

mhsla news

MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

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The Michigan Health Sciences Libraries Association 18th Annual Educational Conference was held on October 1 - 4, 1991, at Harley Hotel in Lansing, Michigan. The following pages include materials from that conference which were provided by MHSLA members and are felt to be of interest to all our membership.

ADDRESS BY OUTGOING PRESIDENT
MARGE KARS,
BRONSON METHODIST HOSPITAL
OCTOBER 2, 1991

It is an unfortunate reality for our position in healthcare that we must continually explain what we do. Actually, for some people we must explain that we do something. To some people librarians only seem to read all day, for others, we are simply clerical support. I believe that was the reason I lost a .5 clerical position; I'm sure the finance people believe that any one of the "Librarians" could do the photocopying.

I personally refuse to allow others to define what I do or set limits on my capabilities to manage resources. That is a driving force behind my support of the MHSLA strategic plan, and the work the Executive Board and committees have done all year. MHSLA has a strong history. We have done important work to support the needs of our members. The strategic plan that was approved by the membership last year included five goals; networking to share resources, education, professional support, financial viability and research.

MHSLA Committees have worked through this year on each of these goals. Recommendations from these committees are in the Hospitality Suite for your review. I hope you will take the time to do just that, ask questions, and challenge and support what the committees have done. Last year I stressed the importance of this plan to the Association. I said that librarians are change agents. I still believe that. And I believe that we cannot be passive and expect to have a voice in our own future. If we are going to continue to be part of the healthcare industry we have to demonstrate that libraries impact on healthcare -- we cannot afford to be passive. Passivity is not a road to the future.

There is an article in the September 1, 1991 issue of *Library Journal* by David Lewis that I would urge each of you to read. Lewis offers eight truths for Librarians' survival. Three of these truths I would like to share with you now:

"Change is risky, but necessary."
"Keep your message simple, and repeat it over and over again."
"Vision is your job."

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These truths apply to each of us in our own libraries and as members of MHSLA:

First: *Change is risky, but necessary.* Change is difficult. It forces a new look, new definitions. It offers only the unknown. But it sometimes is the only option. And I think it is better if we can initiate the change ourselves than to have change forced upon us. The task forces that worked on the goals of the Strategic Plan have given us ideas, challenges to support the needs of MHSLA membership. Indeed they have raised questions about why people have joined this organization and why they don't.

The Strategic Plan begins with a statement of purpose and vision: "To further health sciences librarianship by assisting members to demonstrate a positive impact on healthcare within their communities." The Research Committee has proposed a project that draws upon the resources of all the membership but offers a straightforward approach to providing evidence of our impact on patient care.

Second; *Keep your message simple, and repeat it over and over again.* I keep my message to my boss consistent, and clear, and constant. I tell him who our customers are, the services they use, the resources we need and what it takes to provide the services in money and staff. I tell him in language he understands so that we can take that message to the people who set the budget...

Third: *Vision is your job.* Libraries and librarians provide information access. Everyone needs information: individuals and businesses. There are not many professions that can impact as many groups in as many ways as we can.

We must work hard to direct the impact and articulate our vision. If we believe in something, if we have an idea about the future, a vision, we must articulate that ourselves.

Before I turn the gavel over to Ria I want thank the executive board and the committee chairs and members for their work this year. The membership of MHSLA owes a debt to these people for the hours of work that go into Association business.

ADDRESS BY INCOMING PRESIDENT
RIA LUKES,
SAINT JOSEPH HOSPITAL, FLINT
OCTOBER 2, 1991

While explaining to a colleague that I was having a hard time preparing this speech she reminded me of the power of word definitions. I found three definitions I would like to use today.

The first one is: **Change.** Defined as: 1) to cause to become different; 2) something that is or may be substituted; something of the same kind but new or fresh.

The creation of MHSLA was the answer to defined needs of health sciences librarians. As Marge Kars reminded us last year in her presidential address, we formed this organization for the express purpose of providing answers to the challenges of continuing education for health sciences librarians, promoting the development of new health sciences libraries, and the continued timely provision of information to our clients. To that end we created a statewide union list of serials; we cut down on the length of time it took us to respond to our clients' needs for information; we were the first state serials list to be loaded into DOCLINE; we manage an annual educational conference and other workshops throughout the year; and we publish a newsletter.

