

PROGRAM-AT-A-GLANCE

SATURDAY, OCTOBER 15

1PM—5PM CE: Clinical Application of Evidence-Based Practice.
1PM—5PM CE: Behind Closed Doors: Politics in the Library.

SUNDAY, OCTOBER 16

8AM—12PM CE: Valuing Your Library
8AM—12PM CE: Meaningful Use of Health Information Technology
1PM—5PM CE: Decision Support, Infobutions and Beyond
1PM—4PM CE: Managing Up, Down and Across.
6PM—8PM Welcome Reception

MONDAY, OCTOBER 17

7:30AM—4:30PM Exhibits & Posters
7:30AM—8:30AM Breakfast Buffet
8:40AM—9:00AM Welcome
9:00AM—10:00AM Is 60 the new 40?
10:00AM—10:30AM Break with Exhibitors
10:30AM—11:15AM Paper Presentations
11:15AM—12:00PM Geek Speak meets Librarianese
12:00PM—2:00PM Lunch with Exhibitors
2:00PM—3:00PM The Acme of Gadgets
3:00PM—3:40PM Break with Exhibitors & Door Prize Drawings
3:40PM—4:40PM STAT Talks
5:30PM—6:30PM No-Host Happy Hour on the Terrace
6:30PM—9:00PM Banquet

Lobby	1st floor
Landing 1	2nd floor
Aspen	2nd floor
Cedar	2nd floor
Evergreen	2nd floor
White Water	3rd floor
Rapids	3rd floor
Terrace	4th floor

TUESDAY, OCTOBER 18

7:30AM—8:30AM Breakfast Buffet
8:30AM—10AM Business Meeting
10AM—10:30AM Break with Posters
10:40AM—11:40AM New Models of Innovation in Our New Healthcare Environment
12PM—12:30PM Start lunch & socialize
12:30PM—2:30PM RML, NLM, and MLA Updates while eating lunch
2:30PM—2:45PM Invitation to PNC 2012 and Meeting Closing

Pacific Northwest Chapter Medical Library Association

Annual Meeting

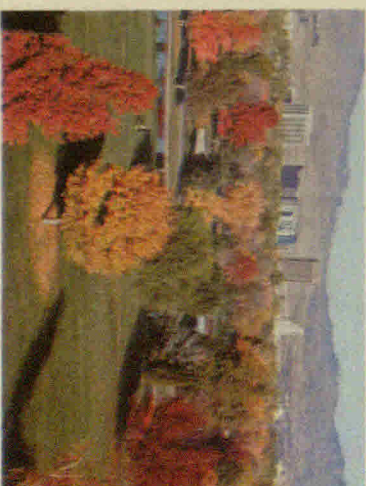
October 15-18, 2011

The Grove Hotel — Boise, Idaho

PNC/MLA 2011:

Mining for Health Information and
Finding Gems

Boise, Idaho
October 15-18, 2011



MESSAGE FROM THE CHAIR

Welcome to the 2011 annual conference of the Pacific Northwest Chapter of the Medical Library Association. I hope your stay is rejuvenating and educational. The beautiful city of Boise provides us with a unique western setting that is both urban and outdoorsy. Please join me in thanking the conference co-chairs, Lisa Rogers, Sandy Hight, and Pam Spickelmier. They have worked very hard and have done a tremendous job to make this an excellent conference.

I'd also like to thank each of you for attending the conference and bringing an expertise and sense of community to our organization. As a PNC/MLA member, you have the vision, the knowledge and the experience to enrich our profession. We all benefit from each other. Throughout this conference I ask you to stay engaged, and be proactive so that we can shape the future of PNC. My personal respect and thanks go out to all of you.

Laurel Egan
PNC/MLA Chair 2011

ONLINE INFORMATION

CONFERENCE WEBSITE: <http://pncmla.org/pncmla2011/>

FACEBOOK: <http://www.facebook.com/#/event.php?eid=250274401670761>

TWITTER HASHTAG: #pnc11

GROVE HOTEL: <http://www.grovehotelboise.com>

REGISTRATION/HOSPITALITY HOURS

Hotel Lobby

FRIDAY, OCTOBER 15 5 p.m.—7 p.m.

SATURDAY, OCTOBER 16 9 a.m.—6 p.m.

