

2004 Gold Rush : The Information Frontier



NCNMLG ♦ MLGSCA ♦ PNC/MLA

JOINT MEETING

Holiday Inn Capitol Plaza

Sacramento, California

January 28-31, 2004

Welcome to Joint Meeting 2004!

The 2004 Planning Committee welcomes you to Sacramento and Joint Meeting 2004. This is the first ever 3-chapter meeting convening medical librarians from 8 western states and 2 Canadian provinces! We extend a special welcome to our colleagues from the Pacific Northwest Chapter of the Medical Library Association (PNC/MLA).

Our theme this year "2004 Gold Rush: The Information Frontier" reflects the history of the Sacramento area and our role as information pioneers. We hope you'll find this meeting to be a virtual goldmine of educational and networking opportunities designed to meet the needs of librarians in a variety of settings. Starting with the PSRML-sponsored symposium on health information literacy and ending with a record 7 CE courses, nuggets of information will be yours for the taking. The Suspects Murder Mystery play and dinner on Thursday evening will provide you with a chance to hone your detective skills and have fun.

Be sure to take advantage of wonderful downtown Sacramento. The location of the Holiday Inn puts you within walking distance of the Old Sacramento historic district, the Railroad Museum, the Crocker Art Museum and, of course, the Capitol building and park. An outdoor shopping mall and a movie theater are just next door. Visit the Hospitality table to see restaurant menus, find out about inexpensive guided tours, and a host of other attractions.

If you need any help or have any questions during the meeting, please feel free to ask one of us. We'll all have gold stars on our badges!

Joint Meeting 2004 Planning Committee

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Joint Meeting 2004 Planning Committee

Sponsors

We are grateful to the following sponsors who have graciously donated funds to make this meeting possible.

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Exhibitors

The Exhibits are located in the Grand Ballroom area and are open Thursday, 7:00am-5:00pm and Friday, 7:00am-5:00pm

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Signage, Tilly Roche

Meeting Overview

Wednesday, January 28, 2004

8:00am-5:30pm	PSRML Symposium	California Room
9:00am-5:00pm	PNC/MLA Executive Board Meeting	Placer Room
4:00pm-7:00pm	Registration/Hospitality Open	First Floor Hallway
5:30pm-7:00pm	Welcome Reception	John Q Ballroom
6:00pm-10:00pm	Exhibitors Set-up	Grand Ballroom
7:00pm-9:00pm	Dine Arounds	Hospitality Table

Thursday, January 29, 2004

7:00am-5:00pm	Exhibits Open	Grand Ballroom
7:00am-7:00pm	Registration/Hospitality Open	First Floor Hallway
7:15am-8:15am	Continental Breakfast	Exhibits Area
	WMLA Meeting (Washington)	Calaveras
	OHSLA Meeting (Oregon)	Balboa
	MLGSCA Advisory Council	Hermosa
8:15am-8:30am	Welcome	California Room
8:30am-9:30am	Keynote: Dr. Michael Wilkes	California Room
9:30am-10:00am	Break/Exhibits	Exhibits Area
10:00am-11:15am	Panel: Woods Hole	California Room
11:15am-12:30pm	Contributed Papers Session I	Balboa/Calaveras
	Contributed Papers Session II	Hermosa/Granada
12:30pm-2:00pm	Roundtables Luncheon	16 th Floor
2:15pm-3:30pm	Panel: Outreach	California Room
3:30pm-3:45pm	Joint Meeting 2005 Announcement	California Room
3:45pm-4:15pm	Break/Exhibits/Raffle	Exhibits Area
4:15pm-6:00pm	Chapter Business Meetings	
	NCNMLG	California Room
	PNC/MLA	River View
	MLGSCA	John Q Ballroom
6:15pm-7:00pm	Exhibitor Showcases	
	Gideon Informatics, Inc.	Balboa
	Electronic Fund Transfer System	Hermosa
	Swets Information Services	Granada
	Therapeutic Research Center	Calaveras
7:00pm-10:00pm	Dinner and Play on the Delta King	Meet in Lobby at 7pm

Friday, January 30, 2004

7:00am-5:00pm	Exhibits Open	Exhibits Area
7:00am-6:00pm	Registration/Hospitality Open	First Floor Hallway
7:30am-8:15am	Continental Breakfast	Exhibits Area
7:30am-8:15am	Exhibitor Showcases	
	NN/LM PSR and PNR	Calaveras
	MD Consult	Hermosa
	OVID Technologies	Granada
	Elsevier Science/ScienceDirect	Balboa
8:30am-9:30am	Speaker: Rosemary Gibson	California Room
9:45am-11:00am	Contributed Papers Session III	Balboa/Calaveras
	Contributed Papers Session IV	Hermosa/Granada

11:00am-12:00pm	Posters/Coffee Break	Exhibits/Hallway
12:15pm-1:45pm	Lunch/ Speaker: Dr. Robert LaPerriere	California Room
2:00pm-3:00pm	RML Update	California Room
3:00pm-3:40pm	MLA Update: Pat Thibodeau	California Room
3:40pm-4:15pm	Ice Cream Social/Exhibits/Raffle	Exhibits Area
4:15pm-5:00pm	Speaker: Pat Wagner	California Room

Saturday, January 31, 2004 CE Classes

7:00am-10:00am	Registration Open	First Floor Hallway
8:00am-12:00pm	Personal Digital Assistants (PDA 101)	Calaveras
8:00am-12:30pm	Google and Beyond (Sac. City College)	Meet at Registration Desk at 7:45am
8:00am-5:00pm	Copyright Law in the Digital Age	Hermosa
8:00am-5:00pm	Marketing Your Library	Granada
9:30am-5:00pm	Developing Web-Based Course (Law Library)	Meet at Registration desk at 9:00am
1:00pm-5:00pm	Immunology for Librarians	Calaveras
1:00pm-5:00pm	Surveys Made Easy (Sac. City College)	Meet at Registration Desk at 12:45pm

Official Program

Wednesday, January 28

8:00am-5:30pm	"Stake Your Claim to Health Literacy" Symposium sponsored by the Pacific Southwest Regional Medical Library	California Room
9:00am-5:00pm	Pacific Northwest Chapter of the Medical Library Association/Executive Board Meeting	Placer Room
4:00pm-7:00pm	Registration/Hospitality Open	First Floor Hallway
5:30pm-7:00pm	Welcome Reception	John Q Ballroom
6:00pm-10:00pm	Exhibitors Set-up	Grand Ballroom
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Thursday, January 29

