

PROGRAM

**MIDWEST MLA/MHSLA
2008 CONFERENCE
OCTOBER 17 - 21
TROY, MICHIGAN**



VITAL SIGNS

keeping you and your library vibrant and healthy

CONFERENCE SPONSORS



MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

www.mhsla.org

MISSION

To promote excellence in health sciences librarianship by providing members with opportunities for professional growth, networking, resource sharing, information on new technologies, continuing education, and research support in the area of health sciences information services.

HISTORY

The Michigan Health Sciences Libraries Association (MHSLA) was officially organized in 1977. Michigan Health Sciences Librarians have been active in resource sharing and cooperative ventures since World War II. Regional groups were first developed in 1962 when the Metropolitan Detroit Medical Library Group (MDMLG) was formed. From 1972 through the early 1980's, other local groups organized in Michigan as part of MHSLA.

MEMBERSHIP

Membership is open to all people actively engaged or interested in health sciences information management. MHSLA members work in hospitals, academia, corporations, or as private consultants and information brokers. Additional membership information can be found at www.mhsla.org.

REGIONAL GROUPS

The following regional groups represent MHSLA:
Eastern Regional Health Sciences Libraries Association (ERHSLA)
Metropolitan Detroit Medical Library Group (MDMLG)
Mid-Michigan Health Sciences Libraries (MMHSL)
Upper Peninsula Health Sciences Libraries Consortium (UPHSLC)
Western Michigan Health Sciences Libraries Association (WMHSLA)

BENEFITS OF MEMBERSHIP

- Discounted annual conference registration costs
- Grant funding opportunities
- Group Purchasing – Institutional members only
- Michigan Union List of Serials for health sciences libraries
- Membership Directory
- Newsletter
- Professional Development & Continuing Education

Conference at a Glance

Wednesday 10/13/2010		Thursday 10/14/2010		Friday 10/15/2010	
7:00 - 8:00		7:30 - 9:00		8:00 - 9:00	
Breakfast Room: Red Cedar A/B		Breakfast Room: Red Cedar B MSU Affiliates Breakfast Room: Centennial AB		Breakfast Red Cedar AB Sponsored by BMJ	
9:00 - 12:00		9:15 - 10:00		9:00 - 12:00	
Magnet Hospital Designation 6 hr CE	Super Searcher 4 hr CE	Opening Keynote Dr. Lana Kaiser Room 103 AB		PubMed Update 3 hr CE	Instruction by Design 3 hr CE
Beverage Break 9:45-10:00 - S. Lobby		Beverage Break 10:00-10:15 103 AB		Beverage Break 10:00-10:15 / Big 10 C	
Susie Jones Room 103 AB	Max Anderson MSU Library Basement Instruction Room	10:15 - 10:30 GMR Update 10:30-12:00 MHSLS Business Meeting Room 103 AB		Holly Burt Room 101	Veronica Bielat Room 106
Lunch 12:00 - 1:00 Room: Red Cedar A/B Sponsored by EBSCO		Lunch 12:00 - 1:00 Red Cedar AB Sponsored by MDConsult/Elsevier		Lunch 12:00 - 1:00 Red Cedar AB Sponsored by Ovid/Wolters Kluwer	
1:00 - 4:00		1:00 - 5:00		1:00 - 3:00	
Magnet Hospital Designation	Gaining Leadership Skills	MCLS Update - 103AB 2:00 - 3:30 Finding Stats on the Net Tech Tools Christine Tobias Room 103 AB		Exhibits & Posters Big Ten Room C Pecha Kucha Returns Room 106 Michigan Health Sciences Libraries Association 2010 Education Conference	
Beverage Break 3:00-3:15 - S. Lobby		Leslie Behm Room 101	3:30		
6 hr CE Room 103 AB	4 hr CE Heritage Room	Snack Break - Big Ten C Sponsored by the AMA 4:30 - 5:00 Exhibits Raffle MUST BE PRESENT TO WIN			
6:00 - 9:00		6:00 - 9:00			
Welcome Reception Room: Red Cedar A/B Hearty hors d'oeuvres & music		Special Event MSU Museum			

3:30 - 5:00
Free Time For Networking

MHSLS Event	Food Event	Vendor Event
CE Event	Education Event	Free Time

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WELCOME TO DETROIT!

Vital Signs: Keeping You and Your Library Vibrant and Healthy Welcome to the 2008 Midwest Chapter MLA/MHSLA Joint Conference

On behalf of the Midwest Chapter MLA, the Michigan Health Sciences Libraries Association (MHSLA), the Program Committee, the Local Host Committee, member volunteers, and our vendors, we welcome you to the Midwest Chapter MLA/MHSLA joint conference in metropolitan Detroit.

Check Your Vital Signs! This year's planning committee has tapped the combined talents of chapter, state, and local librarians to provide a wealth of opportunities for you to chart your status in 2008. We've planned a program filled with thought-provoking information and insights.

You will hear our keynote speaker, Deena Ebbert, enlighten us with her discussion of the FISH!® philosophy, and inspire us to take on an innovative leadership role in our organizations. To keep your pulse racing, our plenary session will feature MJ Tooley, Executive Director of the Health Sciences and Human Services Library at the University of Maryland, Baltimore. MJ will engage us in identifying how libraries can remain vital and vibrant in the evolving healthcare environment.

The pace of this year's conference is sure to keep your pulse pounding. We've planned to give you the best of care and to make sure that continuing education courses, concurrent sessions, contributed papers, posters, sunrise seminars, vendor presentations, and opportunities for networking meet the test.

Ignite your temperature and track the excitement as we enjoy a fun filled opening night with a Motown theme. Take a deep breath as we embark on an elegant evening at the world-renowned Detroit Institute of Arts, a cultural icon in the city for over a century. Stimulate your blood pressure and explore the wealth of diverse attractions, shopping, and dining. Take on an international flair by visiting our neighboring Canadian provinces.

Throughout the conference, we hope you take time to diagnose where we are as a profession and envision a clear view of the course ahead. We want the conference to provide you with exciting opportunities for a well-deserved checkup. We encourage you to develop a care plan that will keep you and your library vibrant and healthy.

It's great to have you here!



*Mary Markland
President, Midwest
Chapter/MLA*



*Janet Zimmerman
President, MHSLA*





*Ellen O'Donnell
Conference
Coordinator*







*Sandra Martin
Chair, Local
Arrangements*

CONFERENCE AT-A-GLANCE

FRIDAY, OCTOBER 17, 2008LOCATION

11:00 a.m. – 1:00 p.m.	Registration and Hospitality	Lobby
1:00 p.m. – 5:00 p.m.	 CE #1 Overcoming Overwhelm: Changing “To Do” to “Done!” – 4 CE’s	Niles 1-2
1:00 p.m. – 5:00 p.m.	 CE #2 Effective Survey Design: Ask The Right Questions, Get the Right Answers – 4 CE’s	Dennison 1-4
3:00 p.m. – 3:15 p.m.	Beverage Break	Hallway
4:00 p.m. – 7:00 p.m.	Registration and Hospitality	Lobby
4:00 p.m. – 8:00 p.m.	Midwest Chapter Board Meeting & Dinner	Mediterranean
6:00 p.m.	Dine-Arounds	Lobby





SATURDAY, OCTOBER 18, 2008LOCATION

7:00 a.m. – 6:30 pm.	Registration and Hospitality	Lobby
7:00 a.m. – 8:00 a.m.	Breakfast Buffet	Mediterranean
8:00 a.m. – 5:00 p.m.	 CE #3 The Librarian’s Role in Information Mastery – 8 CE’s	Dennison 1-4
8:00 a.m. – 5:00 p.m.	 CE #4 Screencasting– 8 CE’s	Beaumont RO
8:00 a.m. – 5:00 p.m.	 CE #5 Adult Learning – 8 CE’s	Athens
9:30 a.m. – 9:45 a.m.	Beverage Break	Hallway
12:00 p.m. – 1:00 p.m.	Lunch On Your Own	
1:00 p.m. – 5:00 p.m.	 CE #6 Patient Safety - 4 CE’s	Niles 1-2
2:30 p.m. – 5:00 p.m.	Midwest Chapter New Board Member Training Workshop	Salon C
3:00 p.m. – 3:15 p.m.	Beverage Break	Hallway
3:15 p.m. – 4:00p.m.	Midwest Chapter Board Member Website Workshop	Salon C
4:00p.m. – 5:00p.m.	Midwest Chapter Member Blogger Workshop	Salon C
6:00 p.m. – 6:30 p.m.	Welcome Reception – First Time Attendees	Mediterranean
6:30 p.m. – 8:00 p.m.	Welcome Reception – Motown Theme	Mediterranean




