

# MHSLA NEWS

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NEWSLETTER OF THE MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

## President's Message: Update on Board Activities

By Pat Martin

University of Michigan, Taubman Medical Library

Let me take this opportunity to update you on a sampling of activities of the MHSLA Executive Board thus far this association year. The Board meets every other month in Lansing at the Michigan Library Consortium. MHSLA members are welcome to attend. The dates and times are on our web site (mhsla.org). Also on the web site are the minutes of the meetings, if you would like to review them in full.



Pat Martin  
2006-2007 MHSLA President

Our meetings begin with review of the past meeting's minutes and reports from the Archivist (Maureen Watson) and our Treasurer (Pat Vinson). The Standing Committees then report out, and we are updated on their work, approve budget requests, and discuss issues raised.

Then we hear from the regional groups and the GMR regional council representative, Barbara Platts. The business meeting concludes after covering old and new business items.



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## The Sampling:

Planning for two conferences is underway and is reported on at each Board meeting. The 2007 MHSLA Education Conference, Navigating a Sea of Information, will be held in Bay City, September 26-28. The Education Committee is offering a possible 16 hours of Continuing Education, artfully chosen to support the Association mission and the Strategic Plan. Among the topics are ethnic awareness/health information resources, working with generational differences, evaluating the value of your library, and new technologies (RSS feeds and blogs). The 2008 MIDWEST/MHSLA conference planning is progressing well, with a location finalized (Troy Marriott), possible special events investigated, and budgets being mapped.

The Audit Committee, Diane LeBar, Joan Emahiser, and Marilyn Kostrzewski reviewed the financial records held by the current MHSLA Treasurer for calendar year 2006. The account balance on the LaSalle statement dated 12/31/06 and the last 2006 balance recorded in the checkbook register (dated 12/04/06) coincided, after reconciliation.



*Brett Powers*

The Research Committee created a web page for the MHSLA member publication collection that has been loaded on our site (<http://www.mhsla.org/publications.htm>). Members are encouraged to submit their recent publication references (2005-7) to the Research Committee member, Marie-Lise Shams, at [shamsml@udmercy.edu](mailto:shamsml@udmercy.edu).

The Research Committee has also designed an online survey to solicit opinions and suggestions from the membership on research topics of interest. The survey will be pilot tested in March before it is sent out to the listserv in April.

The Technology Committee is moving toward a change in hosts for our web site and listserv. The switch will result in greater functionality with our various electronic communications. The change should be fairly transparent to the general membership.

I think you can see that the various groups and committees are on target, working to further the MHSLA purpose: to promote excellence in health sciences librarianship by providing its membership with opportunities for professional growth, foster communication between members and their regions, facilitate resource sharing, increase awareness of new technologies, provide high-quality continuing education, and conduct research in health sciences information services.

I know the membership joins me in expressing our appreciation to Board members for taking time out from their busy roles in their home institutions to attend the meetings and for attending to all the aspects of their roles in the organization. Kudos!

## Library Staff Invited to Morning Report

*Submitted by Jennifer Barlow, Manager, Borgess Library*

The Borgess Library team recently jumped on a new outreach opportunity. Some faculty members from our internal medicine residency program attended a conference where they were introduced to the “clinical librarian” concept. They wanted to try something similar in Kalamazoo.



*Sandy Swanson and Jennifer Barlow*

The faculty asked if a library representative could attend morning report twice a week: on Monday, to listen to a case presentation and note down clinical questions that arose; and again on Friday, to deliver the answers and – more importantly – explain how the answers were discovered.

Timothy Ezell, Library Reference & Systems Technician, stepped up to this challenge and has been attending morning report regularly since February. On Fridays, he brings the physicians into the library to discuss his search strategies and show how results were obtained. These are wonderful teachable moments, with real-world outcomes at stake. Timothy gets a chance to spotlight the diverse databases on the Borgess intranet, and he provides “just in time,” hands-on research instruction.

We are thrilled to be included in the morning report team. We have had enthusiastic feedback from faculty and residents alike, and the

program gives great exposure to a valued library staff member.

## Brave New World?

*Submitted by Pat Martin, Health Sciences Libraries, University of Michigan*

Brave New World? Well, no. Not even close. But certainly as strange. Have you heard of “Second Life”?

