MLA '10 Abstracts

A Supplement to the *Official Program*

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Section Programs 1
Sunday, May 23, 2:45 p.m.–4:15 p.m.

Consumer and Patient Health Information Section

Traffic Is a Good Thing! Innovative Ways to Increase Use of Consumer Health Resources in Your Library

Cosponsored by Hospital Libraries Section, Public Services Section, Library Marketing SIG

Lincoln East

2:50 p.m.
iPods Bring in Traffic: An iPod Checkout Program Increases Visibility and Utilization of Patient Education Resource Centers in a Large Health System
Ruti Volk, AHIP, Librarian, Manager, Patient Education Resource Center, Cancer Center & Wellness Resource Center, Cardiovascular Center; **Megan Gunnell,** Music Therapist, Comprehensive Cancer Center, University of Michigan Health System–Ann Arbor
Objective: Patients and families at the health system may check out iPod touch devices to use while they are in the building. The goal was to provide education, relaxation, and entertainment as well as increase the visibility of the resource centers. Other goals were to decrease discomfort associated with medical procedures and improve the overall patient experience and satisfaction with our center.
Methods: The iPods are preloaded with patient education podcasts, a relaxing music collection, guided imagery, audiobooks, games, general interest podcasts, and Internet access The educational content was screened for quality and reliability and organized into playlists by topic to facilitate access. An infection control protocol was implemented to ensure that the devices are properly cleaned between each use. A group of student volunteers called "the iPod Squad" visit the outpatient and inpatient areas of our centers and check out the iPods at the point of care. The volunteers also teach users how to operate the devices. This presentation will discuss users' feedback data to discover if the iPods were an effective educational tool, which type of content was most popular, and if the iPods helped reduced discomfort, increase patient satisfaction, and increase utilization of the resource centers.
Results: In the period between July 2008 and January 2010, 2,047 iPods were checked out and 349 user evaluations were received. Ninety-two percent of users indicated that checking out the device improved their visit at our center. Sixty-one percent of respondents used the iPod to listen to music, 49% used the device to access the Internet, and 39% played games. Seventy-nine percent of users indicated that the device helped them to pass the time more pleasantly, and 61% said the device helped to relax. Forty-six percent of respondents said the device helped them to cope with the illness and treatment, and 41% said that using the device helped to reduce discomfort associated with medical procedures. The majority of users were over 41 years of age, and 66% had never used an iPod before. In narrative comments, many users praised the iPod Squad volunteers and thanked the program for providing instruction on using an iPod.

3:06 p.m.
Creating a Disability Information Portal for a Support Network for Families
Steven P. Wilson, Coordinator, Center for Disability Resources Library; **Rozalynd P. McConnaughy, AHIP,** Assistant Director, Education and Outreach; School of Medicine Library, University of South Carolina–Columbia
Objective: The objective of this project was to improve access to health information and to a particular disability library's services by providing a new multimedia computer system for Family Connection of South Carolina's new Family Wing and by creating the InfoAble Portal.
Subjects: Librarians collaborated with Family Connection, which is a support network for families who have children with special needs. Their programmed services are based on parent-to-parent networking, and they link families to community resources.
Methods: The InfoAble Portal was created and features links to the online catalog, an "Ask a librarian" form, MedlinePlus, Disability Dashboards, two virtual tours, and more. The Disability Dashboards page provides a menu of topic-specific dashboards, derived from various Family Connection support groups. The Disability Dashboards feature deep links to ClinicalTrials.gov, MedlinePlus, and PubMed. This project was funded by the National Network of Libraries in Medicine, Southeastern/Atlantic Region.
Results: Families and staff members visiting the Family Wing can now use the new multimedia computer to access the InfoAble Portal, which is the workstation's default home page. During support group meetings and training sessions, group leaders can now search the portal and share information with families.
Conclusion: The Center for Disability Resources (CDR) Library has received positive feedback about the InfoAble Portal from the Family Connection staff and family visitors via an online survey and a focus group. This project has also helped to promote the CDR Library's collection and services.

3:22 p.m.
2010 HealthyMe@UMB: Promoting Health and Wellness to the Campus Community
Alexa A. Mayo, AHIP, Deputy Director (Acting) and Associate Director, Services; **M. J. Tooey, AHIP, FMLA,** Associate Vice President, Academic Affairs, and Executive Director; Health Sciences and Human Services Library, University of Maryland–Baltimore
Objective: This presentation will report on a campus-wide project to design a portal for health and wellness information for students, staff, and faculty on campus. The creation of 2010 HealthyMe@UMB is a collaborative effort led by faculty librarians.
Methods: Faculty librarians designed the original HealthyMe@UMB in 2005 to provide university staff with consumer health information. In 2009, a new campus center, with an accompanying wellness hub, opened. Simultaneously, the university's work/life strategies unit identified access to health and wellness resources as a key campus priority. With an emphasis throughout the campus on healthy living, HealthyMe's mission expanded. Faculty librarians—partnered with representatives from student groups and staff from campus units such as academic affairs, the student counseling center, and the university's human resources department—to design 2010 HealthyMe@UMB for the entire campus community: students, staff, and faculty. The presentation will cover working collaboratively with campus partners and the design, promotion, maintenance, and evaluation plan for this innovative campus resource.
Results: The presentation will report on the challenges and suc-

cesses encountered in the project and outline plans for measuring the impact of 2010 HealthyMe@UMB within the campus community.

3:38 p.m.
Health Information for the Elderly and Their Caregivers: Training Toolkit for Public Librarians
Ulrike Dieterle, Distance/Outreach Coordinator, Ebling Library, University of Wisconsin–Madison; **Cheryl Becker,** Public Library Administration Consultant, South Central Library System Office, South Central Library System, Madison, WI
Objective: The goal of this grant-funded project was to assess training needs, then build and conduct training for public library staff to gain more comfort when working with health information resources related to the elderly and their caregivers. The project was a collaboration between an academic medical library and a public library system representing sixty-four libraries.
Methods: A brief online assessment was conducted of the sixty-four targeted public libraries. Responses from this survey were used in constructing 5 workshops; the first was a two-hour face-to-face overview of health information for the elderly and their caregivers. Subsequent one-hour, online workshops were developed with foci on more directed topics (e.g., legal/financial resources, drug/medication information, local/regional resources, and services). The last online workshop included library stories of how information resources have been incorporated into collection development, programming, and staff training. Resources highlighted in the workshops included free, high-quality web links, print and audiovisual titles, and references to local or regional contacts who could provide assistance, help, and programming support. All web links were collected in a Delicious account—ElderCaring—and all presentations, which formed the core content, are openly available on the web.
Results: The last workshop was devoted to library stories. Public libraries shared how they had incorporated materials into their collections and provided programming and services for the elderly and their caregivers. When the year-long, grant-funded project ends in December 2009, a summative assessment of participants will be conducted to gauge the success of the workshops, the impact on participating public libraries and on the communities they serve.

3:54 p.m.
The Library's Go Red for Women's Heart Health Community Campaign
Michele A. Spatz, Director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR
Objective: Evaluate participant's lifestyle changes in any of the five major risk factors for heart disease based on knowledge gained at a community-wide Go Red for Women's Heart Health event.
Methods: We held an experiential "Heart Expo," featuring interactive stations to teach participants about healthy nutrition, food portion distortion, know your numbers (cholesterol, blood sugar, body mass index), the ease and fun of activity, stress reduction techniques, and resources for quitting tobacco (including how not to gain weight) for tobacco users. Participants registered for a heart passport, which they had stamped after completing each station. Completed passports were turned in for prize drawings. Permission to contact participants for follow-up was gained through the registration process (opt-out). An email and snail mail survey was conducted five weeks after the event to assess life-style changes.
Results: One hundred ninety-three participant surveys were sent out; 61 responses were received for a response rate of 32%. Results were very positive and will be shared if this paper is selected.

Federal Libraries Section

E-science: Exploring the Librarian's Role

Cosponsored by Corporate Information Services Section, Molecular Biology and Genomics SIG, Institutional Animal Care and Use SIG

Georgetown East

2:47 p.m.
E-science: Transcending Disciplines and New Roles for Librarians
Carol Tenopir, Director, Research, and Director, Center for Information and Communication Studies, College of Communication and Information, University of Tennessee–Knoxville
Description: The practice and discovery of science is being transformed by improved access to a variety of datasets, improved computational capabilities and tools, and the ability to collaborate over space and time. E-science is computational, data driven, collaborative, and interdisciplinary. Libraries are participating in e-science now with the help of federal funding initiatives and are creating new directions for librarians now and into the future. The National Science Foundation (NSF) Division of Cyberinfrastructure is funding up to five "DataNet" projects, which are partnerships of librarians, computer scientists, scientists, and others to tackle the issue of data access, preservation, and use. DataONE focuses on earth and environmental data to help scientists solve major environmental challenges. The University of Tennessee School of Information Sciences and Library and Oak Ridge National Laboratory (ORNL) are major partners, along with University of New Mexico Libraries (Principal Investigator Bill Michener), University of California–Santa Barbara, the California Digital Library, and many others. The DataNet program enables and builds an important role for libraries and librarians in all aspects of data. DataONE library and information science partners participate in usability and assessment, sociocultural issues of data sharing, education and training, metadata standards, and best practices for metadata, citation, and data formatting. The Institute of Museum and Library Services (IMLS) is funding educational programs for schools of library and information science to develop curricula and educate students for these new roles of digital data specialists. The University of Tennessee, in partnership with science organizations in the Knoxville/Oak Ridge area (including ORNL, the Department of Energy Office of Scientific and Technological Information [OSTI], Information International Associates, and the University of Tennessee libraries) has been funded by IMLS to educate science information and data specialists through the ScienceLinks program. ScienceLinks 1 was for master's students; ScienceLinks2 will educate doctoral students who will become faculty members to teach master's students or work in government laboratories in the areas of e-science and digital data. ScienceLinks2 students will work closely with the DataONE project. Another group of master's students is planned for next year. These are just some examples of how librarianship and library education is moving to embrace changes in science and information roles. Librarians can play an important role as members of e-science teams and as leaders in roles such as digital

preservation specialist, metadata and ontology specialist, metadata and standards trainer, and science data coordinator.

3:10 p.m.
Data Curation and Research Librarianship in the Age of E-science
Carole L. Palmer, Professor and Director, Center for Informatics Research in Science and Scholarship, Graduate School of Library and Information Science, University of Illinois–Urbana-Champaign, Champaign, IL
Description: Research libraries are evolving in the age of e-science. They are part of the growing, globally distributed network of digital information and services that supports the conduct of research. In this information landscape, digital data are now recognized as valuable asset—research resources that can be aggregated and integrated across multiple scales of size, time, and orders of complexity, and across discipline—to address the grand research challenges facing society. Data curation is a new responsibility for our field, but it is not ours alone. Our contributions need to be developed in concert with related activities in the scientific disciplines and in collaboration with scientists and technologists whose knowledge and expertise are essential in creating large-scale, high-performance information systems, where data are shared and linked to the literature. A new initiative in our program of e-science research and education is the Data Conservancy (DC), one of the first two National Science Foundation DataNet awards. Led by Sayeed Choudhury at Johns Hopkins University Library, DC is an international group of uniquely qualified domain scientists, information and computer scientists, librarians, and engineers. We are designing and implementing an integrated data curation strategy and infrastructure to address the urgent need to collect, organize, validate, and preserve data to support scientific inquiry. As a model for the future research library, the DC has a broad purview—covering astronomy, biology, earth science, and social science—and is working toward cross-disciplinary solutions. Research aims include a data model for observational data and a general framework for data collection identity and description. Technical development will be informed by a systematic comparative analysis of data practices and curation requirements across the research communities served by DC. Metadata and ontologies will be central to the organization and functionality of the repository. For example, the Open Archives Initiative, Object Reuse and Exchange protocol will be applied for linking data to associated literature and tracking provenance, and existing taxonomies and ontologies in the life sciences will be integrated to organize species information to support queries related to climate change. To strengthen the data curation workforce, DC educational initiatives will build on the biological information specialist master's degree in bioinformatics and the data curation specialization in the master's of science in library and information science, begun at Illinois in 2006. The "Summer Institute in Data Curation" will be extended to more in-service professionals, internship and mentorship options for students will be expanded, and educational materials will be coordinated and shared among the full set of DataNet partners.

3:35 p.m.
Creation of the Pandemic Influenza Digital Archive
James King, Information Architect, NIH Library, National Institutes of Health, Bethesda, MD
Objective: To create a "Pandemic Influenza Digital Archives" as a collaborative website to consolidate thousands of scholarly publications spanning the ninth century AD to the present on various aspects of all pandemics and large scale epidemics, especially the 1918 pandemic influenza.
Methods: A library and infectious disease research group are collaborating on the creation of a "Pandemic Influenza Digital Archives." This website will showcase a researcher's core collection of several thousand scholarly publications spanning the ninth century AD to the present on various aspects of all influenza-related pandemics and large scale epidemics, especially the 1918 pandemic influenza. This virtual collection will initially be available to the local research community but will ultimately be expanded to serve the worldwide community of pandemic virologists, public health staff, etc. This paper describes the planning process, collection development, metadata creation, taxonomy tagging, website development, current and planned features, and the larger virtual research environment principles that have influenced the development of this project.

3:55 p.m.
A Collaborative Approach to Librarian Involvement in E-science Initiatives
Elaine R. Martin, Director, Library Services, Lamar Soutter Library, University of Massachusetts Medical School–Worcester
Description: In recognition of the need for librarians to play a role in e-science initiatives, the Lamar Soutter Library, the University of Massachusetts libraries, the Boston Library Consortium, and the National Network of Libraries of Medicine, New England Region, have collaborated to sponsor multiple e-science activities. These include holding annual e-science symposia, presenting workshops on stem cell research and nanotechnology, hosting science summer boot camps on subject specific disciplines, conducting a needs assessment survey, and coordinating the development of an e-science web portal. The broad goals of these ongoing initiatives are to increase awareness of the relevance of e-science among librarians, to develop new partnerships between health sciences and sciences librarians, to identify library roles in supporting scientific research, and to assist librarians in taking on these new roles. This presentation will discuss roles librarians can play in the e-science arena along with current and planned activities designed to foster health sciences and sciences librarians collaboration in New England.

History of the Health Sciences Section

Bioethics and the History of the Health Sciences

Cosponsored by Research Section, Veterinary Medical Libraries Section

Cabinet

2:50 p.m.
Hippocrates and the Bikers: A Brief Introduction to Bioethics and the History of Health Sciences
Stephen J. Greenberg, Coordinator, Public Services, History of Medicine Division, National Library of Medicine, Bethesda, MD
Description: Since ancient times, practitioners in the health sciences have been held (and have held themselves) to higher moral and ethical standards than the general population. This presentation will survey the effects of these attitudes, from the islands of Classical Greece to the highways of Southern California.

3:06 p.m.

Upon Reflection: Is Open Access Communicating Scholarly?

Helen-Ann Brown Epstein, AHIP, Head, Education and Outreach, Weill Cornell Medical Library, Weill Cornell Medical College, New York, NY

Background: Nowadays, collection development policy philosophically embraces the concepts of open access for scholarly communication. This philosophy arose in the early 21st century from the unethical behavior of publishers demanding authors relinquish copyright of their research. The philosophy also arose because in these trying economic times, publishers were unethical in being greedy and inconsiderate when demanding increased journal subscription prices. It was strongly felt, for the greater good, all should have full-text access to scholarly publication at no charge. Now, about ten years later after the creation of many open access journals and PubMed Central (PMC), an archive of these works, is the open access movement communicating scholarly information to advance knowledge?

Aim/Objectives: Investigate the dissemination of knowledge from open access produced literature.

Methods: A topical overview of the open access/scholarly communication movement will be conducted. The contents of PMC will be reviewed. A sample of open access journals will be selected, and an analysis of the number of articles produced and how many times they have been cited will be conducted.

Results: Important dates in the movement are:
1997/98: Association of Research Libraries launches the Scholarly Publishing and Academic Resources Coalition (SPARC)
2000: National Library of Medicine launches PMC
2001: Budapest Open Access Initiative
2002: Grant to Public Library of Science (PLoS) for publishing
2003: National Health Service funds to BioMed Central, introduction of Public Access to Science Act in US Congress
2007: PMC launches UKPMC
2008: 1st Open Access Day
2010: PMC launches PubMed Central Canada
Of the 901 titles in PMC, 564 are immediately available. BioMed Central contains 208 journals in PMC that have produced more than 20,000 records in Web of Science. The PLoS has 7 journals accounting for almost 16,000 records in Web of Science.

Conclusion: A seemingly unethical behavior by scientific publishers outraged the scientific community. The open access/scholarly communication phenomenon has arisen and taken hold. Articles published in open access journals have been accessed, read, and cited. Scientific knowledge has advanced.

3:22 p.m.

Evidence-based Bioethics: Available Resources and Tools for Librarians

Linda S. Murphy, Health Sciences Librarian, Reference Department, Science Library; **Brian R. Williams,** Criminology, Law and Society Librarian, Reference Department, Langson Library; University of California–Irvine

Objective: This presentation will address the collaborative efforts and the unique experience of a medical librarian and law librarian in leading a discussion of evidence-based bioethics before the Bioethics-Biolaw Discussion Group (BEBLDG). The BEBLDG members are senior faculty, local physicians, ethicists, lawyers, and health care policy makers, experts in the field of medical ethics. The BEBLDG Group's focus is on complex end-stage medico-legal issues. As part of this presentation, we will review some of the relevant literature and tools used to facilitate the collaborative discussion.

Methods: The definition of "evidence-based bioethics" remains subject to debate. In this context, the BEBLDG group invited the librarians to share their expertise in medical and legal research and information resources. Based on available literature, the librarians established central themes and methodologies used by expert authors to describe their understandings of evidence-based bioethics. Then, the librarians applied two dynamic case scenarios to guide the group through a focused debate on possible medico-legal decision-making processes.

Conclusion: The fact that the definition of evidence-based bioethics remains subject to interpretation among bioethicists strongly suggests the need to identify, apply, and disseminate current literature. As part of that process, the librarians will publish continuing updates to evidence-based bioethics literature which can be accessed through Web 2.0 tools, including a Delicious bookmark (www.delicious.com/eb_ethics/) and a blog (Justcrim: Open Access Research || Cases and Materials, available at www.justcrim.typepad.com).

3:38 p.m.

How Did My Skin Lesion Get on YouTube?: Privacy and Security on Mobile Devices

Elizabeth C. Whipple, Research Informationist/Assistant Librarian, Ruth Lilly Medical Library, School of Medicine, Indiana University–Indianapolis; **Elizabeth M. LaRue, AHIP,** Assistant Professor, Nursing Informatics, School of Nursing, University of Pittsburgh, Pittsburgh, PA; **Kacy L. Allgood,** Reference Informationist, Ruth Lilly Medical Library, School of Medicine, Indiana University–Indianapolis

Objective: With the seemingly ubiquitous use of mobile devices in health care settings and their use by health care professionals, new questions concerning the Health Insurance Portability and Accountability Act (HIPAA) and ethical uses of mobile devices are arising. This paper will examine how mobile devices affect HIPAA and education for health care professionals, how theories of communication are affected, and how the library reacts to a mobile world.

Methods: A descriptive study utilizing a semi-structured questionnaire measuring third- and fourth-year medical and nursing students' use of mobile devices for clinical information sharing and modes of communication along with security and privacy issues in respect to the health profession and patient care. We will investigate the students' current use of mobile devices in their educational and clinical environments, the types of information they access, and other library and clinical services they want and expect to access via mobile devices. Findings from the questionnaire will be used to change or support existing theories of what communication is and how communication is transmitted. Our population will reveal their degree of mobile device dependence and knowledge of HIPAA issues potentially affecting clinical information and/or communication in their professional health education and clinical environments.

3:54 p.m.

Healers at the Pool of Bethesda: Thomas Percival and the Evolution of Medical Ethics in American Medicine

Michael A. Flannery, Associate Director, Historical Collections, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Description: This talk begins with the landmark publication of Thomas Percival's *Medical Ethics* (1803). When the American Medical Association (AMA) looked for a model upon which to build its first code of ethics, it was to Percival they turned. From its initial adoption in 1847 to 1903, the AMA code of ethics was largely an adaptation of this treatise. The impact of Sir William Osler made significant and far-reaching changes to the standards of ethical practice. This paper will delineate those changes and their evolution into modern medical practice.

Leadership and Management Section

25 Unproven Things that Leaders Should Do Most of the Time

Cosponsored by Corporate Information Services Section, New Members SIG

Lincoln West

2:45 p.m.
25 Unproven Things that Leaders Should Do Most of the Time
Peter M. Ginter, Chair and Professor; **Jack W. Duncan,** Professor Emeritus and University Scholar; **Andrew Rucks,** Chair and Professor; Department of Health Care Organization and Policy, School of Public Health, University of Alabama–Birmingham
Description: Peter Ginter and colleagues will present their "25 unproven, mostly counter intuitive, sometimes irreverent, often overlapping, occasionally difficult to do principles of shaping organizational context and convention (pretty much what leaders should do most of the time)." They will bring to the discussion an aggregate of the contributions made by MLA members to the "25 Things" blog, which solicited thoughts on the principles in the months leading up to MLA '10.

Medical Informatics Section

Top Tech Trends IV

International Ballroom East

2:45 p.m.
Top Tech Trends Panel
Michelle Frisque, Head, Information Systems, Galter Health Sciences Library, Northwestern University, Chicago, IL; **Annie Hughes,** Reference Librarian, Wilson Dental Library, Herman Ostrow School of Dentistry, University of Southern California–Los Angeles; **JoLinda L. Thompson, AHIP,** Systems Librarian, Himmelfarb Health Sciences Library, George Washington University Medical Center, Norfolk, VA; **Art Papier,** Associate Professor, Dermatology and Medical Informatics, College of Medicine, University of Rochester, Rochester, NY; **Gabriel R. Rios,** Deputy Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham; **Eric Schnell,** Associate Professor, University Libraries and Biomedical Informatics, Ohio State University–Columbus; **Bart Ragon,** Associate Director, Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville; **Wallace McLendon,** Director, George A. Smathers Libraries, University of Florida–Gainesville; **Michelle Kraft, AHIP,** Senior Medical Librarian, Library, Cleveland Clinic, Cleveland, OH

Medical Library Education Section

New Voices Paper Session

Cosponsored by Research Section

Holmead

2:50 p.m.
Going against Goliath: Knowledge Discovery Using a Library-developed Specialized Search Tool Versus General Web Search Engines
Katrina Kurtz, HSLS Biomedical Informatics Trainee; **Ansuman Chattopadhyay,** Head, Molecular Biology Information Service; **Carrie L. Iwema,** Information Specialist in Molecular Biology; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA
Objective: The Online Bioinformatics Resources (OBRC) is a library-developed, freely available, manually curated tool providing annotated information on and access to thousands of bioinformatics tools. We propose comparing information-seeking experiences using the specialized OBRC and generalized search engines to determine whether the OBRC is fulfilling an otherwise unmet need for quickly and easily locating bioinformatics software and databases.
Methods: Using a task-directed method, we will observe subjects as they search for bioinformatics tools using Google, an additional search engine of their choice, and the OBRC. These subjects will include: information specialists with domain expertise, information specialists without domain expertise, and non–information specialists with domain expertise. Subjects will be recorded as they narrate their information-seeking process, following the "Think Aloud Protocol." The quality of both the search experience and search results will be rated and commented on by the subjects. Time spent, search queries used, and results will be recorded. The purpose of this work is to determine if users prefer the OBRC to other search engines for the task of discovering relevant bioinformatics tools. Our ultimate goal is to support the idea that health sciences libraries can and should provide specialized information services that general search engines cannot.

3:10 p.m.
An Exploratory Study of Biology Graduate Students' Online Search Process and Tasks
Della Pan, Teaching Assistant, Health Informatics Program, College of Information, University of North Texas–Denton
Objective:
1. To examine the association between biology graduate students' search process and tasks
2. To analyze how biology graduate students' tasks influence biomedical information search

Methods: Research has shown that a search task is a predictable indicator of online searching. In a laboratory setting, twenty biology graduate students use National Library of Medicine products Genome, PubMed, Taxonomy, Toxnet, and other online health information resources to execute a series of tasks related to biotechnology and health. All search tasks in this study are modified from a library and information science biomedical science information management course. Each task is categorized by topics, goals, and difficulties. A web-tracking software will be run to monitor students' online activities and record the sources used to start search, search terms, time spent in search, and results of search. Data will be analyzed to find the association between

search process and the tasks, which helps understand how tasks influence biomedical information search.

3:30 p.m.
Development and Testing of a Literature Search Protocol for Evidence-based Nursing: An Applied Student Learning Experience
Andy Hickner, Student, Health Sciences Libraries; **Christopher Friese,** Assistant Professor, School of Nursing; University of Michigan–Ann Arbor
Objective: To enhance students' evidence-based medicine (EBM) skills through an applied experience, developing literature search guidelines for an EBM oncology nursing review series.
Methods: The author, a library science student, conducted a literature review to identify best practices for comprehensive literature searches, followed by interviews with research and information services staff at a professional organization for oncology nurses, to assess particular needs of EBM review teams. The student developed a process based on modification of the Cochrane Handbook. To evaluate the guidelines, the student was embedded into one of the fall 2009 review teams, performing a review of hot flash management after cancer treatment. He participated on team conference calls and performed the literature search phase of the review. Concurrently, the student was enrolled in an EBM librarianship course, which provided an opportunity to learn emerging best practices.
Results: Based on the student's applied experience and knowledge gained in class, the final guidelines were refined iteratively, primarily in the sequence of search activities and in citation management. Other challenges and surprises from the testing included a change in the preferred interface for searching MEDLINE, constraints in the length of time allotted to conduct the search, controversy in the process of forming the clinical question posed by the team, and a dearth of high-level evidence available for this particular clinical question.
Conclusions: This particular review series required significant adaptations from the standards outlined in Cochrane Handbook. The developed guideline may provide a tool for other groups crafting clinical evidence-based summaries. The project helped to enhance the student's classroom learning in EBM through exposure to current practice in the field.

3:50 p.m.
Information Needs and Behavior of Health Care Professionals in Post-disaster Situations
Tisha A. Slagle, PhD Candidate, Department of Library and Information Sciences, University of North Texas–Denton
Objectives:
• To describe the major post-disaster information needs of health care professionals.
• To compare pre- and post-disaster information needs of health care professionals.
• To understand health care professionals' behavior as they meet their post-disaster information needs when their usual information resources are disrupted or destroyed.
Methods:
• A literature review of pre- and post-disaster information needs and seeking behaviors of health care professionals.
• Interviews and observation of health care professionals involved in disaster situations.

Public Services Section

The Librarians' Publishing Roundtable

Monroe

2:45 p.m.
The Librarians' Publishing Roundtable
Stewart M. Brower, AHIP, Director, Library, University of Oklahoma–Tulsa; **Martha F. Earl, AHIP,** Assistant Director, Preston Medical Library, Graduate School of Medicine, University of Tennessee–Knoxville; **Ruth Fenske, AHIP,** Head, Reference Unit, Grasselli Library, John Carroll University, University Heights, OH; **M. Sandra Wood, AHIP, FMLA,** Librarian Emerita, Libraries, Pennsylvania State University–Hershey
Description: Representatives from four venues—two traditional journals, one open-access journal, and the MLA Books Panel—will discuss the opportunities their publications present to authors. Brief presentations by each will be followed by a question-and-answer period.

Technical Services Section

Reflecting on Our Past and Connecting to Our Future

Cosponsored by Consumer and Patient Health Information Section

Jefferson West

2:50 p.m.
Not Your Same Old Technical Services: Using Technology to Support the Transition to Electronic Resources Management
Betty Landesman, Electronic Resources Coordinator; **Ben Hope,** Chief, Information Architecture Branch; NIH Library, National Institutes of Health, Bethesda, MD
Objective: National Institutes of Health (NIH) Library technical services staff assumed full responsibility for supporting access to the library's electronic resources six years ago. The necessity of entering and maintaining data in multiple systems hindered accessibility because of timeliness and accuracy issues. To improve public service, library staff developed an integrated approach to managing data.
Methods: This project is a case study of how library staff made the transition from entering and maintaining data in multiple systems (e.g., integrated library system, OpenURL link resolver, homegrown A–Z list) by designing and implementing a system that allows data to be entered and maintained once. Staff analyzed current systems and data elements and flows. The decision was made as to which of the existing systems was best suited to hold the data. Connections were then developed to populate all systems from a central point of data entry.

3:06 p.m.
Convert, Cancel, and Collaborate: Collection Development in Challenging Economic Times
Mary F. Prottsman, AHIP, Associate Director, Collection Resources Division, Norris Medical Library, University of Southern California–Los Angeles
Objective: Current economic challenges have affected collections in a big way as "good" budgets remain flat and some collection budgets have sustained cuts from 20% to 40%. The objective of

this paper is to examine how one institution responded to such challenges and how this response will impact the future effectiveness of the library in fulfilling its clients' needs.
Methods: An academic medical library with a substantial research component coped with economic challenges by converting the print journal collection to an electronic collection, participating in cooperative purchases and reducing binding. The library employed statistical analyses and impact factors in conjunction with collaboration with librarians, information technology, faculty, and students to enhance collection development analyses including a review of standing orders and comparison of commonalities among databases. Staff were trained to use the electronic resource management system. A federated search engine was purchased to enhance collection accessibility.
Results: Statistical analyses demonstrate an increased utilization of the streamlined collection. Space no longer needed for the print collection is being converted to space that enhances group conferences and laptop utilization with a resulting increase in gate count and elevated student satisfaction. Our experience and skills gained from conversion to electronic journals will influence our future decisions regarding selection of ebook platforms.

3:22 p.m.
Building on the Past, Transforming Our Future
Patricia L. Thibodeau, AHIP, FMLA, Association Dean, Library Services; **Richard A. Peterson, AHIP,** Deputy Director; **Karen S. Grigg,** Associate Director, Collection Services; **Emma Cryer,** Electronic Resources and Serials Manager; Duke University Medical Center Library and Archives, Duke University, Durham, NC
Objective: Health sciences libraries need to undergo transformative changes to be vital and survive in the future. Libraries are facing increasing budget pressures, a shift to digital-only resources, and downsizing in space and staff size. This academic health center library has experienced all these trends over the past six years, and presenters will discuss how these dramatic changes have necessitated a fresh look at services and resources and how libraries must identify essential roles in their institutions.
Methods: Based on the case of one academic health sciences library, the impact of the health care environment on budget, resources, space, and staffing will be discussed. Budget pressures have necessitated shifting from paper to electronic collections, while decreasing funding for books and other materials. This has resulted in changes in technical services work. A major reduction in stack space has shifted priorities from collections to services and patron spaces. Another loss of public space required rethinking the service desk and its workflow. Early retirements, layoffs, and the elimination of vacant positions created the impetus for streamlining workflow, identifying essential services, and taking a fresh look at the allocation of staff time and futures roles for library staff.
Results: The library has streamlined its cataloging processes and moved to outsourcing cataloging and processing for new materials, while simplifying its approach to original cataloging. Selected staff members have been trained in basic cataloging if materials need quick processing. The remaining cataloger now performs metadata and collection work, as well as other duties. Serials in dual formats are no longer checked in or shelved. There are fewer than eighty print subscriptions. The service desk process has been streamlined and a self-service checkout unit has been implemented. Paraprofessional staff at the desk are asked to work on other duties such serials check-in, interlibrary loan, and billing. Cross-training has become the standard! In terms of facility, a security guard and restricted card access have replace evening and weekend staff. The library now asks, "why we are doing, keeping, maintaining something," and is letting go of legacy systems, processes, and thought patterns.

3:38 p.m.
Rebranding Ourselves for the 21st Century
Margo Coletti, AHIP, Director, Knowledge Services, Beth Israel Deaconess Medical Center, Boston, MA
Objective: To stake a claim in her hospital's organization structure, a hospital library director employed an unorthodox approach: a change of department name and job titles. These changes accompanied opportunities and risks taken by the library director and her staff. The changes, opportunities, and risks have all paid off. Now, can our national organization make the changes and take the risks necessary to stake its claim in health care?
Methods: This paper describes three examples of risk and opportunity that led to permanent changes in the medical library department. It describes the change of nomenclature that was necessary—and also risky—for the department to succeed. Finally, this paper makes the case for organizational change on a national level (MLA), which may be necessary to save the profession. It uses another national organization (American Health Information Management Association) as a model of a successful shift in the branding, education, and marketing of a profession.
Results: The author believes that a seismic shift in thinking is necessary to ensure our survival and our success as a profession. This paper makes the case for such a shift—both on a local (hospital) level and a national (MLA) level.

3:54 p.m.
One Year after the Consolidation of the Dentistry Library: Reflections and Perspectives from the Dental Community
Mark MacEachern, Liaison Services Librarian; **Whitney Field,** Operations and Information Services Coordinator; **Carol Shannon,** Information Reference Specialist; Health Sciences Libraries, University of Michigan–Ann Arbor
Objective: To determine how effectively the consolidated dentistry library is meeting the clinical and research needs of the dental faculty and students, and to identify additional liaison services of interest to the dental community.
Methods: In June 2008, the health sciences libraries (HSL) at a large academic institution distributed a survey regarding the consolidation of the dentistry library to the dental community. The intention of the survey was to identify student and faculty concerns about the closure of the dentistry library and the transition of the dental collection to the nearby medical library. In addition, the survey aimed to identify services that would enhance the HSL efforts to support the clinical and research needs of the dental community. As a follow-up to this initial survey, the HSL will distribute another survey to the dental community in fall 2009. The intention of the second survey is to obtain feedback on the library's consolidation and the liaison librarian's post-consolidation activities. The survey will also help the dentistry liaisons identify services that are desirable to the community and areas of opportunity that have to date been overlooked.

Section Programs 2
Monday, May 24, 2:30 p.m.–4:00 p.m.

2010 National Program Committee

Left/Right Brain: What Have You Been Thinking About Lately? (Session A)

Jefferson West

2:35 p.m.
Responding to the Call from the College of Nursing
Leslie G. Adebonojo, Undergraduate Student Services Librarian; **Kathy Campbell,** Head, Library Instruction; **Mark Ellis,** Head, Reference; Sherrod Library, East Tennessee State University–Johnson City
Objective: In a new initiative, the public services faculty of the university is using LibGuides, an application for producing research guides, to build a presence in the college of nursing courses through the online course management system, Desire2Learn (D2L). The library faculty provide instruction classes and individual appointments when requested by faculty and students. Our goal is to expand our contact with the nursing students without overextending the limited library faculty. Our objectives are:
• to provide the nursing students with subject guides for their core courses
• to provide resources in a format usable with handheld devices
Methods: Although the university library has an outreach program, it is not possible to assign a librarian to be physically present in the college of nursing. To provide more in-depth reference services to the nursing students, the librarians created a LibGuide program. LibGuides include text and links to online materials—e-books, databases, Internet sites, etc.—all can be accessed by the nursing students using desktop computers, laptops, iPods, or phones. Information on bibliographic styles, advice on database searching, and plagiarism are included in the guides. Mobile versions of the LibGuides are also created.
Results: LibGuides provide students with a quality subset of information from which to complete their assignments or to continue research projects. The LibGuides have evaluation and comment linkage that allows librarians to assess usage. Each click is recorded so librarians are able to track how many times each link is accessed, thus providing information useful in adjusting each LibGuides' content.
Conclusions: Nursing students benefit from the LibGuides. The students receive information that is tailored to support each of their courses. LibGuides provides an easy method for librarians to interface with a course management system.

2:51 p.m.
Connecting with Our Community: Using BibApp to Showcase Academic Health Center Faculty and Their Research
Rachel Gyore, Biomedical Librarian; **Crystal Cameron-Vedros,** Biomedical Librarian; **Jason Stirnaman,** Biomedical Librarian; **Robert Pisciotta,** Associate Director; **Karen Cole,** Library Director; Archie R. Dykes Library, University of Kansas Medical Center–Kansas City
Objective: To determine how scholarly publishing and public access at the University of Kansas Medical Center (KUMC) can be promoted using BibApp, a tool that identifies experts on campus, promotes their research, and archives their work.
Setting: The Archie R. Dykes Library at the KUMC, which serves the schools of medicine, nursing, allied health, and a teaching hospital.
Methods: Stakeholders from each school with an interest in promoting public access and showcasing faculty scholarship were identified. A pilot site was developed to demonstrate how each school would be presented in BibApp, and demonstrations were given to illustrate the connection between publication data in BibApp, public access content in the library's digital repository, and the steps needed in between to secure copyright compliance and author permissions. Demonstrations also included examples of exporting publication data for use in CVs and annual reports.
Results: Scholarly publishing and public access can be promoted by incorporating BibApp faculty publication data into the KUMC website, with an emphasis on highlighting faculty research activity more vividly and showing collaborations occurring on campus. Integrating BibApp with the library's institutional repository connects both tools in a seamless way, raises awareness of the repository, and promotes usage of open access material. BibApp has helped the library define services that can be offered to support scholarly publishing on campus, including the managing publication data in BibApp, assisting with copyright, and collecting scholarship that can be made publicly available. Our pilot site and demonstrations proved that there is a strong demand for this service and that the library is perceived as the appropriate leader of such a project. Our challenges moving forward include educating faculty regarding copyright issues and working with our sister campus to better illustrate cross-campus collaborations.

3:07 p.m.
Expanding Your Role: Using Video Clinical Scenarios in the Medical School Curriculum
Valerie A. Lynn, AHIP, Instruction Librarian; **Nicola Cecchino, AHIP,** Technology Librarian; George T. Harrell Library, College of Medicine, Penn State University, Hershey, PA
Objective: The purpose of the project is to provide an innovative structured database searching program in the preclinical medical curriculum using video clinical scenarios. Through the integrated program, medical students are taught the evidence-based skills they need for lifelong learning.
Methods: In an academic library, a rigorous integrated evidence-based medicine (EBM) database searching program is underway for the preclinical years of the medical school curriculum. During the first year of medical school, three courses contain in-person database searching instruction. Each database class is structured to provide instruction by correlating the search strategy with learning objectives from current problem-based learning cases. The databases introduced during the first year include PubMed, OvidSP MEDLINE, and selected EBM resources. Three second-year classes—"Evidence Based Medicine," "Renal Medicine," and "Reproductive Medicine"—contain video clinical scenario literature search assignments. The assignments assess and reinforce searching skills obtained in the first year. The embedded video clinical scenarios and quizzes are distributed via the course management system.
Results: Two assessments were utilized in the evaluation of the video clinical scenarios. The first assessment was a quiz built into the video clinical scenario assignment. Results showed the majority of second-year medical students passed the video clinical scenario quizzes. The second assessment consisted of a survey distributed to second-year medical students following completion

of the video clinical scenario assignment. Survey results indicated that the majority of second-year medical students felt prepared to search the designated EBM databases required to complete the quizzes.
Conclusions: The video clinical scenario instruction delivery modality proved to be successful and was well received by the medical students. It offered an engaging way of reinforcing the EBM literature searching skills medical students gained during their first year. This method of teaching EBM is part of a systematic process in implementing lifelong learning skills into the medical school curriculum years one through four.

3:23 p.m.
Connecting on the Same Page: Synchronizing Medical Student and Faculty Information Literacy Skills in the Classroom and Clinic
Lauren A. Maggio, AHIP, Medical Education Librarian; **Keith Posley,** Chief Clinical Liaison; Lane Library, School of Medicine, Stanford University, Stanford, CA
Objective: To describe a longitudinal information literacy (IL) curriculum targeted at both students and faculty at Stanford University School of Medicine (SOM). The presentation will present the curriculum, a literature review of IL in the sphere of medical education, locally created competencies to support the curriculum, effectiveness data, and future directions.
Methods: IL—a person's capacity to recognize when information is needed and their ability to locate, evaluate, and effectively use that information—is critical to evidence-based practice (EBP) and lifelong learning. In 2008, a librarian and clinician identified IL as a framework for improving medical student's EBP skills. Together they designed and implemented a competency-based IL curriculum. Unique to this curriculum is its parallel faculty development program, which was designed to improve faculty IL and EBP skills, synchronize faculty and medical student skills, further integrate IL into the SOM curriculum, and create information literate faculty role models. Initially implemented in classroom settings, the curriculum for students and faculty has been further integrated into patient care rounds to provide clinical context and continuity.
Although a familiar concept on other parts of the university campus, a review of the biomedical literature reveals that the complete concept of IL is just beginning to infiltrate academic medicine. At Stanford's Lane Medical Library a physician and librarian team have taken the lead in tailoring and applying IL to biomedicine and medical education. Utilizing training opportunities across the SOM preclinical and clinical curriculum the team has demonstrated that IL instruction can be implemented for students and related faculty.

3:39 p.m.
Institutional Learning Opportunities and Resources Reuse Strategies: A Knowledge Management Approach
Tracy C. Shields, Librarian; **Pauline T. Alexander,** Librarian; **Rachel R. Walden,** Coordinator, Staff Training; **Annette M. Williams,** Associate Director; **Nunzia B. Giuse, AHIP, FMLA,** Assistant Vice Chancellor, Knowledge Management, Director, Eskind Biomedical Library, and Professor, Department of Biomedical Informatics and Department of Medicine; Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN
Objective: To develop a strategy of institutional learning opportunities and resources reuse for a team of more than 400 information experts targeted for increased professional development efforts.
Project Description: As part of yearly metrics goals, in July 2009, the knowledge management (KM) team was entrusted with managing institutional knowledge of professional development opportunities and supporting lifelong learning. Relying on well-tested strategies, a team of professionals proceeded with creating a comprehensive, hierarchically organized ontology of skills capable of representing an overall existing and desirable list of needed skills for the 400 targeted information experts. This ontology was mapped by a semi-automated matrix tool to institutional courses and workshops, and library-held resources. This collection of mapped skills greatly increases the opportunities for learning for all the professionals targeted for growth. Furthermore, as the project evolved, KM techniques were employed to harvest team knowledge and to create a detailed skills profile of team experts, thus increasing the overall effectiveness of this effort.
Results/Conclusion: Through a series of interviews with team experts at Vanderbilt University Medical Center's (VUMC) Informatics Center (IC) and a survey of the relevant literature and job descriptions, the KM team developed an extensive ontology of 360 skills, organized into 43 broad hierarchical nodes. All hierarchically organized skills were then, in turn, mapped to 385 learning opportunities identified after surveying institutional offerings and meetings with area specialists. Throughout the project, a process was undertaken by the team to verify the course mapping accuracy. Five IC leadership workshops were selected to understand whether the original mapping derived from workshop descriptions correctly represented course material delivered by the speakers. Evaluation of the process showed that, out of 5 workshops attended, only a small percentage adjustment was needed from the original skill mapping, thus validating the overall project approach.

Cancer Librarians Section

Providing Quality Complementary and Alternative Medicine Information to Cancer Patients

Cosponsored by Consumer and Patient Health Information Section, Complementary and Alternative Medicine SIG

Cabinet

2:30 p.m.
Providing Quality Complementary and Alternative Medicine Information to Cancer Patients
Douglas MacKay, Vice President, Scientific and Regulatory Affairs, Council for Responsible Nutrition, Washington, DC
Description: Nearly half of Americans will get cancer during their lifetime, and many of these individuals will seek some form of complementary and alternative medicine (CAM) to supplement conventional medical therapies. Many of these practices—including traditional Chinese medicine, naturopathic medicine, and others—often include the recommendation for dietary supplements by their respective licensed practitioners. However, patients who are not under the care of CAM practitioners often are curious about the benefits of dietary supplements and seek information about these products on their own. The Council for Responsible Nutrition (CRN), a Washington, DC–based trade association representing the dietary supplement industry,

consistently advocates for the responsible use of supplements as part of a healthy lifestyle. While it is not lawful or appropriate for companies to market dietary supplements as "treating, curing, or preventing" any disease—including cancer—science suggests dietary supplements support overall health and vitality, which plays an important role for cancer patients and survivors. Douglas MacKay, vice president of scientific and regulatory affairs for CRN, will discuss how his organization disseminates evidence-based information about dietary supplements to the public. In addition, MacKay will discuss a CRN self-regulatory initiative, developed to increase consumer confidence in the truth and accuracy of advertising claims. This program is designed to challenge potentially false and misleading advertising claims, including false cancer-curing claims.

3:05 p.m.
A Patient Advocate Perspective: Speaking with the Patient Voice
Ann Fonfa, President, Annie Appleseed Project, DelRay Beach, FL
Description: Ann Fonfa became interested in natural approaches to cancer treatment after her breast cancer diagnosis in 1993. By 1999, she established a website for the Annie Appleseed Project and, in 2003, founded the organization as a nonprofit. The mission is to provide information on complementary and alternative medicine (CAM) and natural and integrative therapy. Fonfa's work has been in presenting the available evidence to audiences who have not accessed the journals and other sources that she and her cadre of volunteers locate. The website has thousands of pages of information, has ten thousand links, and is a resource for ninety thousand visitors each month.

3:40 p.m.
Evaluating the Reliability of Information on Complementary and Alternative Medicine for Cancer Patients
Christine F. Marton, Sessional Instructor, Faculty of Information, University of Toronto, Toronto, ON, Canada
Objective: The objective of this study is to evaluate the reliability of information on the web about complementary and alternative medicine (CAM) as it pertains to cancer patients.
Methods: Consumer health information is available on many types of websites: government health departments, professional or practitioner associations, disease associations or societies, libraries, and commercial entities. In this study, the websites of national government health departments or agencies, practitioner associations, and nongovernmental organizations in the United States, for both CAM and cancer respectively, are examined. These CAM and cancer websites are evaluated in terms of five reliability criteria: authoritativeness, trustworthiness, comprehensiveness, conformity with current guidelines, and currency (timeliness). The reliability assessment data is tabulated and websites are ranked from highest (10) to lowest (1).

History of the Health Sciences Section

Advancing the History of the Health Sciences Libraries and Librarians: A Report and Reaction

Monroe

2:30 p.m.
Advancing the History of the Health Sciences Library and Librarian: A Report and Reaction: Code I
Michael A. Flannery, Associate Director, Historical Collections, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham; **Stephen J. Greenberg,** Coordinator, Public Services, History of Medicine Division, National Library of Medicine, Bethesda, MD; **Edwin Holtum,** Curator, John Martin Rare Book Room, Hardin Library for the Health Sciences, University of Iowa–Iowa City; **Suzanne Porter, AHIP,** Curator, History of Medicine Collections, Medical Center Library, Duke University, Durham, NC; **Lucretia W. McClure, AHIP, FMLA,** Committee Chair and Special Assistant to the Director, Countway Library of Medicine, Harvard University, Boston, MA
Description: This session will discuss the advocacy report of the History of the Health Sciences Section prepared by a section task force in response to the steadily diminishing presence of the history of medicine in MLA publications and in health sciences schools curricula. The first speaker, Michael Flannery, associate director, Historical Collections, University of Alabama–Birmingham, will provide a brief summary of the sections' advocacy document based on the January "Comment and Opinion" in the *Journal of the Medical Library Association (JMLA).* He will discuss methodology and conclusions of the report along with a description of the longitudinal decline of historical articles and related articles in the *Bulletin of the Medical Library Association* and *JMLA*. The second speaker, Stephen Greenberg, coordinator, History of Medicine Division, National Library of Medicine, will speak on why advocacy for history matters to both the historian and the librarian. Finally, the members of the advocacy committee (Michael Flannery, Edwin Holtum, Suzanne Porter, AHIP, and Lucretia W. McClure, AHIP, FMLA) will discuss the report and the recommendations with the audience.

Hospital Libraries Section

Added Value: Linking E-resources to Clinical Information Systems

Cosponsored by Collection Development Section, Educational Media and Technologies Section, Health Association Libraries Section, Public Services Section, Technical Services Section

International Ballroom East

2:35 p.m.
"Meaningful Use" of Health Information Technology and Roles for the Medical Library
Charles P. Friedman, Deputy National Coordinator, Health Information Technology, Department of Health and Human Services, Washington, DC
Abstract to come.

2:51 p.m.
How to Collaborate with Your Information Technology Staff: First, Know What Keeps Them Up at Night; Second, Clearly State Your Requirements
Scott Garrison, Associate Dean, Public Services and Technology, University Libraries, Western Michigan University–Kalamazoo
Description: In addition to meeting or even exceeding local customer expectations, information technology (IT) organizations must do what they do in a way that also satisfies federal, state, and local law and institutional policies. They are responsible to auditing and other agencies for keeping institutions safe from data and

information liability. Given this compliance context, this presentation will cover how to structure conversations and results-oriented working relationships with your IT staff based on your own, users', and vendor requirements and expectations.

3:07 p.m.
Impact and User Satisfaction of a Clinical Information Portal Embedded in an Electronic Medical Record
Nancy H. Tannery, Associate Director, User Services; **Barbara A. Epstein, AHIP,** Director; **Mary Lou Klem,** Reference Librarian; **John LaDue,** Knowledge Integration Librarian; **Charles B. Wessel,** Head, Hospital Services; **Frances Yarger,** Assistant Director, Computing Services; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA
Objective: In 2008, librarians developed a clinical information tool embedded in the academic medical center's electronic medical record. The goal was to provide quick access to full-text information resources at the point of care. In 2009, the initial information tool, Clinical-e, was superseded by a portal called Clinical Focus, with a single search box enabling a federated search of selected resources and textbooks.
Methods: To measure the usefulness and impact of Clinical Focus, we used information collected from log files and a survey to gather feedback about users' experience with this clinical resource. User satisfaction surveys are a common measurement tool. The survey used in this study determined what type of clinicians (physicians, residents, nurses, pharmacists, physician assistants, etc.) are using this tool and assessed user satisfaction and perceived impact on patient care decision making. The survey was linked from the front page of Clinical Focus and was emailed to potential users. Log files were used to determine the frequency of use of Clinical Focus.
Results: Since implementation in late October, the use of Clinical Focus has steadily risen each month. On average, 1,000 queries are entered per month. Initial survey results suggest the majority of respondents found Clinical Focus easy to navigate, the content easy to read, and the information retrieved to be relevant and complete. The majority would recommend Clinical Focus to their colleagues.
Conclusion: Results indicate this is a promising area for future development. As development of Clinical Focus more robust evaluation the tool's validity and effectiveness is warranted.

3:23 p.m.
Maximizing Value: Integrating RefWorks/RefShare into Clinical Practice, Continuing Education, and Library Operations
Susan M. Robishaw, AHIP, Assistant Director, Health Sciences Libraries, Geisinger Health System, Danville, PA
Objective: To capitalize on the libraries' investment in electronic resources and increase customer satisfaction while promoting individual and institutional compliance with the US copyright law.
Methods: While encouraging individual and institutional compliance with the US copyright law and promoting the use of the library's e-journals, we have integrated RefWorks, a bibliographic management tool, and RefShare, its companion product, into many aspects of our library services, allowing us to:
• document patient education in the patient's electronic medical record;
• allow physician review of information provided to patients/family members;
• create a knowledgebase for the clinical genetics program;
• provide journal club participants easy access to articles;
• distribute reading lists (e.g., ABOG, ABEM LLSA);
• integrate articles in an online nursing trauma continuing education program;
• compile and distribute a monthly in-house management bibliography; and
• publish an annual compilation of journal articles and books written by our physicians, researchers, nurses, management staff and others
We will use an online survey to measure customer satisfaction. Increase in e-resource utilization will be determined by analyzing vendor statistics.
Results: Since the program began in July 2007, the 5,643 citations in the RefShare accounts described above have been accessed 15,459 times. Eighty-three people responded to the customer survey. Sixty-six percent of the respondents indicated that they "always" or "often" used the citation links to access their articles. Sixty-three percent of them found it easy to do so. Use of 100 e-journals that we tracked increased 36%.