SUNDAY, OCTOBER 19, 2008LOCATION

7:00 a.m. – 5:30 p.m.	Registration and Hospitality	Lobby
7:00 a.m. – 8:00 a.m.	Continental Breakfast Buffet	Hallway
7:00 a.m. – 8:00 a.m.	Libraries in Medical Education (CGEA)	Dennison 1-4
8:00 a.m. – 9:30 a.m.	MLA / GMR / NLM Updates	Salon A-D
9:45 a.m. – 12:00 p.m.	Opening & Keynote Address – Deena Ebbert	Salon A-D
12:00 p.m. – 1:45 p.m.	Lunch Buffet	Mediterranean
12:00 p.m. – 1:45 p.m.	MHSLA Business Meeting and Lunch	Salon F-H

Concurrent Sessions - 1




1:45 p.m. – 3:15 p.m.	 Competency-Based Medical Education	Salon A-C
1:45 p.m. – 3:15 p.m.	 Education Commons: More Breathing Room	Athens
1:45 p.m. – 3:15 p.m.	 Project Management	Niles 1-2
1:45 p.m. – 3:15 p.m.	 Using Patient-Oriented Evidence to Reduce Health Disparities	Dennison 1-4
3:15 p.m. – 3:30 p.m.	Beverage Break	Hallway
3:30 p.m. – 5:00 p.m.	Exhibitor Setup	Salon E-H

Concurrent Sessions - 2

3:30 p.m. – 5:00 p.m.	 Health Literacy	Salon A-C
3:30 p.m. – 5:00 p.m.	 Mass Digitization	Dennison 1-4
3:30 p.m. – 5:00 p.m.	 Presenting with a Passion	Athens
6:00 p.m. – 9:30 p.m.	Special Event - Detroit Institute of Arts – Board bus at 5:45 p.m.	Lobby

CONFERENCE AT-A-GLANCE

MONDAY, OCTOBER 20, 2008	LOCATION
6:30 a.m. – 8:00 a.m. Exhibit Setup	Salon E-H
7:00 a.m. – 5:30 p.m. Registration and Hospitality	Lobby
7:00 a.m. – 8:00 a.m. Full Breakfast Buffet	Hallway
7:00 a.m. – 10:30 a.m. Poster Setup	Salon E
7:00 am – 8:00 a.m. Sunrise Seminars	Niles 1-2, Dennison 1-4, Mediterranean
8:00 a.m. – 9:45 a.m. Welcome & Grand Opening of Exhibits	Salon F-H
9:45 a.m. – 10:00 a.m. Beverage Break	Hallway
10:00 a.m. – 11:00 a.m. Plenary Session – MJ Tooley	Salon A-D
11:00 a.m. – 12:15 p.m. Posters	Salon E
12:15 p.m. – 2:00 p.m. Buffet Lunch – Non Midwest Chapter Members	Athens
12:15 p.m. – 2:00 p.m. Midwest Chapter Annual Business Meeting, Lunch & Awards Ceremony	Mediterranean
2:00 p.m. – 4:00 p.m. Contributed Papers #1	Salon A-D
2:00 p.m. – 4:00 p.m. Contributed Papers #2	Dennison 1-4
2:00 p.m. – 4:00 p.m. Contributed Papers #3	Niles 1-2
4:00 p.m. – 4:30 p.m. Dessert Break with Exhibitors & Drawing for Prizes	Salon F-H
4:30 p.m. – 5:30 p.m. Poster Teardown	Salon E
5:00 p.m. – 7:00 p.m. Exhibit Tear Down	Salon F-H
5:00 p.m. – 6:00 p.m. Meeting Planners Wrap Up	Athens
6:00 p.m. Dine-Arounds	Lobby

TUESDAY, OCTOBER 21, 2008	7:45 Bus for PubMed	LOCATION
7:00 a.m. – 9:00 a.m. Registration and Hospitality		Lobby
7:00 a.m. – 8:00 a.m. Continental Breakfast Buffet		Mediterranean
8:00 a.m. – 12:00 p.m. Technology Forum: Wikis, Widgets & Whatchamacallits		Dennison 1-4
8:00 a.m. – 12:00 p.m. CE #7 PubMed: Keeping Your Search Vital – 4 CE's		New Horizons
8:00 a.m. – 12:00 p.m. CE #8 Impacting Health Disparities – 4 CE's		Niles 1-2
9:00 a.m. – 12:00 p.m. CE #9 Community Assessment – 3 CE's		Athens
9:30 a.m. – 9:45 a.m. Beverage Break		Hallway

VITAL SIGNS LEGEND



Blood Pressure – Avoiding the White Coat Syndrome



Pulse – Keeping Track of the Pulse of Your Customers



Respiration – How to Deal With Change & Crisis (Take a Deep Breath)



Temperature – What's Hot & What's Not

CONFERENCE HIGHLIGHTS



OPENING AND KEYNOTE Deena Ebbert

Come and learn about the FISH! Leadership Philosophy at the opening and keynote address when Deena Ebbert, FISH! Philosopher and motivational speaker, presents an event that is vibrant, compelling, insightful and provocative. Deena's program will spur creativity and re-ignite enthusiasm in individuals, teams, and organizations, by uncovering unlimited potential and highlighting the power of possibility. Learn the rules of the FISH! Leadership Philosophy: 1) Be there 2) Play 3) Make someone's day and 4) Choose your attitude. Fire your imagination, expand your perspective, and invite powerful communication in the workplace. Don't miss this entertaining and inspiring experience!

PLENARY SESSION MJ Tooey



The old Chinese curse says, "May you live in interesting times." If you wish times were a little less interesting, then come and join us for an engaging and inspiring session with MJ Tooey, the Executive Director of the Health Sciences and Human Services Library at the University of Maryland, Baltimore. MJ will talk about strategies for not only surviving, but also for growing and thriving, and embracing interesting challenges and changes. MJ titles her talk "Vital Signs, Bottom Lines: Remaining Relevant in Interesting Times". Learn and listen as MJ shares her thoughts on maintaining a vibrant presence as libraries evolve in the existing and future healthcare environment.



CONFERENCE HIGHLIGHTS

★ REGISTRATION & HOSPITALITY

Registration and Hospitality services are located in the Troy Marriott lobby area. This area is staffed on the the following dates:

Friday, October 17, 2008..... 11:00 a.m. – 1:00 p.m.
4:00 p.m. - 7:00 p.m.
Saturday, October 18, 2008 7:00 a.m. – 6:30 p.m.
Sunday, October 19, 2008..... 7:00 a.m. – 5:30 p.m.
Monday, October 20, 2008 7:00 a.m. – 5:30 p.m.
Tuesday, October 21, 2008 7:00 a.m. – 9:00 a.m.

★ INTERNET CAFÉ

Two computers are provided for complementary Internet access at the Internet Café located adjacent to the Registration and Hospitality area. The Internet Café is open Sunday, October 18, 2008, and Monday, October 20, 2008, during regular Registration/Hospitality Desk staffed hours.

Internet Café Hours of Operation:

Sunday, October 19, 2008..... 7:00 a.m. – 5:30 p.m.
Monday, October 20, 2008 7:00 a.m. – 5:30 p.m.

Other Internet Options

There is a \$12.95 per night cost to obtain high speed Internet access from a hotel room.

For attendees who are not staying at the Troy Marriott, wireless access is available in the lobby at the rate of \$2.95 for the first 15 minutes, and 25 cents for each subsequent minute.

★ WELCOME RECEPTION

Saturday, October 18
Mediterranean Room, Marriott

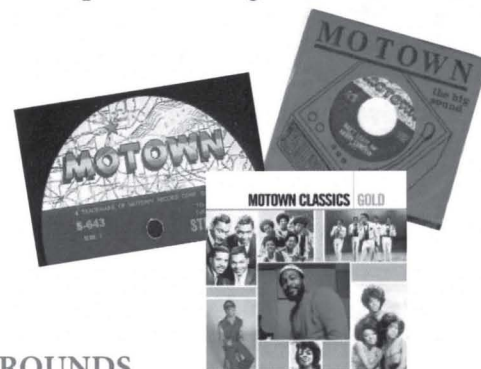
Newcomers' Reception 6:00 p.m. – 6:30 p.m.

What's going on? The MHSLA and Midwest Chapter, MLA leadership will be on hand to greet new members and first-time attendees.

Welcome Reception 6:30 – 8:00 p.m.

Let's get it on! Everyone is invited to our Motown-themed happening as we kick off the 2008 conference

and welcome you to wonder-ful Detroit. Enjoy a light buffet while you catch up with old friends and make new connections. The tasty temptations will include gourmet pizza and smoky chicken quesadillas. The cash bar will feature supreme Michigan wines, beers, and soft drinks.



