











hange is definitely in the air as we experience revolutionary changes in our professional endeavors. MLA's 2007 National Program (NPC) and Local Assistance Committees have planned a wonderful meeting that will give us an opportunity to closely examine all that is affecting us. Be prepared to learn about new frontiers and roles that librarians can adopt. These new roles can be largely attributed to ubiquitous technology, the ease of information delivery, and rapid transitions in scholarly communications. In addition, as health care becomes

more consumer-centric, we are working directly with health care consumers and patients to improve their health literacy and to ensure that they have access to quality health information. The NPC initiated a different approach this year, encouraging us to join in heated discussions prior to the meeting on its session-sponsored blogs. I'm sure you have all come prepared to debate!

Enjoy the vibrant city of Philadelphia, where MLA held its first meeting in 1898. There are wonderful art museums as well as magnificent historical sites. And don't forget about the delicious food available in the nearby Reading Terminal Market, as well as many top-rated restaurants. And, of course, shopping opportunities abound with Macy's within steps of the Marriott Hotel and other retailers within easy walking distance.

There is no better time to be a health sciences librarian than today—let's celebrate our collective time at MLA '07 to air our changes and derive revolutionary ideas for our profession and for ourselves! Let's enjoy our founding city and celebrate our professional association with one another!

—Jean P. Shipman, AHIP, MLA president, 2006/07

elcome to Philadelphia for a celebration that focuses on "Information Revolution: Change Is in the Air!" Philadelphia has been present at the birth of more historic changes than most cities or states, so it is especially fitting that it serves as the hostess for a meeting devoted to better understanding the changing environment surrounding our libraries.

Whether you are experiencing changes in technologies, user populations, workforce, vendors, medical practice, available space, or all of the above, MLA '07 has speakers and posters to meet your needs. MLA '07 will help you confront the challenges and, better yet, maximize the opportunities these revolutionary changes may create to offer new services, make information more widely available, and deliver content to new user groups.

The 2007 NPC explicitly committed to focusing on quality in every aspect of planning this meeting. The results will be evident in heavily peer-reviewed contributed papers and posters, two NPC-sponsored paper sessions, and one NPC-sponsored debate. Participants may find it challenging to choose among these stellar offerings. Be sure to visit the MLA '07 blog to keep the discussion going. And be mindful of our underlying "green" theme. Instead of handouts, presenters were encouraged to post materials to the MLA blog and MLANET ahead of the meeting, and a CD-ROM documenting all final paper and poster sessions is available.

The plenary speakers deserve special note (see page 13) and will entice us to revolution or evolution. The hot continuing education opportunities, beginning before and ending after our meeting, offer even more opportunities for stimulating discussion. The "Scholarly Publishing Issues" symposium on May 23 will keep the meeting's dynamic motion going even after the closing session.

The 2007 NPC and Local Assistance Committee members challenge all of you to take advantage of all parts of this meeting and this city. Philadelphia's shopping, eating, and museums will make your daily itinerary a full and fun





one. Networking with your colleagues, eating, shopping—but most of all, breathing the change in the air!

—Diana J. Cunningham, AHIP (left), and Susan S. Starr (right), cochairs, 2007 National Program Committee

# MEDICAL LIBRARY ASSOCIATION Quality information for improved health

MLA is a nonprofit, educational organization with more than 4,500 health sciences information professional members worldwide. Founded in 1898, MLA provides lifelong educational opportunities, supports a knowledgebase of health information research, and works with a global network of partners to promote the importance of quality information for improved health to the health care community and the public.

## Contents

- 8 Officers and staff
- 9 MLA '07 sponsors
- 11 Schedule
- 12 Corporate partners
- 13 Featured speakers/Plenary sessions
- 15 General information
- 18 Continuing education courses
- 20 MLA unit meetings schedule
- 22 Daily program
- 41 Award and grant recipients
- 42 Guide to exhibits
- 57 Exhibit hall map
- 59 Marriot maps
- 63 Parliamentary procedures
- 65 Program index
- 67 Ad index



This program was printed on recycled paper that contains 10% postconsumer waste and 40% preconsumer waste.

#### 2006/07 Board Of Directors

Jean P. Shipman, AHIP, president Mark E. Funk, AHIP, president-elect M.J. Tooey, AHIP, immediate past president

Margaret Bandy, AHIP, director

Sarah H. Gable, AHIP, director and Chapter Council liaison

Craig C. Haynes, director and secretary Dixie A. Jones, AHIP, director and treasurer Faith A. Meakin, AHIP, FMLA, director

T. Scott Plutchak, AHIP, director

Tovah Reis, director and Section Council liaison

Connie Schardt, AHIP, director

Linda Walton, director

Carla J. Funk, CAE, executive director

#### **Appointed Officials**

Carla J. Funk, CAE, executive director Linné Girouard, AHIP, sergeant-at-arms

Nunzia B. Giuse, AHIP, FMLA, editor-in-chief, Journal of the Medical

Library Association

Melissa L. Just, AHIP, editor, MLANET Linda M. G. Katz, AHIP, editor, MLA News Lucretia W. McClure, AHIP, FMLA, parliamentarian

Mary Piorun, AHIP, coordinator, MEDLIB-L

#### **2007 National Program Committee**

Diana J. Cunningham, AHIP, cochair

Susan S. Starr, cochair

Anne K. Seymour, cochair, Local Assistance Committee Etheldra Templeton, cochair, Local Assistance Committee

Marie T. Ascher, AHIP Sue Ben-Dor, AHIP Deborah Crooke Elizabeth K. Eaton Tom Flemming, AHIP Andrea Y. Griffith Heidi Heilemann, AHIP Karen Heskett Susan Lessick, AHIP

Andrea Markinson Laurie L. Thompson, AHIP

Shari Clifton, AHIP, Continuing Education Committee liaison Joan Marcotte Gregory, AHIP, Section Council liaison

Jean P. Shipman, AHIP, MLA president, 2006/07, board liaison

Hall-Erickson, meeting consultants

Indigo Events Management, meeting consultants

Ray Naegele, MLA staff liaison

#### **MLA Headquarters Staff**

#### Executive Director's Office

Carla J. Funk, CAE, executive director Evelyn Shaevel, assistant to the executive director Mary M. Langman, coordinator, Information Issues and Policy Thomasine Gunn, public relations/membership services associate

#### Financial and Administrative Services

Raymond S. Naegele, CPA, director, Financial and Administrative Services Susan Chesniak, accountant Larry Jones, office services assistant Tom Pacetti, accountant

#### Membership Services

Beverly Bradley, membership coordinator Thomasine Gunn, public relations/membership services associate

#### Professional Development

Kathleen Combs, coordinator, Continuing Education Debra Cavanaugh, continuing education associate Lisa C. Fried, coordinator, Credentialing, Professional Recognition, and Career Services

#### **Publications**

Lynanne Feilen, director, Publications Barbara Redmond, advertising coordinator Elizabeth Rodriguez, graphic designer/production assistant Susan C. T. Talmage, editorial assistant

#### Research and Information Systems

Kate Corcoran, director, Research and Information Systems Chao Cheng, administrator, Internet Services

# MLA is grateful for the generous support of the following annual meeting sponsors:



Franklin Sponsors

(In honor of Benjamin Franklin, one of the Founding Fathers of the United States)

Elsevier



**Penn Sponsors** 

(In honor of William Penn, visionary founder of Pennsylvania)

EBSCO
McGraw-Hill
Ovid
Thomson ResearchSoft



## **Ross Sponsors**

(In honor of Betsy Ross, America's most famous flag maker)

American Academy of Pediatrics
CyberTools for Libraries
Innovative Interfaces
JAMA & Archives Journals
Matthews Medical and Scientific Books
New England Journal of Medicine
Rittenhouse Book Distributors
SAGE Publications

For MLA '08 sponsorship opportunities, please contact Raymond S. Naegele, CPA, director, Financial and Administrative Services, at naegele@mlahq.org.

## **Sponsored by Innovative Interfaces**

	Friday May 18	Saturday May 19	Sunday May 20	Monday May 21	Tuesday May 22	Wednesday May 23	
7:00 a.m. 8:00 a.m.	<b>CE</b> 8 a.m.–5 p.m.	CE 8 A.M5 P.M.  • COMMITTEE MEETINGS • CHAPTER COUNCIL • SECTION COUNCIL 8 A.M5:15 P.M.	MAJORS WALK     6:30 A.M.     COMMITTEE MEETINGS     SECTION BUSINESS     MEETINGS     SIG/Informal Meetings     New Members Breakfast     7–9 A.M.     SUNRISE SEMINARS     7–8:15 A.M.	Committee Meetings Section Business Meetings SIG/Informal Meetings 7–9 a.m. Sunrise Seminars 7–8:15 a.m.	<ul> <li>Committee Meetings</li> <li>Section Business Meetings</li> <li>SIG/Informal Meetings 7-9 a.m.</li> <li>Sunrise Seminars 7-8:15 a.m.</li> </ul>	COMMITTEE     MEETINGS     SECTION BUSINESS     MEETINGS     SIG/INFORMAL     MEETINGS     7–9 A.M.	
9:00 а.м.	BOARD OF DIRECTORS 9 A.M5 P.M		PLENARY SESSION I:  • WELCOME TO MLA '07  • PRESIDENTIAL ADDRESS 9-10 A.M.	PLENARY SESSION III:  DOE LECTURE 9–10 A.M.	Presidential Inaugural Address/MLA '08 Invitation 9–10 a.m.	PLENARY SESSION IV: LEITER LECTURE 9–10 A.M.	
10:00 а.м.			PLENARY SESSION II: McGovern Lecture 10:30 a.mnoon	• EXHIBITS OPEN 10 A.M.—NOON • BREAK: 10—10:30 A.M. • SECTION PROGRAMS 10:30 A.M.—NOON	<ul> <li>EXHIBITS OPEN 10 A.M3 P.M.</li> <li>BREAK: 10-10:30 A.M.</li> <li>NLM UPDATE 10:30-11:30 A.M.</li> </ul>	Health Information	
11:00 а.м.						LITERACY SESSION 10:30 A.M.–1 P.M.	
NOON			• Chapter Council Roundtable Luncheon NOON–2 P.M.	• Awards Ceremony NOON–1:30 P.M.			
1:00 р.м.			• EXHIBITS OPEN NOON-5 P.M.	• EXHIBITS OPEN 1:15–5 p.m.	LEGISLATIVE UPDATE     POSTER SESSION III     SIG/INFORMAL MEETINGS     1–2 P.M.	BOARD OF DIRECTORS 1:00–2:30 P.M.	
2:00 P.M.			<ul> <li>Poster Session I</li> <li>SIG/Informal Meetings 2–3 p.m.</li> <li>Break: 2:30–3 p.m.</li> </ul>	Poster Session II SIG/Informal Meetings 2–3 p.m. Break: 2:30–3 p.m.	Open Forums 2–3 p.m.	CE AND SCHOLARLY PUBLISHING SYMPOSIUM 1:30-5:30 P.M.	
3:00 P.M. 4:00 P.M.		Leaders' Tea 3–5:15 p.m.	MLA Business Meeting 3–4:30 p.m.	Section Programs 3–4:30 p.m.	Section Programs 3–4:30 p.m.		
			Section Programs 4:30–6 p.m.	Section Business Meetings 4:30–6 p.m.	SECTION BUSINESS MEETINGS     SIG/Informal Meetings     4:30–6 p.m.		
5:00 P.M. 6:00 P.M.		Welcome Reception 5:30–7:30 p.m.	RECEPTIONS:  • INTERNATIONAL VISITORS  • LIBRARY SCHOOL REUNION 6–7 P.M.	SIG/Informal Meetings 6–8 p.m.			
7:00 р.м.			Friends of NLM Event 7–9 p.m.		MLA RECEPTION 7–10 p.m.		

CE = Continuing education courses Breaks include refreshments in the Hall of Exhibits.



## **MLA Corporate Partners**

MLA is proud to acknowledge the following companies for their financial commitment to the association's mission: to foster excellence in the professional achievement and leadership of health sciences library and information professionals to enhance the quality of health care, education, and research throughout the world.

#### **Platinum Partners**

**EBSCO Information Services** JAMA & Archives Journals J. A. Majors/YBP Library Services Matthews Medical and Scientific Books **Swets Information Services** 

#### **Gold Partners**

CyberTools for Libraries Rittenhouse Book Distributors

#### **Silver Partners**

Better World Books HARRASSOWITZ Ovid Technologies PsycINFO/American Psychological Association SirsiDynix Thomson Healthcare/PDR Thomson Scientific/Thomson ResearchSoft

For information on corporate partnership opportunities, please contact Ray Naegele, director, Financial and Administrative Services, 312.419.9094 x17; email, naegele@mlahq.org.



# Public Relations Swap and Shop

Be sure to visit the 2007 Public Relations Swap and Shop in the MLA Connection Booth. Showcasing real-world library marketing samples, the booth provides examples of successful library promotions. While at the booth, grab a few of your colleagues' marketing samples to take back to your library or discuss promotional ideas with representatives from MLA's public relations consulting firm, Public Communications Inc., (PCI). PCI representatives will judge the samples, and the best marketing ideas will be announced in the MLA '07 newsletter.

Also, don't miss out on the free marketing seminar, "Coping with Change: Reaching Your Library's Users." PCI representatives will conduct the seminar on Sunday, May 20, at 2:00 p.m., and again on Tuesday, May 22, at 11:45 a.m., in Room 502.

# **PLENARY SESSIONS** All plenary sessions take place in Grand Ballroom, Salons E, F, G, and H

## Sunday, May 20, 10:30 a.m.-noon



John P. McGovern Award Lectureship: Arthur Caplan

Established with a donation from the John P. McGovern Foundation

"Peer Review in Science and Medicine: Does It or Can It Work?" Sponsored by EBSCO

Having raised ethical issues before and ready to face controversy and welcome discussion, Arthur Caplan will explain the problems with peer review. Released in November 2006, Caplan's most recent book, Smart Mice, Not So Smart People: An Interesting and Amusing Guide to Bioethics, is a compilation of provocative opinions. Altogether, he has authored or edited more than 25 books and over 500 articles in peer-reviewed journals in medicine, science, philosophy, bioethics, and health policy. Recently, Technology Review, in "Q&A, Arthur Caplan: Who Elected You King?", interviewed Caplan. In describing him, one commentator states, "Round and brash, with the gravelly voice of a street fighter, Arthur Caplan looks and sounds more like a boxer than an ethical philosopher." Even his critics agree that his commitment to the ethical issues in medicine and the life sciences is compelling, Caplan is the Emmanuel and Robert Hart Professor of Bioethics and founding director of the Center for Bioethics at the University of Pennsylvania-Philadelphia.

## Monday, May 21, 9:00 a.m.-10:00 a.m.



Janet Doe Lectureship: Henry L. Lemkau Jr., FMLA "Constants, Context, and Change: The Pursuit of Purpose"

Doe lecturers are chosen for their enlightening, challenging, thoughtprovoking, and entertaining insights on medical librarianship.

Henry Lemkau Jr., FMLA, will not disappoint. Recently retired, Lemkau was one of the longest serving and most successful academic medical school directors in the United States. From March 1979-January 2007, he was professor, director, and chairman of the Department of Medical Library and Biomedical Communications at the University of Miami Miller School of Medicine. He has proved to be an exceptional leader in the association as well as the health sciences information profession for over forty years. Lemkau served on the MLA Board of Directors from 1989-1991 and as chair of three different MLA chapters over the years. He is recognized as a lecturer and consultant at various institutions in the United States and abroad. He designed and developed a computerized serials system for the Mount Sinai School of Medicine Library and has published numerous papers.

## Wednesday, May 23, 9:00 a.m.-10:00 a.m.



Joseph Leiter NLM/MLA Lectureship: Kent A. Smith

Established with a donation from Joseph Leiter "Laws, Leaders, and Legends of the Modern NLM"

Kent Smith, FMLA, will provide a historical accounting of four major pieces of legislation, beginning with the National Library of Medicine (NLM) Act of

1956 up through the creation of the National Center for Biotechnology Information. Smith will discuss the leaders of NLM during that period and the legendary people, such as Michael De Bakey, Senator Lister Hill, and Senator Claude Pepper, who helped secure these legislative landmarks. He will also take a peak at some of the behind-the-scene efforts that ensured the successful passage of these influential legislative efforts.

Smith is currently a management consultant with the National Center for Biotechnology Information, concentrating on policy development, resource management, and long-range planning. He has received numerous awards, including the MLA President's Award in 1997 and MLA fellowship in 2006.

