

NORTHWEST NOTES

Pacific Northwest Chapter of the Medical Library Association

AUGUST-SEPTEMBER 1994 VOLUME 15 NUMBER 4

Message From the Chair

Patrice O'Donovan

I look forward to seeing many of you at the meeting in Coeur d'Alene. Having helped plan an MLA Annual Meeting and a PNC/MLA annual meeting, I know the amount of work that goes into providing a quality program. The work done by the 1994 Meeting Planning Committee has been above and beyond the call of duty. The CE classes are of top quality, the speakers will be very interesting and thought provoking, the social events and opportunities to visit with our colleagues will be superb. The poster sessions are of national quality and, of course, the Business meeting on Tuesday morning will be a highlight. There is no question that the location is exquisite. I am sincerely looking forward to this meeting.

It is very important to the Board and to all of us as Chapter members that we are able to provide and attend such high quality meetings at the Regional level. For many of us, it is one of the only opportunities for CE and interpersonal exchanges of this magnitude.

The importance of the Chapter meeting is evidenced by the fact that we have had more applicants than ever for the Scholarship. There was a tie in the submission of the last two applications, so we will be providing six scholarships this year, as there is adequate funding to cover them. This will be a 'one time' only decision, however, and the Board will be revising the qualifications and deadline interpretations at the meeting in Coeur d'Alene. Look for announcements of slight modifications in application procedures at the Business meeting.

The submissions for this newsletter have been excellent and I hope that we all take advantage of their availability and read this issue from cover to cover. Two noteworthy and thought provoking columns are Susy Holt's Governmental Relations column and Jean Shipman's column on "discount" ILL rates from UWHSLIC.

See you in Coeur d'Alene!

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PNC, Inc. *Submitted by Vicki Croft, PNC Treasurer*

As you may recall, Chapter members will be asked to vote on incorporation during the business meeting in Coeur d'Alene on Oct. 35. The last issue of *Northwest Notes* contained an article which provided some background information, as well as pros and cons. I asked that any questions be directed to me and promised to include them in this issue. This is it:

Q: I won't be at the annual meeting but do want to vote on incorporation. Is there any provision for that?

A: Since I didn't know the answer, we consulted Jan Schueller, chair of the Bylaws Committee, for a reading on this. In short, this is what she had to say:

"As presently constituted, the PNC/MLA Bylaws do not provide for absentee or proxy voting. Exceptions to the parliamentary principle that voting is limited to those members present at a meeting must be expressly stated in an organization's Bylaws."

I would encourage anyone who can not be at the meeting to contact me or one of the other Board members with your comments. Many thanks to Jan Schueller for researching this question. I'll be looking forward to seeing Jan and the rest of you in Coeur d'Alene!

Highlights From MLA Chapter Council

Submitted by Cliff Cornish, Chapter Council Rep.

- * The MLA Board has approved new Hospital Library Standards.
- * MLA is coordinating its fundraising efforts for the first time.
- * The Social Responsibilities Policy was approved. The policy will ensure that MLA complies with Federal anti-discrimination laws when annual meeting sites are chosen.
- * The MLA Board has adopted CQI techniques to strengthen and streamline the MLA organization.
- * *Platform for Change* will continue to be a major focus of MLA, with initiatives to encourage distance learning and efforts to create alternative CE opportunities.
- * *Seventy-eight percent of MLA members are over 40 years of age!!*

Another WEB Citation

The World-Wide Web and Mosaic: An Overview for Librarians by Eric Lease Morgan

To retrieve this file send message to
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e-journals/uhllibrary/pacsreview/v5/n6/morgan.5n6

NN/LM PNR at PNC/MLA - Everyone is Invited! *Submitted by Nancy Press*

The NN/LM PNR staff is looking forward to seeing you at the PNC/MLA Annual Meeting in Coeur d'Alene, Idaho, October 22-25.



