



NORTHWEST NOTES

Pacific Northwest Chapter of the Medical Library Association

April - June 1997 Volume 18 Number 2

Letter from the Chair

Marcy Horner hornerm@kmc.org

I hope you all have had a chance this summer to take a few deep breaths and a look ahead toward the future of our profession. I know how hard finding the time to plan ahead can be, when the daily work of putting out fires seems to take all the time available, but I think most of us would agree that the time taken for planning pays off.

The board met April 1st to work on the Chapter's five-year strategic plan (the MAP), and analyze the "early returns" from the Compass survey. The initial results generated a lot of questions about what our members really expect the Chapter to do in the political arena, as well as ways we can work together to share resources. We will be opening some of these subjects up for discussion over HLIB-NW in the next few weeks, so that the MAP will be ready for consideration at annual meeting. (If you have not had a chance to return your survey, IT'S NOT TOO LATE...we really want the opinions of **all** our members .)

None of us needs a crystal ball to know that the future includes increased use of electronic communication for everything we do. We will be changing some of the ways we "get the word out"; using HLIB-NW for "PNC/MLA ALERTS" for current announcements, and developing a Web Resource to provide ready access for all members to documents that used to hide in board members' file cabinets.

The one thing that won't change is the fact that our membership is what makes our organization successful - the willingness to work together, to share opinions, goals and expertise. I hope you all can join us this fall in Portland to celebrate MLA's centennial year, and listen and learn from the wisdom of our Life Members.

Notes from the Editor

Please note the "print in one document" [link](#) on the Table of Contents.

Also, I chose to put the "logo" *only on this first page*. The "footer" information gives the name and issue of the newsletter. Do you prefer this? Use the feedback link and let me know.

Lastly, an apology. This issue is quite late. The next issue will be distributed before the annual meeting. So consider this your first alert for articles, updates, changes in your life....

I hope your summer has been as wonderful as my first one here in sunny, warm Anchorage!!

PNC/MLA GOALS AND OBJECTIVES 1997

Goal 1 : Promote excellence and leadership in its members through education

Provide quality continuing education programs for members
Responsibility: Education Committee

Provide funds for members to attend educational offerings and professional meetings

Responsibility: Executive Board
Action item: publish scholarship criteria on web site and hlib

Present an informative and educational annual chapter meeting
Responsibility: Program Committee

Assess member educational needs and programs (Compass)
Responsibility: Executive Board
Action item: finalize questionnaire, mail to all members

Facilitate individualized learning by support of the PNC lending library
Responsibility: Executive Board and Education Committee
Action item: fund purchase of module for lending library

Support educational course development by members
Responsibility: Executive Board and Education Committee
Action item: publish criteria on web site and hlib

Goal 2 : Promote excellence and leadership in its members through research

Encourage members' research activities by providing avenues to disseminate results at annual meetings
Responsibility: Program Committee

Recognize members' research through recognition in the newsletter
Responsibility: Publications Committee

Goal 3: Foster the utilization of information systems and services in support of informed healthcare decision making

Encourage formal and informal sessions on technological topics at chapter annual meeting
Responsibility: Program Committee

Continue to disseminate information on appropriate technologies to members
Responsibility: Automation/ Technology Committee & Publications Committee

Facilitate optimal use of the Internet for all PNC members through identification and review of existing utilities and resources.
Responsibility: Automation/Technology Committee & Publications Committee

Develop PNC/MLA Web site
Responsibility: Executive Committee, Automation/Technology Committee, & Publications Committee
Action item: develop guidelines and "job description" for webmaster (executive committee & newsletter editor)

Goal 4: Foster professionalism within the membership

Encourage professional development by assisting individuals to become MLA trainers and course developers
Responsibility: Executive Board, Education Committee

Action item: publish criteria on web-site and hlib

Publish an informative and educational newsletter electronically

Responsibility: Publications Committee and Newsletter Editor

Establish contacts with other professional healthcare organizations to facilitate communication, promote the value of health librarians, and conduct joint activities.

Responsibility: Executive Board, Education Committee, and Program Committee

Advise members of legislative activities that affect the profession

Responsibility: Governmental Relations Committee

Goal 5: Continually improve the operations, services, and responsiveness to members

Assess member educational needs and programs (Compass)

Responsibility: Executive Board

Action item: finalize questionnaire, mail to all members

Develop five-year strategic plan (MAP)

Responsibility: Executive Board

Modify by-laws to reflect current membership needs

Responsibility: Executive Board, By-Laws Committee

Facilitate continuity of governance by developing Responsibility Manual and related Website resources

Responsibility: Executive Board, Publications Committee

Action item: each board member to assemble position documentation materials, updated manual to be published on website

Facilitate planning of annual chapter meeting by revising Conference planning manual and procedures

Responsibility: Program Committee, Executive Board

PNC/MLA ALERTS

New service

The PNC/MLA Board met 8/1 and voted to create a new service that shares fast-breaking news or time-sensitive information using HLIB-NW as our delivery method. Items may include:

- * PNC/MLA Chapter business
- * News from other Chapters
- * MLA news and announcements
- * Meetings of interest (regional, national or international)

Most people use HLIB-NW for professional purposes. The recent survey shows that one of PNC/MLA's primary goals is to build collegiality. We know you are interested in both the personal and professional lives of one another. The kinds of information to be included will include range from baby announcements to library staff changes to hospital mergers.

