

3 by the Sea

Poster Session Abstracts

MLA TriChapter Conference – MAC, NY-NJ, PHL
Atlantic City, NJ, October 5-8, 2009

Poster Session # 1 Tuesday, 10/6/09 1-2 pm Ballroom

Outreach and Marketing

Cute Sells: Promote your Library using Patron-Submitted Photos

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INTRODUCTION: The Learning Resource Center (LRC) at the Uniformed Services University of the Health Sciences (USUHS) in Bethesda, Maryland serves a population of approximately 329 local faculty, 665 staff members, and approximately 1,000 students. Each month, the library offers 5-10 “Brownbag” classes on information products considered essential for our patrons.

OBJECTIVE: In order to recruit participants to LRC classes, the library decided to switch to a promotional format that would be consistent from month-to-month while offering graphics that would capture the attention of USU community members.

METHODS: The LRC first adapted its class announcement flyer to a larger, all-color format using photos released under a creative commons license. In order to better connect with the library’s population, however, flyers “calling all shutter bugs” were posted alongside the posters, soliciting user-taken photos that featured either a brownbag or computer along with a family pet or child.

RESULTS: Over a dozen photos have been submitted to the brownbag project at this time. Some users attempted to submit photographs taken from the web and magazines. These occasions provided opportunities to discuss issues of copyright and fair use. In addition to providing the library with promotional items that were relevant to our users, the new posters have a visual consistency that allows them to stand out on the University’s crowded bulletin boards. The posters have also allowed the LRC to visit with and connect with users with whom we might otherwise not interact with.

CONCLUSIONS: Patrons can be a rewarding provider of library promotional materials. The Brownbag posters used by the LRC encourage community members to pay attention to changing content and rewards them for their assistance by showcasing their treasured pets.

Reaching the African-American Community with Online Health Messages

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Objective: Our regional consumer health website’s mission is to empower recipients of our region to make better informed health decisions and to raise awareness of health issues affecting the region. In an effort to better reach the African-American community with critical health messages, our consumer website began a collaboration with Radio One, a nationally owned media company (radio and television), that serves the African American community and reaches 1,000,000 residents locally.

METHOD: On April 7th 2009, our organization hosted “Take a Love One to The Doctor Day”, an annual national initiative that encourages the African American community to take responsibility on their health and the health of their family. We were responsible for the space, programming, on-air messages, and a health fair for the day’s event. Health organizations from across the city participated, including: the city’s own health department, several HIV and AIDS service organizations, a nursing school, and community health clinics. They provided services such as lead testing, HIV/AIDS screenings, depression screenings, as well as blood pressure and glucose readings. In addition to the health fair, there was also live programming including exercise classes and health presentations on topics such as sexual health, diet and nutrition, and community advocacy. Throughout the day, community listeners were bombarded with health messages on Radio One’s three stations, which broadcasted live from the event at our offices.

RESULTS: Listeners and participants were encouraged not to just think about health for that one day, but to continue to practice preventative health, going to the doctor, and living a health lifestyle in their own lives and the lives of other loved ones. The press surrounding the April event yielded a 14% increase in visits to our consumer website over the previous month. In addition, our website received 96 sign ups for our weekly email newsletter during the course of the day’s event.

To continue the collaboration, later this summer Radio One and our website/staff will be launching the "Pursuit of Healthiness" campaign. The campaign will feature on-air health commentary from physicians of our organization on a variety of health topics that Radio One has identified as important to the African-American community. To complement the on-air efforts, our website will provide online content, local events, and resources to Radio One's soon to be launched "Pursuit of Healthiness" blog.

Getting Users All A-Twitter: Using Twitter to Generate Positive Buzz in a Health Sciences Environment

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OBJECTIVE: This poster will showcase a health sciences library's experience using Twitter to market the library and its services as well as provide just in time information to its users. Content will include the library marketing team's rationale for using Twitter, workload dispersion, and an evaluation of the success of the project.

METHODS: The poster will take the format of a case study. Viewers will be able to follow the implementation of Twitter from conception to marketing to evaluation of the service.

RESULTS: The case study describes the team's process; the creation of the Twitter account, the project implementation, marketing and evaluation of Twitter as marketing and communication tool. Types of messages, use of the service, and user reaction are described. Lessons learned for libraries seeking new methods of communicating using Web 2.0 tools such as Twitter are detailed.

CONCLUSIONS: The validity of using Twitter to reach members of an academic medical center will be discussed.

How to Convert a Health Science University Library's Web Site to a Resource Useful to Hospital Staff

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SETTING: UMDNJ Stratford Health Sciences Library is unique in that it also serves as a hospital library and it isn't in the hospital. Kennedy Health System has three sites, two of which have small libraries and part time library staff. One hospital is located across the street from the Health Sciences Library. This has proven a barrier to use. All three sites have full access to the resources of UMDNJ but only remotely. Kennedy allows access for most staff through the hospital's intranet.

METHOD: Using the resources of MLA-Philadelphia Chapter and Health Sciences Librarians Association of New Jersey we investigated hospital library practices for web design. We reviewed the literature on web design, specifically for health care and surveyed Kennedy patrons including house staff, nurses and administrators. A revised web site for the library was placed on the Kennedy intranet.

RESULTS: A redesigned intranet web page that is useful for Kennedy staff at all three campuses. As a secondary result there was increased knowledge about the libraries and library resources by Kennedy staff. There was an increase in use by staff at the Stratford Campus.

CONCLUSION: The purpose of a Health Sciences University web site is different than that of a Hospital web site. By reviewing what has been done at hospital libraries the staff at a University that serves three hospitals remotely was able to redesign their site on the hospital internet to make a more useful and efficient web site for Kennedy staff.

Efficiently Leveraging Social Media Tools to Reach Library Users

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OBJECTIVE: To develop a well defined and easily maintained online presence via social media tools such as blogs, Facebook, Flickr and Twitter. This poster will describe the process we followed to enhance our use of selected social media tools.

METHOD: The Tompkins-McCaw Library has promoted itself using a news blog, as well as accounts on Flickr and Facebook with little documented success. An effort was made to review and revamp our library's use of online social media tools like Facebook, blogs, Flickr and Twitter. Several factors were investigated. We looked at which social media tools are currently available; how these tools are being used in other libraries and the potential uses for our library. As we investigated various tools we explored the practicality of each tool for promoting library services in addition to methods for making the content relevant and visible to users. We also reviewed open-source applications available for maintaining and promoting postings in each tool. Based on our research, evaluation, and findings, we developed a streamlined process

for using these tools to add content to social media communities and to promote content to users. It was important to ensure that library staff with knowledge of each department's activities were involved in this project to provide a holistic view of the library's activities.

How Can a Professional Library Association Respond to the Current Economic Situation

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OBJECTIVE: The poster will review what a professional library association can do to respond to the needs of members adversely affected by the current economic situation.

METHOD: A case study of the activities of the New York Chapter of the Special Libraries Association will be employed. These activities include a free workshop on job hunting skills, happy hours and a job blog.

RESULTS: There has been much positive response to the chapter's activities aimed at assisting those looking for jobs. A survey is being conducted to learn more about the needs and interest of those looking for jobs. A summary of the results will be presented.

CONCLUSIONS: Programs addressing professional issues, as well as, personal issues would provide a needed service. The survey data will provide guidance to the chapter in planning during the current economic crisis.

Staff Training and Professional Development

Passport to Excellence - A Training Program to Encourage Active Learning

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OBJECTIVE: Reduced gate counts, more electronic reference, and increased educational outreach have contributed to the Library's new staffing model for the single Service Desk. All paraprofessional employees work to staff the Service Desk; professional staff are also scheduled for On-Call Reference. A survey assessing staff satisfaction with the new staffing model indicated the need to improve awareness of other job functions and training for all employees to equip them to better handle service desk transactions. Previous training has not reached all staff members or included reinforcement of subject matter, so a new training program was needed.

METHODS: Short, small group training sessions with follow-up exercises were envisioned after consulting the literature and discussing with staff. Three staff worked together and developed a plan - 'Passport to Excellence: a Collaborative Continuing Education Program' - that would cross-train staff, be customizable, involve all staff as teachers and students, and support active learning. The Passport is an actual physical notebook that holds notes, exercises, and certificates for sessions attended or taught. The first session was an introduction to the program, a discussion of classes and a notebook decorating contest - a time for everyone to interact in an informal way. In addition to sessions on using the circulation system and PubMed, there will be sessions on web 2.0 skills, tours of other departments, new equipment training, co-worker coffee breaks, and additional topics. The Library Director offered incentives for participation, with a prize drawing at the conclusion of the trial period. Classes taken and taught will be included in annual evaluations. All supervisors were supportive of the new program and recommended sessions their staff should take first. Staff members will choose additional classes of interest.

Distance Education by the SEA: A Survey of NN/LM Participants

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OBJECTIVE: Regional medical libraries have been offering continuing education via distance education since the first MLA CE Institute in 2006. Offerings have become more technologically sophisticated and continue to expand. Instructors have noticed and the literature supports the idea that there is a higher drop-out rate in distance classes versus traditional in-person classes. A survey was designed to explore distance education and the benefits and barriers for completion to improve future educational offerings.

METHODS: We developed a survey using Survey Monkey and sent it via email to all 143 registered class participants of eight distance education classes offered by a large regional medical library for the period of November 2006 through November 2008.

RESULTS: Those registrants completing a class were directed to one set of questions and those not completing a class were asked a subset of these questions as well as additional questions to determine barriers. A variety of reasons for

choosing continuing education via distance education were given, including possible predicted answers such as travel costs and budgetary restrictions. Additionally, reasons for non-completion varied from technical difficulties to lack of personal self-direction and time management qualities required for asynchronous distance education. CONCLUSIONS: Distance education offerings and demand will continue to grow as budgets for libraries shrink and travel costs soar. Technological advances have made the process more interactive and less problem-prone. Results from this survey will be used to improve service and continuing education offerings to librarians.

Skills for the Future: Informatics Skills for Information Professionals

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OBJECTIVE: To present to information professionals on the importance of gaining an understanding of information technology and its current and potential impact on the healthcare environment, in order to develop and deliver innovative and relevant information services to health professionals and organizations.

SETTING: Academic preparation for health sciences information professionals can be broadened by the inclusion of health informatics courses, especially when classes include clinical and other healthcare professionals.

PARTICIPANTS: Students who have completed courses in Drexel University's Institute for Healthcare Informatics will provide examples of how participating in multi-disciplinary health informatics classes has enhanced their understanding of 1) the information needs and uses of health professionals in a variety of settings (e.g., clinical, regulatory, and academic) and 2) the evolving skill set required for successful health information professionals.

PROGRAM: Three courses (one academic year) in healthcare informatics are available online as a post-baccalaureate certificate or as electives within the ALA-accredited Master of Science in Library and Information Science at Drexel University. The courses consist of Introduction to Healthcare Informatics, Organizational and Sociological Issues in Healthcare Informatics, and Planning and Evaluation in Healthcare Informatics and provide students with the skills necessary to analyze information needs, evaluate informatics applications, and understand the role of the information professional in the healthcare environment of today and tomorrow.

RESULTS: Examples of knowledge, skills and values gained through engaging as colleagues with healthcare professionals as partners in learning will be presented in the context of the evolving role of the health information professional. The relationship of health informatics to health librarianship and competitive intelligence will be discussed.

Developing a Consumer Health Library Orientation and Class for Library Interns and Volunteers

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OBJECTIVE: To develop a Blackboard based class for library interns, students, and volunteers that provides an orientation to the library and consumer health reference services, supplements live instruction, and prepares them for hands-on experience working with library patrons.

SETTING: The Community Health Education Center (CHEC), a library for patients and their family members to find health information, is located in an urban academic medical center.

METHODS: The designer of the class began by reviewing online consumer health tutorials and the CAPHIS website to identify elements of instruction to include. The designer discussed instructional needs with current students to find areas where additional training was needed. Key elements were identified: overview of the CHEC library, office orientation, and policies; reference services (reference interview, evaluating websites, using print and online reference resources), library ethics and health literacy. Blackboard was selected as the class shell. The librarian also identified relevant literature to post to the course documents section and posted several assignments and discussion questions to enhance the learning experience.