SUNDAY, OCTOBER 17 7:30 a.m.—6 p.m.

Landing I

MONDAY, OCTOBER 18 7:30 a.m.—6 p.m.

WiFi Password:
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Wolters Kluwer Health | Ovid
YBP Library Services

THANK YOU

PNC/MILA 2011 ANNUAL MEETING PLANNING COMMITTEE

Co-Chairs	Opening Reception	Speaker Committee
Sandy Hight 208-989-3995	Sandy Hight	Heidi Sue Adams
Lisa Rogers 208-340-0049	Lisa Rogers	Hope Leman
Pam Spickelmier 208-761-9207	Pam Spickelmier	Lisa Rogers
	Papers, Posters, and STAT Talks	Sherree West
AV Coordination	Alison Aldrich	Surveys
Amy Claybaugh	Kathy Fatkin	Susan Barnes
	Jackie Wirz	Emily Glenn
Exhibits/Vendors	Professional Development	Treasurer
Pat Devine	Amy Claybaugh, local contact	Deanne Boyer
Hospitality	Chris Shaffer	Judith Hayes, consultant
Lynn Hauer		Transportation/Parking
Sandy Hight	Registration	Deanne Boyer
Pam Spickelmier	Heidi Sue Adams	
Hotel Coordination	Sherree West	PNC Board
Lynn Hauer	Catherine Poppino	Liaisons
Kathy Murray	RLM/NML/MILA Events	Laurel Eagan
Lisa Rogers, local contact	Cathy Burroughs	Noelle Stello
Meals		Website/Publicity
Lynn Hauer		Susan Barnes
Sandy Hight		Amy Claybaugh
		Gail Kouame

CONTINUING EDUCATION

Saturday, Oct. 15 | 1-5 p.m.

White Water, 3rd floor

Clinical Application of Evidence-Based Practice

INSTRUCTOR: Michelle Berlin, M.D., M.P.H.

Director, OHSU Center of Excellence in Women's Health

In an evidence-based medical environment librarians must be keenly aware of the information needs of the clinicians they serve. Taught by a practicing physician this class will focus on targeting the type of information that improves patient outcomes. A hands-on course, participants will practice using PICO to drive reference interviews, learn how to make rapid assessment of search results and utilize features of web-based EBM resource tools.

Saturday, Oct. 15 | 1-5 p.m.

Rapids, 3rd floor

Behind Closed Doors: Politics in the Library

INSTRUCTORS: Barb Jones, Missouri/Library Advocacy Liaison, National Network of Libraries of Medicine MidContinental Region and Marty Magee, Medical Librarian, National Network of Libraries of Medicine MidContinental Region

We are all surrounded by politics; the only way to avoid them is to operate in isolation. Typically, politics are concerned with positioning your ideas in a favorable light and knowing what to say, to whom, how to say it, and when. This class will focus on learning how to effectively influence and manage others' perceptions of you and your ideas, how to change enemies into allies, how to stay in the loop and how to manage outcomes short term and far into the horizon.

CONTINUING EDUCATION

Sunday, Oct. 16 | 8 a.m.—12 p.m. Rapids, 3rd floor

Valuing Your Library: Needs Assessment, Program Development, Program Evaluation

INSTRUCTOR: Cynthia Olney, PhD

National Network of Libraries of Medicine Outreach Evaluation Resource Center

Do you know how your library contributes to the overall goals of your larger institution? Can you provide evidence of those contributions to organizational leaders and decision-makers? In this workshop, participants will learn to use program evaluation to support advocacy for their libraries. They will learn to use needs assessment and logic models to analytically link their programs and services to the goals and operations of their larger organization. A logic model then can become the foundation of a program evaluation plan to collect and show evidence of a library's value to the larger institution. This workshop also covers data analysis tools that are particularly useful in demonstrating value, including benchmarking, online value calculators, and cost-benefit analysis.