★ DINE AROUNDS

Friday, October 17 & Monday, October 20

Hosted dinners at area restaurants will be offered on Friday and Monday evenings. Sign up at the Hospitality Table by 5:00 p.m. on the chosen day and join your host in the Marriott lobby at the appointed time. Each host will escort dinner guests to one of several unique local favorites in Troy (Friday) or Royal Oak (Monday).

★ SUNRISE SEMINARS

Sunrise seminars are scheduled for Monday, October 20, 2008, from 7:00 a.m. – 8:00 a.m. in the Niles, Dennison, and Mediterranean rooms. Check individual rooms for topic(s) and exhibitor information.

Sunrise seminars are sponsored by EBSCO Information Services, Elsevier, and OVID Technologies, Inc.

★ TRANSPORTATION SERVICES

MARRIOTT ONSITE PARKING

Driving Directions:

- Take I-94 East to I-75 North, Exit 69 (Big Beaver Road East). Hotel is one block east on the left.
- Complimentary on-site parking
- Valet parking available, fee: \$14/daily

CONFERENCE HIGHLIGHTS

AREA AIRPORTS

Detroit/Wayne County – DTW

- Detroit Metropolitan Airport
<http://www.metroairport.com>
- Distance to Hotel: 36 miles NE
- Estimated Taxi Fare: \$90-\$100
(one way, including gratuity)
- Directions from Airport to Hotel:
<http://snipurl.com/1wtlk>

Flint - FNT

- Bishop International Airport
<http://www.bishopairport.org>
- Distance to Hotel: 48 miles
- Directions from Airport to Hotel:
<http://snipurl.com/1wtlk>

TAXI & LIMOUSINE SERVICE

Aristocat Limousine Service

Ask for Nancy and mention the conference when you call to receive a 10% discount.

(Note: Aristocat will charge a \$25.00 cancellation fee if an attendee has made a reservation, but is a no show.)

- Phone Number: 1-800-682-1453
<http://www.aristocatlimo.com>

Taxi Service

Fares and Taxi companies serving the Detroit Metropolitan Wayne County Airport can be found at
<http://www.metroairport.com/transportation/>

OTHER TRANSPORTATION

- **Greyhound:**
<http://www.greyhound.com>
Phone Number: 1-800-231-2222
Bus Station Location: Grand Circus Park
or Wayne State University, Detroit
- **Megabus**
<http://www.megabus.com/us>
Bus Stop Location: Detroit
To the Detroit Troy Marriott Hotel

• Amtrak

<http://www.amtrak.com>

Phone Number: 1-800-872-7245

Train Station Locations:

Birmingham Amtrak Station:

449 South Eaton St.
Birmingham, MI 48009

(This is an un-staffed station, payphones, free short and long term parking)

Royal Oak Amtrak station:

201 S. Sherman Dr.
Royal Oak, MI 48067

(This is an un-staffed station, enclosed waiting area, payphones, paid short term parking, vending)

- To the Detroit Troy Marriott Hotel: Take taxi from train station (approx. 3-4 miles)



**TECHNOLOGY FORUM:
WIKIS, WIDGETS &
WHATCHAMACALLITS**

Tuesday, October 21, 2008

8:00 a.m. – 12:00 p.m.

Dennison 1-4

Presenters:

Allan Barclay, University of Wisconsin - Madison, WI;
Michael Sensiba, Wayne State University, Detroit, MI;
Sandra Swanson, Mercy Health Partners,
Muskegon, MI

Come and explore the latest emerging technologies in a round-robin format. Listen to the experts, ask questions, and check out the latest gadgets.

CONFERENCE HIGHLIGHTS



★ DETROIT INSTITUTE
OF ARTS
SPECIAL EVENT RECEPTION
Sunday, October 19, 2008
6:30 p.m. – 9:00 p.m.

Join your colleagues for what promises to be an elegant and memorable evening at the Detroit Institute of Arts (DIA), a beacon of culture for the Detroit area for well over a century.

The DIA's collection is one of the largest, most significant in the United States, comprising a multicultural and multinational survey of human creativity from prehistory through the 21st century. From the first Van Gogh to enter a U.S. museum (Self-Portrait, 1887), to Diego Rivera's world-renowned Detroit Industry murals, the collection is known for its quality, range and depth.



The DIA recently completed a six-year, \$158 million building renovation and expansion to present its world-class collection in a totally new light. Reinstalled galleries, improved labels, interactive activities and high-tech interpretive devices highlight the incredible makeover. We're certain that you'll be dazzled by the magnificent architecture, dramatic museum atmosphere, and awe-inspiring artwork.

The evening will begin with a strolling reception in the Rivera Court amid the artist's famous murals. Enjoy a varied menu that will include whipped potatoes served in martini glasses and a make-your-own salad station. A cash bar will be available. Following dinner, you'll have the opportunity to partake in docent-led gallery tours and explore the unique Museum Shop. Photography is permitted in the galleries, so don't forget your camera. You don't have to be a connoisseur to appreciate the beauty of the "New DIA". We're sure you'll be wowed by the experience!

Round trip transportation is provided. Transportation from the Marriott will board at 5:45 p.m. in the lobby. Valet parking is available at the DIA Farnsworth entrance for \$8.00.

CONTINUING EDUCATION CLASSES

CE #1 OVERCOMING OVERWHELM: CHANGING 'TO DO' TO 'DONE!'

Friday, October 17, 2008

Time: 1:00 p.m. - 5:00 p.m. Location: Niles 1-2

Alita Marlowe Bluford
Marlowe & Associates, Farmington Hills, MI

One hundred and sixty hours—a full month's worth of services and revenue—slipped right through your fingers last year, and you didn't even notice! The average librarian receives at least 190 pieces of information each day. Each piece requires a decision. The most challenging part of your business is inside your files, your processes, and compartments of your brain and those of your associates. Alita will help you understand that all humans process information differently and that acknowledging the difference in learning styles is the first step in designing efficient, money saving, user-friendly processes for library tasks. She will help you decide what to toss, what to keep, and where to put what you keep; enhance work flow, increase customer satisfaction, and improve the quality of life for you and your associates. 4 MLA credits

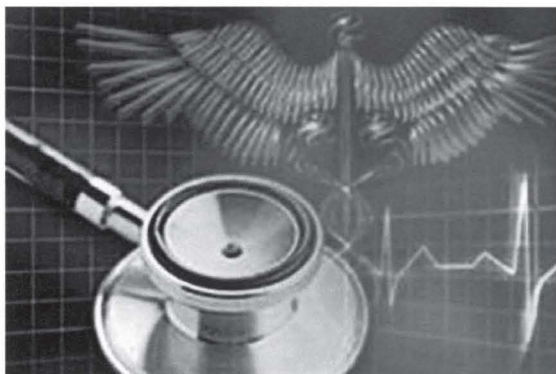
CE #2 EFFECTIVE SURVEY DESIGN: ASK THE RIGHT QUESTIONS—GET THE RIGHT ANSWERS

Friday, October 17, 2008

Time: 1:00 p.m. - 5:00 p.m. Location: Dennison 1-4

Deborah Charbonneau
Wayne State University, Detroit, MI

The major goal of Effective Survey Design: Ask the Right Questions—Get the Right Answers is to instruct you on how to use surveys to obtain information that can improve the quality of your library services. Specifically, you will learn about survey clarity, sampling methods, reliability, validity, survey results, creating appropriate questions, privacy, confidentiality, survey follow-up, innovative uses of the web, and web survey tools including SurveyMonkey. 4 MLA credits



CE #3 THE LIBRARIAN'S ROLE IN INFORMATION MASTERY: ASSESSING THE USEFULNESS OF CLINICAL INFORMATION SOURCES

Saturday, October 18, 2008

Time: 8:00 a.m. - 5:00 p.m. Location: Dennison 1-4

David Slawson MD,
University of Virginia, Charlottesville, VA

Michael Simmons, Sparrow Health System, Lansing, MI

Clinicians are drowning in a sea of medical information. Clinicians' information needs are setting-dependent, but librarians have traditionally focused on supplying comprehensive retrieval of citations. The gap between what clinicians want and what librarians provide is becoming more evident in modern practice. To close this gap, clinicians and librarians must come together under the umbrella of information mastery to find and incorporate the best information, based on the "Usefulness of Medical Information Equation". This equation stresses evaluating information for a balance between three concepts: validity, relevance, and the time it takes to find an answer. Librarians' abilities to evaluate resources and search effectively are the essential basis of information retrieval, but new skills are necessary to optimize the provision of the right information, at the right time and situation. In this class you will analyze clinical information needs, learn new skills, and investigate new tools and resources. 8 MLA credits

CE #4 SCREENCASTING: HOW TO CREATE EFFECTIVE INSTRUCTIONAL VIDEO CONTENT

Saturday, October 18, 2008

Time: 8:00 a.m. - 5:00 p.m.

