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MEDICAL LIBRARY ASSOCIATION

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MLA '09 Abstracts

A Supplement to the *Official Program*

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Section Programs

Sunday, May 17, 11:00 a.m.–12:30 p.m.

2009 National Program Committee

Innovation. Inspiration. Illumination. Session A

Convention Center: Room 306B

11:05 a.m.

Journal Performance Metrics and Journal Editors' Responses to the National Institutes of Health Public Access Policy, 2004–2008

Adrian Y. Follette, Contract Librarian, Los Angeles, CA

Objective: Investigate the positions of journal editors on the National Institutes of Health (NIH) public access policy (PAP) and the citation performance of their journals between the year 2004 and 2008. The hypothesis is that journals with positive response to the NIH PAP will have a greater increase in journal performance metrics. Discuss the possible impact of the transition from request to mandate of the NIH PAP on journal editors' responses and their journal performance metrics.

Methods: Retrieve editorials through PubMed and Web of Science that meet the following criteria: (1) responded to the NIH PAP, (2) were published in peer-reviewed journals, and (3) were published between 2004 and 2008. Obtain each journal's impact factor (IF) and immediacy index (II) from the ISI Web of Knowledge 2004–2007 (2008 as well if it becomes available) *Journal Citation Reports*. Review articles and compare the performance metrics for journals with citation reports. Visit journal websites to follow up on their current publishing practices.

Results: All 26 journals offered instant online access to the latest articles as free open access articles, pay-per-view, or e-pub ahead. Thirteen offered open access at least as an option. Responses were divided into 3 categories; (A) positive (n=13), (B) negative (n=11), and (C) unclear (n=2). As hypothesized, group A recorded the greatest average increase of IFs. However, group B ranked first for the II increase.

Conclusions: The results of this study were limited by the small sample size. In addition, when grouped by their publishing practice, one group with embargo periods of 12 months or longer (n=9) ranked first for the IF increase, while the other group with shorter embargo periods (n=17) was first for the II increase. In conclusion, the impact of journal editors' responses on journal performance metrics remained inconclusive. However, the impact of the NIH PAP mandate on instant needs for the latest articles was concluded positive overall.

11:25 a.m.

It Doesn't Have to Be Perfect! Adopting Library Services as Betas

Remlee Green, Neurosciences Librarian, Engineering and Science Libraries, MIT Libraries, Massachusetts Institute of Technology–Cambridge

Objective: To show that library services and products do not need to be fully finished to be released to user communities and that adopting the spirit of "betaness" benefits users and staff, because there are ample opportunities to gather and incorporate user feedback before the process is complete.

Methods: By examining a variety of online beta services at a large academic university library serving a population largely focused on life sciences, the author will show that these services improve as a result of constant evaluation and user feedback. Betas examined will include LibX, WorldCat Local, and Facebook and iGoogle applications. The nature of health sciences requires that users receive information as quickly as possible, and statistics, user feedback, and staff perception will support the theory that services released as betas will be more fruitful and timely than traditional services. Supporting a program of betas fosters staff creativity, because betas are expected to be less than perfect, and little is lost if the service is unsuccessful, but much can be gained from a successful service with little overhead. Successful methods for marketing to health sciences communities will also be discussed.

11:45 a.m.

Society Journal Watch: A Wiki for Libraries and Society Publishers to Fuse

Merle L. Colglazier, System Librarian (Director);

Margaret E. Henderson, Consulting Medical Librarian; **Catharine S. Canevari, AHIP**, Consulting Medical Librarian; Health Sciences Library (eLibrary), Bon Secours Richmond Health System, Richmond, VA

Objective: Create a forum for collaborative discussion between librarians and society publishers and recommend a new practice for societies to recognize employer-paid individual membership fees as a credit toward purchasing society publications. The concept for the collaborative site "erupted" from a research poster about society journal price increases that was presented at the Mid-Atlantic Chapter (MAC) 2008 annual meeting.

Methods: A free wiki site was selected as the best collaborative tool for this project. Several topic-based pages have been developed for this wiki to: (1) recommend that society publishers determine and publish a position on employer-paid membership credits; (2) highlight the use of the "appreciative inquiry" problem-solving approach pioneered by Cooperrider to promote collaboration between society publishers and libraries; (3) provide a discussion forum for libraries to support acquiring, analyzing, and reporting society membership expenses and other related activities; and (4) survey wiki members to assess progress with negotiating cost reductions for society publications based on institutional membership credits. Metadata will be added to the wiki pages to improve resource discovery through search engines.

Results and Conclusions: Libraries need to do all they can in the current economic climate to reduce costs for resources. The Society Journal Watch (www.sjwatch.wetpaint.com) has been created as a

public wiki open to libraries, society publishers, and other interested parties to gather, discuss, and share information about potential cost savings gathered through membership credits for society publications. Libraries and publishers are encouraged to visit the wiki to share information on this topic, which has potential to help libraries realize savings and promote usage of society publications.

Cancer Librarians Section

Fusing Culture and Community to Improve Health Literacy

Nursing and Allied Health Resources Section; Complementary and Alternative Medicine; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Mental Health SIGs

Convention Center: Room 317A

11:05 a.m.

Connecting an Underserved Community with Health Information and Services: Fusing Culture, Community, and Education for Somali Bantu Refugee Children in Buffalo, NY

Diane G. Schwartz, AHIP, FMLA, Director, Libraries, Medical Library, Kaleida Health, Buffalo, NY; **Elaine Mosher**, Medical Librarian, Emily Foster Health Sciences Library, Women & Children's Hospital of Buffalo, Buffalo, NY; **Karen Lamson**, Medical Librarian; **Helen Anne Wolf**, Nurse; **Donna Slawek**, Nurse Practitioner; **Elizabeth Eisenhauer**, Registered Nurse, Medical Library; Kaleida Health, Buffalo, NY; **Tracy Diina**, Director, Literacy Volunteers of America, Buffalo, NY; **Kavita Ahluwalia**, Assistant Professor; College of Dental Medicine, Columbia University, New York, NY

Objective: To provide health education, guidance, and access to health care services for Somali Bantu refugee children living in Buffalo, NY.

Methods: A multidisciplinary team of librarians, nurses, and literacy volunteers partnered to improve the fundamentals of health care for Somali Bantu refugee children (SBR) in Buffalo, NY. A 2-year grant of \$150,000 from the Community Health Foundation of Western and Central New York enabled the project. Focus groups with children and adults assessed the health information needs of the Bantu. An educational curriculum that focused on nutrition, hygiene, home safety, childhood immunization, and lead poisoning was developed. The program was delivered via home visits with the assistance of 5 Somali Bantu community members who were certified as interpreters. A conference for over 100 health and social service professionals provided orientation, cultural awareness, insight, and a historical perspective on the Somali Bantu refugees. Networking opportunities for participants enriched the program's outcomes.

Results: During home visits, health education was delivered to SBR mothers of children between the ages of one and thirteen years. Manuals, workbooks,

and other resources were created. A test administered at the conclusion of the project confirmed that the information taught was retained, and that family health behaviors were changing. Creating an effective team from librarians, nurses, and literacy educators presented a challenge. An open dialogue created a synergy that focused on achieving the project's goals.

Conclusions: The diverse team delivered quality health and social service education and made a positive impact on the SBR. A website was created (www.bantuhealth.org) to provide resources for social service agencies, as well as MP3 recordings for the Somali Bantu in their native languages. Funded in part by a grant from the National Network of Libraries of Medicine, Middle Atlantic Region, school nurses will be trained to use the National Library of Medicine's Internet resources to teach the Bantu children about health and wellness during lunch and learn sessions.

11:25 a.m.

Health Literacy Support for Patients and Professionals: Facilitating Access to Multilingual Patient Education Materials

Jill T. Boruff, Liaison Librarian, Life Sciences Library, McGill University, Montreal, QC, Canada; **Martina Plejic**, Information Specialist, Canada Institute for Scientific and Technical Information, Oakville, ON, Canada

Objective: To create an Internet database with a multilingual search interface that addresses the search and language abilities of health professionals and patients alike and that facilitates access to the patient education materials used by the five hospital sites of a major metropolitan health centre. Currently, the education materials are scattered across five different hospitals, making access and organization difficult.

Methods: This database is being created for a multilingual population (primarily anglophone or francophone) of over 4,400 health professionals seeing an average of 967,000 patient visits yearly. To design an interface that best encompasses the needs of both patients and professionals, the authors investigated the most appropriate and cost-effective software options, debated metadata and controlled vocabulary options, and researched interface designs used by other similar databases. Once the interface was constructed, test searches in English and French were performed using test data. The authors also conducted a small usability study and used the results to refine the interface. The project drew on the expertise of a diverse group of librarians, doctors, and nurses.

Results: The database currently houses 1,114 English documents and 928 French documents. All 5 hospital sites have access to the database through the hospital Intranet. The database will be launched to the public via the Internet later in 2009. Usage has steadily increased to an average of 6 different users daily.

Conclusions: This project supports improved health literacy by facilitating access to patient education materials via a web-based database and search interface. The search interface functions in two languages and makes use of subject links, controlled

vocabulary, a simple layout, and plain language to ensure that members of both the patient and professional community can access the information they require. Further work needs to be done to promote the resource, to update the resource on a regular basis, and to continue to gather feedback from the actual users of the database.

11:45 a.m.

Unexpected Outcomes of the Health Information Literacy Research Project

Sabrina Kurtz-Rossi, Project Coordinator, Health Information Literacy Research Project, Medical Library Association/SKR Consulting, Medford, MA; **Andrea Harrow**, Medical Librarian, Good Samaritan Hospital Medical Library, Good Samaritan Hospital, Los Angeles, CA; **Kim Hart**, Medical Librarian, Billings Clinic Medical Library, Billings Clinic, Billings, MT; **Holly Sheldon Kimborowicz, AHIP**, Health Science Librarian, Lake Hospital System Medical Library, Lake Hospital System, Painesville, OH

Objectives: To evaluate the MLA Health Information Literacy Curriculum offered by medical librarians to health care providers. This paper will describe pilot site librarians' experiences and lessons learned drawing from quantitative and qualitative evaluation methods. Of particular interest are the unexpected outcomes of increased involvement in cultural competence work among participating librarians and newfound medical and public librarian collaboration.

Methods: The MLA Health Information Literacy Curriculum, developed by MLA with funding from the National Library of Medicine (NLM), was designed to increase awareness of health literacy barriers to quality patient care, increase use of NLM resources such as MedlinePlus and Information Rx, and promote the role of librarians as key providers of health information literacy resources and support. Nine hospital-based libraries piloted the curriculum over a four-month period, April–July 2008. A wide range of health care providers including physicians, nurses, social workers, pharmacists, and others attended in the curriculum. Attendees completed a pre-/post-session evaluation and follow-up survey to assess increases in knowledge and intention to act. Librarians completed monthly story-based Information Rx tracking reports and a semi-structured final report to provide formative feedback and offer guidance to librarians interested in using the curriculum in the future.

Results: Pilot site librarians conducted 67 sessions, reaching 1,114 health care providers. In pre-/post-session evaluations (n=912), 86% of respondents said the curriculum increased their knowledge of health literacy; 91% said they intended to use MedlinePlus as a result of participating in the session; and 47% said they intended to refer patients to the library for information and support. In response to the follow-up survey (n=183), 81% said they would continue to consult their librarian regarding health literacy issues. Librarians reported increased visibility as an important outcome. One site was recognized for promoting patient safety and patient-provider communication. Three sites were

acknowledged for supporting cultural and linguistic competence by offering easy-to-read, multilingual health information. Community outreach was common. In one case, the medical library partnered with the public library to promote and respond to Information Rx. The MLA Health Information Literacy Curriculum was revised based on librarian feedback and is available via MLANET (www.mlanet.org/resources/healthlit/).

12:05 p.m.

Health Consumers' Cancer Information-seeking Needs and Behaviors: An Analysis of Usage Patterns in the Cancer TRAIN Web Information Portal

Katherine L. Schilling, AHIP, Assistant Professor, School of Library and Information Science, Indiana University–Indianapolis

Objective: A web-based, interactive, consumer-focused cancer information resource is under development at a large, urban cancer center in the Midwest. This consumer health information portal, called the Cancer: The Resources, Answers & Information Network (TRAIN), allows any user to obtain quality-filtered, user-driven, evidence-based information on symptom management, cancer prevention, risk communication, provider communication, and lifestyle issues.

Methods: Data from system usage logs, random online user surveys, and key informant interviews are collected and analyzed to assess the portal's functionality and use by patients, families, caregivers, and citizens across the state and nationwide.

Results and Conclusions: This paper provides an overview of the development of the portal and reports on the information-seeking needs and behaviors of users, addressing these specific questions: (1) to what extent users' information needs are satisfactorily met through their engagement with the portal's contents; (2) how health consumers apply this information in their health care decision making; and (3) how users interact with the system and make use of its specific tools, features, and resources.

Educational Media and Technologies Section

Training the Trainer

Library Marketing, Outreach SIGs

Convention Center: Room 304A and B

11:00 a.m.

Training the Trainer

Lisa M. Boyd, Consumer Health Librarian, National Network Office, National Library of Medicine, National Institutes of Health, Bethesda, MD; **James Dale Prince, AHIP**, Technology Coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region, University of Maryland–Baltimore; **Robert Harris**, Instructional Trainer, American Red Cross, Honolulu, HI

Description: Health sciences libraries offer a wide range of resources, technologies, services, and training to those they serve. If we want our users to get the maximum benefit and use from these library offerings, librarians are frequently required to train others who will in turn train the end users. A panel of experienced professional trainers will present helpful foundation background, techniques, and tips for effective teaching, learning and application of skills. Panel presentations will cover the first hour with the remaining time given to questions and answers from the audience.

Federal Libraries Section

Fusing Cultures and Diversity Awareness in Library Collections

Collection Development Section; African American Medical Librarians Alliance; Complementary and Alternative Medicine; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIGs

Convention Center: Room 319A

11:00 a.m.

We Are the World: Serving Diverse Cultures in Your Library

Helen Wong Smith, Librarian, Hawaiian Collection/Mookini Library Archivist, Edwin H. Mookini Library, University of Hawaii–Hilo

Description: Cultural diversity—we talk about it in planning sessions, we include it in our mission statements, and we even create task forces to address it. But what are the facets we should consider, and what has worked for other libraries? Hawaii has one of the most ethnically diverse populations in the United States, and with its limited land mass, every library services a diversity of patrons. However, ethnicity is not the only diversity of which we should be cognizant. Cultures include sexual orientation, religious beliefs, and the myriad of mores we use to distinguish ourselves. This session will cover aspects of collection development, communication and outreach techniques, and services to better serve diverse cultures.

11:45 a.m.

Collecting to Support Cultural and Diversity Awareness in the Health Sciences Library

Locke Morrissey, Head, Collections, Reference, and Research Services, Gleeson Library, University of San Francisco, San Francisco, CA; **Lillian Hoffecker**, Research Librarian, Health Sciences Library, University of Colorado–Denver; **Janet M. Schneider, AHIP**, Chief, Library Service, James A. Haley Veterans Hospital, Tampa, FL

Description: As health sciences librarians, we have a special responsibility to seek out and collect resources to support diverse ethnic and cultural groups. Our institutions serve patients, employees, students, and researchers, and our library collections need to be as diverse as our patrons' health information needs. This panel will discuss how health sciences librarians

can develop collections that reflect a full range of the ethnic, cultural, and gender issues relevant to the health information needs of the populations in our communities. We will discuss the practical issues of developing collections to support diversity training and awareness for a consumer health collection for patients, a special collection of alternative and indigenous medicine resources, and an academic collection supporting a diverse population of students, faculty, and researchers.

History of the Health Sciences Section

Infusing History into the Curriculum

Public Services Section; Libraries in Curriculum SIG

Convention Center: Room 301A

11:05 a.m.

Fusing the Old and New: Integrating the Library's History of Medicine Program into the Revised Curriculum

Patricia L. Thibodeau, AHIP, FMLA, Associate Dean, Library Services and Archives; **Richard A. Peterson, AHIP**, Deputy Director; **Suzanne Porter, AHIP**, Curator; Medical Center Library, Duke University, Durham, NC

Background: Duke University Medical Center Library and Archives' History of Medicine program has been integrated into medical school curriculum, and we will discuss the keys to success and the challenges faced. As a requirement of the school of medicine's first-year "Gross Anatomy" class, medical students compare images from the library's collection of classic atlases such as *Vesalius* to what they see in the dissection lab. Support for a number of other courses is provided by developing reading lists, posting links on Blackboard, and providing orientations to selected resources. The curator was directly involved in using newly endowed funds to establish an essay prize, a scholarship, and a general education fund for activities related to history of medicine and continues to oversee the process for judging applications. One of the most successful programs has been the "History of Medicine Lecture" series, which is the result of collaboration with another nearby academic health sciences library.

Conclusions: Integrating the library's history of medicine program into a variety of curriculum-related activities has greatly increased the visibility and appreciation of the history of medicine's collection and services, while exposing students to the rich history behind current knowledge and practices in medicine. The library has also been able to build stronger relationships with the clinical and history faculty teaching in the curriculum.

11:25 a.m.

Promoting and Teaching the History of Medicine in an Undergraduate Medical Curriculum

James Shedlock, AHIP, FMLA, Director; **Ron Sims**, Special Collections Librarian; **Ramune Kubilius, AHIP**, Collection Development/Special Projects

Librarian; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: This paper describes the development of a history seminar for a medical school's course on "Physician, Patient and Society." The genesis of the seminar responds to the librarians' desire to promote the use of the library's special collections, especially rare books, among students in the undergraduate MD curriculum. The medical school, its library, and the MD curriculum are described.

Methods: The MD course is "Patient, Physician and Society" and is included in both year 1 and year 2 curricula. The history seminar is an option among 20+ humanities seminars offered to students; students are required to choose one seminar. The history seminar is 5 sessions long and is limited to 6 students; the seminar is offered in successive weeks to year 1 and then year 2 students each January and February. Students choose a disease or health condition and trace its history back in time, using the rare books as supporting evidence. A PowerPoint presentation is required at the last session to reinforce the use of technology as a teaching tool and to promote teaching skills among students.

11:45 a.m.

Teaching the Next Generation: Introducing Health Research to Middle and High School Students

Patricia Gallagher, AHIP, Senior Librarian, Library; **Sejal Gandhi**, Senior Project Director, Division of School Health; **Winifred King**, Coordinator, Education and Outreach Services, and Reference Librarian, Medical Library; New York Academy of Medicine–New York

Description: The Junior Fellows Program, a collaborative project of the New York Academy of Medicine (NYAM) Office of School Health Programs and its Library, seeks to build the capacity of middle and high school students to conduct health research, to help prepare them to seek careers in the health sciences. The Junior Fellows Program has continued for twelve years. Several middle schools have replicated components of the program as part of their school curriculum. Students from the program continue participation in The Scholars Program, an initiative for alumni of the Junior Fellows Program as they move into high school and beyond, and have continued to college and entered health-related fields. This paper discusses teaching children appropriate research techniques that can assist them with pursuing health sciences careers.

12:05 p.m.

Utilizing the Past in the Present Curriculum: Vesalius and Beyond

Michael A. Flannery, Associate Director, Historical Collections, Lister Hill Library, University of Alabama–Birmingham

Description: This paper shows collaborative techniques for utilizing rare book collections for curricular support.

Hospital Libraries Section

Librarian's Toolkit

Corporate Information Services, Research Sections; Library Marketing SIG

Convention Center: Room 318A–B

11:05 a.m.

Infusing Health Sciences Libraries with Economic Muscle

Elizabeth Kelly, Associate Director, Becker Medical Library, Washington University, St. Louis, MO; **Barbara B. Jones**, Library Advocacy and Missouri Liaison, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia; **John Bramble**, Network Liaison, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City

Objective: In uncertain economic times, with reductions in services and consolidation of resources, each industry must prove that it provides unique or efficient services. Health sciences libraries are not immune to this requirement, and librarians must convince administrators their work returns value to their institutions.

Methods: Using sound business practices and standard financial measures is critical, particularly when presenting and defending budget requests for maintaining and increasing information services. Cost-benefit analysis and return on investment are standard tools librarians can add to their arsenal. Two online calculators have been developed that convert traditional library service statistics into financial terms that administrators understand. Health sciences librarians across the country entered their library's statistics in the calculators and submitted the resulting benefits figures to a national database. Using the collected data, this paper discusses and illustrates the economic return and the wisdom of institutional investment in health sciences libraries.

11:21 a.m.

Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), Patient Satisfaction and Library Services: A Fusion Whose Time Has Come

Catherine M. Boss, AHIP, Coordinator, Library Services, Booker Health Sciences Library; **David S. Kountz**, Senior Vice President, Medical and Academic Affairs, Administration; Jersey Shore University Medical Center, Neptune, NJ

Objective: The library can be empowered to provide highly personal service: the right resources at the right time in the interest of exemplary patient care and guest services. This paper will describe the experiences of the librarian and the administrator in fusing library services into guest and patient relations.

Setting/Participants/Resources: The Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) is a standardized survey instrument for measuring patients' perspectives of hospital care. The reports generated from the survey focus on

areas that have the most impact in improving patient satisfaction.

Method: The librarian and the administrator have worked together to enhance existing library services and to develop library improvement initiatives that target the areas of greatest concern for system-wide patient satisfaction. Qualitative and quantitative evaluation methods to address the outcomes of these library services on patient satisfaction are being developed.

Results: A pilot study to obtain preliminary feedback on use of library services by patients and their families will be conducted to determine what services were most frequently requested. The library would address the outcomes to improve those frequently used services and identify homogenous population from which to conduct a larger-scale quantitative and qualitative evaluation study.

11:37 a.m.

Fusing Relationships with Academic Health System Administrators

Whitney A. Townsend, Liaison Services Librarian;

Marisa Conte, Liaison Services Librarian; Health Science Libraries, University of Michigan–Ann Arbor

Objective: Academic health system administrators have traditionally been a less visible audience than faculty for liaison services. Supporting administrators can lead to prominent roles for the librarian in the health system. This paper will outline three examples of projects at various administrative levels that benefited from the support of liaison librarians. Specific information needs, challenges, and relationships formed will be discussed.

Methods: Methods will include qualitative analysis of projects, including librarians' role, project processes, and outcomes.

11:53 a.m.

Partnerships with Education and Clinical Information Services Advocate Library Services

Mary F. Prottzman, AHIP, Information Specialist, Library Services, Tri-City Medical Center, Oceanside, CA

Objective: To enhance the viability of library services provided in a 350-bed, community-based hospital by forging a partnership with the education and clinical information department.

Methods: The education and clinical information department consists of clinical educators who deliver educational content at the ward level and clinical information specialists who facilitate education for clinical informatics tools such as electronic health records. The information specialist was added to the department to administer the hospital's learning management system as well as the library services. The information specialist manages content uploads, coordinates annual review of content by subject specialists, and educates hospital staff on the utilization of a commercially produced learning management system that enables the hospital to provide and document Joint Commission–mandated education. As a working member of the interdisciplinary education council, the information specialist assists in the

selection, trial, and implementation of all clinical information and education products. Working as an integral member of the education team will promote the visibility and skills of the information specialist, strengthen access to the hospital's power base, and enhance growth opportunities as measured by internal utilization and support statistics.

Results: Working as an integral member of the education team enhanced growth opportunities for the library, which has continued to thrive even in the midst of uncertain economic times. Financial support and resource utilization continues to increase.

12:09 p.m.

The Agile Librarian's Guide to Thriving in Any Institution

Michelynn McKnight, AHIP, Assistant Professor, School of Library and Information Science, Louisiana State University–Baton Rouge

Description: McKnight will highlight principles from the forthcoming *Libraries Unlimited* book based on the popular MLA continuing education course, "Proving Your Worth: Convincing Non-Librarian Decision Makers the Value of Your Essential Services."

Leadership and Management Section

Fusion in the Library Workforce: Creating Synergies Through Professional Diversity

Relevant Issues Section; African American Medical Librarians Alliance, Libraries in Curriculum SIGs

Convention Center: Room 301B

11:05 a.m.

Building a Team: Fueling Uniqueness Synergy Individualism Openness That Is Nonpareil

Pamela Gray Burks, Director, Organizational Development, University of Alabama–Birmingham

Description: Pamela Gray Burks will discuss professional diversity and use 2 contributed case studies to highlight building a team by capitalizing on the positive impact of differences. Burks has over 20 years of experience in the human resources profession, with an emphasis on executive coaching and training. In her career, she has held several executive positions, including vice president with Drake Beam Morin, an international consulting firm that provides career continuation and training assistance to executives and corporations. In this role, she worked closely with senior leaders from Fortune 500 companies on a range of human resource management issues including corporate reorganization, change management, and individual employee coaching. She is now a member of the human resources leadership team at the University of Alabama–Birmingham (UAB). In her career at UAB, she has served as director of several functions including the employee assistance program, equal employment opportunity compliance, training, organizational development, and currently, as the director of organizational development. Burks received

a doctorate of education in counselor education and is licensed as a professional counselor (LPC).

11:45 a.m.

FUSION: Melding Reference and Access Services into a Single User Service Point in an Academic Health Sciences Library

Katherine V. Chew, Associate Director, Health Sciences Libraries, University of Minnesota–Minneapolis

Objective: Analysis of the effectiveness in creating a synergic and collaborative team of reference and access services professional, paraprofessional, and student staff with the goal of continuing to provide patrons with exceptional service in a single, combined user services desk.

Setting/Participants: The year 2008 began with significant personnel reorganization, realignment of services, and space planning initiatives. Management of reference desk services moved from one library department to another. This coincided with a decision to combine the reference, circulation, and copy/interlibrary loan services desks into one integrated user services desk for the start of 2008 fall semester.

Brief Description: An organizational management consultant was engaged to facilitate an initial off-site “transition” meeting with personnel from the two departments who were suffering from change anxiety and job concerns. Three “town-hall” style meetings facilitated with active listening by the associate director were held throughout the spring and summer. The entire group worked together to decide on work flow, training needs, and space design considerations and to deal with other integrated desk issues.

Results: The initial consultant-facilitated meeting allowed staff to express worries and fears about how the changes would impact their jobs, professional standing, and performance evaluations. Active listening by the associate director and relaxed, informal settings motivated staff to articulate and examine possible issues and apprehensions. Spontaneously created cross-functional task groups were formed to investigate solutions to identified issues, such as work flow, training, staffing, and space. Reports were shared via email and in group settings. A staff position was redesigned to include duties from all the combined services and serves as a central pivot point for communication synergy.

Conclusion: The facilitated town-hall style meetings allowed staff to clear the air of misconceptions, misinformation, and misgivings and encouraged communication and formation of cross-functional task groups that collaboratively devised solutions to identified issues and concerns.

12:05 p.m.

Nuclear Reactions: An Intergenerational Case Study in Collection Development

Rikke Ogawa, AHIP, Emergent Technologies Coordinator; **Janet D. Carter**, Collections Coordinator; **Tania Bardyn, AHIP**, Associate Director, Public Services; Louise M. Darling Biomedical Library, University of California–Los Angeles

Objective: To mentor new and seasoned librarians in writing collection development policies that respond to library administration and patrons’ requests for robust print and online collections.

Methods: Over the last decade, organizational reorganization led to merging reference, instruction, and collection development at the University of California–Los Angeles (UCLA) Louise M. Darling Biomedical Library. All librarians now participate in every activity. Librarians were assigned to subject teams addressing undergraduate, graduate, staff, and faculty populations. In summer 2007, all UCLA Library units were asked to create and/or revise collection development policies to identify levels of collecting and future scope. While team members were excited about the task, no one had ever written a full policy. Institutional knowledge resided with an individual who offered expertise, but the project was assigned to a newer librarian. This abstract will discuss intergenerational mentoring, inter- and intra-departmental communication challenges in completing the process, and project management techniques used by team and project leaders.

Results: Collaborators enhanced their abilities to effectively work together utilizing facilitation skills. Project leadership opportunities were given to a librarian who wanted to expand her knowledge of collection development and project management. Out of nine units, the UCLA Biomedical Library was the only campus library unit to successfully complete their six collection development policies on time. The completed policies were used to successfully receive additional one-time funding based on collection needs.

Medical Informatics Section

Being an Informationist, or Why Are You Working in the Library?

Molecular Biology and Genomics SIG

Convention Center: Room 306A

11:05 a.m.

A Novel Approach to Recruiting and Educating Medical Informationists

Connie M. Schardt, AHIP, Associate Director, Public Services; **Patricia L. Thibodeau, AHIP, FMLA**, Associate Dean, Library Services and Archives; Medical Center Library and Archives, Duke University, Durham, NC; **Barbara M. Wildemuth**, Professor; **Claudia Gollop**, Associate Professor; **Peggy Schaeffer**, Program Coordinator Medical Information Specialist Training; School of Information and Library Science, University of North Carolina–Chapel Hill

Objective: This paper describes and provides an initial evaluation of a novel approach to recruiting and educating medical informationists through a dual degree program. The program enables medical students to earn a master’s degree in either information science (IS) or library science (LS) as part of their medical education.

Methods: The Duke University School of Medicine has formed a partnership with the School of Information and Library Science at the University of North Carolina–Chapel Hill to offer this unique degree. Graduates of this program receive both the MD degree and the MS in IS or LS. The program has successfully recruited and enrolled four medical students in the master’s program. The program has achieved its recruiting goals, and staff is now engaged in an evaluation of the effectiveness of the educational program. Each of the students’ instructors is being interviewed concerning the students’ participation and success in the program. In addition, student participants are being interviewed at the end of each semester in order to assess their experiences with the dual degree program. Each student also fills out a brief questionnaire concerning the quality of each course taken and the program’s influence on future career plans.

Results: Student evaluations have provided a useful appraisal of the dual degree program experience. The results identify advantages, disadvantages, and constructive suggestions for improvement.

Conclusions: The career prospects for individuals with both strong clinical and information skills are varied, reaching well beyond the walls of libraries to many diverse current and future roles. This paper will discuss the effectiveness of the dual degree program, with particular emphasis on the students’ perspective. It will review the lessons learned thus far, and next steps for the program and its graduates. There is much to learn and build on from a close inspection of this “one-of-a-kind” academic program. It is an innovative example of one new model for recruiting and educating medical informationists.

11:25 a.m.

The Virology Bioinformatics Librarian: A Year in the Life of an Embedded Informationist Fellow

Pamela L. Shaw, Biosciences Librarian; **James Shedlock**, AHIP, FMLA, Director; Galter Health Sciences Library; **Richard Longnecker**, Professor, Microbiology/Immunology; Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: This paper will report on the contributions of the biosciences librarian to research and publication at a major virology laboratory in a research-intensive medical school.

Methods: The library has recently improved its services to basic sciences faculty, researchers, and graduate students through a new biosciences librarian position. Prior to the hiring of this librarian, the library had no specialist providing in-depth support to basic scientists. The biosciences librarian was awarded an informationist training fellowship, allowing her to receive specialized education in bioinformatics while working at the library. The biosciences librarian’s fellowship includes her immersion in a laboratory investigating the Epstein-Barr virus (EBV) fusion and its entry into host cells. The fellow attends department of microbiology/immunology seminars and weekly meetings of an EBV laboratory. While many bioinformatics specialists in large academic medical

libraries have doctoral degrees in basic science and/or master’s degrees in library science, the biosciences librarian at the library is unique in her specialized education in bioinformatics. She is also unique among many informationist fellows, because her embedded librarian experience is being performed in a basic science research setting, not a patient care or public health setting.

11:45 a.m.

Being an Informationist: Interdisciplinary Fusions of Expertise to Build Rich Information Infrastructures for Translational Science

Elizabeth C. Whipple, Research Informationist, Ruth Lilly Medical Library; **Jere Odell**, Academic Literature Specialist, Center for Bioethics; Indiana University–Indianapolis

Objective: To identify the challenges, opportunities, and achievements of librarians and informationists working on interdisciplinary teams to build the information infrastructures of National Institutes of Health (NIH)–supported centers for clinical and translational science.

Methods: The Clinical and Translational Science Awards (CTSA) are the latest push from the NIH to transform and accelerate the way scientific research is conducted across the country. The cross-disciplinary nature of the CSTA-supported programs provides many opportunities for information professionals to collaborate in their own institutions to fuse disparate expertise and thereby facilitate translational scientific research. We contacted librarians, informationists, and other invested parties to determine their past, current, or expected roles in their institution’s CTSA program. A survey was designed to capture the professional challenges, achievements, and shifting responsibilities of the informationist in the interdisciplinary setting of a translational science program. The survey results were analyzed to identify possible models for successful intra-institutional collaboration between medical library informationists and other research professionals at academic medical centers.

Results: Librarians found new roles in their institution’s CTSA as liaisons, on project teams, and in working with CTSA administration. Those who are most active indicated that the principal investigators of their CTSA had preexisting professional relationships with the library and either wrote librarians into the grant or requested a letter of support. Although some respondents worried the CTSA was unaware of the resources and skills they could bring to the table, others indicated they would be working closely with informatics teams on translational research projects. Examples of successful collaboration with CTSA members include developing new education programs, providing bioinformatics support, and building taxonomies for online resources. Most CTSA members, however, are relatively new, and (like the CTSA members themselves) librarians are facing the challenge of establishing clear agendas for research and participation.

12:05 p.m.**Fusing the Informationist: Incorporating Innovative and Expanded Roles for the Informationist Model in an Academic Medical Center**

Douglas L. Varner, AHIP, Associate Director/Chief Biomedical Informationist; **Jett McCann, AHIP**, Director, Dahlgren Memorial Library, and Associate Dean, Knowledge Management; Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC

Objective: This presentation will describe the integration of the informationist into unique roles in an academic medical center. Contributions of informationists will be outlined, the contrast and similarities between the informationist and other activities in a medical library will be discussed, and training strategies will be described that ensure the informationist has appropriate expertise to participate in these activities.

Methods: The informationist model has traditionally included integration of individuals with subject domain knowledge and information retrieval skills into clinical settings with health care practitioners. In addition, informationists have been incorporated into research settings. Dahlgren Memorial Library at Georgetown University has proposed innovative applications for the informationist model. A "course informationist" has been implemented to work closely with curriculum module directors in content development and provision of in-depth research support for module participants. A basic science informationist program is under development to work with a drug discovery group composed of organic and medicinal chemists. Task force subject specialists will be integrated with working groups formed to address specific and ongoing issues in medical center operations. Contrasts between clinical librarians and informationists will be discussed, and training models to ensure the informationist contributes effectively in these diverse settings will be outlined.

Medical Library Education Section**Emerging Research: The Fusion of Theory and Practice**

Convention Center: Room 319B

11:05 a.m.**Balancing Theory and Practice in a Library and Information Science Program Curriculum**

Andrew Wertheimer, Assistant Professor and Chair, Library and Information Sciences Program, University of Hawaii-Manoa, Honolulu, HI

Description: The Library and Information Science Program at the University of Hawaii-Manoa is committed to educating individuals who have an educational balance of theory and practice, and the presentation will outline how the program seeks to achieve this balance. A discussion of the program's curricula and faculty will be provided.

11:25 a.m.**Health Care Literacy: A Study of Online Consumer Health Resources**

Pamela Scott, Master's Student, Library and Information Sciences Program, University of Hawaii-Manoa, Honolulu, HI

Description: One-fourth of the US population (40 million people) are considered functionally illiterate, and an additional 50 million people have limited literacy skills, leaving more than half of the population with inadequate abilities to read and comprehend even the most basic information. Because consumer health information often contains complex and unfamiliar terminology, health literacy can be an even greater problem. Many health consumers are unable to read and comprehend prescription bottles, appointment slips, and other essential health-related materials required to successfully function as a patient. Evaluation of some popular consumer health databases (MDConsult, WebMD, and American Heart Association) using the Flesch reading ease formula and the Flesch-Kincaid grade level show that many patient education materials are written at a grade level beyond the average level of adult comprehension. The result for patients and the health care industry is noncompliance with instructions/prescription medications, lack of proper self-care, poor outcomes, and a cost of \$30-\$73 billion a year.

11:45 a.m.**A Model of Primary Care Physicians' Consumer Health Information-seeking Behaviors: Working with Elderly Patients and Their Caregivers**

Mary Jo Dorsey, AHIP, Faculty Librarian, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Objective: Physicians' clinical information-seeking behaviors have been a major target of investigation among the library and information science (LIS), information science (IS), and biomedical informatics professions for the past twenty or more years. Practicing evidence-based medicine (EBM) has become an expected standard in current health care with EBM curricula incorporated with the didactics in medical school education. This project focuses on the point where EBM integrates with the delivery of information to the senior patient in a way that is meaningful to the patient. This study investigates the information-seeking behaviors that seniors' primary care physicians exhibit in order to educate themselves about current consumer health information (reading materials, websites, news, educational narratives) and how they currently disseminate educational information to patients and their caregivers.

Methods: A grounded theory framework was conceived to administer a multimodal method of data collection. Primary care physicians who see elderly patients primarily in a large urban academic setting were recruited to participate in semi-structured interviews, a self-evaluative confidence scale, and an environmental office scan.

Results: The consumer health information-seeking model indicates three stages, each indicative of unique events that occur (1) prior to a patient visit, when physicians exhibit self-study exercises such as reading journal and news articles, receiving web updates, or listening to health news; (2) during a patient encounter, when the physician actively assesses the ability of the patient and/or caregiver to receive information regarding a health topic; and (3) after the patient visit, when the physician may refer a patient and caregiver to websites, written literature, or a follow-up appointment with another clinician for further information counseling.

Conclusions: The proposed model suggests that physicians of a similar demographic setting exhibit similar patterns of consumer health information-seeking behaviors. This study proposes a model of the behaviors of a specific group of physicians that suggests how they collect and distribute consumer health information to their elderly patients and caregivers.

12:05 p.m.

Rehabilitation Therapists' Clinical Questions in the Context of Evidence-based Patient Care: An Exploratory Study

Lorie Kloda, PhD Candidate; **Joan Bartlett**, Assistant Professor; School of Information Studies, McGill University, Montreal, QC, Canada

Objective: To explore rehabilitation therapists' (physical therapists, occupational therapists, and speech-language pathologists) clinical questions for evidence-based patient care. Specifically, this research attempts to answer the following questions: How do rehabilitation therapists articulate their information needs? Does the evidence-based practice framework's clinical question structure of problem, intervention, comparison, outcome adequately represent the information needs of rehabilitation therapists? Why do rehabilitation therapists pursue some of their clinical questions and not others?

Methods: Taking a qualitative approach, this research will employ self-report, followed by semi-structured interviews of approximately fifteen rehabilitation therapists working in stroke care. Informants will be asked to record their clinical questions for a period of one to two weeks, after which interviews will be conducted to elicit more specific information about their clinical questions and to determine reasons for pursuing some of these and not others.

Results: Preliminary findings of this study, which began in spring 2009, will be reported. It is anticipated that results will elicit a typology of clinical questions asked by rehabilitation therapists working in stroke care, as well as reveal patterns in the structure of these questions. In addition, factors that may influence the decision to pursue certain types of questions will be identified.

Pharmacy and Drug Information Section

EMBASE.com Lecture

Convention Center: Room 317B

11:00 a.m.

Tainted Science

Shannon Brownlee, Schwartz Senior Fellow, New America Foundation, Annapolis, MD

Description: Today, private industry has unprecedented leverage to dictate what doctors and patients know—and don't know—about the \$160 billion worth of pharmaceuticals Americans consume each year. The drug industry has acquired this power in part through financial relationships with academic physicians, the "key opinion leaders" in medicine, and the full scope of industry's control over medical science casts grave doubts about the veracity of wide swaths of medical practice. How did we get to this point? What effect is industry influence having on the treatment of patients? And why are the medical journals not more vigilant to weed out papers that have been distorted by conflict of interest?

Section Programs

Monday, May 18, 2009 10:30 a.m.–12:00 p.m.

Educational Media and Technologies Section**Technology and E-resources: Evolving with the Times****Collection Development Section***Convention Center: Room 304A–B***10:30 a.m.****Technology and E-resource Selection: Evolving with the Times**

Lori Klein, MedlinePlus Go Local Team, National Library of Medicine, National Institutes of Health, Bethesda, MD; **Dean James**, Assistant Director, Collections Management, HAM-TMC Library, Houston Academy of Medicine-Texas Medical Center-Houston; **E. Diane Johnson, AHIP**, Head, Information Services, J. Otto Lottes Health Sciences Library, University of Missouri-Columbia; **John Bramble**, Utah Network Membership Liaison, National Network Libraries of Medicine, Midcontinental Region; Spencer S. Eccles Health Science Library, University of Utah-Salt Lake City

Description: Collections are changing and so are the technologies and resources we are adding to our libraries. Panel members will discuss some of the factors influencing the selection of web databases, electronic books, federated search engines, and building of network consortiums. Each panelist will give a ten-minute presentation with the remaining time allotted for discussion and questions with the audience.

Health Association Libraries Section**Fusing Information and Preparation in Times of Devastation**

Federal Libraries, Nursing and Allied Health Resources Sections; National Library of Medicine; African American Medical Librarians Alliance SIG

*Convention Center: Room 301B***10:30 a.m.****Fusing Information and Preparation in Times of Devastation**

Janice E. Kelly, Executive Director, National Network of Libraries of Medicine, Southeastern/Atlantic Region, University of Maryland-Baltimore; **Renee Bougard**, Outreach Librarian, National Network of Libraries of Medicine National Network Office; **Stacey J. Arnesen**, Head, Disaster Information Management Research Center, National Library of Medicine, Bethesda, MD; **Michelynn McKnight, AHIP**, Assistant Professor, School of Library and Information Services, Louisiana State University-Baton Rouge

Description: Invited panelists will describe various topics related to disaster preparedness and recovery,

including resources, programs, tools, and partnerships. They will also discuss planning for, training for, and operating post-disaster.

Leadership and Management Section**Fusing Career Resources Through Mentoring****Public Services Section, New Members SIG***Convention Center: Room 317A***10:30 a.m.****Fusing Career Resources Through Mentoring Roundtables and One-on-one Mentoring**

Teresa L. Knott, AHIP, Director, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University-Richmond

Description: "Fusing Career Resources Through Mentoring" is a two-part interactive session. In part one, attendees will participate in roundtables designed to inform and enlighten on the following topics: "Anatomy of MLA," "What We Wish We Knew When We Started Librarianship (Confessions of a Senior Librarian)," and "Career Reinvention." In part two, attendees will be paired with library administrators for fifteen-minute sessions of resume critiques and career advice. Join us this year and become fused with career resources.

Medical Informatics Section**Top Technical Trends III: Technology Fusion****Educational Media and Technologies Section***Convention Center: Room 318A–B***10:30 a.m.****Top Technical Trends III: Technology Fusion Panel Discussion**

Michelle Kraft, AHIP, Senior Medical Librarian, Alumni Library, Cleveland Clinic, Cleveland, OH; **Rikke Ogawa, AHIP**, Associate Librarian, Research, Instruction, and Collection Services, Louise M. Darling Biomedical Library, University of California-Los Angeles; **Bart Ragon**, Associate Director, Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia-Charlottesville; **Gabriel Rios**, Deputy Director, UAB Lister Hill Library, University of Alabama-Birmingham; **Eric Schnell**, Associate Professor and Assistant Director, Prior Health Sciences Library, Ohio State University-Columbus

Description: This popular program returns for its third year with technology trend spotters in health sciences libraries offering their latest insights, opinions, and criticisms on where technology is leading us next. This energetic and sometimes irreverent panel discussion will be accompanied by a Google jockey surfing the web and highlighting mentioned trends on the main screen. Want to jump into the mix? The session will have audience participation in our lively question-and-

answer time as well as an opportunity to give feedback on the trends presented through an audience response system.

Medical Library Education Section

Fusing Interdisciplinary Expertise in the Workplace

Convention Center: Room 319B

10:35 a.m.

A College Is Working to Educate Professionals in an Interdisciplinary Environment

Herman Totten, Dean and Professor, College of Information, Library Science and Technologies, University of North Texas–Denton

Description: Disciplines may be classified under at least one of three broad concepts: (1) people, (2) environments, and/or (3) relationships between and among people and environments. Consequently, all disciplines in the educational environment, both academic and professional, share at least one of these three concepts. From an academic administrator's viewpoint, diverse disciplines add to a college's ability to attract and retain top students, faculty, and administrators. Interdisciplinary collaboration on courses broadens students' learning experiences, as well as encourages additional interaction among faculty members. Interdisciplinary collaboration on research projects provides support for collaborators, broadened skill bases, and improved decision making because of diverse perspectives. Challenges associated with interdisciplinary collaboration include administrative structure, evaluation and merit, compensation, and protracted decision making. The academic administrator must encourage interdisciplinary collaboration to enhance the college but also must mediate diverse personalities, diverse knowledge, and diverse methods among faculty and staff.

10:55 a.m.

Integrating Interdisciplinarity: Evolving Roles of Technical Services Librarians in a Web 2.0 World

Dean James, Associate Director, Collections Management; **Michael Garrett**, Technology Coordinator; HAM-TMC Library; Houston Academy of Medicine-Texas Medical Center–Houston

Description: Since 2006, the collections management department of the Houston Academy of Medicine-Texas Medical Center Library has incorporated website creation and maintenance and database management into its workflows. The addition of a web services developer (Michael Garrett, now the technology coordinator) and a catalog and metadata librarian (Dean James, now the associate director, Collections Management) allowed the department to take a more informatics-based approach to the roles of traditional technical services activities. Among the projects accomplished by the department since 2006 are two redesigns of the library's website to

include enhanced searching capabilities; searchable databases of databases, websites, and electronic books; and the implementation of a federated search tool designed by the library using enterprise search technology. The definition of "collection management" in this new environment not only encompasses the traditional library collection development functions, but it also includes the design and implementation for delivery of content in new ways in a rapidly changing environment. Bringing in librarians with diverse interdisciplinary skills has made this new environment very successful.

11:15 a.m.

The Future Roles of Librarians and the Interdisciplinary Imperative

Philip J. Kroth, Director, Biomedical Informatics Research, Training, and Scholarship, and Associate Professor, School of Medicine, University of New Mexico–Albuquerque

Description: Historically, librarians have catalogued and organized a fairly small group of item types that were well standardized and relatively unchanging (e.g., books, journals, maps etc.) With the coming of the information age, not only is the amount of information that needs organizing increasing exponentially, but perhaps more significantly, the number of the kinds of items that need organizing are also increasing astronomically as well (e.g., genes, proteins, medications, electronic medical records, populations, etc.) Before the information age, the types of items were also tangible and easily understood. Now, they are more abstract, more complex, and more esoteric—often only well understood within the discipline or expertise that created them in the first place. Because of the exponentially increasing number of item types that need organizing, it will become imperative for librarians to collaborate with the disciplines creating the new item types they are helping to organize. Librarians will continue to organize for sure, but not in the manner of just books and journals. Rather, the kinds of items they help organize will be more numerous, more abstract, and often less tangible than perhaps anyone has imagined—and perhaps much more exciting to work with.

11:35 a.m.

The National Library of Medicine's Approach to Interdisciplinarity in the Workforce

Sheldon Kotzin, FMLA, Associate Director, Library Operations, National Library of Medicine, Bethesda, MD

Description: The National Library of Medicine (NLM) has encouraged interdisciplinarity in the workforce through many of its initiatives, which will be described in detail. Also, the presentation will include NLM's own efforts to increase interdisciplinarity in their work environment.

Nursing and Allied Health Resources Section

Magnet Fusion: (Re)credentialing from a Leadership Perspective

Hospital Libraries Section

Convention Center: Room 306A

10:35 a.m.

Networking with Clinical Nurses: Fusing Magnet and Organizational Missions

Mary A. Wickline, Instruction and Outreach Librarian, Nurses and Allied Health, UCSD Medical Center Library, University of California–San Diego

Objective: Our library's mission is "to be leaders in providing and promoting information resources and services to the [University of California-San Diego] community *when, where, and how users want them.*" The medical center's mission is "Clinical Excellence: Through Service, Innovation and Education." The journey to Magnet accreditation offers a natural collaboration for nurses and librarians. This presentation will provide a case study on collaboration, between a nurse educator and the nurses' librarian, in research designed to assess the local learning environment and encourage organizational support for evidence-based practice (EBP).

Methods: Background includes embracing collaboration with nursing's EBP coordinator in a local needs assessment of clinical nurses' perceptions about EBP (attitudes toward and barriers to). A descriptive, cross-sectional research study was conducted in 2006–2007 with a convenience sample of 458 clinical nurses at an academic medical center in California. Two reliable and valid questionnaires were electronically formatted and administered using a secured website. Relationships between responses to the two instruments were examined, and results were compared with previously published data.

Results: Top four barriers were organizational. "Unaware of research" (#5) and "Relevant literature not compiled in one place" (#6) were among the top ten. Facilitators included learning opportunities, culture building, and availability and simplicity of resources.

Conclusions: Knowing the nursing community and synchronizing the library's mission with the hospital's advances the use of library resources and EBP. One of the best places for librarians to collaborate in a clinical environment is with nurse educators. We are teaching nurses to ask clinical questions and learn better strategies for searching the research evidence in an EBP institute. Magnet accreditation provides a natural framework for collaboration. A focus on the organizational mission statements and a proactive approach to getting on the team—using their language, getting out of the building, and working in their comfort zone to directly support and address top needs—leads to positive outcomes for both nurses and the library.

10:55 a.m.

American Nurses Credentialing Center Magnet Recognition Today

Harriett Chaney, Associate Professor, Adjunct Faculty, School of Nursing, University of Texas M. D. Anderson Cancer Center–Houston, Friendswood, TX

Description: The Magnet Recognition Program recently updated the requirements and processes based on research findings of the past ten years. The revisions will be effective in October 2009 for new applicants and re-designating organizations. Achieving and maintaining this award requires a fused collaborative relationship and focused assistance from medical librarians across the country. Harriett Chaney will share her personal experiences as a Magnet director from an award-winning hospital and as a Magnet appraiser and mentor.

Objectives: Following the presentation the participant should be able to:

- describe the purpose and benefit of Magnet Recognition for eligible hospitals and health care systems
- provide current information about the Magnet Recognition Program and processes
- explain the specific contributions of a medical librarian for the Magnet Recognition journey
- assess a library's/librarian's readiness to actively participate in the organization's Magnet Recognition journey

Pharmacy and Drug Information Section

Personal Health Records: How Private Is Your Medical Information?

Relevant Issues Section; Mental Health SIG

Convention Center: Room 319A

10:35 a.m.

My Health@Vet: The VA's Internet Gateway to Patients' Personal Health Records

Janet M. Schneider, AHIP, Chief, Library Service, James A. Haley Veterans' Hospital, Tampa, FL

Objective: To demonstrate how librarians can facilitate and advocate for patients in the development of an Internet site designed to provide access to quality health information and a personal health record.