## Wednesday, May 23, 10:30 a.m.-1:00 p.m.



"Health Information Literacy: rEvolution in Roles" Kevnote speaker: Janet Ohene-Fremoono Sponsored by EBSCO **Programming by MLA Chapter and Section** Councils

This session will look at the important issues of roles and partnerships for health sciences librarians in dealing with health information literacy. Ja-

net Ohene-Frempong, president of J O Frempong & Associates, is a plain language and cross-cultural communications consultant with over twenty-five years of experience in patient-provider communications. She has conducted workshops and consulted for a wide range of health information providers. Ohene-Frempong coauthored Literacy, Health and the Law: An Exploration of the Law and the Plight of Marginal Readers within the Health Care System, a book for health system and pharmaceutical industry administrators. She also cowrote Health Care for African Americans in Rethinking Ethnicity and Health Care, a discussion of the role of marginal literacy as one barrier to optimal care. She is a founding member of the Partnership for Clear Health Communication and cofounder and principal of the Clear Language Group, a consortium of nationally recognized health literacy experts.

After a keynote presentation by Ohene-Frempong, a panel of librarians, moderated by Amy Louise Frey, AHIP, Hospital for Special Care, New Britain, CT, will discuss how they have addressed health information literacy. Panel members include: Micki McIntyre, Campus Library, University of Medicine and Dentistry of New Jersey-Stratford; Andrea Kenyon, Library, College of Physicians of Philadelphia; Lynda Barker, Library and Information Sciences Program, Wayne State University, Detroit, MI; and Marge Kars, AHIP, Bronson Health Sciences Library, Bronson Methodist Hospital, Kalamazoo, MI. Vignettes and posters will also be offered during the session (turn to page 39 for poster topics and presenters).

## **Academy of Health Information Professionals Q&A Session**

The Academy of Health Information Professionals (AHIP) is MLA's professional development and career recognition program. MLA '07 attendees are eligible to earn up to one point of academy credit per meeting day, for up to three days per year. In addition, the academy recognizes contact hours earned through continuing education courses and symposia. Plan to attend the Academy Q&A Session on Monday, May 21, from 1:30 p.m.-2:30 **p.m.** in the Grand Ballroom, Salon D.

#### **Americans with Disabilities Act**

The Philadelphia Marriott Downtown's meeting rooms, guest rooms, common areas, and transportation services all comply with the Americans with Disabilities Act. If you need auxiliary aids and services identified in the Americans with Disabilities Act, please visit the MLA Registration Center to make your request through the meeting planner.

#### **Business Services**

Kinko's, located in the lobby of the Philadelphia Marriott Downtown, is open twenty-four hours a day, seven days a week.

#### CD-ROM of MLA '07

#### Sponsored by New England Journal of Medicine

An order form for the audio CD-ROM of the presentations at the annual meeting, including plenary sessions and section programs, is available in your meeting portfolio. The CD-ROM is included with the Super Inclusive registration. It will be mailed five weeks after the meeting.

#### **Colleague Connection**

Not just for first-time attendees anymore, MLA has expanded Colleague Connection to include anyone who wants advice on navigating the MLA annual meeting. Please sign up at libweb.lib.buffalo.edu/hsl/cc.asp or come to the Member Resource Room

#### **Guests and Children**

All guests and children must have badges to attend meetings or events. Complimentary badges are available at the MLA Registration Desk. Please note: Children under thirteen are not permitted in the exhibit hall. Please contact the Philadelphia Marriott Downtown concierge for names of local child care agencies.

#### **Exhibit Hall Hours**

Saturday, May 19 5:30 p.m.-7:30 p.m.

(Welcome Reception/Opening of Exhibits)

Sunday, May 20 noon-5:00 p.m.

Monday, May 21 10:00 a.m.-noon and 1:15 p.m.-5:00 p.m.

Tuesday, May 22 10:00 a.m.-3:00 p.m.

#### **Hospitality Center**

### Grand Ballroom H Foyer

#### Sponsored by CyberTools for Libraries

Discover Philadelphia! Make the Hospitality Center your first stop for maps and information about local attractions. Local Assistance Committee members and other area experts will be on hand to answer questions.

#### **Information Desk**

The Information Desk is part of the Registration Center. You may leave messages for members of the Board of Directors, MLA staff, or colleagues or stop by if you have questions.

#### **Internet Cafe**

#### Franklin Hall

#### Sponsored by Elsevier

The Internet Cafe provides convenient, twenty-four-hour Internet and wireless access for all meeting attendees. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLA username and password.

#### Job Placement Center

#### Rooms 402 and 403

The center is the place to be if you are a job seeker or an employer looking to hire. Late applications are accepted through Monday, May 21. There are no fees for job seekers to use the center. Required forms can be downloaded at www.mlanet.org/am/am2007/events/placement.html.

#### Hours

Saturday, May 19 9:00 a.m.-4:00 p.m. 11:00 a.m.-5:00 p.m. Sunday, May 20 Monday, May 21 9:00 a.m.-5:00 p.m. Tuesday, May 22 9:00 a.m.-1:00 p.m.

#### **Lost and Found**

Please bring items to the Information Desk, located in the Registration Center.

#### **Member Resource Room**

#### Rooms 402 and 403

For your convenience, a photocopier, Windows-based computers, and a laser printer will be available for association business. Equipment use is available on a first-come, first-served basis. Please bring your own 100MB ZIP disks or 3.5" floppy diskettes. This room has **no Internet access**; please visit the Internet Cafe for online access. See Job Placement Center for hours.

#### **Message Center**

Leave or pick up messages on the message boards near the MLA Registration Center, which are organized by last name.

continued on page 17≻

#### **MLA '08**

#### **Exhibit Hall Entrance**

Stop by the MLA '08 booth to learn about next year's anual meeting in Chicago. Members of the 2008 National Program and Local Assistance Committees will be on hand to provide information and answer questions.

#### **MLA Connection Booth**

#### Grand Ballroom H Fover

Learn about MLA's newest programs and services and pick up materials. MLA staff will be on hand to answer questions. The booth consists of:

- Grants and Scholarship Booth (MLA Store): Make a donation to support the MLA grants and scholarship program, and take home a unique gift for a friend, family member, or yourself! Cash, checks, Visa, MasterCard, American Express, and Discover cards are accepted.
- Public Relations Swap and Shop: Pick up examples of successful library promotions. Plus, attend a free marketing seminar, "Coping with Change: Reaching Your Library's Users," Sunday, May 20, at 2:00 p.m. and again on Tuesday, May 22, at 11:45 a.m. in Room 502.
- MLA Publishing: Purchase MLA publications at discounted meeting rates.
- Public Policy: Pick up materials that address key positions and actions taken by MLA over the last year on issues related to copyright and intellectual property, NIH funding, public access, and closing of EPA libraries.
- Oral History Project: Stop by the booth to see a poster and pick up a sticker commemorating the 30th anniversary of MLA's Oral History Project.
- Section Council: Membership brochures from MLA sections will be available, and section council members will be on hand to answer questions.
- Chapter Council: Learn about the fourteen geographic MLA chapters. Check out chapter newsletters, projects, and membership information.



All site-specific photos used in this publication are courtesy of the Philadelphia Convention & Visitors Bureau

#### Newsletter

Distributed throughout the Philadelphia Marriott Downtown and edited by members of the Local Assistance Committee, a subcommittee of the 2007 National Program Committee, three editions of The Town Crier will be published: Sunday, May 20, Monday, May 21, and Tuesday, May 22. Brief, newsworthy articles related to the meeting, date or time changes for events, and other interesting items are welcome by 4:00 p.m. on the day before the intended issue. Please include your name and your MLA or organizational affiliation with your submission. We strongly encourage you to email copy to meeting.news@gmail.com. If you do not have electronic access, drop hard copy (please write legibly) in the receptacles provided in the MLA Connection Booth and Member Resource Room.

#### **Registration Center**

#### Grand Ballroom E Foyer

Meeting material will be distributed at the MLA Registration Center located in the Philadelphia Marriott Downtown.

#### Hours

Thursday, May 17	4:00 p.m.–7:00 p.m.
Friday, May 18	7:00 a.m7:00 p.m.
Saturday, May 19	7:00 a.m.–7:00 p.m.
Sunday, May 20	7:00 a.m5:00 p.m.
Monday, May 21	7:00 a.m5:00 p.m.
Tuesday, May 22	7:00 a.m5:00 p.m.
Wednesday, May 23	7:00 a.m10:30 a.m. and 1:00 p.m1:30 p.m.

#### **Speaker Ready Room**

#### Room 301

This room is available Friday through Tuesday for those making presentations during the meeting.

#### **Travel Safety**

To enjoy your stay, please take a few moments to read the Safety Tips for Annual Meeting Attendees in the your meeting portfolio or online at www.mlanet.org/am/ am2007/travel/safety.html.

#### **Voting Rights**

You are eligible to vote at the MLA business meeting if you hold an MLA membership in at least one of these categories: Regular (includes Introductory), Life, Fellow, Emeritus, Student, or authorized Institutional Representative.

#### Registration

Onsite registration of continuing education (CE) courses is available, however, some courses might have reached their attendance maximum and be closed. Visit the MLA Registration Center to view course descriptions, course level, prerequisites, instructors, and MLA CE contact hours. Details are also available at www.mlanet.org/am/am2007/ce/.

#### **CE Information**

Full-day course: 8 hours Six-hour course: 6 hours

Half-day a.m. or p.m. course: 4 hours

MLA has designated 2007/08 the "Year of Research." All 700level courses are related to research. Courses are organized by the Seven Essential Areas of Knowledge as described in MLA's educational policy statement at www.mlanet.org/education/.

#### Course Suites

- Consumer Health Information Specialization: These courses present the latest resources and ideas in the consumer health information field.
- Digital Libraries: These courses focus on aspects of digital libraries.
- **Evidenced-based Practice:** These courses emphasize the librarians' role in the practices of evidence-based health care.
- **Expert Searcher Training Initiative:** These courses emphasize librarians' roles as expert searchers in health care and biomedical research.
- Management Track: These courses address topics relevant to library administration for current managers and individuals with an interest in management.

#### **Hands-on Courses/Offsite Locations**

All courses except for those noted below are held at the Philadelphia Mariott Downtown. Transportation will not be provided unless indicated below. Maps are available at the MLA Registration Center and Hospitality Center.

CE303: Thomas Jefferson University, Scott Memorial Library Learning Resources Computer Lab, 1020 Walnut Street, Room 307

CE304 Transportation provided: University of the Sciences in Philadelphia, Science & Technology Building, 4320 Woodland Ave., Room 147

CE309: Thomas Jefferson University, Edison Building, 130 South 9th Street, Room 1310

CE500 Transportation provided: University of the Sciences in Philadelphia, Science & Technology Building, 4320 Woodland Ave., Room 148

CE501: Drexel University, 245 North 15th Street, First Floor Library

CE602: Thomas Jefferson University, Edison Building, 130 South 9th Street, Room 1311

## Friday, May 18

#### 8:00 a.m.-5:00 p.m.



200 The Business Case Reloaded: Scoring High in Credibility, Accuracy, and **Practical Value Using Your** Passport to Approval, Funding, and Transformation Room 303

> **300** The History of the Health Sciences: A One-day Overview Room 407

- 306 Providing Health Information Resources and Services in Other Languages Room 306
- **700** Statistics for the Statistically Challenged Salon B

701 Understanding and Using **Medical Terminology** Room 304

## 10:00 a.m.-5:00 p.m.



(11) 201 Decision Making: How to Make the Hard Decisions Room 302

(1) 202 Redesigning Library Spaces for the Electronic Age Salon A

- 203 Using Digital Photography to Enhance Your Library's Image Room 409
- **400** Managing Electronic Journal Collections: People, Tools, and Services Room 307

**600** Creating More Effective **Learning Activities** Salon C

#### 8:00 a.m.-noon



(1) 204 Library Director: Knowledge, Skills, and Career Paths Rooms 309 and 310

301 The Molecular and Genetic Bases of Cancer Room 408

601 Facilitating Online
Collaboration: Best Practices
in the Development and
Facilitation of Discussion Lists,
Wikis, and Webinars
Room 305

#### 1:00 p.m.-5:00 p.m.

205 Leadership and Emotional Intelligence
Rooms 309 and 310

302 Finding References to Conference Papers and Poster Presentations
Rooms 309-310

303 Government Statistics and Regulations: A Primer for Nongovernment Documents Librarians

Offsite facility

#### Saturday, May 19

## 8:00 a.m.-5:00 p.m.

304 Becoming an Expert
Searcher
Offsite facility

305 The Medical School Experience Salon I

Searching for Drug and Pharmaceutical Information Online
Rooms 302 and 303

500 Geeks Bearing Gifts:
Unwrapping New Technology
Trends
Offsite facility

#### 8:00 a.m.-3:00 p.m.

101 Bioethics: An Introduction for Health Information Professionals
Raam 305



W Salon J

207 Reverse Strategic Planning:
One Proven Method for
Improving Communication and
Coordination at Your Medical
Library or Institution
Raams 408 and 409

401 Getting Electronic Scholarly
Resources into the Hospital
Setting: From Print to Digital
Room 407

702 Quality Filtering: Critical Appraisal and Synthesis of the Biomedical Literature
Room 306

703 Writing for Peer-reviewed Library Journals Salan K

## 8:00 a.m.-noon

102 The Librarian as a Professional, or How I Learned to Stop Worrying and Love Complexity
Room 307

208 Leadership in a Health Sciences Library: Be a Leader from Your First Day on the Job Room 405

**704** Web Survey Design and Tools for the Busy Librarian Raam 304

#### 1:00 p.m.-5:00 p.m.

501 Designing Effective
Online Tutorials Enhanced
with Interactive Video
Demonstrations
Offsite facility

705 Understanding Health Care Literature: A Primer Room 307

## Wednesday, May 23

#### 1:30 p.m.-5:30 p.m.

308 Easy-to-read Health and Wellness Material for Consumers
Salan D

309 Will Duct Tape Cure
My Warts? Examining
Complementary and Alternative
Medicine
Uffsite facility

602 Evidence-based Public Health: Finding and Appraising Relevant Resources

Offsite facility

#### 1:30 p.m.-5:30 p.m.

#### **Symposium**

Sponsored by the MLA Scholarly Publishing Task Force, Governmental Relations Committee, Collection Development, Leadership and Management, and Technical Services Sections, and Association of Academic Health Sciences Libraries

Other financial contributors: Elsevier, John Wiley & Sons, and Ovid.

800 Scholarly Publishing
Issues: The Challenges and
Opportunities Facing Libraries in
an Open Access Environment
Grand Ballroom, Salons B and C

MLA offers traditional classroom learning opportunities, online courses, Webcasts, DVDs and videotapes, and independent study. Learn more at www.mlanet.org/education/.



## MLA UNIT MEETINGS SCHEDULE

All meetings takes place in the Philadelphia Marriott Downtown. This list includes all official MLA meetings for committees, task forces, councils, sections, and special interest groups (SIGs). Section programming details appear in the Abstract Supplement, which includes room assignments. Find a program index on page 65.