MAIN RESULT AND CONCLUSION: Six students have enrolled and completed the Blackboard course. So far students have given positive verbal feedback, saying the tutorial has enhanced their understanding and ability to assist users in CHEC. The tutorial prepares the students for hands-on experience working with library patrons and supplements the one on one instruction given by the librarian. Having instructional material in one accessible place promotes uniformity in the instruction given to each student and provides a resource to which they can refer as needed.

Cultivating our Profession's Future: One Hospital Library's Internship Program for Library and Information Science Students

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OBJECTIVE: To foster interest in hospital librarianship among library science students through the creation of an internship program.

BACKGROUND: An internship program was created in order to support the development of the next generation of hospital librarians. This program was designed for current Masters students or recent graduates with a demonstrated interest in medical librarianship.

METHODS: The library director collaborated with the hospital's development department to identify a donor to support the internship. After a donor agreed to fund the internship, the library director and senior informationist worked with the human resources department to formalize the position. The senior informationist advertised the internship on college and professional listservs. Qualified candidates were selected and interviews were conducted by library staff and a human resources representative. An offer was made to the chosen individual who accepted the position. The same process was followed and refined for the next two hiring periods. At the conclusion of the internship, the intern and staff evaluated one another; the intern also composed a letter describing her experience to the donor.

RESULTS: The library has hosted two successful internships thus far. One intern thought the experience was so worthwhile that she opted to complete an unpaid internship during the summer of 2009. Two interns have been selected for the fall semester beginning in September.

CONCLUSIONS: Hosting an internship is an excellent way to cultivate interest and to contribute to the field of medical librarianship. The library staff also benefits from both the assistance the intern provides and the fresh perspectives the intern brings to daily library operations. Lessons learned in the development of this program and ideas for creation of similar programs will be shared.

Global Health

Surveying the Global Health Efforts of Health Sciences Libraries

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OBJECTIVE: Investigate how academic health sciences libraries are emerging as global health information leaders. Knowing the involvement of our colleagues helps plan our own global health activities. Additionally, libraries' global health roles are evolving and expanding, so conducting and analyzing a survey now will provide us with baseline data against which to measure changes through future surveys.

METHODS: The library distributed a survey to the AAHSL library directors. Director Carol Jenkins sent the AAHSL listserv a link to the survey on Survey Monkey. The survey results were then analyzed both qualitatively and quantitatively.

RESULTS: Of the 125 AAHSL directors, 44 individuals (35%) responded. Survey results indicated that the majority libraries have increased global health involvement (61%) in correlation with their institutions' global health involvement (77%), even if library budgets did not increase (71%). Current library efforts concentrate around collection development, curriculum planning, remote access, liaison services, and outreach. The largest concerns indicated by the survey responses center around budget (21 responders), materials/resources (10), communication difficulties (10), and staff time (7). The library directors who responded envisioned libraries' roles changing in the areas of: partnerships (9 responders), purchasing of resources (8), training (4), budget (4), barriers to access (4), and librarians as liaisons (3).

CONCLUSIONS: Libraries have increased global health involvement in correlation with their institutions, even if their budgets did not increase. Library efforts concentrate around collection development, curriculum planning, remote access, liaison services, and outreach. Respondents' largest concerns center around budget, materials/resources, communication, and staff time. In our investigation of the emergence of health sciences libraries as global health information leaders, we determined that despite budget and time constraints, libraries are increasing their involvement in global health initiatives in creative ways.

Emerging Technology

Innovation in Instruction: Use of Blog and Clickers to Solicit Real-Time Responses

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OBJECTIVE: Faculty librarians teach four two-hour sessions to medical students on finding and evaluating professional-level medical information, searching MEDLINE, finding psychosocial information, and searching MEDLINE using an evidence-based medicine approach. Each session is taught to up to 100 students in a wired lecture hall, and includes real-time searching. Librarians use a blog and clickers to solicit search results from students and provide targeted, real-time feedback.

METHODS: Lectures are planned to allow students time to search or evaluate resources. Students are then asked to provide their feedback using either a clicker or the blog. For clicker-response questions, the librarian solicits verbal feedback and discussion and asks students to defend their selection. The librarian also offers her own analysis of the advantages and disadvantages of each choice, and provides additional relevant information on sources, evaluation criteria, or search strategies. For blog-response questions, the librarian reviews the citations submitted to the Library's blog, solicits audience feedback, and provides additional analysis and instruction.

RESULTS: Student feedback has been largely positive. Students enjoy using the clickers and are able to enter their results easily on the blog although a few have had difficulty with the 'captcha' security setting. Librarians struggle some with creating useful clicker questions that balance the fast-paced nature of the technology with demonstration of higher-level evaluation skills. Blog entries of students' search results allow the instructor to model citation evaluation; provide immediate feedback to students; and quickly gauge the skills and knowledge of a large group.

CONCLUSIONS: The use of clickers and blogs allows librarians to create a more dynamic instructional setting than is generally possible given the large-group and lecture setting. The blogs and clickers permit librarians to solicit real-time answers from students and to turnaround and use that information to provide real-time feedback and instruction at the point of need.

Semantic Search: Embedded Metadata Increases Recall and Precision

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OBJECTIVE: Using taxonomy to structure Web content increases findability. But how can you deploy taxonomy when the content is unstructured or consists of large text documents? Embedding taxonomic metadata is one way to improve retrieval when searching unstructured text such as full-text textbooks. We partner with online content providers to increase retrieval with embedded semantic search applications.

Methods: The heart of semantic search is a core medical taxonomy containing 48,135 medical root terms along with 274,956 equivalents. As an example of a root term and its corresponding equivalent, the taxonomy offers *heart atrium* as a root term with *atria of heart*; *cardiac atria*; *cardiac atrium*; *atrium of heart*; *atria, heart*; *atria, cardiac*; and *heart auricle* as some equivalent terms. Human indexers tag the online content, down to the paragraph level and including tables and figures, with appropriate root terms. If the author uses verbiage not already listed as an equivalent for the root term, the indexer adds that word or phrase to the taxonomy. The tagging application embeds the root term directly into the XML content.

RESULTS: The search engine calls the taxonomy database, and attempts to match the user's query to any word or phrase found in the taxonomy. If the user types *cardiac atria*, all paragraphs, sections, or figures tagged with *heart atrium* will appear in the results list. This negates the need for the user to know preferred terms or have access to complicated controlled vocabulary documentation. Because the root term is embedded at the paragraph level, search results take the user directly to the relevant place in the text.

DISCUSSION: Users like the improved retrieval and the ability to do precision searching without access to the entire taxonomy.

Innovation in Services, Products, and Tools: Getting a Full House from Three of a Kind

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QUESTION: How are we assessing and applying new technologies to meet our patrons' changing needs for services and products?

METHOD: Librarians at an academic health sciences library sought to determine how to better serve patrons, both in the library and beyond our walls. Could we provide service at a patron's point of need, instead of requiring them to come to a desk? Could we connect liaisons to their patron base in a world where many users do not visit the physical library? How do we further our goal of putting information in our users' hands? Changes to our services and products to help achieve these goals were identified and several technologies were employed, including smart phones and specialized chat software.

MAIN RESULTS: With the above goals in mind, we are constantly assessing new technologies that might help us connect to our patrons in new ways. 1) Common technology - a cell phone – was a first step in providing “roving” technical assistance to library patrons. Instant messaging capabilities have further enhanced this service. 2) “Ask a Librarian” chat boxes throughout Library Web pages, including portal pages, allow chat to be sent directly to library liaisons. In place of a staffed Reference Desk, instant messaging is used to send a request for reference assistance to Information Services librarians now focusing on their liaison role. 3) The presence of handheld devices – especially iPhone/iPod Touches -- led to the creation of a mobile-optimized version of our Web site, highlighting databases and products specifically formatted for mobile use.

CONCLUSION: New products and tools become available, and technologies change, but we continue to use patron needs to first guide the services and products we deliver, and then the technologies with which we enhance and implement those services.

Being SMUG: Creating a New Leadership Role on Campus for the Library using Social Media

AUTHOR: Jaime Friel Blanck, MLIS, AHIP, Liaison & Outreach Services Librarian, Health Sciences/Human Services Library, University of Maryland

PROGRAM OBJECTIVE: The program objective of the Social Media Users Group (SMUG) was to create a forum for university faculty and staff to discuss social media initiatives and discuss best practices. The secondary objective was to establish a new leadership position for the library on campus in the use of social media to in an educational setting.

SETTING: The library serves the five professional schools of the university; these are the Schools of Medicine, Nursing, Social Work, Pharmacy, and Dentistry. In addition, through the SMUG the library has expanded support in this area to campus development officers, alumni coordinators, an affiliated hospital, and staff from the Office of External Affairs.

PROGRAM: This program began as a follow-up discussion group to a popular library one-day symposium on social media. Interested parties were invited to sign up to be contacted if interested in forming a users group. The SMUG takes the form of a quarterly brown bag discussion where people can share questions and successes about their use of social media such as Facebook, Twitter, and YouTube.

MAIN RESULTS: Faculty and staff are now being referred to a librarian when they have questions about how to implement new social media technologies. The library has raised its profile for expertise in social media to a new population which includes web masters, staff from instructional technology, public affairs, finance, and campus information technology offices. As a result of this new leadership role the library has been invited to participate in new collaborations from expanded teaching opportunities to helping create a new course to be added to the general curriculum.

CONCLUSION: This is a model that other libraries can use to become front runners of new technologies on campus.

Foundations of Database Searching: Integrating Evidence Based Medicine Searching Techniques into the Medical Curriculum

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OBJECTIVE: THE purpose of the project is to provide a structured database searching program in the preclinical and clinical medical curriculum. Through the integrated program medical students will be taught the evidence based skills they need for life-long learning.

METHODS: In an academic library, a rigorous longitudinal integrated evidence based medicine database searching program was proposed for the preclinical and clinical years of the medical curriculum. During the first year of medical school three courses will contain database searching instruction. Each database class is structured to provide just-in-time learning by correlating the search strategy with learning objectives from a current PBL Case. The databases introduced during the first year include PubMed, OvidSP Medline, and selected EBM resources. The searching skills obtained will be reinforced during the second and third year by using online embedded clinical scenarios via the Course Management System.

RESULTS: A five question pretest to assess baseline knowledge was administered to first year medical students before database instruction. Seventy-five percent of the students identified PubMed as the biomedical database of choice. Only ten percent stated they use MeSH terms when searching. A five question posttest will be administered at the end of the first year curriculum to assess student comprehension of database searching concepts.

Student input will affect changes to the integrated database curriculum. Based on student responses from the initial year of testing, online clinical scenarios will be created to coincide with more advanced database instruction during the first year. An annual program evaluation will occur in the summer.

CONCLUSIONS: Following librarian led database instruction medical students will be able to identify, search, and manage evidence based biomedical information. It is critical that medical students acquire life-long learning skills that prepare them for clinical practice. Evaluation of the program will be submitted for publication in an appropriate journal.

Catalogs and Collections

Title: Finding It 101: Promoting Better use of Interlibrary Loan through Better Knowledge of the Collection

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OBJECTIVE: This project will examine whether providing a workshop to residents on how to locate full-text articles will minimize the number of unnecessary interlibrary loan (ILL) requests generated. While electronic journal articles are more easily accessible than ever before, the variety of sources from which they can be accessed (PubMed LinkOut, Library web site, free medical journals, database collections, etc.) can cause considerable confusion to researchers looking to locate the full-text of a specific citation. Residents have a particularly difficult time finding what they want. Heavily involved in research, many for the first time, rather than sort through the myriad online journal collections, their inclination is to submit an ILL request. Statistics from the past year indicate that many ILL requests received from residents are for journals that are accessible right from their desktops. Unnecessary ILL requests cost considerable staff time as each request requires an individual response and correction.

METHOD: In follow-up to the Residents' formal orientation, the Library offered a one-hour voluntary workshop on how to access full-text articles. This included a PowerPoint presentation and handouts featuring a flow-chart on the steps necessary for finding full-text content within our collections, ending with an ILL request as a "last resort" when content was not available locally. The workshop concluded with an exercise in which each resident was given a citation and asked to go through the process of determining if an ILL request was necessary. At the end of the workshop, all participants set up their accounts on ILLiad, our interlibrary loan program.

RESULTS: Preliminary results look promising. While complete data will not be available until next June, there seems to be a substantial reduction in the number of ILL requests for articles that are readily available from local collections and a better understanding of local electronic content availability.