Methods: The Internet-based pilot program was initiated by the VA to provide patients with secure and private electronic copies of key portions of their VA medical records. The records are stored where all data is encrypted. Pilot registrants can also:

- add personal health information
- track personal health metrics, e.g. blood pressure, weight, heart rate, pain, etc.
- keep food/exercise diaries
- research health information through VA resources, MedlinePlus, and the "HealthWise" database
- grant access to all or some of their records to surrogates

As team leaders, librarians mediated discussions between clinicians, patients, and the national implementation group; coordinated registrations; conducted surveys; and provided feedback on site

usability and literacy levels of materials. The national portal opened a limited version of the program in November 2003 to all veterans and their families. VA librarians continue to serve as points of contact, registrars, literacy experts, and advisors to the national team.

Results: Functionality of the national site continues to expand; “condition centers” have been added, and video content is under review. In future, veterans will be able to view appointments and co-pay balances as well as key portions of their VA medical records and appoint surrogates to their accounts. The number of registrants has reached 600,000 with more than 21 million visits to the site.

Conclusion: Usage of the site is tracked and reported monthly. Users can submit feedback via the site’s “Contact Us” link. Each VA medical center has a designated My Health@Vet point of contact, many of whom are librarians, who coordinates the local program and provides feedback to the developers.

10:55 a.m.

Personal Health Record Certification and Privacy Safeguards

Linda Hogan, Assistant Dean, Director, and Professor, Medical Informatics, The Commonwealth Medical College, Scranton, PA

Questions:

- With physicians, health insurers, or online providers offering personal health records (PHRs), how do I choose the right one for me or recommend one to clients?
- Everyone is worrying about electronic data and privacy today, so how can I be sure that a PHR has adequate security?
- Can access to my personal health information be shared with those I trust such as my doctor or an emergency department?

Method: If you are thinking about using a PHR to better manage personal health but aren’t sure what you should look for, you may be asking questions similar to those above. An emerging resource can help answer these questions. The Certification Commission for Healthcare Information Technology (CCHIT) is an officially “recognized certification body” in the United States for health information technology, a private, nonprofit organization that is to electronic health information products what Underwriters Laboratories are to electrical products. The CCHIT applies standards, tests products, and awards a “seal of compliance” to health information products. The CCHIT already certifies electronic health records used in physician’s offices and hospitals. The CCHIT will launch a new program for PHRs in mid-2009 emphasizing privacy, security, and the information-sharing capabilities of PHRs.

Results: The CCHIT completed its first step, the creation of draft criteria for testing PHRs. Proposed criteria emphasize the importance of privacy safeguards in:

1. consent
2. controlling access to information

3. conditions of use
4. amending the record
5. account management
6. document Import
7. data availability

Approximately 200 criteria have been proposed for PHR certification, and more can be added in future years. This presentation will provide examples of requirements that PHR providers will have to meet to become certified by the CCHIT. It will also demonstrate opportunities for librarians to become active participants in this process.

Research Section

Research 101: How to Start and Finish a Research Project

Hospital Libraries Section

Convention Center: Room 317B

10:35 a.m.

Define the Question or Problem and Develop the Research Plan

Rosalind F. Dudden, AHIP, FMLA, Health Science Librarian, Tucker Medical Library, National Jewish Medical and Research Center, Denver, CO

Description: The best research question should specify a single measurable outcome and any important variables. The question contains a population or problem, interventions or conditions affecting the population, comparison to other interventions if applicable, and outcome of the intervention, known in the health sciences as PICO. A research question yields facts to help solve a problem, produces new research, or adds to theory. A question that yields opinions can lead to an interesting essay but is not researchable. Research deals with facts with observable phenomena in the real world. A research question is a type of question that will provide answers that can explain, describe, identify, substantiate, predict, or qualify solutions to problems. Research design holds the research project together. A design or plan is used to structure the research, to show how all the major parts of the research project work together to try to address the central research question. The plan includes management issues such as personnel, timelines, and budget. Decisions about the data that will answer the questions, what the data sources will be needed, and an analysis plan for those data sources are discussed in advance. Finally, a communication plan to report the results is developed.

10:55 a.m.

Do the Research by Collecting Data

Alexandra Dimitroff, Associate Professor, School of Information Studies, University of Wisconsin–Milwaukee

Description: Choosing a method to complete your research can be confusing. There are multiple methods used in library and information science research, even some combined methods. The reality is, however,

that the majority of practicing librarians who choose to do research (or an evaluation that uses research methodologies) use survey research. This presentation will briefly review the kind of research questions for which a survey is appropriate and the major pros, cons, and misunderstandings related to using survey methodology.

11:15 a.m.

Analyze and Interpret Results and Take Action

Melissa L. Just, AHIP, Director, Lee Graff Library, City of Hope, Duarte, CA; **Jeanne Larsen**, Assistant Director, Research Services, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC

Description: Analyzing your data transforms collected information into meaningful results. During data analysis, you use a variety of statistical or interpretive methods, present the results, and decipher the meaning. Ultimately, you hope to discover “actionable” results that allow you to draw conclusions and make decisions. In quantitative data analysis, you use a variety of techniques including frequencies, percentages, central tendency, variation, and comparison and correlation between groups or across time. You can also measure the significance of findings. When analyzing qualitative data, you look for categories, patterns, frequencies, and impressions to draw conclusions. Once your data have been analyzed and interpreted, you may be able to use the findings to enact change. Depending on your research question, your results might empower you to improve service quality, alter collections, influence priorities, or impact instructional methods. The results may affirm the quality of current programs or identify areas for future research. Research should be a continuous process for improvement and refinement. If you make changes based on your research findings, study the impact of the results. Through this continuous cycle of data collection, analysis, and application, you use the research process to improve the quality and value of library and information services.

11:35 a.m.

Report the Results or the Success of the Change

Sandra L. De Groote, AHIP, Assistant Health Sciences Librarian, Library of the Health Sciences-Peoria, University Illinois–Chicago, Peoria, IL; **Heather N. Holmes, AHIP**, Information Services Librarian, Medical Library, Summa Health System, Akron, OH

Description: Because research deals with the real world, the findings should add to the knowledge that other researchers, theorists, or practitioners can use.

The results discussed should be related to answering the research questions or to reject or confirm the hypothesis presented in the introduction. Some think that a researcher’s most important role is to be an intermediary between participants who provide the data for the project and interested readers wanting to know about the study results, including administration, funders, staff, and professional colleagues. The actual results of study must be reported objectively without interpretation, while the discussion section allows interpretation of findings as they relate to what is already known. The various parts of a research report will be discussed including the introduction, background, description of evaluation methods, discussion of results, costs and benefits, conclusions, and recommendations.

Veterinary Medical Libraries Section

Fusion Outreach: Synthesizing Outreach Concepts in Human and Veterinary Medicine

Outreach SIG

Convention Center: Room 301A

10:30 a.m.

Fusion Outreach: Synthesizing Outreach Concepts in Human and Veterinary Medicine

Prudence Dalrymple, AHIP, Director, Institute for Healthcare Informatics, The iSchool at Drexel College of Information Science and Technology, Drexel University, Philadelphia, PA; **Cindy Mitchell**, Librarian, Veterinary Medicine and Biomedical Sciences, Libraries, Colorado State University–Fort Collins; **Patricia Neenan**, Business Development Manager, CABI North America, Rochester, NY

Description: Continuing our “One Health” theme, the Veterinary Medical Libraries Section (VMLS) is privileged to have three speakers who will discuss different approaches to interdisciplinary outreach. The concept of “One Health” incorporates the belief that world health will profit from discourse between all allied health practitioners. Due to broad access to the literature and expertise in searching across both disciplinary and geographic borders, health sciences librarians are uniquely positioned to be the linchpins of this worldwide effort. Each of our presenters will speak about projects in which they are involved, demonstrating ways in which health sciences librarians can encourage their patron communities to look beyond their own professions, integrating knowledgebases for synergistic outcomes.

2009 National Program Committee

Innovation. Inspiration. Illumination. Session B

Convention Center: Room 319A

1:05 p.m.

Personalized Medicine and Bioethics: An Analysis of New Information Needs

Jere Odell, Academic Literature Specialist, Indiana University Center for Bioethics, Indiana University School of Medicine–Indianapolis

Objective: The progress of personalized medicine and human genetic research depends, in part, on the careful consideration of the ethical, legal, and social issues. Attention to these issues will bring new bioethics information needs. To identify some of these needs, this paper examines the ethics consultation and reference requests of personalized medicine researchers and clinicians at a large academic medical center.

Methods: Quantitative analysis: In a fusion of information services with academic expertise, a university center for bioethics was awarded a three-year grant that included support for the provision of in-depth bioethics information services for personalized medicine researchers and clinicians. This program placed librarians at the table during bioethics consultations. If the promise of personalized medicine, the use of genetic profiles to tailor an individual's preventive care or medical therapy, is to be realized, the related ethics information needs must be identified and addressed. Using two years of the center's consultation and reference support records, this paper provides a quantitative analysis of the bioethics concerns and information needs of major stakeholders in the research and development of personalized medicine.

Results: In two years, this program received seventy-nine information requests from thirty-four individuals. The majority were physicians conducting medical research, but ethicists, legal scholars, and others also requested information. Most requests for information were complex and, in addition to ethical or legal issues, involved multiple subjects, including research methods, special populations (children, women, and minorities), and diseases. Ethicists and legal scholars were more likely to request information about the medical ethics of personalized medicine, including ethical decision making with genetic information, interpreting and communicating personalized health risks, and legal concerns about privacy and health insurance. Medical researchers, in contrast, were more interested in the ethical issues of genomic and genetic research, issues related to research use of biobanks containing coded or de-identified DNA samples, public attitudes toward research, the status of valid informed consent, and the impact of privacy regulations on research.

1:21 p.m.

Development of a Clinical Information Tool for the Electronic Health Record

Barbara A. Epstein, AHIP, Director; **Nancy H. Tannery**, Associate Director, User Services; **Frances Yarger**, Assistant Director, Computer Services; **Charles B. Wessel**, Head, Hospital Services; **John LaDue**, Knowledge Integration Librarian, Health Sciences Library System; University of Pittsburgh, Pittsburgh, PA; **Anthony B. Fiorillo**, Medical Director, Ambulatory eRecord, University of Pittsburgh Medical Center, Pittsburgh, PA

Objective: To describe the process of developing a clinical information tool ("Clinical-e") to be embedded in the electronic health record (eRecord) of the University of Pittsburgh Medical Center (UPMC). The purpose of Clinical-e is to provide clinicians with direct access to full-text, knowledge-based information in response to questions arising from clinical encounters.

Methods: The library director was invited to participate in UPMC's eRecord Physician Advisory Committee (PAC), consisting of clinical and information technology leadership personnel. The director's participation led to partnering with a key physician representative from the PAC to develop a specialized information tool to provide quick answers to clinical questions. A library development team was charged with identifying the most appropriate technology and full-text information resources. The key physician and the library development team communicated over several months to articulate user needs and refine the development team's evolving clinical information tool. To maintain momentum and stay on schedule, the team agreed to begin with basic functionality that could grow into a more robust tool in the future. The key physician recruited other colleagues for usability studies, feedback, and testing and shepherded Clinical-e through implementation.

Results: The core of the clinical information tool is a search box with subject tabs to provide quick access to designated full-text information resources. Each subject tab offers a federated search of a different pool of resources. Subject tabs included Diagnosis, Diseases, Drugs, EBM, and Patient Education. Resources used in these searches are proprietary licensed information tools with open URL architecture. Search results are organized "on the fly" into meaningful categories using clustering technology from Vivisimo and are directly accessible from the results page. Library developers performed usability tests and gathered feedback from a small sample of potential users before it was made available to the full eRecord user population.

Conclusion: After more than a year of discussions and planning, a clinical information tool was embedded in the academic medical center's electronic health record. Monitoring usage and gathering feedback will help determine next steps.

1:37 p.m.

SmartSearch: Automated Recommendations Using Librarian Expertise and PubMed E-Utilities

Ryan Max Steinberg, Knowledge Integration Programmer/Architect; **Richard Zwies**, Web Production Specialist; **Charles Yates**, System Software Developer; **Christopher Stave**, Instructional and Liaison Program Coordinator; **Yannick Pouliot**, Bioresearch Informationist; **Heidi Heilemann, AHIP**, Associate Dean, Knowledge Management, and Director; Lane Medical Library and Knowledge Management Center, School of Medicine, Stanford University, Stanford, CA

Objective: Reference librarians make resource recommendations all the time, from topic-relevant databases to specialty textbooks and subject guides. Translating this expert guidance into an automated information retrieval system remains challenging. This paper describes and evaluates an automated approach to resource recommendation created by a team of biomedical librarians and software developers.

Methods: Introduced in November of 2007, the SmartSearch utility adds recommendations to library search result lists to enhance discovery and use of high-value clinical metasearch resources. SmartSearch works by mapping user input to a relevant Medical Subject Headings (MeSH) term using the National Center for Biotechnology Information's PubMed E-Utilities and then matching that MeSH heading to one or more appropriate clinical metasearch resources. Usage patterns of individual SmartSearch resources were analyzed pre- and post-introduction to evaluate the effectiveness of SmartSearch as a promotional tool. Usage patterns of SmartSearch resources were also compared to similar resources not included in the SmartSearch project. Additionally, overall usage was analyzed before and after a significant SmartSearch interface redesign.

Results: Statistical analysis comparing resource usage before and after the introduction of SmartSearch could neither prove nor disprove our hypothesis that SmartSearch would increase usage of these resources.

Conclusions: Factors contributing to the difficulty we had quantifying the success of SmartSearch are explored. We discuss future changes we might make to better leverage subject-based recommendations and SmartSearch.

1:53 p.m.

Understanding How Scientists Choose Bioinformatics Tools: Toward a Framework for Classification and Evaluation

Joan Bartlett, Assistant Professor; **Lorie Kloda**, Doctoral Candidate; **Yusuke Ishimura**, Doctoral Candidate; School of Information Studies, McGill University, Montreal, QC, Canada

Objective: To understand scientists' preferences for and selection of bioinformatics tools. Specifically, the research addresses these questions: (1) What factors prompt scientists to select one bioinformatics tool over another. (2) How do they differentiate among tools with similar function? This will provide criteria and

parameters by which resources can be classified and evaluated and support both scientists and librarians in their choice or recommendation of tools.

Methods: Through purposeful sampling, participants were selected from three groups: laboratory scientists, expert bioinformatics scientists, and bioinformatics tool developers, as the differences among their work roles and domain expertise were likely to influence their preferences for tools. Each participant kept a research log for two to four weeks, documenting their use of bioinformatics tools, the purpose for which it was used, and why it was selected. The second phase of data collection was through semi-structured interviews with each participant. Using the content of the log as a starting point, participants discussed the factors and reasons influencing the choice of tool, as well as the characteristics (such as search interface, algorithm or reputation) they valued in a tool. Qualitative data analysis was used to identify themes and key factors in scientists' selection criteria.

Results: This research has revealed several factors used to differentiate and select among bioinformatics tools. These included ease of use, accessibility, functionality, and customizability. An interesting finding was that the definition of these factors varied among participants, with a strong connection between the educational and disciplinary background and the definition of a factor such as customizability. For laboratory scientists, this generally referred to features such as drop-down menus that allowed search parameters to be modified. Scientists with a strong computer science background considered customizability the ability to download and modify the source code. The results suggest that there is not a single set of factors that users value in selecting bioinformatics tools. Rather, there are multiple factors, depending partially on background. Therefore, tools ideally should be designed with multiple access methods to accommodate different user preferences. Guides to tools should likewise consider the different types of factors and classify tools accordingly.

2:09 p.m.

Impact of the National Institutes of Health Public Access Policy: A Unique Opportunity to Engage with Faculty about Open Access Publishing

Marcus A. Banks, Manager, Education and Information Services; **Gail L. Persily**, Manager, Education and Information Services; **David J. Owen**, Manager, Education and Information Services; Library and Center for Knowledge Management, University of California–San Francisco

Objective: The concept of open access publishing is no longer new for librarians, but the impact of this paradigm shift in scholarly publishing continues to be felt. The recent National Institutes of Health (NIH) public access policy, while not synonymous with open access, has provided a unique opportunity to engage more directly with faculty members about broader issues in the scholarly publishing environment.

Methods: For five years, the librarians at a comprehensive health sciences university have

engaged with scholarly communication issues. Librarians developed a website and brochure, coordinated well-attended campus events, offered training about depositing articles in an institutional repository, and influenced senior campus leadership to encourage publication in open access journals. All of these activities did not result in an appreciable change in behavior for most faculty members. The recently passed NIH public access policy offers a focused opportunity to engage with faculty members about the policy and the broader issues of open access. Librarians have engaged in concerted educational efforts and become established as the leading campus resource for this topic. This paper will describe our efforts pertaining to the NIH public access policy, related efforts, and how this work has impacted faculty perceptions of open access publishing.

Results: The NIH public access policy has become an important part of the information policy landscape in the health sciences, but not all researchers have felt its full impact yet. The year-long embargo period between the final peer-reviewed manuscript and deposit to PubMed Central means that many researchers have not had to grapple with the policy yet. There is some evidence that the NIH public access policy has broadened faculty appreciation for the larger issues surrounding open access publishing, but this is not yet conclusive. Faculty who have contacted librarians for assistance with questions about the policy appear to have gained some understanding of the broader issues from this interaction.

Conclusions: A better picture of the impact of the NIH public access policy on researchers will emerge in the next year. Academic health sciences librarians should continue to position themselves as an authoritative information source on this issue and to be prepared for continuing ambiguity about how the nuances of compliance with the policy manifest themselves.

Collection Development Section

Clinical and Translational Science: Fusing Information Services with Basic Research and Clinical Application

Molecular Biology and Genomics SIG

Convention Center: Room 317A

1:05 p.m.

Clinical and Translational Science: Bench to Bedside

Linda Hogan, Assistant Dean, Director, and Professor, Medical Informatics, The Commonwealth Medical College, Scranton, PA

Questions:

1. "Clinical and translational science" (CTS) describes the process of translating scientific discoveries into practical applications. What are some examples of practical applications attributable to CTS?
2. What are the challenges for basic scientists and clinicians, as they approach the study of diseases at a molecular/cellular level, identify new tools for use in patients, and assess medical impact?
3. What models (e.g., CTS centers) best overcome these challenges to support a successful CTS strategy?
4. Are their opportunities for librarians to offer their own "bench work" for translation to improved bedside outcomes?

Method: CTS's immediate contributions to the clinical and scientific community include novel research methodologies and opportunities for collaborative clinical research. The CTS model includes many opportunities for career development in fields outside traditional basic sciences and professional clinical practice, for example: the field of clinical research ethics, bioinformatics research; research, education, training, and career development; participant and clinical interactions resources provision; translational technologies and resources; and regulatory knowledge and support. These are all potential opportunities for today's biomedical information specialists.

Results: The results of this topic will be presented and discussed at the program session.

1:45 p.m.

Translational Research Support and Education: A Critical Role for Medical Libraries

Kristi L. Holmes, Bioinformatics Specialist, The Bernard Becker Medical Library, School of Medicine, Washington University in St. Louis, St. Louis, MO

Description: Clinical and Translational Science Awards (CTSAs) offer an exceptional opportunity for medical libraries at awarded institutions to partner with their research and clinical communities. Traditionally, medical libraries have provided information resources and technology supporting educational, research, and patient care objectives. Recent advancements in translational medicine have created a critical need for solutions that support information dissemination and facilitate a fluid exchange of data in a clinical research setting. Over the last few years, a number of medical libraries have responded by expanding their services to offer visionary programs that enhance the flow of information in the translational research environment. Topics to be discussed include the role of libraries in meeting the changing information needs of the clinical and research communities, examples of how new library-based education and support programs might be developed, and the library's increasing role in fostering and supporting collaborative efforts on campus to bridge the gap between bench and bedside.

Consumer and Patient Health Information Section

The Healthy Library: Creating a Culture of Wellness

Corporate Information Services, Federal Libraries, Hospital Libraries, Nursing and Allied Health Resources Sections; African American Medical Librarians Alliance, Library Marketing, New Members SIGs

Convention Center: Room 318A–B

1:00 p.m.

The Healthy Library: Creating a Culture of Wellness

Mary L. Ryan, AHIP, FMLA, Library Director, UAMS Library, University of Arkansas for Medical Sciences–Little Rock; **Loreine Roy**, Professor, Library and Information Science, School of Information, University of Texas–Austin; **Carol Ann Attwood, AHIP**, Medical Librarian, Patient and Health Education Library, Mayo Clinic, Scottsdale, AZ; **Kelli Ham**, Consumer Health Coordinator, National Network of Libraries of Medicine, Pacific Southwest Region, Louise Darling Biomedical Library, University of California–Los Angeles

Description: Imagine your library as a workplace environment with many happy, productive, and resilient employees with low absenteeism rates. Envision the enthusiasm of staff members who are enjoying the benefits of a positive, healthy workplace culture. Picture a low-cost program that offers a huge return on investment including excellent employee retention and lower health care costs. It sounds wonderful, but what are the considerations and steps to achieve such a scenario? Please join us as several panelists share their experiences and offer insight into integrating healthy behaviors into the workplace: their vision, approach, outcomes, and future plans. In addition, a short presentation will provide guidelines, practical steps, and resources to help you get your healthy workplace program up and running!

Dental Section

Open Access and the Evidence

Cancer Librarians Section

Convention Center: Room 301B

1:00 p.m.

Third Annual Lecture on the Evidence Base Supported by StatRef: Open Access and the Evidence Base: The Good, the Bad, and the Ugly

Karen A. Butter, AHIP, University Librarian, Library and Center for Knowledge Management, University of California–San Francisco; **Catherine Nancarrow**, Managing Editor, PLoS Computational Biology, PLoS Pathogens, Public Library of Science (PLoS), San Francisco, CA; **Heather Joseph**, Executive Director, Scholarly Publishing and Academic Resources Coalition (SPARC), Washington, DC

Description: The open access movement supporting free access to research findings made a significant advance when the Public Library of Science (PLoS) was founded. It took another leap forward with legislation mandating free access to National Institutes of Health (NIH)–funded research after a one-year embargo. This session looks at the impact on research becoming available to the worldwide community, focusing on the impact on health sciences libraries. Whether you work at a hospital library with access to hundreds of online journals or a major academic health sciences library with access to thousands, how will the research available to you change the operations and functions of your library? How could it change the scholarly communications process? Will the current structure of journal-based publishing as the primary distribution point for emerging research be impacted? Will the law of unintended consequences bring about results we haven't thought of yet? These are some of the questions we will examine. The distinguished panel will review the issues relating to open access and the NIH mandate and then lead a discussion of these issues. This is an important session for all medical librarians, one that will stimulate timely analysis of the changing scholarly publication environment.

History of the Health Sciences Section

Promotion and Development Fusions for Special Collections

Technical Services Section

Convention Center: Room 301A

1:05 p.m.

Digitizing a Newspaper Clippings Collection: A Case Study in Small-scale Digital Projects

Maureen M. Knapp, AHIP, Reference Librarian, Library, Louisiana State University Health Sciences Center–New Orleans

Objective: Since 1933, the library has collected newspaper clippings from local and regional sources related to the history and accomplishments of our health sciences institution. For years, they sat in a filing cabinet, accessible only through a card-catalog in technical services. In 2006, collaboration with the state library consortium enabled digital production of the print clippings, opening access to the collection beyond our institution. This paper will describe: the process of digitizing over four decades worth of paper materials (including image processing, managing digital collections with OCLC's CONTENTdm software, and the creation of a institutional controlled vocabulary utilizing Medical Subject Headings); the considerations, challenges, and opportunities involved in producing a digital project; and recommendations for creating digital versions of archival materials for small to mid-size libraries with limited budgets and staffing.

Methods: Case study.

Results: To date, our digital collection of historical newspaper clippings has elicited inquiries from

researchers across the nation, created a new opportunities for library promotion via "Glimpse of the Past" blog posts, encouraged our satellite dental library to create their own digital collections, and most importantly, created a framework and workflow for other digitization projects at our institution.

Conclusion: The lessons learned from our ongoing experience with digital projects are of value to any health sciences library interested in digitization and of special interest to smaller institutions who often face barriers in staffing and funds.

1:25 p.m.

**"A Condom a Day Keeps the Doctor Away":
Organizational Fusions for Digitizing AIDS
Awareness Posters**

Chamya Kincy, Catalog Librarian, Cataloging and Metadata Center, University of California–Los Angeles

Description: In 2005, the biomedical library's history and special collections division collected and curated 625 posters on AIDS awareness and prevention.

The posters were published between 1985 and 2006 and were collected from various institutions in 44 countries. The history and special collections division later collaborated with the digital library program, who arranged for on-site digitization of the posters and provided programming for an in-house database to provide access to a wider audience. Descriptive metadata was supplied by the cataloging and metadata center, and copyright metadata was supplied by digital rights management staff. The first phase of the project culminated in the public debut of the digitized posters on World AIDS Day (December 1) in 2006. The second phase of the project is underway and is projected to add over 600 more digitized posters to the database. This paper will detail the evolution of the project, focusing on the collaborations among various library units and the issues and challenges faced by each participant in collecting and digitizing the posters, programming the database, clearing copyright, and applying metadata.

1:45 p.m.

**Health "Cranks" in the Early 20th Century or
Why the Public Health Past Is Prologue to the
Future**

Elaine Skopelja, AHIP, Associate Librarian, Ruth Lilly Medical Library, School of Medicine, Indiana University–Indianapolis

Description: Digitizing early public health bulletins from the Indiana State Department of Health created a database of resources that contained both historical information and important statistical data that would be useful to multiple audiences. This pilot project involved the creation of a unique metadata schema for historical public health materials, the conversion of data from statistical tables into a data mineable resource, and the extraction of images for an image library.

2:05 p.m.

**Old Wine in New Bottles: Digital Projects from
the National Library of Medicine's History of
Medicine Division**

Stephen Greenberg, Reference Librarian, History of Medicine Division, National Library of Medicine, Bethesda, MD

Description: This paper will show and discuss samples of four National Library of Medicine digital historical projects: Profiles in Science (digital manuscripts), Medicine in the Americas (digitized classics), Cholera Online (digitized pamphlets), and Turning the Pages (digital rare books). The discussion will center on the role of digitization as an access technology, not a preservation tool, and the conviction that such projects are *not* a replacement for providing access to the original materials on site.

International Cooperation Section

Issues in Japanese Health Sciences Librarianship

**Corporate Information Services Section; Japan
Medical Library Association; Japan Medical
Abstracts Society**

Convention Center: Room 306B

1:05 p.m.

**Bibliographic Information Service in Health
Sciences in Japan**

Minoru Ikusaki, Indexing Section, Bibliographic Services Division; **Mami Matsuda**, Deputy General Manager, Database Management Division; **Kazunari Misawa**, Executive Director; **Atsutake Nozoe**, Technical Consultant and Professor Emeritus; Japan Medical Abstracts Society, Sugunami-ku, Tokyo, Japan

Objective: Igaku Chuo Zasshi (Ichu-Shi: Central Journal of Medicine) is the largest medical literature database in Japan, which was originally established in 1903. Ichu-Shi Web, fee-based information retrieval service via the Internet, has been provided by the Japan Medical Abstracts Society (JAMAS) since 2000. A brief overview of the characteristics of the database will be provided, and recent trends of the database utilization are shown and explained by some findings from a survey. The aim of the survey is to assess Japanese situation regarding production and use of domestic medical literature.

Methods: A survey on organizing of bibliographic information and use of Ichu-Shi Web was conducted. Data on scope of literature collected, type of journals indexed, and type of articles such as "Original Article," "Review," or "Conference Proceedings" was gathered. In terms of database use, information about the number of users and category of institution of corporate customers was collected. Log information of access to the database and click-on-link to electronic journals was also obtained and analyzed.

Results: The number of citations indexed in Ichu-Shi database in 2008 was over 378,000 from 2,500 domestic journals. "Original Article," "Review," and "Conference Proceedings" account for about 20%, 20%, and 60% of the articles indexed, respectively. The number of our institutional customers is approximately 2,000, which include a wide variety of organizations such as

educational institutions (medical colleges, colleges of pharmacy or nursing, and technical schools), hospitals, pharmaceutical companies, and public libraries. The total number of their daily log-ins is around 14,000.

Conclusions: The results of the survey revealed the current status of the database services of medical literature in Japan. Ichu-Shi Web provides a lot of domestic information not covered by PubMed.

1:25 p.m.

Consumer Health Information Services in Hospitals in Japan

Noriko Ushizawa, Reference Librarian; **Naohiko Yamaguchi**, Librarian; Medical Media Center, Toho University, Otaku, Tokyo, Japan

Objective: In 1970, one library had begun consumer health information (CHI) service in Japan. This service has been followed by a very few libraries in the 1980s and by about ten libraries in 1990s. In recent years, increasing number of hospitals began serving CHI. Our objective is finding out which hospitals are providing CHI services now and what they are doing about providing CHI to patients and their relatives.

Methods: We have searched hospitals providing CHI services by questionnaire, in various mailing lists, and on their websites. We checked the name and address of each hospital, the time when they began CHI service, the type of information material provided, and the number of materials owned. The type of space used for service and the type of personnel managing CHI service were also identified.

Results: We found out over 150 hospitals offering CHI service to patients and their relatives. Ninety percent of the hospitals managed CHI service by their libraries or information centers. Some hospitals provide information involved in consultation service. Most of the hospitals provide medical book collection, but median number of the books is about 300–500. Thirty percent of the libraries do not have any support of librarian.

Conclusions: The number of hospitals providing CHI services is growing rapidly in Japan, but the materials and the services provided are varied, and some libraries are not involved with librarians.

1:45 p.m.

Accreditation Program for Health Sciences Librarians in Japan

Naoko Suwabe, Associate Manager, Medical Library, Kyorin University, Tokyo, Japan; **Yukiko Sakai**, Associate Manager, KITASATO Memorial Medical Library, Keio University, Tokyo, Japan

Objective: To examine the Japan Medical Library Association's (JMLA's) health sciences librarians' credentialing program, called the JMLA Health Sciences Information Professionals (JHIP), to identify its distinctive aspects and to seek the appropriate direction we should take.

Methods: The JHIP program was modeled on its counterpart in the United States, the MLA Academy

of Health Information Professionals. The presenters compared the JHIP with the academy and reviewed three surveys on the academy conducted by the MLA and other researchers.

Results: The major difference between the 2 programs was the numbers of accredited professionals, 164 for JHIP and 1,059 for the academy. It can be explained by the difference of scale between the 2 parent organizations, JMLA and MLA, which consist of 121 organizations and 87 individuals, 717 organizations, and 3,351 individuals respectively. The differences in education and training systems for librarians and in the historical background of the organizations also affect the establishment of the credentialing program.

Conclusions: The findings from the comparison of the surveys are: the strength of the academy is based on distinctive professional competence, related marketing/promotion activities, and continuous effort on evaluation and adjustment of the program as a part of MLA's integrated professional development program.

2:05 p.m.

Education and Training of Health Information Specialists in Japan

Hiromitsu Ogata, Director of the Center; **Takeshi Isono**, Chief Librarian, Center for Information Research and Library, National Institute of Public Health, Wako, Saitama, Japan; **Atsutake Nozoe**, Professor Emeritus, Graduate School of Library and Information Science, Aichi Shukutoku University, Aichi-gun, Japan

Objective: There has been a considerable discussion regarding the role of the information specialist in the implementation of evidence-based public health. The objectives of the study were (i) to investigate the education needs of health information specialists and (ii) to develop an integrated curriculum for the training of these specialists.

Methods: Some training courses have been developed in the National Institute of Public Health (NIPH, Japan) with assessment of the curriculum. The results from the assessment give a basic concept or a standard about the practice of training of health information specialist.

Results: Health information specialists need to work in a multidisciplinary environment, and the structured education program for them is required to meet the wide range of needs in the health sector. However, in Japan, we do not have a gold standard for validation of the training. Therefore, we propose our concept for the health information specialist training and a core curriculum of our courses. Furthermore, the roles played by the official health institution such as NIPH in this field are very significant in terms of accreditation of trainee's capability, quality of education, and access to reliable training.

Conclusions: To develop an appropriate training course for health information specialist, we have to continue to update the programs and to assess them. This can only be the approach to meet the changing needs in the training and to develop an integrated curriculum.

Nursing and Allied Health Resources Section

Educational Fusion: Librarian-integrated Instruction in Interdisciplinary Education Programs and Partnerships

Dental, Educational Media and Technologies Sections; Libraries in Curriculum SIG

Convention Center: Room 317B

1:05 p.m.

Turning Evidence into Practice: A Pilot Project to Develop New Training and Research Tools for the Public Health Workforce

Helena VonVille, Library Director, Library, School of Public Health, University of Texas–Houston

Objective:

Objective 1: Increase awareness of and access to high-quality health information sources that focus on evidence-based public health (EBPH) practice for the public health workforce.

Objective 2: Train public health practitioners on EBPH, utilizing webinars to deliver course content.

Methods: Training consisted of two cohorts of four two-hour webinar sessions (one per week) and four cohorts of two four-hour webinar sessions (one per week). Participants were drawn from local health agencies and nonprofits in Texas. The first week introduced participants to the concept of EBPH. During week 2, participants learned how to access various data resources to begin developing a community assessment. During week 3, participants learned how to access online databases with full-text content as well as evidence-based guidelines and recommendations. The final week focused on consumer resources that could be useful in the clinical setting. Questions for the pre- and post-surveys were developed based on the theory of planned behavior and Kirkpatrick's four-level model of evaluation. A follow-up survey to evaluate behavior change (i.e., incorporation of EBPH practice) was delivered to participants approximately two months after the end of each cycle of sessions.

Results: This project is still underway. Results are incomplete.

1:25 p.m.

Infusing Information Literacy Skills by Researching "Never Events"

Lin Wu, AHIP, Reference Librarian, Health Sciences Library and Biocommunications Center; **Cynthia K. Russell**, Professor; **Ramona Patterson**, PhD Student, College of Nursing; University of Tennessee–Memphis

Objective: This project sought to demonstrate the successful partnership between a health sciences librarian and nursing faculty members in an innovative nursing informatics course designed to increase information technology (IT) and information literacy (IL) skills of first-year nursing students via research projects on never events.

Methods: "Informatics for Healthcare," a two-credit hour course, was delivered over a period of ten weeks

to nursing students using face-to-face and online instruction methods. Twenty-eight never events were used as clinical topics for students to research. Students were assigned tasks to search for relevant information using scholarly publications and quality web resources pertaining to three never events focus areas. Web 2.0 technologies and tools were used to engage student learning and to provide opportunities for students to demonstrate their IT and IL knowledge and skills. Collaborating with nursing faculty, the librarian's involvement included presenting just-in-time learning topics in class, contributing to the course wiki site, providing one-on-one consultation, and reviewing student's individual wiki pages. Assessment techniques included pre- and post-information literacy surveys and a focus group interview to collect students' opinions regarding Web 2.0 technologies used in the course and a health sciences librarian's involvement in the course.

Results: Survey results indicate 83% of the students agreed their literature searching skills have been improved after researching never events. Most students (78%) agreed the whole process researching for never events made them feel more comfortable to search for quality information. Students' responses to the post-class IL survey question, "Compared to when I entered the program, I feel more prepared and can be more successful in..." revealed agreements ranging from 59% to 94% on several IT and IL topics. Students' feedback was positive about the librarian's involvement in the course. Ninety-seven percent of the students had never used a wiki prior to the class. Online collaboration using a wiki challenged students in their IT and IL skills. Researching never events topics combined with Web 2.0 provide opportunities for students to demonstrate their IT/IL abilities as well as demonstrate the relevance of IT/IL content to their student and future nursing roles.

1:45 p.m.

Integrating a Course on Applying Social Media Technologies to Health Communications into a Curriculum

Gillian Goldsmith Mayman, Public Health Informatics Librarian, Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: Teaching a for-credit information skills course as part of a specialty school's curriculum is both challenging and immensely rewarding. This presentation will provide a case study of a three-credit course on using social Internet technologies for health communications as part of a school of public health's curriculum. This was a skills-building course, and the students were required to choose a health education topic and address it using a variety of social media. The students were highly motivated, excited by the technology, and worked very creatively to apply the technology to health communications.

Methods: This presentation will discuss the process of developing the course, address the obstacles overcome when getting approval for the course by the curriculum committee, describe the course content, share the work of the students, and present the results of a brief

pre- and posttest of the students skills with social technologies.

2:05 p.m.

The Internet, I-Fusions: Synergy Between Reliability, Education, and Clinical Practice for Emergency Medicine Residents

Diane G. Schwartz, AHIP, FMLA, Director, Libraries, A. H. Aaron Health Sciences Library, Kaleida Health, Buffalo, NY

Objective: To determine if emergency medicine residents (EMRs) working in a teaching hospital can accurately answer clinical questions using only Internet resources.

Methods: Emergency department residents perceive Internet resources as up to date and reliable. When answers to clinical questions are needed, residents search the Internet rather than textbooks. To determine the accuracy of clinical information from the Internet, faculty created and validated seventy-one emergency medicine questions. Residents were given a paper and pencil pretest and instructed to answer the questions without outside resources and to answer only if they were confident of the accuracy of their answers. Questions that the residents were unsure of or answered incorrectly were administered again in the controlled environment of a library computer laboratory. Residents were instructed to search only Google and resulting web resources to answer the questions. Each resident's search history was captured using USA Proxy software. Search logs are being analyzed to understand search strategies and to learn which resources were used. This is a single blinded prospective study. Participation was voluntary and confidential, and their performance will not affect their academic standing.

Public Health/Health Administration Section

Emerging Issues in Global Health

Veterinary Medical Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Convention Center: Room 306A

1:05 p.m.

Fusing Health Literacy Education to Teaching English as a Second Language (TESOL): Health Literacy as Social Practice in a TESOL Class

Pamela Howard, Senior Assistant Librarian, J. Paul Leonard Library, San Francisco State University—San Francisco

Purpose: Students preparing for careers in adult English as a second language (ESOL), health, and community development participated in a class supported by a grant in which health literacy was considered a part of the immigrant English language learner experience. Effective use and delivery of health care by and to immigrant populations requires an understanding of health literacy as a social practice.

Setting/Participants/Resources: Effectively addressing health care problems in immigrant communities requires not only information but an understanding of health literacy. Hence, health literacy outreach is a goal of the course. The intensive summer course was tied to community—university and practitioners, through invited speakers, panels and community expertise. This class is a training program for preprofessionals in health care and preservice adult education teachers with common interests in forging university-community partnerships. The final student project was a community-based project. This training-the-trainers approach was specifically chosen as a means of building community-based capacity in the area of health. A health sciences librarian was embedded in the class and participated at many levels: from syllabus and readings list development to typical library instruction and project evaluation.

1:25 p.m.

Professional Development for Librarians in Kenya: Planning a Workshop

Pam White, PhD Student, Centre for Health Informatics, City University London, London, United Kingdom; **Emma Farrow**, Senior Assistant Librarian, Glenside Library, University of the West of England, Bristol, United Kingdom

Objectives: Librarians in the United Kingdom collaborated with librarians in Kenya to plan a two-day workshop to improve knowledge and skills of medical librarians in a developing country. The workshop was developed to cover the following: marketing the library, evidence-based medicine, identification and evaluation of resources, and website evaluation and design.

Methods: The librarians met regularly to discuss communications. Issues regarding limited amount of teaching time and variations in attendees' access to and knowledge of technology influenced the development of the workshop. A pre-workshop questionnaire was distributed to attendees to help the instructors learn more about their audience. The workshop allowed for audience participation and some instruction. Kenyan librarians were invited to comment on cultural issues in website design, including the role of Web 2.0 technologies. Follow-up site visits to some of the attendees' workplaces were scheduled to tailor some of the training and help attendees to implement what they learned.

1:45 p.m.

Centers for Disease Control and Prevention Institutional Repository: Fusing Public Health Knowledge with Partners and the General Public

Robert Swain, Health Scientist Informatics; **Jocelyn A. Rankin, AHIP, FMLA**, Chief, Public Health Library and Information Center; **Susan Wilkin**, Deputy Director, Division of Knowledge Management; National Center for Public Health Informatics, Centers for Disease Control and Prevention, Atlanta, GA

Objective: This paper will report on the Centers for Disease Control and Prevention's (CDC's) institutional repository (IR), a central repository currently in development for publications and other products

from the CDC and its grantees. The IR will facilitate greater access to public health research and practice findings and promote expanded, accelerated use and application of critical public health knowledge by scientists, practitioners, and the general public.

Setting/Participants/Resources: The CDC, the nation's leading public health agency, is headquartered in Atlanta, GA, with offices across the national and internationally. This project is a collaborative effort.

Brief Description: Using open source software, the IR is being designed for automatic population from CDC's internal publication e-clearance system, from existing databases such as PubMed, and through direct deposit from internal and external researchers and grantees. The goal is to house current and retrospective publications and videos, toolkits, books, white papers, posters, and other items that support the public health practice. In addition to the technical solution, CDC IR involves establishing policies and procedures for the agency and its grantees.

Results: To be completed upon acceptance.

2:05 p.m.

Fusing Information Literacy to Multidisciplinary Global Health Education

Erika L. Severson, Health Sciences Librarian, Ebling Library; **Sarah McDaniel**, Coordinator, Library and Information Literacy Instruction, General Library System; University of Wisconsin–Madison

Purpose: As part of a campus "Technology-Enhanced Learning" grant, we worked with instructional technology specialists and a multidisciplinary team of faculty experts to create a series of information literacy/evidence-based practice (EBP) learning objects (LOs) tying into the One Health/One Medicine initiative.

Brief Description: In 2008, the campus libraries were written into a "Technology-Enhanced Learning" grant proposal sponsored by the school of veterinary medicine and partners in public health and in environmental studies, whose purpose was to create interactive LOs around the multidisciplinary One Health/One Medicine philosophy. Using the framework of avian influenza and its effect on populations and animals globally, the health sciences library's global health/public health liaison and the campus information literacy coordinator collaborated to create LOs incorporating principles of EBP/evidence-based public health, including creating a focused research question and evaluating information; another object covers global access to information. These objects, along with others created by partnering faculty, will be used in DVM, MPH, or MD courses, allowing students to review basic concepts via the LOs on their own time, and freeing lecture time to be spent covering advanced topics.

Public Services Section

Seamlessly Working the "I" into an Academic Medical Center Workflow: The Eskind Biomedical Library Experience

Research Section

Convention Center: Room 304A–B

1:05 p.m.

Implementing a Philosophy of Lifelong Learning
Nunzia Bettinsoli Giuse, AHIP, FMLA, Assistant Vice Chancellor, Knowledge Management, Director, Professor, Eskind Biomedical Library, and Professor, Department of Biomedical Informatics and Department of Medicine, Vanderbilt University Medical Center, Nashville, TN

Description: The success of the evidence provision services at the Eskind Biomedical Library (EBL) is built on a supporting culture of mentorship and lifelong learning in expert searching, critical appraisal of the literature, medicine, and the basic sciences. This session will review EBL's philosophy to promote lifelong learning and established training and quality assurance practices for beginning and experienced librarians collaborating with clinicians and researchers. The session will also discuss the EBL's efforts in developing a research mentality among librarians, prompting continuous consideration of strategies for evaluating return on investment and opportunities for further improvements.

1:21 p.m.

Demonstrating the Value of Expert Library Support: Evaluation of the Clinical Informatics Consult Service

Rebecca Jerome, Assistant Director, Filtering and Evidence-Based Medicine, Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

Description: This session will review the design and philosophy of the Eskind Biomedical Library's (EBL's) long-established Clinical Informatics Consult Service (CICS) and share key results from a three-year, National Library of Medicine-funded external evaluation of the CICS. The CICS integrates librarians as information experts on clinical teams where they field complex clinical questions, providing clinicians with a summary of the state of the evidence for a given request. The CICS has been viewed as a model for the informationist concept, and librarians work as part of the clinical team, providing information expertise and just-in-time training on clinical rounds or via the electronic medical record system. The recently completed evaluation included a randomized controlled trial and qualitative components to assess effects of the CICS on clinical decision making. In general, results demonstrated a significant effect on treatment decisions and implied a high level of trust in the CICS.

1:37 p.m.

Integrating the Best Evidence and Relevant Information into Informatics Systems

Taneya Y. Koonce, National Library of Medicine Biomedical Informatics Training Fellow, Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

Description: Through varied innovative strategies, the Eskind Biomedical Library (EBL) has a long history of integrating evidence into informatics applications and projects to support patient care. To scale the provision of the established Clinical Informatics Consult Service, in 2004 the library initiated expert information services for complex patient-specific questions through an electronic messaging feature in Vanderbilt's homegrown electronic medical record system, StarPanel. Whereas this model addresses questions related to the complexities surrounding the clinical care of specific patients, the library also provides filtered literature packets supporting institutional order set development to inform standardized patient care practices across the medical center. To facilitate and encourage patients' proactive engagement in their health care management, the EBL integrates personalized consumer health information within MyHealthAtVanderbilt, the medical center's interactive online patient portal. These initiatives help to cement the library's position as a central piece of the institution's information infrastructure. In addition, such projects fuel the library's own research and serve as learning laboratories for ongoing professional development.

1:53 p.m.

Extending Evidence Support into Bioresearch

Rachel R. Walden, Librarian, Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

Description: The Eskind Biomedical Library (EBL) has extended its successful Clinical Informatics Consult Service into the research arena, collaborating with the office of research to extend genetics/genomics

research assistance supporting Vanderbilt's Clinical and Translational Science Award (CTSA). EBL librarians provide expert consultation for requests received through the StarBRITE: Biomedical Research Initiation, Translation and Education online system, a one-stop shop for Vanderbilt University Medical Center researchers in need of regulatory, study design, biostatistics, technology, or other support. In response to requests, EBL librarians employ their unique skills in providing clinical evidence and bioinformatics support to assist with identifying and appraising relevant clinical evidence and resources, search techniques, and exploration of online sequence and molecular data.

2:09 p.m.

Developing a Culture of True Integration Through Active Participation in the Organizational Leadership Vision

Annette M. Williams, Coordinator, Web Team, and Coordinator, Digital Library Resources, Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

Description: For over ten years, the Eskind Biomedical Library (EBL) has managed through annual metrics-driven goals established by the director and agreed upon with medical center leadership. The goals align with key initiatives and vision for the entire medical center. Goals are collaborative, partnering the library with other areas of the institution and further integrating library services into clinical and research workflow. Each goal has clearly defined, measurable endpoints that medical center leadership uses to assess success; successful execution of the goals is ultimately determined by leadership and the Vanderbilt University Board of Trust. Given the library's long-standing track record of successful goal execution, the EBL has been entrusted with increasingly high-visibility goals outside of the traditional information-focused purview of most libraries. For example, recent goals have included evaluating user satisfaction across the Vanderbilt University Medical Center Informatics Center.

Section Programs

Wednesday, May 20, 9:30 a.m.–11:00 a.m.

2009 National Program Committee

Innovation. Inspiration. Illumination. Session C

Convention Center: Room 306B

9:35 a.m.

Planning, Implementing, and Supporting a Third-party Manuscript Submission System

Marisa Conte, Clinical and Translational Science Liaison; **Jean Song**, Bioinformaticist; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: To describe the implementation and support of a library-sponsored project to pilot a third-party submission system that facilitates researcher compliance with the National Institutes of Health (NIH) public access policy and populates the university's institutional repository.

Methods: Description of project phases, including planning, implementation, testing, roll-out, promotion, and daily support will be described. Qualitative evaluation of service including researcher response and impact on librarians will be performed.

9:51 a.m.

The Journal Publisher Compliance Database: A Comprehensive Response to the National Institutes of Health Public Access Policy Mandate

Tanya Y. Koonce, NLM Biomedical Informatics Research Training Fellow; **Annette M. Williams**, Associate Director, Knowledge Management; **Tracy C. Shields**, Librarian Fellow; **Deborah H. Broadwater**, Assistant Director, Collection Development; **Rachel R. Walden**, Librarian; Eskind Biomedical Library; **Nunzia Bettinsoli Giuse, AHIP, FMLA**, Assistant Vice Chancellor, Knowledge Management, Director, Professor, Eskind Biomedical Library, and Professor, Department of Biomedical Informatics and Department of Medicine; Vanderbilt University Medical Center, Nashville, TN

Objective: To describe how the prompt intervention of a group of proactive academic medical librarians diffused concerns linked with the implementation of the National Institutes of Health (NIH) public access policy by providing the medical center with the necessary tools and knowledge to comply with the mandate.

Project Description: The new NIH public access policy presented a challenge to academic communities as it introduced a new approach to publishing and copyright. By leveraging on its ample expertise in publishing and the publishing industry, as well as a robust digital library infrastructure, the Eskind Biomedical Library (EBL), through a comprehensive and proactive response, eased its adoption as its community embraced it without apprehension. A fully searchable database of over 6,000 health sciences titles and more than 400 publishers was promptly assembled to inform prospective authors on journals' open access requirements as well as publisher's compliance with

the new policy. The database is updated quarterly and links to personalized assistance and training by the library. The promptness of this intervention demonstrated once more to leadership the EBL's critical value to its research community.

Results: Since the inception of the Journal Publisher Compliance Database, the EBL team has engaged in 3 comprehensive updates of the resource records to ensure integrity of the information. Over the course of maintaining the data, the team observed that 15% of 463 publishers represented in the database underwent changes in their compliance status as policies evolved in response to the NIH mandate. Higher usage statistics originating from researchers, information specialists, and office assistants at the time of the database implementation (April 2008) compared with subsequent months clearly demonstrates improved publisher-to-author communication over time. Awareness is key and is maintained through quarterly proactive online sharing.

10:07 a.m.

Developing an Evidence-based Medicine Consultant Service: Measuring the Impact

Heather N. Holmes, AHIP, Information Services Librarian, Medical Library, Summa Health System, Akron, OH

Objective: To gather qualitative data regarding the impact of having an evidence-based medicine (EBM) consultant present during Medicine Rounds.

Methods: An experienced EBM-trained medical librarian was embedded with one of four medicine teams for one month each. Medical teams are composed of one attending physician, two second- or third-year residents, two or three interns, and zero to three medical students; data are being collected from attending and resident physicians only. Participants were asked to complete a written evaluation to express their thoughts about the value and utility of this service in enhancing accessibility to information used for educational or patient care decisions, as well as suggestions to further develop services from the librarian. Data presented here will be used to develop a more quantitative assessment to track the value of this service in promoting physicians' use of evidence. Increasing the use of evidence in the daily practice of medicine has the potential to affect several of the "Six Aims for 21st Century Health Care" set forth by the Institute of Medicine (IOM). In addition, utilizing the tenets of EBM in daily patient care is one of the Accreditation Council for Graduate Medical Education (ACGME) requirements for resident competency.

10:23 a.m.

