

# Southern Chapter Medical Library Association

57<sup>th</sup> Annual Meeting  
November 12-16, 2007



SC/MLA  
Charleston 2007

 MUSC Library

Francis Marion Hotel  
Charleston, South Carolina

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- ☐ Journal of Endourology
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- ☐ Photomedicine and Laser Surgery
- ☐ Surgical Infections

## Complementary & Alternative Medicine

- ☐ Alternative & Complementary Therapies
- ☐ Journal of Alternative and Complementary Medicine
- ☐ Medical Acupuncture

## Women's Health

- ☐ Breastfeeding Medicine
- ☐ Journal of Gynecologic Surgery
- ☐ Journal of Women's Health

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*Printing of this program was sponsored by Ovid Technologies, Inc.*

# COMMITTEES

## LOCAL HOSTS

Medical University of South Carolina Library

University of South Carolina School of Medicine Library

### Program Committee

Judy Burnham, Chair

Barbara Shearer

Brenda Curry-Wimberly

Elizabeth Connor

Mandy Bayer Meloy

Nancy McKeegan

Martha Earl

Ruth Riley

Lee Vucovich

Priscilla Stephenson, ex-officio

### Hospital Libraries Committee

Brenda Curry-Wimberly, Chair

Priscilla Stephenson

Marilyn Teolis

### Exhibits & Sponsorships

Tom Basler, Co-Chair

Ruth Riley, Co-Chair

### Continuing Education

Darlene Parker-Kelly, Chair

Ellen Sayed, Co-Chair

### Local Planning Committee

Tom Basler

Nancy McKeegan

Laura Cousineau

Maria Merritt

Missy Anderson

Evelyn Blake

Karen Frederking

Sherman Paggi

Skip Anderson

Kay Smith

Linda Flavin

**Special thanks to the following organizations for their generous contributions in support of this meeting.**

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**Medical University of South Carolina Library**

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Touch of Life Technologies

Dear Colleagues:

On behalf of the Program Committee, the Local Host Committee, the SC/MLA officers, member volunteers, and our vendors, we welcome you to the 57th SC/MLA conference and to Charleston!

The theme of the meeting, ***Designing Our Future***, gives you a glimpse of the opportunities at this meeting.

In our first general session, ***Defining our Future***, George Needham, OCLC's Vice President for Membership Services, will be joined by panelists Gabe Rios, UAB Lister Hill Library and Michele Kraft, Krafty Librarian blogger and hospital librarian, to discuss the perception of libraries and how an environmental scan can help in planning for the future and enable librarians to design their future.

***Medical Librarians in Context: Working Outside the Library to Improve Patient Care*** will feature Laura Cousineau, MUSC Library; Gautham K. Suresh, MD, Associate Professor of Pediatrics, Dartmouth. Hitchcock Medical Center; Pat Cawley, MD, MUSC Medical Director and, Teresa Kelechi, Associate Professor, MUSC College of Nursing. This session will focus on programs at MUSC that identify and utilize the value that librarians bring to the healthcare team as they discuss collaborative efforts in health care education. The session will offer ideas for expanding the librarian's roles and value to the clinical care missions of the institution.

Betsy Humphreys, Deputy Director, National Library of Medicine will be the keynote speaker for ***Charting the Course for the 21st Century, NLM's Long Range Plan, 2006-2016***. She will be joined by panelists Scott Plutchak, Jane Bridges and Jocelyn Rankin, who will apply the NLM Long Range Plan to their academic, hospital, and special libraries. They will address how the plan will help them better position their libraries for the future.

Papers presented by SC/MLA members on Wednesday and Thursday will focus on the OCLC reports and the NLM Plan, and they will give you new ideas on Designing Your Future. Poster presentations will highlight research and projects of SC/MLA members.

During the meeting, take time to network with others and to enjoy the historical beauty of Charleston.

***Design Your Future*** as you learn, collaborate and network with others! Enjoy the meeting.

Priscilla Stephenson, SC/MLA Chair

Tom Basler, Local Host

Judy Burnham, SC/MLA Program Chair

Ruth Riley, Local Host

# SOUTHERN CHAPTER/MEDICAL LIBRARY ASSOCIATION PROGRAM

November 12 - 16, 2007

Francis Marion Hotel, Charleston, South Carolina

## Monday, November 12

|                   |   |                    |
|-------------------|---|--------------------|
| 1:00 pm - 5:00 pm | <b>Registration</b><br>Registration Booth | <i>Mezzanine</i>   |
| 1:00 pm - 5:00 pm | <b>Internet Café</b><br>Drayton Room      | <i>Mezzanine</i>   |
| 6:00 pm - 7:30 pm | <b>Early Bird Reception</b>               | <i>Upper Lobby</i> |

## Tuesday, November 13

|                   |   |                     |
|-------------------|---|---------------------|
| 7:30 am - 6:00 pm | <b>Registration</b><br>Registration Booth | <i>Mezzanine</i>    |
| 7:30 am - 6:00 pm | <b>Internet Café</b>                      | <i>Drayton Room</i> |

## Technology Symposium

|                   |   |                     |
|-------------------|---|---------------------|
| 9:00 am - 3:00 pm | <b>Get With IT! New Information Technologies</b><br>Detailed Agenda Page 50 | <i>Calhoun Room</i> |
|-------------------|---|---------------------|

## Continuing Education Courses

*Onsite at Francis Marion Hotel*

*Coffee Breaks are scheduled at 10:30 am and 3:00 pm in the Carolina Ballroom Pre-function Area B*

|                   |  |                      |
|-------------------|--|----------------------|
| 8:00 am - 5:00 pm | <b>Teaching About Evidence Based Practice</b><br><b>Instructor:</b><br><b><i>Lisa Traditi</i></b> Denison Memorial Library<br>University of Colorado HSC<br>Denver, Colorado | <i>Pinckney Room</i> |
|-------------------|--|----------------------|

Monday / Tuesday

|  |   |  |
|--|---|--|
| 8:00 am - 3:00 pm  | <b>Measuring your Impact:<br/>Using Evaluation to Demonstrate Value</b><br><b>Instructor:</b><br><b>Dale Prince</b> University of Maryland Health Sciences and<br>Human Services Library<br>Baltimore, Maryland | <i>Laurens Room</i>                              |
| 8:00 am - 12:00 pm   | <b>Research for Beginners: Seven Steps to Success</b><br><b>Instructor:</b><br><b>Brenda Pfannenstiel</b> Children's Mercy Hospitals & Clinics<br>Kansas City, Missouri   | <i>Rutledge Room</i>                             |
| 1:30 pm - 5:30 pm  | <b>Getting Magnetized Search and Service Strategies for<br/>Nursing Excellence</b><br><b>Instructor:</b><br><b>Margaret (Peg) Allen</b> , Library Consultant<br>Stratford, Wisconsin                            | <i>Rutledge Room</i>                             |
| 1:30 pm - 5:30 pm  | <b>EBM</b><br><b>Introduction to Study Design and Critical Appraisal</b><br><b>Instructor:</b><br><b>Connie Schardt</b> Medical Center Library Duke University<br>Durham, North Carolina                        | <i>Parkview Room</i>                             |
| <i>Offsite at the Medical University of South Carolina</i> |   |  |
| 1:00 pm  | <b>Transportation will be provided</b><br>Meet at King Street entrance at 1:00 pm   |  |
| 1:30 pm - 5:30 pm  | <b>Designing Effective Online Tutorials</b><br><b>Instructor:</b><br><b>Robert Ladd</b> Education Media Specialist Health Sciences<br>Library University of North Carolina at Chapel Hill,<br>Chapel Hill, NC   | <i>MUSC Library<br/>Computer Lab</i>             |
| <i>3:00 - 3:30 pm Break - Room 405 MUSC Library</i>        |   |  |
| 4:00 pm - 6:00 pm  | <b>Exhibits set up</b>  | <i>Carolina Ballroom A</i>                       |
| 4:00 pm - 6:00 pm  | <b>Poster Set-up</b>  | <i>Carolina Ballroom B</i>                       |
| 4:00 pm - 6:00 pm  | <b>Southern Chapter Executive Board I</b>   | <i>Middleton Room</i>                            |
| 6:30 pm - 8:00 pm  | <b>Welcome Reception -Exhibits Open</b><br>Ticket Required  | <i>Pre-function Area B<br/>Carolina Ballroom</i> |



## Wednesday, November 14

|                     |  |   |
|---------------------|--|---|
| 6:30 am - 7:30 am   | <b>Majors Walk</b><br>Meet in Hotel Lobby  | <i>Hotel Lobby</i>                              |
| 7:30 am - 6:00 pm   | <b>Registration</b><br>Registration Booth  | <i>Mezzanine</i>                                |
| 7:30 am - 6:00 pm   | <b>Internet Café</b>   | <i>Drayton Room</i>                             |
| 7:30 am - 9:00 am   | <b>Committee Meetings</b>  |   |
|                     | Professional Development   | <i>Rutledge Room</i>                            |
|                     | History Committee  | <i>Laurens Room</i>                             |
|                     | Program '09  | <i>Middleton Room</i>                           |
| 9:00 am - 10:00 am  | <b>Breakfast with Exhibitors</b>   | <i>Prefunction Area A<br/>Carolina Ballroom</i> |
| 9:00 am - 12:30 pm  | <b>Exhibits Open</b>   | <i>Carolina Ballroom A</i>                      |
| 10:00 am - 11:20 am | <b><u>General Session I</u></b>  | <i>Colonial Ballroom</i>                        |
| 10:00 am - 10:15 am | <b>Welcome</b>   |   |
|                     | SC/MLA Chair<br><b>Priscilla Stephenson</b> , MSLS, MEd, AHIP, Chief, Library Service, G.V. 'Sonny'<br>Montgomery VA Medical Center,<br>Jackson, MS<br>Priscilla.Stephenson@va.gov |   |
|                     | SC/MLA Program Chair<br><b>Judy F. Burnham</b> , MLS, AHIP; Director, University of South Alabama Biomedical Library<br>jburnham@jaguar1.usouthal.edu                              |   |
| 10:15 am - 11:20 am | <b>Defining Our Future</b>   |   |
|                     | <b>Moderator</b><br><b>Ruth Riley</b> , MS, Director of Library Services, School of Medicine,<br>University of South Carolina<br>ruth@gw.med.sc.edu                                |   |

**Keynote Address**

**Perceptions and Realities: Some Thoughts on Library Futures**

**George M. Needham**, MLS, Vice President, Member Services, OCLC Online Computer Library Center, Inc.  
needhamg@oclc.org

**Reaction Panel**

**Michelle Kraft**, MLS, AHIP, Senior Medical Librarian, Cleveland Clinic Alumni Library

**Gabriel Rios**, MLIS, Deputy Director, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham,  
grios@uba.edu

11:30 am - 12:30 pm

**CONTRIBUTED PAPERS SESSION I**

**Contributed Papers I-A**

*Calhoun Room*

**Moderator:**

**Mary Fran Prottzman** Assistant Director, AHEC Library,  
Carolinas Healthcare,  
Charlotte, NC

11:30 am - 11:50 am

**Putting the “We” in Web Librarianship Helping Library Staff Learn about Web 2.0 Services**

**Authors:**

**Jason Baker** (presenter), MLIS, Reference Librarian,  
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**Randy Tims**, Web Content Coordinator,  
rtims@uab.edu

Lister Hill Library of the Health Sciences, University of Alabama at Birmingham.

11:50 am - 12:10 pm

**The Future of PDAs**

**Author:**

**Jamie B. Price**, MA, MS, Outreach and PDA Librarian Quillen College of Medicine Library  
East Tennessee State University  
pricejb@etsu.edu

|                     |  |                      |
|---------------------|--|----------------------|
| 12:10 pm - 12:30 pm | <b>Fashioning the Future: Creating More Effectively Informed Clinicians via the Implementation of an Electronic Morning Report Search Results Form</b><br><b>Authors:</b><br><i>Nakia Carter</i> , MS, AHIP, Clinical Reference Librarian,<br>cartern@etsu.edu<br><i>Doug Driver</i> , MLS, Electronic Resources Librarian,<br>driverd@etsu.edu<br><i>Rick Wallace</i> (presenter) MSLS, EdD, AHIP, Assistant Director,<br>wallacer@etsu.edu<br>Quillen College of Medicine (QCOM) Library East Tennessee State University                         |                      |
| 11:30 am - 12:30 pm | <b><u>Contributed Papers I-B</u></b><br><b>Moderator:</b><br><i>Peter Shipman</i> , MLIS, Outreach Librarian,<br><i>Robert B. Greenblatt</i> , MD Library, Medical College of Georgia<br>pshipman@mail.mcg.edu   | <i>Pinckney Room</i> |
| 11:30 am - 11:50 pm | <b>Designing Librarian Roles in Health Literacy</b><br><b>Author:</b><br><i>Nancy Schaefer</i> , MATESOL, MLIS Assistant University Librarian University of Florida<br>Health Science Center Libraries<br>nancys@ufl.edu   |                      |
| 11:50 pm - 12:10 pm | <b>Health Information Disparities? Determining the Relationship between Age, Poverty and Rate of Calls to a Consumer and Patient Health Information Service.</b><br><b>Authors:</b><br><i>Sandy Oelschlegel</i> , MLIS, AHIP, Director<br><i>Martha Earl</i> , MSLS, AHIP, Reference Coordinator<br><i>Melanie Taylor</i> , MSIS (expected 2008), Student Assistant; Preston Medical Library, University of Tennessee Graduate School of Medicine<br><i>Robert A. Muenchen</i> MS, Manager, University of Tennessee Statistical Consulting Center. |                      |
| 12:10 pm - 12:30 pm | <b>Consumer Health Information Services in Public Libraries in South Carolina: An Assessment of Current Status and Education Needs</b><br><b>Author:</b><br><i>Feili Tu</i> , PhD, Assistant Professor, School of Library and Information Science, University of South Carolina<br>tuf@gwm.sc.edu  |                      |
| 11:30 am - 12:30 pm | <b><u>Contributed Papers I-C</u></b><br><b>Moderator:</b><br><i>Christine Whitaker</i> Collection Development Librarian<br>School of Medicine Library University of South Carolina<br>whitaker@gw.med.sc.edu   | <i>Laurens Room</i>  |

|                     |   |                      |
|---------------------|---|----------------------|
| 11:30 am - 11:50 am | <b>How to Cure the Mid-Career Blues</b><br><b>Author:</b><br><b>Lisa M. Boyd</b> , MA, MLS, Consumer Health Librarian, National Network of Libraries of Medicine National Network Office, National Library of Medicine, National Institutes of Health<br>boydl@mail.nlm.nih.gov   |                      |
| 11:50 am - 12:10 pm | <b>Developing a Meaningful Practicum for Library Students in Technical Services at an Academic Health Sciences Library</b><br><b>Author:</b><br><b>Sylvia McAphee</b> , Serials Librarian<br>smcaphee@uab.edu<br><b>Nicole Mitchell</b> , Reference Librarian<br>anmitch@uab.edu<br><b>Elizabeth R. Lorbeer</b> , Associate Director for Content Management<br>lorbeer@uab.edu<br>Lister Hill Library of the Health Sciences, University of Alabama at Birmingham   |                      |
| 12:10 pm - 12:30 pm | <b>Informatics Discovery at Woods Hole:<br/>A Case Report</b><br><b>Authors:</b><br><b>Cynthia L. Henderson</b> , MILS, AHIP Director,<br>chenderson@msm.edu<br><b>Darlene P. Kelly</b> , MSLS, Division Head for Information Services,<br>dparker-kelly@msm.edu<br>Morehouse School of Medicine Library  |                      |
| 12:30 pm - 2:00 pm  | <b><u>CONBLS Luncheon</u></b><br>Invitation Only  | <i>Parkview Room</i> |
| 12:30 pm - 2:00 pm  | <b><u>Hospital Librarians Luncheon</u></b><br>Ticket Required<br><br><b>Honoring 2007 Hospital Librarian of the Year</b><br><b>Karen Roth</b> , MALS, MBS, AHIP Manager, Medical Libraries, Morton Plant Mease Health Care, Clearwater, Florida<br><br><b>Welcome and Introduction of Speakers</b><br><b>Brenda Curry-Wimberly</b> MEd, MSLS, Director Northside Hospital, Atlanta GA brenda.wimberly@northside.com<br><br><b>Address</b><br><b>Library Blueprints for the Future</b><br><b>Jan Haley</b> , MLS, Information Services Librarian, Julius Jacobs Health Sciences Library, St. Thomas Hospital Nashville, TN.<br>Jhaley@stthomas.org<br><b>Amy Gideon</b> , MIS Director Nelda Fay Ackerman Learning Resource Center Middle Tennessee School of Anesthesia Madison, TN<br>amy@mtsa.edu | <i>Gold Ballroom</i> |

|                   |   |                            |
|-------------------|---|----------------------------|
| 2:00 pm - 3:30 pm | <b>Exhibits Open</b>                              | <i>Carolina Ballroom A</i> |
| 2:00 pm - 4:00 pm | <b>Poster Session with Authors</b>                | <i>Carolina Ballroom B</i> |
| 3:00 pm           | <b>Coffee Break</b>                               | <i>Carolina Ballroom</i>   |
| 3:30 pm - 5:00 pm | <b>Research Committee</b>                         | <i>Middleton Room</i>      |
| 4:50 pm - 7:00 pm | <b><u>Homes &amp; Gardens Tour</u></b>            | <i>Hotel Lobby</i>         |
|                   | Ticket Required<br>Meet in Hotel Lobby at 4:50 pm |                            |

