MHSLA *News*

THE NEWSLETTER OF THE MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

President's Message

As previously reported, MHSLA has sought assistance from the law firm of Murphy, Benton and Spagnuolo, PC. The Association's attorney, Gary Bender, reviewed MHSLA's Bylaws and documentation, and recommended to the Board that MHSLA incorporate. The process of MHSLA incorporation is almost complete with the exception of the necessary Bylaws changes. These changes will reflect MHSLA's change of status to a non-profit incorporated professional association.

Mr. Bender has also advised that, in addition to our annual audit which is performed by a MHSLA member, an accountant review all financial records. I feel that this is prudent with the complexities of the group purchasing function the organization is now involved with.

I have recommended that the Group Purchasing Ad Hoc Committee functions be incorporated into the Resource Sharing Committee. A document outlining the responsibilities and guidelines is currently being edited. This document will be presented to the Board and general membership in the next couple months.

MHSLA's lawyer advises that, in addition to an annual audit performed by a MHSLA member, an accountant review all financial records. I feel that this is prudent with the complexities of our group purchasing activities.

All the Officers and Committee Chairs were given the assignment of reviewing and rewriting their respective responsibilities and procedures. The reasoning behind this is because many of the documents are sorely out of date, or missing entirely. The procedures are currently being edited and will eventually be made available on the web page.

I would like to take this opportunity to thank the Board members for all their hard work over the past seven months. Their professionalism, council and guidance have been greatly appreciated by me.

Have a safe and fun summer!

Joan A. Emahiser
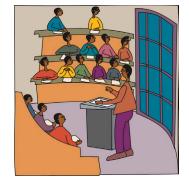MHSLA President

CONTENTS

The Librarian as Presenter

By Mike Simmons
Sparrow Health System, simmon11@msu.edu

Presenting effectively is an essential skill for librarians. Whether promoting library services, providing database instruction or advocating for increased library funding, librarians must be convincing and persuasive. Know your audience and make your presentation audience-centered. Evoke an emotional response! The emotions will be remembered long after the bullet points have been forgotten.

Nick Morgan, author of "Working the Room", suggests that modern day presenters are faced with several challenges. Morgan describes the historical progression of the speaking genres and the physical space that separates a speaker from the audience. Physical distance alone is an obvious barrier to effective presenting; however, Morgan goes one step further. With the advent of television, the traditional relationship between speaker and audience has been changed forever. The majority of those in any audience have the "TV-experience" of being spoken to in their personal space, in their own homes, by speakers who give the impression of communicating directly to them. Eye contact is extremely powerful. In turn, this is the expectation that an audience has of a speaker in the classroom or lecture setting. It is in this situation that the majority of today's presenters fail. We stand behind podiums in dimly lit rooms using all the modern technologies, reading from our carefully prepared *PowerPoint* slides and effectively distancing ourselves from our audience.

So why do we do this? The fear of public speaking consistently ranks first among fears. The fear of death is much further down this list. If you die then at least you do not have to speak in front of an audience! Enter *PowerPoint*: the ultimate presentation tool that allows everyone to employ stunning features to "enliven" any "dull" presentation. The problem arises when overused animations, clipart and bullet points relegate important concepts to near insignificance. Edward Tufte, statistician and cognitive design specialist, levels an even stronger accusation. Tufte argues that *PowerPoint* is dangerous, attributing the space shuttle Columbia's demise to a poorly designed *PowerPoint* presentation. Though this view is extreme, Tufte makes a good argument that *PowerPoint* trivializes, distracts, and bores audiences to the extent that presentations become mindless and ineffective.

There is a middle ground. Tad Simons, editor of Presentations Magazine, and others, agree with Tufte to a point (no pun intended). Putting large amounts of text on *PowerPoint* slides, with abbreviated and meaningless bullet points that serve as speaker's notes, is also rejected by this moderate group. And they, too, believe that the majority of presentations rely too heavily on the *PowerPoint* crutch. Rather than using fragmented bullet points and slide titles that lack purpose or distract audience's attention from the speaker, the effective presenter should use *PowerPoint* to create slides that include more visual images and meaningful, purpose-driven statements. When a *PowerPoint* presentation is heavily text-laden, it forces the audience to divide its attention between the speaker and the slides. If the audience also has handouts, the attention is now divided three ways! Keep the focus on yourself, the speaker, no matter how uncomfortable it might be. Use *PowerPoint* judiciously and leave slides up for audience viewing only when the slide supports the point being made. Include blank slides between content slides so the audience will focus on what you are saying, not the screen. Remember that you are the reason the audience is there. *PowerPoint* should supplement, not substitute, the content that you provide.

A final thought to consider when presenting to any audience: Every presentation should have persuasion as its goal. When the focus of a presentation shifts to one of persuasion the question must be asked, "Persuade whom?" The presentation is now appropriately audience-centered and the audience is, after all, the reason for any presentation. Know your audience, practice your content, breathe deeply and "break a leg". An effective presentation is a performance.

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2004 MHSLA Conference: A Knowledge Kaleidoscope!