7:00am-5:00pm	Exhibits Open	Exhibits Area
7:00am-7:00pm	Registration Hospitality Open	First Floor
7:15am-8:15am	Continental Breakfast	Exhibits Area
	WMLA Meeting (Washington) OHSLA Meeting (Oregon) MLGSCA Advisory Council	Calaveras Balboa Hermosa
8:15am-8:30am	Welcome Lisa Lott Jerant, President, NCNMLG Alan Carr, President, MLGSCA Peggy Baldwin, Chair, PNC/MLA Rebecca Davis, Chair, Joint Meeting	California Room
8:30am-9:30am	Keynote: Changing Medical Education Michael Wilkes, M.D., Ph.D., Vice Dean for Medical Education, University of California, Davis. Learn about current innovations and the future of medical education. Dr Wilkes has extensive experience in model curriculum development at UCLA and UCD.	California Room

9:30am-10:00am	Break/Exhibits	Exhibits Area
10:00am-11:15am	<p>Panel: Striking it Rich at Woods Hole</p> <p>Catherine Norton, Library Director, Marine Biology Laboratory, Woods Hole Oceanographic Institute, Woods Hole.</p> <p>Doug Varner, Library Manager, California Pacific Medical Center, San Francisco.</p> <p>Gail Persily, Director, Education and Public Services and Associate Director, Center for Instructional Technology, University of California, San Francisco.</p> <p>Sara Pimental, Content Project Manager, Care Management Institute, Kaiser Permanente, Oakland.</p> <p>Peggy Tahir, Information Services Librarian, University of California, San Francisco.</p> <p>Kay Wellik, Director, Library Services, Mayo Clinic, Scottsdale.</p> <p>Catherine Norton will give an overview of the medical Informatics program at Woods Hole, followed by presentations from past participants on what they see as the highlights and on how they have used the information in their daily work. We hope others will be inspired to apply to the program.</p>	California Room
11:15am-12:30pm	<p>Contributed Papers Session I</p> <p>Moderator: Terry Ann Jankowski, Information Management Librarian, Health Sciences Libraries University of Washington, Seattle</p> <p>Contributed Papers Session II</p> <p>Moderator: Catherine Burroughs, Assistant Director, NN/LM Outreach Evaluation Resource Center, Health Sciences Libraries, University of Washington, Seattle</p>	<p>Balboa/Calaveras</p> <p>Hermosa/Granada</p>
12:30pm-2:00pm	Roundtables Luncheon	16 th Floor
2:15pm-3:30pm	<p>Panel: Outreach: Extending the Frontier</p> <p>Linda Milgrom, Outreach Coordinator, NN/LM Pacific Northwest Region, Seattle</p> <p>Alan Carr, Health Information Services</p>	California Room

Coordinator, NN/LM, Pacific Southwest
Region, Los Angeles.

Marilyn Hall, Health Sciences Librarian,
San Diego State University, San
Diego.

Margo Harris, Health Educator, Center
for Children with Special Needs, Children's
Hospital & Regional Medical Center, Seattle.

Marcia Horner, Director of Libraries and Grants
Development, Kootenai Medical Center, Coeur
d'Alene.

Ellen Richards, Library Manager,
Marshall Medical Community Health Library,
Placerville.

Learn about funding sources and NLM/RML support
for and encouragement of outreach projects. Success
factors and experiences for recent and current projects
will be highlighted.

3:30pm-3:45pm	Joint Meeting 2005 Announcement Diana Lane, Tri-Chair	California Room
3:45pm-4:15pm	Break/Exhibits/Raffle	Exhibits Area
4:15pm-6:00pm	Chapter Business Meetings NCNMLG PNC/MLA MLGSCA	California Room River View John Q Ballroom
6:15pm-7:00pm	Exhibitor Showcases Gideon Informatics, Inc. Electronic Fund Transfer System Swets Information Services Therapeutic Research Center	Balboa Hermosa Granada Calaveras
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	NN/LM Pacific Southwest Region and Pacific Northwest Region	Calaveras
	MD Consult	Hermosa
	OVID Technologies	Granada
	Elsevier Science/Science Direct	Balboa
8:30am-9:30am	Speaker: "Wall of Science, the Human Face of Medical Errors"	California Room
	Rosemary Gibson , Senior Program Officer, Robert Wood Johnson Foundation Foundation, Washington, D.C.	
	This presentation will put a human face on medical error and share the experiences of patients and families, doctors and nurses, who have seen errors first hand. It will highlight the need for a compassionate and urgent response to error prevention and disclosure in the aftermath of error. Learn how to prevent some errors from happening to you.	
9:45am-11:00am	Contributed Papers Session III	Balboa/Calveras
	Moderator: Marsha Kmec , Director of Library Services, Olive View/UCLA Medical Center, Sylmar.	
	Contributed Papers Session IV	Hermosa/Granada
	Moderator: Kathy Murray , Professor and Manager, Health Sciences Information Service, Consortium Library, University of Alaska, Anchorage.	
11:00am-12:00pm	Posters/Coffee Break	First Floor Hallway
12:15pm-1:45pm	Lunch	
	Speaker: "Gold Rush Medicine"	
	Robert LaPerriere, M.D. , Museum of Medical History of the Sierra Sacramento Valley Medical Society, Sacramento.	
	Dr. LaPerriere will recount the medical problems and diseases experienced by the gold seekers on the overland trail and during sea voyages, and the rapid deterioration of the "most healthful place on the continent".	

2:00pm-3:00pm	NN/LM Update: Pacific Southwest Region and Pacific Northwest Region	California Room
3:00pm-3:40pm	MLA Update: Pat Thibodeau, MLA President	California Room
3:40pm-4:15pm	Ice Cream Social/Exhibits/Raffle	Exhibits Area
4:15pm-5:00pm	Speaker: "Listening as a Diagnostic Tool for Medical Librarians"	California Room

Pat Wagner, Pattern Research, Denver

Pat is a well known consultant, researcher, writer, trainer (and entertainer) on leadership, workplace performance and influence, and management. The majority of her clients are libraries and librarians. In this session she'll be emphasizing the benefits to be gained from truly becoming better listeners.