## **Thursday, November 15**

|                    |  |                            |
|--------------------|--|----------------------------|
| 7:30 am - 3:30 pm  | <b>Registration</b><br>Registration Booth                    | <i>Mezzanine</i>           |
| 7:30 am - 5:30 pm  | <b>Internet Café</b>   | <i>Drayton Room</i>        |
| 8:00 am - 9:45 am  | <b>Breakfast/Business Meeting</b><br>Detailed Agenda Page 49 | <i>Gold Ballroom</i>       |
| 10:00 am - 3:30 pm | <b>Exhibits Open</b>   | <i>Carolina Ballroom A</i> |

*Coffee/Tea/Water available in Exhibits 10:00 am through 3:30 pm*

|                     |                                  |                          |
|---------------------|----------------------------------|--------------------------|
| 10:00 am - 11:00 am | <b><u>General Session II</u></b> | <i>Colonial Ballroom</i> |
|---------------------|----------------------------------|--------------------------|

**Medical Librarians “In Context”: In the Hospital, In the Classroom,  
& Virtually Everywhere**

### **Moderator & Panelist**

**Laura K. Cousineau**, MLS, Assistant Director of Libraries for Program Development & Resource Integration; Associate Professor of Pediatrics, Medical University of South Carolina [cousinel@musc.edu](mailto:cousinel@musc.edu)

### **Panel:**

**Gautham K. Suresh**, MD, DM, MS, Associate Professor of Pediatrics, Dartmouth-Hitchcock Medical Center  
[Gautham.Suresh@Hitchcock.org](mailto:Gautham.Suresh@Hitchcock.org)

**Patrick J. Cawley**, MD, FACP, MBA, Medical Director, Medical University Hospital; Director, Hospitalist Program; Assistant Professor of Medicine, Medical University of South Carolina  
[cawleypj@musc.edu](mailto:cawleypj@musc.edu)

**Teresa J. Kelechi**, PhD, RN, CWCN, Associate Professor, College of Nursing, Medical University of South Carolina  
[kelechtj@musc.edu](mailto:kelechtj@musc.edu)

11:10 am - 12:10 pm

## **CONTRIBUTED PAPERS SESSION II**

### **Contributed Papers II-A**

*Calhoun Room*

**Moderator:**

**Michael S. Fitts** MLIS, AHIP Assistant Director for Access  
& Document Delivery Services, Assistant Professor  
Lister Hill Library of the Health Sciences,  
University of Alabama at Birmingham  
fitts@uab.edu

11:10 am - 11:30 am

**To Be or Not to Be: Designing and Redefining the Physical Library**

**Author:**

**M.J. Tooey**, MLS Executive Director. Health Sciences and Human Services Library,  
University of Maryland, Baltimore  
mjtooey@hshsl.umaryland.edu

11:30 am - 11:50 am

**Librarians at the Point of Care: Connecting Clinic Patients with  
Information They Can Trust**

**Authors:**

**Tracy E. Powell**, MLS, MA, AHIP, Clinical Services Librarian, Lister Hill Library  
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**Lydia Cheney**, MEd, CHES, Program Manager for Cancer Education, Comprehensive  
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**Ty Howell**, MLS, Librarian, The Kirklin Clinic Patient Resource Library,  
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**Lee A. Vucovich**, AHIP, Assistant Director of Reference Services, Lister Hill Library  
of the Health Sciences,  
lvucovi@uab.edu  
University of Alabama at Birmingham

11:50 am - 12:10 pm

**Analyzing Reference Questions: Which Way do the Winds Blow?**

**Authors:**

**Lin Wu**, MLIS, Reference Service Librarian,  
lwu5@utmem.edu

**Richard Nollan** (presenter) MLS, Head of Reference and Outreach Services  
rnollan@utmem.edu

**Rozann Turner**, BA, Senior Library Associate  
rtturner15@utmem.edu

University of Tennessee Health Science Center Library & Biocommunications  
Center, Memphis

11:10 am - 12:10 pm

### **Contributed Papers II-B**

*Pinckney Room*

**Moderator:**

**Amy G. Buhler** Reference Librarian Health Science Center  
Libraries University of Florida, Gainesville amyb@library.  
health.ufl.edu

|                     |   |                     |
|---------------------|---|---------------------|
| 11:10 am - 11:30 am | <b>Charting a Course for Volunteer Physician Faculty Outreach: Promoting the Use of Trusted Information Services through Off-campus Access Training</b><br><b>Authors:</b><br><i>Martha Earl</i> , MSLS, AHIP, Reference Coordinator,<br>mearl@utmck.edu<br><i>Sandy Oelschlegel</i> , MLS, AHIP, Director,<br>soelschl@utmck.edu<br>Preston Medical Library, University of Tennessee Graduate School of Medicine, Knoxville  |                     |
| 11:30 am - 11:50 pm | <b>Creating E-Learning Opportunities for Clinical Faculty at Point-Of-Need</b><br><b>Author:</b><br><i>Carolyn Klatt</i> Head of Electronic Resources, Maguire Medical Library<br>Florida State University College of Medicine,<br>carolyn.klatt@med.fsu.edu  |                     |
| 11:50 am - 12:10 pm | <b>RSS Management as a Library Service</b><br><b>Author:</b><br><i>Katy Allen</i> Technical Services/Systems Librarian Health Sciences Library<br>College of Community Health Sciences University of Alabama<br>kallen@cchs.ua.edu  |                     |
| 11:10 am - 12:10 pm | <b><u>Contributed Papers II-C</u></b><br><b>Moderator:</b><br><i>Nancy Schaefer</i> MATESOL, MLIS<br>Assistant University Librarian<br>University of Florida Health Science Center Libraries,<br>nancys@ufl.edu   | <i>Laurens Room</i> |
| 11:10 am - 11:30 am | <b>A Blueprint for Tomorrow: FPIN-The Family Practice Inquiries Network</b><br><b>Authors:</b><br><i>Rick Wallace</i> , MSLS, EdD, AHIP, Assistant Director,<br>wallacer@etsu.edu<br><i>Nakia Carter</i> , MS, AHIP, Clinical Reference Librarian,<br>cartern@etsu.edu<br>Quillen College of Medicine Library (QCOML), East Tennessee State University<br><i>Susan Meadows</i> , MLS, Medical Librarian, University of Missouri, Columbia<br>MeadowsS@health.missouri.edu |                     |
| 11:30 am - 11:50 am | <b>Investigating the Use of Evidence-based Resources in Public Health Practice in South Carolina</b><br><b>Author:</b><br><i>Feili Tu</i> , PhD, Assistant Professor, School of Library and Information Science<br>University of South Carolina<br>tuf@gwm.sc.edu   |                     |

- 11:50 am - 12:10 pm      **Public Health in Paradise: Partnering to Improve Health and Information Access in the US Virgin Islands**  
**Authors:**  
*Sheila Snow-Croft*, MLIS, MA, Outreach Education Coordinator, NN/LM/SE/A, HS/HSL  
 University of Maryland Baltimore,  
 ssnowcro@hshsl.umaryland.edu  
*Anne Thurland*, MPH, CHES, Director, Bureau Of Health Education, Virgin Islands  
 Department of Health, Christiansted, St. Croix
- 12:30 pm - 1:45 pm      **Roundtable - Box Lunch** *Colonial Ballroom*  
 Ticket Required
- 2:00 pm - 2:40 pm      **CONTRIBUTED PAPERS SESSION III**  
**Contributed Papers III-A** *Calhoun Room*  
**Moderator:**  
*Cindy Mitchell*, MLS Head  
 Cary Veterinary Medical Library Auburn University Libraries  
 mitchcy@auburn.edu
- 2:00 pm - 2:20 pm      **Expecting the Best but Planning for the Worst: Emergency and Disaster Response**  
**Authors:**  
*Richard Nollan*, Associate Professor & Reference and Outreach Coordinator  
 rnollan@utmem.edu  
*David Armbruster*,  
 darmbruster@utmem.edu  
*Brenda Green*,  
 bfgreen@utmem.edu  
*Tom Singarella*,  
 tsingarella@utmem.edu  
 University of Tennessee Health Sciences Library, Memphis
- 2:20 pm - 2:40 pm      **Weathering the Storm - Preparing for Disaster**  
**Authors:**  
*Jie Li*, MLA, AHIP, Assistant Director for Collection Management,  
 jli@jaguar1.usouthal.edu  
 University of South Alabama Biomedical Library  
*Ellen Sayed*, MLS, AHIP, Head of Collection Development, Manager, e-Access Services,  
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*Judy Burnham*, MLS, AHIP, Director,  
 University of South Alabama Biomedical Library  
 jburnham@jaguar1.usouthal.edu



2:00 pm - 2:40 pm

### **Contributed Papers III-B**

*Pinckney Room*

**Moderator:**

**Sylvia McAphee** BS, MLIS, Serials Librarian  
Lister Hill Library of the Health Sciences University  
of Alabama at Birmingham  
smcaphee@uab.edu

2:00 pm - 2:20 pm

**Survey of Institutional Repositories in Academic Health Sciences Libraries**

**Authors:**

**Thomas Singarella**, Ph.D., Professor and Director, Health Sciences Library and  
Biocommunications Center, The University of Tennessee Health Science Center, Memphis,  
tsingarella@utmem.edu

**Paul Schoening**, MS, MBA, Associate Dean and Director, The Becker Medical Library,  
Washington University School of Medicine,  
paul.schoening@wustl.edu

2:20 pm - 2:40 pm

**Digitizing a Local Academic Medical Center Collection to Enhance Access and Preserve  
Original Materials**

**Authors:**

**Sarena Burgess**, MSIS, Associate Fellow, National Library of Medicine,  
sburgess5@gmail.com

**Cynthia Vaughn** (presenter) MLIS, AHIP, Clinical Librarian,  
cvaughn@mc.utmck.edu

**Bridgit Carpenter**, BA, Accounting Assistant,  
bkcarpen@mc.utmck.edu

**Elaine Brekke**, Serials/Web Services Librarian, MLS, AHIP,  
ebrekke@mc.utmck.edu

Preston Medical Library, University of Tennessee Graduate School of Medicine, Knoxville

*Coffee/Tea/Water available in Exhibits through 3:30 pm*

3:30 pm

**Exhibits Close**

3:30 pm

**Posters Close**

6:00 pm - 10:00 pm

**Banquet:**

**Two Experiences of Unique Value**

**Betty Chavis, Jones**, Gullah Story Teller

**Adande Drum and Dance Company** (The drummers  
and dancers of Africa)

*Colonial Ballroom*

Thursday

**Friday, November 16**

|                     |   |                          |
|---------------------|---|--------------------------|
| 7:30 am - 9:00 am   | <b>Registration</b><br>Registration Booth   | <i>Mezzanine</i>         |
| 7:30 am - 1:00 pm   | <b>Internet Café</b>  | <i>Drayton Room</i>      |
| 7:30 am - 9:00 am   | <b>Executive Board Meeting II</b>   | <i>Middleton Room</i>    |
| 9:00 am - 10:30 am  | <b><u>General Session III</u></b><br><b>Charting the Course for the 21st Century, NLM's Long Range Plan, 2006-2016</b><br><b>Moderator</b><br><b>Judy F. Burnham</b> , MLS, AHIP; Director<br>University of South Alabama Biomedical Library<br>jburnham@jaguar1.usouthal.edu<br><br><b>Keynote Address</b><br><b>Betsy L. Humphreys</b> , MLS; Deputy Director<br>National Library of Medicine<br>blh@nlm.nih.gov<br><br><b>Reaction Panel</b><br><b>Jane Bridges</b> , ML, AHIP; Mercer's<br>Clinical Campus Librarian<br>Mercer University/Memorial University Medical Center<br>Savannah, GA<br>bridgja1@memorialhealth.com<br><b>T. Scott Plutchak</b> , MA; Director<br>Lister Hill Library of the Health Sciences<br>University of Alabama at Birmingham<br>tscott@uab.edu<br><b>Jocelyn A. Rankin</b> , PHD, MLn; Chief<br>CDC Information Center, Centers for Disease Control<br>jrankin@cdc.gov | <i>Colonial Ballroom</i> |
| 10:30 am - 11:30 am | <b>MLA Update</b><br>Mark Funk, President MLA   | <i>Colonial Ballroom</i> |
| 11:30 am - 12:00 pm | <b>NLM/RML Update</b><br><b>Janice E. Kelly</b> , Executive Director NN/LM SE/A<br>Health Sciences and Human Services Library<br>University of Maryland, Baltimore  | <i>Colonial Ballroom</i> |
| 12:00 pm            | <b>Meeting Adjourned</b>  |                          |

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# CONTRIBUTED PAPERS ABSTRACTS

## Session 1-A

Wednesday, November 14

Moderator: Prottzman

### **1. Putting the “We” in Web Librarianship: Helping Library Staff Learn about Web 2.0 Services**

**Paul Mussleman**, MLIS, Reference Librarian (jpmussleman@uab.edu); **Jason Baker**, MLIS, Reference Librarian (jbb42@uab.edu); **Valerie Gordon**, MLIS, Head of Cataloging (vgordon@uab.edu); **Pat Higginbottom**, MLIS, Associate Director of Public Services (phiggin@uab.edu); **Nicole Mitchell**, MLIS, MA, Reference Librarian (anmitch@uab.edu); **Gabe Rios**, MLIS, Deputy Director (grios@uab.edu); and **Randy Tims**, Web Content Coordinator (rtims@uab.edu) Lister Hill Library of the Health Sciences, University of Alabama at Birmingham

**Program Description:** The Learning 2.0 @ UAB staff development activity is a self-directed discovery program encouraging participants to experience Web 2.0 services, virtual collaboration, and exploration of new technologies

**Setting:** Lister Hill Library (LHL)

**Participants:** LHL staff and faculty

**Program:** In 1981, Fred Kilgour noted that “new technology will provide librarians with the opportunity of developing new concepts of librarianship.” Web 2.0 services are defined as having the ability to facilitate collaboration and sharing between users--in essence, putting the “we” into the Web. In keeping with the philosophy to “meet the patrons where they are,” librarians and staff at LHL embarked on a self-directed discovery program to explore the capabilities and potential of several Web 2.0 services. NLM’s Long Range Plan Recommendation 4.2 to “support training programs that prepare librarians to meet emerging needs for specialized information services” coincides with this exploration of services and technologies. The OCLC Environmental Scan also highlights the need for librarians to reconsider traditional roles, noting that “users don’t care if content is a Web page, a blog, a book or a serial.” Based on similar successful programs, LHL developed a series of activities to acquaint the staff to Web 2.0 technologies such as wikis, blogs, social networking, online collaboration tools, and mashups. The program lasted for eight weeks with participants discovering new tools/technologies each week. Activities included both basic and advanced exercises for those wishing to explore the tools further.