Submitted by Sandra Swanson

MHSLA's 31st Annual Education Conference will be held October 13-15 at the Radisson Plaza Hotel in Kalamazoo, MI. Please mark your calendars for this exciting event and watch our Web site, http://www.mhsla.org, for continuing developments. Hope to see you there!

The continuing education classes offered are:

--Communicating with Physicians: For Librarians (4 MLA credit hours). Instructors: Bradley Long & Peter Jucovy

--Overcoming Information Overload (3 MLA credit hours). Instructor: Robert Berkman

--Running with the Squirrels: Providing Library Services to Hospital Administrators (8 MLA credit hours). Instructor: Jeannine Cyr Gluck

The keynote speaker is Robert Berkman discussing "50 Ways to Make Yourself Indispensable to Your Organization."

Other sessions include: Document Delivery Alternatives, Introduction to Archiving, Open Access and the Scholarly Communication Crisis, Evaluation of Online Evidence-Based Products at the Point of Care.

The special event, held at the Radisson, presents "Bagpipes, Belly Dancing and Boogie!" Attendees will enjoy a concert by the Kalamazoo Pipe Band and a dance performance by Joette Sawall, the founder of the West Michigan School of Middle Eastern Dance. The evening will culminate with a musical montage coordinated by DJ Plays, featuring songs with library-related lyrics.

The cost of the full conference is $250 for members and $300 for non-members. Day rates and CE-only rates are also available.

More information is forthcoming. If you have specific questions, please contact Jennifer Barlow at jenniferbarlow@borgess.com or 269-226-6875.

Website Review: MDchoice.com http://www.mdchoice.com

Reviewed by Christina Wallace, B.Sc., M.L.I.S.
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Background:

MDchoice.com is a privately held company founded by academic physicians and backed by private venture capital. It has an editorial board consisting of seven U.S. physicians with impressive credentials.

This site is a reliable source of medical information, images, and continuing education resources. While the primary intended audience is obviously health care professionals and medical students, this site also provides information for consumers.

MDchoice has an impressive and easy to understand privacy policy. Personal information given on the site is not shared or sold to outside companies, but is only used within the company itself.

Key Features:

Interactive Education Section
This section includes PhotoRounds, ECG Rounds, the CyberPatient Simulator, Radiology Rounds, and Pediatric Radiology. Each of these subsections has unique features that make it appealing to medical professionals "refreshing" knowledge and to medical students wanting to test their diagnostic skills or view diagnostic images of cases they've never seen. PhotoRounds allows the user to view cases as unknowns, permitting the user to "make" the diagnosis, or it allows you to view images by diagnosis by picking from a list of images. ECG Rounds offers case descriptions complete with EKG and ECG. The diagnosis and analysis is also offered by the physician who submitted the case. All cases are reviewed by an editor from the board. CyberPatient Simulator is a unique, interactive feature that simulates multiple cases for various conditions. The user begins the case by reading the patient's history and viewing relevant images or tests, such as ECGs. The case then brings you to decision points where the user performs such tasks as choosing his/her "differential diagnosis at this time." Choosing a diagnosis will illicit responses such as "Yes," "Possibly," "Not Likely," or "No" complete with explanations. Further decision points include identifying high-risk indicators, choosing tests, and deciding on suggested pharmacotherapies. Radiology Rounds allows users to view both plain radiographic files and computed tomography files by diagnosis. Pediatric Radiology offers case descriptions with CT scans or radiographic series. The diagnosis is offered with "Teaching points and Discussion."

Reading Room
The Reading Room offers links to full-text open access journals and text books. It also offers the interesting feature of "Custom Reading," where users can create and save a list of favourite journals and books for quick reference.

Medical Information
This section acts as a reference collection. There are links to Clinical Calculators, databases, and "Resource Guides" created on specific topics. The Cholesterol Center contains a "Hot Topics" sections, an Interactive Case, and Journal Abstracts all on the topic of cholesterol.

Concerns:

Because MDchoice is a private company, there are advertisements throughout the site. However, these ads are relatively unobtrusive.

Access to some portions of the site and some journals require "registration." However, personal information is guaranteed secure by the Privacy Policy.

Multiple "clicks" are often required to access images. This is because images are separate pages from the text. This can be annoying and time consuming while on a bogged down network.

Personal Testimonial:

Our medical students love this site. Many students do not ever get to see some of the cases presented in the PhotoRounds or Radiology Rounds, and they use this site as a study tool. They also use it to find images for presentations. We have created a special section on our Internet and Intranet sites dedicated to medical students and their resources. This site is included on those pages and is frequently used. We have had only positive feedback about this site. While exposure of this site to physicians has been limited, the feedback we have gotten back has been positive. We have also found that the nurses like to use this site to find images for educational materials.

I personally find the site relatively user friendly and easy to use. The site is updated frequently and the organization of the site is logical for health care professionals. (Site accessed April 20, 2004.)

Borgess Library Undertakes a Study of Journal Usage

By Jennifer Barlow

Every year at renewal time, the staff of the Borgess Library meets to discuss changes in our journal subscriptions. In deciding to drop or add titles, we take into account circulation statistics, interlibrary loan statistics, online access, and in-house usage. This last has been gauged informally by our sense of how "busy" a title is, i.e. how often we seem to be reshelving the issues.