Meeting	Date	Start	End	Room
2008 National Program Committee	Saturday, May 19	noon	4:30 p.m.	Room 404
2009 National Program Committee	Monday, May 21	7:00 a.m.	9:00 a.m.	Grand Ballroom, Salon K
African American Medical Librarians Alliance SIG	Monday, May 21	7:00 a.m.	9:00 a.m.	Grand Ballroom, Salon L
Awards Committee	Monday, May 21	7:30 a.m.	9:00 a.m.	Grand Ballroom, Salon D
Benchmarking Chapter Liaisons	Tuesday, May 22	1:00 p.m.	2:00 p.m.	Room 302
Benchmarking Network Editorial Board	Tuesday, May 22	7:00 a.m.	9:00 a.m.	Room 307
Books Panel	Saturday, May 19	9:00 a.m.	4:00 p.m.	Conference Suites II
Bylaws Committee	Tuesday, May 22	7:30 a.m.	9:00 a.m.	Room 413
Cancer Librarians Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Room 414
Chapter Continuing Education Chairs	Tuesday, May 22	8:00 a.m.	9:00 a.m.	Grand Ballroom, Salon I
Chapter Council	Saturday, May 19	8:00 a.m.	4:00 p.m.	Grand Ballroom, Salon B
Chapter Treasurers	Monday, May 21	8:00 a.m.	9:00 a.m.	Conference Suites I
Chiropractic Libraries Section Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 414
Clinical Librarians and Evidence-based Health Care SIG	Monday, May 21	6:00 p.m.	8:00 p.m.	Room 401
Collection Development Section				
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Grand Ballroom, Salon C
Executive Meeting	Sunday, May 20	2:00 p.m.	3:00 p.m.	Room 412
Complementary and Alternative Medicine SIG	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 401
Consumer and Patient Health Information Section				
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Grand Ballroom, Salon A/B
Executive Board Meeting	Sunday, May 20	2:00 p.m.	3:00 p.m.	Conference Suites I
Continuing Education Committee	Wednesday, May 23	7:00 a.m.	9:00 a.m.	Rooms 309/310
	Wednesday, May 23	2:00 p.m.	5:00 p.m.	Rooms 309/310
Corporate Information Services Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Room 401
Credentialing Committee	Friday, May 18	7:00 p.m.	10:00 p.m.	Grand Ballroom, Salon C
Dental Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Room 307
Department of the Army Medical Command Libraries SIG	Sunday, May 20	2:00 p.m.	3:00 p.m.	Room 411
Department of Veterans Affairs Libarians SIG	Sunday, May 20	7:00 a.m.	9:00 a.m.	Room 401
	Wednesday, May 23	7:00 a.m.	9:00 a.m.	Grand Ballroom, Salon A
Educational Media and Technologies Section Business Meeting	Monday, May 21	7:00 a.m.	9:00 a.m.	Room 415
Federal Libraries Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Rooms 411/412
Fellows of MLA	Sunday, May 20	2:00 p.m.	3:00 p.m.	Room 302
Governmental Relations Committee	Monday, May 21	7:30 a.m.	9:00 a.m.	Room 306
Grants and Scholarships Committee	Wednesday, May 23	7:30 a.m.	9:00 a.m.	Grand Ballroom, Salon C
Health Association Libraries Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Room 302
History of the Health Sciences Section Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 415
Hospital Libraries Section				
Business Meeting and Reception	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Rooms 407-409
Committee Meetings	Tuesday, May 22	7:00 a.m.	9:00 a.m.	Rooms 411/412
Executive Board Meeting #1	Monday, May 21	7:00 a.m.	9:00 a.m.	Room 414
Executive Board Meeting #2	Wednesday, May 23	7:00 a.m.	9:00 a.m.	Room 401
International Cooperation Section Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 307
JMLA Editorial Board	Monday, May 21	7:30 a.m.	8:30 a.m.	Deluxe Tower Lounge
Leadership and Management Section				
Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Grand Ballroom, Salon C
Executive Board Meeting	Tuesday, May 22	7:00 a.m.	9:00 a.m.	Room 302
Joseph Leiter NLM/MLA Lectureship Committee	Wednesday, May 23	7:00 a.m.	9:00 a.m.	Room 404
Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG	Monday, May 21	2:00 p.m.	3:00 p.m.	Room 401

Librarians without Borders Task Force	Monday, May 21	2:00 p.m.	3:00 p.m.	Room 414
Libraries in Curriculum SIG	Monday, May 21	6:00 p.m.	7:00 p.m.	Room 502
Library Marketing SIG	Sunday, May 20	7:00 a.m.	9:00 a.m.	Conference Suites II
Donald A. B. Lindberg Research Fellowship Jury	Tuesday, May 22	8:00 a.m.	9:00 a.m.	Room 502
Medical Informatics Section Business Meeting	Tuesday, May 22	7:00 a.m.	9:00 a.m.	Grand Ballroom, Salon J
Medical Library Education Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Room 413
Membership Committee	Monday, May 21	7:00 a.m.	9:00 a.m.	Grand Ballroom, Salon C
Mental Health SIG	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 411
MLA Board of Directors Meeting	Friday, May 18 Wednesday, May 23	9:00 a.m. 1:00 p.m.	5:00 p.m. 2:30 p.m.	Deluxe Tower Lounge Deluxe Tower Lounge
MLANET Editorial Board	Monday, May 21	7:00 a.m.	9:00 a.m.	Room 502
Molecular Biology and Genomics SIG	Sunday, May 20	2:00 p.m.	3:00 p.m.	Room 401
New Members SIG	Monday, May 21	2:00 p.m.	3:00 p.m.	Room 415
Nominating Committee (invitation only)	Saturday, May 19	8:00 a.m.	4:00 p.m.	Conference Suites I
Nursing and Allied Health Resources Section				
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Rooms 303/304
Executive Board Meeting	Monday, May 21	7:00 a.m.	9:00 a.m.	Room 411
OCLC SIG	Monday, May 21	2:00 p.m.	3:00 p.m.	Rooms 305/306
Oral History Committee	Wednesday, May 23	7:00 a.m.	9:00 a.m.	Room 301
Osteopathic Libraries SIG	Monday, May 21	7:30 a.m.	9:00 a.m.	Rooms 309/310
Outreach SIG	Sunday, May 20	8:00 a.m.	9:00 a.m.	Grand Ballroom, Salon L
Pediatric Libraries SIG	Monday, May 21	6:00 p.m.	7:30 p.m.	Rooms 309/310
Pharmacy and Drug Information Section Business Meeting	Monday, May 21	7:00 a.m.	9:00 a.m.	Room 302
Reception with Corporate Information Services Section	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Rooms 309/310
Primary Care SIG	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 502
Professional Recruitment and Retention Committee	Tuesday, May 22	7:00 a.m.	8:30 a.m.	Room 401
Public Health/Health Administration Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Rooms 309/310
Public Services Section		The provided in the control of the c	-11	
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Room 415
Discussion Roundtables	Tuesday, May 22	1:00 p.m.	2:00 p.m.	Rooms 411/412
Relevant Issues Section Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 412
Research Section	,	The provided in the second	-11  -11111	
Business Meeting	Sunday, May 20	7:00 a.m.	9:00 a.m.	Room 502
Informal Meeting	Sunday, May 20	10:00 a.m.	10:30 a.m.	Room 502
Scholarly Publishing Task Force	Sunday, May 20	1:00 p.m.	2:00 p.m.	Executive Dir. Suite (C. Funk)
Section Continuing Education Chairs	Monday, May 21	8:00 a.m.	9:00 a.m.	Room 307
Section Council	Saturday, May 19	8:00 a.m.	4:00 p.m.	Grand Ballroom, Salon A
Section Program Planners (MLA '08)			•	Grand Ballroom, Salon B
	Saturday, May 19 Wednesday, May 23	4:15 p.m. 7:00 a.m.	5:15 p.m. 9:00 a.m.	Grand Ballroom, Salon D
Section Treasurers	Tuesday, May 22	1:00 p.m.	2:00 p.m.	Room 413
Technical Services Section				
Business Meeting #1	Monday, May 21	4:30 p.m.	6:00 p.m.	Rooms 305/306
Business Meeting #2	Tuesday, May 22	4:30 p.m.	6:00 p.m.	Room 413
Veterinary Medical Libraries Section				
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	Room 502
Executive Committee Meeting	Sunday, May 20	7:00 a.m.	9:00 a.m.	Conference Suites II
Vision Science SIG	Monday, May 21	6:00 p.m.	8:00 p.m.	Room 413
Task Force on Vital Pathways for Hospital Librarians				
Document Task Force	Monday, May 21	10:30 a.m.	noon	Room 401
Medical Education	Monday, May 21	7:00 a.m.	9:00 a.m.	Conference Suites II
Steering Committee	Tuesday, May 22	noon	2:00 p.m.	Presidential Suite (Shipman)
Voyager SIG	Tuesday, May 22	7:00 a.m.	9:00 a.m.	Room 310

This section provides a daily schedule and location of official activities related to MLA '07 but excludes MLA unit meetings, which are listed on pages 20–21. It includes receptions, section programming by sponsor and theme, Sunrise Seminars, Technology Showcases, and informal meetings. Consult the index on page 63 for a quick reference to section activities.

A note about section programming: All programming takes place in the Philadelphia Marriott Downtown. Programs are listed alphabetically by lead section name. Section programming titles, presenters, and structured abstracts appear in the Abstract Supplement only this year, which includes room assignments. This information is also available in the Online Program Planner at www.mlanet.org/am/am2007/events/builder.html.

Listed events are open to all registed attendees unless otherwise noted.

## Friday, May 18

8:00 a.m.-5:00 p.m.

**Continuing Education Courses** See pages 18-19

9:00 a.m.-5:00 p.m.

**MLA Board of Directors Meeting** Deluxe Tower Lounge

noon-1:00 p.m.

**MLA Board of Directors Luncheon** Deluxe Tower Lounge Invitation only.

Saturday, May 19

8:00 a.m.-5:00 p.m.

**Continuing Education Courses** See pages 18-19

3:00 p.m.–5:15 p.m.

Leaders' Tea

Grand Ballroom, Salon C and D Invitation only.

5:30 p.m.–7:30 p.m.

**Welcome Reception and Opening** of Hall of Exhibits

Franklin Hall and Foyer Ticketed event.

## Sunday, May 20

6:30 a.m.-7:30 a.m.

Majors 19th Annual Walk for Fun Hotel Lobby

7:00 a.m.-8:15 a.m.

## SUNRISE SEMINARS

## Online Tools for Your Nurses

Grand Ballroom, Salon I and J

Are your nurses using you to find the evidence they need for their care plans and nursing practice? Come learn about several new online nursing references that your nurses can use to find answers quickly. Developed by Mosby-Elsevier, Mosby's Nursing Consult and Mosby's Nursing Skills are two online resources you should not miss! Also, come see the newly released Mosby's Nursing Index, a robust nursing journal abstracts and indexing database that gives you an alternative!

Ovid Update on Medical, Academic, and Research Information Solutions Independence Ballroom

## **Thomson Scientific: Integrated** Solutions with ISI Web of Knowledge, EndNote, and now EndNote Web

Rooms 305 and 306

EndNote® Web enables all users to manage, organize, and store references online via ISI Web of Knowledge<sup>SM</sup>. Intermediate researchers benefit from the convenience and ease of online storage and bibliography development. EndNote users benefit from higher degrees of accessibility and control using the complementary desktop and Webbased bibliographic management solu-

#### What's New 2007: McGraw-Hill **Online Medical Resources**

Room 303 and 304

McGraw-Hill's innovative online resources provide students, residents, clinician, and researchers with instant answers to clinical auestions from the most trusted sources. Updated regularly by world-renowned physicians and expanded continuously, McGraw-Hill Digital products includes AccessMedicine .com, AccessSurgery.com, AccessEmergency.com, AccessPharmacy.com, and HarrisonsPractice.com

#### What's New at EBSCO?

#### Room 307

EBSCO helps you manage print and electronic serials. We are also the provider of more than 250 full-text databases, including DynaMed<sup>SM</sup> and CINAHL®. In addition, EBSCO offers both print books and electronic book collections as well as services to help you gather and analyze usage statistics and implement federated searching.

7:00 a.m.-9:00 a.m.

## INFORMAL MEETINGS

## **CyberTools for Libraries Users** Group

Visit the CyberTools booth for location information.

Invitation only.

## Sunday, May 20, continued

## **Go Local Discussion Session** Rnnms 411 and 412

## New Members' and First-time Attendees' Breakfast

Grand Ballroom, Salons B. C. and D Ticketed event.

#### 9:00 a.m.-10:00 a.m.

#### Plenary Session I: Welcome to MLA '07 and Presidential Address

Grand Ballroom, Salons E. F. G. and H.

Diana J. Cunningham, AHIP, cochair, 2007 National Program Committee (NPC), and director, Medical Sciences Library, New York Medical College-Valhalla; Susan S. Starr, cochair, 2007 NPC, and director and associate university librarian, Biomedical Library, University of California-San Diego, La Jolla, CA; Anne K. Seymour, cochair, 2007 Local Assistance Committee, and associate director, Biomedical Library, University of Pennsylvania-Philadelphia; Etheldra Templeton, cochair, 2007 Local Assistance Committee, and executive director, Snyder Memorial Medical Library, Philadelphia College of Osteopathic Medicine, Philadelphia, PA; and Nina Long, AHIP, chair, Philadelphia Regional Chapter, and director, Library Services, Wistar Library, The Wistar Institute, Philadelphia, PA

#### 10:30 a.m.-noon

#### Plenary Session II: The John P. McGovern Award Lecture

Established with a donation from the John P. McGovern Foundation

#### Grand Ballroom, Salons E, F, G, and H Sponsored by EBSCO

Introduction by Laurie L. Thompson, AHIP, assistant vice president, Library Services, Library, University of Texas Southwestern Medical Center-Dallas

Lecturer: Arthur Caplan, director, Center for Bioethics, University of Pennsylvania-Philadelphia

#### noon-2:00 p.m.

#### **Chapter Council Presents Sharing** Roundtables

Grand Ballroom, Salons A. B. C. and D Ticketed event. No onsite ticket sales.

Chapters donating to roundtables: Medical Library Group of Southern California and Arizona, Midcontinental, Midwest, North Atlantic Health Sciences Libraries, Northern California and Nevada Medical Library Group, Philadelphia Regional, South Central, Southern, Upstate New York and Ontario

## noon-5:00 p.m.

## Hall of Exhibits Open

Franklin Hall and Foyer

12:30 p.m.-1:00 p.m.

## TECHNOLOGY SHOWCASE

#### What's New 2007: McGraw-Hill **Online Medical Resources**

#### **Room 404**

McGraw-Hill's innovative online resources provide students, residents, clinician, and researchers with instant answers to clinical questions from the most trusted sources. Updated regularly by world-renowned physicians and expanded continuously, McGraw-Hill Digital products includes AccessMedicine .com, AccessSurgery.com, AccessEmergency.com, AccessPharmacy.com, and HarrisonsPractice.com

## 1:30 p.m.-2:00 p.m.

## TECHNOLOGY SHOWCASE

## **EBSCO Publishing: Health Library: Evidence-based Patient Information** for Community Outreach

#### Room 404

Come see how the evidence-based information in Health Library enables hospitals and other medical facilities to offer a comprehensive Web-based patient education resource while simultaneously helping to promote outreach programs. This URAC-accredited resource provides comprehensive coverage of health, wellness, and other medical-related topics in an easy-to-understand manner for the lay reader.

## 2:00 p.m.-3:00 p.m.

## INFORMAL MEETING

## **DOCLINE Users Group**

Rooms 305 and 306

## POSTER SESSION I

Rooms 405-409

## MARKETING SEMINAR

Coping with Change: Reaching Your Library's Users Room 502

continued on page 25≻



#### Sunday, May 20, continued

2:30 p.m.-3:00 p.m.

**Beverage Break and Visit Exhibits Sponsored by SAGE Publications** Franklin Hall

## TECHNOLOGY SHOWCASE

## The R2 Library from Rittenhouse Room 404

The R2 Library is an electronic book product designed by Rittenhouse Book Distributors for medicine, nursing, and allied health professionals. Using a unique title-level purchase model, R2 allows libraries to build and customize collections based on their individual needs. This session will provide an overview of the R2 Library. The application will be demonstrated, and there will be time for questions and answers from the audience.

## 3:00 p.m.–4:30 p.m.

## **MLA Business Meeting I**

Grand Ballroom, Salons E, F, G, and H

Presiding: Jean P. Shipman, AHIP, MLA president, 2006/07

#### Agenda

- Announcements
- In Memoriam
- Member Recognition
- Call to Order
- Announcements and Election Results
- New Business
- Treasurer's Report: Dixie A. Jones, AHIP, MLA treasurer, and medical librarian, Library, Overton Brooks VA Medical Center, Shreveport, LA
- Executive Director's Report: Carla J. Funk, CAE
- Annual Report
- Old Business

4:30 p.m.–5:00 p.m.

## TECHNOLOGY SHOWCASE

## **EBSCOhost Medical Interface Enhancements**

Room 404

Learn more about EBSCO's commitment to the development, expansion,

and ongoing refinement of its suite of medical resources. EBSCO has recently implemented several new database features including an enhanced thesaurus, streamlined search history, an optional "Ask-A-Librarian" link, and other such improvements designed to make the search experience more intuitive and efficient.

4:30 p.m.-6:00 p.m.