Location: Beaumont Royal Oak Hospital Computer Lab

Scott Garrison, Western Michigan University, Kalamazoo, MI

Building on concepts of understanding learning styles and how to organize and 'chunk' instructional content for the online environment, you will learn best practices for creating effective screencasts (video-based online instruction modules), using Adobe Captivate and other similar tools. You will learn what content does and does not work well in screencast form, how to divide content into logical chunks that are most appropriate for online learners, identify best practices for creating content (e.g. storyboarding, script writing, voiceover/narration), identify appropriate hardware and software tools that work well for specified content, best sources for acquiring needed tools, and how to assess the effectiveness of screencasted content. 8 MLA credits

CONTINUING EDUCATION CLASSES

CE #5 ADULT LEARNING

Saturday, October 18, 2008

Time: 8:00 a.m. – 5:00 p.m. Location: Athens

Mary Ellen Edwards, University of Toledo, Toledo, OH

This session will explore theories and techniques of adult learning and examine generational learning differences, especially among Gen X and Gen Y learners. You will learn how to apply theory to various library teaching/learning moments. 8 MLA credits

CE #6 PATIENT SAFETY

Saturday, October 18, 2008

Time: 1:00 p.m. – 5:00 p.m. Location: Niles 1-2

Holly Ann Burt, NNLM/GMR, Chicago, IL

This interactive session focuses on ways you can become more involved in patient safety processes and activities within your institution by providing patient safety resources to health professionals, administration, staff, patients, and family members. You will gain knowledge about the definitions and issues of patient safety, where patient safety practices and contacts exist within your institution, appropriate resources; and library advocacy as it relates to patient safety. This session will assist you in becoming an effective agent for value added patient safety in your institution. 4 MLA credits

CE #7 PUBMED: KEEPING YOUR SEARCH VITAL

Tuesday, October 21, 2008

Time: 8:00 a.m. – 12:00 p.m. Location: New Horizons

Merle Rosensweig, University of Michigan, Ann Arbor, MI

Deborah Lauseng, University of Michigan, Ann Arbor, MI

Are you an experienced searcher? Would you like a fresh set of PubMed searching techniques? The objective of this class is to revitalize the experienced PubMed searcher. You will explore using the MeSH database, Preview Index, and MeSH browser. You will review the use of field tags and journal subsets, MeSH subheadings and related abbreviations, qualifier hierarchies and exploding families of subheadings. You will learn to formulate a searchable question using the PICO model. Give your skills a shot in the arm by adding the ability to perform genetic searches for clinical care. My NCBI, filters, and Collections will also be covered. 4 MLA credits

CE #8 IMPACTING HEALTH DISPARITIES

Tuesday, October 21, 2008

Time: 8:00 a.m. – 12:00 p.m. Location: Niles 1-2

Diane C. Moyer, MS, RN, Ohio State University, Columbus, OH

Working through the health care maze is difficult. For people in our communities, accessing health care becomes even more difficult because of multiple factors, including limited literacy skills and language barriers. In this session, you will learn about health care disparities and why some of the disparities exist, as well as explore potential solutions. You will also learn about a project initially launched in 2005 in central Ohio. Patient Education Specialists from three health systems collaborated to address the provision of plain language health education resources for use with low literacy and immigrant populations seeking health services in the U.S. Collaborations, grant funding, lessons learned and outcomes will be discussed. 4 MLA credits

CE #9 COMMUNITY ASSESSMENT

Tuesday, October 21, 2008

Time: 9:00 a.m. – 12:00 p.m. Location: Athens

Susan Barnes, University of Washington, Seattle, WA

This class will help you and others involved in health information outreach, design quality programs and garner support for those programs, by taking the right first step: collecting community needs assessment information about the population involved. Topics include: target community data collection including needs, assets, resources, and potential obstacles impacting the success of health information outreach efforts. You will learn how to use existing US Census statistics, state data, and local resources in developing a community assessment. You will also learn about the type of information you should seek through interviews and questionnaires. This workshop will combine a lecture format with interactive group exercises. 3 MLA credits



CONCURRENT SESSIONS

SUNDAY, OCTOBER 19, 2008

SESSION I 1:45 P.M. – 3:15 P.M.

TITLE: *Competency-Based Medical Education*

PRESENTER: Rajesh Mangrulkar MD,
University of Michigan, Ann Arbor, MI

LOCATION: Salon A-C

THEME: Pulse

TITLE: *Education Commons: More Breathing Room*

PRESENTERS: Ellen Marks, Sandra Martin,
Wayne State University, Detroit, MI; Todd Stevens, Brandon
Sundberg, SHW Group, Berkley, MI

LOCATION: Athens

THEME: Respiration

TITLE: *Project Management*

PRESENTER: Jayant Trewn PhD,
William Beaumont Hospital, Royal Oak, MI

LOCATION: Niles 1-2

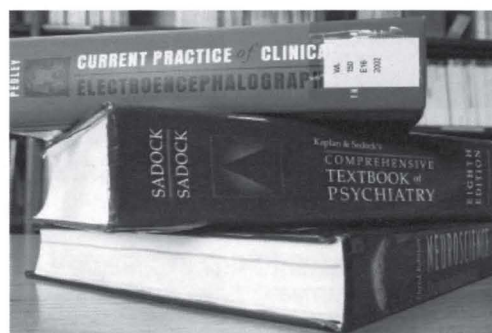
THEME: Blood Pressure

TITLE: *Using Patient-Oriented Evidence to Reduce Health Disparities*

PRESENTER: David Slawson MD,
University of Virginia, Charlottesville, VA

LOCATION: Dennison 1-4

THEME: Temperature



SESSION II 3:30 P.M. – 5:00 P.M.

TITLE: *Health Literacy*

PRESENTER: Melinda Orebaugh,
Gunderson Lutheran Health System, La Crosse, WI

LOCATION: Salon A-C

THEME: Pulse

TITLE: *Mass Digitization*

PRESENTERS: Rebecca Dunkel,
University of Michigan, Ann Arbor, MI; Barbara Platts, Munson
Healthcare, Traverse City, MI; Michael Simmons,
Sparrow Health System, Lansing, MI

LOCATION: Dennison 1-4

THEME: Blood Pressure

TITLE: *Presenting with a Passion*

PRESENTER: Corrine Stavish,
Lawrence Technological University, Southfield, MI

LOCATION: Athens

THEME: Temperature

POSTER PRESENTATIONS

MONDAY, OCTOBER 20, 2008

11:00 AM – 12:15 P.M.

SALON E

#1 FROM THE GROUND UP: BUILDING INFORMATION LITERACY INSTRUCTION INTO A PHYSICAL THERAPIST ASSISTANT CURRICULUM

AUTHOR: Eileen Hansen, Mercy College, Des Moines, IA

THEME: Pulse

Abstract: *This poster will describe the process of integrating basic information literacy skills into a curriculum developed for a new Physical Therapist Assistant program. Assessment tools to measure student learning and assignment rubrics used to evaluate student outcomes will be discussed.*

#2 HEALTH LITERACY: STEPPING STONES TO UNDERSTANDING

AUTHOR BLOCK: Janet L. Petty, Shirley Sebold-Kinder, Leslie Lindsey, Miami Valley Hospital, Dayton, OH

THEME: Pulse

Abstract: *This poster will examine the impact of a plain language literacy course developed by the library staff to assist nurses in providing health education to enhance the understanding of patient and family members and improve overall health outcomes.*



#3 PRINT REDUCTION PROJECT AT THE UNIVERSITY OF MINNESOTA HEALTH SCIENCES LIBRARIES: MORE THAN JUST GOING E-ONLY

AUTHOR: Katherine Chew, University of Minnesota, Minneapolis, MN

THEME: Blood Pressure

Abstract: *This poster will demonstrate how the Health Sciences Libraries at the University of Minnesota, embarked on a multi-year project to reduce the number of existing print journals. Over 500 print journals were cancelled and enhancements were made to existing online journal titles. Issues, challenges, and barriers that had a significant impact on the decision-making process will be discussed.*

#4 KNOWING THE PULSE OF YOUR LIBRARY: DEVELOPING LIBRARY INSTRUCTION CLASSES INTO A HABIT

AUTHOR: Felicia Barrett, University of Illinois at Chicago, Rockford, IL

THEME: Pulse

Abstract: *Library instruction is one of the most important services librarians provide. Traditional hands-on sessions in a computer laboratory are an effective and common teaching method. This poster describes how an academic health sciences librarian developed library instruction classes into a habit for the faculty, students, and staff. Evaluation of these sessions and their impact will be discussed.*



CONCURRENT SESSION ABSTRACTS

CONCURRENT SESSIONS ARE SCHEDULED FOR SUNDAY, OCTOBER 19, 2008

SESSION I 1:45 P.M. – 3:15 P.M.