With increasing pressure on the collections budget, we felt a need to gather some real journal usage data to help inform our renewal decisions. So, last year we initiated a long-term study of journal usage. Our objective is to measure the number of times each of our print journals is used over the course of a year.

We can easily collect usage statistics for the online journals we access through EBSCO Host – reports are provided through the administration module. Likewise, interlibrary loan lending is easy to track through QuickDoc. In-house usage has been the main question mark. To collect this data, we decided we would record every time a journal is reshelved. In our library, all reshelving is done by staff; patrons are specifically asked not to put their materials away.

We are using a simple manual system to collect the data. Library Assistant Sharon VanderKlok devised cards to post on the end of each stack range. Each card contains a table: rows list the titles found on that section of shelves, and columns indicate what year the issues were published in. Whenever we reshelve a journal, whether from circulation or from in-house usage, we make a tick mark on the card in the appropriate box.

At the end of the month, Sharon posts new cards and compiles the data from the old cards into an Excel spreadsheet. We now have eight months' worth of usage data collected. By adding the price information for each journal to the spreadsheet, we are able to calculate average cost per use for each of our subscriptions. This information should prove helpful as we review our journal subscriptions for calendar 2005. The data will also be used to validate or revise our current retention schedule for each title.

Call for Technology Articles

Submitted by Barbara Platts

The Technology Column of the *Journal of Hospital Librarianship* is seeking submissions for future issues. If you have successfully implemented new technologies in your library, harnessed old technology in new ways, or overcome a technological problem, then please consider writing an article and sharing your knowledge with your colleagues. As added incentive, please note that 6 to 10 AHIP points are awarded for columns, and 15 to 25 points are awarded for research articles.

If you are interested in submitting and article please

contact one of the co-editors:

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HealthWeb Celebrates Ten Years of Linking to Quality Health Information

Submitted by Theresa Arndt

HealthWeb, an award-winning Internet resource for evaluated health information, is celebrating its tenth anniversary this year. Located at http:// healthweb.org, HealthWeb provides access to information and education resources selected by librarians for relevance and quality.

The HealthWeb project was conceived in 1994 to provide a one-stop entry point to evaluated, non-commercial, Internet-accessible resources organized by medical discipline. It is a collaborative project of over 20 health sciences libraries in the Greater Midwest Region of the National Network of Libraries of Medicine. The site includes over 60 subject pages, over 10,000 cataloged sites with annotations, a search engine with MeSH or keyword options, and User Guides for Internet Resources.

HealthWeb is the recipient of the ISI / Frank Bradway Rogers Information Advancement Award; the Midwest

Chapter/MLA Award for Achievement in Health Information Management; and is included on the MLA Consumer and Patient Health Information Section (CAPHIS) "Top 100" list of trusted health websites. The HealthWeb site and project have been highlighted in numerous scholarly and popular publications including the *Bulletin of the Medical Library Association,* the *Chronicle of Higher Education, College & Research Libraries News, Fortune, JAMA, Newsweek,* and *Searcher: the Magazine for Database Professionals.*

HealthWeb is a collaborative project of the health sciences libraries of the Greater Midwest Region (GMR) of the National Network of Libraries of Medicine (NN/LM). HealthWeb is supported by the National Library of Medicine (NLM) under contract #N01-LM-6-3523 with the University of Illinois at Chicago.

Index-Catalogue of the Library of the Surgeon-General's Office Available Online

By Arlene Weismantel

The online *Index-Catalogue of the Library of the Surgeon-General's Office*, called IndexCat, is available at http://indexcat.nlm.nih.gov. IndexCat provides all citations included in the five series and sixty-one volumes of the printed Index-Catalogue from 1880-1961: 2.5 million journal articles, newspaper articles, obituaries and letters, 250,000 monographs, 300,000 dissertations and 4,400 portraits.

Though all five series can be searched at once, results are displayed separately. Note that the subject headings are unique to the *Index-Catalogue* and that they differ among the five series. NLM intends to map these unique headings to MeSH in a future project.

The Advanced search capabilities are somewhat unusual. The question mark (?) is used for truncation, but the asterisk (*) is used before a term to indicate an *important* item, and the plus sign (+) is used before an *essential* item. The boolean operators AND, OR and NOT are supported. For more information, refer to the May-June, 2004, issue of the NLM Technical Bulletin, http://www.nlm.nih.gov/pubs/techbull/mj04/mj04_cat.html.

MHSLA Election: Proposed Slate of Candidates

This slate was submitted to MHSLA members on June 17, 2004. Petitions for nominations from the membership will be accepted until July 17, 2004. Please send submissions to Michael Simmons, Sparrow Health System Library, 1215 East Michigan Avenue, Lansing, MI 48909.

President-Elect
Arlene Weismantel

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Susan Kendall
Cheryl Putnam

Nominating Committee
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John Coffey
Mary Hanson
Janice Heather
Misa Mi
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