

NORTHWEST NOTES

Pacific Northwest Chapter of the Medical Library Association

APRIL - JUNE 1995 VOLUME 16 NUMBER 2

Letter from the President

Mary C. [Suzy] Holt

CYBRARIANS WANTED! That headline caught my eye while leafing through *Sky Magazine* on the way home from MLA. "Marian the Librarian, should she be in the movies today, would likely be a hip, computer-savvy librarian" ...who had... "culled Internet resources and amassed them into an information-juicy list."

That was certainly the message at both MLA and 7ICML. Dan Masys M.D., in the Joseph Leiter NLM/MLA Lecture, exhorted us to "Just do it!" (Build a web page of resources, lead our institution into Internet, and instruct our patrons to be good consumers.) Jennifer James, the cultural anthropologist who gave the John P. McGovern Lecture, cautioned that in this "Grand Canyon" of change, the professions that fight for maintaining jurisdiction over the skill levels below them are doomed. "Gut level changes" in our perceptions of our role are required. We are "cyborgs." Jana Bradley, in the Janet Doe Lecture and in her inaugural address, gave us her assessment of our core skills and future applications for them.

As a profession, we are realizing what it is that we know, finding our voice, and beginning to articulate a new identity and a new vision with confidence. Coming home to the realities of layoffs and more work with less staff I continue to wonder about a health care system that does not yet have a financial structure which supports library information services. The system does not pay physicians to use current medical knowledge and "provides no checks and balances in whether best knowledge is known" (Masys, MLA). While in D.C. I went to "the Hill" and visited with a Senator's aide who had no idea what NLM was or that it was federally funded. That is a wake-up call. The turnover in congressmen last year means there is tremendous reeducation to be done on even the most basic level. **DO NOT UNDERESTIMATE** the **IMPORTANCE** or **EFFECTIVENESS** of letting **YOUR** congressmen know about the crucial role NLM plays to health care in your own community and about the value of timely access to new recorded knowledge.

Another recurring theme at the conference was service to patients and consumers. There was far too much to cover in this brief report. I urge you to take advantage of the audiotapes of the MLA plenary lectures and contributed papers available for loan from the RML. Start with Jennifer James. Find out why the Mutant Ninja Turtles are better models for our kids than the Lion King. You'll laugh and you'll learn and you'll take heart in your own future!

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Suggestions for Research Efforts

by Nancy Griffin, Idaho Health Sciences Library
Box 8089, Idaho State University Pocatello, ID 83209
GRIFNANC@isu.edu

The purpose of this article is to present two research ideas to the community of health science librarians in the Pacific Northwest region.

Hypothesis 1: Knowledge-based information provided by health sciences librarians has a direct impact on patient care.

Studies testing this hypothesis are rare indeed. The so-called Rochester Study is frequently cited as seminal work.¹ Although it is not the first study addressing this question, it is considered to be the first undertaken with such thorough, sound methodology. A slightly different approach was used by Klein in 1994.² The results of this study indicate that length of stay, and therefore costs, are reduced when MEDLINE searches are performed early during hospitalization.

In order to reinforce these findings, a large body of evidence needs to be accumulated from all regions of the country. The results should be published in medical journals whenever possible, since physicians and other health professionals do not read library journals.

If you are interested in exploring this idea further, you might wish to read the entire final report of the Rochester Study.³ It is available for interlibrary loan from the Eli M. Oboler Library at Idaho State University.

Hypothesis 2: Frequent advertising in medical journals is an effective means of promoting the idea that librarians' work is ESSENTIAL to cost-effective patient care.

Many articles discuss promotion of library services. Activities may include hosting open houses, distributing items such as bookmarks stamped with the library's logo, attending and participating in meetings of physicians and other health professionals, and exhibiting at health fairs and professional conferences. Wider dissemination of promotional information to the desired audience can be achieved by advertising (or public service announcements if you prefer) in medical journals. Furthermore, it is important to stress *librarians*, not libraries.

Market research can be designed to measure the effectiveness of these advertisements. They should be large, professionally designed, and should appear at frequent and regular intervals. They should stress the essential nature of librarians' work, citing the

results of studies which verify this assertion (see above). This program could appropriately be funded by the Medical Library Association*, becoming an ongoing part of its budget.