Everyone is invited to:

- *The first-ever RML update breakfast. The highlight of the update will be a demonstration of the RML's WorldWideWeb server. If you do not wish to pay for the breakfast itself, you are still very welcome to come to hear about what's new with the NN/LM.
- *The NN/LM booth in the exhibit hall. We will have an Internet connection at the booth, so stop by to see our WWW server in action or to get a quick Internet tutorial. Take a look at favorite RML publications, such as the Internet Service Providers brochure, the Directory, and the regional union list of serials.
- *The NN/LM Resource Sharing Committee's annual meeting is on Saturday at 3:00 pm. The Committee discusses procedures and policy on DOCLINE, SERHOLD, DOCUSER, and other regional resource sharing issues. If you wish to come please call or send a message to Nancy Press (800-338-7657, pressno@u.washington.edu).

PLEASE POKE HOLES IN THIS!*by Suzy Holt**MLA Governmental Relations Committee*

I need you to critique an idea which evolved as I was flying home from the MLA meeting in San Antonio. My head was churning from the discussion at the Open Forum sponsored by the Governmental Relations Committee. About two hundred of us had been there, eager to strengthen our profession's role in health care.

I reflected on the extensive financial resources this country commits to research and education in health care. I felt pride in being a part of the NN/LM and in our country's commitment to making current medical knowledge universally and inexpensively available to every practitioner. Then I felt frustrated from the reports that the Gorman paper (BMLA April, 1994) had brought back to my attention - that most clinicians don't realize that useful, relevant answers to their patient care questions can be found through MEDLINE; that only 30% pursue their questions at all and fewer than 10% take them to MEDLINE. I thought about how harried physicians are, how underserved the nurses and other health professionals are, and about how vulnerable our libraries are as hospitals downsize. It seems like we're the only one who think that we're not a luxury.

It suddenly dawned on me - our national health care delivery system excels at creating and providing access to knowledge but drops the ball right there. It does not commit resources to assure that it is actually retrieved at the other end of the delivery pipe. Thus, the medical knowledge developed in our renowned research institutions and delivered with highly sophisticated systems developed at NLM is not currently being applied to the care of millions of patients.

If our health care delivery system provided incentives/rewards for using libraries, MEDLINE, and other knowledge resource tools, would it naturally follow that more medical librarians would be needed to train end users, manage resources, and be part of patient care teams?

Conventional wisdom accepts that small hospitals and medical clinics cannot afford a librarian. However, even the smallest have been able to afford a plethora of business office staff who contribute far less directly to cost-effective quality health care than we do! The "system" requires them; they get hired.

Wouldn't it be even more valuable to both physicians and patients if the system somehow required our services?

How do we make this happen? I don't know. The idea of fee-for-service reimbursement has been rejected in some quarters "because libraries are overhead." Something new needs to be invented. I think a task force of authoritative representatives from other interested entities could figure it out. AMA, AHA, ANA, HCFA, HHS, CDC and others are no less interested than we are in seeing current medical knowledge applied to patient care. I've talked with enough other health professionals about this issue to feel sure of that. The technological advances are terrific, but there is still a problem of human resources.

If this idea is worth pursuing, it needs your help to refine and develop it. I've written a letter to NLM and MLA proposing the formation of this task force and am awaiting a response. Meanwhile, please let me know your assessment of this rationale and approach. If there is interest, we can talk more about it in Coeur d'Alene. If not, I can go back to my real job! You can reach me at sholt@wln.com.

7ICML**ANNOUNCING * NEW LIST TO JOIN**

NLM has established a discussion list for the 7th International Congress on Medical Librarianship (7ICML). It is an unmoderated, unrestricted list intended for registrants or prospective registrants of the 7ICML. To subscribe, send a message to:

lists@mailserv.nlm.nih.gov
(ignore the subject line)
in the text block, type

subscribe 7icml
info 7icml
end

Occasional announcements and updates will be made to other discussion lists, but not with the detail or frequency as they will be made to the 7ICML list.