Saturday, January 31, 2004 CE Classes

7:00am-10:00am	Registration Open	First Floor Hallway
8:00am-12:00pm	Personal Digital Assistants (PDA 101) Instructor: Mari Stoddard, Arizona Health Sciences University, Tucson	Calaveras
	This course provides grounding in PDAs and possible library services. The focus will be on hardware, productivity applications, and health care resources. Participants will learn to assess their institution's needs, select affordable and manageable services that meet those needs, and implement those services in a timely way. Attendees are encouraged to bring a PDA to the class if possible.	
8:00am-12:30pm	Google and Beyond: Expert Internet Searching Tools & Strategies Instructors: Nancy M. McMurrer, Cheryl Nyberg, Gallagher Law Library, University of Washington, Seattle	Meet at Registration Desk at 7:45am (class held offsite)
	All of us use the Internet to help our patrons. So are there ways to make our searches even faster and better? Are we underutilizing search engines? How can we best find those Invisible Web materials not covered by the regular search engines? How can we best keep up with new search engine features and searching techniques? This session explores advanced search engine features, resources for locating Invisible Web documents, ways to find deleted or altered Web documents, and how to stay on top of new search technology.	
8:00am-5:00pm	Copyright Law in the Digital Age Instructor, Laura Gasaway, Director of the Law Library and Law Professor, University of North Carolina, Chapel Hill	Hermosa

Although most librarians are aware of copyright protections as they apply to print materials, there's more confusion surrounding audiovisual and electronic resources. This course will provide an overview of the current status of U.S. copyright law and its impact on libraries. The discussion will focus on potential use of copyrighted material (including electronic media) in libraries, implications for document delivery, and formulation of institutional copyright policies.

8:00am-5:00pm

Marketing as if Your Library Depended on It Granada

Instructor: Pat Wagner, Pattern Research,
Denver

Marketing is awareness and response: Awareness of the world from the customer's point of view and then responding with changes in service and communication. Learn how to improve your influence with middle and upper management, use marketing to create a strategic plan, bring in new (and "lost") customers (both internal and external to your institution), collect and evaluate quantitative and descriptive data and improve the effectiveness of promotional activities, even if you are a solo librarian. You will create a marketing project and present the plan to your colleagues.

9:30am-5:00pm

**Developing Your own Web-Based Course:
Making it Happen**

Instructor: Jan Buhmann, Consultant, Online
Learning and Technology Implementation,
Eugene

Meet at Registration
Desk at 9:00am
(class held offsite)

The world wide web and intranets hold great promise as a learning tool for library patrons. Anything that is frequently taught by librarians, from performing searches to using the check-out system, may be the topic of an online course. Find out how to build effective courses on the Web that engage a wide variety of learners. This session will introduce librarians to the process of developing a Web course using instructional design methodology. Software tools to produce interactive courses on a shoestring budget will be demonstrated and used in practice exercises.

1:00pm-5:00pm

Immunology for Librarians

Calaveras

Instructor: George McGregor, Chiron
Corporation, Emeryville

This course covers basic concepts in immunology, including anatomy and physiology with special attention to cellular and molecular concepts. The class will reinforce vocabulary and search terminology (MeSH), and introduce participants to a variety of basic print and electronic resources available in the area of immunology.

1:00pm-5:00pm

Surveys Made Easy!

Instructors: Peggy Baldwin, Providence
Portland Medical Center; Dolores
Judkins, Oregon Health Sciences
University; Patrice O'Donovan,
Linfield College

Meet at Registration
Desk at 12:45pm
(class held offsite)

Do you need to know how your library is used or what your users want from your library? Learn basic information about surveys, what kinds of questions to ask, and how to ask them. Then learn how to use SurveyMonkey, a free-to low-cost web application, to develop the survey. This class will help you design a survey, and use Survey Monkey to send it out and get results you can easily interpret. Dazzle your library users. Get the information you need to provide the services they want.

Contributed Paper Abstracts

Session I

Balboa/Calaveras

Update on Inflation of Journal Prices: Brandon-Hill List Journals

Joan B. Schlimgen, Arizona Health Sciences Library, University of Arizona, Michael R. Kronenfeld, Learning Resource Center, A.T. Still University of the Health Sciences, Mesa

This presentation updates the study of journal price increases based on the "Brandon-Hill Selected List of Books and Journals for the Small Medical Library" that was first published in the Bulletin of the Medical Library Association in 1980 and last updated in 1996. Subscription prices were gathered for the 113 journal titles that have appeared in each of the Brandon/Hill Selected Lists and were compared to the Consumer Price Index (CPI). The results show that the average journal price continues to rise significantly and is independent of the CPI. The study found that prices have jumped 51.9% from 1996 to 1999 and 32% from 1999 to 2002. At the same time, many libraries have received budget increases based on the CPI, which has resulted in the significant loss of purchasing power over time. To provide a context for this unprecedented rise in journal prices, the authors will also briefly examine the current economic and technological pressures on the science, technology and medical (STM) journals market that are contributing to high prices. "The research in this paper was supported by a grant from the Medical Library Group of Southern California and Arizona (MLGSCA)."

The Collaborative Role of Medical Librarians in Facilitating The EBCAM Faculty Development Workshop.

Linda Suk-Ling Murphy, Science Library, University of California, Irvine.

The Science Library and the College of Medicine Educational Affairs at the University of California, Irvine hosted "Evidence-Based Integrative Medicine: Educational Approaches -- A Collaborative Faculty Development Workshop." The goal of the workshop was to provide faculty with skills to integrate CAM (Complementary and Alternative Medicine) instruction into a variety of teaching programs and clinical settings. The program was presented using an innovative approach which included hands-on computer instruction that was held in a Science Library conference room and at the Interactive Learning Center (ILC). Instructors offered hands-on support to enhance participants' searching and critical appraisal skills. Participants were asked to complete several assessment tools including a "pre- and post- program survey," a "Survey of Health Care use and Practice," and an interactive "EBCAM case exam," to assess their teaching skills, knowledge and attitude toward EBM and CAM. The author will address the collaborative role that medical librarians can play in developing, planning, implementing, and facilitating an EBCAM faculty workshop.

Integrating MEDLINE Search Skills with Medical School Curriculum: Is There an Objective Scale for Student Evaluation?