**Main Results:** Increasing participant awareness and comfort of Web 2.0 technologies as well as discovering new ways to connect with users.

**Conclusion:** Sharing the development and outcome of the program will allow other libraries to benefit from the lessons learned and ease implementation of similar programs at their institutions by demonstrating the feasibility and benefits of such a program.

## **2. Fashioning the Future: Creating More Effectively Informed Clinicians via the Implementation of an Electronic Morning Report Search Results Form**

**Nakia Carter**, MS, AHIP, Clinical Reference Librarian (cartern@etsu.edu); **Doug Driver**, MLS, Electronic Resources Librarian (driverd@etsu.edu); and **Rick Wallace**, MSLS, EdD, AHIP, Assistant Director (wallacer@etsu.edu), Quillen College of Medicine (QCOM) Library, East Tennessee State University

**Program Objective:** To devise a standardized electronic search results form to provide residents with 1.) easy to read results from morning report searches, 2.) an archive of these searches, and 3.) search strategies to replicate any search conducted by QCOML librarians.

**Setting:** Morning report at two QCOM residency programs, Family Medicine and Pediatrics.

**Participants:** QCOM clinical librarians, QCOM Family Medicine and Pediatrics faculty, and residents.

**Program:** In accordance with the OCLC Environmental Scan's emphasis of bringing structure to unstructured data, QCOM clinical librarians realized a need to develop a Web-based program to answer and archive morning report search results. These results needed to be displayed in a standardized format that was available to all members of the residency program and faculty, whether present at clinical rounds or not. The program needed a component which enabled residents and faculty to quickly evaluate the quality of the search results.

**Main Results:** The result of the program is a system within the library portal which organizes both the input and output of morning report search results and tracks searches done in eight major databases searched for morning report questions. Also as a result of this program, QCOM can now track clinical questions. An added result is that QCOM librarians can now receive immediate feedback as to the clinical value of the information delivered.

**Conclusion:** The portal form serves to organize morning report search results in an easy to read format. The interactive quality of the search results form allows for evaluation and control of the results the QCOM librarians are submitting. An unexpected bonus of this project is the decreased search time since there is a centralized location for searching all the databases used for morning report.

## **3. The Future of PDAs**

**Jamie B. Price**, M.A., M.S., Outreach and PDA Librarian, Quillen College of Medicine Library, East Tennessee State University (pricejb@etsu.edu)

**Question:** What is the future of the PDA in health science librarianship and what can be done to understand that future?

**Data Sources/Extraction:** The experiences of Medical Library staff, clinicians, other health care providers, and health students were sources. Over 30 health science journal articles from 15 journals, as well as popular trade magazines, were scanned for this study.

**Study Selection:** Experience by health science librarians and patrons points to a future where PDAs will remain strong, but will be in competition with multi-use devices.

**Main Results:** Information gathered from the literature and library staff experiences point to trends that indicate a rapidly changing PDA market influenced by technology developments and user demands, such as blended activities, as indicated by OCLC's Environmental Scan.

**Conclusion:** Health science librarians should stay abreast of the rapid growth and transformation of the PDA market. Based on this review and discussions by the health sciences librarians, the library will continue to explore new PDA innovations, assess patron needs, and provide informed guidance to patrons.



## Session 1-B

Wednesday, November 14

Moderator: Shipman

### **1. Designing Librarian Roles in Health Literacy**

**Nancy Schaefer**, MATESOL, MLIS, Assistant University Librarian, University of Florida Health Science Center Libraries (nancys@ufl.edu)

**Type of Study:** Review

**Question:** What role can medical librarians play in ameliorating the problem of limited health literacy?

**Data Sources:** Articles, books, white papers and Web pages identified through searches of PubMed, CINAHL, ERIC and other bibliographic databases, their reference lists, CAPHIS, Public Health/Health Administration and Medlib\_L email lists, generally from 2000 forward.

**Study Selection:** Articles by healthcare, education, journalism or communications professionals that were identified through keyword and subject searches on variations of the terms “literacy”, “numeracy”, “cost”, and the names of various tests and formulae and their references.

**Data Extraction:** The author read documents to identify suggestions for improving or compensating for the various specific skills encompassed within the term “health literacy.”

**Main Results:** The National Library of Medicine Long Range Plan’s Goal 2 “Promotion of Health literacy and reduction of health disparities” may help motivate medical librarians to help healthcare professionals, patients, caregivers, journalists, other librarians and teachers identify, access, evaluate and create health information appropriate to varying levels of health knowledge. Librarians can contribute to the taxonomies and information structures that enable IT systems to translate between medical and common languages. They can also point users to tests, software, guidelines and community resources that promote better understanding between the healthcare system and its users.

**Conclusion:** Health science librarians can reduce costs in healthcare institutions and assist users—both healthcare professionals and patients/caregivers—by identifying locating, accessing, evaluating, and communicating health information. They can also liaise between local health professionals and educational resources to improve health literacy in their communities.

### **2. Health Information Disparities? Determining the Relationship between Age, Poverty and Rate of Calls to a Consumer and Patient Health Information Service**

**Sandy Oelschlegel**, MLIS, AHIP, Director; **Martha Earl**, MSLS, AHIP, Reference Coordinator; **Melanie Taylor**, MSIS (expected 2008), Student Assistant, Preston Medical Library, Graduate School of Medicine; and **Robert A. Muenchen** MS, Manager, Statistical Consulting Center, University of Tennessee

**Question:** Is there a relationship between being elderly or living below the poverty line to the rate of calls to a Consumer and Patient Health Information Service (CAPHIS)?

**Design:** Data analysis of an existing database of CAPHIS calls by geographic location. This was compared to US Census Data for the following socio-economic elements, percent of population above 65 years and percent of population below the poverty level. Data was analyzed using SPSS to determine if there was a relationship to either factor.

**Setting:** Preston Medical Library is located in Knoxville, Tennessee. The library’s CAPHIS has provided services continuously since 1989.

**Participants:** Consumers in specific zip codes who contacted the Preston Medical Library between January 1, 1999 and June 1, 2007.

**Methodology:** The database was queried by USPS Zip Code with 1, 938 valid records resulting. The rates of calls for Zip Codes were determined. These rates were compared to US Census Data for percent of population above 65 years and percent of population below the poverty level. Data was analyzed using SPSS to determine if there was a relationship to either factor.

**Results:** The data were examined for normality using both the Shapiro-Wilk test and visual inspection using histograms. Poverty was significantly related to call rate ( $p < .001$ ), only around 32% of zip codes below the poverty median made more than the median call rate. While those zip codes above the poverty median made calls above the median rate 68% of the time. The proportion of population over 65 was normally distributed. There was no relationship between age and rate of calls. It would have been ideal to search for interactions among all the variables, but the sample size was insufficient for that purpose.

**Conclusion:** The results show that those below the poverty rate had a call rate of below the median. Several factors may contribute to this including lack of knowledge of the service and lack of health information literacy. Outreach and promotion of the CAPHIS will focus promotional efforts to address the health information disparity identified.

### **3. Consumer Health Information Services in Public Libraries in South Carolina: An Assessment of Current Status and Education Needs**

**Feili Tu**, PhD, Assistant Professor, School of Library and Information Science, University of South Carolina  
(tuf@gwm.sc.edu)

**Question:** What are the health-related resources used, services delivered, and technology utilized in public libraries in South Carolina?

This research seeks to:

- \* describe and assess the consumer health information (CHI) services provided in public libraries in the state of South Carolina
- \* identify the use of National Library of Medicine (NLM) resources in these libraries
- \* determine the level of support (e.g., providing outreach programs, training, and health information resources) from the NLM and the National Network of Libraries of Medicine (NN/LM) needed in these libraries
- \* examine the training and education of public librarians in providing CHI services
- \* identify gaps and suggest revisions in the curricula of LIS programs to better prepare graduates in the effective and ethical provision of CHI services

In an effort to improve the delivery and access of CHI services in public libraries, this study will examine a sample of culturally diverse populations in urban and rural, rich and poor library districts. The results will provide valuable information concerning the delivery of CHI and the education and training needs of librarians providing those services. In the NLM's recent document, *Charting a Course for the 21st Century: NLM's Long Range Plan 2006-2016*, Goal Two (promotion of health literacy and reduction of health disparities) describes public libraries as one of the natural allies in the campaign to improve health literacy and eliminate health disparities. This study supports this goal. This study also supports Recommendation 4.2 in the same document, Support training programs that prepare librarians to meet emerging needs for specialized information services.

**Design:** The proposed research will use surveys and statistical analyses to assess current CHI services and policies of public libraries as well as the educational needs of reference librarians who deliver CHI services in South Carolina.

**Setting:** 191 main and branch public libraries in South Carolina.

**Participants:** The population is defined as administrators of the reference departments or the most appropriate librarians in the public libraries surveyed.



**Discussion:** This research incorporates the knowledge gap hypothesis in an examination of the current use of CHI resources and the current practice of CHI services. All communication related to information services is seen as responding to some type of knowledge gap. The assumption is that, regardless of socioeconomic status, every member of the community has an equal right to seek out and use adequate health-related information. However, the greater availability of resources in urban and metropolitan, as opposed to rural, areas may eventually widen the knowledge gaps. LIS education and continuing education programs must be appropriately developed and constantly assessed in order to equip librarians with the knowledge and skills needed for the ethical provision of CHI services.

## **Session 1-C**

**Wednesday, November 14**

**Moderator: Whitaker**

### **1. How to Cure the Mid-Career Blues**

**Lisa M. Boyd**, M.A., M.L.S., consumer health librarian, National Network of Libraries of Medicine National Network Office, National Library of Medicine, National Institutes of Health, (boydl@mail.nlm.nih.gov)

**Purpose:** Now what? Do I continue in librarianship? Should I stay in my current job? Or do I change professions . . . at my age? Should I go back to school? Update my skills? How do I keep pace with the turbulent world of technology? Where do I go from here? These are important questions often pondered by mid-career librarians.

**Description:** Having a strong and diverse workforce within librarianship does not necessarily happen by attracting new people into the profession. Recruitment is but half of the answer. Retention is the other very important half. It is also far too often the overlooked method for maintaining a dynamic workforce. Librarianship must strive to keep its talented, capable and experienced professionals. What good is it to tempt more people into becoming librarians only to have them leave after several years and take their expertise, knowledge, leadership and vision with them? It depletes and diminishes the profession. The profession must find effective ways to cure disillusionment and prevent burnout. Retention of our mid-career librarians coupled with the recruitment of younger professionals into librarianship will “develop an expanded and diverse workforce.”

**Conclusion:** Upon researching the literature and existing professional development programs the presenter will offer strategies, advice and encouragement to mid-career librarians who face this crucial turning point in their professional lives.

### **2. Developing a meaningful practicum for library students in technical services at an academic health sciences library**

**Sylvia McAphee**, Serials Librarian (smcaphee@uab.edu); **Nicole Mitchell**, Reference Librarian (anmitch@uab.edu); and **Elizabeth R. Lorbeer**, Associate Director for Content Management (lorbeer@uab.edu), Lister Hill Library of the Health Sciences, University of Alabama at Birmingham

**Description:** The Lister Hill Library is seeking to explore ways to develop a meaningful practicum for library students in technical services at academic health sciences libraries.

**Setting:** Lister Hill Library of the Health Sciences, University of Alabama at Birmingham

**Participants:** Lister Hill Library staff and library school interns

**Program:** A practicum is designed to give students supervised field experience in preparation for professional work. Library schools in the U.S. strongly encourage, and often require, students to complete an unpaid practicum as part of their degree program. A practicum in technical services is an excellent opportunity for library and information science students to explore a career in acquisitions, cataloging, collection development and serials. Currently, library and information science schools are not properly preparing students in the vocation. Courses are not offered on a regular basis

nor are they required for a Masters in Library Science degree. Many graduates lack the knowledge of basic technical skills needed to select, acquire, and catalog material for a library's collection. Seasoned professionals in the field offer excellent training grounds for the next generation of technical services librarians. Field experience allows students to apply theoretical knowledge learned in the classroom to the daily management and organization of both traditional and digital collections.

**Main Results:** Field work should introduce students to the various functions of the automated catalog, processing purchase orders and claims, introduction to publishers and vendors, and troubleshooting electronic resources. Expectations are managed by drawing up an agreement of the educational and professional needs of the students.

**Conclusion:** Corresponding with NLM's Goal 4 to build a strong and diverse work force and the Recommendation 4.2 to support training programs that prepare librarians to meet emerging needs, sharing the experience of developing meaningful practica for library students will be useful to other libraries who wish to embark on similar ventures.

### **3. Informatics Discovery at Woods Hole: A Case Report**

**Cynthia L. Henderson**, MILS, AHIP Director (chenderson@msm.edu) and Darlene P. Kelly, MSLS, Division Head for Information Services (dparker-kelly@msm.edu) Library, Morehouse School of Medicine

**Question:** This case report will discuss the BioMedical Informatics week-long survey course designed to familiarize competitively selected fellows with the application of computer technologies and information science in biomedicine and health science that is sponsored by the National Library of Medicine (NLM) and held at the Marine Biological Laboratory (MBL) at Woods Hole, Massachusetts.

**Setting:** The MBL at Woods Hole, Massachusetts is the oldest private marine laboratory in the country. Each year scientists and advanced students from around the world come to the MBL to study.

**Method:** NLM's Long Range Plan 2006 – 2016 goal 4 recommendation 4.2 speaks to the need for NLM to "support training programs that prepare librarians to meet emerging needs for specialized information services". The BioMedical Informatics fellowship is one such training program. Two Morehouse School of Medicine Librarians have gone through this training and will be discussing their experiences in this case report. The class is limited to 30 fellows per session and includes a combination of lectures and hands-on computer exercises. The costs of attending this course, including travel, housing, and meals at the MBL, are fully supported by NLM.

**Main Results:** Participants are prepared to become actively involved in making informed decisions about computer-based tools in their organizational environment, and BioMedical Informatics knowledge is gained for use in meeting emerging needs for specialized information services.

**Conclusion:** This NLM fellowship program provides a unique opportunity for health science librarians. Hopefully the presentation of this case study will raise awareness about this training and result in more librarians applying for and being selected as fellows.