* **REGISTRATION PACKAGES** (all fees are in U.S.\$) 7ICML/MLA '95 Super inclusive registration will be \$350 before April 1, 1995; \$400 after April 1, 1995. This includes admission to all sessions, exhibits, the MLA Welcome Reception, the Awards Luncheon, the Joint MLA '95/7ICML Social Event, 7ICML continuing education seminars, and the 7ICML Closing Reception.

UWHSLIC Offers Discount ILLs to Libraries in the Region

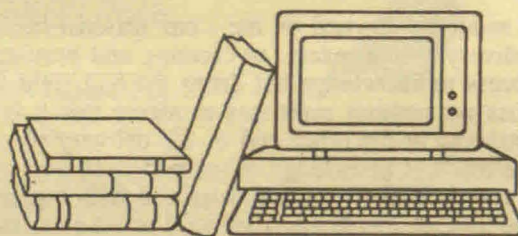
The Health Sciences Libraries and Information Center (HSLIC) of the University of Washington is pleased to announce that it will be offering a discount interlibrary loan (ILL) program starting January 1995 to any DOCLINE library within the Pacific Northwest. This discount ILL program relates to the success of the 1994 Seattle Area Health Library Consortium (SAHLC) ILL Pilot Project. Through this project, HSLIC was able to determine that it could offer reduced rate interlibrary loans if libraries agreed to make some changes in how they processed interlibrary loans.

Libraries wishing to participate in this program must meet certain criteria and obligations in return for the discount ILL rate. These obligations include, but are not limited to, the following:

- * Library must register with HSLIC.
- * Library must use the NLM DOCLINE system to transmit non-rush ILL requests.
- * Library must establish a deposit account with HSLIC.
- * Library must be located within the states of Alaska, Idaho, Montana, Oregon or Washington
- * Library will provide quarterly usage reports to HSLIC.

In return, HSLIC agrees to provide a maximum 48 hour internal processing time. It agrees to transmit filled requests via usual methods including the Ariel system. It will not charge for unfilled requests. It will offer discounted ILL rates as follows:

*	HSLIC-owned items	
	Journal articles or book chapters	\$4.90
	Books	\$7.00
*	Other UW Libraries items	
	Journal articles or book chapters	\$6.40
	Books*	\$8.00
	*(to libraries within WA state only)	
*	Rushes	
	Clinical emergencies	\$7.00 total
	Non-clinical	\$17.00 total
*	Ariel Delivery	\$0.50 extra per request



For comparison purposes, HSLIC's standard ILL rates are as follows:

*	Filled request (loan or photocopy)	\$7.00
*	Fax Delivery	\$3.00 extra
*	Non-clinical rushes	\$20.00 total
*	Clinical emergency rushes	\$10.00 total
*	Unfilled requests	No charge

For a complete copy of the new discount ILL program specifications, contact Mary Rainwater, ILL Specialist, HSLIC, by mail (University of Washington, SB-55, Seattle, WA 98195), e-mail (mrain@u.washington.edu) or by phone 206-543-3441.

Membership Committee Report

Leza Hamby, Chair

As of September 1994, there are 225 members of PNC/MLA. This includes 5 life members, 17 new members, 177 regular members, and 26 special memberships.

Membership Committee Members for 1994

These individuals comprise the PNC Membership Committee for 1994. In an effort to increase membership and strengthen PNC, please contact these individuals as you are aware of personnel changes that occur with your respective states and provinces. Your assistance and cooperation in this endeavor is sincerely appreciated.