3:39 p.m.
No Password Required: A Case Study of Integrating the Library's Electronic Resources into the Hospital's Electronic Medical Record
Donna B. Flake, AHIP, Library Director, Robert M. Fales Health Sciences Library, South East Area Health Education Center, Wilmington, NC
Description: This paper describes the process of integrating electronic library journals, books, and databases into the electronic medical record (EMR) of New Hanover Regional Medical Center in Wilmington, NC. It covers the reasons the project was undertaken, the process of obtaining administrative approval, the technical solution, the marketing of the new access to the library resources, and the benefits to the library. In April 2008, physicians were given access to the library's electronic resources through their portal into the EMR. In February 2010, the library's electronic resources were added into the nurse charting function of the EMR. The integration of electronic library resources into the EMR for physicians and nurses has been very successful.

Medical Informatics Section

Translational Science: How Libraries Are Working with Their Institutions' Clinical and Translational Science Awards

Cosponsored by Leadership and Management Section, Veterinary Medical Libraries Section, African American Medical Librarians Alliance SIG, Molecular Biology and Genomics SIG

Lincoln West

2:35 p.m.
Harnessing Health Information and Translating Knowledge Among Institutional and Community Partners: A Case Study at the University of Minnesota
Linda A. Watson, AHIP, Director, Health Sciences Libraries; **Layne M. Johnson,** Translational Science Information Specialist and Library Fellow, Health Sciences Libraries and Institute for

Health Informatics; **Julie A. Jacko,** Director, Institute for Health Informatics; University of Minnesota–Minneapolis

Objective: This paper will describe how a health sciences library (HSL) positioned itself to participate in and add value to the evolution of the university's Clinical and Translational Science Institute (CTSI) with particular focus on a new and novel position of translational science information specialist shared between the HSL, the CTSI, and the Institute for Health Informatics.

Methods: In 2006, the HSL began working with the office of clinical research in two areas: education and support of clinical scholars including assistance with scholarly communication issues and community engagement through our outreach programs, with support of an NLM-funded fellow in public health/consumer informatics. In addition, the HSL was instrumental in the planning and formation of a new Institute for Health Informatics (IHI) in 2007, which was subsequently colocated in the HSL in early 2009. In August 2009, the HSL successfully competed for university-administered American Recovery and Reinvestment Act (stimulus) funds to recruit a new position of translational science information specialist and IHI library fellow, a joint hire with the IHI. The evolving critical role of the information specialist as "curator" and "translator" of health data and information among many different organizational entities and community partners will be demonstrated.

Results: Within four months, our information specialist has positioned himself as an important contributor to key CTSI priorities and has facilitated collaboration between HSL and CTSI. For the IHI, he has assumed a key leadership role as associate director of graduate studies in health informatics. Within the university libraries, he is helping craft our response to e-science, with a particular focus on data management, as part of our strategic planning process.

Conclusion: Identification and recruitment of an individual with both domain knowledge (doctorate in microbiology) and extensive information management leadership experience in the pharmaceutical industry positioned the HSL to "fast-track" the idea of the informationist in a clinical research and academic informatics setting. Foundational understanding of the complex academic health sciences environment at the University of Minnesota has led to important integration in CTSI and IHI programs. As the "experiment" continues, our intention is to further quantify the position's impact.

2:51 p.m.

Rethinking How We Work: Fast-tracking a Library's Involvement in a University's Clinical and Translational Science Awards Infrastructure

Barrie Hayes, Librarian; **Jim Curtis,** Deputy Director; **Mary Beth Schell,** Librarian; **Christie Silbajoris, AHIP,** Director, NC Health; Health Sciences Library, University of North Carolina–Chapel Hill

Objective: Our library is rethinking how we work. We are seeking ways to raise the visibility of the health sciences library with the Translational and Clinical Sciences (TraCS) Institute by initiating a collaborative project, product, or service essential to TraCS. We are looking for evidence of the impact of the library's efforts within a ninety-day time frame.

Setting: An academic health sciences library serving 5 health affairs schools.

Population: The university's TraCS Institute, which was created as an outgrowth of one of the initial Clinical and Translational Science Awards.

Exposures: We expect the work of this small group will advance the library's goal of becoming an integral part of our university's CTSA infrastructure. To achieve this goal, the library is providing specialized library services targeted towards the TraCS community. The library has created a small group focused on TraCS engagement. This group is developing a centralized communications plan, implementing a blog, advancing a joint proposal with TraCS to provide grant publication support, and writing an evaluation plan to measure the impacts of the library's efforts.

Results and Conclusions: The library's TraCS working group discovered that it is possible within a short time frame to build relationships with the TraCS Institute, but permanent processes need to be established in the library to sustain connections and link them into established programs and services of the library. This time frame is too short to conduct a formal evaluation. The library's TraCS working group succeeded in implementing its recommended exposures. Additional activities that emerged out of the group's work include exploring how the library can support grant publications and the PubMed Central submission requirements and participate in TraCS courses for research trainees. The TraCS working group discovered the library can best work with TraCS by anticipating their needs and reaching out to them with suggestions for collaboration. This can best be facilitated by keeping open the lines of communication that have been developed.

3:07 p.m.

VIVO: Library-based Support for Research Networking and Discovery

Michele R. Tennant, AHIP, Bioinformatics Librarian and Assistant Director, Reference, Education and Information Management, Health Science Center Libraries and UF Genetics Institute, University of Florida–Gainesville; **Kristi L. Holmes,** Bioinformaticist, Bernard Becker Medical Library, School of Medicine, Washington University, St. Louis, MO; **Valrie I. Davis,** Outreach Librarian, Agricultural Sciences, Marston Science Library, University of Florida–Gainesville; **Medha H. Devare,** Bioinformatics and Life Sciences Librarian, Albert R. Mann Library, Cornell University, Ithaca, NY; **Sara Russell Gonzalez,** Physical Sciences Librarian, Marston Science Library, University of Florida–Gainesville; **Paul Albert,** Digital Services Librarian, The Samuel J. Wood Library, Weill Cornell Medical College, New York, NY; **Cecilia Botero,** Assistant Director, Content Management, Health Science Center Libraries; **Kerry Britt,** VIVO Documentation Lead, Marston Science Library; **Erin Brooks,** Education Coordinator, Health Science Center Libraries; **Amy G. Buhler, AHIP,** Engineering Librarian, Marston Science Library; **Ellie Bushhousen,** Reference and Liaison Librarian, Health Science Center Libraries; **Mary Edwards,** Reference and Liaison Librarian, Health Science Center Libraries; **Nita Ferree, AHIP,** Reference and Liaison Librarian, Health Science Center Libraries; **Rae Jesano, AHIP,** Reference and Liaison Librarian, Health Science Center Libraries; **Hannah Norton,** Reference and Liaison Librarian, Health Science Center Libraries; **Nancy Schaefer, AHIP,** Reference and Liaison Librarian, Health Science Center Libraries; **Christine E. Cogar,** Library Associate I, Marston Science Library; University of Florida–Gainesville; **Catherine Dunn,** Library Systems Analyst, Libraries, The Scripps Research Institute, La Jolla, CA; **George O. Hack,** Assistant Director, Instruction and Information Systems, Health Science Center Libraries; **Margeaux C. Johnson,** Marston Science Library; University of Florida–Gainesville; **Paula King,** Director, The Scripps Research Institute Libraries, The Scripps

Research Institute, La Jolla, CA, and Jupiter, FL, **Sara Kreinest,** Marketing Coordinator, Health Science Center Libraries; **Paula Markes,** Metadata Expert, Marston Science Library; University of Florida–Gainesville; **Michaeleen Trimarchi,** Senior Reference and Electronic Services Librarian, The Scripps Research Institute Libraries, The Scripps Research Institute, La Jolla, CA, and Jupiter, FL; **Stephen V. Williams,** Information Technology Expert, Clinical and Translational Research Informatics Program; **Mike Conlon,** Principal Ivesitgator and Interim Director, Biomedical Informatics; University of Florida–Gainesville; **VIVO Collaboration,** Gainesville, FL

Objective: To create a library-based semantic web application (VIVO) to support research networking and discovery. Available at seven US institutions by early 2010, VIVO serves as a prototype for national-level researcher networking. Researcher profiles include contact, publication and grant information, research interests, and links to learning objects and presentations. Under our model, library staff provide numerous support functions for the resource.

Methods: Libraries are taking on new roles to meet ever-changing information needs. As science becomes more interdisciplinary and e-science and clinical and translational science begin to dominate, the need for researchers to find collaborators within and outside their institutions increases. Because libraries are considered neutral and trustworthy entities and library staff have information management expertise and close ties to their clients, the library is an obvious partner in facilitating research networking. In 2003, information technology services staff in the Albert R. Mann Library at Cornell University created the VIVO platform, a semantic web application developed to meet the networking and discovery needs of the university's researchers and administrators. In 2008, library staff at the University of Florida launched the resource. VIVO, based on this technology, is now poised to become a national library-based portal facilitating collaboration, networking, and discovery.

Results: What started as a library-based resource designed for Cornell and University of Florida researchers and scholars has developed into a $12.2 million dollar National Institutes of Health–funded initiative to enable research networking and discovery. This presentation will provide an introduction to the resource and will describe the various roles that librarians and library staff play to support VIVO. These roles currently include metadata and ontology creation, data curation and management, information technology development and support, and outreach (publicity, instruction, usability, and help desk services). We will also discuss successful methods to enlist the support of higher administrators and participation and use by researchers.

3:23 p.m.

Too Many Fish and No Fishing Pole: Building a Taxonomy for Discovery of Instruments for the National Clinical and Translational Science Awards Federated Website

Pamela L. Shaw, Biosciences Librarian, Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: The national Clinical and Translational Science Awards (CTSA) federated wiki site is the preferred central repository for documents produced by CTSA awardees. Awardees are not required to deposit materials to the wiki but are encouraged to share survey tools, interview results, and other evaluation metrics. The purpose of this project was to determine if a librarian's creation of a taxonomy for tagging documents could enhance discovery of evaluation instruments at the federated CTSA wiki site.

Methods: The librarian built a taxonomy and tagging system for CTSA evaluation shared resource documents, based on keywords mined from the documents and key function terms. The taxonomy was reviewed by the evaluation shared resource interest group, and terms were refined before usage. Documents in the shared resources repository were tagged with the terms that were displayed as a tag cloud on the shared resources wiki pages.

Results: The CTSA wiki taxonomy project is ongoing. Due to changes in the National Institutes of Health's wiki system, the taxonomy and tagging system is not as crucial to discovery as it was when the project was first begun. However, with increased user compliance and usage of the new wiki submission system, which allows users to apply the taxonomic terms, documents are more easily found by using the wiki tag cloud to sort instruments and surveys.

3:39 p.m.

No Such Thing as a Typical Day: The Role of a Clinical and Translational Science Liaison at an Academic Health Sciences Library

Marisa L. Conte, Clinical and Translational Science Liaison, Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: To describe one librarian's experiences as a clinical and translational science (CSTA) liaison, highlighting the diversity of work and opportunities, the importance of institutional champions, and the challenges of defining a new role for librarians and informationists.

Description: The varied roles and experiences of a CTSA liaison will be discussed. Emphasis will be placed on the liaison's experiences in four areas:

- acting as an educator and research resource, including membership on a university-wide curriculum committee targeting translational researchers, instruction, and grant reviews
- providing support for clinical and translational researchers, including integration in two research labs, development of a lab website and wiki to enhance visibility and workflow, and ongoing projects to digitize and record lab procedures
- participating in the bioinformatics core, including training, grantwriting, and creating an inventory of translational science resources for a multi-center database
- providing support for the institution's CTSA award administrators, including publication tracking, researcher compliance monitoring, education and collaborative initiatives

Challenges and tips for establishing the library as a partner in CTSA activities will also be discussed.

Nursing and Allied Health Resources Section

Navigating the Literature: Strategies for Getting Published in Health Sciences Journals and Mapping the Literature of Allied Health

Cosponsored by Chiropractic Libraries Section

Jefferson East

2:30 p.m.

Navigating the Literature: Strategies for Getting Published in Health Sciences Journals and Mapping the Literature of Allied Health

Judy F. Burnham, AHIP, Assistant Director, Administration and Regional Services, Biomedical Library, University of South

Alabama–Mobile; **Eileen Wakiji, AHIP,** Librarian, Nursing and Allied Health, University Library, California State University–Long Beach; **Barbara F. Schloman, AHIP,** Associate Dean and Professor, University Libraries, Kent State University, Kent, OH; **Frances Delwiche,** Reference Librarian and Liaison, College of Nursing and Health Sciences, Dana Medical Library, University of Vermont–Burlington

Description: A panel of researchers from the "Mapping the Literature of Allied Health Project" will review the project's objectives and activity to date. Outcomes from the various studies will be highlighted. Attendees will have an opportunity to consider how findings might influence their own service to allied health clientele.

3:15 p.m.

Mapping the Literature of Occupational Therapy: Update

Jonathan Potter, Health Sciences Librarian, Riverpoint Campus Library, Eastern Washington University–Spokane

Objective: To update Kathlyn Reed's 1999 study, "Mapping the Literature of Occupational Therapy," in order to provide practitioners and librarians with current information about citation patterns and database coverage of journals that are highly cited in the literature of occupational therapy.

Methods: This study follows the "Mapping the Literature of Allied Health" protocol established by the Nursing and Allied Health Resources Section of the MLA. Three source journals were identified (for consistency and comparability, the same three that were used in the 1999 study). Citation data were gathered from the three journals for a three-year period (2006–2008). Data included type of document being cited (journal article, book, or other), date of cited document, and, in the case of journal articles, the title of the journal issuing the article. Bradford's Law of Scattering was then applied to the journal data in order to divide the list of journals cited into three zones, ranging from the most to the least cited journals. The journals comprising Zones 1 and 2 (i.e., the more highly cited journals) were then compared to the 1999 results and checked for indexing in MEDLINE, CINAHL, and PsycINFO.

Results: A total of 364 articles cited 10,425 references. Journals were the most frequently cited format, accounting for 65.3% of the references, an increase of 4.1% over the 1999 study. Approximately one-third of the journal references cited a cluster of 9 journals, with the *American Journal of Occupational Therapy* dominating the field. An additional 120 journals were identified as moderately important based on times cited. CINAHL provided the most comprehensive indexing of core journals, while MEDLINE provided the best overall coverage.

Conclusions: Occupational therapy is a multidisciplinary field with a strong core identity and an increasingly diverse literature. The *American Journal of Occupational Therapy* has been a dominant force in the literature for many years but is beginning to give ground to newer journals and journals from outside the United States. Indexing has improved overall since 1999, but gaps in the coverage are still evident.

3:35 p.m.

Connecting Librarians and Editors to Identify and Describe Core Nursing Journals

Pamela J. Sherwill-Navarro, AHIP, Medical Librarian, Library, Remington College of Nursing, Lake Mary, FL; **Margaret (Peg) Allen, AHIP,** Consultant, Health Knowledge Consultants, Stratford, WI; **Paul Blobaum,** Health and Human Services Librarian, University Library, Governors State University, University Park, IL; **Jyoti Deo,** Library Assistant, Library, Remington College of Nursing, Lake Mary, FL; **Lynn DiMaggio,** Senior Library Specialist, University Library, Governors State University, University Park, IL

Objective: The primary purpose of this study is to design an objective method for evaluating nursing journals to develop a "core" list. The secondary objective is to create a resource for aspiring authors to identify journal publishing opportunities. The demise of nursing collection development tools such as the Brandon/Hill lists, combined with the development of new aggregate database products and full-text collections, makes collection development decisions more confusing, contributing to the need for new tools.

Methods: Previous journal lists and collection development tools were examined to assist in developing evaluation criteria for research and final lists. For the study, nursing journals were defined as titles in the MEDLINE or CINAHL Nursing Subset. A Google Documents form was developed so that committee members could collaborate to evaluate journal titles and enter data directly. Collaboration was initiated with a professional organization to develop an online survey to collect information about the percentage of articles accepted versus submitted, time to publication, and descriptive information useful to aspiring authors. Librarians were responsible for the bibliographic data, with editors responsible for information about the journals publication facts. Committee collaboration determined evaluation criteria and the final core list.

Pharmacy and Drug Information Section

EMBASE Lecture

Cosponsored by Corporate Information Services Section

Lincoln East

2:30 p.m.

An Introduction to the Regulation of Prescription Drug Promotion: The Role of the Food and Drug Administration

Kathryn Aikin, Social Science Analyst, Division of Drug Marketing, Advertising and Communications, Food and Drug Administration, Silver Spring, MD

Description: The mission of the Division of Drug Marketing, Advertising and Communication (DDMAC) in Food and Drug Administration's Center for Drug Evaluation and Research is to protect the public health by assuring prescription drug information is truthful, balanced, and accurately communicated. This is accomplished through administering a comprehensive surveillance, enforcement, and education program and by fostering better communication of labeling and promotional information to both health care professionals and consumers. This lecture, given by DDMAC's Expert Social Science Analyst Kathryn Aikin, will discuss the laws governing prescription drug advertising, DDMAC's regulatory responsibilities, its role in monitoring direct-to-consumer (DTC) prescription drug advertising, and its research program on DTC advertising.

Public Health/Health Administration Section

AIDS 2010: Evolution of Information

Cosponsored by Relevant Issues Section; African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Georgetown East

2:35 p.m.
AIDS Information Resources and Services from the National Library of Medicine
Nicole Dancy, Division of Specialized Information Services, National Library of Medicine, National Institute of Health, Bethesda, MD

2:55 p.m.
Epidemiology of Aging and HIV
Michael Plankey, Assistant Professor, Medicine, Department of Medicine, George Washington University Medical Center, Washington, DC

3:15 p.m.
Invited Speaker Title to Be Announced
Sharon Stash, Senior Prevention Advisor, AIDSTAR-One, Arlington, VA

3:35 p.m.
Invited Speaker–Title to Be Announced
Miguel Gomez, Director, AIDS.gov, US Department of Health and Human Services, Washington, DC

New Speaker as of May 17, 2010

Monday, May 24

2:30 p.m.–4:00 p.m.

Cancer Librarians Section

Providing Quality Complementary and Alternative Medicine Information to Cancer Patients

Cosponsored by Consumer and Patient Health Information Section, Complementary and Alternative Medicine SIG

Cabinet, Concourse Level

Providing Quality Complementary and Alternative Medicine Information to Cancer Patients: The National Cancer Institute
Jeffrey D. White, Director, Office of Cancer Complementary and Alternative Medicine, National Cancer Institute, National Institutes of Health
Description: Cancer patients and other people interested in cancer prevention or treatment often search for, or incidentally encounter, information about "unconventional" or "alternative" cancer therapies or complementary therapies that might offer palliation of symptoms or improvement of quality of life. Such information derives from various sources and is developed for various purposes. The National Cancer Institute's (NCI's) Physician Data Query (PDQ) is a group of several online information products that address a series of topics, including complementary and alternative medicine (CAM). The PDQ contains separate lines of products developed for health care practitioners and patients. The PDQ's CAM Editorial Board develops, reviews, and updates these summaries. NCI's Office of Cancer Complementary and Alternative Medicine (OCCAM) has a Communications and Outreach Program, which maintains a website with a Health Information section that directs viewers to the PDQ summaries as well as other resources developed by government entities and sites maintained by NCI-grantees, such as NCI-designated cancer centers
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Section Programs 3
Tuesday, May 25, 2:00 p.m.–3:30 p.m.

2010 National Program Committee

Left/Right Brain: What Have You Been Thinking About Lately? (Session B)

Lincoln West

2:05 p.m.
Visualize the Activity in the Library with Data
Ben Hope, Chief, Information Architecture Branch; **Bradley Otterson,** Biomedical Librarian, NIH Library, National Institutes of Health, Bethesda, MD
Objective: This project describes how the National Institutes of Health (NIH) Library used innovation to automate a visual analysis of activity in the facility.
Methods: The project is a case study of how the library used innovation to convert a paper-based system into an automated way to document the usage of the facility with a visual analysis of activity. A team wanted to know where patrons were sitting at designated time intervals. We tried using paper maps of the library with activity zones that had a box for each chair. It was difficult to mark, score, and tabulate the results. A tablet-based computer system was developed to allow library staff to easily record their observations of patron activity. The laptop had a map of the library with seating options that let library staff touch the screen where clients were sitting. The data from the observations were automatically captured and stored in a database. This allowed us to create a variety of reports and thematic maps to visualize the activity. Not only could we could see the high- and low-usage areas, but any decisions to improve the physical layout or to document the use of space can be tracked and evaluated.

2:21 p.m.
LISTEN, BOLT, and Connect
Lin Wu, AHIP, Reference Librarian; **Richard Nollan,** Reference and Outreach Services Coordinator; Health Sciences Library and Biocommunications Center, University of Tennessee–Memphis; **Samantha B. Miles,** LISTEN Clinical Champion, Memphis VA Medical Center, Memphis, TN; **Cynthia K. Russell,** Professor; **Heather Carter-Templeton,** Project Coordinator; College of Nursing, University of Tennessee Health Science Center–Memphis
Objective: The goal of the Learning Information Seeking and Technology for Evidence-based Nursing Practice (LISTEN) project is to improve the information technology (IT), information literacy (IL), and nursing informatics (NI) competencies (knowledge, skills, and attitudes) of student and workforce nurses using individualized learning via interactive modules. The presentation describes the LISTEN team's process of developing an interactive face-to-face workshops, online scenarios, and brief online learning tutorials (BOLTs) to achieve the LISTEN project goal. Specifically, health sciences librarians' role and involvement in supporting nursing education, lifelong learning, and evidence-based nursing practice (EBNP) will be presented and discussed.
Methods: The LISTEN subject matter experts—including two health sciences librarians who collaborated with the LISTEN team to create the face-to-face workshops, online scenarios, and BOLTs. Student and workforce nurses may choose from these three choices to participate and learn IT, IL, and NI competencies (knowledge, skills, and attitudes). The participants will be assessed via questions embedded in the online scenarios and face-to-face workshops. Pre- and posttests are also administered with each option.
Results: As of January 2010, a total of 164 participants completed face-to-face workshops, online scenarios, and BOLTs from 2 academic sites and one clinical site. Preliminary data analysis indicated increased posttest ranking in participants' IL, IT, and NI knowledge and attitudes and increased posttest means in self-reporting skills and abilities. In terms of self-assessment, comfort with computers, and access to evidence-based information resources (among other variables), percentages increased from pre- to posttesting. These numbers will be presented and fully discussed in the presentation.
Conclusions: A multidisciplinary team approach has proved to be effective in developing scenarios and BOLTs. Health sciences librarians contributed their expertise as information specialists in BOLT content development and the LISTEN module development.

2:37 p.m.
Implementing Open Source for Three Core Library Functions: A Timeline of Challenges and Solutions
Emily O. Molanphy, Web Services Librarian; **Karen L. Hanson,** Digital Projects Librarian; **Ian Walls,** Systems Integration Librarian; NYU Health Sciences Libraries, School of Medicine, New York University–New York
Objective: The New York University Health Sciences Libraries (NYUHSL) selected new open-source systems for three of its core functions over an eighteen-month period. The authors will compare and contrast their experiences working with Drupal and Koha (both live) and an emerging Fedora repository in order to share discoveries about the open-source approach.
Methods: The paper will be chiefly organized chronologically, comparing the projects at different stages such as requirements analysis, software selection, configuration, training, rollout, and maintenance. It will mention key insights about project planning and scoping, troubleshooting, practices of the software's user community, content analysis, theming, and configuration. For example, the authors will compare the systems used by Koha and Drupal to allow libraries to upgrade the software while preserving local customizations. Librarians will learn about the three packages as well as the benefits and drawbacks of open-source versus commercial software. While each of the projects had a unique goal, the implementation processes had commonalities that grew out of the decentralized/do-it-yourself structure of open-source projects.
Results: As of September 2009, both the Drupal website and Koha catalog have replaced their predecessors. Those projects are now in a maintenance and enhancement stage. The Fedora repository project, which started later and does not replace an existing system, is still in development as of February 2010. Although the projects presented many challenges, open-source software is flexible enough that solutions can be found using skills developed along the way. Open-source software also makes unique customizations possible, allowing for ongoing, iterative improvements.
Conclusions: NYUHSL's results are not fully representative but show a range of possibilities to expect when experimenting with open-source. The experience of working with open-source software was positive and opens the possibility of future integrations between the systems that might be difficult or impossible with proprietary software. NYUHSL would use open-source software

again, and its librarians hope to contribute back to the open-source community.

2:53 p.m.
Beyond PubMed: Next Generation Literature Searching
Carrie L. Iwema, Information Specialist, Molecular Biology; **Ansuman Chattopadhyay,** Head, Molecular Biology Information Service; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA
Purpose: Librarians, clinicians, and researchers are all experiencing information overload. The number of articles indexed in MEDLINE continues to grow at an exponential rate, but information seekers have little time (or patience) for identifying relevant biomedical articles. This presentation will help medical librarians discover recent innovations in literature searching that they in turn can bring to their users.
Description: The latest resources for exploring the biomedical literature take advantage of text mining, natural language processing, and information extraction. Literature searching tools that serve as alternatives or enhancements to PubMed in particular will be explored here. These include, but are not limited to, the following freely available web-based tools: GoPubMed, Novoseek, Pubget, eTBlast, and Déjà Vu. Learn how to view search results categorized by concepts, publication date, or journal. Examine statistical tools analyzing research trends and author collaborations. Search for biomedical literature and grants at the same time. Retrieve article portable document format (PDF) files immediately, even while browsing a journal. Find the appropriate journal for submission of manuscripts. Identify examples of identical text. All of these resources are time savers as well as tools for knowledge discovery. And it is as easy as a few mouse clicks!

3:09 p.m.
Health Information Seeking and Lay Health Information Mediaries "at" the Public Library: Preliminary Results from a Nationwide, Mixed Method Study on US Public Library Public Computing (PAC) Access and Its Impact on Individuals, Families, and Communities
Jennie A. Abrahamson, Doctoral Student, Faculty of Information and Media Studies, University of Western Ontario–London, Canada; **Karen E. Fisher,** Professor; **Michael D. Crandall,** Senior Lecturer and Chair, Master of Science in Information Management Program; **Samantha Becker,** Research Project Manager; The Information School, University of Washington–Seattle
Objective: This project investigated how public library public access computing (PAC) and Internet use benefits individuals, families, and communities and identified and validated associated outcome performance indicators useful in service evaluation and policy decision making. This paper describes early results regarding the extent of public library PAC use for health information seeking and its effects on individual, family, and community health, with a focus on outcomes related to lay health information mediaries (those who seek health information on behalf or because of others).
Methods: A mixed method research design was utilized to improve results generalizability and contextualization. The design incorporated a nationwide telephone survey (n=3,176), employing a dual frame probability, list-assisted random digit dialing sample procedure and cell phone sample; a nationwide Internet user survey administered via 400 randomly selected public libraries (n=45,209); and case studies of 4 public libraries, purposively selected to represent geographic and socio-demographic diversity. Users, including homeless and digitally disconnected individuals, aged 14-plus were recruited in all phases. Case study interviews also included library staff, trustees, volunteers, and community stakeholders. Tandem statistical analysis of survey data and focused coding and content analysis of qualitative data will be used to triangulate results.
Results and Conclusions: Data analysis is ongoing. Latest results and research and practice implications will be shared in the presentation.

Dental Section

E-books and the Health Sciences Library: Fourth Annual Lecture on the Evidence-based Practice of Librarianship. Sponsored by StatRef

Sponsored by StatRef.

Cosponsored by Collection Development Section, Educational Media and Technologies Section, History of the Health Sciences Section, Hospital Libraries Section, Technical Services Section, Osteopathic Libraries SIG

Jefferson West

2:00 p.m.
E-books and the Health Sciences Library: 4th Annual Lecture on the Evidence-based Practice of Librarianship.
Sponsored by StatRef
Mark Sandler, Director, Center for Library Initiatives, Committee on Institutional Cooperation, Champaign, IL; **Deborah D. Blecic, AHIP,** Bibliographer, Life and Health Sciences, Richard J. Daley Library, University of Illinois–Chicago
Description: This invited speaker lecture series focuses on significant changes in the evidence base that underpins medical libraries and the support they are able to provide patrons. The last two years have seen the rapid expansion of the availability of digital or electronic versions of books. This year's session will focus on this rapid change and its impact on medical libraries and their collections. Will the focus of publishers still be on collections over individual titles? Will print collections become obsolete? Will federated search engines continue to develop to the point that we will be able to search our e-book collections for specific content beyond what has been possible in our card catalogs, print or digital? These are some of the questions we will invite knowledgeable speakers to provide librarians with useful information they can take home and use in their libraries. The first speaker, Mark Sandler, director, Center for Library Initiatives, Committee on Institutional Cooperation, will provide an overview of trends and developments in the e-book space, covering such topics as dramatic growth in the numbers of available e-books; prevalent business models (subscription, purchase, aggregator services, advertiser funded, end-user purchase, etc.); selecting individual titles versus aggregate collections; shifting collection and operating budgets from print to online content; operational efficiencies in e-only libraries; and user uptake of e-book offerings. The second speaker, Deborah D. Blecic, bibliographer, Life and Health Sciences, Richard J. Daley Library, University of Illinois–Chicago, will discuss practice issues related to e-books, especially "best practices" in managing rapidly growing e-book collections. Issues in cataloging, discovery tools, searching of e-book content,

acquisitions, collection management, user education, and completeness of content will be presented, and methods and solutions discussed.

Leadership and Management Section

Career Reflections: Career Planning from New Graduate to Late Career

Cosponsored by Medical Library Education Section, New Members SIG, Retired Librarians SIG

Georgetown East

2:05 p.m.
Never Too Late: Retirement Planning Connects Past to Future
Mary F. Prottsman, AHIP, Associate Director, Collection Resources Division, Norris Medical Library, University of Southern California–Los Angeles
Objective: Some retire while they are in their fifties; others are still working effectively when they are seventy. What factors impact one's decision to retire? What preparations must one make before retiring? Is it best to cease full-time paid employment abruptly or to transition gradually? What professional role does one assume in retirement? How does one set goals?
Methods: These questions will be answered by surveying MLA members using email discussion lists and personal contacts with retired MLA members regarding factors that determine when one retires, how the decision to retire is made, how one prepares for retirement, resources used in making the decision to retire, whether retirement is working as planned, what are surprises in retirement, what are the most enjoyable aspects of retirement, and how one maintains professional contacts and involvement during retirement. Survey results will be compared with a literature review to determine successful pre- and post-planning retirement strategies, including advance planning, goal setting, and resources used.

2:25 p.m.
Perpetuating the Profession: Outreach to Underrepresented Students
Brenda F. Green, Associate Professor and Coordinator; **Zachary E. Fox,** Computer Information Specialist; Health Sciences Library/Instructional Services, University of Tennessee Health Science Center–Memphis
Objective: To develop and test strategies to assist in recruiting the next generation of health sciences librarians and to develop best practices to share with others engaged in student recruitment efforts. This paper describes methods, outcomes, and unintended results of one program that reaches out to recruit underrepresented minority students into the fields of health sciences librarianship and informatics.
Methods: Through a partnership among seven medical center libraries, local librarians, diversity officers, administrators, and high school personnel, strategies were developed to attract and track minority high school student interest in the fields of health sciences librarianship and informatics. Student recruitment, marketing, and engagement strategies included events, branding, interpersonal communications, and peer-to-peer networking. Activities included field trips to local libraries, mentorship programs, internships, contests, and the use of social networking media such as Facebook, instant messaging, and telephone texting.
Results: Five partner libraries remained connected during the four-year funding cycle. Each library implemented unique outreach efforts, two libraries collaborated through social networking media, and other libraries continue to support the program through institutional funding. Two traveling exhibits were produced to support outreach efforts at conferences, exhibits, and health fairs. Outreach efforts to promote health sciences librarianship and informatics to underrepresented minority students continue in various forms at the institutions.

2:45 p.m.
The Path to a Faculty Appointment for Liaison Librarians
Andre J. Nault, Head Librarian and Adjunct Assistant Professor, Veterinary Clinical Sciences, Veterinary Medical Library; **Margaret V. Root Kustritz,** Associate Professor, Small Animal Theriogenology, and Vice-chair and Assistant Dean, Education, Veterinary Clinical Sciences; University of Minnesota–St. Paul
Objective: To illustrate professional and social activities that can lead to health sciences liaison librarians successfully attaining a faculty appointment in a department or college they support. The perspective from the library and the college are covered equally.
Methods: Library liaisons need to demonstrate active participation in the teaching, service, or research missions of the departments or colleges in which they hope to achieve an adjunct faculty appointment. These requirements often necessitate stepping outside traditional librarian roles. Traditional activities in information delivery and course-integrated instruction are certainly valued. However, examples of involvement in outside professional associations, continuing education programs, faculty education, search or alumni committees, journal clubs, student mentoring, and coauthoring of articles extends our service and demonstrates an extra level of engagement. Involvement in college social activities is also explored.
Results: The ability to market oneself, library resources and services, and physical and virtual spaces is essential to demonstrate value. Policies and expectations for adjunct appointments vary between institutions; not all librarians are faculty, but rather another professional classification. Colleges vary in their cultures and politics and in their histories of viewing and using the library and its staff. Being aware of this, along with aligning oneself with influential faculty members, can be a successful strategy in obtaining an adjunct appointment. Participating in nonacademic activities such as commencement or dinners might not help with making a case for an appointment but are excellent networking opportunities, especially with students, and should be taken advantage of whenever possible.

3:05 p.m.
Growing Our Own: How Can MLA Support Emerging Leaders?
Carol Jenkins, AHIP, FMLA, Director, Health Sciences Library, University of North Carolina–Chapel Hill
Description: MLA is an association whose success depends on the efforts of its members and volunteer leaders. MLA recognizes the need to encourage and support a new generation of members interested in association leadership roles through programmed development opportunities. For MLA, these roles include committee support and management; planning and policy development; section, chapter, and task force leadership; and leadership at the MLA Board and elected/appointed officer levels. The MLA Rising Stars Program is a new initiative being piloted this year to develop and support emerging association leaders. It matches

several "rising stars" with mentors in a leadership curriculum that includes experiential learning and guided instruction in a learning community. A status report on this new program and next steps will be shared, and audience feedback sought.

Nursing and Allied Health Resources Section

Beyond Cool: Reflecting on Web 2.0 Adventures and Misadventures

Cosponsored by Chiropractic Libraries Section, Complementary and Alternative Medicine SIG, Libraries in Curriculum SIG

Jefferson East

2:00 p.m.
4 Wikis + 4 Blogs + 70 Third-year Medical School Students = Improved Students' Confidence in Practicing Evidence-based Medicine (EBM): A Pilot Project Using Blogs and Wikis for a Collaborative EBM Assignment in a Third-year Internal Medicine Clerkship
Daniel G. Kipnis, Senior Education Services Librarian; **Gary Kaplan,** Senior Information Services Librarian; **Anthony J. Frisby,** Director, Education Services; **Margy Grasberger,** Manager, Information Services; **Karen Krasznavolgyi,** Senior Information Services Librarian; Academic & Instructional Support & Resources; **J. Jon Veloski,** Director, Medical Education Research; **Jessica Salt,** Assistant Program Director, Internal Medicine Residency, Jefferson Medical College; Thomas Jefferson University, Philadelphia, PA
Objective: Pilot a group assignment using blogs and wikis to develop evidence-based medicine (EBM) skills in third-year medical students on an internal medicine clerkship. Instead of the clerkship's previous individual ten-page paper assignment, the students were divided into four groups of sixteen. During the clerkship, students are on geographically dispersed rotations. The earlier ten-page paper had required the students to complete a patient history and physical write-up. With the pilot project, each group was assigned a librarian and a physician faculty mentor. All students recorded on the blog a clinical scenario and question they encountered. They were encouraged to communicate with the librarian to construct a well-formed clinical question. Each student group then came to consensus on which question to pursue and collaborated on a wiki including a list of citations to the best available evidence, a critique of the studies, and implications for the patient.
Methods: Surveys were administered to students before and after the assignment. The clerkship director solicited feedback from library liaisons and physician mentors at the end of the assignment.
Results: Five questions, which related to the students' confidence in their EBM abilities, showed a significant increase (Wilcoxon signed-rank test, alpha=0.05). There was no significant difference in 2 questions about the importance of EBM in medical education and patient care. Other questions seeking open-ended comments and feedback from library liaisons and physician mentors revealed opportunities for improvements, such as smaller group sizes and clarification of librarian and physician mentor roles.
Conclusions: The pilot demonstrated that a group assignment using blogs and wikis to collaborate on an EBM clinical scenario significantly improved the students' confidence in practicing EBM. It had no impact on their valuation of EBM. Several areas for improvement were identified for future courses.

2:15 p.m.
Customized Collaborative Knowledge Center with Google Tools
Susan Fowler, Medical Librarian, Becker Medical Library, Washington University, St. Louis, MO
Objective: The objective was to create an interface customized for a distinct group of library users to provide access to resources and services the group used most commonly. A second objective was to facilitate online collaboration on measurement, assessment, and research projects. The solution needed to be inexpensive, easy to use, and easy for all involved to access.
Methods: The group was practicing nurses serving on a staff development committee in the pediatric department of a large urban hospital. Through participation in department meetings and one-on-one consultations, the librarian initiated an informal needs assessment. In response to the resulting criteria, she created a Gmail account and an iGoogle page for the group. Gadgets were employed on the iGoogle page to organize and provide access to their most commonly used resources and services including a shared calendar, bookmarks for popular links (including a link to the librarian), really simple syndication (RSS) feeds of PubMed searches on hot topics, tables of contents for favorite journals, and search boxes for MedlinePlus and PubMed. Tutorials on how to use various library resources were provided in the group Google docs account. The customized Collaborative Knowledge Center was then presented at the next department meeting.
Results: The group embraced the Collaborative Knowledge Center immediately. By the end of the next week, they had already created and distributed a survey through forms in Google docs.
Conclusions: Using the suite of Google tools to provide a solution to a host of collaborative issues was an easy and relatively free solution. While it took a few committee and one-on-one meetings to get to know the needs of the group, actual development of the Gmail account and iGoogle interface took ninety minutes. Further tools could be used to heighten the usefulness of the interface, including instant messaging in the clinic to the librarian and other colleagues a well as customized Google gadgets for library resources and services.

2:30 p.m.
Best Practices for Wiki Use in International Collaborations
Marcus Banks, Manager, Education and Research Services, Library and Center for Knowledge Management; **Kevin Souza,** Assistant Dean, Medical Education, School of Medicine; University of California–San Francisco
Objective: A US health sciences university is engaged in an institutional partnership with colleagues in Tanzania to build leadership capacity, transform curricula at both institutions, and address the health workforce crisis in Tanzania. Project members are utilizing a wiki provided by the US institution's library. This paper will examine the partnership's experience with using a wiki to support international collaboration.
Methods: The project assistant and educational technologist carefully organized the wiki space into logical categories in order to manage the documentation produced by this multifaceted project. While this step proceeded smoothly, it has been harder to encourage all individuals associated with the project to use the wiki. Attachments still manifest themselves in emails and are sometimes

not uploaded to the wiki. Our Tanzanian colleagues have trouble accessing and contributing content due to bandwidth limitations. The authors will survey key participants in the project to gain an understanding of what works well and why and what could be improved and how. Our intention is to provide best practices around the use of a wiki for intercontinental collaborations.
Results: Although research is ongoing, tentative conclusions are that most people make modest use of the wiki and continue to use email for many project communications. Wikis have a higher learning curve than email and still represent a new technology for most people. Also, sporadic postings of materials can make a wiki site become unorganized unless someone carefully monitors how these materials are identified and where they are stored.
Conclusions: Wikis have great potential for collaboration, within an institution or between institutions. Functions range from serving as a repository of materials to actively facilitating collaboration. But wikis are only as good as the extent to which they used by all members of a project team. Maximal use of a wiki requires a commitment from project leadership that this be the predominant mode of communication and collaboration.

2:45 p.m.
Teaching Web 2.0 beyond the Library: Adventures in Social Media, the Class
Melissa L. Rethlefsen, Education Technology Librarian, Mayo Clinic Libraries, College of Medicine, Mayo Clinic, Rochester, MN; **Ann Farrell,** Librarian, Winn Dixie Foundation Medical Library, Mayo Clinic, Jacksonville, FL; **Susan Mayer,** Patient Education Specialist, Barbara Woodward Lips Patient Education Center, Mayo Clinic, Rochester, MN
Objective: To develop a Learning 2.0-style training course suitable for over 50,000 employees spread across 5 states.
Methods: After teaching a successful Learning 2.0 program for libraries staff in 2007, librarians were asked to develop similar courses for health sciences faculty and nurse educators. The customized programs were too laborious to produce and run simultaneously, so as demand for this type of training spread across the institution, we chose to develop a single, self-paced class for all employees. The course content would cover the typical Web 2.0 and social media tools (blogs, really simple syndication [RSS], wikis, social networking tools, etc.) with an emphasis on how to use them safely within the organization's social media guidelines. Libraries staff consulted with the public affairs department to develop the class, as well as to coordinate marketing and advertising efforts. The eight-module, blog-based course was introduced to all employees in 2009. Employees completing each module and passing a brief assessment receive credit on their employee transcript. Libraries staff provided support to participants throughout the duration of the course through Meebo chat widgets, email, and blog comments.

3:00 p.m.
Using Video and YouTube to Provide Customized and Robust Reference Services
Dean Hendrix, Coordinator, Education Services, Health Sciences Library, University at Buffalo, Buffalo, NY
Objective: This paper describes and assesses the use of video and video-hosting sites in offering tailored reference services and tutorials to remote users at the University at Buffalo Health Sciences Library (UB HSL).
Description: Using Camtasia and YouTube, UB HSL addresses two user needs: (1) customized videos in response to electronically received reference queries and (2) tutorials addressing frequently asked questions (FAQs). Individualized reference videos offer more robust features than plain text responses, such as the ability to replicate the physical reference desk experience, as well as the ability to pause and replay. Subjects of the FAQ videos include various EndNote features, establishing document delivery accounts, and database searching techniques.
Methods: Using a Likert scale, users whose questions were answered via video were surveyed on preferences and customer satisfaction. A link to our evaluation survey was posted on UB HSL's YouTube channel for those that indirectly came across our library video tutorials.
Results and Conclusions: The majority of respondents reported overall satisfaction with customized videos (88%) and UB HSL's YouTube channel (92%) and preferred video delivery in answering remote reference questions (62%). Users suggested improvements could be made in the areas of video/audio production, the speaker's voice, and interoperability with various devices and media players.

3:15 p.m.
Virtual Reference with No Budget: Using DimDim for Information Literacy Consultations
Joanne Rich, Information Management Librarian; **Janet G. Schnall, AHIP,** Information Management Librarian; Health Sciences Library, University of Washington–Seattle
Objective: To describe the successes and shortcomings of using a free web conferencing service, DimDim, to provide virtual reference.
Methods: The University of Washington Health Sciences Libraries (HSL) serves students, staff, and faculty from six health sciences schools across a multistate region. In addition to having a geographically widespread community of patrons, we are increasingly encountering students in courses that are provided online only and students who have multiple simultaneous obligations to work and family. This combination of factors means our patrons often cannot come into the library for help or cannot come during library hours. Web meetings offer a means to provide much needed reference help at times and places that meet the patron's need. DimDim, an open source web conferencing service, offers a free level of subscription. Hosts can broadcast live video of themselves to attendees, and live audio discussion is available. Attendees and hosts are able to share their computer desktop screens to demonstrate problems and solutions in literature search techniques and other library-related functions. DimDim was used to provide a virtual option for library consultations that were a course requirement in two graduate nursing class as well as for many other on-demand consultations.
Results: Students informally reported satisfaction with the interaction in terms of technical aspects, content covered, and convenience. Although two-way audio communication is offered, we encountered difficulties with using this feature, which we solved by using the telephone to communicate while on DimDim. In conclusion, DimDim is a useful means of engaging users in a virtual setting. Users are able to see and hear the librarian they are meeting and are able to watch librarians' demonstrations of search techniques. Librarians are also able to see the attendees' desktops, if desired, and follow their steps to problem solve. However, DimDim is not quite "free": computers with high-speed Internet are required as well as a budget for long-distance phone calls for when the audio on DimDim fails. Plans are underway to use this method of reference for librarians remotely staffing information desks.

Public Health/Health Administration Section

Vaccine Information: The Role of the Library in Evaluation, Communication, and Dissemination

Cosponsored by Cancer Librarians Section, Nursing and Allied Health Resources Section, Pharmacy and Drug Information Section, Veterinary Medical Libraries Section, Outreach SIG

Lincoln East

2:05 p.m.
Vaccine Update, United States, 2010: Recommendations, Concerns, and Future Directions
Ray Strikas, Captain, National Vaccine Program Office, US Public Health Service, Washington, **DC**
Description: Ray Strikas will discuss current vaccine recommendations for children and adults and highlight some recent concerns about vaccines, including increasing number of vaccines given to children, the continuing (and data suggest false) concerns about vaccines causing or precipitating autism, and the lack of data for long-term follow-up comparison between vaccinated and unvaccinated children.

2:20 p.m.
The Health Consequences and Sociological Issues Surrounding HPV and the HPV Vaccine
Annabelle Nunez, Assistant Librarian, Arizona Health Sciences Library; **Martha Monroy,** Program Coordinator, College of Medicine; University of Arizona–Tucson
Objective: The library in collaboration with the university's women's studies department and college of public health, the public library, a Centers for Disease Control and Prevention REACH grantee, and the county health department coordinated Spanish/English informational forums on cervical cancer, human papilloma virus (HPV), and the vaccine. A panel of experts discussed the health consequences and sociological issues surrounding HPV and the HPV vaccine.
Methods: The academic forum covered current and cutting-edge medical and social science research on HPV and the controversies about the vaccine. The target audience included health researchers, practitioners and educators, feminist scholars, and college/graduate students. Following the panel discussion and presentations, the community forum participants had the opportunity to ask in-depth questions in facilitated breakout sessions with health care professionals and community health workers/promotoras. Families were targeted for these forums. The breakout sessions were split up by youth, males, and parents/adults. A few health agencies exhibited at each forum providing information. The Spanish language forum was held in a community center and the English forum in a public library in a community just outside a larger metropolitan city. This presentation will outline the planning process, outreach efforts, and collaborative aspects and funding mechanism for this partnership.

2:35 p.m.
Myths and Misperceptions about Vaccines and the Data Sources That Fuel Them
Alexandra Stewart, Assistant Research Professor, Department of Health Policy, School of Public Health, George Washington University, Washington, DC

2:55 p.m.
Vaccine Communication Challenges and Strategies During the 2009–2010 Influenza Season
Kristine Sheedy, Head, Health Communications Office, Centers for Disease Control and Prevention, Atlanta, GA

Veterinary Medical Libraries Section

Diseases Without Borders: Information for Global Epidemiology

Cosponsored by International Cooperation Section, Public Services Section

Cabinet

2:05 p.m.
The State of the Information Infrastructure Supporting Evidence-based Veterinary Medicine: A Comparison with Human Medicine
Lorraine Toews, Veterinary Medicine Librarian, Health Sciences Library, Libraries and Cultural Resources, University of Calgary, Calgary, AB, Canada
Objective: To map out the characteristics of the information infrastructure supporting the practice of evidence-based veterinary medicine in order to identify areas for further research and new development. Given the critical linkages between animal health and human health in today's world, the development of a robust information infrastructure to support evidence-based practice in veterinary medicine is crucial.
Methods: This comparative study employed a literature search of MEDLINE and CAB Abstracts, as well as selected gray literature sources in order to map out the current characteristics of the following information infrastructure elements in veterinary medicine: clinical research registries, organizational support for the production of systematic reviews, state of review articles, point-of-clinical care databases, search filters in PubMed and CAB Abstracts, indexing of clinical research study designs in CAB Abstracts and PubMed, and use of structured abstracts and clinical research reporting standards, such as CONSORT and QUORUM, in veterinary medicine journals. The literature retrieved was analyzed for similarities and differences between the information infrastructure of veterinary medicine and that of human medicine.
Results: The information infrastructure supporting evidence-based veterinary medicine practice in most of the eight elements evaluated is in embryonic stages relative to the corresponding information infrastructure in human medicine.
Conclusion: The lack of a mature evidence-based veterinary medicine information infrastructure creates serious barriers to research uptake and application by veterinary medicine practitioners.

2:25 p.m.
What Information Did You Need When You Last Deployed? Discovering the Information Needs of Disaster and Emergency Response Professionals
Alison Rollins, Reference and Instructional Librarian, James A. Zimble Learning Resource Center, Uniformed Services University of the Health Sciences, Bethesda, MD; **Alicia Livinski,** Biomedical Librarian/Informationist, NIH Library, National

Institutes of Health, Bethesda, MD; **Linda Spitzer,** Chief, Reference and Interlibrary Loan; **Nancy Terry,** Informationist; NIH Library, National Institutes of Health, Bethesda, MD

Objective: The investigators hypothesized that interviews with experienced disaster/emergency professionals will provide librarians with insight into their unique information needs and challenges experienced when responding to an event. This insight can serve as the basis of future efforts by librarians and libraries to provide information services that support staff responding to a disaster or emergency event.

Methods: Twelve public health or military personnel with disaster or humanitarian response experience were interviewed from two federal agencies. A survey instrument consisting of nine questions was developed and used. Questions were designed to explore the specific types of information used by the informants, the information that would have been useful if available, tools that informants would include in an information resource, format and delivery options, and current activities in disaster and emergency response. Interviews were conducted in February–March 2008, and December 2008 to the present. Each interview lasted approximately fifteen to thirty minutes. Interviews were digitally recorded and transcribed by the investigators. Each investigator independently coded the transcribed interviews and identified major themes. Upon completion of individual coding, the investigators met to discuss their individual coding results as a group. Identified themes were condensed into categories using a card sort methodology.

2:45 p.m.

Web 2.0 for Emergency Response: Emerging Opportunities for Greater Situational Awareness

Alicia Livinski, Biomedical Librarian/Informationist, NIH Library, National Institutes of Health, Bethesda, MD; **Dina Passman,** Epidemiologist, Office of the Assistant Secretary for Preparedness and Response, Department of Health and Human Services, Washington, DC

Objective: In early 2009, the H1N1 pandemic created a unique opportunity for the public health community to enhance the processes of information gathering and dissemination through the use of emerging web-based social media tools. The emergence of these tools has redefined the ways through which information can be gathered and disseminated. The ongoing H1N1 pandemic presents a unique opportunity for the public health community to achieve enhanced situational awareness and emergency response through the use of these tools.

Methods: Public health situational awareness has traditionally been maintained through teleconferences, situational reports, and email correspondence. During the H1N1 response, there were a variety of interactive applications that allowed for a more dynamic transfer and consumption of relevant information. Each type of social media tool has related advantages and disadvantages. On the one hand, online forums for public global commentary may be a valuable source for "ground truthing" information useful to responders and decision makers. On the other hand, a fear of the public health community is that information shared via Twitter and other formats could lead to the spread of misinformation resulting in public panic. Moreover, there are many security concerns related to the use of social media by government entities.

Section Programs 4
Wednesday, May 26, 9:00 a.m.–10:30 a.m.

2010 National Program Committee

Left/Right Brain: What Have You Been Thinking About Lately? (Session C)

Monroe

9:05 a.m.
Creating a New Leadership Role for Emerging Mobile Technology Information Needs
Jaime Friel Blanck, AHIP, Liaison and Outreach Services Librarian; **Ryan Harris, AHIP,** Reference and Research Services Librarian; **Paula G. Raimondo, AHIP,** Head, Liaison and Outreach Services; **Brad Gerhart,** Web Developer; Health Sciences and Human Services Library, University of Maryland–Baltimore
Objective: This paper will discuss campus-wide activities sponsored by an academic health sciences and human services library to explore the growing impact of mobile devices, such as smart phones and e-books, in educational and clinical settings. Through these activities, the library established a leadership role in providing education and supporting use of mobile technologies on campus.
Methods: A task force combining members of the library's public services and technology departments designed and participated in a variety of activities on campus to measure awareness and use of mobile technology devices such as smart phones and e-readers. Examples of activities included brown bag lunch sessions and meetings to get input from key faculty and information technology staff for desired programs. These activities culminated in a daylong symposium (sponsored by an National Network of Libraries of Medicine award) based on themes elicited by the task force. Library-wide subcommittees planned content, developed methods of publicity, obtained vendor support, and created a website to promote the event. Experts in the field spoke about successful projects using mobile devices in clinical and academic settings. The symposium was also a platform to launch the mobile version of the library's website.