## Section Programs

(Titles and presenters appear in the MLA '07 Official Program Abstract Supplement)

#### 2007 National Program Committee

## Be It Resolved: As Libraries Evolve to Electronic Access Their Need for **Physical Space Decreases**

#### Grand Ballroom, Salons K and L

Moderator: Laurie L. Thompson, AHIP, assistant vice president, Library Services, Library, University of Texas Southwestern Medical Center-Dallas

#### CANCER LIBRARIANS SECTION

## Patient as Expert: Revolutionary Changes in Medical Decision Making

In conjunction with Consumer and Patient Health Information Section

## Independence Ballroom

Moderator: Gail Hendler, AHIP, director, Library Services, Health Sciences Library, Lenox Hill Hospital, New York, NY

#### **DENTAL SECTION**

## **Turning Clinical Students into Evidence-based Clinicians:** The Medical Library's Role

In conjunction with Educational Media and Technologies, Health Association Libraries, Medical Library Education, Nursing and Allied Health Resources Sections; Clinical Librarians and Evidence-based Health Care, Mental Health SIGs

#### Grand Ballroom, Salon D

Moderator: Michael Kronenfeld, AHIP, director, Learning Resource Center, A. T. Still University of the Health Sciences, Mesa, AZ

## HISTORY OF THE HEALTH SCIENCES SECTION

#### They'll All Be Rare Books One Day: **Collection Development in Special Collections**

#### Rooms 303 and 304

Moderator: Patricia Gallagher, AHIP, senior librarian, New York Academy of Medicine-New York

#### HOSPITAL LIBRARIES SECTION

## Information Revolution: Improving the Face of Vendor Relationships/ **Revolutionizing Our Bonds**

In conjunction with Collection Development, Technical Services Sections

#### Grand Ballroom, Salon A and B

Moderators: Michelle Volesko Brewer, director, Library and Corporate Information Services, J. Harold Johnston Memorial Library, New Jersey Hospital Association-Princeton; Kerry O'Rourke, AHIP, campus library director, Library of the Health Sciences, University of Medicine and Denstistry of New Jersey-New **Brunswick** 

## PUBLIC HEALTH/HEALTH **ADMINISTRATION SECTION**

## Filling the Void: Creating Access to All from Anywhere

In conjunction with Federal Libraries, International Cooperation Sections; Outreach SIG

#### Grand Ballroom, Salon C

Moderator: Christine Marton, associate academic librarian, Tom Baker Cancer Centre Knowledge Centre, University of Calgary, Calgary, AB, Canada

#### RELEVANT ISSUES SECTION

## Strange Bedfellows: Radical Shifts in the Relationships Between Libraries and Their Partners

In conjunction with Leadership and Management Section

Grand Ballroom, Salons I and J.

continued on page 27≻

## Sunday, May 20, continued

Moderator: Allan R. Barclay, AHIP, information architecture coordinator, Ebling Library of the Health Sciences, University of Wisconsin-Madison

#### VETERINARY MEDICAL LIBRARIES SECTION

## **Identifying Animal Alternatives in Medical Research and Education**

Rooms 305 and 306

Moderator: Gregory Youngen, veterinary medicine librarian, Veterinary Medicine Library University of Illinois-Urbana-Champaign

## 6:00 p.m.–7:00 p.m.

International Visitors' Reception Liberty Ballroom, Salon C Sponsored by EBSCO Invitation only.

**Library School Reunion** Liberty Ballroom, Salons A and B

7:00 p.m.-9:00 p.m.

## Friends of the National Library of Medicine

Offsite: Pennsylvania Academy of Fine Arts

Ticketed event. No on-site ticket sales.

## Monday, May 21

7:00 a.m.-8:15 a.m.

## SUNRISE SEMINARS

## **American Psychological Association** (APA) Update and PsycNET Redesign

#### **Room 413**

APA will present an update of its databases, PsycINFO, PsycARTICLES, Psyc-BOOKS, PsycCRITIQUES, and PsycEX-TRA. The session will address the needs of health sciences libraries. Topics will include new health-related content in PsycINFO and emerging research in PsycEXTRA. The presentation will introduce APA PsycNET<sup>SM</sup>, APA's redesigned search interface.

## **Breakfast with EMBASE: Biomedical** and Drug Information Retrieved with the Power of EMBASE Indexing

#### Grand Ballroom, Salon J

The EMBASE database gives you access to the most up-to-date information from the biomedical and drug literature and prides itself on its coverage and indexing of everything to do with drug development. Join us for a complimentary breakfast and increase your EMBASE expertise as we explore its sophisticated indexing policies and practices. In this seminar, we aim to improve the effectiveness of participants' EMBASE searches, independent of platform. Topics such as real drugs versus other drugs, specifics of drug descriptors, adverse drug reaction and drug toxicity, medical descriptors such as side effect, and the way we index EMBASE with MEDLINE practices will be discussed and demonstrated. Searches will be performed on three platforms: EMBASE.com, Dialog, and Ovid.

#### **CINAHL and Nursing Reference** Center

## Independence Ballroom

Come see how EBSCO's Nursing Reference Center and the CINAHL® family of databases (CINAHL, CINAHL with Full Text, CINAHL Plus, and CINAHL Plus with Full Text) are the world's most comprehensive nursing and allied health research databases. Covered subjects include: nursing, biomedicine, health sciences librarianship, alternative and complementary medicine, consumer health, multiple allied health disciplines, and more.

## **MD Consult: Only Ten Years Young** and Now Improved for Your Medical Staff

#### Rooms 303 and 304

Come see the new MD Consult, which celebrates its 10th anniversary this year. See what's new: Smarter search that understands what you are looking for; easier to use, with a redesigned interface that reduces clutter; and better access to the best clinical medical reference information available. Also, see how our other online resources can be added to your MD Consult service to support

your medical staff: evidence-based First Consult, The Clinics of North America, and Elsevier Health Science Journals. www.smartereasierbetter.com.

## **National Library of Medicine (NLM) Online Users' Meeting**

#### Grand Ballroom, Salons A and B

NLM staff will highlight recent accomplishments and indicate new developments in a variety of online systems, including MEDLINE/PubMed, Medline-Pus, and DOCLINE.

## The R2 Library from Rittenhouse: **Beyond E-books**

#### Grand Ballroom, Salon I

The R2 Library is an electronic book product designed by Rittenhouse Book Distributors for medicine, nursing, and allied health professionals. Using a unique title-level purchase model, R2 allows libraries to build and customize collections based on their individual needs. This session will provide an overview of the R2 Library. The application will be demonstrated, and there will be time for questions and answers from the audience.

#### 7:00 a.m.-9:00 a.m.

## INFORMAL MEETINGS

## **Funding Mechanisms for Open Access Publishing**

Room 305

# **Radiology Library Advisory Board**

**Room 412** 

Invitation only.

### 9:00 a.m.-10:00 a.m.

#### Plenary Session III: The Janet Doe Lecture

Grand Ballroom, Salons E. F. G. and H

Introduction by Julie J. McGowan, AHIP, FMLA, director, Ruth Lilly Medical Library, Indiana University School of Medicine-Indianapolis

Lecturer: Henry Lemkau Jr., FMLA, Fort Lauderdale, FL

continued on page 29>

## Monday, May 21, continued

#### 10:00 a.m.-10:30 a.m.

**Beverage Break and Visit Exhibits** Franklin Hall

## TECHNOLOGY SHOWCASE

## EBSCO Publishing: DynaMed— **EBSCO's Point-of-Care Solution**

#### Room 404

Learn about DynaMed<sup>SM</sup>, the only evidence-based, point-of-care tool proven to answer most clinical questions (nearly 70%) in primary care. This resource, updated daily, features evidence-based systematic selection of best available evidence and the ability to integrate with electronic medical records and is available on an unlimited basis via the Web and via PDA.

#### 10:00 a.m.-noon

## Hall of Exhibits Open

Franklin Hall and Fover

#### 10:30 a.m.-noon

## SECTION PROGRAMS

(Titles and presenters appear in the MLA '07 Official Program Abstract Supplement)

#### 2007 National Program Committee

## **Revolutions Under Way: Capture** the Moment

#### Grand Ballroom, Salons K and L

Moderator: Susan Lessick, AHIP, head, Grunigen Medical Library, University of California-Irvine, Orange, CA

#### **DENTAL SECTION**

## The Evidence Base: Evidence at the Point of Care: Where the "Rubber Meets the Road" Sponsored by StatRef

In conjunction with Health Association Libraries, Pharmacy and Drug Information, Research Sections: Clinical Librarians and Evidence-based Health Care SIG

#### Grand Ballroom, Salon D

Moderator: Michael Kronenfeld, AHIP. director, Learning Resource Center, A. T. Still University of the Health Sciences, Mesa, AZ

#### FEDERAL LIBRARIES SECTION

## Changing with the Times: The Multigenerational Workforce

In conjuction with New Members SIG

#### Grand Ballroom, Salon C

Moderator: Cynthia Vaughn, AHIP, clinical information librarian, Preston Medical Library, University of Tennessee Graduate School of Medicine-Knoxville

#### LEADERSHIP AND MANAGEMENT SECTION

## **Declaring Our Independence:** Ringing in New Practices, New Partners, New Spaces

In conjunction with Hospital Libraries and Technical Services Sections

## Grand Ballroom, Salons A and B

Moderator: James A. Curtis, director, Savitt Medical Library, University of Nevada School of Medicine-Reno

#### MEDICAL INFORMATICS SECTION

## Revolutionizing Discovery through Text Mining

In conjuction with Molecular Biology and Genomics SIG

#### Grand Ballroom, Salons I and J

Moderator: Carrie Iwema, basic science librarian, Welch Medical Library, Johns Hopkins Medical Institutions, Baltimore, MD

#### MEDICAL LIBRARY EDUCATION SECTION

## Taking Flight with Evidence-based **Library and Information Practice: Educational Perspectives**

## Rooms 303 and 304

Moderator: Michelynn McKnight, AHIP, assistant professor, School of Library and Information Science, Louisiana State University-Baton Rouge

## NURSING AND ALLIED HEALTH **RESOURCES SECTION**

## A Virtual Revolution: Innovative Trends in Distance Education

In conjuction with Outreach SIG

#### Independence Ballroom

Moderator: Ysabel Bertolucci, AHIP. manager, Library Services, Kaiser Permanente Medical Center, Oakland, CA

#### RELEVANT ISSUES SECTION

## The Politics of Health Information: Keeping the New Barbarians at Bay

In conjunction with Chiropractic Libraries Section; Lesbian, Gay, Bisexual, and Transaendered Health Sciences Librarians SIG

#### Rooms 305 and 306

Moderator: Allan R. Barclay, AHIP, information architecture coordinator, Ebling Library of the Health Sciences, University of Wisconsin-Madison

## 11:00 a.m.-11:30 a.m.

## TECHNOLOGY SHOWCASE

## Nature Clinical Practice— **Committed to Quality Clinical Publishing**

#### Room 404

The Nature Clinical Practice series launched in 2004 to provide busy physicians with practice-focused, timely, relevant, and authoritative interpretations of key research developments. Peter Ashman, publishing director, will present an update on the journals' development, their impact on the medical community, and their position in your library collection. Questions welcome.

#### noon-1:30 p.m.

#### **MLA Awards Ceremony and** Luncheon

## Grand Ballroom, Salons E. F. G. and H. **Sponsored by JAMA & Archives Journals**

Ticketed event. Onsite tickets are available for sale in the MLA Registration Center prior to 5:00 p.m. on Sunday, May 20.

continued on page 31>

## Monday, May 21, continued

1:15 p.m.-5:00 p.m.

Hall of Exhibits Open Franklin Hall and Fover

1:30 p.m.-2:00 p.m.

## TECHNOLOGY SHOWCASE

**EBSCO Publishing: The** Global Infectious Disease and **Epidemiology Network (GIDEON)** Point-of-care Reference for Infectious Disease and More

Room 404

Explore GIDEON, the world's premier global infectious diseases database. This point-of-care clinical decision support system provides a current, evidence-based resource for the diagnosis. treatment, and teaching in the fields of tropical and infectious diseases, epidemiology, and microbiology in all countries.

1:30 p.m.-2:30 p.m.

**Academy of Health Information Professionals Q&A Session** 

Grand Ballroom, Salon D

2:00 p.m.-3:00 p.m.

## INFORMAL MEETINGS

**Central Group on Educational** Affairs (CGEA)

Rooms 411 and 412

**Electronic Fund Transfer System** (EFTS) Users' Group

Rooms 309 and 310

POSTER SESSION II

Rooms 405-409

2:30 p.m.-3:00 p.m.

**Beverage Break and Visit Exhibits** Franklin Hall

## TECHNOLOGY SHOWCASE

## **Thomson Scientific: Advance** Scholarly Publishing with EndNote—Desktop and Web

Room 404

Learn about new features in EndNote including integration with EndNote Web and Manuscript Central. Researchers can now cite references in Microsoft Word from their desktop and Web and collaborate easily with other EndNote Web users. EndNote documents submitted to Manuscript Central saves steps and time for researchers and publishers

3:00 p.m.-4:30 p.m.

## SECTION PROGRAMS

(Titles and presenters appear in the MLA '07 Official Program Abstract Supplement)

#### 2007 National Program Committee

## **Beyond the Digital Revolution:** Virtual Collaborations, Virtual Parnerships, Virtual Communities

## Independence Ballroom

Moderator: Joan Marcotte Gregory, AHIP, librarian, Technical Services, Spencer Eccles Health Sciences Library, University of Utah-Salt Lake City

## CONSUMER AND PATIENT HEALTH INFORMATION SECTION

#### Power to the People: Serving the Underserved

In conjunction with Chiropractic Libraries, Hospital Libraries, Relevant Issues Sections; African American Medical Librarians Alliance, Complementary and Alternative Medicine, Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians, Mental Health SIGs

#### Grand Ballroom, Salons A and B

Moderator: Barbara Bibel, reference librarian, Science/Business/Social Science/Government Documents, Oakland Public Library, Oakland, CA

#### MEDICAL INFORMATICS SECTION

## Top Technology Trends: Where Is the Revolution Leading Us Next?

#### Grand Ballroom, Salons I and J

Moderator: Janis Brown, AHIP, associate director, Systems and Information Technology, Norris Medical Library, University of Southern California-Los Angeles

#### MEDICAL LIBRARY EDUCATION SECTION

#### New Voices in the Air: Hearing the Next Generation of Medical Librarians

Rooms 303 and 304

Moderator: Joanne Gard Marshall, FMLA, alumna distinguished professor, School of Information and Library Sciences, University of North Carolina-Chapel Hill

#### **PUBLIC SERVICES SECTION**

## **Declaring Interdependence: The Evolving Role of the Library in Curriculum Integration**

In conjunction with Libraries in Curriculum SIG

#### Grand Ballroom, Salons K and L

Moderator: Gurpreet Kaur Rana, clinical education librarian, Taubman Medical Library, University of Michigan-Ann Arbor

#### RESEARCH SECTION

#### Foundations of Health Information **Behavior**

In conjunction with Collection Development Section

#### Grand Ballroom, Salon C

Moderator: Catherine Burroughs, associate director, National Network of Libraries of Medicine, Pacific Northwest Region, University of Washington-Seattle

#### Monday, May 21, continued

## **TECHNICAL SERVICES SECTION**

## Revolution or Brotherly Love: OCLC, National Library of Medicine, and the Library of Congress

In conjunction with OCLC SIG

## Grand Ballroom, Salon D

Moderator: Nancy Burford, assistant professor and resources management librarian, Medical Sciences Library, Texas A&M Universtiy-College Station

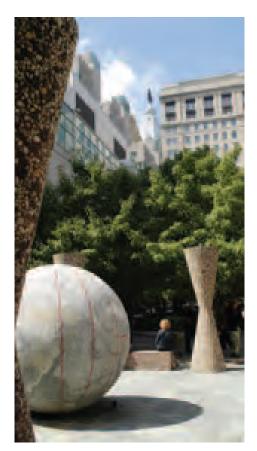
#### VETERINARY MEDICAL LIBRARIES SECTION

#### Hunger, Food Security, and Public Health: The Converging Roles of Veterinary and Human Health **Sciences**

In conjunction with Federal Libraries Section

#### Rooms 305 and 306

Moderator: Gregory Youngen, veterinary medicine librarian, Veterinary Medicine Library University of Illinois-Urbana-Champaign



## 3:30 p.m.–4:00 p.m.

## TECHNOLOGY SHOWCASE

#### American Psychological Association (APA) PsycNET: APA's Redesigned Search Interface

#### Room 404

The APA will highlight the advanced features on its redesigned search interface, APA PsycNET<sup>SM</sup>. These features include cross-database searching, easy and advanced search capabilities, author and journal look-ups, a fully integrated thesaurus, and an enhanced results page and faceted browsing.

## Tuesday, May 22

#### 7:00 a.m.-8:15 a.m.

## SUNRISE SEMINARS

## DynaMed—EBSCO's Point-of-Care, **Evidence-based Clinical Reference**

#### Grand Ballroom, Salon C

Learn about DynaMed<sup>SM</sup>, the only evidence-based, point-of-care tool proven to answer most clinical questions (nearly 70%) in primary care. This resource, updated daily, features evidence-based systematic selection of best available evidence and the ability to integrate with electronic medical records and is available on an unlimited basis via the Web and via PDA.

#### **Electronic Health Records (EHR):** Are You Involved? You May Want to Join the Revolution

#### Rooms 303 and 304

Putting medical and nursing information closer to the health practitioner will improve decision making at the point of patient care. Integrating medical and nursing content with the electronic health record (EHR) is a great way to offer your patrons the right information when they need it. Come learn how Elsevier is providing clinical decision support to hospitals by integrating MD Consult and First Consult into the EHR.

