

HEALTH SCIENCE LIBRARIES: COMING OF AGE IN THE 21ST CENTURY

PNC/MLA & MCMLA Joint Meeting

September 19-21, 1990 Seattle Sheraton Hotel Seattle, Washington

PROGRAM SCHEDULE AT-A-GLANCE

Tuesday, September 18th

9:00 AM - 4:00 PM	READMORE Update	Meeting Room 426
1:00 PM - 5:00 PM	RLM Working Committee Meetings	Aspen
1:00 PM - 5:00 PM	BRS REGIONAL REVIEW	
5:00 PM - 7:00 PM	Registration Desk Opens	2nd Floor Lobby

Wednesday, September 19th

8:00 AM - 5:00 PM	Teaching Skills Workshop	Juniper
8:00 AM - 5:00 PM	Research Skills Workshop	Madrona
8:00 AM - Noon	Consumer Health Issues	Aspen
Noon - 5:00 PM	Disaster Recovery Workshop	Aspen
6:30 PM - 8:00 PM	WELCOME RECEPTION	Cirrus

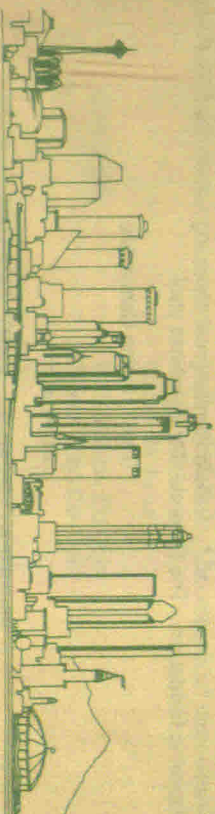
Thursday, September 20th

7:00 AM - 8:15 AM	ISI BREAKFAST	Cirrus
8:30 AM - 9:00 AM	WELCOME - Chapter Presidents	East Ballroom
9:00 AM - 10:00 AM	INNOVATION AND CHANGE	East Ballroom
	Russell C. Colie, Jr.	
10:00 AM - 10:30 AM	BREAK and Opening of the Exhibits	Metropolitan
10:30 AM - Noon	UMLS	East Ballroom
	Mark S. Tuttle	
Noon - 1:30 PM	LUNCH with Exhibitors	Metropolitan
1:30 PM - 2:30 PM	QUALITY ASSURANCE	East Ballroom
	Johann van Reenen	
2:30 PM - 3:00 PM	BREAK with Exhibitors	Metropolitan
3:00 PM - 4:30 PM	ROUND TABLE DISCUSSIONS	East Ballroom
5:30 PM	SPECIAL EVENT AT KIANA	Lobby Entrance

Friday, September 21st

7:30 AM - 9:00 AM	MLA BREAKFAST - Lucella McClure	Cirrus
9:15 AM - 10:45 AM	CHAPTER BUSINESS MEETINGS	
10:45 AM - 11:00 AM	BREAK	Metropolitan Foyer
11:00 AM - Noon	CONTRIBUTED PAPERS	Metropolitan
Noon - 1:30 PM	LUNCH Around Seattle	
Noon - 1:00 PM	STATE MEETINGS	Metropolitan
1:30 PM - 2:30 PM	COCAINE INFANTS	Metropolitan
	Janet Murphy, M.D.	
2:30 PM - 3:00 PM	BREAK	Metropolitan Foyer
3:00 PM - 4:00 PM	CONSUMER HEALTH ISSUES	Metropolitan
	William Bennett, M.D.	
4:00 PM - 5:00 PM	CONSUMER HEALTH	Metropolitan
	Panel Discussion	
6:00 PM	DINNER hosted by local librarians	

HEALTH SCIENCE LIBRARIES:
COMING OF AGE IN THE 21ST CENTURY



PNC/MLA & MCMLA Joint Meeting

September 19-21, 1990

Seattle Sheraton Hotel
Seattle, Washington

Welcome to Seattle!