9:21 a.m.
Entering the World of Online Collaboration: A Case Study of Librarians on EthicShare.org
Amy E. Donahue, AHIP, NLM Associate Fellow, UMN Bio-Medical Library; **Kate McCready,** Assistant Librarian, Wilson Information, Reference and Instruction Service; University of Minnesota–Minneapolis
Objective: EthicShare.org is a website for bioethics scholars, created by an interdisciplinary team with funding from the Andrew W. Mellon Foundation. It leverages an aggregation of scholarly and popular relevant resources with tools and features that support and promote collaboration and sharing. This research explores librarians' involvement with this community-based research environment and provides a model for librarian participation in other online academic communities.
Methods: This research involved contacting subject librarians attached to relevant departments (e.g., bioethics, medicine, public health, philosophy) and setting up a "group" for them on EthicShare.org. This past fall, an email was distributed alerting more than 100 librarians to the site. An informational invite to join the "bioethics librarians group" was sent out more recently. Various topics and tasks have been proposed online to the group, where comments and activities are being monitored. A short survey will also be created and administered. These methods will be used to show if librarians see themselves as having roles in online discovery/collaborative spaces that are built primarily for their users. We expect that the librarians will demonstrate many roles and that these will benefit other librarians, EthicShare, and future collaborative sites.
Results: The Bioethics Librarian group on EthicShare currently has fifteen members and has had some active conversation on the roles bioethics librarians play in their communities. It appears that the roles are diverse and can range from collection development to one-on-one consultations to involvement in curriculum development. The survey results should shed more light on librarians' use of EthicShare, as well as how they see the site being used in the future. We conclude that librarians have a place in collaborative communities like EthicShare, but that questions remain on how best to engage librarian participation to make it most useful to both the librarians and the communities they serve.

9:37 a.m.
Public Libraries, Personal Health Records: Early Feedback from a Rural State
Catherine Arnott Smith, Assistant Professor, School of Library and Information Studies, University of Wisconsin–Madison
Research Question: The personal health record (PHR) on paper is one of the oldest forms of consumer self-documentation that exists—early versions include the baby book and the family Bible. Bringing this old print technology into the 21st century presents considerable challenges for public libraries, which constitute the only free Internet access in 73% of American communities and thus are potentially important spaces for private health-focused revelation by consumers. Electronic PHRs are an emerging technology allowing consumers to manage documentation of their own health care experiences electronically—medications, therapies, procedure—as well as journaling and physician communication. What are the implications for personal health information management in a public space? Where are public librarians turning for support in answering and referral of difficult health questions? Can public libraries support the needs of the Web 2.0 consumer? How can medical librarians best cooperate with public librarians to meet these challenges for the good of the community and public health?
Methods: One hundred library workers, paraprofessional and professional, urban, suburban, and rural, from directors through circulation clerks, were interviewed in their libraries in a rural Midwestern state. Data will be transcribed, and qualitative analysis performed.

9:53 a.m.
Accuracy and Accountability: Addressing the Challenge of Metadata Accuracy in the Digital Age
Rachel R. Walden, Librarian; **Bo Link,** Librarian; **Annette M. Williams,** Associate Director; **Qinghua Kou,** Systems Software Specialist; **Deborah H. Broadwater,** Assistant Director, Collection Development; **Nunzia B. Giuse, AHIP, FMLA,** Assistant Vice Chancellor, Knowledge Management, Director, Eskind Biomedical Library, and Professor, Department of Biomedical Informatics and Department of Medicine; Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

Objective: To effectively manage the quality assurance of a growing and ever-changing collection of electronic resources by relying on automated and semi-automated techniques designed to draw on the effective reuse of well-tested strategies and approaches, as well as a broad and diverse set of library-wide skills and expertise.
Project Description: Centuries of refinement have gone into optimizing the delivery of print information, from hand-transcription to the printing press, and more recently from card to online catalogs. We can expect similarly drastic changes in the evolution of electronic materials management. The transition to e-resources creates new challenges that call for the same level of effective interventions, as quality and accuracy in information provision remains central to the mission of libraries. As changes in the publishing industry affect a quarter of electronic resources each year, title, affiliation, and access, to mention a few, need to be regularly updated to preserve accuracy. To address the challenge, the library engaged a diverse group of professionals to develop automated and semi-automated approaches designed to track and flag data inaccuracies and introduce accountability features, thus greatly contributing to the ongoing overall quality and integrity of the data.
Results: Currently, a team of 8 information specialists is conducting quality assurance reviews of metadata for more than 7,000 electronic resource records. One of the least traditional approaches used by the team is a semi-automated comparison between the in-house e-resource record system and the university-wide catalog. Testing has involved import/export between administrative tools and attempted matching using the eISSN as a unique identifier. Data collected thus far through a series of quality reviews indicate a need for updates in 10% of the records. This is consistent with observed changes in the publishing industry, demonstrates the need for ongoing quality assurance, and calls for distribution of labor among a greater number of librarians not traditionally involved in technical services efforts. This phase of the project additionally identifies the need for automated communication schemes between the online catalog and the digital library as this cross-checking will be vital to the overall metadata consistency.

10:09 a.m.
Health Information Portal: Collaborations and Enhancements
Kathleen Murray, AHIP, Head, Alaska Medical Library, University of Alaska–Anchorage; **Laura Bartlett,** Technical Information Specialist, Outreach and Special Populations Branch, National Library of Medicine, Bethesda, MD; **Paula R. Maez,** National Library of Medicine Associate Fellow, Briscoe Library, University of Texas Health Science Center–San Antonio
Objective: The objective of this paper is to discuss the enhancements to the region's health web portal through collaborations with a university medical library, researchers, and community groups in the state and the region.
Methods: Connections to the research and consumer community are essential to direct the development of the portal. The university medical library develops and maintains unique databases containing bibliographic information, research projects, white papers, and gray literature as well as collections of photographs and video media related to health issues of the northern indigenous populations. This creates a one-of-a-kind resource to address the very specific concerns, issues, and health needs of this community. The collaborative group that maintains the portal identified that the health topics section, which is designed for consumers, needed to be enhanced and expanded. An assessment of the existing consumer health topics section was performed, and an environmental scan of current resources in circumpolar health and health issues concerning cold climate was conducted.
Results: The assessment of the existing consumer health topics section resulted in recommendations of a reorganization of the portal. The environmental scan resulted in recommendations for a revised list of categories for the health topics section, new materials to add to the portal, and collaborations with circumpolar groups that may have unique resources and special collections that could be included in the site. Expanding the network with connections in the Alaska and Arctic community has resulted in the collection of additional unique and special resources to include to the Arctic Health web portal.
Conclusion: From the assessments, scans, and recommendations, the Arctic Health web portal consumer health topics section has been enhanced by including quality and population specific health information for native peoples of the circumpolar region. The portal, highlighting the enhanced health topics section, was presented at the 2009 "International Congress on Circumpolar Health" in Yellowknife, NT, Canada.

Corporate Information Services Section

Information Reform

Cosponsored by Hospital Libraries Section, Retired Librarians SIG, Library Marketing SIG, Mental Health SIG

Cabinet

9:00 a.m.
New Federal Information Requirements: Being Part of the Corporation's Solution
Betsy L. Humphreys, AHIP, FMLA, Deputy Director, National Library of Medicine, National Institutes of Health, Bethesda, MD
Description: Hospitals, drug and device manufacturers, insurance companies, software vendors, and information service providers are all affected by a range of relatively new federal laws and regulations related to meaningful use of electronic health records, quality measurement, clinical trials registration and results reporting, and public access to research results. Embedded in these new requirements are new opportunities to make important contributions to the organization's bottom line. With a little reflection, librarians may be able to connect to some interesting new challenges.

9:45 a.m.
The Reformation of Librarianship into Information Practice
Michele Klein-Fedyshin, AHIP, Liaison Librarian, Western Psychiatric Institute & Clinic, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA
Objective: To increase the scientific and data content of librarian activities to advance the application of information for health care delivery and decision making.
Methods:
• Add data, data synthesis, and data use to scope of librarian responsibilities.
• Organize data to reduce efforts clients need to make to transform retrieved information into a usable product by enhancing "value-added" components. Clients are given applicable results.

• Increase domain knowledge to enable librarians to analyze queries and synthesize knowledge to expand both their input into health care and output in terms of products.
• Focus on providing answers and aiding decisions—going beyond setting up questions, running a search, retrieving citations, and emailing articles to *appraisal, analysis, synthesis,* and *interpretation as librarian services.*
• Define "information practice" in an institution. It does not focus on a person (librarian) or place (library) but the outcomes of information practices.
• Move to an information practice approach with established scopes of responsibilities and standards of information practice, which organizations can use to credential their level of "information readiness." Both outlying hospitals and urban medical settings needing evidence-based information could participate.
Results: Information practice may be defined as: the survey and *application of information* in a comprehensive, yet focused manner for a practical, specific use to effect a positive outcome, which facilitates the delivery of health care. Information practice involves the appraisal, analysis, interpretation, synthesis, and relation of information to a particular situation. This suggests justifications and funding models.
Conclusions: To become fully effective in evidence-driven health care, librarians need to expand, enhance, and promote their skill sets to transition to professional information practitioners.

10:05 a.m.
The Effect of a Clinical Medical Librarian as Part of an Internal Medicine Team on Hospital Length of Stay and Costs
Julia Esparza, AHIP, Clinical Medical Librarian, Medical Library; **Daniel Banks,** Department Chair and Professor, Department of Medicine; **Marianne Comegys,** Chair and Associate Professor, Medical Library; **Jerry McLarty,** Director, Cancer Prevention and Control, and Professor, Feist-Weiller Cancer Center; **Runhua Shi,** Associate Professor, Feist-Weiller Cancer Center; **Ulysses S. Wu,** Associate Fellowship Director, Section of Infectious Diseases, and Assistant Professor, Department of Medicine; Louisiana State University Health Sciences Center–Shreveport
Objective: The hypothesis is that the internal medicine team with a clinical medical librarian (CML) will be associated with reduced length of stay, lower costs, and fewer readmissions.
Methods: The department of medical library science and department of medicine have collaborated in the past to affirm the value of library services in patient care. In October 2007, the departments began another collaborative effort to address the impact of a CML on the care of internal medicine patients. Length of stay, hospital costs, and readmission rates in patients are being compared between an internal medicine team rounding with a CML and an internal medicine team without a CML. Using propensity scoring, comparisons will also be made between cases for which the CML answered questions and for which the CML did not. Statistical issues relevant to assessing the value of services will be addressed.
Results: Data collection was for a period of 17 months. The CML attended rounds with an internal medicine team and provided evidence-based responses to questions posed by the health care team. The CML answered 334 questions that addressed the care of 258 internal medicine patients. The CML spent 513 hours on hospital rounds with the internal medicine team and spent 123 hours answering reference questions during the study. Results will examine if the presence of a CML on an internal medicine team reduced length of stay, lower costs, and fewer readmissions. Data were collected and will be presented on who asked the clinical question, how the answers were provided (point of care or email follow-up), and what resources were used to answer the questions. Other CML workload issues will also be discussed.

Educational Media and Technologies Section

Librarians and Information Technology People: Seeing Eye to Eye

Cosponsored by Nursing and Allied Health Resources Section

Jefferson East

9:05 a.m.
Reflecting on How Information Technology People Communicate and Connect with Librarians
Rebecca Bass, Web Designer, William E. Laupus Health Sciences Library, East Carolina University, Greenville, NC
Description: There are many occasions when an information technology (IT) department makes a change to a library's website or other system. Often times, librarians wonder why the changes were made. They might think that everyone was used to the old system or web page and it worked just fine. Other times, it is the librarians that want a change or to incorporate a new technology and the IT department feels the need to advise against it. Every library faces these challenges. Rebecca Bass will provide some insight into the reasoning behind many IT decisions.

9:25 a.m.
Communicating with Information Technology: A View from the Other Side
Michelle Frisque, Head, Information Systems, Galter Health Sciences Library, Northwestern University, Chicago, IL
Description: There are many strategies librarians can utilize to develop stronger relationships with their information technology (IT) counterparts and improve communication between the library and IT. IT departments are similar to libraries in that they are complex organizations with multiple specialties and skill sets. This paper will explore communication strategies and take you behind the scenes, giving librarians a better understanding of how IT departments are organized and how they function.

9:45 a.m.
Can't We All Get Along?: The Highs and Lows of Librarian/Information Technology Collaborations
Carrie L. Iwema, Information Specialist, Molecular Biology; **Frances Yarger,** Assistant Director, Computing Services; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA
Objective: In today's Web 3.0 world, medical libraries increasingly depend on information technology (IT) to meet users' resource needs. We are fortunate to have an IT department in our library, but that does not mean all projects run smoothly. Here, we present the profits and pitfalls of librarian and IT collaborations at a large university and medical center.
Methods: In addition to creating a standing web committee and a reference department-based web manager, much effort is spent building teams of librarians and IT staff. A work flow was developed to help web projects come to fruition and achieve the library's goals and mission: (1) subject matter expert/librarian (SMEL) and IT project manager meet, (2) SMEL creates paper prototype of the project (with possible usability testing), (3) IT

team creates electronic prototype and works with SMEL on refinement, (4) usability testing takes place, (5) SMEL meets with IT project manager prelaunch, and (6) maintenance and upgrades are scheduled. One example of a notable collaboration is our Molecular Biology web page and applications. Not surprisingly, some projects have been more successful than others. We will conduct an anonymous survey of SMEL and IT staff to gather both positive and negative feedback.

10:05 a.m.
Lessons in Collaboration: Benefits of a Project Management Working Group
Lynda Hartel, AHIP, Associate Director, Prior Health Sciences Library; **Meg Buzzi,** Program Director, OSU:pro; The Ohio State University–Columbus
Objective: This paper explores the history, initial assumptions, and opportunities created when library and information technology (IT) staffs joined together to implement an organization-wide project management strategy. It describes the formation, priorities, resources, and successes of a project management working group.
Methods: When the Ohio State University (OSU) Prior Health Sciences Library merged with several technology teams from the OSU Medical Center to form the OSU Center for Knowledge Management (CKM), strategic planning groups identified project management as a priority ripe for collaboration. Without resources to staff a dedicated project management office, in 2008 the Library/CKM formed an ad hoc project management working group (PMWG). This diverse group, composed of library and IT staff with varied project management responsibilities and experience, developed their own charge, goals, budget, communications plan, and an agreed-upon definition of project management.
Results: Over the last two years, the PMWG met four primary goals: (1) foster a greater understanding of project management across the organization, (2) connect experienced project managers with staff who were new to the fundamentals of project management, (3) review project management software packages and select an organization-wide software solution, and (4) provide customized project management training opportunities. One challenge has been maintaining PMWG momentum, given that project management is a secondary responsibility for members.
Conclusion: The authors believe the mix of technical and customer service membership in the PMWG has contributed to: improved communications about project team responsibilities, an understanding of the importance of customer education and management of expectations, and an appreciation of cross-team and cross-discipline collaboration. Having met initial goals, the PMWG is transitioning to the project management interest group and will continue bimonthly meetings focused on sharing project case studies, challenges, and best practices.

Federal Libraries Section

The Librarian's Role in the Institutional Animal Care and Use Committee: Learn the Laws and Get Involved

Cosponsored by Veterinary Medical Libraries Section, Institutional Animal Care and Use SIG

Georgetown East

9:00 a.m.
The Librarian's Role in the Institutional Animal Care and Use Committee: Learn the Laws and Get Involved
Kristina M. Adams, Technical Information Specialist; **Tim Allen,** Technical Information Specialist; Animal Welfare Information Center, National Agricultural Library, Agricultural Research Service, United States Department of Agriculture, Beltsville, MD; **Kay Carter-Corker,** Assistant Deputy Administrator, Animal Care, Animal and Plant Health Inspection Service, United States Department of Agriculture, Riverdale, MD; **Mary W. Wood,** Librarian, Carlson Health Sciences Library, Davis Center for Animal Alternatives Information, University of California–Davis
Description: There is a misconception that institutional animal care and use committees (IACUCs) only exist at institutions supporting veterinary training programs. Not true. All institutions conducting medical research or instruction using animal models are mandated by federal law to establish IACUCs. This panel presentation will focus on the roles that librarians can play to support this committee and detail the federal requirements pertinent to IACUCs, especially those relevant to conducting literature searches to identify animal use alternatives or refinement of protocol procedures. Panelists will include librarians and experts from government agencies. Time will be allocated for a question-and-answer section.

Medical Library Education Section

Building Subject Expertise: What, How, and/or Why?

Cosponsored by Public Services Section, Institutional Animal Care and Use SIG, Mental Health SIG, Molecular Biology and Genomics SIG

Georgetown West

9:05 a.m.
The Development of an Online Curriculum in Health Sciences Librarianship: A Case Study
Ester Saghafi, Manager, Certificate of Advanced Study in Health Sciences Librarianship (HealthCAS); **Nancy H. Tannery,** Associate Director, User Services; **Barbara A. Epstein, AHIP,** Director; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA
Objective: An academic health sciences library partnered with the university's school of information studies to create a certificate of advanced study (CAS) program in health sciences librarianship, with funding from the Institute of Museum and Library Services (IMLS). This year-long, fifteen-credit online program offers a focused curriculum, addressing current issues in health sciences librarianship. This case study describes development of the online curriculum and plans for delivering content.
Methods: Students with master's in library science degrees may enroll in coursework to enhance their knowledge of theory and practice of health sciences librarianship. Librarians from the health sciences library serve as faculty. The curriculum consists of twelve credits of coursework in three four-credit semester units: (1) the health care environment, (2) collections and resources, and (3) reference services and instruction. Students plan and complete a three-credit applied research project at their home institution under the guidance of a local mentor. This CAS program

is delivered through web-based asynchronous course delivery; synchronized, real-time conferencing for interactive sessions; an on-campus introductory session; and a capstone session at the conclusion. This paper describes curriculum development and the learning process for librarian-faculty in developing and delivering an online curriculum and instruction supporting online students.
Results: A curriculum for the CAS program was developed in two stages. Stage 1: a group of faculty librarians was convened to brainstorm ideas for coursework. The generated ideas were then organized into three clusters, which subsequently formed the bases for the three semester-long courses offered through the program. Stage 2: three teams of faculty librarians were identified; each team developed one of the courses. The program team, in collaboration with the university Center for Instructional Development & Distance Education, developed an in-house training program for faculty librarians to support the development of online instruction and, in consultation with an external evaluator, designed an evaluation plan for assessing the program. HealthCAS was publicized through a presentation at a regional conference, a mass mailing to MLA members, and email postings to health-related email discussion lists.
Conclusion: The first class of cohorts is enrolled, and online instruction is implemented.

9:25 a.m.
Innovative Connections to the Library User Population by Development and Continuing Education to Enhance Subject Domain Expertise
Douglas L. Varner, AHIP, Associate Director/Chief Biomedical Informationist; **Jett McCann, AHIP,** Director and Associate Dean, Knowledge Management; Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC
Objectives: This presentation will describe innovative methodologies used by staff to develop expertise in a broad range of subject areas. Strategies include requiring librarians to participate in formalized training programs designed to enhance domain knowledge as well as participation in vendor and professional organization-sponsored continuing education activities.
Methods: As information professionals working with clinicians, it is advantageous to have domain knowledge providing a detailed familiarity with clinical concepts and terminology. In addition, with the advent of translational medicine and the flow of Clinical and Translational Science Award funding into academic medical centers, we as librarians/informationists are finding ourselves working at the intersection of clinical and basic sciences with interdisciplinary teams composed of researchers and clinicians. This dynamic interface, which facilitates interdisciplinary collaboration with affiliated users from a broad range of basic and clinical sciences, can represent challenges in developing a foundation of domain knowledge and maintaining current awareness. We have developed innovative methodologies for maintenance of subject specialty domain knowledge through collaboration with science librarians, participation in continuing education courses offered through professional associations, and vendor training via classroom lectures and self-paced online tutorials.

9:45 a.m.
Developing Expert Subject-specific Searchers with a Continuing Education Program for Staff
Elizabeth Fine, Liaison Librarian, Health Sciences Libraries, University of Minnesota–Twin Cities, Minneapolis, MN
Objective: This case study discusses an ongoing staff education program designed to help library staff develop and constantly refine their expert searching skills. Strong literature-searching abilities are arguably the most important skill set for health sciences librarians, and many library staff enter the field without prior health sciences experience. The process of developing expert knowledge of subject-specific health sciences databases is challenging and takes place over a long period of time.
Setting: The library for a large academic health center, with approximately fifteen staff members who deal on a regular basis with questions requiring strong literature searching skills.
Population: Library staff who work the reference desk or have direct contact with patrons requiring help with searches. This includes both librarian and nonlibrarian staff.
Intervention: An ongoing staff education program designed to help staff to continually develop expert search skills. The program consists of a monthly forum called Search Camp, as well as regular one-on-one mentoring.
Results: The program works well for educating and engaging all levels of staff. Newer staff learn foundations of search skills and practice with real life questions, which is an effective model for gaining practical skills. More experienced staff serve as mentors and provide instant feedback and guidance, and the process of talking through a search question with another person is practice for working with library users who need guidance on searching. The opportunity to regularly discuss search questions in a group setting is beneficial for all levels of staff, and this forum fosters an atmosphere of teamwork and collaboration. This continuous program of one-on-one training and group training is an effective way of helping staff navigate the long process of developing expert searching skills, and the model will work in almost any setting.

10:05 a.m.
Evidence-based Practice Interactive Storyboard Tutorial for Medical Students and Allied Health Professions: An Innovative Approach
Linda S. Murphy, Health Sciences Librarian; **Steve L. Clancy, AHIP,** Health Sciences Librarian; Reference Department, Science Library; **Catherine Palmer,** Head, Education and Outreach, Library; University of California–Irvine
Objective: The development of an innovative and interactive web-based storyboard tutorial that introduces learners to the basic concepts of evidence-based practice (EBP) was the result of a collaboration between the libraries' health sciences education team, the department of education and outreach, and the university's distance learning center. The goal is to make it available on the Internet for learners to review at their own convenience.
Methods: The tutorial is structured around an illustrative pediatric case scenario on otitis media and utilizes graphics, self-assessment, and voice-over narration. The case actively guides learners through the step-by-step EBP process: constructing a well-built answerable clinical question in therapy, researching articles using PubMed Clinical Queries, finding the evidence from a selected randomized controlled trial, and conducting a brief appraisal of the collected evidence. Because limited classroom time is allowed for EBP instruction in the undergraduate medical education curriculum, this tutorial provides additional instruction outside the classroom. Our paper addresses the development process and challenges we faced. It further explains our unique experience from working with the distance learning instructional designer

and what we had learned throughout the project. Examples from the tutorial and suggestions for future tutorial designs are also included.

Relevant Issues Section

Health Information for Those Left Behind: Outreach and Services for the Disenfranchised, Marginalized, and Unconnected

Cosponsored by Pharmacy and Drug Information Section; Public Health/Health Administration Section; African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Jefferson West

9:05 a.m.
HeLP MN Seniors: An Evidence-based Health Literacy Program
Anne M. Beschnett, Outreach Librarian; **Erinn E. Aspinall,** Special Projects Manager; **Michelle Brasure,** Research Fellow; Health Sciences Libraries, University of Minnesota–Minneapolis; **Alisha Ellwood,** Partnership Chair, Minnesota Health Literacy Partnership–St. Paul; **Pat Koppa,** President, Public Health Consultants, Minneapolis, MN; **Judith L. Rieke,** Project Manager, Health Sciences Libraries, University of Minnesota–Minneapolis; **Gin Wilhelmson,** Communications Director, Boutwells Landing, Oak Park Heights, MN; **Linda A. Watson, AHIP,** Director, Health Sciences Libraries, University of Minnesota–Minneapolis
Objective: The goal of the Health Literacy Program for Minnesota Seniors (HeLP MN Seniors) is to create an evidence-based health literacy training program to help seniors and their families improve communication with their health care providers and find and assess health information on the Internet so they can become active participants in the patient care partnership.
Methods: Through the work of a multidisciplinary team of health sciences librarians, health literacy specialists, public health professionals, and senior care specialists, HeLP MN Seniors has worked to develop a model health literacy training program for seniors. Through this partnership, a two-part workshop series was created focusing on clearly communicating with health care providers and seeking health information on the Internet. The workshops were pilot-tested with residents of Boutwells Landing senior living community. Workshop content was developed using existing health literacy/health information literacy curricula that was modified to meet the specific needs of older adults. The customization of the curricula was based on the findings of a formalized needs assessment consisting of pre-workshop focus groups, pilot-testing of the workshops with pre- and posttests, and an outcomes assessment consisting of post-workshop focus groups.
Results: Needs assessment findings showed that seniors feel rushed when seeing their health care providers, may not make the most of their time with providers, and are concerned and interested in health and health care reform issues. Preliminary workshop evaluation results demonstrate an increased awareness of key steps to improving health literacy and consumer empowerment among participants. Final outcomes will be evaluated through post-workshop focus groups in spring 2010.
Conclusion: There are many existing health literacy tools available. Few programs exist to address the specific health literacy needs of older adults, and there is a lack of evidence-based programs in particular. HeLP MN Seniors has found early success in gathering evidence related to health literacy by using formal evaluation tools. This evidence can be used to customize material for older adults, or other populations, in order to develop model health literacy programs for personal use or for use by others.

9:25 a.m.
Popular Theatre: Connecting Migrant/Seasonal Farmworkers with Health Information
Karin Hoffman, Migrant Program Director, Migrant Services, Rural Medical Services, Parrottsville, TN; **Rick Wallace, AHIP,** Assistant Director; **Nakia Cook, AHIP,** Clinical Librarian; Quillen College of Medicine Library, East Tennessee State University–Johnson City
Objective: The population for this project is Hispanic migrants who have limited English proficiency. They have a low education level, and this is accompanied by a lack of exposure to health education. The objective is too increase health knowledge of participants about: diabetes, importance of early prenatal care, and importance of early detection of breast cancer, as well as increase awareness of drug and alcohol abuse and depression.
Methods: The project will partner with the church, Nueva Esperanza, to provide health education to the Hispanic migrant and seasonal farmworker population in the area. The church's existing theater group will be trained to be volunteer lay health promoters and will get additional training in using theater to provide health education. Skits will be performed at migrant farmworker camps, parks, and churches on the following topics: alcohol and drug abuse, depression, diabetes, early prenatal care, and breast cancer. The goal is that 12 volunteer promoters will be able to provide basic health education in their community so that 640 people will receive health education in at least 2 of the following topics: depression, drug and alcohol abuse, diabetes, early prenatal care, and early detection of breast cancer.

9:45 a.m.
The Evolution of the American Indian Health Portal through Community Connections
Laura Bartlett, Technical Information Specialist, Outreach and Special Populations Branch, Specialized Information Services, National Library of Medicine, National Institutes of Health, Bethesda, MD; **Judith L. Rieke,** Coordinator, American Indian Health User Group, National Library of Medicine, St. Paul, MN; **Gale A. Dutcher,** Deputy Associate Director, Branch Chief (Acting) Outreach and Special Populations, Specialized Information Services Division, National Library of Medicine, Bethesda, MD
Objective: American Indian Health is a unique freely available information portal that is a collaborative effort between the American Indian community and a federal health agency. This paper illustrates the importance of working with community partners to create a resource focused on their specific health issues. It explains the evolution of the partnerships and how they impacted the resource.
Methods: The need to enhance and expand the portal in a manner appropriate for the intended population was identified. A user group composed of members of the American Indian community was established for the purpose of advising on the development, expansion, content, and promotion of the portal and to ensure the information is culturally relevant. Members of the group come from different tribes, represent a variety of occupations,

and are coordinated by a medical librarian. In addition, focus group testing was conducted with American Indians throughout the project. The latest were conducted with health professionals and a separate group with consumers. For health professionals who serve American Indians, we wanted to know if the site can help with patient education and location of current research. For consumers, we wanted to know if the site is easy to use and locate information.
Results: Based on user group input and focus group results, the portal was redesigned, health topics added, information organized into specified sections for health professionals, and resources for accessing health care in urban areas enhanced. Another result is the addition of "Our Stories"; it uses the American Indian storytelling tradition to discuss personal stories from American Indians that relate to different health topics. The user group felt that oral communication is very important to their community, so they recommended this feature, and the idea was tested in the focus groups. Both the consumer and professional group enthusiastically approved the idea and recommended adding more "Our Stories."
Conclusion: Designing an information portal by involving the community has improved the effort, enriched the portal, and made it more user friendly. This collaboration will continue to meet the needs of American Indians and assist them to better understand the health issues they face.

10:05 a.m.
STARS and STRIPES: Creating Learning Opportunities to Spur Minority Students' Interest in Health Care Careers
Beverly Rossini, Outreach/Information Resources Librarian; **Judy F. Burnham, AHIP,** Library Director; **Andrea Wright,** Technology and Information Resources Librarian; Baugh Biomedical Library, University of South Alabama–Mobile
Brief Description: This paper will describe a partnership between the University of South Alabama Biomedical Library and Center for Healthy Communities Center for Excellence by providing instruction for high school students in the Student Training for Academic Reinforcement in the Sciences (STARS) and Special Training to Raise Interest and Prepare for Entry into the Science (STRIPES), summer enrichment programs for students from at-risk schools who demonstrate a desire to become health care providers. Objectives are to develop a sustainable curriculum including information literacy and instruction in accessing and organizing information related to health disparities.
Setting/Participants: The biomedical library shares the mission of the Center of Excellence to actively involve high-potential minority students in learning activities related to medical and health sciences careers. To contribute to this mission, librarians became involved with the STARS and STRIPES program.
Methods: Following a librarian-developed curriculum, the students developed better research skills, conducted a family health history, searched databases for relevant health information, and evaluated web pages and other health care information. Students successfully prepared and presented their findings for their peer group and for a larger audience on their individual health topics, which were based on the family health history.
Evaluation Method: A post-class survey will be used to determine the direction the program should take for the coming year.
Results: The University of South Alabama's Biomedical Library has the opportunity to help advance the health care careers of minorities by participating in an education pipeline developed by the university's Center for Healthy Communities. By creating and fostering active learning opportunities in science learning, research training, and health care awareness, the library fosters mentoring relationships with high-potential minority students who are interested in pursuing a career in health care. The librarians have sustained interest and retained students for two years. The challenge now lies in evolving the curriculum designed to build students' academic and research skills; to increase students' awareness of health care careers; and to encourage the students to examine health and lifestyle factors at the social, behavioral, and biological level to improve health and reduce health disparities.

Research Section

Electronic Health Record and Librarians: Potential Roles and Opportunities for Information Research

Cosponsored by Consumer and Patient Health Information Section, Federal Libraries Section, Health Association Libraries Section, Pharmacy and Drug Information Section, Relevant Issues Section, African American Medical Librarians Alliance SIG

Lincoln West

9:05 a.m.
Electronic Health Record Implementation
Theresa Cullen, Rear Admiral, Chief Information Officer, and Director, Office of Information Technology, US Public Health Service, Indian Health Service, Albuquerque, NM

9:21 a.m.
Librarians and the Electronic Health Record
Sara Pimental, AHIP, Senior Consultant, Care Management Institute, Kaiser Permanente, Oakland, CA
Description: This presentation will highlight the librarian's involvement in interoperability between a website for clinicians and HealthConnnect, Kaiser Permanente's Electronic Medical Record. Challenges and opportunities for the librarian will be discussed.

9:37 a.m.
Connecting with Hospital Nurses Through MINE: Reflections on a New Method of Instruction
David C. Duggar, AHIP, Reference Librarian; **Julia Esparza, AHIP,** Clinical Medical Librarian; **Kimberly A. Pullen,** Head and Liaison Librarian; **John Cyrus,** Assistant Liaison Librarian; **Montie' L. Dobbins, AHIP,** Head, Access Services/Circulation; **Mararia K. Adams,** Assistant Director and Head, Systems; Medical Library, Louisiana State University Health Sciences Center–Shreveport
Objective: To measure the effect of one-on-one instruction to nurses in the work environment on usage of online resources located in the electronic health record.
Methods: A medical library serving a major teaching hospital employing 650 nurses recently unveiled electronic resources within the system's electronic health record. To raise awareness of these resources, library staff are implementing roving mobile instruction. Having obtained institutional review board (IRB) approval, the library will implement the "Mobile Instruction for Nurse Education (MINE) Study." Brief presentations on how to access the resources and demonstrations on Nursing Consult,

healthelinks.org (a consumer health database), and AskALibrarian form will be offered to the floor nurses. Pre-study, study, and post-study usage statistics will be collected on the online library resources. A follow-up survey will assess the value of mobile instruction to the nurses. The survey results and graphed usage statistics should give a generalized indication of whether the mobile instruction was useful in promoting and increasing the usage of the online library resources in the electronic health record.
Results: Anticipated results will detail pre-study, study, and post-study usage statistics of highlighted resources, Nursing Consult, healthelinks.org, and AskALibrarian reference service. In addition, discussion of the value of mobile instruction as obtained through survey will be presented. Unanticipated challenges and rewards encountered in obtaining IRB approval, presenting instruction, completing the survey, and interpreting statistics will be explained.

9:53 a.m.
Reflecting on the Concept of Connecting Clinicians with Library Resources and Librarians through the Electronic Health Record System
Dixie A. Jones, AHIP, Associate Director; **Julia Esparza, AHIP,** Clinical Medical Librarian; **David C. Duggar, AHIP,** Reference Librarian; Medical Library, Louisiana State University Health Sciences Center–Shreveport
Objective: To evaluate usefulness of links to selected library resources placed in the electronic health record (EHR) system as perceived by internal medicine residents and to collect statistical data on usage of the AskALibrarian link in the EHR.
Methods: Through a collaborative effort with computer services, the library now offers links in the EHR to: (1) library resources to aid clinical decision making, (2) the library's consumer health information (CHI) site to provide educational materials for patients, and (3) the AskALibrarian service. To build awareness, these resources and services have been promoted through announcements on the library web page, through email messages from computer services, in the institutional and library newsletters, and during morning report and hospital rounds. Focus groups with internal medicine residents were held to determine their perceptions about the usefulness of these electronic library resources linked from within the EHR. Participants were consulted on which resources they find most useful in clinical decision making. Additionally, statistics are being collected on the number of questions received through the AskALibrarian link in the EHR.
Results: Most of the residents who participated in the focus groups were aware of at least some library resources in the EHR, although none of them reported being aware of *healthelinks*, the library's CHI website. When asked about the most useful resource in the EHR for clinical decision making, UpToDate was mentioned most often. Some indicated that they like DynaMed because they can access it on their smart phones. None of them reported using the AskALibrarian form in the EHR, as supported by usage statistics. Participants' responses indicated they preferred personal contact with librarians.
Conclusion: The library staff must find additional ways to promote awareness of resources in the EHR and to educate users regarding CHI resources for patients. The library and computer services should replace nonused resources in the EHR with those which clinicians indicate they would find more useful, such as ICD9 codes and PubMed.

10:09 a.m.
Consumers' Understanding of Medical Documents: Common Errors and Ways to Support Comprehension
Alla Keselman, Social Science Analyst, Specialized Information Services, National Library of Medicine, Bethesda, MD; **Catherine Arnott Smith,** Assistant Professor, School of Library and Information Studies, University of Wisconsin–Madison; **Prudence Dalrymple, AHIP,** Research and Teaching Professor, College of Information Science and Technology, Drexel University, Philadelphia, PA
Objective: Electronic health records (EHRs) initiatives encourage patients to draw on provider-created information and assume partnership in health care. Yet, studies suggest that patients often misunderstand complex medical documents. This study supports lay individuals reading medical texts by (a) providing dictionary definitions and (b) improving overall text structure and coherence and hypothesizes that the latter leads to greater comprehension gains.
Methods: Forty individuals read a description of a clinical trial and a physician's summary of an office visit. Of these, ten participants read unedited documents; ten read documents supplemented with dictionary definitions of medical terms; and ten read documents supplemented with specifically tailored definitions. The last ten participants read texts rewritten to minimize the number of inferences (mental leaps) required for comprehension. All texts of the same type (e.g., visit notes) have the same readability level. After reading, participants are asked to retell the texts (retelling is viewed as a proxy for comprehension). Researchers count numbers of ideas from the original texts, as well as numbers of errors, in the retellings. Statistical analysis compares ideas recalled and errors made. In addition, qualitative analysis creates taxonomy of errors. The findings have implications for librarians supporting patients' use of EHRs.

Poster Presentations 1
Sunday, May 23, 4:30 p.m.–6:00 p.m.

International Terrace, Terrace Level

1

The Student Work-study Program: How It Can Work for Your Library

Robert T. Neumeyer, Manager, The Brady Library of the Health Sciences & Archives, UPMC Mercy, Pittsburgh, PA

Objective: With the advent of the recent downturn in the economy, the trickle down effect has had a negative impact on hospital library budgets. Libraries have historically struggled to keep staff and to find other ways to ensure a higher level of customer service for their users. In the past, libraries have turned to "volunteers" to complement and provide clerical and other needed tasks so the librarian can attend to more professional duties. Volunteers should be commended and are appreciated; however, through experience, we find that volunteers do not always have computer-related or customer service skills. Even the best of volunteers call off when they have other "more important" things to attend to.

Methods: To solidify our complementary staff in our library, we researched both the federal and the state work-study program qualifications to be certified as a community service student work-study site. University and colleges are required by law to provide off campus work-study locations for their students. This poster presentation will guide you through the process of obtaining certification including the interviewing process, hiring, evaluations, and student placement.

2

Working Outside the (Library) Box

Mary Ann Slocomb, AHIP, Director, Library Services AMC, Lifespan Library, Rhode Island Hospital/Lifespan–Providence; **William Anger Jr.,** Public Services Librarian, The Miriam Library, The Miriam Hospital, Providence, RI; **Lisa Nadeau,** Family Resource Center Coordinator, Hasbro Hosptial Family Resource Center, Rhode Island Hospital–Providence; **Nancy Ross,** Public Services Librarian, Cardillo Health Sciences Library, Women & Infants Hospital, Providence, RI; **Regina Swanson,** Systems Librarian; **Susan A. Warthman, AHIP,** Public Services Librarian; Peters Health Sciences Library, Rhode Island Hospital–Providence

Objective: To present and describe the various activities librarians perform outside the library.

Methods: In today's hospital library climate, library professionals need to think and work outside the box. This poster displays some of the many activities that library professionals in a health care system are providing to the institutions where they work. The five hospital professional staff represent four different institutions. Each location has different strengths, services, specialties, and projects where the staff has found various activities in which they have become involved. From "Lunch and Learn" and evidence-based nursing committee participation, patient information brochures provided in patient packets, library displays in the main hospital building, to SharePoint administration for content and web links to clinicians, the staff reaches beyond the traditional mortar and brick walls of the library.

3

Thinking Green While Promoting Health Literacy: Using a Refurbished Computer as Incentive to Attend a Health Information Computer Class

Rebecca A. Birr, AHIP, Library Director; **April Aguinaga,** Medical Librarian; Health Sciences Library; **Stacy Moreno,** Family Learning Center Coordinator; **Marla Ruiz,** Family Health Coordinator; Family Learning Center; **Lu Gendreau,** Director, Community Relations; **Joaquin Rodriguez,** Training Specialist, Education and Workforce Development; **Boni Lowney,** Program Coordinator; **Lorraine Brown,** Family Advocate, Grants; **Tom Brink,** Director, Information Technology Operations; Maricopa Integrated Health System, Phoenix, AZ; **Kathryn Nakagawa,** Associate Professor, Mary Lou Fulton College of Education, Arizona State University–Tempe

Objective: Through a National Library of Medicine AIDS Community Outreach Project grant, we created a program to provide a two-part course that teaches skills to perform Internet searches as well as locating reliable health information. The incentive of a refurbished computer is utilized to encourage completion of both courses.

Methods: A two-part course was developed to educate the HIV/AIDS community with a focus on women and youth served by our hospital's program. Tutorial 1 focuses on the fundamentals of Internet skills and creating an email account. Tutorial 2 further builds those skills to locate reliable health information on the Internet. Both tutorials are in English and Spanish. These tutorials are used as lesson plans in a hands-on course taught at the family learning center. Upon completion of both courses, the student is provided a refurbished computer. Students are given a pre- and posttest as well as a three-month follow-up. Questions include basic demographics, Internet use, types of information searched for, and use of the refurbished computer. This poster will share lessons learned from the project as well as data collected thus far.

4

Healthy Connections for Consumers: National Library of Medicine Websites

Kimberly A. Pullen, Head, Liaison Librarian; **Dee Jones, AHIP,** Head, Cataloging; **Donna F. Timm, AHIP,** Head, User Education; Medical School Library, Louisiana State University Health Sciences Center–Shreveport

Objective: To describe and evaluate eight of the consumer health websites developed by the National Library of Medicine (NLM) with an emphasis on matching the site to the informational needs of the user.

Methods: The eight NLM websites in this study include ClinicalTrials.gov, Genetics Home Reference, Haz-Map, Household Products Database, MedlinePlus, NIHSeniorHealth, ToxMap, and Tox Town. Each website is evaluated on the basis of the following categories: features, navigation, timeliness, search options, and search results. Questions appropriate to each website were searched to determine the effectiveness of the website in retrieving relevant results.

Results: We rated the five categories mentioned above on a four-point scale. Based on our analysis, six of the NLM websites are excellent, and two are very good.

Discussion/Conclusion: The categories and search queries provided an effective way of evaluating selected NLM websites. Other health-related websites could be assessed using this methodology.

5

InfoRx Pilot Project Best Practice for Delivering Consumer Health Information

Patricia Ulmer, AHIP, Community Health Librarian, Community Health Library; **Susan M. Robishaw, AHIP,** Assistant

Director, Health Sciences Library; Geisinger Medical Center, Danville, PA

Objective: To assess the impact of the InfoRx pilot project on patient self-reported consumer health behavior. The InfoRx pilot program consists of an electronic, patient-specific order for health information initiated by a physician and received by the librarian using the system's electronic health record (EPIC).

Methods: The process begins when a physician initiates an information prescription on a specific health topic for a patient using a feature of the hospital's electronic medical record. The librarian receives the prescription order. She delivers the information to the patient/parent and documents the information provided in the patient's electronic medical record. The librarian marketed InfoRx by educating three groups—physicians, residents, and nurses—in the selected inpatient areas. The librarian constructed two surveys using Checkbox, one mailed to patients/family members and one for physicians to complete online. Patients/parents are asked if the information provided helped them understand their conditions better, if they used it to ask questions of their doctor, or if it had an impact on their health behaviors or treatment programs. Using a biannual survey, physicians are asked if they used the InfoRx order and, if so, did they see a discernible impact, and, if not, why they did not use it.

Results: Ten patient surveys were returned. Ninety percent of patient survey respondents indicated they used the information provided to better understand their condition/treatment. Sixty percent of patient survey respondents indicated they used the information to ask their physician questions about their condition and treatment. Eight-nine percent of patients indicated they felt the health information helped in their overall treatment. Pediatricians placed 34 request versus internal medicine physicians, who placed 13 requests. Twenty-seven physician surveys were returned. Physician survey responses indicated 40% of those who responded had used the information prescription feature. Of those who used it, 55% indicated they thought the health information provided by the librarian had a positive impact on their patients. Because of the number of requests from pediatricians, the community health library sought approval to expand the project to include ambulatory pediatric clinics.

6

An Outreach Tool for These Difficult Economic Times

Merle Rosenzweig, Librarian; **Kate Saylor,** Librarian; **Chrysta Meadowbrooke,** Graduate Student; **Anna E. Schnitzer,** Librarian; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: The libraries of the university have been providing reliable sources of health information to members of the community for the past several years. About three years ago, during the course of these outreach activities, we discovered by chance that a number of individuals whom we encountered urgently needed to learn about resources available for free and low-cost medical services.

Method: We saw the need to develop a quick, easy-to-use guide of resources of free and low-cost medical services. Initially, we provided resources that are available only within the state.

Results: The guide developed was very well received. However, when we made contact with people from outside the state at several of these outreach venues, we decided that we had to provide this same type of information on a nationwide basis.

Conclusion: During our outreach activities, the staff saw a need the public had during these difficult economic times, and we addressed that need with an outreach tool. This poster illustrates the tool that we now use to include broad sources of information on free and low-cost medical services.

7

Health Sciences Professionals Who Became Librarians

Rebecca Raszewski, Assistant Information Services Librarian, Library of the Health Sciences, University of Illinois–Chicago

Objective: To identify why librarians with a health sciences background chose librarianship as a second career and to determine if their health sciences background had been advantageous in their work as a librarian.

Methods: From May to July 2009, an email invitation to a survey was sent to over twenty health sciences librarian or association email discussion lists, asking participants questions regarding their former health sciences careers, their reasons for switching careers, their impressions of librarianship, and the impact of their health sciences background on their current career.

Results: There were a total of 274 responses to the survey. The majority of respondents had worked as librarians between 6 to 10 years, and most were satisfied with their career move. Over 26% of the respondents changed careers between 1 to 5 years of working as health sciences professionals. Over 23% of the respondents still think of themselves as health sciences professionals. Most of the responses indicated that they felt that they were treated with more respect by patrons and their colleagues because of their health sciences background.

Conclusions: Most librarians with health sciences backgrounds are satisfied with their career move. They feel that their background gives them an advantage in certain areas of librarianship such as teaching and research.

8

The Value of Hospital Libraries in New England

H. Mark Goldstein, AHIP, Network Coordinator; **Elaine R. Martin,** Director, National Network of Libraries of Medicine, New England Region; The Lamar Soutter Library, University of Massachusetts Medical School–Worcester

Research Questions: What are the predominant views of hospital administrators concerning library services that are provided in their institutions? How do they view the role of the librarian? How do they make decisions about what services to provide and how to fund them? What are the predominant views of health sciences librarians concerning the value that is placed on their libraries?

Methods: In 2008, a study was conducted to determine the value of hospital libraries in the region. Solicitations for regional participants occurred during May. Twenty-one participants volunteered, constituting equal distribution, both in location (per state) and size (licensed beds). Participants were mailed packets containing a list of scripted questions to pose to hospital administrators, along with interview tips. From June through August, participants conducted interviews with key hospital administrators from their institutions. In October, participants were invited to one of two focus groups to discuss their interview experience with other librarians who participated in the study. Qualitative analysis of compiled data from the focus groups yielded a list of common themes. Results were shared in a report, and a presentation was delivered at the annual meeting of one of the region's state health sciences library organizations, in April, 2009.

Results: Both groups of librarians participating in the focus groups saw value participating in the study, although the tone

of the two groups was somewhat different. The first focus group could be characterized: positive, upbeat, quick paced, and most of the librarians knew their interviewees. This may also have inserted some bias into the mix. On the other hand, the second focus group could be characterized: disappointed, not very positive, and most of the librarians did not know their interviewees.
Conclusions: Six common themes were identified from the focus groups: (1) what people say about the library does influence the administrators responsible for the funding; (2) administrators saw there was a value in librarians serving on committees; (3) the library has value in terms of education, but not in administrator decision making; (4) administrators have difficulty measuring the value of the library beyond numbers; and (5) statistics do matter.

9

A Statewide Effort on Emergency Preparedness and Service Continuity

Jie Li, AHIP, Assistant Director, Collection Management; **Judy F. Burnham, AHIP,** Director; Biomedical Library, University of South Alabama–Mobile; **Lisa A. Ennis,** Systems Librarian, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Objective: This poster describes Alabama Health Libraries Association's statewide effort to develop a plan for emergency preparedness and service continuity for state health science libraries.
Setting/Participants/Resources: The Alabama Health Libraries Association undertook a statewide effort to plan for emergency preparing and service continuity in state health sciences libraries.
Brief Description: The Alabama Health Libraries Association received an Express Planning and Assessment Award from National Network of the Libraries of Medicine, Southeastern Atlantic Region (NN/LM SE/A), to hold a state meeting on emergency preparedness and service continuity planning. Representatives from the state's academic health sciences libraries, hospital libraries, and other academic libraries that have health sciences programs participated the meeting. Pandemic influenza planning, "A 10-Step Approach to Service Continuity Planning," and services and support by NN/LM SE/A during disasters were discussed at the meeting. The meeting also reviewed the current emergency preparedness situation in the various libraries. All participants agreed to complete a service continuity pocket response plan. Discussion was held on a statewide cooperative to meet the needs of health sciences libraries and state hospitals that have experienced a disaster.
Results/Outcome: Participants of the meeting gained knowledge at the meeting that would assist them in starting their own institutions' emergency preparedness and service continuity plans. The Alabama Health Libraries Association is also planning to develop a portal that will allow library users to access needed information resources in the event of a disaster.
Evaluation Method: Virtual meetings will be held to discuss member institutions' progress on emergency preparedness and service continuity plan. Progress on an access portal will also be reviewed in the future virtual meetings.

10

Comparing and Contrasting Physical Therapy-related Article Tags from a Social Bookmarking Site to Library Database Terminology

Dennis Fell, Chair, Physical Therapy Department; **Judy F. Burnham, AHIP,** Director, Biomedical Library; **Kali Adams,** Student; **Kelley Greathouse,** Student; **Brittany Shaw,** Student, Physical Therapy Department; University of South Alabama–Mobile

Objective: Online researchers may become frustrated using bibliographic databases because the descriptors used by health care professionals might not be the terminology used in a database's vocabulary. This could lead to incomplete search results or useless information. This study evaluated user-assigned tags on CiteULike and descriptors in Scopus and PubMed to determine the commonalities and further discern characteristics of unrelated tags and descriptors.
Methods: Tag data and assigned indexing terms were collected in an Excel spreadsheet from 230 articles found on CiteULike, PubMed, and Scopus. Articles were chosen from CiteULike users' libraries by searching for physical therapy terms. Assigned tags from CiteULike were compared with Medical Subject Headings (MeSH) assigned in PubMed and keywords in Scopus. Tags, keywords, and MeSH were labeled using three categories: same, related, and not related. All terms categorized as not related were further sorted into distinguishing groups.
Results: In comparison to CiteULike user tags, 5.8% of Scopus keywords were the same and 8.7% were related, while 12.4% of PubMed MeSH terms were the same and 11.6% were related. Forty-three percent of CiteULike tags were not related to Scopus keywords; 48.6% of CiteULike tags were not related to PubMed MeSH. Although the study "methodology" and "medical" term subcategories contained the most terms overall, the databases were more likely to use more demographics and drug terms, and CiteULike was more likely to use discipline-specific terminology (i.e., rehabilitation and motor performance).
Conclusions: CiteULike users assign tags that are more clinically relevant to physical therapy, whereas databases use more abundant terms, making search results less relevant to the researcher.

11

Pursuing Unity: Combining Five Medical Library Websites into One

Emily O. Molanphy, Web Services Librarian, NYU Health Sciences Libraries, School of Medicine, New York University–New York; **Christopher J. Evjy,** Digital Services Specialist, Library Innovation and Technology, Boulder Public Library, Boulder, CO

Objective: This poster describes how the New York University (NYU) Health Sciences Libraries, with service points at five locations, used a website redesign as the leading edge of a new strategy to present itself as a single entity offering uniform resources, services, and communication. The decision to merge the five previously freestanding websites resulted in new challenges for information architecture and content.
Methods: The poster presents information architecture diagrams demonstrating the radical nature of the change in terms of navigation and content presentation. The new information architecture made the relationship between the locations clearer and reduced duplication of content. The website should serve all constituencies equally with no appearance of favoritism in the design. Smaller libraries had the benefit of a more comprehensive and frequently updated website, but this required new effort on the part of their staffs to maintain information and promote services. Meanwhile, staff at the main branch had to be conscious that anything they posted might be construed as applying to all libraries. One of the five locations has separate e-resource subscriptions; presenting these subscriptions without getting users mixed up was a significant barrier to integrating the fifth site.
Results: The new website was built as a single site with individual pages for each location. The challenges of rewriting and rethinking the content delayed the launch. The effort was worthwhile

because it advertised to users at noncentral locations that they are entitled to all the library's resources and services. It also increased awareness of the library's commitments to a broad range of users in different roles, schools, and hospitals. The fifth location, with its own subscriptions to e-resources, will be considered later as a separate project.
Conclusions: When pursuing the redesign of a complex website, librarians should consider the power of information architecture to frame and reinforce intentional shifts in library-wide service priorities. Information architecture can be a tool to promote usability and effective marketing to a diverse patronage.