#### 8:00 a.m.-9:00 a.m.

## INFORMAL MEETING

**National Network of Libraries** of Medicine, Middle Atlantic **Region, Regional Medical Libraries** Consultants

Rooms 414 and 415

#### 9:00 a.m.-10:00 a.m.

#### MLA Business Meeting II: Presidential Inaugural Address and MLA '08 Invitation

Grand Ballroom, Salons E, F, G, and H Presiding: Jean P. Shipman, AHIP, MLA president, 2006/07

#### Agenda

- Call to Order
- Old Business
- Recognition of Retiring Board Members
- Introduction of Incoming Board Members
- Recognition of Outgoing President
- Presidential Inaugural Address Mark E. Funk, AHIP, MLA president, 2007/08, and head, Collection Development, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY
- Resolutions
- Invitation to MLA '08 Jane L. Blumenthal, AHIP, cochair, 2008 National Program Committee (NPC), and director, Taubman Medical Library, University of Michigan-Ann Arbor, MI; Lora L. Thompson, AHIP, cochair, 2008 NPC, and associate director, Education and Information Services, Biomedical Libraries, Dartmouth College, Hanover, NH; James Shedlock, AHIP, FMLA, cochair 2008 Local Assistance Committee (LAC), and director, Galter Health Sciences Library, Northwestern University, Chicago, IL; Christine Frank, AHIP, cochair, 2008 LAC, and director, Library of Rush University, Rush University Medical Center, Chicago, IL

## Tuesday, May 22, continued

#### 10:00 a.m.-10:30 a.m.

**Beverage Break and Visit Exhibits** Franklin Hall

## TECHNOLOGY SHOWCASE

## **MEDLINE** with Full Text from EBSCO **Publishing**

#### Room 404

Come see for yourself why MEDLINE with Full Text is the world's most comprehensive source of full text for medical journals, providing full text for nearly 1,200 journals indexed in MEDLINE. With full-text coverage dating back to 1965, MEDLINE with Full Text is the definitive research tool for medical literature.

#### 10:00 a.m.-3:00 p.m.

## Hall of Exhibits Open Franklin Hall and Foyer



## 10:30 a.m.-11:30 a.m.

## National Library of Medicine Update

Grand Ballroom, Salons E, F, G, and H

11:30 a.m.-noon

## TECHNOLOGY SHOWCASE

## **CINAHL Update**

#### Room 404

Learn more about how CINAHL® and other available enhanced versions (CINAHL with Full Text, CINAHL Plus, and CINAHL Plus with Full Text) provide complete coverage of English-language nursing journals and publications. These databases include coverage of nursing, biomedicine, health sciences librarianship, alternative and complementary medicine, consumer health, and seventeen allied-health disciplines.

11:45 a.m.-12:45 p.m.

## MARKETING SEMINAR

Coping with Change: Reaching Your Library's Users

Room 502

noon-1:00 p.m.

## INFORMAL MEETING

**EOS.Web Luncheon Seminar** 

Rooms 309 and 310

1:00 p.m.-2:00 p.m.

## INFORMAL MEETING

**PubMed Linkout Users** 

Grand Ballroom. Salon D

QuickDOC Users Group

Rooms 414 and 415

## Legislative Update

Grand Ballroom, Salons K and L

Join MLA's Governmental Relations Committee; Washington representative Dale Dirks, president, Health and Medicine Counsel of Washington; and Jonathan Band, Esq., who represents library associations on intellectual property and Internet policy matters.

## POSTER SESSION III

Rooms 405-409

1:30 p.m.-2:00 p.m.

## TECHNOLOGY SHOWCASE

#### SydneyPlus International: One Stop **Medical Resource Access**

#### Rnnm 4N4

Learn how to provide user-focused information to doctors, nurses, and clinicians both inside and outside the hospital. Actively promote content and resources to specific groups or individuals, reducing the time they spend searching. Take the library beyond your in-house collection by incorporating RSS feeds, external Websites, and other resources. Also, see how statistical tracking can help your library make evidence-based purchasing decisions, increasing relevancy by focusing on high-traffic resources.

## 2:00 p.m.–3:00 p.m.

#### **OPEN FORUMS** The Academy Survey Results

#### Grand Ballroom, Salons I and J

Last fall, more than 1,000 MLA members responded to the academy survey. Join in for a review and discussion of the results. Come and share your feedback on the state of the Academy of Health Information Professionals, MLA's peerreviewed professional development and career recognition program.

#### **Health Information Literacy**

#### Grand Ballroom, Salon D

Learn more about MLA's Health Information Literacy Research Project, funded by a contract from the National Library of Medicine (NLM). The project will survey hospital administrators and providers to assess their awareness of health information literacy issues and the value of health literacy in supporting patient care. It will also explore the role

continued on page 37≻

## Tuesday, May 22, continued

of librarians as key providers of health information literacy information and resources. Principal coinvestigators Jean P. Shipman, AHIP, MLA president, 2006/07, and Carla J. Funk, CAE, MLA executive director, along with project coordinator Sabrina Kurtz-Rossi, will also discuss developing and piloting a health information literacy curriculum to increase provider and patient awareness of health literacy issues and NLM health information tools and resources, such as Information Rx and MedlinePlus.

## **Librarians without Borders**

## Rooms 303 and 304

Join the members of MLA's Task Force on Librarians without Borders to learn about MLA's widening global initiatives, including the electronic library training program. MLA received an \$80,000 grant from Elsevier to train librarians on the African, Asian, and Latin American continents. Grant coordinator Lenny Rhine, university librarian emeritus, University of Florida-Gainesville, will discuss how the grant is being used to fund eight on-site workshops and one distance education course and to develop new training modules.

## 3:00 p.m.–4:30 p.m.

## Section Programs

(Titles and presenters appear in the MLA '07 Official Program Abstract Supplement)

#### COLLECTION DEVELOPMENT SECTION

## **Evaluative Measures for Resource Quality: Beyond the Impact Factor**

In conjunction with Molecular Biology and Genomics SIG

#### Grand Ballroom, Salons I and J

Moderator: Lynn Fortney, vice president/ director, Biomedical Division, EBSCO Information Services, Birmingham, AL

## **EDUCATIONAL MEDIA AND TECHNOLOGIES SECTION**

#### 1,776 Uses for Technologies

In conjunction with Public Services and

Medical Informatics Sections

#### Independence Ballroom

Moderator: Melissa De Santis, AHIP, assistant director, Public Services, Briscoe Library, University of Texas Health Sciences Center-San Antonio

#### FEDERAL LIBRARIES SECTION

## **Back to Our Revolutionary Roots: Making Change Work**

#### Grand Ballroom, Salon D

Moderator: Alice Hadley, AHIP, librarian, Medical Library, US Naval Hospital, Agana Heights, Guam

#### HISTORY OF THE HEALTH SCIENCES

## Joining the Revolution: Providing Information in Complementary and Alternative Medicine, Past, Present, and Future

In conjunction with Chiropractic Libraries Section; Complementary and Alternative Medicine SIG

#### Rooms 305 and 306

Moderator: Stephen J. Greenberg, coordinator, Public Services, History of Medicine Division, National Library of Medicine, National Institutes of Health, Department of Health and Human Services, Bethesda, MD

#### INTERNATIONAL COOPERATION

## The Information Revolution Goes Global: Increasing Information Access in Developing Countries

In conjunction with Public Health/Health Administration, Veterinary Medical Libraries Sections; Outreach SIG

#### Grand Ballroom, Salon C

Moderator: Obianuju Mollel, librarian, Regional Library Services, Capital Health, Edmonton, AB, Canada

#### LEADERSHIP AND MANAGEMENT SECTION

## Joining the Revolution: Strategies for Marketing Yourself

In conjunction with Corporate Information Services Section; New Members

#### Grand Ballroom, Salons K and L

Moderator: Barbara Epstein, AHIP,

director, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

## PHARMACY AND DRUG INFORMATION SECTION

## Medicare's Prescription Drug Benefit: Overview, Resources, and a Role for Health Information Professionals (EMBASE.com Lecture)

In conjunction with Corporate Information Services Section

#### Rooms 303 and 304

Moderator: Geraldine Wanserski, senior academic librarian, Ebling Library, University of Wisconsin-Madison

#### RESEARCH SECTION

## **Evidence-based Librarianship: How Evidence-based Medicine Foundation Principles Can Be Applied to Medical Library Operations**

In conjunction with Hospital Libraries Section

#### Grand Ballroom, Salons A and B

Moderator: Ruth Fenske, AHIP, coordinator, Reference, Grasselli Library, John Carrol University, University Heights, OH

## 7:00 p.m.-10:00 p.m.

#### Rockin' rEvolution

## Grand Ballroom, Salons E, F, G, and H Sponsored by the American **Academy of Pediatrics**

Ticketed event; bring ticket for admission. One ticket to the party is included with Super Inclusive and Inclusive registration. Tickets may be purchased at the MLA Registration Center before noon on Monday.

Join your colleagues and friends at MLA's biggest party of the year! Rockin' rEvolution offers food, fun, networking, and MLA's version of "Dancing with the Stars." Wear comfortable shoes, and get ready to dance the merengue and do the swing. Former national champions Clive and Suzanne Phillips have been invited.

continued on page 39>

## Wednesday, May 23

#### 9:00 a.m.-10:00 a.m.

#### Plenary Session IV: The Joseph Leiter NLM/MLA Lecture

Established with a donation from Joseph Leiter

## Grand Ballroom, Salons E, F, G, and H

Introduction by Jeffrey T. Huber, associate professor, School of Library and Information Studies, Texas Women's University-Houston

Lecturer: Kent A. Smith, FMLA, Ashton, MD

## 10:30 a.m.-1:00 p.m.

#### **Plenary Session V: Health Literacy:** rEvolution in Roles

Grand Ballroom, Salons E, F, G, and H **Sponsored by EBSCO** 

#### **Programming by MLA Chapter and Section Councils**

Introduction by Julie Shaw-Kokot, AHIP. Health Sciences Library, University of North Carolina-Chapel Hill, Chapel Hill, NC

Keynote: Janet Ohene-Frempong, president of J O Frempong & Associates, Philadelphia, PA

Panel: Amy Louise Frey, AHIP, manager, Health Sciences Library, Hospital for Special Care, New Britain, CT (moderator); Micki McIntyre, HealthyNJ librarian, Campus Library, University of Medicine and Dentistry of New Jersey-Stratford; Andrea Kenyon, director, Katherine A. Shaw Division of Public Services, Library, College of Physicians of Philadelphia, Philadelphia, PA; Lynda Barker, associate professor, Library and Information Science Program, Wayne State University, Detroit, MI; and Marge Kars, AHIP, director, Bronson Health Sciences Library, Bronson Methodist Hospital, Kalamazoo, Ml.

#### **Posters**

## Health Information Literacy Research Project: Overview and Accomplishments to Date

Jean P. Shipman, AHIP, director, Tompkins-McCaw Library for the Health Sciences, and associate university librarian, VCU Libraries, Virginia Commonwealth University-Richmond, and Carla J. Funk, CAE, executive director, MLA, Chicago, IL

## Health Education Resources for English Lanauaae Learners

Margaret (Peg) Allen, AHIP, coordinator; Peter Yang, executive director, and Ka Lia Moua, Web assistant/graphics designer, Hmong Health Education Network, Wausau Area Hmong Mutual Association, Wausau, WI; Jeff Allen, technical consultant, Continuing Education, University of Wisconsin-Stevens Point, Stevens Point, WI; and Mary Alice Gillispie, coordinator, Healthy Roads Media, Bozeman, MT

## How Do Rural Southerners Access Health Information? The View from South Carolina: A Descriptive Survey

Nancy McKeehan, assistant library director and professor; Janice May, program coordinator; and Lillian Trettin, assistant professor; Library, Medical University of South Carolina-Charleston

## Teaching Teens to "Get Net Smart for Good Health": Promoting Critical Thinking in Health Sciences Classes

Lillian Trettin, assistant professor, and Janice May, program coordinator, Library, Medical University of South Carolina-Charleston

1:00 p.m.–2:30 p.m.

**MLA Board of Directors Meeting** Deluxe Tower Lounge

1:00 p.m.-5:00 p.m.

## INFORMAL MEETING

National Library of Medicine/ **Association of Academic Health Sciences Libraries Leadership Fellows Program Leadership** Institute

Room 404 Invitation only.

1:30 p.m.-5:30 p.m.

## **Continuing Education Courses** See pages 18-19

**Continuing Education Symposium** Scholarly Publishing Issues: The Challenges and Opportunities Facing Libraries in an Open Access **Environment** 

See page 19

Join MLA in recognizing the best and brightest in the field. Please attend the Awards Ceremony and Luncheon on Monday, May 21, from noon–1:30 p.m. The event takes place in the Grand Ballroom, Salons E, F, G, and H. One ticket to the luncheon is included with inclusive registration. Purchase additional tickets in the MLA Registration Center prior to 5:00 p.m. on Sunday, May 20. Recipients are listed in order of presentation during the ceremony.

Special thanks to JAMA & Archives Journals for their generous support of the Awards Ceremony and Luncheon.

The Joseph Leiter NLM/MLA Lectureship

Established with a donation from Joseph Leiter

Kent A. Smith, FMLA

The John P. McGovern Award Lectureship

Established with a donation from the John P. McGovern Foundation Sponsored by EBSCO Arthur Caplan

The MLA Scholarship Catherine Murch

The MLA Scholarship for **Minority Students** Paula Maez

The MLA Scholarship for Minority Students, Annual Meeting (one-time award) Lisa Chow

The 2007 Cunningham **Memorial International Fellowships** Alison Kinengyere Jin Cheng

The EBSCO/MLA Annual **Meeting Grants** Sponsored by EBSCO Agnes Chikonzo Ladonna Guillot Maureen Knapp Lauren Young

The Hospital Libraries Section/ **MLA Professional Development Grants** 

Sponsored by the MLA **Hospital Libraries Section** Hella Bluhm-Stieber, AHIP Brenda Wong

The David A. Kronick Traveling **Fellowship** Endowed by the Bowden-

**Massey Foundation** 

Michele R. Tennant, AHIP

The Donald A. B. Lindberg Research Fellowship Michele R. Tennant, AHIP

The MLA Research, Development, and **Demonstration Project Grants** Fern Cheek, AHIP, and Lynda Hartel Sally Harvey, AHIP

The MLA Continuing Education **Awards** Rick Wallace, AHIP

Alice Weber

The Estelle Brodman Award for the Academic Medical Librarian of the Year Jan LaBeause, AHIP

The Lucretia W. McClure **Excellence in Education Award** Renata Geer

The Lois Ann Colaignni Award for Excellence and Achievement in Hospital Librarianship Ethel Madden

The Louise Darling Medal for Distinguished Achievement in Collection Development in the **Health Sciences Endowed by Ballen Booksellers** International Esther Carrigan, AHIP

The Thomson Scientific/Frank **Bradway Rogers Information Advancement Award** Sponsored by Thomson Scientific

**Legacy Tobacco Documents** Library

The Majors/MLA Chapter Project of the Year Award Sponsored by J. A. Majors **Upstate New York and Ontario** Chapter of MLA

The President's Award Beth M. Wescott

The Murray Gottlieb Prize Elizabeth Connor, AHIP

The Rittenhouse Award Sponsored by Rittenhouse **Book Distributors** Susan Miller

The T. Mark Hodges **International Service Award** T. Mark Hodaes, FMLA (posthumously)

The 2007 Janet Doe Lectureship Henry L. Lemkau Jr., FMLA

**Fellowship** 

Nancy Clemmons, AHIP, FMLA Kathryn J. Hoffman, AHIP, FMLA Sheldon Kotzin, FMLA James Shedlock, AHIP, FMLA Patricia Thibodeau, AHIP, FMLA

The Marcia C. Noyes Award Betsy L. Humphreys, AHIP



MLA '07 sponsor



#### Corporate partner

#### **Exhibit hall hours**

- Saturday, May 19: 5:30 p.m.–7:30 p.m. (Ticketed event: Welcome reception/opening of exhibits)
- Sunday, May 20: noon-5:00 p.m.
- Monday, May 21: 10:00 a.m.-noon and 1:15 p.m.-5:00 p.m.
- Tuesday, May 22: 10:00 a.m.-3:00 p.m.