Russell Smith and Janet Nelson, University of Southern California Norris Medical Library, Los Angeles

In the fall of 2001, the medical school implemented a new curriculum that emphasized case-based, self-directed learning. The faculty, recognizing that students needed to demonstrate competency in literature searching, asked the library to create a grading scale for evaluating student searches. As part of their orientation, all Year I students were given a one-hour hands on Ovid MEDLINE class. During the year the students were required to complete three literature search assignments. Assignments required students to demonstrate the use of each of the following: MeSH, the AND operator, explode, subheadings, focus, and limit. Those students receiving a failing grade on any phase of the assignment were given remediation.

During the first year 22 (13%) of the 168 students required remediation. The average score was 85.4. Significant improvement was seen in the second year, with 6 (3.5%) of 170 students requiring remediation. Skills in database searching can be evaluated using a numerical scale. Program evaluation and revision based on student performance data can enhance student competency in Medline searching.

Providing Access to Data Sets for Public Health Professionals: Service Development, Outreach, and Use Patterns.

Min-Lin Fang and Peggy Tahir, The Library and Center for Knowledge Management, University of California, San Francisco

This paper will describe the library's data sets service to campus public health professionals. Public health professionals in the Center for Health and Community require access to data sets for their investigations, publications and teaching. A team of professional staff from the library's Reference Department, Data Management Services, IT and Technical Services conducted a needs assessment and developed and marketed a data sets service for the campus. Public health professionals are a large user group of health sciences data sets. The library received senior management approval to purchase a membership in the Inter-University Consortium for Political and Social Research (ICPSR). However, the initial membership required users to pay a fee and did not allow direct end-user access. Because the fee and mediated access were perceived as barriers to access, the library changed its membership to ICPSRDirect, which allows end users to access the data sets on their own without the fee structure previously imposed. Data sets use rose dramatically. The project has provided an excellent venue for working with campus public health professionals and providing a new service for their constituency and built a successful collaborative project between the various library departments involved.

SESSION II

Hermosa/Granada

Mining for Gold, Exploring New Veins of Influence: The Rewards and Realities of Developing Successful Collaborations with Diverse Partners in Your Institution and Beyond.

Jeanette C. McCray and Gary Freiburger, Arizona Health Sciences Library, University of Arizona, Tucson

Most health sciences libraries recognize the strategic value of developing collaborations with non-library partners within their institution and throughout their community and in some cases their region or state. Within their service area, the library's visibility is increased, the range of expertise they offer is recognized, and their value to the organization improved. New responsibilities and opportunities may come their way, some of which may stretch their thinking and resources or services. Successful grant-funded projects likewise can improve visibility in a community and create new partnerships with unexpected parties and results. This paper will explore how one health sciences library has used a variety of project and partnership opportunities to generate new funding, which in turn, provides an increasing array of services to a wider audience. Lessons learned will be a key feature of the presentation.

The ArcticHealth Website: Evaluated Health Information on the Arctic Environment and Northern Peoples.

Kathy Murray, University of Alaska, Anchorage

The people and communities of the Arctic cope daily with challenges to their health and well being from changing climatic and environmental conditions, pollution, and emerging infectious disease trends. As a result, it is critical that residents of the Arctic have access to credible information specific to their needs. The U.S. National Library of Medicine (NLM) and the University of Alaska Anchorage (UAA) developed the ArcticHealth website,

<www.arctichealth.org> to meet this need. The website provides an easy-to-use portal to information on diverse aspects of the Arctic environment and the health of Northern peoples. It includes links to selected health information from a wide range of local, state, national, and international agencies as well as universities and professional societies. ArcticHealth is organized around themes such as health topics relevant to inhabitants of the circumpolar north, traditional healing, telehealth/telemedicine, environmental health, and "Health in the News." ArcticHealth website users can retrieve journal articles from the NLM's PubMed database and link to NLM's MedlinePlus to retrieve even more health information. This paper will discuss the collaboration between various individuals, departments, and institutions required to make this a successful project.

Patient Education: The First Step Toward Health Information Literacy.

Marsha Kmec, Olive View/UCLA Medical Center, Sylmar

As literature searches and document delivery requests have declined over the years, many librarians have focused on other value-added services to provide within their departments. Through my involvement with the Patient Education Committee and the Patient Education Council over the past twelve years, I have become a big proponent of patient education and its relation to health information literacy. In fact, a recent teleconference sponsored through the Medical Library Association also stressed the critical importance of our need to promote patient education. My presentation will outline the strategy and tactics that we have employed at my institution, as well as how our committee has elevated patient education as a key component of our role as information specialists. I will provide information on what we've accomplished, how we did it, what the future holds and the vital importance of creating networks and partnerships within the community and with other librarians, both public and private. By being proactive and focusing on patient education, we are indeed furthering the goals of our profession.

Hospital Librarians Exploring New Frontiers in Community Outreach.

Sally A. Harvey and Lora Robbins, Banner Good Samaritan Medical Center, Phoenix.

The Librarians of Banner Good Samaritan Medical Center Health Sciences Library in Phoenix were granted a small award from the Pacific Southwest Regional Medical Library to provide a community outreach project with a local HIV/AIDS service organization. This paper will explore the process of providing outreach services by hospital librarians who have comparatively few resources. Choosing one organization that is physically close to the hospital and providing services to a specified group make the project manageable and well within the reach of hospital libraries. The benefits to such projects are many. This project has expanded in ways that were not anticipated but are very exciting and are opening new opportunities. They also assist the community organization and benefit the Librarian's institution by fostering a positive image within community.

SESSION III

Balboa/Calaveras

Effective Consumer Health Information Outreach to Rural Areas.

Patrick Newell, Henry Madden Library, California State University, Fresno

This paper will discuss the methods employed by a successful outreach program for developing consumer health information classes to rural nonprofit organizations and public librarians that serve as information intermediaries. A discussion of the role of health information intermediaries, the consumer health information course content, the methods of contacting and involving nonprofit organization staff, and the needs of rural communities (particularly nonprofit healthcare organizations) will be included in the description of methodologies employed in delivering, evaluating, and marketing the courses. The presenter will offer conclusions regarding the information needs of rural communities and the best methods of targeting information intermediaries in rural communities through focused outreach marketing efforts. This paper is

relevant to any medical library considering consumer health outreach programs or rural health information outreach.

Adopting Streaming Video Technology for Library Instruction "Any Time, Any Place."