**I have just returned from the MLA annual meeting. In Fred Roper's opening address he stated that the MLA intends to start advertising in medical journals!*

1. Marshall JG. The impact of the hospital library on clinical decision making: the Rochester study. *Bull Med Libr Assoc* 1992 Apr;80(2):169-78.
2. Klein MS, Ross FV, Adams DL, Gilbert CM. Effect of online literature searching on length of stay and patient care costs. *Acad Med* 1994 Jun;69(6):489-95.
3. Marshall JG. The impact of information provided by the hospital libraries in the Rochester area on clinical decision-making: final report of a research project. Rochester, NY: Rochester Regional Library Council, 1991.

From Eastern Idaho Regional Medical Center Coleen Winward, Librarian

During the past year I have had to force myself (because I was so intimidated) to even think of inviting NN/LM to our facility to present Grateful Med and/or Internet to our Medical and Hospital Staffs. However, I did it!

Maryanne Blake and Linda Milgrom traveled to Southeast Idaho in January to present two workshops to our staffs. There was an average attendance at each meeting of about 38-40!

NN/LM provides this service free of charge and at almost no responsibility to the librarians. They presented an interesting program complete with very helpful information. The results were wonderful.

Many of our people are already using Grateful Med, but appreciated the opportunity to attend the meeting and enlarge their own knowledge databases. I also believe we whetted their appetites for the Internet. I honestly believed the amount of work to bring this about would be astronomical. Not so! The hardest part was making the decision to request that they come. The rest was easy!

An excellent reference article by Linda Milgrom is in the November/December 1994 Supplement, page 5.

Many thanks to NN/LM for their support to those of us out in the "boonies"!!

Automation Committee Report

Submitted by Michael Hurley, Chair

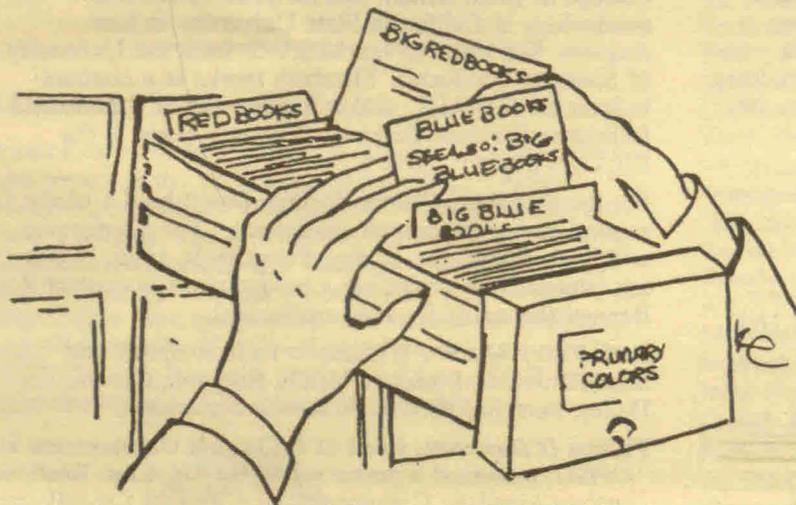
I'm pleased to say that we have a diverse group of people from Montana, Oregon, and Washington who have volunteered to be members of the committee. [If anyone from the other states and provinces is interested, it's not too late--just contact the chair.]

Members are:

Robin Braun, WA (robinb@comtch.ia.com)
 Kim Granath, MT (kimg@selway.umt.edu)
 Michael Hurley, WA (hurley@mail.wsu.edu)
 Arleen Libertini, WA (arleenl@comtch.ia.com)
 Caroline Mann, OR (cmann@calvin.linfield.edu)

The committee is in the process of developing a strategy for what we hope will be a very worthwhile endeavor. We are still in the planning stages, so feel free to provide feedback. Suggestions or comments will be welcome at any time.

Back in 1992/1993, a survey was conducted to determine which systems and software were being used by the various members of the organization. Changes in these areas occur so rapidly, and so frequently, that the situation is likely to be considerably different today. An updated survey was considered, but another static survey would likely have limited usefulness, since it would become outdated too quickly. One possibility for the committee is to use the initial survey to try to develop a system of information sharing which would allow people who have similar systems, software, and needs, to exchange tips and ideas to make their jobs easier, and cut down on the learning-curve necessary. With today's rapid pace of change, it doesn't make sense for us each to have to go through the often-tedious process of learning so many different systems, which are then changed or replaced before very much time has passed.



