

Official Program



**GROWING OPPORTUNITIES:
CHANGING OUR GAME**

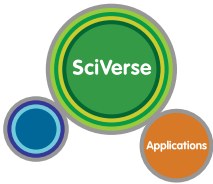
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MLA Annual Meeting and Exhibition

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Know the Score?

For the latest news, scores, photos, and team reports see the MLA '12 blog at <http://npc.mlanet.org/mla12/>.

Create your own game plan for the meeting and access video of MLA'12 plenary sessions, audio of section programs, and online posters with the new itinerary planner (sponsored by Wolters Kluwer Health | Ovid) at <http://www.eventscribe.com/2012/mla/Login.asp>.

Internet access at the Washington State Convention Center (WSCC): Use PCs and WiFi at the Internet Café at the entrance to the Hall of Exhibits, sponsored by Elsevier SciVerse Applications. WiFi in plenary sessions and other selected areas is sponsored by The JAMA Network (AMA). Access instructions are available in your meeting bag and at the registration desk.

Welcome to Spring Training!



Welcome to MLA '12, the annual meeting of the Medical Library Association! The theme for our meeting in the diverse and enterprising city of Seattle is "Growing Opportunities: Changing Our Game," and I can't imagine a better place for us to gather, hone our skills, and imagine a future of new roles, responsibilities, and gambits—the sorts that get you noticed and added to the team! Over the next few days, you will be seeing and hear-

ing from a roster of "clutch players" who are actively engaged in transforming the nature of our professional practice.

When I arrived at the notion of "Gamechangers" as the theme for my presidential term, I did so not so much because I am crazy about baseball (which I am!), but because the concept embraces the transitional times in which we live and work. Gamechanges are incidents, emerging issues, or circumstances that change the way we have been doing things. Gamechangers are also people who steer us in a new course, help us see things in a fresh and new light, or challenge us to rethink old habits and ideas. MLA challenges you to be a gamechanger, to be the MVP of your professional career.

As the association of the of the most visible, valued, and trusted health information experts, MLA and its members are at a critical juncture. Health care and insurance reform, the transitioning of health care delivery toward preventive services, the emergence of e-science, and the evolution of translational research are but a few of the gamechangers that we face in our work lives. And then there are broader societal pressures that are sure to impact us all as information workers, such as the ongoing partisan battles over

health care reform; the changing business plans and strategies of the vendors of scholarly communications; and the fiscal realities faced by many of our states, universities, and hospitals. In nearly every environment and context in which we operate, ongoing transformational change is the norm, and it is incumbent on us to perform beyond the expectations of even our most ardent supporters. The world in which we work as health information professionals demands now more than ever that we bring our "A game." I encourage you to think of MLA '12 as spring training for the season to come!

But participating in the annual meeting is more than just attending presentations and listening to speakers, debating what you saw and heard with your friends, negotiating schedule conflicts, and waking early for 7:00 a.m. meetings! It is also networking, sharing your triumphs and aspirations, socializing, and learning from "the locals." Take time to meet and talk with folks you do not already know, spend some time chatting with our meeting sponsors, and play with unfamiliar technologies and services in the exhibits hall. Try something that is new to you, and don't forget to get out and explore the community we are honored to visit. See why Seattle is called the Emerald City!

And sometime before you leave, reflect on what you have seen and heard and imagine yourself: It's the bottom of the 9th, bases are loaded, and you're up to bat. Everyone is rooting for you. In this game, there's no opposing team—just other players who want to share and help, with a few "mental skills" coaches sprinkled about to motivate us to excel. It is time to swing for the fences! Get energized, get excited, and get your game on!

—Gerald (Jerry) Perry, AHIP, 2011/12 MLA President

The 2012 National Program Committee (NPC) welcomes you to MLA '12 and to the vibrant, dynamic venue of Seattle, Washington!

Two years ago when the 2012 NPC met for the first time, we resisted the enticement of "Information Armageddon"—suggested by the end of the Mayan calendar—or the sight of MLA President Gerald (Jerry) Perry, AHIP, inviting members to MLA '12 in a flying monkey suit to celebrate our journey to the Emerald City. Instead, we ask that you please join us in focusing on "Growing Opportunities: Changing Our Game." We invite you to take the field to grow and share your knowledge and networks, while tuning up your gamechanging skills.

Our rotation of excellent speakers leads off with best-selling author Steven Johnson delivering the John P. McGovern Award Lecture. With him, you can step up to the plate and explore the intersection of technology, science, innovation, and the formation of ideas. Discover new perspectives on the history and philosophy of health sciences librarianship with Mark E. Funk, AHIP, FMLA, in the on-deck position, delivering the Janet Doe Lecture. Join author, commentator, and activist T. R. Reid as he takes the field at the top of the ninth inning on Wednesday morning to share his perspective on health care reform as a gamechanger. Batting clean-up is an expert panel on comparative effectiveness research with Barbara A. Epstein, AHIP, as the moderator. Epstein is joined by Joyce Backus, Kate Goodrich, and Michael L. Parchman, who will close the meeting by examining where we are and what the challenges and opportunities are for health sciences librarians in comparative effectiveness research.

Throughout the meeting, we encourage you to develop new facets of your game. From old pros to rookies, we have much to learn from each other. While the NPC may be responsible for the marquee names, it is MLA sections and members who offer insights and experiences through presented papers and posters.

To get into the spirit of the game, don your favorite team jersey or pick up an MLA '12 jersey to wear when you join us for Opening Day of MLA '12 at the Welcome Reception and Opening of the Hall of Exhibits. Grow your communication opportunities by participating in social media. Use the hashtag #mlanet12 on Twitter to follow and contribute to the conversation with those at the meeting and those attending online, as well as the broader community interested in MLA '12. Use new tools like the mobile website to access the Local Assistance Committee's restaurant guide, the meeting blog,



exhibit maps, and so much more. Meet your fellow social media aficionados at a Tweet-Up. Explore the EMP Museum at the Seattle Center during the MLA Reception.

From the first pitch on opening day to the closing inning, we are glad that you are here. We hope you grow your network by getting out of the dugout and into the game to network with colleagues and swap stories. Meeting at the corner of sustainability and gamechanging, we invite you to make new connections and strengthen longstanding bonds, while learning from speakers and your colleagues.

Play Ball!

—Teresa L. Knott, AHIP (left), and Michelle Kraft, AHIP (right), Cochairs, 2012 National Program Committee

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Medicine*

Annals of Internal Medicine

BMJ Group

Rittenhouse Book Distributors, Inc.



Corporate Partners

MLA is proud to acknowledge the following companies for their financial commitment to the association's mission: to foster excellence in the professional achievement and leadership of health sciences library and information professionals to enhance the quality of health care, education, and research throughout the world.

Platinum Partners

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PsycINFO/American Psychological Association

PDR Network

Rockefeller University Press

Stat!Ref

Thomson Reuters

For information on the benefits of corporate partnership and opportunities, please contact Ray Naegele at MLA headquarters, naegele@mlahq.org or 312.419.9094 x17.

	Friday, May 18	Saturday, May 19	Sunday, May 20	Monday, May 21	Tuesday, May 22	Wednesday, May 23
6:30 a.m.			<ul style="list-style-type: none"> • YBP Health Walk • Yoga Class 6:30 a.m. 			
7 a.m.	<ul style="list-style-type: none"> • CE 8 a.m.–5 p.m. • MLA Board of Directors 9 a.m.–5 p.m. (continued from Thursday) 	<ul style="list-style-type: none"> • Committee Meetings • Chapter and Section Councils 8 a.m.–4 p.m. 	<ul style="list-style-type: none"> • Committee, Section Business, SIG, & Informal Meetings • Sunrise Seminars • New Members Breakfast 7–9 a.m. 	<ul style="list-style-type: none"> • Committee, Section Business, SIG, & Informal Meetings • Sunrise Seminars 7–9 a.m. 	<ul style="list-style-type: none"> • Committee, Section Business, SIG, & Informal Meetings • Sunrise Seminars 7–9 a.m. 	<ul style="list-style-type: none"> • Committee, Section Business, SIG, & Informal Meetings 7–9 a.m.
8 a.m.				<ul style="list-style-type: none"> • CE 8 a.m.–5 p.m. 	<ul style="list-style-type: none"> • Plenary Session I Welcome & Presidential Address 9–10 a.m. 	<ul style="list-style-type: none"> • Plenary Session III Janet Doe Lecture 9–10 a.m.
9 a.m.			<ul style="list-style-type: none"> • Plenary Session II McGovern Lecture 10:30 a.m.–noon 	<ul style="list-style-type: none"> • Section Program 2 10:30 a.m.–noon 	<ul style="list-style-type: none"> • NLM Update 10:30–11:30 a.m. 	
10 a.m.			<ul style="list-style-type: none"> • Break 10–10:30 a.m. 	<ul style="list-style-type: none"> • Break 10–10:30 a.m. • Exhibits Open 10 a.m.–noon 	<ul style="list-style-type: none"> • Break 10–10:30 a.m. • Exhibits Open 10 a.m.–3 p.m. 	<ul style="list-style-type: none"> • Plenary Session IV 9 a.m.–noon
11 a.m.			<ul style="list-style-type: none"> • Chapter Council Roundtables Luncheon noon–2 p.m. 	<ul style="list-style-type: none"> • Awards Luncheon noon–1:30 p.m. 	<ul style="list-style-type: none"> • Legislative Update • SIG & Informal Meetings 11:30 a.m.–12:30 p.m. 	<ul style="list-style-type: none"> • MLA Board of Directors noon–1:30 p.m.
noon			<ul style="list-style-type: none"> • Exhibits Open noon–5 p.m. 	<ul style="list-style-type: none"> • Exhibits Open 1:15–5 p.m. 	<ul style="list-style-type: none"> • Lunch on Own Visit Exhibits 12:30–2 p.m. • Poster Dessert Reception • Poster Session 3 1:00–2 p.m. 	
1 p.m.			<ul style="list-style-type: none"> • MLA Business Meeting I 2–3:30 p.m. 	<ul style="list-style-type: none"> • Section Program 3 2–3:30 p.m. 	<ul style="list-style-type: none"> • Section Program 4 2–3:30 p.m. 	
2 p.m.			<ul style="list-style-type: none"> • Break 3:30–4 p.m. 	<ul style="list-style-type: none"> • Break 3:30–4 p.m. 		<ul style="list-style-type: none"> • CE 1–5 p.m.
3 p.m.		<ul style="list-style-type: none"> • Leaders Orientation 3–5 p.m. 	<ul style="list-style-type: none"> • Poster Session 1 • SIG & Informal Meetings 3:30–4:30 p.m. 	<ul style="list-style-type: none"> • Poster Session 2 • SIG & Informal Meetings 3:30–4:30 p.m. 	<ul style="list-style-type: none"> • Open Forums 3:30–4:30 p.m. 	
4 p.m.			<ul style="list-style-type: none"> • Section Program 1 4:30–6 p.m. 	<ul style="list-style-type: none"> • Section Business Meetings and Programs • Informal Meetings 4:30–6 p.m. 	<ul style="list-style-type: none"> • Section Business Meetings and Programs • SIG & Informal Meetings 4:30–6 p.m. 	
5 p.m.		<ul style="list-style-type: none"> • Welcome Reception & Opening of the Hall of Exhibits 5:30–7:30 p.m. 	<ul style="list-style-type: none"> • International Visitors Reception • Library School Reunion • Section Shuffle 6–7 p.m. 	<ul style="list-style-type: none"> • Tweet-up 6–7 p.m. • SIG & Informal Meetings 6–8 p.m. 	<ul style="list-style-type: none"> • Tech Trends 6–7:30 p.m. 	
6 p.m.						
7 p.m.					<ul style="list-style-type: none"> • MLA Reception 7:30–10 p.m. 	
8 p.m.						

Featured Speakers



Plenary Session II

Sunday, May 20, 10:30 a.m.–noon

John P. McGovern Award Lecturer: Steven Johnson

Sponsored by EBSCO

Steven Johnson is the best-selling author of seven books on the intersection of science, technology, and personal experience. His writings have influenced everything from the way political campaigns use the Internet, to cutting-edge ideas in urban planning, to the battle against 21st century terrorism.

Johnson's newest book is titled, *Where Good Ideas Come From: The Natural History of Innovation*. From Darwin to YouTube, Johnson asks the questions:

- What kind of environment fosters the development of good ideas?
- What sparks the flash of brilliance?
- How does groundbreaking innovation happen?

His answers are never less than revelatory, convincing, and inspiring as Johnson identifies the seven key principles to the genesis of such ideas and traces them across time and disciplines.

His previous book, *The Invention of Air: A Story of Science, Faith, Revolution, and the Birth of America*, tells the story of Joseph Priestly, a scientist and theologian best known for discovering oxygen, and how innovative ideas emerge and spread in society and drive historical change. Like Johnson's award-winning *The Ghost Map*, *The Invention of Air* uses a surprising historical and biographical narrative to discuss ideas that have profoundly shaped our modern world.

Both social critic and technologist, Johnson has a genius for mapping the future—for predicting and explaining the real-world impact of cutting-edge developments in science, technology, and media. He is a contributing editor to *Wired* magazine and lectures widely on technological, scientific, and cultural issues. Johnson has also written for the *New York Times*, *Wall Street Journal*, *Nation*, and many other periodicals. He has appeared on many high-profile television programs, including *Charlie Rose*, the *Daily Show with Jon Stewart*, and *PBS NewsHour* with Jim Lehrer. He recently won the fourth annual Newhouse School Mirror Award for his *Time* magazine cover article, "How Twitter Will Change the Way We Live."

Johnson's blog is at www.stevenberlinjohnson.com.

Plenary Session III

Monday, May 21, 9:00 a.m.–10:00 a.m.

Janet Doe Lecturer: Mark E. Funk, AHIP, FMLA

"Our Words, Our Story: A Textual Analysis of Articles Published in the *Bulletin of the Medical Library Association*/*Journal of the Medical Library Association* from 1961 to 2010"

Mark E. Funk, AHIP, FMLA, associate director for resources and education, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY, is known for his work in collection development and acquisitions. He has served on many library advisory boards for national and international publishers and is a much sought-after speaker.

Funk received his master's degree from the University of Missouri–Columbia. He was a medical librarian at the University of Missouri–Kansas City and the University of Nebraska Medical Center before joining the Weill Cornell Medical Library in 1987. He has served on the MLA Board of Directors and was treasurer (2001–2003) and president (2007/08). His other leadership positions in MLA have included serving on Section Council, as chair of both the Research and Collection Development Sections, and on many MLA committees and task forces. He was named an MLA Fellow in 2010.

As president, he led MLA to expand its use of Web 2.0 and social networking tools, as well as introduced virtual aspects of the annual meeting, allowing "attendance" from anywhere. He served a four-year term on the National Library of Medicine's Literature Selection Technical Review Committee, which selects journals for indexing in *Index Medicus*.

He is not related to Carla J. Funk, CAE, Hon. FCLIP, MLA executive director.



Featured Speakers



Plenary Session IV

Wednesday, May 23, 9:00 a.m.–10:15 a.m.

Plenary Speaker: T.R. Reid

T. R. Reid is a reporter, documentary film correspondent, and frequent guest on National Public Radio. He has authored nine books in English and three in Japanese. As a reporter for the *Washington Post*, he covered Congress and four presidential campaigns and served as the paper's bureau chief in Tokyo and in London. His career as an international reporter has spanned three dozen countries on five continents.

Reid has done documentary films for National Geographic, PBS, and the A&E Network. His 2008 *Frontline* documentary, *Sick Around the World*, looked at the comprehensive health care systems of five developed world economies. His next film, *U.S. Health Care: The Good News*, was broadcast nationally on PBS on February 16, 2012, and focuses on US communities that have found ways to orchestrate their health care system locally without waiting for directions from Washington.

Reid's investigations into health care resulted in his *New York Times* best-selling book, *The Healing of America: A Global Quest for Better, Cheaper, and Fairer Health Care*. In his book, Reid shows how all other industrialized democracies have achieved health care for everybody at a reasonable cost. In addition to studying these different health care models, he also studies countries that have carried out major health care reform.

Reid speaks often about health care and health care reform. He describes positives and negatives of industrialized nations' health care systems and illustrates how the US system could benefit by learning from successful models in practice in other countries.



10:30 a.m.–noon

Comparative Effectiveness Research: Trends and Issues

Comparative effectiveness research (CER) is designed to inform health care decisions by providing evidence on the effectiveness, benefits, and harms of different treatment options. The Agency for Healthcare Research and Quality defines CER as evidence generated from research studies that compare drugs, medical devices, tests, surgeries, or ways to deliver health care. Although CER has much in common with evidence-based medicine methods, the focus on real-world populations and research methods provides challenges in locating and synthesizing appropriate literature focused on patient-centered outcomes.

Panelists will introduce CER, provide updates on what is happening on a national level, provide examples of local practices, and suggest roles for librarians in becoming part of CER activities at their home institutions.

Presenters and panelists include:

- Kate Goodrich (upper left), Office of Clinical Standards and Quality, Center for Medicare and Medicaid Services, Baltimore, MD, will offer an overview of the development and current state of comparative effectiveness research from a policy perspective.
- Joyce E. B. Backus (upper right), deputy associate director, Library Operations, National Library of Medicine (NLM), Bethesda, MD, will share actions NLM is taking to provide librarians and researchers with comparative effectiveness tools.
- Michael L. Parchman (lower left), director, MacColl Center for Health Care Innovation, Group Health Research Institute, Seattle, WA, will share his perspective on comparative effectiveness research and patient-centered outcomes research in practice.
- Barbara A. Epstein, AHIP (lower right), director, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA, will moderate the session.



General Information

Academy of Health Information Professionals Question and Answer Session

The Academy of Health Information Professionals (AHIP) is MLA's professional development and career recognition program. MLA '12 attendees are eligible to earn up to one point of academy credit per meeting day, for up to three days per year. In addition, the academy recognizes contact hours earned through continuing education courses and symposia.

Plan to attend the Academy Q&A Session on Monday, May 21, 1:30 p.m.–2:30 p.m., in the Washington State Convention Center, Room 613/614, Level Six. This session will help you learn all about the credentialing program and application procedures.

Americans with Disabilities Act

The Washington State Convention Center, Sheraton Seattle, and Hyatt at Olive 8 meeting rooms, guest rooms, common areas, and transportation services all comply with the Americans with Disabilities Act. If you need any auxiliary aids and services identified in the Americans with Disabilities Act, please visit the registration area, Washington State Convention Center, 4 South Lobby.

Business Center and Shipping Services

FedEx Office is your full-service business center, offering FedEx shipping, high-speed duplication, binding, posters, signs, banners, fax service, instant passport photos, lamination, PC rentals, and Internet access. Email your documentation preparation requests right from your computer. FedEx Office is located in the Washington State Convention Center, Level 1; 206.467.1767; usa5161@fedexkinkos.com.

Hours

Monday–Friday 7:00 a.m.–9:00 p.m.
Saturday and Sunday 9:00 a.m.–6:00 p.m.

