



### OUTGOING PRESIDENT'S SPEECH

The key ingredient which makes a volunteer organization viable is its members. Participation in such an organization takes one's time, effort, and resources. No one gets paid a monetary amount to work—the reward is the satisfaction of a goal obtained, a task accomplished.

Those members who serve in an elected position or an appointed one generally get public recognition here at our business meeting. I would like to thank all my Committee Chairmen and the Board members, both elected and appointed, for their hard work and efforts. A President's year is only as good as the efforts of all the committees. In addition to those who served on committees I would like to say thank you to all the members of MHSLA. You may sometimes feel like you are contributing nothing to the organization because you are not actively involved with a committee, but you are. It takes time to serve on a committee and someone needs to get the routine work done. So, thank you to all of you who took on extra work so a colleague could serve—you are just as important.

Again, thank you for working for MHSLA to make 1984/85 a good year. Good luck to Mary Hanson in her presidency and to all of us as MHSLA heads into its thirteenth year.

### STATE COUNCIL REPRESENTATIVE REPORT

The State Council held their annual meeting in Lansing during the MHSLA Annual Education Conference. Representatives from the local consortia and resource library representatives were present. Ruby May from Region 3 Management Office was a guest at the meeting.

Molly Lynch, St. Joseph Mercy, Pontiac, was elected the new state council representative to GMRMLN. The term is for two years. Carol Graham is the new president of the state council.

Jackie Raphelson gave a report on the Regional Advisory Council meeting held in Chicago and an update on happenings in Region 3 and at NLM. Noted were:

1. There will be an increase in the maximum charge for a filled I.L.L. The \$7.00 charge will go into effect as soon as the new RML contracts are signed.
2. The state councils will be asked to add an end-user to their structure.

Discussion was held by Yvonne Wulf, University of Michigan, as to the use of telefacsimile service that the University of Michigan is considering installing. The council was in favor of the plan and discussed ways of informing members of its use and costs and location of equipment compatible for use.

As outgoing state council representative, I wish to thank all the members for their cooperation and support.

Respectfully submitted,

Jacqueline Raphelson

## HIGHLIGHTS OF KEYNOTE SPEECH

The following are highlights from the speech given by Eugenie Prime, M.A., M.S., M.B.A., who is the executive editor of the *Cumulative Index to Nursing and Allied Health Literature*. The title of her talk was "The Marketing Imperative" and a brief bibliography, which she supplied during her talk, follows the highlights.

★ "Marketing is not **selling**; marketing is a philosophy concerned with producing products and services that meet customers' needs."

★ "Libraries are a business, whether they realize it or not, and they **MUST** justify their existence as any good service business would."

★ "Planned abandonment of outmoded technologies should be a part of strategic planning in libraries."

★ "Innovators spend no time justifying yesterday."

★ "Libraries should consider brokering their services to external institutions like urgent care centers and HMO's just as do hospital laboratories and data processing departments."

★ "Close ties with your institution's management information systems professionals and data processing department are important; they're your institution's source of information about internal developments and you're their source on external ones."

★ "By 1990, it is predicted that ten for-profit corporations will be operating over 50% of the health care economy in the U.S."

★ "Many of us are still stuck in the school library mode, when students were required to use the library. Visiting the library should never be important; **using** it should."

★ "Marketers focus on the correctness or fitness of a service rather than the quality of a product, and focus on the customer rather than the request. For a medical librarian, this could translate into focusing on a patron's 'real' information need, and not on the quality of the search strategy for a search which may or may not be what he or she needs."

★ "Analyzing and interpreting user behavior is extremely important. Explore their attitudes, needs and wants through a user survey before you do anything else in marketing."

### BIBLIOGRAPHY:

Christopher, William F. *Management for the 1980's*. Prentice-Hall. 1979. \$6.95.

Kotler, Phillip. *Marketing for Non-profit Organizations*. 2nd ed. 1982. \$29.95.