Sunday, Oct. 16 | 8 a.m.—12 p.m. White Water, 3rd floor

Meaningful Use of Health Information Technology: Overview and Opportunities for Librarians

INSTRUCTOR: Michael Brunelle

Clinical Informatics Librarian, Norwegian American Hospital, Chicago, IL

The purpose of this course is to provide a snapshot of nationwide efforts to adopt Electronic Health Records in hospital and ambulatory settings, and to serve as a reminder of the many opportunities and potential partnerships available to interested medical librarians. Topics covered include a brief history of health IT and informatics (with a special emphasis on the role of the National Library of Medicine), an overview of the key professional organizations in the health IT field (including HIMSS, AHIMA, AMIA, and HL7), and a review of the HITECH Act and "Meaningful Use" requirements for hospitals and eligible professionals. Special emphasis will be placed on Meaningful Use Stage 2 and Stage 3 requirements that offer librarians particularly appropriate opportunities for involvement.

CONTINUING EDUCATION

Sunday, Oct. 16 | 1 p.m.—5 p.m. White Water, 3rd floor

Decision Support, Infobuttons and Beyond: Deeply Integrating Library Services into New Information Systems and Clinician Workflows

INSTRUCTOR: Michael Brunelle

Clinical Informatics Librarian, Norwegian American Hospital, Chicago, IL

As healthcare organizations struggle to modernize information systems to support internal and external mandates for improved outcomes and accountability, medical librarians can best demonstrate their value by understanding and supporting changing provider work processes. This workshop-style course is intended to give medical librarians a practical introduction to some technical aspects of serving patient and provider information needs using standards-based systems and knowledge-management practices. The HL7 Infobutton standard for context-aware knowledge retrieval provides a modular framework for accessing both free and licensed content. This hands-on session will include demonstration of technical configuration of reference sources and the role of the medical librarian on a multidisciplinary team to develop evidence-based order sets.

Sunday, Oct. 16 | 1 p.m.—4 p.m. Rapids, 3rd floor

Managing Up, Down and Across

INSTRUCTOR: Gene Drabinski

Management is how all work gets done. When it comes to individual work, few are as adept in time, resource and project management as information professionals. But, sooner or later, you will be accountable for work that you yourself do not complete. You will have to delegate, to manage conflict, to deal with unsatisfactory or incomplete work from others. You will also have to manage cross-departmental peers and learn to manage-up, to keep yourself and your departments thriving. In this highly interactive workshop, participants will identify their most challenging management tasks, and watch and evaluate different strategies. Participants will leave with permanent versions of the 3-step process, to remind them of an effective method for all management tasks – up, down and sideways.

PROGRAM

SATURDAY, OCTOBER 15

- 9 a.m.—6 p.m.
Registration
HOTEL LOBBY
CE: Clinical Application of Evidence-Based Practice.
- 1 p.m.—5 p.m.
Michelle Berlin
WHITE WATER, 3rd floor
CE: Behind Closed Doors: Politics in the Library.
Barb Jones and Marty Magee
RAPIDS, 3rd floor
- 1 p.m.—5 p.m.
- SUNDAY, OCTOBER 16**
- 7:30 a.m.—6 p.m.
Registration
HOTEL LOBBY
CE: Valuing Your Library: Needs Assessment, Program Development, Program Evaluation.
Cynthia Olney
RAPIDS, 3rd floor
CE: Meaningful Use of Health Information Technology: Overview and Opportunities for Librarians.
Michael Brunelle
WHITE WATER, 3rd floor
CE: Decision Support, Infobuttons and Beyond: Deeply Integrating Library Services into New Information Systems and Clinician Workflows.
Michael Brunelle
WHITE WATER, 3rd floor
CE: Managing Up, Down and Across.
Gene Drabinski
RAPIDS, 3rd floor
Welcome Reception
IDAHO HISTORICAL MUSEUM
- 8 a.m.—12 p.m.
- 1 p.m.—5 p.m.
- 1 p.m.—4 p.m.
- 6 p.m.—8 p.m.