THE CHROMATIC CLASSIFICATION SYSTEM

Illustrations by Kay Cunningham, Librarian, Methodist Hospitals of Memphis.
 Reprinted with permission from Southern Expressions, the Newsletter of the Southern Chapter, MLA, Vol. 11(1/2) Spring, 1995.

As we become (from necessity) more and more interdependent and cooperative in the sharing of resources and information, we will be facing many similarities in the systems we use, and the tasks we perform with them. These could be ILL systems, library catalogs, systems of Internet access, medical databases, file transfer and manipulation systems, various other software packages, etc. My experience has been that, although we have systems people who are very willing to help when they can, they often aren't aware of the precise nature of the uses we make of the systems at our disposal. Other librarians are often more able to understand the problems than are the technical people. One possible scenario for this information sharing would be to have some sort of "buddy system" with like-equipped people (not necessarily limited to pairs) corresponding, then sharing with everyone else if something has a broad application. Some of this kind of sharing takes place already. We would NOT be wanting to add to anyone's burden, but trying to find ways to make life easier.

Another possibility for the group would be to gather information on the considerations used by different libraries in their decision-making processes. What factors were taken into account when deciding on a CD-ROM index, LAN, OPAC, or various software packages (i.e., what factors besides the obvious ones like \$\$\$)? Another might be to match home-grown (electronic) help programs and guides to anyone thinking of using the same systems; or to find out which guides there is a real need for.

A major objective in any project would be for the committee to avoid duplicating the actions of the existing newsletters or listservs. Some slight overlap cannot be helped, and may even be useful, but we definitely want to avoid overkill. The important thing is for whatever is developed to be useful, and, once in place, relatively self-sustaining.

As I said above, we are still in the planning stages. There are many possibilities, but you should be hearing more from us soon.

Telemedicine Information Exchange

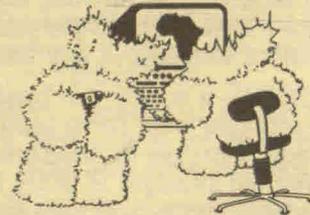
The Telemedicine Research Center, an Oregon-based not-for-profit research organization, announces the availability of the Telemedicine Information Exchange (TIE), a comprehensive database of information on telemedicine. It includes a bibliographic database of over 1000 citations from a variety of sources, including abstracts. A subset of this database indexes all the articles from major telemedicine publications, including two new journals, Telemedicine Journal and Journal of Telemedicine and Telecare, and two newsletters, Telemedicine; the Monthly Newsletter of Telecommunications in Healthcare and Telemedicine Today. Other databases include: funding availability for telemedicine; a list of over 100 telemedicine projects in the U.S., including descriptions, contact names, funding sources and technology used; a list of telemedicine conferences for the next year; a "What's New in Telemedicine" page; and a list of articles dealing with legal and ethical issues in telemedicine, including any current federal or state legislation concerning telemedicine.

The TIE is updated weekly. Information is presented in a clear, non-technical format and search options are explained on each screen. Sponsors of the TIE include the Health Care Financing Administration, US West Communications, Silicon Graphics Corporation, Open Systems Engineering (Lake Oswego, OR) and Waggener Edstrom (Portland, OR).

To access the TIE:

WWW: <http://tie.telemed.org>
Telnet: tie.telemed.org
Computer BBS: 1-800-555-5843 (US only) or
(503)603-0223 local/international

For information contact: Nancy Brown, MLS, Telemedicine Research Center,
7276 SW Beaverton-Hillsdale Hwy., Suite 187, Portland, OR 97225-2098
(503)494-3497 Fax (503)494-6736 e-mail: brownn@ohsu.edu



Pediatric Ophthalmology Resources

The Pediatric Ophthalmology Resource file, 3rd ed., developed by *Madelyn Hall*, is now available on the Web! The AAPOS (American Association of Pediatric Ophthalmology and Strabismus) server is a bibliography arranged alphabetically by subject. Designed to be used by vision specialists and/or consumers, the third edition is approximately 140 pages in length. A typical entry would give a subject, ordering information (address, phone, etc.), format (book, video, pamphlet...). No prices are given as they fluctuate too much. The file is updated approximately every 2-3 years. A hard copy of the 1993 edition can be obtained for \$10.