12
Using an Analytic Framework to Make Sense of Complex Search Requests
Rose Relevo, AHIP, National Library of Medicine Fellow, Department of Medical Informatics and Clinical Epidemiology, Oregon Health & Science University–Portland
Objective: Search requests for systematic reviews often involve more than one related research question, which develop over time. It can be frustrating to perform a search for a poorly defined and moving target. Using an analytic framework can help to resolve these issues.
Methods: AHRQ Effective Health Care Program uses analytic frameworks to develop, refine, and describe key questions to be answered with systematic reviews. This tool can be used by anybody developing a search strategy for complex questions. The analytic framework represents all elements of the key questions under consideration and is an important tool for communicating the scope of the search in question. The poster will describe how to create an analytic framework.
Results: Because all elements are represented and defined, miscommunication based on assumptions is less likely to occur. Questions of what is and is not in scope can be resolved with the analytic framework. The analytic framework is usually developed over time with input from multiple people. Using an analytic framework as the first step ensures that questions about scope and definition are discussed before searching begins in earnest. For the searcher, the framework can be a tool for developing searches for individual components of larger questions. Elements represented in the framework may not lend themselves to search techniques and are better resolved using structured inclusion and exclusion criteria for evaluating retrieved references. Having an analytic framework to represent the questions under consideration helps to ensure that all elements are represented in either the search strategy of the inclusion/exclusion criteria.

13
P-Index: A New Method in Bibliometrics
Stuart Spore, Associate Director, Systems, Health Sciences Libraries, New York University–New York
Objective: This poster will illustrate the P-Index, a novel algorithm for bibliometric analysis.
Methods: This poster will present data from the institution's school of medicine faculty bibliography, analyzing publication data from five age cohort samples (twenty-five individuals total), comparing P-Index and H-index values for each individual, along with total publication counts. P-Index and H-index will be defined and contrasted and pragmatic considerations discussed.

14
Snapshot of Digitization in Health Sciences Libraries: A Descriptive Survey
Maureen (Molly) Knapp, AHIP, Reference Librarian and Digital Projects Manager, Library, Louisiana State University Health Sciences Center–New Orleans
Objective: To discover the number of health sciences libraries involved in digitization projects, the type of projects being digitized, the software employed, and the benefits and challenges associated with digital library projects in health sciences librarianship. A list of digital library projects from health sciences institutions is included.
Methods: An anonymous, descriptive, online survey queried MLA membership and Association of Academic Health Sciences Libraries (AAHSL) member libraries about digitization projects November 10, 2008, to January 12, 2009, via MEDLIB-L and regional National Network of Libraries of Medicine distribution lists. One hundred twenty-four AAHSL library websites were hand checked in August 2009 for evidence of ongoing digital projects.
Results: Slightly over two-thirds of 111 respondents indicated their library was planning (18%) or involved in (47.7%) a digital project. Sixty percent indicated primary responsibility for creation and maintenance of digital collections. Images and text collections were the most prevalent collection (49%), while 31.5% of survey respondents indicated their library has an institutional repository. Time, money, and staffing were perceived challenges to digital collections. Comparatively, only 19 of 124 AAHSL institutions (15%) did not have some evidence of a digital collection on their website. Over 30% of digital collections in AAHSL libraries were part of a broader institutional digitization initiative.
Conclusion: Digital collections are increasingly a part of health sciences library holdings. In some cases, the health sciences library may not have a digital collection, but their institution has one on a larger level. Survey results indicate training and funding for digital collection development could benefit health sciences librarians.

15
Multi-type Library Collaboration in the Creation of a Regional Community Health Website Using Web 2.0 Tools
Joanne M. Muellenbach, AHIP, Director, Medical Library, The Commonwealth Medical College, Scranton, PA; **Rosemarie K. Taylor, AHIP,** Manager, Library Services; **Linda Jones,** Medical Librarian, Library Services, Wyoming Valley Health Care System, Wilkes-Barre, PA; **Barbara Nanstiel, AHIP,** Pharmacy Librarian, Nesbitt College of Pharmacy and Nursing, Wilkes University, Wilkes-Barre, PA; **Elizabeth Brandreth,** Director, Library Services, Mercy Hospital, Scranton, PA
Objective: Ideally, health care consumers should have access to quality information to make informed decisions. However, finding relevant and reliable community health information has been an ongoing challenge. This poster describes how members of a small, health sciences consortium collaborated with local public libraries, consumer health libraries, an Area Health Education Center, and other health agencies to produce a website (sites.google.com/site/healthinfonepa/) with links to quality information and services, with a special emphasis on access to local community health resources.
Methods: The consortium hosted a full-day, continuing education event in order to provide library participants with a working knowledge of Web 2.0 tools that could be utilized in innovative ways to provide access to community health information. Ultimately, library members decided that a website would be the most feasible approach, given individual levels of staffing and budgets.

Library staff investigated prevalent diagnosis-related groups (DRGs) in the community and the Go Local model, and explored the possibilities of using Google Sites to create the website as a collaborative, multi-type library effort. The website structure was created, and each consortia member chose one or more public topics for which to be responsible.
Results: The prototype was developed, and a brief survey was sent to local health professionals, the northeastern Pennsylvania AHEC, consumer health and public libraries, and health agencies for feedback. Using this feedback, usage statistics, informal conversations, and local experience, we obtained important information regarding local consumer health information needs, and the website was redesigned to meet those needs. A separate survey was sent to the library consortium members regarding their experience in working on the website and on Google Sites. Members reported that they learned to work with Web 2.0 tools; they learned about the needs of various populations; and they learned about local resources.

16

Changes over Time in Number of Journal Articles Read, Use of Information Resources, and Confidence in Critical Appraisal Skills for Resident Physicians

Martha F. Earl, AHIP, Assistant Director; **Cynthia J. Vaughn, AHIP,** Clinical Information Librarian; Preston Medical Library; **Eric Heidel,** Graduate Research Assistant; **Eddie Moore,** Professor and Associate Dean, Office of the Dean, Graduate School of Medicine; University of Tennessee–Knoxville
Objective: To determine whether residents, as they advance through their respective programs, will demonstrate some increase in the number of journal articles read per week, make changes in their use of various information resources, and gain more confidence in their critical appraisal skills.
Methods: A graduate school of medicine in a large teaching hospital admits approximately sixty residents per year in a variety of programs. Librarians are involved in orientation and the critical appraisal curriculum for new residents and in procedures for residents completing their programs. To examine whether residents change the number of journal articles that they read per week, shift their preferences for the knowledge-based or people resources that they use, and gain confidence in critical appraisal skills, librarians developed an incoming resident questionnaire and an exiting resident questionnaire containing the same three questions. Questionnaires were distributed to new residents at library orientation and to exiting residents requiring employee clearance. Responses from incoming resident questionnaires were compared to responses from exiting resident questionnaires to measure changes throughout their residency over a four-year period.
Results: Using McNemar's test, there were no significant changes in the number of articles read per week. There were statistically significant changes in types of articles and resources used when looking for information. Residents increased their use of Cochrane and decreased their use of general Internet and colleagues. Most significantly, 40% of residents surveyed began to use librarians as a resource for finding information. Paired-samples *t*-tests found that residents significantly increased their confidence in assessing the medical literature. Residents demonstrated statistically significant increased confidence in assessing study design, evaluating bias, evaluating adequacy of study design, assessing generalizability, evaluating statistical tests/principles, and assessing general worth. In conclusion, training in critical appraisal skills and evidence-based resources as part of Accreditation Council for Graduate Medical Education's foundational curriculum has successfully demonstrated improvement of residents' skills.

18

Evidence-based Practice Interactive Storyboard Tutorial for Medical Students and Allied Health Professions: An Innovative Approach

Linda S. Murphy, Health Sciences Librarian; **Steve L. Clancy, AHIP,** Health Sciences Librarian; Reference Department, Science Library; **Catherine Palmer,** Head, Education and Outreach, Library; University of California–Irvine
Objective: The development of an innovative and interactive web-based storyboard tutorial that introduces learners to the basic concepts of evidence-based practice (EBP) was the result of a collaboration between the libraries' health sciences education team, the department of education and outreach, and the university's distance learning center. The goal is to make it available on the Internet for learners to review at their own convenience.
Methods: The tutorial is structured around an illustrative pediatric case scenario on otitis media and utilizes graphics, self-assessment, and voice-over narration. The case actively guides learners through the step-by-step EBP process: constructing a well-built answerable clinical question in therapy, researching articles using PubMed Clinical Queries, finding the evidence from a selected randomized controlled trial, and conducting a brief appraisal of the collected evidence. Because limited classroom time is allowed for EBP instruction in the undergraduate medical education curriculum, this tutorial provides additional instruction outside the classroom. Our paper addresses the development process and challenges we faced. It further explains our unique experience from working with the distance learning instructional designer and what we had learned throughout the project. Examples from the tutorial and suggestions for future tutorial designs are also included.

19

From Medical Librarian to Information Specialist: Reflections on an Unexpected Turn in the Path

Andrea Lane, Information Specialist Manager, BMJ Evidence Centre, BMJ Publishing Group, London, United Kingdom
Objective: This case study will describe how a librarian working in a traditional medical library environment changed career paths by moving to a commercial setting and into a career that moved away from the library world, while using the skills developed there and providing the opportunity to develop new skills and knowledge in the emerging evidence based medicine movement.
Methods: After graduating as an information scientist, the librarian found a job as an assistant librarian in a medical library where experience was gained in traditional library roles like interlibrary loans and enquiry work. An opportunity to move to a medical publishing company and become an information specialist for a fledgling evidence-based patient information website resulted in experiencing a completely different working environment, where it was possible to continue using librarian skills in literature search and information retrieval but additionally work with editors and clinicians in an exciting new area. This led to promotion to a managerial post leading the information specialist team for the whole department. The role includes leading the team in supporting evidence-based resources by providing literature searches and appraising results using evidence-based methodologies and being responsible for the team's adherence to publishing schedules and deadlines.

20

Combining Usability Tools for Better Website Design: Card Sort and Survey

Jill Foust, Web Manager/Reference Librarian; **Gretchen Maxeiner,** Cataloging Librarian; **Frances Yarger,** Assistant Director, Computing Services; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Objective: To develop a local workflow for web redesign involving multiple usability tools. In a pilot project aimed around redesigning the help section of the library's website, a combination of surveys and card sorting were used to provide both the foundation for the redesign and the data for evaluating the redesign's success.

Methods: A four-step workflow for reorganizing resources on the website was developed:

1. An anonymous online survey testing user success in finding resources on the existing site gives evidence of a section's need for redesign and provides a baseline for evaluating redesign success.
2. A card sort of select resources by representative users provides user-based groupings for resources and suggests names for the categories.
3. A redesign of the section based on the card sort data is done.
4. Another anonymous online survey testing user success in finding resources on the redesigned site is compared with the data from the first survey to provide guidance in determining if the redesign is sufficiently successful or if additional redesign iterations are necessary.

This poster describes the testing of this workflow, the challenges faced, and the lessons learned.

Results: The workflow was easy to implement and successfully generated the desired data. Although the methodology was sound, there was not enough solid evidence to rename the help categories based strictly on the study results. The results did provide fresh insight on how users would name the categories. Overall, the workflow provided an effective structure for developing and evaluating web redesign projects based on user input.

21

Science Boot Camp for Librarians: Educating Researchers Means Educating Ourselves

Sally A. Gore, Acting Head, Research and Scholarly Communication Services, Lamar Soutter Library, University of Massachusetts Medical School–Worcester

Objective: Academic science and research libraries long found their strength and structure in building important collections of journals and research materials and making them accessible to the research community. As digital collections and desktop research have replaced much of this type work, librarians are often left struggling to find their place in a continually changing information age. To prepare their professional staff for these challenges, library directors from the five campuses of the institution established an on-going e-science initiative.

Methods: A committee of science librarians from the campuses was formed to organize a series of educational events for librarians to address gaps in their existing knowledge and skill sets, including a three-day "Science Boot Camp for Librarians." The program was sponsored by the directors and received funding from the library consortium and the National Network of Libraries of Medicine. Five scientists outlined the current direction of research in three fields; geographic information systems, bioinformatics, and nanotechnology. The presentations were geared toward educated non-specialists and provided "campers" with a framework and vocabulary that will help them engage their research faculty. Fun was also incorporated via a non–sensible shoe banquet, dinner at a harbor side restaurant, camp songs, and merit badges.

Results: More than seventy-five librarians took part in boot camp. Evaluations revealed that attendees enthusiastically appreciated the content of the sessions, the chance to network with colleagues from different disciplines, and the fun of a "camp" environment. The success of this inaugural event led to a commitment by the directors of the University of Massachusetts libraries to support an event in 2010. The model for the "Science Boot Camp for Librarians" is one easily duplicated by other groups looking for creative, affordable professional development.

22

Building Partnerships between Libraries and Community Emergency Management Personnel in South Carolina

Felicia Yeh, Assistant Director, Collections Management; **Karen D. McMullen,** Head, Access Services; **Ruth A. Riley, AHIP,** Director, Library Services; School of Medicine Library, School of Medicine, University of South Carolina–Columbia

Objective: The main objectives were:

- to encourage, strengthen, and expand library partnerships with first responders and community emergency management personnel in South Carolina
- to strengthen and expand the partnership of the University of South Carolina School of Medicine Library (USC SOM Library) with the Richland County Public Library (RCPL)

Methods: The USC SOM Library and RCPL received a $6,000 Express Planning and Assessment Award from the National Network of Libraries in Medicine, Southeastern/Atlantic Region, in September 2009. This project involved planning, coordinating, and hosting a statewide emergency preparedness conference held on April 27, 2010, focusing on strengthening and expanding public library partnerships with community emergency management personnel in South Carolina. The target audience was community emergency management officials and library leaders in our state. The conference included panel presentations and breakout sessions for participants. In addition to local experts and leaders of emergency preparedness and response, the state librarian of Louisiana and the project manager of the Hurricane/Disaster Preparedness and Response by Utilizing Florida Public Libraries Project were invited to serve on the panel of the program. A website was created for the meeting program, handouts, registration, etc.

Results: The participants were asked to provide feedback on the program as well as their expectations for the next phase of planning. The breakout sessions presented an opportunity to begin a very preliminary dialogue about how libraries can assist emergency management personnel during disasters. A compilation of recommendations/results of the meeting were posted on the website. An email discussion list for all parties involved was established. The email discussion list and the website will serve as ongoing communication/collaboration tools for the target group.

Conclusions: This event planted the seeds for follow-up activities involving the actual planning and implementation of collaboration between libraries and local emergency management officials. The outcome of this meeting could lay the groundwork for a follow-up grant application to provide funding for another meeting to move to next phase of dialogue and planning.

23

Teaching Kids about Healthy Lifestyles through Stories and Games: Partnering with Public Libraries to Reach Local Children

Deidra E. Woodson, Metadata and Digitization Librarian; **Donna F. Timm, AHIP,** Head, User Education; **Dee Jones, AHIP,** Head, Cataloging; Medical Library, Louisiana State University Health Sciences Center–Shreveport

Objectives: To teach children about the positive aspects of being healthy through story time and fun physical activity. To create a web portal where children can access current, authoritative, and free health information, as well as health-related activities and games.

Methods: As part of a National Network of Libraries of Medicine, South Central Region, subcontract, librarians from the Louisiana State University Health Sciences Center–Shreveport (LSUHSC-S) Medical Library designed a multifaceted program to educate children about the importance of a healthy lifestyle. A children's health section, *healthelinks for kids*, was designed and added to the consumer health web portal created by LSUHSC-S library faculty. Health-related children's stories were chosen and read to preschool- and early elementary-aged children at several local public libraries. The children were participants in summer enrichment programs provided by local community organizations that targeted low-income families. To reinforce healthy ideas presented in the story, the children participated in a health-related game. A custom-designed bookmark that promoted *healthelinks for kids* was distributed to the participants, and time was allocated to explore this site.

Results: More than one hundred children took part in the activities at three local libraries. Numerous questions from the children and their energetic participation in the games indicated a successful program. Success with the public librarians was indicated by an invitation to return for future story hours. Our success was documented by reporters from the newspaper and all three local television stations. Due to this extensive media coverage, members of the community were made aware of our efforts to teach young children about healthy lifestyles.

Conclusion: The excitement and enthusiastic participation of the children reinforced our supposition that tedious health information can be presented in a more interesting manner through stories and games. Due to the success of this pilot program, we will continue to develop new features for this project and investigate new partners for future activities.

24

Information Literacy in Public Health: A Program Evaluation

Laura Cobus-Kuo, Head Librarian, Health Professions Library; **Susan Cavanaugh,** Adjunct Professor, Urban Public Health, Hunter College, New York, NY

Objective: A program evaluation of the library's two-hour information literacy instruction (ILI) program for the graduate school of urban public health (UPH) was conducted to assess the effectiveness of the program. A qualitative analysis was used in order to improve the overall ILI program.

Methods: The One Minute Paper (OMP), a qualitative method of inquiry, was the tool used to measure graduate UPH students' perceptions of the ILI program. The OMP consists of two questions. The first question (Q1) asks what were the most useful things learned, and the second question (Q2) asks what question(s) do participants still have based on what was learned. Beginning in fall 2003 and ending in the spring 2006 semester, 259 OMPs were collected. Nvivo software was used to manage the coding, organizing, and analysis of the OMPs. Q1 and Q2 were analyzed both separately and together. The evaluation led to a major redesign of the ILI program through collaborative efforts with the UPH department by creating six hours of instruction incorporated into a three-credit core course co-taught by librarians and UPH faculty from fall 2008 to present.

Results: For Q1, the author found sixteen overall concepts that were broken down into seven major and nine minor areas reflecting student learning. For Q2, there were ten overall concepts broken down into eight primary and two secondary areas that students still question. The points of relationships within and between Q1 and Q2 are reflected in the frequency and co-occurrences of responses, as well as the overlap of the students' responses.

Conclusion: Students found the ILI to be useful for their coursework (Q1) but still had questions regarding the overall course content (Q2). The similarities of the responses across the semesters suggest that the results from the program evaluation that have led to a curriculum redesign may be applicable to other health sciences libraries. Future research is needed to successfully evaluate the six-hours of instruction and the librarian's role as co-instructor.

25

Outside the Library Walls: A Unique Outreach to Nurses

Sheila Hayes, AHIP, Librarian, Knowledgebase Information Services, Paul E. Taylor Library, Portsmouth Regional Hospital, Portsmouth, NH

Objective: Use a play format to reach nurses in any institution with the theme that the hospital library is a "neutral place" to find evidence on any subject even the controversial and real life problems such as "lateral violence."

Methods: A play has been created and preformed on the subject of lateral violence at a hospital. This play is part of the ongoing Magnet recognition application at the hospital. It was written by the author along with three other librarians and a nurse consultant from the hospital to make the case that the library is a neutral place where evidence can be researched and incorporated into any best practice effort by nurses attempting to solve any problem even the controversial and real-life issues such as lateral violence. Clinical staff was recruited from the hospital to participate in the play, creating a realistic approach to the difficult problem of lateral violence. Editing of the play was allowed by all cast members to simulate the reality of the issue in the institution.

Results: The play format has been used as outreach to nurses on a variety of subjects in New England since 2005. The subjects of non-latex gloves, intravenous injection site preparation, and Methicillin-resistant Staphylococcus aureus (MRSA) have been presented in a play format in a variety of institutions. The format uses real issues and real-life situations to illustrate to nurses the value of hospital libraries contributing to the nursing process, especially the development of best practices. This latest play has become part of the Magnet process and moves the format to a developed art form. The premise is that the library is a neutral place that can aid in the development of nursing research. It is a format that takes the librarian well beyond the library walls and into the culture of nursing. This project seeks to establish this method of communication as a regular part of the nursing process.

26

The Outreach Continuum: Expanding the Medical Librarian's Role

Mary E. Piorun, AHIP, Associate Director; **Jane Fama, AHIP,** Associate Director; **Elaine R. Martin,** Director; Lamar Soutter Library; **Nancy La Pelle,** Adjunct Assistant Professor, Division of

Preventive and Behavioral Medicine; University of Massachusetts Medical School–Worcester

Objective: With the closing of the reference desk and implementation of a single service point, librarians have more time to engage in outreach. However, questions remain. What does management mean by outreach? What skills are needed to conduct outreach? The objectives of this study are to: (1) reach a common definition of outreach; (2) identify skills needed to perform outreach.

Methods: Focus groups were conducted with librarians from three departments (clinical services, research, and technology initiatives) to gain an understanding of initial perceptions of the outreach function and work currently perceived as outreach. Findings from a cross-group analysis were validated with participants and used to inform a definition of outreach and a continuum of outreach activities requiring increasing skill levels. The skills and tools needed to perform outreach activities at each stage of the continuum were identified and cross-group collaboration will be used to develop tools and acquire needed skills.

Results: Using a working definition of outreach detailed in the continuum (basic, relationship building, and partnering), librarians tracked outreach activities and mapped them to the continuum for three months. Through discussion, it became clear to librarians where current activities fell, where they needed to concentrate future efforts, and what strategies to use to move from basic interactions to relationship building and then to partnering. The continuum and tracking logs served as a data source for strategic planning and to assist staff with individual goal setting. Librarians found the tracking log to be cumbersome, but the benefits to management were evident.

Conclusion: Tracking and categorizing the defined outreach activities is useful to raise awareness of the different types of outreach activity and identify areas for skill development. In the future, tracking logs will be streamlined and automated; the continuum remains a useful tool for discussion and planning.

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Go Local Goes Faster: Expediting the Indexing and Auditing Processes

Christie Silbajoris, AHIP, Director, NC Health Info, Health Sciences Library; **Jane Greenberg,** Professor, School of Information and Library Science; **Nassib Nassar,** Senior Research Scientist; **Michael Shoffner,** Senior Research Software Engineer; Renaissance Computing Institute (RENCI); University of North Carolina–Chapel Hill

Objective: To develop a semi-automated system that would evaluate MedlinePlus Go Local metadata to improve the efficacy of current processes used to create new and review or audit existing records. The intention of the new system is to reduce the human time and effort required to build and maintain a Go Local project.

Setting/Participants: An academic health sciences library with a Go Local project formed a research partnership with the local library and information sciences school and a major collaborative multi-institutional computing center.

Description: Established audit practice requires all health services websites be periodically examined to check for content changes including the addition or deletion of provided services, phone number, address, etc. However, not every site changes during every review period. Off-the-shelf and open source solutions designed to notify users when sites have changed were evaluated but did not work in our setting. A tool was created to track sites, identify changed ones, and feed only those into the review or audit process, reducing the number of records requiring human examination. Another tool highlights our vocabulary on sites enabling quicker cataloging of new records. Testing of the fully integrated tools is underway.

Results: The site-tracking tool is designed to process many resources in parallel. Preliminary testing demonstrated that it had difficulty with a few very large sites that took too long to process. The system was adjusted to abort any review that has consumed more than a certain configurable amount of time and allow processing of remaining sites to continue. The tool processed a random sample of 2,404 resources in order from oldest to newest date of last review. Two thousand three hundred eighty-three were successfully processed, and 21 errored out. Eight hundred fifteen (34.2%) of the successfully processed resources were determined to be unchanged and theoretically, without need of human review. Their next review date was set to be 1 year in the future. A one-third reduction of workload is an outcome that will significantly reduce the time required to maintain a Go Local project. Further testing will be required to validate these preliminary findings.

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Health Literacy about Cervical Cancer and HPV: Will Patient Education and Consumer Health Information Help?

Marianne Burke, AHIP, Director, Dana Medical Library, University of Vermont–Burlington

Objective: This report has the following objectives: (1) present evidence that women's knowledge of basic cervical cancer facts has not kept pace with science, screening methods, or the availability of vaccine and (2) Identify key success factors for health information dissemination from public health and patient education literature. Compare how information on cervical cancer, HPV, vaccine safety, and related issues is presented in patient education resources and popular consumer health websites based on known success factors.

Methods: Patient education sources in UpToDate Patient Information, Micromedex Carenotes, and MDConsult Patient Education were studied. A similar review and comparison was made of free consumer websites: MedlinePlus/NIH, WebMD, and Mayo. The author identified (1) what specific leaflets or printable information on screening, HPV, and vaccine were available from each site; (2) how current and clear the presentation was; and (3) how they compare to the information needs of women regarding HPV and cervical cancer as expressed in recent literature. Other factors reviewed include literacy level, and whether concerns such as emotional issues, safety fears, and issues likely to be raised by different age groups were addressed.

30

Evaluation of a Clinical Librarianship Program: A Prospective, Quantitative Study of the Impact of Librarian Morning Report Attendance on Clinical Decision Making and End User Search Satisfaction: A One-year Assessment

Jonathan S. Young, Library Student, Information and Computer Sciences Department, Library and Information Science Program, University of Hawaii–Honolulu; **Diane M. Kunichika,** Medical Librarian; **Walter R. Benavitz III, AHIP,** Medical Librarian; **Mabel A. Trafford,** Director, Medical Library; Tripler Medical Library, Tripler Army Medical Center, TAMC, HI

Objective: Evaluate the perception and performance of a clinical librarianship (CL) service with health care providers in three

different medical fields. The primary goals are to determine if this service (1) increases the breadth of library resource utilization, (2) improves the satisfaction of end-user searching, and (3) impacts future clinical decisions.
Methods: Medical students, residents, and attending physicians in family medicine, internal medicine, and pediatrics were provided a CL service twice per week at a large teaching hospital. The core of the service was librarian attendance at morning report, where recent cases were presented and clinical questions raised, with the generation of a web page providing relevant resources within three hours. A prospective study using quantitative survey questions covering library use, end-user searching satisfaction, and clinical decisions, with data collected at four month intervals, was implemented to evaluate the impact of this service. The ten-question survey was designed to obtain quantitative results on physician perceptions of their end-user searching, their use of library resources, and the impact of the CL service on patient care decisions. Additional data were collected in the form of web usage statistics and qualitative feedback from users.

31
Preparing Our Libraries for the Next Generation
Victoria H. Goode, Clinical Informationist, Welch Medical Library, Johns Hopkins University, Baltimore, MD
Objective: With Generation Y, or the 'Net Generation, making their way into our medical schools and hospitals as students in the coming years, what do we need to do now to prepare? Reflections from a former high school library media specialist turned clinical librarian.
Methods: Using the American Association of School Librarians' "Standards for the 21st Century Learner" and evidence from a thorough review of the literature, the investigator will look at the implications of having this generation as users and how it will affect our practice as medical librarians. Possible trends that will be examined include communication through technology, familiarity of using technology to answer questions, the creation of the independent learner, their ability to discern reliable versus unreliable sources of information, the ethical use of information, and how Generation Y sees the library as a place. Current examples of possible solutions will be studied and discussed as well, including the trend in academic librarianship toward creating a "learning commons" in the library and redesigning spaces to promote informal collaborative work and social interaction.
Results: Studies of generation characteristics show that students' currently entering institutions of higher education have a different relationship with information and technology than the majority of the people who are teaching them. Libraries can help ease this difference by providing the resources, tools, and spaces that will useful to students and help them succeed academically.

32
Librarians on Call: Virtual Reference Service
Priscilla L. Stephenson, AHIP, Chief, Library Service, Philadelphia VA Medical Center, Philadelphia, PA; **Mary Virginia Taylor,** Chief Librarian, Library Service, Memphis VA Medical Center, Memphis, TN
Objective: In 2005, government agency librarians organized a virtual reference task force to investigate the need for a nationwide virtual reference service. The librarians postulated that clinicians in the system needed a source for reference service during hours when their libraries were not open or at times library staff was not available. The system is now four years old and has moved through several stages. This paper reports on its success and reviews current trends in the questions received.
Methods: We will review the questions received by the service since its inception and analyze their range and scope. We will also assess the demographics of the requestors using our service and correlate that with services available to them in their local institutions. A second survey of agency librarians will assess their utilization of this service and ask for their assessment of the value of this service.

33
Reflecting on Our History: Digitizing Materials for Hospital Archives
Margot G. Malachowski, Outreach Librarian, Health Sciences Library, Baystate Medical Center, Springfield, MA
Objective: The Ithaka Report 2006 investigated trends in the valuation of library functions by faculty. Faculty placed high values on library functions of purchaser and archive, even as the valuation of information gateway declined. This poster demonstrates an effort toward expanding the archive function of a hospital library. We will describe our pilot program to digitize historical documents and photographs.
Methods: The Health Sciences Library at Baystate Medical Center launched our first digitizing project in 2009. We were offered a low-cost opportunity to professionally scan and digitally display ten to twenty library items through our membership with Central/Western Massachusetts Regional Library System. We chose ten items that were previously published by Baystate Health, Springfield Hospital, or Springfield Hospital School of Nursing. These items are now available to view as part of Digital Treasures (dlib.cwmars.org). The rights to the items remain with Baystate Health. This poster represents our workflow: developing goals and criteria for the digitization project, consulting professionals within and outside the institution, meeting the requirements of Baystate Health, promoting collection within the institution, and evaluating the project for possible expansion.
Goals:
• Facilitate institutional research, teaching, and publishing
• Enhance discovery of medical history archives
• Provide a preferred and expected format of items
Criteria:
• Item must have research, monetary, and/or cultural value.
• Baystate Health must hold the intellectual property rights or have the permission to digitize, or the item must be in the public domain.
• Item must be digitized without damaging the original.
Professional Consultation:
• Tevis Kimball, Digital Amherst, The Jones Library
• Kristi Chadwick, Digital Treasures, C/WMARS
• Fran Becker, Library Director, Baystate Medical Center
Workplace Consultation:
• Academic Affairs
• Risk Management
Marketing
• Promoting the collection
• Open house slideshow
• Library News web link
• Marketing notification of digital resources
Evaluating the Project for Expansion:
• Measure usage through website analytics
• Consider the needs for a history of institution
• Discuss access to digitized historical items as valuable to marketing

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Medical Librarian Employment in the Current Recession

Evelyn W. Behar, Metadata Librarian, Health Sciences Libraries, School of Medicine, New York University–New York

Objective: Unemployment in the greater New York City area is high. Health care is considered to be one of the few areas with opportunity for growth. This study aims to learn about the current employment situation of medical librarians in the New Jersey-southern New York area.

Method: A search of recent literature on unemployment among librarians was conducted. State and federal government employment statistics and government labor sources were reviewed for statistics on unemployment in the population, in health care and among librarians. To assess the situation among medical librarians in New Jersey and southern New York State a survey was distributed to the email discussion lists of the New York-New Jersey (NY-NJ) Chapter of MLA and the Regional Medical Library of the National Network of Libraries of Medicine (NN/LM), Middle Atlantic Region (MAR).

Results: The survey of the NY-NJ Chapter showed 3.9% unemployment, which is lower than the overall rates in these states and the country. To verify this result, the survey was distributed to the MAR email discussion list. This survey showed a lower unemployment rate, 1.8%. Most respondents to both surveys were employed full time and have held their current position for over 5 years.

Conclusion: Unemployment among medical librarians seems to be lower than among other librarians. It is possible unemployed medical librarians have discontinued their subscriptions to the email discussion lists of the local MLA chapter or MAR; those individuals were not reflected in the results. To verify the results, a larger, more geographically diverse sample should be surveyed. Research should also be conducted on how many medical librarians lost jobs since 2008 but have found another. Studying recent staffing changes in the libraries of hospitals and medical schools may be helpful.

35

Connections for Advocacy: Health Sciences Library Efforts in Rhode Island

Barbara B. Davis, Librarian, Carnegie Abbey Health Sciences Library & Resource Center, Newport Hospital/Lifespan, Newport, RI

Objective: This poster describes three interventions that the Association of Rhode Island Health Sciences Libraries (ARIHSL) uses in advocating for its members. The poster serves as a model for connecting librarians through advocacy.

Methods:

Intervention 1: General library standards in Rhode Island are strengthened by connecting with the Library of Rhode Island (LORI), a statewide multi-type library consortium. Outcome includes wording change in the law to require that each participating library have at least one librarian with a master's from an American Library Association (ALA)–accredited library school.

Intervention 2: Health sciences libraries are strengthened by having a Rhode Island law requiring libraries in health care institutions. Responding to the Rhode Island Department of Health's revisions that weakened the law requiring health care institutions to have libraries, ARIHSL reacts by connecting with national, regional, and state library groups to solicit letters of support. Outcome is measured by ratification of a stronger law.

Intervention 3: Continuing medical education program accreditation that requires health care institutions to have libraries is strengthened by connecting with the Rhode Island Medical Society. Outcome is measured by including language that requires all health care institutions to have libraries to support continuing medical education programs.

Results:

Intervention 1: Rhode Island law was changed to require that LORI members have at least one librarian with a master's from an ALA-accredited library school.

Intervention 2: Rhode Island law was amended to include all language from the previous law, with an additional statement that requires computerized information resources.

Intervention 3: The original Rhode Island Medical Society ruling, which does not require libraries to support institutions' continuing medical education, remains unchanged. ARIHSL continues to dialogue with members of the Rhode Island Medical Society's Committee for Continuing Medical Education.

36

The Power of Partnership: Implementing and Evaluating a Restructured Liaison Program

Marie T. Ascher, AHIP, Head, Reference and Information Services; **Diana J. Cunningham, AHIP,** Associate Dean and Director; Health Sciences Library, New York Medical College–Valhalla

Objective: The health sciences library has had a liaison program in place for several years, but a staff retreat held in spring 2009 revealed the need to restructure and revitalize the program. Adopting a more granular, department-specific approach including all professional librarians, the plan strives for a more explicit and personalized program for improved service to and communication with all of our academic departments. This poster presents the implementation steps taken, including a needs assessment, librarian training program, and communication plan. Additionally preliminary evaluation results and future assessment strategies are presented.

Methods: Needs assessment and program evaluation. The needs assessment was conducted via an online qualitative survey. The survey was distributed to thirty-two academic program chairs and asked about the desirability of twenty-one potential liaison activities, the best means of communicating with the department, and an open-ended question about expectations. The program evaluation measures usage, effectiveness, awareness, and satisfaction related to the liaison program. Evaluation will be via monthly reports by liaisons, activities logged in a liaison database, other library service usage measures, and a follow up survey to be delivered in April 2010.

37

Connecting to the Professional Literature: Profile of Undergraduate Nursing Instruction

Clare T. Leibfarth, Reference and Instruction Librarian; **Barbara F. Schloman, AHIP,** Associate Dean, Public Services; University Libraries, Kent State University, Kent, OH

Context: In response to the growing importance of evidence-based nursing practice, undergraduate colleges of nursing are including searching the professional literature in their curricula. Instruction is provided both by librarians and by nursing faculty.

Objective: To profile the delivery and content of literature searching instruction given to undergraduate nursing students.

Methods: A forty-two-item online survey was developed to capture information on instruction delivered in calendar year 2008. An invitation to participate was sent to five email discussion lists

for librarians and four for nursing educators and researchers. Survey questions addressed venue and type of delivery, databases and search features covered, emphasis on evidence-based practice, and evaluation methods. Additionally, instructors were asked to share their comments and observations about teaching literature searching to undergraduate nursing students. Completed surveys were analyzed, creating a profile of current instructional practice. Librarian responses were compared to those of nursing faculty. An analysis of the extensive responses to the open-ended comments and observations question was used to further characterize the current issues and challenges faced in preparing undergraduate nursing students to do literature searching in support of evidence-based practice.
Results: Surveys from 176 librarians and 53 nursing faculty in the United States were analyzed. Librarians and nursing faculty concentrated instruction on both CINAHL and MEDLINE database searching. Searching the Cochrane Library, the National Guideline Clearinghouse, Google Scholar, and PsycINFO also was frequently taught to nursing undergraduates. Librarians taught more sessions and covered more specialized search features in their instruction. The nursing faculty reported teaching more across the curriculum and more frequently using an evidence-based practice focus. Respondents commented that teaching literature searching to undergraduate nursing students is challenging. They cited instruction time constraints and database interface complexities as barriers to effective teaching.
Conclusions: Are undergraduate nursing students prepared to search effectively in support of evidence-based practice? Librarians responding to this survey do not think they are. Survey results suggest that more deeply integrating literature searching into the nursing undergraduate curriculum and improving database interfaces could enhance student learning.

38

Editing Medical Taxonomies: Eliminating Ambiguity with Systematic Processes

Marcy L. Brown, AHIP, Senior Semantic Indexer, Semantics Department, Silverchair Science + Communications, Delmont, PA; **Christine Dietrick,** Taxonomy Manager, Semantics Department, Silverchair Science + Communications, Oakmont, PA
Objective: Compiling a Unified Medical Language System (UMLS)–compliant medical taxonomy for indexing biomedical content means using multiple and overlapping clinical and biomedical vocabularies. UMLS attempts front-end editing, but automated tools and processes leave much to be desired. Our internal taxonomy has grown organically over fifteen years. We designed a systematic approach to taxonomy review and editing in order to eliminate redundancies, inconsistencies, and orphan terms.
Methods: A team of five, led by a taxonomy manager, developed a classification structure for taxonomy problems:
• orphan term in need of a parent
• term parented incorrectly
• two or more potentially duplicate terms
• inappropriate or overlapping synonyms
• single terms representing multiple concepts
• mismatch with UMLS preferred term
• similar terms, scope note needed
• terms searched by users but not in the taxonomy
Semantic team members identified and classified problems, which went on a weekly agenda for discussion of possible solutions and implications for content already tagged with said terms. Over 90% of the problems were dealt with as they arose; less than 10% were tabled for additional input from project managers or developers whose products might be affected by taxonomy changes.
Results: After 8 months of using the classification and systematic discussion process, the taxonomy manager parented 1,976 orphans, deleted 530 duplicate or unnecessary terms, and created 24 new terms split out of existing concepts. Additional synonyms, British spellings, and common misspellings were added to match user queries.
Conclusions: Importing terms from UMLS does not guarantee clean, clear, unambiguous data. The design and application of a systematic taxonomy review process allows taxonomists and taggers to address old and new taxonomy problems, ensuring greater precision when indexing biomedical content.

39

Observations about the Retraction of Biomedical Literature: An Analysis of Publications Cited in MEDLINE

Kathleen Ann Amos, Adjunct Assistant Librarian/NLM Associate Fellow, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City; **Lou Wave Snyder Knecht,** Deputy Chief, Bibliographic Services Division, National Library of Medicine, Bethesda, MD
Objective: To investigate trends in retracted publications cited in MEDLINE, with respect to a variety of factors including time to retraction, number of authors, publishing journal and subject area, prior links to errata or comments, initiating factor for retraction, retractor, and reason for retraction.
Methods: An analysis of publications cited in MEDLINE and later retracted from the published literature was conducted. Samples consisting of all standard retraction notices processed by the National Library of Medicine's Bibliographic Services Division (BSD) in fiscal years 1985, 1995, 2005, and 2008 were compiled using BSD Quarterly Reports and searches of PubMed. MEDLINE citations for these retraction notices and for the publications retracted were examined to obtain information related to publication dates, authors, publishing journals, and prior MEDLINE links to errata and comments. Published retraction notices from publisher websites, PubMed Central, and printed journals were reviewed for data related to initiating factors for retraction, retractors, and reasons for retraction. Collected data were categorized and grouped by year to facilitate comparison over time. Descriptive statistics were calculated, and the results visualized in graphical format.
Results: A comparison of publications retracted in fiscal years 1985, 1995, 2005, and 2008 demonstrated an increase in the percentage of MEDLINE citations representing retracted publications. In general, time to retraction decreased and the average numbers of authors associated with retracted publications increased, but these values fluctuated over the four samples studied. A variety of journals issued retractions in a range of subject areas, and the majority of retractions did not contain prior links to errata or comments. There was a decrease in the percentage of voluntary retractions and an increase in the percentage of publications retracted due to editorial investigations. The percentage of retractions involving journal representatives as retractors increased. Percentages of duplicate publication and misconduct both increased, with plagiarism playing a role in recent misconduct retractions. Characterizing MEDLINE retractions as a representation of the field of biomedical publishing painted a picture of increasing incidence of both retraction and misconduct.

Lightning Poster Presentations 1
Sunday, May 23, 4:30 p.m.–6:00 p.m.

Cabinet, Concourse Level

4:35 p.m.

Portals for Nurses: On Evidence and on Research

Angie Chapple-Sokol, Health Sciences Librarian and Nursing Liaison, Dana Medical Library, University of Vermont–Burlington

Objective: The production and use of nursing research can lead to greater job satisfaction for nurses and better patient outcomes. A library liaison to clinical nurses can support nursing research by creating easy and convenient access to research-based practice materials, as well as to fundamentals of the research process.

Methods: The library liaison and the hospital evidence-based practice (EBP) team continuously collaborate to establish important programs that support nursing research and excellent patient care. Intended to serve both staff nurses and advanced practice nurses at this 535-bed hospital, this library project was undertaken to promote the library's resources for research-based practice and to answer the need for supporting original research. Two separate but linked library portals were created to link nurses and information for their easy access. One provides quick availability to quality clinical information to support clinical practice for staff nurses, and a separate portal supplies links about the research process and library resources. This nursing research portal includes links to information on hypothesis development, the literature review, research design, data analysis, and research presentation. For nurses who wish to engage in research, this library portal can offer valuable guidance.

Outcomes: Desired outcomes for this project include a greater understanding by staff nurses about their access to and use of evidence-based clinical information through the library's nursing EBP portal, as well as the utilization by nurses of the linked nursing research portal as they undertake research projects. Another step in encouraging curiosity and nourishing a research-based culture among hospital nurses is complete.

4:40 p.m.

Is My Search Complete? The Capture Mark-Recapture Method (CMR) to Estimate the Number of Citations that Are Missing

Ann McKibbon, Associate Professor; **Charlie Goldsmith,** Professor Emeritus; Department of Clinical Epidemiology and Biostatistics, McMaster University Health Sciences, Hamilton, ON, Canada; **Gale G. Hannigan, AHIP,** Medical Informatics Education Librarian, Medical Sciences Library, Texas A&M University–College Station

Objective: To describe a quantitative method for estimating the search horizon (i.e., the total number of citations on the topic) and thus the number of citations probably missing after searching for content from at least two databases or by two or more searchers.

Methods: Capture mark-recapture (CMR) is a well-known statistical concept often used in ecology and biology to estimate the size of a population. Its techniques have been applied to a small number of systematic reviews to estimate the size of the total literature on a topic. This poster describes these methods, which can be employed to identify the estimated number and 95% confidence interval (C.I.) of citations missing from a search. The searching must be done in more than one database or by multiple searchers. Examples are given from systematic review searching that illustrate the method's usefulness in estimating the search horizon (i.e., how many citations are expected, as well as how many citations are missing, and the optimal order of searching specific databases). A suggested format for reporting this information is provided.

4:45 p.m.

Web 2.0 Support for Resident and Fellows' Clinical and Educational Needs

Ann Whitney, Head, Systems; **Sherry Dodson,** Clinical Medical Librarian; Health Sciences Library, University of Washington–Seattle

Objective: To provide the results of a survey assessing infrastructure and best practices for the use of blogs and wikis in health sciences libraries to support patient care and teaching for residents and fellows.

Methods: The four-year existence of a blog maintained by the clinical librarian to support patient care and teaching for the department of medicine's residents at an academic medical center has provided an excellent teaching and collaborative tool. To explore the extent of usage of blogs and wikis and establish best practices, we developed a ten-question survey asking detailed questions about types of software, evidence-based medicine issues, and assessment tools and distributed the survey to Association of Academic Health Sciences Libraries institutions and hospital librarians. Follow-up interviews will also be done to help reveal and establish best practices for health sciences librarians who wish to use Web 2.0 tools to support clinical trainees.

Results: Preliminary survey results have been compiled, and selected interviews are being completed.

4:50 p.m.

Enabling E-science: Helping Researchers Locate Bioinformatics Resources

Carrie L. Iwema, Information Specialist, Molecular Biology; **Katrina Kurtz,** HSLS Biomedical Informatics Trainee; **Ansuman Chattopadhyay,** Head, Molecular Biology Information Service; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Purpose: The rapid advance of genomic and proteomic technologies have generated copious amounts of data and web-based bioinformatics resources. Use of these databases and specialized software tools greatly assists researchers in designing, interpreting, and validating their experiments and results. However, researchers are not necessarily aware of all the resources at their disposal. To bridge the gap between researchers' rising information needs and the exponentially growing number of online databases and tools, we created a manually curated online bioinformatics resources collection (OBRC).

Description: The OBRC contains information on more than 2,500 bioinformatics databases and software tools, with additional resources added weekly. Each record in the OBRC is indexed with value-added annotations including the resource name, uniform resource locator (URL), one-sentence description of the major functions, resource highlights, keywords, links to the relevant PubMed abstracts, and entry modification date. To facilitate browsing, resources in the OBRC are categorized into a hierarchical classification system. The OBRC search is managed by Vivisimo Velocity, a clustering search engine that automatically organizes search results into useful topical categories based on the textual information of the retrieved records. The OBRC is a one-stop guided information gateway to the major bioinformatics databases and software tools on the web.

4:55 p.m.

Developing and Promoting a University Library's E-science Presence through an Interlibrary Collaborative Working Group

Jean C. Song, Research and Informatics Coordinator; **Marisa L. Conte,** Clinical and Translational Science Liaison; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: To describe a collaboration between librarians with diverse subject area expertise to develop and market the university library's e-science services. The rationale, methods, and outcomes of the working group's efforts will be discussed.

Methods: Recognizing the growing interest in library involvement with e-science initiatives, a collaborative initiative involving librarians of varying disciplines was developed to investigate and promote the library's role in supporting e-science. A designated working group investigated the general e-science environment at the institution, identifying current implementations as well as faculty issues and needs. The group also performed an environmental scan to examine other institutions' support for e-science ventures. Based on this information, the group developed a proposal for the library to implement specific e-science services and developed informational sessions and a marketing strategy to create awareness of those services.

Results: The group generated a report to summarize its findings, which was the basis for the development of new services and programs. Group members developed and delivered various information sessions regarding e-science and relevant library services for university library staff. Future work will include development and delivery of additional services, and a formalized marketing strategy to increase the library's visibility on e-science issues.

5:00 p.m.

What Is "Enough" Information to Answer a Medical Question?

Jeanette de Richemond, AHIP, PhD Candidate, School of Communication and Information, Rutgers University, New Brunswick, NJ

Objective: To identify and describe health sciences librarians' assessments of "enough" information to answer a clinical question.

Methods: Online survey of ninety MLA members who participated in an online course. Survey participants were asked five questions:

1. Do you decide you have found "enough" information to answer a question based on quality of information retrieved?
2. Do you decide you have found "enough" information to answer a question based on quantity of information retrieved
3. Do you decide you have found "enough" information to answer a question based on the time you have to answer the question?
4. Do you decide you have found "enough" information to answer a question based on identifying a "minimal" answer to a question?
5. How would you define "enough"—as in having retrieved "enough" information to answer a question? (free-form answer)

Quantitative data (categorical answers to the first four questions) were analyzed. Qualitative responses to question five were analyzed by coding answers, identifying patterns, and reporting findings.

Preliminary Findings: Finding, interpreting, and providing information that answers a question or contributes to making a decision is the goal of the health sciences librarians' work task. Based on the findings, health science librarians assess "enough" as information leading to a decision or providing an answer. The assessment of "enough" is influenced by the context in which the work task is performed; this may include the patient's problem, the available information resources, and the larger context in which the search is performed. The determination of "enough" is affected by the amount of time available to conduct the search in the information retrieval systems or library books. Health sciences librarians also tend to use their own heuristics as in determining that "enough" information has been provided when N search strategies result in the same retrieval results N times. Specific findings will be reported in the poster.

5:05 p.m.

Transforming Reflection into Action: Decreasing Racial and Other Cultural Disparities by Enhancing Librarian Awareness of the Impact of Clinician Bias

James E. Anderson, Physician Assistant, Department of Orthopedics and Sports Medicine, Seattle Children's Hospital, Seattle, WA

Objectives: To explore the negative impact on patient care of clinician bias and stereotyping. To place the concept of bias and stereotyping into an historical context. To identify reference tools and resources for medical librarians to enhance collaboration with clinicians. To augment the partnering of librarians and clinicians in developing site-specific plans to assess and address clinician bias and stereotyping and improve patient care.

Methods: A librarian-focused component of an existing online site will be created, offering links and references to online resources and printed material. This will include a timeline of historical context, past research, current projects, and future trends related to reducing racial and other cultural disparities in care. The site will be promoted specifically to librarians, using email discussion lists, social media (Twitter, Facebook, library-related blogs), and conventional websites used by medical librarians. Tracking and feedback methods will be put in place, providing data about the impact of the project in permeating the medical librarian community effectiveness of providing tools that add value to medical librarians.

5:10 p.m.

Seizing the Power of the Systematic Review for the Development of a Health Literacy Curriculum

Marie T. Ascher, AHIP, Head, Reference and Information Services; **Deborah A. Crooke,** Reference Librarian; **Diana J. Cunningham, AHIP,** Associate Dean and Director; Health Sciences Library, New York Medical College–Valhalla

Objective: The ability of a patient to participate in the health care decision-making process is affected by health literacy. To counter the effects of impaired health literacy, physicians and other health care professionals need to develop and utilize skills and techniques to improve communication and the patient's ability to comprehend information. This systematic review seeks evidence on the effects of known communication techniques and strategies on health care measures such as patient comprehension, satisfaction, treatment compliance, and length of stay.

Methods: Systematic review. Multiple databases and the gray literature were searched. The abstracts retrieved from all databases were reviewed by two librarians to identify those articles that (1) discussed techniques and strategies for (2) improved measures, which (3) included a stated evaluation component. Articles selected in the abstract review phase were classified into subtopics and are being reviewed for further inclusion and exclusion.

5:15 p.m.

An Analysis of Clinical Questions Asked at Professor Rounds: An Update

Nancy A. Bianchi, Health Sciences Librarian, Dana Medical Library, University of Vermont–Burlington

Objective: Clinical questions asked at residents' educational conferences and the resources used to answer them can present intriguing learning and liaison opportunities. This ongoing study updates research exhibited at MLA '07 to analyze clinical questions asked at pediatric professor rounds. This research has implications for medical curricula development, library collections and library liaison activities.

Methods: Professor rounds is a biweekly educational conference in pediatrics attended by residents, medical students, medical faculty, community preceptors, and a clinical informationist. Each conference highlights a general pediatric, pediatric intensive care unit, neonatal intensive care unit, or outpatient case presentation, followed by a didactic session. The informationist participates at professor rounds by actively listening, noting pertinent patient details, and gathering questions that arise during the case presentations and discussions. These questions may be direct requests for information, or they may be queries embedded in the discussions that the informationist recognizes as an information need. Back at the library, she searches the literature for answers to these clinical questions and returns her findings to the chief resident. A six-year review of these clinical questions and the resources used to answer them was conducted to further the development of medical curricula and informationist roles in liaison programs.

Results: The informationist collected 213 clinical questions at professor rounds during the 6-year time period. Of these, 123 (58%) questions were classified as "received" or direct inquiries. The remaining 90 (42%) questions were captured as "perceived" information needs from the case discussions. Using the evidence-based clinical practice model of "background" and "foreground" questions, the 213 clinical questions included 157 (74%) background questions and 56 (26%) foreground questions. Answers were found for 194 (91%) of the 213 questions using journal articles (86%), textbooks (10%), textbook and journal articles (8%), and Google (3%), with some overlap.