## Session 2-A

Thursday, November 15

Moderator: Fitts

### **1. To Be or Not To Be: Designing and Redefining the Physical Library**

**M.J. Tooey**, MLS, Executive Director, Health Sciences and Human Services Library, University of Maryland, Baltimore (mjtooey@hshsl.umaryland.edu)

**Question:** In Goal one of “Charting a Course for the 21st Century: NLM’s Long Range Plan 2006-2016”, the National Library of Medicine offers six recommendations concerning defining what it will mean for them to be a “library.” What are the implications for the resource libraries confronting the evolution to digital collections, the retooling of services, and the coveting of their space by others?

**Setting:** The Health Sciences and Human Services Library at the University of Maryland, Baltimore is in an urban setting in a building less than 10 years old. It is one of the largest academic health sciences libraries in the United States and serves six schools, two institutes, a hospital, and a larger constituency across its home state and the southeastern/Atlantic region. It serves as the headquarters for the National Network of Libraries of Medicine, Southeastern/Atlantic Region.

**Method:** About a year ago the director and staff of the HS/HSL were presented with a challenge – the campus needed space immediately and the library was the likely location. And there was space to be had. Would we cooperate or confront? When the library opened in 1998, 15 years of growth space was available. By late 2006, when a space assessment was done, there were 40 years of growth space available. The building was originally planned for great flexibility in use of space. This rapid need for space accelerated library staff discussions and planning regarding collection usage, core collections, collection development, space utilization, and what it means to be a resource library. Of course, all these discussions would have taken place eventually. We were hoping for a few years of planning, not a few months. This has caused us to hone in on the issues and we did some incredible work over the last few months through our Renovation Team. The RenTeam focuses on collection integrity, weeding, shifting, construction coordination, public relations, staff and user morale, and cohabitation with our new tenants. Things have gone well. It has occurred to us that we are responding in a very concrete manner to the very issues in NLM Goal 1 and we are redefining how our space supports our and their mission.

**Conclusion:** Although the work is hard, and physically, philosophically, and emotionally draining, there is a renewed confidence in our abilities to identify core issues and creative solutions. It is helping us to identify our directions and redefine what we mean by “library.” We are seen as team players by our campus and constituents. We have garnered goodwill and the campus has been supportive of our requests for funding to support our new directions. The campus has a growing respect for our abilities, competence, and expertise.

### **2. Librarians at the Point of Care: Connecting Clinic Patients with Information They Can Trust**

**Tracy E. Powell**, MLS, MA, AHIP, Clinical Services Librarian, Lister Hill Library at University Hospital (trapow@uab.edu); **Lydia Cheney**, MEd, CHES, Program Manager for Cancer Education, Comprehensive Cancer Center, (lydiache@uab.edu); **Ty Howell**, MLS, Librarian, The Kirklin Clinic Patient Resource Library (ty.howell@ccc.uab.edu); and **Lee A. Vucovich**, AHIP, Assistant Director of Reference Services, Lister Hill Library of the Health Sciences (lvucovi@uab.edu), University of Alabama at Birmingham

**Program Objective:** To provide professional library services in support of the health information needs of a diverse population of patients and families in a busy outpatient clinic

**Setting/Participants:** An interdisciplinary collaboration between an academic health sciences library, a Comprehensive Cancer Center, and a large outpatient clinic

**Program:** The need for quality, on-site patient information resources had been a recognized need in the academic medical center. The academic health sciences library (HSL), the Comprehensive Cancer Center, and the outpatient clinic came together in a unique collaboration and pooled the specialized resources of each to build a state-of-the-art patient resource center (PRL) which no one entity would have been able to produce on its own. Prime real estate in the busy outpatient clinic, existing resources and professional staff from the Comprehensive Cancer Center, and faculty librarians and a wealth of electronic resources from the academic health sciences library combine to offer clinic patients and their families a wealth of health information resources and services from the most basic to the most complex.

**Main Results:** Patients and their families have access to targeted, trusted information services at the point of care, the clinic has more health-literate patients, and the HSL librarians are able to interact with patients and families in a convenient, welcoming, state-of-the-art setting.

**Conclusion:** Data gathered in the first year of operation indicate that patients and families use the skills and resources available in the patient resource library to gather trusted information on a wide variety of disease and wellness issues.

### **3. Analyzing Reference Questions: Which Way do the Winds Blow?**

**Lin Wu**, MLIS, Reference Service Librarian, (lwu5@utmem.edu); **Richard Nollan**, MLS, Head of Reference and Outreach Services (rnollan@utmem.edu); and **Rozann Turner**, BA, Senior Library Associate (rtturner15@utmem.edu) University of Tennessee Health Science Center Library & Biocommunications Center

**Purpose:** Providing future reference services that enable biomedical research and support health care and public health requires knowing where we are. This paper explores the trends in reference services via reference statistics in an academic health science center library.

**Setting/Subjects:** The library is located on an urban university campus with more than 2700 students and 800 faculty members, including those on campus and those located elsewhere in the state. It services eight colleges, including medicine, nursing, pharmacy, dentistry, allied health, graduate health sciences, biomedical engineering, and social work.

**Methodology:** Three years' statistics from the traditional reference desk and the virtual reference desk at an academic health science center library were collected, classified, and analyzed. Two-months' statistics from traditional reference desk and two-months' statistics from virtual reference desk were extracted to compare. More than 37,700 email and traditional reference questions were collected for examination. Excel spreadsheets were used to organize the data.

**Main Findings:** The study revealed that traditional reference questions increased from 18.84% in 2006 to 35.08% in 2007. Instruction activities remained fairly constant in 2005 and 2006. The instructional questions increased from 7.45% in 2006 to 9.41% in 2007. The most frequently asked question at the traditional reference desk was interlibrary loan verification (34.75%). At the virtual reference desk the general reference questions received increased from 8.43% in 2006 to 18.78% in 2007. The years 2006 and 2007 received more in-depth reference questions and literature search requests than 2005. The most frequently asked question at the virtual reference desk was off-campus login (23.35%). In 2006 we had the highest inquiries about off-campus login due to the redesign of the library's web site. Questions about electronic resource access dropped every year as more and more users became familiar with the library system.

**Conclusions:** The essence of reference services is still to provide information and instruct patrons in the use of the library's information resources and services. Reference services are challenged with more opportunities in the changing environment. Reference desk staffers spend more time providing one-on-one instructions. In-depth reference questions that need more time and thought to answer are on the rise. The existing daily reference stat sheet should be recreated to reflect the actual reference services activities. Reference desk staffers either at the virtual desk or the traditional desk are called upon to have a changing set of skills to handle reference questions.

## Session 2-B

Thursday, November 15

Moderator: Buhler

### **1. Charting a Course for Volunteer Physician Faculty Outreach: Promoting the Use of Trusted Information Services through Off-campus Access Training**

**Martha Earl**, MSLS, AHIP, Reference Coordinator (mearl@utmck.edu) and **Sandy Oelschlegel**, MLS, AHIP, Director (soelschl@utmck.edu), Preston Medical Library, University of Tennessee Graduate School of Medicine, Knoxville

**Question:** Providing outreach classes to volunteer physician faculty will increase awareness and use of library off-campus services and NLM databases.

**Setting:** Urban graduate school of medicine library serving medical students, residents and faculty, including volunteer physician faculty in private practices

**Participants:** 323 volunteer faculty

**Methods:** Distributed questionnaire with library services brochure to 323 volunteer faculty via mail and email to determine their information seeking habits, use of library off-campus services and sources, desire for training, and preferences for training times. Provided training sessions based on questionnaire responses. Sent a follow-up questionnaire to class participants to evaluate the impact of the training sessions on subsequent use of library resources and services.

**Main findings:** 28 returned questionnaires resulted in a 9% response rate. Based on survey results, librarians offered one two-hour course in use of PubMed, databases, e-journals, e-books, and patient information/health literacy; and another two hour course covering PDA tips, evidence-based medicine tools, PowerPoint tips, and Internet medical sites. Librarians scheduled each course at times most preferred by respondents. 10 faculty members attended three sets of sessions and received supporting hand-outs and website materials. Follow-up participant questionnaire showed improved awareness and use of library services and off-campus resources. Use of certain databases and search requests increased for the months of the survey and classes.

**Conclusions:** Providing training sessions for volunteer faculty increased their use of knowledge-based information sources and services provided by the library. The preliminary needs assessment increased awareness of library services. Post-class questionnaire results demonstrated value of training to participants. Future research could investigate the impact of offering sessions with CME credit or at different times.

### **2. Creating E-Learning Opportunities for Clinical Faculty at Point-Of-Need**

**Carolyn Klatt**, MLIS, Head of Technical Services, Maguire Medical Library, Florida State University College of Medicine (carolyn.klatt@med.fsu.edu)

**Program Objective:** To meet the challenge of providing instruction to faculty with varied schedules who are distributed throughout Florida and who serve diverse populations. This supports NLM Recommendation 2.1 by delivering educational opportunities to physicians who practice in underserved areas.

**Setting:** A community based medical school with 100% electronic resources (such as Epocrates, Dynamed, InfoRetriever, and FirstConsult,) that are available 24/7 via the library's web page.

**Participants:** Clinical faculty throughout the state seeking faculty development learning opportunities.

**Program:** Library faculty worked with the director of the College of Medicine's Faculty Development program to create "Library Resource Modules" used by faculty at the College of Medicine to receive Faculty Development credit. These modules cover a variety of subjects such as differential diagnosis tools, disease quick reference tools, and evidence based



medicine resources. The modules include short (1-6 minute) animated tutorials created using the Qarbon ViewletBuilder software. The tutorials highlight specific aspects of the library's resources (differential diagnosis, decision support, etc.) and are based on 12-hours of core content that was identified by the medical librarians and medical informatics education director as important for clinical faculty. To provide an interactive e-learning experience, as well as to assess the effectiveness of this learning model, the modules also include pretests, quizzes and evaluations developed using Qarbon ViewletBuilder and ViewletACE. <http://www.med.fsu.edu/library/Tutorials/>

**Main Results:** Results of the pretests, quizzes and evaluations are stored on Qarbon's ViewletCentral so that statistics can be analyzed in aggregate as well as individually. The program is in its infancy, but data to date indicates that participants perceive that their ability to use the library's online resources improves by 36%.

**Conclusion:** Designing tutorials that incorporate evaluative assessment tools can be developed by librarians to create e-learning opportunities for faculty at point-of-need.

### **3. RSS Management as a Library Service**

**Katy Allen**, MLIS, Technical Services/Systems Librarian, Health Sciences Library; **Clay Davis**, Manager, Area Computing Services, School of Library and Information Studies; and **Steven L. MacCall**, PhD, Associate Professor, School of Library and Information Studies, The University of Alabama, Tuscaloosa

**Objective:** This paper describes the results of an initial evaluation of an enterprise RSS feed management tool (NewsGator) that is intended for use in a library-based current awareness service in response to a greater demand within the health care discipline for broader and more exhaustive environmental and current awareness scanning assistance. This study is concerned with evaluating the NewsGator product for a library RSS feed management tool intended for future deployment as part of a current awareness service for a wide area network of rural ambulatory healthcare providers. The proposal of this service is in keeping with the National Library of Medicine's long range goal of providing seamless access to medical knowledge and health information.

**Method:** Participants were academic health librarians and students from the School of Library and Information Studies. During a 60 day trial period, participants evaluated NewsGator as an enterprise-level RSS management tool for use as a library service. Participants performed evaluative tasks from both user and administrator perspectives during the investigation.

**Results:** Initial evaluation suggested that an enterprise-level management tool for RSS feeds and syndicated content is potentially useful for a library current awareness service. The skill set of librarians, which enables the determination of reliability, currency and authority when selecting and organizing RSS feeds on behalf of users, is a major contribution to that end. However, our analysis of NewsGator suggests that additional functionality is necessary prior to its suitability for adoption by libraries. We look forward to future iterations of this product.

**Conclusion:** Enterprise-level RSS feed management has the potential to serve as the basis for a current awareness service for a network of rural ambulatory health care providers though further research is needed to evaluate such a service from the health care provider perspective. The evaluation also suggested that further development of enterprise-level RSS management tools is necessary, especially tools that consider library specifications.

## Session 2-C

Thursday, November 15

Moderator: Schaefer

### **1. A Blueprint for Tomorrow: FPIN-The Family Practice Inquiries Network**

**Rick Wallace**, MSLS, EdD, AHIP, Assistant Director (wallacer@etsu.edu); **Nakia Carter**, MS, AHIP, Clinical Reference Librarian (cartern@etsu.edu) Quillen College of Medicine Library (QCOML), East Tennessee State University; and **Susan Meadows**, MLS, Medical Librarian, University of Missouri, Columbia (MeadowsS@health.missouri.edu)

**Program Objective:** FPIN is a national, not-for-profit academic program with the objective to improve clinical practice by using information technology to translate useful research evidence into practice, by teaching all primary care clinicians to be clinical scholars, and by generating new evidence from practice based on clinical research.

**Setting:** A network of family physicians, family medicine residency programs and departments, medical librarians, and other health professionals with the common goal of using information technology to improve health care.

**Participants:** FPIN currently has 25 family medicine departments, 90+ residency programs, 19 interest groups and 95 medical librarians as members.

**Program:** The heart of the program is production of Clinical Inquiries. Clinical Inquiries are concise answers to real clinical questions from family physicians. Each Clinical Inquiry, answered with the best available evidence, is published in the Journal of Family Practice (JFP) and at fpin.org. In 2001, the first year of publication, Clinical Inquiries became the most frequently read series in JFP, according to readership surveys.

**Main Results:** FPIN's vision is to answer 80% of family physicians questions within 60 seconds of their time at the point of care with the best available evidence. QCOML has taken the clinical questions asked and adapted the FPIN search strategy to their needs. This adaptation allows for the searches to follow a defined transparent structure that the clinicians can replicate should they desire.

**Conclusions:** This is an outstanding opportunity for medical librarians to participate in research, be published and improve searching skills. By participation in FPIN, medical librarians would be aligned with OCLC's Environmental Scan which predicts a greater need for supporting lifelong learning in the community and for supporting the changing patterns of research and learning in medical education.

### **2. Investigating the Use of Evidence-based Resources in Public Health Practice in South Carolina**

**Feili Tu**, PhD, Assistant Professor, School of Library and Information Science, University of South Carolina (tuf@gwm.sc.edu)

**Questions:** What evidence-based public health resources are used by public health professionals in South Carolina? What is the current status of the use of evidence-based practice by public health professionals in South Carolina? The purposes of the study are to: 1) examine the need for evidence-based public health practice, 2) identify the information needs of public health professionals, 3) investigate the variety of resources available for evidence-based public health practice, and 4) identify how effectively evidence-based public health resources are used by professionals in the State of South Carolina.

In the National Library of Medicine's recent document, Charting a Course for the 21st Century: NLM's Long Range Plan 2006-2016, Goal Four states: "... Over the next ten years a greatly expanded and more diverse workforce of clinicians, informaticians and librarians will be needed to develop and deploy systems to support basic, clinical, and translational research in the genomic era, to deliver just-in-time health and emergency response information, to link electronic health records, decision-support tools, and relevant knowledge, and to ensure permanent access to digital information. ..."

This study supports Recommendation 4.3, “Continue support for formal, multidisciplinary education in biomedical informatics to increase the supply of informatics researchers who can work at the intersections of molecular science, clinical research, health care, public health, and disaster management.”

**Design:** The methodology was a survey research study, with both qualitative and quantitative research used for data analysis.

**Setting:** Public health-related institutions in South Carolina, such as regional and local offices of the South Carolina Department of Health & Environmental Control (SC DHEC).

**Participants:** The population is defined as public health professionals identified by the SC DHEC.

**Discussion:** This research aims to determine: whether the SC public health professionals integrate the best available evidence from research findings with professional expertise and knowledge for evidence-based public health practice what resources have been used for evidence-based public health practice by SC public health professionals if there is a commitment to evidence-based practice and public health informatics by the public health leadership.