The members should be proud of what this Association has accomplished. In the past we have met the challenges to our profession with the help of this Association. I think it is important to

remind ourselves that this Association has had a definite impact on our lives as professionals. How many of us have forgotten what health sciences librarianship was like without MISHULS or DOCLINE? Without this Association, how difficult would it have been for somebody like myself, new to the state five years ago, to make the informal contacts I needed to develop my own personal support system? How many of us would not receive any professional education if the Association did not provide educational opportunities?

The Association is as necessary today as it was when it was first conceived. Our needs as health sciences librarians are still there. However, the environment we now work in has changed.

It is because of this changed environment that I give you a second definition: Revolution. Defined as: a complete or drastic change of any kind.

A revolution has occurred in the health care field and that revolution has affected all of us in some manner. Some of us lost libraries, some of us lost jobs, some of us lost staff, and some of us had major budget cuts. To this day all of us are continually justifying our existence to our respective institutions. The environment around us has had a serious impact on our Association. Our active membership has declined. Many members can no longer justify their absence from their institutions to attend a conference. Many members are too busy proving their value to their institutional support to be professionally active in this Association.

This health care revolution was not our doing. But we would be remiss not to analyze the Association's current methods and activities to determine what could or should be changed so that the Association can effectively meet the needs of its members in today's health care environment.

During the next twelve months the MHSLA committees will continue the

activities that we have come to depend on and expect. The ad hoc committees will also continue to function under their respective charges approved by the Executive Board. But I expect more than just the usual activities from each committee. I am requesting that they also examine their activities with the following questions in mind: why did we first start that activity? why do we continue the activity? should the activity be discontinued? or is there a way to complete the activity in a more efficient manner?

For those of you who know me it will come as no surprise that I do not plan on being a passive president. I see my role this year as playing devil's advocate and asking questions that will force the membership to make decisions that will ensure the future success of this Association.

Change is hard -- revolution is harder. But revolution can be done constructively. I believe we have been forced into revolution because of the current environment. But I also believe that we are up to the challenge. For the past several years I've seen examples of librarians finding ways to do things better with less. If the membership numbers remain the same or decline, the Association will also have to find a more efficient way to meet its members' needs. This is just one more reason to decide how to package all of our valuable activities. To do that we must ask questions.

Which leads me to definition number three: Dictatorship. Defined as: A form of government in which absolute power is concentrated in a dictator or a small clique.

The fear of revolution is usually related to the fear of dictatorship. Let me be the first to assure you that I do not plan to be a dictator. It is my responsibility to be a catalyst, not a self-appointed decision maker. It is the membership's responsibility to determine what changes,

whether minimal or drastic, are to be made. Without your involvement the direction that the Executive Board chooses to head in the future might not truly reflect the needs of the majority of the members.

I want to be able to report at the end of my term that the Association took a hard look at all of our activities and surveyed the membership for their feedback about past, necessary changes to make the Association more efficient while meeting the prioritized needs of the members. I want to be able to say that the Association has responded to the environment changes that has made our jobs implemented changes will ensure the success of the Association for the future.

The form and result of this revolution depends on every one of you. This revolution is for your benefit. I hope all of you recognize the vital importance of this Association to our profession and do not let your chance to be heard pass you by.

*Contributed Papers
MHSLA Conference
Lansing, Michigan
October, 1991*

**Strategic Decision Support:
Partnering for Information Access**
presented by
Marge Kars,
Bronson Methodist Hospital

The Health Sciences Library at Bronson Methodist Hospital in Kalamazoo, Michigan, partnered with the Strategic Planning Department of Bronson in developing a joint venture called *Strategic Decision Support*. The librarians were interested in developing the project because we are always looking for ideas that will create a positive exposure to administration for the library. The Strategic Planning Department wanted to help

change the way decisions were made in our institution.

The goal of the service is to assist Bronson employees and physicians to refine ideas of concepts for a new service or suggesting a change in an existing service. We developed a model that would help people ask the right questions, analyze information, and look objectively at an issue. Strategic Decision Support was developed in late 1990 and has reviewed three major projects.

**Outreach through a Grateful Med Grant:
One Library's Experience**
presented by
Stephanie John,
Saginaw Cooperative Hospitals, Inc.