This **banner** will only be used by the PNC/MLA **Northwest Notes** editor. If you have news to be distributed under this banner, please submit these items to Linda Milgrom, **Northwest Notes** "People

Column" editor, or Kathy Murray, **Northwest Notes** editor.

Northwest Notes will still have a quarterly publication schedule. Based on the positive response from the first electronic issue of Northwest Notes, we will continue using the WWW as our primary method of distribution. Print copies will continue to be sent to members without Web access and one print copy will be archived. Selected PNC/MLA ALERTS will be published in both the print and web versions of the newsletter.

CE Opportunities

On Thursday, March 20, 1997, the satellite video conference "The Future for Librarians: Positioning Yourself for Success" was viewed by more than 1,500 medical librarians from America and Canada. If you were not able to participate you can still get the inside scoop with an official videotape of the program.

With this tape you will:

- Learn about new roles for librarians and ways to market yourself within your institution or with other career opportunities.
- Receive ideas from colleagues.
- Learn techniques from MLA members and other librarians who have succeeded in advancing their careers.

There are two ways to order your videotape.

- **Option #1:** The videotape is \$49.
This option contains only the videotape. There will be no MLA CE contact hours awarded for those who purchase this option.
- **Option #2:** The educational package is \$249.
This package contains the videotape, the educational materials, and 1.5 MLA CE contact hours for viewers. This is the perfect option for a company continuing education program for employees, interlibrary loans, an educational program for local groups and MLA chapters, or individuals. The scenario doesn't matter because this is the only way to gain credit by purchasing a tape.

"The Future for Librarians: Positioning Yourself for Success" Videotape **Order Form**

Option #1: Qty x \$49 = _____

Option #2: Qty x \$249 = _____

10% billing fee: _____

Shipping and Handling \$5: _____

Total: _____

Check enclosed Visa Mastercard American Express

Card #:

Expiration date:

Name on card: Signature:

Bill me (MLA Members ONLY) PO#: (Required)

Just in case we have to contact you!

Your Phone Number:
Your E-Mail Address:
Shipping Address:
Name:
Library:
Institution:
Address (use street name, number, Not PO Box):
City, State, Zip:
Telephone:

Billing Address (if different from shipping)
Name:
Library:
Institution:
Address:
City, State, Zip:
Telephone:

Return this form along with a check or credit card information to :
Medical Library Association, Suite 300, 6 North Michigan Avenue, Chicago, IL 60602 or fax it to
312/419-8950.

For more information contact Kathleen Gaydos at 312/419-9094 x29 or mlapd1@mlahq.org.

Our History

MLA is focusing considerable energy on its upcoming centennial. PNC is also looking back to review its own history and to celebrate individuals who have donated their time, energy and ideas to our organization. We'll begin by sharing who has been involved in the past and, when we can get them to stop long enough and put words on paper, give us some of their memories.

PNC Board Memories

"It has been a loooong time. What I remember is a very friendly, humorous time in working through that wretched Strategic Plan that MLA wanted, but that having those extra meetings really pulled the group together and we started thinking bigger and broader.

I remember most the Bozeman meeting and enjoying the casualness of it all (I was the Pres that year).

What I really remember most is working with the group on the board. The people were fun."

Debbie Ketchell

"My 2nd Board Meeting - the one at Betty Jo's beach house on Camano Island: the beach, sleeping in the loft, the food -BJ's grilled salmon, lots of fresh fruit, breakfast waffles. The long, but productive meeting, followed by a sense of accomplishment at meeting's end. Best of all, the camaraderie - the building of new friendships and respect; learning more about colleagues, their lives, their working environments; gaining new perspectives - all while

working towards a common goal- the end of the Agenda!

A second vivid memory - a quiet evening's walk in Seattle's spring rain with Suzy [Holt].
Talking about our work, ourselves, our families -getting to know each other better."

Vicki Croft

Leaders in the 1990's -- Officers

	Chair	Chair Elect	Past Chair	Recording Secretary	Membership Secretary	Treasurer	Chapter Council
1997	Marcy Horner	Maryanne Blake	Leilani St. Anna	Janice Bacino	Natalie Norcross	Pamela Spickelmier	Nancy Press & Bonnie Chadbourne
1996	Leilani St. Anna	Marcy Horner	Suzy Holt	Terry Wiggins	Natalie Norcross	Vicki Croft	Nancy Press & Bonnie Chadbourne
1995	Suzy Holt	Leilani St. Anna	Patrice O'Donovan	Brynn Beals	Natalie Norcross	Vicki Croft	Nancy Press & Bonnie Chadbourne
1994	Patrice O'Donovan	Suzy Holt	Betty Jo Jensen	Kay Irvine	Leza Hamby	Vicki Croft	Cliff Cornish & Marcy Horner
1993	Betty Jo Jensen	Patrice O'Donovan	Dolores Judkins	Steve Rauch	Leza Hamby	Maryanne Blake	Cliff Cornish & Marcy Horner
1992	Dolores Judkins	Betty Jo Jensen	Jeri van den Top	Kim Granath	Leza Hamby	Maryanne Blake	Cliff Cornish & Marcy Horner
1991	Jeri van den Top	Dolores Judkins	Kathy Murray	Jim Henderson	Leilani St. Anna	Maryanne Blake	Mary Campbell & Sylvia MacWilliams
1990	Kathy Murray	Jeri van den Top	Edean Berglund	Jim Henderson	Leilani St. Anna	Patrice O'Donovan	Mary Campbell & Sylvia MacWilliams