Coat Check

↳ WSCC, Coat Check Room, Level Four

Note: Space is limited. The Coat Check service will accept luggage as space allows, but MLA '12 attendees are encouraged to use their hotel bell stand for luggage.

Coat Check will be available Tuesday, May 22, 7:00 a.m.–6:00 p.m., and Wednesday, May 23, 7:00 a.m.–noon.

Colleague Connection

↳ WSCC, Room 4C 1/2, Level Four

If you signed up for Colleague Connection, attend the New Member/First-time Attendees Program and Breakfast, Sunday, May 20, 7:00 a.m.–9:00 a.m.

Conference Community

MLA is more social than ever.

MLA 2012 Annual Meeting Blog (www.npc.mlanet.org/mla12/): Check out the MLA '12 blog for the latest on Seattle and announcements including room changes, meeting tips, food, fun, music, papers, plenary sessions, posters, section programming, speakers, and other topics that attendees may blog about. The blog is supported by the 2012 National Program Committee, Local Assistance Committee, and volunteer bloggers.

↳ WSCC = Washington State Convention Center

Twitter Display Monitors

Sponsored by Annals of Internal Medicine.

Watch and respond to live streaming conversations on Twitter monitors located in strategic areas in the convention center. Tweet with your mobile device or laptop or use the computers in the Internet café

Exhibit Hours

Saturday, May 19: Welcome Reception & Opening of Exhibits: 5:30 p.m.–7:30 p.m.
Sunday, May 20: noon–5:00 p.m.
Monday, May 21: 10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 22: 10:00 a.m.–3:00 p.m.

Guests at MLA '12

Children

All children must have badges. Complimentary badges for children under age 18 are available at the MLA Registration Desk.

Please note: Children under thirteen are not permitted in the exhibit hall. Child care arrangements should be made directly with the provider.

Child care at the Sheraton Seattle or Hyatt at Olive 8 can be arranged by contacting one of the providers below:

- Annie's Nannies, 206.784.8462, www.anihouseholdstaffing.com
- Best Sitters, 206.682.2556, www.bestsittersinc.com

Adult Guests

Adult guests may purchase a pass to the Hall of Exhibits at the MLA registration desk in the Convention Center. The registration desk is located just outside the Hall of Exhibits.

If a guest would like to attend programs and plenary sessions, he or she should purchase a meeting registration.

Hospitality Center

Sponsored by American Medical Association The JAMA Network

↳ MLA Registration Area, WSCC, 4 South Lobby

Discover Seattle, WA! Make the Hospitality Center your first stop for maps and information about local attractions. Local Assistance Committee members and other area experts will be on hand to answer questions.

Information Desk

The Information Desk is part of the Registration Center. You may leave messages for members of the Board of Directors, MLA staff, or colleagues or stop by if you have questions.

International Visitors Desk

↳ WSCC, 4 South Lobby

Members of the International Cooperation Section (ICS) will welcome international visitors and provide an orientation to MLA '12. When you arrive at MLA '12, stop at the desk to learn what to see, where to go, whom to meet, and how to connect with MLA members at the meeting and electronically.

General Information

Internet Room and Internet Café

Sponsored by Elsevier.

↳ Exhibit Hall 4A/B, WSCC

The Internet Room will be available during Exhibit Hours. An "Off Hours" Internet Café will be located in the MLA Registration Center, 4 South Lobby.

The Internet Room and Internet Café provide convenient, twenty-four-hour Internet and wireless access for all meeting attendees. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLA username and password. The Internet Café offers WiFi in the immediate area. For access information, see signs posted at the Internet Café.

Job Placement Center

↳ WSCC, Room 310

The center is the place to be if you are a job seeker or an employer looking to hire. Applications are accepted through Tuesday, May 1. After May 1, please bring all forms to the placement center. Employers are assessed fees; there are no fees for job seekers to use the MLA Job Placement Center. Required forms are available for download at www.mlanet.org/am/am2012/.

Job Placement Center Hours

Saturday, May 19	9:00 a.m.–3:00 p.m.
Sunday, May 20	10:00 a.m.–5:00 p.m.
Monday, May 21	9:00 a.m.–11:30 a.m. and 1:30 p.m.–5:00 p.m.
Tuesday, May 22	9:00 a.m.–noon and 1:30 p.m.–5:00 p.m.
Wednesday, May 23	9:00 a.m.–1:00 p.m. (member resources only)

Lost and Found

Please bring any found items to the Information Desk, located in the Registration Center.

Member Resource Room

↳ WSCC, Room 310

For your convenience, a photocopier, Windows-based computers, and a laser printer will be available for association business. Equipment is available on a first-come, first-served basis. Please bring your own USB drives. See Job Placement Center for service hours.

MLA '13

↳ WSCC, Hall of Exhibits, Hall 4A/B, Booth 437

Stop by the MLA '13 booth in the Hall of Exhibits to learn about next year's joint international meeting in Boston, MA. Members of the 2013 National Program Committee and Local Assistance Committee will be on hand to provide information and answer questions.

MLA Connections Booth/MLA Store

↳ WSCC, Hall of Exhibits, Hall 4A/B, Booth 437

The MLA Booth and Scholarship Booth/MLA Store will be located in the Hall of Exhibits, and hours will be the same as the exhibit hours. Shop at the Scholarship Booth to support the MLA grants and scholarships program. This year we are selling a limited quantity of special edition journals to commemorate the *Journal of the Medical Library Association's* 100th volume along with a few other new items. This year also brings the return of the annual meeting beanie. Purchase MLA publications at a discounted rate. Be sure to buy a raffle ticket for a chance to win prizes. Section Council and Chapter Council areas will also be part of the MLA Booth.

Message Center

Leave messages for or pick up messages from members or colleagues on the message boards near the on-site Registration Center, which are organized by last name.

Online Access to Video and Audio of Meeting Sessions

MLA '12 registrants have online access to video recordings of the plenary sessions. Videos will be posted to MLANET about twenty-four hours after the session at www.eventscribe.com/2012/mla/login.asp.

MLA registrants have online access to audio recordings of most meeting sessions with visual electronic presentations. This is the same content that previously was offered on CD-ROM for an extra charge. This is a convenient way to review sessions you attended and hear sessions for the first time. Audio sessions will be available online approximately three weeks after the meeting. Access to both video and audio recordings requires paid registration for MLA '12 (included in packages A, B, or C; available as a separate package D).

Registration Hours

↳ WSCC, 4 South Lobby

Thursday, May 17	4:00 p.m.–7:00 p.m.
Friday, May 18	7:00 a.m.–7:00 p.m.
Saturday, May 19	7:00 a.m.–7:30 p.m.
Sunday, May 20	7:00 a.m.–5:00 p.m.
Monday, May 21	7:00 a.m.–5:00 p.m.
Tuesday, May 22	7:00 a.m.–5:00 p.m.
Wednesday, May 23	7:00 a.m.–10:30 a.m. and noon–1:00 p.m.

Resume Clinic

↳ WSCC, Room 309

The Professional Recruitment and Retention Committee, in conjunction with the MLA '12 Job Placement Center, will sponsor the MLA '12 Resume Clinic.

If you have a cover letter, resume, and or CV that you would like to have reviewed, please stop in. Each participating attendee will have fifteen to twenty minutes with a reviewer. During that time, the reviewer will critique your cover letter, resume, and/or CV and offer tips and advice for improvement.

The resume clinic is available in Washington State Convention Center, Room 309/310, during MLA Job Placement Center hours on Sunday, May 20, Monday, May 21, and Tuesday, May 22. You must be a registered MLA '12 attendee to use this service. Walk-ins are welcome and will be scheduled in any available slots.

MLA Unit Meeting Schedule

This list includes all official MLA meetings for committees, task forces, councils, sections, and special interest groups (SIGs). Section programming details, including room assignments, appear in the Daily Program on pages 24–39.

Event	Date	Start	End	Location, Room
2013 National Program Committee	Saturday, May 19	8:00 a.m.	3:00 p.m.	WSCC, Room 303
2013 Section Program Planners	Saturday, May 19	2:00 p.m.	4:00 p.m.	WSCC, Room 304
2014 National Program Committee	Monday, May 21	7:00 a.m.	9:00 a.m.	WSCC, Room 305
Ad Hoc Committee for Advocating Scholarly Communication	Monday, May 21	10:00 a.m.	11:30 a.m.	WSCC, Room 302
African American Medical Librarians Alliance SIG	Tuesday, May 22	7:00 a.m.	9:00 a.m.	WSCC, Room 204
Awards Committee	Monday, May 21	7:30 a.m.	9:00 a.m.	WSCC, Room 303
Bylaws Committee	Tuesday, May 22	7:30 a.m.	9:00 a.m.	WSCC, Room 305
Cancer Librarians Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 206
Chapter Continuing Education Chairs	Tuesday, May 22	8:00 a.m.	9:00 a.m.	WSCC, Room 302
Chapter Council	Saturday, May 19	8:00 a.m.	4:00 p.m.	WSCC, Room 3A
Chapter Treasurers	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 301
Chiropractic Libraries Section Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 302
Clinical Librarians and Evidence-Based Health Care SIG	Tuesday, May 22	11:30 a.m.	12:30 p.m.	WSCC, Room 203
Collection Development				
Board Meeting	Monday, May 21	7:00 a.m.	9:00 a.m.	WSCC, Room 202
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 303
Complementary and Alternative Medicine SIG	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 212
Consumer and Patient Health Information Section (CAPHIS)				
Board Meeting	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 302
Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	WSCC, Room 612
Continuing Education (CE) Committee	Wednesday, May 23 Wednesday, May 23	7:00 a.m. 1:30 p.m.	9:00 a.m. 7:00 p.m.	WSCC, Room 601 WSCC, Room 601
Corporate Information Services Section (CISS) Business Meeting	Monday, May 21	3:30 p.m.	4:30 p.m.	WSCC, Room 204
Council of Osteopathic Librarians/Osteopathic Libraries SIG	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 213
Credentialing Committee	Friday, May 18	7:00 p.m.	10:00 p.m.	WSCC, Room 303
Dental Section Business Meeting	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 213
Department of the US Army Medical Command Libraries SIG	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 212
Department of Veterans Affairs Librarians SIG				
Meeting 1	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 203
Meeting 2	Tuesday, May 22	4:30 p.m.	6:00 p.m.	WSCC, Room 203
Educational Media and Technologies Section (EMTS) Business Meeting	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 204
Emerging MLA Leaders Task Force	Monday, May 21	4:00 p.m.	5:30 p.m.	WSCC, Room 304
Federal Libraries Section Business Meeting	Monday, May 21	7:00 a.m.	9:00 a.m.	WSCC, Room 206
Fellows of MLA	Sunday, May 20	4:30 p.m.	6:00 p.m.	WSCC, Room 214
Governmental Relations Committee	Monday, May 21	7:30 a.m.	8:30 a.m.	WSCC, Room 304
Grants and Scholarships Committee	Wednesday, May 23	7:30 a.m.	9:00 a.m.	WSCC, Room 602/603
Health Association Libraries Section (HALS) Meeting	Tuesday, May 22	7:00 a.m.	9:00 a.m.	WSCC, Room 212
History of the Health Sciences Section Business Meeting	Monday, May 21	7:30 a.m.	9:00 a.m.	WSCC, Room 211
Hospital Libraries Section (HLS)				
Committees Meeting	Monday, May 21	7:00 a.m.	9:00 a.m.	WSCC, Room 204
Executive Board Meeting	Sunday, May 20	7:00 a.m.	9:00 a.m.	WSCC, Room 203
Business Meeting and Connection Reception	Sunday, May 20	6:00 p.m.	7:30 p.m.	WSCC, Ballroom 6E
Informationist SIG	Sunday, May 20	7:00 a.m.	9:00 a.m.	WSCC, Room 204
Institutional Animal Care and Use SIG	Tuesday, May 22	11:30 a.m.	12:30 p.m.	WSCC, Room 214

MLA Unit Meeting Schedule

International Cooperation Section Business Meeting	Sunday, May 20	7:00 a.m.	9:00 a.m.	WSCC, Room 211
JMLA Editorial Board	Sunday, May 20	7:30 a.m.	8:30 a.m.	WSCC, Room 214
Joint MLA/AAHSL Ad Hoc Metrics Task Force	Tuesday, May 22	2:00 p.m.	3:00 p.m.	WSCC, Room 202
Joseph Leiter NLM/MLA Lectureship Committee	Tuesday, May 22	4:30 p.m.	6:00 p.m.	WSCC, Room 202
Leaders Orientation	Saturday, May 19	3:00 p.m.	5:00 p.m.	WSCC, Room 602/603/604
Leadership and Management Section Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	WSCC, Room 205
Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 205
Librarians without Borders® Advisory Committee	Tuesday, May 22	7:30 a.m.	9:00 a.m.	WSCC, Room 202
Libraries in Curriculum SIG	Monday, May 21	7:00 a.m.	9:00 a.m.	WSCC, Room 213
Library Marketing SIG Meeting and Program	Monday, May 21	6:00 p.m.	8:00 p.m.	WSCC, Room 204
Medical Informatics Section Business Meeting	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 202
Medical Library Education Section (MLES) Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 601
Membership Committee	Tuesday, May 22	7:30 a.m.	9:00 a.m.	WSCC, Room 303
MLA '13 Joint Section and Chapter Council Task Force	Sunday, May 20	8:00 a.m.	9:00 a.m.	WSCC, Room 202
Medical Library Group of Southern California and Arizona Advisory Council Meeting	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 305
Molecular Biology and Genomics SIG	Monday, May 21	7:00 a.m.	9:00 a.m.	WSCC, Room 203
New Members SIG	Monday, May 21	8:00 a.m.	9:00 a.m.	WSCC, Room 212
Nominating Committee (invitation only)	Saturday, May 19	8:00 a.m.	4:00 p.m.	WSCC, Room 302
Nursing and Allied Health Resources Section (NAHRS)				
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 606/607
Executive Board Meeting	Sunday, May 20	7:00 a.m.	9:00 a.m.	WSCC, Room 205
Oral History Committee	Wednesday, May 23	7:30 a.m.	9:00 a.m.	WSCC, Room 604
Outreach SIG	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 203
Pediatric SIG	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 211
Pharmacy and Drug Information (PDI) Section Business Meeting	Monday, May 21	7:00 a.m.	9:00 a.m.	WSCC, Room 205
Professional Recruitment and Retention Committee	Tuesday, May 22	1:30 p.m.	2:30 p.m.	WSCC, Room 305
Public Health/Health Administration Section Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	WSCC, Room 204
Public Services Section Business Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	WSCC, Room 211
Relevant Issues Business Meeting	Monday, May 21	3:30 p.m.	4:30 p.m.	WSCC, Room 301
Research Award Judging Process Revealed	Sunday, May 20	7:00 a.m.	9:00 a.m.	WSCC, Room 304
Research Section Business Meeting	Tuesday, May 22	7:00 a.m.	9:00 a.m.	WSCC, Room 211
Resource Sharing SIG	Tuesday, May 22	8:00 a.m.	9:00 a.m.	WSCC, Room 213
Retired Librarians SIG	Monday, May 21	3:30 p.m.	4:30 p.m.	WSCC, Room 214
Section Continuing Education Chairs	Monday, May 21	8:00 a.m.	9:00 a.m.	WSCC, Room 302
Section Council	Saturday, May 19	8:00 a.m.	4:00 p.m.	WSCC, Room 3B
Section Treasurers	Tuesday, May 22	1:00 p.m.	2:00 p.m.	WSCC, Room 302
Southern Chapter Executive Board Meeting	Monday, May 21	3:30 p.m.	4:30 p.m.	WSCC, Room 202
Technical Services Section Business Meeting	Sunday, May 20	3:30 p.m.	4:30 p.m.	WSCC, Room 602/603
Technology Advisory Committee	Monday, May 21	7:30 a.m.	9:00 a.m.	WSCC, Room 301
Translational Sciences Collaboration SIG	Monday, May 21	3:30 p.m.	4:30 p.m.	WSCC, Room 613/614
Veterinary Medical Libraries Section				
Business Meeting	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 615/616
Informal Meeting	Tuesday, May 22	4:30 p.m.	6:00 p.m.	WSCC, Room 611
Vision Sciences SIG	Monday, May 21	4:30 p.m.	6:00 p.m.	WSCC, Room 305

CE Courses



Continuing education (CE) courses are a great way to stay at the forefront of the health information profession. Onsite registration of CE courses is available; however, some courses might have reached their attendance maximum and be closed. Visit the MLA Registration Center to view course descriptions, course level, instructors, and MLA CE contact hours. Details are also available at www.mlanet.org/am/am2012/ce/.

CE Information

Eight-hour CE course: 8 hours

Six-hour CE course: 6 hours

Half-day a.m. or p.m. CE course: 4 hours

Professional Competencies

Courses are organized in tracks according to the professional competency areas described in *Competencies for Lifelong Learning and Professional Success*, MLA's educational policy statement (www.mlanet.org/education/policy/).

- 100s** Health sciences and health care environment and information policies
- 200s** Leadership and management theory and techniques
- 300s** Health sciences information services
- 400s** Health sciences information resource management
- 500s** Information systems and technology
- 600s** Curricular design and instruction
- 700s** Research, analysis, and interpretation

Course Suites



Consumer Health Information Specialist

These courses present the latest resources and ideas in the consumer health information field.



Disaster Information Specialist

These courses provide the latest information and resources in the field of disaster information.



Evidenced-based Practice

These courses emphasize librarians' role in the practices of evidence-based health care.



Expert Searcher Training Initiative

These courses emphasize librarians' roles as expert searchers in health care and biomedical research.



Information Specialist in Context

These courses provide training and demonstrate knowledge regarding the role of the information specialist in context.



Management Track

These courses address topics relevant to library administration for current managers and individuals with an interest in management.



Courses/Offsite Locations


Hands-on computer courses are held at the Health Sciences Library, University of Washington–Seattle, and not at the Washington State Convention Center, Sheraton Seattle, or Hyatt at Olive 8. Transportation will be provided. Maps are available at the MLA Registration Center and Hospitality Center.

Offsite Facility Location Address:

University of Washington
Health Sciences Library
1959 NE Pacific Street
Health Sciences Building, T-334
Seattle, WA

Friday, May 18

8:00 a.m.–5:00 p.m.


 **CE600** Optimize Your E-Learning Design and Development: A Hands-on Workshop

↳ Offsite Facility, University of Washington

10:00 a.m.–5:00 p.m.

CE100 “Doctor Speak” for Medical Librarians: Understanding Terminology, Tests, and Treatments: Part I: Medical Terminology

↳ WSCC, Room 201

 **CE400** Cataloguing with Resource Description and Access (RDA)

↳ Offsite Facility, University of Washington


CE700 Formulating a Research Plan Through Collaboration

↳ WSCC, Room 203



8:00 a.m.–noon

CE101 Standards Is Not a Four-Letter Word

↳ WSCC, Room 212

 **CE701** Searching in Support of Systematic Reviews

↳ WSCC, Room 214



  **CE702** Finding the Evidence: Evidence-Based Practice in Nursing

↳ WSCC, Room 204

1:00 p.m.–5:00 p.m.