We are delighted to welcome both PNC/MCLA and MCMLA members to our beautiful corner of the country. We know we have planned an exciting program for you but we hope you will also take time to see some of the sights of the Puget Sound area. We are surrounded by water. Ride a ferry, to anywhere, and see Seattle's skyline from a great vantage point. Get a fish's-eye view of local waters at the Aquarium located downtown near the ferry docks. We are surrounded by the Olympics, the Cascades, and, if she graces us with her presence, Mount Rainier. Spend a day among our mountains. Try the view from the top of the Space Needle, or see old Seattle from "underground." And don't miss great shopping -- from the Pike Place Market to Nordstrom. The Emerald City welcomes you!

The Planning Committee

PNC/MCLA MCMLA JOINT MEETING

September 19th - 21st, 1990

Seattle Sheraton Hotel

Seattle, Washington

HEALTH SCIENCE LIBRARIES: COMING OF AGE IN THE 21ST CENTURY PNC/MCLA & MCMLA Joint Meeting

September 19-21, 1990 Seattle Sheraton Hotel Seattle, Washington

PROGRAM COMMITTEE

Program	Jackie Gagne, Chair Kerry Skidmore, Co-Chair Kathleen M. McCloskey, Co-Chair Joan M. Stoddart, Co-Chair
Continuing Education	Mary Campbell, Chair Maureen Carleton Peggy Burt Lellani St. Anna
Exhibits	Lynn Wilson, Co-Chair Susan Way, Co-Chair Kirk Davis
Registration	Maryanne Blake, Chair Linda Milgrom Peggy Burt
Hospitality	Mia Hannula, Co-Chair Betty Jo Jensen, Co-Chair Mark Meldrum
Speakers	Debbie Ketchell
Contributed Papers	Kathy Murray
Publicity	Sandy Eckersley
Roundtables	Lellani St. Anna
Transportation	Leroy Chadwick
Child Care	Eve Ruff

MIDCONTINENTAL CHAPTER MLA

On behalf of the Midcontinental Chapter and the Utah Health Sciences Library Consortium, welcome to the 1990 Joint Meeting of Pacific Northwest Chapter/ Midcontinental Chapter of the Medical Library Association.

Special thanks go to both planning committees, especially the Pacific Northwest Chapter. We want to acknowledge the fact that the local onsite planning committee always shoulders the largest share of the planning burden. Thank you for agreeing to this joint meeting and for taking on that responsibility.

As we join together here in Seattle, our program theme, "Health Sciences Libraries: Coming of Age in the 21st Century," promises to reveal to us not only insights into "Innovations and Change," but offers a peek into the future to the Unified Medical Language System. How can we ensure quality health science information and what are the current consumers health information issues? Continuing education classes and roundtable discussions, all of these will lead to our commitment to self-evaluation, discovery of new information and perspectives, while enhancing our effectiveness in the information arena.

We challenge you to make the most of this meeting by enjoying and absorbing as many of the program offerings as you can. Remember, also that this meeting gathers together affiliates of two MLA chapters from as far north as Alaska to as far east as the Mississippi River. The dynamic nature of face-to-face exchanges, working and laughing together is a revitalizing celebration. Take advantage of this unique opportunity.

Kathleen M. McCloskey
Chairman, MCMLA

ELECTED AND APPOINTED OFFICERS 1990-1991

Kathleen M. McCloskey	Chairman
Sandra K. Parker	Vice-Chair
Mary Helms	Immediate Past Chairman
Kathy Gallagher	Recording Secretary
Bonnie Mack	Chapter Council Representative
Joan M. Stoddart	Chapter Council Alternative
Guy Coffee	Archivist
Polly Cummings	Parliamentarian
T. Scott Plutchak	Editor, MCMLA Express
Robert Pisciotta	Executive Secretary
Kerry Skidmore	1990 Seattle Meeting Co-Chair
Joan M. Stoddart	1990 Seattle Meeting Co-Chair
Kathleen M. McCloskey	1991 Seattle Meeting Co-Chair
Pat Hamilton	1991 Rapid City, SD Meeting, Chair
Sandra Brenner	1992 St. Louis, MO Meeting Chair