Creating and Using an Access Database to Enhance Subject Analysis and Obtain Faculty Input about the Journals Collection

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OBJECTIVE: While Himmelfarb Health Sciences Library uses externally purchased tools to manage data and provide access to our journal collection, a journals database providing aggregate subject organization specific to our collection has been a recurring request from both faculty and library staff. The library also conducts a journals assessment project periodically with faculty members to ensure the collection reflects their professional needs and utilizes their knowledge of resources. The library decided to use Microsoft Access to create a database to accomplish both tasks.

METHODS: The database was created by a single staff member knowledgeable in Microsoft Access and was populated with subject-specific and evaluative journal information by department staff. A questionnaire was compiled from the database for each full-time faculty member. Department heads were selectively visited to invite their participation in the project and enlist their assistance in questionnaire return. The questionnaire was distributed with 2 weeks given for return. Two staff members worked to compile results within the database.

RESULTS: 513 questionnaires were sent with a return rate of 32%. From responses collected, the database generated reports: aggregate responses by department, listing of titles by faculty rankings, titles recommended for collection retention, titles recommended for cancellation, and titles that could be cancelled in situations of budgetary need. A

section for faculty to indicate individual thoughts regarding titles was also included. Reports were analyzed for future internal action.

CONCLUSIONS: The development and use of the Microsoft Access database for the project facilitated the creation of the questionnaires and the uncomplicated compilation of the results. The database allowed for recording of evaluative data for future use. An easier assessment of the responses resulted through the use of reports created from data. From the faculty standpoint, subject-specific data was provided on the title-level as well as for the department's aggregate holdings.

LibGuides R Great: Using Technology for Interactive Subject Guides in a Health Sciences Setting

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PURPOSE: The creation of subject and class-specific LibGuides was undertaken to allow users to easily navigate relevant library resources from a single access point. These pages also allow interaction with a librarian through chat and comment mechanisms, and are easily updated to include new resources or incorporate user suggestions.

SETTING/PARTICIPANTS: The Health Sciences Library at West Virginia University is part of the WVU Libraries System, which purchased an institutional subscription early in 2009 to have access to LibGuides authoring tools. Each librarian is responsible for creating guides for her own subject areas.

METHODS: Informal training/work sessions were held by librarians who had more experience working with the LibGuides to offer tips and help in getting started. Some guides were created in collaboration with faculty to incorporate information literacy principles specific to certain classes that involved a research component. The LibGuides Community site was helpful in providing numerous examples to view to aid in designing the guides.

RESULTS/OUTCOME: Subject-specific guides have been created for Oncology Resources, Health Literacy, Dentistry, History of Medicine, Nutrition, and Consumer Health. Class-specific guides have been created for Nursing 715: Scientific Underpinnings, HNF 472: Community Nutrition, a Public Health seminar class, and a Dentistry research class. The LibGuides are not only marketed in our classes, but have also been linked both to our home page and to our new subject-specific Databases webpage for increased visibility. Working with teaching faculty on the class-specific guides has been a positive experience to enhance the librarians' role in information literacy initiatives on our campus.

EVALUATION METHOD: Our LibGuides will be evaluated continuously by user feedback and usage statistics and revised/updated as necessary to include new resources.

LibGuides: a New Platform for Customized Resource Delivery

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OBJECTIVES: To describe the creation process and content of research guides developed with the SpringShare LibGuide system, as well as the value and collaboration achieved by the Himmelfarb Library through the use of this system.

METHODS: The SpringShare LibGuide system was identified as a product that could both transform access to Internet resources on the library's website and provide targeted collections to particular audiences. The software's ease of use and the collaborative spirit of the staff resulted in innovative course and subject guides.

RESULTS: With a license to the SpringShare LibGuides system, the Himmelfarb Library was positioned to easily create guides for particular audiences and courses at The George Washington University Medical Center. The liaison librarians committee organized the work in a way that fostered collaboration amongst the library staff and identified specific areas of need. Librarians used Web 2.0 tools such as RSS feeds, social bookmarking, podcasts, and widgets to create robust guides. The library's Web team and staff responsible for marketing the library supported the effort. All three main campus libraries now have a license to LibGuides creating an opportunity for campus-wide collaboration, as well.

CONCLUSIONS: The LibGuide offerings at the Himmelfarb Library continue to grow. New guides are under development, based on faculty request as well as additional areas of need. Based on statistics available through the LibGuides administrative module, patron feedback, and staff opinions, the investment in the LibGuides system has been worthwhile.

Providing Full Text Articles Using OpenURL

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PURPOSE: The ability to provide the full text of an article from a journal citation is a valuable service to our patrons. The use of OpenURL greatly simplifies the process of coding this application. This poster presents the data flow used to process the user's full text request.

SETTING/PARTICIPANTS/RESOURCES: The James A. Zimble Learning Resource Center of the Uniformed Services University of the Health Sciences (USUHS) Applied Medical Informatics staff. The service is provided to our faculty, researchers, and students.

BRIEF DESCRIPTION: We maintain a portal for our electronic resources. The supporting MySQL database of resources, providers, and user details forms the basis for the creation of an OpenURL Link Resolver. Our Link Resolver was tested by resolving article citations into full text, which became an application in its own right. Coded in PHP, the full text resolver uses journal holdings and name to find an appropriate provider, adds a proxy, and builds an OpenURL string for the citation request. Citation and user information is automatically fed into our ILL system on matching failures. The complete data flow used to process the user's full text request is discussed.

RESULTS/OUTCOME: This is a new service and is currently in the process of being released.

EVALUATION METHOD: We are checking for user feedback and will monitor logs of user activity.

Sink or Swim: Can an Online Resource Package for "Others" Survive?

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PROGRAM OBJECTIVE: This poster describes the rise and possible fall of *ResourcesPlus!*, a full-service online resource package created for, and marketed to, groups that fall outside our standard licensing agreements.

SETTING: The Health Sciences and Human Services Library (HS/HSL) serves the health sciences and human services professional schools at the University of Maryland, Baltimore. *ResourcesPlus!* is designed for volunteer faculty and UMB alumni.

PROGRAM: Demand by alumni and volunteer faculty for offsite access to HS/HSL online resources is constant. This access is not permitted under our licensing agreements. A separate database license was negotiated and a research package of online resources was created to meet this demand. Four ProQuest databases with federated searching, full-text journals, free online resources and selected Library services are included in the package. *ResourcesPlus!* was introduced in July 2008 with individual memberships costing \$150 with discounts for groups.

MAIN RESULTS: Hopes for success were high. However, offering access for a fee, and the scope of the resources may have diminished potential subscribers' interest. The goal of cost recovery has not been met. The team is evaluating the program using online surveys, interviews and usage statistics. Analysis of these findings will determine the fate of the program

CONCLUSION: The challenges, viability, and sustainability of providing online resources to alumni and volunteer faculty will be reported.

Discovering Library Resources using WebFeat Express: Selection, Implementation and Lessons Learned

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OBJECTIVES: To describe the process of choosing and implementing a federated search product and a discussion of the lessons learned and future plans.

METHODS: In 2006, a committee was formed to consider the adoption of a federated search tool and to assess the usability and cost of available products. Four federated search tools were evaluated by committee members using a worksheet of questions to compare product features. Demonstrations of each product were provided by the respective vendors. After the evaluation process, the committee made a final recommendation for the purchase of software.

RESULTS: WebFeat Express was chosen by the committee because of its large pool of database translators, search features, recommendations from other medical libraries, administrative interface, and competitive price. Prior to roll-out,

the search tool was customized and tested by library staff, usability testing was conducted with faculty and students, and staff training was provided.

CONCLUSIONS: In January 2009, WebFeat search was released on the Himmelfarb website homepage, E-Databases and E-Texts pages with predominantly positive feedback. Students praised the tool for aiding in the discovery of e-texts. Future plans include evaluating the new federated search product from Serials Solutions which will combine the strengths of both the Serials Solution's 360 search product and WebFeat's software and knowledgebase of translators.

A SYMPHONY IN THREE PARTS

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PARTICIPANTS: Laupus Health Sciences Library – East Carolina University; Joyner Academic Library Services – East Carolina University; Little Library – Elizabeth City State University

OBJECTIVE: For several years the Faculty, Staff, and Students at East Carolina University found it difficult to use the Laupus Health Sciences Library's (HSL) and Joyner Academic Library's ILS system, because the Libraries had two separate databases. There were separate registrations for each library and to find everything the University had on a particular subject the clients would have to search the HSL database and then search the Academic Library database or visa versa. This had been a bone of contention at the University Libraries Committee meetings for years. When the opportunity arose to migrate from the Sirsi/Dynix Horizon ILS system to the Sirsi/Dynix Symphony ILS system it was decided that we would take this opportunity to make things easier for our clients and combine databases. Because our libraries were part of the Eastern Carolina Network, Elizabeth City State University was invited to join us in this migration.

METHODS: This poster will highlight the efforts of the three separate libraries in making this work. We will talk about the pros and cons of the migration, the decisions that needed to be made, the classes that needed to be taken, the documents that needed to be filled out, and the successful completion of this project.

Poster Session #2 Wednesday 10/7/09 11-12pm Ballroom

Training or Emerging Technologies

15 x 15 x 15: Cashing in on a Jackpot Approach to Online Instruction

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OBJECTIVE: During the past year and a half the Library has reached out to students by offering synchronous online classes using the Wimba feature within the Blackboard course, "Health Sciences Resources." Originally, hour-long classes were offered, and these proved to be successful as indicated by qualitative and quantitative survey results. Building upon this success, the Library embarked upon a different approach – delivering course content in shorter sessions. The Library developed classes shorter in length on different topics of interest as noted by the previous online class participants.

METHODS: The philosophy was that people learn the best in parsed chunks of information. The new set of classes was named "15 x 15 x 15" – 15 topics during 15 weeks lasting about 15 minutes each. A poster outlining the class schedule was created, and classes were promoted and advertised within the Blackboard Announcements section as well as within the Telegram – the university's online notice of events sent to all university affiliates. A revised survey with a section for comments was created using SurveyMonkey.

CONCLUSION: Feedback generated by the surveys indicated an overwhelmingly positive reception to this approach to online learning. Students pointed out the convenience and the short format as major reasons to participate in these classes. This targeted, shorter class length was so successful, that this approach will be incorporated into a new model for library staff training and development this year.

Replacement for the 10 page paper? A pilot project using blogs and wikis for a collaborative EBM assignment in a 3rd year internal medicine clerkship

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AFFILIATION: Thomas Jefferson University

OBJECTIVE: Pilot a group assignment using blogs and wikis to develop evidence-based medicine skills in third year medical students on an internal medicine clerkship. Instead of the clerkship's standard individual ten-page paper assignment, the students were divided into four groups of sixteen, who were dispersed on geographically disparate rotations. Each group was assigned a librarian and a physician faculty mentor. Each student recorded on the blog a clinical scenario and question they encountered. They were encouraged to communicate with the librarian to construct a well formed clinical question. The students then came to consensus on which question to pursue and collaborated on a wiki including a list of citations to the best available evidence, a critique of the studies, and implications for the patient.
METHODS: Surveys were administered to students. The clerkship director solicited feedback from library liaisons and physician mentors at the end of the assignment.

RESULTS: Five questions, which related to the students confidence in their EBM abilities, showed a significant increase (Wilcoxon signed-rank test, $\alpha=0.05$). There was no significant difference in two questions about the importance of EBM in medical education and patient care. Other questions seeking open-ended comments and feedback from library liaisons and physician mentors revealed opportunities for improvements such as smaller group sizes and clarification of librarian and physician mentor roles. Results from the second cohort will be available in August.

CONCLUSIONS: The pilot demonstrated that a group assignment using blogs and wikis to collaborate on an EBM clinical scenario significantly improved the students' confidence in practicing evidence-based medicine. It had no impact on their valuation of EBM. Several areas for improvement were identified for future courses.

The Kindle: A Novel Way to Increase Access to Medical Information in Community Clinics

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This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. N01-LM-6-3502 with the University of Maryland Baltimore.

OBJECTIVES: Part of the academic medical center's mission is to provide outreach and service to the surrounding community. This grant-funded project seeks to determine whether the Kindle, an e-book reader featuring a basic web interface and "Whispernet" wireless technology, can increase access to medical information for health professionals and students working in community-based clinics with poor connectivity and few information resources.

