The John & Nettie Mooney Library – Onalaska has been serving the health education needs of patients and families at the Gundersen Lutheran Clinic in Onalaska, Wisconsin since 2007.

In 2009, the clinic opened the Avery R. Gundersen Center for Women.

Plans for the Center for Women included a retail boutique. This is an emerging national trend that allows patients to enjoy “one-stop shopping” for their health, education, and retail needs.

The Center for Women wants to better serve patients by providing women’s health-related items in a discreet and comfortable setting.

The Center for Women wants to make health and patient education available for all patients.

The Center for Women wants to increase revenue.

The Center for Women’s unique approach to this trend was to include a resource library adjacent to the boutique.

The library provides books, CDs and DVDs to support all departments at the Onalaska Clinic: dermatology, rheumatology, internal medicine, sports medicine and physical therapy, women’s health, and more.

The Boutique provides products related to women’s health, such as:

- Skin care and cosmetics
- Lactation equipment: breast pumps, nursing bras, etc.
- “Hot Flash” pajamas and bedding for menopausal women with night sweats
- Nutrition and exercise information
- Meditation CDs
- Stretch therapy bands
- Vibrators and other personal devices
- Personal lubricants (our best-seller!)

How are the Library and the Boutique staffed?

- The library reference desk and Boutique are staffed by a rotating group of librarians and a Health Resource Center Specialist. The librarian and the HRC Specialist share responsibilities for library patrons and boutique:
  - Handle all typical library functions
  - Are trained to operate the cash register and credit card terminal
  - Have a basic working knowledge about many of the items sold in the boutique

The Health Resource Center Specialist

- Handles all the ordering of inventory for the boutique.
- Is responsible for all financial aspects.
- Is a certified fitter of nursing bras.
- Has received special education about women’s personal devices: vibrators, vaginal weights, personal lubricants.
- Is trained on library circulation software and basic search techniques.

A win-win-win-win situation!

- A win for the patients, who receive health information and any product they may need.
- A win for the library—boutique customers also use the library to preview materials recommended by their providers.
- A win for the boutique—after patients have “test-driven” books, CDs, or DVDs in the library, they can purchase them in the boutique.
- A win for providers—they have one place to send their patients for health information, resources, and product.