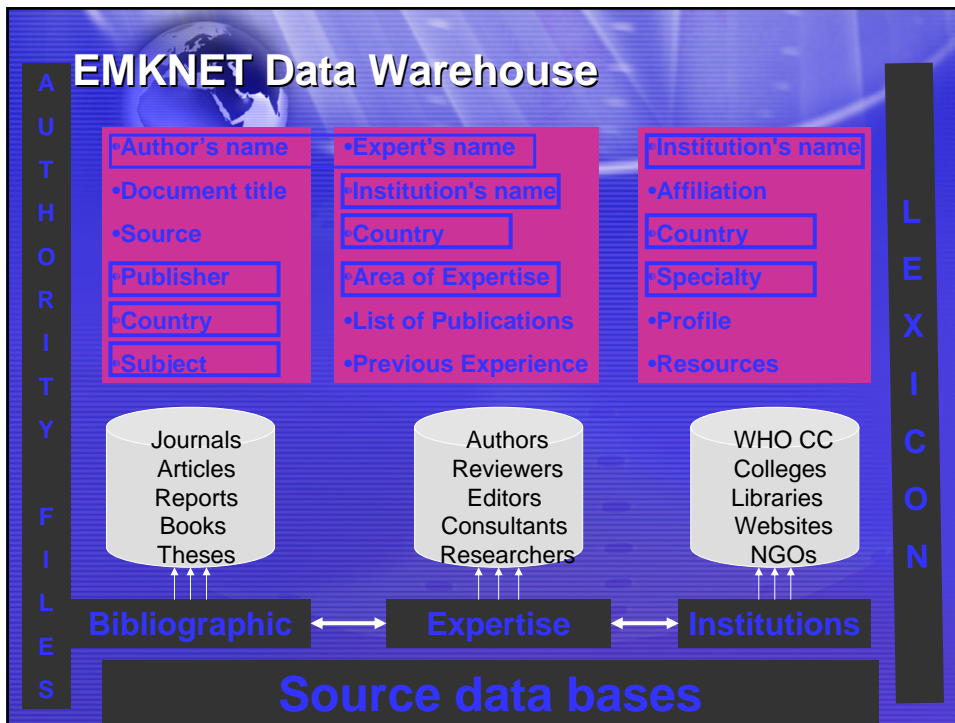
Eastern Mediterranean Knowledge Network for Health (EMKNet)

- **Creation of a data warehouse from which knowledge can be derived, through:**
 - mapping and identifying health and biomedical literature;
 - mapping, profiling and finding public health institutions;
 - locating expertise and sources of tacit knowledge within the Region;
 - developing networks and communities of practice in the Region;
 - identifying best practices and opportunities for exchange of experiential knowledge and collaboration.



Eastern Mediterranean Knowledge Network for Health (EMKNet)

- **The data warehouse will bring together three types of knowledge resources:**
 - bibliographic information;
 - information on expertise;
 - institutional information.





DISCUSSION

The background of the slide features a blue and purple gradient with a globe of the Earth in the lower-left corner and abstract light patterns.