Conclusions: Clinical questions are frequently encountered at educational conferences such as professor rounds. Most of these queries can be answered using print and electronic medical knowledge resources available through the library. These questions and the resources used to answer them present ideal opportunities for expanding clinical case-based learning, while utilizing the expertise of a clinical informationist.

5:20 p.m.

Health Impact of Wii: A Wiiview of the Literature

Sandra L. De Groote, AHIP, Scholarly Communications Librarian, University Library, University of Illinois–Chicago; **Mary Shultz, AHIP,** Health Sciences Librarian, Library of the Health Sciences-Urbana, University of Illinois–Chicago, Urbana, IL

Objective: In 2006, Nintendo introduced Wii, a virtual reality system that allows users to participate in physical sports such as tennis and boxing. Since that time, the health sciences literature has experienced a rise in publications on a variety of health impacts connected to Wii use. Studies have appeared on such topics as use of the Wii in physical therapy and rehabilitation settings, injuries occurring during game use, simulation training, psychosocial effects, and motor skills. To date, there have been no large scale studies or reviews of the literature on the health effects of Wii use. The purpose of this study is to provide an analysis of the literature at this point in time.

Methods: Searches were performed in multiple databases including: PubMed, CINAHL, Embase, and PsycINFO. The results of these searches were imported into a bibliographic management program where the investigators assigned categories from the following designations: injuries, motor skills, energy expenditure/fitness, psychosocial, rehabilitation, and career skills (training). Analysis was performed in a number of areas including subject headings, study design, data collection, and study outcomes.

Results: Between five and fifteen studies were reviewed in each of the five categories. The investigators found that study design varied by category. For example, research in the Injuries category tended to be case studies. In the rehabilitation and career categories, the studies were primarily descriptive and discussed unique programs written to interface with Wii technology. In the fitness category, most studies were clinical trials proving the health benefits of Wii use. While the benefits were demonstrated in comparison to more sedentary gaming activity, they were much less so when compared with traditional fitness activities.

Conclusions: This review showed a wide variety of health uses for the Wii, although there were negative consequences such as the physical injuries widely described in the literature. Overall, a great potential was found for the Wii with regard to rehabilitation, career skills, and fitness due to the availability, mobility, and inexpensive nature of the technology.

5:25 p.m.

Doing More with Less: The Challenge of Supplying Evidence-based Searches to Multiple Products

Sarah L. Greenley, Information Specialist, BMJ Evidence Centre, BMJ Publishing Group, London, United Kingdom

Objective: Our information specialist team supplies evidence for a number of different evidence-based products. When the development of new products and services changed the information needs of our department, pushing the number of topics requiring evidence updates from around 250 to over 1,650, separate updating processes were not sustainable with existing resources. Solutions for implementing a continuous evidence updating process for products with different scopes, audiences, updating schedules, and evidence criteria are discussed.

Methods: We reviewed the conditions covered by each product to identify where similar topics could be combined into single topic searches for all guidelines, systematic reviews, and randomized controlled trials, reducing duplication of effort and multiple appraisal of the same reference. Information specialists were allocated specialities to improve familiarity with topics. MEDLINE and Embase search strategies were refined to improve precision and reduce time appraising irrelevant references. We reviewed search sources and after impact testing decided not to continue to search some databases. A new two-stage critical appraisal process was implemented: results are frequently assessed for relevance and validity before additional appraisal criteria are applied for individual products. Improved tagging of references in Reference Manager was needed to supply the relevant references for specific products.

5:30 p.m.

Development of an Open Source Tool to Support Literature Screening for Systematic Reviews

William Witteman, Research Associate, Toronto Health Economics and Technology Assessment Collaborative, University of

Toronto, Toronto, ON, Canada; **Marina F. Englesakis,** Information Specialist, Library and Information Services, University Health Network, Toronto, ON, Canada; **Holly Witteman,** Research Fellow, Medicine, University of Michigan–Ann Arbor; **Murray Krahn,** Director, Toronto Health Economics and Technology Assessment Collaborative, University of Toronto, Toronto, ON, Canada

Objective: The objective of this research was to develop and evaluate an open source tool for medical literature screening in order to reduce administrative burden and increase efficiency in groups of distributed researchers conducting systematic reviews. The tool shall export files suitable for importing into RevMan or word processing applications.

Methods: A user needs assessment was conducted among researchers who undertake a minimum of three systematic reviews per year. Mockups, functional mockups, and prototype designs were developed in iterative consultation with potential users of the tool.

Results: Researchers performing systematic reviews identified user needs for a literature screening tool including the ability to import article lists from different bibliographic databases, functionality to create inclusion and exclusion criteria, role-based task distribution with adjustable parameters such as the proportion of reviews assigned, and ability to track inclusion and exclusion of articles. In addition, researchers expressed interest in a number of processes subjectable to automation including flagging of articles for adjudication according to preset tie-breaking rules, calculation of inter-rater reliability statistics, and generation of PRISMA flow diagrams in multiple file formats.

Discussion: The resulting design enables literature screening for systematic reviews in a manner that is transparent, auditable, and suitable for asynchronous distributed teams. We will discuss our findings from user testing, present the prototype of the system, and outline proposed plans for evaluation of the impact of the tool on administrative burden and research efficiency.

Lightning Poster Presentations 1
Sunday, May 23, 4:30 p.m.–6:00 p.m.

Georgetown East, Concourse Level

4:35 p.m.

Medical Library at a Distance: Collaborating with a Medical School in Opening Expansion Sites

Abraham Wheeler, AHIP, Health Sciences Librarian; **Susan Kendall,** Health Sciences Coordinator; Michigan State University Libraries, Michigan State University–East Lansing

Objective: The Michigan State University (MSU) College of Osteopathic Medicine opened two new expansion sites in the summer of 2009 in the greater Detroit area. The MSU Libraries faced the challenge of how to provide quality library resources and services to the expansion sites, while the physical library and librarians remained located in East Lansing.

Brief Description: We used several strategies to meet this challenge. The first step was educating administrators involved in the expansion about why the libraries should be involved in the planning of the new sites. After this, it was important to be proactive to remain relevant as the planning progressed. To ensure that students at the remote sites are aware of their access to similar resources and services as students in East Lansing, we developed a digital library portal; the library liaison makes himself available by email, phone, instant messaging, or Skype; and we collaborated with staff at on-site learning resource centers for promotion. We found it important to build and strengthen ties with the libraries of other institutions that were physically more convenient to the students, and we created a system to allow for book delivery and interlibrary loans (ILLs) to the sites.

Results: This is an ongoing process, and we are at the beginning of long-term collaboration between the library and the medical school. The faculty, students, and administration at the remote medical school sites have fully embraced the tools used by the library to bridge the physical distance.

Conclusions: The new ILL system and procedures have been successful in streamlining the process of getting material to remote users. We are laying the groundwork to implement surveys to gauge and assess the remote user's awareness of and utilization of library services. One of the most important results is the library having a voice in the medical school administration dialog. As this is a constantly evolving situation, new developments and updates will be presented.

4:40 p.m.

An Instruction Decision Making Strategy in Public Services: When Do We Stop Teaching?

Amy J. Chatfield, Health and Life Sciences Librarian; **Tania P. Bardyn, AHIP,** Associate Director, Public Services; Research, Instruction, and Collection Services, Louise M. Darling Biomedical Library, University of California–Los Angeles

Objective: Measuring effort expended on instruction is necessary for long-range planning for instructional programs. Due to changing public service models and shrinking budgets at the University of California–Los Angeles (UCLA) Library, it is no longer feasible to reassign classes or train new instructors. This poster proposes a new method for assessing effort to identify classes for discontinuation and discusses use of this model at UCLA Library.

Methods: The authors analyzed twenty classes taught by public services librarians at the UCLA Louise M. Darling Biomedical Library in the 2005–2009 academic years. Classes were taught to three schools including the UCLA David Geffen School of Medicine, School of Dentistry, and School of Public Health. The instruction coordinator created an "effort score" for each curriculum-integrated class based on commonly gathered data such as instruction planning and preparation time, length of class, and number of participants. A think-aloud protocol was used where the associate director and instruction coordinator analyzed the effort scores; considered other facets informing library-based instruction such as required professional information literacy competencies, curriculum-based instruction, and anticipated future needs of students and faculty; and carried out a graphical decision model.

Results: The poster describes an instructional program evaluation conducted in 2009/10 at a public health sciences library. Using an "effort score," the authors created a visual graphic decision-making model to compare classes taught in medicine, dentistry, and public health and for unaffiliated schools. In comparing orientations taught to UCLA students and unaffiliated students, effort scores are higher for unaffiliates, reflecting the additional time needed to create and provide relevant instruction for unaffiliated students. In comparing postgraduate training programs to residents versus fellows, per-attendee effort scores vary widely across programs. In comparing school of public health biostatistics classes, it takes more effort to design and prepare a class for lower division students earlier on in their degreed program, than to upper-level students. Less effort goes into preparing shorter classes

with less complex content. The model demonstrates that classes with higher effort scores are more likely to be cancelled or shortened in length.

4:45 p.m.

Global Health Information Needs: The Eritrean Experience

Anne M. Linton, AHIP, Director; **Alexandra W. Gomes, AHIP,** Associate Director; Himmelfarb Health Sciences Library, The George Washington University Medical Center, Washington, DC

Objective: The George Washington University Medical Center, in conjunction with Physicians for Peace and the Eritrean Ministry of Health, initiated in-country residency programs in pediatrics and obstetrics and gynecology in January 2007. The goal of the Partnership for Eritrea is to develop strong academic programs, thereby, improving local health care and reducing the loss of physician trainees to programs abroad. Since the inception of this project, the lack of and corresponding need for access to current, high-quality medical information has been clear.

Methods: The Himmelfarb Health Sciences Library applied to and received a grant from the Elsevier Foundation to conduct an information needs assessment and make recommendations. A 10-page print questionnaire was distributed to nearly 300 health care professionals and students during summer 2009 and then followed by a 7-day in-country round of interviews and focus groups with local officials, health care professionals, and students. While the paper assessment focused on individual practice and perceived needs, the interviews gathered data on local infrastructure and educational policies.

Results: Data from the print questionnaire and the site visit reinforced each other and identified dependable, high-speed Internet access; current textbooks; and training for librarians and information technology personnel as top needs. Both data sets reinforced the desire to improve education and practice through strong information resources and educational technology. Achievement of information goals is hampered by a lack of monetary resources, training opportunities, uniform technology standards, and the need to create a cooperative culture across schools and programs. Sixteen recommendations ranging from the immediate creation of an intranet to the eventual establishment of a national health sciences library were made.

4:50 p.m.

Connecting with the Library School Community: Reflections on the New Jersey Experience

Catherine Mary Boss, AHIP, Coordinator, Library Services, Booker Health Sciences Library, Jersey Shore University Medical Center, Neptune, NJ; **Keydi Boss O'Hagan, AHIP,** Librarian, Medical Staff Library and School of Nursing Library, Holy Name Medical Center, Teaneck, NJ

Objective: Does a financial award and/or direct contact with a practicing medical librarian prompt library students to have a positive connection with medical librarianship and influence their decision to pursue employment in the health care environment?

Setting/Participants/Resources: Our state health sciences library association established an award in 2001 to encourage students in the state's library school to pursue a career in health sciences librarianship. Students considered for the award must have successfully completed or be enrolled in the "Information Resources in the Health Sciences" course at the library school, maintained a 3.0 grade in the class, and demonstrated interest in pursuing a career in health sciences librarianship through a field experience, visiting a health sciences library as part of the course work, job shadowing, or volunteering in a health sciences library.

Method: A survey of each of the award recipients will be conducted to outline their career paths followed by a one-on-one interview to ascertain whether or not the award and/or direct contact with a practicing medical librarian influenced their career choices.

4:55 p.m.

Can Hospital Librarians Demonstrate Internal Revenue Service–mandated Community Benefit for Their Nonprofit Organizations? Reflecting on Value Provided and Connecting the Hospital Library to Community Benefit

Christine Chastain-Warheit, AHIP, Director, Medical Libraries; **Barbara J. Henry, AHIP,** Community Health Librarian; Medical Libraries, Christiana Care Health System, Newark, DE

Objective: Our independent academic medical center has two clinical and three consumer health libraries with a large residency program and nurses going back to school. Librarians developed templates to track professional and paraprofessional work time spent teaching residents and nurses and all consumer health-related activities that could qualify as community benefit for the Internal Revenue Service (IRS)–mandated reporting for our nonprofit organization.

Methods: Community benefits are programs or activities provided by nonprofit hospitals that promote health in a community in planned and organized ways, such as free health screenings, literacy classes, immunization clinics, and education. The IRS has new reporting requirements for hospitals claiming nonprofit status. Documentation must now be attached to IRS form 990 justifying and accounting for the hospital community benefit claimed. All departments are asked to track their educational activities provided during the work day. Using online templates to categorize time spent by library staff on potential community benefit activities provides aggregated data for the organization to justify its community benefit. Almost all consumer health library activities and all educational services the clinical libraries provide would qualify. An algorithm for calculating average salary dollars is used to demonstrate the value in dollars provide by the library staff.

5:00 p.m.

Key Competencies for Entry-level Academic Health Sciences Librarians: Results of a Pilot Delphi Study

Jodi L. Philbrick, Course Coordinator, Health Informatics Program, Department of Library and Information Sciences, University of North Texas–Denton

Objective: To identify the professional and personal competencies needed of entry-level academic health sciences librarians from the perspectives of academic health sciences library directors, library and information sciences educators specializing in health sciences librarianship, and adjunct faculty/health sciences library practitioners.

Method: A delphi study, with four rounds of questionnaires, was conducted using SurveyMonkey.

5:05 p.m.

Jumping Ship: One Health Science Library's Voyage from a Proprietary Integrated Library System to Open Source

Latrina Keith, Technical Services Librarian; **Lisa Genoese,** Electronic Resources Librarian; Library, New York Academy of Medicine, New York, NY

Objective: This poster will chronicle the steps that the New York Academy of Medicine (NYAM) Library took to migrate from

a proprietary integrated library system (ILS) to an open source system. This endeavor includes ongoing consortial projects to develop new features for this system.
Methods: In 2007, upon learning that the company that owned their current ILS was acquired by another company and was scheduled to be phased out within two to three years, the NYAM Library and its membership consortia researched their options and made the choice to migrate to an open source system. A series of conference calls and meetings took place over a period of six to eight months between the chosen development company and the member libraries. Miscommunications, among other obstacles, resulted in delays leading up to the library's "go-live" date and ongoing discussion and development of key features well after the "go-live" date.
Results/Conclusions: The development company that was chosen to structure, customize, and implement the new open source ILS was unable to have it ready on time, due to communication barriers between the programmers and the librarians. The chronicle of NYAM's experience will survey what lessons were learned and serve as a guide for other libraries. It will highlight key features of both the software and the development company. It will also emphasize "dos and don'ts" when developing and developing an open source ILS from the perspective of a medical research library.

5:10 p.m.
Collaborative Teaching: Bridging Geography and Organizations
Marci Brandenburg, Biosciences Informationist, NCI Scientific Library, Wilson Information Services Corporation/National Cancer Institute, Frederick, MD; **Jean C. Song,** Senior Associate Librarian, Health Sciences Libraries, University of Michigan–Ann Arbor
Objective: To create a collaborative training environment between two librarians working for different organizations located in separate parts of the country. This collaboration opened the door for increasing users' knowledge of resources, in addition to providing the librarians with the ability to share training materials and ideas.
Methods: The National Center for Integrative Biomedical Informatics developed a suite of bioinformatics tools. Potential users of these resources were located at the University of Michigan and the National Cancer Institute-Frederick. The librarians had several phone meetings to discuss training methodologies and ideas. After completion of the trainings, they reported on feedback from the students and future changes to the classes. By working together, the librarians were able to share materials and edit them to each librarian's particular needs. As part of this collaboration, a joint usability study was also conducted on these tools at both locations. Phone, email, and several in-person visits proved to be an efficient and appropriate means of communication for the librarians' purposes.
Results: The collaborative training environment led to improved training materials and classes in both locations. The two librarians shared knowledge that they learned from their training experiences, allowing each to benefit from the other. Sharing materials and knowledge ultimately saved time for both librarians in terms of class preparation. Use of email and the phone proved to be adequate means of sharing information and materials, making the collaborative environment successful, even with the geographical distance.
Conclusion: Creating a collaborative training environment is a useful, productive, and efficient means for improving training. Both librarians received support from each other in a way that enhanced their training abilities and materials. Today's technology permitted this collaborative training environment to exist and be successful, even though the collaborators lived in different parts of the country.

5:15 p.m.
Passport to Excellence: A Training Program to Encourage Active Learning
Margaret E. Henderson, Research Services Librarian; **Kristine M. Hughes,** Education Services Librarian; **Teresa L. Knott, AHIP,** Director, Tompkins-McCaw Library and Associate University Librarian; **Mary Jane Green,** Library Specialist; Tompkins-McCaw Health Sciences Library, Virginia Commonwealth University–Richmond
Objective: Increased electronic resources, electronic reference, and educational outreach, combined with reduced gate counts, necessitated implementing a new staffing model for our service desk. An assessment of the staffing model indicated the need for a new training program targeting all employees to improve awareness of other job functions and to better equip them to handle service desk transactions.
Methods: After consulting the literature and discussing with staff, the "Passport to Excellence: A Collaborative Continuing Education Program" was designed to cross-train staff, be customizable, and support active learning using small group training sessions with follow-up exercises. All staff members have the opportunity to teach as well as learn. The passport is a physical folder that holds notes, exercises, and certificates for sessions attended or taught. Besides sessions on using the integrated library system, PubMed, RefWorks, and other high use tools, there will be sessions on Web 2.0 skills, tours of other departments, new equipment training, coworker coffee breaks, and additional topics. Incentives are being offered. Classes taken and taught will be incorporated into the annual evaluation process. All supervisors were supportive of the new program and recommended sessions their staff should take first. Staff members will choose additional classes of interest.

5:20 p.m.
The Librarian in the Mirror: How to Obtain and Maintain Visibility Throughout Your Career
Michael S. Fitts, Assistant Director, Access and Document Delivery Services, and Assistant Professor; **Sylvia McAphee, AHIP,** Serials Librarian/Instructor; **Paul Mussleman,** Reference Librarian/Instructor; Lister Hill Library of the Health Sciences, University of Alabama–Birmingham
Objective: Designed for librarians at every stage of their career (beginning, mid-level, near retirement), this poster will provide tips aimed at increasing librarians' visibility and involvement in the field of health sciences librarianship.
Methods: A survey was constructed and distributed to health sciences librarians, from both the Lister Hill Library and elsewhere, to collect best practices from them regarding how to get active in the profession. To cast a net that would capture a variety of respondents at different points in their careers, we queried the members of two library associations: (1) Alabama Health Libraries Association (ALHeLA), a professional organization made up of health sciences librarians from the state of Alabama, and (2) Southern Chapter of MLA (SC/MLA), a professional organiza-

tion made up of health sciences librarians from the states of Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee, the Commonwealth of Puerto Rico, and the US Virgin Islands.
Results: Becoming more immersed in the field of health sciences librarianship should be an activity that spans a health sciences librarian's career. It is not always readily apparent as to how to do this, and suggestions and shared experiences from those who have found ways to become more immersed in the field are invaluable to both novice and experienced librarians who want to increase their level of professional and scholarly activity.
Conclusion: Whether you are new to the field or a mid-career librarian who is thinking about promotion, there are steps born out of experience you can take that will advance your standing and involvement in the field, while simultaneously benefiting the profession as a whole. Even those who are thinking of retiring within the next few years have things that they could be doing to leave their legacy and to impart their knowledge to those who remain.

5:25 p.m.
Utilizing Web 2.0 Tools to Improve Efficiency and Connect with Staff and Volunteers at the University of Michigan Health System Cancer Center and Cardiovascular Center Resource Centers
Ruti Volk, AHIP, Librarian, Patient Education Resource Center and Wellness Resource Center, University of Michigan Health System–Ann Arbor
Objective: Many resource centers rely on volunteers and part-time personnel. This staffing model presents many challenges to ensure that all staff is promptly updated about new services and changes of procedures and policies. The manager's goal was to develop an electronic tool that would enable quick and easy access to information and reduce staff time spent on communication.
Methods: The resource centers previously maintained a paper staff manual, a notebook for communication, and several paper calendars for the staffing schedules. Updating was repetitious and cumbersome, and volunteers frequently forgot to read the communication book. This led to problems in efficiency and quality. An intranet site replaced the calendars, communication notebook, and manual. The site was created with Sitemaker, an open-source code for creating and hosting websites. The intranet includes a blog for communications, detailed descriptions of all policies and procedures, links to relevant forms, contacts lists, and Gmail calendars for staffing schedules. The volunteers' training module is also included. A searchable database for volunteers facilitates staffing coverage by enabling volunteers to search for absence replacements at their convenience from home. This poster describes the intranet and how it improves the quality and efficiency of operations, training, and communication.
Results: Staff and volunteers expressed satisfaction with the new system. Volunteers never forget to read the blog, as the link is so prominent on the home page. It is also easier for them to find answers to questions about performing specific tasks or processes. Staff spends less time on communicating and updating the calendars and procedure manual. Changing schedules and finding solutions to staffing issues require less effort. Volunteers commented that being able to view the intranet, the blog, and the calendars at home helps them to feel more connected to the resource centers.

5:30 p.m.
Global Access to Health Information: The Project Medical Library in Malawi
Susan Swogger, Collections Development Librarian, Health Sciences Library; **Mamie Sackey Harris,** Africa Programs Manager; **Myron S. Cohen,** Director, UNC Institute for Global Health and Infectious Diseases; **Irving Hoffman,** Director, International Operations, Center for Infectious Diseases; University of North Carolina–Chapel Hill; **Bernard Chilombe,** Librarian, UNC Project Library; **Innocent Mofolo,** UNC Project Administrator; **Francis Martinson,** UNC Project Director, UNC Project Malawi; University of North Carolina Project Malawi, Lilongwe, Malawi
Objective: A university health sciences library partnered with a project of the university's global and infectious diseases institute to create a library as an integral component of a medical research facility in Malawi.
Methods: In 2003, the library and the project collaborated to include a medical library as part of a new research and training facility in Lilongwe, Malawi. The project library provides a local librarian, print reference materials, all allowable access to licensed and open web resources, and high-speed Internet via satellite to faculty, staff, and students of the project facility, as well as to nearby colleges of nursing, health sciences, and medicine; the public hospital; and an HIV clinic. The university library continues to connect with the project by offering on-campus training, in-country training with university librarians, and professional collaboration to the Malawi library using both travel and email. The international team has jointly participated in both US and African medical library association meetings. The Malawi project library improves both clinical research and clinical care and builds positive local ties. Its collaborative conception serves as an excellent model for how to connect faculty and staff in resource-constrained settings with the most up-to-date biomedical information.

Lightning Poster Presentations 1
Sunday, May 23, 4:30 p.m.–6:00 p.m.

Jefferson West, Concourse Level

4:35 p.m.
Clinicians on the Go: Creating an Effective Mobile Strategy for Delivering Medical Library Services
Alexandra Sarkozy, Reference Librarian; **Sarah Jewell,** Reference Librarian; **Donna Gibson,** Director, Library Services; MSKCC Library, Memorial Sloan-Kettering Cancer Center, New York, NY
Objective: To determine the most effective means to deliver library resources and services to clinical care staff via a mobile device.
Methods: Literature search, online survey, focus groups.
Setting: A research library that serves a large cancer treatment hospital (approximately 470 beds) and research institute.
Population: Clinicians and health care professionals.
Results: The mobile web is predicted to supersede the stationary desktop/laptop computing environment as the primary means of information access by the end of this decade. To harness the potential of mobile technology as a delivery channel for library services, the reference team wants to better understand the information-seeking behavior of clinicians using mobile devices in the course of patient care.
Conclusions: While it is debated whether the results of localized usability studies are generalizable to other organizations and their unique contexts, we hope to provide clinical and hospital librarians with scenarios, ideas, and lessons learned regarding how clinicians might be using the mobile web at their institutions and

possibilities for mobile delivery of library services that they can incorporate into their own offerings.

4:40 p.m.

Information Disconnect: Gray Literature Challenges Experienced by Disaster and Emergency Responders

Alicia Livinski, Biomedical Librarian/Informationist, NIH Library, National Institutes of Health, Bethesda, MD; **Alison Rollins,** Reference and Instructional Librarian; **Linda Spitzer,** Chief, Reference and Interlibrary Loan; James A. Zimble Learning Resource Center, Uniformed Services University of the Health Sciences, Bethesda, MD; **Nancy Terry,** Informationist, NIH Library, National Institutes of Health, Bethesda, MD

Objective: To outline the challenges experienced by humanitarian and disaster-response personnel when working with gray literature. Tackling the challenges presented by gray literature for this field include the identification of key providers, consumers, distribution methods, access barriers, discovery hurdles, and archiving.

Methods: In 2008 and 2009, a dozen interviews with military and government disaster response personnel were recorded. These structured, open-ended interviews investigated the information use and challenges experienced by disaster response professionals. Themes were identified using a card-sort methodology.

Results: One of the recurring themes identified in the course of these interviews were difficulties accessing and locating gray literature. Types of gray literature, their sources, and use of these resources "in the field" during an actual response were described. Potential solutions to the problem of searching for, evaluating, and collecting important gray literature sources were also discussed.

Conclusion: Nontraditional literature sources such as United Nations (UN) reports, survey instruments, government and nongovernmental organizational (NGO) reports, etc., are frequently used and helpful for humanitarian and disaster response personnel. However, this information is often very difficult to find and obtain before deployment, as well as once deployed to an event.

4:45 p.m.

Integration of Library Resources and Services for Nursing Using the ANGEL Course Management System

Heidi M. Schroeder, AHIP, Health Sciences Librarian, Michigan State University Libraries, Michigan State University–East Lansing

Objectives: This poster describes how library services and resources for nursing students and faculty have been integrated into the ANGEL course management system at Michigan State University (MSU).

Methods: One hundred percent of the nursing courses at MSU utilize the ANGEL Course Management System. Nursing faculty and students also create ANGEL groups to communicate and share information. Given the college of nursing's incredibly high use of ANGEL, the course management system seemed like a very appropriate avenue for increasing the awareness and use of the MSU Libraries' services and resources. The libraries' ability to insert information about library services and resources into ANGEL was promoted through blog posts, emails to faculty, and in-person at meetings and presentations. Interested individuals from the college of nursing contacted the nursing librarian about posting content to ANGEL course pages or groups. The nursing librarian communicated with individuals from the college of nursing to best plan and organize library content for ANGEL.

Results: In the fall 2009 and spring 2010 semesters, library content was placed into 19 ANGEL course pages and 5 ANGEL groups. Members of these courses and groups included undergraduate students, graduate students, faculty, and a small number of staff. The number of individuals from the various course and group rosters totaled 1,107. Library content was placed in a designated library folder or section and varied depending on the nature of the course or group. Library content included: databases, journals, electronic books, library tutorials, research guides, descriptions of relevant library resources and services, the nursing librarian's chat widget, and more.

Conclusion: Incorporating library content into ANGEL course pages and groups has been viewed as an effective way to reach many nursing students and faculty members and will continue in future semesters.

4:50 p.m.

Patient Safety Answers Require Outreach, In-reach, and Partnerships

Holly Ann Burt, Outreach and Exhibits Coordinator, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois–Chicago

Objective: This poster identifies outreach, education, and advocacy opportunities in patient safety through a graphic representation of the interconnecting services and potential partnerships across the library profession. Beginning with the hospital library, the network encompasses academic, public, corporate, and law libraries, embracing the populations addressed by patient safety issues: consumers, health professionals, researchers, lawyers, health administrators, and more.

Methods: To identify the connections between libraries, populations served, and types of service, two main sources will be utilized: (1) Information on involvement in services related to patient safety in their institutions collected from over 250 librarians, from a wide variety of library settings, who attended the MLA approved course, "Patient Safety Resource Seminar," over the past 2 years. Their input has been compiled into a class handout, "Patient Safety Advocacy Suggestions," and serves as the base of the project design. (2) A literature review of current publications related to librarianship—including, but not limited to, the *Journal of the Medical Library Association, Journal of Hospital Librarianship, Library Journal, Information Outlook,* and *Law Library Journal*—to identify additional areas of advocacy and outreach in patient safety by librarians in and beyond their institutions.

Results: When the term patient safety is raised, most people consider only the hospital setting. However, the research shows that improving the health care system truly involves every library and organization, for each has opportunities in their area of focus to assist in reducing medical error. Medical librarians, with the most obvious role in patient safety, provide research for their constituencies and partner with public librarians who assist patrons with issues in health literacy. Patient safety for corporate librarians includes those in pharmaceutical companies searching how packaging may lead to error and those in medical device settings identifying studies in human factors engineering. Law librarians answer questions on the effects of apology laws, while academic librarians assist in health disparities research and open access policies. These examples demonstrate that, although often unrecognized and unacknowledged, all librarians are part of the solution to the patient safety crisis in health care.

4:55 p.m.

Building a Translational Health Sciences Researcher Toolkit

Joanne Rich, Information Management Librarian, Health Sciences Library; **Monica E. Jarrett,** Professor, Biobehavioral Nursing and Health Systems, School of Nursing; **Janet G. Schnall, AHIP,** Information Management Librarian, Health Sciences Library; **Mandy Vick,** Research Compliance Monitor, School of Medicine; **Leilani St. Anna, AHIP,** Information Management Librarian; **Ann Whitney,** Head, Systems, Health Sciences Libraries, Health Sciences Library; University of Washington–Seattle

Objective: To describe the development of a resources web page designed for translational health sciences researchers and research coordinators.

Methods: The University of Washington (UW) Health Sciences Libraries (HSL) serves faculty, staff, and students in six health sciences schools across multiple states. The HSL's website, receiving over two million visits during the last year, serves as a valuable resource for this community. Funding for translational research at our institution has increased significantly and an Institute for Translational Health Sciences (ITHS) has been formed to support and promote this type of research. As the ITHS website is still in its infancy, a team of educators from ITHS responsible for training new researchers and research coordinators collaborated with HSL librarians to develop a help page for them. This help page, the Translational Researcher Toolkit (healthlinks.washington.edu/trans/), provides links to necessary resources for every stage of their research process, such as literature searching, funding, institutional review board reviews, budgeting, and dissemination of research. It is anticipated that this page will become a highly used tool that will serve all health sciences researchers in our community.

Results: The toolkit, along with the newly created translational researcher training curriculum, was tested in a mock class for translational researchers and coordinators. We are using Google Analytics to track usage and are actively seeking feedback and appropriate applications to improve usefulness of the page.

5:00 p.m.

Creative Partnerships: Fellowship Program Enables Health Literacy Initiative at a Large Urban Teaching Hospital

Judith S. Cohn, Associate Vice President, Scholarly Information, University Libraries; **Margaret Savage,** Health Literacy Fellow; **Richard Zule Mbewe,** Health Literacy Fellow; Global Health Corps; University of Medicine and Dentistry of New Jersey–Newark

Objective: Two externally funded fellows based at an academic health sciences library develop a health literacy program for a large urban teaching hospital and its ambulatory care center by creating an effective model over a one-year period. The fellows assess the degree to which patients comprehend basic health information in order to develop a health literacy training program based on results.

Methods: The library and its teaching hospital/ambulatory care service were awarded 2 fellows for a new health literacy initiative funded by an outside agency. The fellows are recent college graduates. Our large urban hospital serves a multilingual, literacy-challenged population; less than 25% have adequate English proficiency. For 6 weeks, the fellows conducted an observation-based, qualitative assessment of verbal/nonverbal communication by hospital staff and patients. They developed a blueprint to improve health literacy, recommending action items (the need for improved signage, training/education of staff/patients, and development of appropriate printed materials/forms). Next steps include the formation of a working group of key stakeholders vested in its success. Our intention is that the fellows will begin a sustainable program that incorporates health literacy "best practices" into our complex clinical environment.

5:05 p.m.

A Collaborative Library Partnership for Promoting Genetic Literacy in the Community

Lisa Chow, Librarian, Brooklyn Public Library, Brooklyn, NY; **Doris Withers,** Professor, Biology and Education, Medgar Evers College, The City University of New York, Brooklyn, NY; **Angeli Rasbury,** Youth Services Community and Partnerships Associate; **Maxine Cooper,** Consumer Health Librarian, Brooklyn Public Library, Brooklyn, NY

Objective: The organization committee comprises members from an urban public library, a national nonprofit organization, an urban public college, and a community-based environmental advocacy organization, who undertook an outreach project to promote genetics literacy. Projects and activities—enhancement of library collections and web resources, a middle school essay contest and writing workshop series, lectures, and a National DNA Day program—were planned and developed to promote and increase knowledge and understanding of genetics and the Human Genome Project in the community, especially in minority and low income urban communities.

Methods: The organization committee identified and developed library collections and a list of web resources, programs for the communities and branch libraries, and a middle school essay contest and writing workshop series. An innovative library program, National DNA Day, attended by community members of all ages, featured educational materials, exploratory and interactive activities, and workshops by a National Institutes of Health DNA Day ambassador, a biology professor, and librarians. College students served as guides. Assessments provided program evaluations and ideas for future outreach activities. The project is also serving as a prototype for a library genetics outreach and education toolkit produced by collaboration with the nonprofit organization.

5:10 p.m.

Assessing and Meeting the Clinical Information Needs of Rural Health Care Providers

Marianne Burke, AHIP, Director; **Claire LaForce, AHIP,** Librarian; Dana Medical Library, University of Vermont–Burlington

Objectives: Do Loansome Doc and fee-based article delivery meet the information needs of rural or unaffiliated health care providers? Do providers use free online resources to answer clinical questions? A public academic medical library will assess hospital and individual provider information resource access and use, determine specific information needs of rural health care providers, and provide baseline information for new best practices.

Methods: Identification of physicians for the individual assessment will be undertaken with the support of the Area Health Education Centers (AHECs) and publicly available information. AHECs are also assisting with institutional assessment and data gathering. Survey instruments are in development for the individual provider and institutional or hospital administrator populations. Based on the findings from the assessments, educational programming will be provided at statewide provider continuing medical education and other conferences. Physicians who sign

up for the classes will take a pretest and a post-class survey three months later to assess their continued use of resources to support clinical care and the use of library services. The number of new article delivery accounts, Loansome Doc requests received, and other services requested will be tracked to provide a before-and-after project assessment.

5:15 p.m.

Creation and Pilot #1 of a Learning Objects Repository: Connecting Faculty and Students to Context-based Library Learning Objects for Online Course Management Environments to Support Teaching and Learning

Marie K. Saimbert, Information and Education Librarian, Information and Education, George F. Smith Library of the Health Sciences, University of Medicine and Dentistry of New Jersey–Newark; **Janette (Jenny) Pierce,** Public Services Librarian, Public Services, Health Sciences Library at Stratford, University of Medicine and Dentistry of New Jersey–Stratford; **Judith S. Cohn,** Associate Vice President, Scholarly Information, and University Librarian; **Roberta Bronson Fitzpatrick,** Associate Director; George F. Smith Library of the Health Sciences; **Timothy A. Cole,** Web Course Designer and Trainer, Information Systems and Technologies; **Margaret (Peggy) Dreker,** Information and Education Librarian, Information and Education; **Anna Huang,** User Support Specialist, Media and Microcomputer Center; George F. Smith Library of the Health Sciences; University of Medicine and Dentistry of New Jersey–Newark

Objective: To highlight library tools or "objects" from four medical library websites at an academic health sciences institution with locations throughout the state, allowing faculty to select these objects for inclusion into online courses.

Methods: The university recently moved to the ANGEL courseware management system. A library learning object repository (LOR) was created and populated with "objects" in support of overall instructional goals established by university faculty. "Objects" included in the LOR exist in a variety of formats, such as online tutorials, pathfinders/toolkits, and brief, illustrative videos. Reference librarians and other library staff are involved in the creation and selection of content for these web pages. They customize content upon request and cover many health sciences disciplines. A dynamic "Request Repository Item" form was created, allowing faculty to both preview and request library objects for inclusion in their courses. Objects may be selected singly or in subject-related bundles. Library reference staff then "publish" content (objects) into courses per the faculty request. As hyperlinks for objects are updated in the LOR, the updates are automatically applied to all courses including the objects.

Results: Results include increased awareness of highlighted library tools or objects to support teaching and learning, faculty development of content in online course shells, student identification and verbalization of specific library tools when requesting additional help from libraries' reference desk staff, library awareness of need for curriculum-based tools for specific courses, and increased information technology staff awareness of roles played by librarians in academic curricula.

Conclusion: Research and information literacy in the era of online coursework, with some programs being completely online, pose challenges for today's reference librarianship. Students can get lost in library web pages. Faculty are unaware of library tools that support teaching and learning in specific courses. Reference librarians are in a pivotal position to reflect on and illuminate available library resources and connect those resources to faculty and students. This may promote research and information literacy in the 21st century academic health center library.

5:20 p.m.

Changing How the Medical Library Is Used: From Book Depository to Conference, Training, and Outreach Central

Mary Lou Glazer, AHIP, Chief, Medical Library, Department of Veterans Affairs, Northport, NY

Objective: Considering our libraries changing culture, how can we move from a book depository to a modern, flexible meeting/study center and use our electronic resources to reach staff outside the library 24/7?

Purpose: This poster examines a library that was designed as a central depository for the regional network for books, video recordings, and print journals and how it needed to change and evolve into a modern learning center using little resources and big ideas.

Methods/Brief Description: A library focus group was formed. After much discussion and competing ideas, a plan was formed. A new library design was drawn up, and a needs assessment completed. This was presented to the institution's space committee for approval and review, which was later denied. Library redesign was accomplished, however, through a variety of other resources. This poster describes the planning process, the research completed in preparation, the challenges encountered, and the alternative resources utilized to obtain our goal. A photo journey is included. These challenges included lack of funds in the end and lack of support by key decision-making administration.

Results/Outcome: In the end, a small part of the resources were obtained from medical center funds. The majority of the resources were obtained from grants, medical center personnel friendships, volunteer donations, and creative redesign**.** Working from the bottom up with carpenters, engineers, information technology personnel, and volunteers and tapping into alternative funding resources, we were able to achieve a close proximity to our goal.

Evaluation Method: A pre-redesign and post-redesign survey was used to determine the impact of the physical and cultural changes.

5:25 p.m.

Advancing Patient-centered Care: A Collaborative Effort between the Clinical Medical Librarian and the Consumer Health Librarian

Patricia Mongelia, Education and Outreach Librarian, Weill Cornell Medical Library; **Rhonda J. Allard,** Manager, Myra Mahon Patient Resource Center; Weill Cornell Medical College, New York, NY

Objective: To address pediatric inpatients' and their caregivers' health information needs and instruct physicians and students in identifying health information resources.

Methods: The pediatric clinical medical librarian (CML) attends bedside rounds. She observed the opportunity to provide authoritative health information to inpatients and their caregivers and began providing consumer health materials to physicians for this purpose. She also observed the opportunity to help third-year medical students choose appropriate patient-oriented materials required in their evidence-based presentations. The CML reached out to the new consumer health librarian (CHL) to develop a plan addressing patients' and caregivers' health information needs, to promote the new patient resource center (PRC), and to instruct staff in the provision of such materials. The CML promoted the PRC resources to physicians and placed brochures at the

pediatric nurses' station. Both librarians developed and presented "The Internet, Your Patients' Health and You" at pediatrics grand rounds. The presentation increased awareness of patient and caregiver health information needs, including health-seeking behaviors and how informed patients improve treatment outcomes. The CHL periodically joins the CML for bedside rounds.

5:30 p.m.

Health Literacy Missouri: A Collaborative Statewide Approach to Addressing Health Literacy

Susan Centner, Director, Missouri Area Health Education Centers Digital Library, Rolla, MO; **Arthur Culbert,** Executive Director, Health Literacy Missouri–St Louis; **Deborah Ward, AHIP,** Director, J. Otto Lottes Health Science Library, University of Missouri–Columbia; **Sherri Hinrichs,** Director, Southeast Missouri Area Health Education Center–Poplar Bluff; **Stan Hudson,** Project Director, Center for Health Policy, University of Missouri–Columbia

Objective: Health Literacy Missouri focuses on the following goals:

1. improving the health literacy of the state's population to encourage better health decisions and healthy behaviors
2. promoting health literacy awareness, education, and training
3. enhancing communication between consumers and care providers

Methods: To guide the project in development, a coordinating council was formed and:

1. adopted a conceptual logic model
2. formed subcommittees to conduct needs assessment and develop educational programs and a health literacy library
3. recommended funding for and technical assistance to health literacy demonstration projects.

Utilizing theory-based models to drive development and implementation of its logic model, the project addresses health literacy interventions on multiple levels. The project features multipronged approaches relying on project partners from community-based organizations, academic institutions, and demonstration projects staff. This weaves a rich patchwork of highly skilled collaborators functioning at local, regional, and statewide levels. Regional community advisory networks provide advisory support to all staff and demonstration projects. Our team of librarians and health researchers is building a resource library of health literacy materials. The project developed a series of health literacy education modules and workshops and is launching its web portal, which provides access to reviewed health literacy materials.

Poster Presentations 2
Monday, May 24, 4:15 p.m.–5:45 p.m.

International Terrace, Terrace Level

1

Connecting with Public Health Librarians: We're aTwitter about Social Networking

Melissa L. Rethlefsen, Education Technology Librarian, Mayo Clinic Libraries, College of Medicine, Mayo Clinic, Rochester, MN; **Emily Vardell,** Community Engagement Librarian and Collections Liaison, Louis Calder Memorial Library, Miller School of Medicine, University of Miami, Miami, FL

Objective: To evaluate the use and effectiveness of the section's blog, Facebook fan page, and Twitter account as a replacement for a traditional newsletter.

Methods: In response to the results of a member survey, in June 2008, the section launched a new blog designed to replace the former quarterly portable document format (PDF) newsletter. The blog included similar content to the former newsletter, including reports, announcements, and descriptions of new resources. In a first for an MLA section, in June 2009, a Twitter account was created as a new informational venue for members and others interested in public health librarianship. This Twitter account was linked to a new Facebook fan page for the section in October 2009. Both Twitter and Facebook enabled section leaders to communicate up-to-the minute news to members with very little effort. The effectiveness of these three methods of connecting and communicating with members was evaluated using a brief survey. In addition, blog usage statistics were analyzed; Twitter and Facebook page usage and reach were evaluated using Facebook Pages Insights, bit.ly statistics for shared link use, and Twitter Analyzer.

2

Information Processing: Assessing the Skills and Competencies of Incoming Medical Students

Mia S. White, AHIP, Reference Librarian; **Anna Getselman,** Associate Director; Woodruff Health Sciences Center Library, Emory University, Atlanta, GA

Objective: To assess information-processing skills and competencies of the incoming medical students in an objective and quantifiable way.

Methods: Meetings with medical students' class representatives exposed a gap between what librarians, students, and faculty perceive as a problem in the context of information processing. Follow-up discussions with the associate deans for student affairs and medical education led to a decision to administer an online assessment of the entire incoming student body. The assessment tool and rubrics were modeled on the Fresno Test template and the assessment process on the pilot-testing of the pulmonary medicine fellows. Questions were based on the Association of American Medical Colleges (AAMC)–defined skills and competencies. All of the incoming students were asked to complete the online assessment before attending the follow-up review session. The students were directed to spend no more than 30 minutes on 8 questions, with a day-and-a-half window to submit the assignment. Out of 138 incoming students, 135 completed the assessment.

Results: The assessment findings brought to the forefront real issues and problems in information processing amongst the incoming medical students. The discovered themes and trends indicated that the incoming medical students are well aware of the major tools such as PubMed and Entrez and have mastery of Google and Wikipedia. One of the major trends we discovered is that the incoming population has developed coping strategies to deal with information overload, lack of time, and a short attention span, which may not be optimal to practice evidence-based medicine. The results opened a meaningful dialog with faculty and students about integration of information-processing instruction into the medical school curriculum in the context of helping students to develop more effective and efficient information processing strategies and to foster lifelong learning skills.

3

Nurses at the Wheel: Connecting to Customized Nursing Information Resources for Use in the Patient Care Setting.

Roberta Bronson Fitzpatrick, Associate Director; **Yini Zhu,** Head, Access Services; **Anna Huang,** User Support Specialist; George F. Smith Library of the Health Sciences, University of Medicine and Dentistry of New Jersey–Newark

Objectives: To launch and evaluate a customized "Nursing Dashboard" for use throughout a university hospital to improve access to information resources in the patient care setting and to assist in the hospital's pursuit of Magnet status.

Methods: Our university hospital is striving to attain Magnet status. Wide access to information resources to support this goal was not standardized prior to the installation of "patient education" computers on each floor, used by nurses to support direct patient care. Bringing specialized resources to the clinical setting is a library priority; this provided an opportunity to fulfill unmet needs for nurses. An initial presentation on information resources was made for nursing administration and educators. They requested a tailored product featuring specific topical areas. Library staff created a web-based clinical "nursing Dashboard," providing information grouped into categories: e-books, e-journals, databases, practice guidelines, care plans/practice assessments, drug information, evidence-based health care, and consumer health/patient information. The "dashboard" was introduced to nurse administrators and disseminated via the hospital's clinical services portal. Measures of satisfaction are evaluated through a confidential online survey form.

Results and Conclusions: Pending. To be included in the final poster.

4

Frontera Collaboration: Promoting Evidence-based Practice in the US-Mexico Border Region

Keith W. Cogdill, AHIP, Director, South Texas Regional Information Services; **Kathleen Carter,** Librarian; **Graciela G. Reyna,** Assistant Director, Ramirez Library; UTHSC-SA Libraries, University of Texas Health Science Center–San Antonio; **Lorely Ambriz,** Information and Knowledge Management Advisor, Pan American Health Organization (PAHO), Pan American Health Organization (PAHO) United States-Mexico Border Office, El Paso, TX; **Barbara Nail-Chiwetalu,** Distance Services Coordinator, Health Sciences Library and Informatics Center, The University of New Mexico–Albuquerque; **Annabelle Nunez,** Liaison Librarian, Information Services/College of Public Health; **Jeanette Ryan, AHIP,** Deputy Director, Arizona Health Sciences Library; University of Arizona–Tucson; **Patricia Ciejka,** Administrative Director, Library Services; **Brett Kirkpatrick,** Associate Vice President, Academic Resources, and Director, Libraries; **Julie Trumble,** Head, Reference and Educational Services; Moody Medical Library, The University of Texas Medical Branch–Galveston

Objective: This poster describes the formation and early work of the Frontera Collaboration, a partnership of six health sciences libraries in US-Mexico border states. The goal of this collaboration is to increase cooperative efforts among health sciences libraries aimed at improving clinical care and public health in the border region.
Methods: Sponsored by the National Network of Libraries of Medicine (NN/LM) for an initial eighteen-month period of performance, the Frontera Collaboration libraries share three objectives:
1. conduct assessments of needs and resources related to promoting evidence-based practice in the border region;
2. conduct a limited number of outreach activities aimed at border clinicians and public health workers, including conference exhibits and pilot training events that rely on collaboratively developed instructional resources; and
3. develop a strategic plan for continued collaboration in the 2011–2014 time frame.
These objectives are specified in a project logic model that is shared by the NN/LM members sponsored as participants in the collaboration. Each participating library also follows a "local activity plan" for reaching out to clinicians and/or public health personnel in specific communities in the US-Mexico border region.
Results: The early work of the Frontera Collaboration focuses on conducting an assessment of needs and resources related to evidence-based practice among border clinicians and public health personnel. As part of this assessment, Frontera Collaboration participants assessed the learning needs of clinicians and public health personnel. Findings are now informing the collaborative development of instructional materials to be used in pilot training events for clinicians and public health personnel.
Conclusions: The Frontera Collaboration is an example of a cross-regional, coordinated approach to promoting evidence-based practice among clinicians and public health personnel. The design of the collaboration fosters cooperative efforts and planning as well as outreach activities in local communities.

5

Core Competencies for Disaster Information Specialists

Cynthia B. Love, Technical Information Specialist; **Elizabeth F. Norton,** Librarian, Disaster Information Management Research Center; Specialized Information Services Division, National Library of Medicine, Bethesda, MD

Objective: The objective of this project is to draft core competencies for an emerging specialty area in medical librarianship: the disaster information specialist. The competencies will be used to stimulate discussion in the profession about a common set of knowledge and skills. Core competencies may prove useful in developing national training curricula and certification programs for librarians interested in this field.
Methods: Librarians already active in some aspect of disaster information were asked in structured interviews how they learned about the field, what gaps in their own knowledge they have observed, and what courses, training, on-the-job experience, conferences, etc., were useful in developing their knowledge. Previous studies on librarians' experiences in real-life disasters were reviewed to identify competencies that would have been useful in those situations. Disaster core competencies in other professional fields (nursing, public health, disaster management, etc.) were reviewed to glean ideas for librarian competencies.

6

Librarian Participation in Interprofessional Health Professions Education

Heather McEwen, Reference Librarian, Ocasek Medical Library; **Susan P. Bruce,** Chair and Associate Professor, Pharmacy Practice, Department of Pharmacy Practice; **John Sutton,** Director, Longitudinal Curriculum, and Associate Professor, Family Medicine, Colleges of Medicine and Pharmacy; Northeastern Ohio Universities–Rootstown

Objective: Provide medical and pharmacy students with a unique interprofessional educational opportunity to learn from each other and from a variety of health care professionals. This also provides an opportunity for active involvement of librarians in the curriculum.
Methods: The Heart Disease Group Project was a component of the interprofessional curriculum for second-year medical and pharmacy students. This six-month assignment was given to teams of nine to ten medical and pharmacy students. The project focused on a sixty-six-year old man who had a new myocardial infarction and was entering into the health care system for the first time. Students submitted one group paper, gave a spontaneous oral presentation, and performed self and peer evaluation. Librarian involvement included being an evidence-based medicine consultant for six class sessions and creating a library subject guide listing relevant resources. A librarian also participated in the oral presentations and grading of two of the evidence-based medicine sections of the written paper. Librarian involvement promotes the importance of information literacy and lifelong learning to future physicians and pharmacists.
Results: Librarian involvement led to increased time in the curriculum for library instruction. Students became more aware of library resources and services. Individual instruction about evidence-based medicine resources was provided in a classroom setting. This instruction was more effective because it was part of a curricular assignment and not a standalone training session. It also introduced students to the idea of a medical librarian as a member of an interprofessional medical team. Student feedback about the project focused on improved knowledge, respect for interprofessional medical teams, and the need for interprofessional teamwork to provide quality medical care. Students gained experience as an independent, lifelong learners and will be better prepared for the clinical clerkships.

7

Revisioning the Library: Adapting Organizational Structure to a Changing Information Landscape

Robert Engeszer, Associate Director, Translational Research Support; **Kristi L. Holmes,** Bioinformaticist; **Judy Hansen,** Consumer Health Librarian; **William Olmstadt, AHIP,** Public Health Librarian; **Cathy Sarli, AHIP,** Scholarly Communications Specialist; **Lili Wang,** Bioinformaticist; **Robert Altman,** Web Developer; Becker Medical Library, School of Medicine, Washington University in St. Louis, St. Louis, MO

Objective: The library restructured its existing organization to create a new division in response to the shift toward a bench-to-bedside-to-community approach to research and clinical practice. By organizationally bringing together specialized staff and services, the library is able to provide a more integrated and focused approach to the changing information environment of the medical school and affiliated hospitals.
Methods: The new division consists of diverse staff spread across four program areas: a library-based bioinformatics support pro-

gram offering instruction, expertise, and services that support the application of research tools and information resources to biomedical research along with support for initiatives and tools to enhance collaboration among research faculty; a scholarly communications program that supports authors in adapting to the technological changes in academic publishing and complying with public access mandates; support for patient education through the presence of a consumer health librarian at a hospital-based family resource center; and a community outreach program that focuses on improving health information literacy through the development of education programs and building partnerships with researchers in the medical school and local organizations.