SESSION II 3:30 P.M. – 5:00 P.M.

CHECK CONFERENCE PROGRAM FOR SPECIFIC LOCATIONS



Competency-Based Medical Education

- Rajesh Mangrulkar MD, University of Michigan, Ann Arbor, Michigan

ABSTRACT: The University of Michigan Medical School is designing a transformative pilot program for medical student education called ENCORE, combining continuous, formative and summative assessment of higher order educational outcomes with flexible learning paths for achievement in nine defined competency domains. During this presentation, the ENCORE program will be described, along with the rationale behind its design, results of pilot work, and the anticipated obstacles that will need to be overcome for successful implementation.



Education Commons: More Breathing Room

- Ellen Marks, Library & Information Science Program, Wayne State University, Detroit, Michigan
- Sandra Martin, Interim Director, Shiffman Medical Library, Wayne State University, Detroit, Michigan
- Brandon Sundberg, Senior Project Architect, SHWGROUPE, Detroit, Michigan
- Todd Stevens, SHWGROUPE, Detroit, Michigan

ABSTRACT: Key questions and critical needs shaped the Shiffman Library's planning for a complete renovation of its 1970 building. In partnership with Wayne State University School of Medicine, the vision for an Education Commons has resulted in a user-cordial, flexible and environmentally sound library integrated with the school's educational programs and services. Due to open in Spring 2009, current status and issues, and the ideas contributed by state of the art architectural perspectives will be shared.



Project Management

- Jayent Thewn, PhD, Beaumont Hospitals, Royal Oak, Michigan
- Sacip Toker, PhD Candidate, Wayne State University College of Education, Detroit, Michigan

ABSTRACT: This session will give you practical hands-on implementation tools on using project management techniques in developing a plan to implement Web 2.0 applications such as a Wiki in a health science library environment. The presenters will provide examples to help you get started on your own project for your organization.



Using Patient-Oriented Evidence to Reduce Health Disparities

- David Slawson MD, University of Virginia, Charlottesville, Virginia

ABSTRACT: This talk will focus around this equation: value equals quality divided by cost. There are three things in medicine that affect this equation; overuse, underuse, and misuse of medical services. The answer to these issues may be simple—having doctors access the best information and holding them accountable to it. The whole issue of "information management" is much more than simply keeping up to date. It may be the only key to solving the health care crisis in America and elsewhere.



Health Literacy: You Can't Tell By Looking

- Melinda Orebaugh, Gunderson Lutheran Hospital, La Crosse, Wisconsin

ABSTRACT: This concurrent session will illustrate the difficulty in recognizing and diagnosing health literacy. Suggestions on how to facilitate awareness and ways to improve communication will be discussed.



Mass Digitization

- Suzanne Chapman, University of Michigan, Ann Arbor, Michigan
- Barbara Platts, Munson Healthcare, Traverse City, Michigan
- Michael Simmons, Sparrow Health System, Lansing Michigan

ABSTRACT: Contemplating a digitization project? Come and learn about the challenges and successes involved in several very different digitization projects including: "Creating an Online Historical Archive", "Space Challenges - Moving From Paper to Paperless", "Successes and Failures to Launch the Digital Archive at Sparrow Health System: An Overview of the Sparrow Health System Oral History Project" and "Michigan Digitization Project: Status of the Google/UM partnership to Digitize the Collections of the University Library."



Presentations: Powerful, Passionate, and Pointed

- Corrine Stavish, Lawrence Technological University, Southfield, Michigan

ABSTRACT: Edward Tufte of Yale, Sherry Turkle of MIT, and Clifford Nass of Stanford have all warned against using PowerPoint in the boardroom and classroom. What then is left for those who want to be dynamic presenters? Dare we abandon lackluster laptop presentations? What should we do instead? We will explore alternatives to "same-old" presentation formats and explore strategies to engage an audience and motivate audiences with memorable presentations.

Notes



2008 MW/MHSLA CONFERENCE PROGRAM UPDATE

SUNRISE SEMINARS

SUNRISE SEMINARS ARE SCHEDULED FOR MONDAY, OCTOBER 20, 2008, FROM 7:00 A.M. – 8:00 A.M.

 **EBSCO**-*Beyond CINAHL: Nursing Reference Center / Patient Education Reference Center*

Location: Dennison 1-4

 **ELSEVIER/MDC**-*Show Me the Evidence! New Additions to the Consult Family for Nursing & Medicine*

Location: Mediterranean Room

 **OVID TECHNOLOGIES**-*Improving the Search Experience for Nurses*

Location: Niles 1-2

EXHIBITOR INFORMATION

EXHIBITS ARE SCHEDULED FOR MONDAY, OCTOBER 20, 2008, FROM 8:00 A.M. 4:30 P.M.

WELCOME AND GRAND OPENING 8:00 A.M. – 9:45 A.M.

DESSERT BREAK & DRAWING FOR PRIZES 4:00 P.M. – 4:30 P.M.

LOCATION: SALON F-H

ADDITIONAL EXHIBITORS

 **Unbound Medicine, Inc.**

2 West Baltimore Avenue, Suite 333

Media, PA 19063

610 627-9090

<http://www.unboundmedicine.com>

 **Elsevier – Books**

Tom Vokal & Laura Winch

8536 Invitational Drive

Washington, MI 48094

800-664-8896

TRANSPORTATION UPDATE

 **Car Rental Information - Corporate Cars, Inc.**

\$78 for up to two people, \$10 more for each person up to four people per car

<http://www.corporatecarsinc.com>

Phone 313-821-9298

Toll Free 1-877-726-7722

Fax 313-821-9182

Email: Corporatecars@sbcglobal.net

PRESENTER CHANGES



Sunday, October 19, 2008

3:30 p.m. – 5:00 p.m.

Concurrent Session - Mass Digitization

New Presenter: Suzanne Chapman, University of Michigan, Ann Arbor

ROOM CHANGES



Sunday, October 19, 2008

3:30 p.m. – 5:00 p.m.

Concurrent Session – Presenting with a Passion

New Location: Niles 1 & 2

STUDENT BREAKFAST



Sunday, October 19, 2008

7:00 a.m. – 8:00 a.m.

MLA Breakfast for Library Science Students

Host: Mary L. Ryan, MLA President

Location: Salon F, G, H

ADDITIONAL POSTERS



#19

Title: MDMLG - Metropolitan Detroit Medical Library Group

Author: Nandita Mani, Henry Ford Health System, Detroit, MI

Theme: Pulse

Abstract: This poster offering from the Metropolitan Detroit Medical Library Group (MDMLG) will cover a brief history of the organization and its purpose, benefits of membership, and members' accomplishments. The poster will include information pertaining to AHIP certification, publications, poster and paper presentations, and other contributions by MDMLG members, which have promoted professionalism and excellence in the profession.

TECHNOLOGY FORUM



Wikis, Widgets and Whatchamacallits

- Allan Barclay, Sr. Academic & Information Architecture Librarian, University of Wisconsin-Madison, Madison, Wisconsin
- Michael Sensiba, Student Technology Studio Coordinator, Wayne State University, Detroit, Michigan
- Sandra E. Swanson, Librarian, Mercy Health Partners, Muskegon, Michigan

Technology is always a moving target, with new products and services coming online and old ones changing or disappearing constantly. To get a feel for what's state of the art in 2008 come to the Technology Forum. We will help you stay up to date with health sciences and library information using blogs, wikis, social bookmarking and networking, podcasting, RSS, and other media sharing tools. We will also talk about what's emerging, with plenty of time for questions and answers.