In order to meet the needs of library clients formerly served by the AHEC program and to prepare for the implementation of the Loansome Doc program soon to be offered by the National Library of Medicine, Saginaw Cooperative Hospitals, Inc., Library applied for an NLM grant. The purpose of the grant was to provide training to health professionals using the Grateful Med program. Original goals included in the grant application were a pre-survey, evaluations at six-month intervals, and publishing of the results of the project. Budgeted expenses included 2400-baud modems, salaries, and 8% for overhead or indirect costs.

Success in obtaining funding was attributable in part to the target audience--health professionals in a rural, medically underserved area; to Saginaw Cooperative's status as a former AHEC and its existing relationships with the Library of Michigan and other regional library groups; and to the laser-printed color map which graphically described the area to be served. Saginaw Cooperative encourages other health sciences libraries to take advantage of the grant opportunities available.

Contributed Papers, continued

Planning and Justification Tool
presented by
Mollie Lynch
Saint Joseph Mercy Hospital
Pontiac, Michigan

One of the challenges facing hospital librarians is the need to communicate with administrators in order to justify one's budget and obtain administration support for library services. At St. Joseph Mercy, the librarian has developed a form which assists her demonstrating library resource needs and services to administration.

Using a single page for each budget line item or cost center, the tool draws together information on the purpose of the item; the resources required to achieve the purpose; and standards, quality assurance, and productivity measures that apply. In addition, cost factors such as anticipated variance, cost containment measures, and industry trends are briefly described on the form.

As a communication tool, the form supplements and facilitates the discussion between library director and administrator.

The Role of the Medical Librarian
in an Ambulatory Care Journal Club
for Undergraduate Medical Students
presented by
Leslie M. Behm, MSLS
Michigan State University

In 1990, the Colleges of Osteopathic Medicine and Human Medicine at Michigan State University started a pilot clerkship in ambulatory care medicine, requesting that a library professional provide a section on literature searching. As a result of that involvement, the librarian became involved in the journal club component of the clerkship.

Objectives of the journal club were to teach the students to develop skills in locating, selecting, and critically reviewing

the medical and related literature in primary care; to develop skills for keeping abreast of new information and using that which is applicable and relevant; and to develop habits and skills for continuing self-education. The role of the librarian on the instructional team was to improve the general library skills of the medical student and to teach computer assisted information retrieval using GRATEFUL MED.

The role of the librarian will be expanded to more formally address the education of health professionals because of the technological advances in library science, the expanded role that information is coming to occupy in our society, and the explosion of available medical literature. The importance of the interaction between librarian, user and technology cannot be underestimated.

Announcements:

MDMLG will meet on January 23, 1992 at 1:00 P.M. at William Beaumont Hospital, Royal Oak. The topic of the program will be "Power and Influence," featuring speaker Elizabeth Poage Baxter, Coordinator of Management Development Training and Seminars for the University of Michigan.

The March 26, 1992 MDMLG meeting will be held at Rehabilitation Institute, Detroit, also at 1:00 P.M. Warner Pflug from the Wayne State University Reuther Archives will speak.

St. John Hospital Library in Detroit has a new fax number: (313) 343-7598.

**MHSLA TO CONDUCT RESEARCH
SURVEY IN JANUARY**

Approximately thirty-five MHSLA institutions have agreed to participate in the MHSLA Research Project. The MHSLA Research Committee will be conducting a survey on "The Impact of mediated database searches on patient care" in January and February, 1992.

The purpose of the study is to determine if searches conducted by the library staff have an effect on the health professional's management of a patient case, and if so, how the case was handled differently. Database searches performed by library personnel for direct patient care between January 20th and February 14th, 1992, will be used in the survey.

Survey packets will be sent to participating libraries on January 12, 1992. The survey will take a minimal amount of each library's staff time. All completed surveys should be returned to the Committee by April 17, 1992. The Research Committee will have a final report available by the MHSLA Annual Meeting in October.

The MHSLA Research Committee was formed in 1989 at the recommendation of the Long Range Planning Committee. A survey of the MHSLA membership indicated that the members wanted or needed information on the value of the library to its parent organization. After a review of the literature, the Committee decided on the survey which will be conducted in January.