Vocera: Enhancing Communication Across a Library System

Sarah A. Murphy, Coordinator, Research and Reference Services, Collections, Instruction, and Public Services Department, The Ohio State University Libraries–Columbus

Objective: In fall 2008, The Ohio State University received a Library Services and Technology Act (LSTA) grant to purchase Vocera, a wearable hands-free

communication system. Already deployed in many health care settings, Vocera uses voice-over Internet protocol (VoIP) technology to improve communication and efficiency for mobile workers operating in a campus environment. By implementing Vocera, the OSU Libraries seeks to (1) support patron's active learning needs at their time and place of need, (2) improve question referral accuracy, (3) improve reference and circulation staff efficiency, and (4) demonstrate cost savings as a result of improving internal library communications.

Methods: The evaluation plan designed to study the outputs and outcomes for this project includes a combination of pre- and post-deployment surveys, along with value-stream mapping, to benchmark and improve the time it takes for a patron with an information need to locate a librarian and obtain either an answer to their question or an appropriate referral. Value-stream mapping is a particularly useful tool for identifying the value and non-value-added steps in a process. Additional output data may be gathered through Vocera, including transaction duration and daily, weekly, and monthly system call volumes.

10:39 a.m.

The Health Sciences Library as Experimental Space

Mary Moore, Executive Director; **Suzetta Burrows**, **AHIP**, Director, Library Operations; Louis Calder Memorial Library, Miller School of Medicine, University of Miami, Miami, FL

Objective: Librarians at an academic health sciences center were challenged by the chief administrator to reinvent their library as experimental space. The goals were to increase the use of the physical library by promoting innovation, collaboration, and increased productivity among constituents.

Methods: Librarians used multiple methods to explore the question and inform library redesign: (1) A review of published studies on workplace design to foster productivity and creativity. (2) A study of innovative public spaces, including but not limited to, other libraries. Photographs of outstanding examples were collected. (3) An institutional observational study of how and where people studied and how they used the library. Time-series photographs were collected, and librarians worked with a social anthropologist to help make sense of the observations. (4) Two on-site surveys identified stated needs and requests of clients. In this way, librarians became partners with the users in redesigning the library.

Results: Photographs in this presentation illustrate how the results of the studies guided the redesign of the library. Librarians attempted to adhere to green LEED standards, with emphasis on natural and recycled materials, low emission choices, local manufacturers, and repurposing of materials.

Conclusions: In some cases, library renovations have been led by architects, designers, and project managers whose preconceived notions of how libraries functioned in the past will limit library functionality for the future. In this case, librarians led a user-based,

evidence-based redesign. The result has been an economic, flexible, and socially responsible redesign, with the outcome of substantially increased library use.

Collection Development Section

Vendor Relations: The Good, the Bad, and the Ugly

African American Medical Librarians Alliance SIG

Convention Center: Room 301A

9:30 a.m.

Breaking Down the Barriers of Communications: Vendor Relations

Christine Stamison, Senior Customer Relations Manager, Swets Information Services, Runnemede, NJ; **Dexter Evans**, Sales Representative, H. W. Wilson, Bronx, NY; **Lynn Fortney**, Vice President and Director, Biomedical Division, EBSCO Information Services, Birmingham, AL; **Brenda Curry-Wimberly**, Librarian, Northside Hospital Library, Atlanta, GA; **Joe Swanson Jr.**, Division Head, Computer Systems, Library, Morehouse School of Medicine, Atlanta, GA

Description: Regardless of whether you are a librarian or work for a vendor, the entire negotiations process can be a real challenge. These are times when many librarians and health information professionals are feeling the effects of the economy while still having to address the ever-increasing demands from their users to buy "everything." Yet, every year the library collections budget seems to steadily decrease, while the price of resources constantly increases. Vendor representatives are also under tremendous pressure to sell the latest and greatest products their companies have to offer. Money is definitely a major part of the equation, but both sides see the outcome a little differently. How can both parties come to some sort of commonality and make this a win-win situation for each side? This can be accomplished by being honest and open at the beginning of the negotiations process. The panel will establish an open dialogue that will break down some of the common barriers to communication that tend to slow or disrupt the process of successful resource negotiations.

Dental Section

Health Disparities in Underserved Populations

Public Health/Health Administration Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Convention Center: Room 306A

9:35 a.m.

Student-led Outreach Training to Promote Seniors' Use of Internet Health Resources

Terry Henner, Head, Information and Education Services, Savitt Medical Library, University of Nevada School of Medicine-Reno

Objectives: This paper presents the outcome of a collaborative project between an academic medical library and several community and service agencies to reduce disparities in access to health information experienced by a rapidly growing regional senior population. The project assessed the potential of outreach interventions to increase the skill level of seniors in using the Internet to locate, evaluate, and use beneficial health information resources.

Methods: Utilizing a train-the-trainer model, medical library staff recruited and trained a small cadre of university students who were then assigned to active living communities, rural and urban community senior centers, and senior day use facilities in the region. In a year-long initiative, students presented a series of workshops to reinforce basic computer skills and introduce seniors to strategies for effective navigation of the Internet. Follow-up site visits provided individualized help to locate and evaluate information on wellness, chronic disease, health insurance, medications, and related topics. Outreach training was complemented by the creation of a web gateway designed to be responsive to the unique needs of local seniors. Focus groups and an advisory board drawn from community seniors were employed to guide the development of both website design and workshop content.

Results: Analysis of evaluations indicated a clear shift in self-described skill and confidence levels among the participants. Seniors registered greater satisfaction with health information obtained through Internet searching and increased recognition of the Internet's value in self-managing their health concerns. Findings also highlight the effectiveness of students as trainers in senior populations.

9:55 a.m.

A Health Literacy Awareness Training Program

Patricia W. Martin, InfoPoint Librarian, Health Sciences Library, University of Michigan–Ann Arbor;
Chris Roberts, Executive Director, Washtenaw Literacy, Ypsilanti, MI

Objective: This project had four goals:

- develop a health literacy awareness resources training workshop for literacy and health literacy awareness
- provide health literacy awareness resources training to health providers in underserved areas
- develop a comprehensive health literacy awareness toolkit
- develop a website to disseminate the toolkit, and provide a community forum for further discussion about health literacy issues and sharing of resources

Methods: The Health Sciences Libraries at the University of Michigan received a health disparities subcontract through the National Library of Medicine, National Network of Libraries of Medicine, Greater Midwest Region (NN/LM GMR), to raise awareness of low literacy and to provide resources to address the issue. The libraries partnered with a local literacy agency, a volunteer-based organization providing free literacy instruction customized to the needs of adults throughout the county. The project employed several

educational venues to raise awareness of illiteracy and provided techniques for communicating with patients having literacy challenges. Classes were held for staff in neighborhood-based health clinics and in other health care–related settings, such as the college of pharmacy. Classes were also offered to the campus community. Feedback from attendees informed the development of curriculum and website for sharing the same.

Results: Classes have been taught and feedback gathered, and the resulting curriculum is online via the website at guides.lib.umich.edu/healthliteracy/. The partners continue to look for ways to reach providers with information about illiteracy and its impact on patient health.

10:15 a.m.

Bridging the Gap: Helping Chinese Health Consumers Access Quality Health Information

Ana D. Cleveland, Professor and Director, Health Informatics Program; **Xuequn (Della) Pan**, Co-Instructor and PhD Candidate; **Jodi L. Philbrick**, Assistant Director, Houston Program, and PhD Candidate; School of Library and Information Sciences, University of North Texas–Denton

Objectives:

1. to explore the Chinese population's barriers in accessing and utilizing US health care
2. to identify the Chinese population's difficulties in obtaining quality health information
3. to discuss the role health information professionals played in an outreach project to improve the Chinese population's abilities to access quality health information on the Internet

Methods:

- literature review of the barriers Chinese individuals face in accessing and utilizing the US health care system
- survey of Chinese individuals in Dallas/Fort Worth area to identify their difficulties searching for quality health information and development of a health information outreach project targeted to Chinese individuals

Results: Language, culture, and social economic barriers can affect health services utilization patterns among the Chinese population. Many Chinese individuals are also not familiar with the US health care system. Survey participants reported their difficulties in efficiently searching for health information; understanding the content; and evaluating the validity, accuracy, and authority of health information. Aimed to improve the Chinese population's skills to search for high-quality health information, the outreach project created health pathfinders and conducted training sessions on the use of pathfinders. A large number of Chinese individuals in the Dallas/Fort Worth area were taught how to find and evaluate health information on the Internet.

Conclusions: During the project, health information professionals played an important role in assessing community needs, reaching out communities, and

introducing culturally and linguistically appropriate health information resources.

10:35 a.m.

Health Information Connections for Persons with Disabilities

Deborah L. Lauseng, InfoPoint Services Coordinator; **Anna Ercoli Schnitzer**, Liaison Librarian and Outreach Coordinator; **Marisa Conte**, Clinical and Translational Sciences Liaison; **Patricia W. Martin**, Liaison Librarian; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: The goal of this project is to assess the health information requirements of individuals with disabilities and to address these needs by presenting reliable online health information resources to them through a variety of methods.

Methods: The Health Sciences Libraries, University of Michigan, with a consumer health subcontract through the National Library of Medicine, National Network of Libraries of Medicine, Greater Midwest Region, have established an outreach effort to the population with disabilities in Washtenaw County. Following three successful focus groups, the library staff designed small group instructional sessions, as well as online tutorials, with an emphasis on ease of use, incorporating design features for accessibility for various types of disabilities. Working in conjunction with the Ann Arbor Center for Independent Living and other community partners that serve the local population with disabilities, our instructional focus has been on MedlinePlus, emphasizing Go Local, Clinical Trials, and the National Institutes of Health (NIH) NIHSeniorHealth.

Results: Our findings indicate that people with disabilities have a variety of health information needs. They seek both general and specific health information, including rare conditions, and they are interested in discovering reliable local resources, including health practitioners and support groups. We also addressed the challenge of creating appropriate methods of distributing reliable health information to accommodate the wide range of individual needs in the population with disabilities. Specific results will be shared.

Conclusion: Consumers with disabilities are in need of reliable health information, and they need it in easily accessible formats.

Educational Media and Technologies Section

Resources for Disaster and Remote Access Regions

Corporate Information Services, International Cooperation, Medical Informatics Sections; Library Marketing SIG

Convention Center: Room 301B

9:35 a.m.

The Central American Network of Health and Disaster Information Virtual Libraries: Achievements and Principal Challenges

Ricardo Perez, Regional Information Advisor on Disasters, Pan American Health Organization, Panama City, Panama; **Isabel Lopez**, Director, Regional Disaster Information Center (CRID), San Jose, Costa Rica

Objective: The paper will examine the achievements and the challenges in the creation of a network of health and disasters virtual libraries.

Setting/Participants/Resources: Disaster-related information centres in Central America, supported by the funders

Brief Description: Central American countries have one of the greatest exposure to disasters in the world. The need to support the development of a health and disaster information system was emphasized by the devastation caused by Hurricane Mitch in 1998. The efforts to collect disseminate and share information led to the creation of the organization in 2000.

Results/Outcome: Today, building on the experience and lesson learned with the original network, a greater network of disaster-related information centers continues to develop in Central America, the network. As a result, more than ten countries share web services and information management tools to provide technical and scientific information to health and disasters managers and responders.

9:51 a.m.

Ice in the Icebox: Disaster and Emergency Planning Outreach Workshops at Select Churches

Cynthia L. Henderson, AHIP, Director, Library, Morehouse School of Medicine, Atlanta, GA; **P. J. Grier, AHIP**, Health Sciences Librarian, Lewis B. Flinn Library, Delaware Academy of Medicine–Newark

Objective: This project presented workshops at three churches on disaster and emergency planning to make community participants aware of the need to prepare for a disaster by having a disaster plan and provided training on how to create one.

Methods: The National Library of Medicine's (NLM's) Long Range plan for 2006–2016 includes a recommendation 1.6 that speaks to the establishment of a disaster information management research center. This institution already houses a Regional Coordinating Center for Hurricane Response and believes strongly in preparing people with the information they need to have in the event of a disaster or emergency. Librarians demonstrated through interactive workshops at each church site the use of select NLM databases such as Haz-Map, Household Products Database, ToxTown, TOXMAP, and MedlinePlus. Librarians showed participants where to go for disaster or emergency information, how to create a disaster or emergency plan, and how to share it with relatives not living with them.

Results: The following goal and objectives were met. Goal 1: Participants were made aware of the need to prepare for a disaster by having a disaster plan. Objective 1: 90% of participants were able to identify at least 3 items that are included in the Homeland Securities basic emergency kit.

Objective 2: 100% of participants created an outline of a disaster plan during this workshop.

Objective 3: 100% of participants know where to go for information about disaster planning.

Conclusion: Disaster planning is something that everyone needs to do as individuals, as families, as communities, as citizens, and as people. As we have seen and continue to see, disasters do happen. Libraries are a visible community resource. Community projects such as this one that use libraries and librarians to help to raise awareness and inform participants are particularly essential for the continued well being of all.

10:07 a.m.

Partnering with Ethiopia: How We Are Expanding Clinical Library Services in this Developing World of Eastern Africa

Sandra Kendall, Director, Sidney Liswood Library, Mount Sinai Hospital, Toronto, ON, Canada; **Warren Holder**, Librarian, Information Technology Services, University of Toronto, Toronto, ON, Canada; **Andrew Howard**, Director, Office of International Surgery Medical Director, Trauma Program Associate Professor, Hospital for Sick Children, Toronto, ON, Canada

Objective: To provide and improve access to medical information with the intention of improving patient outcomes in Ethiopia. It is planned that successes implemented in Ethiopia be introduced throughout Eastern Africa.

Methods: Case report of the initial pilot of the Ptolemy Project in Ethiopia followed by participant observation of the information challenges at the Black Lion Hospital in Addis Ababa, Ethiopia. In 2001, the Ptolemy Project (www.ptolemy.ca) was initiated as an international collaboration between the University of Toronto and East African surgical communities. Ptolemy currently provides electronic access to medical literature for surgeons in developing countries. Usage indicates that this project has been fundamental to making improvement to mortality, morbidity, and disability among the poor of Eastern Africa demonstrated by the availability of access to and usage of scientific literature. In 2008, a multidisciplinary team was invited to attend the "International Workshop of PhD Programs" at Addis Ababa University and the Black Lion Hospital. To further the international collaboration and cooperation, the medical librarian was requested to assess the needs and gaps for the provision of clinical library services to this community.

10:23 a.m.

Developing and Implementing an Emergency and Disaster Recovery Plan for a Health Sciences Library

Thomas Singarella, Professor, Chair, and Director; **Richard Nollan**, Associate Professor and Coordinator, Reference and Outreach Services; Health Sciences Library and Biocommunications Center, University of Tennessee Health Science Center–Memphis

Objectives: A description of the process, plan, and future plans will be presented: (1) basic research on disaster recovery plans and a survey of medical

libraries, (2) planning committee and process, (3) disaster recovery plan contents, (4) use and accessibility, and (5) related disaster recovery plan efforts of the National Network of Libraries of Medicine (NN/LM). What happens if there is an emergency or disaster? How can people be protected, collections preserved, and access to vital data maintained? A literature review revealed a paucity of successful disaster recovery plans developed in medical libraries. A brief survey to the Association of Academic Health Sciences Libraries (>114 medical libraries) in 2007 found that only 7 libraries had current disaster recovery plans in place, which we secured and analyzed.

Methods: The Library Disaster Recovery Committee developed a process, policy, template, and plan to ensure effective library operations and communication in the event of a disaster. The plan, which took a year to develop, aims to minimize the damage incurred during an emergency by providing guidelines for a rapid and effective response to an emergency situation.

Results: Our plan consists of two sections: Emergency Procedures and Disaster Response and Recovery Procedures. The plan was approved in late 2007, refined in 2008, and presents detailed information on how to react in case of an emergency or disaster. Since March 2008, our library has participated as a member of the NN/LM Disaster Recovery Planning Task Force, with a representative officially appointed to the Emergency Preparedness Committee of the Regional Advisory Committee of the Southeastern/Atlantic Region, and we will discuss how our library is working with them to coordinate disaster recovery planning and implementation activities, as well as an understanding with a "buddy" medical library in the region to provide reciprocal backup support as needed.

10:39 a.m.

Training Future Health Information Professionals to Manage Disaster Situations

Ana D. Cleveland, Professor and Director, Health Informatics Program; **Jodi L. Philbrick**, Assistant Director, Houston Program, and PhD Candidate; **Tisha Pipes**, Adjunct Faculty and PhD Candidate; School of Library and Information Sciences, University of North Texas–Denton; **Margaret J. Anderson**, Assistant Professor and Social Sciences and Education Librarian, Evans Library, Texas A&M University–College Station

Objectives: The increasing number of disaster situations has created a need for future health information professionals to be educated in the area of disaster management. The objective of the course was to prepare students to handle the complex needs in a wide range of disaster situations. Another objective was to develop a model course that could be incorporated in the curricula of schools of library and information sciences.

Setting: Library and information sciences faculty from two universities collaborated to develop the course.

Participants: Graduate library and information sciences students, mainly specializing in the area of health informatics, enrolled in the course. Teaching faculty included library school faculty and a practicing

librarian with a public health background. Experts in the field of disaster management participated in course lectures and online chats.

Methods: A three-credit-hour semester course was offered in the academic years 2006–2008. The course content included concepts and practical skills in information management in the context of disasters. Special focus was given to these areas:

- information behaviors of populations during and after a disaster
- resources and programs to meet the information needs of populations during and after a disaster
- disaster planning for individuals, families, and libraries

Results: Over fifty graduate students enrolled in the course and reported that the course introduced them to concepts and skills useful to them as future health information professionals who may manage disaster situations. The students rated the course very highly in their evaluations.

Relevant Issues Section

Threatening Fusions: When Ideologues and Demagogues Meet Ideas and Libraries

History of the Health Sciences Section

Convention Center: Room 319A

9:30 a.m.

Threatening Fusions: When Ideologues and Demagogues Meet Ideas and Libraries

Rebecca Knuth, Associate Professor, Department of Information and Computer Science, University of Hawaii–Honolulu

Description: Governments with extreme political agendas cannot allow independent inquiry (so critical to scientific and medical research) and open access to information. They subject libraries to violence or shut them down after starving them of the funding and resources necessary to fulfill their missions. Rebecca Knuth will discuss what happens to libraries under ideologues with emphasis on Hitler's violent destruction of Berlin's Institute for Sexual Science in 1933 and more contemporary attempts by the Bush administration to control scientific research and shut down Environmental Protection Agency libraries.

Research Section

Research Fusion: Integrating Evidence-based Library and Information Practice into the Librarian's Work Life

Hospital Libraries Section; Outreach SIG

Convention Center: Room 304A–B

9:35 a.m.

Trends in Institutional Repositories in Health Sciences Libraries

Thomas Singarella, Professor and Director, Health Sciences Library and Biocommunications Center, University of Tennessee Health Science Center–Memphis; **Paul Schoening**, Associate Dean and Director, The Becker Medical Library, Washington University School of Medicine, St. Louis, MO

Objectives: What are the trends for institutional repository (IR) development in academic health sciences libraries over the past four years? What has worked and what hasn't as medical libraries participate in IRs? What are the challenges?

Methods: Trends are analyzed in IR development in health sciences libraries (HSLs) by comparing surveys that were distributed in 2005, 2006, 2007, and 2008. The subject group is the Association of Academic Health Sciences Libraries (AAHSL) membership consisting of >114 libraries serving accredited US and Canadian medical schools belonging to the Association of American Medical Colleges. The survey instrument was distributed to the entire AAHSL membership. Eight questions included demographic information, IR ownership, kinds of content, length of IR, unique digital objects, percentage of faculty contributing, document management software, technical support, plus comments. Descriptive statistics for each survey category were compiled, including both whole numbers and percentages. A side-by-side comparison between the survey years is presented to illustrate results, observations, and conclusions.

Results: A good response rate (>50%) of library directors completed the survey. Results indicate a slowly increasing effort as HSLs establish IRs, and more plan to do so. Many HSLs are actively involved with IRs on their campus but are early in the development process. Virtually all respondents indicated that few (<10%) of their campus faculty contributed articles to the IR. Bepress and DSpace are the dominant document management software tools used. Additional resources are needed to adequately support the HSL in developing an IR, and most often the impetus is to protect the archives, publications, and research of the institution. The most successful large IR efforts appear to be via the main campus medical library and statewide efforts. Comments are varied and indicate concerns with IR development. Several conclusions will be offered, and comments will be discussed.

9:51 a.m.

The Evidence Behind Current Point-of-care Products: A Citation Analysis

Andrea M. Ketchum, AHIP, Reference Librarian; **Ahlan A. Saleh**, Reference Librarian; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Objective: A comparative analysis of references cited in point-of-care (POC) products.

Methods: Four commonly used POC products—ACP PIER, Clinical Evidence, UpToDate, and FirstCONSULT—will serve as subjects for the study. Fifteen clinical questions will be randomly selected from the National Library of Medicine's Clinical Question Collection of 4,654 questions. A main topic from each question will be extracted and subsequently identified in each POC

product. References will be classified by evidence type and publication date. Data will be documented using spreadsheet and reference management software and then analyzed in chart form to report results. Further analysis of the resources will include examining update schedules and evidence criteria used by the products. We expect the reported data to provide better insight into products with potential for integration into electronic medical records.

10:07 a.m.

Librarian and Faculty Collaboration to Integrate an Information Retrieval and Management Curriculum for Medical Students

Josephine P. G. Tan, Education and Information Consultant, Clinical Sciences, UCSF Library and Center for Knowledge Management, University of California–San Francisco; **Amy Li**, Student, Milpitas High School, Milpitas, CA; **Jessica Muller**, Adjunct Professor, Family and Community Medicine; **H. Carrie Chen**, Associate Clinical Professor, Pediatrics; University of California–San Francisco

Objective: Faculty and academic librarians collaborated to develop and implement a new curriculum to teach and promote information retrieval and management (IRAM) skills to first-year medical students in a problem-based learning (PBL) setting. We expected to see an increase in the students' use of reliable resources, quality of citation formats, and depth of research write-ups of their PBL case studies

Methods: In 2006–2007, we implemented an IRAM skills workshop and librarian visits to PBL small group discussion sessions. Librarians taught students IRAM skills in a hands-on workshop in the library computer classroom timed to coincide with the first PBL case. Librarians visited the PBL small groups for the second and third PBL cases to provide feedback to students and suggested resources and strategies. Librarians introduced IRAM skills to PBL faculty. In 2007–2008, we continued only the skills workshop. Using a scoring rubric that we developed, we assessed the outcome of student application of IRAM skills to PBL learning issues (LI) research questions, across three years: control year, year with workshop only, and year with workshop plus librarian visits. Students completed evaluations of the librarian visits. We compared the quality of students' citations and their research write-ups.

10:23 a.m.

Blending Phone Contacts and Site Visits to Promote Rural Outreach Services: A Randomized Controlled Trial to Assess Usage

Nakia J. Carter, AHIP, Clinical Reference Librarian; **Rick Wallace, AHIP**, Associate Director; **Kefeng (Maylene) Qiu, AHIP**, Clinical Reference Librarian; Quillen College of Medicine Library, East Tennessee State University–Johnson City

Objective: The East Tennessee State University Quillen College of Medicine Library (ETSUQCOML) wanted to determine if the introduction of phone calls to an existing outreach visit increased the usage of the ETSUQCOML's services.

Methods: Eight hospitals and sixteen clinics were chosen to participate. Two site visits were made a month to each participating institution. A total of two phone calls and two emails a month were given to multiple contacts in the hospital or clinic. The hospitals and clinics were randomized to determine which received the phone call intervention. Interlibrary loan statistics and reference search statistics were then analyzed to determine if there was a statistically significant difference. The data were also analyzed to determine if the intervention was more successful in hospitals or clinics.

Results: Librarians learned to what degree email and phone calls could be substituted for personal visits in an outreach service as a means of maintaining it and not experiencing a decline in service requests.

Conclusions: In today's economic times, it is important to maintain services to underserved health care providers but to do it in the most cost effective manner. This study has provided helpful data as to the possibility of substituting less expensive contacts such as emails or phone calls for more expensive ones such as face-to-face visits in order to sustain an outreach service. The authors are looking to extend this project to multiple end-points such as six months, nine months, and one year to determine sustainability.

10:39 a.m.

Measuring Our Success: Assessment of a Library-based Specialized Information Service

Carrie Iwema, Information Specialist, Molecular Biology; **John LaDue**, Knowledge Integration Librarian; **Ansuman Chattopadhyay**, Head, Molecular Biology Information Service; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Objective: In 2002, we created an information service in molecular biology to assist researchers with locating and using bioinformatics databases and software. This service comprises teaching hands-on workshops, offering consultations and integrated classroom instruction, negotiating contracts for licensed resources, and maintaining a website featuring a specialized search tool for bioinformatics-based resources. We now intend to evaluate the service for tangible evidence to corroborate the anecdotal evidence of our success as well as to determine areas for improvement. The results of this study will also help other institutions with the planning of similar programs.

Methods: We previously conducted a usability survey to assist with the development of a second-generation website that has since been implemented. Website activity and licensed tool use is regularly monitored by automated usage statistics. We also solicit comments after our weekly workshops and take note of attendance trends. The next step is to combine the results of these efforts with new feedback gathered from interviews and an online questionnaire. We have previous experience with these assessment methods and anticipate an informative outcome. We plan to use these data to create new workshops, update our

website, market our services, and strengthen the relationship with our users.

Technical Services Section

Fusing Our Organizations: Cooperation, Networking, and Collaborating with New Partners

Health Association Libraries, Leadership and Management Sections; Molecular Biology and Genomics SIG

Convention Center: Room 319B

9:35 a.m.

Empowering Patient Safety Outreach Through Interprofessional Partnerships: Educating Our Communities

Linda Walton, Director, Hardin Library for the Health Sciences, University of Iowa–Iowa City; **Mindwell Egeland**, Director, Patients' Library, University of Iowa Hospitals and Clinics–Iowa City; **Lorri Zipperer**, Cybrarian, Zipperer Project Management, Evanston, IL; **Mary K. Brooks**, Senior Administrative Associate, Clinical Quality Safety Performance and Improvement, University of Iowa Hospitals and Clinics–Iowa City; **Christopher Childs**, Outreach Librarian, Hardin Library for the Health Sciences, University of Iowa–Iowa City

Objective: This paper will report on the value of an interprofessional approach to outreach and how the development of partnerships is essential to providing health information in rural underserved communities where personnel and time is limited.

Methods: Three divisions of the university formed a partnership to provide community outreach: The university hospitals and clinics, the health sciences library, and the college of public health provide information and education programs and services throughout the state. This project involved librarians, public health faculty, and hospital quality-of-care professionals in the development and implementation of a train-the-trainers program for providing patient safety information to consumers. Train-the-trainer sessions were held at four critical access hospitals and the university hospital. Local hospitals and public librarians were invited to serve as hosts for the program and invite members of their community to the program, thus forging a community partnership. Health professionals including pharmacists, nurses, physicians, hospice staff, ministers, and librarians were invited to the programs with an estimated fifteen or more attending each session. Content included an introduction to patient safety, a demonstration of the consumer program on patient safety, and instruction on planning a consumer education session.

9:51 a.m.

Confessions of a New Library Director: Efforts to Integrate the Library into Organization-wide Initiatives

Cynthia K. Robinson, AHIP, Director, George T. Harrell Library, Penn State Milton S. Hershey Medical Center, Hershey, PA

Objective: To discuss the progress made in integrating the library into the broader administrative and decision making structure of the college of medicine (COM) during the first year as director.

Methods: The director is responsible for the management and administration, program development and policy implementation, strategic planning, evaluation, budgeting, and supervision of the library. As a new director, one of the core responsibilities articulated was the need to envision a new approach to the library's relationship with both the COM and the clinical enterprise. Also driving this need was the integration of a simulation laboratory and learning center into existing library space and the transition to a primarily electronic library. To address the profound changes occurring, the library embarked on and completed a five-year strategic plan designed to function as the library's road-map into the future. In addition, we reviewed and rewrote all staff and faculty librarian position descriptions, flattened the organizational structure, implemented a liaison program designed to improve communication and visibility, and began integration of evidence-based medicine training into the COM curriculum.

Results: During this period, the library director systematically met one-on-one with senior leadership, deans, department chairs, and operational directors to establish relationships; was invited to be a member of the academic team, one of four core teams charged with decision making responsibility as it pertains to the academic mission; cochaired the simulation and learning center design/construction committee planning the integration of the simulation lab and renovation of library space; and asked by the vice-dean for educational affairs to chair the Liaison Committee on Medical Education self-study task force committee for educational resources: infrastructure.

Conclusions: The library has been effective in proactively integrating into the organization-wide initiatives as demonstrated by its successes. This paper will highlight approaches, what worked, what didn't, offer useful advice, and report on outcomes.

10:07 a.m.

Coalition for Change

Patricia A. Auflick, Outreach Services Librarian; **Annabelle Nunez**, Information Services Librarian; Arizona Health Sciences Library, University of Arizona–Tucson

Objective: The vision of the Pima County Community Health Task Force is to work toward sustainable, healthy, active, and empowered communities in Pima County.

Abstract: Pima County, Arizona, has a diverse population, with 31.9% Hispanics and 3.6% American Indians, and covers an area of over 9,000 square miles. The challenges in meeting the public health needs of these dispersed and diverse populations are great. Through the vision of the Pima County Board

of Supervisors, the Pima County Health Department and the Pima County Public Library entered into a partnership to improve the health and access to its resources for the residents of the county. This task force expanded to include the college of public health, the health sciences library, the college of nursing, and the National Center of Excellence in Women's Health. The partnership is dedicated to improving the health and quality of life of county residents through collaboration among organizations and community members to develop innovative approaches to community health issues. This paper will discuss the formation and progress of the coalition and its future plans as it builds a model multi-organizational approach to health and health information and promotes best practices that can be emulated throughout the country.

Results: The Pima County Community Health Task Force has worked collaboratively on a number of projects to improve health outcomes for the county including: (1) Get Fit! health fair, (2) college of nursing and public library community assessment, (3) health literacy and community assessment workshops, (4) public health kiosks placed in public libraries, (5) summer health series with noted speakers, and (6) refugee support among other endeavors.

10:23 a.m.

Collaborating across Libraries and Institutions to Illuminate and Preserve Veterinary Gray Literature

Ana G. Ugaz, AHIP, Resources Management Librarian; **Esther E. Carrigan, AHIP**, Associate Dean and Director; **Oliver J. Jaros**, Veterinary Historical Collections Librarian; Medical Sciences Library, Texas A&M University–College Station

Objective: To develop a comprehensive, collaborative plan to collect, ensure access to, and preserve the veterinary gray literature. A significant portion of the literature of veterinary medicine is gray literature. Although three of our national libraries as well as all US veterinary medical libraries cover some portion of the veterinary literature, there is no comprehensive plan.

Methods: *Focus Group:* In September 2007, seven veterinary librarians from across the United States met for a three-day session to discuss issues surrounding the veterinary gray literature, brainstorm ideas of potential remedies, and create the beginnings of an action plan. This group of librarians represented several different academic veterinary libraries and the American Veterinary Medical Association (AVMA). They now function as the steering group for this cooperative venture that will extend beyond the United States

to reach all international libraries serving veterinary schools accredited by the AVMA.

Survey: In March 2008, a survey on veterinary collection practices, emphasizing archives and gray literature handling, was sent to librarians at all AVMA accredited schools of veterinary medicine. Response rate for survey completion was nearly 75%.

Results: Created and began implementation of an action plan based on focus group and survey data. Elements of the plan include identify new partners and collaborators, acquire external funding, communicate widely and make disciples, coordinate preservation or digitization projects that leverage institutional repositories of participant institutions. The current environment, with increasing opportunities for digitization of information resources and the growth of institutional repositories in universities, provides the foundation and potential solution for enhancing access and preservation of veterinary gray literature.

10:39 a.m.

Forming a Solid Foundation for Patient Education Through Collaboration

Cindy J. Westley, Director, Patient and Family Education, Medical Center-Nursing Governance Office, University of Virginia Health System–Charlottesville; **Kelly K. Near**, Outreach Librarian, Claude Moore Health Sciences Library, University of Virginia–Charlottesville; **Laura T. Humbertson**, Coordinator, Patient and Family Education, University of Virginia Health System–Charlottesville

Objective: Describe the process of developing a collaborative approach to patient and family education at an academic medical center

Methods: During a three-year period, the authors collaborated on an expanded model of patient and family education at an academic medical center. During the first year, activities included a multidisciplinary retreat to assess patient education needs and develop outcome measures for actions taken. During the second year, an online "Patient Education Repository" was created as a central source for locally developed educational materials. Also, two authors attended a library-sponsored technology "boot camp" and then worked with clinicians to create DVDs demonstrating discharge skills for patients. In the third year, the authors concentrated on the impact of culture and health literacy on effective patient education. They developed an "Effective Health Communication" computer-based learning module that was mandatory for all hospital staff, a toolkit of resources for hospital units, and a website hosted by the library.

International Posters

Sunday, May 17, 2:30 p.m.–3:30 p.m.

2

East-West Medicine Pilot Project at the University of California–Los Angeles: Exploring a New Model for Integrative Medical Information Services

Weiyu Fan, Researcher/Professor, Library of China Academy of Chinese Medical Sciences, Institute of Information on Traditional Chinese Medicine, China Academy of Chinese Medical Sciences, Beijing, China; **Tania Baryn, AHIP**, Associate Director, Public Services; **Judy Conales**, Director; Louise M. Darling Biomedical Library; **Ka-Kit Hui**, Director/Professor, Center for East-West Medicine, the David Geffen School of Medicine; University of California–Los Angeles

Objective: This poster will demonstrate the potential of integrating Chinese medicine and Western medicine and describe a pilot project among the University of California–Los Angeles (UCLA) Center for East-West Medicine, the Louise M. Darling Biomedical Library, and China Academy of Chinese Medical Sciences. The aim of this poster is to present a new model to provide evidence-based clinical information services to integrate Chinese medicine and Western medicine databases into clinical and research practice.

Methods: This poster will showcase a structural summary of the East-West medicine pilot project at UCLA. The methods for this study include content creation, dataset/website design, and a pilot study. Content creation consists of evidence-based information review and expert comments. For each topic, a librarian provides an up-to-date structural summary with evidence-based information review, and an expert's comment is provided for the literature search. Detailed methodology including selecting Chinese and Western medicine information resources, search strategies, literature selection, process of data extraction and review, translation criteria, standards for structural summaries, and experts comments will be discussed. A pilot trial of one topic was conducted to test the model. Feedback to the trial from users was obtained.

Results: Three major topics are selected based on the results from user interviews. The resources selected for this pilot included: four Chinese medicine databases and nine Western medicine databases, as well as thirty-seven journals focusing on integrative medicine. Criterion for search strategies, literature selection, process of data extraction and review, translation, structural summaries, and expert comments writing were drafted. Both a dataset and a website were designed. A pilot trial on female infertility was tested using the methods and set criteria.

Conclusions: This new program intends to establish a new collaboration and enhance existing collaborations between medical librarians and faculty expert in East-West medicine with the primary goal of strengthening clinicians' ability to effectively access, evaluate, and use Chinese and Western medical information at UCLA. More detailed studies should be done to improve the model.

3

Web-accessible Medical Literature Database Use of Japanese Health Care Professionals: Analysis Based on Log Information of Ichu-Shi Web

Mami Matsuda, Deputy/General Manager, Database Management Division; **Toshinori Kurosawa**, Deputy Chief, Electronic Publishing Section, Database Management Division; **Minoru Ikusaki**, Indexing Section, Bibliographic Services Division; **Atsutake Nozoe**, Technical Consultant and Professor Emeritus; Japan Medical Abstracts Society, Sugunami-Ku, Tokyo, Japan

Objective: Ichu-Shi Web is Japanese medical literature database service most frequently used by physicians and other health care professionals in Japan. It has been provided to about 2,000 corporate customers, such as medical colleges and hospitals. The purpose of this study is to analyze log information of Ichu-Shi Web users and thus reveal domestic medical literature database use behavior of health care professionals in Japan.

Methods: The access information was extracted from log files stored on the Ichu-Shi Web server. Then, daily and yearly distribution of log-ins, and the number of click-on the links to electronic journals and to the regional system's online public access catalog (OPAC) or Link Resolver were analyzed. The information regarding optional settings such as linkage to OPAC or Link Resolver, which are customized by each users' organization, was also obtained and examined.

Results: Log-ins have been increasing in number yearly. The average weekday number of log-ins was approximately 14,000. Daily and yearly distribution of log-ins were examined on a sectoral basis: (A) research and educational institutions such as medical colleges, (B) hospitals, (C) for-profit companies such as pharmaceutical companies, and (D) others. Log-ins from (A) for 2008 showed a distinct bimodal distribution with peaks in May/June and October. The other 3 sectors had much less seasonal fluctuation. The number of daily log-ins from (A) reached its peak at 4:00 p.m., with a nearly bell-shaped curve distribution and a remarkable drop at 12:00 p.m. (B), (C), and (D) varied less greatly during the daytime. The number of daily clicks for electronic journal articles and links to the OPAC or Link Resolver were around 13,000 and 8,000, respectively.

Conclusions: Analysis of the Ichu-Shi Web log information showed that the Japanese health care professionals' medical literature database use behavior varied depending on their affiliations. They made active use of the link to electronic journals in the database. It suggests that more domestic medical journals should be made electronically available.

4

Impact of the New Space on Services and User Expectations in a Medical University Library

Ioana Robu, Library Director, Valeriu Bologa Central Library, Iuliu Hatieganu University of Medicine and Pharmacy, Cluj, Romania

Objective: On October 1, 2008, Cluj Medical University Library opened a new building designed and built for

this purpose. The main objective of this poster is to present the impact of the new space on the services and expectations since the inauguration and the first lessons learned regarding the relationship between physical space and the role of the library in the electronic environment.

Methods: It is the first time that the library has benefited from a “dedicated” space. The Cluj Medical University is the patron institution, with over 7,000 students and 800 academic staff. The present study is based on the consensus and non-consensus statements of the “Library as Place: Results of a Delphi Study” by Ludwig and Starr, which was also taken into account at the design stage. For the past four months, usage statistics, usage patterns, and responses of direct interviews of users were collected and correlated with library physical and electronic collections. Levels of noise and preferred versus non-preferred library places were also surveyed. Based on these data, we assessed which library services were most valued and what adjustments should be made. Floor plans and pictures are included.

Results: Visits to the library, seat occupation, and resource usage have increased dramatically compared to last year. Lending statistics have remained roughly the same. Overall awareness of library services, especially electronic resources, has also significantly increased. Floor librarians are less busy with circulating documents; instead, they are asked for counseling and instruction with electronic databases. Silent areas are less in demand than socializing areas. In fact, we have been asked to create an area where soft drinks, coffee, and discussion are allowed. The library has rapidly become a symbol of the university, which became much advertised by the mass media.

Conclusions: Library space remains of paramount importance for the optimal functioning of a medical library. If designed in accordance with the present (and future) needs and trends, it enhances user awareness of its services and brings the librarians’ skills and competencies to the forefront. The teaching/instructional services and socializing function have been found to be the most notable changes since moving to the new location.

5

How They “Change”: Health Information Consumers in Japan

Yukiko Sakai, Associate Manager/Doctoral Student, Shinanomachi Media Center, Kitasato Memorial Medical Library; **Chihiro Kunimoto**, Doctoral Student/Research Assistant, School of Library and Information Science; **Keiko Kurata**, Professor, Faculty of Letters; Keio University, Tokyo, Japan

Objective: The purpose of this study is to investigate both the health care consumers’ needs for information and their information-seeking behavior in Japan. We then compare these results with the results of similar surveys administered in Japan in 2000 and 2001 and in the United States in 2006.

Methods: We administered a questionnaire to approximately 1,200 individuals in Japan between the

ages of 15 and 79 in a randomized, population-based, door-to-door survey. We selected the respondents by using a commercial survey service that created a demographic sample based on residential region, city size, gender, and age. We administered a survey consisting of 7 questions relating to their experiences with health information seeking and the details of that experience. We included questions about health topics, information sources, effects of the information on respondents’ emotions and behavior, and willingness of the respondents to read clinical articles published in academic or professional journals. We present the preliminary results below. We will follow up these results with ongoing further analysis that will be presented at the poster session.

Results: Our preliminary results indicated that slightly more than half (51.9%) of the participants had experience seeking health information during the last 2 years. Our analysis found that most seekers searched for information on a “specific disease” (77.0%). The results showed that “asking physicians” (53.6%) is still respondents’ first choice as an information source, while the “Internet” (42.8%) gained greater popularity as a resource compared to the results of the earlier Japanese survey from 2000 (10%). Unexpectedly, half of the participants responded that they were willing to read clinical articles when they are written in the Japanese language (48.9%).

Conclusions: The evidence indicates that Japanese health care consumers are seeking health information in a proactive manner and in greater numbers than in previous years. These consumers feel empowered by the information they have accessed and would like to read clinical research in their native language.

6

Navigating the Seas of Change: A Small Hospital Library Becomes a Worldwide Seller of Specialized Health Resources

Eva Veres, Manager, Library, Learning Technologies, and Services; **Valeria Gallo-Stampino**, Coordinator, Library and Bookstore; Family Resource Library; Children’s & Women’s Health Centre of British Columbia–Vancouver, Canada

Objective: Canadian hospital libraries have traditionally not considered income-producing activities a function of their organizations. As health care costs increase—and cuts have become a reality—how can a library contribute to the organization’s costs of providing patients and families and their caregivers access to the information they need?

Methods: Family Resource Library (located at the Children’s & Women’s Health Centre of British Columbia) is a free lending library serving the province of British Columbia. To ensure continuation of this service, the librarian capitalized on a web-based catalog project by creating the C&W Bookstore. By sharing infrastructure, staff, and operational costs, the bookstore and library have been able to support not only patients and families seeking to purchase or borrow consumer health materials, but also the hospital staff needing avenues to disseminate clinical

resources that they have created to help other health professionals worldwide. Working closely with the information technology and finance departments, the C&W Bookstore created an online presence that attracts buyers from around the world for materials previously available only in-house. The librarian's role also now includes negotiation of license/copyright agreements to make educational resources available in other jurisdictions.

Results: Now in its 6th year of operation, C&W Bookstore sales are producing revenues for the organization in excess of \$100,000 (gross) per year. Not only is the bookstore financially self-sufficient, but income contributes to the librarian's salary as well as enabling hospital authors to recover costs associated with the production of their clinical resources. Providing such a service unavailable at any other Canadian hospital has raised the profile of the Family Resource Library and the role of the librarian in the hospital community and has ensured the library's continuity in the face of cutbacks.

Conclusions: Revenue generation activities are a source of funding for hospital libraries. By sharing a digital and physical infrastructure, the C&W Bookstore/Family Resource Library contributes to the cost of sustaining a service that provides access to clinical and consumer health information and provides an outlet for resources created by hospital staff and physicians.

8

What Do Patients Really Want? A Survey of Users of a Learning Center in a Japanese Hospital

Harumi Oikawa, Librarian, Medical Library, St. Luke's International Hospital, Chuo-ku, Tokyo, Japan

Objective: There are about 100 learning centers in Japanese hospitals. A learning center at St. Luke's International Hospital opened in November 1999. The users can use medical books, journals, and Internet services provided at the center. As a result of the patient satisfaction survey in 2005, the satisfaction rating of the learning center was 51%; the dissatisfaction rating was 12%. What do patients really want? What materials do they use?

Methods: Setting: Learning center in a Japanese general hospital setting.

Participants: Outpatients, inpatients, and their families using the learning center.

Design: (1) Questionnaire-based user study in July 2006; 163 users were answered (outpatients and their families: 138, inpatients: 6, others: 19). (2) Analysis of daily report in 2008.

Results: We have expanded our service as follows based on the user study and the data of our daily report. They requested extension of open hours, more materials, and computers. In May 2007, we have extended open hours to accommodate these needs. We budget for enriching the quality and quantity of collection of medical books. They want to check out materials, so we started a lending service for outpatient and their families. Recently, the number of Internet users has increased, so we should plan to increase the number of computers. The number of users has

increased every year. In 2008, the result of the patient satisfaction survey, the satisfaction rating of the learning center was 59%; the dissatisfaction rating was 4%.

Conclusions: Patients using the learning center in a Japanese hospital have wanted to access various materials whenever they want. Based on the user's request, we have expanded our service. According to the results, the satisfaction rating of the learning center has increased.

9

Exploring the Information Needs in Japanese Medical University Library

Yamashita Yumi, Librarian, Library, Kyoto Prefectural University of Medicine, Kyoto, Japan

Objective: The objectives are to identify and analyze the availability and information needs of library websites and online resources and develop the results into the new year's program of seminars in the library.

Methods: Library staff collected data from students or faculties of Kyoto Prefectural University of Medicine (KPUM) for three weeks. Using a list of five questions, library staff interviewed at the circulation counter of the library:

1. Which part of the KPUM websites do you use?
2. Do you have online resources that you think are hard to use?
3. Do you want to go to seminars where you can learn any resources?
4. Which are the useful manuals on websites, paper manuals, and seminars?
5. Are you satisfied this library? Do you have a request for library's facilities or opening hours, etc.?

Results: The online public access catalog (OPAC), PubMed, and Ichu-Shi Web (Japanese medical database) are often-used in KPUM students and faculties. They would like to improve ability to search PubMed in detail. Most of them have time to attend seminars after 5 p.m. They would like to use manuals on websites rather than paper manuals and seminars. They hope library's opening hours is extended.

10

Improving Access to Reports of Randomized Controlled Trials by Searching EMBASE

Carol Lefebvre, Senior Information Specialist; **Anne Eisinga**, Information Specialist; **Sarah Chapman**, Assistant Information Specialist; UK Cochrane Center, Oxford, United Kingdom

Objective: Randomized trials are an essential component in systematic reviews of effectiveness. The objectives of this study were to identify reports of randomized trials in EMBASE that were not already indexed as trials in MEDLINE and to make these reports easily accessible by including them in the Cochrane Central Register of Controlled Trials (CENTRAL) in The Cochrane Library, with the permission of Elsevier, the publishers of EMBASE.

Methods: A highly sensitive search strategy was designed for EMBASE based on free-text and thesaurus terms that occurred frequently in the titles, abstracts,

and/or Emtree terms of reports of trials indexed in EMBASE. This search strategy was run against EMBASE from 1980–2007 (1974–2007 for four of the terms), and records retrieved by the search, which were not already indexed as randomized trials in MEDLINE, were downloaded from EMBASE, printed, and read. A language of publication analysis was conducted for 2005 and 2007.

Results: Twenty-two search terms were used (including 9 that were later rejected due to poor cumulative precision). Approximately 400,000 records were downloaded and scanned, and more than 90,000 reports of trials were identified that were not already indexed as randomized trials in MEDLINE at the time of the EMBASE search. A language analysis for the sample year 2005 indicated that, of the 18,427 reports indexed as randomized trials in MEDLINE, 959 (5%) were in languages other than English. The EMBASE search identified an additional 658 reports in languages other than English, of which the highest number were in Chinese (320). The language analysis for 2007 is underway and will be reported in the poster.

Conclusions: Access to reports of trials in EMBASE has been greatly improved by including these records in the CENTRAL in The Cochrane Library, which is available free of charge at the point of use in many countries worldwide through national provisions, to all residents of countries in the World Bank's list of low-income economies and through the HINARI and INASP initiatives.

11

Small Group Learning Course of Medical Terminology with Medical Subject Headings

Shinichi Abe, Reference Librarian, Academic Information Center, Jikei University School of Medicine, Tokyo, Japan

Objective: In Japan, most medical librarians do not learn medical knowledge in their student years. The thesaurus kenkyukai, a medical librarians' study group, has held meetings to study the Medical Subject Headings (MeSH) and other thesauri for about thirty years. Studying of MeSH, revised annually, is learning of medical terminology. Many demands of medical terminology seminar were sent from other librarians.

Methods: We held a medical terminology learning course twice, the first from December 2003 to June 2005 and the second from October 2005 to November 2006. The learning course was held in a medical school in Tokyo. The first was held Saturday afternoons every three months. The second was held monthly on weekday nights. An average of twenty participated in the first, and the second had about ten participants. Many medical librarians participated, and there was participation from some information companies, too. The field of studying was based on the categories of MeSH.

Results: The participation application for learning course exceeded capacity. Questionnaire investigation after the course showed that following points were good.

1. drill for review of learning points

2. commentary with audiovisual materials
3. studying in a small group
4. various reference materials
5. cheap participation fee

Conclusions: It was effective to use MeSH for study of medical terminology. By different holding times, there were different participants. We received complaints from librarians living elsewhere than Tokyo that they cannot participate due to geographical limitation. Now we are preparing a self-study program for medical terminology through the Internet.

12

Chasing the Sun: An Out-of-hours Virtual Reference Service for Health Professionals

Mary Peterson, Deputy, Library Services, Royal Adelaide Hospital/Institute of Medical and Veterinary Science, Adelaide, Australia

Objective: The aim of Chasing the Sun (CTS) is to put clinicians in contact with a librarian in a cost-effective manner when help is required in using information resources after normal library hours.

Methods: Most hospital-based health professionals have online access to a collection of bibliographic databases and full-text products via their library services. These databases are available on a 24-hour, 7-days-a-week basis. This out-of-business hours access, while a positive feature, becomes problematic if expert help is needed to use the resources or to perform a search outside of normal business hours. The CTS service takes advantage of global time differences between countries to offer out-of-hours librarian support for clinicians. Librarians in one country provide after-hours reference support for the other country during their working hours. Such out-of-hours support is provided with the lowest possible cost for participating libraries. The service provides real-time chat sessions between health professionals and librarians of participating institutions. The software used is OCLCs QuestionPoint, and CTS operates as a closed group. Several member libraries have also elected to have the software enabled for them to provide a daytime virtual reference service that switches to the CTS service after-hours.

Results: The initial participants in the CTS service are twenty-one health libraries across Australia and eleven National Health Service Trusts in the United Kingdom. Interest in the service has been shown by health libraries in New Zealand and Canada. A local virtual reference service is currently provided by six Australian health libraries and is being implemented by one library in the United Kingdom, with another two trialing it.

Conclusions: CTS provides health benefits to the wider community by assisting clinicians in their use of information resources to ensure the best evidence-based decisions are made regarding the care of their patients to provide the best possible outcome. This service is the first of its kind between health libraries in the world and offers potential for future worldwide expansion.

Poster Session 1

Sunday, May 17, 2:30 p.m.–3:30 p.m.

1

Future Impact: Conversion to a Near-total Electronic Library

Virginia A. Lingle, AHIP, Librarian, Collection Access and Development; **Cynthia K. Robinson, AHIP**, Director; **Seamus Carmichael**, Library Staff; **Leona Charles**, Library Staff; **Sharon Daugherty**, Library Staff; **Elaine Julian**, Library Staff; **Patricia Kline**, Library Staff; **Robin Long**, Library Staff; **Virginia Miller**, Library Staff; **Mae Risser**, Library Staff; Harrell Library - H127, Penn State University College of Medicine, Hershey, PA

Objective: Many health sciences libraries have been gradually converting print collections to electronic formats. In 2008, our library removed over 80% of the print journal collection and more than 20% of the print book collection to make space for a computer simulation facility for our school of medicine. The expectation is that our users will make a fairly seamless transition to such a dramatic culture shift in the library. Will we be correct in our assumption?