METHODS: The library has recruited cohorts of second year medical students and health professionals working in three community clinics to receive Kindles for use during rotations in Family Practice in April – August 2009. Librarians worked with the course director to select relevant medical textbooks and relevant clinical material and reformatted library help documentation, including an EBM toolkit, for loading on the Kindle. Librarians are training participating students on the Kindle, including how to search both electronic books and the PubMed for Handhelds interface over the "WhisperNet" wireless connection. After each cohort completes their rotations, librarians are surveying participants about the efficacy and efficiency of using the Kindle for accessing medical information and whether information gained from the Kindle changed a clinical decision.

Using a Blog as an Alternative to Troubleshooting EndNote

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OBJECTIVE: To provide an effective, convenient and readily available solution to users' problems in using a bibliographic management software.

METHODS: The University Libraries have provided support for many years to faculty, students and staff in the use of EndNote. Those interested may attend a librarian-led class or learn independently utilizing an online tutorial. Campus librarians are available to provide assistance on EndNote in person, by phone, or via email. However, these efforts did not seem to be sufficient to meet our users' needs. Some questions have been asked again and again and by many users. To provide an effective, convenient and readily available solution to users' problems, an EndNote users' group blog was created to address those frequently asked questions. The blog displays various categories representing issues that are often encountered, archives of past postings, a calendar and useful links. Having specific categories makes it easier for users to go directly into a section of interest, instead of having to go through the whole tutorial for the desired information. The blog creator invites other campus librarians to post their messages in the blog and assists staff with postings.

RESULTS AND CONCLUSIONS: The EndNote Blog is heavily used by university affiliated users and by the general public. Since its creation in June 2008, the blog has been visited nearly 20,000 times. Comments received have been very impressive. New postings are added each month, some of which update old issues while others address new ones. The Blog is now a main source of support for our EndNote users. A recent decrease in class registrations coupled with an increase in EndNote blog statistics suggests that users are finding the desired information on the EndNote Blog.

Now It's Personal!

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PROGRAM OBJECTIVE: This program introduces students in an intensive, post-baccalaureate BSN program to nursing information tools and searching techniques, and fosters growth in information gathering skills and a level of comfort with library resources and services.

SETTING: The program is in progress at Drexel University Health Science Libraries, Hahnemann Library.

PARTICIPANTS: Students in Drexel University College of Nursing and Health Professions' BSN Accelerated Career Entry (ACE) program, and the Information Services staff of Drexel University's Hahnemann Library.

PROGRAM: The program consists of both a formal teaching component and an on-going Personal Librarian relationship with the students. Members of the Information Services staff serve as lab instructors in the Nursing Informatics course taken by ACE students in their first term-- teaching three hands-on lab sessions. Topics include characteristics of scholarly information, introductory database searching (CINAHL), and Evidence-based Practice search techniques. The relationship established in these teaching sessions is continued through the "Personal Librarian" component. Each of the students is assigned to one of three Information Services librarians who correspond with the students via email and provide assistance with coursework.

MAIN RESULTS: The program is currently in progress; evaluation mechanisms will include a 10-item quiz taken during the informatics course, and a brief "Library Attitudes" survey taken at the initiation and completion of the Personal Librarian component to assess level of comfort with the library. Statistics will also be maintained on the number of contacts between students and assigned librarian.

CONCLUSION: Accelerated programs such as Drexel's are becoming more common in nursing education. The intensity of such programs places a lot of strain on the students; they must quickly acquire information seeking skills in an unfamiliar field, usually while navigating an unfamiliar library system. Our program models one mechanism of providing a personal connection to foster more successful use of the library.

A Survey of Nurses' Attitudes toward Distance Learning and the Use of 3-D Immersive Learning Environments

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OBJECTIVES: The poster session will present data and commentary from a survey used to assess nurses' attitudes toward the effectiveness of traditional distance learning in delivering nursing education and promoting collegial and professional socialization. Also, the survey attempted to discover opinions on whether the use of 3-D immersive environments, like the social world Second Life, could enhance the distance learning experience.

METHODS: The survey was circulated through a variety of nursing groups and associations via the Internet to ascertain both qualitative and quantitative replies. The respondents answered 30 questions concerning their experiences with distance education, focusing on satisfaction with academic content and social interaction. The survey determined computer experience and experience with gaming or other immersive 3-D environments. Demographic information was collected regarding age, gender, ethnicity and country of origin. The survey also asked questions concerning academic level and professional experience.

RESULTS: While the sampling was small, results indicate that the respondents have a positive attitude toward distance education, this largely due to their busy professional lives. The majority involved in traditional distance learning programs indicated that they would be open to repeat the experience. Several indicated that the social interaction of the traditional classroom was a missing element in most distance learning

Those who favored the experience of a class with an immersive environment broke down along two lines 1) those that had already experienced such a class and 2) those who thought it would be "interesting" or "fun". Those opposed to the use of an immersive environment in general had no experience with such an environment. Some considered the notion as "silly". There were no significant differences in response based upon age, gender, ethnicity and country of origin. Also, academic level did not appear as a factor in forming an opinion.

Utilizing a Joint Subject/Library Assignment for First-Year Medical Students to Improve Information Literacy Skills

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PROGRAM OBJECTIVES: To teach students to use MeSH and advance search functions in PubMed and recognize the importance of applying information literacy and critical-thinking skills in creating search strategies and selecting databases.

SETTING: Course in Preventive Medicine and Public Health (PMPH) at the Touro College of Osteopathic Medicine.

PARTICIPANTS: All first-year medical students in 2007 (n=135) and 2008 (n=130) at the Touro College of Osteopathic Medicine.

PROGRAM: In each year of the program a librarian provided a 2-hour lecture on the structure of the medical literature, major resources, and basic information literacy concepts to the entire class. Each member of the class was also required to attend a hands-on 1.5 hour small group workshop (20-30 people) on searching PubMed using MeSH and Boolean logic. At the conclusion of each workshop, each student was given a unique research question developed by the PMPH course director. The question was provided on an answer form developed jointly by the course director and the librarian. Students were required to locate and read at least one complete article that could answer the question and provide a copy of the first page of the article along with their answer sheet. Additionally, the sheet required students to indicate their choice of databases and search strategies, to indicate the amount of time spent searching, and their evaluation of the ease of the process. The accuracy and completeness of the answers were assessed by the course director while the search strategy and choice of database was assessed by the librarian.

MAIN RESULT: Based on the completed assignments, open-ended comments, and interactions with students during the search process, the majority of students paid as much attention to the search strategy portion of the assignment as to the research questions.

CONCLUSION: The devotion of class time to medical information literacy education coupled with hands-on workshops and an assignment jointly developed and graded by a course director and librarian appears to be effective in bringing student attention to the importance of developing good search strategies.

Let Me Show You How It's Done! Desktop Sharing for Distance Learning

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BACKGROUND: Because users of our academic medical library now access electronic resources from lab, office, or home, fewer come to the library but still need our help. Trying to negotiate the research process by telephone or email can be frustrating for both reference librarians and users.

OBJECTIVE: We want to reach out to students, faculty, postdocs, residents, clinicians, researchers and administrative staff when they need help, on or off-campus.

METHODS: We explored desktop sharing software, which enables librarians to demonstrate applications and features of the library's electronic resources. Learners can follow and participate in the demonstration through their web browsers. We evaluated several products before choosing the one that best suited our needs. It was easy for librarians to install and use. Learners did not have to install special software or reconfigure their computers. We are using this tool on-the-fly, one-on-one, and for scheduled 15-30 minute training webinars. Participants filled out a survey to rate the effectiveness of the webinars.

RESULTS: Initial announcement of this service raised awareness of library resources and services. New users were motivated to visit the library and seek help. Survey responses have been positive. Learners made personal connections with librarians and felt they could rely on them for future help

CONCLUSIONS: This initiative is increasing awareness and skilled use of library services and resources. Learners and librarians agreed 15-minute sessions should be extended. Because this is an ongoing project, other conclusions are pending. Future plans are to expand the project to include group training during which participants can connect simultaneously from multiple sites to the instructor; develop customized "lunch & learn" sessions; explore other technologies for training distance learners using pre-recorded presentations and other means of conference calling to reach a wider audience, such as Voice over Internet Protocol (VoIP).

Using a Team Approach to Support Faculty Curriculum Development

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OBJECTIVE: Over the past two years, the NYU School of Medicine's Department of Educational Informatics (DEI) has commissioned the NYU Health Sciences Libraries to work in collaboration with faculty to create interactive learning modules. This poster will demonstrate how a team-based approach to reference services can be effective in such a collaboration.

METHODS: The ALEX Team was created by the library to provide support to teaching faculty who need images and interactive presentations for courses delivered via the online learning environment (ALEX). Members of the team include public services librarians, the collection development librarian, a member of the DEI staff, and the Deputy Director who serves as team leader. A librarian is assigned to work with each faculty member on their teaching question.

The librarian delves into the electronic resources available within the library's collection and on the internet to identify promising items. Delicious, the social bookmarking service is used to present the results of the research to faculty. For each module a new Delicious account/page is created using the same structure, making it easy for librarians to build on one another's work. The ALEX team meets regularly to discuss progress and share tips on searching and resources. The best results are entered into the library wiki for later reference. The collection development librarian aids in questions concerning copyright and permissions.

RESULTS: Faculty respond positively to the librarian input; librarians working as a team develop search skills and deeper knowledge of library resources; librarians increase their knowledge of the curriculum and learning management system; the collaboration with the DEI is strengthened.

CONCLUSION: The team approach to faculty support improves library relations with faculty and educators, while increasing overall knowledge about the curriculum within the library.

Our New Wave of EBM

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GOAL: Share successful method to teach a short course of EBM

BACKGROUND: Before graduation, XXXX medical students need to demonstrate the ability to search and apply the principles of EBM. To fulfill these educational objectives, the Department of Public Health faculty and Librarians have been partnering in teaching a 4 session EBM course. In 2009, the method of teaching EBM changed.

Methods: This is a retrospective analysis of EBM at XXXX 2009 from instructor comments and student evaluations.

DISCUSSION: There were 2 changes to the EBM course. The first change was the emphasis by the physician lecturer of how important EBM is and how he applies EBM in practice. The second change was student groups completing a JAMA Evidence worksheet each session and then reporting back to their colleagues with search strategy, article appraisal and recommendation to the patient.

CONCLUSION: The instructors felt these 2 changes improved the course. The students were impressed with the physician lecturer's sharing their personal EBM practice. The inclass searching and group reporting contributed to higher grades on the homework assignment. 75% of the student evaluations were returned. What is MeSH and how it works, ways to effectively search PubMed, the importance of critically reviewing an article, the Clinical Queries page and doing PICO were the top 5 concepts learned. Using MeSH descriptors, using EBM during clinical rotations, searching on the Clinical Queries page, being an effective and efficient searcher, using EBM to answer patient questions and make patient care decisions were the top 5 ways the students will apply what they learned in EBM. 67% of the students liked the changes, but did comment they wanted fewer sessions and smaller searching groups.

Beyond the Bibliography: Sharing, Education, and Awareness with RefWorks

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OBJECTIVE: Library staff have been using and promoting Refworks software and training students, staff and faculty since the spring of 2007. Over time, the librarians have experimented with RefWorks beyond its traditional use as a bibliographic management tool and promoted its many additional features. Our goal is to maximize the full potential of the software for our users.

METHODS: Librarians have developed an advanced RefWorks workshop and online tutorials to supplement the introductory RefWorks course. This workshop educates users on features in RefWorks that go beyond the basic bibliography, such as attaching full text articles to citations, using RSS feeds from saved searches, and using RefGrabt. Additionally, literature updates on timely topics for the campus are saved in the RefWorks Shared Area and made accessible via the library's homepage. CE opportunities and other library newsletters are also saved in the shared area to be used for staff development within the library. RSS feeds are created for researchers and saved within RefWorks in order to allow for easy access to current articles and news.

CONCLUSIONS: Currently there are 2594 RefWorks campus accounts. We will continue to expand our various uses of RefWorks and measure both attendance at workshops and Web views of the shared area. In the first six months, RefWorks tutorials developed in-house have had approximately 180 views. We have received positive feedback from faculty using the RefWorks shared area and RSS feeds for literature updates. We will continue to promote these successful services to the campus.

