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President's Column

by Doreen Bradley

A New Millennium and New Opportunities for MHSLA

The coming year promises to bring many challenges as well as new opportunities for health sciences librarians. From the demise of Elhill and the development of DOCLINE on the Web to the proliferation of e-journals and ever-growing consumer health web-based resources, we'll be asked to do many of the same things in new ways this year but also to take on new initiatives.

My top priority as President of the Michigan Health Sciences Libraries Association is marketing and outreach. I'd like to see the Association promote the strengths of health sciences librarians on several fronts. First, under the guidance of Diane Hummel and Leslie Behm, I hope that we'll develop a marketing packet that all MHSLA members can use. Information pieces in the packet could be used to provide administrators with clearly documented benefits of health sciences libraries and to furnish promotional literature which could be featured in institutional newsletters or displayed within our libraries.

Another area for marketing/outreach is to explore opportunities for collaboration with other library groups in the state, such as the Michigan Library Association. With consumer health information becoming a mandate of the National Library of Medicine, it seems a very logical step for us to develop increased communication and initiatives with our non-health sciences colleagues, particularly public librarians. Our respective areas of expertise could lead to a very productive alliance, including the possibilities of CE courses, joint conference programming and collection development cooperation.

A third area in which I'd like to see us become more active is in finding new mechanisms for outreach within our own institutions – and to share our ideas so

other MHSLA members can build upon our successes. For example, a librarian at UM developed a class on "keeping up with the informed patient," teaching health care providers where patients are getting the latest health information on the Web and then how to find good research in MEDLINE on these topics. This new slant of the "informed patient" has really peaked the interest of physicians who had not been in the library for a long time or who thought that they knew everything the library had to offer. I'm sure that many others have similar "success stories" about how they reached a new audience or gained support for their libraries. Sharing these ideas may help us to achieve greater success and can be invaluable for new MHSLA members.

I look forward to working with the new Board and all MHSLA members in the coming year. If you have suggestions or ideas you would like the Association to address, the Board welcomes your comments at mhsla.board@umich.edu.

Bridging Traditions: Scholarship Reports

Sheila Bryant

The session I found most interesting at the conference was the GMR Technology Awareness Forum. The participants on the panel were well versed on their topics. The panel addressed basic technology concerns with hardware and software, also the subject of electronic journals raised quite a few eyebrows. The forum explored the advantages and disadvantages of technology in Health Science libraries.

The forum provided an opportunity for librarians to voice their opinions, express their concerns and receive positive feedback. The atmosphere was very pleasant and comfortable. The panel answered in detail the questions asked of them. If they weren't able to provide an answer to a question immediately, they indicated they would find the answer and get back to the person later.

The audience had a significant amount of input. They answered questions others asked, provided relevant information and made suggestions about what worked for their libraries. Everyone could relate to everyone else's problems and concerns. I found it very interesting that everyone experienced the same sort of problems, (i.e. computers going down). I believe the forum allowed the participants to realize that they are not alone in their concerns about technology and how it impacts their library. Even though technology is suppose to assist librarians with their job duties, it can sometime be a hindrance. I left the forum feeling I had learned a great deal. I'm now aware of some of the technological problems and challenges that await me in the work place.

In closing, I would like to take this opportunity to thank everyone connected with MHSLA for awarding me this scholarship. It allowed me a chance to network, meet some very nice people and find out what being a health sciences librarian is really all about.

Sincerely
Sheila Bryant
Wayne State University Student

Debra Sobczak

I was very fortunate to be one of the recipients to receive a scholarship to attend the 1999 Bridging Traditions joint conference of the MHSLA and the Midwest Chapter of MLA in Grand Rapids. I am grateful to the MHSLA Scholarship Committee for selecting me to be a part of the annual meeting celebrating the 50th anniversary of the Midwest Chapter. This is the first time I have attended a MHSLA conference. I had the opportunity to get acquainted with many members of MHSLA and the Midwest Chapter who were in attendance and found the conference to be very interesting and informative. It was also my first time visiting the city of Grand Rapids.