Meltzer, Morton F. *Information: the Ultimate Management Resource - How to Find, Use, and Manage It*. Amacom. 1981. \$14.95.



## NO LITERATURE SEARCH - LOST MALPRACTICE SUIT

A malpractice suit against three Air Force physicians resulted in a judgement for the plaintiffs because, in part, "the physicians . . . failed to conduct a literature search or to consult other sources . . . (which) would have yielded such information" as to prevent the 'wrongful birth' of two severely handicapped children.

The plaintiffs in this case were the parents of two children and the children themselves. The parents had been told by three different Air Force physicians that the worst birth defects associated with the use of Dilantin (hydantoin) in pregnancy were a transient hirsutism and a possible, surgically-repairable cleft palate. Both children, born at separate times, were born with 'fetal hydantoin syndrome' as a direct result of maternal use of Dilantin during pregnancy, and suffered from growth deficiencies, developmental retardation, mental retardation, ptosis, digital hypoplasia, a low-set hairline, and other physical and mental defects.

Both the district and appeals courts for Washington State found in the plaintiff's favor, stating that the physicians breached the standard of care by "failing to conduct a literature search . . . None of the doctors conducted a literature search or consulted other sources for specific information concerning the effect of Dilantin on an unborn child . . . The district court found that a literature search would have revealed several articles regarding the correlation of Dilantin and birth defects, including a 'hallmark' article . . ."

Both the parents, who sued as a "wrongful birth" action, and the children, who maintained a "wrongful life" action, recovered for the expenses associated with raising and maintaining such children and for the emotional distress which their births and handicaps inflicted.

For a copy of the original case and its appeal, contact Stephanie John at the Saginaw Health Sciences Library.

--- Many thanks to Bonnie Swegles for passing on the information that led to this article!



## Checklist for Instructors of "The Basics of Searching MEDLINE"

- A. One month or more in advance.
- \_\_\_\_\_ Determine date(s), time of day, and cost.
  - \_\_\_\_\_ Reserve room(s) for class and for terminal exercises.
  - \_\_\_\_\_ Write description of course and distribute in order to announce and advertise course. Include registration form. (Don't forget to ask about previous on-line experience, reason for taking course, etc.)
  - \_\_\_\_\_ Apply to appropriate sponsoring agencies for CE credit.
- B. At least two weeks in advance.
- \_\_\_\_\_ Determine number of terminals to be used for course according to availability and expected size of class.
  - \_\_\_\_\_ Request training codes from MMS based on number of terminals to be used. Use form in January 1985 *Tech. Bull.*
  - \_\_\_\_\_ Update syllabus.
  - \_\_\_\_\_ Arrange to have syllabus copied and assembled.
  - \_\_\_\_\_ Start reviewing syllabus.
- C. About one week in advance.
- \_\_\_\_\_ Plan room layout/furniture arrangement.
  - \_\_\_\_\_ Test all terminals and phones to be used **where** they will be used by making sure you can log on at each location.
  - \_\_\_\_\_ Review class make-up and specialize presentation where applicable.
  - \_\_\_\_\_ Locate extra copies of search tools (i.e., **Annotated MeSH, Trees, Permuted** and sample copies of **IM** and **AIM**).
  - \_\_\_\_\_ Prepare agenda for course.
  - \_\_\_\_\_ Prepare course objectives.
  - \_\_\_\_\_ Prepare blank certificates of participation.
  - \_\_\_\_\_ Prepare terminal exercises (or combine with agenda).
- D. Okay to do at last minute.
- \_\_\_\_\_ Make enough copies of handouts from section "C" for participants. Include copies of "Profile of Participants" from January 1985 *Technical Bulletin*.
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## SO, YOU THINK YOU KNOW "TECHNOLOGY".