8

Analyzing Disaster Health Information Sources: A Snapshot in Time

Elizabeth F. Norton, Librarian; **Cynthia B. Love,** Technical Information Specialist; **Stacey J. Arnesen,** Head, Office of the Disaster Information Management Research Center, Disaster Information Management Research Center; Specialized Information Services, National Library of Medicine, Bethesda, MD

Objective: The objective of this project is to create a profile of the sources of disaster health information to illustrate the scope of this field. Because disaster-related health information comes from multiple disciplines—medicine, public health, emergency management, homeland security, etc.—and is published in many places and formats, the full range of disaster health literature is not well understood.

Methods: A profile of disaster health information sources was organized using a "mind map" approach, showing types and quantities of publications. Sources selected and counted include the primary disaster journals, magazines, newsletters, blogs, news feeds, online discussion forums, databases, websites, training curricula, simulations, toolkits, and other materials in any format. An inventory of these resources during the project period gives a "snapshot in time" of the disaster health literature for the benefit of those selecting and organizing these materials.

Results: The "mind map" illustrated the complexity and exceptional variety of materials and formats of disaster health information. Because no uniform disaster health information terminology was found to guide the categorization of resources in this emerging field, several dozen categories were created to organize the information sources. Information sources did not always fit neatly into one category, and connections had to be drawn between categories to show the interrelationships.

Conclusions: Disaster health information is not well organized as a discipline. Information sources are highly diverse and difficult to find and categorize. This suggests that further work needs to be done to organize disaster health information to improve access for information users.

9

How to Connect: Reflections on a Library's Order and Disorder

Jeanne M. Le Ber, Education Services; **Kathleen Ann Amos,** Adjunct Assistant Librarian; **Joan M. Marcotte Gregory, AHIP,** Information Resources Librarian; **Nancy Lombardo,** Information Technology Librarian; **Mary McFarland,** Reference Associate; **Jean P. Shipman, AHIP, FMLA,** Director; **Joan M. Stoddart, AHIP,** Deputy Director; **Todd Vandenbark,** Web Services Librarian; **Alice Weber,** Collection Development; **Mary E. Youngkin,** Head Public Services; Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City

Objective: To determine how an extended library closure affects professional workflow and the delivery of resources and services. To identify and share creative methods for maintaining a semblance of order amidst apparent chaos.

Methods: Due to a required safety retrofit, the Spencer S. Eccles Health Sciences Library chose to close for six months, necessitating the move of all collections, workspaces, and staff. We chose to approach this closure as an opportunity to emphasize and enhance the virtual information service and resource environment. While most of the print collection is available via staff assistance, reliance on online resources has become indispensable. Employees have been distributed among various campus buildings, requiring implementation of innovative communication methods. To maintain our service excellence, ongoing communication with library users became our biggest challenge. We are measuring the impact of the closure on resource use and the provision of services, monitoring remote usage, and examining trends. This remodel will enable us to rethink what we currently offer and repurpose space to better meet the future needs of our users.

Results: With the physical library closure, we had a unique opportunity to evaluate our own and our users' connections to the physical space. Workflows and internal communications evolved to ensure a sense of order and productivity. External communications incorporated social media tools such as blogs, Facebook, and Twitter. Numerous Flickr slideshows documented the construction progress. Physical and electronic signage redirected users to our temporary public services desk and outside book drop.

Conclusions: Tracking the number of items retrieved from the sequestered print collection showed that books published within the past decade are being used. Our journals are still being requested regardless of their publication date. We learned that the library as place especially for study remains essential to our users. Our focus on service excellence remained our highest priority throughout the project, which empowered our users and staff to "rethink" the value of our library.

10

Assessment of Information-processing Skills in a Graduate Medical Education Program

Amy E. Allison, AHIP, Clinical Informationist; **Anna Getselman,** Associate Director; Woodruff Health Sciences Center, Emory University, Atlanta, GA

Objective: To examine the ability of pulmonary medicine fellows to locate and select published evidence in answering clinical questions.

Methods: We examined Accreditation Council for Graduate Medical Education (ACGME) general competencies and evidence-based medicine literature and identified required skills for proficiently identifying and selecting evidence for patient care. From the published literature, we selected the Fresno test of competence in evidence-based medicine and adapted it for this assessment. We then collaborated with a faculty member to produce clinical questions and locate published evidence that most appropriately addressed the information need in each question. Based on the Fresno test, our scoring rubric assigned a rating of excellent, acceptable, limited, or not evident to each of four activities performed for each question. We administered the assessment using an online tool. We analyzed the results using descriptive statistics.

Results: Of fifteen fellows, twelve completed the assessment. Of those, nine had acceptable scores, and the scores for the remaining three indicated limited overall skills and competencies. All

the fellows were competent at selecting appropriate search tools. About half of the respondents exhibited some difficulty in selecting acceptable search terminology. The fellows did not exhibit competency in utilizing a structured population, intervention, comparison, and outcome (PICO) approach to create an effective search strategy, which effectively limited their ability to get to the best published evidence on given topics. We also found limited evidence of competencies in applying sound evidence-based medicine criteria to select the best studies.
Conclusion: This assessment tool enabled us to collaborate with faculty in assessing information processing competencies. The results created an opening to start discussion with teaching faculty in pulmonary medicine division about incorporating information processing educational activities into existing curriculum to facilitate development of these competencies for fellows.

11

A Comparison of 21st Century Medical Libraries: Four Models across Four Time Frames

Joanne M. Muellenbach, AHIP, Director, Medical Library, The Commonwealth Medical College, Scranton, PA; **Jacqueline D. Doyle, AHIP, FMLA,** Director, Arizona Health Sciences Library-Phoenix, College of Medicine, University of Arizona–Phoenix; **Barbara Shearer, AHIP,** Library Director, Charlotte Edwards Maguire Medical Library, College of Medicine, Florida State University–Tallahassee; **Virginia Tanji,** Director, Health Sciences Library, School of Medicine, University of Hawaii–Manoa, Honolulu, HI

Objective: We will examine how changes over the past 5 years have affected the development of 4, newly opened 21st century medical libraries. We will describe and contrast our missions, visions, and key priorities. Key priorities will focus on our libraries' collections, services, physical facilities, staffing, partnerships, interprofessionalism, and distributed medical education. We will also address how evolving curricula influence the delivery of library services.
Methods: We will compare planning efforts and reflect on lessons learned. We will discuss the fundamental ways that medical libraries have changed over the past ten years, as a result of technology and innovations in medical school curricula. Because content is a focal point of modern library practice, the challenges that are typically addressed in library plans must be reframed. For instance, budgets, collections, physical space, and staff are all interdependent resources that revolve around frequent changes in e-resources licensing and delivery methods. New medical libraries have opportunities to fast-track the more time-consuming and complex aspects of library planning because they have little or no organizational history or vast financial resources already allocated. A key question is: "How would we approach this challenge if we were to start anew, with no baggage and no preconceptions?"
Results: Emerging and evolving medical libraries of all types must begin with a solid plan that is based on the mission, vision, and values of your larger institution's plan. Other factors that must be taken into consideration in the planning process include changes in the medical school curricula, organizational partnerships, information technology support, and budgetary constraints. As well, concepts such as interprofessional education, distributed medical education, and the evaluation and application of new technologies must be factored in to the planning process. External and national environmental changes, including economics, health policy, and education philosophies are ever evolving, and library planners must be willing and able to be flexible.

12

Developing a Library Blog: Sustaining a Rich and Dynamic Communication Channel for Our User Community

Donna Gibson, Director, Library Services; **Christine Beardsley,** Librarian, Document Delivery Services; **Mary DeJong,** Electronic Resources Librarian; **Amy Draemel,** Supervisor, Document Delivery Services; **Marisol Hernandez,** Senior Reference Librarian; **Sarah Jewell,** Reference Librarian; **Hong Jing,** Associate Librarian, Technology Initiatives; **Mark D. Monakey,** Associate Librarian, Content Management; **Eric Muzzy,** Programmer Analyst, Virtual Library Services; **Alexandra Sarkozy,** Reference Librarian; **Isabel Sulimanoff,** Senior Reference Librarian; MSKCC Library, Memorial Sloan-Kettering Cancer Center, New York, NY; **Stephanie Margolin,** Consulting Digital Librarian, Consultant, New York, NY

Objective: To establish a seamless and productive workflow process for staff, ensuring the Library Spotlight blog continues to inform our library community about new resources, productivity tools, and tips and tricks from our expert searchers.
Methods: A distributed model approach was taken to assign staff to specific blog categories that also tie in with their daily work. These categories were determined via several brainstorming sessions and informal conversations with our users. A back-up editor was selected for each section, as well as a primary editor responsible for monitoring the timeliness/content of the site. Tools such as Outlook Calendar were leveraged to develop a posting schedule for each category and to ensure that new information was shared on a routine basis. A centralized spreadsheet encourages all editors to provide new post ideas and produces a bank of possible announcements in all categories.
Results: Library staff has integrated content creation and publishing in their assigned categories into their daily work routine. By matching the right staff member to the right category, they stay current in the functional area they support and ensure the best use of their time. Our library constituents are heavy information users and need to be kept "in the know" about resources, services, websites, and applications available to them. Delivering information and targeted posts supports our clients' workflow productivity and feedback from our users helps drive the post-selection process.
Conclusions: While there are many different communication channels to reach our user population, we believe our library blog will become one of our key sources. As part of staff work responsibilities, staying current about information resources is critical to providing excellent customer service and repurposing information discovered demonstrates benefits to both staff and end user.

13

Clinical Medical Librarian Program: The Memorial Sloan-Kettering Cancer Center (MSKCC) Experience

Isabel Sulimanoff, Senior Reference Librarian; **Marisol Hernandez,** Senior Reference Librarian; **Donna Gibson,** Director, Library Services; MSKCC Library, Memorial Sloan-Kettering Cancer Center, New York, NY

Objective: To demonstrate how reference librarians support patient care, education, research, and publishing efforts of physicians, nurses, and other health care professionals as a member of the team.
Methods: A survey was distributed to members of the nursing staff and psychiatry service via email, requesting feedback on the clinical medical librarian (CML) program and effectiveness of the

program in meeting their information needs, as well as how the CMLs are viewed as active team contributors.
Setting/Participants/Resources: The MSKCC Library serves the hospital (approximately 470 beds) and research institute. From this population, the focus will be on 2 client groups: nursing department and psychiatry service. Currently, over 1,700 nurses work in the areas of acute care, ambulatory care, critical care, perioperative services, administration, and nursing education and development. Psychiatry service is a much smaller group, with 6 clinical fellows, 10 psychiatrists, and 5 psychologists.
Results: This survey was undertaken to determine and evaluate the clinical medical librarians' effectiveness in this outreach service model with two user groups with varying information needs, requests, and group size. There exists common information requests from both groups; however, it has been noted that the groups' cultural environments and levels of information literacy, as well as services implemented by the librarians also differ. The expectations of the nursing and psychiatry communities and what they deem as "value-added" has guided each of the CMLs to customize information and research activities to best deliver excellent and on-target customer service.
Conclusion: The survey provides insights on how the CMLs are perceived in their groups, how they effect change in their groups' information-seeking behavior, and how they integrate themselves as valued team players in support of the institution's mission.

14

Connecting with Our International Colleagues: The Development of the Web-based International Directory of Veterinary Medical and Related Libraries

Vicki F. Croft, AHIP, Head, Animal Health Library, Washington State University–Pullman; **Alison M. Bobal, AHIP,** Life Sciences Librarian, Valley Library, Oregon State University–Corvallis; **C. Trenton Boyd, AHIP,** Head, Veterinary Medical Library, University of Missouri–Columbia; **Susanne K. Whitaker, AHIP,** Reference/Collection Development Librarian, Flower-Sprecher Veterinary Library, Cornell University, Ithaca, NY

Objective: To create a web-accessible, open access directory of international veterinary and related animal health libraries with current, accurate contact information. With the advent of several international conferences, the subsequent formation of new veterinary library organizations worldwide, and the international VETLIB-L email discussion list, the need for a comprehensive international directory of veterinary libraries and librarians became apparent.
Methods: Information was collected from previous lists and directories in existence, including the VETLIB-L email discussion list subscriber list; direct contacts with international libraries and organizations; and searches using Google for libraries affiliated with international veterinary schools. A template was developed to make all entries alike. Privacy issues were honored when necessary. Procedures for regular updating and maintenance were developed. The directory would reside on the Veterinary Medical Libraries Section/MLA website.

15

Consumer Health Information Outreach: Training Public Library Staff

Anne M. Beschnett, Outreach Librarian; **Michelle Brasure,** Research Fellow; **Karla Block,** Go Local Librarian; Health Sciences Libraries, University of Minnesota–Minneapolis; **Jennifer Hootman,** Reference Services Coordinator, Minitex, Minneapolis, MN

Objective: Outreach is an important goal of the University of Minnesota's Health Sciences Libraries. This project aims to provide training to public library staff to enhance their skills in assisting the increasing number of patrons seeking information about health and medical issues. Training focused on the use of MedlinePlus.gov and My Health Minnesota -> Go Local.
Methods: This project strategically identified methods and venues that would enhance the health sciences libraries' connection to public library staff around the state. These activities included attending, exhibiting, and presenting at library-related conferences around the state. The health sciences libraries presented at three library-related conferences during 2009 at both the local and statewide level. In addition to training conference participants on helping patrons find accurate and reliable health information, the health sciences libraries hosted exhibits at conferences whenever possible to increase awareness of the highlighted resources. One other method identified to bring our outreach activities to library staff not able to travel to conferences included the development and production of a webinar, which was offered to library staff around the state and region in coordination with Minitex, a publicly supported network of libraries in Minnesota, North Dakota, and South Dakota.
Results: Public library staff are faced with the challenge of providing reference services on a wide range of topics, and many are uncomfortable with consumer health-related questions. By exposing library staff to quality consumer health resources through a variety of methods, including in-person and web-based instruction, the health sciences libraries staff have been able to reach an audience that goes beyond the borders of Minnesota. Course evaluations and general comments have shown that through these interactions, participants have increased their level of comfort in dealing with consumer health questions, and they feel that the resources will be of great value to their patrons.
Conclusion: It is clear that public library staff are eager to learn about consumer health information resources. The positive reactions to the offered programming, especially the popularity of the web-based trainings, suggest that future outreach activities should be explored that reach this audience.

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Using Web Logs to Find Similarities in Medical Specialties in Quantity of Online Resource Usage

Suzanne P. Nagy, AHIP, Web Development Librarian, Maguire Medical Library, College of Medicine, Florida State University–Tallahassee

Objective: Our college of medicine has approximately 1,500 clinical faculty distributed across 9 locations across the state. Most of these faculty members must access the medical library through authentication software. Through mining the data in our web logs, can any consistent differences in use of library resources be identified between different specialty groups at the different locations?
Methods: The web logs identify the user names, amounts of material downloaded, and the dates of use for each online user. Other files are available with descriptive information for each user that includes username, specialty, and location in the state. A database was created with tables for usage information for a year and for username descriptive information. By linking the tables on the username field, it is possible to compare the use of different specialty practitioners at the different sites. If the usage habits of given specialties are similar, the fractions of total use by those specialties at each location will be similar.

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Reflecting and Connecting through Change and Technology: Undergraduate Genetics at the University of Florida

Michele R. Tennant, AHIP, Bioinformatics Librarian and Assistant Director, Reference, Education and Information Management, Health Science Center Libraries; **Michael M. Miyamoto,** Professor, Department of Biology; **Martine G. Horrell,** Graphics Artist, Health Science Center Libraries; University of Florida–Gainesville

Objective: To enhance and reinvigorate an undergraduate general genetics course by utilizing a course management system and updating the term project. Since 1996, a librarian has taught undergraduate genetics students to use online genetics/bioinformatics resources. As part of her collaboration with the class, she writes and grades assignments. As class size increased, it became essential to streamline the librarian's effort, while retaining instructional rigor and updating the assignment.

Methods: The librarian has been involved with the course since its inception, creating the term project and developing supporting searching assignments. In 2002, she coauthored an article describing the class and student perceptions [J Med Libr Assoc. 2002 Apr;90(2):180–93]. By 2009, class size had increased, and the librarian's responsibilities to the library had expanded, requiring her to streamline her workload. Upon reflection, the term project had become a bit stale for students—just one more paper to write. To meet the needs of the instructors and students, a course management system was employed to automatically grade the three assignments. The single-authored term project evolved into a group-authored poster presentation, with instructional support from the library's graphic artist. Anecdotal information suggested that students preferred this arrangement. In 2010, students were formally surveyed concerning course changes.

Results: Students presented their posters in the foyer of the health sciences center library. Instructor feedback suggests that having the students present and defend their posters in public "encouraged" them to master the material more than in past years. Results of the student survey indicate that students prefer the poster to a written paper and enjoy the group work aspects of the project. Converting the assignments to an online format took approximately twenty hours the first semester, with the bulk of activity for the first assignment, which is customized for each assigned disorder. Updating the assignments in subsequent semesters took less than five hours. Online grading saved the librarian approximately twenty-five hours per semester. The change to posters saved another twenty to twenty-five hours of grading time each for the librarian and the professor. Given the feedback, it appears that these changes have created a more productive and enjoyable learning experience for the students and instructors.

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Participation in a Curriculum Enhancement Grant: Partnership with Bioinformatics Faculty

Douglas L. Varner, AHIP, Associate Director/Chief Biomedical Informationist, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC

Objective: The dean for medical education at the university medical center established Curricular Innovation, Research, and Creativity in the Learning Environment (CIRCLE) Grants to stimulate creativity and reward excellence in medical education. Library staff partnered with bioinformatics faculty in the protein information resource center to submit a CIRCLE Grant to develop bioinformatics training modules for medical students.

Methods: Bioinformatics faculty deliver a lecture on bioinformatics principles to medical students. Students express interest in additional learning opportunities in bioinformatics but do not have options in the curriculum. To provide research opportunities for students to explore this field as part of the required independent research project, librarians partnered with bioinformatics faculty. Students will designate bioinformatics faculty as mentors and will participate in introductory workshops providing in-depth information on bioinformatics. The workshops will include lectures, computer exercises, and completion of web-based tutorials. Students will be able to couple these skills with existing knowledge relevant to a particular disease to understand the underlying molecular pathology. Students will be equipped to apply the expanding "-omic" datasets in the diagnosis and treatment of diseases throughout their career in research and/or clinical, point-of-care settings. Funding was requested for workshop and curriculum development through a CIRCLE Grant.

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Reflecting on Collection Policies in a Changing Environment

C. Steven Douglas, AHIP, Head, Collection Management (Acting); **Debra Berlanstein, AHIP,** Head, Reference and Research Services; **Jaime Friel Blanck, AHIP,** Liason and Outreach Services Librarian; **Ryan Harris, AHIP,** Reference and Research Services Librarian; **Robin Klein,** Digital Resources Librarian; **Alexa A. Mayo, AHIP,** Associate Director, Services; Health Sciences and Human Services Library, University of Maryland–Baltimore

Objective: This poster describes the revision of a ten-year old collection development policy, so that it both reflects current collection practices and is flexible enough to adapt to changes in publishing trends, budgeting, and our patrons' information needs.

Methods: The previous collection development policy was written during a time of prosperity and gave little guidance on how to deal with budget cuts, how to manage a predominately electronic collection, and how to adjust the physical collection to accommodate external demands for space in the library building.

Under the auspices of the collection development committee, faculty librarians from the services and resources divisions formed a task group to draft a new policy. Drawing on the library's extant policy and the policies of peer institutions, the group reflected on trends in publishing and acquisitions, the provision of the right information in the right format, and how to adapt to unforeseen changes in budget and space. The goal of the group was to craft a flexible document that would serve current needs and easily adapt to a rapidly changing information environment.

Results: The new collection development policy has already proved useful in guiding the work of selectors and collection management teams. The most significant benefit of revising the policy, however, came from the process itself by forcing us to reflect on our patrons' information needs and how to best meet them.

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Mapping the Vision Science Literature

Maureen M. Watson, AHIP, Optometry Librarian, College of Optometry, Ferris State University, Big Rapids, MI; **Judith S. Young,** Librarian, Dixon Library, School of Nursing, Abington Memorial Hospital Dixon, Willow Grove, PA; **Gale A. Oren, AHIP,** Librarian, Kellogg Eye Center, Henderson Library, University of Michigan–Ann Arbor; **D. J. Matthews,** Director, Library Services, M. B. Ketchum Memorial Library, Southern

California College of Optometry–Fullerton; **Elaine Wells, AHIP,** Library Director, Harold Kohn Vision Science Library, College of Optometry, State University of New York–New York; **Cindy Hutchison,** Director, Library Services, Library, New England College of Optometry, Boston, MA; **Rosemary Gordon,** Assistant Director; **Nancy Galtlin,** Emeritus Librarian; Library, Southern College of Optometry, Memphis, TN; **Jackie Stapleton,** Liaison Librarian, Library, University of Waterloo, Waterloo, ON, Canada; **Douglas Freeman,** Head Librarian, Optometry Library, Indiana University–Bloomington

Objective: The purpose of this study was to identify the most cited journals, books, databases, websites, and other references in the vision science literature.

Methods: A representative selection of vision science journals were chosen to reflect the literature in clinical and research areas as well as optometry and ophthalmology. A three-year period was selected, and the data from all of the journals were combined to determine the most cited journals, books, etc. The years of the references, type of study, and subject of the original article were also assessed.

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Toothbrushes, Posters, and Teeth, Oh My!: Library Support for a Dental Public Health Course

Tracey Hughes, Instructional Resources Librarian, School of Dentistry, University of Missouri–Kansas City

Objective: To show how the dental instructional resources librarian contributes to a preventive dentistry/dental public health course. This poster will highlight data collected by the instructional resources librarian over the three most current academic years (2007/08, 2008/09, 2009/present).

Methods: Third-year dental students are required to participate in the school lecture program, also known as Project School Presentations and Instructional Teaching (SPIT), which is an outreach program in the preventive dentistry/dental public health course. The instructional resources librarian attended monthly orientation sessions, providing an introduction to the collection and outlining the requirements for reserving materials. After student groups scheduled their outreach assignment, the librarian consulted with at least one representative from each group to determine their learning objectives. Based on those objectives, the librarian guided the students in selecting age- and topic-appropriate materials, which were packaged for future circulation. The librarian also enhanced the collection by ordering additional relevant materials. The librarian prepared circulation tickets for the packaged reservations, including food models, tooth models, puppets, posters, pamphlets, and videos/DVDs. These tickets were the method for data collection.

Results: Eighty reservations were made during the data collection period. One thousand three hundred forty-two items were circulated for oral health presentations conducted as part of the Project SPIT program. The circulated materials were most heavily concentrated in the areas of food models (424), tooth models (257), toothbrushes (194), and posters (133).

Conclusions: Using unique resources, the instructional resources librarian has provided direct support to the Project SPIT program through orientation, consultation, reservation scheduling, and collection development. Third-year dental students are able to utilize selected patient education resources to enhance their oral health presentations and connect with local school children.

22

Browser Settings for Directly Exporting PubMed Citations to EndNote

Susan London, Electronic Education Coordinator; **Carole Gall, AHIP,** Medical Resources Consultant; **Osmun Gurdal,** Director, Educational Technology; Ruth Lilly Medical Library, Indiana University–Indianapolis

Objective: Providing health professionals with optimal computer platform and Internet browser settings for using PubMed with EndNote. PubMed, unlike Ovid MEDLINE, does not have direct export of citations into EndNote. After years of teaching these two methods of exporting citations, it was very exciting to discover a way to configure a PubMed to EndNote automatic export using web browser settings.

Methods: Various combinations of computer platforms and Internet browsers were tested by librarians and educational technology personnel. For each test, a PubMed search was performed and browser configuration was modified to provide direct exportation of citations to EndNote. Platforms utilized include Microsoft Windows XP Professional, Microsoft Windows Vista, Microsoft Windows 7, and Macintosh OS X 10.6.1 (Snow Leopard). Browsers tested included Internet Explorer 7 and Internet Explorer 8 for Windows/Vista and Mozilla Firefox for Windows/Vista and Macintosh.

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Using MedlinePlus for Condition-specific Patient Education in Outpatient Clinics

Caryn L. Scoville, Information Services Librarian, J. Otto Lottes Health Sciences Library; **Robert Hodge,** Professor; **Emily Coberly,** Assistant Professor; **William Steinmann,** Professor; **Adam Cullina,** Business Technology Analyst-Expert; **Rebecca Chitima-Matsiga,** Research Assistant; **Mayank Mittal,** Medical Resident, Internal Medicine; **Suzanne Boren,** Assistant Professor, Health Management and Informatics; **J. Wade Davis,** Assistant Professor, Biostatistics; **Bin Ge,** Statistician, Medical Research; University of Missouri–Columbia

Objective: This trial aims to evaluate a standardized process for integrating MedlinePlus health information prescriptions into outpatient practice, specifically looking at whether email or paper prescriptions are used more frequently by patients. A database-driven website tracks patient usage of health information links selected from MedlinePlus.

Methods: This randomized trial is being conducted in five separate outpatient clinics. Physicians have the option of ordering condition-specific health information by checking up to three conditions on a paper order form. If a condition is selected by the physician, then the patient either receives a paper prescription or an email prescription listing the website address, an access code, and a condition to access. Each condition page on the database-driven website contains links to a MedlinePlus Health Topic page along with three to four other links selected from the MedlinePlus website. Patient usage of the health information links on the condition pages is tracked and recorded in a database. An Ask-A-Librarian feature is also available. In addition, a survey is sent to the patient forty-eight hours after they received their prescription to assess satisfaction and functional health literacy.

Results: This trial is still in progress. Preliminary results will be presented at the meeting.

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Partnering to Develop a Tribal Consumer Health Information Center

Gale A. Dutcher, Deputy Associate Director, Division of Specialized Information Services, National Library of Medicine, Bethesda, MD; **Carolyn Hill,** Vice President, Computercraft Corporation, McLean, VA

Objective: The objective of this project was to implement a consumer health information center at a tribal health care facility where no medical library or consumer health information service existed. Although the public library promoted MedlinePlus and patient education materials were provided through a commercial service, neither patients nor the public had convenient access to these. Awareness of Internet-based resources was low.

Method: The Chickasaw Health Information Center (CHIC) was developed as a partnership among the Chickasaw Nation, a technology company owned by members of the Chickasaw Nation, and the National Library of Medicine. The nation provided space in their health care facility in Ada, OK, and the library provided the information expertise, training, and financial support. The technology company developed and hosts the website, and provides project management. The CHIC is staffed by a trained member of the nation, who also does community outreach to senior centers and clinics. An information Rx component has recently been added for many of the participating clinics so that the health care providers will actively refer patients to the CHIC.

Results: The full-time CHIC customer service representative has become a critical asset to CHIC. The representative manages the CHIC office and maintains the hardware, software, and supplies; provides onsite assistance to users who are not familiar with searching for health information; and increases community awareness about the CHIC. Many users of the CHIC do not have easy access to or familiarity with computers and the Internet. This staff member provides users with one-on-one guidance. Ten clinics have developed individualized versions of an information prescription, but actual implementation has been slow. The CHIC has become an important component of the health care environment and has been included in the development of the nation's new health facility opening soon.

Conclusions: At this point, there is a clear need to assess various aspects of the CHIC including the response of health facility patients to it. The CHIC will have a more visible location in a public gallery area of the new health facility. The results of increased visibility, as well as less privacy, will be monitored.

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Reflecting on Quiz Placement in Online Tutorials

Amy E. Blevins, Education and Instructional Technology Librarian; **Megan E. Besaw,** Liaison, College of Allied Health Sciences; William E. Laupus Health Sciences Library, East Carolina University, Greenville, NC

Objective: A study was conducted to determine the effect that use and placement of quizzes in an online tutorial have on users. It was hypothesized that quizzes occurring more closely to major concepts would reinforce learning and that quiz placement would not affect the desire of students to complete the tutorials.

Methods: Two video tutorials on utilizing subject headings in the CINAHL database were created using Camtasia Software and were 4:47 minutes in length. The video tutorials were identical except for the placement of a 1-question quiz. The first video tutorial consisted of a quiz in the middle of the tutorial; the second tutorial contained a quiz at the end of the video. If the question was answered incorrectly, the user was taken back to the point in the tutorial where the information was explained. Forty-one graduate-level students in a communication sciences and disorders program were asked to view the instructional tutorials during 4 library orientations. Following completion of the tutorial, participants were asked to complete a 5-question online survey assessing their opinion of the quiz in the tutorial.

Results: Twelve students viewed a tutorial with the quiz in the middle of the video and 18 with a quiz at the end. When asked if the quiz reinforced the material presented, most of the responses for both groups fell into the somewhat and very much categories. Most of the students did not consider the quiz to affect their willingness to complete the tutorial. When asked if they were able to successfully answer the question, 100% of the students with the quiz in the middle and 88.9% of the group with the quiz at the end of the tutorial said "Yes." Out of 41 students, only 30 completed the post-tutorial survey due to complications. Because of the set up of the computer classroom, the tutorials were prepared with captions but no audio. In the future, it would be ideal to have the same group of students view the audiovisual tutorials.

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Connecting with Faculty to Define the Role of Librarians in the Systematic Review Process

Mark Berendsen, Education Librarian, Galter Health Sciences Library, Northwestern University, Chicago, IL; **Kristin Hitchcock, AHIP,** Medical Research Librarian, Research Department Library, American Academy of Orthopaedic Surgeons, Rosemont, IL

Objectives: To support development and publication of systematic reviews in behavioral health, carve out the librarian's role in the systematic review process, and embed the librarian within the research team.

Methods: Working with faculty from the department of preventive medicine, librarians developed and distributed a knowledgebase on research methods for systematic reviews. At the outset of the systematic review process, we refined the research team's answerable clinical questions and helped develop inclusion/exclusion criteria. We created search protocols and searched literature databases germane to behavioral medicine using a combination of controlled vocabulary and keyword search terms. Search result sets were organized using bibliographic management software and disseminated to the faculty reviewers. We documented final decisions regarding included/excluded articles, created the review flow chart, and participated in manuscript preparation. At each step in the review process, we documented librarian roles in order to apply lessons learned to future systematic reviews.

Results: One published systematic review on behavioral interventions to promote smoking cessation and prevent weight gain. A systematic review group has been formed in the Society for Behavioral Medicine to share lessons learned and support future reviews. One of the authors continues to work with this group and is currently involved with three systematic reviews exploring the effects of behavioral interventions to treat cancer patients suffering from depression, fatigue, and pain.

Conclusions: Behavioral medicine researchers are relative newcomers to evidence-based practice. Librarians are in a unique position to share methods from other health care specialties and support infrastructure development for these clinicians and researchers. Searching for behavioral medicine topics also presents unique challenges. Greater sharing and collaboration among librarians in these areas will likewise advance development of a quality behavioral health evidence base.

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Making Connections: Wellness@Work

Patricia May, Director, Library Services; **Eleanor B. Silverman, AHIP,** Medical Librarian; **Madeleine M. Taylor,** Medical Librarian; **Christopher Duffy,** Medical Library Assistant; Health Sciences Library, St. Joseph's Healthcare System, Paterson, NJ

Purpose: This poster presents the collaboration of the health sciences library with the human resources, mission services, laboratory, telemedicine, and other hospital departments on the Wellness@Work committee, which seeks to instruct and inform hospital employees and staff on selected health and wellness topics using a variety of methods.

Methods: The Wellness@Work Committee plans and provides a monthly newsletter, including a heart healthy recipe, a monthly video on a health topic, and monthly mini health fairs throughout the hospital system and maintains a wellness bulletin board. The committee sponsors noontime living well and learning programs on a variety of topics and has designed and established a meditation/quiet room for employees. Library staff selects and maintains a collection of consumer health books mirroring monthly topics. The library offers meditation DVDs and CDs and smoking cessation material. Each year, the committee hosts health events for men and women. These annual fairs include health screenings, lectures by health care providers, and a question-and-answer period. To advertise Wellness@Work, ten-minute "Education in a Nutshell" sessions are offered on nursing units for employees on all three shifts.

Evaluation Method: Completed surveys by attendees at the annual health fairs and at other programming throughout the year.

Results/Outcome: The Wellness@Work committee is successful in providing reliable, accurate, current medical information to employees and staff. The library's collaboration with the Wellness@Work program has enhanced the organizational awareness of the library and its varied services. An unanticipated benefit of the collaboration is community outreach through health tip videos, available to the public via the health care system's website, and community attendance at the annual health fairs.

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Where in Maryland Is the Health Sciences and Human Services Library?

Meredith I. Solomon, Outreach Librarian, Liaison and Outreach Services; **Paula G. Raimondo, AHIP,** Head, Liaison and Outreach Services; Health Sciences and Human Services Library, University of Maryland–Baltimore

Objective: In 2006, the University of Maryland Health Sciences and Human Services Library (HS/HSL) amended its vision to include outreach to residents of the state. HS/HSL includes in its mission a goal to be the leading provider of quality health information for people throughout Maryland. This poster will illustrate the value of hiring an outreach librarian to support the library's mission.

Methods: The outreach librarian's main focus is to promote Maryland Health Go Local, a directory of health-related services and programs serving the citizens of Maryland, and connect with community- and faith-based organizations around the state for potential project collaboration. The outreach librarian exhibits at professional conferences and neighborhood health fairs, gives presentations at conferences, and provides training sessions on the use of MedlinePlus, NIH Senior Health, AIDSinfo, Go Local, and other National Library of Medicine- and Department of Health and Human Services-sponsored health websites. The outreach librarian has taken advantage of multiple opportunities to promote resources to consumers and has connected with numerous health professionals and community- and faith-based organizations to create new relationships, all with the goal of promoting healthy living throughout the state of Maryland.

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VIVO: A Resource for Research Discovery at the Local and National Level

Kristi L. Holmes, Bioinformaticist, Bernard Becker Medical Library, School of Medicine, Washington University in St. Louis, St. Louis, MO; **Michele R. Tennant, AHIP,** Assistant Director, Reference, Education, and Information Management and Bioinformatics Librarian, Health Science Center Libraries and UF Genetics Institute; **Chris Barnes,** Development Manager, Clinical and Translational Research Informatics Program; University of Florida–Gainesville; **Nicholas Cappadona,** Interface Designer; **Brian D. Caruso,** Programmer; **Jonathan Corson-Rikert,** Head, Information Technology Services; Albert R. Mann Library, Cornell University, Ithaca, NY; **Valrie I. Davis,** Outreach Librarian, Agricultural Sciences, Marston Science Library, University of Florida–Gainesville; **Medha H. Devare,** Bioinformatics and Life Sciences Librarian, Albert R. Mann Library, Cornell University, Ithaca, NY; **Chris Haines,** Developer, CTRIP, University of Florida–Gainesville; **Dean B. Krafft,** Chief Technology Strategist, Cornell University Library, Cornell University, Ithaca, NY; **Yang Li,** Development Team Leader, CTRIP, University of Florida–Gainesville; **Brian J. Lowe,** Programmer, Albert R. Mann Library, Cornell University, Ithaca, NY; **Narayan Raum,** Development Team Leader, CTRIP, University of Florida–Gainesville; **Sara Russell Gonzalez,** Physical Sciences Librarian, Marston Science Library; **Stephen V. Williams,** IT Expert and Systems Support, CTRIP; **Mike Conlon,** Principal Investigator and Interim Director, Biomedical Informatics, University of Florida–Gainesville; **VIVO Collaboration**, Gainesville, FL

Objective: To highlight features of the VIVO discovery platform. Research has become increasingly cross-disciplinary in nature with fruitful partnerships often transcending traditional discipline boundaries. VIVO is a tool that facilitates the discovery process by allowing researchers to find potential collaborators and activities of interest, while offering a means of highlighting faculty interests, publication record, and effort.

Methods: VIVO is an open-source semantic web platform that allows data to be used in flexible and openly accessible ways. The platform gives faculty, administrators, students, and librarians the ability to look for collaborators with complementary research interests as well as topics such as events, resources, organizations, and publications. Individual researcher profiles are automatically updated using verifiable data sources, minimizing the need for constant manual input. Data sources can include information on people, grants, publications, and more. VIVO offers users a robust platform that facilitates the discovery process on a local as well as nationwide level. Key functions and attributes of the VIVO platform will be presented.

Results: What began as a platform for one university to facilitate networking and resource discovery on their campus has recently become a National Institutes of Health–funded consortium to create a multi-institution national network of scientists called VIVO. VIVO is a solution that can be implemented across a wide variety of institutions to provide information about the research enterprise. VIVO offers institutions an elegant way to highlight

areas of expertise and allows users to quickly identify people, publications, events, and more.

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Using Citation Analysis to Assess the Impact of Biomedical Informatics Research

Kathleen Ann Amos, Adjunct Assistant Librarian/NLM Associate Fellow, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City

Objective: To develop a methodology for evaluating the impact of biomedical informatics research using citation analysis and to pilot-test available citation indexes using a sample of biomedical informatics grants funded by the National Library of Medicine (NLM).

Methods: Three databases providing cited reference searching—Web of Science, Scopus, and Google Scholar—were explored for their coverage of biomedical informatics research through both a review of the published literature and a citation analysis. To perform the citation analysis, the population comprised of all new R01 grants funded by NLM during fiscal years 1995–2009 was drawn from the CRISP database, and a purposive sample of grants representing both clinical informatics and bioinformatics was selected for analysis. Publications resulting from these grants were located using PubMed, and searches were conducted in each of the three citation databases to determine the number of cited references for each of these publications, as well as the extent of coverage of biomedical informatics research in the citation indexes.

Results: The 7 NLM-funded R01 grants selected for analysis resulted in 70 publications cited a total of 1,765 times. For the majority of the publications, citations were found in all 3 citation databases considered, although the numbers of citations retrieved varied by database. In general, Google Scholar retrieved the largest percentage of total citations and significant, but not complete, overlap in coverage between these databases existed. Supplementing Web of Science with use of Scopus seemed to provide increased access to conference proceedings; adding Google Scholar seemed to increase access to non-journal literature as well as to the most current research. Scientific publications are a common outcome of research, but the production of publications alone does not ensure impact. A comprehensive citation analysis represents one means of assessing research grant impact in the field of biomedical informatics and should make use of all 3 of these databases, as each offers unique resources.

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Connecting to Our Community: Extending Librarians' Roles through Collaboration

Alexandra W. Gomes, AHIP, Associate Director, Technology and Curriculum; **Elizabeth Palena Hall,** Web Services Coordinator; **Laura Abate,** Electronic Resources and Instructional Librarian; **Elaine Sullo, AHIP,** Coordinator, Information and Instructional Services; **Cynthia Kahn, AHIP,** Reference/Instructional Librarian; Himmelfarb Library, George Washington University Medical Center, Washington, DC

Objective: To describe the variety of outreach roles taken by librarians in collaborating with faculty and other entities in the institution.

Methods: To reach out to various groups of our patron base, the librarians developed new initiatives and took on new roles to expand the scope of our responsibilities. The new outreach initiatives hosting included a film series with panel discussions, an instructional technology series by faculty for faculty, and an exhibit and speaker; organizing and hosting an annual art show of works by individuals in the medical center's community; and conducting training and literature searches for a nationally publicized medical education project. Each initiative broadened the skills of the participating librarians, extended the presence of the library into the community, and brought individuals from different corners of the institution together at the various events.

Results: As one of the few entities that serves all areas of the medical center (multiple schools, the hospital, the faculty practice group), the library looks for opportunities to develop or host activities that will bring together members from these different areas who might not otherwise interact. During the past year, we were fortunate to be involved in several activities that met this goal. In addition, organizing the various events provided new areas for librarians to develop skills, including event planning, exhibition development, cross-departmental collaboration, and strengthening of ties with students.

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Incorporating Technology to Improve a Library Continuity of Service Plan in the Event of Emergencies and Natural Disasters

Gediminas (Geddy) Paulaitis, AHIP, Director, Access Services and Biomedical Communications; **David Goolabsingh,** Systems Librarian; Louis Calder Memorial Library, University of Miami, Miami, FL

Objective: To identify the most effective technologies for ensuring the continuity of core library services in the event of natural disasters and emergencies, with special emphasis on telecommuting and collaboration.

Methods: The library's basic hurricane preparedness plan was expanded to address other natural disasters and emergencies. Whereas previously the plan's primary focus was in salvaging print resources and addressing basic personal safety needs, the revised plan was expanded to incorporate access to work files and resources from remote locations and communicate with patrons, no matter where they are. To keep costs down, existing institutional resources were considered first. Resources such as Microsoft SharePoint, Adobe Acrobat Connect, Citrix, Wimba Voice Tools, and others were examined and tested for suitability of purpose. Free resources such as Skype, Google Docs, and other social networking tools were also investigated. Though we hope that this plan will never be implemented, the experiences gained could be used in a variety of ways, including telecommuting and expanding library services to remote locations.

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Reflections on Lost Space: A Chance to Reconnect to the Community

Patricia L. Thibodeau, AHIP, FMLA, Association Dean, Library Services; **Richard A. Peterson, AHIP,** Deputy Director; **Karen S. Grigg,** Associate Director, Collection Services; **Emma Cryer,** Electronic Resources and Serials Manager; **Virginia R. M. Carden, AHIP,** Administrative Research Librarian; **Beverly Murphy, AHIP,** Assistant Director, Marketing and Publications; Duke Medical Center Library and Archives, Duke University, Durham, NC

Objective: The thought of losing space in the library is one of the most dreaded scenarios for librarians. With universities and medical centers pressed for space, institutions are considering alternate uses for library facilities. However, the loss of space may

not always be a negative but can position the library to think creatively about what are essential components of "library as place" and what new opportunities restructured space might provide.
Methods: This poster will describe how one academic health center library lost significant space over a two-year period, having an impact on the collection, service desk, and user spaces. The impact on the collection will be discussed, including how off-site storage revealed some long-standing myths about what patrons use. The changes in user spaces will be described and how these reconfigured areas have been used to support exhibits and educational activities and led to new partnerships. The loss of space also required the library staff to take a fresh look at how we have always done things and whether other changes were needed.
Results: The library reduced its on-site collection by about 60%, creating new user spaces while making way for offices on its top floor. A new faculty center displaced the service desk but provided the opportunity to think about what was really needed at the desk and relocate it closer to users. The more open spaces have enabled the library to support a mock disaster course, the growing black history month presentations, and special exhibits that involved partnering with the Global Health Institute, clinical departments, and the Duke University Cancer Center. Now groups are seeking out the library as a partner for special events given its space and organizational skills. The library is now looking forward to more innovations as its physical facility is integrated into a new learning center building. The library has also realized it is so much more than its traditional stack space and collections.

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How Ya Gonna Keep Em Down ...?

Dennis A. Pernotto, Head, Program Evaluation/Special Projects; **Mararia K. Adams,** Assistant Director, Systems; **Montie' L. Dobbins, AHIP,** Head Access Services/Circulation; **Deidra E. Woodson,** Metadata and Digitization Librarian; **Marianne Comegys,** Chair, Department of Medical Library Science; Health Sciences Library, Louisiana State University Health Sciences Center–Shreveport

Objective: Of the 132 hospitals in the state, 53 are located in rural areas. The per-capita income for residents in 2007 was $35,100, although rural per capita income was only $27,121. Twenty-two percent of the urban population lacks a high school diploma, while 32% of the rural population has not completed high school. Supporting medical personnel at these rural facilities and providing their patients with effective resources is an ongoing challenge for health sciences library personnel (reflection on past accomplishments strengthen belief in future successful connections).
Methods: Recent activities have piqued interest in the development and greater usage of the Internet to provide medical personnel and patients with the most recent and reliable electronic health information (EHI). Library personnel have had previous experience with successful outreach programs to rural areas. By exploring Express Outreach Awards, the library has been able to work with three of these hospitals to obtain computers not previously available to these facilities. Funds also provided for installation, training, teaching materials, travel, and evaluation. Additional benefits that were discovered include: using a closed circuit system to teach at a distance and increased communication among rural facilities.
Results: Significant benefits were accrued at participating institutions. Patients and family members received the latest EHI about their conditions. Medical personnel—isolated because of distance, physical facilities, and inadequate financing—received reliable information such as journal articles. These resources sparked interest in the use of techniques such as evidenced-based learning. Information was delivered in a variety of formats (text, animation, patients' preferred language.) The flexibility exhibited in types of materials delivered through the National Network of Libraries of Medicine immediately established this Internet resource as preeminent authority and preferred participating partner in rural health care delivery.
Conclusions: The immediate impact has been to reduce effects of isolation, when treating patients in rural areas. It provided patients with information needed to allow active participation in their care. In addition, medical personnel collaborated with colleagues at other health care facilities. Louisiana Rural Health Information Exchange (LARHIX) and the Rural Health Initiative have received a boost from the Express Outreach Award program.

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Comparing the Informationist to the Traditional Medical Librarian Using a Logic Model

Diane G. Cooper, AHIP, Informationist, Division of Library Services, National Institutes of Health, Bethesda, MD

Objective: This study demonstrates how a logic model can be used to explore the similarities and differences between two types of librarians: the informationist and the traditional medical librarian. Using a logic model forces assumptions, clarifies processes, and defines roles in these two fields. In turn, the results should help guide libraries in planning services and program evaluation.
Methods: A logic model is a systematic and visual way to define and examine the resources needed to operate a program, the activities that are required, and the end results to be achieved. Logic models outline program components and show a sequence of events necessary for the program to be effective, and they have been used in a variety of program analyses. A logic model explains relationships between components in the program and may indicate factors that affect recruiting participants into the program. Using this model, we described functional elements of two librarian specialties, informationists and traditional medical librarians. The similarities and differences in the two roles appear in the model analyses.

36

Let the Students Choose! Delivering PubMed Evidence-based Medicine Instruction in a Variety of Formats

Erika L. Sevetson, Senior Academic Librarian; **Christopher Hooper-Lane, AHIP,** Senior Academic Librarian; Ebling Library, University of Wisconsin–Madison

Objective: To improve student evidence-based medicine (EBM) searching skills using PubMed by offering a variety of instructional opportunities including drop-in workshops, a library-created tutorial, or the National Center for Biotechnology Information's (NCBI's) PubMed tutorials.
Participants: Second-year medical students at a midwestern medical school, completing a required EBM searching assignment.
Methods: Prospective cohort study. As part of the medical school's EBM curriculum, students are required to create population, intervention, comparison, outcome (PICO) and search PubMed for high-quality studies relevant to patients seen in clinics. Via a web-based form, students submit PICOs and search histories to librarians, who then systematically critique and rate both components. Because searching PubMed for answers to

clinical questions is new to many students, faculty encourage them to utilize extracurricular training opportunities. Initially, the library offered optional workshops and directed students to NCBI's PubMed tutorials. In an effort to provide more focused and convenient training opportunities, in 2008 the library added an assignment-specific tutorial as an additional choice. Data collected over three years will reveal whether this variety of instructional opportunities led to better use of training resources and, as a result, better searching skills.

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Creating Connections: Information Literacy in the Clinical Curriculum

Linda C. O'Dwyer, Communications Coordinator and Education Librarian; **Stephanie C. Kerns,** Head, Education and Outreach/Curriculum Librarian; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

Objective: The medical school requires students to be competent in two areas related to information literacy: medical knowledge and scholarship, and continuous learning and quality improvement. The library was asked by the obstetrics and gynecology clerkship director to provide information skills training to the department's clerkship. The process of integrating information literacy into the clinical curriculum had begun.

Methods: A librarian initially taught an information skills session to each 6-week rotation of the obstetrics and gynecology clerkship for a total of 180 students over the course of a year. Using a clinical scenario and exercise format, students were trained in effective clinically oriented literature searching and the use of secondary evidence-based medicine resources. Students were assigned a take-home search exercise, on which the librarian contributed constructive feedback. The psychiatry clerkship was added, and the content of both sessions was revised periodically. After 2 years, the information literacy curriculum was updated in its entirety following feedback from clerkship directors, students, and librarians, and a new pilot program was initiated. All students now receive 2 information management interventions at the beginning of the third year, a follow-up online quiz about relevant clinical information sources, and search exercises at intervals throughout the year.

Results: The sessions received mixed responses from students. Most students enjoyed getting a refresher on PubMed search skills and the exposure to the library's clinical and evidence-based medicine tools. Some students thought that the take-home exercise was unnecessary, but the librarian and faculty agreed that this was an effective method to assess the students' information literacy skills.

Conclusions: The first iteration of the information literacy curriculum for clerkship students was judged to be partially successful. However, as all students participated in both the obstetrics and gynecology and psychiatry clerkships (and the embedded information literacy skills sessions for each one), there was a concern that students were not all getting the same content at the same time and that there may be redundancy between both sessions. The updated curriculum includes an online PubMed quiz and ensures that all students are on the same page, although assessment as to its success is ongoing.

38

Development of Clinical Site Libraries for Third- and Fourth-year Medical Students on Rotation

Elaine G. Powers, Director, Library Services, VCOM Library, Edward Via College of Osteopathic Medicine, Blacksburg, VA

Objective: This poster outlines the design and development of small resource libraries developed for sixteen core clinical training site hospitals in Virginia, North Carolina, and South Carolina. The overall goal of the project is to provide basic print resources for third- and fourth-year medical students as well as Internet connectivity for access to the school's electronic library.

Methods: The project began with an application to the National Network of Libraries of Medicine for a grant (awarded 1-15-04) to provide digital libraries at eight core sites. This initial grant provided funds to purchase computers, printers, and some books for each of the sites. An Appalachian Region Commission grant (awarded 8-1-04) provided further money to add four critical access hospitals to the number of sites. The project has twenty-six sites to date. The print books are selected by the college's discipline chairs. Books are chosen for their usefulness as clinical tools and for their value as review aids for students studying to pass their medical boards (COMLEX).

Results: The site libraries provide on-site resources to not only the third- and fourth-year students, but also to the directors of student medical education and other site preceptors. The site libraries provide common resources linking the preceptors to the program at the main campus.

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Customizing the Health Resource Center Model for a 21st Century Hospital: One Year Later

Nancy Calabretta, Medical Librarian; **Marita B. Malone,** Medical Librarian; **Barbara Miller,** Library Director; **Susan K. Cavanaugh,** Medical Librarian; **Betty Jean Swartz,** Medical Librarian; University of Medicine and Dentistry of New Jersey Camden Campus Library, Cooper University Hospital, Camden, NJ

Objective: To measure and evaluate usage of a new patient and family education center (PFEC) in order to assess needs and plan future programming

Setting: A medical library located in a 561-bed, inner-city academic medical center with 25,000+ admissions per year where librarians planned and opened a PFEC in the lobby of a new patient care pavilion

Population: Patients, patient families, and hospital staff.

Methods: A pilot study of usage revealed that expected needs were being met while a variety of unexpected needs were identified. Ongoing usage is being monitored by a detailed log of patron visits maintained by library staff as well as computer-generated tracking of website visits. The impact of outreach to the hospital community will also be measured. This outreach will include training for "nurse super users" from each clinical floor, employee health and wellness events, and collaboration with medical and nursing students to enhance patient education.

Lightning Poster Presentations 2
Monday, May 24, 4:15 p.m.–5:45 p.m.

Jefferson West, Concourse Level

4:20 p.m.

Incorporating Evidence, Guidelines, Consensus, and Advice into a Bedside Clinical E-resource: Adding Value to Our Evidence-based Resources

Andrea Lane, Information Specialist Manager; **Olwen Beaven,** Deputy Information Specialist Manager; BMJ Evidence Centre, BMJ Publishing Group, London, United Kingdom

Objective: This case study originates at an institution supplying evidence-based resources to clinicians. These have limitations, especially where there is little robust evidence on treatment or prevention strategies. We look at how additional resources were added to a new product and how librarians contributed to identifying and supplying information for inclusion in the original content creation and the ongoing updating process.