On Thursday, October 7, after Diane Hummel's welcome address, I was thoroughly impressed with the morning's speakers. Douglas E. Van Houweling, CEO of the University Corporation for Advanced Internet Development (UCAID), shared with us the activities of the Internet2 project. Internet2 is a collaborative endeavor by over 100 U.S. research universities involved in the development of the next generation of network applications and Internet services. UCAID is supported by over 175 member

organizations including universities, corporations, and non-profit organizations who have joined to further the advancement of computer networking in higher education.

After Professor Van Houweling's dynamic discussion, the second plenary session about the State of the Net from the unique perspectives of Richard Wiggins and Charles Severance, hosts of the television show *Nothin' but the Net*, kept the audience engrossed and entertained until the luncheon. The interview of one of the Web's creators at CERN featuring the nightclub act of the CERN female employees was especially interesting and fun. From the start of Mr. Severance's talk, he recorded the lecture on his MAC and immediately replayed it afterwards, much to our amazement. The lasting impression from the morning was learning that one day in the near future my refrigerator will have a computer chip to alert me when the food spoils and generate a shopping list. Ah, the progress of technology!

On Friday, I enjoyed the luncheon's speaker, Chet Zelasko (Dr. Chet), Ph.D. from Michigan State University who is currently associated with the Better Life Institute (www.blionline.com) in Grand Rapids. His talk on nutraceuticals enhanced my understanding of the term which I became familiar with when one of our patrons requested the library subscribe to the *Journal of the American Nutraceutical Association (JANA)*. He described what nutraceuticals are and how in the future they'll become more prevalent.

The Amway Grand Hotel certainly lived up to its name in grand style. The ballroom where our luncheon was held beautiful. Some members commented on seeing fisherman in waist-high waders fishing for salmon in the Grand River. I had delicious apple turnovers in the Cornucopia European-style deli for breakfast. The fountain of cascading water on the atrium level was perfect for making wishes. Grand Rapids was surrounded by fall's colors, making the drive to and from Detroit more enjoyable.

Deborah Sobczak
Associate Librarian /Providence Hospital
Medical Library /Southfield, MI

Suzanne Grey

The State of the Net – Plenary Session II

As a first time attendee at a MHSLA conference, I was surprised to see how many speakers of general interest were featured in the program for *Bridging Traditions*. One particularly entertaining session was Richard Wiggins and Charles Severance's "The State of the Net," presented appropriately after Douglas Van Houweling discussed "Internet II and the Future of the Internet." The fact that Severance and Wiggins host a television show, *Nothin' But the Net*, was clear from the style of their delivery.

Wiggins, who manages the Central Systems Services group in the Computer Laboratory at Michigan State University and authored *The Internet for Everyone: A Guide for Users and Providers*, started with a brief overview of the history of the Internet. He discussed the importance of e-commerce to this generation of the Net, and talked about several current services that are representative of the best of the Net. He identified Northern Lights as one example of a service that allows users to navigate through the results of the astronomical growth in the number of sites on the Web. The audience was charmed and laughed along throughout the presentation, until Wiggins made a comment that a young engineer serving as the informal Internet searcher for his firm was being overpaid to do the work of a reference librarian. Silence followed until the polite applause at the end of his portion of the presentation.

Because Wiggins ran over time, Charles Severance was forced to rush through his half. Severance, Associate Director of the University of Michigan Media Union, used his part of the program as an opportunity to test new technology for real time recording of presentations. This technology, currently being developed at the Media Union, allows audio to be recorded in sync to lecture slides and provides drawing tools with which the lecturer can add material in real time to the presentation. Severance made many predictions about the future of computing over the next several years, and assessed the accuracy of his past predictions. He dismissed concerns about the Y2K problem, calling it the "Super Bowl for computer programmers." He expressed complete confidence that any problems on January 1 will be a result of human panic rather than any problems with computer systems. He also predicted that the need to juggle multiple electronic devices wouldn't disappear in the future; he does not believe that there will be one

integrated telephone-computer-television device to meet all of our future electronic needs. Although Severance ran out of time, as the audience was leaving the room, he was able to demonstrate the success of his experiment with the presentation recording technology.

