

Begin with Baker

Austin Haley and Kathryn FitzGerald
June 2023



Harvard
Business
School

Baker Library



Welcome back!

Fast facts about Baker:

- Largest academic business library in the world
- Dedicated in 1927
- Renovated in 2005
- Collections span 700 years



Why Baker Library?

- HBS alumni are our team's second largest customer group after MBA students.
- We answered almost 8,000 questions last year, 1,000 of them from alumni.
- We provide comprehensive alumni research services and resources, far beyond what our peer schools provide



Research Consultations

[Book a research consultation](#) with a Baker librarian:



Starting Points

Let us help select the best resources for your question



Search Help

We'll show you effective search strategies in specialized databases



Wherever You Are

Connect with us in person, by email, and on Zoom

How Can Baker Library Help You?

Trends &
Disruptors



Industry
Analysis



Market
Research



Company
Analysis

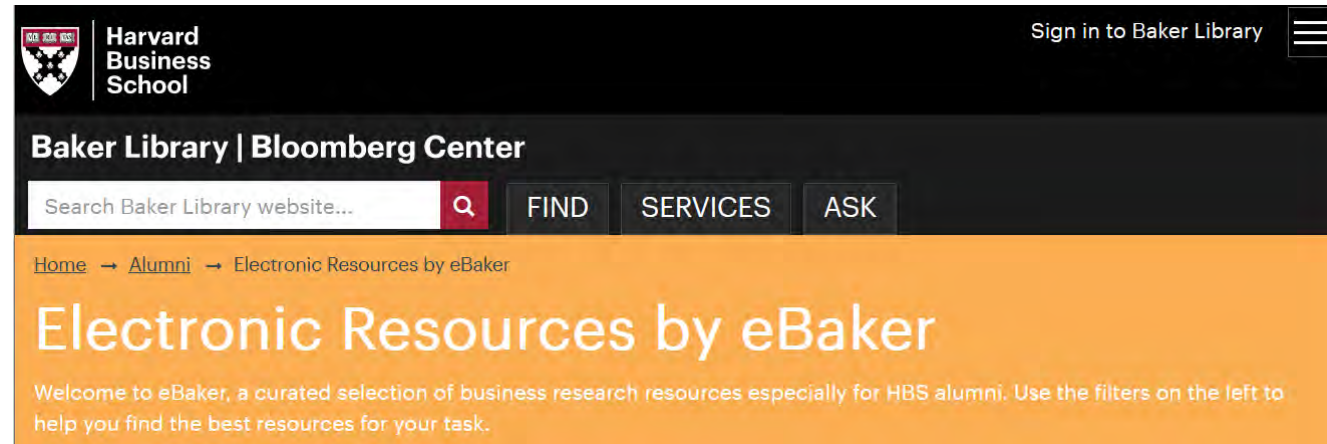


Business
Launch



Online Resources

- [HBS Alumni: eBaker](#)



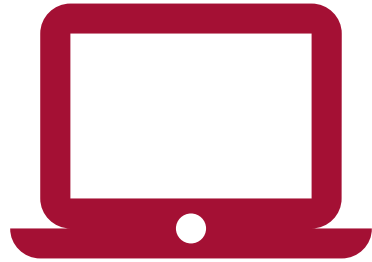
The screenshot shows the Harvard Business School Baker Library website. At the top left is the Harvard Business School logo. To the right, it says "Sign in to Baker Library" with a menu icon. Below the logo is the text "Baker Library | Bloomberg Center". A search bar contains the text "Search Baker Library website..." with a magnifying glass icon. To the right of the search bar are buttons for "FIND", "SERVICES", and "ASK". Below the search bar is a breadcrumb trail: "Home → Alumni → Electronic Resources by eBaker". The main heading is "Electronic Resources by eBaker" in large white text on an orange background. Below the heading is a welcome message: "Welcome to eBaker, a curated selection of business research resources especially for HBS alumni. Use the filters on the left to help you find the best resources for your task."

- [HU Alumni Resources](#)



The graphic features a blue-tinted background image of a Harvard building. At the top center is a yellow circular icon with a white arrow pointing up and to the right, followed by the text "HOW TO...". Below this is the main title "Use Harvard Library as an Alum" in large white font. At the bottom, there is a subtitle in white italicized font: "Connect with a growing number of electronic resources available to alumni and find out how to visit libraries."