Using Jing to Go the Distance

AUTHORS: Kristen L. Young, MLIS, University of Maryland Baltimore, Health Sciences & Human Services Library, kyoung@hshsl.umaryland.edu, Phone: 410-706-8868 (Work)

OBJECTIVE: To meet the specialized information needs of nursing students and faculty who cannot come to the library because of geographic distance or time constraints.

SETTING: The University of Maryland, Baltimore is comprised of the schools of Dentistry, Nursing, Medicine, Social Work and the University of Maryland Medical System. The Health Sciences and Human Services Library (HS/HSL) is dedicated to exceeding the information needs of the faculty, staff, students, and members of the general public at the University.

PARTICIPANTS: students and faculty affiliated with the School of Nursing, library liaison to the School of Nursing.

PROGRAM: At our university, faculty liaisons provide consultations. The students and faculty at the School of Nursing need to locate specific information to complete papers and projects and are not always able to come to the library. We began using *Jing*, the free screen capturing and casting tool from Techsmith, to create and email 5-minute tutorials that demonstrate how to locate the information that students and faculty need across the distance.

MAIN RESULTS: Based on reviewer comments, both faculty and students have found *Jing* and its application to library instruction to be extremely helpful.

CONCLUSION: The author recommends using *Jing* to send brief instruction across distance. It is free, efficient, easy and effective. Using the *Jing* application and a microphone, you can make tutorials from any location.

Integrating the Library into Clinical Rotations: a Proactive Approach

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OBJECTIVE: Integrating library resources and services into a pharmacy school's course management system for students completing off-campus clinical rotations.

BACKGROUND: Virginia Commonwealth University's licensed web-based course-management system, Blackboard, is heavily utilized throughout the School of Pharmacy curricula. Although the institution includes a customized library tab in Blackboard and the library has created its own courses, these options rely on users actively leaving their course page to use library resources.

Current fourth-year pharmacy students have had few formal library instruction sessions since their first year. During the intervening years a number of new library resources were acquired for the campus. Students needed an introduction to these resources and a review of previously taught material, including library resources for their handheld devices.

METHODS: To proactively integrate library services, resources, and instruction to students, librarians have been made 'teaching assistants' for the fourth-year pharmacy student's clinical rotation course. Library resources and instructional materials, including screencasts, course bibliographies, and tutorials are integrated into the Blackboard course to support required and elective clinical rotations. Librarians also utilize Blackboard instructional tools such as Horizon Wimba for delivering webcasts. Communications tools in Blackboard provide a means for broad or targeted promotion of resources. Thus, librarians are able to coordinate relevant materials with specific rotations. Usage of the resources are monitored via Blackboard statistics tools and informal user feedback.

Preparing Nurses for the Future: New Opportunities for Enhancing Nursing Education and Practice and Increasing the Value of the Library

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PURPOSE: To develop stronger partnerships with nursing by taking advantage of changes in nursing education and professional development that emphasize evidence-based practice, diffusion of innovation, and translational nursing research.

SETTING/PARTICIPANTS: An academic medical center library has expanded its partnerships with nursing educators and administrators in the nursing school and three hospitals in the health system.

BRIEF DESCRIPTION: National and local nursing initiatives are creating perfect opportunities for a fusion of efforts by nursing leaders and medical librarians to transform nursing education and practice. In 2006 the American Association of Colleges of Nursing (AACN) issued its roadmap for the Doctor of Nursing Practice (DNP) degree as preparation for advanced nursing practice. In 2008 our school of nursing was the first in the state to implement the DNP, and librarians have been involved in course planning, orientation, and training from the beginning. Our flagship hospital also participates in the Nurse Residency Program sponsored by AACN and the University HealthSystem Consortium (UHC). The program's goals are to ease the transition to practice for new nurses and develop a better educated workforce. The Library has collaborated with residency organizers to provide training in use of knowledge-based resources and finding the evidence for practice. At the local level, the health system's Nurse Scholars Committee and other groups have involved librarians in seminars for nurses interested in conducting, utilizing, and disseminating research. The economic downturn has also caused hospital administration to emphasize use of local experts, including librarians, in providing credit-based continuing education for nurses.

RESULTS: By taking advantage of new initiatives in nursing, librarians are increasingly being recognized as an invaluable resource in professional staff development and the transformation of nursing education and practice.

Clinical Training (hospitals)

How About "Lunch with the Librarian"?

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As a hospital library that serves a variety of healthcare professionals with busy schedules, our librarians face challenges serving the educational needs of our patrons. Our library wanted to provide education which would be quick and painless to our users. We wanted to incorporate sessions that would take around 30 minutes. We also wanted to choose a time that would be convenient for our hospital employees. Our solution turned into "Lunch with the Librarian". In 30 minutes, we offer a chance to learn a new tool, an old database, searching techniques, or any other type of class we can think of (reference software, Web 2.0, and more). Each class is taught once a week for a month in our small conference room using a laptop and projector. When applicable, live demonstrations of the databases, tools, or software are given. As an incentive, participants can bring their lunch, and we provide dessert or a light snack (such as fruits, cheeses, and nuts) which helps to encourage attendance.

The types of classes we have taught include databases we have here in the library such as CINAHL, PubMed, and Ovid. We have also taught classes on evidenced based medicine, patient education materials, reference management software, image databases, and RSS feeds. In the future, we plan to teach classes on video clips and video procedures, drug databases, survey and questionnaire resources, and multilingual patient education. Topics change from month to month so new suggestions for classes are discussed periodically, and there is no shortage of ideas.

The results from our classes have been very positive. We believe that Lunch with the Librarian has helped meet the educational needs of our users while not deflecting from their busy schedules. We have continued to have high user attendance and positive feedback. With these results, our ideas for Lunch with the Librarian continue to evolve.

Partnership with Hospital Nurse Educators Improves Information-seeking Skills of Nurses and Strengthens Librarian's Relationships with Clients

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BACKGROUND: "Nursing Skills Fairs" are educational sessions conducted by the Nursing Education Department in the first half of each year at Pennsylvania Hospital. The primary purpose of the Fairs is to develop nurses' clinical skills by giving them hands-on demonstrations, poster sessions, and presentations on various topics. In 2006, with the ongoing shift toward computer-based information resources, the Nursing Education department realized the need to include a computer-based information-seeking training module in the Fair.

METHODS: The Library Services Department Director and the Clinical Librarian approached the Director of Nursing Education to suggest that the Librarian conduct the information-seeking module at the Fairs. Starting late in the "Fair season" of 2006, through 2008, a computer classroom adjacent to Nursing Education's training area was used; the topic

of the module was *Evidence-Based Nursing*. In 2009, two computers in the Nursing Education training area were used; the topic was *Locating Nursing Procedures Online*. In 2009, the number of nurses trained was counted using the Education Department's sign-in sheet, a list of names of those who had registered plus names of walk-ins. Due to a change in persons occupying the Librarian position, the method used to gather numbers in previous years is unknown. RESULTS: 25 nurses were trained in 2006, 179 in 2007, 284 in 2008, and 376 in 2009. The 2009 number includes some duplicates due to walk-ins who had been registered for other Fairs. Comments received from Nurse Educators since completion of the 2009 Fair season suggest that staff nurses' use of online information resources has increased. CONCLUSIONS: Participating in the Fairs allows an avenue for feedback from the nurses about the organization of online information, and partnering with Nurse Educators builds the Librarian's relationships with key clients. Furthermore, developing the nursing staff's information-seeking skills contributes to high-quality, up-to-date patient care.

Involving the Hospital Librarian in the *Preparing the Personal Physician for Practice (P⁴)* Family Medicine Curriculum

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OBJECTIVE/SETTING: Integration of the medical librarian into the *P⁴* curriculum of the Family Medicine Residency Program trains residents to answer questions as they arise in the outpatient setting of a large teaching hospital in an urban tertiary care health care system. Providing them with training in evidence-based resources and regular access to a medical librarian are the benefits of this program.

PROGRAM: CML services for the family medicine program formerly focused on inpatient morning report at an inner city hospital. In February 2007, the librarian was asked to join the faculty for *P⁴*, a national program to revise the family medicine residency curriculum. With the change in emphasis to the outpatient setting, inpatient morning report attendance ceased. *P⁴* requires a group of residents, medical students, attending physicians, and the librarian to meet weekly for four hours. The format is flexible and includes grand rounds, guest speakers, short student talks, detailed resident presentations, M&M, or library chat. Small group meetings are the heart of the program where each participant brings a problem from the clinic and an evidence-based article that addresses the PICO formatted question. Residents describe their search technique and any difficulties, grade the evidence, and reflect on how the information will change their practice. The librarian is an active participant. Wireless laptop computer access allows the librarian to quickly answer questions, show new resources, or demonstrate pertinent search techniques.

OUTCOME/CONCLUSION: Preliminary assessment from the residents indicates that they value the opportunity the medical librarian provides. The residents develop skills to quickly and effectively find evidence-based answers to clinical questions arising in the outpatient setting.

Patient Care

Successful Outreach: Creating Collaboration through Creative In-Person Service

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PURPOSE: Creative application of traditional Clinical Librarian skills has enhanced the value and quality of library-based services for physicians and other professionals in one pharmaceutical company.

SETTING / PARTICIPANTS/ RESOURCES: We created a satellite library within a key clinical department, following that groups' relocation off-campus. The author functions as liaison for library services for the International Clinical Development departments, as well as training for all departments on use of our Portal and other electronic resources.

BRIEF DESCRIPTION: By applying Clinical Librarian skills in a non-traditional setting, underserved departments' information needs have been identified and addressed through ongoing, in-person outreach. Active marketing of the combined skills and expertise of our staff to the clinical departments has increased our perceived value within the company. Initial outreach and "Roving Reference" has evolved to include creation of a satellite library, feasibility for go/no-go clinical trial decisions, identification of target populations/geographic areas for clinical trials, web casts of training sessions for remote staff, and perception of us as an "essential business partner". Multinational project teams are now realizing the benefits of information-sharing through a library-based service. Streamlining the flow of information requests and results is anticipated to have a direct impact on the company's "bottom line" with faster submissions to the FDA. RESULTS / OUTCOME: This new approach has attracted the attention of senior management in the US and other countries; Management recommended library personnel be included in future Project Team meetings.

EVALUATION METHOD: Through search evaluation forms, multi-departmental meetings, and focused department presentations by library personnel, customer satisfaction continues to grow – leading directly to the funding to create and staff a satellite library. Using metrics to track reference questions, search requests and increasing complexity of searches, our statistics continue to climb. Future plans include recording our training presentations for 24/7 access by our global clientele.

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

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PROGRAM OBJECTIVE: To address pediatric in-patients' and their caregivers' health information needs and instruct physicians and students in identifying health information resources.

BACKGROUND: Weill Cornell Medical Library's Pediatric Clinical Medical Librarian (CML) attends bedside rounds. She observed the opportunity to provide authoritative health information to in-patients and their caregivers and began providing consumer health materials to physicians for this purpose. She also observed the opportunity to help third-year medical students choose appropriate patient-oriented materials required in their evidence-based presentations.

PROJECT DESCRIPTION: The CML reached out to the new Consumer Health Librarian (CHL) to develop a plan addressing patients' and caregivers' health information needs; to promote the new Patient Resource Center (PRC); and to instruct staff in the provision of such materials. The CML promoted the PRC resources to physicians and placed brochures at the pediatric nurses' station. Both librarians developed and presented *The Internet, Your Patients' Health and You* at Pediatrics Grand Rounds. The presentation increased awareness of patient and caregiver health information needs, including health-seeking behaviors and how informed patients improve treatment outcomes. The CHL periodically joins the CML for bedside rounds.

OBSERVATION & INITIAL FEEDBACK: Continuous promotion of consumer health resources increased staff awareness and use of services. The Grand Rounds presentation was enthusiastically received by medical staff, which resulted in increased inquiries for consumer health information. During bedside rounds and Grand Rounds, both librarians will continue to promote the PRC and the need for consumer health information for pediatrics in-patients and their caregivers. Plans are underway to develop a small consumer health collection on the pediatrics floor to address parents' and caregivers' understandable reluctance to leave the floor.

CONCLUSION: This collaborative effort between the Clinical Medical Librarian and the Consumer Health Librarian is advancing patient centered care.