Leaders in the 1990's -- Committee Chairs

	1997	1996	1995	1994	1993	1992	1991	1990
Archives	Janet Schnall	Janet Schnall	Janet Schnall	Janet Schnall	Janet Schnall	Janet Schnall	Janet Schnall	Janet Schnall
Automation & Technology	open	Michael Hurley	Michael Hurley	Peggy Baldwin	Peggy Baldwin	Peggy Baldwin	Peggy Burrell	Susan Way
Bylaws	Jan Schueller	Jan Schueller	Jan Schueller	Jan Schueller	Jan Schueller	Jan Schueller	Jan Schueller	Jan Schueller
Education	Carolyn Olson	Carolyn Olson	Carolyn Olson	Kathy Nelson	Kathy Nelson	Kathy Nelson	Kathy Nelson	Peggy Burt
Governmental Relations	Kathy Martin	Kathy Martin	Kathy Martin	Susan Long	Bonnie Chadbourne	Susan Long	Susan Long	Leslie Wykoff
Nominating	Leilani St. Anna	Suzy Holt	Patrice O'Donovan	Susan Long	Dolores Judkins	Jeri van den Top	Kathy Murray	Edean Berglund
Program	Caroline Mann	Leza Hamby & Susan Long & Barbara Crain	Betty Jo Jensen	Marcy Horner	Peggy Baldwin	Jim Henderson	Pam Spickelmier	Jackie Gagne
Publication & Newsletter	Kathy Murray	Mary Wood	Mary Wood	Mary Wood	Kathy Murray	Valerie Schultheiss	Valerie Schultheiss	Tamara Turner
Research	Nancy Griffin	Nancy Griffin	Nancy Griffin	Marcy Horner	Marcy Horner	Marcy Horner	Marcy Horner	Robin Braun
Liaison to MLA/AHIP	Kim Granath	Kim Granath	Kim Granath	N/A	N/A	N/A	N/A	N/A

In The News

Bo Simons, Internet Librarian for the Sonoma County Public Library, recently organized a road trip for Web4Lib readers in association with ALA. Among the activities he scheduled for us was a visit to O'Reilly & Associates in Sebastopol, the Wine Library at Healdsburg, and a winery (he also graciously provided wonderful refreshments, but that's another story). In any event, those of us who attended had an informative and interesting time.

Dale Dougherty of Songline Studios and O'Reilly spent an hour talking to us about O'Reilly as well as more general issues. Apparently he was impressed enough with the visit that he wrote a piece in Web

Review called "Librarians Get It: How Librarians are Shaping the Web".

I apologize for pointing this out because I am named in the article, but I wanted to thank Bo Simons on the list for putting this field trip together. It was good to meet those who were able to attend and it was a well-organized afternoon.

submitted by

Roy Tennant

Portland Approaches

submitted by *Pam Bjork*

"Surviving and Thriving in the Age of Technology" is the theme for this year's PNC/MLA conference in Portland, October 14th-17th.

CE courses will be offered on:

- Teaching the Adult Learner in the Library Setting
- Effective Internet Searching
- Power and Influence
- and Netscape Plug-In Helpers

The keynote speaker will be *Michael Gorman*, Dean of Library Services at Cal-State, Fresno; other speakers include *Richard Zimmerman* of Legacy Health Systems speaking on "The Economics of Health Care" and *Jann Mitchell*, Oregonian Columnist & author, on "Dealing with Transitional Change."

If you have not yet received your registration packet, contact Patsy Bacon, 360.256.3228 or baconp@ohsu.edu.

Also, note that a Benson Hotel room reservation form was not included in your PNC/MLA packet, as indicated on the registration form. Please call the Benson individually for hotel reservations, 800-426-0670. Special conference rates are \$105.00 for single or double. When calling, identify yourself as a PNC/MLA attendee. **Deadline** for the special rate is **September 14th**.

Contact Patsy with any further registration questions.

Future PNC/MLA Meetings

Boise in 1998

Join us at The Grove, a new convention center complex in downtown Boise, from October 27 - October 30. *Mary Ellen Lemon* will be the program chair.

Western Washington in 1999

Discussions have begun to choose a site for the 1999 meeting. Please contact a member of the Board if you wish to be a member of the program committee.

Alaska in 2000

Mark your calendars for September 17-20 (pending signing of the hotel contract) and come revel in the beauty surrounding the Alyeska Resort, situated in Girdwood, an hour's drive south of Anchorage. *Kathy Murray* will be the program chair.

People Moves

Alaska

Alaska has two new members: Anne Girling replaced *Judith Bendersky* as medical librarian at the Alaska Native Medical Center in January. Anne has worked at ANMC for 20+ years as an obstetrical nurse. She plans to attend her first PNC meeting this October. Judith is making use of her public health degree at Rural Alaska Community Action Program (RuralCAP), a non-profit agency whose goal is to empower rural communities to overcome all forms of poverty. She is one of two health coordinators.

Marcia Colson works at Anchorage Municipal Library as its Health, Technology and Science librarian. She is also planning to attend her first PNC meeting in Portland.