## Alzheimer's Disease **Education and Referral** Center

#### Booth 806

P.O. Box 8250 Silver Spring, MD 20907 240.645.4275 Fax, 301.495.3334 jwatson@jbs1.com www.alzheimers.org

## **American Academy of Orthopaedic Surgeons** (AAOS) Booth 720

6300 North River Road Rosemont, IL 60018 800.626.6726 Fax, 800.823.8025 www.aaos.org The AAOS provides medical publications, journals, electronic media programs, and online resources to present ongoing education of new techniques and research for health care professionals specializing in musculoskeletal care.

## American Academy of **Pediatrics (AAP)** Booth 528

141 Northwest Point Boulevard Elk Grove Village, IL 60007 847.434.4000 Fax, 847.434.8000 pubs@aap.org

www.aap.org The AAP is the leading publisher in the field of pediatrics. With more than 500 titles, AAP publications cover all areas of health care for children and adolescents including clinical, professional, consumer health, patient education, and scholarly journals in both print and electronic formats.

## **American Association** for Cancer Research Booth 900

615 Chestnut Street, 17th Floor Philadelphia, PA 19106 215.440.9300 Fax, 215.440.9410 bergiven@aacr.org www.aacr.org The journals of the American Association for Cancer Research cover the full spectrum of cancer research through our comprehensive collection of five authortative, peer-reviewed journals.

## **American Chemical Society Publications** Booth 617

1155 16th Street Northwest Washington, DC 20036 202.872.4600 Fax, 202.872.6005 help@acs.org

pubs.acs.org ACS publications, the most cited journals in chemistry, including ACS Chemical Biology, the new interface of chemistry and biology, and the ACS Legacy Archives, scientific research from 1879.

## **American College** of Obstetricians and **Gynecologists (ACOG)** Booth 901

409 12th Street Southwest Washington, DC 20024 202.863.2449 Fax, 202.484.1595 mhyde@acog.org www.acog.org The ACOG booth will provide information about ACOG services and publications. We have recently updated and revised some of our guidelines and have many new patient education pamphlets.

## American Physiological Society Booth 701

9650 Rockville Pike Bethesda, MD 20814 301.634.7164 Fax, 301.634.7241 info@the-aps.org www.the-aps.org The American Physiological Society's highly cited research/review journals examine the entire spectrum of physiological systems, providing cutting-edge scientific information online and in print.

## **American Psychiatric Publishing** Booth 621

1000 Wilson Boulevard, Suite 1825 Arlington, VA 22209 703.907.7322 Fax, 703.907.1092 tdwong@psych.org www.psychiatryonline.com Psychiatryonline.com, DSM-IV-TR® and the American Journal of Psychiatry,

coupled with a classic collection of must-have psychiatric references available online featuring search, navigation, and cross-referencing tools custom-designed for psychiatrists. Visit www. psychiatryonline.com.

## **American Psychological** Association (APA) Booth 716

750 First Street Northeast Washington, DC 20002 202.336.5500 psycinfo@apa.org www.apa.org APA is the premier source for information in psychology. APA delivers this information through its expansive collection of books, journals, newsletters, electronic products, and Website.

## **American Society** for Biochemistry and **Molecular Biology** (ASBMB) Booth 421

9650 Rockville Pike Bethesda, MD 20814 301.634.7145 Fax, 301.634.7126 asbmb@asbmb.org www.asbmb.org ASBMB is a 12,000member nonprofit scientific and educational organization dedicated to the advancement of the science of biochemistry and molecular biology.

## **American Society** of Health-System Pharmacists (ASHP) Booth 902

7272 Wisconsin Avenue Bethesda, MD 20814 301.664.8757 marketing@ashp.org www.ashp.org ASHP has more than 30,000 professional members nationally. The association represents pharmacists who practice in hospitals, health

maintenance organization, long-term care facilities, home care, and other components of health care systems. ASHP, which has a long history of medicationerror prevention efforts. believes that the mission of pharmacists is to help people make the best use of medicines. Assisting pharmacists in fulfilling this mission is ASHP's primary objective.

## **American Society of Hematology** Booth 903

1900 M Street Northwest. Suite 200 Washington, DC 20036 202.776.0550 Fax, 202.776.0551 irobinson@hematology.org Blood is the world's leading journal in reporting basic and applied hematology research. The journal covers all aspects of hematology, including disorders of leukocytes, both benign and malignant; erythrocytes; platelets; hemostatic mechanisms; vascular biology; immunology; and most aspects of hematologic oncology.

## **Annual Reviews** Booth 623

4139 El Camino Way P.O. Box 10139 Palo Alto, CA 94303 650.493.4400 Fax, 650.424.0910 sitelicense@annualreviews www.annualreviews.org Annual Reviews provides critical, authoritative reviews written by leading scientists in biomedical, physical, and social science, available in site licenses to institutions and consortia.

## **Basch Subscriptions** Booth 601

88 North Main Street Concord, NH 03301 603.229.0662 Fax, 603.226.9443 subs@basch.com www.basch.com Basch Subscriptions provides serials management services. Steeped in serials tradition, experience, knowledge, and integrity, Basch is committed to personalized service that you can depend on.

## **Bentham Science Publishers** Booth 222

3 Clover Hill Circle Ewing, NJ 08638 609.915.4473 Fax, 609.883.7914 i.lehman@bentham.org www.bentham.org



#### **Better World Books**

### Booth 830

4555 Mansell Road, Suite 300 Alpharetta, GA 30022 770.521.4440 Fax, 770.521.4436 library@betterworldbooks .com www.betterworldbooks.com

Partner with Better World Books and let us sell your library's discards and book donations. To learn more, email library@betterworldbooks .com or visit www. betterworldbooks.com/ Programs/Library.aspx.

## **BioMed Central** Booth 121

Middlesex House 34-42 Cleveland Street London W1T 4LB United Kingdom 44.0207.631.9131 Fax, 44.0207.631.9926 info@biomedcentral.com www.biomedcentral.com In addition to publishing

160+ peer-reviewed open access journals, BioMed Central produces a range of library services including Faculty of 1000 Medicine and Open Repository.

## **Blackwell Publishing** Booth 719

350 Main Street Malden, MA 02148 800.759.6102 Fax. 781.388.8210 libraryinfo@blackwellpub lishina.com www.blackwell-synergy.com Blackwell Publishing is the world's leading society publisher. Visit the Blackwell Publishing booth to find out more about our medicine and nursing collection of journals.

## **BMJ Publishing Group** Booth 125

Denver, CO 303.771.5159 Fax, 303.771.5159 productinfo@bmjgroup.com www.bmjpg.com BMJ Publishing Group is a world leader in the publication and distribution of authoritative, evidencebased medical information.

## CABI Booth 122

Nosworthy Way Wallingford, Oxfordshire **OX10 8DE** United Kingdom 44.149.183.2111 Fax, 44.149.182.9198 publishing@cabi.org www.cabi.org CABI is a not-forprofit organization specializing in scientific publishing, research, and communication.

## **Cambridge University Press**

Booth 702

32 Avenue of the Americas New York, NY 10013 212.924.3900

Fax, 212.691.3239 imurphy@cambridge.org www.cambridge.org

## **Centers for Disease Control and Prevention** (CDC)/National Center for Environmental Health (NCEH) and **Agency for Toxic Substances and Disease** Registry (ATSDR) Booth 727

1600 Clifton Road, MS E-29 Atlanta, GA 30333 404.498.0033 Fax. 404.498.0093 zyz9@cdc.gov CDC's NCEH prevents and controls diseases and injuries, provides information on critical health issues, and promotes healthy living. The ATSDR evaluates the human health effects of exposure to hazardous substances. ATSDR conducts public health assessments at each of the sites on the Environmental Protection Agency's National Priorities List, as well as other sites when petitioned.

## **Christopher and Dana** Reeve Foundation, **Paralysis Resource** Center Booth 814

636 Morris Turnpike, Suite 3A Short Hills, NJ 07078 800.539.7309 Fax, 973.467.9845 info@paralysis.org www.paralysis.org The Christopher and Dana Reeve Paralysis Resource Center promotes the health and well-being of people with paralysis, spinal cord injury, and mobility-related disabilities by providing information resources and referral services.

continued on page 45>

## **Collexis**

#### Booth 829

1201 Main Street, Suite 980 Columbia, SC 29201 803.727.1113 Fax, 803.727.1118 macchiaverna@colllexis

www.collexis.com Collexis is a global company that develops software to search and mine large amounts of information contained in multiple data sources. Collexis's mission is to provide our clients with software solutions that enable them to extract value from their existing intellectual property.



## CyberTools for Libraries

#### Booth 303

249 Ayer Road, Suite 302 Harvard, MA 01451 800.894.8206 Fax, 978.772.9400 www.cybertoolsforlibraries

Partnering with the finest health sciences librarians to deliver integrated library automation: CyberTools supports librarians with elegant productivity solutions that minimize costs and market resources.

## **Doody Enterprises** Booth 418

500 North Michigan Avenue, Suite 1410 Chicago IL 60611 312.644.7640 Fax, 312.977.1556 brad@doody.com www.doody.com



#### **EBSCO** Information

## **Services** Booth 409, 415

5724 Highway 280 East Birmingham, AL 35242 205.980.3885 Fax, 205.995.1636 www.ebsco.com

EBSCO provides electronic journal and book packages, print subscriptions, a suite of electronic resource management tools, full-text and secondary databases, and related services for libraries and organizations.



## **Elsevier** Booth 110

360 Park Avenue South New York, NY 10010 212.989.5800 Fax. 212.633.3990 www.elsevier.com Elsevier is a world-leading, multiple-media publisher of superior scientific, technical, and health information products and services. Learn more about our comprehensive portfolio of top-level journals, new books, and innovative electronic products. Elsevier. Building Insights. Breaking Boundaries<sup>™</sup>.

## eMedicine.com Booth 812

WedMD 111 Eighth Avenue, 7th Floor New York, NY 10011 781.647.8870 Fax, 781.647.8871 imccullough@webmd.net www.imedicine.com eMedicine's Clinical Knowledge Base features 6.500 articles across 50 specialties, 30,000 images, continuing medical education, 1,300 drug monographs, PDA downloads, eTools, differential diagnosis generator, and more.

## **EOS International** Booth 504

2382 Faraday Avenue Carlsbad, CA 92008 800.876.5484 Fax, 760.431.8448 info@eosintl.com www.eosintl.com

Get a demo of EOS.Web, a customizable medical library solution that handles digital and traditional collections. Use EOS e-Library Service and eliminate the need for information technology staff.

## **Epocrates** Booth 728

1800 Gateway Drive, Suite 300 San Mateo, CA 94404 866.559.3053 Fax. 650.227.6897 groupsales@epocrates.com www.epocrates.com Epocrates is transforming the practice of medicine by developing innovative mobile and desktop solutions that support clinical decisions at the point of care.

## **Exam Master** Booth 807

500 Ethel Court Middletown, DE 19709 800.572.3627 Fax, 302.378.1153 mbader@exammaster.com www.exammaster.com

## **Future Science Group** Booth 503

Unitec House, 2 Albert Place London N3 1QB United Kingdom 44.0208.349.2033 Fax, 44.0208.343.2313 info@future-drugs.com www.future-science-group

Future Science Group publishers journals and databases focusing on all aspects of clinical and postgenomic medicine. Institutional online trials available.

## **GoPrint Systems** Booth 624

1 Annabel Lane, Suite 105 San Ramon, CA 94583 888.52.PRINT (77468) Fax, 925.790.0071 info@goprint.com

www.goprint.com Preview the all new GoPrint GS-4, a state-of-the-art multiplatform, self-service, cost recovery, pay-forprint management system designed exclusively for colleges and universities.

## **Graduate Education Foundation**

## Booth 328

595 Hadden Avenue Collingswood NJ 08108 877.263.5400 Fax, 877.263.5401 ddavis@strategichealth alliance.com



## **HARRASSOWITZ** Booth 629

Wiesbaden 65174 Germany 800.348.6886 Fax, 800.574.5732 service@harrassowitz.de www.harrassowitz.de HARRASSOWITZ provides services for medical, research, and corporate libraries to acquire periodical subscriptions and international publications including electronic resources. Now offering HERMIS 4.0, a complete suite of services and products in support of the library's electronic resources management.

## **HCPro** Booth 602

P.O. Box 1168 200 Hoods Lane Marblehead, MA 01945 781.639.1872 Fax, 781.639.1748 bmagrane@hcpro.com www.hcmarketplace.com

## **Health Affairs** Booth 517

7500 Old Georgetown Road, Suite 600 Bethesda, MD 20814 301.347.3900 Fax, 301.647.3950

continued on page 47≻

itucker@healthaffairs.org www.healthaffairs.org Health Affairs is the nation's premier peer-reviewed journal of health policy and managed care, widely subscribed to by medical and health administration libraries

## **HighWire Press and Partners** Booth 429

1454 Page Mill Road Palo Alto, CA 94304 650.723.0522 Fax, 650.736.1981 marketing@highwire. stanford.edu highwire.stanford.edu HighWire Press partners with more than 130 societies, associations, university presses, and other scholarly publishers to produce more than 1,000 journal sites, of which over 1.5 million articles are free.

## Informa Healthcare Booth 618

270 Madison Avenue New York, NY 10016 212.520.2710 Fax, 212.685.4540 abigail.lee@informaworld www.informaworld.com Informa Healthcare is a leading provider of medical and pharmaceutical science research featuring titles from Taylor & Francis, CRC Press, Marcel Dekker, Martin Dunitz, and Parthenon.

## International **Congress on Medical** Librarianship (ICML) Booth 627

Herston Health Sciences Library UQ, Block 6, Level 6 Royal Brisbane Women's Hospital Brisbane, Qld 4029 Australia 61.73.365.5354 Fax, 61.73.365.5243

I.kruesi@library.uq.edu.au www.icml2009.com Visit the ICML booth to say g'day, collect a koala, and find why the ICML 2009, to be held in Brisbane (Queensland) Australia, is not to be missed.

## JAMA & Archives

## **Journals** Booth 722

515 North State Street Chicago, IL 60610 312.464.4868 Fax, 312.464.2580 ama-subs@ama-assn.org pubs.ama-assn.org JAMA & Archives Journals covers the latest developments in clinical medicine. Each title is among the most respected, highly relevant, and often cited in its field. These peer-reviewed journals are available in print or through a companywide license, which offers many advantages, both to librarians and to end users. Explore the world of medicine online with the scientific journals of the American Medical Association.

## **John Wiley & Sons** Booth 520

111 River Street Hoboken, NJ 07030 201.748.6046 Fax, 201.748.6617 dimus@wiley.com www.wiley.com

## Karger Booth 419

P.O. Box 529 26 West Avon Road Farmington, CT 06085 860.675.7834 Fax, 860.675.7302 karaer@snet.net www.karger.com S. Karger Publishers, independent biomedical publishers since 1890.

Karger Libri, international subscription agency and booksellers since 1960. KaSha, publishers' distribution and representation throughout the Middle East.

## Lexi-Comp Booth 802

1100 Terex Road Hudson, OH 44236 330.650.6506 Fax, 330.656.4307 www.lexi.com Lexi-Comp creates industryleading reference databases with advanced searching technology, providing timesensitive clinical information for health care providers via the Internet, for handheld devices and dataset licensing opportunities.

## J. A. Majors/YBP **Library Services**

#### Booth 724

1401 Lakeway Drive Lewisville, TX 75057 972.353.1191 Fax, 972.353.1300 ncarter@majors.com www.majors.com Majors/YBP specializes in service to academic, research, and health sciences libraries. Known for excellent service and technical development, we offer broad publisher coverage, extensive inventory, and flexible approval plans.

## **Mary Ann Liebert Publishers** Booth 119

140 Huguenot Street, 3rd Floor New Rochelle, NY 10801 914.740.2100 Fax, 914.740.2101 www.liebertpub.com Mary Ann Liebert is universally acknowledged for publishing authoritative peer-reviewed journals, books, and trade magazines in the most promising areas

of biotechnology, biomedical research/life sciences, clinical medicine, surgery, and law.

## **Matthews** Medical & **Scientific Books** Booth 808

11559 Rock Island Court Maryland Heights, MO 63043 800.MED.BOOK (633.2665) Fax, 800.421.8816 akr@mattmccoy.com www.matthewsbooks.com Matthews Medical and Scientific Books is a onestop shopping experience for libraries of all sizes. Distributing books from over 2,500 publishers, Matthews also offers a full range of services for libraries including approval plans and standing order maintenance. Contact one of our librarians on staff to see how Matthews can help your library.