PROGRAM

MONDAY, OCTOBER 17

- 7:30 a.m.—6 p.m.
Registration & Silent Auction
LANDING 1, 2nd floor
Exhibits & Posters
EVERGREEN & LANDING 1, 2nd floor
Breakfast Buffet
EVERGREEN, 2nd floor
Welcome
ASPEN, 2nd floor
Is 60 the new 40?: How the Baby Boomers (and Librarians) Can Help Save Health Care.
Molly Mettler, Senior Vice President, Healthwise, Inc.
ASPEN, 2nd floor
Break with Exhibitors
EVERGREEN, 2nd floor
Paper Presentations
ASPEN, 2nd floor
Geek Speak meets Librarianese: How to Communicate with IT
Lucas Allon, Amy Claybaugh, Jim Semmelroth, and David Tolmie, panelists
ASPEN, 2nd floor
Lunch with Exhibitors
EVERGREEN, 2nd floor
The Acme of Gadgets
Jim Semmelroth, Network Administrator
Missoula Public Library
ASPEN, 2nd floor
Break with Exhibitors & Door Prize Drawings
EVERGREEN, 2nd floor
STAT Talks
ASPEN, 2nd floor
- 7 a.m.—4 p.m.
- 7:30 a.m.—8:30 a.m.
- 8:40 a.m.—9:00 a.m.
- 9:00 a.m.—10:00 a.m.
- 10:00 a.m.—10:30 a.m.
- 10:30 a.m.—11:15 a.m.
- 11:15 a.m.—12 p.m.
- 12:00 p.m.—2:00 p.m.
- 2:00 p.m.—3:00 p.m.
- 3:00 p.m.—3:40 p.m.
- 3:40 p.m.—4:40 p.m.

PROGRAM

MONDAY, OCTOBER 17

5:30 p.m.—6:30 p.m.

No-Host Happy Hour
TERRACE, 4th floor

6:30 p.m.—9:00 p.m.

Banquet

Speaker: Tony Doerr, Writer, Boise
CEDAR, 2nd floor

8:30 p.m.

Silent Auction results
CEDAR, 2nd floor

TUESDAY, OCTOBER 18

7:30 a.m.—10:30 a.m.

Posters
LANDING I, 2nd floor

7:30 a.m.—8:30 a.m.

Breakfast Buffet
ASPEN, 2nd floor

8:30 a.m.—10 a.m.

Business Meeting
ASPEN, 2nd floor

10 a.m.—10:30 a.m.

Break with Posters
LANDING I, 2nd floor

10:40 a.m.—11:40 a.m.

New Models of Innovation in Our New
Healthcare Environment
Ted Epperly, M.D., FAAFP, Program Director
and CEO of the Family Medicine Residency of
Idaho, Boise

ASPEN, 2nd floor

12 p.m.—12:30 p.m.

Start lunch & socialize
ASPEN, 2nd floor

12:30 p.m.—2:30 p.m.

RML, NLM, and MLA Updates while
eating lunch
ASPEN, 2nd floor

2:30 p.m.—2:45 p.m.

Invitation to PNC 2012 (CE only in
Seattle) and Meeting Closing
ASPEN, 2nd floor

CONTINUING EDUCATION INSTRUCTORS

Michelle Berlin, M.D., M.P.H.

Clinical Application of Evidence Based Practice
Saturday, October 15 | 1p.m.—5p.m.

Michelle Berlin, M.D., M.P.H., received her medical degree from the University of Cincinnati. She is trained in Ob/Gyn and in preventive medicine and public health. Her research interests focus on prevention and screening in women's health and associated national and state policies. She directs the OHSU Center of Excellence in Women's Health, and is the program director of the OHSU Center for Women's Health Policy Advisory Towards Health (PATH for women), focusing on health policy issues within women's health. As a member of the Human Investigations Program team, Dr. Berlin works with librarians to teach evidenced based practice in a variety of settings, including complimentary and alternative health.

Barb Jones

Behind Closed Doors: Politics in the Library (co-instructor)
Saturday, October 15 | 1p.m.—5p.m.

Barb Jones is the Missouri/Library Advocacy Liaison for the National Network of Libraries of Medicine MidContinental Region. She is responsible for connecting health professionals, health science librarians, public and other librarians and community based groups to quality health information including the resources of the National Library of Medicine. Barb received her Master's in Library Science degree from the University of Arizona, and has extensive experience working in hospital and mental health libraries. Barb is located at the J. Otto Lottes Health Science Library at the University of Missouri in Columbia.

CONTINUING EDUCATION INSTRUCTORS

Marty Magee

Behind Closed Doors: Politics in the Library (co-instructor)
Saturday, October 15 | 1p.m.—5p.m.