Idaho

As many of you know, *Colleen Winward* retired in June. *Kathy Nelson* will move from 1/2 time medical librarian and 1/2 inservice director at Madison Memorial Hospital to full time librarian at Columbia Eastern Idaho Regional Medical Center, taking over the vacant position. Her last day in Rexburg was July 11th, and she began her new job on July 14th. According to Kathy, "Kim Abegglen will probably be covering the library for the hospital. She works 4 days/week so you will not likely see much change in service as she has covered for me during vacations and other absences for several years. She has attended some of the IHIA spring meetings so some Idaho librarians will know her. I look forward to the full time position at Columbia Eastern Idaho Regional Medical Center, and hope to keep up the high standards Colleen has set for the hospital."

Marcy Horner announced some changes in personnel at Kootenai Medical Center's Library. *Janette Berger* has joined us as a part-time clerk, (her time is shared with nursing administration), and *Tom Hauer* is our new telecommunication and telemedicine wizard. He will be working on intranet and webpage development for our north Idaho rural health consortium, as well as our distance learning and telemedicine network. Also, there will no longer be two Marcy's in the library, eg. Marcy Horner and *Lynn Marcy*... but there will be two Hauer's, as Lynn and Tom married July 12!!!

Oregon

Dana Graves reports a happy event, her marriage on June 21st! She now has a new last name and a new email address; Graves, changed from Witten, and her email is now gravesd@ohsu.edu. Her take on this name change..."It might take me a little time to get used to this move up the alphabet!" Dana works at Legacy Emanuel Hospital Library in Portland Oregon.

Two more new librarians! Emporia State University has awarded MLS diplomas to *Madelyn Hall*, Southwest Washington Medical Center Library, Vancouver, WA and *Beverly Scriver*, Sacred Heart in Eugene. Official graduation was July 26th at Lewis and Clark College in Portland.

Washington

Chung S. Kim reports a change in her email address. Please begin using chung.s.kim@boeing.com immediately. Other contact information for her at Boeing remains the same.

Emily Hull is the 'new' HSL Networked Information Librarian, moving from the UW's Tacoma campus to the HSLIC in February. She is also the new PNC/MLA Web Editor.

Leilani St. Anna has taken a permanent half-time position as an Information Management Librarian at UW's HSL and has quit her position at Group Health's Central Medical Library. Leilani worked half-time at Group Health since 1992 and has worked in several different part-time temporary positions at the University of Washington.

Sue Innes announced on June 12th that "the libraries at the Pacific and Colby campuses of Providence General Medical Center in Everett will be consolidating into the Colby space (now called PGMCI!). Yes, we will be going from 1700 sq ft to 633 (including a closet with a shower -- we are a powerful duo, huh?!). The good news is that we will continue to have the same telephone and fax number (261-4090/261-4092 respectively). The bad news is this all happens in a few days and we will obviously have fewer things to lend.

Pat Wilder notified the Board that her library at Bristol-Myers Squibb Pharm Research Institution has been closed.

Jackie Morton and baby Whitman Forbes are home from the hospital and doing fine.

News from the Recent Past

Leza Serha (formerly Leza Hamby) moved from Montana to Seattle to become the Chief Librarian at the VA last year. *Dennis Levi* retired earlier this year from the Tacoma VA; *Ted Hamilton*, his replacement, started in August.

News from Outside the Chapter

Many of you have heard/met *Cliff Lynch* at various meetings held in the NW. He is a well-respected colleague and has moved to a new position from which to further assist libraries in developing on the national level. This announcement was made from the University of California.

It is with mixed feelings that I must announce that Clifford Lynch, Director of the Division of Library Automation (DLA) will be leaving the University of California in July to accept the position of Executive Director of the Coalition for Networked Information (CNI) - mixed feelings because although I and his many colleagues and friends are sorry to see him leave the University after so many years of extraordinary service, we are delighted for him as he takes on this new challenge in an important national policy position.

Cliff has been with UC for 17 years, all of them within DLA. He joined the then embryonic DLA in 1979 as Manager of Computing Resources, and was promoted through a series of positions becoming Director of DLA in 1987. He has provided much of the technical direction behind Melvyl, the University's on-line union catalog that has over the years been expanded to provide full content access to many journals and other publications. Most recently he has guided the design and implementation of the new Melvyl Web interface that was just widely announced two weeks ago. He has also been instrumental in the establishment of UC's wide area network infrastructure, UCNet.

Cliff is well-recognized nationally for his significant contributions to the emerging milieu of on-line access to information, and of digital libraries, contributions that span the full range from technical to policy issues. His broad grasp of these issues makes him ideally qualified for his new position. There is no doubt that he will bring as much distinction to the Executive Directorship of CNI as he has brought

over the years to the University of California.

CNI is an organization for institutions concerned with realizing the promise of high performance networks and computers for the advancement of scholarly communication and publishing and the enrichment of intellectual productivity. The Coalition was formed in 1990 by the Association of Research Libraries (ARL), CAUSE, and Educom. The Coalition pursues its mission with the guidance of a nine member steering committee and the aid of a 200 member task force made up of higher education institutions, publishers, network service providers, computer hardware, software, and systems companies, library networks and organizations, and public and state libraries. The University of California has been a member of CNI since its inception.

I - and I am sure all of those who have worked closely with Cliff over the years - wish him all the very best in his new position.

M. Stuart Lynn
Associate Vice President
Information Resources & Communications

Press Releases

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In **February 1997**, MLA began piloting the Chapter-based Incentive Membership Recruitment Program. This pilot program encourages chapter members to recruit non-MLA chapter members to participate in the national organization and provides sample materials for members to use in recruitment efforts.