Cultivating High Tech and High Touch Connections with our Hospital Library Customers

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OBJECTIVE: Hospital librarians must cultivate connections with customers outside the four walls of the library. We are exploring several high tech and high touch ways to showcase library services and virtual resources.

METHODS: Librarians at a clinical library serving a large teaching hospital use cutting edge technologies and personalized methods to reach customers. Brief drop-in database demonstrations are offered in the teaching/reference office. Wireless laptops are used for demonstrations in the cafeteria. Hands-on and small interactive learning sessions are developed on an as-needed basis. The librarians attend several resident conferences, post articles to Intranet sites to support residents' learning, and contribute to residency curriculum development. Library staff welcomes new residents with a personal e-mail and present to them during orientation. Librarians also contribute evidence-based articles to the Patient Safety Department Intranet site to support Joint Commission goals. Although challenging to use new technologies in a hospital environment, the librarians are resourceful in using Web 2.0 technologies to connect with tech-savvy customers.

RESULTS: Demonstrations inside the cafeteria, while effective, offer limited interactions; however, presentations focusing on fewer databases and done just outside the cafeteria are more successful. The Intranet pages that the librarians have developed to support residency programs and patient safety are perceived as value-added. DeliciousTM social bookmarking is used to quickly share useful tutorials, clinical, and learning sites. TwitterTM is used to put pertinent library information at the fingertips of healthcare professionals who use handheld and social technologies.

CONCLUSIONS: Our goal in offering high tech and high touch teaching and learning opportunities is to foster personal connections with customers. Meeting users where they are instead of where the library is has become vital in promoting library services and maintaining relevance.

Comparison of Librarian and Advanced Practice Nurse Ratings of Depression Websites Using an Adapted Health Information Website Evaluation Tool

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OBJECTIVE: Librarians, clinicians and nursing informatics researchers collaborated to adapt an instrument that assists in evaluating on-line health information. We conducted an evaluation study with two groups, Advanced Practice Nurses (APNs) and Librarians, to compare their ratings of websites using the adapted instrument.

METHODS: Researchers modified the original 15-item DISCERN instrument that was developed 'for judging the quality of health information written for the public on treatment choices' in order to enhance its utility and usability in evaluating web publications and websites. Modifications included expanding the tool (renamed DISCERN*Plus*) to a 30-item questionnaire that evaluates the quality of the content of the website, as well as, the presentation and delivery of that information. Ten librarian raters and ten APN raters independently scored five depression health information websites using DISCERN*Plus*. Websites were purposefully selected by a clinical psychologist. Ratings were compared using descriptive and comparative statistics. We examined whether the rater's professional training had any effect on their application of the DISCERN*Plus* evaluation criteria.

RESULTS: DISCERN*Plus* has three sections with 10 questions each: 1) Publication reliability, 2) Quality of information for intervention/treatment choices, and 3) Web page/portal's usability. No significant differences were found between the APNs' and Librarians' responses, when comparing overall section averages across all five websites, or when broken down by individual website. Both groups were able to differentiate between the better and worse websites as identified by the expert.

CONCLUSION: Although some differences between groups were found, overall there were no differences such that either professional would be able to use DISCERN*Plus* to evaluate websites with online information related to healthcare decisions.

Health Literacy: Communication Strategies for Health Care Providers – What is the Evidence? A Systematic Review

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OBJECTIVE: The ability of a patient to participate in the healthcare decision-making process is affected by health literacy, defined by *Healthy People 2010* as "The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions." In order to counter the effects of impaired health literacy, physicians and other health care professionals need to develop and utilize skills and techniques to improve communication and the patient's ability to comprehend information. This systematic review seeks evidence on the effects of known techniques and strategies on healthcare measures such as patient comprehension, satisfaction, treatment compliance and length of stay.

METHODS: Systematic review. PubMed was searched using a highly sensitive search statement in order to review the abstracts of all potentially relevant articles in the database. Yield of the search was 3371 articles. The abstracts were reviewed by two librarians to identify those articles which: 1) discussed techniques and strategies for 2) improved measures which 3) included a stated evaluation component. The two reviewers had a good level of inter-rater reliability in the selection of abstracts for which to obtain complete papers.

RESULTS: The abstract selection phase is currently in process. By the time of the October meeting we will have results and conclusions at least through the article selection phase of the systematic review. At that point we will be able to report results and make conclusions, and make suggestions to other librarians considering embarking on a systematic review project.

A National Patient Safety Goals Intranet Portal: Keeping the Sharks at Bay

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OBJECTIVE: “Never Events” are “killers” for hospital safety departments. We wanted to offer the librarians’ expertise in literature searching and information gathering to the Patient Safety and Accreditation (PS) and Performance Improvement (PI) departments in support of the 2009 National Patient Safety Goals (NPSG). The roles of these departments now include greater responsibilities with the identification and prevention of “never events”. The Director of the Medical Libraries recognized an opportunity to support these departments as well as the organization’s leadership by initiating a collaboration to create an Intranet portal supporting NPSG.

METHODS: Librarians partnered with PS to create an Intranet portal that includes targeted resources to support the NPSG, with intranet pages for each identified goal. PS provides content experts to differentiate between the core and current articles for each NPSG critical to our hospital system. Librarians provide the content, organization and updating of the Patient Safety Selected Resources (PSR) Intranet site. Each page on the PSR features a section of core and current articles with links to full-text, links to library forms requesting either more literature or an article and a link to selection criteria. Best practices have been devised to keep the PSR portal current, using alerts and standardized time frames.

RESULTS: The PSR portal provides access to evidence-based articles, guidelines, and web sites to support knowledge and implementation of NPSG. Greater awareness of librarians’ expertise has led to invitations to join other hospital-wide committees.

CONCLUSION: This initiative directly serves the organization in providing departments and staff with value-added resources to support their role in preventing “never events.” It has enhanced the visibility of the library and librarians in the organization, two of whom now serve on new Partners in Safety team.

The Robert Wood Johnson University Hospital (RWJUH) Evidence Based Practice (EBP) Nursing Blog: A Collaborative Journey

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PROGRAM OBJECTIVE: To support RWJUH Nursing Division evidence based practice Initiatives

SETTING: Primary Teaching Hospital affiliated with UMDNJ – Robert Wood Johnson Medical School.

PARTICIPANTS: Nurses at RWJUH interested in evidence based practice

PROGRAM: An outreach effort was undertaken by the UMDNJ – Robert Wood Johnson Library of the Health Sciences to support RWJUH Nursing Division initiatives. It was determined that the EBP committee would benefit from having a librarian on the committee to assist with gathering evidence to help support the practice. This collaborative effort resulted in a decision by the librarian and the EBP committee chairperson to explore Web 2.0 technologies in order to best enhance the function of the committee. Library staff developed an EBP blog with links to EBP resources and related articles.

RESULTS: The EBP blog, launched in February 2008, has increased exposure of the library to hospital staff nurses, and strengthened the librarian’s role in supporting nursing research. The librarian now attends monthly nursing orientation programs to introduce new nurses to the library resources and is a member on the Research Steering Committee at RWJUH.

CONCLUSIONS: The EBP blog has proven to be successful, although its use and merits need to be reinforced on a monthly basis at committee meetings. It is crucial that the librarian attend the meetings each month to hear the discussions so appropriate content can be posted to the blog. This EBP blog has proven to be a stepping stone to a highly successful collaboration between the Nursing Division at RWJUH and the UMDNJ-RWJ Library of the Health Sciences.

Poster Session #3 Wednesday 10/7/09 3-4pm Ballroom

Library as Place

Developing an Educationally Relevant Art Program: One Library’s Experience

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OBJECTIVE: This poster will show the process of building an educationally relevant, library sponsored, art program at an academic medical center. The authors will highlight the most important steps in the process from the creation of the concept and exhibit policy to hosting a successful opening and exhibit run.

METHODS: The poster will delineate the development of the art program starting at stage one,; the formation of an interdepartmental gallery committee. Subsequent stages and processes such as selection of artists whose work reflects the mission of the gallery, design of the exhibitions, creation and distribution of promotional materials, marketing the event, as well as the arrangement of opening receptions and artist lectures will be shown.

The poster will make use of an exhibit timetable that attendees can adapt and use at their own institutions and samples of actual promotional materials and artwork.

RESULTS: The library has hosted four exhibits since the creation of its program 18 months ago including a Friends of the Library sponsored exhibit and event. Future events have been scheduled through 2012.

CONCLUSIONS: The art program has been a success bringing cultural and educational opportunities to the institution and recognition to the library.

After an evaluation of dedicated staff time and the expense of sponsoring such exhibits the library has decided to sponsor two art exhibits per year going forward. The library has also consulted with other departments and artists who wish to use the gallery space establishing the library staff as experts in the medical center for exhibits.

Catch a Virtual Way to Display Art

AUTHOR: Helen-Ann Brown Epstein, Head of Education & Outreach, Weill Cornell Medical Library, New York
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GOAL: Virtually exhibit artistic talent of members of a health care community

Background: Art has adored the walls of the Weill Cornell Medical Library for 20 years. The Medical Complex Art Show displays works from the 4 Corner institutions and the other shows display works from area art groups. Several years ago the Medical Complex Art Show opened on Alumni Weekend. To reach out to alumni near and far, the Qatar campus and to artists wanting to participate, but not going to prepare a work for physically displaying in the Library, the concept of a Virtual Art Show was conceived.

METHODS: Working with Computer Services, the Education & Outreach Department created a web-based form to submit an image. Artists state their preference to be considered for the show within the Library (the Physical Show) or the Virtual Show. The art show juries review the images. They can suggest a work be moved from Physical Show to the Virtual Show. This form generates the Virtual Show and it also generates a List of the Works, a List of the Artists, and labels for the works in the Physical Show. The Virtual Show debuts at the Art Show Opening Receptions and continues to be available online.

RESULTS/DISCUSSION: In a short time, the entries in the Virtual Show have doubled. It is now judged and has created its own excitement. The form seems easy to use.

CONCLUSIONS: It is said that medicine is an art and science. The art shows in the Weill Cornell Medical Library—physical and virtual display the artistic side of our health care community.

Creating a Network of Digital Displays

Author: Michael Purcell, Web Librarian, mjp2155@columbia.edu, 212-305-1293, Augustus C. Long Library; Columbia University Medical Center, New York

OBJECTIVES: Broadcasting promotional/educational information to patrons via large video displays is common in today's academic/medical libraries. This poster describes a project to promote library resources beyond the physical library by creating a network of digital displays across a large, medical center. The proposed network is simple to operate and easily expandable.

METHODS: Through a generous grant from the National Network of Libraries of Medicine, Middle Atlantic Region, we set up a digital display network. The network consists of PCs with a large displays connected to a server. Custom software was written that allows administrators at each site to enter their own content to display. Using the Internet as the backbone of the network allows the network to be expanded with little expense. There are no special hardware requirements. The server and software can turn old PCs and monitors into information points.

RESULTS: With a number of excellent software tools in existence and a skilled programmer on hand, the technical challenges for this project were not as great as anticipated. Installing hardware in locations outside of the library's physical confines, however, presented many challenges. Communicating and coordinating with unfamiliar facilities staff responsible for building operations outside of the library was by far the largest use of time spent realizing this project.

CONCLUSIONS: Valuable lessons were learned through this project. Don't underestimate the logistical challenges of working with staff from other institutions. Don't be afraid to ask systems people for exactly what you want. Never assume what you want can't be done. You may be surprised at what they can do for you.

Innovative software design can replace expensive hardware alternatives.

Library Management

Restructuring a Service Desk to Refocus Reference Services Outside the Library Building: One Library's Experience

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OBJECTIVE: With increasing availability of online resources, our library has seen the number of people coming into the building decreasing. Few were visiting the building to access traditional library services such as reference and bibliographic instruction, at the same time, the University's strategic plan placed increased emphasis on the support of research. We wanted to support our faculty, students, staff, and researchers by providing research and other services, both inside and outside the library building.

METHODS: In addition to an existing liaison program, librarians provided new library service venues in schools and departments as well as the medical center and clinics. Increasing the librarians' service activities outside necessitated restructuring staffing in the library. In addition to existing duties, all paraprofessionals were required to work at our single-point service desk. New staff responsibilities required increased in-service training. A needs assessment was conducted to focus training sessions. Librarians supplemented ready reference provided by service desk staff with on-call reference services and individual consultation appointments. Various combinations of back-up and on call help for service desk staff were tested. Challenges encountered during this project included communication problems, unanticipated staff turnover, the need for extensive training, and resistance to change.