Janet G. Schnall, and Terry Ann Jankowski, University of Washington Health Sciences Libraries, Seattle

This paper reports on the use of streaming video for annotating web instruction pages and tutorials. With more students taking distance learning classes and using the emerging digital library, librarians began investigating methods for offering informatics instruction in ways other than the traditional lecture or hands-on in the computer lab format. Using Camtasia, inexpensive, easy-to-use software that captures screen activity and sounds from a computer's desktop and produces streaming video, library liaisons created short videos demonstrating how to search databases. These videos and instructions on downloading software to view them from home were linked to the instructors' websites and could be viewed using free RealOne Player software. Based on the positive reaction by students and faculty to the use of Camtasia, library web instruction pages and tutorials are now being "annotated" with voice and video, thus enabling "any time, any place" instruction. This paper discusses the evolution of teaching technologies, evaluation of the videos and practical tips for using streaming video for web instruction 'any time, any place.'

Consumer Health Outreach Programs: A Tool for Public Libraries and Community Partners.

Catherine Burroughs and Gail Kouame, National Network of Libraries of Medicine, Pacific Northwest Region; Heidi Sandstrom, National Network of Libraries of Medicine, Pacific Southwest Region.

In 2002, a task force of medical and public librarians was convened to recommend ways that the National Network of Libraries of Medicine (NNLM) can assist public libraries in providing health information to the public. Several objectives were identified, including "to encourage relationships between public libraries and community health partners." The task force suggested that the NNLM work with public librarians to create a resource about ways to partner and develop health information outreach with community organizations. A small subgroup from NNLM and the NLM are developing the resource scope, concept and content, seeking public library input in the interim and final phases. The final product will be a web-based action tool for public libraries interested in planning community-public library partnerships, including tips for writing proposals and obtaining funding. A logic model developed by the task force identifies key outputs and short-term outcomes to evaluate. Data to collect will include: numbers and types of activities and channels that promote the resource; and descriptive information about public libraries that join the NNLM and submit proposals for outreach funding in their communities.

And Here's to You, Mrs. Grieve: Thyme to Revisit Those Old Herbal Books.

David J. Owen, Kalmanovitz Library and The Center for Knowledge Management, University of California, San Francisco

The resurgence of interest in medicinal herbs presents problems for the librarian seeking information on their use and safety, for there is still a paucity of clinical evidence. Many herbalists though still rely on classic herbal texts, often dismissed as being out-of-date and inaccurate by mainstream physicians. These works often contain information that cannot be found elsewhere. Several classic herbal texts from the 19th and early twentieth century are even being reprinted and made available on the Internet. For example, Maud Grieve's *A Modern Herbal*, first published in the 1930's, is still widely used and is available online. Even Nicholas Culpepper's 1649 *The Complete Herbal*, combining herbalism with astrology, remains an important reference tool. This paper surveys and comments on some of these classic herbal texts that are now enjoying renewed attention as a source of information about herbs and herbal therapies.

Turning Point – Building a Public Health Infrastructure.

Patricia A. Auflick, Paul Bracke, Jeanette McCray, and Susan Trombley, Arizona Health Sciences Library, University of Arizona, Tucson

Only 1% of federal health dollars are spent on public health efforts that would improve our overall health. To address this problem, the Robert Wood Johnson Foundation established the national Turning Point Project with a goal of transforming and strengthening the public health infrastructure in the United States so that states, local communities, and their public health agencies could respond to the challenge to protect and improve the public's health in the 21st century. Arizona is one of twenty-one states receiving funding to further this goal. The Arizona project has targeted building community leadership through training and information dissemination. The Public Health Information Centers subcommittee is charged with developing a web site, offering training, and assisting in the development of public health information centers in public and tribal libraries. This paper will look at the role of the Arizona Health Sciences Library in furthering the national and statewide Turning Point goals through training and information dissemination.

Bringing the Classroom to the Beach and Beyond: The use of Blackboard™ to Deliver a Distance Education Course in Nursing Informatics.

Doug Varner, California Pacific Medical Center / University of the Pacific School of Dentistry, Health Sciences Library, San Francisco

Using the Blackboard™ Learning System a distance education course in Nursing Informatics was developed for students enrolled in an online MSN program from across the country. The course content incorporated lectures on core concepts in health information management, including: computer workstation design and networking concepts; information systems design and content retrieval; description of knowledge-based information resources; JCAHO standards for information management and mock JCAHO site visit; the practical application of EBM methodology in clinical settings; web site usability and content evaluation; organization of web-based information using web taxonomy methodology; in-depth study of web search engines and a comparative analysis of retrieval results; mastery of bibliographic search interfaces using search strategy development parameters followed by comparative analysis of the functionality and ease-of-use of the interfaces. Each module was composed of lecture material, readings and assignments. Students were evaluated based on completion of assignments for each module, learning assessment essays on a variety of topics in informatics, a course project and participation in course discussion boards.

School Nurses and the Internet.

Dolores Zegar Judkins, Oregon Health & Sciences University Library, Portland

School nurses often work alone and split their week among a number of schools. Not only do they spend their time with students, they also need to verify health records, and often do some teaching as well. They have very little time left to find quality health information for themselves, teachers, students, and the students' parents. For a number of them, the Internet is still an unknown quantity. Through a grant from the National Library of Medicine, a training course was developed for the school nurses at the educational service district. An initial survey was sent out to find out what information the nurses felt was most needed and the course was developed using these results as a guideline. The course consisted of basic training in using the Internet, MEDLINE and PubMed searching, and information about numerous other websites useful to school nurses. A web page was designed for quick and easy access to the information presented in the class. The course was taught to all the school nurses in the district and received rave reviews. The web page continues to one of the most highly used web pages on the Library's site.

Increasing Information Literacy Skills in Pre-Nursing Students.

Hannah M. Fisher, Arizona Health Sciences Library, University of Arizona, Tucson

This paper focuses on an information literacy project to teach pre-nursing students the skills to search, evaluate and select information in preparation for a writing assignment on a nursing topic. Working closely with instructors, a plan was developed that included a library tour and orientation and a detailed tutorial that could be accessed through the library's website. The tutorial was created in PowerPoint and covered a description of how to acquire peer-review journals, step-by-step instructions for performing a search in CINAHL and how to select and find the full-text articles in the library's electronic or print collections. Reaction has been positive, both on the part of the students and the instructors. Other nursing instructors have inquired into having similar information literacy tools developed specifically for their classes. Follow-up with instructors at the end of the semester will be done to evaluate the effectiveness of this approach and to identify areas for improvement.