With the association's centennial approaching in 1998, MLA is seeking the participation of as many health sciences librarians as possible to lead us through the challenges and opportunities of the next century.

Why should your fellow chapter members join MLA? In addition to access to thousands of health science experts from around the world and timely, informative publications, members also enjoy state-of-the-art continuing education courses and discounts on MLA products and meetings. MLA Member Bob Braude of Cornell University Medical College, Wood Library, New York, NY, expressed, "I joined MLA because I felt it was both to my advantage and part of my professional responsibility to

join and contribute to the major association representing my profession. That decision has been more than justified as I have received innumerable benefits from my membership, but two stand out. The first is all the effort MLA performs in our behalf from providing CE to being an advocate for health sciences librarianship. The second is the vital communication with colleagues that MLA provides via its publications and its meetings."

Not only will chapter members benefit from becoming MLA members, but through this program, each chapter will also benefit. Chapters will receive \$5 for each new student member and \$25 for any other new member recruited. Individuals will also be recognized for recruiting new members and may receive:

- a \$25 gift certificate to be used towards MLA dues, DocKits, or other products (for one to five new members recruited);
- one free year of MLA individual membership (for six to 10 new members recruited);
- a free annual meeting registration to MLA'98 in Philadelphia, PA; or
- a certificate for free airfare anywhere in the continental U.S. (for more than 10 new members recruited). The airfare certificate will be awarded after the 1998 Annual Meeting.

If you would like to participate in the chapter recruitment program, please contact your chapter chair, an MLA Membership Committee Chapter Representative, or MLA headquarters to request recruitment packets. Your support is greatly appreciated. [top](#)

MLA JOURNAL LAUNCHES SEARCHABLE CONTENTS, ABSTRACTS ON WEB SITE [top](#)

For the past 86 years, the Bulletin of the Medical Library Association, MLA's quarterly research journal, has consistently provided MLA members and subscribers with the latest innovations and products in the health sciences information field.

In April 1997, the Bulletin's electronic evolution took a leap forward. Readers can now access the journal's table of contents and article abstracts via MLANET, (the association's Web site) at www.kumc.edu/MLA/bmla.html. The electronic table of contents and abstract information begins with the July 1996 issue of the Bulletin and will be updated as each issue goes to press. J. Michael Homan, MLA member and Bulletin editor explains: "We expect the electronic version of the table of contents to be available two to three weeks before readers receive the paper copy of the Bulletin,"

The Bulletin electronic table of contents features a search engine, providing precise retrieval of words or phrases in the abstracts. The search engine can be used to search the full Web site including all volumes and issues; specific volumes; or specific issues. This service is made available through a partnership with Allen Press, the company that prints the Bulletin.

The publication of Bulletin material in both electronic and print formats allows readers to obtain information from more than one medium. Anyone with Internet access can receive the electronic table of contents and the selected text material via MLANET, but the printed version of the Bulletin, which remains the archival or "gold" standard, will be available only to MLA members and Bulletin subscribers.

MLA looks forward to receiving comments and opinions of this latest development for MLA's publications program. Homan stated, "We would like for readers of the Bulletin to visit the electronic table of contents presentation on MLANET and provide input on the presentation style, features, and future electronic direction." [top](#)

May 1997 - For more information, please contact Carla J. Funk at 312/419-9094 x14; funk@mlahq.org
[top](#)

NEW LEADERS PLAN FOR CHANGE IN HEALTH SCIENCES COMMUNITY

The Medical Library Association (MLA) is pleased to announce that its members have elected Jacqueline Donaldson Doyle as President-Elect for the 1997/98 association year. Bernie Todd Smith and Diane G. Schwartz were elected to three-year terms on MLA's Board of Directors. Doyle, Director of Continuing Medical Education and Learning Resources at Good Samaritan Regional Medical Center in Phoenix, AZ, will assume the MLA presidency for one year in May 1998.

President-Elect Doyle, an active member of MLA, has held several distinguished offices within their organization and has chaired several committees, including the 1996 MLA National Program Committee, the Continuing Education Committee, and the Task Force on the Role of the Librarian in Information Management.

The 1995 recipient of the MLA Award for Excellence in Achievement in Hospital Librarianship, Doyle believes that MLA members must become more assertive and more involved within the organization. "It is important that we not only talk about our value, but that we also act. Our strategies must build on collaborative relationships while making our vision a reality . . . These collaborative projects will focus on advocating good legislation affecting health care and education; on professional development for information professionals; and on changing, as necessary, our professional image. As a professional association and in partnership with others, we can succeed in these efforts," she stated.

Bernie Todd Smith, Director, Library and Circuit Librarian Program, Werner Health Sciences Library, Rochester General Hospital, Rochester, NY, has performed many official MLA duties, including serving as chair of the Hospital Libraries Committee and of the Upstate New York and Ontario Chapter.

Smith advocates for her colleagues to accept new roles for themselves and for the organization. "In the last decade of the 20th Century, health care librarians are experiencing challenges and opportunities as never before. As MLA celebrates its 100th year, the Association must reorganize its operations and priorities to provide rapid response to societal changes which are affecting its members," declared Smith.