PACIFIC NORTHWEST CHAPTER/MLA

Welcome to Seattle and the 1990 Meeting of the Pacific Northwest Chapter of the Medical Library Association. This is our second joint meeting with the Midcontinental Chapter of the Medical Library Association - the first being held in Jackson Hole, Wyoming in 1986. Having been a part of the program committee which began meeting two years ago, I am well aware of the planning, coordinating, dreams, frustrations and joys of hosting a joint meeting. It's been hard work! We think it will be worth the work.

This will be a meeting with some "firsts." We have the first ever contributed papers section for our chapter. For the first time we coordinated with a local hospital and shared costs to bring our nationally known keynote speaker to this convention. I believe we will have a record number of Canadian participants (for a meeting held outside of B.C. or Alberta) which can only strengthen everyone's understanding of how similar our libraries really are and how much we can also learn from each other.

Please note the list of members who have donated many hours to bring this program to you. Special mention must go to Jackie Gagne, Program Chair. Her enthusiasm, energy and determination have kept us on the track! We believe we have put together a fun, informative, mind-expanding program. I can across a quote the other day, "Meetings are like panda matings. The expectations are always high, but the results are usually disappointing." Start passing out the cigars! Here's to a baby panda!

Kathy Murray
Chair, PNCMMLA 1990

OFFICERS 1990

Kathy Murray	Chairman
Jeri van den Top	Chairman Elect
Jim Henderson	Secretary
Lillian St. Anna	Membership Secretary
Patrice O' Donovan	Treasurer
Mary Campbell	MLA Chapter Council Representative
Sylvia MacWilliams	MLA Chapter Council Alternative
Edean Berglund	Past Chairman
Tamara Turner	Newsletter Editor
Pamela Spickelmier	1991 Boise Meeting Chair

HEALTH SCIENCE LIBRARIES: COMING OF AGE IN THE 21ST CENTURY

Wednesday, September 19th CONTINUING EDUCATION

TEACHING SKILLS WORKSHOP

8:30 AM - 4:30 PM

Juniper Room

Instructors: William Godolphin, Ph.D. and Jennifer Craig, University of British Columbia, Vancouver, B.C., Canada

An all-day workshop designed to enhance adult teaching skills, it is based on the Teaching Improvement Project System (TIPS) developed at the University of Kentucky. The objective of this workshop is that "participants will be able to construct a lesson plan which incorporates: understandable, measurable and achievable objectives; six elements of instructional set; three elements of instructional closure; and student involvement activities." With the emphasis on planning, the workshop's goal is for participants to leave with a lesson plan they can use.

RESEARCH SKILLS FOR HEALTH SCIENCES LIBRARIANS (MLA 693)

8:00 AM - 5:00 PM

Madrona Room

Instructor: Joanne G. Marshall, Ph.D. University of Toronto, Toronto, Canada

This is an introductory course that will provide a basic approach to understanding the research process, the nature of scientific enquiry and the role of research in library and information science. It covers basic principles of research design, data collection and data analysis. Emphasis is placed on research examples in the health sciences although librarians from other disciplines who have an interest in research methods will find the course useful.

CONSUMER HEALTH INFORMATION ISSUES

8:00 AM - 12:00 noon

Aspen Room

Instructor: William Bennett, M.D., Harvard Medical School

This workshop on consumer or patient health information issues and concerns will be conducted by Dr. William Bennett, editor of the HARVARD MEDICAL SCHOOL HEALTH LETTER and author of several books on the topic. It will focus on the delivery of consumer health information by libraries and librarians, covering such topics as the legal and ethical aspects of patient health information, physicians' support of the library's role in consumer health information, sources available to answer consumer health questions, measuring the benefits of providing consumer health information, changes in the area of consumer health information and what new services will be needed in the future.

EXPECT THE WORST: DISASTER PLANNING FOR THE SMALL LIBRARY.