Methods: This poster will highlight the effort that had been done to prepare for this dramatic change: from developing documentation to show the value of the collection, to conducting detailed usage analyses, to making the best case for buying electronic backfiles, to establishing processes and criteria for retention or removal of titles, to working with other agencies for disposal, plus the challenges of physical logistics and collection holdings maintenance in multiple systems. Also highlighted will be the changes in policies, services, and staff workflow that were implemented to facilitate a mostly electronic collection and still maintain a library presence in our organization. Did we anticipate user needs correctly? Were there any surprises that would be helpful for other libraries?

Results: The determination to downsize the print journal collection due to the reallocation of library space for a computer simulation/objective structured clinical examination (OSCE) testing multipurpose center was followed by an extended period of time with no construction until adequate funding was found for the project. In that 2-year period, the library staff conducted a thorough analysis of collection use, duplication with the main campus, and cost of replacement with electronic backfiles. A resulting criteria hierarchy was used to systematically determine volumes to discard, to send to offsite storage, to ship to other libraries, and to retain, reducing the collection from 14,000 to 3,000 linear feet. In addition, policies and systems were improved to better facilitate document delivery options for our users. With the remaining print collection relocated to compact shelving on site, most of the complaints were due to changes in the physical environment rather than to the lack of access to content.

4

Impact of Online Journals on Citations Patterns of Health Sciences Faculty

Sandra L. De Groot, AHIP, Assistant Health Sciences Librarian, Library of the Health Sciences-Peoria, University Illinois-Chicago, Peoria, IL; **Felicia Barrett**, Assistant Health Sciences Librarian, Library of the Health Sciences-Rockford, University Illinois-Chicago, Rockford, IL

Objective: To determine the impact of online journals on the citation patterns of health sciences faculty, journal citation patterns before and after the introduction of online journals will be examined to assess: are faculty more likely to cite journals available online rather than those only in print, and are faculty less likely to cite older journal issues when only recent issues are available online?

Methods: To examine the impact of online journals on faculty citation patterns, a retrospective, longitudinal study will be conducted. Searches by author affiliation will be performed in Web of Science to find faculty authored articles in the colleges of nursing, dentistry, and pharmacy at the study institution. Searches will be conducted for years: 1996, 1999, 2002, 2005, and 2008. Years 1996 and 1999 will establish a pattern of journal citing prior to the introduction of online journals; 2002 to 2008 will determine if changes in citing patterns occurred after online journals were introduced. Cited references from each article will be recorded and entered into a spreadsheet. Cited journals will be separated into four categories based on availability at the study institution: print only, print and online, online only, and not owned.

Results: Previous research has shown that as online journal use increases, journal use in the print collections of libraries decreases. Preliminary results of this study confirm researchers are more likely to limit the resources consulted and cited for research to those journals available online rather than those in print only. Journals available only in print were cited less in 2008 compared to 1996; journals available online were cited more in 2008 compared to 1996. In general, the overall number of articles cited each year continued to increase.

Conclusions: Further investigation is required to determine if pertinent information available only in print is missed with reliance on electronic collections. Finding ways to increase access to the print collection may be needed.

7

Using Journal Usage Studies to Assess the Journal Collection

Jie Li, AHIP, Assistant Director, Collection Management; **Robert M. Britton**, Electronic Resources/Collection Development Librarian; **Judy Burnham, AHIP**, Director; Biomedical Library, University of South Alabama-Mobile

Objective: The purpose of this study is to use various journal usage study methods to evaluate the University of South Alabama Biomedical Library's journal collection. Data collected will help develop a collection

that will be more cost effective and better meet the needs of faculty, researchers, clinicians, and students.

Methods: Statistics analyzed include individual print and electronic journal cost-per-use and download percentages from electronic full-text journal packages. Statistics on journals with faculty publications and journals with articles cited in faculty publication were also analyzed. Journal citation and performance data, such as impact factors, have also been used, and large publisher online journal packages that are licensed through consortia arrangement have also been compared. Interlibrary loan request statistics have been examined for those journals that have been borrowed more than five times. Journal usage pattern by faculty who consistently have successful external funding were also analyzed.

Results: The journal cost-per-use study identifies journal usage patterns, which helps decision making on retaining heavily used journals and cancelling lesser used journals. Comparison of full-text journal packages identifies average cost of journal, average cost per article download, and percentage of usage of each package. This identifies the most and least cost-effective packages. Citation analysis spots journals with faculty publications and journals that faculty members use for their references, thus helping the library identify heavily used journals.

Discussion: Comprehensive methods for journal usage study presents a better picture on the journal use pattern by faculty, hence helping libraries make decisions on which individual journals or journal packages to keep and which to cut. Specialty journals essential to faculty and journals used by faculty to bring external funding to the institution should be considered. Statistics on interlibrary loan requests need also to be taken into consideration.

10

Red, Yellow, Green: A Simple System for Collaborative Weeding of a Reference Collection

Theresa S. Arndt, Associate Director, Research and Instructional Services; **Maureen O. Dermott**, Assistant Director, Access Services; **Amelia Brunskill**, Liaison Librarian, Sciences; Waidner-Spahr Library, Dickinson College, Carlisle, PA

Objective: Our 12,000 title print reference collection was long overdue for review. Without librarian subject experts for every discipline, we needed a collaborative review system to take advantage of collective knowledge and assure everyone had input. We also needed an efficient system for completing the weeding and shifting within a small window of relatively slow activity in our academic year cycle.

Methods: Our project plan incorporated individual and collective responsibility and accountability. A spreadsheet by call number was created with individual librarians assigned or volunteering to do a first review of each section and flag items using a simple color-coded system. The flags were red for withdraw, yellow for further research needed, and green for send to circulating stacks. Flagged items were brought to our office area, and each librarian reviewed them within

two work days. Any librarian could override the initial flag by simply reflagging any item. To avoid lengthy debate, we decided that if even one librarian wished to keep an item in reference or in the stacks, the item would remain in the collection. An acquisitions staffer did initial research on items flagged yellow (for example, to check for a more recent edition or an online equivalent).

Results: In just 2 months, we were able to review our entire print reference collection, something which had not been done for many years. The collection size went from over 12,000 to approximately 8,500 titles, a 30% reduction. One-third of stack ranges were removed. Library space was gained for additional public computers and exhibit space. The quality of collection was improved by removing out-of-date and no longer relevant materials. Reference librarians gained familiarity with the contents of the reference collection. Teamwork was fostered across library divisions as staff from reference services, technical processing, and access services were involved in various stages of the project. We have a simple, practical process for collection review that we can use for other parts of the collection.

13

A Really Simple Electronic Book List: Generating a User-friendly, Alphabetic List of Selected Clinical Electronic Books with RSS and SimpleXML

Wendy Wu, Information Services Librarian, Shiffman Medical Library; **Joshua Neds-Fox**, Web Librarian, WSU University Libraries; **Linda A. Draper**, Information Services Librarian; **Sandra I. Martin**, **AHIP**, Interim Director; Shiffman Medical Library; Wayne State University, Detroit, MI

Objective: To respond to library patrons' requests for an easy-to-use electronic book list on the library's home page, we created a dynamic alphabetical list of selected clinical e-books generated from catalog records of e-books licensed through a variety of aggregated databases. The e-list supplements searching the online catalog by providing an alternate interface with extra access features.

Methods: Many integrated library systems, including WebPAC PRO from Innovative Interfaces, Inc. (III), now offer really simple syndication (RSS) feeds of data from the catalog, including custom queries. Because RSS is in extensible markup language (XML), PHP 5's native SimpleXML gives developers a quick and painless way to manipulate these feeds. Using III to create an RSS feed of clinical e-books from a custom query, we then processed the RSS with SimpleXML to create an alphabetical e-book title list with quick links to each section (A-Z). The list can also be sorted by ISBN, so e-books can be accessed in reverse chronological order quickly from hundreds of titles. III's RSS feed automates the updating of new items; PHP 5 and SimpleXML automate sorting the titles and adding navigation aids.

Results: The time-saving method using RSS feeds and SimpleXML gives users a list of the most current clinical e-books and offers the option of a subscription

to RSS for automatic notification when new books are added. This e-book list requires little maintenance and provides quick access to individual titles. The poster displays tips on how to create an RSS feed-based list, advantages, disadvantages, and our preliminary usage statistics.

16

Getting Wiki with It: A Wiki as a Website for Regional Health System Libraries

Michelle Kraft, AHIP, Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH

Objective: This poster will examine the use of a wiki to serve as an appropriate means for providing employees of a large regional health system access to library resources on and off campus. The eight hospitals in the system are served by five libraries and one resource center.

Brief Description: The intranet design and navigational hierarchy make it difficult for employees to easily find the libraries' pages. Many of these pages are updated by the hospitals' information technology (IT) department staff, not the librarians. Library patrons have access to some of these resources off campus; however, none of the libraries have an Internet site listing or providing access to these resources. A wiki was chosen for its ease of use, serving both on and off campus patrons and taking the place of the libraries' intranet sites. Updates will be made by the librarians, and they will work with the hospitals' IT departments to delete previous versions of the libraries' intranet pages and provide a link to the wiki instead. Success of the wiki will be determined by anecdotal as well as statistical information from librarians' and patrons' experiences and from Google Analytics.

Results: Initial results from the pilot-test hospital library were encouraging. The librarian presented the wiki to doctors at several electronic resource education classes. Doctors attending the classes were very pleased with the wiki. During the pilot-test, the site had over 380 hits. Most users (79.74%) accessed the site directly, while others accessed the site from referring sites (14.79%) and from search engines (5.47%). Once the link to the wiki is on institution's intranet site, the number of users accessing the site from referring sites will most likely increase. Most of the visitors accessed the wiki from the test hospital's domain, therefore it is difficult to determine the validity of usage statistics for "Returning Visitors" and "New Visitors." Results indicate a wiki can serve as an appropriate and effective means for providing employees of a large regional health system access to library resources on and off campus.

19

Don't Go It Alone: Librarians Collaborating with Health Care Practitioners to Develop a Portal Optimized for Use in Clinical Practice

Lauren Maggio, AHIP, Medical Education Librarian; **Ryan Max Steinberg**, Knowledge Integration Programmer/Architect; **Richard Zwies**, Web

Production Specialist; **Olya Gary**, Media Developer; **Christopher Stave**, Information Services Librarian; **Marilyn L. Tinsley**, Information Services Librarian; **Sandra Brekke**, Director, Access Services; **Heidi Heilemann, AHIP**, Director; **Keith Posley**, Chief Clinical Informationist; Lane Library, Stanford University School of Medicine, Palo Alto, CA

Objective: In 2008, librarians at an academic medical center initiated the redesign of the library's online clinical portal, which was designed to provide health care professionals quick access to clinical information. This project seeks to highlight the librarians' efforts to collaborate with a broad range of health care practitioners to redesign this clinical portal.

Methods: In 2007, the clinical portal was viewed by 28,479 users. Although heavily used, the clinical portal, which had not been significantly updated since 2006, required upgrading to better support evidence-based practice (EBP). In preparation for redesign, librarians collaborated with a group of health care professionals, including an EBP expert, to leverage clinical expertise in designing a survey to better understand portal usage and to identify key information resources, especially those supporting EBP. The jointly created survey was distributed to medical center affiliates, and with the help of the initial health care professional team, the collected data were analyzed and applied to upgrading the clinical portal. Following the introduction of the upgraded portal, librarians collected usage data over a 2-month period in 2009 for comparison with usage data collected in the same period in 2008 to determine any increased portal use.

25

An Innovative Clinical Information Portal

Barbara A. Epstein, AHIP, Director; **Nancy H. Tannery**, Associate Director, User Services; **Charles B. Wessel**, Head, Hospital Services; **Frances Yarger**, Assistant Director, Computer Services; **John LaDue**, Knowledge Integration Librarian; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Objective: Libraries provide clinicians with a wide array of resources to locate information, but users are often confused or unaware of the information sources available to them. A tab-based search portal focused on full-text clinical "answer tools" was developed to help clinicians find the information they need and to promote easy access to many resources through a common search interface.

Methods: The focal point is a search box with subject tabs to provide quick access to designated full-text information resources. Each subject tab offers a federated search of a different pool of resources. Subject tabs included in the clinical resource portal include Diagnosis, Diseases, Drugs, EBM, and Patient Ed. Resources searched include both proprietary licensed information tools and freely available websites with OpenURL architecture. Search results are organized "on the fly" into meaningful categories using clustering technology from Vivisimo. The results are directly accessible from the portal. The portal has

been embedded in the health system's electronic health record.

Note: A companion paper was also submitted for presentation at this meeting. This paper describes the planning process and does not duplicate the poster.

28

Solo Librarian and Outreach to Hospital Staff Using Web 2.0 Technologies

Rebecca Landau, Librarian, Health Sciences Library, Penn Presbyterian Medical Center, Philadelphia, PA

Objective: The health sciences library, staffed by a part-time solo librarian, serves physicians, staff, and students in a 333-bed hospital. The goal was to implement web technologies requiring low maintenance that extend library services beyond the confines of the hospital intranet.

Methods: The librarian contacted individual departments to learn needs. Delicious, the social bookmarking tool, and really simple syndication (RSS) feeds on Bloglines were determined to be able to extend information available on the library intranet for users when outside of the hospital. The health sciences library has an internal website. Nurses said that they begin their research from "Nurses' Corner," a page with internal and external nursing resources on the library's site. A public account on Delicious was created for the nurses. Publicly available sites listed on the "Nurses' Corner" were copied to Delicious. The podiatry department's journal club became the next obvious choice. The journal club was asked about the benefits of creating RSS feeds for current podiatry journal table of contents using Bloglines. The librarian promoted both sites with presentations at departmental meetings. Prior to introducing the new technologies surveys were distributed. Follow-up surveys also were distributed.

Results: The two web technologies, social bookmarking and RRS feeds, are enabling hospital staff easier and faster access to information. Both the Delicious site and the Bloglines site are low maintenance. Utilizing Web 2.0 technologies enables a solo librarian with time constraints to expand library services for hospital staff outside the confines of the physical library.

31

Creating a Network of Digital Displays

Michael J. Purcell, Web Librarian; **Alena Ptak-Danchak**, Web Librarian; Health Sciences Library, Columbia University Medical Center, New York, NY

Objective: Broadcasting promotional/educational information to patrons via large video displays is common in today's academic/medical libraries. This poster describes a project to promote library resources far beyond the physical library by creating a network of digital display screens across a large, physically spread out medical center. The proposed network is simple to operate and easily expandable.

Methods: Through a generous grant from the National Network of Libraries of Medicine, Middle Atlantic Region, we will set up a digital display network. The

network consists of PCs with a large displays connected to a server. Custom software will be written that will allow administrators at each site to enter content to be displayed. Using the Internet as the backbone of the network allows the network to be expanded with little expense. Apart from the central server and software, there are no special hardware requirements. Old PCs and monitors can be pressed into use as information points.

Results: With a number of excellent software tools in existence and a skilled programmer on hand, the technical challenges for this project were not as great as anticipated. Having hardware installed in locations outside of the library's physical borders, however, presented many logistical challenges. Communicating and coordinating with unfamiliar facilities staff responsible for building operations outside of the library was by far the largest use of time spent realizing this project.

Conclusions: Valuable lessons were learned through this project.

First: Don't underestimate the logistical challenges of working with staff from other institutions.

Second: Don't be afraid to ask systems people for exactly what you want. Never assume what you want can't be done. You may be surprised at what they can do for you.

34

Fostering Researcher Collaboration and Mentoring

Mary Moore, Executive Director, Louis Calder Memorial Library; **Jared Abramson**, Director, Research Reporting, Research Strategic Planning; **Suzetta Burrows, AHIP**, Director, Operations; **Yanira Garcia-Barcelona**, Reference Librarian; Louis Calder Memorial Library; Miller School of Medicine, University of Miami, Miami, FL

Objective: Collexis was customized as a tool to document institutional faculty expertise, with the purpose of bringing together university collaborators and fostering mentoring relationships.

Methods: Collexis is data-mining software that was used by university research administration and the library to create a customized and searchable institutional database of 1,500 individual researcher profiles. Those profiles were run against PubMed and CRISP holdings to populate the profiles with areas of expertise, publications, and grant information. Individuals were further able to customize their own profiles to reflect their research interests. The user dashboard enabled others at the university to search for possible partners and collaborators.

Results: A highly effective database was developed that required minimum maintenance after initial programming. Value to the institution will ultimately be measured by the number of collaborative partnerships that result. Those results will not be immediate. To demonstrate increases, searches must be successful, partnerships must be found, proposals must be written and funded, research must be completed, and publications must result. As a first step in measuring

the effectiveness of the tool, baseline information on joint publishing by institutional researchers was gathered.

Conclusion: Data mining software was used successfully to develop a tool to advance institutional mentoring and partnerships. The development of such tools is not new. However, developing and maintaining such a tool manually can be time consuming. This approach allows updating and maintenance to be done in a fraction of the time. This database has become the precursor for a statewide searchable directory of health sciences research in Florida.

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Developing a Consumer Health Library Orientation and Class for Library Interns and Student Volunteers

Dana L. Ladd, AHIP, Community Health Education Center Librarian, Community Health Education Center; **Shannon D. Jones, AHIP**, Head, Outreach Services; Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

Objective: To develop a Blackboard-based class for library interns and student volunteers that provides an orientation to the library and consumer health reference services, supplements live instruction, and prepares them for hands-on experience working with library patrons. This poster will demonstrate the process of developing the class.

Methods: The designer of the class began by reviewing online consumer health tutorials and the Consumer and Patient Health Information Section website to identify elements of instruction to include. The designer also discussed instructional needs with current students to find areas where additional training was needed. Key elements were identified: overview of the library, office orientation, and policies; reference services (reference interview, evaluating websites, using print and online reference resources); library ethics; and health literacy. Blackboard was selected as the class shell because students participating in the class have easy access to Blackboard and are familiar with using it. The librarian also identified relevant literature to post to the course documents section and posted several assignments and discussion questions to enhance the learning experience.

Results: Six students have enrolled and completed the Blackboard course. So far students have given positive verbal feedback, saying the tutorial has enhanced their understanding and ability to assist users in the consumer health education center. The tutorial prepares the students for hands-on experience working with library patrons and supplements the one-on-one instruction given by the librarian. Having instructional material in one accessible place promotes uniformity in the instruction given to each student and provides a resource to which they can refer as needed. The class is a work in progress, and additional information is added as needed. For example, the librarian identified a gap in specific consumer health training on answering cancer reference questions and added a cancer reference component.

40

Developing a Community Reading Program in a Health Sciences Center Setting: One Community/One Book 2008

Rajia C. Tobia, AHIP, Executive Director, Libraries; **Susan Hunnicutt**, Special Projects Librarian; Briscoe Library, University of Texas Health Science Center–San Antonio

Objective: Public libraries have developed reading programs centered around a community reading and discussion of one book. The American Library Association describes development and implementation of these programs in the guide, *One Book/One Community: Planning Your Community Read*. An academic health sciences library sought to replicate the community read concept during 2008, focusing on a book that would emphasize community service and a global health topic.

Methods: Library staff entered into a partnership with the Center for Medical Humanities and Ethics in January 2008 to plan a campus-wide community reading program. *Mountains Beyond Mountains*, about the work of humanitarian physician and anthropologist Paul Farmer, was selected as the focal text. The goal was to plan a series of events that would attract broad participation from students, faculty, and staff of the dental school, the graduate school of biomedical sciences, the school of health professions, the school of medicine, and the school of nursing. Library staff worked with faculty and students to organize discussion groups focused on the themes explored in *Mountains Beyond Mountains*. The community read culminated with an on-campus lecture by Tracy Kidder, the author of the book, and Paul Farmer, the subject of the book.

Results: Promotion of the One Community/One Book program resulted in ten discussion groups about *Mountains Beyond Mountains* and the issues the book raised about global health, the balance of work and family life, and the difference that one person can make in addressing health care disparities. Book discussion groups included faculty, librarians, students, and staff and ranged in size from four to twenty participants, with a total of ninety-two participants in all. The final highlight event with Tracy Kidder and Paul Farmer resulted in a standing-room-only crowd in the campus auditorium. This innovative reading and discussion program provided opportunities for librarians to partner with faculty of the Center for Medical Humanities and Ethics, the campus bookstore staff, and student leaders on campus. Due to the success of the first One Community/One Book program, a similar book discussion and speaker event is being planned for the fall of 2009.

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Web 2.0 for Public Health: Partnering with the Practice Community

Nancy Allee, AHIP, Deputy Director; **Gillian Goldsmith Mayman**, Public Health Informationist; **Jane L. Blumenthal, AHIP**, Director; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: This project describes lessons learned from a workshop for the public health practice community at the "Public Health Information Network" conference to engage participants in (1) becoming familiar with a variety of Web 2.0 technologies and their potential applications in public health, (2) learning about strategies for implementing Web 2.0 technologies in organizations, and (3) discussing effective uses of 2.0 technologies to promote public health practice.

Methods: This analysis of lessons learned from a workshop on social technologies for public health explores the uses of Web 2.0 technologies in the public health practice community. Web 2.0 technologies offer many features to support the work of public health in collaborative partnerships, communication programs, and community engagement and health improvement. The workshop featured a range of tools and resources, providing practical examples of how these technologies can be applied to public health practice. The workshop drew on outcomes from a case study involving a collaborative partnership between a health sciences library and two public health departments to integrate Web 2.0 technologies into the strategic planning and communication plans for the departments. The results of an onsite survey at the workshop are shared to help inform future partnership efforts.

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Let Me Show You How It's Done! Desktop Sharing for Distance Learning from the D. Samuel Gottesman Library

Nancy R. Glassman, AHIP, Systems Librarian; **Racheline G. Habousha**, Head, Public Access Services; **Aurelia Minuti**, Head, Reference and Educational Services; **Rachel Schwartz**, Reference Librarian; **Karen Sorensen**, Reference Librarian; D. Samuel Gottesman Library, Albert Einstein College of Medicine, Bronx, NY

Objective/Problem: The Einstein College of Medicine community has access to the D. Samuel Gottesman Library's many electronic resources from lab, office, or home. Fewer users come to the library, but they still need our help. Trying to negotiate the research process by telephone or email can be frustrating for both reference librarians and users. This project extends our reach to students, residents, clinicians/researchers, and administrative staff when they need help, wherever they may be, on or off-campus.

Methods: Desktop sharing software is one way to connect librarians with users. This allows us to interactively demonstrate applications and features of the library's electronic resources to users. Learners follow and participate in the demonstration through their web browsers without having to install special software or reconfigure their computers. We evaluated several products before choosing a program that best suits our needs. Currently, we use this tool on the fly, one on one, and are conducting scheduled fifteen-minute training webinars on PubMed, Ovid MEDLINE, PsycINFO, Web of Science, EndNote, and RefWorks. We are expanding the project to include group training, during which participants can connect simultaneously

from multiple sites to the instructor. Pilot projects include customized "lunch & learn" sessions and scheduled classes.

Results:

- Impromptu one on one consultation has been effective
 - Initial announcement:
 - raised awareness of library resources and services
 - motivated new users to visit the library and seek help
 - Response to this initiative has been positive
 - Learners valued skills gained
 - Learners made personal connections with librarians and felt they could rely on them for future help
 - Librarians' initial apprehension regarding this new way of teaching was alleviated with practice
 - Librarians were motivated to explore other technologies for training distance learners:
 - prerecorded presentations
 - other means of conference calling to reach a wider audience such as voice over Internet protocol (VoIP)
- This initiative will increase awareness and skilled use of library services and resources. Learners and librarians agreed fifteen-minute sessions should be extended. Because this is an ongoing project, other conclusions are pending.

55

NIHSeniorHealth Classes for Senior Citizens at a Public Library in Louisiana

Jovana Susic, Reference Librarian, Reference, Jefferson Parish Library, Metairie, LA

Objective: To teach senior citizens in the New Orleans area how to look for quality health information on the Internet. Ultimately, this training is expected to increase the level of participants' health literacy, to help them better understand their own health condition, and to enable them to make health-related decisions based on reliable information.

Methods: The lesson plan was adopted from the Training Tools kit, provided on the National Institutes of Health's (NIH's) NIHSeniorHealth website (www.nihseniorhealth.gov). It consists of two-hour classes and was designed for beginners with some Internet experience. The classes are conducted in the computer lab at the East Bank Regional Library (Jefferson Parish Library), Metairie, LA. They are open to the public, but previous registration is required. At the end of each class, a short survey is conducted to determine whether the participants could search health databases covered during that class without help. Furthermore, a telephone survey is scheduled to take place six months after the completion of the classes, to assess the long-term usefulness of the program. In addition, participants are asked to evaluate the classes by completing evaluation sheets after each class.

Results: The classes were well attended, with an average of 7 participants per class. All attendees had basic computer skills, were generally able to use the Internet, but were not able to search for relevant health information effectively. A short survey demonstrated that, at the end of each class, over 80% of the participants could search health databases covered

during that class without help. Ultimately, this training is expected to increase the level of participants' health literacy, to help them better understand their own health condition, and to enable them to make health-related decisions based on reliable information.

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Assessing the Impact of Bioinformatics Video Tutorials

Courtney Crummett, Bioinformatics Librarian, Libraries, Massachusetts Institute of Technology–Cambridge; **Paul A. Bain**, Reference and Education Services Librarian; **David Osterbur**, Public and Access Services Librarian; Countway Library of Medicine, Harvard University, Boston, MA

Objective: Providing in-person instructional support to diverse and remote user populations exceeds the resources of many libraries. This is especially true for bioinformatics support, where the variety of resources is large and librarian expertise is limiting. To determine whether web-based video tutorials can overcome these barriers, we measured the ability of two brief videos to teach specific bioinformatics tasks.

Methods: Individuals with subject knowledge but no prior exposure to our videos were asked to complete a task using either the University of California–Santa Cruz (UCSC) Genome Browser or the National Center for Biotechnology Information sequence alignment resource, BLINK (the pretest). Testers then were shown either a training video that addressed the task or an irrelevant training video (PubMed). After viewing the video, testers attempted a similar task that required the same steps as the pretest (the posttest). The accuracy of tasks completed, intended path, and time required by the individual to complete tasks in both the pre- and posttest was measured. The confidence of each tester was assessed after both the pre- and post-tests with a two-question Likert scale instrument that addressed the perceived ability to use the resource and the likelihood that the resource would return the desired information.

Results: Testers who watched either training video were more likely to complete the posttest compared to testers who watched the irrelevant video. Of those who watched the UCSC video, 5 of 6 completed the posttest while 2 of 6 who viewed the PubMed video did. Time to completion for those viewing the UCSC video was 159 seconds shorter than those who viewed the PubMed video. Of those who watched the BLINK video, 3 of 6 completed the posttest, while 1 of 6 who watched the PubMed video did. Time to completion was similar for both. Results from the Likert instrument show that viewing relevant videos improved both the likelihood of future use of the resource and the confidence level of the tester. Overall, we find that video tutorials are effective at imparting task-based knowledge and increasing user confidence. Our experience suggests that shorter videos that focus on single tasks are more effective than longer, more complex episodes.

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Bloggng the Journal Club: Applying Library Blog Expertise to a Virtual Journal Club

Elizabeth Kelly, Associate Director; **Ellen Dubinsky**, Digital Librarian; Becker Medical Library; **Robert J. Mahoney**, Assistant Professor, Medicine, Department of Medicine; **William Olmstadt, AHIP**, Librarian, Becker Medical Library; Washington University, St. Louis, MO

Background: Responding to a faculty member's request, the library developed a blog that posts contributions from MyNCBI via GoogleReader, supports faculty commentary and reader responses, and provides continuing medical education (CME) credits for participants. Using blog software, an average of 200 citations with abstracts per month are posted to the Virtual Journal Club. Physicians may post comments, questions, and responses. Negotiations are in process for awarding CME credits for responses to posts. The work involved in setting up automatic blog posts, negotiating with the institution's CME department, and modifying code to support sharing registration and creditable activities with CME and the perceived value of the blog are discussed.

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Breakthrough: How One Biomedical Library Began Participating in Hospital Rounds

Patricia Sarchet, Clinical Librarian; **Jeff Williams**, Head, Collections and Access Services; Biomedical Library, University of California–San Diego, La Jolla, CA

Objective: To better understand physician point-of-care information needs, the biomedical library wanted to initiate librarian participation in weekly hospital rounds at two affiliated hospitals. The questions about how to proceed with this project included what was the best physician group to target, timing, and logistical considerations.

Methods: With many possible physician groups and limited staff resources, factors for identifying the best target group included size of physician group, locations of practice, variety of cases and patients, and use of evidence-based practice. The first step was calling on experience of affiliated hospital librarians for possible target-group contacts. Based on the factors considered and the input of hospital librarians, the target group selected was the affiliated hospitalists group, who work at two hospitals. In the second step, a meeting was arranged with the director of the hospitalist group to determine if a librarian could be integrated into health care team. The director was enthusiastic about the project and referred us to the hospitalist group head of education and curricula. Working with the head of education and curricula, we were able to identify the best opportunity for initial integration.

Results: The clinical librarian began serving as part of the health care team, providing weekly assistance during point-of-care rounds and assisting in the education of residents and medical students in evidence-based practice. When the clinical librarian began rounds participation, it became immediately evident that the long-held belief that there are numerous clinical questions that go unanswered on rounds was validated.

Conclusions: Health care providers incorporating evidence-based practice are natural allies for librarians wanting to provide service in the clinical setting. Librarians moving into the clinical care setting need to be capable of adapting to a fast-paced, chaotic setting and must be able to tolerate significant levels of ambiguity. In the beginning, librarians should listen and learn all they can about this new environment in order to identify the best methods for incorporating their unique skills into the clinical setting.

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Filters to Support Animal Methodologies Used in Animal Research

Yanira Garcia-Barcena, Senior Reference Librarian; **Tanya Feddern-Bekcan, AHIP**, Reference and Education Services Librarian; **Vedana Vaidhyanathan**, Reference and Education Services Librarian; Louis Calder Memorial Library, Miller School of Medicine, University of Miami, Miami, FL

Objective: Instruct and inform the research community on the use of multi-database search strategies that will help to best fulfill the required federal guidelines of replacement, reduction, and refinement (the 3Rs) in the use of animals for research studies.

Methods: The US government requires that scientists in animal research minimize the number of animals being used, maximize the usage of each animal, and eradicate as much as possible pain derived from any investigative procedure. Searching only in MEDLINE is insufficient to comply with federal guidelines, and furthermore, the database searching skills of many a researcher in animal studies has been inadequate. For these reasons, search strategies from MEDLINE and BIOSIS Previews were created and permanently saved as filters. Researchers were encouraged to use the filters as a basis for their scientific literature searches. Improving the search capabilities of researchers has become an ongoing project implemented by the librarian assigned to serve as a member of the animal care and use committee (ACUC).

Results: Informing the scientific community on the use of relevant databases and on their searching strategies is an ongoing project that has been implemented by the librarian assigned to serve as a member of the ACUC and consequently as a liaison to the research community. An improvement in the database searching abilities of researchers in animal studies has been observed, and favorable commentaries from the members of the scientific community have been received. Further research needs to be done on these multi-database search strategies to assess their sensitivity and specificity.

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Neck Pain in MEDLINE and Medical Subject Headings (MeSH): Charting the Semantic Relationship of a MeSH Term to Article Title Words

Jonathan Potter, Health Sciences Librarian, Riverpoint Campus Library, Eastern Washington University–Spokane

Objective: The author of an article affixes a title to it to provide the reader with a clue as to what the article is about. If that article appears in a journal indexed by MEDLINE, an indexer affixes a series of Medical Subject Headings (MeSH) to it. In both instances, the author and the MeSH indexer struggle with the question of “aboutness.” The present study traces the semantic interrelationship of these two activities, that of author and indexer. The study analyzes the duplication or non-duplication of “Neck Pain” and its variants as article title words for a set of records in which “Neck Pain” is also assigned as a MeSH Major Topic.

Methods: The main set and variant subsets used for this study are limited to records entered into MEDLINE during a 5-year period. The main set and subsets are also limited to articles in English relating to humans. The main set equals 445 records with “Neck Pain” as a MeSH Major Topic. Four subsets are then identified, each with records exhibiting a progressively weaker semantic relationship between the MeSH term and title words. Analysis of the 4 subsets is presented, with discussion of implications for searching and retrieval.

Results: Over half of the records in the main set possess titles that could be considered weak or very weak in their semantic relationship to the MeSH Major Topic “Neck Pain” (which, for the purposes of this study, may be considered the topic that defines the set). This finding may not come as a great surprise to librarians who constantly instruct their students to be mindful of and utilize controlled vocabulary in formulating a search strategy. From one point of view, the semantic variance of title words from the MeSH term is illustrative of the important role of controlled vocabulary in traversing a broad semantic landscape. From another angle, our finding raises the question of why there is such variance among authors in applying consistent terminology for a concept as relatively simple as neck pain.

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Promoting Special Collections with a Medical School’s Sesquicentennial Celebration

James Shedlock, AHIP, FMLA, Director; **Ron Sims**, Special Collections Librarian; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: The medical school celebrates its sesquicentennial in 2009. Much of the school’s history is located in the library’s special collections department. It is the library’s responsibility to bring forth this history and use it as a means of promoting the school’s future direction. At the same time, the library demonstrates the importance of history in the life of the school.

Methods: Sesquicentennial planning began in 2004, and library staff was involved from this beginning. Library staff pointed out the most significant sesquicentennial dates for celebration and contributed several ideas on how to use history to promote the school’s future. As planning proceeded, the library

undertook its own sesquicentennial projects. One already accomplished was the digitization of the school's published history. Another project underway is the inventory, assessment, preservation, and digitization of the school's alumni photographs. A potential third project is the preservation of significant books in the medical portion of the rare book collection. Research continues to find other important facts and objects related to the school's history. Special collection support will be provided for the sesquicentennial website and the forthcoming update to the school's history.

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Captured Memories Make History: Recording the Memories of Retirees for the Oral History Project of the Southern Chapter/MLA

Laura T. Kane, AHIP, Assistant Director, Information Services, School of Medicine Library, University of South Carolina–Columbia; **Helvi McCall Price, AHIP**, Assistant Professor and Reference Librarian, Academic Information Services, University of Mississippi Medical Center–Jackson; **Lindsay Blake, AHIP**, Information Services Coordinator, Greenblatt Library, The Medical College of Georgia–Augusta; **Other Members**, History Committee, Southern Chapter, MLA, Augusta, GA

Objective: This poster describes the Southern Chapter/MLA Oral History Project, which preserves the early events of the chapter in the recorded words of distinguished Southern Chapter members through interviews conducted by Southern Chapter History Committee members.

Methods: Beginning in the 1990s, the history committee members recorded five oral histories. The oral histories were stored in the chapter archives. In 2003–2004, Richard Nollan, chair, and Laura Kane, AHIP, a member of the history committee, resurrected the Southern Chapter Oral History Project. More members were retiring, and it was felt that their memories of Southern Chapter events should be preserved. Committee members publicized the project and began a list of possible interviewees. They developed the first Southern Chapter Oral History web page, displaying the original five oral histories. In 2006–2007, Kane, then chair of the History Committee, added new initiatives to the Southern Chapter Oral History Project. An official list of interview questions was developed and added to the web page, along with transcriptions of three new oral history interviews. Bernie Todd Smith, MLA Oral History Committee, contacted Kane to discuss collaborating on oral histories. The Southern Chapter Oral History Committee was identified as the model for other chapter oral history projects.

Results: At the 2007 Southern Chapter Annual Meeting, History Committee members recorded eight new histories in audio and video. Transcriptions of these interviews are on the new, graphical web page, designed for the Oral History Project in 2008. Included are photos of each interviewee, call-out boxes with specific quotes, criteria for selection, and links to oral histories of Southern Chapter members done by MLA.

Visit the oral history web page at www.scmla.org/oral_history.php.

Conclusions: The Southern Chapter's Oral History Project promotes medical librarianship in a unique way: by celebrating the careers, experiences, and achievements of retired librarians who served the profession for much of their lives. What better way to preserve the history of the Southern Chapter than in the words of those who helped shape what Southern Chapter is today?

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The Bioinformationista: New Trends for the Bioinformationist

Jean Song, Informationist, Health Sciences Library, University of Michigan–Ann Arbor

Objective: To illustrate the novel roles and emerging responsibilities an informationist in the biomedical informatics field is assuming in today's research environment.

Methods: The health sciences libraries collaborated with the university's biomedical informatics unit to create an informationist position. Early responsibilities for the bioinformationist included many traditional library liaison services including expert searching and citation analysis. As the relationship has matured, new roles and responsibilities have developed outside of this traditional partnership. These new roles and responsibilities include but are not limited to copyright and intellectual property leadership, licensing contact, open access/public access advisor, documentation expert, and research partner. With the ever-increasing number of informationists supporting researchers and organizations such as the Clinical Translational Science Award recipients, it is likely that these roles and responsibilities will become more commonplace across many health sciences disciplines. Examples of these roles and how the bioinformationist was actively engaged in assuming these responsibilities will be provided.

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When a Hospital's Needs Meet Librarian's Information Technology Skills: Design of a New Scientometry Tool

Nicolas A. Fairon, Assistant, Life Sciences Library, University of Liege, Sart-Tilman, Belgium

Objective: In Belgium, a part of the funding of university hospitals depends on their scientific publications, with criteria set by the government. Hospitals must prove that they meet these criteria. On the other hand, for benchmarking purposes, hospitals want to evaluate the scientific production of their different units. The hospitals' manager and librarian defined the specifications of a software to fulfill both requirements of government and hospital. The software is then set up by the librarian.

Methods: The application is conceived as a website administrable by hospital's managers and visible by doctors of the institution only. Each individual and each unit may manage their own citations. Managers can define specific rules to do benchmarking or to

output results to meet their needs. For that, a relational database has been designed and implemented on a MySQL server to accept publications lists from the main citations' databases. The website using this database is developed using the Ruby on Rails open source web application framework. It manages different kind of data: users list, hospital's units list, publications list, and performance indicators (like impact factor, etc). These data are combined to generate precise and useful statistics about hospital, units, and researchers.

Results: Belgian health authorities require a report of all the scientific publications of all hospital units without any duplicates each three years. To achieve this, articles are attributed to units automatically relying on the authors positions, their number, and the unit they belong to. This task is done in two hours now instead of fifteen days before. It has already been successfully used by two hospitals. The benchmarking part relies on a normalized impact factor to compare journals belonging to different categories. This weighted impact factor is then divided between authors of a publication with more weight to first and last authors. The scientific production of doctors, units, and hospitals can be compared with more precision. However, such comparison has still some shortcomings of the impact factor.

Conclusion: Partnership with hospital was successful, and the library gained more professional acknowledgment by proving being able to respond quickly to specific needs.

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Creating a Framework for Collaborative Regional Library Research

Deborah H. Ward, AHIP, Director; **MaryEllen C. Sievert**, Research Consultant, Professor Emerita; **Barbara B. Jones**, Missouri and Advocacy Liaison, National Network of Libraries of Medicine, MidContinental Region; **J. Otto Lottes** Health Sciences Library, University of Missouri–Columbia

Objectives: To define roles in collaborative research so that participants learn the basics of research, so that results are comparable across the region and a foundation for future collaborative research is established. Through access to a centralized, supportive structure, librarians new to research can collectively build a set of shared data useful for library advocacy.

Methods: Librarians at the University of Missouri Libraries are establishing a collaborative research model. A program has been developed to teach librarians the basics of research by first learning some basics and then actually completing a study. Study results are pooled so that the collaborative effort yields comparative results. Program components are a structure that defines "core questions" for all studies, training in study construction and internal review board approval requirements, and implementation, which provides a learn-by-doing approach. The establishment of core questions ensures comparable data for all research participants. There is one consistent repository for research data. The centralized data analysis personnel in Missouri provide the expertise

and consistency in analysis across the studies. Partner libraries in have been identified to extend the studies.

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Exploring a Strengths Development Model of Staff Development in an Academic Health Sciences Library

Heidi Nickisch Duggan, Associate Director; **James Shedlock, AHIP, FMLA**, Director; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: The purpose of this poster is to demonstrate the use of a strengths development model as the basis for a staff development program in an academic health sciences library. The authors' hypothesis is that strengths development improves staff engagement and assists staff development. The selected strengths model is evolved from the Gallup Organization's strengths-based model as designed by Donald O. Clifton and colleagues. Groundwork for a strengths-based library organization began in January 2008. Library staff members were introduced to the model by examining their strengths via the web-based Clifton StrengthsFinder assessment. Further programs providing more background and uses of the profile took place in late 2008.

Methods: The authors will report on an assessment of the former employee engagement practices, the program of strengths development staff development activities, and the follow up with a reassessment of employee engagement post strengths development activities. Engagement in an academic health sciences library is particularly important in the rapidly changing environment. Many jobs that exist in today's medical libraries will not exist a few years from now, and providing a strengths-based environment that allows and encourages development toward new roles may be the difference between engaged and non-engaged staffs.

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Measuring Return on Investment in VA Libraries

Karen Jemison, Library Manager, Medical Library, VA Palo Alto Health Care System, Palo Alto, CA; **Edward J. Poletti**, Chief, Library Service, Medical Library, Central Arkansas VA Medical Center–Little Rock; **Nancy A. Clark**, Chief, Library Service, Medical Library, North Texas VA Health Care System–Dallas; **Janet M. Schneider**, Chief, Library Service, Medical Library, James A. Haley VA Medical Center, Tampa, FL

Objective: To create an instrument to measure return on investment (ROI) in individual VA libraries and to use collected information to provide library managers alternatives to ROI analysis: (a) a "Management Support" presentation organized by VA mission and goals and (b) a "Scorecard" of typical benefits.

Methods: The ROI instrument, a "Management Support" report, and a "Scorecard" were developed by a workgroup and tested by nine disparate libraries, in consultation with a representative from the ROI institute under the aegis of the ROI coordinator. An "Intangible Benefits" component used a one-year study

in a region with eight hospitals of varying size and complexity, which surveyed health care professionals about the benefits they received from mediated search requests. Business impact, demonstrated value (contrasting collection cost effectiveness per use with a commercial source), cost savings, and cost avoidance in providing interlibrary loan are also included. Standardized costs for commercial services, examples of reports and data tools, and suggestions for data sources were supplied as part of the ROI instrument.

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Volunteering and Community Service on Campus

Alexa A. Mayo, AHIP, Associate Director, Services; **Tierney Lyons**, Head, Reference; **Paula Raimondo, AHIP**, Head, Liaison and Outreach Services; **M. J. Tooley, AHIP, FMLA**, Executive Director; Health Sciences and Human Services Library, University of Maryland–Baltimore

Objective: This poster will highlight librarians' contributions to university-wide programs such as developing best practices for environmental sustainability, identifying ways for the campus to support employees' balance between work and life, and helping to protect participants in research studies. We will outline the unique contributions of librarians to these programs and describe how the library has benefited from our volunteerism.

Methods: As the university's priorities expand to create a more responsive community, librarians have opportunities to collaborate in new ways with new partners. This poster will describe our service on three university-wide committees: work/life strategies advisory committee, a unit devoted to improving employee satisfaction through flexible work hours and other programs; sustainability committee, a group focused on lowering the university's impact on the natural environment; and institutional review board, the organization responsible for ensuring human research protections. In addition to service on committees, librarians partnered with the work/life strategies unit to gather information on campus needs. We developed questions and facilitated ten focus groups that represented all university employees. Our expertise—promotion using social media, fluency with health literacy, and focus group facilitation—resulted in benefits for the committees and for the library.

Results: The poster will report on the contributions of librarians to university-wide programs and describe how we have benefited from volunteerism outside of the library.

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Libraries Lighting the Fuse for Performance Excellence

Lynn L. Bragdon, AHIP, Manager, Library, Library, Grand Junction VA Medical Center, Grand Junction, CO; **Nancy A. Clark**, Chief, Library Service, Library, VA North Texas Health Care System–Dallas; **Dorothy P. Sinha, AHIP**, Chief, Library Service, Library, Minneapolis VA Medical Center, Minneapolis, MN

Objective: Our objective was to raise awareness about recognition among VA librarians to encourage more partnership with their recognition process teams. All health sciences librarians are encouraged to participate in or lead recognition programs in their organizations.

Methods: Although we knew of several VA librarians who already participate in the recognition process, we surveyed all VA library chiefs and managers to gauge their level of awareness and participation. Using the survey results, we held a nationwide hotline call to educate all VA librarians about the history, significance, and processes involved. Further promotion appeared on the VA Library web page under a "Tip of the Week" and through the national VA email group. We promoted awareness of how librarians can contribute to the recognition process among administrators by presenting a poster at the annual symposium in October 2008.

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Sizzle: Fusing Physical and Virtual Environments to Create a New Library

Teresa R. Coady, Medical Library Director; **Janet M. Pine**, Librarian; Medical Library, VA Central Iowa Health Care System–Des Moines

Objective: The goal was to create a knowledge-based, twenty-first century professional medical library by infusing new life into a defunct library. This was to be achieved by closing the existing library, evaluating and weeding the collection, acquiring new resources, and designing and rebuilding the library in a new physical space located fifty miles away

Methods: From a centralized location, the library serves hospital physicians, executive leadership, psychiatrists, pharmacists, social workers, nurses, professional staff, residents, and students. Library services are available to 1,300 hospital employees at the main hospital, remote sites, and clinics. In preparation for the library's physical relocation to a 75% smaller space, the collection was downsized by 77%. The defunct library remained open while its collection of 26,000 items was evaluated. Weeding was completed using MLA, Joint Commission, and organizational information and guidelines. Print journals from 2000 forward and current texts were retained. Fourteen weeks were devoted to evaluating and packing the selected items for the move. Online databases, core medical texts, and electronic journal subscriptions were selected for the collection. Library web pages and an online catalog were designed and created. Needs assessment and library collection management drove the selection of the new resources.

Results: An inviting new physical space with computer workstations, study tables, soft seating areas, ambient lighting, and professional artwork was created. Utilization of physical space continually increases due to marketing initiatives and successful library service.

Conclusions: Through the fusion of physical space and collections with virtual space and collections, the new library provides expert resources and services. Library utilization has increased exponentially. The size of the new collection increased to over 15,000

items. An online catalog added an integral element to the updated electronic resources. Databases have been updated with full-text access to journals: the number of hits tripled the prior year's usage. A web page showcases electronic resources and provides access 24/7. The fused library sizzles with activity, while patrons enjoy the cutting-edge library service and discover the knowledge-based resources available at their fingertips.

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Sister Libraries: An Extended Family

Lynn M. Van Houten, AHIP, Coordinator, Northern California Kaiser Permanente Health Sciences Libraries Sister Libraries Project with University of Zimbabwe, and Manager, Library Services, Health Sciences Library, Kaiser Permanente Medical Center, Vallejo, CA

Objective: To implement a new model for sister libraries. This model comprises a group of small health sciences libraries (18) joining together to assist a health sciences library in a developing country.

Methods: There were several essential building blocks used in creating the unique structure of our sister library project with the library. These methods included (1) joining together with a nongovernmental organization already sending aid and materials to the developing country, (2) centralizing storage of donated books and materials, (3) using easy/low-cost shipment of journals and books from the individual libraries into storage, and (4) including the sister library in existing community clinic outreach online resources. Data from the library will be presented showing development of the project and improved resources and access.

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Native American Models of Colocated Traditional and Western Healing

Frederick B. Wood, Science Program Leader; **Elliot R. Siegel**, Associate Director, Health Information Programs Development; **Gale A. Dutcher**, Deputy Associate Director, Specialized Information Services Division; **Robert A. Logan**, Senior Associate, Communications, and Public Liaison; National Library of Medicine, Bethesda, MD

Objective: Traditional healing approaches—such as plant or herbal medicine, massage or body work, dance, story-telling, ceremony, and spirituality—are still important to many Native Americans and are foundational to Native culture and community. A continuing issue in many Native communities is the accessibility of traditional healing modalities relative to conventional or “Western” medicine and healing approaches. It is hypothesized that there is a nascent trend toward a colocation model, whereby Native Americans can obtain both traditional and Western healing modalities, thereby enhancing patient satisfaction and improving health care outcomes. The objective here is to better understand how Native models of both traditional and Western healing approaches are being colocated, so that health information outreach by libraries to these special

populations can be made more culturally appropriate and effective.

Methods: (1) A series of listening circles and consultations with varied Native American health, healing, and medical practitioners plus community leaders; (2) site visits to health clinics and facilities that primarily serve a Native population; (3) participation of several tribal healers, medicine men and women, and traditional healers; and (4) preparation of a literature review emphasizing historical context. Native Americans are defined to include American Indians, Alaska Natives, and Native Hawaiians.

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New Populations: An Information Needs Assessment of Refugee Health Professionals

Kate W. Flewelling, National Library of Medicine Associate Fellow, Health Sciences Library, Inova Fairfax Hospital, Falls Church, VA; **Stacey J. Arnesen**, Head, Office of the Disaster Information Management Research Center; **Gale A. Dutcher**, Deputy Associate Director, Specialized Information Services; National Library of Medicine, Bethesda, MD; **John C. Scott**, Director, Refugee Health Information Network, Center for Public Service Communications, Arlington, VA

Objective: The project investigated how refugee health coordinators and other health professionals who work with refugee and asylee clients address problems associated with the need to find and develop linguistically and culturally appropriate materials for newly arriving refugee populations.

Methods: State and local public health agencies and clinics coordinate initial health screenings for newly arriving refugees. For those who serve diverse populations of new arrivals, finding health information for their patients and clients can be a challenge. This project sought to answer the following questions: How do those who serve new refugee populations find information about and for their clientele/patients? What are some preferred sources for such information? How are new refugee health information materials created and distributed? To what extent is existing refugee health information freely available and accessible? What are the current unmet information needs as related to refugee health? Refugee health professionals, including state and local public officials and those who conduct initial health screenings of new arrivals, completed an emailed assessment. Volunteers among initial respondents were contacted for follow-up phone interviews.

Results: Public health officials identified several issues with providing culturally and linguistically appropriate health information: lack of existing materials, the expense of buying or producing materials, finding qualified interpreters and translators, limited literacy skills of many refugees in any language, and lack of time to look for materials. Current needs included more time and money to devote to finding and evaluating existing materials and to create and share new materials, one central depository for materials, nonprint materials, and specific language/disease materials. Respondents use a variety of sources to find

information about newly arriving populations. Popular sources of existing health information were state and local public health agencies, web searches, paid translation services, and specific websites, such as the Refugee Health Information Network (RHIN), EthnoMed, and Healthy Roads Media. In addition to obtaining materials from outside sources, approximately half of the respondents are involved in the creation of new materials.