Marty Magee is a medical librarian with the National Network of Libraries of Medicine MidContinental Region, a program coordinated by the National Library of Medicine, part of the National Institutes of Health. She represents the six-state MidContinental Region as the Nebraska and Education Project Liaison. Her work experience includes teaching and training in both academic and business settings and more than fifteen years of corporate experience at two Fortune 500 companies in customer service, software development, project management, strategic planning and marketing. Marty has a Master's degree from the University of Missouri, School of Information Science and Library Technology, and a Master's degree from the University of Notre Dame in Administration. Marty is based at, and serves on the faculty of the McGoogan Library of Medicine at the University of Nebraska Medical Center.

Cynthia Olney, PhD

Valuing Your Library: Needs Assessment, Program Development, Program Evaluation
Sunday, October 15 | 8a.m.—noon

Cynthia Olney, PhD, joined the staff of the National Network of Libraries of Medicine Outreach Evaluation Resource Center in 2006, where she provides evaluation training and consultation to the libraries and organizations in the NN/LM. She has more than 20 years of experience with applied research and program evaluation. During the past 10 years, her work has focused primarily on planning and evaluation of health-related projects, particularly those related to health information outreach. Dr. Olney also owns a planning and evaluation consulting business and has worked with a variety of organizations, including health sciences libraries, medical residency and nursing programs, a health professions high school, and a community-based health coalition.

CONTINUING EDUCATION INSTRUCTORS

Michael Brunelle

Meaningful Use of Health Information Technology: Overview and Opportunities for Librarians
Sunday, October 16 | 8a.m.—noon

Decision Support, Infobuttons and Beyond: Deeply Integrating "Library" Services into New Information Systems and Clinician Workflows
Sunday, October 16 | 1p.m.—5p.m.

In his role as Clinical Informatics Librarian at Norwegian American Hospital in Chicago, IL, Michael Brunelle has enjoyed a unique opportunity to reimagine the work of the solo hospital librarian by participating in a variety of technical and non-technical projects involving medical staff, nursing, pharmacy, and information systems departments. Michael completed a 6-month internship as Provider Support Specialist for the federally-funded Chicago Health Information Technology Regional Extension Center. Michael is a co-editor of the "Reach Out for Outreach" column in the Journal of Hospital Librarianship, and serves on the board of directors for MedServ Consulting, an Illinois-based health information services company. He completed his graduate studies in Library and Information Science at the University of Illinois at Urbana-Champaign in 2002.

CONTINUING EDUCATION INSTRUCTORS

Gene Drabinski

Managing Up, Down and Across
Sunday, October 16 | 1p.m.—4p.m.

Retired from the Trizetto Group (Boston, MA) where he was president of their Cost and Quality Division, Gene Drabinski was first introduced to a management role while in the Army, leading an Infantry platoon in Vietnam when he was 23. Over the next 40 years, he led companies and divisions of companies in the health care industry. While he studied management in graduate school, and beyond, most of his understanding of the challenges and opportunities of managers comes from his experience working with people and processes throughout his diverse career. The father of an academic librarian, Gene owes a solid debt of gratitude to health librarians, who consistently helped him look smart and speak and write intelligently throughout his work life. He hopes today's workshop will go a bit in repaying that debt. A Certified Master Trainer for Stanford University's Chronic Disease Self-Management Program, Gene teaches classes and trains instructors for the VA, State of Idaho and for Friends in Action, Boise.

GUEST SPEAKERS

Molly Mettler

Is 60 the New 40?: How the Baby Boomers (and Librarians) Can Help Save Health Care
Monday, October 17 | 9 a.m.—10 a.m.

ABSTRACT: If you were born between 1946 and 1964, you are one of 78 million Baby Boomers, a generation that has transformed every American institution from education, to shopping, to health care. Now the "Age Wave" is transforming what it means to grow old. By their sheer mass, Boomers *can and will* transform health care—one way or another. Is the aging of America a crisis or an unprecedented opportunity to reshape ourselves, our communities, and our health-care system into something that works for everyone? Drawing on 30 years' experience in older-adult health, Mettler will offer prescriptions for an aging-friendly health-care system and your own preparation for a healthy "third age."

BIO: Molly Mettler has written four books, including *Healthwise for Life*, a medical self-care book for people age 50 and better, with more than four million copies in distribution, and *Information Therapy*, co-authored with her husband, Healthwise CEO Don Kemper. She is past chair of the National Council on Aging and served as founding chair of the NCOA Health Promotion Institute in 1990. She sits on the NCOA board and on the National Advisory Board for the Practice Change Fellows Program for health professionals. She joined Healthwise in 1985. For more information, see Molly's web site, <http://www.healthwise.org/Insightsdocs/LeadershipTeam/Molly-Mettler-MSW.aspx>.