The presenters agreed to post the session materials on the Web at <http://www.netfact.com>.

Suzanne Gray, Assistant Librarian
Research Library Residency Program
Harlan Hatcher Graduate Library
University of Michigan

Online Consumer Health Resources

by Deborah Porter

The Web is becoming an increasingly popular place for consumers to go to find up-to-date information on a variety of health issues. In fact, users are often learning about these sites from the television and radio. Rather than endure the frustration of using a general search engine that can produce hundreds of links, people are using specific consumer health web sites. Patients now have an abundance of resources available, written in laymen's terms, so they can be well informed when they talk to their health care providers. Whether the user is looking for an online support forum or needs to understand a recently diagnosed disease, there is something on the Web for everyone. Since librarians are often asked to provide consumer health information, here are a few sites that may be helpful when a patient asks for assistance in locating reliable consumer health information.

DrKoop.com

<http://www.drkoop.com>

"The best prescription is knowledge" - Dr. C. Everett Koop

Listed as one of the top ten health Web sites, it is host to approximately 100 self-help groups. This comprehensive site has late breaking health news, information on smoking cessation, ability to browse 60 disease topics and health concerns, a medical encyclopedia, a drug database and much more.

HealthGate

<http://www.healthgate.com/>

HealthGate is geared to both consumers and healthcare professionals. The consumer side contains information on health news, healthy living online journals, diseases/conditions, drugs/vitamins and symptoms/medical tests. Just a click away is information geared more toward the healthcare professional and it contains research tools, CME, news and reviews, and patient education.

Mayo Clinic Health Oasis

<http://www.mayohealth.org/>

This site is billed as a place to find "reliable information for a healthier life." Each document is reviewed by one of 1,200 Mayo Clinic physicians or researchers and can be found under an assortment of subjects. Of special interest is a link to, "Ask the Mayo Physician" and "Ask the Dietitian." A link to news headlines provides a daily breakdown of topics patients read in the newspaper/journals or hear on the radio.

MEDLINE PLUS

<http://www.nlm.gov/medlineplus/>

This site is NLM's response to the growing number of lay users who access MEDLINE to find information on diseases, conditions and wellness issues. They simply type in a topic or a category and are pointed to consumer health resources that have been reviewed by staff at NLM.

WebMD

<http://shn.webmd.com/index.html>

Billed as "the comprehensive online health resource", this site offers the ability to personalize WEBMD so that you can locate news and articles on health topics of your choice.

Changes at Ingham Include Using Technology for Conservation

By Judith Barnes

As with any library, the John W. Chi Memorial Medical Library at Ingham faces the same three problems inherent in all

libraries. They are lack of space, lack of time, and lack of money. Many of us think of ourselves as jugglers, firefighters and sand shifters by day's end.

The Chi Library's parent institution's recent merger has brought about the consolidation of many services on one site including interlibrary loan, searching, acquisitions and cataloging.

Now, impacted by governmental changes in Medicare funding, our institution is seeking deeper budgetary cuts. As a result the Library's collection at our Pennsylvania Campus will be further downsized.

The plan is to eliminate journal titles duplicated by the Greenlawn site and archive titles unique to that campus. After archiving the titles will be moved to our main Library on Greenlawn. The book collection will be inventoried and weeded. Selected titles may be moved to the Greenlawn site. Within the next year it is anticipated that the Physician's lounge on Pennsylvania will be renovated and will incorporate the Library collection of books and an Internet laboratory. This facility will be staffed 20 hours a week.

Support staff on Pennsylvania will assist clients in the use of the collection and computer applications. Clients may also receive training and assistance in searching the Internet with emphasis on PubMed, its Loansome Doc interface and other medical databases and resources. Document delivery, literature searching and discounted book purchasing services will continue from the Chi Library on the Greenlawn Campus. Hospital and University courier services, e-mail, and fax machines will provide efficient delivery of requested materials to clients.