POSTER PRESENTATIONS

#5 PROVIDING VITAL SUPPORT TO FACILITATE THE NEW NIH PUBLIC ACCESS MANDATE

AUTHOR BLOCK: Merle Rosenzweig, Anna Ercoli Schnitzer, Mark MacEachern, Chrysta Meadowbrooke, University of Michigan, Ann Arbor, MI

THEME: Respiration

Abstract: *Public access to scientific literature has been recognized and promoted by various publishers such as the Public Library of Science, BioMed Central, and the Directory of Open Access Journals. In order to promote a more uniform and standardized policy, the U.S. National Institutes of Health (NIH) issued the Consolidated Appropriations Act of 2008. This insures that research funded by an NIH grant resulting in publication is available to the public freely and openly. This poster will illustrate the support services provided by the libraries in complying with this mandate.*

#6 SURVEYING AND UNDERSTANDING THE E-BOOK NEEDS OF THE LOYOLA UNIVERSITY MEDICAL COMMUNITY

AUTHOR: Jean Gudenas, Loyola University, Maywood, IL

THEME: Respiration

Abstract: *This poster will highlight a project that began by examining the literature published between 2000-2008 pertaining to electronic surveys, electronic books, and electronic book acquisitions. An e-book user survey was developed and distributed. Survey results will be analyzed and potentially applied as a possible model for Loyola University's Health Sciences Library electronic book development.*

#7 PATIENT SAFETY OUTREACH THROUGH COMMUNITY PARTNERSHIPS

AUTHOR BLOCK: Linda Walton, Chris Childs, Mindwell Egeland, Mary Kay Brooks, University of Iowa, Iowa City, IA

THEME: Pulse

Abstract: *This poster will examine the importance of networking public libraries with community hospitals for quality consumer health programming. The University of Iowa partnered with five communities in Iowa to provide a training program on patient safety for consumers. The project, Empowering Public Health / Patient Safety Outreach through Community was funded through a subcontract with the National Network of Libraries of Medicine Greater Midwest Region. Presenters will describe the planning process, collaborative partnerships, and challenges encountered.*

#8 EXPECTING THE UNEXPECTED: NATIONAL EMERGENCY PREPAREDNESS & RESPONSE PLAN FOR LIBRARIES

AUTHOR BLOCK: Maryann Mlodzik, Cuyahoga Falls General Hospital, Cuyahoga Falls, Ohio; Barbara Platts, Munson Healthcare, Traverse City, MI

THEME: Respiration

Abstract: *This poster will outline the NN/LM National Emergency Preparedness Plan to member libraries in the Greater Midwest Region and will include information on the Emergency Preparedness & Response Plan Toolkit. Specific topics include a disaster plan template, a memorandum of understanding, service continuity planning, flowcharts for preparedness and response planning, a review of comprehensive disaster training sites, current alerts, disaster recovery companies, disaster supply companies, emergency activation resources, regional information, and other resources.*

POSTER PRESENTATIONS

#9 A PROPOSED INTERDISCIPLINARY WORKFLOW TO IDENTIFY VALUABLE ELECTRONIC LEARNING RESOURCES

AUTHOR BLOCK: Marilyn A. Roubidoux MD, Gurpreet K. Rana, Deborah Weener, Rajesh S. Mangrulkar MD, University of Michigan, Ann Arbor, MI

THEME: Temperature

Abstract: *This poster will examine how library staff collaborated with Medical School faculty in developing a streamlined filtering process for identifying and selecting the most useful web-based medical teaching resources.*

#10 RESTORING THE LIBRARY'S BP TO NORMAL AFTER AN UNEXPECTED IP RANGE CHANGE

AUTHOR BLOCK: Karen Hanus, Barb Ruggeri, Mary Blackwelder, Medical College of Wisconsin, Milwaukee, WI

THEME: Blood Pressure

Abstract: *This poster will report on the Medical College of Wisconsin Libraries' experience with restoring access to electronic library resources after an Information Services department unexpectedly changed the Internet Protocol ranges for an institution served by the library.*

#11 LIBRARWii: RAISING USERS' HEART RATES WITH A NINTENDO Wii

AUTHOR: Jonathan Koffel, University of Iowa, Iowa City, IA

THEME: Pulse

Abstract: *This poster will highlight Nintendo Wii-based events and how these events attract users to the library, increase informal user/staff contact, and decrease library anxiety.*

#12 BUILDING AN INFO-COMMONS CULTURE: INCREASING OUR VISIBILITY, VARIETY, AND VITALITY

AUTHOR BLOCK: Michael Venner, Ryan Schryver, Rhonda Sager, University of Wisconsin, Madison, WI

THEME: Pulse

Abstract: *This poster will describe the evolution of the standard Info-Commons culture that evolved from two distinct entities to enhance information access and customer service. Several issues will be highlighted including a timeline, cultural expectations, staff expectations, and challenges.*

#13 TAKING INFORMATION LITERACY'S TEMPERATURE: ONE STOP SHOPPING WITH ONLINE GUIDES

AUTHOR BLOCK: Danielle De Jager-Loftus, University of South Dakota, Vermillion, SD; Molly Youngkin, Wegner Health Science Information Center, Sioux Falls, SD

THEME: Temperature

Abstract: *This poster will outline the efficacy of dynamic Web 2.0 publishing platform technologies to deliver and/or supplement library instruction. Assessment of the project and future initiatives using Web 2.0 for instruction will be discussed.*

#14 VITALLY ENGAGED: WHAT WE KNOW WHEN WE GO LOCAL

AUTHOR BLOCK: Linda Alec Draper, Ellen B. Marks, Wayne State University, Detroit, MI; Metta Lansdale, Royal Oak Public Library, Royal Oak, MI

THEME: Temperature

Abstract: *This poster will identify the benefits available to libraries and stakeholders pertaining to investments made in information outreach programs utilizing the National Library of Medicine's Go Local initiative.*

POSTER PRESENTATIONS

#15 FROM EXAM ROOM JARGON TO LIVING ROOM LANGUAGE: LIBRARIANS AS CATALYSTS IN IMPROVING HEALTHCARE CONVERSATIONS

AUTHOR BLOCK: Kaye Crampton, Melinda Orebaugh, Gunderson Lutheran Health System, La Crosse, WI

THEME: Pulse

Abstract: *This poster will highlight the importance of health literacy. The authors will engage in live presentations, web-based courses, and toolkits to facilitate health literacy awareness and improve healthcare communication.*

#16 BEYOND RAMPS: ENSURING UNIVERSAL ACCESS IN LIBRARIES

AUTHOR BLOCK: Daria Drobny, Rehabilitation Institute of Michigan, Detroit, MI; Ghassan Souri, Assistive Technology of Michigan, Novi, MI

THEME: Temperature

Abstract: *This poster will demonstrate the role librarians can play in making libraries more accessible and provide access to the Internet and other information resources for customers with visual, learning, and physical impairments. A brief overview of access issues along with a checklist of questions to consider related to library space, environment, staff, services and electronic resources, will be presented. Live demonstrations of the different available adaptive technologies will also be highlighted.*

#17 INFORMATION INTERACTION: MIDWEST AND THE MHSLA JOINT MEETINGS

AUTHOR: Maureen Watson, MHSLA Archivist, Ferris State University, Big Rapids, MI

THEME: Temperature

Abstract: *This poster will depict a historical representation of past joint Midwest and MHSLA conference meetings circa 1980-1990.*

#18 VITAL PATHWAYS: MLA'S PROJECT TO PROMOTE THE STATE OF HOSPITAL LIBRARIANS

AUTHOR: Carole M. Gilbert, Royal Oak, MI

THEME: Temperature

Abstract: *Recognizing the vulnerable state of hospital librarianship, the Medical Library Association in collaboration with the Hospital Libraries Section, has developed an aggressive set of initiatives and tools to assist hospital librarians in demonstrating the value of hospital libraries to their institutions. The Vital Pathways Project is a task force that is charged to study and report on the current state and future roles of hospital librarians and libraries. This poster will highlight four initiatives; 1) the status of hospital librarians 2) health science librarians in Medical Education 3) vital pathways for hospital librarians 4) the Vital Task Force Steering Committee.*



CONTRIBUTED PAPERS

MONDAY, OCTOBER 20, 2008

2:00 P.M. – 4:00 P.M.

SALON A-D, DENNISON 1-4, NILES 1-2

LOCATION: SALON A - D

#1 PODCASTING FOR THE MOBILE LEARNER

AUTHOR: Arlis Dittmer, Blessing-Rieman College of Nursing, Quincy, IL

THEME: Temperature

Abstract: Changing technology is creating new ways to approach nursing education. Students' use of technology to access information for course work poses an interdisciplinary challenge for faculty and library resources. This project represents collaboration between Blessing Health Professions Library and two other college libraries serving nursing students. Results from various research surveys will be presented as well as recommendations for use of this technology as a library strategy and a tool to enhance learning.

#2 PODCAST FEVER: UNDERSTANDING & IMPLEMENTING A TEMPERATURE TREATMENT PRESCRIPTION PLAN MATRIX

AUTHOR: Janice E. Cox, Indiana University School of Dentistry, Indianapolis, IN

THEME: Temperature

Abstract: This presentation will demonstrate that podcast development involves more than recording, posting, and registering a file. This paper will examine and discuss podcast planning from a multi-faceted four-part matrix perspective. Administrative, legal, technical and production considerations will be addressed. Issues, principles, and decision rationales will be shared.