GUEST SPEAKERS

Lucas Alton

Geek Speak Meets Librarianese: How to Communicate with IT Staff

Monday, October 17 | 11:15 a.m.—12 p.m.

Bio: In addition to managing the IT Service Desk team at Healthwise, Lucas has been a member of several IT teams recognized for their excellent customer service and ability to work effectively with people of all technical skill levels. He claims 30 years of experience working with librarians as his mother works as one for the Nevada County Public Libraries in California.

Amy Claybaugh

Geek Speak Meets Librarianese: How to Communicate with IT Staff

Monday, October 17 | 11:15 a.m.—12 p.m.

Bio: Amy is the Applications Coordinator, St. Luke's Health System Libraries. While her career has been spent in libraries, Amy has definite techie tendencies that have not gone unnoticed in the last 15 years at St. Luke's. She is now the link between the libraries and the IT department. She describes her position as "the behind-the-scenes person who makes things go."

GUEST SPEAKERS

Jim Semmelroth

Geek Speak Meets Librarianese: How to Communicate with IT Staff

Monday, October 17 | 11:15 a.m.—12 p.m.

The Acme of Gadgets

Monday, October 17 | 2 p.m.—3 p.m.

ABSTRACT: While smart phones and tablets are very popular these days, are they the best gadgets yet? We will see what they can do and you decide if these devices are here to stay for the long term. The presentation will focus on the Android operating system on both a smart phone and a tablet.

BIO: Jim Semmelroth is the Network Administrator for the Missoula Public Library. He also manages the IT environment for several smaller libraries in western Montana. He holds a number of server, network, and security certifications. He also has degrees in physics and in philosophy, but he hasn't figured out what to do with those yet.

David Tolmie

Geek Speak Meets Librarianese: How to Communicate with IT Staff

Monday, October 17 | 11:15 a.m.—12 p.m.

Bio: David is a lifetime techie with fifteen years IT experience. Since 2007, he has worked as a Senior Systems Specialist for the University of Washington Health Sciences Library and the National Network of Libraries of Medicine's Web-STOC (Web Services Technology and Operations Center). Previously, he worked in a variety of roles and environments ranging from independent IT Consultant to Software Development Manager at a major wireless carrier. David completed his Masters of Library and Information Science at the University of Washington's iSchool in August of 2011.

GUEST SPEAKERS

Tony Doerr

Banquet Speaker

Monday, October 17 | 7:15 p.m.—8:15 p.m.

ABSTRACT: Tony will begin by talking about being a writer and how he came to live in Boise, then he will read his essay from the Smithsonian "Boise, Idaho, Big Skies and Colorful Characters". Copies of his books will be available for purchase and signing through local bookseller Rediscovered Books. Tony's recent opinion piece in the *New York Times* was about the financial struggles of school libraries in Boise.

BIO: Anthony Doerr is a fiction writer and essayist who lives in Boise. He's the author of four books: *Memory Wall*, *The Shell Collector*, *About Grace*, and *Four Seasons in Rome*; three of them have been *New York Times* Notable Books. His writing has won numerous prizes both in the U.S. and overseas, including three O. Henry Prizes, the Rome Prize, the New York Public Library's Young Lions Award, and a Guggenheim Fellowship. He also writes a regular column for the *Boston Globe* on science books. In 2007, the *British magazine Granta* put Doerr on its list of Best Young American Novelists.
Website: <http://www.anthonydoerr.com/>

GUEST SPEAKERS

Ted Epperly

New models of innovation in our new healthcare environment

Tuesday, October 18 | 10:40 a.m.—11:40 a.m.

ABSTRACT: This fast-paced lecture will cover tomorrow's new models of healthcare, to include the Patient Centered Medical Home (PCMH) and Accountable Care Organizations (ACO's). It will emphasize the importance of the team and collaboration, and where and how medical librarians/informationists will need to play key roles in timely medical data and patient education.