Diane Schwartz, Executive Director, Primary Care Resource Center, School of Medicine and Biomedical Sciences, State University of New York at Buffalo, Buffalo, NY, has chaired MLA's Health Sciences Library Technicians Committee, and has served on the National Program Committee, the Continuing Education Committee and the Health Sciences Library Technicians Committee. A widely published author, Schwartz is a member of the editorial board of the Medical Reference Services Quarterly and is a member of the Faculty Advisory Panel of the Upjohn Company's Medical Sciences Liaison Program.

Schwartz believes that the Internet can offer health information professionals opportunities such as the development of new skills through professional development programs on the web; professional contacts; easy access to authors, publishers, association leaders and government officials; and entrepreneurial activities such as software development. [top](#)

May 1997 - For more information, please contact Kimberly Pierceall at 312/419-9094 x23; pierceal@mlahq.org [top](#)

NEW DOCKIT ON INFORMATION MANAGEMENT PLANS NOW AVAILABLE

The Medical Library Association (MLA) has recently released the latest in a series of DocKits titled *DocKit #10: Accreditation and the Hospital Library: Information Management Plans and Assessment Tools*. The DocKit was compiled by Kay E. Wellik, AHIP of the Mayo Clinic, Scottsdale, AZ; Mary J. Jarvis of Methodist Hospital, Lubbock, TX; and Connie Schardt, AHIP of Duke University, Durham, NC.

Containing three main sections, DocKit #10 provides examples of information management plans and assessment tools. The first section includes examples of information management plans from hospitals of various sizes and locations, that serve a variety of populations. The second section presents two plans

that outline how a library might respond to the knowledge-based information standards in the Joint Commission on the Accreditation of Healthcare Organization's Comprehensive Accreditation Manual for Hospital. The third section provides three examples of assessment tools for institutional management and library assessment tools.

DocKit #10: Accreditation and the Hospital Library: Information Management Plans and Assessment Tools can be ordered from MLA headquarters at a cost of \$45 for members and \$55 for nonmembers, plus shipping and handling. To place an order, call 312/419-9094 x19 or visit the MLA Catalog on MLANET at www.kumc.edu/MLAcatalog.html. [top](#)

May 1997 - For more information, please contact Kimberly Pierceall at 312/419-9094 x23; pierceal@mlahq.org [top](#)

MLA RELEASES GUIDE TO RESOURCES IN RESPIRATORY CARE

The Medical Library Association has recently released the second in a series of BibKits, titled *BibKit #2: A Guide to Information Resources in Respiratory Care*. MLA BibKits are selective, annotative bibliographies of the literature in discrete subject areas related to the health sciences.

Compiled by MLA member Pat L. Walter, BibKit #2 provides a selection of recent respiratory care materials that will be useful to students, teachers, and librarians. It also includes information on books, journals, career guides and directories, codes and laws, media resources and electronic resources relating to respiratory care. A variety of sources were used to compile the bibliography, including Majors Scientific Books, the Brandon Hill selected list of books and journals in allied health, and OCLC's WorldCat.

Because the health care system changes so rapidly, most of the materials used for the BibKit were published after 1994. Earlier titles were included in the bibliography if they were especially useful. Approximately half of the books, which are noted in the first three sections of the bibliography, are geared toward the student of respiratory care. Advanced respiratory care students, professors, and practitioners will find the second half of the bibliography more useful.

BibKit #2: A Guide to Information Resources in Respiratory Care can be ordered from MLA headquarters at a cost of \$26.00 for members and \$33.00 for nonmembers, plus shipping and handling. To place an order, call 312/419-9094 or visit the MLA Catalog on MLANET at www.kumc.edu/MLA/catalog.html. [top](#)

June 1997 - For more information, please contact Mary Langman at 312/419-9094 x16; langman@mlahq.org. [top](#)

MLA ADDRESSES COPYRIGHT AND INTELLECTUAL PROPERTY ISSUES

The Medical Library Association (MLA) has launched a special program to address today's critical copyright and intellectual property issues. The program includes education and advocacy components.

The education component consists of a series of brief question-and-answer fact sheets on issues such as interlibrary loan, print reserves, copyright liability, and general fair use based on the 1976 Copyright Law. The question-and-answer fact sheets can be found on MLANET, (the association's Web site) at <http://www.kumc.edu/MLA/intprop.html>. MLA developed the series to provide its members with information resources that will support their need to know about the rights and responsibilities of librarians and library users. A selective reading list and a listing of copyright and intellectual property listservs and Web sites are also be provided.

Because of the absence of new laws and guidelines, MLA has chosen not to address volatile electronic

and digital issues in these papers at this time. Papers exploring electronic issues may be added to the series when pertinent amendments to the existing copyright law are made.

The advocacy component of the program addresses digital intellectual property policy issues. MLA continues to work closely with the American Library Association (ALA), American Association of Law Libraries (AALL), Special Libraries Association (SLA), and Association of Research Libraries (ARL), and Digital Future Coalition (DFC) on these issues.

MLA is a professional organization of more than 1,200 institutions and 3,800 individual members in the health sciences information field. MLA members serve society by developing new health information delivery systems, fostering educational and research programs for health sciences information professionals, and encouraging an enhanced public awareness of health care issues. [top](#)

June 1997 - For more information, please contact Mary Langman at 312/419-9094 x16; langman@mlahq.org. [top](#)

MLA TESTIFIES BEFORE CONGRESS ON NATIONAL LIBRARY OF MEDICINE FUNDING

The Medical Library Association (MLA) submitted testimony to the House Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies in support of increased 1998 fiscal year funding for the National Library of Medicine (NLM).