The archival process for periodicals will consist of scanning and digitizing older volumes and conversion to CD-ROM format.

As for space, time and money issues, this scenario offers the best mechanism for our situation. Thus far over 175 volumes have been converted to CD format and do not quite fill a shoebox size file box. Accessing the CDS using Adobe Reader, which is available free, and any standard CD-ROM drive, is incredibly easy and time saving. Our previous method of archiving, microfiche, even at \$.04 per page is twice as expensive as digitizing. Cost rounds out to be about \$20 per physical volume up to 1000 pages. Additional advantages of CD conversion include a faster, cleaner output

than fiche, a consistent interface for clients and staff, reliability of the product, and an inexpensive replacement capability. Copyright requires that the originals be destroyed after digitizing. The resulting product must remain in the library, both physically and electronically. Digital copies may not be made or transmitted. Standard copyright guidelines may be applied to printed reproductions made from the CDS. Conversion of print to digital format is primarily limited to older volumes with some exceptions on a "show cause" basis.

If you are also interested in digitizing your journals or participating in a consortia to economize, eliminate collection gaps and missing issues, please feel free to contact me or our vendor, TAF Graphics.

The Library periodical collection will consist of microfiche archives up to 1990, and CD-ROM volumes from 1991 to include all but the current five years, which will remain in print format. Expenses for binding will be eliminated. The Library will continue to subscribe to selected titles on microfiche, for which the majority of internal use occurs primarily one or more years after publication. Often the microform version is 50 to 70% less expensive than the print version. Microfiche subscriptions will replace periodicals from foreign publishers, which often occur in bibliographies later than domestic titles.

Mergers, consolidations, budget cuts—both governmental and internal—continue to impact health care facilities and libraries. Technology can offer mechanisms to deal with our space, time and money issues, efficiently.

Judy Barnes, Medical Librarian
Ingham Regional Medical Center
Lansing

Upcoming Conferences

May 5-11, 1999
Medical Library Association
Vancouver, B.C.

October 18-20, 1999
MHSLA Annual Educational Conference
Traverse City, MI

October 27-29, 1999
Michigan Library Association
Grand Traverse, MI

Converge on London
8th International Congress on Medical Librarianship
July 2-5, 2000
London, United Kingdom

Personnel/Institutional News

Michael Simmons is now at **Spectrum Healthcare - Downtown Campus**. Glad you have not left the fold, Mike.

Munson Medical Center (Traverse City, MI), one of the country's "top 100 hospitals", is opening a Community Health Library to be staffed by a full-time librarian who will be responsible for development and management of this new facility scheduled to open March, 2000. This position would report to the Manager of Library Services and work closely with the Health Sciences Library staff, as well as the Coordinator of Community Health, Patient Education and the Women's Health Network staff. An MLS in Library Science from an ALA accredited university with background in Health Sciences is required. This position requires strong, proven leadership, excellent written and verbal communication skills, and a clear vision of the role of an informed consumer in today's health care system, in addition to knowledge of consumer health information resources in print and electronic formats, information technologies and advanced Internet skills. Salary range: \$14.83 - \$20.77.

Send resume and cover letter to: Human Resources, Munson Medical Center, 1105 Sixth St., Traverse City, MI 49684-2386. Information about Munson Healthcare and Munson Medical Center is available on the web at <http://dev.traverse.com/jcdmunson/index.html>.