 **CE102** Introduction to Epidemiology for Librarians

↳ WSCC, Room 211

  **CE300** Advanced Biomedical Literature Searching Using State-of-the-Art Next Generation Search Tools

↳ Offsite Facility, University of Washington

Saturday, May 19

8:00 a.m.–5:00 p.m.

CE103 Statistical Literacy for Medical Librarians: Swimming in a Whirlpool of Conflicting Medical Claims

↳ WSCC, Room 203

CE401 Electronic Collection Development for Health and Medicine E-Libraries

↳ WSCC, Room 204


8:00 a.m.–3:00 p.m.

CE104 “Doctor Speak” for Medical Librarians: Understanding Terminology, Tests, and Treatments: Part 2: Basic Clinical Skills: An Introduction to Laboratory Tests, Medical Imaging, and Common Drug Types



↳ WSCC, Room 214

 **CE201** Redesigning Libraries for the 21st Century

↳ WSCC, Room 213



 **CE202** Do You Want to Be a Library Director: Knowledge, Skills, and Career Paths

↳ WSCC, Room 212



  **CE301** Finding Drug Information, or How to Think and Act Like a Pharmacy Librarian

↳ Offsite Facility, University of Washington


8:00 a.m.–noon

  **CE302** Microbial Genome Analysis and Comparisons: Web-Based Protocols and Resources

↳ Offsite Facility, University of Washington

  **CE303** ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers

↳ Offsite Facility, University of Washington

 **CE601** Promoting Health Literacy Through Easy-to-Read Materials



↳ WSCC, Room 201

CE703 Positioning the Professions: Science, Technology, and Medicine (STM) Publishing




↳ WSCC, Room 205

CE Courses

1:00 p.m.–5:00 p.m.

  **CE304** Comprehensive Gene-Centered Information Search

↳ Offsite Facility, University of Washington

   **CE305** Disaster Health Information Sources: The Basics

↳ Offsite Facility, University of Washington

CE501 LINKED: An Intro to the Semantic Web for Medical Librarians and Biomedical Information Professionals


↳ WSCC, Room 201

CE502 App Therapy: Mobile Technology and Health Sciences Libraries

↳ WSCC, Room 211

Wednesday, May 23

1:00 p.m.–5:00 p.m.

 **CE203** The Agile Librarian's Guide to Thriving in Any Institution


↳ WSCC, Room 606

CE602 Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success
↳ WSCC, Room 607

MLA Symposium

Saturday, May 19

12:30 p.m.–5:00 p.m.

 **CE800** Managing and Revitalizing Your Career as a Medical Librarian

Sponsored by the Hospital Libraries Section of MLA and Leadership and Management Section of MLA, and Rittenhouse Book Distributors, Inc.

↳ WSCC, Room 2A/B


Speakers and Panelists include: Heather Krasna; Elizabeth Atcheson; Joyce E. B. Backus; Tania Bardyn, AHIP; Colleen Cuddy, AHIP; Katherine R. Stemmer Frumento, AHIP; Charles J. Greenberg, AHIP; Pat Hawthorne; and Lorri Zipperer.

MLA CE eLEARNING

MLA will host three eLearning opportunities during MLA '12. MLA members who are not able to attend the meeting will be able to participate in live web-based versions of the courses.

Friday, May 18

1:00 p.m.–5:00 p.m. (Pacific time)

 **CE102W** Introduction to Epidemiology for Librarians

Saturday, May 19

1:00 p.m.–5:00 p.m. (Pacific time)

CE502W App Therapy: Mobile Technology and Health Sciences Libraries

Wednesday, May 23








1:00 p.m.–5:00 p.m. (Pacific time)

CE602W Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success

Daily Program | Friday, May 18–Sunday, May 20, 2012

This section provides a daily schedule and location of official activities related to MLA '12 but excludes MLA unit meetings, which are listed on pages 18–19. It includes receptions, section programming by sponsor and theme, Sunrise Seminars, Technology Showcases, and informal meetings. Consult the index on pages 68–71 for a quick reference to section activities.

Listed events are open to all registered attendees unless otherwise noted.

	Informal Meetings
	Open Forums
	Plenary Sessions
	Poster Sessions
	Sections
	Sunrise Seminars
	Technology Showcases

◀◀ Video of session planned; on MLANET 24 hours after session

△ Research Papers
The research designation is determined by the author during the abstract submission process. Papers with a research designation will be considered for Research Section awards.

📍 Locations in the Washington State Convention Center use the abbreviation WSCC. Locations in the Sheraton Seattle Hotel use the abbreviation Sheraton. Events at other locations are noted as such.

Friday, May 18, 2012

8:00 a.m.–5:00 p.m.

Continuing Education

See pages 20–22

9:00 a.m.–5:00 p.m.

MLA Board of Directors Meeting

📍 Sheraton Seattle Hotel, Issaquah A/B, Third Floor

Saturday, May 19, 2012

8:00 a.m.–5:00 p.m.

Continuing Education

See pages 20–22

12:30 p.m.–5:00 p.m.

Informal Meeting

NLM/AAHSL Leadership Fellows Program Leadership Institute

📍 WSCC, Room 305, Level Three

3:00 p.m.–5:00 p.m.

Leaders Orientation

📍 WSCC, Room 602/603/604, Level Six

5:30 p.m.–7:30 p.m.

Welcome Reception and Opening of the Hall of Exhibits

Sponsored by the New England Journal of Medicine.

📍 WSCC, Hall 4A/B, Level Four

Ticketed event.

Sunday, May 20, 2012

6:30 a.m.

24th Annual YBP Health Walk (formerly Majors Walk)

📍 Meeting Place: Hyatt Olive 8 Hotel Lobby

6:30 a.m.–7:30 a.m.

Sunrise Yoga

Sponsored by Complementary and Alternative Medicine SIG and Nursing and Allied Health Resources Section.

📍 WSCC, Room 206, Level Two

7:00 a.m.–9:00 a.m.

New Members/First-time Attendees Program and Breakfast

Sponsored by Wolters Kluwer Health | Ovid.

📍 WSCC, Room 4C 1/2, Level Four

Ticketed event, invitation only. **Onsite new member/first time attendee registrants:** please email Cindy Logan at clogan@k-state.edu to be added to the attendee list.

Sunrise Seminars

Building the Next-Generation Library: Digital Tools and Services for Research Impact

↳ WSCC, Room 604, Level Six

The sweeping transformations seen in the information landscape have inspired transformative practice in many academic libraries. This presentation will offer a blueprint for the transformed library, where digital tools and services allow libraries to be redeveloped and librarians become located in laboratories and faculties as key players in the research process.

Evidence-Based Nursing and Allied Health Resources: Improve Patient Outcomes

↳ WSCC, Room 611, Level Six

EBSCO Publishing provides clinical content covering practice-related and research information needs for nurses and allied health professionals. Nursing Reference Center, the first point-of-care resource for nurses, includes evidence-based nursing content including condition and treatment overviews. CINAHL covers nursing, health sciences librarianship, alternative and complementary medicine, consumer health, and seventeen allied health disciplines.

A Librarian's Guide to Implementing Evidence

↳ WSCC, Room 201, Level Two

Join Ovid for a session that provides medical librarians with a step-by-step guide to getting evidence into action, designed to help you feel confident implementing evidence-based practice successfully in your institution. Hear from clinicians including Susan Mace Weeks, associate professor, Harris College, and director, Center for Evidence Based Practice and Research (a Collaborating Center of the Joanna Briggs Institute), who has real-world experience collaborating with medical libraries to improve patient care and reduce cost. From conducting the research to synthesizing the evidence, from global collaboration to patient information, learn about tools and resources that you can offer to support evidence-based practice across medicine, nursing, and allied health.

9:00 a.m.–10:00 a.m.

Plenary Session I: Welcome to MLA '12 and Presidential Address

↳ WSCC, Ballroom 6A/B/C, Level Six

Presiding: Gerald (Jerry) Perry, AHIP, 2011/12 MLA President

Welcome from the President

Gerald (Jerry) Perry, AHIP, 2011/12 MLA President, and Director, Health Sciences Library, University of Colorado Anschutz Medical Campus–Aurora

Welcome from the Pacific Northwest Chapter

Valerie Lawrence, Chair, Pacific Northwest Chapter, and HEAL-WA Resources Coordinator, Health Sciences Library, University of Washington–Seattle

↳ WSCC = Washington State Convention Center

Welcome from the 2012 National Program Committee

Teresa L. Knott, AHIP, Cochair, 2012 National Program Committee, Director, Tompkins-McCaw Library for the Health Sciences, and Associate University Librarian, Virginia Commonwealth University–Richmond; Michelle Kraft, AHIP, Cochair, 2012 National Program Committee, and Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH; Nicole S. Dettmar, Cochair, 2012 Local Assistance Committee, and Education and Assessment Coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle; and Lisa A. Oberg, Cochair, 2012 Local Assistance Committee, and Head, Outreach Services, Health Sciences Library, University of Washington–Seattle

Presidential Address

Gerald (Jerry) Perry, AHIP, 2011/12 MLA President

10:30 a.m.–noon

Plenary Session II: John P. McGovern Award Lecture

Sponsored by EBSCO.

↳ WSCC, Ballroom 6A/B/C, Level Six

Introduction: Teresa L. Knott, AHIP, Cochair, 2012 National Program Committee, Director, Tompkins-McCaw Library for the Health Sciences, and Associate University Librarian, Virginia Commonwealth University–Richmond

Lecturer: Steven Johnson

noon–2:00 p.m.

Chapter Council Presents Chapter Sharing Roundtables Luncheon

Sponsored by UpToDate, MLA chapters, and MLA.

↳ WSCC, Room 4C 1/2, Level Four

Ticketed event. No onsite ticket sales.

noon–5:00 p.m.

Exhibits Open

↳ WSCC, Hall 4A/B, Level Four

12:30 p.m.–1:00 p.m.

Technology Showcase

ASP Clinical Health: Advancing Health Care Education through Video

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four

Health care education can literally make the difference between life and death. As a flood of technology, techniques, drugs, and other tools are used to treat increasingly complex conditions, it is imperative that education and training keep pace. The fact that video shows rather than just tells is vital in courses of study that center on a physical object: the human body. In addition to seeing techniques and examinations

Daily Program | Sunday, May 20, 2012

performed on actual patients, being able to see the patients' reactions is a tremendously valuable component to learning that cannot be found on the page or fully captured in a still image. Please come and join us for an interactive session on leveraging video and ASP's online tools to boost the digital media resources available to your institution.

12:30 p.m.–1:30 p.m.

EBSCO Publishing Lunch & Learn

↳ WSCC, Ballroom 6E, Level Six

1:30 p.m.–2:00 p.m.

Technology Showcase

Innovations in Pediatric Digital Resources

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four

Learn more about the American Academy of Pediatrics (AAP) comprehensive digital resources including: Pediatric Care Online; RED BOOK Online; Patient Education Online; AAP Pediatric Coding Newsletter Online; AAP e-books; and the AAP e-journal Collection, including *PEDIATRICS*, *Pediatrics in Review*, *AAP Grand Rounds*, *NeoReviews*, and *AAP News*.

2:00 p.m.–3:30 p.m.

MLA Business Meeting I

↳ WSCC, Ballroom 6A/B/C, Level Six

Presiding: Gerald (Jerry) Perry, AHIP, 2011/12 MLA President

Agenda

- Announcements
- In Memoriam
- Member Recognition
- Call to Order
- Announcements and Election Results
- New Business
- Treasurer's Report: Marianne Comegys, AHIP, Treasurer, MLA, and Director, Community Relations, Louisiana State University Health Sciences Center–Shreveport
- Executive Director's Report: Carla J. Funk, CAE, Hon FCLIP
- Annual Report
- Old Business

2:30 p.m.–3:00 p.m.

Technology Showcase

Rittenhouse's R2 Digital Library: A Science, Technology, Medicine E-Book Platform

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four

The R2 Digital Library is a web-based database that aggregates book content from key health sciences publishers. Libraries can build collections one title, one user at a time, enabling institutions to tailor content to meet current needs. See a demo of R2 and learn about new enhancements to the platform.

3:30 p.m.–4:00 p.m.

Beverage Break

Sponsored by Rittenhouse Book Distributors, Inc.

↳ WSCC, Hall 4A/B, Level Four

Technology Showcase

Decision Support Tools: DynaMed

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four

DynaMed, a point-of-care reference, provides health care professionals with the best available evidence to support clinical decision making. DynaMed is updated daily and has a rigorous process to provide summaries of the most valid, clinically relevant research results and to synthesize these summaries—providing clinicians with comprehensive answers to clinical questions.

3:30 p.m.–4:30 p.m.

Informal Meetings

Jeffrey Drazen, Editor-in-Chief of the *New England Journal of Medicine*, on 200 Years of Medical News

↳ WSCC, Room 618, Level Six

DOCLINE Users Group Meeting

↳ WSCC, Room 601, Level Six

Sewell Fund Recipient Reception (invitation only)

↳ WSCC, Room 617, Level Six

Poster Session 1

↳ WSCC, Hall 4A/B, Level Four

See pages 42–48 for the listing of posters and presenters.

4:30 p.m.–6:00 p.m.

Section Programs 1

2012 National Program Committee (General Topic)

From the Bench to the Field: Translational Research (general topic session)

Cosponsored by Cancer Librarians Section, History of the Health Sciences Section, Institutional Animal Care and Use SIG, Molecular Biology and Genomics SIG, Translational Sciences Collaboration SIG

↳ WSCC, Room 606/607, Level Six

Moderator: Nicole S. Dettmar, Education and Assessment Coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle

Playing on a Clinical and Translational Sciences Awards (CTSA) Team: Whitey Herzog's Rules

Cathy C. Sarli, AHIP, and Kristi Holmes

Supporting a University Clinical and Translational Science Award: A Team-Based Approach

Rachel C. Lerner and Barrie Hayes

Using Genetic Literacy to Facilitate the Dialogue of Pharmacogenetic Concepts to Patients

Adeola R. Davis, Nunzia B. Giuse, AHIP, FMLA, Mary Beth Bauer, Taneya Koonce, and Jim Jirjis

Meeting the Unique Information Needs of Clinical and Translational Researchers: Assessment, Preparation, and Intervention

Michele Tennant, AHIP, Jennifer A. Lyon, AHIP, Rolando Garcia-Milian, Hannah F. Norton, AHIP, and Cecilia E. Botero

Utility Players: A Library's Research Services Easily Integrate into Translational Science Programs and Committees

Sally A. Gore and Lisa A. Palmer, AHIP

Cancer Librarians Section

Clinical Librarians Get into the Game: Collaborating with Clinicians to Improve Patient Care

Cosponsored by Clinical Librarians and Evidence-Based Health Care SIG, Federal Libraries Section, Dental Section

📍 WSCC, Room 611, Level Six

Moderator: Margaret Vugrin, AHIP, Section Supervisor, Preston Smith Library of the Health Sciences, Texas Tech University Health Sciences Center–Lubbock

Opening Day: Reflections by a Clinical Medical Librarian on Clinical Rounds during the First Day Implementation of a New Electronic Health Record System

Julia Esparza, AHIP, and Gunjan Kahlon

Stepping out of the Library: The Use of iPads for Patient Care

Emily Vardell and Yanira Garcia-Barcena

Switch Hitter: Balancing Embedded and Traditional Liaison Roles

Jonathan B. Koffel

Bases Loaded, Patient at Bat: Genetics Clinicians, Clinical Librarian, and Consumer Librarian Collaborate to Enhance Patient Care

Susan Robishaw, AHIP, and Patricia Ulmer, AHIP

Dental Section

Connecting with the Away Team: Leveraging Mobile Technology

2012 STAT!Ref Lecture

Cosponsored by Nursing and Allied Health Resources Section, Educational Media and Technologies Section, Libraries in Curriculum SIG

📍 WSCC, Room 608/609, Level Six

Moderator: Julie H. Schiavo, AHIP, Dental Reference Librarian, Library, Louisiana State University Health Sciences Center–New Orleans

Keeping Score: Use of iPads by Clinical Faculty

Emily Brennan and Eileen Eandi

Information Use and Mobile Devices in Medicine: A Multi-University Study

Lee-Anne Ufholz, Jill Boruff, Dale Storie, Helen Lee Robertson, Tania Gottschalk, Sherri Vokey, and Dagmara Chojecki

iPads as a Tool to Enhance Communications and Access to Emergency Preparedness Resources

Cristina A. Pope, AHIP, and Donna K. Sowles

In Practice: The Ins and Outs of Mobile Technology

Michael Garner

Federal Libraries Section

Time for a Game Change: Growing Opportunities to Reinvent Our Roles

Cosponsored by Medical Library Education Section, Leadership and Management Section, Veterinary Medical Libraries Section, Retired Librarians SIG, Informationist SIG

📍 WSCC, Room 615/616, Level Six

Moderator: I. Diane G. Cooper, AHIP, Informationist, NIH Library, Office of Research Services, National Institutes of Health, Bethesda, MD

Beyond Sabermetrics: Building a Framework for Long-Term Problem Solving Using Soft Systems Methodology

Robert E. Johnson

Hitting a Grand Slam: The State of the Art in Library-Based Bioinformatics Support

Michele Tennant, AHIP, Mary Edwards, AHIP, Rolando Garcia-Milian, and Hannah F. Norton, AHIP

Data Management Planning: A Role for the Embedded Librarian

Susan M. McGuinness

Expanding the Definition of Research Support: Nontraditional Roles for Librarians in Biomedical Research

Betsy Rolland and Emily J. Glenn

Hospital Libraries Section

Librarian as MVP of the Patient Safety Team

Cosponsored by Complementary and Alternative Medicine SIG

📍 WSCC, Room 612, Level Six

Moderator: Claire B. Joseph, AHIP, Director, Jules Redish Memorial Medical Library, South Nassau Communities Hospital, Oceanside, NY

Patient Safety: Get on Base

Lorri Zipperer

Daily Program | Sunday, May 20

The Value of Health Libraries and Information Services for Clinical Decision Making and Patient Safety

Joanne Marshall, AHIP, FMLA, and Julia Sollenberger, AHIP, FMLA

Team up and Hit It Home!