In presenting the testimony, MLA member Roger Guard, Director of Academic Information Technology and Libraries, University of Cincinnati Medical Center, Cincinnati, OH, emphasized the importance of NLM's basic services and much-needed outreach activities.

Guard spoke on subjects of particular interest to the medical library community, including basic NLM services and staff support, the NLM Outreach Program, and the NLM High Performance Computing and Communications program. He urged the Senate to reinstitute staff-level positions in order not to compromise the high quality of service that NLM provides. MLA recommended a 9% percent increase in NLM funding for the 1998 fiscal year. [top](#)

July 1997 - For more information, please contact Mary Langman at 312/419-9094 x16; langman@mlahq.org. [top](#)

MEDICAL LIBRARY ASSOCIATION SUPPORTS FREE PUBLIC ACCESS TO MEDLINE

The National Library of Medicine (NLM) recently launched a new service providing free public access to MEDLINE, the world's most extensive bibliographical database of published medical information, via the World Wide Web. Donald A.B. Lindberg, M.D., Director of NLM, made the announcement at a press briefing in Washington, DC, hosted by Senators Arlen Specter (R-PA) and Tom Harkin (D-IA) of the Senate Appropriations Committee.

Medical Library Association (MLA) President Rachael K. Anderson, AHIP, stated: "The medical library community is excited about opening up this vast trove of medical knowledge to the general public. Patients and their families are regularly turning to health sciences librarians to find reliable health information. Free MEDLINE means that we can now provide consumers with better access to the quality information they need, and librarians can help them to tap into the full power of this authoritative source."

World-renowned heart surgeon Michael DeBakey, M.D., an honorary member of the Medical Library Association, stated: "Medical breakthroughs are happening so rapidly that I believe health care professionals and consumers alike should be able to tap into the most recent medical information. Such information is often the critical link in reaching the correct diagnosis, resulting in lives saved,

unnecessary treatment avoided, and hospitalization reduce. Even with all our modern advances in health care, I still consider good information to be the best medicine.”

In his announcement of the new service, Dr. Lindberg commented that the opportunity to give consumers access to medical information had come at a good time. “The health care delivery landscape is changing. Citizens are increasingly turning to the Web as a source of information to improve their daily lives, including their health. So, it is vital that they, and the health professionals who serve them, have access to the most current and credible medical information,” he said.

The new MEDLINE service was made possible by a collaboration between NLM and major science publishers such as the New England Journal of Medicine and Science. Before the new service was available users had to register and pay a fee to search MEDLINE and other NLM databases.

The URL for the free MEDLINE service is <http://www.ncbi.nlm.nih.gov/pubmed>. [top](#)

August 1997 - For more information, please contact Carla Funk at 312/419-9094 x14; funk@mlahq.org
[top](#)

MLA UNVEILS CENTENNIAL THEME AND LOGO

The Medical Library Association (MLA) recently unveiled the logo and theme created in celebration of the organization's 100-year anniversary in 1998. The logo consists of a blue and silver, sphere-shaped design encircling the centennial theme, “Librarians: Your Health Information Connection.” Events promoting this theme will occur throughout the centennial year.

The second oldest library association in the United States, MLA was founded by four librarians and four physicians with the purpose of increasing the number of medical libraries. Centennial Coordinating Committee Chair June Fulton stated, “MLA is proud and excited to celebrate the many contributions made by health sciences librarians over the past 100 years.”

The year-long centennial celebration will begin with MLA '98, the association's 98th Annual Meeting, May 22–27, in Philadelphia, PA, site of MLA's first annual meeting in 1898. The festivities will continue until MLA '99, which will be held in Chicago, IL, the location of the MLA headquarters office.

Several centennial-year activities and innovations are in the works. They include: publication of a history of MLA, special issues of the Bulletin (the association's scholarly journal), centennial-related awards, a time capsule, centennial mementos, and more. Updates on centennial activities can be found on the Centennial Web Page of MLANET (<http://www.kumc.edu/MLA/mla100.html>).

The association looks forward to celebrating 100 years of supporting the health information professionals whose advances in information management have fostered progress in patient care, medical research, and health sciences education. [top](#)

HCFA Leader Named [top](#)

For Immediate Release June 27, 1997

PRESIDENT NAMES NANCY-ANN MIN DEPARLE AS ADMINISTRATOR OF THE HEALTH CARE FINANCING ADMINISTRATION AT THE DEPARTMENT OF HEALTH AND HUMAN SERVICES

The President today announced his intent to nominate Nancy-Ann Min Deparle to serve as Administrator of the Health Care Financing Administration at the Department of Health and Human Services.

Nancy-Ann Min Deparle, of Rockwood, Tennessee, has served since 1993 as the Associate Director for Health and Personnel at the White House Office of Management and Budget, where she is responsible for budgetary oversight and policy matters relating to all Federal health programs, including Medicare, Medicaid, veterans' programs, and Federal employee compensation and personnel practices. From 1987 to 1989, Ms. Deparle served in the Cabinet of then-Governor Ned McWherter of Tennessee as his Commissioner of Human Services, where she oversaw a 6,000 employee agency with a \$500 million budget that provided welfare, rehabilitation, and social services. In addition, she was an associate at the Washington, D.C. law firm of Covington & Burling, and was a Partner at Bass, Barry & Sims in Nashville, Tennessee. In 1994, she was named by Time as one of America's 50 most promising leaders age 40 and under. Ms. Deparle received a B.A. from the University of Tennessee, an M.A. degree from Oxford University, which she attended as a Rhodes Scholar, and a J.D. degree from Harvard Law School.