### **3. Public Health in Paradise: Partnering to Improve Health and Information Access in the US Virgin Islands**

**Sheila Snow-Croft**, MLIS, MA, Outreach Education Coordinator, NN/LM SE/A, HS/HSL University of Maryland Baltimore (ssnowcro@hshsl.umaryland.edu); and **Anne Thurland**, MPH, CHES, Director, Bureau of Health Education, Virgin Islands Department of Health, Christiansted, St. Croix, USVI

**Objective:** This paper details efforts to address the healthcare information needs of the U.S. Virgin Islands, per the NLM’s Long Range Plan Goal 2: Promotion of health literacy and reduction of health disparities. Due to the absence of a functioning medical or health science library in the USVI, a decentralized approach has been utilized to improve health information access, including partnering with groups previously unfamiliar with electronic health resources, providing training and funding, and establishing a presence at consumer events and conferences.

**Methods:** The USVI has many unique challenges, only one of which is the fact that it is a US territory located within the Caribbean. With a health care system comprised of public, private, and community-based providers, the government provides most health services directly. Unlike the US norm, preventive and primary care services are provided through clinics on all three islands. The population is predominately Black and Hispanic, and major health disparities exist. Almost one third of the population is uninsured. Ten percent have diabetes. HIV/AIDS, hypertension, and obesity are prevalent, along with much asthma and respiratory illness caused by seasonal Saharan winds that blow through the region.

Working to provide services to each of the public health system branches, we forged new partnerships, attempting to reach varying geographical areas and populations. Computers and training were provided to a needy clinic, and we began training academic, public, and school librarians, introducing them to each other along with online resources.

**Conclusion:** A decentralized approach is recommended when attempting to meet healthcare information needs of such intensity, with consistency and a willingness to start small. Through our efforts and the participation of many, access to health information has begun to improve within the USVI.



Thursday, November 15

Moderator: Mitchell

## **1. Expecting the Best but Planning for the Worst: Emergency and Disaster Response**

**Richard Nollan** (rnollan@utmem.edu); David Armbruster (darmbruster@utmem.edu); **Steve Golanka** (sgolanka@utmem.edu); **Brenda Green** (bfgreen@utmem.edu); and **Tom Singarella** (tsingarella@utmem.edu)  
University of Tennessee Health Sciences Library, Memphis

The hurricane devastation along the Gulf Coast of Louisiana, Mississippi, and Alabama in 2006, as well as the terrorist attacks on September 11, 2001, have revitalized interest in preparing emergency and disaster response plans. If you have never written one, or have not done so in a long time, the process may seem daunting.

Our campus is an urban university campus with about 2200 students and 800 faculty members, including those on campus and those located elsewhere in the state.

The library's emergency and disaster plan was woefully out of date, so a library committee was formed to review and update the document. After reviewing plans from other institutions, the committee considered what topics to include in our document, and then structured the new document. The committee also worked with the campus safety officer to ensure that the library's plan was consistent with the campus plan, also under review at the time.

We found that many of the principles that applied to paper-based information and other traditional library materials have not changed much over the years. Nevertheless, there were new considerations regarding damaged computer hardware and software, remote access to library resources during major disasters, and terrorism. Some details of campus infrastructure had also changed over the years and those are dealt with too. The new plan was presented to an assembly of all library faculty and staff during our annual maintenance day. We also plan to do more specific, hands-on training in the future.

The result is a document that meets our needs under a wide range of circumstances.

## **2. Weathering the Storm: Preparing for Disaster**

**Jie Li**, MLA, AHIP, Assistant Director for Collection Management (jli@jaguar1.usouthal.edu) University of South Alabama Biomedical Library; **Ellen Sayed**, MLS, AHIP, Head of Collection Development, Manager, e-Access Services, Distributed e-Library (ellen.sayed@gmail.com) Weill Cornell Medical College in Qatar; and **Judy Burnham**, MLS, AHIP, Director (jburnham@jaguar1.usouthal.edu) University of South Alabama Biomedical Library

**Program Objective:** Following a disaster it is imperative that medical libraries provide their users with seamless access to health information resources and services. Echoing the first goal in NLM's Long Range Plan, this paper reports on the process of developing an academic medical library's disaster preparedness plan, outlining actions to be taken in the event of a disaster.

**Setting/Participants:** Institutions located close to the Gulf of Mexico are often in the path of hurricanes. In order to prepare for future disasters, the University of South Alabama Biomedical Library collected resources on emergency preparedness from government guidelines, emergency preparedness agencies, and institutions experienced with emergency preparedness to prepare its own disaster preparedness plan.

**Program:** After gathering information from resources on the Internet and from a SOLINET Emergency Preparedness workshop, the USA Biomedical Library's disaster preparedness plan has been drafted with contents that include a decision-making tree for disaster recovery, the disaster planning process, a bibliography of irreplaceable items, record-keeping forms, library resource lists, accounting information, insurance information, disaster prevention and protection strategies, checklist of pre-disaster actions, disaster recovery services and supplies, services for drying water-damaged books and records, emergency services checklist, in-house supply stockpile checklist, and recovery team members.

**Main Results:** Preparing for emergencies can reduce fear, anxiety, and losses that accompany emergencies and disasters. With identification of priority areas of the library collection and development of measures to protect the physical collections and electronic resources, the disaster preparedness plan will reduce the risk of damage to collections and lessen the risk of interruption of services.

## Session 3-B

Thursday, November 15

Moderator: McAphee

### **1. Survey of Institutional Repositories in Academic Health Sciences Libraries**

**Thomas Singarella**, PhD, Professor and Director, Health Sciences Library and Biocommunications Center, The University of Tennessee Health Science Center (tsingarella@utmem.edu) and **Paul Schoening**, MS, MBA, Associate Dean and Director, The Becker Medical Library, Washington University School of Medicine (paul.schoening@wustl.edu)

**Question:** What is the state of Institutional Repository (IR) development in academic health science libraries over a 3-year period?

**Design:** This paper provides a snapshot of IR development in academic health sciences libraries (HSL) by comparing surveys that were distributed online in 2005, 2006, and 2007. Eight questions were included: demographic information, IR ownership, kinds of content, length of IR, unique digital objects, percentage of faculty contributing, document management software, technical support, plus comments.

**Participants:** The subject group is the Association of Academic Health Sciences Libraries (AAHSL) membership consisting of libraries serving the accredited U.S. and Canadian medical schools belonging to the Association of American Medical Colleges.

**Setting:** The survey instrument was distributed online (via Survey Monkey) in June/July 2005, 2006, and 2007 to the entire AAHSL membership (114/116).

**Evaluation Measures:** Descriptive statistics for each survey category were compiled, including both whole numbers and percentages; a side-by-side comparison between the survey years is presented to illustrate results, observations, and conclusions.

**Results/Conclusions:** A good response rate (almost 50%) of library directors completed the survey. Results indicate a clearly increasing effort as more HSLs have established IRs, and more plan to do so. Many HSLs are actively involved with IRs on their campus but are early in the development process. Virtually all respondents indicated that few (<10%) of their campus faculty contributed articles to the IR. DSpace is the dominant document management software used. Additional resources are needed to adequately support the HSL in developing an IR, and most often the impetus is to protect the archives, publications, and research of the institution. The most successful large IR efforts appear to be via the main campus library and statewide higher education efforts.

### **2. Digitizing a Local Academic Medical Center Collection to Enhance Access and Preserve Original Materials**

**Sarena Burgess**, MSIS, Associate Fellow, National Library of Medicine (sburgess5@gmail.com); **Cynthia Vaughn**, MLIS, AHIP, Clinical Librarian (cvaughn@mc.utmck.edu), **Bridgit Carpenter**, BA, Accounting Assistant (bkcarpen@mc.utmck.edu); and **Elaine Brekke**, Serials/Web Services Librarian, MLS, AHIP (ebrekke@mc.utmck.edu) Preston Medical Library, University of Tennessee Graduate School of Medicine, Knoxville.

**Presenter:** Cynthia Vaughn

**Problem:** The collection of historical materials located in the Preston Medical Library was underutilized and without a systematic means of intellectual and physical access.

**Setting:** The Preston Medical Library serves the University of Tennessee Graduate School of Medicine and the University of Tennessee Medical Center, Knoxville. As the area's only academic medical center, emphasis is placed on education and ease of access to materials and information throughout the institution.

**Method:** The NLM Board of Regents highlighted the importance of preservation and the provision of “seamless, uninterrupted access” to library collections in Goal 1 of “Charting a Course for the 21st Century: NLM’s Long Range Plan 2006-2016.” Preston Medical Library’s historical collection needed to be organized and properly stored so that current and future users can quickly and efficiently access the materials. To provide enhanced access to the historical materials and limit the physical wear on the original documents, a searchable digital collection was created using Greenstone Digital Library software. Greenstone is an open-source software program that supports multiple metadata schemas and a wide variety of document and image formats. Through Greenstone, files can be organized and published on the Internet where their metadata values are fully searchable. Items were scanned and metadata were applied to all digital objects using the simple Dublin Core Metadata Element Set. All original materials are being preserved in acid-free archival-quality boxes.

**Results:** The digital collection is available through the institutional intranet. These documents are now indexed and searchable for anyone at the Graduate School of Medicine and Medical Center. Since users can now access the collection digitally, the original materials are stored properly and protected from the wear and damage caused by physical handling.

**Conclusion:** Using the software required more expertise than originally expected, as difficulties were encountered when uploading the collection to the local server. The digital collection has been well received, and various departments have expressed an interest in adding their own documents and photographs to the collection.

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## CONTRIBUTED POSTERS – ABSTRACTS

**MANNED: Wednesday, November 14, 2:00 – 4:00 pm**

**ON DISPLAY: Wednesday, November 14, 9:00 am – 4:00 pm and**

**Thursday, November 15, 10:00 am – 3:30 pm**

### **1. Who's Your Daddy? Exploring the Reporting Structures of Academic Health Sciences Libraries**

**Amy G. Buhler**, MSLS, Health Science Center Libraries (abuhler@ufl.edu); **Nita Ferree**, MALIS, Health Science Center Libraries (nferree@ufl.edu); **Tara T. Cataldo**, MLS, George A. Smathers Libraries (ttobin@ufl.edu); **Michele R. Tennant**, PhD, MLIS, Health Science Center Libraries and Genetics Institute (tennantm@ufl.edu) University of Florida

**Question/Objective:** To examine the different reporting and funding structures that exist at academic health sciences libraries and track the trends that have occurred.

**Setting:** Academic health sciences libraries

**Participants:** Members of the Association of Academic Health Sciences Libraries

**Methods:** AAHSL statistics were analyzed and the members of the AAHSL listserv were surveyed online (47% response) for their perceptions concerning reporting structure.

**Main Findings:** AAHSL statistics (1990-2001) reflect a change in reporting structure from health-related administrators (HRA) to main campus administrators (MCA) by nearly a two to one ratio. Thirty-five percent of respondents to the authors' survey have experienced some change in either location and/or level of their direct report. However, data revealed no discernable trend in the reasons for these changes.

Directors that reported to the top HRA had the highest level of satisfaction with regard to reporting structure. Lowest satisfaction levels were linked to directors reporting to secondary MCAs. Power rankings (i.e. budgetary, administrative, and service decision making ability) were highest when the library reported to a HRA. Autonomy, less bureaucracy, and streamlined decision making were cited as attributes contributing to satisfaction with reporting location more often by those reporting to a HRA than those reporting to a MCA. Perceived strengths of reporting structure were similar across locations while perceived weaknesses were more location dependent.

**Conclusions:** Data suggest that directors reporting to a HRA are more likely to be very satisfied, while those not satisfied are more likely to report to a MCA. Autonomy, decision-making ability, and respect for the library's role are important attributes and should be considered in any reporting structure or relationship. In either scenario, lack of direct or indirect access to decision-makers was cited as the reporting structure's top weakness suggesting that reporting to a strong advocate at any level is crucial to library success.

### **2. Constructing Solutions for Tomorrow's Needs: An Analysis of Clinical Questions Asked During Morning Report**

**Nakia Carter**, MS, AHIP, Clinical Reference Librarian (cartern@etsu.edu); and **Rick Wallace**, MSLS, EdD, AHIP, Assistant Director (wallacer@etsu.edu) Quillen College of Medicine Library (QCOML), East Tennessee State University

**Question:** Do the types of questions asked at morning reports conducted by two East Tennessee State University Quillen College of Medicine (QCOML) residency programs, Family Medicine and Pediatrics and the databases used to answer them give the East Tennessee State University insight for future needs and services?

**Setting:** Morning report services at two East Tennessee State University Quillen College of Medicine residency programs, Family Medicine and Pediatrics.

**Method:** A review of questions asked over a six month long period in two primary care morning reports was conducted and each question was categorized according to the type of question. The questions were also analyzed to see which databases were used to answer the questions.

**Main Results:** The percentage of question types was compared between the two programs during the time period of January 1, 2007- June 30, 2007. Each question was broken down to be foreground or background. The question was then classified as Therapy, Diagnosis, Harm, Prognosis, or Other. Each morning report then had their questions broken down into a percentage to show how many of each type of question was asked. The results of the questions were analyzed to see which databases were used in answering the questions.

**Conclusions:** The analysis will serve as a gauge for the type of training needed or desired by the residents. This focused look at the questions asked and the analysis of the results found will give the QCOML librarians a good look at where the residents' interests and knowledge gaps lie. The data will show an overview of the questions asked which will further aid the QCOML librarians in determining databases and resources that will be most useful to the residency programs.

### **3. Meeting Users' Technological Expectations at their Point of Need**

**Michael S. Fitts**, Assistant Director for Access & Document Delivery Services/Assistant Professor; and  
**Jason B. Baker**, Reference Librarian/Instructor, Lister Hill Library, University of Alabama Birmingham

**Program Objective:** The program objective is to provide computing to students, faculty and staff at their point of need. This focus echoes the OCLC environmental scan, which calls for libraries to meet users where they are and to fulfill their expectations of technologies.

**Setting:** A large biomedical library in the southeast.

**Participants:** Students, staff & faculty who visit the library and utilize our public computers.

**Program:** A brief survey designed to poll users' perceptions of the adequacy of the library's computing appeared once users logged in to our public machines. A total of 127 responses were received. Based on these results the library decided to provide a new service not only to the library but the university campus as a whole; therefore increasing computer access for the university community, who for whatever reason, may not have access at their point of need. The equipment is available on a first-come, first-serve basis with a loan period not to exceed 24 hours to any student, staff or faculty member with a valid ID. The laptops are checked out from our Reserves Desk. At the time of checkout library users are given operating instructions and are required to sign a "laptop borrower's agreement" outlining procedures and responsibilities.

**Main Results:** Students, faculty and staff now have access to reliable mobile computing that allows them to fulfill their computing needs where they are when they need it. Program evaluation is underway to monitor type of use which will direct further program development.

**Conclusion:** Use indicates that the demand for reliable and up to date laptop computers was high. It continues to be so.

### **4. Over the Hills and Far Away: Teaching Online Searching Skills to Distance Education Students**

**Lindsay Haynes**, MLIS, Information Services Coordinator (lhaynes@mcg.edu) and **Darra Ballance**, MLIS, Assistant Director, Learning Resource Center Statewide AHEC Network (dballance@mcg.edu) Medical College of Georgia

**Question:** How do you teach online searching skills to students with whom you will not be interacting directly?

**Setting:** An Academic Health Sciences Institute in Georgia



**Method:** For an online distance education class in the School of Nursing, we created PowerPoint tutorials of Ovid Medline, Ovid CINAHL, Scopus, PubMed, and Google Advanced. Students were asked to complete all tutorials online, then to complete two searching exercises. The searching exercises required that they use Ovid CINAHL and Google Advanced to search for evidence-based literature related to their paper topic. Students were given the grading rubric, which included skills from the tutorials and the class.