1:00 PM - 5:00 PM

Aspen Room

Instructor: Nancy Ottman Press, M.L.S., University of Washington & PNRHSLS

What would you do if a water pipe broke right over your book collection? You will leave this class with the answer -- in the form of a nearly completed disaster recovery plan for your small library. Instructor Nancy Ottman Press is with Pacific Northwest Regional Health Sciences Library Service (PNRHSLS.) This workshop is jointly sponsored by PNRHSLS and the Midcontinental Regional Medical Library Service.

Wednesday, September 19th

6:30 PM - 8:00 PM WELCOME RECEPTION

Citrus Room

Thursday, September 20th

7:00 AM - 8:15 AM ISI BREAKFAST

Citrus Room

8:30 AM - 9:00 AM

WELCOME
The Chapter Presidents

East Ballroom

9:00 AM - 10:00 AM

INNOVATION AND CHANGE
Russell C. Coile, Jr.

East Ballroom

Our keynote speaker, Russell C. Coile, Jr., is a futurist specializing in the health care industry. He is President of Health Forecasting Group, of Alameda, CA which provides market forecasts and strategic advice to a wide range of US healthcare companies. Mr. Coile is author of THE NEW HOSPITAL: FUTURE STRATEGIES FOR A CHANGING INDUSTRY, and writes the columns "Future Track" and "The Leading Edge" in HEALTHCARE FORUM JOURNAL. He will be discussing visionary leadership and organizational structure and change and innovation.

10:00 AM - 10:30 AM

BREAK & OPENING OF EXHIBITS Metropolitan Room

Refreshments sponsored by
Cambridge Scientific Abstracts

10:30 AM - Noon

UMLS: UNIFIED MEDICAL LANGUAGE SYSTEM
Mark S. Tuttle East Ballroom

The UMLS is intended to support uniform access to computer-based biomedical information resources. For the foreseeable future the foundation of UMLS will be a metathesaurus of concepts synthesized from existing sources including MeSH, SNOMED, ICD-9-CM, CPT-4, DSM-III and other biomedical nomenclatures and classification systems. Mark S. Tuttle from Lexical Technology Inc., Alameda, CA and U.C. San Francisco's section on Medical Information Science will give a presentation that will include a demonstration of Meta-1 and the semantic network.

Noon - 1:30 PM

LUNCH with the Exhibitors Metropolitan Room

1:30 PM - 2:30 PM

COMMON SENSE QUALITY ASSURANCE FOR
HOSPITAL LIBRARIES

East Ballroom

Johann van Reenen

How can we ensure quality health science information delivery without getting bogged down in paperwork? A new look at QA, with special emphasis on outcomes. Johann van Reenen is Director, Educational Resources and Staff Development for the Greater Victoria Hospital Society, Victoria, B.C. (three hospitals on four sites.) He has published articles on QA and has taught MLA accredited Hospital Library QA workshops.

2:30 PM - 3:00 PM

BREAK with the Exhibitors

Metropolitan Room

*Refreshments sponsored by
SilverPlatter Information, Inc.*

3:00 PM - 4:30 PM

ROUND TABLE DISCUSSIONS

East Ballroom

Academy of Health Information Professionals

Sandra Parker, Englewood, CO

Criteria-based Performance Evaluations

Natalie Norcross, Hillsboro, OR

Hypercard

Kathy Rouzie, Portland, OR

Keeping the Volunteer Initiative Going

Kirk Davis, Salt Lake City, UT

Marketing Services to Senior Management

T. Scott Plutchak, St. Louis, MO

Newsletters & Desktop Publishing

Robert Pisciotta, Kansas City, KS

NLN Online Update

Judy Consales, Los Angeles, CA

Utilization Tips for Audiovisuals

Mary McNulty, Marina Del Rey, CA

5:30 PM

SPECIAL EVENT AT KIANA

Main Floor Lobby

Buses leave from the Lobby entrance and will bring you to the dock for a scenic cruise on Puget Sound. You will arrive at the rustic elegance of Kiana Lodge, where you will feast on alder smoked, barbecued salmon.