RESULTS: Lessons learned during restructuring included the importance of clearly communicating the reasons behind the restructuring, the need to present a whole systems view of the library, the acknowledgement of staff concerns, the development of contingency staffing, and the need for a strong, ongoing staff training program.

CONCLUSIONS: SUPPORTING our researchers and students through the provision of services inside and outside the library building is a worthwhile goal that needs to be pursued. However, we recognize that we need to improve the way we carry out this project by addressing the issues that pose challenges towards achieving this goal.

From Place to Space: It Happened to Us...It Could Happen to You!

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We were given three months to close our physical library. This poster addresses how we dealt with that loss of place and 40 percent of our staff, and what we learned in the process. Heading into a virtual space has challenged us to rethink ourselves and re-evaluate the services we provide. We have had to review how we provide those services and the technologies we need. We'll examine the barriers we faced and still face as we travel to the stars. Ultimately we want to use technology as effectively as we can while still keeping the human touch in library services not lost in space. Join us as we jettison the past and rocket into the future, boldly going where few libraries have gone before.

When What they Want is Less: A Quantitative and Qualitative De-Selection Process for Journal Titles

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INTRODUCTION: The Learning Resource Center (LRC) at the Uniformed Services University of the Health Sciences (USUHS) in Bethesda, Maryland services a population of approximately 329 local faculty, 665 staff members, and approximately 1,000 students. At present, the LRC has shifted most of its journal subscriptions to an electronic format, but maintains some print subscriptions. In September 2008, the LRC was informed that floor space currently housing the print journal collection would be converted into "Quiet Study Space" for students. Approximately 40% of the 2nd floor journal collection's space was slated for re-purposing.

OBJECTIVE: To meet this goal, the LRC implemented a two-stage evaluation project to identify journals for removal without diminishing the LRC's capacity to meet the information needs of the USUHS academic and research community.

METHODS: The first stage of the project observed patron use of non-circulating library journals using a "Table Count" methodology. The second stage asked faculty to identify the most crucial titles for maintenance in print format using an online survey tool. Finally, the amount of shelf-space occupied by each journal was recorded.

RESULTS: Estimates indicated that the bulk of the required floor space could be achieved by discarding only titles with both print and electronic coverage. Based on the combined results of the online questionnaire and table count study, however, the LRC selected approximately 250 titles to preserve, even with electronic overlap. De-selection decisions were made subjectively, and balanced three factors: ranking by faculty members through the online questionnaire, in-house use measured through the table count study, and finally the spatial demands of the journal itself.

CONCLUSIONS: By making de-selection decisions that reflected real-world usage statistics by in-house patrons and ILL orders, as well as faculty preferences, the LRC was able to reduce its print collection by approximately 33,000 volumes with minimal compromise in service.

Implementing a Mandated Space Change: the Unexpected Benefits to Library Systems

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OBJECTIVE: In 2008 Himmelfarb Health Sciences Library received a mandate to convert the floor which housed its 70,000 volume bound journal stack collection into quiet student study space. The project had two stages - physical volume removal and electronic record modification, which were completed sequentially between fall 2008 and spring 2009. This poster examines the work processes involved.

METHODS: Library staff cleared the second floor of all bound journals in a 4-week time frame. Staff areas collaborated to categorize the journals into three groups: titles for offsite storage, titles to be moved to onsite closed storage and titles for discard assuming content available electronically. Excel spreadsheets documented physical disposition. Some volumes were donated to the National Library of Medicine.

Stage 2 also required coordination between units to develop and implement plans to update the library's catalog, homepage journal access via Serials Solutions, and SERHOLD. Each system required separate processes to modify holdings information for accurate electronic reflection of the physical moves.

RESULTS: The impact on workflow was extensive and required significant team effort. As a result of the detailed review of our journal collection, the holdings of the physical and electronic collections are accurately reflected in all three systems. Purchase of electronic backfiles allowed us to fill some of the gaps created by the physical removal and increased our electronic journals collection. The students benefited from the increased quiet study space.

CONCLUSIONS: Going through the process allowed us to refine our procedures for recording and updating journal holdings in a variety of library systems. The project helped us to better determine where our print and electronic holdings overlapped, to reduce redundancies in our collection and bring more focus to our increasingly popular electronic journals collection.

Future Impact: Conversion to a Near-total Electronic Library

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OBJECTIVE: Many health sciences libraries have been gradually converting print collections to electronic formats. In 2008, our library removed over 80% of the print journal collection and more than 20% of the print book collection to make space for a computer simulation facility. The expectation is that our users will make a fairly seamless transition to such a dramatic culture shift in the library. Will we be correct in our assumption?

METHODS: This poster will highlight the preparation for this dramatic change: from developing documentation to show the value of the collection, to conducting detailed usage analyses, to making the best case for buying electronic backfiles, to establishing processes and criteria for retention or removal of titles, to working with other agencies for disposal; plus the challenges of physical logistics, collection holdings maintenance in multiple systems, and changes in policies, services, and workflow that were implemented to facilitate a mostly electronic collection and still maintain a library presence in our organization. Did we anticipate user needs correctly? Were there any surprises that would be helpful for other libraries?

RESULTS/CONCLUSIONS: From the initial decision, the project was delayed for two years until funding could be found. In that time, the library conducted a thorough analysis of collection use, duplication with the main campus, and cost of replacement with electronic backfiles. A resulting criteria hierarchy was used to systematically determine volumes to discard, to send to offsite storage, to ship to other libraries, and to retain reducing the collection from 14,000 to 3,000 linear feet. Policies and systems were also improved to better facilitate document delivery options for our users. With the remaining print collection relocated to compact shelving on site, most of the complaints were due to changes in the physical environment rather than to the lack of access to content.

Virtual Medical Libraries: Overcoming Barriers to Benefits

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PURPOSE: As new technologies become available and library users increasingly prefer remote access to electronic information, librarians need to respond. Virtual medical libraries should be explored as a means to satisfy the shifting needs of library users. The benefits and recommendations for improvement are meant to provide support for the development of virtual medical libraries.

APPROACH: This poster examines three benefits of a virtual medical library and why it is important to overcome the barriers to attaining those benefits. The benefits of a virtual medical library discussed in the poster are timely access to current information, cutting traditional housing and item maintenance costs, and the ability to provide increased opportunities for outreach and education.

RESULTS: In order to satisfy user needs, a library does not need to own information, rather provide access to the desired information within a reasonable timeframe. In the digital age, retrospective collections that are seldom used should not be retained. While the availability of titles will change during the transition from a print to digital collection, the collection should ultimately expand and improve if time is invested into creating a successful collection management strategy. The need to staff a physical space will cease, giving librarians greater mobility for providing outreach and liaison services.

CONCLUSION: When planning to create a virtual medical library, also create an enterprise-specific benchmarking system to evaluate the library. The benchmarking system should allow project leaders to assess weaknesses and strengths in order to improve services. This research is intended for an audience of information professionals interested or involved in digital information initiatives.

Charting our Course: Using an Online Survey to Build a Strategic Plan

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OBJECTIVE: Time for a change! The New York-New Jersey Chapter's current Strategic Plan was approved by the Board in 2005. A January 2009 Board retreat revealed the need to re-examine our direction and focus through a new Strategic Plan. In order to ensure that the impetus for change came from members and potential members, the Strategic Planning Committee designed a survey to measure areas of satisfaction and dissatisfaction among our constituencies.

METHOD: The Chapter Strategic Planning Committee developed a 16-question survey for both members and recently lapsed members. The survey queried respondents on issues such as membership history, attendance at Chapter Meetings, perceived value of current chapter activities and projected interest in future initiatives such as mentoring and "virtual CE". The survey utilized a number of formats including multiple choice answers, yes or no questions, a Likert scale, and open-ended questions designed to identify specific issues without introducing bias. The survey was developed and distributed via SurveyMonkey at the end of June 2009. Recipients were given approximately one week to respond. Two reminder notices were subsequently sent to non-respondents.

RESULTS: Results were compiled and were matched by subject matter to the relevant Goals in the existing Chapter Strategic Plan (Advocacy, Recruitment, Retention and Participation, Networking, Professional Development, Professional Recognition, and Organization.) This provided a framework for analysis of the feedback and also helped the Committee to readily identify objectives and actions within each goal that should be reconsidered or updated. The resulting plan will reflect the priorities identified by our constituencies, and the plan will be ready for adoption in 2010 as our current plan expires. The poster will summarize the new Strategic Plan we developed based upon the survey results.

Pay-Per-View versus Purchased Ejournal Content in a Hospital Library

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OBJECTIVE: Due to financial scrutiny of the library budget, a project was established to create a cost analysis of ejournal subscriptions purchased either individually or in aggregated packages versus pay-per-view access to provide a quantified comparison.

METHODS: The library of Lehigh Valley Health serves 6,700 employees and 1,700 physicians/allied health providers. Grant funding provided the services of a college student to complete the cost analysis of the two purchasing options for FYE2009. Spreadsheets were created for each journal package and for individual subscriptions.

The library purchases approximately 80 individual ejournals and 4,000 through aggregated packages. These packages are convenient but expensive. About 500 high usage journals were included in these spreadsheets - essentially a core selection.

CALCULATIONS INCLUDED: Average Cost per Use, Average Cost for Pay-Per-View, and Total Pay-Per-View Cost -- which was compared with the actual price of the package or group of subscriptions. **RESULTS** Average Pay-Per-View Cost was calculated at \$24.46/article. Average Cost per Use for aggregated/individually subscribed content was calculated at \$5.67/article. Per-article savings equaled \$18.79. The calculated costs for direct subscriptions and aggregated content totaled \$358,746.34. Pay-per-view would have cost \$1,237,742.30, an increase of 345%. Savings totaled \$878,995.96 based on FYE2009 usage. The analysis was limited because some journals do not have accessible pay-per-view pricing and some require a print subscription for access to online content. These journals were factored into the total usage but the cost was not included in the Total Pay-Per-View Cost making this amount appear to be less. No attempt was made to quantify the value of additional resources included in aggregated packages. **CONCLUSIONS** The analysis supported purchasing journal content through packages and subscriptions. Perceived advantages include time savings in processing fewer orders, user convenience in being able to directly access full text content, and predictability in budgeting.

Budget Constraints Preventing You from Purchasing Screencasting Software? Take A Gamble On 3 Free Screencasting Programs!

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OBJECTIVE: This poster will compare and contrast the use of three free screencasting programs—Wink, Screencast-O-Matic, and Jing—in library instruction to find out which program is best suited for a medical library.

METHODS: Wink, Screencast-o-matic, and Jing all have a number of similar features but vary in their ease of use and convenience, both on the part of the librarian and the end user. These programs come in handy for distance education purposes but can also be useful for answering on campus reference questions. Tutorials for an array of databases can be quickly and easily created and distributed using these programs. These tutorials can then be delivered to users via various methods and even downloaded to an iPod. These programs have been used for distance education students at our institution and have been given rave reviews by our users. Users have expressed that these tutorials are a quick and easy way for them to learn databases and that their method of delivery is very convenient.

CONCLUSION: All three screencasting programs offer a variety of features and have become a great teaching tool for answering reference questions and producing tutorials at our library. While Wink and Jing produce quality screencasts, Screencast-O-Matic out performs them with ease of use, audio/video quality, and has Web 2.0 features built into the software. Thus, Screencast-O-Matic has provided librarians with a quick and easy way to screencast when proprietary software has not been available.

Supporting Faculty Research

SCISSORS (Scholarly Communication Information Services in Support of ReSearch): The Cutting Edge of Library Services

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OBJECTIVE: We provide an overview of SCISSORS, a collection of innovative and traditional library services and discuss the benefits and challenges of implementing such a program. The service offers recommendations about social networking utilities for the biomedical and life sciences community, assistance complying with National Institutes of Health (NIH) public access policy, as well as review of publication agreements and recommendations for copyright amendments.