#3 WIDGETS, BUNDLES & WEB APPS – OH MY! KEEPING A FINGER ON THE PULSE OF INFORMATION MANAGEMENT TOOLS

AUTHOR BLOCK: Allan R. Barclay, Rebecca J. Holz, Christopher Hooper-Lane, Stephen M. Johnson, Rhonda Sager, Ryan Schriver, Erika Sevetson, University of Wisconsin-Madison, Madison, WI

THEME: Pulse

Abstract: This paper will review how the library updated and expanded its existing RSS current awareness service so it could be accessed and promoted in a wider variety of environments. Other related library services will also be discussed.

#4 MAPPING THE LITERATURE OF PUBLIC HEALTH SYSTEMS & SERVICES RESEARCH FROM IMPETUS TO PRESENT

AUTHOR BLOCK: Robert Shapiro, Rick Brewer, Rick Ingram, Zach Young, University of Kentucky, Lexington, KY

THEME: Temperature

Abstract: This research will review the use of bibliometric techniques to analyze the publication patterns in the emerging field of Public Health Systems & Services Research (PHSSR). PHSSR is a field of inquiry dedicated to the analysis of the organization, financing, and delivery of public health services in various communities, and examines the effect of these services on an identified population's health status.

CONTRIBUTED PAPERS

LOCATION: SALON A - D

#5 HOT TOPICS: THE CHALLENGES OF COLLECTING MATERIALS ON EMERGING SUBJECTS

AUTHOR BLOCK: Jill D. Sherman, Elizabeth M. Smigielski, University of Louisville, Louisville, KY

THEME: Temperature

Abstract: When a topic emerges, it captures the attention of the academic community, publishers, and eventually library users. Libraries have a responsibility to keep collections current and meet users' needs. Many significant issues are associated with collecting materials on new topics. This presentation will address the challenges and obligations libraries face when collecting materials on emerging topics.

LOCATION: DENNISON 1-4

#1 ANY WHICH WAY YOU CAN: A LIBRARY'S TALE OF REMOTE ACCESS THROUGH ATHENS

AUTHOR: Rebecca A. Caton, Midwestern University, Downers Grove, IL

THEME: Respiration

Abstract: Midwestern University is a private, nonprofit institution, supporting a variety of graduate-level health science professions. Many students in these programs spend time rotating through various clinics or hospitals at several campuses. The Midwestern University Library supports four system libraries. This paper will report and evaluate the implementation of remote access to Athens applications across campuses.

#2 MAKING SENSE OF DIETARY SUPPLEMENTS: A GUIDE FOR HEALTH SCIENCES LIBRARIANS

AUTHOR: Annette M. Healy, Wayne State University, Detroit, MI

THEME: Respiration

Abstract: This presentation will review current U.S. laws governing dietary supplements and the impact these laws have on the information needs of health care providers and consumers who want to make informed decisions regarding dietary supplement use. Key resources for meeting these information needs will be highlighted.

#3 TARGETED VERSUS GENERAL LIBRARY INSTRUCTION: THE IMPACT ON FIRST YEAR DENTAL STUDENTS' EXAM SCORES

AUTHOR: Barbara A. Gushrowski, Indiana University, Indianapolis, IN

THEME: Respiration

Abstract: In 2007, the Access and Instructional Services Librarian revised the library instruction component of the orientation program for first year dental students at the Indiana University School of Dentistry. The staff librarian served for three semesters as a tutor for Problem Based Learning groups and as an examiner for Triple Jump Exams (TJE). The purpose of this study is to evaluate the impact of the revised library instruction session on exam scores for first-year dental students taking the TJE.

#4 KEEPING YOUR FINGER ON THE PULSE OF PUBLIC HEALTH

AUTHOR BLOCK: Rick A. Brewer, Rick C. Ingram, Robert M. Shapiro, University of Kentucky, Lexington, KY

THEME: Pulse

Abstract: This paper will disseminate information about the Public Health Systems Research (PHSR) subset of the Health Services/Sciences Research Resources database maintained by the National Library of Medicine. A review of the utilization of this resource by PHSR researchers and librarians will be discussed.

#5 FEELING THE BEAT--MICHIGAN HEALTH LITERACY AWARENESS TRAINING PROGRAM

AUTHOR BLOCK: Patricia W. Martin, University of Michigan, Ann Arbor, MI; Chris Roberts, Washtenaw Literacy, Ypsilanti, MI

THEME: Blood Pressure

Abstract: The purpose of this project is to raise awareness among health professionals about low basic literacy and poor health literacy among patients, and to provide communication techniques and resources to improve patient care. A variety of techniques will be discussed that raise awareness for health professionals, and resources for addressing these issues will be identified.

CONTRIBUTED PAPERS

LOCATION: NILES 1 - 2

#1 DO CONSUMER HEALTH INFORMATION SEEKERS STILL NEED THE HELP OF LIBRARIANS IN THE AGE OF THE INTERNET AND THE WORLD WIDE WEB?

AUTHOR: Ruti Volk, University of Michigan, Ann Arbor, MI

THEME: Pulse

Abstract: *The Patient Education Resource Center at the University of Michigan Comprehensive Cancer Center conducts mediated searches for patients and families seeking information on complex medical issues, emerging treatment options, and rare cancers. The goal of this service is to provide information that can help users improve their overall health and communication with clinicians. Data obtained through user evaluation forms will be discussed.*

#2 STRENGTHENING OUR PULSE: HEALTH INFORMATION CONNECTIONS FOR PERSONS WITH DISABILITIES

AUTHOR BLOCK: Marisa Conte, Anna Ercoli Schnitzer, Deborah Lauseng, Patricia W. Martin, University of Michigan, Ann Arbor, MI

THEME: Pulse

Abstract: *This project will assess the health information needs of persons with disabilities; and in response, share reliable online health information resources through a variety of methods addressing the needs of the community with disabilities.*

#3 PULSE OF DIVERSITY: MOVING FROM THEORY TO PRACTICE IN THE PROFESSION

AUTHOR BLOCK: Tammy L. Mays, University of Wisconsin-Madison, Madison WI; La Ventra E. Danquah, Wayne State University, Detroit, MI

THEME: Pulse

Abstract: *The American Association of Medical Colleges has identified a need for a more diverse physician workforce as a nationwide physician shortage looms. Should library leaders also be concerned with recruiting and maintaining a staff of ethnically diverse librarians? Are the information needs of*

ethnic minority patrons unintentionally ignored when staff members are not representative of diverse cultural groups? Is it possible to staff libraries with the same ethnic groups that they serve? The authors will discuss research results and analyze their findings.

#4 PULSE VISIBLE IN TIMING OF DEMAND FOR eCURRICULUM HYPERLINKING SERVICES AT THE CLEVELAND HEALTH SCIENCES LIBRARY

AUTHOR: Michael P McGraw, Case Western Reserve University, Cleveland, OH

THEME: Pulse

Abstract: *Since 2006, Cleveland Health Sciences Library has pioneered a new service of embedding online eCurriculum document hyperlinks to electronic resources used by the Case Western Reserve School of Medicine. This paper will highlight the results and impact of this service.*

#5 TAKING THE PULSE OF NURSING STUDENTS USING REFERENCE STATISTICS

AUTHOR: Stephanie J. Schulte, Indiana University-Purdue University Fort Wayne, Fort Wayne, IN

THEME: Pulse

Abstract: *Analyzing data collected from automated reference statistics provides metrics that can be used as evidence to support liaison staffing, gauge the needs of students, and determine targets for instruction collaborations. Gathering this type of data also provides a blueprint for librarian priorities, especially in a time of short staffing and multiple liaison responsibilities. This paper will review the types of reference questions being asked, course levels, location, medium, consultation times, and implications for library practice.*



BUSINESS MEETINGS & WORKSHOPS

FRIDAY, OCTOBER 17, 2008

4:00 p.m. - 8:00 p.m.

Midwest Chapter Board Meeting and Dinner
Mediterranean Room

SATURDAY, OCTOBER 18, 2008

2:30 p.m. - 3:00 p.m.

Midwest Chapter New Board Member Training Workshop
Salon C

3:15 p.m. - 4:00 p.m.

Midwest Chapter Website Workshop for Current
& New Board Members
Salon C

Allan Barclay, Midwest Chapter Webmaster, will teach Board Members how to upload files and edit pages on the Midwest Chapter website. Allan will also discuss and demonstrate new tools and options for maintaining the chapter website.