**Main results:** The students averaged four out of five points on their CINAHL searches and 4.7 out of five on their Google Advanced searches. Scores ranged from two to five points in the CINAHL search and from three to five points on the Google search. Students frequently lost points for not having a workable search strategy and for not finding articles and sites with the best evidence.

**Conclusion:** While students seemed to learn the mechanics of searching in the CINAHL database and using the Google Advanced search engine, they did not grasp how to recognize articles representing best evidence or how to create a workable search strategy. The tutorials covered mechanics, but not concepts or strategies. Students performed better when using Google Advanced than Ovid CINAHL. Familiarity with Google and similar search engines may have given the students more confidence in this area and improved their scores. Future tutorials should look at later placement within the class syllabus and cover search strategy and concepts as well as mechanics.

## **5. Charting a Course for Hospital Library Advocacy in the SE/A**

**Janice E. Kelly**, Executive Director (jkelly@hshsl.umaryland.edu) and **Toni Yancey**, Outreach/Exhibits Coordinator (tyancey@hshsl.umaryland.edu) NN/LM SE/A, University of Maryland Health Sciences and Human Services Library

**Program objective:** To support and increase the visibility of hospital libraries in their institutions and communities through National Network of Libraries of Medicine Southeastern/Atlantic (NN/LM SE/A) programs.

**Participants:** The 800+ Network members working in hospital libraries.

**Setting:** The thirteen states and territories of the National Network of Libraries of Medicine, Southeastern/Atlantic region.

**Program:** Our advocacy program started in 2004 with a letter writing campaign to hospital administrators. Since that time the NN/LM SE/A has instituted new funding options to support a variety of activities in libraries; expanded our advisory structure to include opportunities for more input from hospital librarians; conducted site visits; developed new course offerings and methods of delivery; provided promotional materials for local events; conducted webinars on topics of interest; added a regional blog, chat service and redesigned website for more timely updates on products and services of interest; and began tracking unfunded outreach activities.

**Main results:** The impact of these activities has not been measured systematically but we can report interim results for year 01. We sent 103 letters to hospital administrators in support of their libraries. Fourteen of the 35 members on our four advisory committees work in hospital libraries; a hospital librarian chairs the oversight committee. Through our express award program, we funded 21 hospital library projects. Five hospital libraries were visited by NN/LM SE/A staff. New courses on patient safety, technology advances and health literacy were offered to hospital librarians and those they serve. We presented six webinars on topics of specific interest to hospital librarians. Thank you letters were sent to four hospital librarians for unfunded outreach activities that expanded our outreach to an additional 900 individuals.

**Conclusions:** Through our decentralized committee structure and varied communication structures, we will continue to generate new ideas on new ways to advocate for the value of hospital libraries in their institutions. We hope to keep our programs flexible to meet their changing needs as well as participate in furthering the missions of their institutions.

## **6. Providing 24/7 Seamless Access to All Library Resources**

**Carolyn Klatt**, MLIS, Head of Technical Services, Maguire Medical Library, Florida State University College of Medicine (carolyn.klatt@med.fsu.edu)

**Program Objective:** To provide 24/7 seamless access to all of the library's resources, both licensed and free, including databases, books, and journals. This supports the OCLC 2003 Environmental Scan by accommodating users with self service to interconnected resources.

**Setting:** A community based medical school with 100% electronic resources available 24/7 via the library's web page. Resources include: databases such as FirstConsult, Dynamed, and PubMed; books available electronically via interfaces such as Ovid, AccessMedicine, and Thieme; and journals available electronically via such interfaces as MDConsult, Science Direct, and Blackwell Synergy.

**Participants:** Students, faculty and staff distributed at locations throughout the state of Florida seeking information via the library's web page.

**Program:** Library faculty investigated federated search engines to identify one that would be cost effective, easy to maintain, meet user expectations of ease of use, provide relevant results, and cross search all library resources. The WebFeat Search Engine was chosen as most closely meeting these goals. Both individual and multiple resources may be searched. In addition, library faculty pre-grouped resources into categories and subject areas to facilitate ease of use. Categories include: Evidence Based Medicine Resources; Medical and Biomedical E-Books; Scholarly, Scientific, and Medical Databases; and Scientific and Medical E-Journals. Subject areas include: Clinical Tools, Consumer Health, and Drugs.

**Main Results:** The WebFeat search engine is able to simultaneously search 90% of the library's free and licensed resources. The program is in its infancy, but data to date indicates that about 30% of the people who use the library's resources also use WebFeat. An informal survey of users indicates that most are pleased with the relevancy of the results and the ease of use.

**Conclusion:** Providing a federated search engine can enhance access to library resources and increase use of library resources.

## **7. Preliminary Assessment of Health Information Use Patterns in a Web-based Patient Portal**

**Taneya Koonce**, Assistant Director, Eskind Biomedical Library (taneya.koonce@vanderbilt.edu); **Julie Beauregard**, Library Fellow, Eskind Biomedical Library (julie.beauregard@vanderbilt.edu); **Jim Jirjis**, Assistant Professor, Departments of Biomedical Informatics and Medicine, Chief Medical Information Officer, Director Adult Primary Care Center, (jim.jirjis@vanderbilt.edu); and **Nunzia B. Giuse**, Director, Eskind Biomedical Library, Professor, Departments of Biomedical Informatics and Medicine (nunzia.giuse@vanderbilt.edu) Vanderbilt University Medical Center

**Objective:** To describe the library's efforts to increase understanding of patient information use patterns within an interactive, secure, Web-based portal for patient access to components of the medical record

**Brief Description:** The integration of librarian expertise within medical center informatics applications is central to the library's mission for supporting informed healthcare. We have partnered with medical center teams to provide value-added, evidence-based health information supporting clinical data such as lab results, vital signs, and condition-specific topics in the patient portal. To further refine the portal and the library's role in the project, we sought to more clearly understand portal use patterns via assessing usage data and anecdotal patient commentary and participating in focus groups. In addition, positive clinician and patient input, along with the desire to leverage information-seeking opportunities, has prompted the library's expansion of the array of consumer-level health information resources within the portal.

**Results:** Over the past three years the patient portal's interdisciplinary development team, of which the library is a key player, has incorporated additional mechanisms for patient/provider communication and interactivity based on feedback and usage of the tool. Such mechanisms have included: enabling all patients to view all health resource collections in addition to those linked to patient-specific diagnoses; adding links to supporting information to vital sign data contained

in the portal; and purchasing stable, consumer-oriented resources (versus vetted, but potentially ephemeral web sites) to integrate into the portal. Further, we have examined access data and participated in a focus group of patient users to inform critical areas for expanding the use and information content of the tool.

**Conclusion:** The portal serves as a vital mechanism for fostering patient participation in healthcare; we will continue to assess the impact of the library's contributions to the tool as it continues to be marketed throughout the medical center.

## **8. Designing the Future of Our Library Website: Thinking Outside the Box to Maximize Resources**

**Anna Krامل**, MSLS, Reference Librarian, (krampl\_a@mercer.edu) and **Rita Smith**, MLIS, Outreach & Education Coordinator, (Smith\_rb@mercer.edu) Mercer Medical Library & The Peyton T. Anderson Learning Resources Center, Mercer University

**Question:** How can an academic medical library with limited IT support utilize existing campus resources to enhance development of a new and improved website?

**Setting:** The Mercer Medical Library, with 15 full-time staff members, is located in the Mercer University School of Medicine in Macon, Georgia, an urban setting.

**Method:** Mercer Medical Library sought creative solutions to performing usability testing on their renovated Website, lacking a systems librarian and other means of IT support to carry out such a project. Upon learning of collaboration between the School of Engineering and the Undergraduate Library to arrange testing of the latter's revamped Website, medical librarians investigated a similar partnership. A team of four Technical Communications undergraduate students in Mercer's TCO 361 Usability class were assigned to evaluate the library's Website. The principal Website developer and team members met and communicated via email to discuss project goals, answer questions and impart knowledge about the library Website's objectives. Challenges of recruiting participants and acquiring accessible lab times for testing arose toward the close of the semester.

**Main Results:** In December 2006, the usability team presented the medical library with a 24 page assessment, including their analysis of the findings and recommendations for improvement. Librarians reviewed and are in the process of implementing feasible recommendations.

**Conclusion:** Academic medical libraries can find valuable partnerships in existing campus institutions with reciprocal usability project needs. Benefits include receiving usability lab facilities and a workforce to carry out testing, analyze results, as well as deliver critical appraisal from outside users. Because of limitations to relying on student help - including class time constraints and their level of investment in the project - future involvement with a similar team may require the librarians to take the lead in planning and early forethought of participant recruitment and lab time reservations.

## **9. Project Management Strategies for Accommodating Go Local Development Within a Full Workload**

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**Program Objective:** Go Local directories serve valuable functions but are time- and resource-intensive to create; given the work involved, we sought to develop workflow models to optimize data collection; capitalize on knowledge gains; and promote efficiency in Go Local directory development.

**Setting:** Academic health sciences center library integrated in multiple projects across the institution.



**Description:** Prior to Go Local proposal submission, the team evaluated anticipated Go Local workload against the library's ongoing and projected projects/goals to explore the feasibility of a Go Local project. We determined the following strategies to allow both the accomplishment of a comprehensive Go Local directory and continued effective execution of ongoing projects: 1) employing an 18-month project timeframe with the initial 6 months dedicated to partnership formation; 2) renewing/developing collaborations with organizations which could contribute relevant datasets and/or publicity assistance; 3) establishing a core of primary staff with expertise and available time to complete the bulk of work on the directory, supplemented with quality control by senior staff who would continue to dedicate time to ongoing projects; 4) establishing contiguous zones of responsibility to allow core staff to develop expertise in the services and needs of a state region and 5) creating shared, centralized templates and a project notebook to which staff contribute useful search strategies and crosscutting resources.

**Main Results:** These strategies should allow the library, already fully committed on multiple projects, to add the time-intensive Go Local project to its workflow without compromising ongoing work and while fostering the development of a high quality resource for the state. The library will also leverage regional knowledge developed through directory creation in other projects such as work with the institution's geriatrics education center. In addition, the library will encourage cross-pollination of ideas/techniques used in creating the site among staff through basic knowledge management tactics like shared repositories.

## **10. The Journey Project**

**Monica Leisey**, PhD, MSW, Social Work Informationist (Leiseymr@vcu.edu) and **Jean P. Shipman**, MSLS, AHIP, Director Tompkins-McCaw Library and Associate University Librarian (jpshipma@vcu.edu) Virginia Commonwealth University Libraries, Virginia Commonwealth University

**Program Objective:** The Journey Project, a partnership between a social work informationist and a cancer resource center in a nationally recognized cancer center, was designed to improve cancer patients' health literacy by providing them with information concerning their condition, their treatment, and the healthcare system within which they access care.

**Setting:** Program services were at Virginia Commonwealth University's (VCU's) Massey Cancer Center, a large urban teaching hospital.

**Participants:** Oncology patients receiving services from VCU's Massey Cancer Center participated.

**Program:** The Journey Project was created to increase health literacy among cancer patients. Conceptualizing health literacy to include information about the patients' conditions, treatments, and the healthcare system provided the basis on which a notebook was created to be used by patients. Working closely with an oncologist, the social work informationist offered and provided health information access. Interested patients were provided a Journey notebook within which they could store and manage their health information. The notebook included sections to be completed with the help of the social work informationist such as contact information for health care team members, symptoms and side effects, pain management, medication management, and maps of the healthcare system.

**Main Results:** Although finding information about cancer diagnoses and treatments was a fairly easy task, gathering information about the healthcare system proved to be more difficult. At the beginning of the project, no resources existed that facilitated accessing the various types of information a cancer patient might need. Gathering the information took approximately four months and many interviews. The completed notebook was presented to the director of oncology services, and to nurses, the psychologist, and the social worker for their input.

**Conclusion:** Working across disciplines proved to be both educational and frustrating as each professional had expectations of the project based on professional values and goals. Implementing the project relied on the flexibility of the oncologist and his nurse to provide access to patients while they were in the examination room. Patients seemed to find the notebook useful, however using other Journey resources, such as counseling and information provision, seemed to be relationship dependent.

## **11. Web 2.0 Tools in Medical and Nursing School Curriculum**

**Trey Lemley**, Information Services Librarian (lemley@jaguar1.usouthal.edu) and **Judy Burnham**, Director, (jburnham@jaguar1.usouthal.edu) University of South Alabama Biomedical Library

**Objective:** The purpose of this study is to investigate the extent to which social networking tools are being used in the curriculum of medical and nursing schools.

**Setting/Participants:** The OCLC Environmental Scan (2003) notes that the most effective solutions are collaborative ones. In an effort to ascertain whether or not Web 2.0 tools can enhance collaboration, a study was conducted by librarians at the University of South Alabama. A questionnaire was developed to determine the extent of the use of social networking tools in the curriculum of medical and nursing schools. The questionnaire was sent to the DR-ED listserv, to the AACN Instructional Leadership Network listserv and to the Association of Academic Health Science Libraries (AAHSL) listserv, asking the AAHSL participants to forward to those responsible for curriculum at their institution.

**Methods:** Results from the questionnaire were analyzed to determine the extent of the use of Web 2.0 tools in the curriculum of health science schools, using descriptive analysis.

**Main Findings:** The majority of respondents involved in medical school curriculum are not currently using Web 2.0 tools, and those that are, are using them in campus-based courses. The majority of medical school respondents are using the tools personally. About one-half of the respondents involved in nursing school curriculum are using the tools both for online and on-campus classes. The majority of nursing school respondents are not using Web 2.0 tools for personal use.

**Conclusions:** Web 2.0 tools are slowly being introduced into the curriculum of medical and nursing schools for a variety of uses. Health science librarians have the opportunity to work with the faculty to encourage use of these tools for better collaboration.

## **12. Citation Analysis: Comparison of Web Of Science, Scopus and SciFinder Scholar**

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**Objectives:** The purpose of this study is to compare Web of Science, Scopus and SciFinder Scholar on their usefulness, accuracy, strength and weakness in analyzing the publication record of institutional authors.

**Settings/Subjects:** Citation analysis is a very valuable, extensively utilized technique that allows a researcher to study the literature of scholarly disciplines. Citation analysis has been dependent for many years on ISI Web of Science (WOS). Two commercial databases, Scopus and SciFinder Scholar, have been developed as competitors to WOS. This study has been conducted by the University of South Alabama Biomedical Library to look at selected institutional faculty publications.

**Methods:** The citation analysis capabilities of the three databases are compared along with the usefulness in generating data needed. Institutional authors are identified. The coverage of the databases, ease of overall searches and citation analysis are compared. Features such as author identification, are noted.

**Results/Outcome:** Each database presents its own strengths and weaknesses due to difference in coverage, methods of identifying unique authors, and analysis methods of each database. WOS goes back the farthest (1900). Scopus covers most life and health sciences but only has completed citation information from 1996. SciFinder Scholar has the strongest chemistry coverage with CAS registry numbers. SciFinder Scholar's search interface is not as intuitive as WOS and Scopus. WOS has more options/fields for citation analysis. The Scopus Author Identifier can often identify the exact author for which a searcher is looking. Scopus has a one step analysis feature. However, it has limited fields to analyze. Scopus has the capability to export the citations into a spreadsheet. The choice of database will be determined by the purpose of the citation analysis.