Elaine Alligood

Medical Informatics Section

Triple Play: The Librarian's Roles in Bioinformatics Training, Research, and Resource Development

Cosponsored by Public Services Section, Molecular Biology and Genomics SIG, Libraries in Curriculum SIG, African American Medical Librarians Alliance SIG

📍 WSCC, Room 619/620, Level Six

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

Leading an Interdisciplinary Team to Create Gene Indexing Bioinformatics Software

Caitlin Sticco

Covering the Bases: Running a Library-Based Bioinformatics Service at a Health Sciences University

Carrie L. Iwema and Ansuman Chattopadhyay

Supercharging 'Omics Research with a Library-Based Bioinformatics Service

Yibu Chen, Meng Li, and William A. Clintworth

Hitting a Home Run with Bioinformatics Support

Medha Bhagwat and Lynn Young

Distant Hands-on Virtual Bioinformatics Training

Alexa Mayo, AHIP, Medha Bhagwat, and Craig Locatis

Relevant Issues Section

Minority and Underserved Nontraditional Populations: Health Care Information for All

Cosponsored by Corporate Information Services Section; Pharmacy and Drug Information Section; International Cooperation Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

📍 WSCC, Room 604, Level Six

Moderator: C. Steven Douglas, AHIP, Head, Collection Management, Health Sciences and Human Services Library, University of Maryland–Baltimore

The Jacksonville Health Literacy Outreach Project

Kathleen Moeller, AHIP, FMLA

Health Information Needs through the Eyes of Refugee Populations

Margaret (Peg) Allen, FMLA

Setting up Small Hospital Medical Libraries in Developing and Resource Poor Areas

Arlene G. Cohen and Alice E. Hadley, AHIP

Research Section

Spring Training: Statistical Literacy and Techniques in Library Research and Practice

Cosponsored by Public Health/Health Administration Section, Molecular Biology and Genomics SIG

📍 WSCC, Room 613/614, Level Six

Moderator: Kristine M. Alpi, AHIP, Director, William Rand Kenan, Jr. Library of Veterinary Medicine, North Carolina State University–Raleigh

Librarians Teaching Critical Appraisal: Assessment of Evidence-Based Medicine Competency of Fourth-Year Medical Students Using an Adapted Fresno Test–Based Exercise

Stephanie J. Schulte and Carol A. Powell, AHIP

Results of a Survey Exploring the Roles of Academic Health Sciences Librarians in Health Research

Thane Chambers

The Analysis and Translation of Unpublished Health Sciences Data: Extra Innings for the Library Profession

Wallace McLendon, David Potenziani, and Susan Corbett, AHIP

Hitting a Home Run: Statistician Consults at the AG-VET MED Library Improve Research Design Quality

Ann Viera

Technical Services Section

Stepping Up to the Plate with New Concepts of Data: Resource Description and Access, Semantic Web, Linked Data

Cosponsored by Collection Development Section, Molecular Biology and Genomics SIG

📍 WSCC, Room 602/603, Level Six

Moderator: Megan Curran, Head, Metadata and Content Management, Norris Medical Library, University of Southern California–Los Angeles

How the Semantic Web Is Moving Research Networking Software into the Major Leagues

Kristi Holmes and Layne Johnson

Research Data Needs Assessment and Program Planning

Hannah F. Norton, AHIP, Rolando Garcia-Milian, Michele Tennant, AHIP, and Cecilia E. Botero

Resource Description and Access and the New Bibliographic Framework: Moving Library Data to the Semantic Web

Sharon Willis

6:00 p.m.–7:00 p.m.

Special Events

International Visitors Reception

Sponsored by The New England Journal of Medicine.

↳ Sheraton Seattle Hotel, Ravenna, Third Floor

For International Cooperation Section members and international attendees.

Library School Reunion

↳ Sheraton Seattle Hotel, Grand Ballroom C, Second Floor

Open to library school alumni. No registration required.

Section Shuffle

Sponsored by MLA sections.

↳ WSCC, 4C 1/2, Level Four

Find your team with MLA's twenty-three sections at the third Section Shuffle. Refreshments provided. All MLA members are welcome. No advance sign up required.

Monday, May 21, 2012

7:00 a.m.–8:15 a.m.

Sunrise Seminar

National Library of Medicine: NLM Online Users' Meeting

↳ WSCC, Room 602/603, Level Six

National Library of Medicine (NLM) staff will highlight recent accomplishments and indicate new developments in a variety of online systems including MEDLINE/PubMed, MedlinePlus, and other NLM products.

7:00 a.m.–9:00 a.m.

Informal Meeting

AAHSL New Libraries Group

↳ WSCC, Room 214, Level Two

Sunrise Seminars

American Psychological Association's Sunrise Seminar

↳ WSCC, Room 612, Level Six

This session will provide a refresher on searching PsycINFO, focusing on the health sciences. We will show you how to make the most of our deep indexing and incorporate new fields into your searches. We will also introduce our two newest databases, PsycTESTS and PsycTHERAPY. The seminar includes breakfast.

Computerized Physician Order Entry (CPOE), Order Sets, Meaningful Use: How Librarians Fit in

↳ WSCC, Room 611, Level Six

Patients are best-served when health care providers have clinical information available at the point of care. Clinical questions are answered with the latest, evidence-based information, and providing clinical content within hospital electronic medical record systems and order sets enables more consistent decision making and improved quality of care.

What's New in Cochrane?

↳ WSCC, Room 604, Level Six

Carol Lefebvre, independent information consultant and Cochrane Information Retrieval Methods Group coconvenor, Middle Way, Oxford, United Kingdom, will provide an insider's look at the Cochrane Library/Cochrane Collaboration from a library and information perspective and will outline how the Cochrane Library continues to be an essential tool for the best practice of evidence-based medicine.

9:00 a.m.–10:00 a.m.

Plenary Session III: Janet Doe Lecture ◀◀

↳ WSCC, Ballroom 6A/B/C, Level Six

Introduction: T. Scott Plutchak, AHIP, Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Lecturer: Mark E. Funk, AHIP, FMLA, Associate Director, Resources and Education, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY

10:00 a.m.–10:30 a.m.

Beverage Break

Sponsored by BMJ Group

↳ WSCC, Hall 4A/B, Level Four

10:00 a.m.–noon

Exhibits Open

↳ WSCC, Hall 4A/B, Level Four

10:30 a.m.–11:00 a.m.

Technology Showcase

STAT!Ref Mobile Apps: Providing Easy Access

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four

Learn how STAT!Ref Mobile Access takes STAT!Ref health care e-sources on the go. With powerful interactive functionality, STAT!Ref Mobile Access allows users to search their institution's subscriptions anytime, anywhere. STAT!Ref is available through mobile applications that are supported by most popular devices.

10:30 a.m.–noon

Section Programs 2

Chiropractic Libraries Section

Complementary and Alternative Medicine (CAM): Evidence, Bias, and Use....Oh, My!

Cosponsored by History of the Health Sciences Section

↳ WSCC, Room 602/603, Level Six

Moderator: Janet Tapper, University Librarian, W. A. Budden Library, University of Western States, Portland, OR

Cochrane Complementary and Alternative Medicine Systematic Reviews: An Analysis of Authors' Comments on the Quality and Quantity of Evidence and Efficacy Conclusions △

Robin A. Paynter

"Alternative" Research Education in a Post-R25 World: Assessing Acupuncture and Oriental Medicine (AOM) Student Attitudes Toward Research and the Scientific Method

Candise Branum

Complementary and Alternative Medicine's (CAM's) Research Agenda and Its Unique Challenges

Jane D. Saxton

Hitchhiker's Guide to One Corner of the Complementary and Alternative Medicine (CAM) Universe

Ron LeFebvre

Corporate Information Services Section

Patient Advocacy: Meaningful User Needs Assessment

Cosponsored by Consumer and Patient Health Information Section, Relevant Issues Section

↳ WSCC, Room 619/620, Level Six

Moderator: Montie' Dobbins, AHIP, Head, Access Services/Circulation, Medical Library, Louisiana State University Health Sciences Center–Shreveport

Assessing Consumers' Perspectives on Health Information Needs: Understanding Patients Who Value both Health Professionals and Oprah Winfrey as Mediators of Medical Knowledge △

Shelagh K. Genuis

Illuminating the Distinct Information Needs of Brain Cancer Patients and Their Caretakers During Routine Clinical Care △

Jennifer A. Lyon, AHIP, Jessica Schumacher, Erin M. Dunbar, Jennifer West, and Mary Edwards, AHIP

Health Literacy Interventions: Training Health Care Professionals to Improve Caring for Older Adults △

Gabriel Rios, Channing Ford, and Catherine Hogan H. Smith, AHIP

The Research Ironman: Collaboration, Outreach, and Evidence-Based Mental Health

Rienne Johnson, Heather McEwen, and Beth Layton, AHIP

Educational Media and Technologies Section

Becoming a Better Teacher: How to Coordinate, Execute, and Assess Instruction

Cosponsored by Libraries in Curriculum SIG, Molecular Biology and Genomics SIG, Complementary and Alternative Medicine SIG

↳ WSCC, Room 608/609, Level Six

Moderator: Shannon D. Jones, AHIP, Associate Director, Research and Education, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

Hitting a Home Run: Collaborative Curriculum Design

Gail Y. Hendler, Amy R. Lapidow, and Karina Meiri

Transcending Personal Stats: Leveraging Peer Review to Improve Teaching and Redesign Interactive Class Content

James Brucker, Stephanie C. Kerns, Linda O'Dwyer, and Pamela Shaw

Bringing New Methods into Library Instruction: A Case Study in Team-Based Learning △

Brandi Tuttle and Adrienne Leonardelli

Assessing the FACTTS: An Evidence-Based Medicine and Critical Appraisal Course for Medical Students △

David C. Duggar, AHIP, Deidra Woodson, Kimberly A. Pullen, John Cyrus, Donna Timm, AHIP, Jerry McLarty, Mark P. Baggett, and Daniel E. Banks

Federal Libraries Section

Careers in Federal Libraries

Cosponsored by Informationist SIG

↳ WSCC, Room 611, Level Six

Moderator: Priscilla Stephenson, Chief, Library Services/Medical Media, Philadelphia VA Medical Center, Philadelphia, PA

Government Hiring and FEDLINK Professional Competencies and the Series 1410 Study

Blane K. Dessy

NLM Associates Program/NLM's Recruiting Initiatives and Succession Planning

Kathel Dunn

Career Opportunities in the Department of Veteran Affairs

Nancy A. Clark

Federal Opportunities for Innovation and Personal Growth

Terrie Wheeler

History of the Health Sciences Section

Hall of Fame: Nursing and Allied Health Information and Scholarship in a League of Their Own

Cosponsored by Nursing and Allied Health Resources Section, Hospital Libraries Section, Dental Section, African American Medical Librarians Alliance SIG

‡ WSCC, Room 606/607, Level Six

Moderator: Stephen J. Greenberg, Coordinator, Public Services, History of Medicine Division, National Library of Medicine, Bethesda, MD

Nursing Collections, Corporations, Collaboration: An Historical Interdisciplinary Model △

Warren G. Hawkes, AHIP, and Richard J. Barry, AHIP

The Evolution of Nursing Journals and Indexing

Margaret (Peg) Allen, FMLA, Pamela Sherwill-Navarro, AHIP, Joy Kennedy, and Holly Hubenschmidt, AHIP

Aiming for the Infield or the Outfield: Which Field Gives Nursing Research the Most Runs? △

Thane Chambers

Who's on First? Mapping the Literature of Addictions Treatment △

Paul M. Blobaum

Medical Library Education Section

New Voices: Let's Hear It from the Rookie Lineup

Cosponsored by New Members SIG, Research Section

‡ WSCC, Room 604, Level Six

Moderator: Julie Kwan, AHIP, Associate Director, National Network of Libraries of Medicine, Pacific Southwest Region, Louise M. Darling Biomedical Library, University of California—Los Angeles

Pitching Data Services to Translational Researchers: A Pilot Project △

Lisa Federer, AHIP

Implementing and Evaluating Cancer Consumer Health Programming △

Martha E. Meacham

A New Playing Field: A Librarian's Experiences Developing the Role of a Digital Information Gallery

April J. Schweikhard

A Rookie's Perspective: The Relationship Between Activities in Professional Organizations and Professional Competencies for Health Sciences Librarians △

Phill Jo

Move up to the Big Leagues with Data Visualization Skills △

David M. Howard and Valerie L. Howard

Pharmacy and Drug Information Section

Building the All Star Team: Librarians' Role in Enabling Interprofessional Education

Cosponsored by Dental Section, Complementary and Alternative Medicine SIG

‡ WSCC, Room 612, Level Six

Moderator: Irena G. Dryankova-Bond, Associate Professor, Library and Learning Resources, and Library Manager, Blais Family Library, Massachusetts College of Pharmacy and Health Sciences—Worcester

Batter's up: Librarians Score as Campus Leaders of Interprofessional Education

Jean P. Shipman, AHIP, FMLA, Joan M. Stoddart, AHIP, Jeanne M. LeBer, AHIP, Nancy T. Lombardo, and Alice Weber, AHIP

Interleague Play: Campus Leadership through Interprofessional Education

Emily Brennan, Amy Chatfield, and Eileen Eandi

Theory and Practice à la Yogi Berra: The Interprofessional Education of Medical and Pharmacy Students in Evidence-Based Medicine

Heather McEwen, Michelle Cudnik, Lisa N. Weiss, Rienne Johnson, and Beth Layton, AHIP

From Utility Player to Team Captain: Health Sciences Librarians Facilitating Interprofessional Education

Andre J. Nault and James Beattie Jr.

Public Health/Health Administration Section

Going the Distance: Keeping Your Global Health Projects Alive

Cosponsored by International Cooperation Section, Relevant Issues Section

‡ WSCC, Room 613/614, Level Six

Moderator: Alicia A. Livinski, Biomedical Librarian and Informationist, NIH Library, National Institutes of Health, Bethesda, MD

The Elsevier Foundation: A Funders' Perspective on Global Health Libraries Grants

Tom Reller, Vice President and Head of Global Corporate Relations, Elsevier, and Leonard Rhine, FMLA, Coordinator, E-Library Training Initiative, Librarians Without Borders®, Medical Library Association, Gainesville, FL

Expanding the Library's Commitment to Global Health Engagement: Process, Outcomes, and Challenges

Mellanye Lackey, Carol Jenkins, AHIP, FMLA, Jill Mayer, AHIP, Kathleen McGraw, and Susan Swogger

An Initiative to Include Literature Searching Skills in the Curriculum in a Developing Country, with an Across the Country Training Initiative

Vasumathi Sriganesh, Parvati Iyer, and Dipti Suvarna

Daily Program | Monday, May 21, 2012

Veterinary Medical Libraries Section

Wisdom of Yogi: How We Instruct Our Game

Cosponsored by Institutional Animal Care and Use SIG

📍 WSCC, Room 615/616, Level Six

Moderator: T. Derek Halling, Onsite Services Librarian, Medical Sciences Library, Texas A&M University–College Station

You Can Observe a Lot Just By Watching: Building a Comprehensive Copyright Program

Rienne Johnson, Kevin A. Caslow, and Beth Layton, AHIP

When You Come to a Fork in the Road, Take It: Experimenting with Collaborative Opportunities

Esther Carrigan, AHIP, Heather K. Moberly, AHIP, and T. Derek Halling

“If the Fans Don’t Come out to the Ball Park, You Can’t Stop Them” (Yogi Berra): Taking Library Services to the Users △

Katherine A. Rickett

Nobody Goes There Anymore; It’s Too Crowded: Redesigning Our Library Visitor Policy

Debra R. Berlanstein, AHIP, and Ryan Harris, AHIP

Improving Our Reference Desk Management and Training or “I Wish I Had an Answer to that because I’m Tired of Answering that Question” (Yogi Berra)

Kelly Thormodson and W. Shane Wallace, AHIP

11:30 a.m.–noon

Technology Showcase

BMJGroup CE Headquarters Tracks Continuing Medical Education across Your Evidence-Based Medicine Portfolio

📍 WSCC, Technology Showcase Stage, Hall 4A/B, Level Four
Introducing CE Headquarters, a new portal offering point-of-care continuing medical education (CME) credits for a customizable suite of evidence-based medicine (EBM) resources. Enhance value to your library audience, while capturing comparative usage data. From the BMJ Group, a global EBM authority, in partnership with Genova Technologies and the University of Iowa.

noon–1:30 p.m.

MLA Awards Ceremony and Luncheon ◀◀

Sponsored by UpToDate.

📍 WSCC, Ballroom 6A/B/C, Level Six

Ticketed event. Tickets available at the MLA Registration Desk until 5:00 p.m. on Saturday, May 19, 2012.

1:15 p.m.–5:00 p.m.

Exhibits Open

📍 WSCC, Hall 4A/B, Level Four

1:30 p.m.–2:00 p.m.

Technology Showcase

Patient Education Reference Center

📍 WSCC, Technology Showcase Stage, Hall 4A/B, Level Four
Patient Education Reference Center adds patient information to patient care with a comprehensive collection of current, evidence-based patient education handouts for clinicians to print and distribute at the point of care. Handouts are designed to enhance patient understanding of treatment from conditions, procedures, drugs, discharge, and home care to lifestyle and wellness.

1:30 p.m.–2:30 p.m.

Academy of Health Information Professionals Q&A Session

📍 WSCC, Room 613/614, Level Six

Join MLA’s Credentialing Committee for an overview of the academy, followed by a question-and-answer session.

2:00 p.m.–3:30 p.m.