Online Resources: Three Keys



HBS email

Your [HBS email address](#) provides alumni access to HBS alumni resources



Harvard Key

Your [Harvard Key](#) provides alumni access to Harvard University-wide alumni resources



Baker Library

Get in touch with us at infoservices@hbs.edu for troubleshooting and guidance



New eBaker Resources



PREQIN



- **Morningstar Investment Research Center:** Comprehensive and up-to-date financial information on stocks, mutual funds, and exchange-traded funds.
- **Value Line:** Information on stocks, industries, mutual funds, options, and convertibles. Screen for lists of stocks and mutual funds by various criteria.
- **RKMA Market Research:** Market research reports covering business to business, leisure, and consumer markets.
- **GlobalData Disruptor:** Startups, VC/PE firms, reports, and analysis with a technology focus.
- **Preqin Pro Trial and Discount:** HBS alumni receive a free 30-day trial to Preqin Pro's private market data, as well as a 10% discount on new first-year subscriptions.

New eBaker Tutorial

- [Self-paced overview](#) of Baker's alumni resources and services
- Suggestions for how to best leverage key databases
- Video tutorials of specific search strategies





Case Study

**Using Baker for
Alumni Research**

“

*Can you help me understand the
maternal mental health market in the
United States?*

”



Finding Industry Reports

The screenshot shows the ProQuest interface for Harvard University Alumni. The top navigation bar includes the ProQuest logo, the text 'Access provided by HARVARD UNIVERSITY ALUMNI', and icons for refresh, home, user profile, and help. The main content area is titled 'Browse Topics & Featured Content' and 'Browse Featured Business Content'. There are two tabs: 'Industry Overviews' and 'Industry Reports', with the latter being selected. Below the tabs is a search bar with the placeholder text 'Find an industry...'. There are also dropdown menus for 'All countries' and 'All featured report providers', a 'Search' button, and a 'Clear all' link. A list of industry categories is visible on the left, including 'Abrasive Product Manufacturing' (with a 'View 59 documents' link) and several 'Accounting' and 'Administration' categories. A red box highlights a search result for 'Mental Health & Substance Abuse Services' from 'First Research'. The result includes the company logo, the title 'INDUSTRY PROFILE', the industry name, the date '3.29.2021', and NAICS and SIC codes. A blue button labeled 'About First Research' is at the bottom of the result card.

Databases:

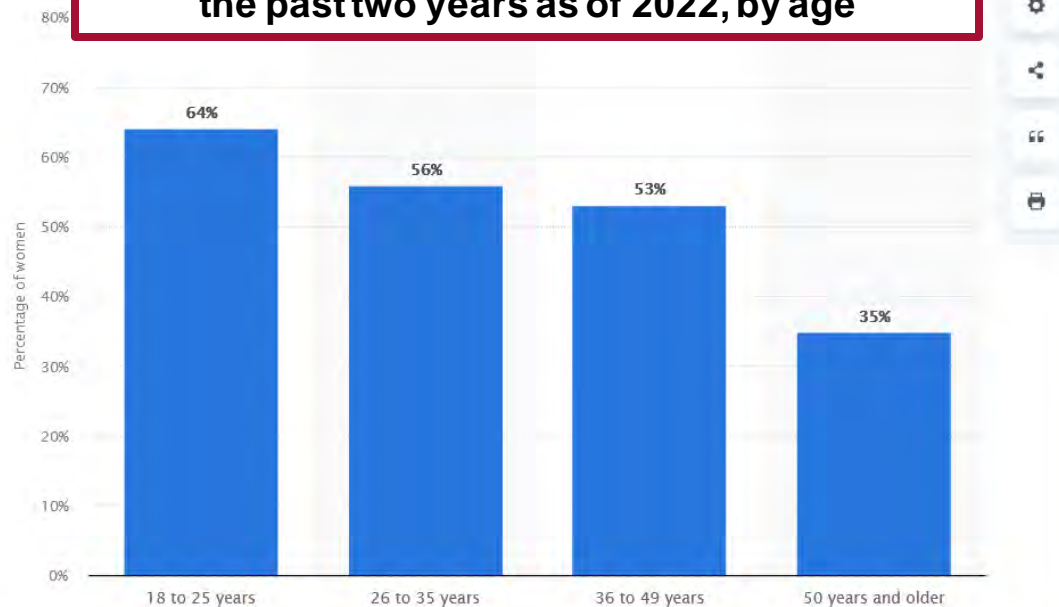
- **ABI/ProQuest**
 - Industry reports from sources like First Research, Fitch, and Plunkett
- **D&B Hoovers**
 - Industry reports from sources like Freedonia and RMA

Example:

- Select **Browse**, then expand the **ProQuest One Business Featured Content** menu and select **Industries**
- Select the **Industry Reports** tab, then search by keyword; try *maternal health*, *women's health*, *mental health*

Finding Industry Data

Percentage of women in the United States who thought they needed mental health services in the past two years as of 2022, by age



De
Te

SOURCE DETAILS FAQ

201 respondents; 18-64 years; © Statista 2023

Source
Kaiser Family Foundation

Survey by
Kaiser Family Foundation

Published by
Kaiser Family Foundation

Source link
[kff.org](https://www.kff.org)