### **13. Unicard Blueprints: Improving Printing Efficiency**

**Briget Livingston**, MLIS, Systems Librarian (blivingston@med.sc.edu) and **Felicia Yeh**, MLIS, Assistant Director for Collections Management (felicia@med.sc.edu), University of South Carolina, School of Medicine Library

**Question:** To develop a print management system that will be more efficient, cost-effective, and user friendly to replace existing unlimited, free printing.

**Setting:** The University of South Carolina, School of Medicine Library is a medical, academic library located in Columbia on the School of Medicine campus.

**Method:** Librarians investigated printing systems used by other libraries and sought feedback from their administrators. They met with vendors and determined what options were available. Uniprint software, a second printer, three release stations, a card dispenser station for purchasing new cards, and an add value station for adding funds to accounts and cards were purchased. Students used their Novell accounts to print, were provided with 750 free pages, and could print additional pages for \$.06 per page. The public could print for \$.10 per page with the purchase of a \$.50 print card. Feedback was solicited from Library Committee members, including students. Students expressed that they did not want to carry additional cards, so Novell usernames and passwords were used instead.

**Main Results:** The new system resolved several printing issues. The benefits included a reduction in staff time, less paper and toner waste, improved usage and accounting statistics, a more efficient printing service for users, and a decrease in overall printing costs. We discovered that students were often unable to print nights and weekends because they were unable to change their expired Novell passwords. The IT department maintained Novell accounts from another location, so it was not possible for library staff to address those password problems.

**Conclusion:** An upgrade to streamline printing and photocopying services was implemented in the fall 2007 semester. Students were assigned account numbers and chose their own passwords. We planned to install touch-screen Omega terminals on both the printers and the photocopiers; however, Omega terminals were incompatible with our photocopiers. As a result, we installed keypad terminals on the photocopiers. The new card was designed with a unicorn logo and called Unicard. Possible future upgrades may include combining the card dispenser and add-value stations and upgrading the Uniprint software to allow remote printing from laptops with Microsoft Vista operating systems.

### **14. NLM's Outreach to Minority Populations: An Overview**

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**Purpose:** This poster will provide an overview of the National Library of Medicine's (NLM) current outreach activities to minority and/or underserved population groups and plans for future programs.

**Description:** In 1989, the National Library of Medicine's Long Range Plan identified the need for an outreach program. At that time, the main goal was to inform health professionals and community advocates about some of the NLM information resources, such as Grateful Med and AIDSLINE. Over the past 15 years, NLM has implemented various outreach activities, many with a focus on underserved and minority population, and utilizing partnerships organizations. The 2006-2016 Long Range Plan reflects the overall success of current outreach programming emphasizing a need to expand them to other population groups.

**Main Results:** NLM programming has been extended to other minority and/or underserved populations, such as refugees, children/students and seniors. In addition, the outreach activities have influenced improvements in NLM resources, such as the Environmental Health and Toxicology Portal, AIDInfo, American Indian Health, Arctic Health and Asian American Health. While NLM has initiated numerous successful outreach initiatives, they recognize the need to identify even more opportunities for outreach partnerships and collaborations with other libraries and community organizations.

## **15. Comparison of Health Information Seeking Behavior of Physicians, Nurses and Pharmacists in Tennessee**

**Sandy Oelschlegel**, MLS, AHIP, Director (soelschl@mc.utmck.edu); **Martha Earl**, MSLS, AHIP, Reference Coordinator (mearl@utk.edu); and **Bridgit Carpenter**, BA, Assistant (bkcarpen@mc.utmck.edu) Graduate School of Medicine, Preston Medical Library, University of Tennessee

**Purpose:** To evaluate survey data including responses from questions on the top three sources of professional/health information, Internet use and use of specific Web sites in order to compare the way that physicians, nurses and pharmacists in Tennessee find health information

**Setting/subjects:** Data was analyzed by members of the NNLM/SEA funded Outreach State Planning and Evaluation Team at the University of Tennessee Preston Medical Library and Learning Resource Center. Data included in the analysis included 400 surveys completed by physicians, nurses and pharmacists in Tennessee who participated in the team-led survey in 2006.

**Methodology:** Cross tabulation of existing survey data using SPSS software was completed in order to examine the following; rank of the top three sources of information, daily or weekly use of the Internet and perceived success and use of specific health information Websites, with a focus on the use of PubMed and MedlinePlus.

**Results:** Cross tabulation of survey data identified differences in the ranking of the top three sources of professional/health information by nurses, pharmacists and physicians. The frequency of use of the Internet to find health information and their perceived success rate was also identified. Stumbling blocks to finding quality health were consistent in all three professions, “lack of time”, “difficulty in determining reliability” and “charges from libraries” being the top three. “Lack of time to locate information” was the biggest stumbling block. An analysis of the use of specific Websites showed a lack of awareness and use of both PubMed and MedlinePlus and confirmed the popularity of Google.

**Discussion/conclusion:** This comparison demonstrates that there are differences in the health information seeking patterns between physicians, nurses and pharmacists in Tennessee. Information from this study can be used to plan outreach and training with an emphasis on introducing PubMed, MedlinePlus and other reliable, free Web resources that are not being utilized.

## **16. Measuring Library Value: Re-Imagining Our Libraries Through the Eyes of Our Administrators**

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**Objective:** This project sought to determine the value of hospital library services in a regional health care network by addressing these questions: Is the hospital library service effective in answering health information questions? Is the hospital library service an effective use of institutional funding? Does collaborative purchase of electronic resources in a regional health care network bring added value to participating hospitals?

**Methods:** The research consisted of three studies involving a regional network of seven Veterans Health Administration hospital libraries in Biloxi/Gulfport, MS; Jackson, MS; Shreveport, LA; Alexandria, LA; Little Rock/North Little Rock, AR; Oklahoma City, OK; and Houston, TX. Research included a survey of the recipients of reference searches to determine the perceived value of information delivered to library patrons in mediated literature searches. Patrons receiving



searches responded to an anonymous electronic questionnaire patterned on Marshall's 1992 Rochester study. A second measure of library value was an analysis of the cost efficiency of the network's shared electronic resources, based on the total number of searches for FY2006. A third measure was a cost-benefit analysis of interlibrary loans, comparing the group's total interlibrary loan usage for FY2006 with potential costs for commercial document delivery and with purchase costs of library materials. Participants in the survey of research recipients included 53 nurses, 32 physicians, 17 students/interns, 15 allied health professionals, 4 administrators, and 13 others. Respondents identified the purposes of their research requests as being either for patient care (37) or for other reasons (97). The 134 searches were performed between April 2006 and March 2007 and represent all of those for which evaluation surveys were received. The studies of interlibrary loans and database cost efficiency used cumulative figures for FY2006.

**Results:** Reference survey responses demonstrated that information provided by these 7 hospital libraries helped to avoid adverse events (3%) or patient mortality (8%); determine or confirm diagnosis (14%); affect the choice of tests (16%), drugs (30%), or other treatment options (30%); and reduce length of stay (5%) or avoid hospital admission (30%). Interlibrary loan data supported potential savings estimates of \$149,250 in lieu of commercial document delivery fees, and \$2,503,668 versus purchase of the borrowed library materials. Network purchases of shared electronic resources resulted in a low \$.94 cost per search and increased access to resources.

**Conclusion:** Survey results and statistics on interlibrary loans and database usage demonstrate the value of information provided by hospital libraries toward the improvement of patient care and hospital management, as well as the cost effectiveness of library services in this regional hospital network. This information was shared with hospital administrators to document the contributions of network libraries toward improved patient care and cost savings.

## **17. Revolutionizing a TOC Service for the Electronic Age**

**Tracy E. Powell**, MLS, MA, AHIP, Clinical Services Librarian (trapow@uab.edu) and **Jan Bradley**, Library Associate (gdnbuzz@uab.edu) Lister Hill Library at University Hospital, University of Alabama at Birmingham

**Program Objective:** To retool a historically popular Table of Contents Service (TOCS) to exploit electronic content and increase functionality for clinicians

**Setting/Participants:** Clinicians and a hospital library in a large academic medical center

**Program:** The library offers a Table of Contents Service to help clinicians keep up to date, and has many long-term subscribers. The service has been tweaked over the years to become more timely, more streamlined, and to take advantage of technology. The key to every change has been ease of use for the subscribers. As the service evolved from paper to PDF files on a web server, it was still limited to the library's selection of print journals and required subscribers to request articles through document delivery channels for copyright management. As electronic access to journal content became the preferred route, demand grew to include access to full text articles along with the TOCs. Library staff revolutionized the TOCS to provide electronic access without affecting the existing high level of individualized service to each subscriber.

**Main Results:** Each TOCS subscriber receives one weekly email with links to the newest electronic tables of contents of their choice. The selection of journals in the service has expanded from approximately one hundred to thousands. The subscriber can easily access the full text of desired articles directly from the table of contents, from any computer through use of their campus login.

**Conclusion:** Journal tables of contents continue to be a valuable current awareness tool for clinicians. Electronic TOCs provide seamless access to licensed full-text context without copyright concerns, but registering for automatic delivery from assorted journal publishers can be confusing and time-consuming, and results in delivery of multiple email messages. The library provides an important value-added service through individualized weekly email delivery of electronic TOCs to busy clinicians.

## **18. Librarian Outreach: Better Research for Better Careers. Preparing University Students for Success in the Health Sciences**

**Todd Prusin**, MSLS, Health Sciences Liaison Librarian, Georgia State University (tprusin@gsu.edu)

**Question:** How can university libraries provide a better foundation for research and information literacy to health science students?

**Design:** Beginning in spring 2007, librarian spends 4 “office hours” a week in nursing/public health departments to increase accessibility to faculty and students. When the librarian is in student’s environment, students view librarian in a collegial way resulting in more consultations. Outreach better prepares students for careers that require the use of hospital and medical school libraries. The departments appreciate the presence of the librarian and acknowledge that in this digital age the library needs to reach out and provide patrons with core library values.

**Setting:** The Georgia State University Library is located in downtown Atlanta, GA, an urban setting.

**Participants:** Students and faculty in the College of Health and Human Sciences.

**Intervention:** During office hours librarian may offer/provide consultations.

**Main Outcome Measures:** Office hours consultations are tallied and measured against number of consultations from previous year. Without office hours during spring 2006, there were 8 consultations. With office hours during spring 2007, there were 26 consultations and the nature of the questions was more varied.

**Main Results:** Office hours have given the librarian better contact with faculty, greater understanding of assignments and curriculum and better access to students to provide real time assistance with research projects. Students are more information literate via the proximity and access to their librarian.

**Conclusion:** Office Hours outreach provides health sciences students with more opportunities to consult with their librarian. Because of the limitations of a student’s schedule and their reluctance to seek librarian assistance, office hours allow students to more easily consult with the librarian and acquire the tools necessary for successful library usage.

## **19. A Cooperative Project to Digitize Critical Records of the Early History of Meharry Medical College**

**Bernard Ray**, PhD, Associate Vice President for Administration, Meharry Medical College; **Christopher Ryland**, MSIS, Assistant Director for Special Collections, Vanderbilt University Medical Center; and **Barbara Grissom**, Health Information Analyst II, Meharry Medical College

**Background:** As part of the Meharry-Vanderbilt Alliance, and at the request of Meharry leadership, Vanderbilt University Medical Center’s Eskind Biomedical Library (EBL) acts as a consultant to Meharry Medical College (MMC) on best practices in health sciences librarianship. This consultation includes collaborating in efforts to increase access to Meharry’s unique archival holdings, and EBL’s recent acquisition of a preservation book scanner provides an opportunity to assist Meharry with the digitization of its collection of college catalogs and bulletins dating to 1879. An historically black institution, Meharry was founded in 1876 to train physicians, dentists, pharmacists, and eventually nurses to care for the African-American community in the South. This project is a valuable step in continuing to open Meharry’s rich history to the world.

**Project Description:** In June 2007, Meharry and Vanderbilt will begin digitizing the MMC Archives’ collection of college catalogs and bulletins, starting with the rarest and most vulnerable. Using EBL’s planetary scanner and image treatment software, the project will create full-text, searchable electronic versions of these publications previously considered too brittle to be scanned. Once these publications are scanned, the full-text will be processed with an optical character recognition application, and the resulting PDF files placed online, thus enabling scholars, genealogists, and the general public to find and view frequently sought historical data, including names and degrees of Meharry graduates,



curriculum information, news about alumni, and information about the status and business of African-American healthcare in the early 20th century.

**Expected Results:** This project will increase opportunities for research using Meharry's irreplaceable resources, broaden knowledge of Meharry's history and mission, and provide further evidence for the impact of Meharry on the history of African-American healthcare. The project will also increase the quality and speed of reference service provided by MMC Archives staff while preserving the original materials.

## **20. Designing our Future: Looking for Signs of the Health Sciences Library on the Medical College Homepage**

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**Question:** How many of the 143 American Association of Medical Colleges (AAMC) members provide a visible link directly to their medical/health sciences library from their institutions' homepage?

**Setting:** The web presence of the medical/health sciences libraries as linked from the AAMC online directory, July 10 through August 31, 2007.

**Study Selection:** The 126 accredited M.D.-granting U.S. medical schools and the 17 accredited Canadian medical schools listed on the AAMC website at <http://www.aamc.org>

**Method:** The authors divided the AAMC institutions among themselves and accessed each homepage to determine if a visible direct link to the library was provided. If a direct link to the library was not found, they searched department, subject, etc. links, rollovers, pop-ups, site maps, and site search features until the library homepage was found. This process was completed two times, by different authors, for each of the schools in order to confirm the findings. The findings were reviewed collectively by all of the authors both times. Finally, any sites whose results were still in question were reviewed again by the authors until a final result was agreed upon.

**Main Results:** 47.5% of the AAMC institutions did not provide a visible direct link to their library from the institution's homepage. In addition, it was discovered that 2.8% of the AAMC websites did not provide a library link nor was one found when a search box feature or site map was used. The authors also report their findings on additional criteria that may be of interest.

**Conclusion:** The prominence and importance of the library's role to the Liaison Committee on Medical Education (LCME) accreditation process is well documented. It was discovered that a significant number of the AAMC member libraries were 'not included' or 'deeply buried' on their college/school of medicine homepage. The authors feel the library should be easily accessible from an institution's main portal of entry, their homepage. If we are to 'Design Our Future' it is critical that our patrons can easily find us.

## **21. Making Morehouse School of Medicine Library Website more Accessible: Moving to a Content Management System (CMS)**

**Joe Swanson, Jr.**, MSLS, Division Head for Computer Systems (jswanson@msm.edu); **Roland B. Welmaker**, Sr., PhD, MSLS, Archivist/Librarian (rwelmaker@msm.edu); **Xiomara E. Arango**, MSLS, Division Head for Technical Services (xarango@msm.edu); **Cynthia L. Henderson**, MILS, AHIP, Director (chenderson@msm.edu); **Darlene P. Kelly**, MSLS, Division Head for Information Services, (dparker-kelly@msm.edu); **Vincent Thorpe**, MSLS, Reference Librarian (vthorpe@msm.edu), Morehouse School of Medicine Library-Atlanta

**Purpose:** This poster illustrates how we moved from the traditional methods of managing our Website to using a content management system (CMS). Utilizing CMS the Web page owners are empowered to maintain their own sites as opposed to being required to go through a Webmaster.