Second Life (SL) is a 3-D virtual world entirely built and owned by its residents. Since opening to

the public in 2003, it has grown explosively and today is inhabited by a total of 5,502,966 people from around the globe (<http://secondlife.com>). Anyone can join second Second Life, download the client for free, create an avatar for themselves, and explore this world. Young people seem to be the largest major user group.

Libraries and library associations are exploring SL. For example, ALA will be sharing an Island in Second Life. According to its press release, ALA will be “reaching out to new audiences, holding events, interacting with members and the public, and exploring the future of library services. The half-island was given to ALA by an anonymous donor.”



*Gale Oren*

There is a “Health Info Island” – read all about it at [http://infoisland.org/health\\_info/](http://infoisland.org/health_info/), and follow news, updates, and events at the HealthInfo Island Blog (<http://healthinfoisland.blogspot.com/>). The Michigan Library Consortium has a presence in SL. NLM and NIH will be establishing their presence on the Island, and many patient information and support groups use the consumer health library as a base of operations in SL. There is a lot of library activity underway!

At the University of Michigan, there are several groups investigating potential educational use of SL. The Medical School bought Wolverine Island in Second Life and will use it to establish a space for researching learning and community building in 3D immersive worlds. The Health Sciences Libraries at the University are participating in this effort. Interested staff members have joined and created avatars and are in the process of learning how to dress, move, and explore

the library spaces. Our goals include partnering with the Medical School to explore and evaluate Second Life as a tool for medical education, experimenting with new models of information delivery and new formats for library services, sharing what we learn with the other health sciences schools at UM, and evaluating Second Life’s usefulness and relevance to academic libraries.

So, stay tuned. We are curious as to how this will unfold, but it is hard to anticipate. After all, it is a real-time experiment.

## **The Local Arrangements Committee Invites You to the MHSLA 2007 Conference!**

*Submitted by Mary Fitzpatrick*



The Local Arrangements Committee invites you to our Welcome Reception on Wednesday, September 26th at the Doubletree Inn-Riverfront in Bay City. Whether you're coming for the full conference or just two days, join us for mellow music, lots of networking, and just plain fun with your friends from around the state. Then on Thursday evening join us for star gazing and food at the Delta Planetarium. Check the MHSLA website for updated information on the conference and look for your registration packet to arrive in the mail in early July. The Doubletree Inn is located along the river in Bay City within walking distance of many downtown specialty shops, including the famous St. Laurent Brothers Nuts and Homemade Candies, part of Bay City's downtown since 1904. Shopping not your thing?--Then enjoy the riverfront park and water fountain.

## Educational Opportunities at the Upcoming Conference

*By Melanie Bednarski, 2007 Education Committee Chairperson  
Librarian, Genesys Regional Medical Center*

Navigating the Sea of Information is the theme of this year's educational conference. We are finalizing plans for the 2007 conference presenters. Our keynote address is going to be made by the Unshelved cartoonists Bill Barnes and Gene Ambaum. Their comic strip runs daily and can be seen at <http://www.overduemedia.com>.

Some of our scheduled topics include, demonstrating your library's worth by Dr. James Matarazzo, working with different generations by Stacy Payne, Ethnic Awareness and Health Info. with Amy Lyons and Pat Sarchet. Government information for the health sciences and a variety of different hands-on technical classes will be offered as well.

We will be having continuing education opportunities on Wednesday, Thursday, and Friday of the conference this year. While we are sure to be fully educated this year, we have not left out the fun.

The Unshelved creators have agreed to present a workshop based on using humor and we will be having a visit from "Doc Choc", Dr. Patrick Fields, who will teach about the health benefits of chocolate and will include a chocolate tasting.

Mark your calendars for September 26, 27, and 28, 2007 for the MHSLA Education Conference in Bay City, MI.



*Mary Fitzpatrick*

# Survival of the Fittest: Strategies to Prove Your Library's Value: A MHSLA Example

*By Janet Zimmerman, Director, William Beaumont Hospitals Libraries and Christopher Hunt, Library Director, Garden City Hospital*

**O**n March 7, 2007 the Medical Library Association telecast a web conference entitled Survival of the Fittest: Strategies to Prove Your Library's Value. A panel of librarians and marketing professionals reviewed strategies for medical librarians on how to increase their value to their organization by incorporating various methods of communication and marketing points.