Alaska Representative

Jeri van den Top
Alaska Health Sciences
Information Services
Consortium Library -
University of Alaska
Anchorage
3211 Providence Drive
Anchorage, AK 99508
(907) 786-18670; FAX: (907)
786-1608

Idaho Representative

Diane Prorak
University of Idaho Library
Moscow, ID 83844-2361

Montana Representative

Kim Granath
St. Patrick Hospital Library
P.O. Box 4587
Missoula, MT 59806

Oregon Representative

Carolyn Olson
Emmanuel Hospital & Health
Center
2801 N. Gantenbein
Portland, OR

Washington Representative

Maryanne Blake
University of Washington
1574 Hillside Drive, SE
Issaquah, WA 98027

Canadian Representative

Cliff Cornish
Greater Victoria Hospital
Society Medical Library
4006 Grange Road
Victoria, BC Canada V8Z 4V3

New Members: Please welcome
the following individuals as new
members to PNC/MLA for 1994:

Lori Davidson

Finders, Inc.
P.O. Box 8204
Missoula, MT 59807

Marguerite Anne Girling

UAA Consortium Library
Health Sciences Info. Service
7908 Chaimi Loop
Anchorage, AK 99504

Helena Hoas

Finders, Inc.
1320 Starwood
Missoula, MT 59801

Sylvia Manbeck

Kootenai Medical Center -
Medical Library
2003 Lincoln Way
Coeur D'Alene, ID 83814

Lynn Marcy

Kootenai Medical Center -
Medical Library
2003 Lincoln Way
Coeur D'Alene, ID 83814

Judy Osborne

Medical Library
University of Calgary
3330 Hospital Drive, N.W.
Calgary, Alberta Canada

Lisa Thompson

Kootenai Medical Center -
Medical Library
2003 Lincoln Way
Coeur D'Alene, ID 83814

Dixie Ramthun

Deaconess Medical Center
P.O. Box 37000
Billings, MT 59107-7000

MLA Update - September 1994

This update is the first in a series provided by the Medical Library Association to keep health sciences librarians informed about the activities of the association.

Hospital Librarians and Libraries

MLA continues its advocacy work on behalf of the hospital librarians and libraries through the following initiatives. MLA President Fred Roper has appointed a Task Force on the Role of the Librarian in Information Management to develop a document which articulates the role of the health sciences librarians in the emerging health care environment. The document will address the issue of downsizing in the institution and the value of librarians and the services they provide in quality patient health care. It will be targeted toward the hospital and academic health center administrators. Jacque Doyle chairs this task force.

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Health Education Conference

1994 Health Education Conference: Expanding the Boundaries and Strategies of Health Education

When: Monday, November 7, 1994

Where: Swedish Medical Center
Glaser Auditorium
Seattle, WA

Sponsors: Providence Medical Center
Swedish Medical Center
University of Washington Medical Center

The 1994 Health Education Conference will explore the boundaries that impact the provision of health education in the current health care milieu. Strategies will focus on using technological advances, addressing cultural and social diversity and working in an environment of limited resources. Emphasis will be on a visionary perspective that challenges all patient/public education providers to equip themselves with knowledge regarding creative solutions, community resources and evolving technologies.

"Expanding the Boundaries and Strategies of Health Education," scheduled for Monday, November 7, 1994 in the Glaser Auditorium at Swedish Medical Center in Seattle is an opportunity for all health care professionals who would like to expand their vision of health education. The 7 hour conference will be held between 8:30 am and 4 pm.

Aaron Katz, Staff Director in the Health Policy Analysis Program at the University of Washington will be the first keynote speaker. Mr. Katz will discuss health care reform at both the state and national levels and its possible implications for health education. Terry Rogers, Senior Vice President of Medical Affairs for King County Medical Blue Shield, will address the issue of health education from the perspective of a certified health plan. The support and reimbursement of health education by certified health plans will be among the topics addressed by Dr. Rogers.

Sherry Dodson, Clinical Medical Librarian at the Health Sciences Library and Information Center, University of Washington, and *Maureen Carleton*, Medical Reference Specialist at the King County Library System will discuss Internet access and its potential for use in health education. They will also demonstrate some of the consumer health resources available on the Net.

Susan Bannon, currently an ICANS (Integrated Curriculum for Achieving Necessary Skills) Project Coordinator, Adult and Basic Literacy Network of Washington, Office of Adult Literacy, State Board for Community and Technical Colleges, will describe strategies for working with people with low literacy skills. Michael Nielsen and Blia Xiong, both from Interpretive Services at the University of Washington Medical Center, will both discuss and demonstrate successful strategies for working with interpreters.