BIO: Ted Epperly, a family physician in Boise, Idaho, is the immediate past board chair and past president of the American Academy of Family Physicians. Epperly is program director and chief executive officer of the Family Medicine Residency of Idaho, Boise. He also is clinical professor of family medicine at the University of Washington School of Medicine in Seattle. As AAFP board chair and president, Epperly advocated on behalf of family physicians and patients nationwide to inspire positive change in the U.S. health care system.

POSTERS

Monday, Oct. 17 | 7:30 a.m.—4:30 p.m. | Landing |
Tuesday, Oct. 18 | 7:30 a.m.—10:30 a.m. | Landing |
Break with Posters | Tuesday, Oct. 18 | 10—10:30 a.m.

Improving Effectiveness: Librarians as Partners in Guideline Development

Jamie Graham, Susan Klawansky
Seattle Children's Library & Information Commons W-6850

So you want to use Google: Comparing PubMed, CINAHL, Google and Google Scholar

Dolores Judkins
Instruction, Research & Outreach Dept.
Oregon Health & Science University Library

Do you READ? Qualitative Reference Analysis

Kim Granath
Associate Professor, Interim Head, Information & Research Services
Division, Public Health Librarian, The University of Montana

Sue Samson
Professor, Humanities Librarian and Library Instruction Coordinator
The University of Montana

Creating an Orientation Video on a Shoestring

Janet Schnell, Lellani St. Anna, Joanne Rich, Ann Gleason
Health Sciences Libraries, University of Washington, Seattle, WA.

Poster abstracts are available on the conference web site
<http://pnmcmla.org/pnmcmla2011/papers-posters-stat.shtml#M1>

POSTERS

Monday, Oct. 17 | 7:30 a.m.—4:30 p.m. | Landing |
Tuesday, Oct. 18 | 7:30 a.m.—10:30 a.m. | Landing |
Break with Posters | Tuesday, Oct. 18 | 10—10:30 a.m.

Health Information Literacy Partnership with Oregon PAS: Report on Lessons Learned from an NLM/PNR Grant-Funded Project

Todd Hannon, Laura Zeigen and Dolores Judkins
Oregon Health & Science University Library

Tools and Techniques for Innovative Annotation: Contributing to a Kinetoplastida Knowledge Base

Sandhya Subramanian (1), Isabelle Phan (1), Christian Olsen (1),
Carol Farris (1), Gowthaman Ramasamy (1), Matthew B. Rogers
(2), Flora Logan (2), Haining Wang (3), Brian P. Brunk (4), Emily
J. Glenn (1)

AUTHOR AFFILIATIONS: TrITypDB Consortium: 1 Seattle BioMed,
Seattle, WA; 2 Wellcome Trust Sanger Institute, Cambridgeshire, UK; 3
Center for Tropical and Emerging Global Diseases, University of Georgia,
Athens, GA; 4 Penn Center for Bioinformatics, University of Pennsylvania
and Department of Biology, University of Pennsylvania, Philadelphia, PA.

Comment Article Indexing Practices For MEDLINE

Kristen Greenland
National Library of Medicine Associate Fellow

Poster abstracts are available on the conference web site
<http://pnmcmla.org/pnmcmla2011/papers-posters-stat.shtml#M1>

Monday, October 17 | 10:30 a.m.—11:15 a.m.

Presentation Excellence: Moving Beyond Powerpoint

Bill McGann
McGann Communications

In the medical arena, many of us are called upon to endure Powerpoint presentations that are so mind-numbing, we are surprised we survive them. It has become commonplace to mock the traditional Powerpoint presentation model: slides with copious text, title/bullet/bullet formats, meaningless clip art and templates, and a presenter droning through recitation of the text on every slide. What is striking, however, is that awareness of the pain of these presentations has not resulted in significant changes in how presentations are given.

This talk will briefly review new presentation approaches that significantly increase presenter effectiveness, audience engagement, and information retention. It will incorporate a demonstration of the Pecha Kucha model: 20 slides, shown for exactly 20 seconds each, for a total time of 6 minutes, 40 seconds. Attendees will gain an understanding of a framework for improving their talks as well as the presentations that they help design for others.

Librarians in Biomedical Research: New Roles and Opportunities

Emily Glenn, MSLS
Information Technology - Information Specialist & Librarian
Seattle BioMed, Seattle, WA

In the highly competitive field of scientific research, librarians and information professionals are poised to contribute significant skills to supporting and extending research teams. This study explored emerging roles for librarians in today's biomedical research teams in the hopes of providing support for the continued inclusion and expansion of opportunities for librarians.