## McGraw-Hill Booth 309

Medical Publishing Division Two Penn Plaza, 12th Floor New York, NY 10121 212.904.6078 Fax. 212.904.6045 michelle canizio@mcgraw -hill.com

## The Medical Letter Booth 518

1000 Main Street New Rochelle, NY 10801 917.923.4303 Fax, 914.235.5079 gene@medicalletter.org www.medicalletter.org The Medical Letter publishes critical appraisals of pharmaceuticals and is considered the gold standard in drug review. Where you hear about new medicines first matters.

continued on page 49>

#### **MLA '08**

**Exhibits Hall Entrance** Medical Library Association 65 E. Wacker Place, Suite Chicago, IL 60601-7246 312.419.9094 Fax. 3.12.419.9094 info@mlahq.org www.mlanet.org

## **National Center for Health Statistics** Booth 904

3311 Toledo Road Hyattsville, MD 20782 301.458.4636 Fax, 301.458.4025 nchsquery@cdc.gov www.cdc.gov/nchs/ The National Center for Health Statistics is a rich source of information and data about US health.

## **National Library of** Medicine (NLM) Booth 509

8600 Rockville Pike, Building 38, Room B1E08 Bethesda, MD 20894 301.496.2532 Fax, 301.435.8356 charuhaj@nlm.nih.gov www.nlm.nih.gov Awaiting you at the NLM booth are informative theater presentations, experts on NLM's online systems and programs, free promotional products for your library, and gift drawings.

## **National Reference Center for Bioethics** Literature, Kennedy Institute of Ethics

Booth 403 4th Floor Healy Hall, Georgetown University 37th & O Streets, NW Washington, DC 20057 202.687.3885 Fax, 202.687.6770 bioethics@georgetown.edu bioethics.georgetown.edu A special library dedicated to acquiring, indexing and

providing free reference services and resources about topics in the interdisciplinary literature of bioethics, e.g., clinical, research and genetics issues.

## **Nature Publishing** Group (NPG) Booth 224

75 Varick Street New York, NY 10013 212.726.9200 Fax, 212.696.9006 www.nature.com/libraries/ NPG publishes the Nature Clinical Practice series and high-quality medical research journals. Available in print and online with a site license

## **Neal-Schuman Publishers** Booth 428

100 William Street New York, NY 10038 212.925.8650 Fax, 212.219.8916 info@neal-schuman.com www.neal-schuman.com Neal-Schuman, MLA's copublisher, features a wide array of professional resources for librarians, including the popular How-To-Do-It Manuals for Librarians series, A 20% discount is offered at the booth.

## New England Journal of Medicine Booth 519

860 Winter Street Waltham, MA 02451 781.434.7091 Fax, 781.464.4818 institutionsales@nejm.org www.nejm.org The New England Journal of Medicine site license program offers academic, clinical, government, and corporate organizations unprecedented online access for their user community.

## **OCLC**

#### Booth 801

6565 Kilgour Place Dublin, ŎH 43017 614.764.6000 Fax, 614.764.6096 oclc@oclc.org www.oclc.org OCLC services help library users succeed. See our eContent, resource sharing, digital collections, preservation/digitization, collection development, and cataloging service at work in our booth. Discover the WorldCat.org interface.

## **Oncology Nursing** Society (ONS) Booth 905

125 Enterprise Drive Pittsburgh, PA 15275 412.859.6100 Fax, 412.859.6164 www.ons.org ONS is a professional organization of over 35,000 oncology nurses and health care providers. ONS publishes a full line of books and journals.

## Ovid Booth 607

333 Seventh Avenue New York, NY 10001 781.769.2599 sales@ovid.com www.ovid.com Ovid helps clinicians, researchers, faculty, and students improve patient care, enhance ongoing research, or fuel a new discovery with customized solutions to access, manage, and integrate online information resources and drive decision making.

## **Oxford University Press** Booth 628

2001 Evans Road Cary, NC 27513 919.677.0977 Fax, 919.677.1714 inlorders@oupjournals.org www.oxfordjournals.org

The Oxford journals collection of medical titles is among the most respected in the industry, providing cross-searchable packages of essential research. Visit our Website for information.

## **PALINET**

Booth 821

3000 Market Street, Suite 200 Philadelphia, PA 19104 215.382.7031 Fax, 215.382.0022 palinetsupport@palinet.org www.palinet.org Promoting library cooperation and resource sharing since 1936, Palinet is a cooperative membership organization of 600+ libraries or similar organizations in the mid-Atlantic region and beyond.

## **Portland Press** Booth 329

Commerce Way Colchester Essex CO<sub>2</sub> 8HP United Kingdom 44.01206.796351 Fax, 44.01206.798650 kerry.cole@portlandpress www.portlandpress.com

Portland Press is an innovative publisher of journals in the biochemical, cellular, and molecular life sciences. We offer online and free trial access.

## **Proceedings of the National Academy of** Sciences, U.S.A. (PNAS) Booth 820

500 Fifth Street Northwest, NAS 340 Washington, DC 20001 202.334.1333 Fax, 202.334.1346 pnas@nas.edu www.pnas.org PNAS, one of the most highly cited multidisciplinary scientific journals, appears

continued on page 51>

in print weekly and online daily. PNAS publishes highimpact research papers, commentaries, colloquium articles, National Academy member profiles, and inaugural year articles. Free issues, posters, and giveaways will be available.

## **ProQuest CSA** Booth 128

789 East Eisenhower Parkway Ann Arbor, MI 48108 734.761.4700 Fax, 734.997.4224 lisa.alent@il.proquest.com www.il.proquest.com ProQuest CSA provides researchers with high-quality medical solutions, fueled by state-of-the-art technologies and supported by dedicated service. Our vision is to publish high-quality products for medical libraries around the globe.

## **Protein Lounge** Booth 420

5850 Oberlin Drive, Suite 220 San Diego CA 92121 858.792.2471 Fax, 858.408.1959 ssingh@proteinlounge.com

## **Public Library of** Science (PLoS) Booth 815

185 Berry Street, Suite 3100 San Francisco, CA 94107 415.260.2848 Fax, 415.546.4090 dokub@plos.org www.plos.org PLoS is a nonprofit organization of scientists and physicians committed to making the world's scientific and medical literature a freely available public resource.

## The Reference Shelf Booth 816

88 North Main Street Concord, NH 03301

603.229.0662 Fax. 603.226.9443 display@thereferenceshelf .com www.basch.com The Reference Shelf is a display service for publishers providing face-out display of materials at over twenty-five library exhibits annually.

## **RefWorks** Booth 124

7200 Wisconsin Avenue Suite 601 Bethesda, MD 20814 800.843.7751 Fax, 301.961.6708 sales@refworks.com www.refworks.com RefWorks provides solutions for research management, writing, and collaboration. RefWorks provides users with a simple-to-use online tool to capture, organize, store, share, and manipulate data generated by multiple information resources.

## Rittenhouse Book **Distributors** Booth 521

511 Feheley Drive King of Prussia, PA 19406 800.345.6425 Fax. 800.223.7488 info@rittenhouse.com www.rittenhouse.com Rittenhouse Book Distributors is a leading health sciences book distribution company that aggregates print and digital content. Rittenhouse offers many services to library customers; they are listed on their Website.

# SAGE Publications Booth 706

2455 Teller Road Thousand Oaks, CA 91320 805.410.7239 Fax, 805.499.7881 lisa.lamont@sagepub.com www.sagepub.com

SAGE Publications is an independent international publisher in the social sciences, technology, and medicine.

## **Serials Solutions** Booth 327

501 North 34th Street. Suite 400 Seattle, WA 98103 866.737.4257 Fax. 206.525.9066 info@serialssolutions.com www.serialssolutions.com Serials Solutions delivers a complete family of electronic resource and management services that help libraries realize the depth, richness, and value of electronic collections. Services include the Access & Management Suite (AMS), MARC Updating service. Article Linker. Central Search, and ERMS.

## **SirsiDynix** Booth 819

101 Washington Street Southeast Huntsville, AL 35801 256.704.7000 Fax, 256.704.7007 sales@sirsidynix.com www.sirsidynix.com SirsiDynix provides libraries worldwide the broadest array of information management products and services with approximately 4,000 clients, serving 200 million people through 20,000 library outlets.

## **SLACK Incorporated** Booth 304

6900 Grove Road Thorofare, NJ 08086 856.848.1000 Fax, 856.848.6091 www.slackinc.com SLACK Incorporated, delivering the best in health care information and education worldwide, invites you to view our nursing publication library. Search job listings at NursePath. com.

## Softlink America Booth 717

5482 Wilshire Boulevard, Suite 1540 Los Angeles, CA 90036 323.525.1767 Fax, 310.943.2393 marketing@us.softlinkint

## **Springer** Booth 404

233 Spring Street New York, NY 10013 212.460.1500 Fax, 201.348.4505 www.springer.com SpringerLink from Springer is one of the world's leading interactive databases for high-quality science, technology, and medicine journals; electronic books, electronic reference works, electronic book series, and the Online Archives Collection.

## STAT!Ref Booth 221

125 South King Street P.O. Box 4798 Jackson, WY 83001 307.733.5494 Fax, 307.739.1229 info@statref.com www.statref.com STAT!Ref® is a crosssearchable, electronic medical resource that integrates core titles with evidence-based information and innovative tools like Anatomy.tv and MedCalc 3000.

## **Swets** Booth 422

160 Ninth Avenue Runnemede, NJ 08078 856.312.2690 Fax, 856.312.2496 cfinken@us.swets.com www.swets.com With over 100 continuous vears of business experience. Swets is the premier partner

continued on page 53>

for the acquisition, access, and management of your scholarly, business, and professional information.

## **SydneyPLUS** International Booth 427

#5138-13562 Maycrest Way Richmond, BC V6V 2J7 Canada 604.278.6717 Fax, 604.278.9161 sales@sydneyplus.com www.sydneyplus.com As the world's leading provider of knowledge management services, SydneyPLUS helps organizations benefit from their high-value knowledge assets by bringing together people, software, and processes. The result is reduced costs, enhanced revenues, and improved efficiency. At SydneyPLUS, we know special libraries.

## **Thieme Publishers** Booth 700

333 Seventh Avenue New York, NY 10001 212.760.0888 Fax, 212.947.1112 www.thieme.com Established in 1886, Thieme is a major international publisher with offices in New York, Stuttgart, and Singapore. The company produces more than 130 journals and 400 new books each year, all maintaining the high-quality production and editorial values that have established Thieme as a premier professional publisher.

## **Thomson Gale** Booth 322

27500 Drake Road Farmington Hills, MI 48331 800.877.GALE (4253) Fax, 248.699.8094 shannon. ostrowski@thomson.com www.gale.com

Thomson Gale provides convenient access to authoritative information that keeps libraries relevant. Thomson Gale's groundbreaking reference works, convenient search platform, and programs that advocate the value of libraries address the needs of information seekers.

## **Thomson Healthcare** Booth 321

5 Paragon Drive Montvale, NJ 07645 201.358.7200 pdrinfo@thomson.com www.pdr.net PDR has been the authoritative source of drug information for over 60 years. We are pleased to announce two new titles to our PDR library: ADA/PDR Guide to Dental Therapeutics and the PDR Lab Advisor

## **Thomson Healthcare** Booth 323

6200 South Syracuse Way, Suite 300 Greenwood Village, CO 80111 303.486.6400 Fax, 303.486.6464 www.thomsonhealthcare com

Thomson Healthcare, considered the preferred provider of knowledge by medical professionals, is the right decision from every angle; real-time formulary access, patient-focused Web resources, integratable solutions, and more.

## **Thomson** Scientific

## Booth 315

3501 Market Street Philadelphia, PA 19104 215.386.0100 Fax, 215.243.2206 www.scientific.thomson.com Search, discover, and organize your research via ISI Web of Knowledge<sup>SM</sup>, an integrated, versatile research

platform providing access to the world's premier scholarly information.

## **Touch of Life Technologies** Booth 330

12635 East Montview Blvd... Suite 100 Aurora, CO 80010 720.859.4140 Fax, 720.859.4110 kate.torgler@toltech.net www.toltech.net

## The University of Chicago Press Booth 809

1427 East 60th Street Chicago, IL 60637 773.702.0172 Fax, 773.834.7201 csilveira@press.uchicago.

www.journals.uchicago.edu Founded in 1891, The University of Chicago Press is the largest American university press. The journals division currently publishes forty-seven journals and serials in a wide range of disciplines, including several journals that were the first scholarly publications in their respective fields.

## **Unbound Medicine** Booth 622

28 West State Street Media, PA 19063 610.627.9090 Fax, 610.627.4951 sales@unboundmedicine .com www.unboundmedicine.com

Unbound Medicine develops next-generation knowledge management systems for health care. Our handheld, wireless, and Internetbased products fulfill the information needs of mobile health care professionals.

## **UpToDate** Booth 619

95 Sawver Road Waltham, MA 02453 800.998.6374 Fax. 781.642.8840 customerservice@uptodate www.uptodate.com UpToDate is a leading subscription-based service that transforms clinical information into specific. practical answers used at the point of care.

## Wolters Kluwer Health-**Lippincott Williams &** Wilkins

#### Booth 710

530 Walnut Street Philidelphia, PA 19106 215.521.8493 Fax, 215.521.8300 timothy. rinda@wolterskluwer.com www.lww.com Wolters Kluwer Health-Lippincott Williams & Wilkins is the leading publisher of professional health information for health care practitioners and researchers. We provide books, journals, electronic formats, Web tools, and more.