Section Programs 3

2012 National Program Committee (General Topic)

Spring Training: Education and Instruction

Cosponsored by Libraries in Curriculum SIG

📍 WSCC, Room 608/609, Level Six

Moderator: Janna C. Lawrence, AHIP, Assistant Director, Hardin Library for the Health Sciences, University of Iowa–Iowa City

Pitch the Ball or Lose the Ground: Reinventing a Year Three Orientation Program Using Multiple Learning Techniques

Wendy Wu and La Ventra Ellis-Danquah

Training Library School Student Workers for the Medical Major Leagues △

Michelle L. Zafron

Taking the Library to the Bedside: Integrating Association of College and Research Libraries’ Information Literacy Standards into the Simulation Lab

Jan O. Rice, AHIP, and Jodi A. Nelson

Expanding Our Playbook: Librarians as Course Instructors

Laura E. Abate and Anne Linton, AHIP

Performance on the Field: From Information Confusion to Skill Acquisition

Sarah K. Morley, AHIP, and Ingrid C. Hendrix, AHIP

Consumer and Patient Health Information Section

Consumer Health Outreach: Taking the Consumer Health Library out of the Library

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

↳ WSCC, Room 612, Level Six

Moderator: Melanie D. Jones, Library Director, Community Health Library, Kittitas Valley Community Hospital, Ellensburg, WA

Community Day: Reaching out to First Responders and Community Members △

Susan J. Barnes, Cynthia Olney, Angela Ruffin, and Lisa Boyd

On the Air! Librarians and Doctors Using the Radio to Communicate with Listeners about Health

Lara Handler, Karen Crowell, Barbara Rothen Renner, Christie Silbajoris, AHIP, Jean Blackwell, AHIP, and Robert Ladd

Out of the Library and into the Mall

Susan H. Mayer, Curtis A. Huber, and Rachel F. Carroll

Health Enhancement for Rural Elderly: Improving Health Literacy for Seniors in Eastern Montana △

Gail Kouame and David Young

Hospital Libraries Section

Knowledge Management: A Whole New Ballgame

Cosponsored by Medical Library Education Section

↳ WSCC, Room 602/603, Level Six

Moderator: Margo Coletti, AHIP, Director, Knowledge Services, Beth Israel Deaconess Medical Center, Boston, MA

It Takes a Librarian to Rip off the Band-Aid: Replacing Paper Pocket Guides with a Web App △

Amy L. Harper and Erik Van Eaton

Development to Implementation: Piloting Knowledge Management (KM) in New England

H. Mark Goldstein, AHIP

Librarians Leading Knowledge Management △

Pamela S. Bradigan, AHIP, and Lynda J. Hartel, AHIP

Enhancing PubMed Search Outcomes for Evidence-Based Articles with Customized My NCBI Filters

Tanya Shkolnikov, AHIP

Leadership and Management Section

Smells Like Team Spirit: Partnerships to Move Your Library Forward

Cosponsored by Corporate Information Services Section, Institutional Animal Care and Use SIG, Veterinary Medical Libraries Section, Cancer Librarians Section

↳ WSCC, Room 619/620, Level Six

Moderator: Teresa L. Knott, AHIP, Cochair, 2012 National Program Committee, Director, Tompkins-McCaw Library

for the Health Sciences, and Associate University Librarian, Virginia Commonwealth University–Richmond;

Mentoring for Collaboration: More than Just Knowledge Skills

Rachel R. Walden and Nunzia B. Giuse, AHIP, FMLA

Collaborations and Partnerships: We Accomplish Much More When We Work Together ◀◀

Andrea Lynch

Essential Skills for Biomedical Librarians Engaging in Cross-disciplinary, Multi-institutional Team Projects: Experiences from the VIVO Collaboration △

Rolando Garcia-Milian, Hannah F. Norton, AHIP, Beth Auten, AHIP, Valrie Davis, Kristi Holmes, Margeaux Johnson, and Michele Tennant, AHIP

Moving Forward Together: Two Game-Changing Collaborations ◀◀

Barbara Rothen Renner

Dealing with Data: Partnering to Support E-Science and Data Management on Campus

Andrea S. Horne, Bart Ragon, Andrew Sallans, and Sherry Lake

Smells Like Team Spirit: MedlinePLUS Videos for Patient Education, A Partnership Between the University of Texas Health Sciences Center Libraries and CareLink, University Health System ◀◀

Pegeen Anne Seger

Double Play Staffing Model: Partnering to Serve Dual Needs

Sarah Fletcher Harper and Ruth Riley, AHIP

Nursing and Allied Health Resources Section

Fundamentals of the Game: Skill Building for Health Professional Information Literacy and Evidence-Based Practice

Cosponsored by Educational Media and Technologies Section, Public Health/Health Administration Section, African American Medical Librarians Alliance SIG

↳ WSCC, Room 606/607, Level Six

Moderator: Margaret (Peg) Allen, FMLA, Consultant, Health Knowledge Consultants, Stratford, WI

Characterizing Clinical Questions of Occupational Therapists, Physical Therapists, and Speech-Language Pathologists △

Lorie Kloda, AHIP, and Joan C. Bartlett

Information Literacy Standards for Nursing in Action

Loree Hyde and Diane Bauer

Igniting a Spirit of Inquiry in Bachelor of Science in Nursing Accelerated Students △

Pamela Sherwill-Navarro, AHIP

Daily Program | Monday, May 21

Nurse Residency Programs: Librarians Supporting New Nurses in Evidence-Based Practice

Katherine Downton and Emilie Ludeman

Information Literacy Skills for Nurses: Team Teaching by Nurses and a Librarian

Marilyn L. Tinsley and Lynda Copeland-Fields

A Whole New Ballgame: Teaching Evidence-Based Practice in the Hospital

Lindsay E. Blake, AHIP, and Darra Ballance, AHIP

Building Information Literacy Skills: Nurses and Librarians Advancing Research and Evidence-Based Practice at an Academic Medical Center [△](#)

Beth Auten, AHIP, and Gale Danek

Pharmacy and Drug Information Section

PDI Access Pharmacy Lecture

Cosponsored by Dental Section, Public Health/Health Administration Section, Medical Library Education Section, Complementary and Alternative Medicine SIG

↳ WSCC, Room 604, Level Six

Moderator: Irena G. Dryankova-Bond, Associate Professor, Library and Learning Resources, and Library Manager, Blais Family Library, Massachusetts College of Pharmacy and Health Sciences–Worcester

How Comparative Effectiveness Research Is “Changing the Game”

Sean D. Sullivan

Public Health/Health Administration Section

Teamwork for Evidence-Based Practice: Collaboration for Improving Evidence-Based Practice

Cosponsored by Complementary and Alternative Medicine SIG, Clinical Librarians and Evidence-Based Health Care SIG, Relevant Issues Section

↳ WSCC, Room 611, Level Six

Moderator: Joey Nicholson, Education and Curriculum Librarian, NYU Health Sciences Libraries, New York University–New York

Peer Review of Comparative Effectiveness Review Search Strategies [△](#)

Robin A. Paynter and Rose Relevo, AHIP

Network Development for Data Development: The Community Health Informatics Project

Elaine R. Hicks

Electronic Health Record: Integrating Evidence-Based Information at the Point of Clinical Decision Making [△](#)

Susan A. Fowler, Lauren H. Yaeger, Feliciano (Pele) Yu Jr., Dwight Doerhoff, Paul Schoening, and Betsy Kelly

Two for the Win: Resident/Librarian Collaboration to

Teach an Evidence-Based Medicine Curriculum

Jonathan B. Koffel and Ganesh Asaithambi

Using Librarians in Experiential Learning in Evidence-Based Practice Education

Rebecca P. Winsett, Margaret Moutseous, and H. Lynn Johnson

Veterinary Medical Libraries Section

Instant Replay: How Technology Is Changing Our Game

Cosponsored by Osteopathic Libraries SIG, Institutional Animal Care and Use SIG

↳ WSCC, Room 615/616, Level Six

Moderator: Catherine Pepper, Assistant Professor and Coordinator, Library Field Services, Medical Sciences Library, Texas A&M University–College Station

Scanning Technology Selection Impacts Usefulness of Image-Rich Content [△](#)

Kristine M. Alpi, AHIP, James C. Brown Jr., Jennifer A. Neel, Carol B. Grindem, James B. Harper, and Leigh G. Clark

Moving out Ahead of the Curveball: One Library’s Experience with Going Mobile [△](#)

Alicia A. Livinski, Douglas J. Joubert, and MaShana Davis

New Article Retrieval Tools: How They Affect User Work Flow and the Library’s Role [△](#)

Emily Morton-Owens and Aileen McCrillis

Biomedical Librarians as Information Nodes in Community Research Networks [△](#)

Rolando Garcia-Milian, Hannah F. Norton, AHIP, and Michele Tennant, AHIP

2:30 p.m.–3:00 p.m.

Technology Showcase

Decision Support Tools: CINAHL with Full Text and MEDLINE Complete

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four
CINAHL with Full Text, the best source of full text for nursing and allied health journals, provides full text for 600+ journals indexed in CINAHL. MEDLINE with Full Text is the most comprehensive source of full text for medical journals, providing full text for over 1,400 journals indexed in MEDLINE.

3:30 p.m.–4:00 p.m.

Beverage Break

↳ WSCC, Hall 4A/B, Level Four

Technology Showcase

Decision Support Tools: Nursing Reference Center

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four
Nursing Reference Center contains evidence-based

Monday, May 21–Tuesday, May 22, 2012 | Daily Program

point-of-care nursing content including condition and treatment overviews, red flags, interactions, guidelines, and proprietary Evidence-Based Care Sheets and Quick Lessons. Hospitals using Nursing Reference Center and CINAHL with Full Text satisfy applicable Joint Commission standards and help meet American Nurses Credentialing Center Magnet program model components status criteria.

3:30 p.m.–4:30 p.m.

Informal Meetings

BIOBASE Knowledge Library

↳ WSCC, Room 617, Level Six

CrossMark Version Identification Service Overview

↳ WSCC, Room 618, Level Six

One Great Collection, Two Simple Steps: An EBSCO Panel Discussion

↳ WSCC, Room 611, Level Six

Poster Session 2

↳ WSCC, Hall 4A/B, Level Four

See pages 42–48 for the listing of posters and presenters.

6:00 p.m.–7:00 p.m.

Tweet-up

↳ WSCC, 4 South Lobby, Level Four

Ticketed event. Meet in person with the people you have been interacting with on Twitter during MLA '12.

Tuesday, May 22, 2012

7:00 a.m.–9:00 a.m.

Informal Meeting

AAHSL Scholarly Communication Committee

↳ WSCC, Room 214, Level Two

Sunrise Seminars

Embase: Enhancements to Support Evidence-Based Medicine Searches: An Update

↳ WSCC, Room 612, Level Six

Carol Lefebvre, independent information consultant and Cochrane Information Retrieval Methods Group coconvenor, Middle Way, Oxford, United Kingdom, and Daan De Jong, product manager, Elsevier, will explain how Embase supports information retrieval for evidence-based medicine (EBM) and other advanced searches. Reporting on an Embase/Cochrane collaboration, Lefebvre will highlight enhanced EBM terminology and content sources recently added to Embase and give an update on progress since May 2011.

Rittenhouse's R2 Digital Library: A Science, Technology, Medicine E-Book Platform

↳ WSCC, Room 602/603, Level Six

The R2 Digital Library is a web-based database that aggregates book content from key health sciences publishers. Libraries can build collections one title, one user at a time, enabling institutions to tailor content to meet current needs. See a demo of R2 and learn about new enhancements to the platform.

9:00 a.m.–10:00 a.m.

MLA Business Meeting II: Presidential Inaugural Address and MLA '13 Invitation

↳ WSCC, Ballroom 6A/B/C, Level Six

Presiding: Gerald (Jerry) Perry, AHIP, 2011/12 MLA President

Agenda

- Call to Order
- Old Business
- Recognition of Retiring Board Members
- Introduction of Incoming Board Members
- Recognition of Outgoing President
- Presidential Inaugural Address: Jane Blumenthal, AHIP, 2012/13 MLA President, and Director, Health Sciences Libraries, University of Michigan–Ann Arbor
- Resolutions
- Announcement of MLA Scholarship Booth Raffle Drawing
- MLA '13 Invitation:

J. Michael Homan, AHIP, FMLA, Chair, 2013 National Program Committee, and Director, Libraries, Mayo Clinic, Rochester, MN; Heather Todd, Liaison, 11th International Congress on Medical Librarianship (ICML), Cochair, 2013 National Program Committee, and Executive Manager, Scholarly Publishing and Digitisation Service, University of Queensland, St. Lucia, Australia; Eric Albright, AHIP, Chair, 2013 Local Assistance Committee, and Director, Hirsh Health Sciences Library, Tufts University, Boston, MA; and Sarah McCord, AHIP, Cochair, 2013 Local Assistance Committee, and Head, Reference and Instructional Services, Henrietta DeBenedictus Library, Massachusetts College of Pharmacy and Health Sciences–Boston

10:00 a.m.–10:30 a.m.

Beverage Break

↳ WSCC, Hall 4A/B, Level Four

10:00 a.m.–3:00 p.m.

Exhibits Open

↳ WSCC, Hall 4A/B, Level Four

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10:30 a.m.–11:00 a.m.

Technology Showcase

Rehabilitation Reference Center

↳ WSCC, Technology Showcase Stage, Hall 4A/B, Level Four
Rehabilitation Reference Center, an evidence-based point-of-care clinical reference tool for use by rehabilitation clinicians, provides physical therapists, occupational therapists, and rehabilitation students with the best available evidence including Clinical Reviews, research instruments, and more than 10,000 exercise images, which may be added to customizable patient education handouts.

10:30 a.m.–11:30 a.m.

NLM Update ◀◀

↳ WSCC, Ballroom 6A/B/C, Level Six

11:30 a.m.–12:30 p.m.

Legislative Update

↳ WSCC, Room 608/609, Level Six

Join MLA's Governmental Relations Committee for this program, which will provide an overview of health funding, the Federal Research Public Access Act, efforts to expand the National Institutes of Health public policy to other federal agencies, and other timely and relevant information issues and policy.

Informal Meetings

Transforming the Medical Library for the Future: Building Deeper Relationships with Physicians and Stronger Ties to Patient Care

↳ WSCC, Room 617, Level Six

Institutional Repositories and the Open Repository Solution

↳ WSCC, Room 211, Level Two

1:00 p.m.–2:00 p.m.

Poster Session 3 and Poster Dessert Reception

↳ WSCC, Hall 4A/B, Level Four

See pages 42–48 for the listing of posters and presenters.

2:00 p.m.–3:30 p.m.

Section Programs 4

2012 National Program Committee (General Topic)

It's Outta Here! Community Engagement

Cosponsored by Medical Library Education Section, New Members SIG

↳ WSCC, Room 608/609, Level Six

Moderator: Michelle Kraft, AHIP, Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH

Partnering to Encourage Health Information Seeking at an Urban Minority Health Center: A Case Study ◀

Prudence W. Dalrymple, AHIP, Mary K. Green, Kathleen H. Turner, Lisl Zach, and Linda M. G. Katz, AHIP

Project SHARE: Empowering Student Community Health Advocates

Anna Tatro, M.J. Tooley, AHIP, FMLA, and Alexa Mayo, AHIP

Extending Our Reach: Using Social Media to Engage Family Caregivers Online

Jamie E. Peacock

Bringing School Librarians to the Game: Promoting Reliable Online Health Information through School Librarians

Kimberly A. Pullen and Betty Tucker, AHIP

A New Approach to Community Engagement: Focused Health Information Outreach

Javier Crespo and Michelle L. Eberle, AHIP

Collection Development Section

Sustaining Library Collections to Ensure a Home Run

Cosponsored by Technical Services Section

↳ WSCC, Room 612, Level Six

Moderator: Jon Crossno, AHIP, Collection Development Librarian, Library, University of Texas Southwestern Medical Center–Dallas

How Consortial and Other Shared E-Book Patron-Driven Acquisitions Plans Are Contributing Significant Content to Support Research, Coursework, and Distance Learning at the University of Florida's Health Science Library ◀

Steven B. Carrico and Cecilia E. Botero

Determining Your Lineup Card: Implementing a Demand-Driven Acquisition Program within a Large Academic Institution

Nicole R. Theis-Mahon and Katherine V. Chew

Covering the Bases: A Unique Personal Digital Assistant Project to Evaluate Current Collection Practices ◀

Trish Chatterley

Keeping Score: Assessing the Value of Electronic Resources in Faculty Research ◀

Leslie Williams, Denise Pan, Gabrielle Wiersma, and Yem Fong

Educational Media and Technologies Section

Loading the Bases: Teaching with Technology and Multimedia

Cosponsored by Medical Informatics Section, Complementary and Alternative Medicine SIG, Libraries in Curriculum SIG, Osteopathic Libraries SIG, Outreach SIG

↳ WSCC, Room 619/620, Level Six

Moderator: Lisa D. Travis, AHIP, Medical Librarian, Lon and Elizabeth Parr Reed Medical and Allied Health Library, Lincoln Memorial University-DeBusk College of Osteopathic Medicine, Harrogate, TN

Windup and the Pitch: Delivering Instruction Using Videos

Carol Shannon, Nadia Lalla, and Anne Perorazio

Cracker Jack Instruction: Creating, Implementing and Managing a No-Budget Online Continuing Education Course

Maureen M. Knapp, AHIP, Amy Blevins, Jaime Blanck, AHIP, Wayne Loftus, AHIP, Melissa Rethlefsen, AHIP, Luke Rosenberger, Suzanne Shurtz, AHIP, and Julie K. Gaines

Blended Learning in Action: Custom Designing an Extensible Online Tutorial to Enhance Interactive Classroom Content in a Medical Decision Making Course

James Brucker, Stephanie C. Kerns, Pamela Shaw, and Linda O'Dwyer

Presentation Excellence: Moving Beyond PowerPoint

Bill McGann

International Cooperation Section

Stepping Out of the Box: Librarians Working in Unconventional Roles and Places in Support of Global Health

Cosponsored by Public Health/Health Administration Section, Library Marketing SIG

↳ WSCC, Room 602/603, Level Six

Moderator: Alicia A. Livinski, Biomedical Librarian and Informationist, NIH Library, National Institutes of Health, Bethesda, MD

Global Health Partnerships in Medical Education: A View from the Wards, Boardroom, Director's Office, and Teaching Lab

Lauren Maggio and Megan von Isenburg, AHIP

Going Way out of the Box: From Tennessee to South Africa

Cynthia J. Vaughn, AHIP, and Martha F. Earl, AHIP

Strengthening Research Capacity and Addressing Global Health Challenges: A Librarian's Perspective

Gurpreet Rana

Strengthening Medical Library Services in Ethiopia: An International Collaboration

Sandra A. Kendall and Lenny Rhine, FMLA

Leadership and Management Section

Cosponsored by Veterinary Medical Libraries Section, Medical Library Education Section

Where Have You Gone, Joe DiMaggio? Turning Losses into Opportunities

↳ WSCC, Room 606/607, Level Six

Moderator: Paula G. Raimondo, AHIP, Head, Liaison and Outreach Services, Health Sciences and Human Services Library, University of Maryland-Baltimore

Shortstop to First to Third: Collaborating to Access Digital Collections for Biomedical Natural Language Processing (BNLP) Research

Lynne M. Fox, AHIP, Leslie Williams, Christophe Roeder, and Lawrence Hunter

Keep Calm and Carry on: The Perilous Process of Finding and Implementing a Federated Search Tool

Ann Glusker, AHIP, and Elisa Hoelscher

Before We Change the Game: The Sense-Making Practices of Hospital Librarians

Carol L. Perryman

Working through a Slump with Retraining and a Clear Game Plan

T. Derek Halling

Around the Horn: How the University of Florida Successfully Fielded a Team that Integrates Health Sciences and University Libraries

Michele Tennant, AHIP, Cecilia E. Botero, and Brian W. Keith

Nursing and Allied Health Resources Section

Libraryless in Seattle: Outreach to the Resource-Poor and the Library-Bereft

Cosponsored by African American Medical Librarians Alliance SIG, Public Health/Health Administration Section

↳ WSCC, Room 611, Level Six

Moderator: Jonathan Potter, Health Science Librarian, Riverpoint Campus Library, Eastern Washington University-Spokane

Avoiding the Squeeze Play: Equipping Physical Therapy Students in Identifying and Retrieving Evidence-Based Practice Materials Post-Graduation

Karen S. Lamson and Michelle L. Zafron

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Assessing the Health Science Information Needs of Unaffiliated Health Professionals and Using Training on Openly Available Search Tools and Resources to Provide Solutions to Their Information Access Challenges/Barriers

Konstantina Matsoukas, Michael Koehn, and Diane Hauser

The DIY Medical Librarian: Creating Free Online Services for the Resource-Poor and the Library-Bereft Hope Leman

Addressing the Real-World Information Needs of Practitioners: A Statewide Initiative

Valerie Lawrence, AHIP

Public Services Section

Hitting the Ball out of the Park: Reaching New Audiences

Cosponsored by Federal Libraries Section; Osteopathic Libraries SIG; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

↳ WSCC, Room 604, Level Six

Moderator: Dolores Zegar Judkins, AHIP, Head, Instruction, Research, and Outreach, OHSU Library, Oregon Health & Science University–Portland

Survival and Success Beyond Grad School: Improving Library Services to Postdoctoral Researchers

Aileen McCrillis, Alisa Surkis, Dorice Vieira, Pauline S. Beam, and Tina O'Grady

Supporting the Medical Support Staff: Outreach to Administrative Assistants and Secretaries

Debra A. Werner

New Audience, New Game: Supporting Biomedical Researchers' Data Management Needs

Layne Johnson, Jonathan B. Koffel, and Lisa Johnston

Informatics Instruction through an Interdisciplinary Seminar Series: Introduction to Genomic Medicine

Kristi Holmes

Research Section

Effective Dissemination of Findings: Pitching Your Research with Speed and Accuracy

Cosponsored by Public Health/Health Administration Section, International Cooperation Section, Translational Sciences Collaboration SIG, Clinical Librarians and Evidence-Based Health Care SIG, Outreach SIG

↳ WSCC, Room 615/616, Level Six

Moderator: Gail Y. Hendler, Head, Information and Access Services, Hirsh Health Sciences Library, Tufts University, Boston, MA

A Method for Your Madness: Applying Return on Investment

Betsy Kelly, Claire Hamasu, and Barbara Jones

Assessing the Impact of Evidence Summaries in Library and Information Studies: A Mixed Methods Approach



Lorie Kloda, AHIP, Denise Koufogiannakis, and Alison Brettle

Covering All Your (Data) Bases: A Comparison for Autism Researchers

Rex R. Robison, AHIP

Knocking One out of the Park: Creating Effective Posters for Presentation

Jeffrey Coghill, AHIP, and Jason Cottle

3:30 p.m.–4:30 p.m.