Methods: This resource is a bedside clinical tool providing clinicians with appropriate information to enhance patient care. It aims to blend a variety of resources, ranging from evidence-based sources to expert opinion, so that good quality research evidence is available to guide clinicians where possible, providing direction from other resources when that is lacking. Content can be both localized and personalized to fit in with clinical information systems. Information specialists performed searches for systematic reviews and guidelines, which helped contributors to blend evidence with their expert knowledge. Standardised quality control and review procedures were used to assess output and ensure that the needs of health care professionals were addressed in a pragmatic way. Information specialists then liaised with editors to decide on criteria for providing updated search results so that they are timely and provide valid and relevant data.

4:25 p.m.

Assessment of Biomedical and Science Librarian E-science Learner and User Needs to Develop an E-science Web Portal and Support Library and Institutional E-science Initiatives and Collaborations

Andrew T. Creamer, Graduate Student; **Myrna Morales,** Graduate Student; Graduate School of Library and Information Science, Simmons College, Cambridge, MA

Objective: To determine biomedical and science librarians' need for an e-science web portal and to gather data on their user needs and Web 2.0 preferences in order to design a e-science web portal and support the development and strengthening of libraries' e-science initiatives and collaborations.

Methods: Using feedback from librarian interviews from attendees of an e-science symposium and boot-camp, we researched and developed questions to survey learner needs. We created the survey using SurveyMonkey. A small group of medical librarians then tested the survey. Based on the feedback of the testing, the survey was revised. The survey was administered to 178 health sciences librarians. After 3 weeks, 73 data sets and responses were collected and analyzed.

Results: Preliminary results reveal a small yet significant number of diverse biomedical and science libraries actively engaged or actively pursuing e-science collaborations. These results indicate librarians have urgent needs for online scientific content and data tool tutorials to support and facilitate the exchange of e-science knowledge and experience among colleagues. In addition and important to note, the results indicate a significant need for and lack of awareness of online e-science resources. Thus, to support the e-science initiatives, biomedical and science librarians need an interactive e-science web portal designed by librarians that integrates e-science web resources and scientific content development. Additional areas for future research include identifying and examining the specific types of e-science collaborations and endeavors among biomedical and scientific institutions and their libraries and librarians and studying the future effectiveness and/or impact of the web portal and its resources and Web 2.0 tools on these collaborations and endeavors.

4:30 p.m.

Developing an E-science Portal for Librarians to Support Learning and Collaboration

Donna Kafel, Project Coordinator, National Network of Libraries of Medicine, New England Region, University of Massachusetts Medical School–Shrewsbury

Objective: Medical and science librarians are supporting new models of research and scholarly output that include the management, sharing, and stewardship of diverse sets of scientific data. To effectively support their institutions' research communities, librarians need a robust understanding of science, the relevance of specific data sets, and the inherent technologies utilized to generate, store, and manage data. To educate and foster collaboration among New England medical and science librarians, a team of medical librarians and library students are developing an e-science portal. This portal will provide news on e-science initiatives, information resources, tutorials, and a forum for librarian discussion.

Methods: The funding for the e-science portal project has been provided by the National Network of Libraries of Medicine. The portal project team includes two library administrators, project coordinator, web editor, technical consultant, and two library school students. Initial groundwork activities have included the selection of members for an advisory board, creation and implementation of a portal needs assessment, presentation on the portal project at a science librarian conference, development of strategic plan for portal, designation of portal link location, creation of editorial board, and content selection criteria.

4:35 p.m.

Marketing Open Access to Everyone

Emma Cryer, Electronic Resources and Serials Manager, Serials; **Karen S. Grigg,** Associate Director, Collection Services and Collection Development; **Patricia L. Thibodeau, AHIP, FMLA,** Associate Dean, Library Services; **Richard A. Peterson, AHIP,** Deputy Director; **Virginia R. M. Carden, AHIP,** Administrative Research Librarian; **Beverly Murphy, AHIP,** Assistant Director, Marketing and Publications; **Adonna Thompson,** Assistant Director and Archives Librarian, Research, Outreach, and Education; Duke University Medical Center Library and Archives, Duke University, Durham, NC

Objective: For two years, Duke University has celebrated "Open Access Week" with a series of awareness-raising events. Familiarizing our various patron groups with open access and its impact on scholarly research is crucial to ensuring its acceptance. Hosting events is a simple and affordable way for any library to inform patrons of the importance of open access.

Methods: Our strategy for educating our patrons on open access was to organize several panels during "Open Access Week," each targeting a different user group. We identified three primary user groups: librarians, faculty and graduate students, and undergradu-

ates and their parents. For the panel speakers, we took advantage of local experts and resources, pulling from Duke University's Law School, School of Public Policy, Global Health Institute, and several libraries. To increase attendance at our panels, we held drawings for Scholarly Publishing and Academic Resources Coalition (SPARC) t-shirts and MP3 players, and we served light refreshments. To encourage casual interest from all who walked through our doors we distributed informational literature, buttons, and comic books and streamed videos and webcasts from OpenAccessWeek.org. Staff familiarized themselves with the benefits of open access journals and were happy to answer any questions or point patrons to in-depth sources.
Results: By hosting a wide variety of events, we were able to reach a greater cross-section of our patrons. Social networking sites, campus calendars, and newsletters drew even more people to our events. Targeting panel presentations to the interests of specific groups guaranteed our patrons were exposed to the specific benefits open access scholarship could offer them personally.
Conclusions: Librarians were introduced to some open-access publishers and resources like the Directory of Open Access Journals (DOAJ) and learned how publishers are responding to the National Institutes of Health deposit mandate. Faculty and graduate students learned about managing and maintaining their author's rights, and explored their options for depositing their works into open repositories. Undergraduates and their parents learned how open access scholarship is beneficial when studying abroad or when a public health crisis occurs. Firsthand accounts from researchers, doctors, patients, and students emphasized for attendees the importance of making medical research open and accessible.

4:40 p.m.
Article of the Future
John Carey, Reference/Instruction Librarian, Library, Hunter College, New York, NY
Objective: To determine whether Elsevier's prototype "Article of the Future" properly utilizes Web 2.0 capabilities to more effectively structure and present scientific articles online.
Methods: Online testing of two prototype articles was used (beta.cell.com/index.php/2009/07/article-of-the-future/#more-3).
Results: The prototype articles organize text and supplemental materials into a hierarchy of tabs corresponding to the sections of a scientific paper, so that readers can drill directly down to sections of interest. Each article includes a graphical abstract and an author interview sound file. Figures are available as high-quality images and in one instance as an embedded video. References appear as hyperlinks throughout the paper and, in the bibliography, are accompanied by citation statistics and an option to view the cited work in PubMed. Other features, such as a bulleted list of "Article Highlights," seem of limited value and would already have been possible in standard portable document format (PDF). The prototypes include a link inviting user feedback.
Conclusions: These prototypes offer a mixture of innovative and mundane features. Elsevier should continue to revise the prototypes based on feedback from the scientific community.

4:45 p.m.
Consortia and Journal Package Renewal: The Death Knell of the "Big Package Deal?"
Karen S. Grigg, Associate Director, Collection Development Services; **Emma Cryer,** Electronic Resources and Serials Manager, Journal Services; Duke University Medical Center Library, Duke University, Durham, NC
Objective: Academic libraries have increasingly relied on the greater buying power of consortia to purchase electronic journals. In the current economic downturn, libraries and publishers both struggle for financial viability. One small academic consortium discovered that publisher-offered contractual standards such as inflationary caps, shared title access, and cancellation allowances are increasingly less attractive for libraries this year.
Methods: It is unclear whether other consortia have experienced the same difficulties without further investigation. Therefore, this study seeks to discover two things: first, are certain types of consortia receiving less desirable deals than others; and second, are there any emerging trends in overall changes to journal package deals? Contacts from several diverse consortia were surveyed to gain information about recent journal package renewals and any trending changes in business terms such as inflationary caps, length of contract time, shared access clauses, cancellation allowances, methods of full-time equivalent (FTE) calculation, differences in how base price is set, and any requirements to keep a base spend. Consortia were considered by size, library type, and total consortial spend.
Results: Conclusions and statistical analysis are presented. Our predictions were that overall reduction in consortial base spend for a given journal package would result in less attractive contract terms for libraries from all publishers. We also predicted that small consortia would fare far worse than large consortia. Our results are still being collected and interpreted, but so far responses have been more mixed than anticipated. There are trending changes in FTE calculation and base spend requirements, most noticeably, regardless of consortial size. Overall, and unsurprisingly, large consortia generally have seen publisher offerings of more favorable terms, most likely because they can guarantee a greater overall spend. The negotiating power of smaller localized consortia is at greater risk of diminishment based on preliminary findings.

4:50 p.m.
Conducting a Journal Assessment Project Using Microsoft Access to Obtain Faculty Input and Promote the Creation of a Cost-effective Journal Collection
Yvonne Lee, Collection and Interlibrary Loan Coordinator; **Laura Abate,** Electronic Resources and Instructional Librarian; **Steven W. Brown,** Serials and Systems Librarian; **Kathe S. Obrig,** Associate Director, Collections and Access Services; **George Paul,** Head, Collection Development; **Lionel Williams,** Serials Manager; **Semhar Yohannes,** Library Specialist; Himmelfarb Health Sciences Library, George Washington University, Washington, DC
Objective: Microsoft Access was used to create a journals database providing aggregate subject and other title-specific information pertaining to our collection. The database was used to conduct a comprehensive journal assessment project with faculty members to ensure that the collection reflects their professional needs, while supporting collection development efforts in a cost-effective way.
Methods: The database was created by a single staff member knowledgeable in Microsoft Access and was populated with subject-specific and evaluative journal information fields input by department staff. From the database, a questionnaire including evaluative data was compiled for each full-time faculty member. Department heads were selectively visited to invite their partici-

pation in the project and enlist their assistance in questionnaire return. The questionnaire was distributed with two weeks given for return. Two staff members worked to compile results in the database. Access query operations were used to extract departmental and subject specific data for the generation of reports.
Results: Five hundred thirteen questionnaires were sent with a 32% return rate. From responses collected, the database generated reports: aggregate responses by department, listing of titles by faculty rankings, titles recommended for retention, titles recommended for cancellation, and titles that could be cancelled for budgetary need. Individual thoughts regarding titles were also compiled. A summary of responses by department was sent and follow-up comments reviewed. Reports were analyzed for future internal action.
Conclusions: The development and use of the Access database facilitated the creation of questionnaires and uncomplicated compilation of the results. The database allowed recording of evaluative data-points for subscription considerations. An easier assessment of the responses resulted through the use of reports created from data-points. Faculty learned more about the journal holdings for their department. Furthermore, faculty was provided with the aggregate responses of their departments, which shared valuable insight to the collection development views of their peers.

4:55 p.m.
The Role of the Colorado Medical Community in the Formation of the Medical Library Association
Lilian Hoffecker, Research Librarian; **Adelaide Fletcher, AHIP,** Information, Research and Outreach Librarian; Health Sciences Library, University of Colorado–Denver, Aurora, CO
Objective: This presentation will document the contributions of the Colorado medical community to the beginnings of MLA.
In the 1890s, Colorado, a rugged place with more cattle and elk than people, benefitted surprisingly from a thriving and growing medical community. Experts believed that the region's abundant sunshine had a therapeutic effect against the scourge of the time, tuberculosis, attracting a steady stream of patients and doctors to the mountain state. In this setting, the Colorado Medical Library Association established itself in 1893, and two short-lived but pivotal Denver periodicals, the *Monthly Bulletin of the Colorado Medical Library Association* and *Medical Libraries*, commenced publication in 1897 and 1898, respectively. The year 1898 was seminal for other reasons: it was the founding year of MLA in Philadelphia and the year the American Medical Association met in Denver. What is the connection between the Colorado and the East Coast medical communities, and how did it lead to the formation of our organization and the beginnings of the *Journal of Medical Library Association*? Luminaries of medicine and librarianship have leading roles in this story.
Methods: The authors reviewed and synthesized the published medical literature and unpublished archival materials.

5:00 p.m.
Do We Need Third-party PubMed/MEDLINE Tools?
Margaret E. Henderson, Research Services Librarian, Tompkins-McCaw Health Sciences Library, Virginia Commonwealth University–Richmond
Objective: The PubMed interface redesign by the National Center for Biotechnology Information (NCBI) in 2009 added free full-text and Cited by PubMed Central tools, as well as patient drug information. The Related Records tool was added to PubMed in 2006. NCBI has been trying to "make search and retrieval easier and more comprehensive." Is it still necessary to have third-party tools for searching PubMed?
Methods: The NCBI PubMed interface will be compared with a selection of third party tools (e.g., MEDLINE via CSA Illumina, ReleMed, GoPubMed, Medstory). These tools will be compared using three searches representing typical consumer, clinician, and expert strategies. Search options (basic, advanced, combining sets), special functions (relevancy ranking), retrieval, and outputs (display and export options) will be compared and presented. Recommendations will be offered based on the comparisons.

5:05 p.m.
Assessing Institutional Compliance with the National Institutes of Health Public Access Policy
Marisa L. Conte, Clinical and Translational Science Liaison; **Jean C. Song,** Research and Informatics Coordinator; Health Sciences Libraries, University of Michigan–Ann Arbor
Objective: To assess the rate of researcher compliance with the National Institutes of Health (NIH) public access policy at a large academic institution during the first year of the policy's implementation.
Methods: The NIH public access policy requires that researchers submit to PubMed Central all peer-reviewed manuscripts deriving from NIH funds upon acceptance for publication. Publishers may embargo manuscript release for up to twelve months. This study examines policy compliance during the first year of implementation in order to obtain data about all publications, including those subject to publisher embargoes. A list of citations was generated via a PubMed search using the following parameters:
• At least one author is a university affiliate.
• The citation declares NIH funding.
• It was published between April 2008 and April 2009.
The citation list was refined to include only citations where a university author was also the primary investigator of the NIH grant. Citations from the refined list were searched for PubMed Central identification numbers (PMCIDs). Data were collected and analyzed.

5:10 p.m.
Library Support for the Experimental Medical Studies Program: Strengthening Ties to a Small Population
Michele Malloy, Research Support Coordinator, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC
Objective: The experimental medical studies program, a one-year post-baccalaureate experience for students from disadvantaged backgrounds who are most likely to make significant contributions, has a history of strong support from our library. In this poster, we will detail the level of current support and then propose possible changes to the library integration that will better serve the individual students.
Methods: Currently, a liaison team serves the program by providing three integrated library research sessions at the start of the year, followed by student-requested research consultations preparing for their required "Explorations in Healthcare" presentation. Many of these students return to our institution for medical school, and they form a strong user group. Due to relationships with the faculty, our liaison team could easily integrate more fully into the curriculum and provide more specialized aid to this program. Accordingly, we will present ideas for increased team involvement, complete with student and faculty input gathered from faculty meetings, a student survey, and a focus group.

5:15 p.m.
Virtual Embedding: Where Have We Been, Where Are We Going?
Susan Fowler, Medical Librarian, Becker Medical Library, Washington University, St. Louis, MO; **Christina L. Wissinger,** Clinical Informationist, Welch Medical Library, Johns Hopkins Medical Institutions, Baltimore, MD
Objective: The goal of this project is to review the past initiatives of health sciences libraries regarding the use of technology to reach out to patrons to provide services and resources. The second goal is to forecast the future possibilities of integrating librarians into the cyberlife of our users.
Methods: Two health sciences librarians, one located in the Mid-Atlantic, the other in the Midwest, will use Web 2.0 technology to collaborate on a systematized review of library, information, education, technology, and communications literature, using methods as defined by the *Cochrane Handbook for Systematic Reviews of Interventions* and *Systematic Reviews: CRD's Guidance for Undertaking Reviews in Health Care*. Collaborators expect the evidence to reveal that health sciences libraries have experienced little success with instant messaging, Facebook, online tutorials, and web conferencing software, while creating applications for mobile technologies and using blogs to communicate with patrons has met with greater success. Very little has been published regarding virtual embedding; however, we expect that outlier fields such as education, communication, and technology can give light to the future directions health sciences libraries can take to put them into the cyberlife of their users.

Lightning Poster Presentations 2
Monday, May 24, 4:15 p.m.–5:45 p.m.

Georgetown East, Concourse Level

4:20 p.m.
Introducing Yahoo Pipe and Really Simple Syndication (RSS) Feeds to Faculty and Journal Clubs
Andre J. Nault, Head Librarian and Adjunct Assistant Professor, Veterinary Clinical Sciences, Veterinary Medical Library; **Sheila M. F. Torres,** Associate Professor, Veterinary Clinical Sciences; University of Minnesota–St. Paul
Objective: To illustrate how introducing academic faculty and staff to Yahoo Pipes and really simple syndication (RSS) feeds can significantly reduce the time and effort they spend trying to stay current on research in their fields. Journal clubs can also use these to both locate and share new articles. The value of these tools from the perspective of the library and the college faculty are covered equally.
Methods: A web page on the library's website was created containing the RSS links for the majority of veterinary journal titles. Through contacts in each department, a list of existing journal clubs was compiled and a list of the journal titles covered by these clubs identified. Instructional sessions for each journal club were then carried out to demonstrate RSS readers and a Yahoo Pipe (RSS "filter") constructed using input from members. These instructional sessions were also carried out with faculty and staff outside of journal clubs through individualized sessions and weekly teaching seminars.
Results: Faculty and staff appear very receptive to any technology that can save them time and improve their ability to stay current in their fields, and RSS feeds appear to meet this need. Providing the RSS feed uniform resource locator (URL) links to specific journals in their disciplines increases the chance of adoption by researchers. Additionally, the use of Yahoo Pipes to filter relevant information from broader journals adds significant value. Individual follow-up shortly after tutorials on RSS feeds is important not only to identify and correct any problems, but also assess the value to your specific departments.

4:25 p.m.
Portrait of a Nursing Student: Review of the Psychology Literature and Implications for Liaison Librarians
Angela D. Hamilton, Adjunct Librarian, Steacie Science and Engineering Library, York University, Toronto, ON, Canada; **Elena Prigoda Springall,** Instruction and Liaison Librarian, Gerstein Science Information Centre, University of Toronto, Toronto, ON, Canada
Objective: Through examining evidence on personality types and learning styles in baccalaureate nursing students, we attempted to formulate a psychological profile of the baccalaureate nursing student in order to evaluate and ultimately improve the efficiency and effectiveness of our liaison activities.
Methods: In our experience as liaison librarians, traditional teaching methods including lectures and large lab sessions are not adequate for teaching nursing students information skills. We find nursing students more likely than those from other faculties to request additional personalized help. It is, however, impossible to meet with each student individually. By understanding the psychological portrait of nursing students, we hope to increase our ability to balance the needs of individual students with the practical constraints of being a liaison librarian. We conducted literature searches using CINAHL, ERIC, and PsycINFO and synthesized the available nursing literature describing the personality traits, psychological types, and cognitive and learning styles of baccalaureate nursing students. We summarized and synthesized the results as a psychological portrait of the nursing student. Additionally, we hypothesized how this might inform our work with nursing students.
Results: Researchers used many different instruments, and while there was inconsistency in the findings, we were able to identify some broad trends. The resulting portrait is of a nursing student who has the critical thinking skills and psychological disposition necessary to learn but has learning style preferences and personality characteristics that cause stress and confusion. They are ready to be self-directed learners but perceive themselves as having lower skills and lack of control over their own learning. They prefer a learning environment that is structured and require constant guidance from a knowledgeable instructor, with increasing reassurance throughout their degree. They also need to see how their learning relates to the goal of becoming a nurse. Their personality indicates that stress can lead to oversensitivity, emotionality, and decreased ability to think clearly. Therefore, librarians need to recognize that these students need more help than one person can provide. Solutions are discussed.

4:30 p.m.
Resident Familiarity with Evidence-based Medicine Concepts and Lessons Learned from Shadowing Clinical Rounds
Clista Clanton, AHIP, Education Coordinator, Baugh Biomedical Library; **Rosina Connelly,** Assistant Professor, Pediatric and Adolescent Medicine; University of South Alabama–Mobile
Objective: While evidence-based medicine (EBM) methods are becoming increasingly accepted in clinical settings, personal observations by investigators rounding with a pediatric clinical

care teaching team indicate a lack of familiarity by residents with EBM concepts and library resources available to answer clinical questions. To identify the number and type of questions that arise during clinical rounds in a pediatric inpatient service and then teach residents this process, a clinical librarian and teaching physician will shadow rounds twice a month for three months.
Methods: Residents will be surveyed to identify their current familiarity with EBM. A form will be introduced to the residents to help facilitate the identification and formulation of answerable clinical questions, with informal interviews used to solicit feedback on the form. Journal club activities with both didactic and practical information on EBM will be initiated. A post survey on residents' EBM knowledge and practice will be conducted to measure the effectiveness of the above activities.
Results: A pre-survey of pediatric residents indicated limited knowledge of evidence-based library resources available for use as well as unfamiliarity with some EBM terminology. Shadowing during rounds revealed most questions that arose were not phrased as "well-defined clinical questions," with a significant number of background and/or unexpressed questions. Journal club activities on using population, intervention, comparison, and outcome (PICO) to develop clinical questions, database searching using PubMed's clinical queries and the PubMed for Handhelds PICO search, and the introduction of a PICO form for use during rounds were introduced. However, the dynamic nature of rounding teams and different levels of buy-in from attending physicians can pose challenges to introducing new concepts that lead to adoption and lasting changes.

4:35 p.m.
Successful Integration of Visual Diagnostic Decision Support System into a Dermatology Curriculum
Elizabeth R. Lorbeer, AHIP, Associate Director, Content Management; **Lisa A. Ennis,** Systems Librarian; **Nicole Mitchell, AHIP,** Reference Librarian; Lister Hill Library of the Health Sciences, University of Alabama–Birmingham
Objective: To improve learning effectiveness for second-year medical students in identifying skin disorders, the library implemented a visual diagnostic decision (VDDS) support system and online dermatology self-study tool. Through outreach, promotion, and user feedback, we were able to identify successful outcomes of incorporating a visual learning tool into the medical curriculum.
Methods: Gather feedback from course instructors and students on the educational impact of using VDDS and an online dermatology tutorial during the five-week musculoskeletal and skin course to answer the following questions. By having access to VDDS and an online dermatology tutorial, did this improve the student's effectiveness in properly identifying normal and malignant skin lesions? Does the VDDS improve the learning outcomes established by the instructors? Does studying dermatology through the use of a VDDS increase the likelihood that the student will rely on this tool in future clinical practice? Additionally, did the library's training sessions and marketing of VDDS as part of its "Resource of the Month" contribute to the overall successful adoption by its users?
Results: Will be supplied later upon acceptance.
Conclusion: Will be supplied later upon acceptance.

4:40 p.m.
Fourth Binational Conference for Promotores de Salud: A Librarian and Community Partnership
Graciela G. Reyna, Assistant Director, Mario E. Ramirez M.D. Library; **Kathleen Carter,** Librarian, Medical Library, Regional Academic Health Center; University of Texas Health Science Center–San Antonio, Harlingen, TX; **Keith W. Cogdill, AHIP,** Director, South Texas Regional Information Services; **Rajia Tobia, AHIP,** Executive Director; Medical Library, University of Texas Health Science Center–San Antonio
Objective: The objective of the Fourth Binational Conference for Promotores de Salud (also known as community health workers) was to bring together librarians, promotores, and local community agencies to plan and host a conference focused on the health information needs of promotores in the Texas-Mexico border region.
Methods: Through funding from the National Network of Libraries of Medicine, South Central Region (NN/LM SCR), a one-day conference for promotores de salud was planned and organized to coincide with binational health week in October 2009. The conference was designed (1) to increase promotores' awareness of health information resources; (2) to empower them as advocates for health information, health literacy, and health careers; (3) to identify opportunities for collaboration among community agencies; and (4) to prepare selected librarians to collaborate with community health workers. A committee made up of librarians, promotores, representatives of community agencies, and the Area Health Education Center (AHEC) met monthly to plan the event. The committee selected mental health as the theme for the meeting.
Results: The conference convened 175 promotores, librarians, and public health professionals to examine the role of mental health in personal wellness and to study the potential for partnerships among attendees. Five health sciences and public librarians from across the state were selected to attend the conference as participants in a program called "The Librarians' Experience." These librarians were asked to reflect on their experiences, to assist with the assessment of the conference, and to consider opportunities for collaboration in their own communities.
Conclusions: Librarians and promotores share the important work of disseminating reliable health information to the communities they serve. Promotores have expressed the desire for continuing education and networking opportunities. The librarians and community partners who planned this event worked to ensure that the fourth conference reflected the needs expressed by the promotores

4:45 p.m.
Reflections about Teaching Evidence-based Medicine
Helen-Ann Brown Epstein, AHIP, Head, Education and Outreach; **Patricia Mongelia,** Education and Outreach Librarian; **Diana Delgado,** Acting Associate Director, Public Services, and Head, Information and Access Services; **Paul Albert,** Digital Services Librarian; Weill Cornell Medical Library, Weill Cornell Medical College, New York, NY
Background: Before graduation, Weill Cornell Medical College students need to demonstrate the ability to search and apply the principles of evidence-based medicine (EBM). To fulfill these educational objectives, the department of public health faculty and librarians have been partnering in teaching a four-session EBM course. In 2009, the method of teaching the four-session EBM course changed. In 2010, the course is going to change again. The new method will be used in only two sessions.
Objectives: This poster will outline the course content and illustrate positive and negative feedback from faculty and students about the four-session and two-session EBM course.

Methods: This is a comparative analysis of EBM instruction at Weill Cornell Medical College in 2009 and 2010 from instructor comments and student evaluations.
Results: EBM will be taught in March 2010. It is predicted the students will enjoy the lectures delivered by two physicians who practice EBM and will feel two searching sessions are adequate. It is also predicted, the librarians feel two sessions is just not enough. True results will be presented at our poster session.

4:50 p.m.
Do Students in the Health Sciences Need Help with Writing? Results of a Library-based Writing Center Pilot Program
Judith S. Cohn, Associate Vice President, Scholarly Information, University Libraries; **Roberta Bronson Fitzpatrick,** Associate Director, George F. Smith Library of the Health Sciences; **Laura P. Barrett, AHIP,** Informatics Librarian, University Libraries; University of Medicine and Dentistry of New Jersey–Newark
Objective: To launch and evaluate a pilot writing center at an academic health sciences library to improve the writing skills of students across the five health sciences schools on the campus.
Methods: To fulfill a perceived need, the library was charged with launching a pilot writing center to improve the writing skills of students. A feasibility study was undertaken to determine the extent to which such services are offered in other academic health sciences libraries. Data regarding availability, number, and qualifications of tutors were utilized to develop a one-year pilot program. University administration funded the pilot, and two skilled writing tutors were hired to work a total of twelve hours per week. Publicity for the program was widely disseminated. Appointments with tutors are made via a web-based request form. Demographic information about the students and the type of assistance requested is collected, as are statistics on the total number of requests and the educational programs in which the students are enrolled. Measures of satisfaction are evaluated through a confidential online survey form.

4:55 p.m.
Developing and Testing a Grading Rubric to Assess Students' Evidence-based Practice Search Skills: The Experience of a Cross-institutional Collaborative Instruction Team
Leonard Levin, AHIP, Acting Head, Education and Clinical Services, Lamar Soutter Library, University of Massachusetts Medical School–Worcester; **Irena Dryankova-Bond,** Worcester Campus Librarian, Blais Family Library; **Alice Gardner,** Associate Professor, Pharmaceutical Sciences; **Monina Lahoz,** Associate Professor, Pharmacy Administration, Pharmaceutical Sciences-Worcester/Manchester; Massachusetts College of Pharmacy and Health Sciences–Worcester
Objective: In the spring of 2007, a librarian from the University of Massachusetts Medical School (UMMS) joined with a librarian from the Massachusetts College of Pharmacy and Health Sciences (MCPHS) to collaborate with pharmacy faculty in teaching evidence-based pharmacology. As contributing instructors, the librarians were charged with grading student searching assignments, and a rubric was developed to assist in this process.
Methods: The rubric was first created and utilized in the class in 2007. In 2009, it was streamlined and then reviewed following each use. It was designed to capture the overall evidence-based practice (EBP) search process and multi-database search skills applicable to usage at both institutions. This updated rubric is in the process of being evaluated by a team of expert EBP librarian instructors nationwide. The final version of the rubric will be revised and will be used at both MCPHS and UMMS and subsequently at other interested institutions.
Results: Eight requests for participation were sent via email to EBP librarian instructors nationwide from major pharmacy and medical institutions. Packets were sent to each librarian evaluator and included (a) the grading rubric, (b) a course syllabus, (c) a sample assignment used in the class from three students, and (d) a metarubric analysis tool. Participants were asked to review the students' assignments, grade them using the grading rubric, and then evaluate the rubric for its usefulness. Six packets were received and analyzed using reviews of the completed metarubric and a qualitative analysis of comments. The final rubric will be made available for any interested librarian or educator to utilize.

5:00 p.m.
The Laptop Librarian: Bringing Librarians to the Research Lab
Marci Brandenburg, Biosciences Informationist; **Tracie Frederick,** Technology Informationist; **Alan Doss,** Chemical Sciences Informationist; NCI Scientific Library, Wilson Information Services Corporation/National Cancer Institute, Frederick, MD
Objective: To make the National Cancer Institute-Frederick's Scientific Library and its librarians more accessible and visible to researchers located in different buildings to provide conveniently located, quality reference services there.
Methods: In September 2008, the scientific library began offering the laptop librarian service. Librarians, equipped with a laptop, set up in various buildings, on and off campus, for one- to two-hour sessions. The laptop librarian answers any and all questions about information resources and services, at times going to the researcher's desk to provide additional assistance. After making this service available for a year, a thorough outcomes-based evaluation was conducted to determine user satisfaction with this service.
Results: Over time, the laptop librarians began to see some regular users and become more established in their locations. Researchers began to get used to the laptop librarian's presence in a particular location at a particular time. The evaluation of this service showed that librarians became more accessible, researchers saved time, and users gained information. In addition, users expressed overall satisfaction with the service. Based on observations by the laptop librarians, in addition to the results of the outcomes-based evaluation, this service has been successful. In the future, we plan to include more buildings and locations.

5:05 p.m.
Making Sense of Breast and Ovarian Cancer in Theory and Practice: Online Information Seeking by First-degree Relatives, Survivors, and Others
Peggy Gross, Graduate Student, Library Science, University of Illinois–Urbana-Champaign, Minnetrista, MN
Objective: This project used a web-based survey to explore cancer information seeking on the Internet by first-degree relatives (FDRs) of breast and ovarian cancer patients and survivors.
Methods: The primary research questions were:
1. How often and to what extent do first-degree relatives seek online information about cancer as compared to unrelated, undiagnosed online cancer information seekers and to cancer survivors/patients? Cancer information seeking is defined as having ever searched for information, and cancer information seeking of FDRs is defined as ever having searched for information concerning the FDRs of the searcher.
2. Where do information seeking FDRs of breast or ovarian cancer survivors turn when looking for quality cancer information

online? Is there a difference between where FDRs would prefer to go in contrast to where they actually seek information?
3. How do FDRs of breast cancer survivors rate their satisfaction with the existing online cancer information environment? Are there points of concern about the information environment that stand out against others?
4. What types of cancer information do FDRs search for online for themselves and other family members? How do FDRs of cancer survivors compare with other groups in terms of motivated usage of online cancer information resources?

5:10 p.m.
Shifting the Focus from Viewer to Learner: A Framework for Incorporating Active Learning into Online Library Tutorials in Academic Health Sciences Libraries
Thane Chambers, Research Librarian, J. W. Scott Health Sciences Library, University of Alberta–Edmonton, Canada
Objective: Online video tutorials provide many solutions for library instruction. They allow students to learn at their own pace, and they move instruction away from the classroom and into a format that can be accessed anytime and as often as necessary. This framework provides a theoretical and practical model for academic health sciences libraries to create online video library tutorials with active learning components.
Methods: The Association of College and Research Libraries (ACRL) and other bodies call for the inclusion of active learning components in online library video tutorials. However, surveys of these tutorials show a profound lack of active learning exercises. The majority require only a passive viewer who neither engages with nor learns from the tutorial. At the most, viewers are required to simply watch. The lack of active learning brings to question the usefulness of these tutorials as learning objects. This frameworks draws on constructivist learning theory to provide a model for creating online tutorials with active learning components. It asks librarians to examine who our learners are and provides a detailed strategy that will lead to the inclusion of appropriate active learning components into online video tutorials.
Results: This framework begins with a process for deciding whether or not an online video tutorial is a suitable instructional format for the intended project. The next steps involve defining and evaluating four related concepts: technology, learning objectives, the learning experience, and the learner. To facilitate this process, a workbook has been created. The workbook goes through each step of the framework. Librarians are asked to consider various scenarios and to answer questions specific to the tutorial they are building. The framework provides a model and a place to examine and consider what active learning components are most appropriate for our learners and how they can best be implemented into the online tutorial so that learning takes place and knowledge creation is facilitated.

Lightning Poster Presentations 2
Monday, May 24, 4:15 p.m.–5:45 p.m.

Cabinet, Concourse Level

4:20 p.m.
Connection with Students: The Usability of Virtual Nephron Simulation as a Tool for Medical Education
Holly Phillips, AHIP, Resource Access and Delivery Coordinator, Health Science Library and Informatics Center, University of New Mexico–Albuquerque
Objective: Interactive virtual models offer learners the opportunity to interact with otherwise complex abstract ideas and principles by bringing concepts to life. This poster examines the change in student understanding of a difficult concept—the nephron—with the introduction of a virtual nephron model into standard medical school curricula.
Methods: All first-year medical students enrolled in the institution in 2009 were randomly assigned to either an experimental group with access to the interactive, virtual model of the nephron or to a control group without access to the virtual model. Exam scores, expert knowledge structure scores, and a usability test were used to assess learning gain, learner satisfaction, and usability.

4:25 p.m.
Using Interactive Teaching Devices to Prompt Student Interest
Joe Pozdol, Medical Information Specialist, Educational and Research Services, Norris Medical Library, University of Southern California–Los Angeles
Objective: To determine how students react to the use of TurningPoint, an audience response system, during mandatory medical library sessions
Methods:
Setting: An academic health sciences library that serves schools of medicine, pharmacy, occupational therapy, and physical therapy.
Population: First-year and second-year students in occupational therapy, pharmacy, and physical therapy
Design: Conduct a case study on TurningPoint clicker use in mandatory library sessions taught throughout one school year. Distribute print class evaluations that are both quantitative and qualitative in nature at the end of library sessions to assess student responses to instruction with TurningPoint. Count positive student reactions to TurningPoint use and negative reactions to determine which occurred more and summarize student rationale.
Expected Results: Numerical and qualitative data from print evaluations of library instruction sessions taught with the use of TurningPoint clickers will indicate more positive student reactions than negative reactions to the use of the technology .
Results: During analysis, data on TurningPoint taken from student evaluations were pooled into positive reaction, negative reaction, and needing change groups. Fifteen students listed TurningPoint clicker use as the most positive aspect of the library session, while only eight students classified clicker use as the most negative aspect of the session. Thus, a positive reaction to TurningPoint use was almost twice as common as a negative reaction. Eleven students reported TurningPoint use as an aspect of the class that needed change. TurningPoint was described as interactive, helpful, and engaging but also as too impersonal, confusing, and not always working. Various changes to TurningPoint use were suggested.
Conclusions: Student feedback will be used to improve implementation of TurningPoint in future classes. Future studies could include students from more schools, ask students to rate TurningPoint on a scale of 1 to 10, or have students compare TurningPoint use to other teaching approaches.

4:30 p.m.
Reflecting on Email and Chat Connections: A Qualitative Evaluation of Two Online Reference Services
John D. Jones Jr., Head, Information, Research and Outreach, Health Sciences Library, Anschutz Medical Campus, University of Colorado–Denver, Aurora, CO; **Natalie J. Mitchell,** Master's

of Library and Information Science Candidate, Morgridge College of Education, University of Denver, Denver, CO
Objective: Review, categorize, identify, and describe the types of faculty, staff, and student email and chat interactions encountered during the provision of core reference services since October 2007. The qualitative review of the transcript information will improve the library's understanding of patrons' information needs, as well as allow the library to reevaluate current informational approaches to the identified trends and patterns and respond with improvements to or creation of web pages, handouts, and in-person instruction.
Methods: The email data set included questions sent directly or by web form to the generic reference email account from October 2007 to the present. The chat data set included chat transcripts from January 2009 to the present. The email and chat transcripts were reviewed to identify suitable categories and subcategories. Each transcript was then assigned to as many categories and subcategories as matched the content of the transcript. To discern patterns and trends, the categories were examined as totals, monthly totals, totals by day of week, and totals by time of submission or interaction.

4:35 p.m.
Between the Covers: Hosting a Book Club to Make Virtual and In-person Connections
Karen Sorensen, Reference Librarian; **Karen Laul,** Cataloger; **Rachel Schwartz,** Reference Librarian; **Aurelia Minuti,** Head, Reference and Educational Services; **Racheline Habousha,** Head, Public Services; **Nancy Glassman, AHIP,** Reference Librarian; D. Samuel Gottesman Library, Albert Einstein College of Medicine, Bronx, NY
Objective: New technologies and electronic access have changed the way patrons use the library. Librarians wanted to see if a cutting-edge concept could complement an old-fashioned one, the book club. Would social networking, in person and online, allow us to reconnect with patrons who no longer visit the physical library and reach out to other populations in our institution?
Methods: For the kickoff meeting, librarians chose a book with broad appeal and used a variety of channels to encourage the Einstein College of Medicine community to join. Librarians wrote an announcement for the medical school newsletter. The public relations department posted slides on electronic boards campuswide. The campus bookstore ordered copies of the book. Paper signs were displayed on campus. Several broadcast emails were sent prior to the event. The library's website and Facebook page highlighted the book club. Librarians established a virtual book club using Ning, a social-networking site. An email discussion list was also created to enhance communication. Meetings were held in the library training room at lunchtime. Seating arrangement and refreshments contributed to a genial atmosphere. Attendees decided to meet every two months. Members suggested and voted on titles for future meetings.
Results: Faculty and staff responded enthusiastically, but few students joined. Men were also underrepresented. Most members returned for subsequent meetings, but several members missed the second one. Librarians realized that more frequent reminders were needed. Due to technical and other issues, Ning was not an effective communication tool. Members showed little interest in it. An email discussion list, created as an alternative method of sharing information, proved to be effective.
Conclusion: Virtual social networking was not valued by members as much as the face-to-face meeting. The book club provides a forum for social and intellectual interaction across the broad spectrum of the Einstein community. A more aggressive publicity campaign is needed to attract new members. Low-tech options—such as posters, flyers, and word of mouth—will complement the high-tech tools already in place.

4:40 p.m.
The Smart Phone in Medicine: Creating a Mobile Accessible Website for Clinical Practice
Kathryn A. Summey, Public Services Librarian; **Marina Salcedo,** Technology Services Librarian; Borland Library, University of Florida–Jacksonville; **Ellie Bushhousen,** Assistant University Librarian, Health Science Center Library, University of Florida–Gainesville
Objective: To demonstrate how the creation of a mobile accessible website compatible with most smart phones would aid with clinical practice by allowing faculty, students, and staff to pull up a list of free and reviewed applications using their phones at the point of patient care.
Settings/Participants/Resources: The library is located in a large academic medical center with over 3,300 employees and 100 specialties, including the level 1 trauma center for the surrounding region. Anticipated users of the website include faculty physicians, medical residents, nursing staff, and distance education pharmacy and nursing students. The website will be designed by a contracted web design company and will be compatible with iPhone, Blackberry, and Palm interfaces, as well as PC and Mac browsers. Listed phone applications on the website will be available for free download and will be reviewed and tested by a panel of professional librarians.
Methodology: Individual user surveys and log file analysis of the website will be used to measure success.

4:45 p.m.
Creating a Mobile Toolkit for Care Providers
Leilani St. Anna, AHIP, Information Management Librarian; **Sarah Safranek,** Information Management Librarian; **Amy Harper,** Information Management Librarian, Health Sciences Library; **Ann Whitney,** Head, Systems; **Michael Dunlap,** Web Developer; Health Sciences Libraries, University of Washington–Seattle
Objective: To describe a collaborative project between librarians and technical staff to create a mobile phone interface to library resources for care providers.
Methods: The University of Washington Health Sciences Library (HSL) serves six schools, two hospitals, and users in five states. HSL's website receives over two million visits per year. After the home page, the top visited page is the Care Provider Toolkit (CPT), which receives over one million visits per year. The CPT contains selected resources for use during clinical practice. The growing popularity of handheld devices prompted us to explore extending the toolkit to mobile phones. During fall 2009, we polled class participants about mobile devices. We next posted an interactive survey on the website. Based on survey results, we decided to create a mobile interface that can be viewed from multiple devices. Librarians and technical staff collaborated on selecting resources and creating search boxes, including a PubMed search of selected evidence sources. We will beta-test the interface with our users, targeting residents who are heavy users of the CPT. Based on feedback, we will make modifications to the interface, market the new version, collect feedback, and review usage statistics to determine the success of the project.

4:50 p.m.
Pubget: A Case Study and Usage Analysis at a Library
Lisa A. Ennis, Systems Librarian; **Nicole Mitchell, AHIP,** Reference Librarian; **Lee Vucovich, AHIP,** Assistant Director, Reference Services; Lister Hill Library of the Health Sciences, University of Alabama–Birmingham
Objective: To promote and examine the usage, usefulness, and efficiency of Pubget (www.pubget.com), to obtain full-text articles by researchers, faculty, and students at the institution compared to a traditional PubMed search. Pubget (beta) is a new, free search engine that searches MEDLINE and directly retrieves licensed and freely available portable document format (PDF) files.
Methods: Usage statistics will be gathered now and at intervals over the next few months in conjunction with the Pubget team. During this time, we will highlight Pubget through a variety of means including announcements, newsletters, mention during instructional sessions, and December/January feature on the library's Resource of the Month blog, which typically receives hundreds of visits each month. Usage rates, before, throughout, and after the publicity blitz will be measured. Librarians will compare search results and click paths for sample searches in PubMed and PubGet. Feedback from Pubget users will also be gathered through brief questionnaires and virtual reference transcripts.

4:55 p.m.
Warming Up Your Audience with Cool Technology or Clickers for Dummies
Marilyn A. Rosen, Biomedical Information Specialist, Edward G. Miner library, University of Rochester Medical Center, Rochester, NY
Purpose: To illustrate how audience participation software can be adopted easily and used as an icebreaker in classes and presentations.
Setting: The academic health sciences library serves a school of medicine and dentistry, school of nursing, and 690-bed hospital. The reference librarians have both teaching and liaison/outreach responsibilities.
Brief Description: After five minutes of training on the "clicker" technology, the librarian devised several multiple choice and true/false questions to break the ice for a class of three students. That two-minute success spurred the librarian on to inventing questions for graduate medical students, geriatric fellows, summer research undergraduates, and liaison faculty meeting presentations. Questions ranged from light-hearted (i.e., how do you like our community so far?) to more serious polling about library resources. The most elaborate rendition to date was a music-clicker-verbal participation icebreaker and introduction to the library.
Results: Students began talking easily during the icebreaker about problems with the software or their reactions to the questions. They laughed with the librarian or at the librarian; either way, they were eased into the class and relaxed a little. This created an open atmosphere and a sense of connection between participants, so that the more mundane learning could follow. The musical/interactive interlude engendered applause, with the added comment by one participant: "This is the best part of the orientation (it was two days)!"
Conclusion: Audience participation software, though technically complex, can be used at a rudimentary level by a novice to spice up the beginning of any presentation. Librarians can be as creative as they like, but even simple questions pose an easy opportunity for breaking down barriers within a group.

5:00 p.m.
Streamlining Digital Reference Responses: Increasing Efficiency and Consistency for Frequently Submitted Questions
Richard McGowan, Research Librarian; **Katinka English,** Reference and Information Services Librarian; Public Services, Health Sciences Libraries, New York University–New York
Objective: To ensure consistency of responses across digital reference platforms, and to increase efficiency in responding, New York University (NYU) Health Sciences Libraries created an answer library to address the most common queries. Several librarians answer our email reference questions; therefore, consistency in tone and answer is a specific goal.
Methods: Two years' worth of "Ask-a-Librarian" questions were analyzed to determine the most common submissions. Submissions concerning document delivery services, reports of electronic journal problems, questions about specific library access and references for literature searches were some of the most common queries. Professional, informative yet succinct answers were drafted and approved by public services librarians. These were added to the answer library in our Trouble Ticket Express (TTX) system. In addition, NYU Health Sciences Libraries are implementing a chat reference service, staffed by librarians as well as library support staff. Subsequently, this initial repository of answers will be used for the "quick response" list of replies for chat reference.
Results: The most frequently submitted questions are now answered uniformly and efficiently from the answer library. In addition, librarians use the same format and style for answer salutations and email signatures. Chat reference has been implemented with service available six days per week, and the answer library has been added to the list of ready-to-use responses for chat reference. Both the "Ask-a-Librarian" and chat reference answer libraries will be monitored and updated periodically or as the need arises.
Conclusions: The NYU Health Sciences Libraries "Ask-a-Librarian" serves a diverse patron population and is answered by several librarians at several different physical locations. Librarians report that the answer library makes answering common questions easier, as well as makes sure all patrons receive the best information possible. Having an answer library has increased collaboration amongst librarians and been useful from a communications standpoint.

5:05 p.m.
Student Worker Training in Small Academic Health Sciences Libraries: Analyzing Current Trends and Developing an Educational Model
Sarah Cantrell, Education Services Librarian; **Laurie Davidson,** Assistant Director, Information Services and Outreach Programs; **Meghan Wallace,** Information Services Coordinator; Dahlgren Memorial Library, Georgetown University, Washington, DC
Objective: Our goal is to develop a strategic plan to implement a robust student worker training program that can serve as a model for small academic health sciences libraries. We envision this program will address policies and procedures, public service behavior, technology support, basic resource knowledge and literature-searching skills.
Methods: A survey was distributed to our student workers measuring the extent of their knowledge regarding library policies and procedures, databases, and literature searching. A separate survey will be distributed to academic health sciences libraries measuring their use of student workers and gauging the robust-

ness of their training programs. Additionally, we plan to hold focus groups with our student workers. The cumulative data from the two surveys, focus groups, and usability study will be compared with current findings from the literature of library student worker education and training activities and programs and then integrated into our strategic plan for a student worker training program.
Results and Conclusions: Results and conclusions are forthcoming.

5:10 p.m.
Search Clouds: Providing Daily Insight into the Health Information Needs of Consumers
Sarena Burgess, Librarian; **Wanda Whitney, AHIP,** Librarian; Reference and Web Services, National Library of Medicine, Bethesda, MD
Objective: To describe the process of creating a visual representation of English and Spanish user searches conducted on a consumer health information website and provide an analysis of trends in user searches over time.
Methods: The team developed a daily process for transforming English and Spanish search logs into search clouds, which serve as visually meaningful representations of the top 100 searches for a consumer health website. Similar to tag clouds, which convey the relative importance of words through variations in size and sometimes color, the search clouds use variations in font size to depict the relative frequency of the top 100 search terms. To build the clouds each day, a program processes the top 100 search terms from the previous day by assigning a rank (from 1 to 100) and breaking them into 5 categories, based on the ranking. The categories determine the size of each term in the cloud, and the 5 font sizes correspond to these 5 categories. Once this processing is complete, the clouds are published on the website.
Results: The search clouds were released in April 2009 and are updated each weekday. The terms in the clouds appear in alphabetical order. The bigger the term, the more often it is searched by people who visit the website. A term's exact ranking is found by placing the cursor over the term. By clicking on a term in the cloud, visitors can conduct a search for that term.
Conclusions: Through the search clouds, site visitors now have a way to monitor trending topics, gauge current public interest in major health issues, and assess the needs of consumer health information seekers. The search clouds also allow for serendipitous discovery of site content. Future plans for the search clouds include the creation of smaller versions for the English and Spanish home pages and search cloud widgets that will allow others to display the clouds on their own sites.

5:15 p.m.
Connecting Patients to Health Information through Computer Access and Training in the Hospital Library
Zoe Pettway Unno, Manager, Library Services and Physician Education, Medical Library, Kaiser Permanente South Bay Medical Center, Harbor City, CA
Objective: The library can increase patient awareness of quality health information resources and satisfaction with library services by providing computer access and training and availability to health information.
Methods: The librarian and staff partnered with hospital administration to provide patients with access to personal health records and free computer access in the library. The library staff provided training on general computer usage and the personal health record to increase patient access to quality health information. The librarian created and distributed marketing materials to key populations in the hospital and gave presentations to raise staff awareness and support for the program. Hospital staff referred patients to the library for training and computer access. The library piloted the program in select areas of the medical center over a six-month period and collected and analyzed usage data and assessed patient satisfaction with the program.

Poster Presentations 3
Tuesday, May 25, 3:30 p.m.–5:00 p.m.

International Terrace, Terrace Level

1

How a Mandated Space Change by the Library's Parent Organization Resulted in Unexpected Benefits to Multiple Intra-library Systems

Kathe S. Obrig, Associate Director, Collections and Access Services; **Leah P. Pellegrino,** Head, Collection Content Organization; **George Paul,** Head, Collection Management; **Jennifer McDaniel,** Cataloging, Acquisitions and Reserves Specialist; **Lionel Williams,** Serials Manager; Himmelfarb Health Science Library, George Washington University, Washington, DC

Objective: A mandated space change required the library to convert the space housing 70,000 bound journal volumes into student study space with no reduction in content. The library's challenge was to accomplish the physical space reduction, manage subsequent changes to records, and retain content within cost constraints.

Methods: The project had two stages, physical volume removal and electronic record modification, which were completed sequentially between fall 2008 and spring 2009. Second-floor journal holdings ranged from 1980–2008. All bound journals were cleared from the space within four weeks. Journals were categorized into titles for offsite storage, onsite closed storage, and physical discard groups, if the content was available electronically for a reasonable cost. Selected volumes were donated to the National Library of Medicine. Modification of electronic records also required coordination between technical services units to develop and implement procedures for updating the library's catalog, electronic journal access via Serials Solutions, and SERHOLD. Separate processes were developed to accurately modify holdings information for each system.

Results: The impact on workflow was extensive and required significant team effort. As a result of the detailed review of our journal collection, the holdings of the physical and electronic collections are more accurately reflected in all three systems. The size of the physical collection was reduced; however, purchase of electronic backfiles allowed us to fill most of the gaps in content created by the physical removal of print volumes The students benefited from the increased quiet study space.

Conclusion: Going though the process allowed us to refine our procedures for recording and updating journal holdings in a variety of library systems. While the size of the physical collection decreased, the loss to the content was negligible. The project helped us to better determine where our print and electronic holdings overlapped, reduce redundancies in our collection, and bring more focus to our increasingly popular electronic journals collection.

2

Medical Student Perspectives on Evidence and Evidence-based Medicine Resources

Mark MacEachern, Liaison Services Librarian; **Gurpreet K. Rana,** Clinical Education Librarian; **Whitney Townsend,** Liaison Services Librarian; Health Sciences Libraries; **Rajesh S. Mangrulkar,** Clinical Associate Professor, Department of Internal Medicine; University of Michigan–Ann Arbor

Objective: To determine which resources second-year medical school students tend to use most frequently to answer clinical questions and which resources they perceive to provide the highest level of evidence.

Description: At strategic points throughout the undergraduate medical school curriculum, health sciences librarians collaborate with medical school faculty to teach sessions on medical decision making and evidence-based medicine resources. In preparation for a session that occurs during their second (M2) year, medical students are required to search several resources to develop bottom-line answers to two clinical questions. For each question, students search two resources previously selected by the instructors and one resource of their choosing, for a total of four preselected and two personally selected resources. During the session, the instructors use the online surveying tool Polldaddy (www.polldaddy.com) to capture student responses to the following two questions:

1. What was the electronic resource of your choice?
2. Which resource provided the highest level of evidence to support your bottom line answer?