To access the AAPOS server:

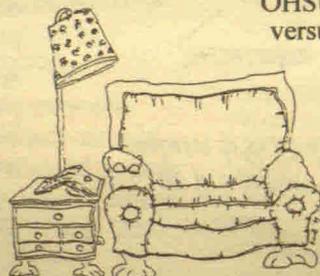
<http://med-aapos.bu.edu>

For information, please contact:

Madelyn Hall, Southwest Washington Medical Center
Library, 400 N.E. Mother Joseph Place, P.O. Box 1600
Vancouver, WA 98668 hallmad@ohsu.edu
(360)256-3167 voice (360)256-6466 fax

Justification ... by Faith?

The Region 8 RML (UConn) is preparing a video on justification of hospital Internet connections. In production -- not yet distributed. Contact: 1-800-338-7657 hcladm04@uconnvm.uconn.edu



Oregon News

Elizabeth H. Wood has been hired as the Head of Research and Reference Services and Customer Support for the OHSU Libraries. Elizabeth comes to OHSU from Norris Medical Library at the University of Southern California where she is Head of the Reference Section. She was educated at Durham University and Trinity College in Great Britain and received an M.A. in musicology at California State University in Los Angeles. She received her M.S.L.S. from the University of Southern California. Elizabeth works as a contract indexer for CINAHL, and is Section Editor for Medical Reference Services Quarterly. She will begin at the BICC on Monday, June 5.

For the first time, Online Northwest will hold a poster session during the annual conference. The Conference will be in Eugene on Friday, February 9, 1996. If you are interested in presenting a poster, you can contact Roy Bennett (bennetr@fsa.wosc.osshe.edu).

Both *Kathy Martin*, Willamette Falls Hospital, and *Michele Johns*, Planetree Health Resource Center, The Dalles, have had their JCAHO site visitation.

Patrice O'Donovan, Head of Collection Development at OHSU, presented a poster session at MLA on: Realistic versus Idealistic Components of a Journal Cancellation Formula. She is willing to mail copies of the handouts for those who didn't attend MLA or didn't get to her poster session.

News from Idaho

Submitted by Terry Wiggins

The Idaho Health Information Association (IHIA) held its spring meeting April 7th at the Magic Valley Regional Medical Center in Twin Falls. The program featured a workshop presented by **Michele Johns**, Director of the Health Resource Center, Mid-Columbia Medical Center, The Dalles, Oregon, on consumer health information. **Nola Higley**, president of the IHIA and librarian at the Magic Valley Regional Medical Center, attended her last RAC meeting in March. **Nancy Griffin**, Asst. Director of the Idaho Health Sciences Library, will become president of IHIA in the fall.

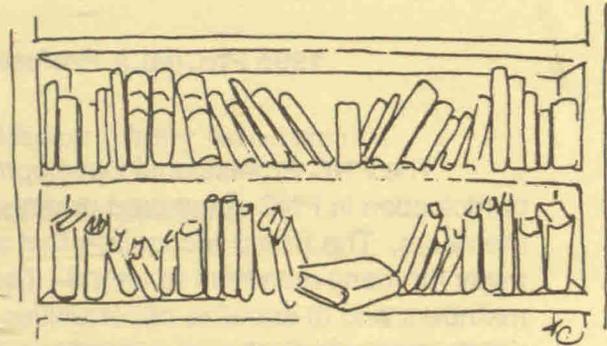
The Idaho State Library has a new Special Libraries Consultant, **Rand Simmons**. He will consult to hospital, prison, and state school libraries. **Pam Spickelmier** reports that St. Luke's Regional Medical Center Library, Boise, has installed a CD-ROM tower, networked its CD-Plus Medline, and installed an end-user workstation. Pam is working with the committee planning an urgent care facility in West Ada County. The facility will have a patient/consumer health education library.

Terry Wiggins, Director of the Idaho Health Sciences Library at Idaho State University, reports that the Idaho Rural Interdisciplinary Training Project installed Grateful Med in four rural sites, and the IHSL will be the Loansome Doc supplier. A physician assistant training program will begin at ISU in the fall. The ISU library has installed Ariel and is switching from RLIN to OCLC.

Jan Walters has moved the Mercy Medical Center Library, Nampa, into a new facility. Groundbreaking for the Kootenai Medical Center Health Resource Center, Coeur d'Alene, is planned for this summer. It will house a Consumer Health Information Library, to be run by KMC library staff.

Lions and Tigers -- No Bears!