The conference's final speaker will be Joanne McDonald, who is the Director of Clinical Education and Patient Education at the Fred Hutchinson Cancer Research Center. Ms. McDonald will describe a research study that was done at Fred Hutchinson Cancer Research Center to assess the effectiveness of various patient education interventions, and how that information can be used to design patient education programs.

In addition to the speakers, there will be a Resource Fair, with displays of pamphlets, publications and services available from health care agencies in the Seattle area. Registration cost is \$75.00 per individual and \$70.00 per person for groups of two or more. The planning committee has applied for 6 1/2 contact hours of CEARP credit.

Contact: Kathie Schroeder
Nursing Staff Development
Swedish Medical Center
747 Broadway, P.O. Box 14999
Seattle, WA 98114-0999
Phone: 206.386.2097 Fax: 206.386.2067

MLA Update *continued from page 5*

In May, then President June Fulton appointed the Hospital Library Certification Task Force. This task force is charged with investigating the feasibility of implementing a hospital library certification program and presenting a report on the pros and cons of this activity. The task force, chaired by *Susan Schweinsberg Long*, is due to the Board in early 1995.

MLA continues to lobby the JCAHO for changes to the Accreditation Manual for Hospitals standards and scoring guidelines. Thanks to the valuable work of the MLA's representatives to the Information Management Task Force, the new 1995 edition of the AMH includes the definition of a qualified health sciences librarian in the Management of Human Resources Section. This definition had been eliminated beginning with the 1992 edition of the AMH. Members of the task force, who worked on the Management Information section for the 1994 AMH were Chris Jones, Jana Bradley, and Jacque Doyle, along with the leadership of the Hospital Library Section and the Hospital Library Committee continue to provide valuable advice and assistance in developing responses to the issues raised in relation to the JCAHO.

MLA has most recently communicated with the JCAHO on the following topics:

- Renewing our annual request for representation on the Hospital Professional and Technical Advisory Committee.
- Distributing copies to the JCAHO staff of the Hospital Library Standards and requesting reference to the standards in subsequent editions of the AMH.
- Participating in its annual orientation for staffs of liaison groups.

Finally, MLA is developing public service ads targeted to physicians and hospital administrators advocating the importance of the hospital librarian to quality healthcare. Please contact Carla Funk at MLA Headquarters (cfunk@life.jsc.nasa.gov) for further information on MLA services and activities.

... And Now for Something Totally Different

ALCTS Worst Serial Title Change of the Year Awards

The 1994 ALCTS (Assn. for Library Collections & Technical Services/ALA) Worst Serial Title Change of the Year Awards were announced at the ALA President's Program and Membership Meeting in Miami Beach. Highlights include:

The **Here's Looking at You Award**, is presented to the *Journal of Refractive and Corneal Surgery*, for changing from the *Journal of Refractive Surgery*, and *Refractive and Corneal Surgery*; and then combining the two into the current title. This title has left many medical librarians searching for a pair of trifocals.

Two journals have the honor of sharing an award this year. *Archives of Pediatrics and Adolescent Medicine* - formerly *American Journal of Diseases of Children*, and *Journal of Child and Adolescent Psychiatric Nursing* - formerly *Journal of Child and Adolescent Psychiatric and Mental Health Nursing*, are hereby awarded the **Give the Kids a Chance Award** (aka: Give the Librarians a Chance Award).

ALCST honors the Institute of Electrical Engineers for 11 separate title changes during 1994. Unfortunately, we are sure they will continue shocking us with future changes.

The **Incredible Shrinking Title Award** is bestowed on *Public Utilities Reports Fortnightly*, which became *Public Utilities Fortnightly*, and has now been downsized to *Fortnightly*. Anything smaller and it just might disappear entirely.