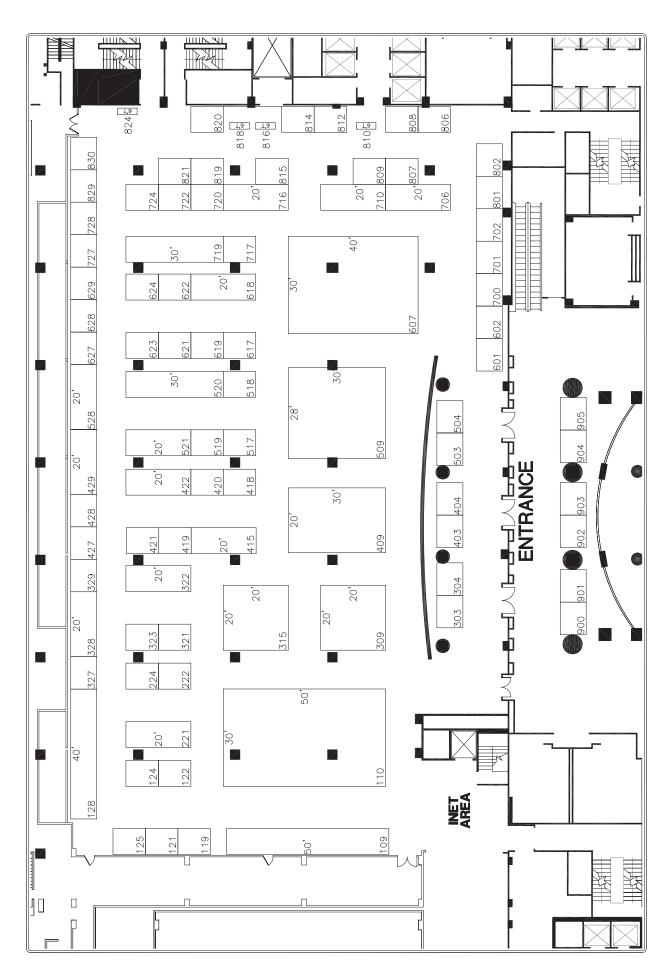


MLA '07 sponsor



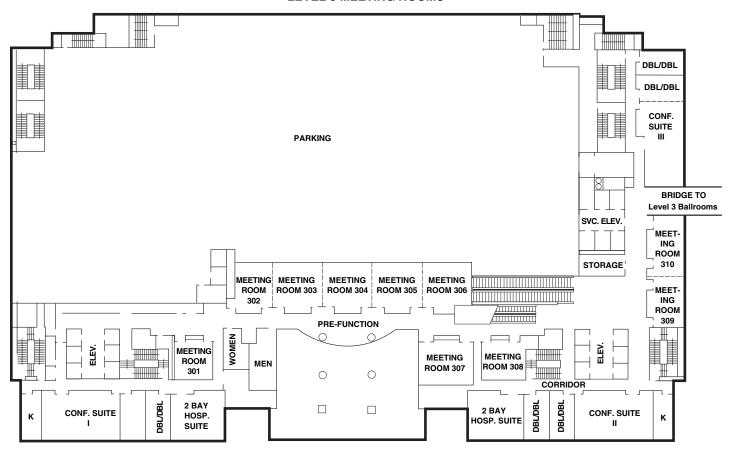
Corporate partner

As of April 5, 2007

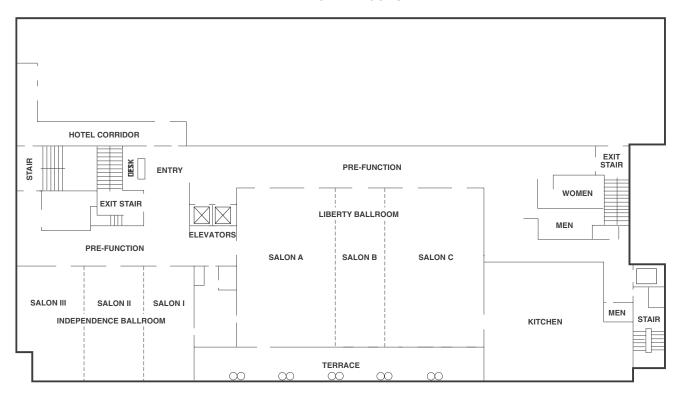


**EXHIBIT HALL / FRANKLIN HALL** 

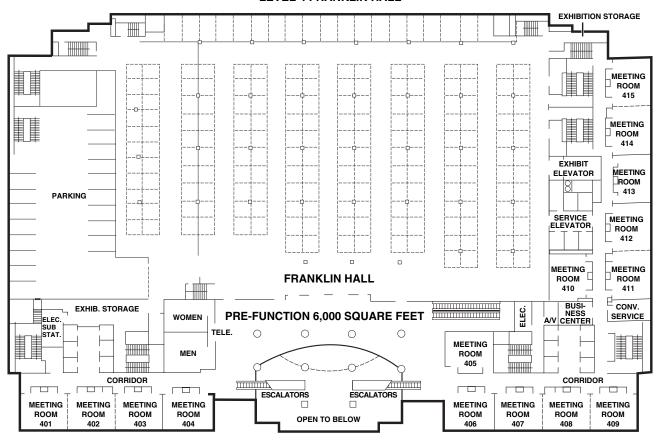
#### **LEVEL 3 MEETING ROOMS**



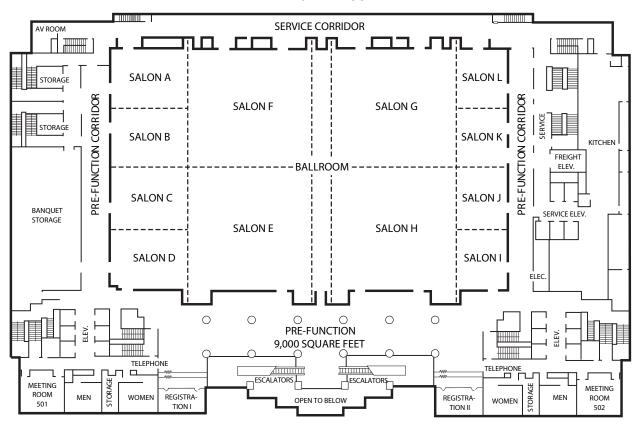
#### **LEVEL 3 BALLROOMS**



#### **LEVEL 4 FRANKLIN HALL**



#### **LEVEL 5 BALLROOM**



Parliamentary rules are established to aid organizations in the orderly, expeditious, and equitable accomplishment of business. Because order and good will are essential to working together and achieving common goals, it is essential that association members understand parliamentary procedure. The following overview is a guide to participating in business meetings of the Medical Library Association.

#### PARLIAMENTARY AUTHORITY

Article XIII of the 2005 revised bylaws of the Medical Library Association provides that rules in the current edition of Robert's Rules of Order Newly Revised shall govern the association in all cases where they are applicable and in which they are not inconsistent with the bylaws of the association.

## RULES OF THE ASSEMBLY

The following rules govern the conduct of MLA business meetings.

#### The Floor

When addressing the chair, the person desiring recognition moves to a microphone and gives proper identification, including name and institution, as well as city and state or province. Only MLA members are permitted to speak on the floor of the assembly.

#### **Motions and Resolutions**

Main motions (those introducing new business) may be brought to the assembly only if written copies have been distributed at least twenty-four

hours before the meeting to each Voting Member present or by unanimous consent of Voting Members present. Resolutions are motions presented formally.

#### Debate

Debate is limited to two minutes for each speaker; no speaker may have the floor twice on the same question until all who wish to speak have spoken. Members speaking a second time are limited to one minute.

#### Quorum

A quorum of 250 Voting Members is required for the transaction of business. For purposes of determining a quorum, a person eligible to cast 2 votes is counted as 2 Voting Members.

## Voting

To facilitate the counting of votes, voting paddles are provided to all eligible voters attending the annual meeting. Voting paddles are color-coded to distinguish between Institutional and Regular Members. General consent may be used as a method of voting, if there is no objection. Any of the foregoing rules may be suspended by a two-thirds vote.

## **UNDERSTANDING MOTIONS**

Motions are classified according to their purposes and characteristics.

#### **Main Motions**

An original main motion brings a new substantive question before the assembly for consideration and action. An incidental main motion relates to other business of the assembly or its past or future action. Incidental main motions include motions to amend something previously adopted and to rescind.

#### **Subsidiary Motions**

These motions may alter the main motion and are related to it.

- Lay on the table (a temporary delay)
- Previous question (to stop debate)
- Limit or extend debate
- Postpone to a certain time
- Commit or refer to a committee
- Amend
- Postpone indefinitely (to kill)

## **Privileged Motions**

These motions have no direct connection to the main motion. They are the highest-ranking motions and are designed to take care of emergencies that arise in the assembly.

- Fix the time at which to adjourn—set an adjourned meeting
- Adjourn
- Recess
- · Question of privilege
- Call for the orders of the day

#### Incidental Motions

These motions arise only incidentally out of business before the assembly. Most of these motions are not debatable and are handled as soon as they arise. Some incidental motions are:

- Appeal from the decision of the chair
- Consider seriatim (consideration by paragraph)
- Division of the question
- Parliamentary inquiry
- Point of information
- Point of order
- Suspend the rules
- Withdraw a motion

## Motions that Bring a Question before the Assembly Again

- Take from the table
- Reconsider
- Rescind or amend something previously adopted

#### PRECEDENCE OF MOTIONS

Precedence sets the priority of motions and the order in which they must be proposed and considered. Subsidiary and privileged motions are ranked in this descending order:

- Fix the time at which to adjourn (highest ranking)
- Adjourn
- Recess
- · Question of privilege
- Call for the orders of the day
- Lay on the table
- Previous question
- · Limit or extend debate
- Postpone to a certain time
- · Commit or refer
- Amend
- Postpone indefinitely
- Main motion

Only those motions that are higher in rank than the pending motion are in order and may be made. For example, when the main motion and the motion to commit are pending, only motions of higher rank than "commit" may be made.

# NEW

# Using Benchmarking, Needs Assessment, Quality Improvement, Outcome Measurement, and Library Standards: A How-To-Do-It Manual

By Rosalind Farnam Dudden



Evaluation tools are an essential part of improving service and proving the library's value. This easyto-understand manual outlines five of the most valuable, proven methods of evaluation:

- benchmarking
- needs assessment
- quality improvement
- outcome measurement
- library standards

Each chapter includes detailed, step-by-step guidance for defining goals, staffing the project, developing a timeline, collecting data, analyzing findings, and sharing results. Real-world library examples demonstrate what was evaluated *and* how the findings helped change the organizations.

Valuable managerial tools including checklists, forms, worksheets, and more—all reproducible from the CD-ROM—help you easily and effectively implement the successful methods. Managers in all types of libraries will find this an informative and practical resource for improving their organization.





For more information about this book, or to order it online, visit www.neal-schuman.com.

2007, ISBN 1-55570-604-5; ISBN13: 978-1-55570-604-3 8½ x 11, 298 pages plus CD-ROM

Book and CD-ROM: \$85.00, plus \$9.25 shipping and handling.

Personal orders and orders from companies without preapproved credit must be accompanied by payment.

Please send copy(ies) of Using Benchmarking,
Needs Assessment, Quality Improvement, Outcome Mea-
surement, and Library Standards: A How-To-Do-It Manual
☐ Check or money order enclosed for \$
☐ Bill us. P.O. number
Tax exempt number
Charge: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover
No
Expiration date
Signature
Name
Title
Affiliation
Address
City State Zip
Telephone
Fax
Email

☐ Please send me the latest Neal-Schuman catalog.

Send order form to: Neal-Schuman Publishers, 100 William Street, Suite 2004, New York, NY 10038. Telephone orders, call 866.NS.BOOKS (672.6657) Order online at www.neal-schuman.com

MLA members: To receive your discount, please indicate to the operator that you are an MLA member and provide your ID#. For online orders, enter "MLADUD" in the coupon area at checkout.

A	E	Kotzin, Sheldon41
African American Medical Librarians	Educational Media and Technologies	Kronenfeld, Michael
Alliance SIG	Section	Kurtz-Rossi, Sabrina 37
Allen, Jeff	Epstein, Barbara37	L
Allen, Margaret (Peg)39	•	_
-	F	LaBeause, Jan41
В	Federal Libraries	Leadership and Management
Band, Jonathan 33	Section	Section 19, 25, 29, 37
Barclay, Allan R	Fenske, Ruth	Legacy Tobacco Documents
Barker, Lynda	Fortney, Lynn 37	Library
Bertolucci, Ysabel	Frank, Christine 32	Lemkau Jr., Henry L
Bibel, Barbara 31	Frey, Amy Louise	Lesbian, Gay, Bisexual, and
Bluhm-Stieber, Hella 41	Funk, Carla J	Transgendered Health Sciences
Blumenthal, Jane L 32	Funk, Mark E	Librarians SIG 29, 31
Boards		Lessick, Susan
Brewer, Michelle Volesko	G	Libraries in Curriculum SIG 31
Brown, Janis	Gallagher, Patricia25	Long, Nina 23
Burford, Nancy32	Geer, Renata41	M
Burroughs, Catherine31	Gillispie, Mary Alice	
	Governmental Relations	Madden, Ethel 41
С	Committee	Maez, Paula
Cancer Librarians Section 25	Greenberg, Stephen J 37	Marshall, Joanne Gard 31
Caplan, Arthur 13, 23, 41	Gregory, Joan Marcotte	Marton, Christine
Carrigan, Esther 41	Guillot, Ladonna	May, Janice
Cheek, Fern		McGowan, Julie J
Cheng, Jin	Н	McIntyre, Micki
Chikonzo, Agnes 41	Hadley, Alice 37	McKeehan, Nancy
Chiropractic Libraries	Hartel, Lynda	McKnight, Michelynn
Section 29, 31, 37	Harvey, Sally	Medical Informatics
Chow, Lisa	Health Association Libraries	Section
Clemmons, Nancy41	Section	Medical Library Education
Clinical Librarians and Evidence-based	Hendler, Gail	Section
Health Care SIG 25, 29	History of the Health Sciences	Medical Library Group of Southern California and Arizona
Collection Development	Section	Mental Health SIG25, 31
Section 19, 25, 31, 37	Hodges, T. Mark	Midcontinental Chapter23
Committees	Hoffman, Kathryn J 41	Midwest Chapter
Complementary and Alternative	Hospital Libraries	Miller, Susan
Medicine SIG 31, 37	Section 25, 29, 31, 37, 41	Molecular Biology and Genomics
Connor, Elizabeth 41	Huber, Jeffrey T39	SIG 29, 37
Consumer and Patient Health	Humphreys, Betsy L41	Mollel, Obianuju 37
Information Section 25, 31		Moua, Ka Lia39
Corporate Information Services	I	Murch, Catherine
Section 37	International Cooperation	moren, Camerine
Councils	Section	N
Cunningham, Diana J	Iwema, Carrie	National Program
Curtis, James A		Committee, 2007 7, 25, 29, 31
D	J	New Members SIG
	Jones, Dixie A25	North Atlantic Health Sciences
Dental Section 25, 29	301103, DINIC A 23	Libraries
De Santis, Melissa	K	Northern California and Nevada
Dirks, Dale 33	Vara Maraa	Medical Library Group 23
	Kars, Marge	Nursing and Allied Health Resources
	Kenyon, Andrea	Section
	Kinengyere, Alison	23 25, 27
	Knapp, Maureen41	

0
O'Rourke, Kerry
P
Pharmacy and Drug Information Section
R
Rana, Gurpreet Kaur
S
Sections

Т	
Task forces	20
Borders	37
Section	
Tennant, Michele R	41
Thompson, Laurie L	25 32
U	
Upstate New York and Ontario Chapter23,	41
V	
Vaughn, Cynthia Veterinary Medical Libraries Section	
W	
Wallace, Rick	37 41 41
Υ	
Yang, Peter	41

#### AD INDEX

American Academy of Pediatrics, p. 4 American Association for Cancer Research, p. 14 American Chemical Society, p. 54-55 American Psychological Association, p. 16, 24 Annual Reviews, p. 26 American Society for Biochemistry & Molecular Biology, p. 28 Blackwell Publishing, p. 30 Cambridge University Press, p. 36 CyberTools for Libraries, p. 38 Doody Enterprises, p. 4 EBSCO, p. 3 Elsevier's Embase.com, p. 5 Elsevier/MD Consult, p. 72 Elsevier/Nursing Consult & Nursing Skills, p. 40 Elsevier Science & Technology Books, p. 44 InfoPOEMS/InfoRetriever/Wiley, p. 2 JAMA & Archive Journals, p. 46 John Wiley and Sons, p. 48 Lexi-Comp, p. 50 McGraw-Hill, p. 52 Nature Publishing Group, p. 71 New England Journal of Medicine, p. 10 OCLC, p. 56 Ovid/Wolters Kluwer Health, p. 6 ProQuest CSA, p. 58 Rittenhouse Book Distributors, p. 60 SAGE Publications, p. 34–35 Thomson Gale, p. 62 Thomson PDR, p. 70 Thomson ResearchSoft, p. 68 Thomson Scientific, p. 66

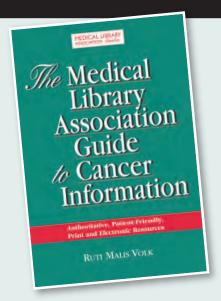
This index is provided as a service. The publisher does not assume liability for errors or omissions.



or a full description of

## The Medical Library Association Guide to Cancer Information





If you are searching for a guide to cancer-related information that stands out from all of the others, you've found it. Now, medical, academic, and public librarians—and oncology patients, caregivers, and researchers—can easily identify the most up-to-date, authoritative cancer-related information available today.

Author Ruti Volk, MLA member and manager of both the Patient Education Resource Center at the Comprehensive Cancer Center and the Wellness Resource Center at the Cardiovascular Center, University of Michigan—Ann Arbor, provides basic concepts and terminology followed by in-depth descriptions of twenty-five specific types of adult cancer and ten childhood cancers.

For each disease, Volk explores the information needs specific to its patient population along with a detailed list of essential resources:

- consumer health titles
- CD-ROMs
- Websites
- supportive patient organizations, and more.

Using a clear, unambiguous writing style, she also examines important issues such as:

- drug therapy
- complementary therapies
- fertility
- nutrition
- talking with children about the disease
- quality-of-life topics including body image, pain control, survivorship, prevention issues, and alternative therapies

Here is a first in the field of oncology research. For librarians, it is an invaluable tool for meeting the vital needs of their users concerning one of today's most critical topics. For patients and caregivers, it is a bridge to clear, definitive information and an opportunity to make informed life decisions.

"There are tens of thousands of sites related to cancer—so it is more important than ever...to have a reliable resource... [This book] is the new standard against which all others will be judged."

From the foreword by Max S. Wicha, director of the Comprehensive Care Center at the University of Michigan and board chairman of the Association of American Cancer Institutes.



MEDICAL LIBRARY
ASSOCIATION
Quality information for improved health
www.mlanet.org/publications/books/

For	more	in formation	about	this	book,	or to	order	it on	line,
visit	. \\/\\/\\/	neal-schume	an con	า					

March 2007, ISBN: 1-55570-585-5; ISBN13: 978-1-55570-585-5

6 x 9, 372 pages

MLA Members: \$76.50 plus \$9.25 shipping and handling Nonmembers: \$85.00 plus \$9.25 shipping and handling

Personal orders and orders from companies without preapproved credit must be accompanied by payment.

Please send copy(ies) of The MLA Guide to Cancer Information  Check or money order enclosed for \$  Bill us. P.O. number
Tax exempt number
Charge: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover
No
Expiration date
Signature
Name
Title
Affiliation
Address
City State Zip
Telephone
Fax
Email

☐ Please send me the latest Neal-Schuman catalog.

Send order form to: Neal-Schuman Publishers, 100 William Street, Suite 2004, New York, NY 10038. Telephone orders, call 866.NS.BOOKS (672.6657) Order online at www.neal-schuman.com

MLA members: To receive your discount, please indicate to the operator that you are an MLA member and provide your ID#. For online orders, enter "MLAV" in the coupon area at checkout.