*Transportation to the Cruise has been provided by
Majors Scientific Books.*

*Wine at the Banquet has been provided by
Readmore, Inc.*

Friday, September 21st

7:30 AM - 9:00 AM

MLA BREAKFAST with Lucretia McClure

Cirrus Room

9:15 AM - 10:45 AM

CHAPTER BUSINESS MEETINGS

PNC/MLA
MCM/MLAMetropolitan Room
Aspen Room

10:45 AM - 11:00 AM

BREAK

Metropolitan Room Foyer

*Refreshments sponsored by
The Faxon Company*

11:00 AM - Noon

CONTRIBUTED PAPERS

Metropolitan Room

Hospital-Wide Application of a CD-ROM Network
presented by Sandra Parker, Director, Library Services
Swedish Medical Center, Englewood, CO

Swedish Medical Center in Englewood, CO has designed an electronic network to facilitate communication between hospital personnel and medical staff. A major component of the Swedish Access Computer Network (SCAN) is the CD-ROM library consisting of nine compact disk products including a MEDLINE subset, CINAHL, Micromedex and Scientific American CONSULT. Product selection and application, as well as usage patterns will be discussed. The rather unique role of the library in network activity will also be explained.

A Librarian's Adventures in Continuing Medical Education for Rural Physicians.
presented by R. Patrick Ganon, M.D., M.L.S.
University of British Columbia, Vancouver, B.C.

This project began as a "Feasibility Study of an Alternative Way of Providing Continuing Medical Education to Geographically Isolated Specialists." The alternative method proposed was to teach specialists how to write and use a learning plan. A librarian was hired part time to act as an information broker. A small group of specialists in southwestern British Columbia had expressed interest in participating in the project, but their responses evoked changed the project's focus. They were interested in learning to do their own searching and/or managing their personal collections of reprints. The project was reoriented to supply and teach

the use of Grateful Med and Reference Manager to these physicians. There are now 25 participants, specialists and family practitioners scattered around the province who have their own passwords and userids. The project pays for their searching costs and statistics on individual use are being developed from the monthly statements. In addition statistics on changes in search and reprint request behaviour are in progress.

Integration of CINAHL into the CD-ROM Program of Pittsburgh State University.

presented by Jane Victor
Pittsburgh State University, Pittsburgh, KS

The CINAHL compact disk was introduced into the Leonard H. Axe Library of Pittsburgh State University on a trial basis for seven weeks in September, 1989 to October, 1989. A publicity campaign and user education program was conducted for the Department of Nursing, as well as the rest of the university community and the public at large. Our library resource instruction program scheduled classroom and individual instruction in the use of CINAHL. During the trial period a survey was conducted to measure the use of and satisfaction with the program. The results indicated the primary users were nursing students and faculty and the Nursing Department was convinced to fund the library's purchase of the product for three years.

A Workstation Approach to a Distributed Information Service
presented by Jim Henderson
Canadian Bacterial Disease Network, Vancouver, B.C.

The Canadian Bacterial Diseases Network is a research organization comprised of some 50 researchers in 14 academic, commercial, and government groups from Victoria, B.C. to Quebec City. To encourage a change in the communication behaviour of the group an information service has been designed that offers various functions. The initial menu offers:

Meetings
Directories
Research Queries and Questions
Messaging
Database Access
Document Delivery and Computer Search
Requests

This paper will discuss the menu items in detail, including the design considerations and the computer network to access it. Concerns and questions raised by this new tool will also be discussed.

Noon - 1:30 PM

LUNCH Around Seattle

Noon - 1:00 PM

STATE MEETINGS
Oregon
Washington

Metropolitan Room

1:30 PM - 2:30 PM

THE EFFECTS OF COCAINE ON THE UNBORN AND
NEWBORN INFANT
Janet Murphy, M.D.