(cont. on next page)

Monday, October 17 | 10:30 a.m.—11:15 a.m.

Librarians in Biomedical Research: New Roles and Opportunities (cont.)

Over the course of one year, the authors spoke with 14 innovative, entrepreneurial information professionals working on diverse biomedical research teams across the country. These interviews explored the evolution of skill sets, inclusion of information professionals in research teams, and support from professional organizations for librarians in new roles. The most important takeaway message from this study is that the involvement of information professionals is possible and desirable in all phases of biomedical research. This presentation is based on a study conducted in 2009-2010 by Emily Glenn and Betsy Rolland and funded by the Special Libraries Association.

All I Know About Marketing, I've Learned in Alaska

Sally J. Bremner, B.Sc., MLIS
Medical Librarian, Alaska Medical Library, Anchorage, AK

Alaska Medical Library has a tiny staff with a big mandate: supporting not only UAA's health programs, but also offering fee-based library service to clinicians, researchers, and educators across the entire state. AML has contracts with all the hospitals, and various other payment arrangements with agencies, clinics, law offices and individuals. Yet, we seldom see our clients, so must try to promote our business over time as people come and go, and the information world changes at warp speed.

Since I am responsible for marketing AML services statewide, I'd like to share some lessons I have learned – both heartwarming and painful – and my latest project to tell the Anchorage public about two State-sponsored online resources

STAT TALKS

Monday, October 17 | 3:40 p.m.—4:40 p.m.

Write and Record with the Smartpen—A Case Report

Susan Barnes, MLS, MS
Assistant Director, NN/LM Outreach Evaluation Resource Center,
University of Washington Health Sciences Library
Seattle, WA

A case report of how the Livescribe Smartpen can be used to record presentations and interviews. The pen also can be used to create handwritten notes that are linked to the recording—point the pen at a word and the recording plays. The recordings and notes can then be saved to your computer and produced as MP4 and PDF files. There is even a program to convert handwriting to text, but it works best if your handwriting is very legible.

Knowledge Sharing - Physician Onboarding

Heidi Sue Adams, MS, AHIP
Lead Medical Librarian, Kalispell Regional Medical Center
Kalispell, MT

Our hospital was one of the selected participants in the Knowledge Sharing in Hospitals workshop sponsored by the NNLM/PNR. Our team consisted of a medical librarian, a web/communications specialist, and the director of human resources. During the one year Knowledge Sharing project, we embarked on a project as selected by our Administration - one that is decidedly not related to librarianship. I will discuss my experience in our organization's attempt to improve the Physician Onboarding process.

STAT TALKS

Monday, October 17 | 3:40 p.m.—4:40 p.m.

Is There Fire This Time? Emergency Prep in Washington Hospitals

Bob Pringle
Director of Nursing and Riverpoint Campus Library Services
Riverpoint Campus Library, Spokane, WA

I'll demonstrate the latest techno gadget being used to help hospital librarians continue service in disasters, such as Fire! Flood! Earthquake! Loss of Electrical Power! Etc.! Provide info on the latest tools available for planning continuity of service. Specific disasters, while not part of the script, may be accommodated if they occur.

Disambiguating Jargon Surrounding Comparative Effectiveness

Rose Revelo, MLIS, MS, AHIP
Research Librarian, Scientific Resource Center
AHRQ Effective Health Care Program, Portland, OR

The Google Minute

Dolores Zegar Judkins, MLS
Instruction, Research & Outreach Dept.
Oregon Health & Science University Library
Portland, OR

We all know that everyone uses Google, but did you know that Google filters your results, so that no two people are likely to get the same results? See what happened when multiple people at OHSU searched Google with the same phrase at the same time.

STAT TALKS

Monday, October 17 | 3:40 p.m.—4:40 p.m.

Why Are You Tweeting Like #This?: Twitter for Health Information Outreach

Nikki Dettmar

Education and Assessment Coordinator

NN/LM Pacific Northwest Region

University of Washington Health Sciences Library, Seattle, WA

NOTES

PNC EXECUTIVE BOARD

Sunday, October 16 | 9 a.m.—5 p.m. | Clearwater (3rd floor)

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