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iNeeds: A Needs and Assets Assessment of the Health Information Literacy of Master's of Public Health Students

Joey Nicholson, Database Trainer/Online Analyst, National Training Center and Clearinghouse, New York Academy of Medicine–New York

Objective: Being able to locate, understand, and apply information in a timely manner is a key skill for public health professionals. However, the curriculum in public health graduate schools often does not include these skills. The purpose of this needs and assets assessment is to examine health information-seeking behaviors and determine training needs of master's of public health (MPH) students.

Methods: Health information literacy, including information-seeking and use behavior, is an increasingly important area of concern for MPH students. The Association of Schools of Public Health has identified communication and informatics as a crosscutting competency that all MPH graduates should have. Additionally, Healthy People 2010 identifies improving health literacy as an important objective to improving health. However, a literature review on information needs of MPH students reveals a lack of formal investigation. While much attention has been paid to the information needs of public health professionals, little has been done to determine student needs. Initial results of primary data collection, including interviews with key informants and surveys, indicate a lack of knowledge and skill in searching for and evaluating information and a need for increased and focused training while in the first year of the MPH program.

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Collaboration, Teamwork, and Technology: Go Local North Dakota's Formula for Success

Mary Markland, AHIP, Southeast Clinical Campus Librarian, Library of the Health Sciences, University of North Dakota–Fargo; **Judith Rieke**, Assistant Director and Collection Management Librarian; **Mike Safratowich**, Head, Bibliographic Control; Harley French Librarian of the Health Sciences, University of North Dakota–Grand Forks

Objective: Since the 2003 launch of NC Health Info, the National Library of Medicine (NLM) has encouraged developing Go Local databases. One rural prairie state was short on staff, money, and time but wanted to develop a successful formula. Collaborating with health providers and organizations, establishing a

team framework, and using technology to facilitate the process enabled the database to succeed.

Methods: Go Local enthusiasts at the University of North Dakota School of Medicine and Health Sciences Library obtained NLM funding via the National Network of Libraries of Medicine, Greater Midwest Region. Go Local duties were distributed according to team member expertise. The project coordinator oversaw the subcontract and facilitated collaboration with partners, including the state's underserved populations. The resource development and outreach coordinator solicited services from organizations and coordinated promotion through publicity and training. New technologies, such as a Delicious site and 2-1-1 data mining, aided the process. The site development coordinator managed building the database, user accounts, and local customizations. Another responsibility was supervising indexing of resources by subject and geography using "Go Local" controlled vocabulary. A data input specialist hired for a 6-month part-time student position (50%) created and indexed records in the NLM system.

Results: Go Local North Dakota: Discover Health Services Near You! with over 3,000 records went live in August 2008 less than a year after the project began. The official launch at the statewide library conference was held at the end of September. Press coverage was extensive with television, radio, and newspaper coverage. Usage statistics show increasing traffic, and user feedback is positive. No permanent staff were added to implement the project. Future challenges for the project include maintaining momentum, defining ongoing responsibilities, assimilating Go Local into workflow, auditing records, analyzing additional services for inclusion, and coordinating promotional activities.

Conclusions: The collaborative team approach for developing a Go Local database worked well in a rural state like North Dakota. Despite the challenges, the state's Go Local project offers a low-cost model that stresses collaboration, teamwork, and technology.

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Medical Books to Malawi: The Birth of a New Outreach Partnership in Africa

Linda London, Librarian, Outreach and Instruction Services, Medical Library, Oklahoma State University Center for Health Sciences–Tulsa

Objective: To create an infusion of current medical books for the collection of the Ekwendeni Hospital and the Ekwendeni School of Nursing in the Republic of Malawi, in southeastern Africa, to support health care services.

Project: "Medical Books to Malawi: The Birth of a New Outreach Partnership in Africa" is a notable outreach project. I started this project at my campus library in the fall of 2007 after having hosted a Malawian missionary in my home in Oklahoma and learning from him about the vast medical needs of his fellow citizens in Africa. The first international shipment of eighty pounds of donated books left the library in the spring of 2008. The staff catalogs each book using the National

Library of Medicine classification scheme and places a call number label on the spine. Each piece receives a customized bookplate that was designed by a library staff member and a MedlinePlus bookmark. The second international shipping of medical books to Malawi is scheduled for spring 2009, hopefully continuing a partnership paradigm that may offer life-changing results rooted in the access to printed health care information and the knowledge of electronic resources.

Results: "Medical Books to Malawi" is an outreach project that continues to evolve and generate excitement for the medical library. It is a success. New shipments of medical books that are earmarked for Africa continue to be processed. The Ekwendeni Hospital and Ekwendeni School of Nursing in the Republic of Malawi share their gratitude with the library via email communications. The library administration embraces the program and supports it through a line item in the "Engagement and Outreach" section of the Library Goals Fiscal Year 2008–2009 Report, authored by the director of libraries.

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2+2=5: Creating Synergy: Fusing Health Literacy Efforts of Medical Librarians and Physician Assistants

Patricia J. Devine, Network Coordinator, Pacific Northwest Region, National Network of Libraries of Medicine, Seattle, WA; **James E. Anderson**, Physician Assistant, Department of Orthopedics, Seattle Children's Hospital, Seattle, WA

Objective: To create a synergistic partnership between medical librarians and physician assistants (PAs), focused on improving patient care by addressing health literacy. To establish organizational collaboration. To enhance information integrity of patient education. To build a more sophisticated understanding of health literacy among PAs. To underscore the value of librarian-PA partnerships in improving health literacy.

Methods: Contacts in the leadership of the American Academy of Physician Assistants will be identified and established. Collaborative opportunities focused on creation of a joint project augmenting PA awareness and utilization of MedlinePlus as an exam room tool for patient and clinician education will be explored. A continuing medical education presentation for physician assistants at a state association annual meeting will be created by a librarian/PA team. This presentation will be a portable resource examining ways to enhance patient care. Clinicians will learn to provide reliable patient education information in the exam room using MedlinePlus. Efforts to create this partnership will be enhanced using the "plan-do-check-act" (PDCA) process improvement tool.

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Why Our Liaison Blogs Failed and What We Did To Save Them

Gillian Goldsmith Mayman, Informatics Librarian; **Jean Song**, Bioinformaticist; **Whitney A. Townsend**, Liaison Librarian; **Mark MacEachern**,

Liaison Librarian; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: The health sciences libraries liaisons began an effort to create and maintain liaison blogs to find new ways of reaching out to the faculty and students in their departments. A blog seemed like the perfect way to share information about resources and services, news and information relevant to the subject area, and the librarian's thoughts on publishing, technology, and other hot topics.

Methods: This poster will address the problems and pitfalls encountered while initially establishing the liaison blogs and how we were ultimately able to make them succeed. Issues including time management, effective writing techniques, and marketing of the blogs will be covered.

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SCISSORS: The Cutting Edge of Library Services

Diana Delgado, AHIP, Acting Associate Director, Public Services, and Head, Information Access Services; **Judy C. Stribling**, Special Assistant to the Library Director; Weill Cornell Medical Library, Weill Cornell Medical College of Cornell University, New York, NY

Objective: We provide an overview of SCISSORS, a collection of innovative and traditional library services and discuss the benefits and challenges of creating and implementing such a program. The service offers recommendations about social networking utilities for the biomedical and life sciences community, assistance complying with National Institutes of Health (NIH) public access policy, as well as review of publication agreements and recommendations for copyright amendments.

Methods: Under a broad directive from the library director, a working group executed the development of the service. The initial step was the identification and bundling of innovative services to address specific publishing and social networking needs. The group assessed existing services, reviewed programs of other academic institutions, authored a planning document, and recommended the formation of a core SCISSORS's Team. SCISSORS's Team members represented different services and shifts and met core competencies identified by the working group. Team leaders conducted a series of workshops designed to review and improve members' competencies and keep them abreast of developments in technology and developed uniform delivery standards for SCISSORS's products to serve as quality control measures. A marketing strategy was created to inform key campus opinion leaders and students of the service.

Results: An evaluation survey was designed to identify SCISSORS' users perceptions of the programs' strengths, weaknesses, needs for refinements, and relative worth to the medical college community. The survey, forwarded to 12 users, completed by 9, found 100% of respondents would recommend the service to their colleagues and experienced SCISSORS' team members as knowledgeable professionals. Of the 19 services listed from the SCISSORS' suite, the most

utilized service was conducting literature searches at 88.9%, followed by suggesting journals relevant to areas of research or interest for possible manuscript submission and checking journal impact factors, tied at 66.7%. Assisting in complying with NIH public access policy, reviewing publication agreements, and recommending amendments to retain full or partial copyright, although not yet utilized, were perceived as important services. We expect publication questions to advance in nature as the program matures. With time and administrative support, SCISSORS will prove invaluable to the community.

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Restructuring a Service Desk to Refocus Reference Services Outside the Library Building: One Library's Experience

Irene M. Lubker, Research Librarian; **Barbara A. Wright**, AHIP, Reference Services Librarian; **Margaret E. Henderson**, Research Services Librarian; **Mary Jane Green**, Reference Services Associate; Tompkins McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

Objective: With increasing availability of online resources, our library has seen the number of people coming into the building decreasing. Few were visiting the building to access traditional library services such as reference and bibliographic instruction. We wanted to support our faculty, students, staff, and researchers by providing research and other services, both in and outside the library building.

Methods: In addition to an existing liaison program, librarians provided new library service venues in schools and departments as well as the medical center and clinics. Moving the librarians' service delivery out of the library necessitated restructuring staffing in the library. In addition to existing duties, all paraprofessionals were reassigned to include support at our single-point service desk. New staff responsibilities required increased in-service training. A needs assessment was conducted to focus training sessions. Librarians supplemented ready reference provided by service desk staff with on-call reference services and individual consultations appointments. Challenges encountered during this project included communication problems, unanticipated staff turnover, the need for extensive training needs, and acceptance of change.

Results: Lessons learned during restructuring included the importance of clear lines of communication, provision of in-depth overview of the reasons for restructured services, the need to present a whole systems view of the library, acknowledgement of staff concerns, the development of contingency staffing, and the requirement of a strong, ongoing staff training program.

Conclusions: Supporting our researchers and students through the provision of services in and outside the library building is a worthwhile goal that needs to be pursued. However, we recognize that we need to improve the way we carry out this project by

addressing the issues that pose challenges towards achieving this goal.

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Increased Visibility of a Hospital Library Through Participation as a Pilot Site in the MLA Health Information Literacy Research Project

Holly Sheldon Kimborowicz, AHIP, Health Science Librarian; **Cathy Murch**, Systems Librarian; Medical Library, Lake Hospital System, Painesville, OH

Objective: To demonstrate how participation as a pilot site in the MLA Health Information Literacy Research Project increased the visibility of a hospital library in the institution.

Brief Description: The Lake Hospital System (LHS) Medical Library was selected by MLA, under contract and working with the National Library of Medicine (NLM), to pilot a new health information literacy (HIL) curriculum designed to increase health care provider knowledge of health information literacy issues, increase patient and provider use of NLM and other consumer resources, and promote the role of librarians as key providers of HIL resources and support. This poster delineates this library's experiences and outcomes with the pilot project and the continued benefits this library has reaped in terms of increased visibility of the hospital library in the institution and progress toward providing comprehensive consumer health information services.

Results: The LHS Library conducted 6 HIL training sessions for 59 LHS team members during April–June 2009. Of the 97% of participants who submitted pre-/post-session evaluations (n=57), 98% said they intended to use MedlinePlus and 81.5% said they intended to use Information Rx. One hundred percent said the session increased their knowledge of health literacy and its impact on patient care.

Conclusion: The library benefited from increased visibility through participation as a pilot site. The LHS president and chief executive officer supported the library with a letter of commitment. The library received excellent marketing exposure, including flyers and emails promoting the classes, brief articles in LHS publications, and a press release. Participation in the pilot may have saved half of a library! Continued benefits include active participation at MLA '09, turning the HIL curriculum into a talk for LHS support groups, construction of a new library, and developing a comprehensive consumer health information service.

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Reaching Out Via Chat Qwidget and Text Messaging

Penny Coppernoll-Blach, AHIP, Reference Coordinator, Biomedical Library, University of California–San Diego, La Jolla, CA

Objective: To present the results of adding the QuestionPoint Qwidget and new text messaging options to the reference services available at a major academic biomedical library.

Methods: The biomedical library has been offering reference services via email, chat, instant messaging, and telephone. Statistics for in-person and telephone questions have been declining for the past several years. Our students, faculty, and staff do not always find our Ask a Librarian page that describes our services. When QuestionPoint made available their Qwidget (chat widget), we decided to add it to our web pages to see if we would get more questions submitted. About the same time, we also implemented a text messaging option using Meebo. We anticipate that these two user friendly and more visible choices will result in increased usage.

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Library Services and the National Institutes of Health Public Access Policy: An Investigation of Association of Academic Health Sciences Libraries (AAHSL) Libraries

Marisa Conte, Clinical and Translational Science Liaison, Health Sciences Libraries, University of Michigan–Ann Arbor; **Courtney Crummett**, Bioinformatics Librarian, Engineering and Science Libraries, Massachusetts Institute of Technology–Cambridge

Objective: The purpose of this qualitative study is to identify and analyze ways that Association of Academic Health Sciences Libraries (AAHSL) libraries are facilitating researcher compliance with the National Institutes of Health (NIH) public access policy. This preliminary study will illustrate the various methods libraries are using to assist researchers and promote public access.

Methods: A structured scan of AAHSL libraries' websites to identify services related to NIH public access policy compliance, including but not limited to: copyright amendments, library-led information sharing (virtual or in-person), designated librarian for scholarly communications, and third-party submission service was performed.

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A Library's Role in Identifying Institutional Publications

Barbarie Hill, AHIP, Manager, Edward L. Pratt Library, Cincinnati Children's Hospital, Cincinnati, OH

Objective: In an effort to identify an institution's publications, especially those resulting from National Institutes of Health (NIH)-funded research, are results of online searches by institution name as accurate, comprehensive, and time-effective for library staff as lists of publications submitted by authors' departments?

Methods: Library staff conducted online searches of MEDLINE, CINAHL, and Scopus at regular intervals throughout the year for publications listing our institution in the Author Affiliation field. The results were gathered in a database, and duplicates and false drops were removed. At the end of the fiscal year, departments were also requested to submit lists of publications authored by their faculty members during

the year. These lists were verified by library staff, out-of-scope items were removed, and duplicates were identified. The two lists were compared to determine if there were unique references in either list and, if so, if any of those unique publications resulted from NIH-funded research. We also tracked the amount of time required by library staff to do the work involved in producing the two lists.

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Searching for Quality: A New Collaboration to Train Health Care Professionals to Search for Clinical Quality Improvement Literature

Julia Esparza, AHIP, Clinical Medical Librarian, Department of Medical Library Science; **Leisa Oglesby**, Executive Director, Quality Services; **Jean DiGrazia**, Chief Nursing Officer, Hospital Administration; **Marianne Comegys**, Director; **David Charles Duggar, AHIP**, Reference Librarian; **Kerri Christopher, AHIP**, Head, Reference; Department of Medical Library Science; Louisiana State University Health Sciences Center–Shreveport

Objective: What effect does development of a class to train health care professionals to search clinical quality improvement literature have on the utilization of PubMed, CINAHL, and other quality improvement websites? This paper will report on the development of a class to train health care professionals to search for clinical quality improvement, risk management, and patient safety research and the evaluations used.

Methods: Library faculty collaborated with quality improvement and nursing services to design a special class to teach health care professionals at Louisiana State University Health Sciences Center-Shreveport, a large safety net hospital in an urban setting, to search quality improvement literature. Institutional review board (IRB) approval was obtained to assess the knowledge of health care professionals on evidence-based practice, quality improvement websites, and search patterns for PubMed and CINAHL. Instruction during the class included searching PubMed and CINAHL databases as well as appropriate websites with an emphasis on quality improvement research. Pre- and posttests were administered during the class. Follow-up surveys were given at one and three months to ascertain the practical use of skills taught.

Results and Conclusions: The class was offered twice in August for a total attendance of 30 students. The follow-up survey given at the end of one month showed that 37% of the participants had used CINAHL or PubMed, and at 3 months, usage increased to 47%. Likewise, the percentage of participants using the quality improvement websites rose from 23% to 47%. Intensive training appears to encourage participants to utilize the resources more frequently. The posttest demonstrated that comprehension improved when the 3-hour class was divided into 2 sessions. The "Searching for Quality" class is now a part of the nursing education and standards continuing education schedule for 2009. The 3-hour class is offered quarterly.

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Disaster Information Specialist: An Emerging Subject Specialty for Informationists?

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Objective: Determine roles for librarians in providing disaster information outreach to their communities and in responding to information needs for all-hazards preparedness, response, and recovery. Describe the possible position titles (i.e., informationist, librarian, specialist, etc.) and duties of a “disaster information specialist.” Assess the need for a national training curriculum and certification program for librarians interested in disaster information.

Methods: This project uses several methods to address these issues. To start, six libraries are experimenting with diverse projects to meet the disaster information needs of their parent institutions. Groups to which librarians have been assigned as informationists include major federal disaster planning and response offices; hospital emergency planning committees; academic departments of disaster, humanitarian assistance, or emergency medicine; hospitals’ emergency partnerships; and research teams with disaster-related grants. A national discussion email list focusing on disaster information and monthly meetings of the project partners are underway to promote a community of practice and information sharing among interested librarians. Journal articles, news, and oral histories have been reviewed to determine current and historical involvement of librarians in responding to disaster information needs. In addition to feedback based on librarians’ experiences, methods may also include surveys and focus groups.

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Canine Genetic Testing: A Precursor to the Human Personalized Medicine Marketplace?

Kristine M. Alpi, AHIP, Director, William Rand Kenan, Jr. Library of Veterinary Medicine, North Carolina State University–Raleigh

Question: How have companion animal genome projects resulted in more genetic testing and personalized medicine for pets? There is a long history of selective breeding and tracking of patterns of disease prevalence in animal genetics. People permit DNA testing of canine samples for purposes that would have ethical ramifications in humans.

Methods: Compare promotion of direct-to-consumer, clinical care, and research-oriented canine genetic testing through veterinary colleges and commercial laboratories. Explore the role of registries such as the Orthopedic Foundation for Animals, which licenses DNA-based disease testing. Examine and synthesize growth of literature and websites about available canine genetic tests.

Main Results: Canine pharmacogenetic investigations include drug sensitivity testing for the mutant MDR1 gene. Instead of avoiding drugs such as ivermectin in known susceptible breeds, veterinarians can determine if a dog has the abnormal MDR1 gene. This test is available to owners who submit cheek brush samples by mail for analysis. DNA-based tests to screen for heritable diseases like progressive retinal atrophy permit decisions to be made about prognosis and future breeding, while testing for von Willebrand’s disease allows for preventive practices in surgery on those dogs. DNA testing to identify dog breed composition and select for coat color are common. Even testing DNA in dog feces to identify misdemeanors is an option under discussion.

Conclusion: Dogs are a model for human disease studies. Lessons from canine genetic testing about carrier status, risk, test interpretation, costs, and implications may presage the marketplace aspects of human personalized medicine.

5

Language Fusions: Development of an Online Multiple Language Consumer Health Information Collection

Linda Ferguson, Senior Systems Librarian, Contractor; **Loren Frant**, Head, Health Information Products Unit, Reference and Web Services Section, Public Services Division; US National Library of Medicine, Bethesda, MD

Objective: This poster outlines the development, implementation, and successes of creating an online collection of consumer health information in languages other than English and Spanish.

Methods: Physicians, health clinic personnel, hospital librarians, and public librarians serve patients and patrons who seek health information in their native languages. Spanish, Chinese, Korean, Russian, and Vietnamese are among the most common languages spoken by these patients. Despite the nationwide demand, free online health information for the non-English speaking US consumer audience was difficult to find. Now, however, the federal government and a number of national health organizations produce high-quality health information in languages other than English. The team collected these resources and displayed them with their English equivalent in order to serve the needs of consumers and health care professionals alike. Staff selected free online health information for the collection according to rigorous quality guidelines. In preparing the collection, staff also researched language names and addressed technical issues, such as the display of non-Roman characters.

Results: The new collection debuted in May 2008. At that time, the collection contained over 2,500 links to consumer health information in more than 40 languages covering nearly 250 health topics.

Conclusions: The multiple languages collection benefits people who prefer to read health information in their native language. It also helps the information professionals and health care providers who serve them. User feedback to date has been positive. Staff will maintain the collection by regularly reviewing the content for linguistic and health accuracy and quality. The team will also evaluate additions to the collection following the quality guidelines previously described.

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Selective Sampling of the National Library of Medicine's Coverage of Disaster-related Gray Literature on the Web

Emily J. Vardell, NLM Associate Fellow, Health Sciences Library, University of North Carolina–Chapel Hill

Research Questions: What is the current state of the National Library of Medicine's (NLM's) collection of web-based disaster-related gray literature? Once new material has been identified, what is the best way to "collect" the information? What place does web harvesting have in the collection of gray literature?

Methodology: I conducted an environmental scan of web-based disaster-related grey literature. After selecting the site ReliefWeb.int for close inspection, I manually reviewed over 2,775 available documents to determine which fell within the guidelines outlined in NLM's Collection Development Manual. I then evaluated web harvesting technologies that would be useful for identifying resources, tracking changes, and permanently collecting web-based materials.

Main Results: Of the available documents, I identified 115 items that should be considered for collection at NLM; however, the location and evaluation of the set of documents used in this study was very labor intensive. I considered page minder services and web harvesting as possible ways in which resources could be both identified and added to the permanent collection.

Conclusion: Because some valuable resources are published or available exclusively on the web, NLM's current collecting practices may need to be augmented with technological solutions to ensure current and future access to these materials. NLM will be conducting a preliminary study of the effectiveness of using ArchiveIt, web harvesting software, to collect digital materials from the web. One of the trial collections will include the disaster-related gray literature identified in this project.

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MLA Members' Social Software Use and Beliefs

Melissa L. Rethlefsen, Education Technology Librarian, Mayo Clinic Libraries, Mayo Clinic College of Medicine, Rochester, MN; **Task Force on Social Networking Software**, Medical Library Association, Chicago, IL

Objectives: To assess MLA members' use of Web 2.0 technologies and their belief in the importance of these technologies to the association. To assess whether demographic factors influenced use of these technologies or the belief in their importance to the association.

Methods: All MLA members were invited to participate in an initial survey of Web 2.0 technology use and beliefs in summer 2007. The survey utilized 5-point Likert scales to measure members' personal and professional use frequency of individual Web 2.0 tools, including blogs, wikis, social networking software, web office tools, RSS, media sharing, and instant messaging. A 5-point Likert scale was also used to gauge belief in importance of each technology to the association. The survey captured demographic data, including library type, library size, and years of library experience. Use frequency and beliefs were analyzed using descriptive statistics. Trends in demographic influences on Web 2.0 technology use and beliefs were demonstrated using a chi square test. All MLA members were invited to participate in a repeat survey in summer 2008; this survey was designed to evaluate use and belief changes following a year of association-sponsored educational opportunities designed to improve Web 2.0 knowledge and skills.

Results: Four hundred ninety-five MLA members completed the summer 2007 survey, including 150

respondents from hospital libraries and 243 from academic libraries. The largest percentage (n=193, 39%) of respondents were members who had worked in libraries 21 years or more. Respondents' libraries' staff sizes varied, ranging from 1 person (n=91, 19%) to more than 60 staff (n=46, 10%). Respondents felt that blogs, RSS feeds, and wikis were the most important social software tools for the association. Blogs and RSS feeds were the most commonly daily or weekly used tools for both personal and professional use. Library type, library size, and years of experience related to frequency of professional and personal social software tool use, as well as to the belief in importance of each tool to the association. One hundred thirty-two members completed the summer 2008 follow-up survey.

Conclusion: Data from both surveys were used to develop web materials and courses for MLA members.

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Library on the Move and in the Know: How a Wiki-based Information Depot Facilitates Staff Knowledge during and after an Extended Library Relocation and Renovation Project

Wendy Wu, Information Services Librarian; **Linda A. Draper**, Information Services Librarian; **Sandra I. Martin, AHIP**, Interim Director; Shiffman Medical Library, Wayne State University, Detroit, MI

Objective: To create an online, dynamic document repository for staff to create and access essential library information seamlessly during a two-year span, while library operations move from a primary site undergoing renovation to multiple temporary sites.

Methods: We evaluated several web-based and client tools and determined that Wetpaint (www.wetpaint.com), a free web-based wiki platform, met our needs for quick and easy access to library-related information. This web application, accessible to all staff from any location, whether on campus or off-site, offers password-secured administration, automatic archiving of all edits and editors, and user-cordial navigation. Library staff can update information in real-time with minimal training or HTML knowledge. Speed, keyword searching and browsing, and the capability of cross-linking to our existing GoogleDocs and Meebo instant messaging (i.e., embedded MeeboMe gadget) are primary features making this format most useful. This poster illustrates how a library utilizes Web 2.0 technology to empower employees, promote collaboration, document library practices, and make library knowledge immediately accessible to all staff.

Results: The wiki is a useful tool for library staff to effectively communicate and collaborate on a growing knowledgebase of information essential for optimal library operations (e.g., policies, procedures, working documents, and troubleshooting FAQs). This approach allows staff to efficiently and collaboratively create, share, edit, track changes, and search the documentation of essential library information during both transitional and routine operations, to continuously support the library's best practices and responsive service to library customers.

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Wikipedia-trica: A Library-Department of Pediatrics Collaboration for a Morning Report Wiki

Laura K. Cousineau, Assistant Director and Associate Professor, MUSC Library; **David M. Mills**, Chief Resident; **Sanjiv Pasala**, Chief Resident, Department of Pediatrics; **David B. McCabe**, Systems Engineer, MUSC Library; Medical University of South Carolina-Charleston

Objective: Inspired by MLA '08, librarians began working with Web 2.0 applications to enhance our residency education work. Could a wiki improve the teaching and learning environment during a departmental morning report? Could a wiki offer an extended learning opportunity by longer case follow up and expanding the experience to more learners?

Methods: At the department of pediatrics goal-setting retreat, the librarian participated in morning report planning with the chief residents. They decided to pilot a wiki that would create a catalog of cases presented in morning report, record the discussions, post the chief resident's teaching point presentation, post related articles, and provide follow-up information on the case's progress. The librarian presented the plan to the systems engineer, who developed the wiki, along with special forms allowing instant updates of complex information, so that chief residents could quickly upload information immediately following morning report. In addition to adding functionality, the wiki would be evaluated by its ability to improve attendance, allow more diverse case presentations, increase learning by those unable to attend, and allow attendings involved in the case but not able to attend to add information about their medical decisions and management of the patient.

Results: Full evaluation of the wiki is continuing. Functionality increases are being measured. Although attendance counts are being recorded and will be presented in this report, attendance at morning reports is now standing room only. The library is expanding its use of the wiki for applications in other residency programs. The department of emergency medicine is using a library-developed wiki for their journal club, in which a librarian participates. The department of nephrology has also expressed interest in collaborating with the library using wiki technology. As word of the wiki spread, a librarian was invited to speak to give a workshop on the use of wiki and other Web 2.0 technologies at the institution's teaching society.

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Comparison of Librarian and Advanced Practice Nurse Ratings of Depression Websites Using an Adapted Health Information Website Evaluation Tool

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Library; **Sapana R. Patel**, Assistant Professor, Clinical Psychology, Department of Psychiatry, College of Physicians and Surgeons; **Leanne M. Currie**, Assistant Professor, School of Nursing; Columbia University, New York, NY

Objective: Librarians, clinicians, and nursing informatics researchers collaborated to adapt an instrument that assists in evaluating online health information. We conducted an evaluation study with two groups, advanced practice nurses (APNs) and librarians, to compare their ratings of websites using the adapted instrument.

Methods: Researchers modified the original fifteen-item DISCERN instrument that was developed "for judging the quality of health information written for the public on treatment choices" in order to enhance its utility and usability in evaluating web publications and websites. Modifications included expanding the tool (renamed DISCERN*Plus*) to a thirty-item questionnaire that evaluates the quality of the content of the website, as well as the presentation and delivery of that information. Ten librarian raters and ten APN raters independently scored five depression health information websites using DISCERN*Plus*. Ratings were compared using descriptive and comparative statistics. We examined whether the rater's professional training had any effect on their application of the DISCERN*Plus* evaluation criteria.

Results: DISCERN*Plus* has 3 sections with 10 questions each: (1) publication reliability, (2) quality of information for intervention/treatment choices, and (3) web page/portal's usability. Mann-Whitney-U tests of 2 independent samples were used to analyze the responses using SPSS. No differences were found between the APNs' and librarians' responses, when comparing overall section averages across all 5 websites or when broken down by individual website. However, 3 questions had statistically significant differences between APNs and librarians (across websites): one question related to publication date of information (3.13 APN mean; 3.84 librarian mean; $P < 0.023$); one question related to description of treatment risks (3.14 APN; 2.19 librarian; $P < 0.019$); and one question related to graphic design (3.48 APN; 2.72 librarian; $P < 0.35$).

Conclusion: Although some differences between groups were found, overall there were no differences such that either professional would be able to use DISCERN*Plus* to evaluate websites with online information related to health care decisions.

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Library Website Redesigns: Research before Revision

Michele Malloy, Digital Resources and Services Coordinator, Dahlgren Library, Georgetown University Medical Center, Washington, DC

Objective: In planning for an upcoming website redesign, web team members expressed interest in examining the procedures followed by other libraries that had recently experienced significant redesigns. As a group relatively inexperienced in major website

redesigns, we hoped that analysis would help plan for our specific content management system choice, integration of Web 2.0 tools, and solutions for common barriers.

Methods: With the goal of gathering information regarding website redesign practices in other libraries, the web team designed a survey examining the following aspects of the libraries' websites: demographics, design, support, content, barriers, maintenance, and future plans. This in-depth survey was initially sent to a small sample of five to seven health sciences libraries with websites we either admired or had recognized as implementing recent redesigns. Following the original responses, we opened the survey to a larger selection of libraries maintaining websites and examined overall trends.

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Playing with a Bad Deck: The Caveats of Card Sorting as a Website Redesign Assessment Tool

James Brucker, Instructional Design Librarian; **Mark Berendsen**, Education Librarian; **Linda O'Dwyer**, Communications Coordinator and Education Librarian; **Michelle Frisque**, Head, Information Systems; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: The ultimate goal of a card sort is to rearrange website navigation into categories that are grouped by the consensus of all library users. This academic health sciences library utilized typical and novel approaches to card sorting to discover the most effective approach for a multifaceted group of users, each with different online needs.

Methods: In preparing a user-centered redesign of the website, the library employed a number of approaches to card sorting as an assessment and navigation-design tool, initially basing cards on existing website navigation. User groups in an academic health sciences library (student, faculty, and staff) are more diverse than those who participate in typical card sorting exercises, demanding separate grouping. Each user type created a different "ideal" navigation scheme, leading to confounding results, even when utilizing a standardized spreadsheet for data analysis. A new set of cards focused on semantics instead of direct navigation titles. The second round of sorting provided results that were more useful, yet still with an overwhelming amount of confounding data. An additional card sort was created strictly for the in-staff website redesign assessors themselves, designed as a consolidating data cypher, and a web-based user survey subsequently contextualized the data.

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Adobe Dreamweaver: New Features to Improve Your Library's Website

Adam R. Hudson, Web Services Librarian, Systems and Information Technology, University of Southern California—Los Angeles

Objective: Demonstrate how to create portals for library user groups using the built-in JavaScript functionality of Adobe Dreamweaver CS3. The web

librarian in an academic health sciences library used the built-in JavaScript functionality of Adobe Dreamweaver CS3 for the creation of portal pages.

Methods: The library decided on the primary user groups it serves: students, clinicians, researchers, and educators. The student group was further divided into the different types of students (e.g., medical, pharmacy, etc.). For each population, librarian subject specialists submitted lists of targeted resources under headings like databases, books, articles, web resources, and others. Different user groups required different categories of resources (e.g., the category "protocols" was included for researchers and the category "images" for educators). The number of resources was kept to a minimum to focus attention on the resources most critical for each user group. After the resources were identified, the web librarian placed them into lists on the websites for the user groups. The specific group's resources were broken down into categories laid out in a user-intuitive format utilizing JavaScript and CSS. The links to the portal pages were placed prominently in the navigation header on each page of the library website.

Results: Feedback was gathered through demonstrations and usability studies with both library staff and members of the targeted user groups. The feedback received was overwhelming positive. Staff members liked the layout of the pages and saw value in being able to post materials from classes and workshops that the library teaches to these pages. Site users were impressed with the ease of navigation and liked the fact that all the resources they needed were in one place, which eliminated the need to jump around the site trying to locate resources.

Conclusions: The qualitative results demonstrate that users respond well to the functionality offered by the new features and that it improves site usability and navigation.

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Fusion of Culture, Language, and Medicine

Elaine G. Powers, Director, Library Services, VCOM Library; **Sarah Zalud-Cerrato**, Coordinator, International Health and Appalachian Outreach; Edward Via Virginia College of Osteopathic Medicine—Blacksburg

Objective: The Edward Via Virginia College of Osteopathic Medicine offers an international and public health fellowship program to medical students who have completed their third year in the doctor of osteopathy (DO) program. Students enrolled in the dual degree (DO/MS or DO/PhD) program must complete classes for the degrees and a three-month rotation to Latin America, spending thirty days at the following sites: El Salvador, Honduras, and the Dominican Republic. Before students depart for the in-country experiences, they attend an intensive medical Spanish-language course, receive an introduction to research methods, and attend sessions on library resources available at both institutions. The classes and sessions are a joint effort with the Spanish class taught by the international missions staff and the information

resources section by librarians. The overall goal of the project is to prepare medical students to effectively serve multicultural patients both here in the United States and abroad.

Methods: A survey was distributed to each of the participants (n=19) in the joint DO/PhD program. Survey respondents were asked to provide feedback on the value of available Spanish library resources and initial training and to reflect on the Spanish training and their fluency after each stage of the program.

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Calculating Impact Factors: Promoting JCR, Eigenfactor, H-index, Web of Science, and Google Scholar in an Academic Health Sciences Library

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Objective: Describe methods used to educate users on how to calculate impact factors using *Journal Citation Reports (JCR)*, Eigenfactor, h-index, Web of Science (WoS), and Google Scholar.

Methods: This large, urban academic health sciences center library serving six health sciences schools is receiving an increasing number of questions from our faculty, staff, and students on how to calculate the impact of a journal or their impact factor as a researcher author. We created a web page describing different resources to use to calculate impact factors. This website first reports on the controversial aspects of using impact factors. It describes using *JCR* or the Eigenfactor to calculate journal impact factor and the h-index, WoS, or Google Scholar cited references for calculating author impact. In addition to the website creation, we also offer a session, "What Is Your Impact?", as part of our library liaisons' fall marketing campaign. The presentation is tailored to the liaison's individual department, can be mixed and matched with other topics, lasts from fifteen minutes to one hour, and can be presented in their department, such as at a regularly scheduled faculty meeting, or in the health sciences libraries in one of our computer labs.

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Experiences as an Embedded Librarian

Alison M. Konieczny, Health Sciences Librarian, Ferris Library for Information, Technology, and Education (FLITE), Ferris State University, Big Rapids, MI

Objective: Encouraging students enrolled in online courses to effectively use library resources can be challenging. To increase the use of library resources and facilitate contact with a librarian for research assistance, librarians may wish to become actively involved in online classes. Course management systems such as Blackboard provide many routes for librarians to interact with and provide information to online students.

Methods: The Ferris Library for Information, Technology, and Education (FLITE) serves a student body of approximately 13,000 students. In Ferris State

University, the allied health librarian is responsible for acting as liaison to 9 allied health programs, as well as the college of pharmacy. Some allied health courses that require extensive research are offered online. To facilitate the use of library resources in several of these courses, the liaison librarian acted as an “embedded librarian” over 3 semesters, providing instructional content and assistance in the courses. Two different roles in the course management system, Blackboard Vista, were assigned to the librarian: instructor/codesigner or teaching assistant. Experiences in each of these roles, with online tools and technology, as well as overall experiences as an embedded librarian will be discussed. Both opportunities and challenges will also be examined.

Results: Over several semesters, the role of the librarian in the classes evolved. Students’ needs and tendencies in the online environment became more apparent with experience and led to crucial modifications of content and timing of instructions. Providing succinct instructions at the point of need, without requiring students to navigate away from an assignment, was an obvious need, and providing this service resulted in improved student performance.

Conclusions: The roles as an instructor/codesigner or teaching assistant had a significant impact on the librarian’s ability to upload content into the courses and provide technical course design assistance. The role of teaching assistant is more limiting; however, it is important to be involved in the courses to the extent with which both the librarian and the instructor are comfortable. The primary challenge as an embedded librarian was finding adequate time for monitoring discussion boards and content development, but overall the experience was quite rewarding.

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Think It’s Impossible to Find Cost-effective Screencasting Software? Say Aloha to Three Free Programs and Their Applications in Library Instruction

Alan T. Williams, Education Services Librarian (Team Leader); **Kristine M. Hughes**, Education Services Librarian; **Shannon D. Jones**, Head, Outreach Services; Research and Education, Tompkins-McCaw Library, Virginia Commonwealth University–Richmond

Objective: This poster will compare and contrast the use of three free screencasting programs—Wink, Screencast-O-Matic, and Jing—in library instruction to find out which program is best suited for a medical library.

Methods: Wink, Screencast-o-matic, and Jing all have a number of similar features but vary in their ease of use and convenience, both on the part of the librarian and the end user. These programs come in handy for distance education purposes but can also be useful for answering on campus reference questions. Tutorials for an array of databases can be quickly and easily created and distributed using these programs. These tutorials can then be delivered to users via various methods

and even downloaded to an iPod. These programs have been used for distance education students at our institution and have been given rave reviews by our users. Users have expressed that these tutorials are a quick and easy way for them to learn databases and that their method of delivery is very convenient.

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Search Engines and Healthy Connections for Consumers: A Prescription for Success!

Donna F. Timm, AHIP, Head, User Education; **Dee Jones, AHIP**, Head, Cataloging; Medical Library, Louisiana State University Health Sciences Center–Shreveport

Objective: Compare six health search engines based on the following criteria to determine which ones yield the best results for consumers: ease of navigation, appropriate type of health information for consumers, and search results derived from authoritative sources.

Methods: The following six consumer health search engines were compared: Healia, Healthfinder, Healthline, MedlinePlus, Medstory, and Yahoo! Health. Each search engine was evaluated on the basis of the following categories: creator, description, major features, navigation, deficiencies, timeliness and quality of retrieved items, search interface and strategy, and search results. Eight standardized search queries were developed to test the search results of each search engine within the parameters stated above.

Results: Based on the analysis of our data, two consumer health search engines are excellent, three are very good, and one is good in terms of meeting the criteria set forth in our purpose.

Discussion/Conclusion: The evaluation categories and standardized search queries provided an efficient and effective way of comparing health search engines. This methodology could be expanded to evaluate other types of search engines for a variety of populations.

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Incorporating a Theory and a Model into Public Health Training Evaluation

Helena VonVille, Library Director, Library, School of Public Health, University of Texas–Houston

Objective: To develop a reliable public health training evaluation survey that was theory-based for pre-, post-, and two month follow-up.

Methods: After a review of the research literature on both training and health promotion evaluation, the author developed a pre-, post- and 2-month follow-up survey to evaluate a training course that was presented via webinars. The Kirkpatrick 4-level evaluation model and the theory of planned behavior were used to guide the development of the survey instruments. The Kirkpatrick model looks at reaction, learning, behavior, and results. The theory of planned behavior looks at social norms, attitudes, and self-esteem (confidence) as predictors of behavior intentions, which can then predict behavior. The Wilcoxon rank sum test was used for statistical analysis.

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PubMed's New Automatic Term Mapping: Why You Might Like It and Why You Might Not

John D. Jones Jr., Head, Information, Research and Outreach; **Rhonda L. Altonen**, Media Specialist; Health Sciences Library, Anschutz Medical Campus, University of Colorado–Denver, Aurora, CO

Objective: To convey the positive aspects and drawbacks of the new automatic term mapping (ATM) used in PubMed.

Overview: At MLA '08, with the goal of making PubMed searching more inclusive, the National Library of Medicine demonstrated new ATM, which broadens the sensitivity of a search. While librarians searching PubMed often control searching by limiting to specific fields or using command language, it is critical that librarians understand what happens when our patrons do the typical search from the PubMed search box and how those results will be affected by this new ATM. Can the power of concept combination, Boolean "AND," compensate or control for the increased sensitivity? Do your patrons write compound searches? Does the new ATM dumb down the search or make real improvements? You will need to decide. This poster will take a closer look at the new ATM, help librarians to understand what our patrons may be facing, and provide strategies for taking advantage of the positives and reducing or removing the impact of its limitations.

Results: While ATM changes make PubMed search seem more like Google, when and how phrases are kept together and broken apart seem inconsistent. PubMed's Help explains some of this but a layperson is unlikely to read the Help or care. Laypersons just want it to work as they expect. While text searching is more Google-like, the results presentation in reverse chronological order is counterintuitive to today's Internet searchers.

Conclusions: How can we help the average person use PubMed more efficiently? Probably the most important thing is to teach patrons to search more than one concept (i.e., lung cancer treatment), regardless of their use of proper Boolean logic. Laypeople pursue assistance at the point of care or at public libraries, so collaboration between hospital/medical librarians and public librarians is essential. Hospital and public librarians must keep their PubMed searching skills up to date and be extremely familiar with Details tab coding.

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Mapping Information Literacy: Using Concept Mapping to Understand Nurses' Sources of Health Information

Louise C. Miller, Associate Teaching Professor, Sinclair School of Nursing; **Rebecca S. Graves, AHIP**, Educational Services Librarian III; **Barbara B. Jones**, Librarian III and Outreach Coordinator; **MaryEllen C. Sievert**, Professor Emeritus; J. Otto Lottes Health Sciences Library; University of Missouri–Columbia

Objective: To use concept mapping methods to develop a model of information literacy for nurses practicing in community settings; to determine how

librarians can use the developed model to assist nurses in accessing and evaluating health information.

Methods: Using the mixed-method, concept-mapping methodology (Concept Systems), 25 community-based nurses from local public health agencies and K-12 schools in Missouri participated in developing a model of information literacy. Nurses were asked to respond to the open-ended question "A source of information for my nursing practice is ..., " thereby developing a comprehensive list of information sources used in daily, frontline nursing practice in community-based settings. Using a final list of 57 statements, nurses individually sorted the statements, grouping them into categories to create an 8-cluster concept map of *Information Literacy for Community-Based Nursing*. In the final step of model development, each nurse rated all statements on variables of importance, credibility, and usefulness to create a hierarchical display from high to low according to the three variables. The cluster map and ratings were reviewed by representative participants for interpretation and model refinement.

Results: Category labels assigned to the clusters by nurse participants were community groups, professional organizations, health care providers, educational tools, surveillance data, online resources, government-based resources, and state resources. All nurses consistently rated five clusters (professional organizations, educational tools, surveillance data, online resources, and state resources) as most important, credible, and useful. State resources, the central cluster, serve as a central concept relative to other areas of the map. Included in this cluster are basic infrastructure services (i.e. the state health department, university extension, emergency services, state Medicaid, as well as librarians and library services). The location of libraries and libraries as the centermost point of the map indicates nurses viewed library services as a connector to all other information sources on the map. These mapping results are useful when planning what information to present to practicing public health and school nurses with implications for delivering this information effectively.

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A Longitudinal Cross-sectional Analysis of Information Needs of Rural Health Care Providers

Rick Wallace, AHIP, Assistant Director; **Nakia J. Carter, AHIP**, Clinical Reference Librarian; **Kefeng (Maylene) Qiu, AHIP**, Clinical Reference Librarian; Quillen College of Medicine Library, East Tennessee State University–Johnson City

Objective: This longitudinal cross-sectional study was designed to give a picture of the Northeast Tennessee rural health care providers' information needs.

Methods: The population of this study was the health care providers in Northeast Tennessee outside the Tri-Cities urban area. It is in the 15-county service area of the East Tennessee State University Quillen College of Medicine Library's outreach and includes no one from a community larger than 25,000. The names of physicians were gathered from the Tennessee State Licensing Verification Database and personal knowledge of the

librarians. The surveys were administered to registered nurses (RNs) from a list from the Tennessee Center for Nursing. A $P=0.05$ was obtained. The questionnaires were sent out by mail with a self-addressed stamped envelope. A cutoff date was set for 2 weeks for the return of the surveys. Surveys that came in after the cutoff date were accepted up to 1 month. A cover letter was included to explain the purpose of the survey. The data were analyzed in terms of central tendencies and dispersions of distributions. The data are displayed in the report by means of frequencies and percentages.

Results: This study compared rural information needs and practices in the same geographic area twelve years apart. This has given valuable information as to how the information needs and practices of this group have changed. This study will enable the librarians to change their outreach strategies to reflect the new reality.

Conclusions: Our purposes as medical librarians do not change. However, the environment of our service changes constantly. Longitudinal cross-sectional studies give the opportunity to obtain "snapshots" of a service environment to see how they change over time.

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The Evolution of the Department of Veterans Affairs Libraries: From Hoop Skirts to Hula Hoops

Linda J. Bennett, Chief, Library Service (142D), Richard L. Roudebush VA Medical Center, Indianapolis, IN; **Nancy A. Clark**, Chief, Library Service (142D), North Texas Veterans Healthcare System–Dallas; **Diana F. Akins**, Chief, Library Service (142D), Bay Pines VA Healthcare System, Bay Pines, FL; **Mary V. Taylor**, Chief Librarian, Medical Library (142D), VA Medical Center, Memphis, TN

Objective: Provide an overview of the evolution of the Department of Veterans Affairs (VA) Library Services from the 1800s to the present.

Methods: As the VA has evolved over time, so too has library service in the VA. The VA Library Network is one of the largest library networks in existence today. Based on a systematic review of the literature combined with first-person interviews, this poster will show the evolution of libraries in the VA from the earliest period of primarily providing bibliotherapy service to patients to the present of delivering just-in-time medical information to all medical staff employees, researchers, and patients. The ultimate goal of library service in the VA remains to support care "for him who shall have borne the battle."

74

The Alaska Yukon Pacific Exposition of 1909: A Centennial Look at Why a Fusion of the Past with the Present Will Shape Our Future

Colleen M. Weum, Acquisitions and Collection Management Librarian, Health Sciences Library, University of Washington–Seattle

Objective: Can the 1909 Alaska Yukon Pacific Exposition (AYPE) be a source of health care information today? Do centennials provide an opportunity, give us permission, to reflect on our past in order to apply it to our future?

Methods: A famous quote about history is, "Those who cannot remember the past are condemned to repeat it." This poster will remind us of what was occurring in public health and medicine during the time of the exposition. One example is the typhoid outbreak on the exposition grounds and how to relate this to current and future public health scenarios. Another example will look at the public's introduction to infant incubators. The exposition had its own hospital building, fully staffed by physicians and nurses. Were the incubators included in the hospital facility? No. Infant incubators were a part of the freak side show portion of the exposition known as "Pay Streak." The poster will show why this, in the long run, made sense and how to apply this situation to health care today. Is it a fusion of the past with the present that will bring about improvements in the future? This poster will remind us to always remember our past.

Results: You can see a transition occurring in the practice of medicine when researching health care issues at the AYPE. Modern medicine was emerging in the United States. But errors in public health and health care were still being made. For example, the public as well as health professionals were often ignorant on the causes and prevention of many diseases, typhoid being a case in 1909 at the exposition. Another transition was demonstrated at the AYPE with the public display of infant incubators. By taking the mystery out of such medical equipment, it may have helped the public better understand and accept emerging medical practices. To conclude, are we able and willing to look at the historical record? Have we learned from public health and medical mistakes made a century ago? Will looking back provide us a means to a better future in health care?

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Evaluating the Informationist in Different Settings in the Institution: The University of Missouri Experience

MaryEllen C. Sievert, Research Consultant and Professor Emerita; **Deborah H. Ward, AHIP**, Director; J. Otto Lottes Library Health Sciences Library; **Kate Anderson**, Specialized Services Librarian (573), J. Otto Lottes Library Health Sciences and Zalk Veterinary Medical Libraries; **Rebecca S. Graves, AHIP**, Education Librarian, J. Otto Lottes Library Health Sciences Library; **Brenda Graves-Blevins**, Science Librarian, Ellis Library; **E. Diane Johnson, AHIP**, Head, Information Services; **Caryn Scoville**, Librarian; J. Otto Lottes Library Health Sciences Library; University of Missouri–Columbia

Objective: To evaluate and modify informationist programs in different areas of the campus in such a way that each program reflects the needs of its users. To evaluate these programs to (1) ensure that they meet the users' needs and (2) provide data to demonstrate to faculty and administrators the value of the new services

Methods: We have developed four informationist programs in different areas of the campus, and a fifth is being developed. The first two programs were much

alike and provided the model for later programs both in the activities of the program and the evaluation. Even so, when the report of the evaluation of these programs was completed, the analyses of the data were different. The third program was modeled on these two but was developed after a series of focus group interviews. For the evaluation of this program, we will again use focus groups and will probably supplement it with a short survey. The fourth program was not particularly successful and will be evaluated through an interview with the appropriate administrator. When the fifth program settles, we shall look at the users and design a fitting evaluation.

Results: The data from a single department have been evaluated and indicate that the impact of library resources on patient care is high.

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Disaster Preparedness Informationist: A Team Approach

Colleen Cuddy, AHIP, Deputy Director; **Karen Brewer, AHIP, FMLA**, Director; NYU Health Sciences Libraries; **Miguel Figueroa**, Network Services Coordinator, National Network of Libraries of Medicine, Middle Atlantic Region; **Emily Molanphy**, Web Services Librarian; **Stuart Spore**, Associate Director, Library Systems; **Richard McGowan**, Research Librarian; **Carol Swain**, Disaster Informationist Intern; NYU Health Sciences Libraries; New York University Langone Medical Center–New York

Objective: This poster will present how a team of librarians from an academic medical center provided services, resources, and expertise to fill the role of a disaster preparedness informationist to the medical center community.

Methods: The poster will list the members of the team and each member's responsibilities, discuss how the team communicates and provides services using a variety of methods such as wikis and blogs, and share outcomes from the experience. Outcomes include providing research assistance to hospital emergency management committees and grant-funded interdisciplinary researchers, creating a course on disaster information resources for librarians, and developing a local disaster preparedness resource collection. In addition, the poster will show the integration of the team's efforts with the National Library of Medicine-sponsored Disaster Preparedness Informationist Project.

Results: The team approach has been successful. Team members sit on key committees at the medical center including the emergency management team. Team members also provide research assistance to the agents of opportunity grant and the large-scale emergency response team. Additionally, the team developed an online class on disaster resources offered via the National Network of Libraries of Medicine, Middle Atlantic Region.