The MHSLA project is similar to research conducted by David King, and more recently, by Joanne Marshall (University of Toronto) for the Rochester, New York, Regional Library Council. In the Rochester study, 80% of the physicians surveyed indicated that they made a change in some aspect of patient care management as a result of the information they received from the library.

The Research Committee members are: Yvonne Mathis, Chair (Saint Mary's); Mary Griswold (Bronson); Sandy Swanson (Butterworth); Lois Huisman (Blodgett); Beth Navolta (Bon Secour); and Maureen Watson (Ferris State University School of Optometry).

--Yvonne Mathis

Personal Notes:

Longtime member **Mildred Kingsbury** will be retiring from Marquette General Hospital on January 6, 1992. Millie served as MHSLA President in 1981 and has been active in the Association since its beginnings. We wish her the best of luck.

Lansing General Hospital recently honored member **Judy Barnes** for her twenty-five years as a health sciences librarian.

Janis Fox-Heroux of Pontiac Osteopathic Hospital has retired on December 31, 1992. **Ruth Taylor** of WSU Shiffman Medical Library also retired on December 23.

Heidi Koch McCraw, formerly of Chelsea Community Hospital, is now Head of the Public Libraries Division of the Monroe County Library System.

Nancy Nicholson has left Saginaw Health Sciences Library to become a Branch Manager in the Bay City Public Library system.

Karen Tubolino has taken a position as an Information Services Librarian at Providence Hospital, Southfield.

Jerry Stuenkel, formerly at Metro Medical/Detroit Northwest has joined the professional staff at St. Joseph Mercy Hospital Library, Pontiac.

UPDATE:
MHSLA Annual Educational Conference
1992

The 1992 Michigan Health Sciences Libraries Association Annual Conference will be held on Tuesday, October 13, 1992 through Thursday, October 15, 1992 at the Mayflower Inn complex in Plymouth, Michigan. It is being hosted by the Metropolitan Detroit Medical Library Group.

The MHSLA Education Committee, co-chaired by Leslie Behm and Judy Coppola (Michigan State University), has been hard at work planning the program. The format of the conference is changing -- it will be a three day event this year. Continuing education courses and the Executive Board meeting will be held on the first day. The keynote address, business meeting and afternoon CE workshops are planned for day two and the last day will be split between workshops, roundtable discussions and a contributed paper session. The intent is to have a flexible program schedule to accommodate members unable to get away from work for several days at a time.

The Local Arrangements Committee, chaired by Diane O'Keefe (Wyandotte Hospital), has chosen the Mayflower Bed and Breakfast Hotel, an English-style Inn, as the conference site. It features lovely rooms at very reasonable prices. Classes and meetings will be held across the street in the Mayflower Meeting House, which is decorated in the Williamsburg style. The Mayflower is located in the town of Plymouth which is west of Detroit, about 25 miles. Plymouth is a charming, colonial New England style town with many unique shops filled with gifts, antiques, books, clothes and more. All the shops are within walking distance of the Mayflower.

Social events now in the planning stages include a picnic in the town square and a Mystery Night at Genitti's Restaurant in nearby Northville. This promises to be a night filled with "intrigue" -- more details to come.

Watch for more information in upcoming issues of the newsletter, and be sure to mark your calendar for the 19th Annual MHSLA Educational Conference on October 13-15, 1992!

-- Ellen O'Donnell

The MHSLA Publications Committee welcomes your input! Comments, contributed articles, and brief announcements should be addressed to Publications Committee Chair Sandra Swanson, Butterworth Hospital Health Sciences Library, Grand Rapids.
Voice phone: (616) 774-1655 FAX (616) 732-3527

Please feel free also to contact Publications Committee members Judy Barnes at Lansing General Hospital or Ellen O'Donnell at St. John Hospital, Detroit.

Deadlines for the Winter 1992 issue are January 2, 1992 for material submitted on paper via mail or fax; or January 6 for materials on any size IBM-compatible floppy disk, in ASCII format, please. For the Spring 1992 issue please submit materials by April 1 (for paper copy) or April 6 (on floppy disk).

A copy of the "Guidelines for Materials Submitted to MHSLA News," adopted by the MHSLA Executive Board in January, 1991, is available upon request.

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1991/1992

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