Open Forums

Open Forum: Gamechanging Resumes, Cover Letters, and Interviews

↳ WSCC, Room 604, Level Six

Need tips and techniques for your resume? CV? Cover letter? Interview? MLA's Professional Recruitment and Retention Committee invites you to this open forum to learn techniques that can enhance your employment opportunities in hospital or academic libraries. The forum will also include an opportunity to informally chat with colleagues about how to best present yourself on social media sites.

Open Forum: International and National Outreach Programs: Learning From Each Other

↳ WSCC, Room 619/620, Level Six

NEW DESCRIPTION AND SPEAKERS:

In the current era of globalization, a number of libraries in the industrialized world have developed international outreach projects. In North American and Europe, similar programs have been developed on the national, regional, and local levels. The thesis is that there is a commonality between such projects and that the sharing of ideas will enhance future projects and their sustainability. A panel will briefly highlight several international and national projects, discussing targeted audiences, strategies, successes, problems, and so on. This open forum will give speakers and participants an opportunity to share their ideas and experiences. If you are involved in such projects, or interested in learning more, please attend the session and contribute to the discussion.

PRESENTERS INCLUDE:

Mellanye Lackey, Director, Health Sciences Library Global Engagement, and Public Health Liaison Librarian, University of North Carolina–Chapel Hill; Irena Dryankova-Bond, Library Manager, Blais Family Library, and Associate Professor, Library and Learning Resources, Massachusetts College of Pharmacy and Health Sciences–Worcester; and Megan von Isenburg, AHIP, Associate Director, Research and Education, Duke Medical Center Library & Archives, Duke University, Durham, NC

MODERATOR AND HOST: Lenny Rhine, FMLA, Coordinator, E-Library Training Initiative Librarians Without Borders®, MLA

Open Forum: Leadership and Management Section Membership Survey Update

↳ WSCC, Room 602/603, Level Six

This open forum will focus on the findings from a recent survey of the membership, conducted by the MLA Leadership and Management Section, on behalf of the MLA Board and the Emerging MLA Leaders Task Force. The survey has been designed to help guide MLA's planning for the future by (1) identifying aspects of professional association membership that are particularly of value to MLA members and (2) gathering input to help shape MLA's strategic directions going forward. The open forum offers an opportunity to share your perspective on these important issues. Come express your views.

Open Forum: MLA's Disaster Information Specialization Update

↳ WSCC, Room 606/607, Level Six

During this open forum, MLA will introduce its new Disaster Information Specialization program. The specialization was developed in cooperation with the National Library of Medicine (NLM). It offers an approved curriculum of courses so that participants can acquire the knowledge and skills necessary to support their libraries, institutions, and communities in times of disaster or other emergencies. Upon completion, participants will receive certificates acknowledging their educational effort. MLA and NLM staff will be on hand to answer any questions.

Open Forum: Scholarly Communications

↳ WSCC, Room 615/616, Level Six

Join the Ad Hoc Committee for Advocating Scholarly Communications for an update on the latest developments in scholarly communications and how these changes are making an impact on library collections and services. International Cooperation Section Chair Alicia Livinski and E-Library Training Coordinator Lenny Rhine, FMLA, will facilitate.

6:00 p.m.–7:30 p.m.

Section Program

Medical Informatics Section

Tech Trends

Cosponsored by Educational Media and Technologies Section, Medical Library Education Section

↳ WSCC = Washington State Convention Center

↳ WSCC, Room 608/609, Level Six

Moderator: Michelle Kraft, AHIP, Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH

Google Jockey: Amy Blevins, Clinical Education Librarian, Hardin Library for the Health Sciences, University of Iowa–Iowa City

Twitter Jockey: Nicole S. Dettmar, Education and Assessment Coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle

Leveraging Social Networking Tools to Connect with Patrons

Fatima M. Mncube-Barnes and SuHua Fan

The Google+ Effect

Gabriel Rios

Panelists

Kimberley Barker, Michelle Frisque, Emily Hurst, and Eric Schnell

7:30 p.m.–10:00 p.m.

Experience MLA Party (MLA Reception)

Sponsored by UpToDate.

↳ EMP Museum, 325 5th Avenue N, Seattle, WA

Ticketed event. Cash bar. For transportation, see flier in your meeting tote bag. Explore some of the most significant moments in rock music, science fiction, and popular culture through EMP's impressive exhibitions and interactive installations. Its spectacular presentation of rare artifacts, multimedia, and hands-on programs offer a unique experience you will find only at EMP.

Wednesday, May 23, 2012

9:00 a.m.–10:15 a.m.

Plenary Session IV: T. R. Reid ◀◀

↳ WSCC, Ballroom 6A/B, Level Six

Introduction: Michelle Kraft, AHIP, Cochair, 2012 National Program Committee, and Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH

Lecturer: T. R. Reid

10:30 a.m.–noon

Comparative Effectiveness Research: Trends and Issues ◀◀

Moderator: Barbara A. Epstein, AHIP, Director, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Panel: Kate Goodrich, Office of Clinical Standards and Quality, Center for Medicare and Medicaid Services, Baltimore, MD; Joyce E. B. Backus, Deputy Associate Director, Library Operations, National Library of Medicine (NLM), Bethesda, MD; and Michael L. Parchman, Director, MacColl Center for Health Care Innovation, Group Health Research Institute, Seattle, WA

noon–1:30 p.m.

MLA Board of Directors Meeting

↳ Sheraton Seattle Hotel, Issaquah A/B, Third Floor

1:00 p.m.–5:00 p.m.

Continuing Education

See pages 20–22

Awards, Grants, and Scholarships

Join MLA in recognizing this year's awardees by attending the Awards Ceremony and Luncheon on Monday, May 21, 2012, from noon–1:30 p.m. in the Washington State Convention Center, Ballroom 6A/B/C. One ticket to the luncheon is included with inclusive registration. You can purchase additional tickets at the MLA Registration Center prior to 5:00 p.m. on Saturday, May 19. Recipients are listed in order of presentation during the ceremony.

Joseph Leiter NLM/MLA Lectureship

Frederick (Skip) M. Burkle Jr.

John P. McGovern Award Lectureship

Endowed by the John P. McGovern Foundation. Sponsored by EBSCO Information Services.

Steven Johnson

Estelle Brodman Award for the Academic Medical Librarian of the Year

Bart Ragon

MLA Scholarship

Kevin Pardon

MLA Scholarship for Minority Students

Ligia Patricia Groff

2012 Cunningham Memorial International Fellowship

Midrar Ullah

Hospital Libraries Section/MLA Professional Development Grant

Elizabeth Jayne Kiscaden

EBSCO/MLA Annual Meeting Grants

Endowed by EBSCO Information Services.

Aleta C. Embrey
Aleshia C. Heckel
Alisha H. Miles, AHIP
Jennifer S. Walker, AHIP

Donald A. B. Lindberg Research Fellowship

Mary J. Moore

Thomson Reuters/MLA Doctoral Fellowship

Mary E. Piorun, AHIP

Continuing Education Award

Alisha H. Miles, AHIP

Virginia L. and William K. Beatty Volunteer Service Award

Janet L. Cowen, AHIP

Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship

Mary Virginia Taylor

Lucretia W. McClure Excellence in Education Award

Janet G. Schnall, AHIP

Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences

Endowed by Ballen Booksellers International.

Laurie L. Thompson, AHIP

Carla J. Funk Governmental Relations Award

Endowed by Kent A. Smith, FMLA.

Lynne K. Siemers

Ida and George Eliot Prize

Margaret M. Bandy, AHIP, FMLA, and Rosalind F. Dudden, AHIP, FMLA

Majors/MLA Chapter Project of the Year

Endowed by J. A. Majors.

South Central Chapter of the Medical Library Association

Section Project of the Year Award

Cancer Librarians Section

Rittenhouse Award

Sponsored by Rittenhouse Book Distributors.

Eva Jurczyk

T. Mark Hodges International Service Award

Alice E. Hadley, AHIP

MLA President's Award

Connie Schardt, AHIP, FMLA

2012 Janet Doe Lectureship

Mark E. Funk, AHIP, FMLA

Fellowship

Susan Lessick, AHIP, FMLA
(Kathleen) Ann McKibbin, FMLA
Kay E. Wellik, AHIP, FMLA

Marcia C. Noyes Award

Jacqueline D. Doyle, AHIP, FMLA

Poster Sessions

△ = Research Poster

Poster Session 1 Sunday, May 20, 3:30 p.m.–4:30 p.m.

↳ WSCC, 4A/B, Level Four

1 50 Years! Nursing and Allied Health Resources Section (NAHRS) of MLA

Janet G. Schnall, AHIP, Margaret (Peg) Allen, AHIP, FMLA, Lin Wu, AHIP, and Wanda E. Anderson

4 Home Field Advantage: Librarians in the Outpatient Clinic, a Five-Year Retrospective

Lee A. Vucovich, AHIP, Cara L. Wilhelm, Satyra S. Howell, and Tracy E. Powell, AHIP

7 Meeting the Challenge of Evidence-Based Medicine in the Family Medicine Clerkship: Closing the Loop from Academics to Office

Susan K. Cavanaugh and Nancy Calabretta

10 The Rise of Asia in the Publication of Medical Information and Research: A Geographical Trend Analysis of the PubMed Database △

Mark L. Danderson

13 A Clinical Librarian's Experience of Involvement in the Development and Updates of Institutional Clinical Practice Algorithms △

Yimin Geng and Clara Fowler

16 A Study of Physicians' Attitudes, Knowledge, Skills, and Educational Needs in Evidence-Based Medicine △

Chang Hui-Chin, Chiu Tzu-Heng, Wu Chih-Lung, Tsai Chung-Hang, Lin Fang-Yu, and Lin Long-Yau

19 A Testing Time: Strategies Used to Keep the Ball in the Air during an Efficiency Review

Andrea Lane and Alex McNeil

22 A Whole New Ballgame: Data Services in the Library △

Lisa Federer, AHIP

25 An Assessment of Needed Competencies to Promote the Data Curation and Management Librarianship of Health Sciences and Science and Technology Librarians △

Andrew T. Creamer, Myrna E. Morales, Donna Kafel, Javier Crespo, and Elaine Martin

28 Turn Your Library Tutorial into a Hollywood Movie

Jin Wu

30 Analysis of Librarian-Mediated Literature Searches Using a Clinical Electronic Data Capture System △

Jennifer A. Lyon, AHIP, Michele Tennant, AHIP, Hannah F. Norton, AHIP, and Rolando Garcia-Milian

33 Assessing and Analyzing the Information Needs of Research Complex Tenants △

Marisa Conte, Marci Brandenburg, Judith Smith, and Whitney Townsend

38 Building a Farm Team: Ten Years of Developing New Academic Health Sciences Library Directors: The National Library of Medicine/Association of Academic Health Sciences Libraries Leadership Fellows Program △

Carolyn E. Lipscomb, AHIP, Barbara A. Epstein, AHIP, Lynn Kasner Morgan, and M.J. Tooley, AHIP, FMLA

41 Changing Our Communication Game Plan △

Claire Hamasu, John Bramble, and Martha Magee

44 Changing Our Game: User Preferences for E-Readers and Tablets △

Jeanne M. LeBer, AHIP, Amy Honisett, Peter S. Jones, Christy Jarvis, Nancy T. Lombardo, and Alice Weber, AHIP

47 Choosing the Right Pitch: Customized Orientation Emails to Incoming Residents and Fellows △

Jonathan B. Koffel

50 Collaboration, Collegiality, Cooperation: Consumer Health Library Services and the American Cancer Society Navigator Role △

Carol Ann Attwood, AHIP, and Kay E. Wellik, AHIP

53 Connecting Patients to Health Information at the Bedside: Implementing and Managing an Interactive Television and Patient Education System

Cathy Murch, AHIP, and Holly Sheldon Kimborowicz, AHIP

56 Covering Our Bases: Disaster Planning at an Academic Health Sciences Library

Richard A. Peterson, AHIP, Elizabeth M. Berney, Emma Cryer, Karen S. Grigg, AHIP, Russell Koonts, Adrienne Leonardelli, Eugene Lofton, and Louis Wiethe

59 Depositing Intellectual Property into an Institutional Depository

Merle Rosenzweig and Anna E. Schnitzer

62 Digitization of the Aristides Agramonte Collection on Yellow Fever

Maureen M. Knapp, AHIP

65 Distributing Relevant Information to a Remotely Located Clinical Department of a Medical Center

Merle Rosenzweig and Katy Mahraj

68 Does Using New Equipment (Tablets) Affect the Outcome of the Game?

Mary Edwards, AHIP, Michele Tennant, AHIP, Linda Butson, AHIP, and Beth Auten, AHIP

71 Essential Nursing Resources: Premier Product of the Interagency Council on Information Resources in Nursing

Janet G. Schnall, AHIP, and Susan A. Fowler

74 Evaluating the Impact of Altmetrics △

Drew Wright

77 Exploration of the Use of iPads in Medical Education

Joanne Rich and Leilani A. St. Anna, AHIP

Poster Sessions

80 Family Physicians Inquiries Network (FPIN): Connecting with Faculty, Residents, and Medical Students

Fran E. Kovach, AHIP, Careyana Brenham, Carol Gordon, AHIP, Rhona Kelley, AHIP, and Connie Poole, AHIP

83 Getting in the Game: A Health Literacy Tutorial Home Run
Peter S. Jones and Alice Weber, AHIP

86 Gray Literature Searching in Health Sciences Systematic Reviews: A Survey Study [△](#)

Ahlam Saleh, Melissa A. Ratajeski, and Marnie Bertolet

89 Growing Our Opportunities: Getting to First Base: Implementing the Infobutton for the Library

Connie Schardt, AHIP, FMLA, Megan von Isenburg, and Emily Mazure, AHIP

92 Health Literacy in an Adult Learner Population [△](#)

Rachel K. Nash

95 HINARI Training: A New Free, Interactive, and Accessible Tutorial with the Hopes of a Community-Sourced Future

Megan von Isenburg, AHIP, and Marc Alan Sperber

98 Improving an Outreach Service through Analysis of Health Information Disparities as Related to Socioeconomic Indicators Using Esri ArcGIS [△](#)

Yvonne M. Socha, Sandra I. Oelschlegel, AHIP, Cynthia J. Vaughn, AHIP, and Martha F. Earl, AHIP

101 Information literacy and the Doctor of Nursing Practice Student [△](#)

Claire O. Sharifi

104 iPad Lending Library for On Call/Night Float Residents: Home Run or Foul Ball?

Catherine M. Boss, AHIP, and Chunwei Ma

107 Is Attendance Really Declining at Games?: An Analysis of Walk-ins Versus Web Counts [△](#)

Travis Clamon, Nakia Woodward, and Rick Wallace, AHIP

110 It's a Matter of Inches: Using Statistics to Improve a Copyright Image Guide

Kevin A. Caslow, Rienne Johnson, and Beth Layton, AHIP

113 Knowing the Score: Are Students Interested in Utilizing Online Lectures on Basic Sciences and Biomedical Topics? [△](#)

Annie M. Hughes

116 Letting the Fans Direct the Game: Establishing a Graduate Student Advisory Committee for an Academic Health Sciences Library [△](#)

Emily M. Johnson, AHIP, and Shannon D. Jones, AHIP

119 LibGuides: Developing Custom Research Solutions for Our User Community

Donna S. Gibson, Antonio Derosa, Marisol Hernandez, Sarah Jewell, and Isabel Sulimanoff

122 Library Services in Health Care Societies and Associations in the United States and Canada: A Survey Conducted by the Health Association Libraries Section of the Medical Library Association [△](#)

Pamela Van Hine, AHIP, Gini Blodgett Birchett, Lynn G. Dunikowski, Aleta C. Embrey, Betsy Hageman, Warren G. Hawkes, AHIP, Jean E. Riedlinger, AHIP, and Marian G. Taliaferro, AHIP

125 Living the Life of a Public Health Professional: Lessons Learned from Immersion in Public Health Practice

Kathleen A. Amos, AHIP, and Jacqueline Peery

128 New Opportunities in Managing Electronic Resources [△](#)

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134 Partnerships in Diversity: A Multi-Pronged Collaboration with the School of Public Health

Judith Smith, Gurpreet Rana, and Chanel F. DeGuzman

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Erin Kerby, Nadia Lalla, and Deborah Lauseng

140 Providing Biomedical Reference on Community Research Networks: A ResearchGate Pilot Study [△](#)

Rolando Garcia-Milian, Hannah F. Norton, AHIP, and Michele Tennant, AHIP

143 Quick Response (QR) Codes: Educating Users on the History of Medicine [△](#)

Dean Hendrix, Linda Lohr, Pamela Rose, Keith Mages, and Caitlin Kenney

146 Reinventing the Librarian as a Core Educator on a New Medical School Campus [△](#)

Julie K. Gaines

149 Rethinking the Medical Library Website: How Using a Content Management System Changed Our Web Game [△](#)

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152 Revitalizing Education at the Library: Increasing Number of Attendees and Responding to Feedback

Emily Vardell and Vedana Vaidhyanathan

155 Revitalizing Library Programs and Services through Yogisms [△](#)

Kenneth E. Nero Jr.