Conclusion: We are entering a second year of study but have already determined that there is a need for a disaster preparedness informationist at our institution and that a team can fill this role. However, a key factor

of the team's success was the addition of a part-time, library student intern who devotes fifteen hours per week to the project and keeps the team on track. It is recommended that if a similar approach is used at a different institution that one of the team members fills this role.

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Transitioning to a "Distant" Library

Mark MacEachern, Liaison Services Librarian; **Carol Shannon**, InfoPoint Associate; **Patricia Anderson**, Emerging Technologies Librarian; Health Sciences Libraries; University of Michigan–Ann Arbor

Objective: To demonstrate how health sciences librarians can continue to support an academic user community after the consolidation of a library and its collection.

Methods: In 2008, the library located in the dental school closed its doors to the public for the final time and merged with the university's more distant medical library. The closure of this small library and the consolidation of its physical collection represents an increasing trend in health sciences librarianship. This poster will not only describe the library's transitional activities, but also outline the mechanisms put into place to ensure that the off-site library continues to support the clinical, research, and curricular needs of the dental community. These activities include (among others) a survey distributed to elicit feedback, a party thrown to introduce the dental community to their new library space, and a liaison librarian directly involved in the dentistry curriculum and curriculum committee. Future activities will also be described.

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Adjusting Flight Plans in Midair: Taking Off with a New Clinical Informationist Program

Sheila Green, Clinical Informationist, Information Services; **Deborah Halsted**, Associate Director, Public Services and Operations; **Elizabeth Eaton**, Executive Director; HAM-TMC Library, Houston Academy of Medicine-Texas Medical Center–Houston

Objective: To describe the take-off of a new clinical informationist program and the adjustments that were made as assumptions were challenged and circumstances changed.

Methods: The authors will briefly describe the initiation, planning, and implementation of a pilot clinical informationist program for an internal medicine group of residents, attending physicians, and medical students at a county teaching hospital. Just as flight plans change due to weather, ground conditions, or air traffic, the clinical informationist take-off speed, tools, funding, and processes were all adjusted in this first year of operations.

Results: The program has been funded for the next year, feedback from residents and faculty has been very positive, physicians advocate to their teams to use the informationist, the new chief resident assumes the informationist's participation in morning report, and plans are being reviewed to fund additional informationists to work with other groups.

Conclusion: Solid planning is crucial for any program to take off, but flexibility to adjust to circumstances and take advantage of opportunities can bring any flight to unexpected heights.

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Results of a Survey on Organizational Flattening in Academic Health Sciences Libraries

Heidi Nickisch Duggan, Associate Director; **James Shedlock**, AHIP, FMLA, Director; **Stephanie Kerns**, Head, Education and Outreach; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: The purpose of this poster is to determine the current status of organizational flattening in academic health sciences libraries, and analyze its impact, if any, on leadership development among middle managers. Organizational flattening is defined as fewer managerial layers and is described in relation to hierarchical library structures. Flattening is a relatively new structural adjustment in academic medical libraries and one that reflects the practices of some companies in corporate environments.

Methods: The survey probes whether new technologies and a sophisticated technological communication environment, budgetary considerations, or other concerns promote the desire for flat organizations. In addition, the authors survey library directors, personnel librarians, and middle managers on the value of organizational titles; their use, relation, and impact on library structures; and whether titles have an impact on staff career advancement. The authors will report the results of a review of academic health sciences libraries' organizational structures over time and mark any evidence of structural flattening.

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Software Solutions for Managing Collaborative Projects

Steven Hunt, Librarian; **Jeremy Prevost**, Technical Consultant; **Michelle Frisque**, Head, Information Systems; **James Brucker**, Instructional Design Librarian; **Mark Berendsen**, Education Librarian; **Linda O'Dwyer**, Education Librarian; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: To demonstrate the usefulness of project management software in undertaking complex, collaborative library projects.

Methods: In transitioning from a solo-coder website to one involving input (both content and code) from several people, it became apparent that the process would drift into chaos without some method of organizing and monitoring the work of all the parties involved. The solution arrived at was the employment of the web-based, open source, project management software, Trac. Trac's features include: a ticket-based issues tracker to assign tasks to the appropriate party and keep track of their status; a report generator that displays tasks by their status (pending, done, etc.),

their priority, and milestones; a roadmap that tracks the progress of the project; a timeline that provides a historic perspective; a wiki for documentation; and control of roles and permissions. In addition, Trac interfaces with Subversion, an open source version control system the library uses for code management.

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Fusion from Confusion: Using Workflow Analyses to Examine Consolidation of Technical Services Functions of a Medical Library and a General Academic Library

Tina Kussey, Director, Collection Development and Acquisitions, Bailey Howe Library; **Jeanene Light**, Library Associate Professor, Dana Medical Library; University of Vermont–Burlington

Objective: In September 2007, a working group was created to examine the technical services functions and workflows of two autonomous libraries in the same university. The group conducted a data-driven investigation to determine which processes might be combined to meet the demands of the libraries' constituents in a changing environment.

Methods: The university has two libraries: one serves a general academic audience and the medical library serves the health sciences university community and an academic hospital. The technical services departments (TSD) include acquisitions, cataloging, bindery, collection development, and serial processing. Each library has a separate TSD. The technical services working group (TSWG) gathered data and information about current processes, such as production statistics, FTEs engaged in the activity, and associated systems and contracts, for each function in each library. As part of its information gathering, the TSWG took into account similarities and differences of the libraries and consulted with interested and expert colleagues. Finally, the TSWG developed scenarios that examined a range of options to improve efficiency and effectiveness. Regular updates of the group's progress were posted to the internal university libraries blog.

Results/Outcomes: The TSWG posed several possible scenarios in each functional area, enumerating the advantages and disadvantages of each. Critical points and recommendations included:

- to create a university libraries collections management division serving the needs of *all* library constituents by centralizing materials processing
- to establish a serials access management unit to focus increased energy on e-resources by shifting existing serials staff to emerging needs
- to enhance courier service to ensure seamless user access to collections
- to identify and provide access to hidden or unique collections

Conclusion: The TSWG report was submitted to the dean of the university libraries, and several key recommendations are in the implementation phase, including the bold recommendation to change the organizational structure of the university libraries.

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A Half-day in the Life: Reaching Out to Nonmedical Academic Librarians

April L. Colosimo, Liaison Librarian; **Jill T. Boruff**, Liaison Librarian; Life Sciences Library, McGill University, Montreal, QC, Canada

Objective: To reach out to nonmedical librarians in the thirteen branch libraries of the university and improve awareness of the health sciences collections, services, and unique user groups. The goals of outreach activities are to promote communication between branch libraries and to equip librarians to better serve individuals working across disciplines and individuals using the system-wide chat reference service.

Methods: A half-day workshop was designed with nonmedical academic librarians in mind, beginning with an outline of the medical school curriculum and a discussion of the information needs of the different user groups, such as medical residents, nurses, and other health professionals. Librarians are also introduced to the basics of evidence-based medicine. The workshop includes an overview of the resources that medical librarians use every day, and the participants get hands-on practice with Ovid MEDLINE, PubMed, and consumer health resources. Plenty of time is allotted for socializing throughout, and this fact is highlighted in the invitation to participate. At the start of the workshop, participants are quizzed to determine knowledge and misconceptions about the life of a medical librarian, and the workshop concludes with an evaluation form.

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Operation Medical Libraries: Medical Librarians Supporting Our Troops

Lisa A. Marks, AHIP, Supervisor, Library Services, Health Science Library, Providence St. Joseph Medical Center, Burbank, CA; **Ellen Aaronson, AHIP**, Medical Librarian, Medical Library, West Hills Hospital Medical Center, West Hills, CA

Objective: In 2007, the organization was contacted by an alumnae serving in the US Army to explore ways in which the medical school and hospital libraries in war-torn Iraq could be repopulated with current reference materials. Similar requests came from Afghanistan.

Methods: The service started a grassroots effort via cyberspace. In April 2007, the organization sent an email to 2,000 alumni seeking donations of medical textbooks or journals. Ensuing professional networking created a partnership between local medical schools, physicians, hospitals, and medical librarians with the Medical and Nursing Corps representatives of the US military. Medical librarians publicized the efforts through local campaigns, MLA chapter newsletters, posters, fliers, and a kick-off in April 2008 during National Library Week. Guidelines included books dated from 2000 and journals dated 2005 forward. Monetary donations for shipping costs were also sought. Materials were sent directly from the US program participant through the US Postal Service to

the point of contact's APO address and delivered to the medical facility by the embedded medical training teams for immediate use.

Results: As of November, 2008, over 16 tons of medical textbooks and journals have been sent to over a dozen US Air Force, US Army, and US Navy bases throughout Afghanistan and Iraq. As of February 2009, Providence Saint Joseph Medical Center in Burbank, CA, has sent approximately 725 pounds of materials. West Hills Hospital and Medical Center in West Hills, CA, has sent approximately 300 pounds of materials. Materials have been distributed to classified and unclassified locations, benefitting over 10 hospitals and 4 medical schools. OML has grown from a local to a national effort with a website and blog that includes donation procedures. This collaboration has had a significant impact on the medical education in Afghanistan and Iraq.

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Symbolizing the Library's Value: Designing a Logo for an Academic Medical Library

Emily Molanphy, Web Services Librarian; **Colleen Cuddy, AHIP**, Deputy Director; NYU Health Sciences Libraries, New York University–New York

Objective: This poster shows how the New York University (NYU) Health Sciences Libraries worked with a graphic designer to design a logo that improves the library's image and user awareness of its services. The authors show the steps in adopting a logo, present information about what makes an effective logo, and tie this together with the larger theme of library marketing.

Methods: The poster takes the form of a case study examining our experience, starting with unsuccessful attempts to draw a homegrown logo. The process continued through interviewing a designer and brainstorming with her. The library evaluated preliminary designs, refined them, then selected a final version that will be featured on the library's redesigned website. The poster is chiefly visual, using the evolution of our logo to inspire librarians to consider how their libraries can be symbolized in the minds of users.

Results: The logo choices were judged in an all-staff poll. Many respondents expressed a wish for a more obvious depiction of an object related to health and/or computing. An informal poll of medical school faculty revealed a preference for traditional library imagery. The authors mention the difficulty of portraying concepts like "knowledge" and "health" in a logo and provide a look at some common logo motifs in medicine and libraries. The qualities of a good logo are presented through examples of famous brand marks.

Conclusions: The logo project gave the NYU Health Sciences Libraries an opportunity to alert users to its reorganization. Working with a graphic designer offered choices that were stronger visually than the motifs devised by librarians on their own. Ultimately, the logo was a compromise between the complex ideas the library wanted to project and what could be depicted recognizably in a logo format.

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To IRB or Not to IRB: Librarian Perceptions and the Realities of Involvement with Institutional Review Boards

Carlos I. Rodriguez, Medical School Liaison, Biomedical Library, University of Pennsylvania—Philadelphia

Objective: The goal of librarian involvement with institutional review boards (IRBs) is to: (1) be an integral support resource for the IRB process, (2) create awareness of library resources and services, (3) understand the function of IRBs in the research process, and (4) explore new roles for librarians beyond the library walls.

Methods: Eight IRBs, administered by the office of regulatory affairs (ORA), meet every month for two hours. These meetings evaluate the ethics, efficacy, and safety of new and ongoing research protocols. A library presentation was made to the ORA highlighting relevant resources and describing potential roles for librarians in support of IRBs. The proposal was enthusiastically received, and librarians were asked to join IRBs. Eight librarians volunteered, received IRB training, and were appointed to a board for two years. They were classified as either scientist or nonscientist IRB members. A week prior to a board meeting, librarians received packets of new and continuing protocols to review and critique. Depending on the subject matter and number of protocols to review, meeting preparation time varied between twenty to forty hours per month.

Results/Outcome: Librarians learned how IRBs function in the research process and gained a better understanding of current research at the university. Librarian roles changed from a supportive one to service as protocol reviewers and voting members. The role transformation was an important recognition of librarian contribution, but large time commitments and some discomfort with reviewer responsibilities coupled with regular job obligations resulted in over half of the librarians resigning or not renewing their positions. Nevertheless, librarians made connections with board members and researchers, gained knowledge of the university's research programs, and increased their visibility in the research community.

Conclusion: Time requirements of an IRB and job obligations are important factors for librarians' continued participation on IRBs. Also, librarian roles must be clearly defined prior to joining the boards. Understanding of the research evaluation and review process has led to the identification of new opportunities for librarians to explore and develop.

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A Regional Advocacy Program for Hospital Librarians

Janice E. Kelly, Executive Director; **Toni C. Yancey**, Outreach Coordinator; National Network of Libraries of Medicine, Southeastern/Atlantic Region, University of Maryland—Baltimore

Objective: To support and increase the visibility of hospital librarians in their institutions and communities.

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

Results: We have not measured our impact systematically but report on 2 years of activities. One hundred three support letters were sent to hospital administrators. Fourteen of the 35 members on our 6 advisory committees are hospital librarians; 4 chair committees. Forty projects were lead by hospital librarians. Eight visits were conducted. New courses on patient safety, technology advances, and health literacy and 6 webinars on specific topics of interest were offered. Thank you letters were sent to 4 hospital librarians for unfunded outreach activities, reaching 1,400 individuals. Activities at the local and chapter level for professional development were funded. Over 20% of all regional outreach activities included hospital libraries.

Conclusions: Through our decentralized committee structure and varied communication methods, we will continue to generate new ideas on ways to advocate for the value of hospital libraries in their institutions. Flexible programs to meet the changing needs of hospital librarians are key.

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Fusion of Librarians and Docs for Health

Brenda M. Linares, NLM Associate Fellow; **Yanira Garcia-Barcena**, Senior Reference Librarian, Reference; **Suzetta Burrows**, AHIP, Director, Library Operations; **Mary Moore**, Executive Director; Louis Calder Memorial Library, Miller School of Medicine, University of Miami, Miami, FL

Objective: To provide medically underserved consumers in a large multiracial, multilingual tri-county area an introduction to trustworthy health information resources, such as MedlinePlus and MedlinePlus en español. To improve medical student knowledge of and experience with patient information sources and enhance the visibility and value of the library.

Methods: An academic health sciences library received an award to partner with public librarians at eight well-established, medical-student-run annual health fairs. Promotional and informational materials were procured or created and customized for the primary ethnicities at each health fair. The health sciences librarians met with the medical student leaders before and after each fair to evaluate and refine the process for integrating health information sources into the health care screening and follow-up activities.

In addition, evaluation forms were distributed to participants and analyzed.

Results: By collaborating with medical students and public librarians, we created a network that supports and promotes access to consumer health information. Our mission, to proactively reach our multicultural population, was successful because the public was receptive to information on MedlinePlus and the importance of quality information from authoritative, noncommercial sources. However, our mission to demonstrate MedlinePlus to the population and teach the medical students to use the Information Rx pads needed modification. In health fairs later in the project, the focus turned to instructing health care providers at the fairs in MedlinePlus and incorporating the Information Rx pads into their patient interactions. We will continue to participate in health outreach to foster well-informed, health care providers and promote awareness by multicultural populations of quality consumer health information, such as MedlinePlus.

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Outreach to an Undergraduate Health Studies Program

Theresa S. Arndt, Associate Director, Research and Instructional Services, Waidner-Spahr Library, Dickinson College, Carlisle, PA

Objective: We identified an opportunity for outreach when faculty proposed a new interdisciplinary health studies program at the undergraduate college level. Our goal was to proactively involve a medical librarian early in the program planning process to increase the opportunity for cooperative collection development and infused information literacy instruction.

Methods: Our health studies program involves sixteen faculty teaching forty courses in ten academic departments ranging from biology to psychology to history. Additional service learning and fieldwork opportunities are offered. Thus outreach to this group has wide impact across our college population. All health-related undergraduate courses are in high demand by students. Many of these same students go on to medical school or graduate work in public health and related fields. Outreach to this new program was a natural fit for a medical librarian. Building on our existing outreach program, the librarian offered a suite of services to the health studies faculty, including specialized instruction for faculty and students (PubMed, POPLINE, evidence-based medicine basics); research consultations; a wiki-style research guide; relevant collection development (journals, books, and films); and proactively alerts faculty to relevant health news and new information sources.

Results: By proactively approaching faculty, we successfully established an ongoing role for a medical librarian during the formation of a new undergraduate program. The librarian was invited to join the faculty steering committee and is listed on the program website. She has taught sessions in the introductory course, the senior seminar, and seven other health studies courses. Many faculty refer students for research consultations, and list the librarian on syllabi,

assignments, and BlackBoard sites. The librarian has developed a health studies research guide using wiki software, contributed a book chapter on health studies research to a faculty textbook project, and participated in interview lunches for a new faculty hire. After bringing the National Library of Medicine "Against the Odds" global health exhibit to the attention of faculty, the librarian accompanied three classes on a joint field trip to Bethesda. This "new" role has now become an established one at our institution.

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Fusing Librarians into the Georgetown University School of Medicine's Preclinical Advising Program

Jett McCann, AHIP, Director, Dahlgren Memorial Library, and Associate Dean, Knowledge Management, Dahlgren Memorial Library; **Joy Phinizy Williams**, Associate Dean, Students and Special Programs, School of Medicine; **Laurie W. Davidson**, Assistant Director, Education Services; **Jeanne Larsen**, Assistant Director, Research Support; **Douglas L. Varner, AHIP**, Associate Director/Chief Biomedical Informationist; Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC; **Jeanette Calli**, Program Manager, Careers in Medicine, Association of American Medical Colleges, Washington, DC

Objective: This poster will describe the participation of librarians at Dahlgren Memorial Library (DML) in the preclinical advising program developed for medical students at Georgetown University School of Medicine (SOM). Preliminary research reveals that participation by librarians in this critical program is unique to Georgetown University. Currently, four librarians at DML serve as advisors.

Methods: SOM formalized their preclinical advising program in 2001; until recently, all advisors were clinical faculty. The program is composed of twenty advisors represented by a cross-section of faculty, administration, staff, and librarians. Each advisor is assigned ten first-year medical school student advisees who are followed throughout their four years. Advisors support student's academic, professional, and personal development. All advisors, regardless of their primary role in the institution, have equal status and advisory responsibilities. Throughout the year, advisors participate in training sessions providing information on advising techniques and challenges, new curriculum, financial aid, and the use of the Association of American Medical Colleges Careers in Medicine website. Advisors and students are required to meet twice during medical school orientation and twice individually each semester. Beyond these initial requirements, students and advisors determine their on-going relationships as the students progress through medical school.

Results: The library is considered a core component of the medical school and plays an important role in the educational experience of the students. Librarians possess a unique knowledge of the medical school experience and have the potential to serve in an effective advisory role for the students. Indirect benefits

for librarian participation in the advising program include enhanced visibility for the library and a better understanding of student curricular life and associated needs. Librarian collaboration with students, who represent an important user constituency, provides valuable insight into how the library can integrate strategically into curriculum and facilities planning.

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From Traditional University Information Support to a Focused Health Sciences Information

Resource: How to Develop a Novel Information Program by Capitalizing on an Existing Infrastructure

Edward Donald, Health Sciences Librarian; **Janice Swiatek-Kelley, AHIP**, Associate Director; Arnold Bernhard Library, Quinnipiac University, Hamden, CT
Objective: A new graduate school library was planned for a liberal arts university with a strong health sciences program. This presented the opportunity to enhance library support for the expanding health sciences program using a multidisciplinary approach. These services would be offered to upper-level undergraduate and graduate health sciences students and faculty.

Methods: The university was committed to the growth of its health sciences programs. To support that goal, they hired an associate director with health sciences librarianship experience to plan a library for a new graduate facility. As the library is part of the information services department, the associate director researched information commons models. A health sciences librarian was hired to develop an embedded librarian program and expand resources for the school of health sciences. The health sciences librarian coordinated a collaborative effort with media services, information services, academic technology, and library staff to implement a handheld resources program for physician assistant faculty and students. The health sciences librarian also implemented a unique online tool, LibGuides, customized resource guides for physician assistant and graduate nursing programs. Further outreach to the populations was conducted with information fluency instructional sessions, customized to faculty requests.

Results: This project helped the university achieve one of its strategic goals as well as cultivate a stronger relationship between the university administration and the library. It brought together several departments—university librarians, media services, academic technology, and information services—and encouraged them to extend the outreach model to other disciplines. This partnership illustrated the success of multidisciplinary efforts and demonstrated the efficacy of the information commons model now planned for the new facility.

Conclusions: Faculty and student feedback suggests that efforts are indeed focused on information needs in the school of health sciences. By leveraging the existing library network and the university information systems, the health sciences librarian constructed a successful outreach program and tailored resources to meet information needs for this population in less than

one year. information services departments operated as a team, providing staff with a working model of an effective information commons.

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Informatics Infusion to Enhance Day-to-day Reference Work

Nancy Calabretta, Reference Librarian, Camden Campus Library, University of Medicine and Dentistry of New Jersey–Camden; **Janette Pierce**, Public Services Librarian, Health Sciences Library at Stratford, University of Medicine and Dentistry of New Jersey–Stratford; **Marie K. Saimbert**, Information and Education Librarian, George F. Smith Library, University of Medicine and Dentistry of New Jersey–Newark; **Yingting Zhang**, Information and Education Librarian, Robert Wood Johnson Library, University of Medicine and Dentistry of New Jersey–New Brunswick

Objective: The Reference Librarians Informatics Group (RLIG) aims to be innovative in its approach to infusing informatics principles to enhance day-to-day reference at the University of Medicine and Dentistry of New Jersey (UMDNJ), a medical university with four diverse campuses.

Participants: Reference librarians and library staff interested in reference activities.

Methods: RLIG includes a representative from each campus library. The group created a presence in the university portal as a subgroup of the main university libraries staff group to share foundation documents such as the RLIG mission and meeting calendar. A folder scheme was set up for reference staff to view or share documents relating to reference work such as in-house tutorials. Reference staff chose to join the group after receiving an introduction from an RLIG campus representative. RLIG facilitates sharing of mutual concerns and addresses challenges of day-to-day reference work across all campuses. Members analyze reference data from each campus to learn how reference functions and to look for ways to use relevant technology to advance the delivery of reference services. Because informatics is more than information technology, RLIG facilitates sharing information from all campuses so as to enhance the reference experience for staff and patrons seeking reference services.

Results: Gained insight regarding the structure of reference on each campus; integrated select reference services across campuses (i.e., multi-campus EndNote Support Team); propelled infusion of technology into reference work and generated viable ideas to enhance reference staff quality of life; enhanced communication between reference staff across campuses; supported use of Web 2.0 tools such as blogs to achieve the goal of sharing reference tools and instruction best practices; fostered mutual understanding between reference staff on different campuses and library administrators; highlighted emerging issues, points, and themes in local reference work.

Conclusion: Informatics provides tools to meet the challenges of providing reference services in a university with four diverse campuses located throughout the state. RLIG uses these tools to assist

reference staff across campuses in connecting, communicating, and integrating services for the variety of users served.

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Reference at Your Fingertips: Fusing New Technology with Point of Contact Service

Ryan Harris, Reference and Research Services Librarian; **Tierney Lyons**, Head, Reference and Research Services; Health Sciences and Human Services Library, University of Maryland–Baltimore

Objective: During a library renovation, the reference desk and forty public computers were displaced from the main service floor. During this time, we launched a new technology allowing reference staff to be more accessible to patrons in the library, particularly those working on other floors than the reference desk.

Methods: Working with the library's information technology (IT) department, we created software for the public computers incorporating a desktop icon. This program is referred to by library staff as Quick Help. A home-grown alert program installed on reference desk computers works in conjunction with Quick Help. When a patron clicks on the Quick Help icon on their computer, they are prompted to confirm that they would like assistance. An alert message then appears on all reference computers simultaneously. The alert message indicates the computer number where the help is requested, as well as time of request. Computer numbers indicate the floor and location of patrons needing assistance. This call button enables us to offer in-person attention to patrons on all five floors.

Results: Due to Quick Help's success during the renovation, we continue to offer this service via all public computers. Quick Help is used frequently, and questions are as wide-ranging as the ones we receive through other service points. We now double-staff the reference desk facilitating faster service to the upper floors, but it is also used by patrons near the reference desk on the first floor. Patrons like it and needed no training or encouragement to use it. Use of the service varies from month to month, with Quick Help being used most often during months that coincide with the beginning of academic semesters: January and February or September and October. These 4 months account for 49% of all Quick Help transactions in 2008. The majority of Quick Help questions are informational. This trend is consistent with other methods of our patrons' inquiries.

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Creating a Communications Strategy: Brand Vision, Promotion, and Clarifying the Library's Message

Linda O'Dwyer, Communications Coordinator and Education Librarian, Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: Recently, the library revamped and revitalized its graphic identity to create a cohesive look and feel. This year, we have worked to apply the brand vision to all of the library's communications,

from print publications to website content. However, the application of the brand vision was just one of a number of strands in the library's overall communications strategy.

Methods: Once the brand vision was delivered to the library, it was clear that the job of implementing this and the library's broader communications strategy would require the focus of a dedicated individual. A new position of communications coordinator was created, responsible for print and web content creation, maintenance, and oversight, as well as promotion of the library's services and resources. The communications coordinator serves as editor-in-chief for the library's website, print publications, and all outgoing communications to the library's user community. Other duties include the creation of style guidelines and website standards, staff training and support in the use of the brand vision and templates, and the implementation of a marketing plan, starting with the promotion of the library's redesigned website and continuing with applying the library's brand to notepads, folders, pens, mugs, flash drives, and clothing.

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Using Personas as a Tool for Developing and Refining Library Services

Gretchen Arnold, AHIP, Director; **Daniel T. Wilson**, Associate Director, Collection Management and Access Services; **Patricia S. Vaughn**, Education Librarian; **Andrea S. Horne**, Associate Director, Information Services; **Bart Ragon**, Associate Director, Library Technology and Development; Claude Moore Health Sciences Library, University of Virginia Health System–Charlottesville; **Melody M. Cash**, Doctoral Candidate, Curry School of Education, University of Virginia–Charlottesville; **Sandra Pelletier**, Research Assistant, Department of Family Medicine, University of Virginia Health System–Charlottesville; **Wendy F. Cohn**, Associate Professor, Department of Public Health Sciences, University of Virginia–Charlottesville

Objective: Develop "personas" that represent the needs and behaviors of library patrons to create, refine, and market library services. Personas are descriptions of invented people based on extensive data collected from real users. Personas are used in the business world by usability experts and information architects to better understand the behaviors and motivations of consumers.

Methods: In-depth interviews were conducted with targeted academic health sciences library users, namely, clinical and research faculty and nurses. An interview script incorporated questions about users' (1) knowledge of existing resources and services, (2) utilization of resources and services, and (3) information-seeking behaviors and preferences for using and learning about resources and services. Also included were questions designed to add a personalized layer to the results by addressing more personal and motivational factors such as work-life challenges and frustrations. Interview data were analyzed by content analysis to identify themes to

be used in the development of the archetype user personas.

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Institutional Repository Access Patterns of Nontraditionally Published Academic Content: What Types of Content Are Accessed the Most?

Philip J. Kroth, Biomedical Informatics Program Director; **Holly E. Phillips, AHIP**, Resource Access and Delivery Coordinator; Health Science Library and Informatics Center, University of New Mexico—Albuquerque

Objective: To determine the value of posting nontraditionally published academic content, such as materials supplementary to peer-reviewed publications, poster images, graduate course research papers, and presentation slides to an institutional repository (IR).

Setting: A major, state-run university's IR that has been operational since 2005 and that is actively supported by the institution's library.

Methods: Using the "Statistics" functionality of the open-source IR software, DSpace, the monthly access rates were collected and analyzed for the following academic content types: (1) materials supplementary to journal articles published in traditional peer-reviewed journals, (2) slide images from presentations given at national or regional meetings, (3) research papers from a graduate student course in biomedical informatics in a master of science in clinical research program, and (4) poster images with or without the associated abstracts that were accepted for presentation at national or regional professional meetings. The analysis focused on both the access rates over time as well as comparison of overall access rates between content types.

Results: The most frequently posted content type was poster images (24 items), followed by slide images (16), papers from the course (6), and supplementary materials (3). The most accessed content type during the first year after IR posting was supplementary materials to peer-reviewed articles, papers from the course, slide images, then poster images. The average first-year access rates were similar (from 17.3 to 25.7). After the first year, access rates decreased but did not completely stop.

Conclusions: The average first-year access rates were similar across content types, illustrating the utility of using IRs for the posting of nontraditional academic material. This is academic output that would not likely be otherwise captured and made freely available were it not for publication in an IR. Authors should be encouraged to post nontraditional content to IRs because it will likely be accessed for years to come.

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Compliance Confusion? Librarians' Role in Increasing National Institutes of Health Public Access Policy Submissions

Karen Hanus, Assistant Director; **Rita Sieracki**, Reference Librarian; **Felicia Vastalo**, Reference Librarian; **Mary Blackwelder**, Director, Libraries; MCW Libraries, Medical College of Wisconsin—Milwaukee

Objective: To *infuse* the library's role in research compliance. To track institution's publications for compliance with the National Institutes of Health (NIH) public access policy using PubMed and to create a notification system to alert authors of possible noncompliance.

Methods: Without an institutional repository, it is difficult and challenging to track the over 1,100 journal articles published each year. With the passing of the revised NIH public access policy, it is increasingly important for the institution to track these publications to ensure compliance. PubMed was the best choice for tracking regardless of the limitations of the database because the PubMed Central ID number is included in the records. A complex search algorithm was devised to extract citations that met certain date, author, and journal requirements. Once citations were identified, an email was sent to each individual author notifying them of the possibility that their manuscript may need to be submitted to PubMed Central. Challenges were encountered in scheduling the notification system and follow up. Results will show whether the library's endeavor assisted in increasing author and institutional compliance.

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The Cost of Convenience: Web 2.0 User Licensing Agreements and Intellectual Property

Rebecca S. Graves, AHIP, Educational Services Librarian, J. Otto Lottes Health Sciences Library, University of Missouri—Columbia; **Amy E. Blevins**, Education and Instructional Technology Librarian, Laupus Library, East Carolina University, Greenville, NC

Objective: Web 2.0 products allow us to share ideas and work on projects regardless of geographical location—but at what cost? While many such programs are free, users must accept a user licensing agreement. For example, users grant FaceBook an "irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license." What rights are users trading away for the convenience of Web 2.0?

Methods: Our objective is to review the user licensing agreements of common wikis, blogs, and social networking sites as well as Google documents in regard to the rights retained and the rights relinquished by the user. We will do this by examining the user agreements for each of the following services: PB Wiki, Wetpaint wiki, WordPress blog, Blogger, LiveJournal, FaceBook, MySpace, LinkedIn, and Google Documents. Particular care will be taken to look for instances in which the user gives up rights or intellectual property in order to have access to the service. The results will be presented in both a narrative and table format.

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The Kindle: A Novel Way to Increase Access to Medical Information in Community Clinics

Megan von Isenburg, Associate Director, Public Services-Information Services; **Patricia L. Thibodeau, AHIP, FMLA**, Associate Dean; **Brandi Tuttle**, Information and Education Services Librarian; **Karen S. Grigg**, Associate Director, Collection Services; Duke

University Medical Center Library, Duke University Medical Center, Durham, NC

Objective: Part of the academic medical center's mission is to provide outreach and service to the surrounding community. This grant-funded project seeks to determine whether the Kindle, an e-book reader featuring a basic web interface and "Whispernet" wireless technology, can increase access to medical information for health professionals and students working in community-based clinics with poor connectivity and few information resources.

Methods: The library will recruit two cohorts of second-year medical students and health professionals working in three community clinics to receive Kindles for use during rotations in obstetrics and gynecology and family practice in January–March 2009. Librarians will work with course directors to select relevant medical textbooks and will reformat library help documentation, including an evidence-based medicine (EBM) toolkit, for loading on the Kindle. Librarians will train participating students and health professionals on how to use the Kindle, including how to search both electronic books and the PubMed for Handhelds interface over the "WhisperNet" wireless connection. After both cohorts have used the Kindles during their rotations, librarians will survey participants about the efficacy and efficiency of using the Kindle for accessing medical information and whether information gained from the Kindle changed a clinical decision.

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The Validity and Utility of a Tool for Evaluating Web Pages Presenting Health Content

Elizabeth La Rue, AHIP, Assistant Professor and Academic Coordinator, Nursing Informatics; **Susan Sereika**, Associate Professor; School of Nursing, University of Pittsburgh, Pittsburgh, PA

Objective: The purpose of this study was to evaluate: the impact of the site, publisher, audience (bias, readability), and timeliness (SPAT) mnemonic web page assessment tool on the consumers' ability to accurately to judge web page quality, the approach that consumers use to examine web pages across the SPAT components, and the criterion validity of SPAT.

Subjects: Participants included thirty subjects over the age of eighteen, with the ability to speak and read English, acknowledge themselves as a weekly Internet user, who neither have diabetes nor have responsibility for directly caring for someone with diabetes.

Methods: This single group pre- and posttest quasi-experimental design pilot study will measure consumers' use of the web page evaluation tool SPAT to evaluate the diabetes content of twenty-five preselected web pages as "good" or "bad." The twenty-five web pages represent the gold standard for content-criterion validity testing. The browser software, Clipmarks, was used to highlight and store selected elements of the web pages noted when evaluating the page. Consumers were introduced to the SPAT tool via paper and verbally. After demonstrating competency with the mnemonic, they reevaluated the twenty-five gold standard web pages in reverse order from the initial evaluation.

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Hospital Librarian iFused American Board of Obstetrics and Gynecology Reading List via Intranet

Judy M. Kraemer, Medical Librarian; **Paula M. Romeyn**, Medical Librarian; Parks Medical Library, Long Beach Memorial Medical Center, Long Beach, CA

Objective: To use technology to facilitate timely and efficient access for physician to the American Board of Obstetrics and Gynecology (ABOG) Reading List and reduce use of staff time for both the obstetrics and gynecology (OB-GYN) department and the library. Eliminate possible copyright compliance violations. Enable recording of actual use.

Methods: This poster illustrates how a hospital library used existing intranet software to provide access to ABOG Reading List articles. Librarians posted the ABOG Reading List bibliography to the library's intranet page with licensed, copyright compliant, full-text hyperlinks provided by publishers/vendors, enabling 24/7 one-click access. Journal articles for which the library did not have a subscription were posted in citation form with a hyperlink to the library's document delivery form.

Conclusion: The project resulted in a win-win situation for all involved. The library provides timely, convenient access to full-text articles without cost, special equipment, or software. This process saves the costs of staff time and supplies required for copy production and mailing. The publisher/vendor-provided hyperlinks record true use statistics helping justify subscription renewals. Physicians have access to the articles on the library's intranet site from computers on campus or via secure remote access, saving the time involved in coming to the library. Articles are provided free of charge, thereby saving physicians the cost of photocopy services (~\$550/year). Physicians express their appreciation and now refer their colleagues to the library's online ABOG Reading List. The OB-GYN office staff is satisfied with this service as they are no longer involved in the process. The library received Hospital Applause Award recognition as a result of a physician providing positive feedback to hospital management.

6
Mapping the Core Journals of Physical Therapy Literature

Dennis Fell, Chair, Department of Physical Therapy; **Judy Burnham, AHIP**, Director, Biomedical Library; **Melanie Buchanan**, Student; **Heidi Horchen**, Student; **Joel Scherr**, Student, Department of Physical Therapy; University of South Alabama–Mobile

Objective: It is important to understand which journals comprise the core journals for physical therapy research. Such knowledge can assist therapists with literature searching, selecting journal subscriptions, and determining target journals for article submission. It can also help librarians with collection development in the discipline. The purpose of this study is to

analyze journals referenced in major physical therapy publications to determine the core journals used in physical therapy, the currency of cited references used in the literature to support evidence-based practice, and the online databases that provide the highest coverage rate of cited references.

Method: The journals analyzed for this study were *Physical Therapy*, *Physiotherapy*, *Physiotherapy Canada*, and *Australian Journal of Physiotherapy*. For each reference cited in each article of the journals between 2005–2007, the type of literature (journal article, book, or miscellaneous) and year of publication were recorded, including journal title for each cited journal article. The journal titles were then ranked in descending order according to the frequency of citations from the journals and divided into 3 zones using Bradford's Law of Scattering. The databases AMED, MEDLINE, CINAHL, and Scopus were analyzed for coverage rate of articles published by the zone 1 journals in 2007.

Results: Journal articles were the most frequently cited type of literature. A core of sixteen journals were found to supply one-third of the references cited. Cited articles were published more frequently during 2000–2007 than in any previous decade. Of the databases analyzed, CINAHL provided the highest coverage rate for 2007 publications of zone 1 journals.

Conclusion: Results indicate a core of physical therapy journals, with currency being important for articles referenced. CINAHL is an important database for this discipline. This knowledge will help physical therapists conduct efficient searches of the literature to incorporate evidence-based practice and will help librarians collect resources to support physical therapy research.

9
Do We Really Need an Electronic Resources Management System? Evaluating a Subscription Agent's Resource Management Tool

C. Steven Douglas, Acquisitions Librarian, Collections Management; **Robin Klein**, Digital Resources Librarian, Collections Management; Health Sciences and Human Services Library, University of Maryland–Baltimore; **Eric Rector**, Head, Electronic Resources, Medical Library, Commonwealth Medical College, Scranton, PA

Objective: This poster describes the process of evaluating a subscription agent's electronic resource management system (ERMS) for possible licensing.

Methods: In an effort to meet user needs within a tight budget, the library has developed several homegrown methods of tracking journal usage statistics and costs. We have long recognized the need for a more organic method of collecting and analyzing this information and have explored the purchase of a commercial ERMS both through the university system consortium and individually. We were recently invited by our serials vendor to beta test their forthcoming resource management tool.

Beta testing of the vendor's product occurred between July and September 2008. During this time, collections

management librarians evaluated the resource management tool as a possible substitute for a full ERMS. The product was judged on its ability to:

- manage the life-cycle of subscriptions
- create reports that aid with collection development
- store licensing and other information for cross-library use

Results: The product, an add-on module to the vendor's subscription management system, aids librarians in managing the life-cycle of subscriptions. While the interface is sometimes not intuitive, it can be used to share licensing and other information across the library. A future module promises to integrate circulation statistics into the database and enable the creation of reports that will aid in collection development.

Conclusions: While not as elegant as a stand-alone ERMS, this serial vendor-developed resource management system is more useful and easier to use than homegrown solutions the library has developed in the past. By building on its existing subscription management database and following a modular plan of development, this system promises to fill the gap between labor-intensive homegrown solutions and expensive stand-alone electronic resource management systems.

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"COOL" Libraries Use of Web 2.0 Tools

Elaine G. Powers, Director, Library Services, VCOM Library, Virginia College of Osteopathic Medicine—Blacksburg; **Janice Skica**, Campus Library Director; **Janette Pierce**, Cataloging Librarian; Library, University of Medicine and Dentistry of New Jersey—Stratford; **Lisa Travis**, Medical Librarian, Lon and Elizabeth Parr Reed Medical and Allied Health Library, Lincoln Memorial University, Harrogate, TN

Objective: Two Web 2.0 tools, a wiki (PBwiki) and a social networking site (LibraryThing.org), have been used to enable students to identify and gain access to relevant educational resources for undergraduate years one through four, regardless of location. Another PBwiki is used for collaboration among librarians.

Methods: Library staff use LibraryThing.org to highlight a collection of board review materials and solicit input from students on their usefulness. The website includes images of cover pages, subject tags, and recommendations for use (board prep, clerkship prep, general review). Students have the opportunity to recommend individual titles for specific or general uses through online or paper formats. Library staff created a wiki to communicate more easily with the twenty-six site coordinators, librarians and other staff associated with the site libraries. The wiki provides a single location for sending and receiving information related to site libraries, as well as an opportunity for collaborative interaction regarding student resource matters. "COOL" librarians created a wiki to list various resources discovered by individual librarians but of possible interest to the others in the osteopathic information field.

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MLA's Public Health/Health Administration Section's Cool Web Things Task Force and the Adoption of Web 2.0 Technologies

Melissa L. Rethlefsen, Education Technology Librarian, Mayo Clinic Libraries, Mayo Clinic, Rochester, MN; **Andrea Lynch**, Associate Librarian, Louise M. Darling Biomedical Library, University of California—Los Angeles; **Christine Marton**, Doctoral Candidate, Faculty of Information Studies, University of Toronto, Toronto, ON, Canada

Objective: To identify technology options, specifically Web 2.0 tools, for improving Public Health/Health Administration Section (PH/HA) activities and communication to and between members as well as effective use of these tools by PH/HA members for connecting with their various clientele.

Methods: An ad hoc task force called the Cool Web Things Task Force was formed by volunteers from the PH/HA membership. Four major themes were identified for the task force to concentrate on: the PH/HA Newsletter; Web 2.0 uses by PH/HA members for public health students, faculty, and professionals; a presence on social networking sites; and member communication. Feedback was solicited from PH/HA membership in two separate surveys. The first survey addressed member use of the current newsletter and opinions regarding converting it to blog format, as well as use of social software and Web 2.0 tools. The second survey sought examples of members using Web 2.0 tools with or for the public health community. The surveys were analyzed by the task force to establish a direction in developing communication methods appropriate for the membership.

Results: Thirty-one PH/HA members responded to the first survey in February 2008. Sixty-one percent (n=19) of respondents used blogs and really simple syndication (RSS) feeds at least weekly; 79% (n=23) thought converting the PH/HA newsletter to blog format was a good idea. Based on these results, PH/HA converted the newsletter to a blog in 2008. Twenty-one members responded to the second survey gauging use of Web 2.0 tools for work with public health professionals and students. Blogs and RSS feeds were the most commonly used. Based on additional results, the task force also created a Delicious account to share links with members.

Conclusion: The Cool Web Things Task Force enabled PH/HA to assess the current use and attitude toward Web 2.0 technologies by its members. This assessment led to the new PH/HA blog and Delicious account in 2008. Additional projects using 2.0 tools are underway.

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Web 2.0 Tools Meet Emerging Translational Research: A Collaboration Between the Harvey Cushing/John Hay Whitney Medical Library and the Yale Center for Clinical Investigation

Richard Bean, Circulation Services Manager; **Pamela Gibson**, Library Services Assistant; **Charles J. Greenberg**, Coordinator, Curriculum and Research Support; Cushing/Whitney Medical Library; **Theresa**

C. Katz, Protocol Process and Committee Coordinator; **Stacey N. Scirocco**, Associate Director; **Tracy L. Yale**, Coordinator, Yale Center for Clinical Investigation, Yale Center for Clinical Investigation; Yale University, New Haven, CT

Objective: The Yale Center for Clinical Investigation (YCCI) is managing Yale University's first Clinical and Translational Science Award (CTSA), accompanied by grant reporting requirements and the need to highlight faculty research. The center requested the Cushing/Whitney Medical Library's assistance in automating the publication tracking.

Methods: YCCI's use of MEDLINE was time consuming and problematic. Only an article's first author was assigned institutional affiliation, and the last name and initials format could be ambiguous. Were significant non-MEDLINE articles being missed? A YCCI liaison to the medical library requested help. The library liaison for YCCI proposed a technique to jointly monitor newly published research with a web-based really simple syndication (RSS) reader, Google Reader, as well as transfer the citations in a web-based citation management program, Refworks, where bibliographies could be easily compiled and citations could be shared. Scopus was chosen to create RSS, based on their author unique-ID system. Scopus also tracks every author's institutional affiliation and provides more journal coverage than MEDLINE. Additionally, the Scopus times-cited tracking is also automatically delivered to RefWorks by RSS, providing an instant anytime view of the "impact" articles in the database. Some librarian activity is expected to be further automated in the future.

Results: As of February 12, 2009, 1,837 citations for publication years 2007–2009 have been captured and arranged in web-sharable folders, organized by year and author, complete with either PMID or indication that PMID does not exist. Every citation has an OpenURL link for institutional access to full-text subscriptions, print holdings, or pre-filled out interlibrary loan forms. The YCCI can use this Refworks account to compile timely and accurate author bibliographies related to translational research funding, as well as search the entire account at any time for imbedded terminology or topics. Scholarly productivity can also be shared for searching purposes with internal or external affiliates, using the RefShare feature of RefWorks.

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Increasing Access to Learning Resources Using a Standards-based Approach

Valerie Smothers, Deputy Director, Medbiquitous, Medbiquitous Consortium, Baltimore, MD; **Sharon Dennis**, Librarian, Multimedia Development, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City

Objective: To develop a metadata standard that would enable improved access to learning resources within and across institutions.

Methods: A multi-organization working group was established to define metadata requirements for

health care education resources. The working group defined requirements for assets, such as images and multimedia files, as well as learning objects (including SCORM courses) and activities. The group conducted analysis of metadata and vocabularies currently in use and performed a gap analysis of requirements and existing metadata standards. Requirements were vetted in group teleconferences and email discussions and then implemented in an extensible markup language (XML) schema and specifications document. An ANSI-accredited standards development process was used to establish stakeholder consensus. Working group participants implemented the schema for use in their organizations and in multi-organization content collaborations to facilitate broad access to health care education resources in their domain as well as enhanced search and discovery of content in repositories. Implementer feedback further shaped requirements and the resulting schema and specification. Implementers included academic libraries, multi-institution collaboratives, and a government agency. Results will include specific implementation examples.

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What Is "Quality?": A Systematic Review of Criteria from Existing Resource-evaluation Instruments

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Objective: Many standardized criteria exist for rating the quality of consumer health information available via the Internet. The purpose of this project was to identify quality criteria for assessment of web-based resources that would be used to meet information needs of various populations, including racial and ethnic minorities.

Methods: A systematic review of the literature and published guidelines was conducted to identify instruments useful for evaluating the quality of online health information. The review included searches of PubMed and library literature databases. Search terms included "evaluate," "internet," and "health." Inclusion criteria were instrument evaluates online health information, instrument not be limited to one health care domain, instrument written in English, and article discloses instrument details. All instruments and guidelines were evaluated by at least two members of the research team. A set of criteria common to the instruments was identified. Team meetings were held, and any discrepancies were discussed until the criteria set was agreed on. Once the criteria were identified, each instrument or set of guidelines was scored for presence or absence of the criteria. Frequencies of each

criterion across instruments were then calculated.

Results: We retrieved 107 articles that reported on evaluation instruments, 19 of which met our inclusion criteria. In the 19 instruments, we identified 88 resource-quality criteria. The concepts most frequently represented were timeliness/currency (17 of 19 instruments, 90%), authority (84%), sources/references (74%), bias/objectivity/sponsorship (63%), accuracy/factual (53%), and intended audience (53%). Only 32% of instruments assess whether a website states that it is not a replacement for a visit with a medical professional, whereas criteria assessing sites' ease of use were in 47% of instruments and aesthetics were in 42%. Several concepts had multiple, related criteria in the same instrument. For example, authority was represented by author, author credentials, editorial policy, advertising policy, and contact information.

Conclusions: Guidelines for assessing the quality of information sources are as varied as the sources they evaluate. It is important to select a set of criteria that is appropriate for a given audience and purpose.

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The BioConnector: A University-wide Bioinformatics Portal

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Objective: To create a bioinformatics portal to support translational research in collaboration with bioinformatics researchers, research administrators, and library personnel. Called the BioConnector, this portal consolidates and organizes the vast number of resources, tools, and educational content available in the university and beyond.

Methods: After a review of existing bioinformatics websites, the group divided into four work groups to focus on four domains agreed to be the focus of the portal: administration, tools and resources, education, and collaboration. Each team included bioinformatics researchers and library staff, including science librarians. A collaboration web tool was used by the group for content development and sharing. The portal was vetted by groups of bioinformatics personnel for quality and usefulness.

Results and Conclusions: The BioConnector website is now in beta release. It has been displayed for further feedback at a research retreat for the school of medicine. Most researchers expressed interest in further development of the collaborative opportunities for the website. The work group will be focusing on this and additional enhancements.

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iLiaison: Outreach and Access Using iGoogle

Whitney A. Townsend, Liaison Services Librarian, Health Science Libraries, University of Michigan–Ann Arbor

Objective: Many frequent Internet users take advantage of customized home pages like iGoogle, MyYahoo!, and Netvibes to access their favorite websites and news feeds and use the associated “gadgets” for personal and professional productivity. This poster will describe what iGoogle is and illustrate how to create targeted resource-related iGoogle gadgets and tabs.

Methods: Examples of librarian-developed iGoogle gadgets and tabs and their potential use as an outreach and access tool will be shown.

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Point-of-care Nursing Portals: Injecting Library Resources into the Bedside Workflow

Christopher Stave, Information Services Librarian; **Richard Zwies**, Web Development Specialist; Lane Medical Library, Stanford University Medical Center, Stanford, CA; **Debra Updegraff**, Clinical Nurse Specialist, Pediatric Intensive Care Unit, Lucille Packard Children's Hospital, Stanford, CA

Objective: To develop a sustainable and extensible model for integrating library resources into the nursing workflow at the point of care.

Methods: In October 2006, a team consisting of a librarian and a pediatric clinical nurse specialist created a focused collection of e-resources customized to the needs of a pediatric intensive care unit's (PICU's) nurses. Because PICU nurses use networked “computers on wheels” (COWS), access to the portal could be made—literally—at the bedside. The nurse specialist worked with the PICU staff to select a set of locally and externally produced point-of-care tools. These tools consisted of calculators, trauma scales, and equipment guides. The librarian subsequently added various library-maintained resources, including e-journals, e-books, databases, coding tools, drug compatibility guides, image databases, and patient education materials. The portal was introduced to clinical managers and to day-shift nursing staff via a series of presentations and one-on-one orientations. In a successful effort to generate interest in portal development among other nursing units, the librarian and nurse specialist gave several presentations showcasing both the portal's high practical value and low production costs. Periodic assessments of the portal were made using web analysis tools. A two-year analysis of usage data is currently underway.

Results: Overall usage of the PICU portal grew steadily from October 2006 to February 2009. The resources with the highest use tended to be drug related. Some library-sponsored resources (e.g., CINAHL) were significantly less popular. The PICU portal's success has led to an upsurge in requests for portal development from other nursing units.

Conclusion: The PICU portal is consistently among the most heavily used clinical portals maintained by the library. Soliciting feedback from the nursing staff was a critical factor in selecting resources that nurses would actually use at the bedside. Based on current usage data, some of the library-maintained resources are rarely used, evidence of a poor fit within the “quick

reference" environment of the portal. Nevertheless, the overall utility of the portal—perhaps combined with a natural competitiveness among nursing units—has generated a significant surge in demand for customized, unit-specific clearinghouses of clinical tools.

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Market Your Medical Library to Support Information Systems/Project Lifecycles toward Improved Patient Safety

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Objective: Explore the literature and experience of members of the Health Sciences Library Association of New Jersey (HSLANJ) Information Technology Committee (ITC) on marketing medical libraries to support health information systems and project lifecycle activities toward improved patient safety.