Metropolitan Room

Dr. Janet Murphy is Assistant Professor of Pediatrics at the University of Washington and Neonatologist at the University of Washington Medical Center and Harborview Medical Center. She speaks on a topic of growing concern not just to pediatric health care providers, but to educators, politicians, and to this nation's citizens.

2:30 PM - 3:00 PM

BREAK

Metropolitan Room Foyer

Refreshments sponsored by
Aries Systems Corporation

3:00 PM - 4:00 PM

CONSUMER HEALTH INFORMATION ISSUES
William Bennett, M.D.

Metropolitan Room

William Bennett, M.D. is the Editor of the HARVARD MEDICAL SCHOOL HEALTH LETTER and lecturer in Medicine at Harvard Medical School. He has authored numerous articles on consumer health for the general public in magazines such as VOGUE and AMERICAN HEALTH, as well as lecturing on the topic. His recent book is entitled YOUR GOOD HEALTH: HOW TO STAY WELL AND WHAT TO DO WHEN YOUR NOT

4:00 PM - 5:00 PM

INNOVATIONS & CONTROVERSIES IN CONSUMER HEALTH

Sylvia MacWilliams, Panel Coordinator
Metropolitan Room

As the lay public seeks information to make informed health care decisions, health sciences librarians are in a unique position to provide access to information resources, to serve their needs. Librarians from the around the Pacific Northwest and Midcontinental regions will discuss their unique experiences, services offered, success, concerns, funding and organization of the consumer health services they offer in their libraries. The participants are:

Sherry Dodson, Seattle, WA
Rosalind F. Dudden, Denver, CO
Cynthia Harrison, Idaho Falls, ID
Natalie Norcross, Hillsboro, OR
Anne S. Klenk, Denver, CO
Sylvia MacWilliams, Vancouver, WA

6:00 PM

HOSTED DINNERS

Meet at your appointed place

Explore Seattle's eateries on your own or sign up at the Hospitality Desk for one of the "hosted dinners" with a local librarian. The city offers a wide variety of excellent restaurants from which to choose.

REGISTRATION / HOSPITALITY DESK HOURS

Tuesday, September 18th

5:00 PM -- 7:00 PM

Wednesday, September 19th

7:30 AM -- 9:30 AM
12:30 PM -- 1:30 PM
5:00 PM -- 7:00 PM

Thursday, September 20th

7:00 AM -- 9:00 AM
10:00 AM -- 1:30 PM
3:00 PM -- 5:00 PM

Friday, September 22nd

10:45 AM -- 1:30 PM

Tourist information will be available at the Registration/Hospitality Desk and the desk will be staffed with knowledgeable, helpful librarians and reference materials carefully selected to provide information-seeking patrons with what they need.

EXHIBITORS

BRS Information Technologies
Cambridge Scientific Abstracts
CD Plus, Inc.
CMC Research, Inc.
College Place Bindery
Data-Star
Dotson Institute
EBSCO Subscription Services
Eloquent Systems, Inc.
Faxon Company
Institute for Scientific Information
Login Brothers Book Company
Majors Scientific Books & Subscriptions
Matthews Medical & Scientific Books
Micromedex, Inc.
Network for Continuing Medical Education
OCLC Pacific Network
Premier Document Management
Readmore Publications, Inc.
Rittenhouse Book Distributors, Inc.
SilverPlatter Information, Inc.
UMI - University Microfilm, Inc.
WB Saunders
WLN - Western Library Network

*These exhibitors have graciously provided prizes for the drawing to be held during the Banquet at Kiana. Be sure and enter when you visit the Exhibitors in the Metropolitan Room. You need not be at the Banquet in order to claim your prize.

Special thanks to these friends for contributing to the Registration Packets:

PNC/MLA

MCM/MLA

INWHSL

WMLA

Seattle Public Library
Providence Medical Center, Seattle Washington
Kallapell Regional Hospital, Kallapell, Montana
King County Visitors and Convention Bureau
Fred Hutchinson Cancer Information Service

Matthews Medical Books who provided us with the roomy bags in which to carry everything