**Setting:** The Morehouse School of Medicine on the World Wide Web.

**Brief Description:** The library's original Website was not on the Morehouse School of Medicine home page, but was nestled behind various layers. Discussions were held concerning the revision of the library's Website. Plans for the site were placed on hold with the departure of the Webmaster. The Director and the Division Head for Computer Systems met with the new Webmaster shortly after her arrival on campus and were informed of a future move to a new system for handling Websites. In early May 2007 the Department of Information Technology implemented training for the Content Management System built by Ingeniux.

**Conclusion:** The Library's Website is now linked directly from the Morehouse School of Medicine home page. Library content can now be changed at will without changing the design and the design can be changed without changing the content. The Library's Website is now easier to navigate and manage. Patrons can easily access various resources using the Quick Links.

## **22. The Library Consult: Delivering Consumer Health Information Using an Electronic Medical Record System**

**Mara R. Wilhelm**, Chief, Medical Library Section, Miami VA Healthcare System (Mara.Wilhelm@va.gov)

**Program Objective:** Deliver consumer health information to clinic patients seeking better understanding about their condition.

**Setting:** Portland VA Medical Center primary clinics.

**Program:** Clinic providers initiate library consults on the electronic health record, at the point of care. Librarian sends relevant publications or information based on diagnosis and topics of interest.

**Main Results:** Studies show informed patients communicate better with providers and make lifestyle changes. The library developed a marketing plan to promote this valuable service.

**Conclusion:** The more ways providers have to contact the library and the more ways the library staff employs to deliver consumer health information to patients the better.

## **23. A Web 2.0-inspired Outreach Project: Marketing and Enhancing Services with a Blog**

**Steven Wilson**, MLIS, MA in English Literature, Coordinator of the Center for Disability Resources (CDR) Library (wilsons@med.sc.edu) and **Rozalynd Anderson**, MLIS, Assistant Director for Education and Outreach, Library (roz@med.sc.edu) University of South Carolina School of Medicine

**Program Objective:** To describe a Web 2.0-inspired weblog ("blog") outreach project that uses free technology to advertise a library's services, interests, and collection.

**Setting:** The Center for Disability Resources Library is located within the University of South Carolina School of Medicine Library in Columbia, SC, and consists of books, videos, brochures, and audiotapes covering a variety of disability-related topics. The library loans materials to anyone living in the NN/LM Southeastern/Atlantic Region.

**Participants:** The collection coordinator and two graduate assistants regularly screen announcements and articles for potential posting on the CDR Library Blog.

**Program:** Using Blogger (<https://www.blogger.com>), a free, automated weblog publishing tool, a basic blog site was created back in June 2006. This blog was then customized using a free Blogger-compatible template located on the Web, and a free, invisible Web tracker called StatCounter (<http://www.statcounter.com/>) was later added so that simple

user tracking data could be gathered. Over the past year (June 2006-present), one or two new posts have been added to the CDR Library Blog each week, covering a variety of disability-related topics including news articles, book reviews, conference announcements, and association announcements.

**Main Results:** The CDR Library Blog provides an additional portal for disability professionals and the general public to use as a current awareness tool or to learn about the library. Since its implementation, the blog's use has continued to grow, and now averages over 100 "Unique Visitors" and over 80 "First-time Users" a month. Nearly 25% of these visitors are "Returning Visitors."

**Conclusion:** The CDR Library's weblog has proven an effective and relatively easy outreach project to implement, especially in light of the free weblog and Web tracking software available on the Web. The blog has helped strengthen the relationships between the library and local support groups who regularly submit content.

## **24. Designing our Future: Securing a Role in the Medical Education Program by Developing a Literature Search Assessment Tool.**

**Karl Woodworth**, Woodruff Health Sciences Center Library, Emory School of Medicine and Linda Garr Markwell, Grady Branch Library, Emory University

### ***Program Objectives:***

- \* Create an instrument to measure the ability of medical students and medical residents to do a literature search in MEDLINE based on locally described core competencies
- \* Incorporate information finding skills into trainees' officially evaluated competencies
- \* Demonstrate to medical school faculty the librarians' worth in medical education.

**Setting:** Academic library associated with a large urban teaching hospital (Grady Memorial Hospital, Atlanta, Ga.)

**Participants:** Third-year medical students and first-year medical residents, roughly 230 persons.

**Program:** In the 2006-2007 academic year, librarians at the Grady Branch Library developed a rating scale to assess selected basic and advanced literature search abilities in Ovid Medline or PubMed. The scale measures 10 dimensions representing core competencies that may be observed on either a search strategy printout or during an online teaching session. The 10 competencies are grouped into 3 categories: Basic Competencies for Average Searchers, Advanced Tactical Skills, and Strategic Skills. The same 10 dimensions are used to rate Ovid Medline and PubMed, although the expression of each dimension in either search engine differs somewhat. Based on a 10-point value for each competency and discretionary bonus points, final scores with a maximum of 100 are calculated. Using this scale, Grady Branch Librarians systematically rated the observed search skills of 110 third-year medical students during small-group practicum sessions throughout the academic year, and rated the literature search skills of 120 interns in 3 departments during June new-resident orientations.

**Main Results:** As a result of creating and publicizing the use of the literature search assessment tool, library educational programming was sought by faculty and was greatly expanded in the following year, including:

- \* small group literature search instruction based on current clinical questions.
- \* team-based instructional sessions in the hospital setting.
- \* mandatory individual sessions.

Additionally, the literature search score will be incorporated into the core competency evaluations of individual residents by the departments of Internal Medicine and Emergency Medicine.

**Conclusion:** In the new educational arena, the ability to measure skill sets is an essential part of the perception of the librarian as a peer educator, enhances librarian credibility, and may lead to increased educational opportunities.

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S I T E L I C E N S E P R O G R A M

# **SOUTHERN CHAPTER MEDICAL LIBRARY ASSOCIATION BUSINESS /AWARDS MEETING**

**Thursday, November 15, 2007**

**Francis Marion Hotel Charleston, South Carolina Gold Ballroom 8:00 - 9:45 am**

## **AGENDA**

**Call to Order and Welcome ..... Priscilla Stephenson, Chair**  
**Approval of 2006 Business Meeting Minutes .....Roxanne Nelson, Secretary**  
**Financial Report .....Roxanne Nelson, Treasurer**  
**Bookkeeper's Report ..... Pam Neumann, Bookkeeper**

## **OLD BUSINESS**

**Bylaws Revision.....Toni Yancey**

## **2007 ANNUAL MEETING REPORTS**

**Convention Co-Chairs, 2007 ..... Tom Basler, Ruth Riley**  
**Program Committee Chair.....Judy Burnham**

## **REPORTS OF CHAPTER OFFICIALS & COMMITTEE CHAIRS**

**Archivist.....Lisa Ennis**  
**Bylaws Committee Chair .....Toni Yancey**  
**Communications Committee Chair .....Martha Earl**  
**SoChap-L, Southern Expressions, Web site**  
**History of Southern Chapter Committee Chair .....Laura Kane**  
**Hospital Libraries Committee Chair ..... Brenda Curry-Wimberly**  
**Membership Committee Chair..... Sandy Oelschlegel**  
**Membership Database Manager ..... Sandra Canham**  
**MLA Benchmarking Committee Liaison ..... Linda Garr Markwell**  
**MLA Chapter Council Representative and Alternate .....Danny O'Neal, Jane Bridges**  
**MLA Credentialing Liaison ..... Cynthia Henderson**  
**MLA Governmental Relations Liaison..... Kevin Bradford**  
**Nominating Committee Chair .....Pam Neumann**  
**Professional Development Committee Chair..... Darlene Parker-Kelly**  
**Public Relations Committee Chair..... Carolyn Brown**  
**Research Committee Chair.....Suzanne Stemler**  
**Strategic Planning Committee Chair .....Sandra Franklin**

## **HONORS AND AWARDS PRESENTATIONS**

**Honorary Membership Awards**  
**First Time Attendee Scholarship**  
**Hospital Librarian of the Year**  
**Research Project Grant**  
**Academic Medical Librarian of the Year**  
**T. Mark Hodges Award**

## **NEW BUSINESS**

**2008 Conference Invitation – Birmingham ..... T. Scott Plutchak**

**INTRODUCTION OF NEW OFFICERS and PASSING OF THE FRANCES VERBLE GAVEL**  
**ANNOUNCEMENTS AND RESOLUTIONS**  
**ADJOURNMENT**



**Technology Symposium**  
**Get With IT! New Information Technologies**

*SC/MLA Annual Meeting*  
*Tuesday, November 13, 2007*  
*9:00 A.M. – 3:00 P.M.*

*Calhoun Room*

|                     |   |
|---------------------|---|
| 9:00 am - 9:10 am   | <b>Welcome &amp; Introduction of Stephen T. Bajjaly</b><br><b>Nancy McKeehan</b> , MSLS, Assistant Director of Libraries for Systems<br>Medical University of South Carolina<br>E-mail: mckeehan@musc.edu   |
| 9:10 am - 9:50 am   | <b>Address</b><br><b>The Enduring Value of New Technology</b><br><b>Stephen T. Bajjaly</b> , PhD., Director Library & Information Science Program<br>Wayne State University<br>E-mail: bajjaly@wayne.edu  |
| 9:50 am - 9:55 am   | <b>Introduction of Stephen Abram</b><br><b>Brenda Green</b> , MLS, Coordinator Instructional Services<br>University of Tennessee Health Sciences Center Library<br>E-mail: bfgreen@utmem.edu  |
| 9:55 am - 10:55 am  | <b>Keynote Address</b><br><b>A Tech Forecast: Library 2.0 in the Real World</b><br><b>Stephen Abram</b> , MLS, Vice President Innovations SirsiDynix<br>E-mail: Stephen.abram@sirsidynix.com  |
| 10:55 am - 11:15 am | <b>Questions</b>  |
| 11:15 am - 11:45 am | <b>Break: Lunch delivered</b>   |
| 11:45 am - 11:55 am | <b>Introduction to Afternoon Panels</b><br><b>Stephen Bajjaly</b>   |
| 11:55 am - 1:10 pm  | <b><u>PANEL 1</u></b><br><b>New Technologies: Blogs, Wikis, RSS Feeds, Podcasting</b><br><b>Panelists:</b><br><b>Elizabeth Connor</b> , MLS, AHIP (moderator) Science Liaison, Daniel Library The Citadel<br>E-mail: elizabeth.connor@citadel.edu<br><b>Lisa Ennis</b> , MLS, Systems Librarian Lister Hill Library University of Alabama Birmingham<br>E-mail: lennis@uab.edu<br><b>Jasmine M. Bagay</b> , BSBA Masters Student, School of Information Sciences<br>College of Communication, University of Tennessee<br>E-mail: jbagay@utk.edu |



1:10 pm - 1:30 pm      **Break**

1:30 pm - 2:45 pm      **PANEL 2**

**Virtual Reference Service: The Future Never Looked so Bright**

**Panelists:**

***Lee Vucovich***, MS, MLS, AHIP (moderator) Assistant Director for Reference Services,  
Lister Hill Library University of Alabama Birmingham  
E-mail: lvucovi@uab.edu

***Brandi Dawn Tuttle***, MLIS, Information and Education Services Librarian  
Medical Center Library Duke University  
E-mail: brandi.tuttle@duke.edu

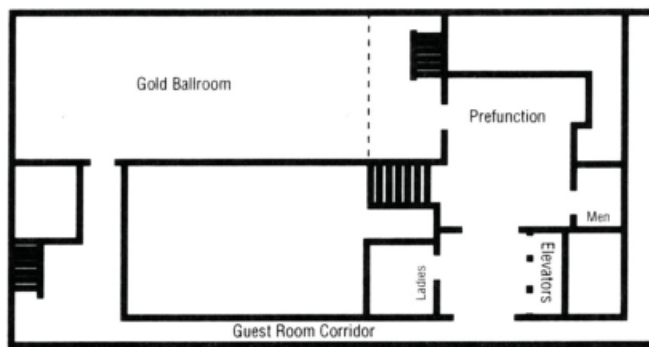
***Mary Virginia Taylor***, MLS, Chief Librarian VA Medical Center, Memphis, TN  
E-mail: Maryvirginia.taylor@va.gov

2:45 pm - 3:00 pm      **FINAL REMARKS**

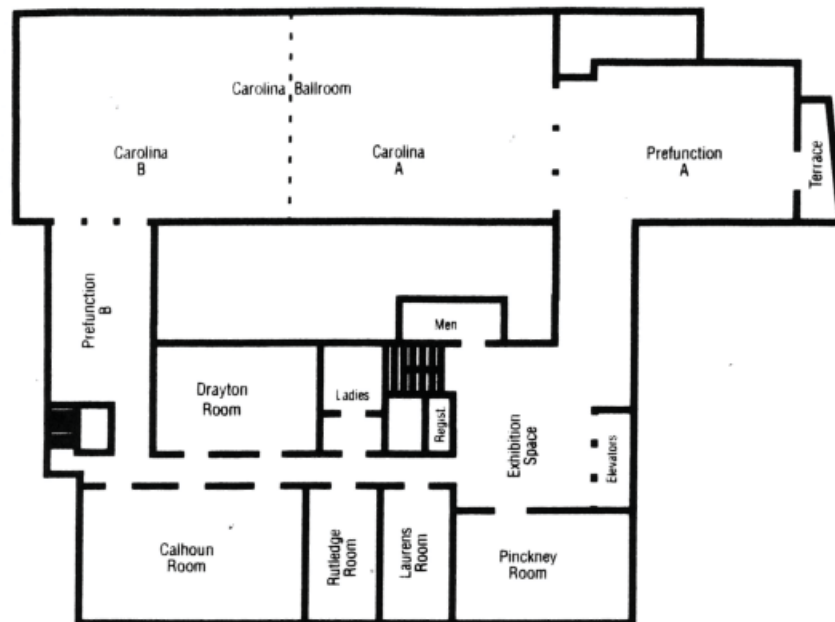
***Stephen Bajjaly***

***Acknowledgement:***

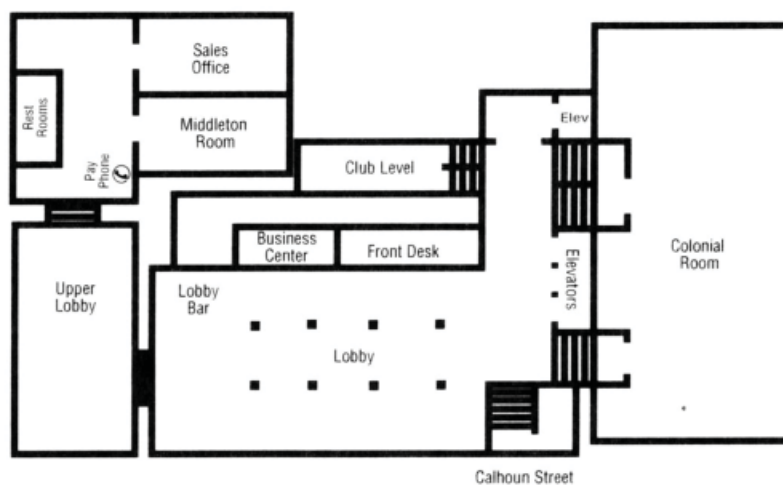
***“This project has been funded in part with federal funds from the National Library of Medicine, National Institutes of Health, under Contract No. N01-LM-6-3502 with the University of Maryland, Baltimore.”***



The Gold Ballroom/Second Floor



Mezzanine/Meeting Level



The Colonial Room/Lobby Level

| Day 1<br>MON Nov 12 |  | Day 2<br>TUESDAY Nov 13 |  | Day 3<br>WEDNESDAY Nov 14 |  | Day 4<br>THURSDAY Nov 15 |  | Day 5<br>FRIDAY Nov 16 |  |
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