158 Scholarly Communication: Going, Going, Gone! [△](#)

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161 School of Nursing and Department of Nutrition, Food Science, and Packaging at San Jose State University: Bibliometric Study 2006–2011 [△](#)

Valeria E. Molteni and Emily K. Chan

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Stephanie M. Swanberg, Shawn V. Lombardo, Nancy Bulgarelli, and Misa Mi, AHIP

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- 170** Study Results in ClinicalTrials.gov: A Whole New Ball Game △
E. Diane Johnson, AHIP
- 173** Team Spirit: How Three Libraries Are Working to Support Health Sciences Libraries in Liberia
Anne Linton, AHIP, Elaine Martin, Cynthia Henderson, AHIP, James Comes, Alexandra Gomes, AHIP, and Darcel Bryant, AHIP
- 176** The Boldt Articles: A Bibliometric Study on the Effect of Retractions on Scholarly Publication △
Jennifer L. Boxen, AHIP
- 179** The Effect of Required iPads on Library Use
Gary E. Kaplan, Dorothy Berenbrok, Dan G. Kipnis, and Helena Washington
- 182** The Home Team Advantage: Collaborating with Community Partners and Developing Local Digital Materials to Host a National Library of Medicine Traveling Exhibit
April J. Schweikhard
- 185** The United States Breast Cancer Research Stamp △
Robert Cagna, AHIP
- 188** Using a Plan-Do-Study-Act (PDSA) Cycle as a Framework for Curriculum Improvement
Nancy Bulgarelli, Stephanie M. Swanberg, and Misa Mi, AHIP
- 194** Changing the Conference Game for Students: Developing the Mid-Atlantic Chapter Student Vision Program
Ryan Harris, AHIP, Shannon D. Jones, AHIP, and Bart Ragon
- 196** Want to Learn more about Herbs? Is Joining a Social Networking Group the Answer? An Exploratory Investigation of Herbal Information Sharing on Facebook and LinkedIn △
Julia Whelan, AHIP, Kelly Dagan, Morgan Anderson, Erin Lisa Pepin, JooHyun Song, Douaa Sindi, Lana Dvorkin-Camiel, Samah Alshehri, and Matthew Coorie

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↳ WSCC, 4A/B, Level Four

- 2** Instruction by Design: We Build It and They Learn
Gonghua Liu, Kimberly R. Powell, Mia S. White, AHIP, and Anna Getselman
- 5** It's a Whole New Ballgame: From Medical Subject Headings to the Cloud
Priscilla Stephenson and Mary Virginia Taylor
- 8** New Opportunities: Medical Education History in a Digital World
Marian G. Taliaferro, AHIP, and Molly Alexander
- 11** A Project to Improve the Effectiveness of Teaching and Assessing Nurses' Skills in Retrieving Literature
Lin Wen Chuan
- 14** A Study of the Impact of Research Publications Funded by a Clinical and Translational Science Award △
Jonquil D. Feldman, AHIP
- 17** Achieving Consistency and Quality in Patient Education with Templates for Print Materials
Ruti Volk, AHIP, and Lisa Schneider
- 20** Providing Information Mastery Instruction in a Capstone Program for First-Year Medical Students: Medical Librarians' Experiences in a New Medical School
Misa Mi, AHIP, Nancy Bulgarelli, and Stephanie M. Swanberg
- 26** An Informatics Course Based on the Clinical and Translational Science Awards Informatics Competencies △
Lee A. Vucovich, AHIP, Eta S. Berner, Chiquito J. Crasto, Elliot J. Lefkowitz, Susan A. Lyons, and Matthew C. Wyatt
- 29** Analysis of PubMed Query Logs to Guide Teaching Strategies △
Aileen McCrillis, Karen Hanson, and Yindalon Aphinyanaphongs
- 32** Building Partnerships: A Model for Collaborative Textbook Purchasing
C. Steven Douglas, AHIP, Yunting Fu, M.J. Tooley, AHIP, FMLA, and Lisa Lebovitz
- 35** Breakdown: Evaluating the Effectiveness of the MLA Research Section Mentoring Program △
Elizabeth M. LaRue, AHIP, and Heather Holmes, AHIP
- 36** Capitalizing on Partnerships: Cancer Clinical Trials Education and State Cancer Coalition △
Ann Duesing, Nila Saliba, Carlin Rafie, and Sharon Dwyer
- 39** Changing Our Game: From the Clinical Challenge to the Surgical Papyrus
Deidra Woodson, Dee Jones, AHIP, Donna Timm, AHIP, and John Cyrus
- 42** Changing Our Game? A Look at Position Descriptions in Health Sciences Libraries
Karen D. McMullen and Felicia Yeh, AHIP
- 45** Changing the Game: Preferred Models of Integrating Information Literacy into the Nursing Curriculum, a Survey of Faculty at a Community College △
Michelle E. Rezeau

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- 48** Clinical Rounds and the iPad: Library and Librarian at the Point of Care
Lauren H. Yaeger, Susan A. Fowler, and Betsy Kelly
- 51** Collection Assessment: Keeping Library Resources Current and Relevant
Jie Li, AHIP, Robert M. Britton, AHIP, and Geneva B. Staggs, AHIP
- 54** Combining Teams: Library Resources for Systems Biology and Global Health
Emily J. Glenn
- 57** Consenting Adults: An Interdisciplinary Approach to Improving Patient Care via the Informed Consent Process
Margo Coletti, AHIP
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Pamela Shaw and Simon Lin
- 63** Emergency Preparedness and Librarians: A Match Made in... Hospitals! 
Amy E. Donahue, AHIP
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Priscilla Stephenson, Teresa R. Coady, Janet M. Schneider, AHIP, and Dorothy Sinha, AHIP
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Bart Ragon, Elaine Attridge, and Andrea S. Horne
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Kefeng (Maylene) Qiu, AHIP
- 75** Exploring the Backgrounds of Health Sciences Librarians 
Yani L. Yancey
- 78** From Max to Macs: Creating a Retrospective of Medical Illustration Techniques
Kate Saylor, Elena Azadbakht, and Patricia Beals
- 81** Getting into the Game: Inaugurating a Clinical Librarian Program
Laura E. Abate, Alexandra Gomes, AHIP, and Anne Linton, AHIP
- 84** Growing Global Opportunities: Taking Continuing Education to a Land Down Under
Connie Schardt, AHIP, FMLA, Lisa Kruesi, and Angela E. Myatt
- 87** Growing Opportunities in the Hospital Library: Measuring the Collection Needs of Hospital Clinicians 
Meredith Bloom and Lisa Marks, AHIP
- 90** Health Information Ambassador Program for Patient Education: A Game Changing Partnership
Laura Stubblefield, AHIP, and Jacqueline Davis
- 93** Health Literacy in the Dental Clinic: Are Patients' Needs Being Met? A Study of Patients' Health Literacy Rates and the Readability of Available Written Education Materials 
Julie H. Schiavo, AHIP
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Whitney Townsend and Carol Shannon
- 99** Improving Quality and Performance in Public Health: Potential Roles for Health Information Professionals 
Kathleen A. Amos, AHIP, and Patrick McLaughlin
- 102** IndexCat and Google Books: Bringing the Past to the 21st Century
Isabel M. Altamirano
- 105** iPad Use in a Library: Experiences from Around the Diamond 
Alicia A. Livinski and Douglas J. Joubert
- 108** Iterative Design in Online Instruction: Using Module Grades and Student Feedback to Guide Content and Delivery Modifications
Barbara A. Gushrowski, AHIP
- 114** Lean CD: Establishing a Curriculum and Faculty-Driven Collection Development Model at an Emerging Medical Library 
Stephanie M. Swanberg, Misa Mi, AHIP, and Nancy Bulgarelli
- 117** Leveraging Emerging Technology to Visually Promote Library Resources 
Carolyn Schubert
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Joanne Rich and Terry A. Jankowski, AHIP
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Kristen Burgess, Stephanie N. Dennis, and Naomi Miller
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Kathleen N. Carlson, AHIP, and Sheila Hofstetter, AHIP
- 129** North Carolina Regional Extension Center: Next Steps 
Adam Dodd
- 132** Notes from a Clinical Librarian's Experience Rounding with an iPad
Amy L. Harper
- 135** On the Same Side: Teaming up with Your Information Technology Department 
Patricia J. Devine, Ann Gleason, and Adam Garrett
- 138** Online Library for Faculty Development in the Health Professions
Rita Shaughnessy
- 141** PharmGuide: Your Home Base for Free Online Drug Information
Amy Chatfield, Trish Chatterley, Jean L. Siebert, AHIP, and Jonathan B. Koffel
- 144** Playing the Field: Using CampusGuides Statistics and Google Analytics to Assess a Intranet Site Redesign
Melissa Rethlefsen, AHIP, and Ann Farrell

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Dan G. Kipnis, Gary E. Kaplan, Ann Koopman, Brian Kysela, and Joseph Zavorski

150 Reliability Markers: How Caregivers Assess Online Health Information △

Nicole K. Dalmer

153 Scouting out a Mobile Line-up: An Analysis of Mobile Website and Resource Use Patterns △

Heather L. Brown and Ann Kaste

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Kate Saylor, Jean Song, and Carol Shannon

159 Stepping up to the Plate: Experiences as First-Time Instructors of a Library Research in Context Class △

Amy Blevins and W. Shane Wallace

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Holly Sheldon Kimborowicz, AHIP, and Cathy Murch, AHIP

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Kimberly A. Pullen and Betty Tucker

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174 The iPad: A Game-Changer for Accessing Library e-Resources △

Nadine Dexter, AHIP, Shalu Gillum, Michael Garner, and Deedra J. Walton, AHIP

177 The Perspective of a Taiwan Journal Publisher: Disseminating Domestic Research Output Globally △

Anne Chen, Peggy Liu, Dar-Maw Wen, and Anne Chen

180 The Use of Wordle in an Academic Health Sciences Library

Linda Hasman and Michelle L. Zafron

183 Use of Patron Input and Student Collaboration in Library Space Planning △

Hannah F. Norton, AHIP, Linda Butson, AHIP, Michele Tennant, AHIP, and Cecilia E. Botero

186 Using Google Analytics to Evaluate an Email Information Literacy Program for Medical and Dental Students △

Natalie Clairoux

189 Using the ADDIE Model in Designing Bibliographic Instruction

Colleen Cuddy, AHIP, and Sarah Reinbold

192 Visual MEDLINE: A Google-like Clustering Biomedical Literature Retrieval System △

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193 Runs, Strike-outs, and New Game Strategy: Assessing Health Association Library Patron Needs

Marian G. Taliaferro, AHIP

195 What's the Librarian Got to Do with It? Partnering with Residents for Evidence-Based Practice

Colleen M. Kenefick, AHIP, and Susan E. Werner, AHIP

197 Data Collection's Role in Addressing Health Disparities: Playing Small Ball

Patricia J. Devine and Jim Anderson

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↳ WSCC, 4A/B, Level Four

3 If You Build It, Will They Come? One Library's Evaluation of Its Social Networking Outreach △

Lee A. Vucovich, AHIP, Valerie St. Pierre Gordon, AHIP, Nicole Mitchell, AHIP, and Lisa Ennis

6 On Air and Online!: Librarians and Doctors Using a Blog and the Radio to Communicate with Listeners about Health

Barbara Rothen Renner, Robert Ladd, Karen Crowell, and Lee M. Richardson

9 Scholarly Communications Services in an Independent Academic Biomedical Research Center △

Ann Marie Clark and Allysha B. Eyler

11 A Successful Transition from Full- to Self-Service: Table of Contents E-Alerts at a Large Health Cooperative's Medical Library

Ann Glusker, AHIP, Elisa Hoelscher, and Shamus Ryan

15 Afghanistan Calling...Stepping up to the Plate to Help Our Deployed Health Care Providers

Mabel A. Trafford and Pamela Scott

18 A-mazing Librarians: An Analysis of Workplace Change △

Lee Ann Bryant

21 Strengthening Bioinformatics Research in the Institution: A Powerful Role for Libraries

Meng Li, Yibu Chen, and William A. Clintworth

23 Voices of the People: Hospital Faculty, Staff, and Students Speak out about the Library

Nancy Calabretta, Alisha Crawford, and Barbara J. Miller

24 There Is an "i" in Our Team: iPad

Amanda Chiplock, Kaye Robertson, Courtney Mlinar, Kristin Kroger, Majid Anwar, and Todd Puccio, AHIP

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Margarite J. McCandless and Ramona H. Thiss
- 31** An Interdisciplinary Ethics and Health Disparities Journal Club for Responsible Conduct of Research Training 
William Olmstadt, AHIP, Douglas Brown, Linda Ball, Michael Montana, Joan Hirst, and Monique Williams
- 34** An Investigation Report on the Impact of New Accreditation of Hospitals to Their Libraries 
Lin Wen Chuan and Chen Kuan Nien
- 37** Appraising the Evidence-Based Information Competencies, Needs, and Expectations of the International Public Health Workforce 
Lorely Ambriz
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Gale A. Oren, AHIP
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Michelle Frisque, Linda O'Dwyer, James Brucker, Mark Berendsen, Steve Hunt, and Jeremy Prevost
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Alisa Surkis, Rupinder Hayer, and Colleen Gillespie
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Kristen B. Greenland
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Jamie E. Peacock and Siobhan Champ-Blackwell
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Rebecca Raworth
- 103** Identifying an Opportunity and RISE-ing to the Challenge
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- 106** Increasing the Findability of E-Books
Karen S. Grigg, AHIP, Elizabeth M. Berney, Emma Cryer, Barbara Dietsch, Adrienne Leonardelli, Richard A. Peterson, AHIP, and Patricia L. Thibodeau, AHIP, FMLA
- 109** Is the Grass Greener? Cross-Borders Comparison of Factors Relevant to Librarian Involvement in Undergraduate Medical Education in the United States, Canada, and Japan
Elena Springall, Stephanie C. Kerns, and Makiko Yoshida
- 112** Lean Manufacturing Problem Solving Approach to Journal Access Issues
Linda Matula Schwartz, AHIP, and Kristine A. Petre, AHIP
- 115** Leveraging National Library of Medicine Exhibits for Outreach and Community Engagement
Hannah F. Norton, AHIP, Beth Auten, AHIP, Mary Edwards, Ellie Bushousen, AHIP, Nina Stoyan-Rosenzweig, Matthew Daley, and Michele Tennant, AHIP
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Trey Lemley, AHIP, Robert M. Britton, AHIP, and Jie Li, AHIP

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Mary Shultz, AHIP, Sandra L. De Groote, AHIP, and Emilie Urbancic

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Aileen McCrillis, Alisa Surkis, Pauline S. Beam, Dorice Vieira, and Tina O'Grady

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Joanne Marshall, AHIP, FMLA, and Julia Sollenberger, AHIP, FMLA

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169 Using Multimedia to Become a Better Teacher: A Comparative Study of Prezi and PowerPoint △

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175 Utility Player: A New Role for Librarians as Animal Alternative Researchers

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JoLinda L. Thompson, AHIP, Kathe S. Obrig, and Laura Abate

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Amy Honisett, Jeanne M. LeBer, AHIP, Liz Leckie, and Alice Weber, AHIP

187 Going to Bat with Natural Standard

Helen-Ann Brown Epstein, AHIP

190 Integrating the Library in Emergency Planning

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191 Using Quick Response (QR) Codes to Promote E-Books △
Melissa A. Ratajeski

Guide to Exhibits



Exhibit Hall Hours

Washington State Convention Center, Hall 4A/B, 800 Convention Place, Seattle, WA 98101

Exhibit hours:

Saturday, May 19	Welcome Reception/Opening of Exhibits: 5:30 p.m.–7:30 p.m.
Sunday, May 20	noon–5:00 p.m.
Monday, May 21	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 22	10:00 a.m.–3:00 p.m.

Refreshment Breaks in Hall of Exhibits

Sunday, May 20	3:30 p.m.–4:00 p.m.
Monday, May 21	10:00 a.m.–10:30 a.m. and 3:30 p.m.–4:00 p.m.
Tuesday, May 22	10:00 a.m.–10:30 a.m. Poster Dessert Reception 1:00 p.m.–2:00 p.m.

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Parliamentary rules are established to aid organizations in the orderly, expeditious, and equitable accomplishment of business. Because order and good will are essential to working together and achieving common goals, it is essential that association members understand parliamentary procedures. The following overview is a guide to participating in business meetings of the Medical Library Association.

Parliamentary Authority

Article XIII of the 2009 revised bylaws of the Medical Library Association provides that rules in the current edition of *Robert's Rules of Order Newly Revised* shall govern the association in all cases where they are applicable and in which they are not inconsistent with the bylaws of the association.

Rules of the Assembly

The following rules govern the conduct of MLA business meetings.

The Floor

When addressing the chair, the person desiring recognition moves to a microphone and gives proper identification, including name and institution, as well as city and state or province. Only MLA members are permitted to speak on the floor of the assembly.

Motions and Resolutions

Main motions (those introducing new business) may be brought to the assembly only if written copies have been distributed at least twenty-four hours before the meeting to each Voting Member present or by unanimous consent of Voting Members present. Resolutions are motions presented formally.

Debate

Debate is limited to two minutes for each speaker; no speaker may have the floor twice on the same question until all who wish to speak have spoken. Members speaking a second time are limited to one minute.

Quorum

A quorum of 250 Voting Members is required for the transaction of business. For purposes of determining a quorum, a person eligible to cast 2 votes is counted as 2 Voting Members.

Voting

To facilitate the counting of votes, voting paddles are provided to all eligible voters attending the annual meeting. Voting paddles are color-coded to distinguish between Institutional and Regular Members. General consent may be used as a method of voting, if there is no objection. Any of the foregoing rules may be suspended by a two-thirds vote.

Understanding Motions

Motions are classified according to their purposes and characteristics.

Main Motions

An original main motion brings a new substantive question before the assembly for consideration and action. An incidental main motion relates to other business of the assembly or its past or future action. Incidental main motions include motions to amend something previously adopted and to rescind.

Subsidiary Motions

These motions may alter the main motion and are related to it.

- Lay on the table (a temporary delay)
- Previous question (to stop debate)
- Limit or extend debate
- Postpone to a certain time
- Commit or refer to a committee
- Amend
- Postpone indefinitely (to kill)

Privileged Motions

These motions have no direct connection to the main motion. They are the highest-ranking motions and are designed to take care of emergencies that arise in the assembly.