Poster Abstracts

1. "If You Renovate It, They Will Come: The UCSD Medical Center Library Interior Remodeling Project"

Craig Haynes, M.S., Head, Medical Center Library, University of California, San Diego

The UC-San Diego Medical Center Library was built in the late 1970's and opened for business in 1981. Over the years, the interior of the 10,000 square foot facility not only looked dated, but conceptually did not suit the needs of customers nor the changing workflow patterns of the staff. Spaces originally designated for collections of books, were now required to make way for myriad machines. Clearly, user needs and service patterns of the staff had changed and the library's interior spaces and flow had not changed along with them. On a budget of \$60,000 and with no plans for increasing the existing footprint, the library launched a modest renovation project that better reflects the needs of the library's customers and the workflow patterns of the staff. The result is a facility that is more inviting and accessible to users and a work environment that is more conducive to the workflow of the staff.

2. Journal Price History for Titles in the Abridged Index Medicus Subset of MEDLINE Lynn M Fortney, MLS, Director, Biomedical Division, EBSCO Information Services

Abridged Index Medicus was published by the National Library of Medicine from 1970 - 1997. These titles continue to be searchable on NLM's PubMed databases and on MEDLINE as a search subset limit called "core clinical journals". This study was based on prices of the journals indexed for Abridged Index Medicus during the period from 1999 - 2003. The price selected for each title was the least expensive, annual retail subscription rate available to non-membership institutions in the U.S. A bar chart shows the increase in the average price of an AIM indexed title from \$112.32 in 1990 to \$391.76 in 2003. Tables show price differences between US published journals and non-US published journals in 1999, 2000, 2001, 2002, and 2003. This study will be of particular interest to hospital and other medical librarians who subscribe to core clinical journals.

3. When You Need to be Able to Turn on a Dime: Building for an Unpredictable Tomorrow. Barbara Slater, Capital Projects Coordinator and Susan Starr, Ph.D., Director, Biomedical Library, University of California, San Diego

The University of California San Diego (UCSD) Biomedical Library, built in 1969, has begun a state-funded building project that will both almost double its current size (27,000 asf) and completely renovate the existing space. Construction drawings for the project are almost finished and groundbreaking is scheduled for March of 2004. The project is scheduled for completion at the end of 2006. The poster will explain our flexible design principles and provide examples of how they have been incorporated into our plans. A central challenge of this building project has been to design a building that will remain flexible for the next 30 years. In this environment, flexible design has become our watchword. We have taken advantage of options to create a structure and an infrastructure that will allow us to adapt and change the services we offer many times in the years to come.

4. Arizona Health Academy: A Library's Role in Connecting High School Students with Health Information

Carla A. Smith and Rebecca A. Birr, Health Sciences Library, Maricopa Integrated Health System, Phoenix

The Arizona Health Academy, hosted by Maricopa Integrated Health System (MIHS), is a health professions exploration and academic enrichment program for high school students. Participants explore health careers in a limited hands-on manner through practical experiences in different departments throughout the hospital. For the past three years, the Health Sciences Library at MIHS has taken a role in this program. Each student completes a research project that consists of a paper and an oral presentation on a topic of their choice. The goal of the research project is to help students gain a better understanding of the important role that reliable information plays in health care. Students were surveyed to gauge their health information research and retrieval skills and the likelihood they would use MedlinePlus in future school projects. Results of the survey and a description of the program will be discussed.

5. Link on the Blink? Using Checkers to Find Site Wreckers.

Fred Heidenreich, Information Services Librarian, Arizona Health Sciences Library
University of Arizona, Tucson

This poster describes both manual and technical solutions to keeping library website links in good working condition. Well-maintained websites are indicators of quality, keep customers satisfied and protect your reputation. While daily checks may not be necessary, it is important to spot errors, diagnose, and correct them before your readers notice and look elsewhere. For small websites, much of the behind the scenes work can be done manually. Larger websites may require commercially available link checking software to alert librarians to potential problems. What kind of errors do link checkers find and how well do they work? They are good at finding broken or lapsed links or paths and links with syntactic errors. Some link checkers scan websites only for "404"s those annoying "page not found" errors and will not check links in Flash or frames. Dynamic sites have special requirements for link checking.

6. The Arizona Turning Point Project: Developing a Partnership between Libraries and Public Health Departments to Improve Access to Public and Consumer Health Information for All Arizonans.

Jeanette McCray, Patricia Auflick, Paul Bracke, David Howse, University of Arizona Health Sciences Library, Tucson; Jane Kolbe, Arizona State Library, Archives, and Public Records; Michael Kronenfeld, Arizona School of Health Sciences, Mesa; Michelle Ochillo, Associate Fellow, National Library of Medicine, Bethesda, MD; Catherine Riley, Maricopa County Department of Public Health and Arizona Turning Point Project.

AZHealthInfo.org is a Web-based resource designed to facilitate access to public health and consumer health information for public health professionals and the citizens of Arizona. It is being developed by the Arizona Turning Point Project, funded by the Robert Wood Johnson, and administered by the Maricopa County Department of Public Health, in collaboration with the Arizona Health Sciences Library of the University of Arizona. AZHealthInfo.org contains information and links to pertinent public health statistics and consumer health information resources in each county, as well as statewide, national and international resources. A key component of the project involves visits to every county to train public librarians and local health department officials how to access AZHealthInfo.org and input local information. Another focus is to connect local public libraries with local health departments and local medical libraries in order to open the lines of communication.

7. Using Camtasia to Enhance Web Instruction Pages and Tutorials

Terry Ann Jankowski, AHIP, Janet G. Schnall, AHIP and Leilani St Anna, AHIP,
Information Management Librarians, Health Sciences Libraries University of Washington, Seattle

This poster demonstrates the use of relatively inexpensive software, Camtasia, to enhance web instruction pages and tutorials by adding short videos to static pages. The videos are quick and easy to produce. They can be played using the free version of RealOne Player. They may be

used both in the library and off-site. The presenters will demonstrate these videos and answer questions about how to obtain the software and create your own mini-videos.