Methods: Because information and research are integral parts of any new health system rollout, librarians need to identify ways to market their knowledge and services to administrative and planning groups. The experience of an ITC member, who works as a medical librarian and a nurse-pharmacist informatics professional, was reviewed. The member shared experiences from work as a patient safety consultant for an institution involved in various phases of health information system (HIS) projects/lifecycles such as the roll-out design phase of computerized prescriber order entry (CPOE) and the evaluation phase of electronic medication administration record (eMAR) on several hospital floors. Though hired as a patient safety consultant, the individual was tapped to perform a variety of searches supporting HIS and project lifecycles. A flow chart was created, illustrating steps in a system/project lifecycle where the consultant functioned as a "librarian," researching inquiries from various system stakeholders. The flow chart was shared as part of a HSLANJ-ITC patient safety continuing education inter-meeting session.

Main Results: Increase librarians' awareness of information needs in project lifecycles. Educate project groups on how including library staff can have positive impact on project lifecycles and patient safety.

Conclusion: Institutions engaging in roll-outs of health information systems and projects, aimed toward improving patient safety, need information for effective

project management and staff education. Medical librarians, who possess expertise to navigate various search resources, can research many inquiries during information systems/project lifecycles, but project teams do not always realize this. Medical libraries can market specific skills they can bring to information systems and project lifecycles, benefiting CPOE, eMAR, and root cause analysis (RCA) teams.

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Kick Start Your Personal Librarian Program: Maximize Connections at Orientation

Karen Heskett, Instruction Coordinator, Biomedical Library, University of California–San Diego, La Jolla, CA

Background: The medical student orientation, whether a curriculum-integrated or stand-alone session, is difficult to plan. Questions abound: Is it a teachable moment? How deep into information literacy should I go? What about evidence-based medicine? Should I have active learning? How much less is more?

Methods: The biomedical library's (BML's) challenge was in making the library relevant to the students' learning beyond their basic idea that the library equals study space. In 2007, the BML started a personal librarian initiative and with this came a need to personally connect with the students. Our previous orientations connected students to resources; now we wanted them to connect with us. We negotiated with the school of medicine for a new day and time, moving it to the last day of orientation and splitting it into 2 sessions, dividing the 140 students into manageable groups.

Objective: A key objective was that students would interact with their personal librarian, so that when they have questions they would know whom to ask and be more willing to seek assistance. During orientation, students met their librarian and toured the library. Also, students and librarians had time to talk informally over coffee and goodies before a short virtual tour.

Results: Assessment showed the students really appreciated the relaxed pace and the tour met their expectations, even telling us, "I know where to go if questions come up". However, the objectives are difficult to statistically assess. Anecdotal evidence exists from reference desk encounters with all librarians reporting times where knowing the students helped the interaction, perhaps indicating a lowering of barriers for students seeking assistance. One indication that our objective was met was in comparing the consultations statistics for our first year to the prior three years. For the years 2004–2007, the average number of first-year medical students seeking consultation was less than one per year. For this first year, we had six students seeking consultations. An additional year of the program will help indicate if the increase is a trend and not just the anomaly.

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Fusing Past Experience with Present Efforts to Safeguard the Future: The Disaster Planning Experiences of UK Information Specialists

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Objective: After a bomb exploded outside our offices in 2005, the concept of disaster planning became an important cornerstone of business strategy. While we managed to maintain publication schedules, the experience highlighted the difficulties of the sudden loss of office buildings and limitations in our disaster plans at the time. This case study aims to discuss the reevaluation of our disaster plans.

Methods: The first step was a review of what worked well in the 2005 crisis, an example being the ability of flexible workers (unaffected by office closure) to channel work materials to other members of the team. Elements that did not work as well were the discovery that obtaining hard copy references to help editors continue their work was problematic. The next step involved our information specialist team going through all of our information technology, specialist software, and essential documentation requirements as well as establishing alternative procedures for access to library materials. Alternative premises have been resourced for use in an emergency situation and the functioning of all technology and software is now regularly checked, along with regular reviews to make sure that changes in resources are identified, requirements are updated as necessary, and communication channels work efficiently

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Fusing and Collaborating: A Joint Library Project on Google Docs

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Methods: The National Network of the Libraries of Medicine and the University of Nebraska Medical Center combined forces to create a freely distributable presentation focused on consumer health resources. The "Nebraska Notebook", using the online application, Google Docs, as the vehicle of delivery, includes pages on MedlinePlus, Go Local Nebraska, Consumer Health Information Resource Services (CHIRS), and how to evaluate a website. Each section provides a link to the website, screen captures and online tutorial references. The project illustrates the value of using freely available Web 2.0 technologies to create instructional pieces for librarians to share with their consumers. Public librarians often do not have the time, expertise, or resources to create materials to showcase consumer health resources. With the online "notebook" libraries having access to the Internet are only a click away from reliable instruction. The combined efforts of the National Network of the Libraries of Medicine and an academic medical library actively involved in the delivery of consumer health information augmented the value of the "notebook." It is a resource focusing on Nebraska but can easily be edited by another state

or enhanced as more resources are identified for inclusion.

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Creating, Promoting, and Evaluating Online Library Tutorials for Nursing Students

Heidi Schroeder, AHIP, Health Sciences Librarian, Michigan State University Libraries, Michigan State University—East Lansing

Objective: To describe the process of creating, promoting, and evaluating online library tutorials for undergraduate and graduate nursing students. To provide nursing students with information about available library resources and services by creating accessible and applicable online tutorials.

Methods: This poster illustrates the development of online library tutorials for nursing students, created by a health sciences librarian at the Michigan State University Libraries. Topics for tutorials were determined based on faculty input, course assignments or content, and observations from library liaison interactions with nursing students. Camtasia Studio 5 was used to create online tutorials that address nursing students' needs. A survey feature in Camtasia and an assessment tool in ANGEL, a course management system, solicit student feedback on the perceived effectiveness of the tutorials. Survey results and usage statistics will assist the librarian in evaluating and modifying the current tutorials as well as identifying the need for additional tutorials.

Conclusions: Library tutorials for nursing students were designed to be relevant, brief, visually appealing, and accessible. The tutorials are linked from library web pages and ANGEL course pages. Tutorials were promoted through email and ANGEL communications, face-to-face interactions, phone calls, blog posts, library websites, and signage. Tutorials will be modified and added based on feedback from the Camtasia survey and ANGEL assessment tool.

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Fusing Opportunity with Information Literacy: The Master's in Biomedical Sciences Experience

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Objective: The purpose of the master's in biomedical sciences (MBS) program is to prepare students for successful application to and performance in medical school. The invitation to participate in teaching the "Principles of Scientific Research" elective presented librarians with an opportunity to define and fuse informatics competencies and skills into an information literacy curriculum that supports the program's learning objectives.

Methods: Guided by the Association of American Medical Colleges (AAMC) medical informatics objective, the library course coordinators worked with the course director to identify the preclinical and clinical information competencies and skills needed by health sciences graduates entering medicine and a variety of other fields, including public health, dentistry, and graduate research in order to support decision making, research, and lifelong learning. The sixteen-hour information mastery curriculum comprises eight two-hour classes that cover the essential skills and resources required to successfully locate, navigate, and evaluate critical information resources. Instructional materials with links to supplemental resources are available on the medical school's e-learning course management system. Pretest/posttest assessment was distributed at each session, and an overall course evaluation was conducted after the final exam.

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Validation of a MEDLINE Search Instrument: Assessing Practice-based Learning Improvement in Residency Programs

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Objective: The Accreditation Council for Graduate Medical Education (ACGME) mandates outcome assessment of practice-based learning and improvement (PBLI), a key component of which is assessment of the evidence-based medicine (EBM) process to acquire evidence efficiently. However, there are currently no validated instruments that measure resident's MEDLINE searching performance. This study validated a MEDLINE search evaluation tool used by librarians at a large academic center.

Methods: To provide data for the ACGME competencies, incoming pediatric and medicine-pediatric interns' search strategies were assessed using a MEDLINE search evaluation tool in 2001. Two librarians scored the search strategies completed by twenty interns, based on a case of a pediatric patient with bronchiolitis. In 2004, fifteen of the same residents submitted a search strategy based on the same case, and it was scored by those same librarians. In addition, a group of pediatric and medicine-pediatric residents graduating in the 2001/02 academic year were assessed using the same MEDLINE search evaluation tool to compare their search scores with the incoming 2001 residents. In 2008, we asked faculty with expertise in EBM and in searching MEDLINE to perform the same search, again scored by the same librarians.

Results: We found significant differences (improvements) in search strategies in the pediatric and

medicine-pediatric residents between their intern and senior years in training. The scores improved from a mean of 50.8 to 75.0 ($t(14)=5.43$, $P<0.0001$). We found no differences in resident search strategies between the senior residents in 2002 and 2004 (65.5 vs. 75.0; $t(25)=1.46$, $P=0.157$). Faculty data are currently being analyzed.

Conclusions: The results of this study again demonstrate that one can measure improvements in searching strategies. In addition, the data presented here suggest that a MEDLINE search evaluation tool is a valid measure of searching skills by residents over the course of their training.

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Pre- and Posttesting of Ophthalmic Instruction via Online Teaching Systems

Susan London, FMLA, Electronic Education Coordinator, School of Medicine Libraries; **Ann Hammer**, Librarian, Morrison Ophthalmological Library; **Chi-Wah (Rudy) Yung**, Associate Professor, Ophthalmology, Department of Ophthalmology; Indiana University–Indianapolis

Objective: Only a handful of medical schools in the United States have a formal ophthalmology clerkship. Students may have little or no clinical exposure during their four years of medical school. Prior to 2000, the organization had a required ophthalmology clerkship. All fourth-year medical students were required to spend one week in the clinic. Currently, only a few students can have this experience. Most medical students have to rely on their primary care mentor for ophthalmic knowledge. Hence, an online case-based ophthalmology resource was developed to provide a supplement to clinical training.

Methods: Thirty-nine 3rd-year medical student volunteers participated during their surgery subspecialty rotation. Each student took an online pretest consisting of 18 ophthalmologic questions. Students were randomized to groups with access to the teaching files ($n=14$) or without access ($n=25$). All participants completed a posttest with the same questions as the pretest (in random order). An unpaired 2-tailed t -test was performed to evaluate the difference in scores between the 2 groups.

Results: Of 18 questions, the average correct responses on the pretest between the study group and the control group were 11.07 and 11.2, respectively ($P=0.86$). Posttest score average increased in both groups to 13.21 and 12.88, respectively ($P=0.71$). The difference between the pre- and posttests was 2.14 and 1.68 ($P=0.64$). Factors that may have influenced study results include: volunteer based (#r of participants did not reach study goal), group size too small to make assumptions, no method of confirming review of cases, no method of evaluating time spent on cases. Other uncontrolled factors include discussion among the students and independent study of outside materials.

Conclusions: Experimental group did slightly better than control group. According to conventional criteria, the difference between groups is not statistically

significant between groups with and without access to the online cases.

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Test the Test: A Pilot Study to Develop an Assessment Tool to Measure Medical Students' Competencies in Information Retrieval and Application Skills in Clinical Practice

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Objectives: Develop an automated standardized learning assessment tool to measure medical students' competencies in information retrieval and clinical application skills, test this tool in a pilot study, and evaluate the tool for its validity and reliability.

Participants: Library faculty, assistant dean for undergraduate medical education, and twenty-five first- and second-year medical students randomly selected.

Methods: Create clinical case vignettes targeting health issues related to Healthy People 2010 initiatives. Compile a list of best practices relevant to the vignettes. Identify quality websites and authoritative research studies as supporting evidence to answer the vignette questions. Students anonymously log onto testing website and respond to each case vignette by accessing online resources and locating a website and a research study that best answers the clinical question. Keyboard and screen tracking software will be used to follow students' search patterns. Students will record their selected website and research study, as well as answer several multiple choice questions in regard to the strengths of the research study and the authority of the website. A short feedback questionnaire will be distributed to students following completion of their participation.

Results: The automated assessment tool's reliability will be scored using test-retest correlation. The instrument's validity or the ability to measure information retrieval and application skills will be determined following the pilot's completion. The results will be presented at MLA '09.

Conclusions: The pilot study results provide the investigators with reliability scores and content validity for a model assessment tool to measure medical student competencies in information retrieval and application skills in clinical practice.

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Connecting Library Directors and the History of Medicine

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Question: How do academic health sciences library directors view history of medicine collections and how

can the MLA History of the Health Sciences Section help them to support these collections?

Methods and Brief Description: At one time, the historical collection was the heart of an academic medical library; most of the great library directors had an active, personal interest in the history collections. Today, historical collections often compete with new technologies, serials, and other electronic resources for collection budgets, staff, and space. Using a survey of academic health sciences library directors who are members of MLA, we will look at what priorities are assigned to the historical collections by library directors and what part these collections play in their institutions' missions, especially those without separately endowed history collections. The survey will try to elicit not only institutional priorities, but the library directors' personal interest in historical collections, their ideas for working with history collections in the future, and what help directors would like from the History of the Health Sciences Section in addressing the issues facing them as they try to support historical collections.

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Using a Survey Tool to Establish Preservation Priorities: Results from the Historical Folio Collection Survey at the Harvey Cushing/John Hay Whitney Medical Library, Yale University

Robin Featherstone, National Library of Medicine Associate Fellow; **Sarah Burge**, Preservation Coordinator; Harvey Cushing/John Hay Whitney Medical Library, Yale University, New Haven, CT

Objective: An item-level survey was undertaken to reveal the preservation needs of a unique collection of rare medical historical folios and oversize anatomical atlases.

Methodology: During a reshelving project, surveyors noted detailed preservation information in a FileMaker Pro database. Recorded information included: dimensions, whether a new enclosure was needed, external status (condition of boards, spine, cover), internal status (cover-to-text attachment, paper), attributes (covering material, binding type, inclusions, bookplate owner, decoration), value/damage (value, damage summary, treatment summary), and photos.

Results: Survey data revealed vital information for determining preservation priorities. The surveyors found that 13% of the collection was "significantly damaged" and 30% was in "poor condition." A query of the survey tool identified the approximate value of the damaged folios, and priority was subsequently given to items designated as "treasures to the institution." The survey also revealed which items required immediate treatment for concerns such as active mold that threatened the security of neighboring materials. The surveyors recorded attributes of interest to historians and researchers (provenance, unusual bindings, the presence of hand-painted illustrations, etc.), which were used to identify items for exhibits. Special handling instructions were also assigned to fragile items to prevent future damage. Finally, the folio survey resulted in a proof-of-concept for other item-level surveys of valuable collections. Once conducted,

the survey prevented further handling of rare materials and resulted in concrete information needed to make preservation decisions.

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Social Technologies for Health Communications

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Objective: This poster will present a myriad of ways in which social networking technologies can be used for communicating health messages. This poster will be informed by the work the library has done with local public health departments to integrate Web 2.0 technologies into their work as well as courses the public health librarian had taught on using social technologies for public health.

Methods: Technologies covered will include online social networks, media sharing sites, microblogs, blogs, mash ups, online visualization tools, and more.

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Developing an Intranet Resource to Compile and Disseminate Animal Welfare Information for Library Liaisons

Frank Davis, AHIP, Research and Education Librarian; **Rick Brewer**, Assistant Director; Medical Center Library; **Valerie Perry**, Head, Agricultural Information Center; University of Kentucky–Lexington

Objective: The project's goal is to create and maintain a comprehensive database containing cross-disciplinary bibliographic information. The information is used to enhance the ethical treatment of animals and serve as a key resource for grant support. A campus intranet allows librarian liaisons to conduct subject-specific searches and prepare customized reports. EndNote software is utilized, due to a campus site license.

Methods: Librarians responsible for constructing the database participated in the workshop, "Meeting the Information Requirements of the Animal Welfare Act," taught by trainers from the Animal Welfare Information Center, National Agricultural Library. Information from the workshop was used to determine relevant databases and devise search strategies. An EndNote Library was established on a shared server. A schedule was devised for running saved searches on selected databases and importing results into the EndNote library. One librarian has administrator rights and is responsible for running regular selective dissemination of information (SDI), adding results, and maintaining database integrity. Other liaison experts can run specially requested topic searches and save results in a format that can be imported into EndNote by the administrator. Read-only privileges have been granted to liaison librarians allowing them to access content, run searches, and send results to campus researchers.

Results: Researchers have expressed both interest and concern about the project. Librarian search expertise and easy delivery of results is valued by many researchers. Concerns center on whether librarians have the scientific background to understand and evaluate animal testing research needs for some grant proposals. A major side benefit of the project is an expanded awareness of the role librarians can play in assisting the entire research process. There have been an increased number of faculty requests for creation of regular SDI searches. Many faculty now request that search updates be sent as both a hot-linked email bibliography and as an EndNote attachment ready for direct import into researcher EndNote libraries.

Conclusions: Identifying relevant databases, devising search strategies, and maintaining results on a library intranet with EndNote software has been successful. An expanded understanding of institutional culture is needed to achieve widespread researcher utilization of the project's potential benefits.

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Collaborating with Clinical Teams Using Web 2.0 Tools

Shamsha Damani, Clinical Librarian; **Stephanie Fulton, AHIP**, Assistant Library Director; Research Medical Library, University of Texas M. D. Anderson Cancer Center–Houston

Objective: To determine an efficient way to deliver the results of literature searches to clinical teams at a large cancer hospital using Web 2.0 tools.

Setting: The library serves the staff of a large cancer hospital, which specializes in patient care, research, education, and cancer prevention. The librarians are a part of several multidisciplinary clinical teams who collaborate with the institution's clinical effectiveness department to develop evidence-based guidelines and order sets.

Methods: Librarians worked with various clinical teams to strategize the best way to deliver the results of each literature search. Team members felt that receiving search results via email cluttered their inbox. Therefore, the librarians searched for alternative methods of sharing results from various databases by exploring a range of Web 2.0 tools. These tools needed to be easy to use and include collaborative features as well. Depending on the group's preferences, premium wikis from PBWiki, Microsoft SharePoint, RefWorks, EndNote Web, Delicious, and Connotea were used to share results.

Results: Team members preferred the wikis because they were able to access the full-text articles instantly and share their thoughts about the articles and treatment algorithms. SharePoint has a steep learning curve, and team members struggled with learning their way around their respective sites. Team members did not feel comfortable with the user interfaces of RefWorks, EndNote Web, Delicious, and Connotea.

Conclusion: Wikis are easy to set up and easy to use, making them a great way to share the results of literature searches. Although it is time consuming for the librarian to create hyperlinks for each article, it

is a great value-added service. Microsoft SharePoint has the potential to be a powerful method of sharing results, but due to the complexity of the site, team members may be reluctant to adopt it.

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A Dynamic Clinical Librarianship Program: The Fusion of Partnerships for Education and Patient Care

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Objective: To demonstrate that a partnership between clinical librarians and a clinician can make an impact on graduate medical education and on decisions made by residents regarding patient care issues.

Methods: This project involves two clinical librarians (CLs) attending morning report (MR) in family practice and internal medicine residency programs in a large teaching hospital. At MR, clinical cases are presented, and any clinical questions are researched by the CLs. The CL program has benefited from the availability of a clinician who served in the role as "informationist" and worked with the CLs on the daily clinical questions by clarifying the questions and evaluating search results. For each clinical question, CLs prepare a web page with links to relevant articles that describes the process of choosing particular resources and emphasizing evidence-based medicine (EBM) resources. The link to the page is sent to the resident faculty and the presenter and is posted on the medical library home page. The effectiveness of this project will be evaluated through qualitative means. Partnerships between the medical librarians, clinicians, residents, and faculty have played a big role in the efficacy of this project.

Results: The main result of our CL project is the CL web page created and maintained as a reference for the medical staff of the internal medicine and family medicine departments. The CL web page evolved from just an answer to a query or list of hits to one where the library can market new products and teaching points on how to retrieve relevant literature. Project notables for the period from May 2008 to December 2008 are:

- fifty-nine clinical questions and answers (if one was found)
- top three types of queries were for literature updates, evidence based, and guidelines

As a result of this project there is an increase in clinical queries. However, we are still evaluating ways to quantify the value of having a librarian at morning reports.

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Local Libraries' Emergency Preparedness Partnership Ensures Mutual Aid and Promotes Disaster Information Outreach

Cynthia B. Love, Technical Information Specialist, Disaster Information Management Research Center, Specialized Information Services Division, National

Library of Medicine, Bethesda, MD; **Tahirih Fusscas**, Reference Librarian, E. R. Stitt Library, National Naval Medical Center, Bethesda, MD; **Alicia A. Livinski**, Biomedical Librarian, NIH Library, National Institutes of Health, Bethesda, MD; **Brittany Rice**, Director, Medical Library, Suburban Hospital, Bethesda, MD; **Alison E. Rollins**, Reference and Instruction Librarian; **Linda M. Spitzer**, Head, Reference and Interlibrary Loan; James A. Zimble Learning Resource Center; Uniformed Services University of the Health Sciences, Bethesda, MD

Objective: Determine the potential for a partnership among five medical libraries within walking distance of each other to provide mutual support in the event of a disaster affecting one or more of the libraries. Assess the ability to coordinate disaster information outreach activities and collections among the five libraries for the benefit of their parent institutions, library users, and local community.

Methods: Librarians from five medical libraries began meeting monthly in 2008 to explore the possibilities of aiding each other in an emergency affecting library operations and have agreed on a memorandum of understanding for mutual aid. The librarians are also coordinating disaster information outreach to their constituents, evaluating collection purchases, and fostering information sharing and professional development among librarians interested in disaster preparedness, response, and recovery. The group is experimenting with different forms of electronic and web communications to support their efforts. The partnership supports the information needs of the local hospitals' emergency preparedness partnership and participates in hospital disaster drills and related activities. The participating libraries are diverse in size and mission, ranging from one professional staff to dozens and including private, military, academic, research, and federal institutions that serve users locally, nationally, or internationally.

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Benefits and Perquisites: Attracting and Retaining Valuable Librarians

Tanya Feddern-Bekcan, AHIP, Reference and Education Services Librarian, Reference and Education; **Joaquin E. Arriaga**, Director, Reference and Education Services; Louis Calder Memorial Library, Miller School of Medicine, University of Miami, Miami, FL

Objectives: What makes one library job more attractive than another? How can one retain valuable librarians? An often-overlooked method to combat persistent recruitment and retention issues is offering perquisites and benefits—many are inexpensive yet can also increase workplace satisfaction and morale. The purpose of this poster is to illustrate graphically those perks that librarians found important in the workplace.

Methods: In May 2007, a message was posted to librarian discussion lists in the United States, Canada, and the United Kingdom asking what perks and benefits keep librarians on the job. Fifty-four librarians replied; two replied a second time with additional

clarification and/or details. Two librarians said they had no perks; hence, they were not included in the analysis. The authors searched the literature and found that perks fall under two broad categories: extrinsic benefits and intrinsic benefits (Randolph DS, 2005). The replies from the librarian discussion lists were then independently coded by the authors into those categories and their subcategories and graphically displayed. Inter-rater reliability for the coding was excellent.

Results: Two hundred and seventy-one responses from fifty-two librarians were coded. The most popular perks were classified under the extrinsic category of work-life benefits and the second most popular was intrinsic-context, an intrinsic category. Common themes were flexibility in the work schedule and a desire for respect and appreciation. These are certainly inexpensive options to keep library staff content and productive. Additional details are displayed in the poster. Authors Dianna Podmoroff and Bob Nelson suggest that employers should learn what motivates their employees and poll them to see which benefits are relevant and thus valued (2005). With the preliminary data from this poster, employers can have a better idea of what types of benefits to offer in their poll. It is intended that employers and employees will seek to incorporate some of these benefits at their workplace to enhance organizational goals in recruitment and retention.

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Hunters, Gatherers, and Strategists! Librarians Preparing for a Multisite Higher Learning Commission Reaccreditation Evaluation

Dawn Littleton, AHIP, Head, Public Services, Libraries, Mayo Clinic, Rochester, MN; **Carole Saville**, Head, Public Services, Libraries, Mayo Clinic, Jacksonville, FL; **Kay E. Wellik, AHIP**, Director, Library Services, Libraries, Mayo Clinic, Scottsdale, AZ

Objective: What are strategies developed and utilized by librarians to help prepare an institution for a reaccreditation evaluation?

Methods: Librarians present strategies to assist institutions in meeting reaccreditation criteria. Criteria include provision of digital and paper-based resource centers, documented self-study, and a website for third-party comment. Effective strategies leading to reaccreditation will be described. Strategies include a site visit to a recently reaccredited university, recommendation reports to the steering committee, and "live" meetings in Interwise/web format. Overcoming challenges presented by multiple schools at distant locations will also be addressed.

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Fusing Work and Life: A Study of US Health Sciences Libraries' Flexible Work Environments

Susan C. Steelman, Coordinator, Research and Clinical Search Services; **Brynn Mays**, Reference Librarian; UAMS Library, University of Arkansas for Medical Sciences–Little Rock

Objective: To describe the current work-life issues facing librarians and paraprofessionals in health sciences libraries today. To determine which types of flexible work arrangements are being used and which are most in demand. To identify positive and negative outcomes of flexible work environments.

Methods: This is a descriptive study utilizing an electronic questionnaire that will be distributed to health sciences librarians and paraprofessionals in the United States. Recruitment messages will be sent to Association of Academic Health Sciences Libraries directors and MEDLIB-L, with a request for it to be forwarded to appropriate regional email lists. Access to the questionnaire will be through a single generic user ID. All responses will be anonymous, and no personal identifying information will be collected. The questionnaire will include categories for demographics, workplace characteristics, respondents' use of flexible work arrangements, and perceived impact on the library.

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iFusions: Integrating a Consumer Health Library into the Academic Medical Center Community

Dana L. Ladd, AHIP, Community Health Education Center Librarian; **Shannon D. Jones, AHIP**, Head, Outreach Services; Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

Objective: Integrating into the larger academic curriculum and medical community can be challenging for a consumer health library. Developing training opportunities, providing activities, and seeking opportunities to market the community health education center (CHEC) are key to linking the faculty, students, and medical professionals with the services of the consumer health library. This poster explores ways in which CHEC has successfully integrated its services into the academic and medical communities.

Method: Training activities for students and hospital employees were made available through CHEC electives, internships, in-service training, and shadowing opportunities. The librarian also provides tours of the library to hospital staff and provides short training sessions to nurses and other hospital staff. A Blackboard class was developed as a way of not only teaching users to find health information for patients but as a means of making them aware of CHEC's services. The librarian participates in health information rounds on the hospital's women's surgical unit, curriculum-based orientations for students, and other events sponsored on campus. Activities such as open houses targeting medical center employees and health sciences students were planned to raise awareness about the library and its services.

Results: Over time, CHEC's efforts to integrate into the medical center community have been successful. Students have sought out CHEC's instructional activities: three medical students have taken the CHEC elective, eight community health students have completed CHEC internships, five community health

students and one nursing student have shadowed in CHEC, six students have enrolled in the CHEC Blackboard tutorial, and over 600 people attended the two CHEC open houses.

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Nurses and Librarians Collaborating for Better Health

Louise C. Miller, Clinical Associate Professor, Sinclair School of Nursing; **MaryEllen C. Sievert**, Research Consultant and Professor Emerita, MU Libraries;

Rebecca S. Graves, AHIP, Education Librarian;

Barbara B. Jones, National Network of Libraries of Medicine Missouri Liaison; J. Otto Lottes Health Sciences Library; University of Missouri–Columbia

Objective: To develop and evaluate a program to bring the ways of finding health information to rural public health and school nurses. The nurses could set the stage and provide background but needed librarians to present the information resources. A collaboration between nursing school faculty and health sciences center librarians proved to be the ideal team for this project

Methods: Nursing school faculty contacted the education librarian at the health sciences library and a library school faculty member to help in the planning and grant seeking for the project. Together, they developed two workshops, one to focus on consumer information resources and one to focus on professional resources. When the project was funded, the collaborative teams traveled around the state presenting the workshops free to interested groups of nurses and other health professionals. The nurses set the stage, and the librarians delivered the content. Evaluation consisted of a short survey with the option of adding comments. All records were kept by project staff under the direction of the nursing school faculty. The final report, like the rest of the project, was the result of a collaborative effort by all grant personnel.

Results: Evaluations were positive from nurses attending the workshops. Full data will be presented on the poster.

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A Visual Approach to MedlinePlus for Low Literacy, Low Income Patients

Marilyn G. Teolis, AHIP, Medical Librarian Coordinator, Medical Library, St. Thomas Health Services, Baptist Campus, Nashville, TN; **Mary V. Taylor**, Chief Librarian, Medical Library (142D), VA Medical Center, Memphis, TN; **Andrew D. Todd**, Instructor Librarian, Brevard Community College/ University of Central Florida Joint-Use Library, University of Central Florida–Cocoa

Objective: This project, funded by the National Library of Medicine under contract NO1-LM-6-3502 with the University of Maryland–Baltimore Health Sciences and Human Services Library, aimed to design a kiosk and mirror website (www.baptisthealthlibrary.com) with a pictorial interface for MedlinePlus tutorials for patients who faced access barriers such as poverty, disabilities, and low literacy skills. Almost half of the patients were

elderly, and 95%–98% had an income 200% below the federal poverty level.

Methods: The librarian collaborated with primary care physicians at a clinic for uninsured people in Davidson County in Nashville, Tennessee. Physicians chose MedlinePlus tutorials on a variety of diseases and its drug information based on the most frequent patient' diagnoses. The library procured no-cost images and worked with the software company that designed the visual interface. Clinic doctors used Information Rx scripts or spoke to patients, asking them to use the kiosk. Initially, the librarian visited the clinic a half a day a week to introduce the kiosk to patients. Urchin Software from Google was used to analyze demographics, determine whether participants were first-time MedlinePlus users, and tally the most common topics viewed.

Results: By touching the screen, patients could watch the interactive videos, answer questions, and print a summary about their health conditions. Of the 740 patients in this group, 83% (613 patients) said they had never used MedlinePlus before. All 127 patients who had used MedlinePlus prior to their experience at the clinic said it was helpful. A majority (124 people) reported MedlinePlus was easy to use, while 3 people disagreed. The number of health care professionals who used the kiosk was 69. In this group, 46% had never used MedlinePlus, while 54% had prior experience. When asked, 70% of physicians said they would "definitely" recommend MedlinePlus to their patients, 27% said they would "be likely" to recommend, and 1 respondent said he would "not be likely" to recommend MedlinePlus. Research evaluating how the information patients gained influenced their health care decisions would be useful in this population.

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Fusing Feedback into Improved Access to Health Information in Asian Languages

Amy E. LaVertu, Information Services Librarian; **Gail Y. Hendler, AHIP**, Head, Information and Access Services; **Cora Ho**, Deputy Director; **Eric D. Albright, AHIP**, Director; Hirsh Health Sciences Library, Tufts University, Boston, MA

Objective: Launched in 2001, the online, Asian languages consumer health project intended to meet the health information needs of the local Asian community. Fusing constituent feedback with the commitment to expand outreach to the global Asian community, a website redesign was begun to enhance access to electronic health information and expand outreach to resources in Asian languages.

Methods: Suggestions received from users and the project funder over the past 5 years drove the elements included in the website redesign and language addition. Google Analytics provided statistics that described the website's global scope. Unsolicited emails received from users provided insight into how and how often information needs were met and how unmet needs could be improved. Funder feedback prompted increased compliance with section 508 of

the Americans with Disabilities Act to enhance access for all users. Additionally, an entry in Wikipedia was suggested to enlarge the project's web presence. A consultant noted for expertise in consumer health website redesign was hired to move the project forward and improve the esthetics and site layout. Global user feedback asked for the inclusion of resources in Asian languages. A qualified, volunteer translator provided topic headings and information about the website for the Asian community.

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From Zero to Ninety: Launching a Brand New Health Sciences Library Outreach Program

Anna Ercoli Schnitzer, InfoPoint Librarian; **Nancy Allee, AHIP**, Deputy Director; **Jane L. Blumenthal, AHIP**, Director; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: This project describes the launch of a new outreach program in an academic health sciences library: (1) to increase the library's visibility in the community, (2) to define a new proactive service model, and (3) to reach a diverse user community.

Methods: Outreach efforts began as an informal, unstructured initiative focused on a broad-based user community and progressed to a formalized program, serving a unique and diverse user community. One particular focus of the outreach efforts has been building relationships and fostering partnerships with a diverse population that includes public librarians and public school teachers and students, as well as previously underserved groups such as the local disability community. The process has involved a series of activities, including sensitivity training on issues pertinent to working effectively with the disability community, needs assessments and focus groups, customized instruction plans, new technologies for scaffolding the outreach program, and new approaches to marketing and publicizing outreach events. Analysis of program goals, outcomes, and lessons learned will benefit other libraries conducting outreach initiatives and providing services to new and diverse user communities.

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iFusions into TheirSpace: Partnerships for Librarian Office Hours

Eileen Wakiji, AHIP, Nursing and Allied Health Librarian; **Eileen Bosch**, Kinesiology Librarian; University Library, California State University–Long Beach

Objective: To determine if the implementation of a team approach to offer librarian office hours for two separate departments (kinesiology and health science) located in the same building would better serve our departments' needs than a typical model of librarian office hours (one librarian offering office hours for a department).

Methods: California State University–Long Beach (CSULB) is a comprehensive, diverse, commuter, urban campus with 38,000 students. It is a 320-acre campus with 1 library. Without student parking near the library,

most students perceive the library to be "far away." To address this perception, the library is conducting 3 different pilot projects. The first one is a solo librarian offering office hours for all the departments in a college, the second is a solo librarian offering hours for one department, and the third is our project which has 2 librarians collaborating to offer office hours for 2 departments in the same college: Wednesdays (4–6 p.m.) and Thursdays (1–3 p.m.) in the same office/space. We will compare our findings with other models in the literature, compare our conclusions with other project colleagues, and email participants asking about their experiences utilizing the service.

Results: Our literature review found a number of models describing onsite office hours similar to our pilot project colleagues. Conversely, we did not find any models resembling our "team approach." The advantage of our approach was the ability to consistently offer the office hours because we could trade our times and days with each other depending on our schedules. Also for those considering offering onsite office hours, you may want to start with a small number of hours and then increase as the service demands. In addition, you may want to consider offering office hours only certain times of the semester, as the literature suggests. We can anecdotally say that the students and faculty were pleased with the service. However, we are hoping that with more time, the number of users will increase and we can assess the effectiveness and usefulness of the team approach of onsite librarian office hours.

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Development and Initial Evaluation of a Web Portal Providing Access to Evidence-based Information to Health Professionals Statewide

Valerie J. Lawrence, AHIP, Acting HEAL-WA Resource Coordinator, Health Sciences Library, University of Washington–Seattle

Objective: To provide health care practitioners across the state, in over a dozen professions, with electronic access to evidence-based information to answer point-of-care questions supporting a statewide legislative initiative aimed at improving health care quality and access to all citizens of the state.

Methods: This project is aimed at, and funded by license fees from, health professionals in a wide range of disciplines. Librarians conducted surveys and individual as well as group interviews with health practitioners across professions to determine information-seeking patterns and familiarity with electronic health care information sources prior to resource selection and site development. Established websites and librarians at other educational institutions were also consulted about resources in their respective fields. Informational presentations at regulatory meetings, as well as with representatives from various professional groups, were used to begin providing publicity and information about the project as well as to gather information for resource selection.

Results: The HEAL-WA web portal was launched on January 1, 2009, with open-access and licensed

resources targeted toward a number of different practitioner groups. Initial feedback from health professionals suggests it is a well-received resource. Early usage statistics collected prior to the launch of a statewide publicity campaign showed numerous page views from around Washington State, as well as from other states across the United States. Further publicity and online as well as in-person training are planned to increase awareness and promote use of the portal. As the portal matures and becomes more widely known, survey data and more comprehensive usage statistics will be gathered and used to determine how professionals use the portal and how it might be improved.

Conclusion: A statewide web portal shows promise to be able to deliver high-quality evidence-based health information to diverse groups of health professionals.

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Rural Physicians and Physician Assistants Practicing in the Pacific Northwest: A Pilot Study of the Impact of Library Services on Clinical Decision Making for Patient Care

Beth Hill, AHIP, Library Manager, William T. Wood Medical Library, Kootenai Medical Center, Coeur d'Alene, ID

Objective: This research will investigate the extent to which changes in health care delivery, technology, and user information-seeking behavior have impacted the acquisition and the use of clinical literature for decision making by physicians, physician assistants (PAs), and nurse practitioners (NPs) who practice in critical access hospitals (CAHs).

Methods: This descriptive research pilot study, which will inform a dissertation research study, will utilize some of the methodology of the original Rochester Study conducted in the early 1990s, as well as a study conducted by the University of Wales Aberystwyth (UWA) in 2005.

Setting and Population: Active physicians, PAs, and NPs practicing in CAHs in the states of Washington, Alaska, Montana, and Idaho will be asked to participate. A pilot study will be conducted this fall with a group of physicians, PAs, and NPs practicing at a 246-bed nonprofit hospital in Northern Idaho. The outcomes of the pilot study are expected to inform revisions to the survey instrument and to the study design. Expected outcomes of the dissertation research include the identification of the information needs of this rural practitioner cohort, leading to the design and implementation of hospital library information services and programs that meet those needs.

Results: Surveys were mailed to 338 physicians, PAs, and NPs in Northern Idaho. Response rate was 22%. A clinical question was recalled for which a search of the literature was required. Respondents completed a literature search and answered questions on the value of the information found for clinical decision making. Ninety-one percent stated that their memories were refreshed on details or facts; 83% stated that it helped with advice given to the patient; and 69% stated it contributed to their choice of other treatments. Forty-

seven percent noted an ability to avoid additional tests or procedures. The Internet (search engines) was the most highly cited resource used, with the hospital library web page a close second. Almost 60% felt that their search was completely successful, with 40% concluding that their search took between 10 and 30 minutes. Fifteen respondents expressed a desire for instruction with a librarian on a database of their choice.

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Planet Blue: Implementing an Energy Conservation Program in a Health Sciences Library

Whitney Field, Operations Coordinator; **Nancy Allee, AHIP**, Deputy Director; **Jane L. Blumenthal, AHIP**, Director; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: This project describes an initiative to implement an energy conservation program in an academic health sciences library as part of a campus-wide mission to reduce utility costs and increase recycling.

Methods: This project is a case study of an energy conservation program, called Planet Blue, implemented in an academic health sciences library. Planet Blue is a three-year, campus-wide effort designed to reduce utility costs through a combination of methods, including introducing energy-saving technologies, implementing building upgrades, and fostering behavioral changes by actively engaging building occupants in the program. Planet Blue is part of an environmental and energy initiative focused on key elements such as alternative energy, green purchasing, and sustainable renovation and new construction. A planning group participated as project leaders for the building and coordinated with representatives of the campus-wide program to tailor energy-saving recommendations for the library. An initial education and outreach event was held, drawing over eighty-five attendees for an opportunity to learn about energy saving tips and techniques, recycling, and other options for improving environmental stewardship. Working with the Planet Blue representatives, a detailed and technical evaluation of the library building was conducted, and eleven areas for increased energy conservation were identified.

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Shaping a New Surfboard to Catch the Magnet Wave

Carolyn Ching Dennison, AHIP, Reference Librarian; **Tina Takamoto, AHIP**, Reference Librarian; Hawaii Medical Library; **Renee Latimer**, Director, Queen Emma Nursing Institute; **Marlene Oishi**, Manager, Hawaii Medical Library; The Queen's Medical Center, Honolulu, HI

Objective: To describe the evolution and integration of library resources, services, and expertise to support a medical center and its nursing staff on a journey to Magnet designation.

Methods: In 2005, the library downsized its staff by 75% and transitioned from serving as Hawaii's resource library into a library for the medical center, the largest teaching hospital in the Hawaii. In this environment, the library staff had to assess the needs and goals of the medical center and its 1,160 nurses, forge new relationships, and develop a multipronged approach to promote its presence and value to the nursing staff. Today, the library plays an important role in the Magnet journey through the support of nursing research and evidence-based nursing practice.

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Infusing New Life into Old Spaces

Michelle Frisque, Head, Information Systems; **Ryan Kappes**, User Support Specialist; **James Shedlock**, **AHIP, FMLA**, Director; **Heidi Nickisch Duggan**, Associate Director; **James Brucker**, Instructional Design Librarian; **Stephanie Kerns**, Head, Education and Outreach/Curriculum Librarian; **Kurt Munson**, Head, User Services; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: In the summer of 2008, the library undertook several different space enhancement projects that would cultivate a collaborative learning environment to support curricular activities and changing student study behaviors. This is a pilot project, and the information gathered will be used to plan future space enhancement projects. Both the solutions and preliminary assessment results will be shared in this poster

Methods: The library was last renovated in 1996. While another renovation is years away, it was decided the library needed to enhance its spaces to support the move toward collaborative learning and study. During the winter, various ideas were explored and the selected projects included no-tech to high-tech solutions and ranged in price from \$0 to over \$15,000. Space enhancement projects included: creating additional lounge space, adding movable whiteboards to group study areas, adding several kinds of large screen monitors to various areas in the library, installing a CopyCam Pro Image Capturing System so users can save the images on the whiteboard to a website or flash drive, installing flat large-screen plasma displays that can be connected to a laptop in two conference rooms, adding additional network and electrical connections, etc.

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Publishing SMART: Fusing Author, Library, and Research Administration Goals

Mary E. Youngkin, Head, Public Services, Spencer S. Eccles Health Sciences Library; **Allyson Mower**, Scholarly Communication and Copyright Librarian, J. Willard Marriott Library; **Jeanne M. Le Ber**, Education Services Librarian, Spencer S. Eccles Health Sciences Library; University of Utah–Salt Lake City

Objective: To expand the reach of scholarly communication educational efforts, assist authors in

making publishing choices, and create a course model that could be used at other institutions.

Methods: The library made a proposal to the director of research education in the office of the vice president for research that a scholarly communication course focused on the needs of authors be added to the Research Administration Training Series (RATS) and taught by library faculty. Library faculty developed and taught "Publishing SMART: How to Make Your Article Visible." The two-hour course provides critical background information on issues in scholarly publishing, the identification and evaluation of journals that will maximize exposure to scholarly works, and the identification of trends and new models in open access publishing, archiving, and funding. In addition, tools to assist authors are introduced in the hands-on portion of the course, such as the Science Commons' Scholar's Copyright Addendum Engine and the National Institutes of Health (NIH) Manuscript Submission System. The course is supported and marketed by the vice president's office and is taught by library faculty.

Results: The course strengthened the relationship between library faculty and the director of research education, office of the vice president for research. Librarians taught nine courses to fifty-eight students over an eight-month period. Attendees represented a significant number of disciplines, departments, and academic rank, indicating the broad appeal of the topic. The course has been approved for MLA credit, and course content will be available through the National Training Center and Clearinghouse (NTCC). Attendee evaluations strongly support the value of the course content in directing participants to think about their publishing choices and determine their own impact in the scholarly communication system. Based on follow-up conversations, the course also succeeded in establishing librarians as experts in scholarly communication, copyright, publishing choices, and evaluation tools. Library faculty will continue to teach the course in person and virtually and plan to track the long-term publishing patterns of class attendees.

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Primary Care Physicians' Consumer Health Information-seeking Behaviors: A Model for Working with Elderly Depressed Patients and Their Caregivers

Mary Jo Dorsey, **AHIP**, Faculty Librarian, Health Sciences Library System; **Ellen G. Detlefsen**, Associate Professor, School of Information Sciences; University of Pittsburgh, Pittsburgh, PA

Objective: Physicians' clinical information-seeking behaviors have been a major target of investigation among the library and information science (LIS), information science (IS), and biomedical informatics professions for the past twenty or more years. Practicing evidence-based medicine (EBM) has become an expected standard in current health care with EBM curricula incorporated with the didactics in medical school education. This project focuses on the point where EBM integrates with the delivery of information to the senior patient in a way that is meaningful to the

patient. This study investigates the information-seeking behaviors that seniors' primary care physicians exhibit in order to educate themselves about current consumer health information (reading materials, websites, news, educational narratives) and how they currently disseminate educational information to patients and their caregivers.

Methods: A grounded theory framework was conceived to administer a multimodal method of data collection. Primary care physicians who see elderly patients primarily in a large urban academic setting were recruited to participate in semi-structured interviews, a self-evaluative confidence scale, and an environmental office scan.

Results: The physician consumer health information (CHI)-seeking model indicates there is a pattern by which physicians generally seek information at a consumer level for their senior patients and caregivers. The model can be replicated with varying demographics and populations in order to indicate a clearer flow of health information exchange between a physician and a special population.

Conclusions: While the model is geared toward a specific homogeneous group of physicians, it is clear that a model can be useful in furthering physician/medical student education and training with regard to their treating and relating to their special populations.

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From Commuting to Cow Watching: Practical Solutions for the New Home Worker

Sarah L. Greenley, Information Specialist, BMJ Knowledge, BMJ Publishing Group, Beverley, East Yorkshire, United Kingdom; **Sam Martin**, Information Specialist, BMJ Knowledge, BMJ Publishing Group, London, United Kingdom

Objective: To showcase a successful flexible working program for information specialists and provide practical tips for information professionals considering homeworking.

Methods: In the United Kingdom, workers with caring responsibilities have the statutory right for their employer to consider a request for flexible working. Home working became a reality for workers at a UK medical publishing company when a pilot homeworking scheme was launched in 2003. Initially, successful applicants who could demonstrate that their job could be performed outside of the central London base were provided with equipment, broadband Internet access, and business telephone lines. Four members of the information specialist team now work primarily from home, and drawing on personal experience and the results of a survey of all homeworkers and their managers at the company, a number of issues are discussed. Advantages and disadvantages for employees, employers, and managers are highlighted along with an evaluation of the types of roles that are particularly suited to information professionals who wish to work from home and the attributes necessary to maintain a healthy work-life balance when your home is also your office.

Results: Issues highlighted are grouped into four main themes: the physical and technological work environment, personal attributes for remote working, effective communication, and managing flexible workers and their workload. As well as confirming previously documented advantages of homeworking such as productivity, additional family time, and benefits of lack of commuting, this discussion reveals how advantages became acutely apparent when a terrorist bomb closed the London office and considers the benefits of flexible working when trying to recruit and retain specialist posts. Finally, practical tips are offered for coping with isolation, becoming an information technology-trouble shooter, and maintaining daily exercise when you don't *have* to walk to the station.

Conclusion: A range of issues must be addressed when considering home working.

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Fusing Resources to Develop Health Literacy Programs for English-language Learners

Margaret (Peg) Allen, AHIP, Coordinator, Hmong Health Education Network; **Peter Yang**, Executive Director; Wausau Area Hmong Mutual Association, Wausau, WI

Objective: To develop bilingual audiovisual learning resources to support health literacy programming for English-language learners from a refugee population with an oral tradition and utilize these resources for health literacy programming in a variety of settings.

Methods: A comprehensive online and print bilingual family health guide was developed, based on easy-to-read English-language materials. Translations were reviewed for accuracy and meaning, and culturally appropriate graphics developed. Anatomy drawings were labeled bilingually. Multimedia versions were created for selected sections. Additional sections were audio recorded. The online version is hosted on the bilingual project website, with sections linked from appropriate topics. Terms in the health glossary section are recorded in English and the refugee language. More multimedia programs are planned, pending funding. Project staff partnered with the statewide health literacy program and advocacy organizations to promote use of these resources in bilingual health literacy programs, including classes, tutoring, and radio programming. The health guide is copyrighted under a Creative Commons license, with the intention of providing a model for other refugee groups. Working with our partners providing English content, our templates, anatomy drawings, and selected graphics could be used to quickly create resources for other refugee populations.

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A New Way to Share Your Innovations: Case Studies at the *Journal of the Medical Library Association*

Susan Starr, Editor, *Journal of the Medical Library Association (JMLA)*, La Jolla, CA; **Josephine L. Dorsch, AHIP**, *JMLA* Associate Editor, Library of the

Health Sciences-Peoria, University of Illinois–Chicago, Peoria, IL

Objective: Introduce the case study as a new *Journal of the Medical Library Association (JMLA)* publication type.

Methods: Manuscripts reporting the resolution of a problem or issue important to health sciences librarianship may be published as case studies. Case studies report the manner in which a particular organization attempted to solve a challenging and interesting problem.

Conclusions: Case studies differ from research papers, which use standard methodologies to

extend our knowledge of theory and practice, or brief communications, which serve to alert us to new projects or initiative. A good case study provides information on the way in which the problem was approached, the various options considered and discarded, and the outcome, including evidence of the project's success or failure. Citations to literature addressing this or a similar problem should be included, and enough information on the institutional setting provided to allow readers to judge whether the solution adopted would translate to their environment. Case studies will provide a new way to share innovations with *JMLA* readers.

Late-breaking Posters

Tuesday, May 19, 10:00 a.m.–11:00 a.m.

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Creating Opportunities for Expansion via Partnerships**Margo Coletti, AHIP**, Director, Knowledge Services, Beth Israel Deaconess Medical Center, Boston, MA

Objective: Investigating opportunities to improve the status of the medical library department in the hospital, we began by forming new partnerships. A partnership with health information management (HIM) to create institutional abbreviation standards was the first step. This poster outlines the process involved and the results.

Methods: The HIM director asked the director of medical library services (MLS) to help the HIM forms committee locate an “authoritative list” of abbreviations. Upon investigation, we found that even authoritative lists contained several definitions for almost every abbreviation and that abbreviation-definition pairs were not weighted. Criteria would indicate how readers might interpret the abbreviations. We evaluated various “acronym resolvers,” which offer statistical data on the use of abbreviations in the medical literature, and determined the Acronym Resolving General Heuristics (ARGH) database was best for this purpose. We presented our findings to the committee and proposed formal procedures and criteria for approving abbreviations for use at the hospital. We also proposed that MLS provide data for abbreviations that are pending approval, maintain an approved abbreviations database, and screen patient-readable forms, such as informed consents, for “plain language.” The committee approved all proposals and invited the director to become an active member.

Results: By taking advantage of this opportunity for a partnership that would expand the role of MLS, we have begun to focus on hospital-wide involvement. Today, in addition to providing traditional library services, staff members of knowledge services (renamed from MLS) collaborate with the HIM forms committee, work with the ethics committee, index online course materials, and serve as the Digital Millennium Copyright Act (DMCA) agent for our institution. We have effectively fused our services with the greater mission of the medical center. By expanding our roles and collaborating with new partners, we have increased our value to the institution and therefore increased our chances of survival.