Data were collected over two years, covering two cohorts of second-year medical students. The results of the surveys and their impact on teaching will be discussed.

3

Himmelfarb Web 2.0 Tools: Connecting with Patrons

Cynthia Kahn, AHIP, Reference/Instructional Librarian; **Elizabeth Palena Hall,** Web Services Coordinator; **Alexandra W. Gomes,** Associate Director, Technology and Curriculum; **Elaine Sullo, AHIP,** Coordinator, Information and Instruction Services; **Paul Levett,** Reference/Instructional Librarian; **Laura Abate,** Electronic Resources and Instructional Librarian; **Kathe S. Obrig,** Associate Director, Collections and Access Services; **JoLinda L. Thompson, AHIP,** Systems Librarian; Himmelfarb Health Sciences Library, George Washington University, Washington, DC

Objective: Patrons expect dynamic tools that they can utilize in other venues. To meet that expectation and best deploy library resources, the library adopted many Web 2.0 tools. These ranged from blogs, really simple syndication (RSS) feeds, Camtasia tutorials, to LibGuides, a multi-database search tool, and Facebook.

Methods: The way in which the library has communicated news to its patrons has evolved over time. The newsletter was regularly produced, first in print, then both in print and a web-based format. The web-based format was easier for patrons to access but was still a noninteractive medium. The news blog and associated RSS feed allowed for timely, two-way communication. In addition to news, communicating instructional materials is a vital component of the library's outreach. Camtasia tutorials have enabled the library to provide a visual means of instruction to patrons. The multidatabase search and LibGuides have also facilitated resource discovery. Additionally, Facebook extends the reach of the library website into the environment where our student patron base resides. Looking to the future, the library is in the process of establishing a mobile web presence to provide further access to library resources and services wherever patrons may be.

Results: The library staff was pleased with the success of LibGuides, introduced in the summer of 2009 and continually updated, the 33 public research guides received more than 10,000 hits over the course of the year. Other Himmelfarb Library Web 2.0 projects are currently being evaluated via statistics, patron feedback, focus groups, and surveys, and the resulting data will soon be assessed. As an example, during spring 2010, we will be comparing the Serials Solutions 360 search product against the Summon product, as well as analyzing patron usage and experi-

ences with WebFeat, introduced as multi-database search to our patrons in 2009. We are also conducting focus groups with our students to attain input regarding our mobile web page, which is in beta. This valuable feedback will guide how we incorporate Web 2.0 into our mobile initiative going forward.

4

Connecting South Carolina Free Clinics to Quality Health Information

Rozalynd P. McConnaughy, AHIP, Assistant Director, Education and Outreach; **Ruth A. Riley, AHIP,** Director, Library Services; School of Medicine Library, University of South Carolina–Columbia

Objective: The main objectives are:

1. To purchase and install equipment at four free clinics in South Carolina in order to enhance patient education efforts
2. To increase awareness and use of MedlinePlus at four free clinics in South Carolina

Methods: The University of South Carolina School of Medicine Library received an Outreach Project Award from the National Network of Libraries in Medicine, Southeastern/Atlantic Region, which allowed the library to partner with four free clinics in South Carolina. To enhance patient education efforts at the free clinics, the library purchased and installed equipment in each clinic, conducted training sessions with the clinic staff, and added links to MedlinePlus content on the patient education area of the clinic's websites that are specific to the needs of each clinic.

Results: Each clinic had unique equipment needs based on their physical space and services. Equipment purchased for the clinics included workstations, a laptop, forty-inch flat panel monitors, and a health information kiosk. Training sessions for staff were tailored to their needs and varied from hands-on sessions in a computer classroom to a demonstration in the director's office with staff seated around the table. Based on the conditions treated most frequently in the clinics, customized content was developed for each clinic's website, including the creation of a patient education page for one of the clinics.

Conclusions: During the last quarter of the project, project staff created an online survey to collect feedback about the project from each clinic. The equipment and MedlinePlus training sessions improved patient education efforts at the free clinics.

5

Connect to Open Source Bibliographic Management Software: A Reflection on Five Free Citation Management Programs

Alan T. Williams, Education Services Librarian; **Shannon D. Jones, AHIP,** Head, Outreach Services, Research and Education; Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

Objective: This poster will compare and contrast several open source citation management programs as an alternative to proprietary bibliographic management software.

Methods: With the increasing popularity of commercial bibliographic management programs at academic medical libraries, librarians became interested in investigating free, open source citation management programs and their similarities and differences to popular proprietary programs subscribed to by academic medical libraries. An intense Internet search was conducted, and from this search, the top five free programs were identified. These programs were BibMe, JabRef, CiteULike, Carmun, and Zotero. It is hoped that a comparison of the similarities and differences of these free programs will allow more choices for students, faculty, and staff, as well as alumni who may want to transfer their bibliographic citations from a commercial product to an open-source program upon graduation from the university.

6

Live and Online: Using Multiple Formats to Teach Users

Lara Handler, School of Medicine Liaison, Health Sciences Library, University of North Carolina–Chapel Hill

Objective: To orient a large number of people to the new PubMed format, the health sciences library needed creative approaches to traditional classroom instruction. The library's new approach was to offer three simultaneous class formats to help on- and off-campus users navigate the PubMed changes.

Methods: The health sciences library serves users from the schools of medicine, nursing, pharmacy, dentistry, and public health; other university programs; and the general public. The increasing number of distance students as well as the growing preference for online formats prompted the library to try offering multiple instructional formats. Classes were offered in three formats: dedicated online sessions in Adobe Connect, traditional in-person classes in the library, and live streaming versions during the classes held in the library. A post-class survey was used to determine the users' evaluations of the instruction and the format via which it was offered, and registration statistics were gathered for class preference. This poster will examine the user response and satisfaction.

Results: Forty-nine surveys were completed, from a total of 112 participants in 10 class sessions, for an overall 44% response rate. Registration statistics show a preference for in-person classes over the online or streaming versions. In post-class evaluations, students from the in-person and online-only classes gave higher rankings of the class than students who attended the classes that were simultaneously live and streaming, and open-ended comments reflected this preference.

Conclusions: While attendees chose in-person classes more often than the online or streaming sessions, schools are becoming increasingly globally oriented with more students participating from a distance. Technical troubles in streaming classes may have led to some discrepancy in participant rankings of these classes, but exploring and improving multiple class formats will continue to be essential for reaching students, staff, and faculty. The combination of live and online classes merits further exploration for the future of health sciences library instruction.

7

Library Support for iPhone/iPod Touch Integration in a Medical School Curriculum

Charles S. Dorris, Digital Information Services Librarian, **Michele Malloy,** Research Support Coordinator; Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC

Objective: Since Georgetown's School of Medicine implemented a personald digital assistant (PDA) requirement in 2003, Dahlgren Memorial Library (DML) has continually supported the program. In 2009, the PDA requirement shifted from Palm devices to the iPhone/iPod Touch platform. Since that transition, the library has deepened its integration into the PDA requirement. Librarians each have an iPhone to provide support and provide other library functions.

Methods: In this poster, we will detail DML's integration into the PDA component of the school of medicine curriculum, specifically describing our increased support during the switch to

iPhone/iPod touch. As part of this effort, we have created and maintained a guide to medical apps and links and are creating a mobile-friendly library website. DML librarians utilize departmental iPhones for on-call and chat reference programs and routinely test medical applications in order to provide support for users. Within the curriculum, we participate in "Clinical Skills Day," a third-year introduction to elements of the clinical year, including PDA usage. To supplement courses that employ PDAs, DML has several iPod Touch devices, which circulate from the library with preloaded medical applications. All of these components have strengthened the curricular presence of the library, and we will discuss projected future involvement.

8

Engaging the Community in Clinical Research

Kate Saylor, Outreach Librarian, Health Sciences Libraries; **Molly White,** Program Manager, Community Engagement, Michigan Institute for Clinical and Health Research; University of Michigan–Ann Arbor; **Celeste Choate,** Associate Director, Services, Collections and Access, Ann Arbor District Library, Ann Arbor, MI

Objective: (1) Increase public trust and interest in clinical research; (2) establish partnerships between the public library and its community, health sciences library and its community, and the clinical research group; and (3) examine optimal conditions for increasing public long-term health research literacy and willingness to engage in clinical research.

Methods: This National Institutes of Health–funded "Partners in Research" project uses interactive health research forums and social networking tools on the institution's clinical research website, promoting the exchange of health research information to the public. Project aims: determine if adding social networking features to a research recruitment website increases public interest in clinical research and identify whether community health forums in a public setting are an effective strategy for increasing public clinical and health research literacy and transforming community members into community research leaders. The health sciences library's contribution to this project includes program development assistance, training in social media, and utilization of social media to promote events and encourage public discussion. Utilizing qualitative methodology including focus groups, surveys, interviews, performance analysis, and evaluation; usability tests; and comparison analysis, we assess the balance of technology, science, and community to establish an increase in public interest and trust in clinical research.

9

Biomedical Informatics and Medical Librarianship: Reflections on the Woods Hole Experience

Andrew Youngkin, AHIP, Medical Librarian, Medical Library, Dixie Regional Medical Center, St. George, UT; **Sharon Dennis,** Technology Coordinator, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City

Objective: Sponsored by the National Library of Medicine, the Marine Biological Laboratory (MBL) at Woods Hole offers a week-long survey course in biomedical informatics, where participants are exposed to topics ranging from database design, clinical decision systems, and medical terminologies to genomics, electronic health management, and telemedicine. The poster will discuss the experiences of course alumni and draw conclusions on the impact that the course material and overall experience have had, specifically in regards to medical/health sciences librarianship. Based on the learning and discovery that occurred at Woods Hole, opportunities for librarians to use informatics to support clinical, research, and educational information needs will be discussed.

Methods: Both formally and informally gathered data will provide the basis for discussion. A group of Woods Hole alumni formed in July 2009. The group conducted an informatics training needs assessment questionnaire in November 2009. The survey was sent to members of two regions in the National Network of Libraries of Medicine (NN/LM). Results of the questionnaire will be presented. Poster presenters attended 2009 sessions and will be available to offer personal insight and professional commentary on the Woods Hole experience.

10

Notable Veterinary Medical Librarians: Reconnecting to Past Achievements

Susanne K. Whitaker, AHIP, Public Services Librarian, Flower-Sprecher Veterinary Library, Cornell University, Ithaca, NY; **Vicki F. Croft, AHIP,** Head, Animal Health Library, Washington State University–Pullman; **Gretchen Stephens,** Veterinary Medical Librarian and Assciate Professor, Veterinary Medical Library, Purdue University, West Lafayette, IN; **Alison M. Bobal,** Veterinary Medical Librarian, McDowell Veterinary Library, Oregon State University–Corvallis

Objective: To identify and recognize veterinary medical librarians who have made significant contributions to veterinary medical librarianship since veterinary libraries were established in the United States and Canada.

Methods: Compile a list of names of potential veterinary librarians who have had work experience in veterinary libraries; establish and apply basic criteria for inclusion based on length of positions held, leadership, and significant contributions; prepare brief profiles of their background and accomplishments; and incorporate links to electronic resources, including online publications and MLA Oral History Project interviews.

Results: Create a website that will display brief profiles of notable librarians with photos and include links to various resources by and about those librarians over a period of nearly eighty years. Experience gained through the compilation and design process plus feedback from current and past colleagues will provide suggestions for refinements and further additions.

Conclusions: A Notable Veterinary Librarians web page with profiles of past librarians will: (1) provide recognition for influential individuals' accomplishments and contributions to the field; (2) enhance access and support for MLA Oral History Project interviews, publications, and other veterinary-related resources; and (3) expand appreciation and awareness of the historical foundations of veterinary medical librarianship.

11

Building "Healthy" Community Partnerships: Innovative Clinic/Public Library Connections Provide "Good Health Information @ Your Library"

Sally M. Patrick, Outreach Librarian, Outreach, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City

Objective: Utah's Good Health Information @ Your Library (GHI@YL) clinic/public library partnership is a successful statewide collaborative effort marketed to support public libraries and community health clinics working together to disseminate reliable health information, support partnerships between clinicians,

better-inform patients, and ultimately promote proactive interest in personal health and lifelong learning patterns in Utah.
Methods: The Spencer S. Eccles Health Sciences Library is a primary partner in a three-year, Department of Health and Human Services Office on Women's Health project improving health care for Utah women and their families. A major component, the GHI@YL clinic/public library partnership creates increased access to and use of reliable consumer health information by patients and providers. Clinics are dispensing GHI@YL bookmarks and the Information Rx and referring patients to neighboring public libraries. Public librarians are being trained to provide assistance to new patrons seeking health information from their community clinics. Patrons receive help in accessing reliable print and Internet health resources and clinicians are encourage their patients to become informed partners in their own health care. Training toolkits have been developed for librarians. An effective statewide media campaign includes television spots, interviews, and public service announcements for GHI@YL.
Results and Conclusions:
1. Both clinics and public libraries are very busy institutions. The development of meaningful partnerships must move at the pace manageable for these busy community institutions.
2. Depending on the patient base, health literacy issues are a large concern for providers and librarians on behalf of these patients.
3. Providers have not traditionally thought of the public library as a partner in helping to educate their patients. They need to be educated and convinced that the public libraries have resources in multiple languages for their patients.
4. Patients who do not have a history of using public libraries are reluctant to venture in for health materials and/or assistance. They may, however, if their health care provider "prescribes" looking for further health information.

12
Connecting People and Information: Using Blackboard as a Tool to Track the Licensing Process
Deborah M. Taylor, Assistant Professor and Acquisitions Librarian, Health Sciences Center, University of Tennessee–Memphis
Objective: To demonstrate how 24/7 access to Blackboard is used to track, monitor, and review the licensing process for select faculty and staff and made available through the web.
Methodology: The ability to manage the licensing process for electronic resources, provide communication, and document time-sensitive licenses and renewals is complicated and demanding without a system in place. To accomplish this task, many libraries resort to creating or purchasing an electronic resource management (ERM) system to track license agreements and renewals. Libraries with insufficient funds to purchase ERMs can create a system to aid in this mission. In 2007, the library began to use Blackboard as a means to both track licenses and communicate with select faculty and staff. Blackboard is an interactive and engaging faculty resource tool used to enhance the student's educational experience. Blackboard is accessible 24/7 from any computer connected to the web. Ten faculty and staff are connected to Blackboard under the course titled, "Library Invoice Tracking System." Using Blackboard is an effective, yet simple way to track information. Since 2007, this in-house tracking system expanded to include an "archival" section for information three years and older. It is great information for the "newbie."
Results: Blackboard provides an easily accessible method for storing licenses, emails, memos, justifications, spreadsheets, and subscription details in one system that is available 24/7 from any computer using the web. Users can connect to review, track, and monitor the licensing process. Redundancy and duplication of information is removed through this "one-stop shopping" system. Blackboard becomes the information station for current and archived e-resource licensing in a manner that connects information and technology to selected users.
Conclusion: Blackboard is a 24/7, easily accessible, cost-effective, customizable, online storage system that organizes information for selected faculty and staff in a systematic format that allows licenses to be tracked, reviewed, and monitored at any time through the web.

13
The Association of Vision Science Librarians (AVSL): Forty Years of Collaboration
Gale A. Oren, AHIP, Associate Librarian, Kellogg Eye Center, University of Michigan–Ann Arbor
Objective: The Association of Vision Science Librarians (AVSL) celebrated its 40th anniversary in 2009. This poster will reflect upon the timeline, developments, and accomplishments of AVSL through the past four decades, while showcasing the model of this small yet active association.
Methods: AVSL is an international organization of librarians who focus on the vision science literature. Members specialize in ophthalmology and/or optometry and work in a variety of libraries including academic, corporate, clinical, and hospital-based environments. Current membership includes 150 individual members at over 100 institutions in 20 countries. AVSL meets twice every year; however, connections between colleagues and sharing of information throughout the year have kept this association going strong. Thanks to very a very carefully kept archive of meeting minutes and other documentation, information about the evolution of the association and highlights of interest will be gathered, organized, and presented in honor of this special anniversary.

14
Connecting Rural Clinicians to Health Information
Rick Wallace, AHIP, Assistant Director; **Nakia Cook, AHIP,** Clinical Librarian; Quillen College of Medicine Library, East Tennessee State University–Johnson City
Objective: To determine if a personal digital assistant (PDA) with drug and evidence-based disease information software programs and with librarian training and follow-up can adequately meet at low cost the information needs of clinicians in rural areas with low information availability.
Methods: A randomized clinical trial methodology was used. Eight hospitals were selected in rural Appalachia based on accepted definitions of rurality. The hospitals were randomized into two groups of four hospitals with forty PDA users in each group. Both groups were treated equally, except the information needs of one group were measured using a validated instrument before the intervention and in the other group several months later. The survey instrument measured factors such as level of satisfaction with information retrieved in the clinic, required time to find an answer, and frequency of answers found for clinical questions.

15
"Making the Most of Your Doctor's Visit": Participating in a Community Workshop Series for Older Adults
Kate W. Flewelling, Reference Librarian, Health Sciences Library, Upstate Medical University, Syracuse, NY; **Lois Culler,** Director; **Elizabeth A. McTigue,** Reference Librarian; Health Sciences Library, Inova Fairfax Hospital, Falls Church, VA

Objectives: To encourage older adults to ask questions of their health care providers and to seek reliable health information. To improve community outreach by partnering with an existing lecture series for older adults.
Methods: The Independent Living Project is a regional partnership led by the Fairfax County, VA, Area Agency on Aging. The partnership provides classes and workshops to adults in areas that are underserved by senior centers. Project sites are typically public libraries or churches. Workshop topics include information on area resources and services, medication management, food safety, fire and fall prevention, and healthy brain aging. A short exercise program follows most workshops. The Inova Fairfax Hospital Health Sciences Library was invited by the partnership to create a half-hour presentation called "Making the Most of Your Doctor's Visit." Topics covered included: why it can be hard to understand what the doctor is saying, the importance of asking questions, tips for preparing for a health care appointment, and strategies for finding reliable online health information. The librarian also invited participants to visit the hospital library's consumer health collection and to contact the library for their health information needs.
Results: As of March 2010, librarians have given 7 presentations. Group size has ranged from 5 to 20 participants. Participant feedback has been positive. An initial evaluation of early attendees indicated 100% satisfaction with the presentation, with 66% of attendees indicating that they would change their behavior based on the information. The larger project was awarded a Commonwealth Council on Aging 2009 Best Practices Award, based on innovation, cost-effectiveness, ease of replication, and impact on the quality of life of older Virginians, their families, and their caregivers. The health sciences library has seen several benefits of participation including: an avenue for health literacy outreach to an underserved population with other partners responsible for procuring participants and space, introduction to new community partners with similar missions, the ability to leverage community connections when seeking outreach funding, and increased visibility for the library's consumer health services and resources.

16

Training and Assessing Low Vision Senior Citizens' Health Information-seeking Behavior

Cheryl Dee, AHIP, Assistant Professor, School of Library and Information Science, Florida State University–Tallahassee, and San Jose State University, San Jose, CA

Objective: This project trained low vision senior citizens to use the National Library of Medicine's consumer health information database, MedlinePlus, with emphasis on the speaking features of the interactive tutorials and NIHSenior Health. The project subsequently assessed low vision seniors' health information needs and information-seeking behavior.
Methods: Setting: The senior citizens' consumer health training venues took place in central Florida: (1) in two public libraries in two different cities and (2) in a senior residence complex that provided the residents with a well-equipped low vision resource center and a low vision support group.
Formats and Survey: Consumer health database training formats included (1) group training by an instructor, (2) one-on-one training, and (3) training solely with a tutorial on a computer. A professional librarian with student assistance provided the training for the formats with instructor training. A one-page, large-font survey provided data to assess the information-seeking behavior of the residents of the senior residence low vision support group.
Preliminary Conclusion: Senior citizens were enthusiastically receptive to the health information training, particularly MedlinePlus's interactive tutorials and NIHSenior Health. The trainer observed that one-on-one training was for low vision participants. Survey data showed that the low vision seniors have a wide range of computer interest, skills, and usage. The seniors' primary use of the computer was to obtain and send email. A much smaller percentage of participants used the computer to seek health information. Participants primarily relied on doctors and nurses, plus friends and family, for their health information.

17

Research by the Numbers: Assessing the Performance of Three Products for Citation Analysis

Marisa L. Conte, Clinical and Translational Science Liaison; **Jean C. Song,** Research and Informatics Coordinator; **Whitney Townsend,** Liaison Librarian; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: Citation analysis projects constitute a significant proportion of the research requests submitted to an academic health sciences library. The purpose of this study is to compare the citation analysis functions of three information products—Collexis Research Profiles, ISI Web of Science, and Scopus—in terms of accuracy, completeness, and overall ease of use.
Description: Researchers and administrators are increasingly interested in citation analysis as a way to describe research performance or impact. Several commercial products provide this information, but users are often uncertain how to use them and what the numbers really mean. The goal of this study is to compare citation analysis results from three products to see if there are significant differences in results. Based on research requests submitted to an academic health sciences library within a calendar year, a representative sample of researcher names was generated. Searches were performed utilizing three commercial information products: Collexis Research Profiles, ISI Web of Science, and Scopus. Citation analysis metrics, including number of publications and h-index were collected. Relevant details about each of the information products, including special features and structured observations of ease of use, were also collected. Metrics and qualitative data were analyzed.

18

Connections with Mutual Benefit: Veterinary Medical Libraries and Specialty Examination Reading Lists

Heather K. Moberly, AHIP, Professor, Veterinary Medicine Librarian, William E. Brock Memorial Library, Oklahoma State University–Stillwater; **Vicki F. Croft, AHIP,** Head, Animal Health Library, Washington State University–Pullman; **Diane A. Fagen,** Librarian, AVMA Library, American Veterinary Medical Association, Schaumburg, IL; **Allyson N. Caldwell,** Student Assistant I, William E. Brock Memorial Library, Oklahoma State University–Stillwater; **Kathryn M. McMillan,** Clerical Assistant II, Animal Health Library, Washington State University–Pullman

Objective: Librarians who collect veterinary medical literature and candidates studying for veterinary specialty examinations have vested interests in the examination preparatory reading lists. Our objective is to collect, verify, and distribute reliable information about items on these lists. Additionally, we hope to establish a dialogue between librarians and specialty veterinary organization representatives.

Methods: Veterinarians practicing in the United States must pass state and national examinations. Specialization requires acceptance into the American Veterinary Medical Association (AVMA) Recognized Specialty Veterinary Organizations (RVSOs), often including specialty examinations. Reading lists for these examinations are valuable collection development tools for libraries and individuals, and access to these materials is critical for the candidate, often already in private practice. Non-veterinary libraries may view these as expert specialty lists. We collected RSVO reading lists and created an Excel workbook using standardized bibliographic information from WorldCat. WorldCat.org is the vehicle for organizing and distributing these lists to both librarians and examination candidates. This freely available version of the WorldCat database, including the "Find a Copy" function that displays holding libraries sorted via zip code, will aid candidates in locating locally available study materials. Ultimately, the Veterinary Medical Libraries Section website will host this project.

19

The Art of Campus Integration

Katherine A. Prentice, Education and Information Services Coordinator; **Jonquil D. Feldman, AHIP,** Associate Director, Public Services; **Rajia Tobia, AHIP,** Executive Director, Libraries; Briscoe Library, University of Texas Health Science Center–San Antonio

Objective: Involvement in institutional activities is key to promoting the value of the library. This poster will illustrate how the library can maintain its visibility through the integration and participation of librarians in committees and other groups across campus.

Methods: Librarians have made extensive efforts to network and reach out to our own campus over the last several years. Through a scan of library staff and a study of library quarterly and annual reports, a comprehensive list of health sciences center campus activities has been developed. The list will include campus committees, organizations, and other function groups with active membership of librarians.

Results: Through a visual representation of the integration of librarians into our campus community, we will have an at-a-glance record of involvement. Initial outcomes indicate extensive integration into campus activities.

20

The Effect of Free Access on Citations in the Vision Literature

Pamela C. Sieving, AHIP, Biomedical Librarian/Informationist, Information and Education Services, NIH Library, National Institutes of Health, Bethesda, MD; **Bette Anton,** Head, Fong Optometry and Health Sciences Library, University of California–Berkeley

Objective: Determine the effect of free access to clinical and research vision science journal articles on use, as measured by citations of those articles.

Methods: To compare citations to freely available articles to average citations in the same journals, we used PubMed to create a database of articles published in major research and clinical journals in ophthalmology, optometry, and vision science between 2003 and 2007 in journals with impact factors (IF) in the 2008 *Journal Citation Reports.* Four journals were excluded because their entire contents are immediately open access; three were excluded because there were zero citations to their single free full-text (FFT) publications, and twenty-four had zero FFT publications. We then identified those articles available freely on the journal's website, in PubMed Central, or in institutional repositories. Citations in 2008 to articles published in 2003–2007 were compiled for each freely available article, using Web of Science. We used the 2008 five-year impact factor (IF5) as the control; this number measures average citations in one year to articles published in the previous five years. The only other published study of the effect of FFT on citations compared articles in clinical subspecialties, not journals.

Results: Eight journals had IF5 < average citations/FFT article; only 3/8 had > 10 FFT articles. Two of 8 had citations < half of IF5, 7 < 1 point difference. FFT citations: IF5 cites ranged from 0.9514 (based on 108 cited references) to 0.2773 (4 cited references). Nine journals had average citations > the IF5. Three of 9 had < 10 free articles. IF5:FFT cites for this group ranged from 0.503 (5 cited references) to 3.234 (8 cited references.)

Conclusions: For FFT articles demonstrating a positive effect of free access, the increased citations in 2008 ranged from 1.5–>3 times the average for articles in the same journal. Those without a positive impact were more likely to appear in journals with lower IF and IF5 and from which fewer FFT articles are currently available. Free content is still uncommon in most vision journals; that will change as mandates require free access, making the impact of free access easier to assess.

21

Micro Doses of Library Research Training Pushed to Medical Students in Clerkship Program

Konstantina Matsoukas, Head, Reference and Education Coordinator; **Marina Chilov,** Reference and Monograph Collections Librarian; **Nighat Ispahany,** Reference and Media Collections Librarian; **Anca Meret,** Reference Librarian; **John Oliver,** Reference and Instruction Librarian; Augustus C. Long Health Sciences Library, Columbia University Medical Center, New York, NY

Objective: Time constraints make it difficult to introduce library research training into the medical school curriculum. To connect with students during their major clinical year without necessarily having the luxury of face time, librarians developed a series of concise, informally written "Resource Tips." Tips were pushed out to students via email and archived on the library's clerkship support web page.

Methods: One hundred forty-two third-year medical students were sent 10 email messages—one per rotation period—each containing a library "Resource Tip." Tips were kept between 200–500 words and covered a broad range of topics: from tips on locating Spanish-language patient information resources to tools for managing their searches, citations, or articles like myNCBI and Endnote. Tips were designed to teach students 1 or 2 useful things in <5 minutes—essentially teaching in 10 spaced micro doses the research skills that might be included in a massed, 1-shot 50-minute in-person education session. Emails also served as a marketing tool for the library's reference services. A survey was conducted after the first 5 rotation periods to determine if the students were reading the emails and whether they perceived the tips as useful and this spaced approach to training as effective.

Results: Despite incentives, only 20 students (14%) responded to the survey. Of these, 4 students read none of the tips; 4 students read all 5 tips. Of the 16 students who did read at least 1 tip, 14 found them very useful or somewhat useful. Eighty-five percent of respondents said they preferred learning about library resources a few resources at a time (<5 minutes). When asked to select their

most favorite method for learning about a few resources at a time, 80% (16/20) chose "Electronically via email." Interestingly, 40% (8/20) chose "Electronically via blog, Twitter, or other social networking tool" as their least favorite method for learning about a few resources at a time. The students were almost equally divided in how they felt about online tutorials, whereas hands-on workshops were favored over in-person, lecture-style classes. Midway through their clerkship year, only a quarter of the respondents had contacted a librarian.

22

eRak Retrieval System

Maimunah Kadir, Head Librarian, Library, Universiti Kebangsaan Malaysia Medical Centre, Kuala Lumpur, Malaysia

Objective: This project was done to overcome the problem of identifying the correct shelf in order to retrieve the books in the fastest possible time.

Methods: Using 5W + 1H method, the group identified the main causes of the retrieval system as follows: (1) Retrieval of books via the library's online public access catalog (OPAC) was not helpful. (2) There was no image to help clients to locate the exact shelf. (3) Library instruction classes on the use of the library's OPAC were lacking.

Result: The group decided to carry the following for improvement: (i) Photos of layout plan of all the shelves were made accessible online. (ii) List of Medical Subject Headings was made available online. (iii) eRak was created via the library's web page (lib.hukm.ukm.my/e-rak/). (iv) Use of eRak was made known via the library's portal, email, e-warga (staff login page), library's bulletin, and brochures. (v) The number of library instruction classes with specific reference to the use of the library's OPAC were increased.

Conclusion: The implementation of eRak helped our clients to retrieve the books from the correct shelf within fifty seconds.

23

Global Connections: The Health Sciences Libraries' Role in a Medical School Collaboration

Gurpreet K. Rana, Coordinator, Library Global Initiatives, Health Sciences Libraries/University Library, University of Michigan–Ann Arbor; **Cheryl A. Moyer,** Research Director, Global REACH, University of Michigan Medical School–Ann Arbor

Objective: The examination of the health sciences libraries' role in the medical school's advancement of global initiatives. What is the role of the library in medical education and research at an institution that is increasingly looking beyond its physical boundaries?

Methods:

Setting: The University of Michigan's Health Sciences Libraries' collaboration with the University of Michigan Medical School.

Brief Description: The medical school has built a foundation in global health research and educational opportunities for both faculty and students over the past several years. However, during this period of development, there has been little librarian involvement. The health sciences libraries and medical school have recognized the role of the librarian in developing and supporting instructional and research opportunities both on campus and abroad, working with global health research teams, and creating and maintaining global information resources. Recent integration of librarian involvement and the process of the health sciences libraries' and medical school's implementation of an information needs assessment of faculty and students involved in global initiatives is evaluated.

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Connecting the dOTs: Integrating Library Instruction into the Curriculum

Julie K. Gaines, Community and Technology Liaison Librarian; **Christine S. Gaspard,** Head, Access Services; Briscoe Library, University of Texas Health Science Center–San Antonio

Objective: How do librarians become active and creative partners in the occupational therapy (OT) curriculum to enhance information literacy among OT students?

Methods: Librarians began the collaboration with the OT department by developing OT online subject guides, Starting Points. In the past, students' initial contact with librarians had been during first-year orientation and classes scheduled by faculty invitation. Library instruction evolved to become more integrated into curriculum planning, with a librarian participating in a curriculum committee meeting to ensure that library instruction was formalized into the OT class schedule. First-year students were introduced to CINAHL and MEDLINE during an evidence-based OT class. They searched the biomedical literature and submitted a search strategy to librarians for evaluation and feedback. This database training was further reinforced in second-year classes with a search strategy "refresher" course and a study group session. Students also benefited from a mobile information desk, an additional opportunity for librarian consultation with students in the building where OT instruction occurs.

Results: Face-to-face instructional interactions with faculty and students have made library staff more approachable. The reciprocal partnership has resulted in gained knowledge for librarians and students, while simultaneously promoting a good rapport with OT faculty. Students' information literacy has been enhanced by their newly gained ability to search biomedical databases effectively and to seek evidence-based results. Students are also more comfortable asking for assistance from librarians.

Conclusions: By incorporating library instruction in first-year classes, students build their searching fundamentals. These skills are reinforced during their second-year and enable students to effectively find reliable health information in their future careers. This faculty-librarian alliance has reinforced the concept that preliminary and ongoing communication is necessary to ensure that librarians adapt their information literacy teaching strategies to meet the needs of student and curricular objectives. Periodic instruction within the OT department has grown into an active partnership between librarians, faculty, and students.

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Connecting to the Past: Building for the Future

Patricia G. Hinegardner, AHIP, Web Services Librarian; **M. J. Tooey, AHIP, FMLA,** Associate Vice President, Academic Affairs, and Executive Director; **Rich Behles,** Historical Librarian/Preservation Officer; **Brad Gerhart,** Web Developer; Health Sciences and Human Services Library, University of Maryland–Baltimore

Purpose: This poster highlights three projects that capture the experiences and perspectives of a retired pediatrician, now in her mid-eighties, preserving them for future generations.

Brief Description: Being a woman practicing medicine beginning in the mid-1940s and looking at congenital heart disease through a public health perspective are two reasons Ferencz is an interesting person to know. She has collaborated with the library

for over six years, sponsoring a website about congenital heart disease, donating her personal books and papers to the library, and agreeing to be interviewed for an oral history project. By capturing her past experiences and perspectives and making them available for future generations via the web, the library is building an essential knowledgebase. This poster will highlight the Congenital Heart Disease website, the Ferencz Collection, and the oral history project.

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Can an Online Resource Package for "Others" Survive?

Alexa A. Mayo, AHIP, Associate Director, Services; **M. J. Tooey, AHIP, FMLA,** Associate Vice President, Academic Affairs, and Executive Director; Health Sciences and Human Services Library, University of Maryland–Baltimore

Objective: This poster describes the development of ResourcesPlus!, a full-service online resource package created for and marketed to volunteer faculty and alumni, groups that fall outside the library's standard licensing agreements.

Methods: Alumni and volunteer faculty desire offsite access to library online resources. However, this access is not permitted under our licensing agreements. A team in the library negotiated a separate database license and created a research package of online resources. Four ProQuest databases with federated searching, full-text journals, free online resources, and selected library services are included in the package. ResourcesPlus! was introduced in July 2008, with individual memberships costing $150, with discounts for groups. The program has not been successful, and the goal of cost recovery has not been met. Offering access for a fee and the scope of the resources may have diminished potential subscribers' interest. The team is evaluating the program using online surveys, interviews, and usage statistics. Analysis of these findings will determine whether the program is continued with improvements, reinvigorated with new partners, or dropped entirely.

Results: In January 2010, the team determined that the ResourcesPlus! program would be terminated effective June 30. The poster will report on the steps taken to phase out the program.

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The Role of Librarians in Health Care Reform: Enhancing Care by Connecting Librarians and Clinicians

Patricia J. Devine, Network Coordinator, Pacific Northwest Region, National Network of Libraries of Medicine, Seattle, WA; **James E. Anderson,** Physician Assistant, Orthopedics, Seattle Children's Hospital, Seattle, WA

Objective:

• To provide quality health information for clinical care, biomedical research, and health education aspects of health care.

• To strengthen the role of medical librarians in health care reform via clinician advocacy.

• To ensure access to relevant information by creating a model of health care provider activism for medical libraries.

• To strengthen and increase the value of clinician/librarian partnerships.

Methods: A partnership between the National Library of Medicine (NLM) and American Academy of Physician Assistants (AAPA) to take advantage of the powerful voices of medical practitioners advocating for the importance of library services. Since 2008, work has progressed connecting the NLM and AAPA, including:

• use of a "prescription for information" pad called "InfoRX" and other materials developed for use by physician assistants and branded with the AAPA logo, directing patients to MedlinePlus

• NLM exhibits at the annual AAPA conference, as well as regional and state conferences

• development of proposed AAPA policy promoting resources offered by the NLM and optimized use of resources promoting reliable consumer health information

• monthly online "Ask A Librarian" column in the *Journal of the American Academy of Physician Assistants,* cowritten by a physician assistant and a medical librarian

28

The Virtual Learning Commons for Nurses: Using Second Life to Support Nursing Education

Mark D. Puterbaugh, Information Services Librarian; **Malinda Shannon,** Research Assistant; **Heather Gorton,** Research Assistant; **Hyun Mi Lee,** Research Assistant; **Jin Ju Kang,** Research Assistant; **Mi Young Lim,** Co-Investigator; Warner Memorial Library, Eastern University, St. Davids, PA

Objective: With funds from the Donald A. B. Lindberg Research Fellowship of 2008, the Virtual Learning Commons for Nurses (VLCN) was created in the virtual online social world Second Life (SL). As part of the project, a series of basic information literacy classes were offered to nurses using SL for education and recreation. This provided a means to foster social and professional interaction of nurses from a variety of backgrounds and evaluate SL as a tool for promoting socialization and professionalization among nurses and those supporting nursing education.

Methods: In-person observation and a review of the transcripts of the participants' interaction provided a subjective analysis of the project. Surveys and quizzes using in-world tools provided objective analysis of the nurses' learning experience in the VLCN.

29

Medical Library: 3-in-1 Learning Resources

Hasbullah B. Atan, Chief Librarian, Library, International Medical University, Kuala Lumpur, Malaysia

Objective: The effectiveness of medical education programme at the International Medical University (IMU) Malaysia when three main components—books, medical museum, and the Internet—are made accessible to students in one premise.

Methods: IMU adopted an approach whereby the pedagogy of medical education at the university is supported with the integration of library, e-laboratory, and medical museum. The newly integrated entity is now called learning resources, which incorporates the medical library, the medical museum, and the e-laboratory. The identity of a library is not compromised. It is divided into two main areas: a collaborative learning area, where discussion is encouraged and supported (in keeping with the problem-based learning philosophy), as well as a quiet learning area, where private study is encouraged and discussion is confined to private study cubicles for small groups. The seamless integration of these three components facilitate smoothly the pedagogy of medical education where books, models and potted specimen databases, and digital contents as well as the Internet are within reach. Library users are allowed to remove the medical museum contents to anywhere in the learning resources premise.

30

Integrating Online Social Media and Community Outreach: Experiences and Lessons Learned

Paula R. Maez, National Library of Medicine Associate Fellow; **Julie K. Gaines,** Community and Technology Liaison Librarian; Briscoe Library, University of Texas Health Science Center–San Antonio

Objective: How can online social media help facilitate the goals of providing community outreach services? What are some online social media platforms that can be integrated in community outreach? What are some lessons learned for the future and for others who provide outreach services?

Methods: Outreach librarians assessed various online social media applications for use as outlets for health information dissemination to various audiences. They identified Facebook, Twitter, blogging, and video platforms as appropriate social media in community outreach settings, and these applications were implemented and advertised. Community organizations were identified and provided with health information services using online social media. Additionally, members of these organizations were assessed to determine their needs regarding online social media outlets. As a result of the assessment, librarians provided a variety of resources related to improving knowledge and use of social media, including individual consultations, classes, referrals to other tools, and resources applicable to community needs.

Results: Online social media such will be used to both disseminate health information for the public and increase the visibility of the library and its services. A variety of resources and informational and hands-on classes have been and will be taught for community partners on various aspects of online social media. Librarians predict that many of our community partners will begin to adopt various online social media as outlets to increase the range of information dissemination for their organizations.

Conclusions: We anticipate that integrating online social media in community outreach services can be beneficial for community organizations that have online connectivity and the resources to support them. It is important to assess the needs and limitations of those being served to determine if certain online social media can aid in achieving their specific goals and, in fact, be useful as a means of disseminating health information.

31

Reaching Out: Community Participation in Developing a Culturally Relevant Resource

Laura Bartlett, Technical Information Specialist, Outreach and Special Populations Branch, National Library of Medicine, Bethesda, MD; **Judith L. Rieke,** Coordinator, American Indian Health User Group, National Library of Medicine, St. Paul, MN; **Gale A. Dutcher,** Deputy Associate Director, Branch Chief (Acting) Outreach and Special Populations, Specialized Information Services, National Library of Medicine, Bethesda, MD; **Erich Longie,** President, Spirit Lake Consulting, Spirit Lake Dakota Nation, Ft. Totten, ND

Objective: American Indian Health (AIH) is an information portal dedicated to issues affecting the health and well-being of American Indians. This site is a collaborative effort between the National Library of Medicine (NLM) and American Indians and aims to be culturally relevant and easy to use. This portal has evolved from a list of resources into a multi-topic portal advised and used by the Indian community.

Methods: Community partners were involved from the inception of the resource, which debuted in 2004. Focus groups held in 2005 (teleconference) and 2009 (teleconference and online) involved consumers and professionals who evaluated the site and advised the development and enhancement of the project. A user group composed of American Indians both on reservations and in urban areas was first organized in 2005. Coordinated by a medical librarian and conducting their work online, the group assists with evaluation, selection of new sites, and promotion activities. Consumer health information, results of research, traditional healing resources, and information on accessing health services have all grown with involvement from the community. An American Indian company is used to manage the user group, consults with the coordinator, and serves to add another cultural perspective.

Results: Tangible results from the focus groups and the user group include: additional health topics, redesign of website, easy-to-read tags, increased links, and building of the "Our Stories" section. The "Our Stories" section builds on the Native American storytelling tradition, identifies the importance of oral communication as a health communication tool, and focuses on personal stories related to health topics featured on the Website. The idea was validated by both focus groups and the user group. The user group forwards suggestions to NLM, and they respond to queries initiated by NLM. The American Indian company managing the user group provides support for the activities, pays invoices, and monitors the budget.

Conclusion: The AIH information portal has succeeded in making reliable and easily accessible health information available for American Indians. Involving the served communities in a variety of ways has improved the efforts and enriched the website.

32

Medical Information Needs of Physicians and Medical Students in Developing Latin American Countries

Elaine G. Powers, Director, Library Services; **Sarah Zalud-Cerrato,** Coordinator, International Health and Appalachian Outreach; VCOM Library, Edward Via College of Osteopathic Medicine, Blacksburg, VA

Objective: The purpose of this poster is to find out what medical information resources are available to and what medical information resources are needed by physicians and medical students in three Latin American countries: El Salvador, Honduras, and Dominican Republic. One of the issues with developing countries lies in the fact that technology is oftentimes lacking in developing countries in contrast to the ready availability of resources in the United States. The overall goal is to improve patient care in a developing country with limited resources.

Methods: A written survey will be given to the physicians and medical students during one or more of this institution's mission trips. We hope to learn which if any resources are used at the outlying clinical sites, some of which are in remote villages. We also hope to learn if there are print or electronic resources that the in-country physicians would like to have or think would be useful. The survey will attempt to answer which informational resources Latin American physicians have access to in the field. It will also ask which specific books or other information is needed and if such are easily obtained.

Results: Results will be tabulated and reported upon completion of the surveys.

33

Bringing the Evidence to the Chairside

Linda Hasman, Senior Assistant Librarian, Health Sciences Library, University at Buffalo, Buffalo, NY

Objective: Residents in the University at Buffalo School of Dental Medicine are required to locate articles in the literature

to support their clinical decisions. Because searching relevant articles is taught early on in their dental education, they have little experience in locating articles in various databases, including the evidence-based resources. It becomes exceedingly time consuming for residents to locate evidence in the literature. Work with the dental school faculty, in-person instruction, hands-on searching, and use of Web 2.0 technologies create an environment where searching skills become efficient and foster lifelong learning.
Methods: The librarian meets with the residents in group settings two times during each semester of their residency. At the first session, a hybrid PubMed/MEDLINE (Ovid) basic searching skills are reviewed. At the second session, the residents are taught evidence-based resources and freely available resources. Because the residents will not be a part of the University at Buffalo once they are in private practice, it is important to introduce them to what is available free of charge. In addition to the group instruction, search tips and techniques were also made available to the residents using Web 2.0 technologies such as a blog, wikis, Delicious, instant message reference, and YouTube.

34

15 x 15 x 15: Reflections on Connecting with Users Virtually

Kristine M. Hughes, Education Services Librarian; **Alan T. Williams,** Education Services Librarian, Education Services; Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

Objective: The library has reached out to students by offering synchronous online classes using the Wimba feature in the Blackboard class, "Health Sciences Resources." Originally, hour-long classes were offered, and these proved to be successful as indicated by qualitative and quantitative survey results. Building on this success, the library embarked on delivering course content in shorter sessions.
Methods: One educational philosophy is that people learn the best in parsed chunks of information. The new set of classes was named "15x15x15": 15 topics during 15 weeks lasting about 15 minutes each. A poster outlining the class schedule was created, and classes were promoted and advertised in the Blackboard Announcement sections as well as in the TelegRAM, the university's online notice of events sent to all university affiliates. A revised survey with a section for comments was created using SurveyMonkey.

35

Arctic Health Website: An Information Portal to Issues Affecting the Health and Well-being of Our Planet's Northern-most Inhabitants

Kathleen Murray, AHIP, Head, Alaska Medical Library, University of Alaska–Anchorage; **Laura Bartlett,** Technical Information Specialist, Outreach and Special Populations Branch, National Library of Medicine, Bethesda, MD; **Paula R. Maez,** National Library of Medicine Associate Fellow, Briscoe Library, University of Texas Health Science Center–San Antonio

Objective: The Arctic Health web portal is a collaborative effort between a university library and a federal health agency. The goal of the web portal is to bring together, in one location, information on diverse aspects of the Arctic environment and the health of northern peoples.
Methods: The university medical library works with subject matter and research experts in Arctic health to identify resources that are unique, not readily available, information resources to make available through the site. Faculty and research agencies in Alaska are consulted to identify emerging needs and issues that affect the health of people in the Arctic. Nonprofit and community-based organizations and health centers provide patient education materials and advice on what patient education materials and resources are needed. The efforts and collaborations are used to enhance the portal to create a resource that is responsive to the needs of the community.
Results: To meet the unique health needs of Alaska Natives and peoples of the Arctic, Arctic Health has made several unique and special collections available on the Internet. The traditional healing page offers interviews and video panel discussions about traditional healing and practices in the Alaska Native community. These provide a great resource for understanding the practices and utilize the storytelling tradition to pass on stories and understandings from generations of Alaska Natives. Arctic Health has created robust databases containing bibliographic information, research projects, and gray literature. The Frostbite collection is a series of photographs and notes from the leading frostbite expert William J. Mills Jr. Arctic Health also hosts several educational cancer videos for consumers created by the Alaska Native Tribal Health Consortium.
Conclusion: Arctic Health strives to locate, preserve, and provide access to special collections for future generations of Alaska Natives and Arctic inhabitants.

36

Supporting Patient Education and Safety Using Web-based Patient Handouts

Sallie Willcox, Librarian; **Carlita Anglin,** Family Health Librarian; **Fritz Dement,** Hospital Consulting Librarian; **Peter Femenella Jr.,** Cancer Librarian; **Mindy Schanback,** Consumer Health Library Intern; **Stuart Spore,** Associate Curator; NYU Health Sciences Libraries, School of Medicine, New York University–New York

Objective: A web-based, patient education handout database was designed and implemented. The system, which is used largely by clinicians to connect patients with timely Joint Commission–compliant patient education materials, was created by a multidisciplinary team and contributes to the hospital's mission of patient centered care.
Methods: A database was created containing patient handout information and metadata. A website was built as a delivery mechanism for the handouts and as an application for creating and maintaining the metadata as well as the content of the handouts. The consumer health librarians act as facilitators for content generation by working with the patient education council. They provide instruction in plain language editing and health literacy standards for the council and help increase awareness of new databases and other resources.
Results: The web-based patient education handout database serves the organization by providing Joint Commission–compliant patient education information in a timely manner, often at the point of care. The system eliminates wasted paper and the need for storage space, because material can be printed as needed. Additionally, it reduces administrative costs and improves patient safety by allowing librarians to update outdated information instantly.

37

Customized USB Flash Drives Used to Promote Library Resources and Services to First-year Medical and Dental Students

Konstantina Matsoukas, Head, Reference and Education Coordinator; **Anca Meret,** Reference Librarian; **John Oliver,** Reference and Instruction Librarian; **Michael Purcell,** Web Librarian; Augustus C. Long Health Sciences Library, Columbia University Medical Center, New York, NY

Objective: In line with its institution's push for "green" new student orientation/welcome events, the library applied for a National Network of Libraries of Medicine, Middle Atlantic Region, Small Projects Award to explore paperless outreach. The purpose was to determine whether customized 1 GB flash drives are a good vehicle for distributing library promotional materials to incoming medical and dental students.

Methods: Two hundred fifty USB drives were ordered, adorned with logos of the library and PubMed. The drives had portable document format copies of library handouts and National Library of Medicine brochures, along with web browser shortcuts to the library's home page and an online survey. The drives were distributed to 199 first-year medical and dental students in the "Molecular Mechanisms & Disease" class who were attending a librarian-led "Accessing the Medical Literature" course integrated workshop. The contents of the USB were highlighted, and students were encouraged to answer the survey. Three reminder emails were sent to students: 1 via the course management system, 2 by the library using student email rosters provided by the schools. Fifty-five students responded to the 5-question survey, which evaluated the usefulness of the library materials included and gathered information about student use of USB drives.

Results: Of the 55 (28%) who responded to the survey, 56% viewed 1 or more of the library materials included on the drive, while 87% said they were either very likely or somewhat likely to use this device to transport resources downloaded via the library. The 13% of respondents who said they were not likely to use the drive to transport and store resources downloaded via the library were also more likely to be using USBs greater than 1 GB.

Conclusions: We learned that we need to generate better ways to get people to look at more files on the USB drive, possibly by retooling the presentation of the information in a way that makes the usefulness of the information more apparent to users. This project gave us the opportunity to connect with students in a way we had not done before and to consider how this new crop of students use and view the information the library produces.

38

Making New and Lasting Connections through Emerging Technology Brown Bag Sessions

Emily J. Hurst, Technology Coordinator, HAM-TMC Library, National Network of Libraries of Medicine, South Central Region, Houston, TX; **Luke E. Rosenberger,** Director, Library Technology and Historical Collections; **Kelley Minars,** Web Services Librarian, Technology and Historical Collections; **Katherine A. Prentice,** Education and Information Services Coordinator, Public Services; Libraries, University of Texas Health Science Center–San Antonio

Objective: To evaluate learning outcomes as well as seek feedback regarding attendee perceptions of the library's "Emerging Technology Brown Bag" (ETBB) sessions.

Methods: To accomplish our objective, we created an online survey using GoogleDocs, which was distributed to ninety-eight unique class attendees via their email. The survey specifically addressed each attendee's interest in and perceptions of the library's ETBB sessions. Along with the data collected via the GoogleDocs survey, the library also used special in-class evaluations distributed at the end of each monthly ETBB session to assess the quality of instruction as well as solicit feedback about the topics presented during the session.

Results: Since the program's inception in April 2009, the library's ETBB sessions have been attended by over 100 unique participants. Based on responses from the in-class evaluations and the online survey, we were able to determine that the ETBB sessions are most popular among university staff for whom the library does not specifically offer other classes or programming. The results also demonstrated that while topics such as Facebook and Twitter continue to be most popular, those attending classes report obtaining educational and professional information from the sessions.

Conclusions: ETBB sessions have provided a way for the library to connect with university staff and departments beyond those who typically attend library programming. By offering educational information about emerging technologies, librarians have become campus leaders in emerging technologies. The library has found a new audience and become more active in campus deliberations regarding social media and emerging technology trends and policies.

39

Implementing Office Hours to Enhance Liaison Services in Academic, Clinical, and Research Contexts

Mark MacEachern, Liaison Services Librarian; **Marisa L. Conte,** Clinical and Translational Science Liaison; **Whitney Townsend,** Liaison Services Librarian; Health Sciences Libraries, University of Michigan–Ann Arbor

Objective: To present three case studies describing the implementation of onsite office hours targeting diverse populations: students and faculty at a dental school, administrators and clinical staff at a large medical center, and bench researchers in a prominent stem cell research laboratory.

Description: Three health sciences librarians at a large academic institution implemented weekly office hours in three disparate environments: the school of dentistry, the cardiovascular center, and a research laboratory at the comprehensive cancer center. In each case, the purpose of the office hours was to proactively address faculty and student needs by moving the librarian's knowledge and services out of the library and into the clients' workspace. The ultimate goal was to increase both the relevance and scope of the health sciences libraries' liaison program. The unique challenges, domain knowledge needs, and success of each librarian will be discussed, as well as "lessons learned" and plans for future development of the office hours model.

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