



Carnegie Program: ConnectWell an Essential Resource for Libraries Questions & Answers Session: January 14, 2026

[Video Link](#) to Recording of Program

To keep the video brief, we have provided answers to additional questions that came up at the end of the program in written form.

1. How do ConnectWell's virtual Library Programs work in a library setting? Do we set up a screen for patrons?

Yes, you can host ConnectWell's Direct-to-Patron Programs by setting up an event at your library with a big screen so that the program can be delivered as an onsite Library Event. Some of ConnectWell customers do this and it is a good way to get patrons familiar with ConnectWell and all it has to offer. Each month we provide a detailed listing of the ConnectWell Programs. We have 4 per month and our Library customers use our listing to post to their library's online calendar, email newsletters, social media and more. Here is an example of one of our customer's listings of a program:

<https://alpl.librarymarket.com/event/connectwell-health-risks-being-overweight-or-obese-62226>

Patrons register on the link provided and ConnectWell sends each registrant an email enabling them to connect to the program virtually. If a library hosts a program to be delivered onsite, the library would post the event to their calendar as an onsite event and have patrons register through their library registration system. To receive the virtual link a library staff member would register to the ConnectWell program enabling the library to display the program live for their attendees.

2. Are the programs live?

Yes, the programs are live, and there is a Q&A session so that participants can ask questions afterwards. In each program we show patrons how to access ConnectWell on their library's website so that they can start using the resource. The programs are recorded and we email the recording and presentation to all registrants after the program is complete. These educational programs are highly successful and we have regulars at these sessions, including entire families.

3. Do you need a library card to access the programs?

No, the programs are listed on each library's website and people can access the registration link without a library card. This makes the programs accessible. Often patrons don't have their library card handy.

4. How do people access the ConnectWell database?

When libraries subscribe to ConnectWell we work with each library to talk through where ConnectWell would be best placed on a library's website. We provide each library with its own unique URL to ConnectWell for them to include on their website along with a graphic image and description of ConnectWell. We can provide authenticated access or unauthenticated access to ConnectWell and this choice does not impact pricing. Unauthenticated access reduces the barriers for utilization of online services.

5. Please explain the multilingual capability?

ConnectWell incorporates Google Translate which is machine translation. Users click on the 'Select Language' tab and can choose from 243 languages. Machine translation is imperfect, but it is improving. The accuracy is highest for Spanish, French, German, Italian, Korean, Mandarin and other common languages and less accurate for languages that don't have a wide amount of internet content to train Google Translate on for their translation model. The models are constantly improving and AI enabled Google Translate from 110 to 243 languages in 2024. We have a disclaimer on the footer of ConnectWell: "This information is not intended to provide advice on personal medical matters or to substitute for consultation with a physician. Translation of the English version of this information into other languages is done using machine translation. ConnectWell does not claim accuracy for the translation."

Video content: for UCTV Videos we have closed captioning which enables people to turn on captions. This is useful for people who have hearing problems, and for people who don't speak English they can change the language. This enables people who don't speak English to benefit from the videos and learn directly from medical experts from University of California.

6. Explain utilization of ConnectWell from your library customers?

We track utilization by Library customer. We don't know who is looking at it – this is a HIPAA compliance issue. We also track registrations of Direct-to-Patron Programs by Library customer. All of our customers to date have been happy with the utilization. We are able to provide utilization reports that show the number of content titles clicked and what content titles are being clicked.

7. What are the most popular topics clicked on?

This varies by what is trending in the media on health, what season it is, what topics are being discussed in ConnectWell's Direct-to-Patron Programs, and what individual diagnoses or health issues patrons are being faced with. A wide

range of content is clicked on by customers. People enjoy the recipes. With a lot of information about ultra-processed food in the news, there are clicks on Healthy Eating, Weight Management, and Obesity. Our Maternal Health Collection is another resource that is well utilized and it is broken up into 3 sections: Preparing for Pregnancy, Wellness During Pregnancy, and Thrive Postpartum.

8. How many libraries are using ConnectWell?

We are relatively new to serving Public Libraries, entering our third year. We have been working with a wide range of companies: employers, benefits providers, health plans and wellness platforms for over 10 years. We are working with individual libraries and several Library Districts with multiple libraries, in total 43 libraries. Two additional libraries will be onboarding soon. We went through a rigorous review process to become a Califa and WILS approved vendor for the California and Wisconsin library consortia and we are listed on their websites. We are currently in discussions with five states for a state-wide library contract so that ConnectWell can be available at all public libraries throughout the state.

9. Do you provide marketing materials for patrons in other languages? We have many Spanish speaking patrons and quite a few Ukranian patrons.

We have a template for Flyers and Bookmarks to promote ConnectWell. This makes it easy for our library customers to create materials for their library. These are in English currently. We would be happy to work with you to develop Spanish materials and see how this works for your library as a starting point. We also provide guidance on how to promote ConnectWell at your library via your website, email listserv, and through our customer success feedback reviews.

10. You have exercise programs on your site, do you update these programs?

The way our Exercise Programs section is organized is that we have programs for the 4 main types of exercise: Cardiovascular, Strength, Flexibility, Balance. Currently there are 114 titles in this section which is quite a large collection from which people can choose to do a variety of exercise programs. We add to this collection as new exercise videos become available from Mayo Clinic, our content partner, and as we source additional exercise videos. These programs enable people to do exercise at home or on vacation without the need for a gym membership. All content is accessible on all devices: computer, tablet, phone.

11. Is the content downloadable?

Articles and recipes are printable and downloadable.

12. How have the Wellness Challenges been going for libraries?

The pilot ConnectWell did with Let's Move in Libraries demonstrated very strong results at the library. Each library that participated was able to implement the Challenge successfully and had strong participation from patrons. You can see the results here: [ConnectWell at the Library](#) that details the challenge in full. In summary, the patrons rated the Challenge highly and 93% stated they wanted to do another ConnectWell Challenge. Participants increased their knowledge of nutrition and wanted to stick with their new eating habits moving forward. All libraries that participated wanted to continue with ConnectWell and those that had available budget have subsequently subscribed.

**Please reach out to Shannon Goldrick with further questions at:
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