South Central Chapter Medical Library Association

40th Annual Meeting

October 26-30, 2013

Hilton Hotel

Fort Worth, Texas
Greetings from the President

Susan Steelman

Welcome SCC Family to Fort Worth!

First let me say Happy 40th Anniversary, SCC. In April of 1973, a group of health sciences librarians met in Little Rock, AR to form the South Central Chapter of MLA. In October of that year, SCC members gathered for the first annual chapter meeting held in San Antonio. Over the years we have become one of the most active, supportive and innovative chapters around. As our chapter has grown so have the friendships and yes, our reputation for the one and only Armadillo Ball at MLA, where our extended family can catch up.

This camaraderie and sense of family has empowered the Local Arrangements and Programming Committees as we’ve planned a meeting worthy of a 40th Anniversary. I believe there is something for everyone. For the history buffs: the first general session speaker will be a librarian/archivist from the 6th floor Museum. In case you didn’t know: our conference hotel is where President Kennedy spent his last night. This year marks the 50th Anniversary of his assassination so you may want to take time to visit the memorial outside the hotel. For lovers of TV science-based crime-fighting, we have a founder/trendsetter of forensic genetics as another general session speaker.

For those who love to serve and support future library users, you will have the opportunity to “Give a Book a Home”. This service learning project will be collecting new books for children living in Fort Worth homeless shelters. If you prefer to shop once you get here, there is a Barnes and Noble a few blocks away.

Finally, for those who understand that life is too short not to have fun, the LAC has gone above and beyond to provide great social events where we can dine, dance, catch up, and dress up. Monday night we will be celebrating our 40th Anniversary at the National Cowgirl Museum and Hall of Fame. Tuesday night will be dine-arounds and then a Halloween Party. I hope everyone will join in the Armadillo spirit and dress up for the party. I will be there in costume; see if you can figure out who/what I am.

I hope you all have a fabulous time learning, sharing and celebrating. Plus I hope you will have time to explore the Panther City and thank our hosts for a meeting worthy of our 40th.

– Susan Steelman, SCC President
South Central Chapter/Medical Library
Association
Officers 2012-2013

Executive Board

President: Susan Steelman
President Elect: Jodi Philbrick
Immediate Past President: Jon Crossno
Secretary: Mandrell Bufford
Treasurer: Kathy Kerdolff
MLA Chapter Council Representative: Becky McKay
MLA Chapter Council Representative Alternate: Montie Dobbins
Hospital Library Interest Section President: Pat Morris

Chapter Advisory Council

MLA Nominating Committee Nominee: Deborah Halsted

Special Appointments

Archivist: Philip Montgomery
Benchmarking Chapter Liaison: Molly Montgomery
Database Manager: Mark Hopkins
Listserv Manager: Joy Summers-Ables
MLA Membership Committee Representative: Lisa Huang
Newsletter Editors: Deborah Halsted, Margaret Vugrin, Marty Thompson
Parliamentarian: Jon Crossno
Quint Chapter Meeting Liaison 2014: Molly Knapp
RegOnline Liaison: Molly Knapp
Survey Liaison: Craig Elam, Pat Reese
Webmaster: Holly Phillips
Wiki Manager: Joy Summers-Ables

Committee Chairs

Awards & Scholarships: Catherine Mooney
Bylaws: Steve Self
Communications: David Duggar
Continuing Education: Jennifer Lloyd, Jana Terry
Credentialing: Lynn Yeager, Jon Crossno
Finance: Jack Boetcher
Fund Raising: Lisa Huang
Government Relations: Beatriz Varman
History: Barbara Volo
Membership: Barbara Cosart
Nominating: Jon Crossno
Program: Becky McKay
Research: Susan Steelman

Local Arrangements Committee, Fort Worth 2013

Co-Chairs: Dan Burgard, Karen Keller
Hotel/Meeting Spaces: Dan Burgard, Craig Elam, Karen Keller
Computing/AV: Mike Pullin
Exhibits & Sponsorships: Regina Lee, Craig Elam, Pat Reese
Promotion & Publicity: Leslie Herman
Social Events/Catering: Karen Keller, Dan Burgard, Lynn Johnson
Website/Online Registration: Jack Bullion
Printing/Signage: Jack Boettcher
Onsite Registration Concierges: Michele Whitehead
Hospitatlity/Volunteers: Lisa Huang, Michele Whitehead, Karen Keller
Fundraising/Slient Auction Liaison: Tim Mason
Dine-Arounds: Dena Hanson
Treasurer: Tim Mason
HLIS Liaison: Dena Hanson
General Session One

Sunday, October 27, 4:30pm—6:00pm
Crystal Ballroom A & B

THE SIXTH FLOOR MUSEUM AT DEALEY PLAZA AND JFK: COLLECTIONS AND REFLECTIONS ON 50 YEARS

KRISHNA SHENOY
Librarian and Archivist
The Sixth Floor Museum
Dealey Plaza, Dallas

Ms. Shenoy will discuss her library operation at the JFK Museum as well as give an overview of the regional consortium of libraries with collections of JFK-related material.