Release date
December 2022

Citation formats
[View options](#)

Access and Coverage for Mental Health Care: Findings from the 2022 KFF Women's Health Survey

Karen Diep, Brittni Frederiksen, Michelle Long, Usha Ranji, and Alina Salganicoff

Published: Dec 20, 2022



Database: Statista

- Market and consumer data from trusted sources covering 170 industries
- HBS alumni can register for a **free Starter account**
- Helpful for identifying reports, white papers, and data sources

Example:

- Search for *maternal mental health* – no results
- Broader search for *women mental health*

Finding News and Articles

ProQuest
Access provided by HARVARD UNIVERSITY ALUMNI

"mental health" AND (maternal OR perinatal OR women OR gender) AND (trends OR outlook OR forecast)

210,805 results

Modify search Recent searches Save search/alert

Show results outside my library's subscription.

Sorted by Relevance

Limit to

Source type

Scholarly Journals

Books

Audio & Video Works

Dissertations & Theses

Newspapers

More >

Publication date

Last 12 Months

Select 1-20

Pathways To Equitable And Antiracist Maternal Mental Health Care: Insights From Black Women Stakeholders

Matthews, Kay; Morgan, Isabel; Davis, Kelly; Estriplet, Tracey; Perez, Susan; et al. *Health Affairs; Chevy Chase* Vol. 40, Iss. 10, (Oct 2021): 1597-7,1A-6A.

...maternal mental health disorders and access to perinatal and maternal mental ...

... Black women experience a higher prevalence of maternal mental health ...

...maternal mental health workforce with more Black women providers. This study...

Abstract/Details Full text Full text - PDF (1 MB)

Books that match your search

Toward Gender Equality in East Asia ...

Human Resources and Training in Me ...

World Health Organization Staff. Ge ...

Videos that match your search

MATERNAL HEALTH

By Kay Matthews, Isabel Morgan, Kelly Davis, Tracey Estriplet, Susan Perez, and Jolia A. Crear-Perry

Pathways To Equitable And Antiracist Maternal Mental Health Care: Insights From Black Women Stakeholders

DOI: 10.1377/hlthaff.2021.00008
HEALTH AFFAIRS 40,
NO. 10 (OCT 2021): 1597-1604
©2021 Project HOPE—
The People-to-People Health
Foundation, Inc.

ABSTRACT Structural racism causes significant inequities in the diagnosis of perinatal and maternal mental health disorders and access to perinatal and maternal mental health treatment. Black birthing populations are particularly burdened by disjointed systems of care for mental health. To identify strategies to address racism and inequities in maternal and infant mental health care, we interviewed ten Black women who support Black birthing people, including mental health practitioners, researchers, and activists, in February 2021. The five key pathways to address racism and inequities that we identified from the stakeholder interviews are educating and training practitioners; investing in the Black women mental health workforce; investing in Black women-led community-based organizations; valuing, honoring, and investing in community and traditional healing practices; and promoting integrated care and shared decision making. These pathways highlight critical resources needed to improve the quality of maternal mental health care for Black birthing populations.

Kay Matthews is the founder of the Shades of Blue Project, in Houston, Texas.

Isabel Morgan (@morgan@birthequity.org) is the director of the Birth Equity Research Scholars Program, National Birth Equity Collaborative, in New Orleans, Louisiana.

Kelly Davis is the chief of Birth Equity Innovation for the National Birth Equity Collaborative.

Tracey Estriplet is a program associate for Global Birth Equity and Innovation for the National Birth Equity Collaborative.

Susan Perez is a consultant for research for the National Birth Equity Collaborative.

Databases:

- ABI/ProQuest
- Nexis

Example:

- In ABI/ProQuest, use the search string *"mental health" AND (maternal OR perinatal OR women OR gender) AND (trends OR outlook OR forecast)*

Finding Deals and Industry Activity

The screenshot shows the GlobalData website interface. The top navigation bar includes links for Companies, Sectors, Countries, Databases, Analysis, News, Tools, Services, Webinars, and Themes. The main content area is titled "Canopie Inc | Overview" and includes a "Company Summary" section. Below this, there are "Key stats" for Website (www.canopie.app), Headquarters (United States of America), Type (Private Independent), Address (Falls Church, Virginia, 22046), Founded (2020), and Funding Rounds (1). There is also a "Locations" section for United States of America and an "Investors" section for CITI GAP Funds.

The screenshot shows a report titled "Thematic Intelligence: Femtech" dated Thursday, 06 April 2023. The report includes a PDF icon and a "GlobalData AI" logo. The text in the report discusses the state of women's healthcare, noting it is overlooked, neglected, and underfunded. It mentions that women's health has long been neglected, leading to significant unmet needs, lack of innovation, and a disparity in access to care for female-specific health issues. One area where this is pronounced is in the field of reproductive health, where there is significant stigma and miscommunication. The report also mentions that femtech has the potential to change women's healthcare and refers to a wide range of technologies and products that aim to address women's health issues, including menstrual health, reproductive health, sexual health, maternal health, and menopause.