- Fix the time at which to adjourn—set an adjourned meeting
- Adjourn
- Recess
- Question of privilege
- Call for the orders of the day

Incidental Motions

These motions arise only incidentally out of business before the assembly. Most of these motions are not debatable and are handled as soon as they arise. Some incidental motions are:

- Appeal from the decision of the chair
- Consider seriatim (consideration by paragraph)
- Division of the question
- Parliamentary inquiry
- Point of information
- Point of order
- Suspend the rules
- Withdraw a motion

Motions that Bring a Question before the Assembly Again

- Take from the table
- Reconsider
- Rescind or amend something previously adopted

Precedence of Motions

Precedence sets the priority of motions and the order in which they must be proposed and considered. Subsidiary and privileged motions are ranked in this descending order:

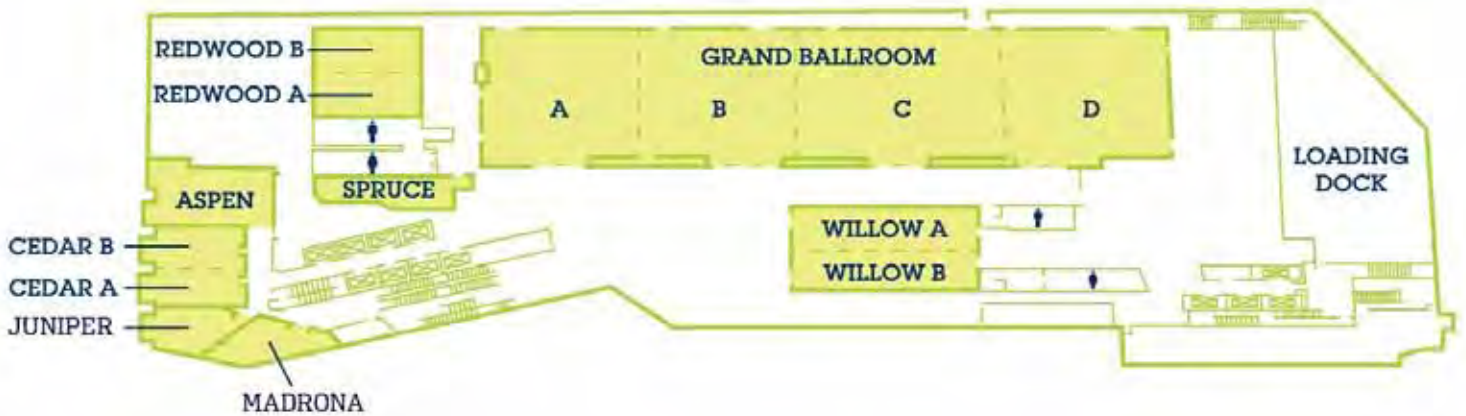
- Fix the time at which to adjourn (highest ranking)
- Adjourn
- Recess
- Question of privilege
- Call for the orders of the day
- Lay on the table
- Previous question
- Limit or extend debate
- Postpone to a certain time
- Commit or refer
- Amend
- Postpone indefinitely
- Main motion

Only those motions that are higher in rank than the pending motion are in order and may be made. For example, when the main motion and the motion to commit are pending, only motions of higher rank than "commit" may be made.

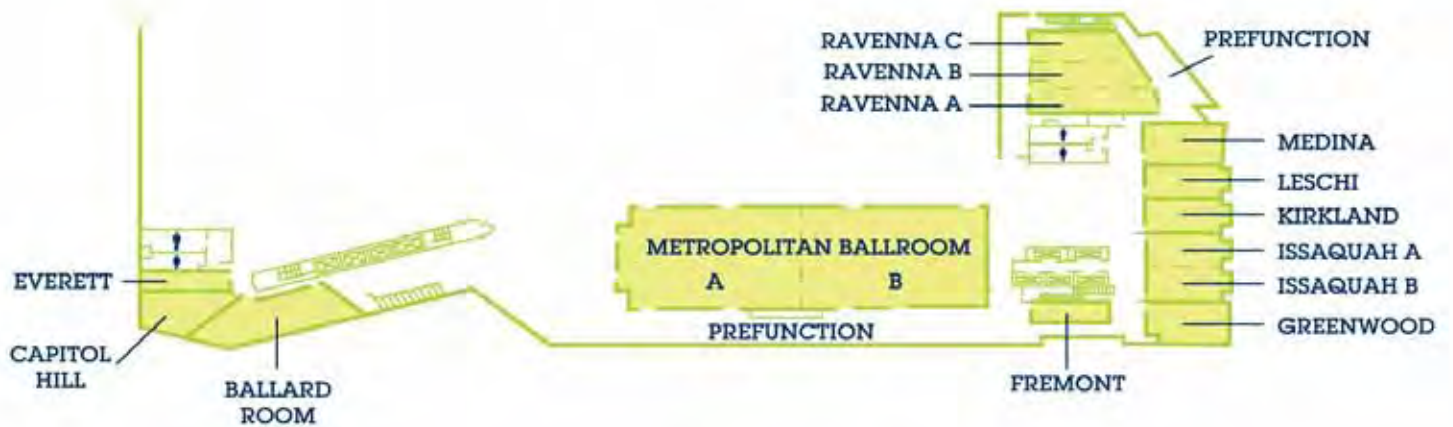
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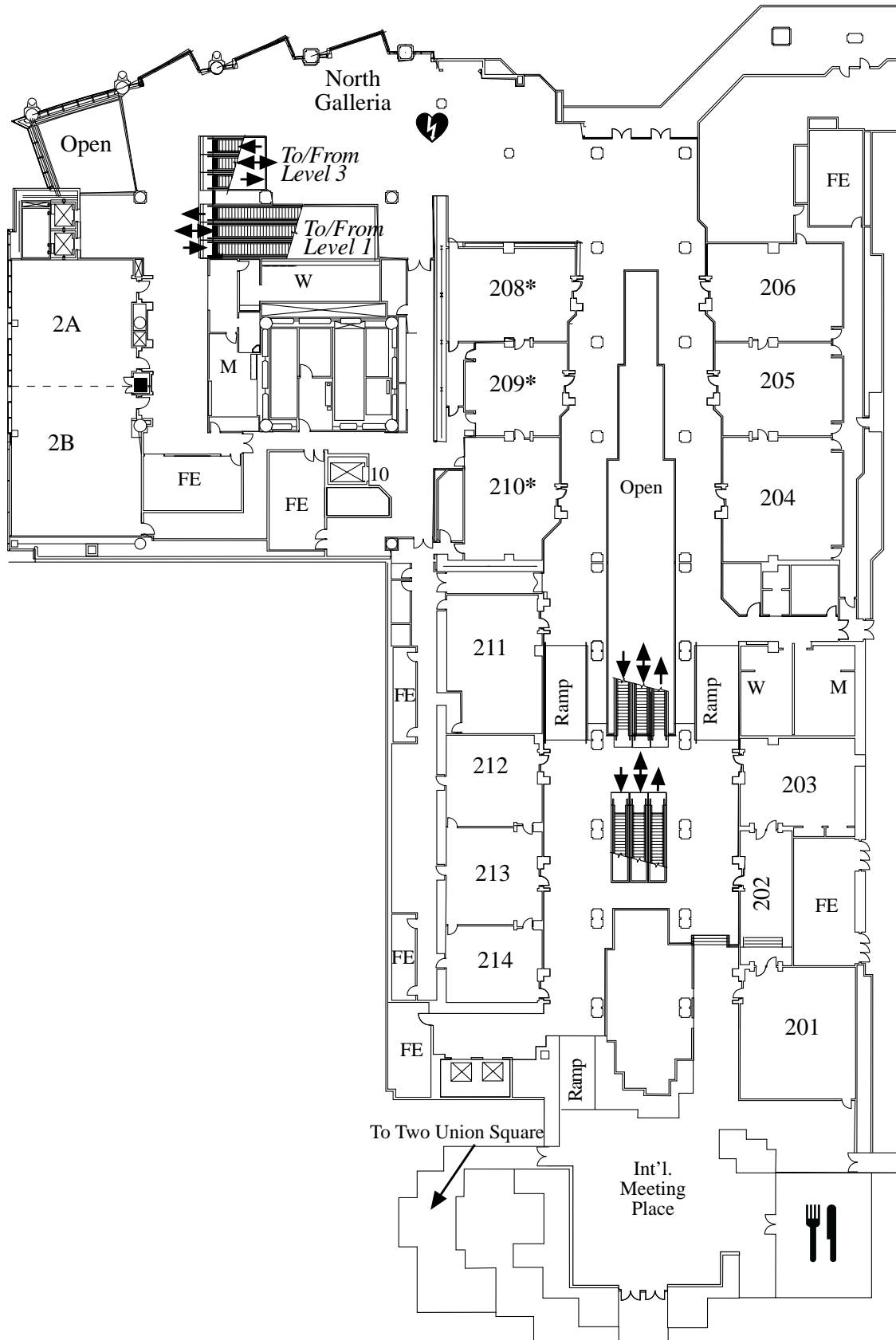


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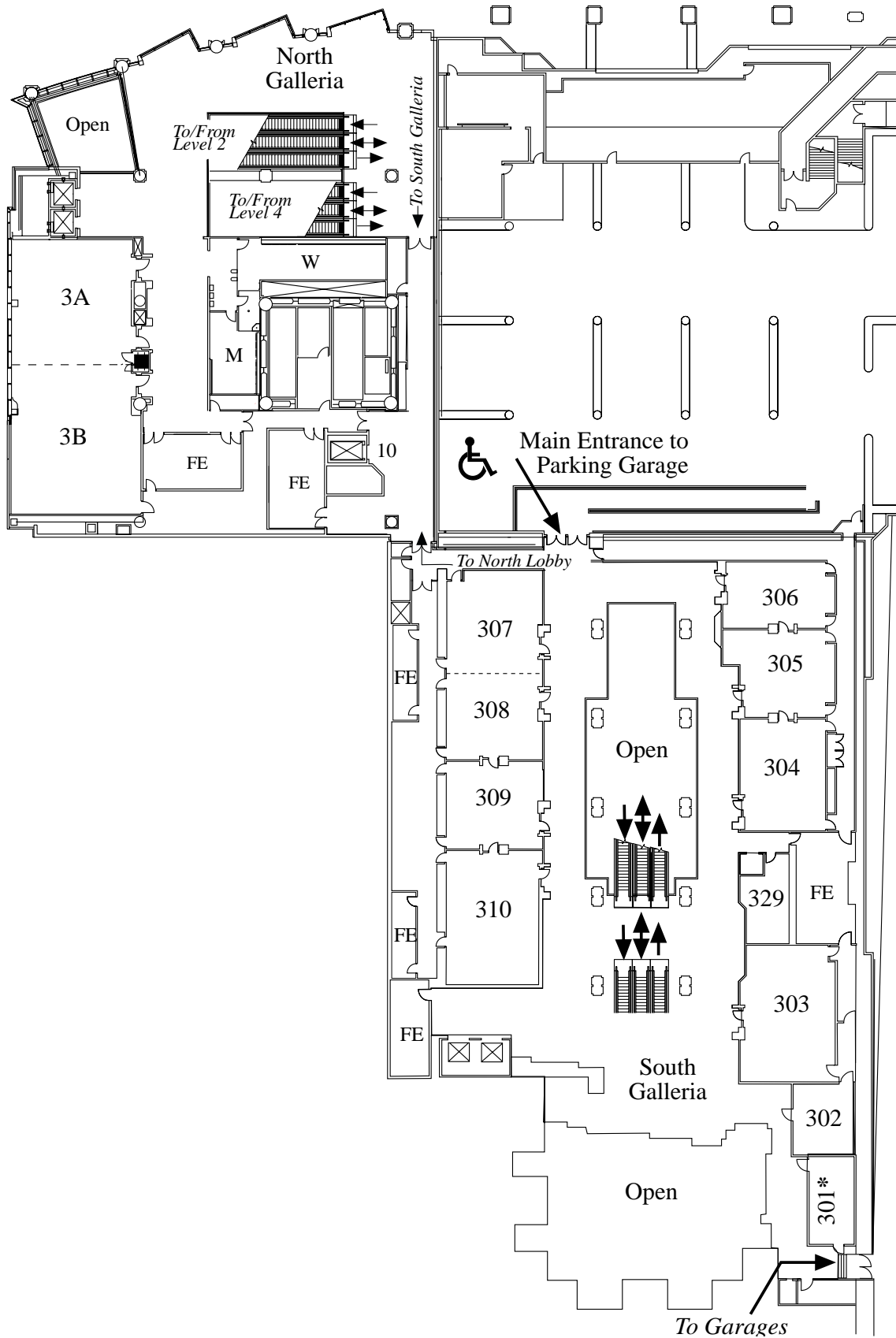
Convention Center Maps

Level Two: Meeting Rooms



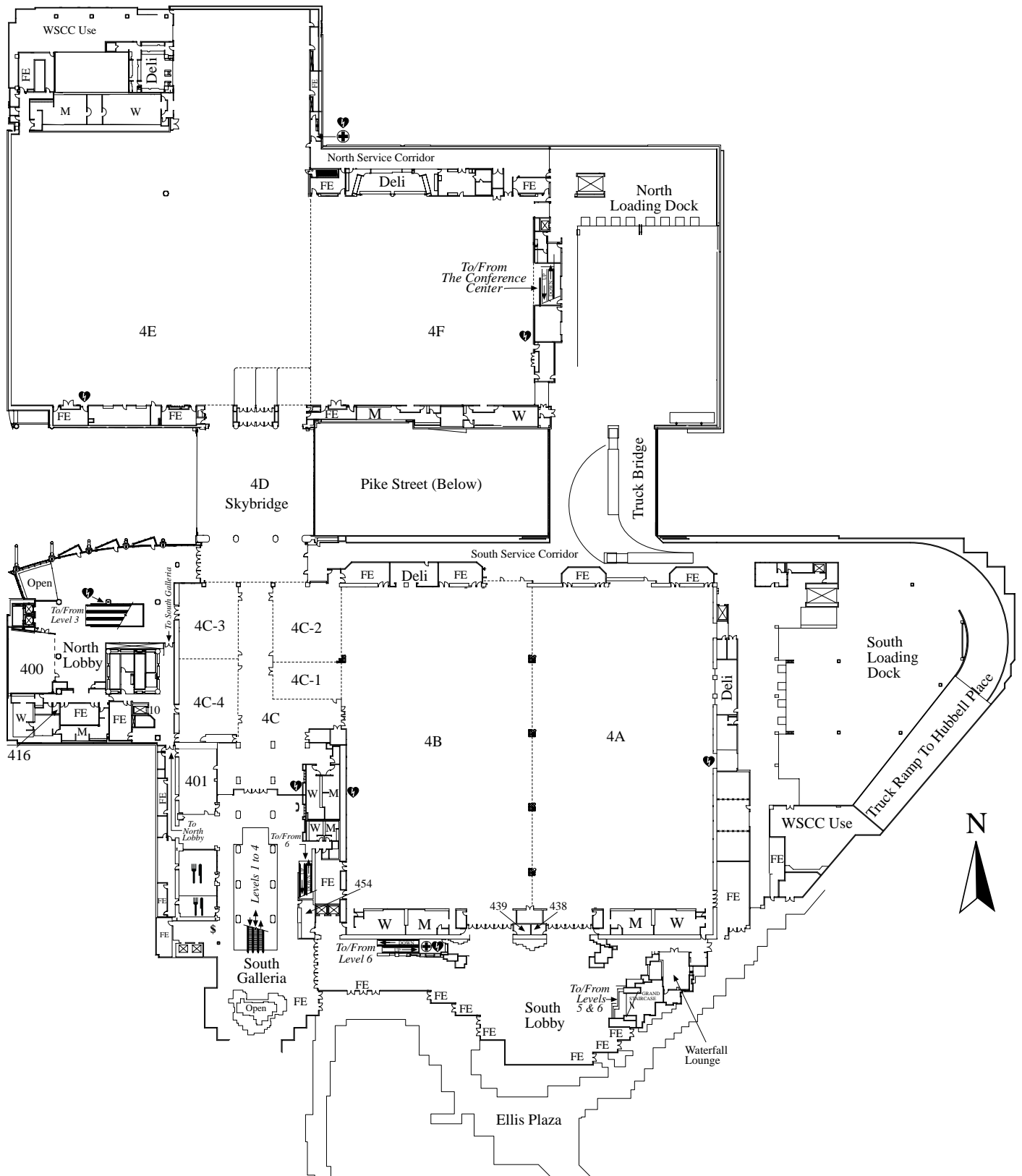
Convention Center Maps

Level Three: Meeting Rooms



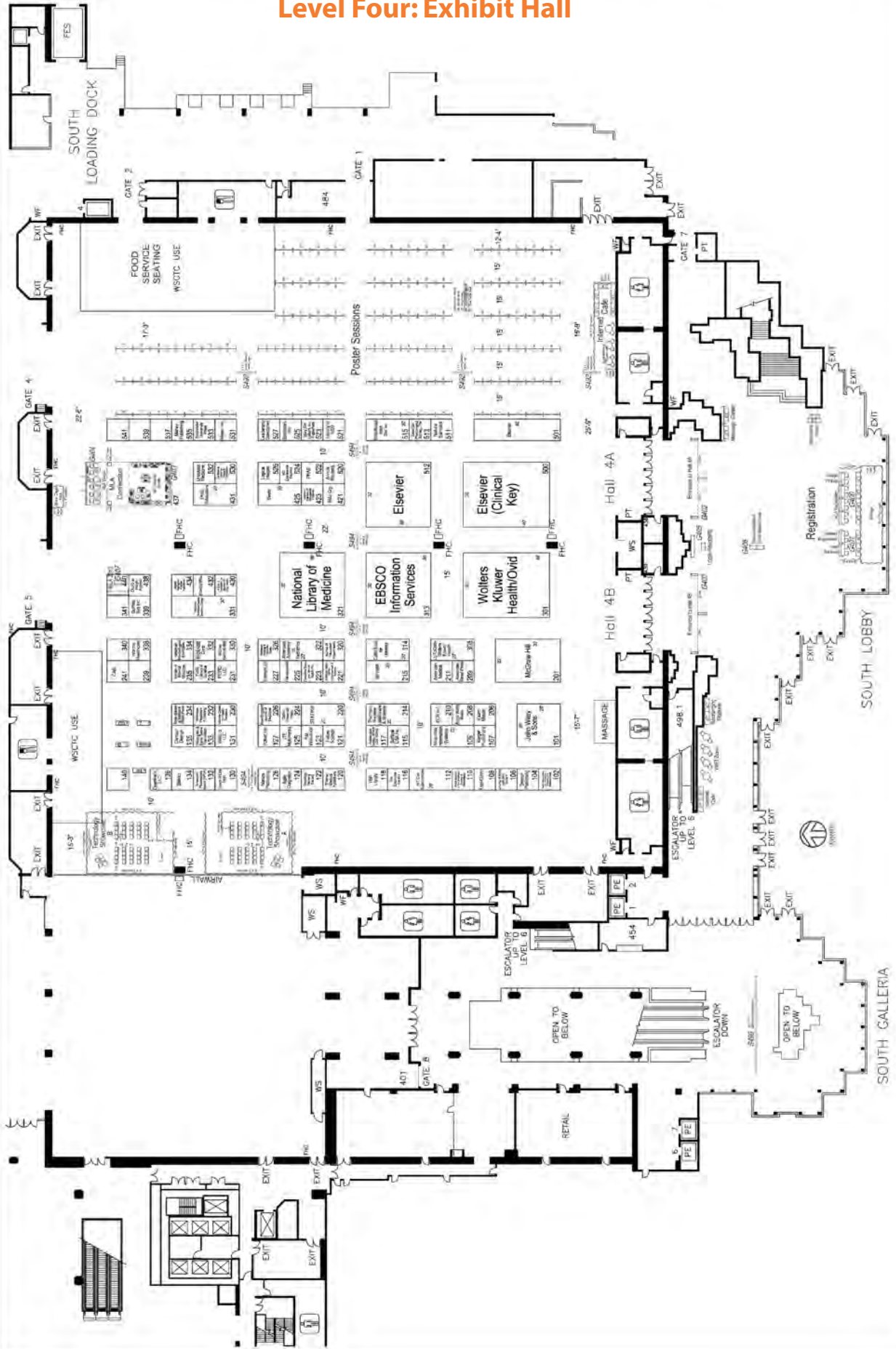
Convention Center Maps

Level Four



Convention Center Maps

Level Four: Exhibit Hall



Convention Center Maps

Level Six: Ballrooms & Meeting Rooms