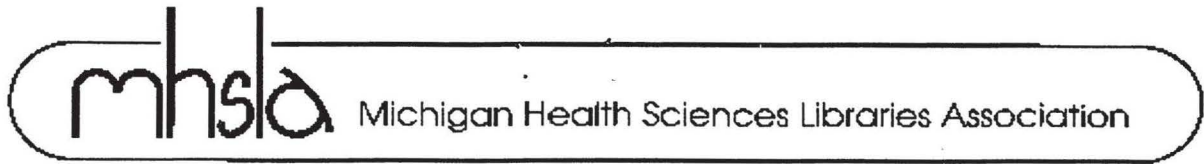
Holland Community Hospital's Consumer Health Library - Health InfoSource was awarded a grant of \$25,000. The grant will allow us to reach populations that have difficulty using the Health InfoSource Library due to lack of transportation, low literacy, language barriers, and lack of internet access. This allowed us to update our web page and we are now listed under the Health Q & A section. The news release about the web page included the following regarding the

grant:

Access to health information will be more readily available to residents without computers, thanks to a federal grant awarded to the hospital's Health InfoSource Library. The Federal Library Services and Technology Act Grant was awarded from the Institute of Museum and Library Services. The Library of Michigan administered the grant. The \$25,000 grant provides four touch-screen computers to be installed at the Fennville Library, the Boys & Girls Club, the Herrick District Library and the Macatawa Area Resource Center for any community member to access. The hospital's home page will be on each screen for visitors to research information or other HCH-related information.

On Friday, October 29, 1999, **McLaren Regional Medical Center's Medical Library** in Flint, Michigan, celebrated National Medical Librarian's month by having an open house. We invited the entire staff of the medical center to attend. We offered refreshments and had a drawing with prizes. The library staff made up bookmarks and a word search with library terms to give out. The open house was held from 10:00 a.m. to 2:00 p.m. Approximately 100 people attended and we received a lot of feedback from people letting us know they thought the Medical Library was only for the physicians and residents. Our goal was to let the nursing and clerical staff know that we were also available to support them and their patient care.





2000 MEMBERSHIP APPLICATION
(PLEASE PRINT CLEARLY)

Name: _____
(personal member or institutional representative)

Title: _____

Institution Name: _____

Library Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax _____ Email Address _____

LIBID _____ OCLC Symbol _____ DOCLINE code _____

Web Page URL: _____

Are you or do you wish to be a Mentor? _____
Are you or do you wish to be a Consultant? _____ Area of Expertise _____

Are you interested in serving on a MHS LA Committee? _____ Which committee? _____
(see: <http://www.lib.msu.edu/mhs la/aboutmhs la.htm> for officer / committee listings)

Local Group Affiliation: (check all that apply)

- | | | |
|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> ERHSLA | <input type="checkbox"/> M-MHSL | <input type="checkbox"/> UPHSLC |
| <input type="checkbox"/> MACHIS | <input type="checkbox"/> NMHSLG | <input type="checkbox"/> WMHSLA |
| <input type="checkbox"/> MDMLG | | |

- | | | | |
|--------------------------|--------------------------|----------|---|
| <input type="checkbox"/> | Institutional Membership | \$ 45.00 | See attached sheet for definitions of memberships |
| <input type="checkbox"/> | Personal Membership | \$ 15.00 | |

DUES ARE FOR THE CALENDAR YEAR AND ARE PAYABLE BY DECEMBER 31, 1999

Make check payable to: **MHSLA**

Mail to:	Michael Simmons, MHSLA	phone: (517) 371-3830
	220 North Foster Avenue	fax: (517) 432-3797
	Lansing, Michigan 48912-4104	email: simmon11@msu.edu

This form is also available at: <http://www.lib.msu.edu/mhs la/join.htm>

Two types of membership in MHSLA are possible.

Personal Membership:

Personal members shall be persons who are interested in health sciences libraries. To serve on the Board or as a Committee chair, one must be a personal member.

Institutional Membership:

Institutional membership shall be health sciences libraries or libraries in allied fields. The authorized representative of an institutional member shall be designated in writing by the institution at the time of payment of dues, but may be transferred during the year upon written notification.

IN ORDER TO PARTICIPATE IN DOCLINE WITHOUT ADDITIONAL FEES, A LIBRARY MUST HAVE AN INSTITUTIONAL MEMBERSHIP