

**FRIDAY, OCTOBER 18<sup>th</sup> (CONTINUED)**

**12:30pm-  
2pm**

■ **CONCURRENT SESSIONS** ■

**#1  
Terrace  
East  
3<sup>rd</sup> Floor**

**NLM Gateway**

*Leslie Behm, Reference/Systems Librarian, Michigan State University*

The NLM Gateway in many ways replaced Grateful Med (IGM) and allows for cross searching of multiple retrieval systems. In this seminar you will learn to use the locker, to set preferences and how to most effectively search the Gateway.

**#2  
Terrace  
West  
3<sup>rd</sup> Floor**

**Cultural Competency In The Health Care System**

*Jacqueline Voigt, Manager, Cultural Competency Program, U of M Health System Program for Multicultural Health*

What is cultural competency? What isn't? How can cultural competency be infused throughout the health care system? A three prong approach for the implementation of cultural competency will be discussed, as well as cultural competency developments, tools, educational techniques and standards.

**2pm-2:30pm**

**MDMLG DESSERT EXTRAVAGANZA!  
IN THE REGENCY FOYER**

**2:30pm-  
4pm**

■ **CONSUMER HEALTH PANEL** ■

Participants:

*Ruti Volk, Manager, Patient Education Resource Center, U of M Comprehensive Cancer Center*

*Peggy Richwine, Outreach Services Director, Indiana University School of Medicine, Ruth Lilly Medical Library*

*Marge Kars, Manager, Bronson Health Sciences Library and HealthAnswers, Bronson Methodist Hospital*

**MASTERING  
THE  
INFORMATION MAIZE**

**M H S L A**

**CONFERENCE PROGRAM**



**ANN ARBOR, MI  
OCTOBER 16 - 18, 2002**

**MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION  
www.mhsla.org**



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**EXHIBIT AREA HOURS**

8:00am - 4:00pm  
Friday, October 18th

**CONFERENCE REGISTRATION**

Tuesday, Oct. 15..... 5:00pm - 7:00pm  
Wednesday, Oct. 16..... 7:00am - 8:00am  
  12:00pm - 1:00pm  
  5:00pm - 6:00pm  
Thursday, Oct.17..... 7:30am - 9:00am  
  5:00pm - 6:00pm  
Friday, Oct. 18 ..... 7:30am - 8:30am

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**WEDNESDAY, OCTOBER 16<sup>TH</sup>**

■ CONTINUING EDUCATION CLASSES ■

7am-8am BREAKFAST IN THE HURON ROOM

10am-10:15am BREAK IN THE REGENCY FOYER

8am-5pm **The Business Case: Your Key to Buy-in, Funding, Overcoming Resistance and Initiating Change (8 hours)**

*Instructor: Rosalind Lett, Senior Information Consultant & CEO - Knowledge Based Information Consultants, Inc.*

Need support for a state of the art computer lab, or funding to purchase electronic resources? Learn to speak the language of administrators, focusing on benefits, savings and returns on investments. Using a business case, you can overcome resistance to new ideas and remove obstacles for funding.

8am-12pm **Palmtop Computers in the Library (4 hours)**

*Instructor: Mari J. Stoddard, Head of Educational Services, Arizona*

*Health Sciences Library, University of Arizona*

This course will provide grounding in PDAs and library PDA services. The focus will be on hardware, productivity applications, and health care resources. Participants will be able to assess their institution's needs, and select and implement affordable and manageable services that suit those needs.

12pm-1pm LUNCH IN THE HURON ROOM

with OVID@Hand Presentation (PDAs)

3pm-3:15pm BREAK IN THE REGENCY FOYER

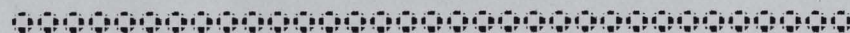
1pm-5pm **Finding the Best Resources to Answer Nursing Questions (4 hours)**

*Instructor: Margaret (Peg) Allen, Library Consultant*

This workshop focuses on the best evidence-based information resources for nursing practice and research, including databases, websites, and the knowledge-based literature. The class includes review and group discussion and demonstration of efficient search techniques for answering nursing questions.