Particularly interesting to me was the first speaker Rosalind Dudden from the National Jewish Medical and Research Center in Denver Colorado on how to prove your library's value to your organization. Mentioned in her presentation was one of Michigan's own, Sharon Phillips from Wayne State University with her article "Workload measurement: an approach for hospital libraries" *Journal of Hospital Librarianship* 2005: 5(4) 1-10.

Rosalind emphasized in her part of the presentation on how to show your library's value to the organization by selecting an organizational goal and linking the library's contribution to that goal. Ideas on how to measure and collect data were also highlighted and a bibliography on values and outcomes was provided to the participants that was a great review of the literature on these topics. The rest of the web conference concentrated on marketing touch points and many examples of how different medical librarians have marketed to their own clienteles with innovative and creative ideas. After viewing this web cast, all of us should have no excuse in taking the next steps in marketing your own library at your organization.



*Ellen O'Donnell, Arlene Weismantel, Joanie Emahiser*

An example of how one MHSLA librarian showed his value to his organization is Chris Hunt, Library Director of the Garden City Hospital. In his own words, Chris relates what happened at his hospital's recent AOA inspection visit: "The American Osteopathic Association (AOA) Garden City Hospital-wide inspection took place over a three-day period, early in March. The hospital has been traditionally inspected every 3 years but with this latest inspection the AOA now comes at any time and unannounced, so as our CEO said/says, "we need to be inspection-ready 24/7/365"!

Anyway, at the exit-summation (around noon on day 3) Dr. Edward Glinski, the Medical Administrator, (there were 3 inspectors that also included a Nursing Administrator and a Hospital Administrator) stated, in front of approximately 60 members of the hospital's team leadership, including the CEO, VPs, Directors, Managers, Coordinators, etc..., the Library was "excellent", the "nicest" he'd seen, and has a "great collection", consisting of both online and electronic resources. He also said that the "Library's management was top-notch" - and that "he well remembers living in the hospital library as a medical student" and that "as a teaching facility, Garden City Hospital excels, due in no small part, to its superb Library"! (NOTE: Dr. Glinski inspected the Library the day before, taking about 10 minutes with the Director of the Library, who answered his questions as well as provided him with a tour of the facility - the tour gave the Librarian the opportunity to showcase the collection and general resources available to Library clients/users - it also gave the Librarian an opportunity to talk to the inspector on a more personal level - as it turned out the inspector is a brother of one of the hospital's staff physicians - one of three-physician-brothers - GREAT opportunity to sell the Library, the hospital as a teaching facility, and the staff-physicians as being the most integral part/component of overall Library support!)

This past Monday, the hospital's Internal Medicine Residency program was inspected by the AOA as well. The Internal Medicine Physician inspector inspected the Library accompanied by the Vice President of Medical Education and the hospital's Chief of Staff. The inspector noted that the Library provided remote access to its electronic resources as required by the AOA, and that the "Library still has print resources, no doubt because of those old administrators", at which point I responded by saying that that was untrue, it was because of that "old Librarian". Both the Chief of Staff and the VP of Medical Education jumped into the conversation and spoke glowingly of both the Library's resources and provision of great service! (NOTE: this inspection-occasion provided the Librarian with an opportunity to highlight Library resources while stressing (in a humorous way) the importance of providing Library clients/users with electronic information as well as information from hard-copy/print resources.)"

Kudos to Chris and what a great example this is of seeing this web conference's ideas put in action.



*Doris Blauet*

## What to do When the Boss is Away

*By Melanie Bednarski, Librarian, Genesys Regional Medical Center*

**F**irst, do not panic. The library will run just fine without the boss. You are an adult; you do not need to be told what to do every minute of the day. However, when a highly used database gets deactivated because the bill hasn't been paid yet, a call to the boss is needed. The accounting

department doesn't know what we are talking about, we have to break in to the ordering system and hope a purchase order has been established. It has. Oh good, no more phone calls about the database not working.