4:00 p.m. - 5:00 p.m.

Midwest Chapter Blogger Workshop
Salon C

Are YOU interested in becoming a Midwest Chapter blogger? All chapter members are invited to this workshop where you'll learn everything you need to know about blogging, RSS feeds and how YOU can contribute to ConnectMidwest, the chapter's newest blog. Join in the online conversation! Presented by Clare Leibfarth, Midwest Chapter Blog Editor.

SUNDAY, OCTOBER 19, 2008

12:00 p.m. - 1:45 p.m.

MHSLA Business Meeting & Lunch
Salon F-H

MONDAY, OCTOBER 20, 2008

12:15 p.m. - 2:00 p.m.

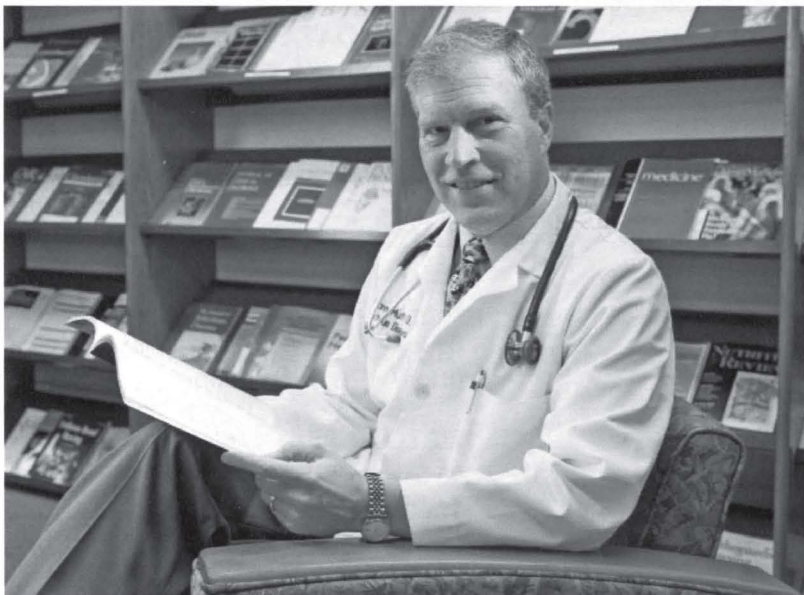
Midwest Chapter Member Business Meeting, Lunch
& Awards Ceremony
Mediterranean Room

5:00 p.m. - 6:00 p.m.

Meeting Planners Wrap-up
Athens Room



SPECIAL INTEREST GROUP MEETINGS



MONDAY, OCTOBER 20, 2008

4:45 P.M. - 5:45 P.M.

SIG's interested in meeting during the conference can check at the Registration/Hospitality area for additional information on room locations.

EXHIBITORS

BASCH

88 N. Main St.
Concord, NH 03301
800-226-5310
<http://www.basch.com>

BMJ GROUP

10694 East Berry Avenue
Greenwood Village CO 80111
303-771-5159
<http://group.bmj.com>

CYBERTOOLS FOR LIBRARIES

249 Ayer Road, Suite 302
Harvard, MA 01451
978-772-9200
<http://cybertoolsforlibraries.com>

EBSCO INFORMATION SERVICES

1140 Silver Lake Rd.
Cary, IL 60013-1685
800-723-2726 x7005
<http://www.ebsco.com>

ELSEVIER - MD CONSULT

11830 Westline Industrial Dr.
St. Louis, MO 63146
636-227-4550
<http://www.elsevier.com>

EMEDICINE

111 Eighth Ave.
New York, NY 10011
781-647-8870
<http://www.emedicine.com>

EOS INTERNATIONAL

2292 Faraday Ave.
Carlsbad, CA 92008
800-876-5484 x159
<http://www.eosintl.com>

EXAM MASTER

500 Ethel Court
Middletown, DE 19709
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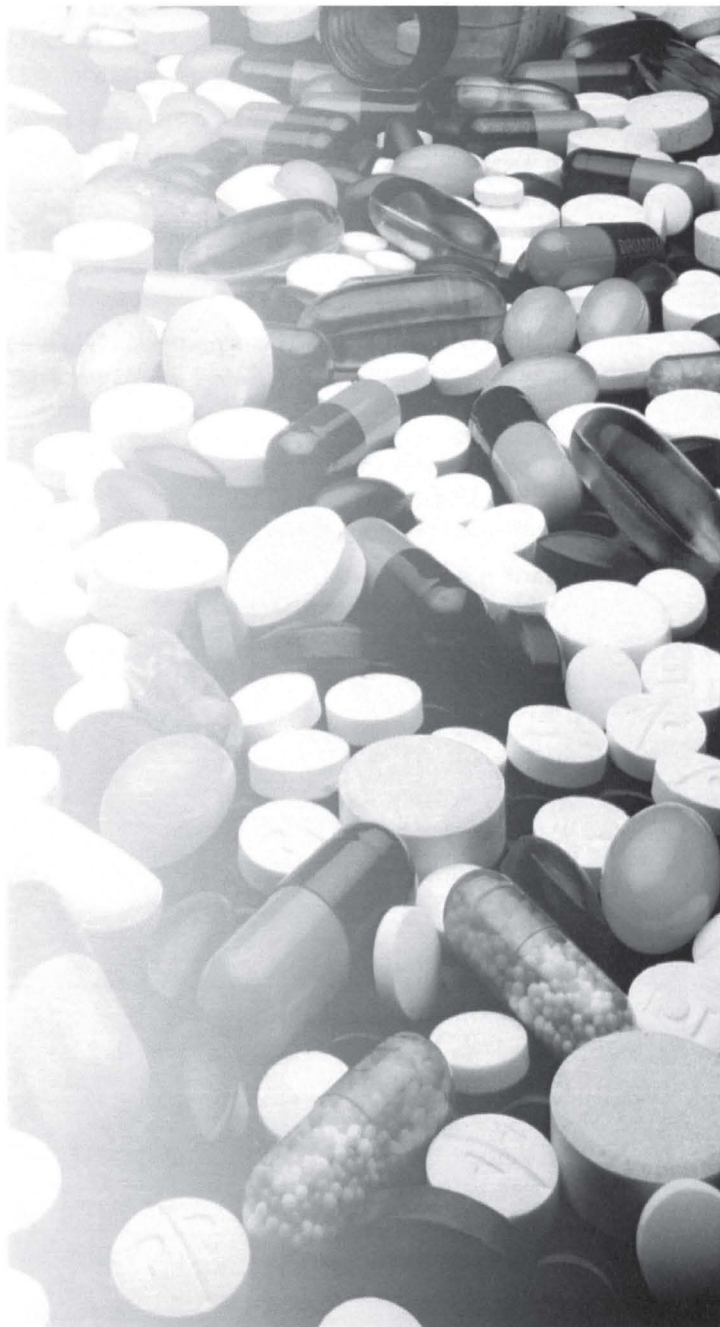
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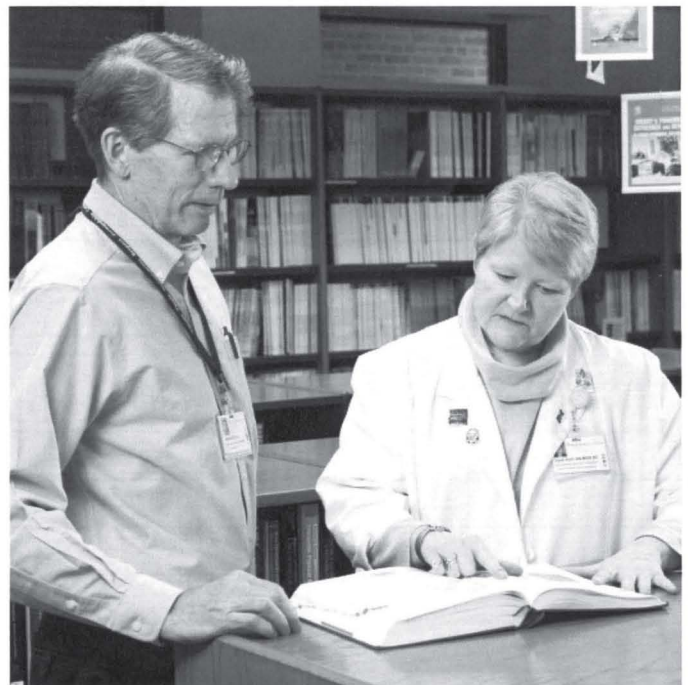
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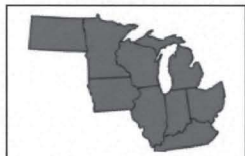
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