8. Liaison Program for the UC Davis Health Sciences Libraries

Judith Welsh, RN, MLS, Carlson Health Sciences Library, University of California, Davis

The UC Davis Health Sciences Libraries established a liaison program in January 2003 to serve targeted departments within the Schools of Medicine and Veterinary Medicine. The intent of the liaison program is to increase communication with and improve services to faculty, staff and students within these departments by providing more customized and specialized services.

Benefits of the liaison program include improved communication with and service to targeted departments within the Schools of Medicine and Veterinary Medicine. By working closely with a specific group of faculty, staff and students, librarians increase their understanding of user needs and facilitate responses to those needs in a more user-centered fashion.

Benefits to librarians include increased competence and confidence, improved rapport with members of their targeted departments, greater proficiency in a specific group of resources, and greater awareness of trends and programs.

9. When You Never See Your Patrons ...

Sally J. Bremner and Kathy Murray, University of Alaska, Anchorage

This poster will describe our successful marketing efforts with examples of a poster, brochure, newsletter samples and a Rolodex card.

10. Learning from Afar: Distance Education Degree Opportunities for the Working Health Sciences Paraprofessional

Kathryn J. Skhal, Document Delivery Coordinator, Carlson Health Sciences Library, University of California, Davis

Health sciences libraries can present great career opportunities, but a master's degree is required for all librarian positions. For paraprofessionals interested in advancement, this can be a major stumbling block. While they may wish to earn a master's, life's circumstances often prevent them leaving their position and relocating to attend library school. Fortunately, many schools in recent years have capitalized on technology to provide an alternative option: distance education. Programs range from once weekly "commuter" classes to completely online offerings. This poster presents an assessment of the nationwide opportunities available to provide library assistants with new options for their professional development.

A list of all active library schools was compiled from the ALA list of accredited schools. Distance education offerings for each institution were examined through departmental web pages and personal communication with administrative staff. Any health sciences course offerings were noted. The literature was also reviewed for qualitative reviews of these programs.

11. The Iterative Process in Web Design: A Case Study in Usability Testing

Julia K. Kochi and Gail L. Persily, Kalmanovitz Library and the Center for Knowledge Management, University of California, San Francisco

As part of the web site's redesign, several rounds of usability tests were performed to ascertain if the site's new information architecture and graphic design were clearly designed and met users' needs. Usability testing was performed on an initial prototype. Taking the feedback from the usability testing into consideration, the prototype was subsequently redesigned, re-tested, and

revised again. By examining closely this process of design, test, and redesign for two sections of the site, we can illustrate the impact of usability testing on the design process.

The sections of the web site went through significant modifications based on usability test results. The resulting sections are more user centered and focus on how users access information, rather than how the information is organized within the library. Another round of usability testing will be performed on these sections to see if we have achieved our goals of a user-centered site that facilitates information discovery.

12. Designing a User-Centered Website: The Whys and Hows of Multiple Usability Testing Methodologies

Clair Kuykendall, MLIS; Peggy Tahir, MLIS; Jean Blackwell, MLS; Kirk Hudson; Gail Persily, MLIS; The Library and Center for Knowledge Management, University of California San Francisco

The Library's website serves as the digital library both for the main campus, and for its affiliated satellite campuses, which are located in a number of fairly dispersed geographic locations. As the portal to an array of electronic resources, its role is vital in serving the campus community. In 2002, the Library undertook a complete redesign of the site. The goal of the redesign was to provide our users with a more efficient, intuitive and easily navigable resource. To ensure that the design accomplished this goal, usability issues were addressed by a team consisting of instruction and reference librarians, a computer lab manager, and web design professionals. A number of usability testing methodologies were used throughout the process, and various techniques were employed to address different issues. This poster will discuss the practicalities of the implementation of these various methods, examples of test and survey questions, and examples of how test data informed the process.

Plenary Speaker Biographies

Gibson, Rosemary

Rosemary Gibson, author of Wall of Silence, has more than twenty years experience leading cutting edge improvements in care for patients and families. In her work as Senior Program Officer at the Robert Wood Johnson Foundation, Gibson led a nationwide strategy to improve health care for people with advanced and terminal illness. She worked with Public Affairs Television and Bill Moyers as it developed the PBS documentary, "On Our Own Terms," which showed to more than 20 million viewers how our health care system can better care for terminally ill patients and their families. Her work helped to establish new standards for the treatment of patients with pain, which are now in effect at 18,000 health care facilities nationwide.

Gibson served as Senior Research Associate at the American Enterprise Institute, a Washington, D.C.-based public policy organization; as Vice President of the Economic and Social Research Institute, a policy think tank; and as consultant to the Medical College of Virginia and the Virginia state legislature's Commission on Health Care.

Gibson has written books and articles published in the Wall Street Journal and the Journal of the Royal Society of Medicine. She is a graduate of Georgetown University and has a masters degree from the London School of Economics.

Harris, Margo

Margo Harris has been a health educator for over 30 years, working in the school, health care, and non-profit health organization settings. Her passion is consumer health information - linking consumers with the right information at the right time. She holds a Master of Arts in Teaching Public Health degree and a WA State teaching certificate. The current project she works on at Children's Hospital links community-based librarians with parents of children with special health care needs, which is proving to be a remarkable match statewide.

Horner, Marcia

Ms. Horner has been Director of Libraries and Grants Development at Kootenai Medical Center since 1995. She has been librarian at KMC since 1984. Her mission is to plan, manage and implement library & information resources to provide rapid access to clinical information needed for patient care and to ensure that North Idaho residents have access to the information they need to make informed healthcare decisions. She is also responsible for developing grant proposals to improve the health of the people of North Idaho, creating cooperative agreements between provider groups and furthering consortium-based efforts to coordinate the healthcare system in northern Idaho.

Recent library outreach projects have included developing Web resources for school nurses, improving health information and computer literacy of senior citizens, and continued cooperation with local public libraries in collection development and reference services. In 2004, the libraries at KMC will provide support to three Community Health Centers for library and health information services.

LaPerriere, Robert

I am a "transplant" from the Midwest, having been born in Michigan and lived in Chicago and the Minneapolis, Minnesota area. I graduated from the University of Minnesota Medical School in 1966 and subsequently came to California to intern. I did my dermatology residency at the University of California, San Francisco Medical Center and was a dermatologist with the Permanente (Kaiser) Medical Group from 1972 until my retirement in 1998.