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Project Uncovering Health Information Databases (UNHID): Teaching Students, Parents, Teachers, and Librarians How to Utilize the Consumer Health Databases of the National Library of Medicine

Joe Swanson Jr., Division Head, Computer Systems;
Roland B. Welmaker Sr., Archivist/Librarian;
Xiomara E. Arango, Division Head, Technical Services; **Cynthia L. Henderson, AHIP**, Director;

Darlene P. Kelly, Division Head, Information Services; Library, Morehouse School of Medicine, Atlanta, GA

Objective: To promote the use of the National Library of Medicine (NLM) consumer health information databases among students and faculty of the Morehouse School of Medicine (MSM) Master of Public Health (MPH) Program, among teachers, parents, and high school students in the community adjacent to the school’s campus and among the community’s public, school, and academic librarians.

Methods: The Morehouse School of Medicine Library (MSML) partnered with the Booker T. Washington High School and the MPH program to bring awareness of health information resources to the target populations. Interactive workshops were held in Washington High School classrooms and during a health fair, in MPH classrooms, and in the electronic laboratory of the MSML. Students, teachers, and librarians demonstrated how they could use the databases to acquire information on various health topics. PubMed received the highest after introduction use and was most frequently cited for future school and personal use. Household Products, AIDSInfo, and Clinical Trials also were frequently noted for future school and personal use.

Results: From pretest (October–November 2007) to posttest (September 2008), participants continued to use a variety of sources for health information. Participants also continued to use a variety of websites.

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Our Next Generation of Library Professionals: A Medical Library Internship Program for Library and Information Science Graduate Students

Robert T. Neumeyer, Coordinator, The Brady Library of the Health Sciences, University of Pittsburgh Medical Center, Mercy Health System, Pittsburgh, PA

Objective: The Brady Library of the Health Sciences partners with the University of Pittsburgh’s Graduate School of Library and Information Science to offer library internships via the Pitt Partners program. Students gain valuable experience in the library field in a myriad of areas that make them extremely marketable upon graduation. We are dedicated to sharing our expertise while supporting our next generation of library information professionals.

Methods: The Brady Library of the Health Sciences works with the University of Pittsburgh’s Graduate School of Library and Information Sciences (Pitt Partners Program) to initially select candidates for our internships. We provide two paid internships for full-time students that consist of three consecutive terms. Selection is based on two criteria; a student with some undergraduate library experience and a student with no experience but with drive and determination. The primary population we serve consists of physician staff, resident interns, nursing students, pharmacy students, etc. The student learns those skills that are adaptable not only to medical librarianship, but also academic librarianship as our institution is a teaching hospital supporting nine residency programs, a school of

nursing, and several clerkships for pharmacy and allied health programs.

Results: We take pride in giving back to the profession by offering these internships, which prepare students for their professional library careers. Our training program allows students to reach beyond their limitations and to develop not only task skills but more importantly people and management skills. Our program helps develop the students' skills in collection development, serials management, literature searching, and project planning and development. We allow students to become self-starters and project leaders, which gives them the needed experience while building their confidence. The Brady Library has sponsored graduate library student internships for ten years, and the experience has been as rewarding for staff as it has been for students involved in the program. We have witnessed students develop in one year into confident, dedicated, well-prepared librarians anxious to begin their professional careers. We look to continue our support of these students as well as the library profession.

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Health Information Literacy Outreach Project: Improving Health Literacy and Access to Reliable Health Information in Rural Oxford County Maine

Sabrina Kurtz-Rossi, Health Literacy Consultant; Project Coordinator; **Patricia Duguay**, Executive Director and Project Director; River Valley Healthy Communities Coalition, Rumford, ME

Objective: An interdisciplinary approach involving medical and public librarians, K–12 teachers, adult literacy instructors, and health professionals is used to achieve project objectives: (1) assess health information needs, (2) increase the capacity of teachers and librarians to use the Internet to improve health literacy, (3) pilot a health information literacy curriculum with intergenerational activities, and (4) encourage similar efforts throughout Maine.

Methods: The target populations are middle and high school youth, young adults (18–25 yrs) in adult education settings, and community members with a focus on seniors. Teachers and librarians are a secondary audience to increase community capacity. The project began with a pre-project inventory/needs survey. The project training introduced teachers and librarians to reliable health information resources and prepared them to pilot 5 health literacy lessons. Project evaluation tools included: curriculum pre-/post-evaluation to capture changes in student knowledge, attitudes, and behaviors; teacher feedback form to capture formative feedback in the development of the final product; and health information literacy story-based evaluation form completed by librarians to capture how people in the community benefited. A project source book will be distributed to healthy community coalitions in Maine.

Results: Seventy-three community leaders responded to the inventory/needs survey. Sixty-three percent said they provide the community with health information, and 42% said they provide access to the Internet.

Only 25% said they knew of MedlinePlus. Twenty-five teachers and librarians participated in the training. The health literacy lessons were piloted in 2 middle schools, 2 high schools, and 1 adult education program. Teachers worked with over 230 students, distributed pre-/post-evaluations, and provided curriculum feedback. Data are being analyzed and results will be shared at MLA '09. A project overview was presented at the Maine Network of Healthy Communities in November 2008.

Conclusions: Partnerships involving medical and public librarians, K–12 teachers, adult literacy instructors, and health professionals can help address the problem of low health literacy, especially in rural communities. Librarian efforts and involvement are critical to improving health literacy, increasing community access to health information, and empowering healthy decision making.

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Bringing Health Information to Their Fingertips: Empowering the Community

Naomi C. Broering, FMLA, Dean, Libraries; **Gregory A. Chauncey**, Senior Program Manager, Library; **Stacy Gomes**, Vice President, Academic Affairs; **Jack Miller**, President, Administration; Pacific College of Oriental Medicine, San Diego, CA

Objective: Do people know where to find reliable, authenticated health information? Quality information that addresses the public's health concerns is in high demand.

Methods: Building on its success with health information literacy, the Pacific College of Oriental Medicine Library (PCOM) implemented an outreach training partnership with four San Diego community centers and libraries to help consumers find answers to health questions by teaching access to MedlinePlus, PubMed, and Department of Health and Human Services (DHHS) and National Institutes of Health (NIH) databases. Several steps and tasks were undertaken to accomplish the project:

- Customized instructional materials were designed.
- The PCOM library conducted health information computer workshops and hands-on classes to a broad audience.
- The training manual and presentations covered extensive training and case study.
- The sessions were held at the San Diego Public Library, Riford Adult Community Center, El Cajon San Diego County Library, and PCOM's classrooms and library computer lab.

Because San Diego has a large diverse immigrant and minority population, instruction also included resources in other languages currently available in Medline Plus.

Results: Criteria for selecting authoritative and reliable information were included in every session. Refresher sessions were given for any who wished to continue. Attendees at the "Pacific Symposium" and the college library open houses were health professionals. Over 450 attendees benefited from the program. Observation was based on ease attendees had navigating the

computer databases and questions and ideas raised during sessions. Attendees completed survey questionnaires. Outcome evaluation data gathered from all attendees included project successes and lessons learned.

Conclusions: Attendees are eager to learn about their health conditions and where to find answers. They have mixed computer capabilities. One-on-one instruction is still needed during the hands-on sessions. Overall, the program has met with higher expectations and greater acceptance by the community than anticipated. Even though the library has been providing outreach health information outreach services in San Diego since 2004, this past year the community responded favorably. The library was invited by to make presentations at local conferences, and TV Channel 6 interviewed an instructor in February 2009. This was shared with the National Network of Libraries of Medicine (NN/LM) and National Library of Medicine (NLM).

* The project was funded in part by the NN/LM, Pacific Southwest Region, under an NLM NIH contract.

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Blogging the Evidence

Julia Esparza, AHIP, Clinical Medical Librarian, Department of Medical Library Science; **Angela Ledger, AHIP**, Systems Librarian, Computer Services Department; **Marianne Comegys**, Director, Department of Medical Library Science; Louisiana State University Health Sciences Center–Shreveport

Objective: To alert physicians to the latest guidelines, systematic reviews, meta-analysis, and major review articles by using a blog and syndicated news reader.

Methods: A vast amount of clinical information is published everyday. For physicians with limited time, identifying clinical information that is relevant to their clinical care can be overwhelming. A single resource that identifies guidelines, systematic reviews, meta-analyses, and major review articles from medical journals, organizations, and government agencies allows physicians with busy clinical schedules to access the relevant information without checking multiple sources. Utilizing Web 2.0 technology, a blog was created to post relevant information. Each entry is labeled by journal title, organization, government agency name, and keywords based on entry topic. The keyword labels allow physicians to access additional resources with one click. The next step was burning the blog to create a feed using syndication technology that allows the physician to view the entries using the reader of their choice.

Results: After 4 months, over 200 entries have posted. Entries consist of over 33 meta-analyses, 48 systematic reviews, 48 organizational guidelines statements, and a variety other publications.

Conclusions: The blog provides a one-stop access point for physician to access clinical information. Subscriptions have doubled since the creation of the blog. Recently the blog was listed as a useful resource by the American College of Physicians (ACP) in the ACP Internist Blog.

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Using Google Docs to Solicit Input on Renewal of an Electronic Books Consortial Renewal

Lisa Travis, Medical Librarian, Lon and Elizabeth Parr Reed Medical and Allied Health Library, Lincoln Memorial University, Harrogate, TN

Objective: The medical librarian was one of three librarians who worked in concert with a consortia representative to make recommendations on the pricing structure and listing of electronic books to submit for vote to the full list of consortia participants. She chose to solicit input from faculty, staff, and students in the osteopathic medical school.

Methods: The medical librarian created a survey in Google Docs and solicited opinion from faculty, staff, and students of the osteopathic medical school as to what textbooks and other titles to add, drop, and replace from the current collection of electronic books. She winnowed down the full list of books available from the vendor and attached the winnowed-down list and her methodology to the solicitation email. She also attached the overall usage statistics, usage statistics by title, and her recommendations on what to keep, drop, and replace. She provided links to information on books in the survey, noted which books were on the vendor's listing of US Medical Licensing Exam study resources, and noted books on Doody's Core Titles and Essential Purchase Title lists. The survey was administered online in Google Docs. Google Docs provides a spreadsheet of responses and a summary with sample charts.

Results: The survey elicited 57 responses. The medical librarian based her recommendation to the 3 librarians and consortia representative on the survey results and included data from the results in her recommendation. She will use the survey responses to hopefully add titles in the future. Google Docs is an easy-to-use tool for creating online surveys. Fifty-three of 57 respondents were students. All questions but school status were optional. Not all respondents answered all questions. Seventy-eight percent of questioned respondents recommended adding the 1 remaining textbook available from the vendor to the collection. A majority of questioned respondents recommended adding 2 of 3 available textbooks for a soon-to-open physician assistant program to the collection (56% and 71%). Respondents had differing opinions on what items to drop. Respondents wrote in titles not previously mentioned to add and drop. The medical librarian will continue to elicit opinions from faculty, staff, and students to ensure the electronic book collections meet their needs.

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Reaching out by Reaching in: Virtual Health and Wellness Information for Employees at Mayo Clinic Arizona

Carol Ann Attwood, AHIP, Medical Librarian/Registered Nurse, Patient and Health Education Library, Mayo Clinic Arizona, Scottsdale, AZ

Objective: Consumer health librarians have a meaningful impact on the health and wellness not

only of library patrons, but also employees in the organization. An innovative approach to reaching the employees at Mayo Clinic encouraged healthy lifestyles through participation in the Live Well program, dissemination of health-related information to employees, and dual access for the employees to consumer health kiosks.

Methods: Methods to determine health information needs were gleaned from data from the Live Well program health risk appraisals completed by employees. Focusing on identified needs, changes to the library health information kiosks were made, and targeted marketing of the program was initiated. Population served included not only the patients and family members who accessed the library resources, but also a secondary benefit to the employees showing an increase in utilization of the new resources. Additional incentives were supported by the consumer health library through sharing resources, serving on the Live Well workgroup, and increasing visibility of the consumer health library.

Results: Review of data on the Live Well program continues at the organizational level. An additional incentive was added for employees who attended Live Well presentations as discounts on monthly health care deductions were made available.

Conclusions: Consumer health librarians can play a crucial role in the health and wellness not only of patrons, but also the employees of the organization. By reaching out and reaching in, librarians can provide information in formats that are readily accessible to employees and can serve as a virtual guide to the utilization of the resources.

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Using Data-driven Approach to Assess Efficacy of Collection Development Decisions

Karen S. Grigg, Associate Director, Collection Development Service, DUMC Library and Archives, Duke University Medical Center, Durham, NC; **Bethany Koestner**, Master's Degree Candidate, School of Information and Library Science, University of North Carolina–Chapel Hill; **Richard A. Peterson, AHIP**, Deputy Director; **Patricia L. Thibodeau, FMLA**, Associate Dean; DUMC Library and Archives, Duke University Medical Center Library, Durham, NC

Objective: Describe the methods employed by an academic health sciences library to gather and utilize data from a variety of sources to drive monograph purchasing decisions. Due to spartan book budgets and increasing prices, the library must approach spending with a more systematic, data-driven approach.

Methods: The library mines data from a variety of sources. The library's integrated library system (ILS) has been utilized to track circulation activity of new purchases by discipline. Data collected from recent surveys and focus groups have helped identify user preferences for formats and subject areas. Data from book vendors provided information on titles purchased and amount spent by discipline. Data obtained from ILS reports were analyzed for cost per use by subject area. Subjects were compared against one another

in terms of average numbers of loans. Subject areas were ranked in several categories, such as percentage of items that had never circulated, subject areas with greatest number of books that circulated less than four times, and subject areas that had circulated over six times.

Results: In general, subject areas that are major thrusts of research here at Duke University were represented in the percentages of monographs with moderate to high use. Subject areas that did not perform as expected were analyzed at the title level to determine what types of titles circulated more frequently than others. Physical characteristics and book type were recorded. Recommendations for future purchasing patterns are being made, and the team is setting goals of increasing circulation of purchased monographs. A task force will be assembled to further assess success of approach via statistical analysis and to gather patron feedback. Librarians will continue to analyze individual subject areas and will compare usage of materials after a balanced scorecard approach has been applied. Due to greater analysis of available data, Duke University Medical Center Library will be able to spend more effectively and more responsively.

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A Multi-institutional Health Information Literacy Program for Elementary-aged Children

Irena Bond, Campus Librarian and Assistant Professor, Library and Learning Resources, Blais Family Library; **Carolyn Friel**, Associate Professor, Medicinal Chemistry; **Monina Lahoz**, Associate Professor, Pharmacy Administration; Massachusetts College of Pharmacy and Health Sciences–Worcester

Objective: This poster describes a multi-institutional educational program that brings community organizations and libraries together with the goal of developing health information literacy skills in elementary-aged children. The program focuses on improving the students' ability to find, use, and apply quality health information from National Library of Medicine (NLM) resources (MedlinePlus).

Setting: Three libraries (a pharmacy college, an art museum, and a public library) and a city department of public health collaborated to develop a health information literacy program built around a lead poisoning theme.

Population: Fifty sixth-grade inner-city students.

Intervention: Six highly interactive, full-day educational sessions were implemented over a six-month period. Sessions included didactic instruction and innovative hands-on library, museum, and laboratory exercises.

Instruments: Longitudinal medical mystery case studies, I-SKILLS resumes, pre- and post-health information literacy skills exercises and tests, and a program evaluation survey were used to assess the program. Students worked in teams and presented their case study findings in a poster session. Grading rubrics for all instruments were developed.

Results: Improvements in students' health information literacy skills were measured through written pre- and

posttests. Students' ability to identify quality sources to answer a specific health information question improved from 16% to 69%. At the beginning of the program, no students could identify a reliable electronic health information source. At the end of the program, 100% of the class could choose MedlinePlus as a correct answer and 64% could also list MedlinePlus in an open-ended question. In the program evaluation survey (scale: 1="no improvement," 10="improved a lot"), students averaged an 8.7 on the question, "To what degree did this program improve the way you search for health information?" and an 8.1 on "How confident are you finding high-quality health information on the Internet?" The project was successful in improving elementary-aged students' ability to find, use, and apply quality health information from NLM resources (MedlinePlus) due to its highly interactive, cross-disciplined, and multi-instrument nature. The sixth graders found MedlinePlus to be an excellent site to begin their health information searches, though site interactivity can be improved.

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Evaluation of "13 Things": A Learning 2.0 Self Discovery Class

Sharon Dennis, National Network of Libraries of Medicine Technology Coordinator, Pacific Southwest and MidContinental Regions, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City;

Rebecca Brown, National Network of Libraries of Medicine Technology Liaison, MidContinental Regions, Dykes Library, University of Kansas Medical Center–Kansas City; **Susan Roberts**, National Network of Libraries of Medicine Technology Associate, MidContinental Regions, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City

Objective: This poster examines the feedback-and-review process instructors of "13 Things," an online class about Web 2.0 technologies, used to better meet the needs of class participants, located across 10 states and the US-associated Pacific Basin. The online class was offered to all members of the National Network of Libraries of Medicine (NN/LM), MidContinental Region (MCR), and Pacific Southwest Region (PSR). The class was held from October 13–December 19, 2008. A class email list was established; participants were assigned readings and hands-on exercises, and new topics were presented each week related to a Web 2.0 technology.

Methods: The class began with 109 participants, 64 from MCR and 45 from PSR. Instructor activities included posting content, answering questions from participants, posting announcements to the email list, and moderating the class blog comments. One optional session featured a guest speaker. A post-class survey was sent to all class participants. The survey was required for those who completed the class and were eligible to receive the incentive prize. Suggestions for improvement included more interaction with instructors and between students and more synchronous sessions. The evaluation revealed that over 52% of those who completed the course had adopted at least 1 new technology.

Results: While planning for the second offering of the class, the 3 instructors reviewed suggestions from earlier participants to make class participants feel less remote and distant and more connected to the instructors. For the second offering of the class, each instructor was assigned a list of participants to follow for the duration of the class. The first session of the self-discovery class was successful, and suggestions for improvement were incorporated into the second session. The self-discovery format provides a convenient and efficient format for participants to learn about Web 2.0 technologies.

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Trendspotting: Analyzing Digital Reference Services on Health Sciences Libraries' Websites

Charles S. Dorris, Digital Information Services Librarian; **Michele Malloy**, Digital Resources and Services Coordinator; **Meghan Wallace**, Information Services Coordinator; Dahlgren Memorial Library, Georgetown University, Washington, DC

Objective: To examine how health sciences libraries are utilizing new technologies to offer digital reference services and to determine if there are any consistencies among libraries that present such services on their websites. Based on these trends, in combination with web design best practices, our goal is to implement an instant messaging reference service for our library. This poster is an analysis of health sciences and medical library websites of US and Canadian institutions who are members of the Association of Academic Health Sciences Libraries (AAHSL).

Methods: Each library's website was examined to determine whether or not they are employing digital reference services, which includes email, instant messaging, or short message service. If the library offered any of these services, an evaluation rubric was created to outline the details (such as name of service, hours of operation, software applications, and link locations) and to assess for variations and consistencies. These data were also compared with current best practices in library website usability and then integrated into our plan for an instant messaging reference service.

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Infusing Nursing Research at the Bedside: Interventions and Outcomes

Karen W. Dillon, Manager, Library and Media Services, Health Sciences Libraries; **Rebecca C. Clark**, Senior Director, Nursing Research; Carilion Clinic, Roanoke, VA

Objective: This poster describes the role of a library in a collaborative project to develop the research capacity of staff nurses at a Magnet designated hospital.

Methods: A large teaching hospital was faced with the urgency to improve patient safety, overcome variations in care, and satisfy Magnet re-designation requirements. Nurses were motivated by the addition of research requirements to their performance appraisals and career advancement program. The librarian collaborated with the nursing research council

on interventions to close the gap in bedside nurses' knowledge, increase their comfort in conducting research, and help them answer questions, solve problems, and advance their practice at the bedside. Interventions included a series of ninety-minute computer-based classes on formulating clinical questions and using evidence based resources, sessions for seventy-two cardiac service nurses, posting of an evidence-based practice (EBP) tutorial to Cornerstone, purchase of additional e-journals for a journal club, reworking of library and nursing research web pages to focus on EBP tools, individualized instruction by the librarian, and presentation of posters at conferences and educational events. Outcomes of this collaboration have been impressive. Accomplishments are built on a growing foundation where library and nursing staffs are collaborative partners.

Results: The research class is consistently full; 120 nurses have attended. Projects are being conducted throughout the facility; each begins with a literature search for current evidence and best practice; and staff mediated literature searches increased 47%. Twenty research projects have been initiated; 4 have received intramural funding. Nurses have submitted 10 abstracts to the 2009 Magnet conference. Other outcomes include Magnet re-designation; increases in library database usage (15%), web page hits (13%), and EBSCOhost logins (52%). The EBP tutorial was accessed 90 times. The collaborative effort was 1 of 5 recipients for the organization's Pillar Award for support and advancement of research, education, and clinical practice.

Conclusions: Outcomes demonstrate that interventions are successful at infusing research through the nursing ranks. Interventions provide the opportunity for the library to increase its visibility and expand services to bedside nurses as they embark on research projects.

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Webs of Care: Connecting Patients with Family and Friends

Valerie St. Pierre Gordon, AHIP, Associate Professor, Head, Cataloging, and Staff Development Officer; **Tracy E. Powell, AHIP**, Associate Professor and Clinical Services Librarian; Lister Hill Library of the Health Sciences; University of Alabama–Birmingham

Objective: To identify and compare websites that are designed to connect patients with family and friends.

Methods: We identified seven websites that provide patient communication and support and gathered information on these services through phone calls, emails, and/or data provided on their websites. The information gathered included vision of organization, target groups served, number of web pages and visitors, website features, additional content provided, technical support, privacy information, and revenue stream. To provide some context for this information, we conducted a survey of hospital librarians to gather information about patient websites available to patients at their hospitals. The information collected included

hospital type and geographic location, types of patient websites used or promoted in their hospitals, access to computers and WiFi for patients and families, and technical support and promotion of the websites.

Results: We compiled the information gathered and compared the websites for features and usage. We also analyzed the data from our survey to see which sites were being used and how they were promoted and supported in hospitals. The websites we examined that are available to connect patients with family and friends vary in features and intended audience. Although CarePages and CaringBridge may be the mostly widely recognized sites, the other sites provide features that make them valuable tools. The levels of support and promotion of these websites vary greatly at hospitals.

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An Analysis of Database Searching Classes in Support of the National Institutes of Health Nursing and Patient Care Services Evidence-based Practice Initiative

Judith Welsh, Biomedical Librarian, Library, National Institutes of Health, Bethesda, MD

Objective: The National Institutes of Health (NIH) Clinical Center (CC) serves as the premier research hospital for conducting clinical research. Nursing and Patient Care Services (NPCS) provides nursing services to the CC, conducts research, and provides continuing education (CE) and training to nursing staff. In early 2005, NPCS launched an evidence-based practice (EBP) initiative to strengthen nursing practice. Nurses in leadership roles received training in EBP principles and database searching techniques. In 2008, NPCS implemented a core EBP competency requirement among all CC nurses. This poster focuses on evaluating the most frequently taught classes. Post-class evaluation forms will be used to determine achievement of learning objectives. A follow-up survey will be conducted to determine knowledge retention, current use of database searching techniques, and usefulness of techniques in retrieving results to support EBP. A spreadsheet with names, dates, classes, and evaluation scores will be used to measure and compare achievement of learning objectives.

Setting: Classes were conducted in the NIH Library training room.

Participants: A total of 163 NIH nurses attended 30 PubMed and 6 CINAHL Plus classes from June 23, 2008–February 19, 2009.

Intervention: Classes were taught in the context of EBP and in support of the NPCS EBP initiative.

Results: As the NIH Library liaison to NPCS, one of my goals has been to assist the nurses in supporting the NPCS EBP initiative by offering continuing education (CE) credit database searching classes in the context of EBP. Evaluation scores immediately following classes ranged from 3–4 on a 4-point Likert scale, suggesting achievement of learning objectives, at least in the short term. A follow up survey is planned for early April 2009.

Conclusions: With approval from the chief for NPCS and assistance from the NPCS professional practice

development program manager, approval has been obtained from the Maryland Nurses Association to provide CE credit for database searching classes.

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Another On-ramp to the Digital Information Highway: Implementing WiFi in an Academic Medical Center Hospital Library

Kaura Gale, Medical Librarian, Seymour J. Phillips Health Sciences Library, Beth Israel Medical Center, New York, NY

Objective: WiFi access to the library digital resources has been the number one library user request for the past three years. Due to growing demand, the library undertook steps to budget for, obtain, install, and evaluate WiFi in the library.

Goal: To provide a road map for other hospital libraries to follow to obtain WiFi as the library's Internet access is overseen by the institution's information services (IS) department, the first step was to discuss project feasibility with IS. Once approval was received, an estimate for purchasing and installing WiFi antennae was obtained, and budgetary approval was secured. WiFi was then installed.

Methods: In-house testing was conducted by the librarians and representatives of the IS department before any official WiFi availability notification was announced. Testing was undertaken on as many WiFi-enabled devices as were available, and the system was determined to be working well. A "soft opening" of WiFi availability was made via a "How to Connect to the Library's WiFi" handout that was presented to a user on request for WiFi. Once it was confirmed that users were not experiencing difficulties, official announcements were posted around the library, on the library's website, and in the institution's weekly announcements memos.

Results: Currently, the library is undertaking evaluation of the WiFi's usage. Users have expressed that they are pleased with the WiFi access. As the external Internet protocol (IP) is the same as the institution's intranet, users are able to seamlessly access IP-subscribed content. To reach the library's intranet home page, users are able to login via virtual private network. Users are pleased with the new connectivity, and allowing them to bring their own devices to work on frees up the library's limited number of workstations for other users, effectively increasing inventory at no cost.

Conclusions: Installing wireless access in an academic medical center hospital library was a smooth ride.

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Getting to Know You: Academic Health Sciences Library Directors

Jodi L. Philbrick, Adjunct Faculty and PhD Candidate; **Ana D. Cleveland**, Regents Professor and Director, Health Informatics Program; Department of Library and Information Sciences, University of North Texas—Denton

Objectives:

1. To analyze the gender distribution of academic health sciences library directors.
2. To identify the professional titles of the academic health sciences library directors.
3. To determine how many academic health sciences library directors are members of the Academy of Health Information Professionals (AHIP).
4. To identify how many academic health sciences library directors have published.
5. To determine how many academic health sciences library directors have held elected positions in MLA.

Study Population: Academic health sciences library directors listed in the Membership Directory of the Association of Academic Health Sciences Libraries

Methods: The researchers will analyze the websites of the academic health sciences libraries, MLANET, and the Library Literature and Information Science Full-Text database to determine:

1. the gender of the academic health sciences library directors
2. the professional titles of the academic health sciences library directors
3. the academy membership of the academic health sciences library directors
4. the publications of the academic health sciences library directors
5. the MLA elected positions of the academic health sciences library directors

Results: The majority of the academic health sciences library directors are female and hold the title of director. Less than half of the academic health sciences library directors have academy membership. The majority of academic health sciences library directors have published at least one article. Less than a third of the academic health sciences library directors have held elected positions in MLA. A profile of an academic health sciences library director was created.

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What Happens When Journals Move from Print to Electronic Only?

Amy Donahue, Associate Fellow; **Beth Weston**, Head, Serial Records Section; National Library of Medicine, Bethesda, MD

Objective: A look at the archival status of MEDLINE journals that have made the switch as of October 2008, the National Library of Medicine (NLM) Serial Records Section identified 220 titles that ceased in print and are now electronic only; 56 are currently indexed in MEDLINE. NLM's policy states that before an electronic-only journal can be indexed in MEDLINE, the publisher must demonstrate that the articles are being submitted to a digital archive (only PubMed Central is currently accepted). Print MEDLINE journals that move to electronic-only circumvent this requirement without necessarily being aware of it. This project will look at the archival status of the MEDLINE titles and provide data to assist NLM in developing a new policy for MEDLINE titles that cease in print.

Methods: The fifty-six MEDLINE titles were first checked against the titles found in PubMed Central.

Next, the titles were checked against the holdings in Portico. The third step was to determine if any of the titles were included in LOCKSS. Finally, research was done to see if the content could be located on publisher's websites.

Results: The resulting data (including information on incomplete content, problematic websites, etc.) were entered into an Access database. Seventeen (30%) of the 56 titles were archived in PubMed Central (15 of these titles were also found in LOCKSS), and 4 titles (7%) were found in Portico. The remaining 35 titles (63%) were not archived in a location considered a viable repository. Although some publishers' websites provided access to journal content (often incomplete and/or subscription only), this does not constitute an archive according to NLM's definition. In addition, websites were found that were down or going to be taken down in the near future, revealing that information has already been or soon will be lost.

Conclusions: This investigation indicates that the archival status of these MEDLINE journals is far from ideal. Examples were found of information lost when publisher support disappeared. The risk is high for continued loss, if archiving is not guaranteed. NLM must take action and follow up to ensure that publishers comply with NLM's policy for MEDLINE journals.

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Fusing Wikis and Pathfinders: Creating an Interactive Resource Guide to Improve Student Researching Skills

Talitha Matlin, Master's Candidate and Library Assistant; **Susan M. McGuinness**, Assistant Clinical Professor and Pharmacy Librarian; Biomedical Library, University of California–San Diego, La Jolla, CA

Objective: First-year pharmacy graduate students at a large academic research institution were assigned a research project requiring high-level information competencies. This poster examines use of a wiki to aid students in improving their research skills, with aims to centralize the many resources needed to complete the project and to foster collaboration between students, faculty, and the university's pharmacy librarian.

Methods: Classes from previous years used a paper pathfinder that described eighteen resources relevant to the project. A library intern (a current MLIS candidate) and the pharmacy librarian developed an online survey to determine research skills with which students needed the most help. From these results, they then decided to include the following areas when creating the wiki: additional resources not listed on the pathfinder, selection of appropriate resources, and skills needed to use many of the resources. The wiki, which proved an ideal medium to address issues identified in the survey, served as a more substantive pathfinder for the course and strengthened the partnership between the library, the university's school of pharmacy, and the students themselves.

Results: Fifty-three out of sixty students registered for the wiki, indicating they had a high interest in refining their research skills. After using the wiki in

conjunction with the pharmacy course for an entire year, it was deemed a success by the course professor and the pharmacy librarian. The professor noted a reduction in "eleventh-hour panic," and the librarian noted a substantial decrease in impact on the single service desk. Additionally, the wiki greatly aided in-class instruction by providing a central navigation point targeting only those resources needed for the research project. The poster will discuss design choices, benefits and drawbacks of the free service provided by wetpaint.com, changes made to the original version of the wiki, and future plans for its use.

Conclusions: This experience demonstrates the fairly simple process of moving from hard copy handouts to an interactive pathfinder wiki. Future research will investigate how to increase student participation in discussion forums and in adding new content.

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Fusing the Gap between Intentions and Reality: A Study of Distance Learning Drop-outs

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Objective: To examine the reasons participants take distance education classes and to ascertain barriers and reasons for non-completion. Survey results will be used to develop strategies to minimize course withdrawals and improve future distance education offerings. Regional medical libraries have been offering continuing education via distance education since the first MLA continuing education (CE) institute in 2006. Distance course offerings have become more technologically sophisticated and continue to expand. Instructors have noticed, and the literature supports, the fact that there is a higher drop-out rate in distance classes versus traditional in-person classes.

Methods: We developed a survey using SurveyMonkey and distributed it to all registered class participants of distance education classes offered by a large Regional Medical Library for the period of November 2006–November 2008. We emailed the survey link to 143 registrants. Those completing a class were directed to 1 set of questions, and those not completing a class were asked a subset of these questions as well as additional questions to determine barriers.

Results: Survey responses have been received, and analysis is providing insight. A variety of reasons for choosing continuing education via distance education were given, including predicted answers such as travel costs and budgetary restrictions. Surprisingly, technical difficulties were not an issue, as 91.5% of respondents indicated no difficulties either taking or completing the class.

Conclusions: Distance education offerings and demand will continue to grow as travel costs soar and library budgets shrink. Technological advances have allowed distance education to become more interactive

and less problem prone. Results from this survey will be used to gain insight about the distance education student and therefore improve service and continuing education offerings for librarians.

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Health Information Literacy Research Project: A Prescription for Easy-to-read Health Information: Results from Two Pilot Site Medical Libraries in Southern California

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Objective: After participating in the Health Information Literacy (HIL) Curriculum, health care providers will be able to: (1) recognize health literacy as critical to the delivery of quality patient care, (2) name five strategies and resources to improve health literacy, (3) use Information Rx to refer patients to reliable consumer health information resources such as MedlinePlus and to the hospital library for support, and (4) describe the health literacy services offered by medical librarians.

Methods: Nine hospital-based libraries from the United States and Canada implemented and evaluated the curriculum. Selected site librarians conducted three to five one-hour curriculum sessions with a minimum of thirty-five to fifty health care providers, used the curriculum to introduce health care providers to the topic of health literacy, encouraged health care providers to use National Library of Medicine (NLM) consumer health information resources such as MedlinePlus and the information referral system known as Information Rx as a library-supported health literacy intervention, planned and implemented long-term delivery of consumer health information services, administered a pre-/post-session evaluation and a follow-up email survey, documented patient and provider use of library-supported consumer health information services, provided formative curriculum feedback, and participated in a curriculum evaluation webinar.

Results: From April–June 2008, the 2 Southern California pilot site libraries offered classes to a variety of health care providers including nurses, pharmacists, and physicians. Of the participants who submitted pre-/post-session evaluations (n=77), 98% said they intended to use MedlinePlus as a result of participating in the session and 65% said they intended to use Information Rx to refer patients to the library for health information and support. Seventy-eight percent said the session increased their knowledge of health literacy and its impact on patient care. In the follow-up survey, participants said they would continue to consult their librarian regarding health literacy. Other unexpected outcomes from the two pilot sites will also be highlighted. The curriculum was revised based on pilot site feedback and is available on MLANET (www.mlanet.org/resources/healthlit/). Findings from the national study will be presented at MLA '09, and

an article detailing the pilot results will be submitted for publication in the *Journal of the Medical Library Association*.

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The Library Newsletter 2.0: Stand Out in a Crowded In Box

Linda O'Dwyer, Communications Coordinator and Education Librarian; **Michelle Frisque**, Head, Information Systems; **Jeremy Prevost**, Technical Consultant; Galter Health Sciences Library, Northwestern University, Chicago, IL

Objective: The library newsletter is a common communication mechanism between the library and its users. The objective of this project was to utilize available technologies to improve communication with users, ensure that the newsletter email would stand out in a user's email in box, and bring the newsletter in line with the library's brand vision. Historically, we have announced the latest newsletter using a plain text email message with a link to the newsletter on the library website. Taking our cue from association newsletters like ALA Direct and MLA FOCUS, we decided to use HTML and cascading style sheets (CSS) to create a graphically appealing email template to inform users that the latest newsletter is available. The requirements of the email were:

- a banner similar to the library website banner
- short introductions to each article with links to the full text
- attractive graphics
- links to the newsletter website for users who are unable to read the email version
- a footer with links to the library, past newsletters, and an option to unsubscribe

Methods: Several test templates and designs were created. A shortlist of designs were tested using various email clients including Eudora, Outlook, and Gmail.

Results: Not all browsers support the use of CSS nor did they fully support "old" (deprecated) HTML equivalents. Display differences in each email client were noted, and the template adjusted so that it would work for most types of email services. We used a combination of CSS and deprecated HTML code to achieve the design. For now, the email is manually created in HTML and distributed using the library's user email list. A future enhancement would allow the email to be automatically populated from preexisting news items in the library's news blog before final approval and distribution.

Conclusions: The library newsletter is often the library's best opportunity to communicate to users new resources, tips and tricks, and what's happening at the library. Creating attractive, attention-grabbing library communications is key to ensuring your message will stand out from the rest in a user's email in box.

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Emergency Access Initiative: A Partnership for Emergency Access to Biomedical Literature

Maria Elizabeth Collins, Technical Information Specialist, Collection Access Section, National Library of Medicine, Bethesda, MD

Objective: Provide free temporary online access to electronic biomedical literature for users whose access to library facilities and basic information services has been interrupted by a disaster. Library disaster response planning usually includes alternate access to the content of the library's collections when they are temporarily unavailable. Alternate access to electronic books and journals for a regional disaster may be more effectively served by a system serving remote users from a central web gateway. The National Library of Medicine (NLM) and representatives of the scientific, technical, and medical publishing industry recognized the need of developing and implementing a centrally managed access alternative to licensed electronic book and journal resources for libraries restoring operations after disasters.

Methods: Toward this end, the Emergency Access Initiative (EAI) was planned. An editorial committee of staff from NLM, publishers, and libraries in the National Network of Libraries of Medicine (NN/LM) identified 300+ biomedical journal titles and a small set of reference books to include in the emergency access collection. A technology committee devised a solution to employ a project website and register the titles in PubMed's LinkOut system. NN/LM established a process in the network system to request EAI resources after a disaster.

Results: The EAI website is in testing prior to production implementation. Ease of use and navigation will be tested by representative users in April 2009. Load testing to simulate many simultaneous users and peak volumes will be completed by May 1, 2009. The next steps are to document the procedures, transition the project from prototype to operational, and develop a communications strategy to publicize the project

Conclusions: The EAI configures existing systems and structures (i.e., publishers' electronic journal files), the library relationships in the NN/LM, NLM's PubMed LinkOut services, and web platform to create a new partnership for delivering an essential service to users of health sciences libraries in the aftermath of a disaster.

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GalterLists: Integrating Social Bookmarking into the Library's Website

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Objective: To create a web-based tool that would:

- simplify the process for creating customized lists of resources
- allow users to create their own categories for organizing links

- allow users to save both library and nonlibrary links
- allow users to share their lists
- provide new ways for users to discover resources

Methods: GalterLists builds on customization features already offered to users on the library website. Modeled on social bookmarking tools, GalterLists is an integrated, web-based tool that allows users to create and manage their lists of links. Users can select subject-specific lists created by librarians and other users, or they can create their own lists, including links to external web pages. Listed links can be tagged with one or more tags (keywords). The individual lists can be filtered based on the applied tags, and tags may be used to find similarly tagged items in other lists. Tagged resources are also displayed in the keyword search results, creating a new node for resource discovery. When links are no longer needed, users can easily delete them from their lists. Users can create private lists that only they can see or elect to share their lists with the public.

Results: The library began testing GalterLists with users in the fall of 2008, and the tool was unveiled to all users in January 2009. While most users are creating private lists, some are creating lists that can be viewed by all of our users. Users are also interested in employing GalterLists for journal clubs and recommended reading lists.

Conclusions: User response has been generally positive. However, some users have reported confusion that warrants further usability analysis. Library staff are actively marketing this new tool to our users through emails, library website promotion, and the library's liaison program. We are continuing to develop the tool based on user feedback. We hope that users will see GalterLists as a useful tool for information management and collaboration.

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Approval Plan, Online Slips, and Approval Book Returns

Assako N. Holyoke, Medical Librarian, Medical Center Library, Saint Louis University, St. Louis, MO

Objective: Despite careful revision of the approval plan profile, our library was unable to reduce the average rate of approval book returns of more than 30%. This study aims to evaluate the effectiveness of using online slips in lowering the approval book returns rate and, consequently, in reducing the acquisition-related workload and improving the process of book collection.

Method: The approval plan program was altered to allow the use of online slips for collection development. Liaison subject librarians (selectors) check a file of a vendor proposed approval books online on the vendor's website every 2 weeks. At each time, selectors review a file containing about 150 online slips with information on books listed. Each item contains bibliographical information, editors and contributing authors, authors' affiliations, publisher's information, subject class/definition and discipline, abstract, and tables of contents, when available. In addition to the online slips information, selectors consult library

catalog for duplicates, departments' websites for subject knowledge, and/or in-person consultation for targeted usage information. After this stage, the process continues as it always has: The selected books are shipped to the library for final purchase decisions. Unwanted books are returned to the vendor when the next shipment arrives.

Results: Since the approval book processing to online slips, book returns have declined over the years as selectors learned the process of book selection through online slips. The return rate has dropped from a range of 20%-50% per shipment to 0-10%. The approval book returns rate was 31% in 2004/05 fiscal year. The rate was 6% 2007/08. By reviewing the proposed books before shipment from the vendor, selectors were able to substantially lower book returns rate. Fewer volumes had to be returned because of reasons such as duplicates, sufficient coverage, and out of scope.

Conclusions: By changing the traditional approval plan book selection to online slips and reviewing the proposed books before shipment from the vendor, selectors were allowed to substantially lower book returns rate, which contributed to freeing up their valuable time and of the acquisition librarians and in addition, saving money.

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Professional and Affordable Library Orientation, Education, and Promotion through Web 2.0 Technologies

Emily Hurst, Instructional Services Librarian, Public Services Department, The Libraries, University of Texas Health Science Center–San Antonio

Objective: As budgets tighten and use of Web 2.0 technologies continues, using a web application that can easily and affordably provide innovation while working with existing software resources is important for the continued development of new library orientation, education, and promotion tools. Working with new formats and utilizing existing software options also allows the library to connect with a variety of library users.

Methods: Using the web application Animoto, the instructional services librarian quickly and easily created brief promotional videos that were uploaded to the library's existing YouTube and Facebook accounts. To facilitate the appearance of the videos in search results, appropriate metadata tags were assigned to each video. The original video file was also downloaded as a QuickTime file and embedded into the library's standard orientation presentation, enabling the use of the video as an additional promotional tool, even without Internet connectivity. The library continues to develop Animoto-based videos using additional software owned by the library, including PowerPoint and Photoshop. Utilization of freely available software such as Jing and Audacity has also aided in the production of videos with Animoto.

Results: The primary objective of the first Animoto project resulted in the creation of an introductory video featuring key library services and contact information for the 4 main libraries of the University of Texas Health

Science Center–San Antonio system. After uploading videos to YouTube and Facebook, the total views for each video reached almost 100 over an estimated time of 8 weeks. Coupling low-cost or free web applications with existing software technologies allowed the library to utilize resources and promote services through both new methods and existing channels. These methods provided the library with high-quality promotional materials without the added cost from professional service providers.

Conclusions: Videos created using Animoto brought increased attention to the library's YouTube and Facebook sites. The library anticipates the creation of more Animoto-based videos including brief library tours. Additional plans also include developing promotional videos for outreach activities and placement of videos directly onto the library's website.

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Library Consultations: Live versus Virtual

Pamela Corley, Research Support Librarian, Norris Medical Library, University of Southern California–Los Angeles

Objective: The library offers free consultations and instructional services, referred to as House Calls, to campus faculty and staff. While these sessions have traditionally been held in the library or in a campus office, they can now take place virtually using Elluminate vRoom, a free full-featured real-time collaboration tool. Would this "i"nnovative choice appeal to our end users seeking "i"formation?

Methods: Both past and prospective users of the House Calls consultant service were interviewed to assess their receptiveness to virtual consultations. Individuals were asked if they would participate in virtual rather than in-person consultation. A rating was used to measure individuals' overall preference for an in-person consultation or a virtual meeting using vRoom (i.e., in-person, virtual, no preference). Additional interview questions were developed to assess a correlation with additional factors, such as age of interviewee or past familiarity with web-conferencing technology.

Results: The data from this survey will be presented with suggestions for when the vRoom technology is likely to be more successful than the traditional in-person consultation. The author hopes to determine which method is likely to be the most requested for librarian/user consultations.

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The Role of the Health Sciences Libraries in an Interdisciplinary Health Informatics Research Organization

Marisa Conte, Clinical and Translational Science Liaison; **Jane L. Blumenthal, AHIP**, Director; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: This descriptive study details the involvement of an academic health sciences library with an interdisciplinary, collaborative health informatics research organization. With ties to two major National Institutes of Health (NIH)–funded

research endeavors, this group focuses on issues involving information management in health care, with the goal of empowering providers with methods and tools for information management that improve patient safety and quality of care.

1. To define the health informatics research organization, including history, leadership, and mission.
2. To describe the health sciences libraries' involvement in the health informatics research organization, including librarian-led initiatives and opportunities for research collaboration. Specific examples are detailed below.

Methods: Select examples of projects initiated by or involving the health sciences libraries:

- coordination of health informatics grand rounds, including invited speakers such as physicians, informatics experts, and chief information officers, with topics including electronic health records, data standards, open access, and natural language processing
- website development for web presence, including content creation and information architecture
- future collaborations and partnerships, including utilization of controlled medical vocabularies and metadata to facilitate integration of recently digitized medical images into a clinical data repository

Results: With specialized training in information organization and retrieval and knowledge of user information needs and available resources, health sciences librarians bring a unique perspective to group discussions and initiatives. The health sciences libraries have made solid contributions to and are recognized as valued members of the health informatics research organization.

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Developments in Multidimensional Resources for the Health Sciences

Kay Harper, Assistant Professor, Library Science and Liaison, School of Nursing and Allied Health Professions, University of Louisiana–Lafayette

Objective: Humans are multisensory beings. The more dimensionalities available to be explored, the more “real” the experience becomes. This creates a challenge to libraries: useful information is lost when 3&4-D material is compressed into 2-D format. Following review of technologies that have evolved to preserve information required to perceive depth and shape over time, a discussion of new computer-based technologies is presented. Ideally, the repositories of learning should supply multidimensional, interactive experiences, “as if you were there.” However, for practical and budgetary reasons, access has been limited historically, oftentimes to single written descriptions in books or scrolls. This poster presents various approaches developed to move beyond these limits.

Methods: The historical development of 3&4-D technologies is divided into four major sections. The first addresses realistic pictures and provides examples ranging from the Renaissance to present-day infrared

photos. The second section presents the subject of 3-D storage and presents historical 3-D resources to contemporary, experimental holographic displays with haptic gloves. The third section introduces 4-D information sources and sequential images. Finally, the fourth section highlights virtual reality and such approaches as the Second Life Project from the National Library of Medicine.

Results: A historical retrospective shows that the instruction of medicine has borrowed from a variety of disciplines in an ever-growing search to build a multidimensional experience of the information. We see an increasing approximation of realistic depiction beginning with the realistic pictures of the Renaissance to such present day examples as sonograms and MRIs. We see historical examples of 3-D storage in statues, ossuaries, and haptic gloves, currently. In the case of 4-D storage, additional dimensions are introduced and can include sequential time, temperature, color. Finally, virtual reality is presented as exemplified by the Second Life Project.

Conclusions: The goal to supply information for the sake of study and contemplation dates back centuries. We can see that the challenge has always been to contain and compress ever-more complex information into an easily accessible format. This goal shoehorns with the strength of currently developing and imaging technologies.

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Libraries Go Mobile: Personal Digital Assistants (PDAs) Transform Library Services and Content

Susan Lessick, AHIP, Head; **Phillip Garcia**, Reference Coordinator; **Julie Hillskemper**, Reference Librarian; **Jorge Santiago**, Information Technology Center Manager; Grunigen Medical Library, University of California–Irvine Medical Center, Orange, CA

Objective: The mobility, multifunctionality, and Internet accessibility of personal digital assistants (PDAs) fused with free applications have contributed to increased use of mobile technologies in hospitals, medical schools, and medical libraries. PDA services have been successfully introduced in medical libraries ranging from subject guides and pages to instructional support. This poster describes development of a comprehensive user-based PDA program, including loan services, licensed content, Resources Lib Guide, optimized resources, “PDA Clinics,” information technology support, and consultation. A literature search of PDA services in medical libraries, as well as an environmental scan analyzing medical library websites presenting PDA services will be explored. The results of a needs assessment on use of PDAs by clinicians, specifically residents and hospitalists, will also be presented.

Methods: We will complete a literature search and medical library website analysis to detect the most common PDA services on medical library websites. Observational criteria for the library websites include links to PDA resources and services, subject pages, lists of licensed resources, technical support, instruction, optimized home page, or online public access catalog.

Additionally, we will use a strengths, weaknesses, opportunities, and threats analysis of over 500 online PDA questionnaires sent out to residents and clinical faculty in the hospitalist program.

Results: We are still in process of analyzing the results of the environment scan and user needs assessment. We foresee that clients will increasingly rely on the use of PDA technology in daily clinical practice and that medical libraries need to embrace and support new mobile technologies if they want to continue to play an important role in the lives of their clinical faculty and resident users.

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Camtasia: Visual Productions for Library Self-instruction

Robert Johnson, Research Librarian, Nursing and Allied Health Science Library; **Judy Bube**, Research Librarian, Medicine, Science Library; University of California–Irvine

Objective: Library staff at a large university library system learned to use Camtasia to create videos in order to allow patrons asynchronous access to library information.

Methods: Library staff attended Camtasia training to learn the software and created videos as part of that training.

Results: Librarians created videos using Camtasia software for asynchronous patron education. Librarians use Camtasia to record computer screen shots to create professional, instructional videos to clearly demonstrate how to find medical or nursing information or use the medical and nursing databases. Librarians experimented with options afforded by the software to offer videos in multiple formats. Camtasia videos offer advantages over static websites in that patrons can experience step-by-step instructions. Another advantage is that patrons can access information at their convenience. Disadvantages of Camtasia are the steep learning curve for users creating videos and lengthy process of creating videos, making it impractical for quick turn-around.

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Going to the Source: Assessing the Library Needs of Master's Nursing Students

Joanne Rich, Information Management Librarian; **Janet G. Schnall, AHIP**, Information Management Librarian; **Sarah Safranek**, Information Management Librarian; Health Sciences Library; **Steve Hiller**, Director, Assessment and Planning, University

Libraries; **Amy L. Harper**, Information Management Librarian; **Leilani A. St. Anna, AHIP**, Information Management Librarian; **Sherry A. Dodson**, Information Management Librarian; Health Sciences Library; University of Washington–Seattle

Objective: Local library surveys have shown that among graduate students, nursing students consistently score higher levels of satisfaction with library services. To learn more about their interactions with the library, small group interviews were held with master's level nursing students. This poster reports the findings from these interviews and identifies strategies used successfully with nursing students that can be applied to other programs.

Methods: The university is located in a large urban center and serves six health sciences schools, which all support graduate level education. Seven students in the last three-quarters of the master's program in the school of nursing took part in three semi-structured small group interviews. The students received small bookstore gift certificates as compensation for their participation. Background questions were asked about clinical experience and future career plans. Students were asked to think about past interactions with the library or its librarians. They were then asked to articulate their experiences with the library and librarians. Transcripts of the recordings were analyzed to identify common themes and issues of concern to the students. These themes and issues will be used in assessments of library resources and services.

Results: Students reported frequent usage of the library including access of electronic resources and use of group study rooms. They reported frequent positive interactions with librarians during in-curriculum classes and individual consultations. Areas that arose as opportunities for improving delivery of library and librarian services include improving study space environments and hours of access, streamlining flow of in-curriculum class content, increasing numbers and timing of faculty referral of students to librarians, and tailoring and improving branding and marketing of resources, services, and extra-curricular library classes including software instruction. An overarching theme seemed to be the students' focus on efficient use of their time. Master's nursing students lead hectic lives, in which they depend greatly on library resources and services. As users who express great satisfaction with the library and librarians, they are an excellent source of ideas for improvement. Lessons learned from these interviews may be applied to other programs.

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