**WEDNESDAY, OCTOBER 16<sup>TH</sup> (CONTINUED)**

6pm-8pm ■ MHS LA BOARD MEETING AND DINNER ■  
IN THE REGENCY EAST ROOM



**THURSDAY, OCTOBER 17<sup>TH</sup>**

7:30am-9am BREAKFAST IN THE HURON ROOM

8am-11:30am ■ POSTER EXHIBITION ■

*Regency Ballroom*

9am-10am ■ ■ KEYNOTE ADDRESS ■ ■

*Regency Ballroom* **The Librarian In The Clinical Environment**

*Robert E. Schumacher, M.D. Associate Professor, Department of Pediatrics & Communicable Diseases, University of Michigan*

The role of the medical librarian at the point of care is expanding as access to electronic resources, the growth of health information via the Web, and technology advance. Dr. Schumacher, a neonatologist with the U of M Health System, will examine the information needs of clinical faculty at the point of care and provide a clinician's perspective on how librarians can actively contribute to residency education.

10am - 10:15am BREAK IN THE REGENCY FOYER

10:15am- ■ MHS LA BUSINESS MEETING AND GMR UPDATE

11:30am

IN THE REGENCY BALLROOM  
(Special Guest: Christie Brandau, State Librarian)

11:30am- 1:30pm

LUNCH ON YOUR OWN

**THURSDAY, OCTOBER 17<sup>TH</sup> (CONTINUED)**

**1:30pm-3pm**

**■ CONCURRENT SESSIONS ■**

**#1**

**Marketing Plans: One Size Does Not Fit All**

**Terrace  
West  
3<sup>rd</sup> Floor**

*Mark Harris, Director of Marketing, Genesys Health System.*  
Covers the basics of marketing, comparing & contrasting the five P's (Product, Price, Place, Promotion, People) as they relate to the consumer products and library industries. Brand and image management and product line marketing will be explored as well as market research and correct target audience identification.

**#2**

**Web Design and Usability Issues**

**Terrace  
East  
3<sup>rd</sup> Floor**

*Michelle Bejian Lotia, Usability Specialist, Media Union, University of Michigan*  
Do you design web pages, online tutorials, or user guides? Wondering about web accessibility, using animation and frames, or efficient ways to present your content? Ms. Bejian Lotia, will share her expertise in web design, providing tips and techniques for creating simple pages that facilitate information seeking.

**3pm-3:15pm**

**BREAK IN THE REGENCY FOYER**

**Health Care Resources from AccessMichigan**

**3:15pm-  
4:45pm**

**Regency  
Ballroom**

*Sandra Swanson, Assistant Librarian, Health Sciences Library, St. Mary's Mercy Medical Center, Grand Rapids; Librarian, Arthur Andrews Memorial Library, Grand Rapids Community College; Access Michigan Trainer*  
AccessMichigan (MeL) has two new resources for health science professionals and patients. Learn how to locate articles in Gale's Health and Wellness Resource center and explore the health related e-books from the MeL Ebook collection from netLibrary.

**■ DINNER AND SPECIAL EVENT ■**

**(meet in the Lobby at 5:30pm)**

**6pm-  
9pm**

Dinner at the Michigan Union followed by a tour of the University of Michigan Museum of Art with a digital scavenger hunt.

**FRIDAY, OCTOBER 18<sup>TH</sup>**

**7:30am -  
10am**

**BREAKFAST IN THE REGENCY BALLROOM**

**8am - 4pm  
Regency  
Ballroom**

**■ VENDOR EXHIBITS ■**

**8:30am -  
9am**

**■ MLA BENCHMARKING SURVEY RESULTS ■**

**Huron**

*Jill Van Buskirk, Benchmarking Chapter Educator for the Midwest Chapter*

Jill will present the results of the survey and some suggestions for use of the information. Instructions for accessing and manipulating the data will be covered, as well as procedures and costs for requests of specialized reports.

**9:30am -  
11:30am**

**■ DATABASE VENDOR TOWN HALL AND  
PANEL DISCUSSION ■**

**Terrace  
Ballroom  
3<sup>rd</sup> Floor**

**Moderator:**

*Deborah Adams, Director, Library and Internet Services, Botsford General Hospital*

**Librarian Panel:**

*Diane Hummel, Manager, Spectrum Health Sciences Library, Spectrum Health*

*Patricia Martin, Head, Electronic Systems, Taubman Medical Library, U of M*

*Barbara Platts, Manager, Library Services, Munson Medical Center*

**Vendor Panel:**

*OVID Technologies, Inc. / MD Consult / UpToDate*

**11:30am-  
12:30pm**

**LUNCH IN THE HURON ROOM  
with a presentation by EBSCO**