An award of distinction is presented to the *Journal of Scholarly Publishing*. According to the publisher, "Not every change we've introduced will seem an improvement to everyone ... we hope that through the spirit with which *Scholarly Publishing* was founded will be a constant, connecting the journal's past with its future." Unless of course, you shelve by title, and then the twain shall never meet.

With the topic of health care leading everyone's agenda, ALCTS is proud to honor the *PRIDE Institute Journal of Long Term Home Health Care*, which is now known as *The Journal of Long Term Home Health Care*: (subtitle) *The PRIDE Institute Journal*.

TOO MANY TITLE CHANGES ARE HAZARDOUS TO A LIBRARIAN'S HEALTH. In violation of this warning, the Pennsylvania Department of Health has presented us with *Health Risk Behaviors of Pennsylvania Adults*, *Behavioral Health Risks of Pennsylvania Adults*, *Health Risks of Pennsylvania Adults*, and finally (again), *Behavioral Health Risks of Pennsylvania Adults*.

Lest you think all we do is criticize, we want to thank *Advances in Wound Care*, formerly *Decubitus*, for healing the wounds of incomprehensible title changes.

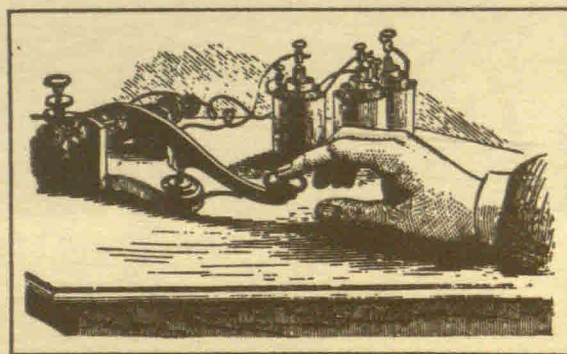
The **The Snake in the Grass Award** is presented to the *Journal of Interlibrary Loan, Document Delivery and Information Supply*, formerly the *Journal of Interlibrary Loan*, for borrowing bad publication practices and delivering unnecessary title changes.

The **The Worst Serial Title Change of the Year Award** is presented to *Barron's* for returning to its original title after a brief 52 year experiment as *Barron's National Business and Financial Weekly*. After 52 years couldn't they have waited for a new volume to make the change?



PIZZA ON THE INTERNET

For users who are too absorbed to get off the 'Net to order supper, Pizza Hut and software publisher Santa Cruz Operation are offering PizzaNet. The service, now being tested in Santa Cruz, requires customers to have access to the Internet and Mosaic to view the menu provided by the PizzaNet server in Wichita, Kansas. The order is then sent to the SCO Open Server system at the customer's nearest Pizza Hut. (Miami Herald 8/23/94 C1)



Northwest Notes
Mary Wood, Editor
Intercollegiate Center for
Nursing Education
Betty M. Anderson Library
2917 W. Ft. Wright Drive
Spokane, WA 99204

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Mary Wood, Editor: Intercollegiate Center for Nursing Education, Anderson Library, 2917 W. Ft. Wright Drive, Spokane, WA 99204. 509.325.6147 Fax: 509.325.7163; OnTyme ICFNE; Internet woodml@wsuvm1.csc.wsu.edu

Statements and opinions expressed in the newsletter do not necessarily represent the official position of the Chapter or the Editor. **News and articles are welcome!** Please include your name, library, address, phone and fax number, and e-mail address (if available). **The editor reserves the right to edit submissions as necessary.**

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To join the Pacific Northwest Chapter, send dues to:

Vicki Croft
PNC/MLA Treasurer
NW 1840 Hall Dr.
Pullman, WA 99163-3551

**DUES: \$15.00 U.S.
\$18.00 Canadian**

MAKE CHECK PAYABLE TO: PNC/MLA

Your Name: _____

Address: _____

(You may use home or work address)

Internet/E-mail: _____

Circle those that apply: **Renewal** **New Member**

Membership type requested: **Individual** **Institutional**

Are you a member of the Medical Library Association?

Yes No