Vicki Croft will be traveling to South Africa to present two papers at the *1st Conference of African Animal Health Information Workers*, July 3-6, in Onderstepoort (near Pretoria). She will discuss "Journal Selection/Deselection in a Veterinary Medical Library" and "Exploring Veterinary Resources on the World-Wide Web." Side-trips are planned to a number of institutes, area libraries, the Rietvlei Nature Reserve, and the De Wildt Cheetah Research Station and Crocodile Farm. Also attending will be **Isabel McDonald**.



Washington News

Submitted by Marcia Batchelor & Mary Wood

Maryanne Blake has been appointed Local Assistance Chair for the 1997 MLA Annual Meeting in Seattle. Harrison Memorial Hospital in Bremerton has a new librarian--**Margery Keppel**. Margery's replacement at the Auburn General Hospital Medical Library is **Carrie Fry**, a recent graduate of U WA's School of Library and Information Science. **Valerie Schultheiss** has been instrumental in opening a Planetree Health Center at Highline Community Hospital in Burien. She invited local librarians to an open house, and many of us visited. The collection and reading room are very impressive.

Several Western Washington medical librarians taught or made presentations at MLA in Washington, D.C. **Laura Larrison** taught a Continuing Education course, "Health Care Administration." **Tamara Turner** was one of three speakers on "Work Redesign for the 21st Century" for the Hospital Libraries, Medical Library Education Sections and Platform for Change Implementation Task Force. **Philip Army** presented "Locating Health Sciences Media: Tools and Techniques" as a part of Section Council's program on "Internet and Advanced Technology." **Debbie Ketchell** had two presentations in the program for the Medical Informatics Section: "Designing and Testing a Metathesaurus" and "HealthLinks: Linking Local and Remote Information via the Web." **Maryanne Blake**, **Nancy Press**, and **Neil Rambo** collaborated on a poster titled "Reaching Out: AIDS Information Projects in the Pacific Northwest." Maryanne was one of the coordinators of the MLA Internet Center--a very busy and popular place. Other local librarians volunteered to coach or to assist in the Center. **Marcia Batchelor** was elected chair-elect of the Federal Libraries Section, MLA.

St. Luke's Rehabilitation Institute, Spokane, has a new librarian, **Cathy McKinney**. Cathy has her library degree from University of Arizona, worked at the University of Texas Health Science Center, San Antonio, and contracted with NLM and NASA for thesaurus construction in the new Space database. The Rehabilitation Institute, formerly part of Empire Health Services, is one of a growing number of "joint ventures" between EHS and Sacred Heart Hospital in Spokane. Cathy intends to have the library journal holdings updated and 'turned on' in Docline by fall.

1995 PNC/MLA Professional Development Fund

The PNC Professional Development Fund is designed to encourage participation in PNC sponsored professional programs and courses by our members. The Board recognizes that meetings and courses are often too far away for many members to attend. The aim of the fund is to improve access for members and to equalize opportunities for attendance at programs and courses which improve member's professional development.

All applicants must meet the eligibility criteria. The applications will be reviewed by designated members of the Executive Board, and all applicants will be notified of the Board's decisions. The deadline is at least six weeks before the event. The number of applicants funded will be limited by the amount of funds set aside by the Board at the beginning of each budget year. This year amount is \$500.

NOTE: Funds are generally reimbursed/dispensed to recipients after attendance at their selected meeting/program/course.

Eligibility:

1. Applicant must be a current PNC member.
2. Applicant must not have received PNC funding during the past two calendar years.
3. The written application must be received by designated deadline.

Factors to be considered in awarding of grants:

1. Distance to be travelled to event (generally greater than 50 miles)
2. Applicant is new or recently returning to profession
3. Applicant's current committee or other PNC involvement
4. Availability/non-availability of other programs in area
5. How attendance will benefit your library/patrons/community
6. Availability of institutional funding for past 2 years

A maximum of \$100 will be awarded per applicant. In cases of multiple applicants, lesser amounts may be awarded to awardees. A copy of the application form appears on the back side of this page.

The deadline for fall 1995 PNC/MLA applications is **July 15, 1995**.

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. 509.324.7346 Fax: 509.324.7349; Internet: marywood@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 **DUES: \$15.00 U.S.**
PNC/MLA Treasurer **\$18.00 Canadian**
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Pullman, WA 99163-3551

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Yes No