- ANALOG** - Hors d'oeuvre, usually made from cheese and covered with crushed nuts. Served at embassy parties.
- APPLE** - Typically a device used to seduce men, usually equipped with display screens and/or forms.
- BAR CHART** - A list of places to go when it is Miller time.
- BASIC** - A form of motion sickness that occurs only after waiting for two hours to cross to Ocean City.
- BINARY** - Possessing the ability to have friends of both sexes.
- BIT** - Similar to a nibble. Commonly eight nibbles in a mouthful. See byte.
- BPI** - A term used to describe unmentionable parts of the anatomy, as in "You bet your bpi."
- BUBBLE MEMORY** - A derogatory term, usually referring to a person's intelligence. See also, vacuum tube.
- BUFFER** - A process through which computers are treated to prevent stomach upset.
- BUG** - Small living things that small living boys throw on small living girls.
- BYTE** - A mouthful, as in "How many bytes in a Big Mac?"
- CARRIAGE RETURN** - The act of bringing a vehicle back to the rental counter.
- CASSETTE** - A very small petite cass - usually achieved through exercise.
- CHARACTER DENSITY** - The number of very weird people in your office.
- CHIP** - Any number of small crunchy objects often served with onion dip.
- CLOSED LOOP** - A method of execution no longer in vogue except in Iran.
- CODE** - Usually lasts about three to five days, accompanied by sore throat and runny nose.
- COMMAND** - Statement presented by a human and accepted by a computer in such a manner as to make the human feel as if he is in control.
- COMPILE** - A heap of decomposition vegetable matter.
- CONVERSATIONAL MODE** - Describes the typical office on a Monday after the Redskin or Colt victory.
- COUPLING** - An activity usually preceded by marriage, but not necessarily.
- CRT** - A movie about a little alien who forgets his telephone number and must write home.
- CURSOR** - An expert in the use of four-letter words.
- DEBUG** - The act of placing shoe leather against a small creeping creature.
- DISC DRIVE** - Propulsion method developed by a well known foreign car manufacturer.
- DOWNTIME** - Title of a movie song popularized by Petula Clark.
- DUMP** - The EPA's answer to health.
- EPROM** - Movie actor Eprom Zimbalist, Jr.
- ERROR** - Something only humans can commit.
- FIFO** - A cute name for a dog.
- FLOPPY DISCS** - A defect occurring in all 1982 disc drives, necessitating a factory recall to the manufacturers.
- GIGO** - A movie industry acronym referring to the numerous "Gidget Goes ★ ★ ★" movies, i.e., GIGO Hawaiian, GIGO Crazy, GIGO Surfing, etc., etc., etc.
- GLITCH** - Scientific name for the little balls of fuzz that collect in navels.
- HARDWARE** - Typically boots, leather and chains. Contrast with software.
- INTEGRATED CIRCUIT** - The end result of busing.
- INTERFACE** - The opposite of "Getouttamyface".
- K** - A term used in employment ads to disguise how much they are really willing to pay.
- KEY PUNCHING** - An activity similar in most aspects to cowpoking.
- MEGAHERTZ** - A very large car rental company.
- MODEM** - A contraction. Commonly used as in "Give me some modem cookies."
- NETWORK** - The occupation of a fisherman.
- ON LINE** - A statement shouted at tennis judges in response to serves being called out.
- OUTPUT** - What people who talk backwards do with their cat.
- PROGRAM** - What commercials try to do to us.
- RAM** - A male sheep with horns.
- REAL TIME** - Here and now as opposed to fake time which only occurs there and then.
- ROM** - A RAM after a delicate operation.
- SEMI-CONDUCTOR** - A person hired to lead an orchestra before he has graduated from the famous director's school.
- SERIAL PROCESSING** - The procedure through which corn flakes are arrived at.
- SNOBOL** - A small white, round object thrown in the winter.
- SOFTWARE** - Typically silk nighties, nylons, contrast with hardware.
- STRING** - An object a kitten will play with, but, if given to a cat, will cause him to leave home.
- TERMINAL** - What most people have to be before consenting to see a doctor.
- TRANSISTOR** - A sibling, i.e., a transbrother.
- TYPEWRITER** - A contradiction in terms.
- VACUUM TUBE** - A derogatory term. See bubble memory.