METHODS: Under a broad directive from the library director, a working group executed the development of the service. The initial step was identification and bundling of innovative services to address specific publishing and social networking needs. The group assessed existing services, reviewed programs of other academic institutions, authored a planning document, and recommended the formation of a core SCISSORS's Team. SCISSORS's Team members represented different services and shifts. Team leaders conducted workshops to improve members' competencies and keep them abreast of developments in technology and developed uniform delivery standards for SCISSORS's products. A marketing strategy was created to inform users of the service.

RESULTS: An evaluation survey was designed to identify user's perceptions of the program. The survey, forwarded to 12 users, completed by 9, found 100% of respondents would recommend the service to their colleagues and experienced SCISSORS' team members as knowledgeable professionals. Of the 19 services listed from the SCISSORS' suite, the most utilized was conducting literature searches at 88.9%, followed by suggesting journals relevant to areas of research or interest for possible manuscript submission and checking journal impact factors, tied at 66.7%. Assisting in complying with NIH public access policy, reviewing publication agreements, and recommending amendments to retain full or partial copyright, although not yet utilized, were perceived as important services. We expect publication questions to advance in nature as the program matures. With time and administrative support, SCISSORS will prove invaluable to the community.

Complying with the NIH Public Access Policy: Modifying EndNote and Refworks to include PMCIDs

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OBJECTIVE: The new NIH Public Access Policy requires that as of May 25, 2008, PubMed Central IDs (PMCIDs) or, if not available, NIH Manuscript IDs (NIHMSIDs) are listed at the end of the full journal citation in grant applications, proposals, and progress reports. Currently, citation management programs, such as EndNote and Refworks, must be modified in order to capture this data and automatically include it in generated reference lists. This poster demonstrates how the NYU Health Sciences Libraries developed the tools necessary to modify EndNote and Refworks to capture PMCIDs or NIHMSIDs automatically and the methods of outreach used to promote these tools to the NYU Langone Medical Center community.

METHODS: The NYU Health Sciences Libraries aimed to reach the scientific community of the NYU Langone Medical Center to increase awareness of the NIH Public Access Policy and make available the tools necessary to modify citation management programs to comply with this policy via the library's website, bibliographic management class instruction, and targeted email notifications.

RESULTS: Efforts of NYU Health Sciences Libraries were well received by the research community. By making necessary tools available, researchers were able to comply with NIH Open Access Policy easily with use of citation management programs, such as Refworks and EndNote.

CONCLUSION: It is imperative that libraries keep abreast of changes in publishing and NIH mandates in order to anticipate the needs of the research community they serve. A variety of dissemination methods are necessary to best support a diverse community of students, faculty, and researchers.

Measuring Library Services

Consumer Health Library Services: From Grassroots to Corporate

AUTHOR: Catherine M. Boss, AHIP, Coordinator, Library Services, Booker Health Sciences Library

OBJECTIVE: The library can be empowered to provide highly personal service - the right resources at the right time in the interest of exemplary patient care and guest services. This poster will describe the evolution of consumer health library services from a grassroots effort to the inclusion of these services into a corporate-level marketing initiative.

SETTING/PARTICIPANTS/RESOURCES: The Medical Center is a 502-bed independent academic medical center with a 5000 sq ft library and a 3.0 FTE library staff complement.

METHOD: In 2003, with the new library open and functioning well, the librarian began to build a culture for consumer health information services as a library function. A consumer health initiative was introduced, with the target population being community members who did not have a computer, internet service, or who were not savvy internet searchers as librarians are. The library would accept inquiries on consumer health topics from anyone via telephone, fax or email, research the query and put together a packet of credible, reliable information, which is sent to the questioner's home. The library's new consumer health initiative had minimal support or financial backing from the library's administrator at the time. Over time, the initiative has gained recognition and acknowledgement as a value-added library service, fueled by marketing reports on the initiatives, distributed to the administrative and departmental leaders, and by changes in

administrators. The library and its consumer health initiatives are now included as the education and research component of a 2009 corporate-level major marketing initiative.

RESULTS: In the inaugural year of the grassroots effort, 78 packets of information mailed out to community members. In 2008, 700 packets of information were mailed out to community members.

New Bioinformatics Support Program at National Institutes of Health

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PROGRAM OBJECTIVE: There is a great need for bioinformatics support programs to help biomedical researchers analyze large amounts of genome sequence data available from a variety of organisms. This poster describes a new bioinformatics support program at the National Institutes of Health (NIH) developed by the NIH Library (NIHL).

SETTING: NIHL serves NIH, Bethesda, MD. NIH has a variety of staff including clinicians, bench researchers, and grant program officers.

PARTICIPANTS: NIH biology/bioinformatics researchers and bioinformatics support staff.

PROGRAM AND MAIN RESULTS: IN keeping with the objective to aggressively promote genetics and bioinformatics research, NIHL has developed a new bioinformatics support program. NIHL obtained information through surveys of leaders of bioinformatics support programs at other medical/health libraries, interviews with bioinformatics specialists at several of the NIH Institutes, and direct interactions with researchers during training and consultation sessions. NIHL then developed its own unique program based on the needs of the NIH research community. The support includes purchasing licenses for bioinformatics resources, providing access to bioinformatics-related journals and books, and providing consultation and training on bioinformatics topics. The training includes both classroom sessions and tutorials. Classes are offered either in person at the NIHL training center or in collaboration with NLM remotely to other medical academic libraries who support informatics programs. The tutorials include one-on-one sessions, on-line tutorials generated by NIHL, and free on-line tutorials available from other organizations. All information will be available from a central bioinformatics page at NIHL <http://nihlibrary.nih.gov/ResearchTools/Bioinformatics.htm>.

CONCLUSION: This poster describes a model for setting up a new bioinformatics support program at medical/health libraries based on the needs of the local scientific research community.

What Constitutes “Enough” Information to Answer a Clinical Question?

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OBJECTIVE: To identify and describe medical librarians' assessments of “enough” information to answer a clinical question.

METHODS: On-line survey 91 MLA members who participated in MLA's Social Networking Software Task Force online course, "Dig Deeper with Social Media: Media Sharing." Survey participants were asked five questions:

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

Quantitative data (categorical answers to the first four questions) was analyzed using cross-tabulation statistical analysis.

Qualitative responses to question five were analyzed by coding answers, identifying patterns, and reporting findings.

RESULTS: To be reported in poster.

CONCLUSIONS: It is expected that quality is a determinant in the assessment of “enough”, and finding a “minimal” answer is not a determinate. These conclusions will be elaborated on in poster.

What is “Quality”? A Review of Criteria from Existing Resource-Evaluation Instruments

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OBJECTIVE: Many standardized criteria exist for rating the quality of consumer health information available via the Internet. The purpose of this project was to identify quality criteria for assessment of Web-based resources that would be used to meet information needs of various populations, including racial and ethnic minorities.

METHODS: A review of the literature and published guidelines was conducted in order to identify instruments useful for evaluating the quality of online health information. The review included searches of PubMed and library literature databases. Search terms included "evaluate," "internet" and "health." Inclusion criteria were: Instrument evaluates online health information; instrument not limited to one health care domain; instrument written in English; and article discloses instrument details. All instruments and guidelines were evaluated by at least two members of the research team. A set of criteria common to the instruments was identified. Each instrument or set of guidelines was scored for presence or absence of the criteria. Frequencies of each criterion across instruments were then calculated.

RESULTS: We retrieved 107 articles that reported on evaluation instruments, 19 of which met our inclusion criteria. In the 19 instruments we identified 88 resource-quality criteria. The concepts most frequently represented were timeliness/currency (17 of 19 instruments, 90%), authority (84%), sources/references (74%), bias/objectivity/sponsorship (63%), accuracy/factual (53%), and intended audience (53%). Only 32% of instruments assess whether a website states that it is not a replacement for a visit with a medical professional; whereas criteria assessing sites' ease of use were in 47% of instruments and aesthetics were in 42%.

CONCLUSIONS: Guidelines for assessing the quality of information sources are as varied as the sources they evaluate. It is important to select a set of criteria that is appropriate for a given audience and purpose.

Measuring Satisfaction, Relevance, and Cost-Effectiveness of a Mediated Search Service

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OBJECTIVES: This study had two primary objectives. The first was to assess user satisfaction and the effect of the NIH Library Mediated Search Service on research conducted at NIH. The second was to determine when and why health professionals rely on librarians to search for evidence. Additionally, the researchers were interested in exploring the cost-effectiveness of the service.

METHODOLOGY: Participants included a wide range of staff at a federal biomedical research institution. Data for the study were generated by online surveys submitted to users of the mediated search service during a three-month period in 2008. The survey consisted of two questions addressing when and why users request a literature search, six questions designed to measure satisfaction, two questions related to cost, and four questions on overall value. To determine whether the library saved NIH money, the library's actual search cost was compared to the cost predicted by survey respondents.

RESULTS: The survey had a 69% response rate. Of the 79 responses, 90% agreed or strongly agreed that they were satisfied with the service. Additionally, 87% agreed or strongly agreed that the search results will have a significant effect on their work. The top reason for requesting a search was the anticipated thoroughness of the librarian. The difference between the predicted cost if the user had searched and the actual cost for the librarian was statistically significant (paired $t=3.1717$, $d.f.=31$, $p=0.0034$), i.e., it was more economical for library staff to conduct the search.

CONCLUSION: The survey was helpful in assessing users' opinions of the mediated search service, its relevance, and cost-effectiveness. It was also relatively easy to administer and yielded a high response rate. The most problematic aspect was trying to evaluate the cost-effectiveness of the search. Further studies should include a qualitative component to provide more in-depth information on the relevance of mediated searches.

Measuring Library Service Quality

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PURPOSE: To determine the quality of service offered by the University of Maryland, Baltimore (UMB) Health Sciences and Human Services Library (HS/HSL).

OBJECTIVE/INSTRUMENT: LIBQUAL+® is a standardized survey created and distributed by the Association of Research Libraries (ARL). It consists of 22 core items measuring three dimensions of library service: Affect of Service, Information Control, and Library as Place. Additional questions regarding overall satisfaction and information literacy were

also included, as well as general demographic information and an opportunity for open-ended comments by the participants.

METHOD: The LibQUAL+(r) survey was distributed to 6,000 faculty, staff, graduate and undergraduate students at the University of Maryland, Baltimore. It was completed by 98 faculty, 27 staff, 32 graduate, and 13 undergraduate students.

RESULTS: Overall, users are more satisfied with service and information resources than they were in the LibQUAL+(r)2002 implementation, even as their expectations have increased in both areas. All UMB respondents rate the Library highly on the quality of the building, which is viewed as comfortable, inviting, and a good space for group learning and study. The Library also receives high ratings for its staff that are viewed as attentive, caring, and knowledgeable.

While the results indicate that users find information using Internet search engines, it also shows that a majority of respondents rely heavily on the Library to meet their needs. Eighty-one percent of faculty and students access library resources through our website daily or weekly and half of all students come into the building on a daily or weekly basis.

The survey results highlight areas that need further investigation. Respondents from all user groups indicated areas where the Library can improve including better offsite access and larger electronic journal collections.

Master Your Metrics: A Study of Bibliometrics as a Library Service

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Objective: it is imperative that the research community be well informed on how bibliometrics are applied to assess the impact of scholarly contributions, as well as the controversies surrounding these indicators, as they are often referred to for institution ranking, academic tenure review, and general research appraisal. This poster demonstrates how the NYU Health Sciences Libraries raised awareness of metric indicators, such as impact factor and h-index, and also provided instruction for resources relevant to bibliometrics to inform researchers how their contributions are being evaluated and ensure that research is being accurately appraised.

METHODS: The NYU Health Sciences Libraries offers a 1 hour class on bibliometrics to the scientific community of the NYU Langone Medical Center and the College of Dentistry. The class introduces basic concepts such as citation analysis, discusses controversies in how bibliometrics are created and used, and demonstrates how to access Journal Citation Reports, Web of Science, and proprietary tools exclusively available to NYU. In addition, the public service librarians and collection development librarian developed a web-guide for the community to review terms and resources. This poster will show the class outline and the web-guide created to promote the bibliometric resources the library offers.

RESULTS: While faculty members who attend the class find it informative the class has not been well attended. This poster will discuss strategies the library has taken to better market to the scientific community such as promoting through the web-guide and disambiguating certain terminology.

CONCLUSION: Effective, well marketed library services on bibliometrics better informs the scientific community of the influence these indicators have on their research. The class is well received, but it is difficult to reach busy researchers. More and better marketing will improve the dissemination of the information.