The cover of the report "Thematic Intelligence: Pharma Femtech" features a blue and white abstract graphic of a city skyline. The GlobalData logo is visible in the top right corner. The title "Thematic Intelligence: Pharma Femtech" is prominently displayed in the center, with the date "April, 2023" and the code "GDRHCT363" at the bottom.

Database:

- GlobalData Disruptor: track emerging trends and technologies with company, industry, and deal information

Example:

- Search for keywords “*maternal mental health*” – 1 funding deal for a startup, Canopie
- Broader search for *femtech* – report covering mental health and more

Beyond eBaker: Web Searching

The screenshot shows a Google search for "maternal mental health statistics us". The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar are tabs for News, Images, Maps, Videos, Shopping, Books, Flights, and Finance. The search results are dated from Jan 1, 2018 to May 10, 2023. The first result is from the American Hospital Association, dated Apr 7, 2022, titled "Making Maternal Mental Health a Priority | AHA News". The second result is from 2020 Mom, dated May 19, 2020, titled "New CDC Report Shows 10-24% of Women report experiencing symptoms of maternal mental health issues". The third result is from the World Health Organization, dated Sep 19, 2022, titled "Launch of the WHO guide for integrated mental health care".

The screenshot shows the website for the Policy Center for Maternal Mental Health. The header features the organization's logo, which consists of four overlapping circles in red, blue, orange, and yellow. To the right of the logo is the text "POLICY CENTER FOR Maternal Mental Health™". Below the logo is the tagline "Closing Gaps in Maternal Mental Healthcare". A navigation menu is located below the tagline, with links for ABOUT, ISSUE BRIEFS/PAPERS, RESOURCE HUB, FEDERAL POLICY, STATE POLICY, TRAINING/EVENTS, CO-LAB, REPORT CARDS, ROADMAP, RISK/RESOURCES MAP, BLOG, PAST PROJECTS, JOIN THE MOVEMENT, SUPPORT & PARTNER, and REMEMBRANCE WALL. The main content area features the title "Facts About Maternal Mental Health and Substance Use Disorder" and a sub-section titled "Maternal Mental Health Stats:". Below this sub-section is a list of bullet points:

- Less than 15% of women diagnosed with a maternal mental health disorder receive treatment. With increased demand and barriers to mental health care because of the pandemic, even fewer moms received treatment.^{1,2,3}
- 1 in 5 women on average suffer from maternal mental health disorders. Roughly 1 in 5 women are not asked about depression during prenatal visits despite universal screening being recommended⁴
- 1 in 5 women on average suffer from maternal mental health disorders. Up to 50% of women living in poverty will suffer from a maternal mental health disorder.^{5,6}
- 1 in 5 women on average suffer from maternal mental health disorders. #MaternalMentalHealth disorders like postpartum depression are the #1 complication of childbirth.⁷
- 1 in 5 women on average suffer from maternal mental health disorders. 34% of new mothers report experiencing a traumatic childbirth.⁸

Sources beyond eBaker

- Use Google more efficiently and effectively
- Identify reputable web sources for more information

Example

- Use additional keywords and date limits to focus search results

Ask Baker Library!

Send us your questions 24/7:

We'll respond within one business day

During Baker Library service hours:

- Call us
- Visit us
- Email us

Baker Library | Bloomberg Center

Search Baker Library website..

FIND

SERVICES

ASK

ASK US

Can't find what you need? Ask Us! We are available to answer anything from a quick query to an in-depth question.

Looking to contact individual Baker staff? Search the [Harvard directory](#) for contact information.

EMAIL YOUR QUESTION

We will respond within 1 business day.
(Harvard affiliates or on-site visitors only)

YOUR QUESTION

Question **

More Detail/Explanation

Would you like to schedule a meeting with a librarian?

Select One

LIVE ASSISTANCE

BY PHONE

1.617.495.6040

IN PERSON

Stamps Reading Room
(3rd Floor)

MAIN DESK

- MON - THURS:
9 AM - 7 PM
- FRI: 9 AM - 5
PM
- SUN: 12 PM -
7 PM



Visit Us!

- Lifetime access to the Stamps Reading Room
- On-site resources include:
 - ✓ 80+ databases
 - ✓ Print Collection
 - ✓ In-person research help
 - ✓ Special Collections / HBS Archives materials



Why Baker Library?

At HBS, the knowledge you gain and the connections you make are with you for life.

The library is part of this ecosystem.

We are here to support you and help you remain connected to the school.



Thank you!

infoservices@hbs.edu

617-495-6040