**REMARKS OF  
JOHN A. DiBIAGGIO  
AT THE MEETING OF THE  
MICHIGAN HEALTH SCIENCE  
LIBRARIES ASSOCIATION  
LANSING, MICHIGAN  
OCTOBER 17, 1985**

I want to thank you for inviting me to speak with a group of people who have chosen as their conference topic: "Optimism and Opportunity". You are **MY** kind of people.

I feel like I already know many of you. And you can be sure I have a deep appreciation for what you do. I have spent many, many hours—both as a student and as an administrator—in health sciences libraries. I assure you, your colleagues had a lot to do with any success I might have.

I also assure you that you have every right to hold a conference focusing on "Optimism and Opportunity"—because you people have provided those very ingredients to so many others. Those of us who have been the recipients of your optimism are grateful. Those of us who have had opportunity because of you thank you.

In reviewing the sessions you have been and will be attending this week, I am amazed at the sophistication of your enterprise. The technical skills required of your jobs are significant. Yet I know that the interpersonal skills, the communication skills that no computer, no word processor can provide still are central to your job.

You might be learning a whole lot about microcomputer software this week. You might become experts on Easylink mail options. And you might learn all there is to know about full text information and satellite communication.

Surely, your jobs and your ability to serve depend on this knowledge. But I think you share with me the commitment to people those of us in service professions must always keep in mind.

There can be no optimism; there can be no opportunity without the most valuable uplink known—the one-on-one relationship with another person.

I note in your sessions that management skills are central to the discussions. In your field—and in mine—these skills are important. After all, we both are in the business of managing information transmittal. We all are in the business of getting to people the information they need as quickly and as accurately as possible.

The more groups I talk to, and the more people I meet at Michigan State University, the more I realize just how important this business of information transfer is. We should be looking more to people like you who are in the business every day.

At Michigan State University we have the commitment to disseminate knowledge to those who can benefit from it. We have internationally renowned researchers whose work has reached around the globe. The information they have contributed to the *Library of Humankind*, if you will, has helped millions of human beings. Like you, we must equip ourselves to transmit knowledge far and wide. We must make sure that people are served. We must also make sure that with our information dissemination we stand ready to supply that optimism and opportunity you recognize as so important.

I welcome you to the Lansing area. And I take this opportunity to thank in public all of those health science Librarians who helped me throughout the years.

I urge you to learn all you can about the technical support that can make your jobs more effective. But always remember, our jobs are designed to be tasks in service of others. Knowing what I know about you, that's preaching to the converted.

Enjoy your conference. Enjoy Lansing. And please come to visit us at Michigan State, an organization like yours that is making technology work in the service of people.

## **PEOPLE IN THE NEWS**

**Bonnie Swegles** has moved from Mercy Hospital in Port Huron to St. Joseph Hospital in Flint. **Alice Ketchum** will be working two days a week at Port Huron starting in early November.

**Doris Asher**, who is on a year's leave of absence from Sparrow Hospital in Lansing, would greatly enjoy hearing from her friends in MHSLA. If you would like to correspond with her or put her on your Christmas card list, her address is: Mrs. Doris Asher, Wisma Tndah T, Jal. Sumbawa Blok N-2, Padang, West Sumatra, Indonesia.

**June Cronenberger** has moved from the V.A. Medical Center in Saginaw to become the Extramural Librarian for the Northern Michigan Area Health Education Center (NMAHEC). She will be working out of the Saginaw Health Sciences Library, which is coordinating the Health Learning Resources project of the NMAHEC.

**Betty Gabhart** has moved from the Samaritan Health Center in Detroit to Sparrow Hospital in Lansing.

## **ANNOUNCEMENTS**

Henry Ford Hospital's School of Nursing Library has a new phone number: 313/972-1835.

William Beaumont Hospital has placed all journals published prior to 1976 in storage, so they will be unavailable for interlibrary loan after December 15. Please note this in your union lists.

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## MHSLA Committee Members 1984/85

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