I have been involved in Sacramento Area history for 20 years. I started a committee to restore our Historic City Cemetery 17 years ago, and currently chair or co-chair five historical groups, and am

on the board of five other organizations. I curate the Museum of Medical History of the Sierra Sacramento Valley Medical Society, which opened in November of 2001.

Milgrom, Linda

Linda Milgrom is the Outreach Coordinator at the Pacific Northwest RML. She has been on the RML since 1981. In addition to her various positions with the RML, Linda has worked as a librarian in a large, urban hospital; a tiny community hospital; a county medical society, and an educational media center. Linda did her undergraduate and some graduate work at UC Berkeley (don't tell the Northwesterners that she's really a 4th generation Californian) and earned her MSIS from the University of Kentucky.

Norton, Catherine

Since the late eighties I have been involved in building the network infrastructure for the laboratory and the electronic library that serves affiliates world wide- via high- speed networks. I have served as PI on an HHMI grant for building a virtual library; Andrew W. Mellon Foundation grant for building taxonomic information services, tools and communities; NIH contract for outreach in Medical Informatics; NOAA and USGS contracts for library services and a SeaGrant for digitizing the Woods Hole herbarium collection. In education, I have developed a paperless course in Medical Informatics that delivers the resources and lectures on-line for the students. Students take notes in Power point presentations given by the lecturers and at the end of the course the entire lecture series, with their own personal notes, are sent electronically to their home institutions. Served as the President of the Boston Library Consortium and now on the executive committee of NELINET. In 2001 I helped form a new consortium of Research Libraries and Museums (BISC) with Harvard's Museum of Comparative Zoology, New York Botanical Gardens, American Museum of Natural History, Cold Spring Harbors Laboratory, Rockefeller University and the MBL/WHOI Library. I have hosted, lectured and organized meetings for the NERCOMP Computer Groups and the International Association for Marine Science Libraries and Information Centers. The digital library initiatives have focused my interests into modernizing the literature using taxonomic name servers and building communities of stakeholders.

Persily, Gail

Gail Persily is director, education and public services and associate director, Center for Instructional Technology at the University of California San Francisco (UCSF) Kalmanovitz Library. Gail began her library career in news libraries, both television and print in the mid 80s after receiving her MLIS degree from University of California Berkeley. She entered health science libraries in 1990 when she joined the library at UCSF to help with the move to both a new building and automated systems. In 1991 Gail's media experience led to a position at UCSF managing what became the Interactive Learning Center. Since that time, Gail's career has focused on supporting the use of technology in health science education. She launched the UCSF Library's Multimedia Development Lab in 1995 and went on to manage education services in 1999. In 2001, the Center for Instructional Technology was established to support the use of technology in the curricula of the professional schools at UCSF. She currently directs the UCSF library's public service and education programs and the Center for Instructional Technology (CIT).

Pimental, Sara

Sara Pimental has worked for Kaiser Permanente since 1989. She is currently a Content Project Manager for Permanente Knowledge Connection, Kaiser's National Clinical Website. Sara received her Masters in Library and Information Science from the University of California, Berkeley in 1982. She attended the NLM Medical Informatics Course in the fall of 2003. Sara is Past President of the Northern California and Nevada Medical Library Group.

Richards, Ellen

Former medical technologist and laboratory computer manager; discovered medical libraries when children were small, and hasn't looked back since! Have worked at 7 hospitals in California & Arizona and recently finished a Masters in Health Administration at St. Mary's College, Moraga.

Has twisted reputation of visiting libraries on vacation, & just dropped in on Medical School of Hawaii Library & Regional Medical Library/CHIS on Oahu, while re-learning SCUBA diving after not having been in the water since childbirth 25 years ago. With 2 grown sons now in college, looking forward to attending more MLA, NCNMLG events and meetings.

Varner, Doug

Doug Varner holds positions as the Library Manager at the Health Sciences Library for California Pacific Medical Center / University of the Pacific School of Dentistry in San Francisco, California and as adjunct Assistant Professor in the MSN Online program at Samuel Merritt College in Oakland, California. In addition, Doug is a part-time lecturer in courses in Medical Information Resources and Computers in Libraries in the Library Information Technology program at City College of San Francisco. Doug received a BS in Biology and an MS in Veterinary Science from the University of Nebraska and MLS from the College of Library and Information Studies at the University of Maryland, College Park. Doug has held previous positions at the National Library of Medicine and the University of Maryland Health Sciences Library. Doug was a 2001 recipient of the National Library of Medicine-sponsored fellowship in Medical Informatics conducted at the Marine Biological Laboratory at Woods Hole, Massachusetts. Doug is a Past President of the Northern California and Nevada Medical Library Group.

Wagner, Pat

Pat Wagner and her husband Leif Smith own Pattern Research, a 29-year-old research and training business in Denver. Pat has worked with special librarians for 25 years on personnel, management, leadership, marketing and personal development issues. She also grew up in a medical family and knows some of the challenges of working in hospitals, medical schools and research laboratories.

Wellik, Kay

Kay E. Wellik is Director of Library Services at the Mayo Clinic in Scottsdale, AZ. She chaired the Medical Library Association's Hospital Libraries Section from 1993-1994, served on the MLA Board of Directors from 1995-1998, and was selected as a Fellow for the Woods Hole Medical Informatics program in the fall of 2000. Ms. Wellik is on the Editorial Board of *Medical Reference Services Quarterly* and *Journal of Hospital Librarianship*. She is a Distinguished Member of the Academy of Health Information Professionals.

Wilkes, Michael

Michael S. Wilkes, M.D., Ph.D., is a Professor of Medicine and the Vice Dean for Medical Education at the University of California, Davis, School of Medicine. He has been instrumental in recent innovations in medical education at UCLA and internationally. He is an award-winning journalist having worked for ABC News, CBS News, the New York Times, the Los Angeles Times and the Washington Post. He has been a commentator on medicine for public radio for 13 years. He has received awards from local and national organizations for his teaching skills, his medical journalism, and innovations in medical education. In addition to his two research areas (doctor-patient communication and physician's prescribing practices), he specializes in the care of high-risk adolescents. He is also an active member of the Board of Directors of the Venice Family Clinic, the nation's largest volunteer clinic devoted to care for the uninsured. Michael was also editor of the award-winning Western Journal of Medicine.

Holiday Inn Meeting Rooms