The Health Care Financing Administration (HCFA) is responsible for administering the nation's Medicare program, the Federal portion of the Medicaid program, and related quality assurance activities. The Administrator of HCFA manages the Agency, coordinates policy development and interpretation, formulates program goals, and evaluates policy changes in terms of program effectiveness. The Administrator of HCFA serves as the Administration's primary spokesperson on these issues. [top](#)

Free Medline [top](#)

Memorandum

To: Members of the NN/LM
From: Director, NLM
Subject: Free MEDLINE
Date: June 24, 1997

On June 26, 1997, the National Library of Medicine will hold a press conference on Capitol Hill, Washington, D.C. to announce free Web-based MEDLINE accessible through PubMed and Internet Grateful Med. Attached is the Press Release for the press conference which you are encouraged to share with your users and other colleagues on June 26th.

PubMed is an experimental search system that provides free access to MEDLINE in a single search. The search features include:

Sets of related articles pre-computed for each article in MEDLINE; Choice of search interfaces from simple keywords to advanced Boolean expressions; Searching by MeSH index terms (main topics and subheadings) and field restrictions; Links to publishers' Web sites for full text-journals. Initially 24 journals are available, some by subscription only; Clinical query form with search filters for diagnosis, therapy and prognosis; Links to molecular biology database of DNA/protein sequences and 3-D structure data.

Internet Grateful Med provides free access to MEDLINE, as well as AIDSLINE and HealthSTAR. The features include:

Use of the full range of Medical Subject Headings (MeSH) and the UMLS Metathesaurus; Ability to limit searches by language, publication type, age groups, etc., using pull down menus; Loansome Doc document delivery service.

Currently, searching Internet Grateful Med requires a valid User ID and password; however, users will not be billed. A new version to be released in July will include free access to several additional databases (AIDSDRUGS, AIDSTRIALS, DIRLINE, HISTLINE, HSRPROJ, OLDMEDLINE and SDILINE) and will no longer require a User ID.

Free MEDLINE is limited to Web-based searching via the Internet because of great savings to NLM in telecommunications and software costs. Thus, access to all NLM non-Web-based systems will continue to be billed (i.e., direct command language searching of ELHILL; TOXNET; PDQ; and the DOS, Macintosh and Windows versions of Grateful Med whether access is by direct dial, FTS2000, or the Internet).

The Press Release and hot links to IGM and PubMed will be available on the NLM home page (<http://www.nlm.nih.gov>) immediately following the press conference. Please direct current and new users to the NLM Web home page to search free MEDLINE and to obtain updated and additional information about NLM databases and information services.

Each member of the National Network of Libraries of Medicine plays a vital role in making health information accessible throughout the country. The Library's announcement of free MEDLINE is only one step toward bringing quality health information to those Americans who search the Web. Your efforts to inform users about available information resources, to educate them about the effective use of the various search engines, and to assist them in obtaining copies of the articles containing the information they seek, are critical to ensuring that every citizen has access to the best and most up-to-date health information. We at NLM look forward to working with you to provide the very best and most useful information products and services.

/Signature/

Donald A.B. Lindberg, M.D. [top](#)

PubMed

Following the release of a NLM-sponsored free interface to the MEDLINE data, the library community has begun debating the merits of this particular interface and the impact it may have on library operations. One issue is whether free, in and of itself, is really a cost-savings. Marcy gave her answer on Medlib-L on July 23rd.

"It's only free if your staff time doesn't count... I've been comparing the time I spend with the "surgical approach" to searching, using the full capacity of the system, (explodes, subheadings, asterisks etc), via spirs or telnet to nlm, vs the "free" igm or pubmed interface...I can usually get a good result within 12 minutes using the tools we have had at our disposal in the past... I'm lucky to have anything resembling a useful product in less than 40 minutes with the "user friendly" interface... maybe it's only my connection, (128k frame) but every search is interrupted, even when I'm trying to view results,, "unable to make connection, try again later" (I'm sorry, I don't have "try again later" time in my budget), the print format eats up reams of paper, it is difficult to return to revise search results (this is when I always get the try again later) the system's idea of relevancy is rarely what I need, I get screens with no results, just the buttons at the bottom, and the legend 1-8 of 36 or whatever... I could go on for hours... this is one frustrated librarian and I usually _like_ changes!!! How am I budgeting for next year, same as last, cuz I can't afford FREE!!!!"

You can review NLM's memorandum concerning PubMed [here](#).

OHSU's HEALTH INFORMATION BY MAIL

submitted by *Margaret Connors*

A new service designed to provide patients, their families, and members of the Portland community with written health and wellness information has been initiated by OHSU Medical Libraries' Consumer Health Resources Center. Members of the community can call in requests for health information written for laypersons and receive in the mail a packet of articles and information researched by medical librarians from a variety of print and electronic sources of consumer health information. There is no charge for basic service. In-depth research requests are available on a fee for service basis.

Margaret Connors, Consumer Health Resources Coordinator, reports the project is already enjoying a brisk business and is being positively evaluated by consumers. Health Information by Mail, (503-494-8881) was developed with funding from a federal Department of Energy grant, and is a prelude to the opening of a consumer health library at OHSU Hospital in 1999.

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