What could happen next? Apparently the word is out that you are short-staffed and people from all over the hospital are flocking to your library wanting a variety of services. While trying to explain that you are short-staffed and that it might take more than a couple hours for a literature search, you are interrupted by an angry attending physician who demands we look for the item he has already returned even though the overdue notice and bill in his hand states otherwise.

After a few weeks the physician admits that perhaps he has laid the item down somewhere, but does not offer to pay the fee. In the mail that day comes a notice that the bill has not been paid for the beloved database. No calls to the boss this time, tracked down the proper people and handled it accordingly.

In the meantime, books keep arriving in boxes, but remain unopened because there is no time to think about them and besides we don't know what was ordered. Mail piles on the desk, bills go unpaid, and people keep coming and coming.

Of course no boss away story would be complete without an illness sweeping through the office like the plague. You have to stay home because the kids are sick and can't go to day care, that's one week. The next week, the co-worker is devastatingly sick, so the library's hours were a bit iffy for a short time.

Boss calls once or twice a week to check up on everything, using your best calm voice you let her know everything is fine, but we sure have been busy!

We're holding down the fort while your gone Doris!

## Martha Studaker Retires

*Submitted by Diane Gardner*

**E**RHSLA would like to thank Martha Studaker for her 29 years of service to the medical library profession. Martha retired from the Hurley Medical Center's Hamady Health Sciences Library on March 23, 2007. Members of the local group surprised her with a small party at Cracker Barrel in Flint that evening and presented her with a couple of charms for her charm bracelet along with a money wreath.



*Martha Studaker*



She became the library director in February 1986 and saw many changes in the way health information was maintained in the library and throughout the medical center. Martha was an integral part of our local conference-planning committee over the years and will be missed. She has promised to attend some functions when her increased social calendar allows.

ERHSLA members hope that all of the MHSLA members will join us in wishing Martha well in this new chapter of her life.

## **Congratulations, Graduates!**

*Submitted by Mary Fitzpatrick*

### **Diane Gardner**

**C**ongratulations to Diane Gardner, McLaren Medical Library. Diane graduates from Wayne State University with a Masters in Library and Information Science and an Archival Certificate on May 5th. Diane has worked for McLaren Regional Medical Center since 1997 and has been a member of the McLaren Medical Library staff since 1999. Way to Go!!!

### **Derinda Ferris**

**M**claren Medical Library has hosted a practicum student from the Wayne State University Library and Information Science Program for the last three months. Derinda Ferris has been working with our staff gaining practical knowledge in the day-to-day workings of a Medical Library from searching to serials. Derinda graduates in May from the Wayne program. We wish her well as she pursues a career in Health Sciences Librarianship.

## **GMR Regional Council Update**

*By Barbara Platts, GMR Regional Council*

**I**n December 2006, the GMR held a meeting in Chicago for all regional RAC (Regional Advisory Council) members. Thirty-one RAC members attend from Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin. The day began with an overview and history of NLM and the Regional Medical Library (RML) program. Other topics on the morning agenda included the network's development, mission, program goals, hierarchy, structure, outreach services, funding, and exhibits. Highlights of the past contract were also included. The 2006-2011 contract goals were presented including the budget, the role of resource



*Barbara Platts*

libraries, the role of the Regional Advisory Council, communication tools, member services, outreach services, resource sharing, funding opportunities, training, and classes. New contract initiatives will focus on four areas 1) increased emphasis on outreach to public health workers and community-based organizations 2) assisting NLM with a national emergency preparedness plan 3) identifying historical and unique collections 4) assisting members with e-licensing issues.

Afternoon breakout sessions concluded separate discussions on outreach to public health workers, working with community-based organizations, e-licensing issues, and using communication technologies within the network membership.

Member profile by state (as of April 2006):

Iowa 82 (16)  
Illinois 231 (22)  
Indiana 105 (16)  
Kentucky 61 (3)  
Michigan 131 (14)  
Minnesota 57 (5)  
North Dakota 26 (3)  
Ohio 193 (20)  
South Dakota 27 (3)  
Wisconsin 98 (7)

Public library membership is noted in parentheses.

For more information visit: <http://nmlm.gov/gmr/about/>



*Sheila Bryant*

## MHSLA NEWS

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