HLIS Luncheon

Monday, October 28, 12:00pm — 2:00pm
Crystal Ballroom A & B

THE SCIENCE OF BUSINESS: HOW LEAN, SIX SIGMA AND OTHER APPROACHES HAVE CHANGED OUR APPROACH TO THE BUSINESS OF HEALTHCARE

ERIC H. HUBLI, MD, MHCM
Chief System Effectiveness Officer and Craniofacial surgeon
Cook Children’s HealthCare System

Dr. Hubli holds the position of Chief System Effectiveness Officer at Cook Children’s Healthcare System in Fort Worth. In this role he is charged with the task of aligning and integrating the corporate elements of the system, as CCHCS pursues the standards of excellence outlined by the National Institute of Quality and the Baldrige Award.
General Session Two
Monday, October 28, 4:30pm — 6:00pm
Crystal Ballroom A & B

INTELLECTUAL PROPERTY 101:
PROTECTING YOUR STUFF

EDWIN FLORES, PHD, JD
Managing Partner, Chalker Flores, LLP

Dr. Flores is a PhD biomedical scientist who is now a lawyer specializing in intellectual property, patent, trademark, and copyright law. He will discuss recent developments in U.S. law and help you better understand how you can help your organization navigate these complicated waters.

General Session Three
Tuesday, October 29, 3:30pm — 5:00pm
Crystal Ballroom A & B

MULTIPLE APPLICATIONS OF DNA TESTING
FOR HUMAN IDENTIFICATION

ARTHUR EISENBERG, PHD
Chair, Department of Forensic & Investigative Genetics
University of North Texas Health Science Center at Fort Worth

Dr. Eisenberg is an internationally known figure in the forensic genetics field and was instrumental in founding the discipline. He will relate his fascinating experiences in many high profile forensic endeavors.
SCC/SCAMeL Writing Retreat

In order to facilitate the publication of quality library research from the South Central Chapter, SCC/MLA and SCAMeL are co-sponsoring a two-day writing retreat for librarians who require additional time and support in writing their manuscripts—no matter what stage of the research process they might find themselves. Over the course of two days, significant amounts of time will be given over to uninterrupted writing, typically in three-to-four-hour sections, while attendees are housed in a comfortable environment away from distractions and interruptions. Additionally, facilitators with experience in library scholarship and publication will contribute their time to reading manuscripts, making suggestions and offering critiques in an effort to improve the publishability of the writing.

When: Friday October 25, 8:00am—5:30pm
Saturday October 26, 8:00am—5:00pm

Where: Discovery Room, Gibson D. Lewis Health Science Library, University of North Texas Health Science Center at Fort Worth

Instructors: Stewart Brower, Jack Bullion, & Laurie Thompson

SCC Service Project

This year’s service learning project is titled "Give a Book a Home" and aims to get age appropriate books into the hands of kids living in Fort Worth homeless shelters. Karen Keller is coordinating this brand new project and will be happy to receive library quality, hard-bound books for children ages 0-16.

Drop-off books at the Hospitality Booth.

Books will be provided to families at these shelters:
Arlington Life Shelter
Presbyterian Night Shelter
Union Gospel Mission

You can bring the books with you, order them online and ship directly to Karen, or shop at the downtown Fort Worth Barnes and Noble just a few blocks from the hotel. Please contact Karen for more information.

Karen Keller
karen.keller@cookchildrens.org
682-885-1802 (work)
817-988-6580 (cell)
CE Class—Saturday, October 26

Working through Conflict: an Interactive Workshop for Resolving Conflicts with Customers & Coworkers

Instructor: Jerry Perry, University of Colorado Health Sciences Library

Description: This highly interactive “role play” class focuses on applying practical skills for thinking through and resolving conflicts with co-workers and library patrons/customers. We start with “case histories” prepared by course takers and that have been “scrubbed” of all personal identifiers so that we can share and collaboratively consider. Next we review the “locus” of communications styles often encountered in the workplace, and describe our own communications approaches. Before breaking, course takers will consider how communication approaches can be used to address conflict and will review a number of practical techniques for resolving conflicts. When we reconvene, the group will use role playing techniques to “re-enact” conflicts drawn from course taker case histories and consider options for addressing. We will end with a summary of key observations drawn from the day’s experience and identify take-away skills.

Date/Time: Saturday, October 26th 1:00pm—5:00pm
CE Credit: 4 hours
Location: Texas B

CE Classes—Sunday, October 27th

Copyright for Health Sciences Librarians

Instructor: Anne Gilliland, UNC-Chapel Hill Library

Description: This course is an introduction to copyright for librarians that focuses on situations and scenarios that are particularly applicable to work in the health sciences. Participants will learn the basics of the law and its relevance to their work and that of their patrons and customers. They will gain some facility in analyzing common copyright dilemmas they are likely to encounter and will have some idea of where and how to find out more information about copyright when they need it. Topics to be covered include copyright basics, fair use, copyright exceptions for instruction and teaching, copyright exceptions for librarians and archivists, and copyright and social media. Instructional methods used include lecture, small group discussion and problem solving, and large group discussion.

Date/Time: Sunday, October 27th 8:00am—12 noon
CE Credit: 4 hours
Location: Texas A

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Millennial Mix - Strategies for Inter-Generational Learning

Instructor: Maureen Knapp, Tulane Health Sciences Center, Matas Library

Description: This CE would review generational characteristics encountered in library environments, as well as explore and discuss methods for facilitating millennial learning. Discussions and class activities will disclose the most effective methods for enhancing Millennial learning, and also hopefully reveal that these instructional and communication methods can translate to other generations as well.

Date/Time: Sunday, October 27th 12 noon—3:00pm
CE Credit: 3 hours
Location: Texas B
CE Classes-Wednesday, October 30th

EBM: Introduction to Study Design and Critical Appraisal (part 1)
Instructor: Connie Schardt, Duke University Medical Center, Library

Description: This course is designed to give learners an introduction to critical appraisal skills through an understanding of basic study designs and validity issues related to reducing bias in clinical studies. The course will focus on understanding the basic study designs in medicine (case-control, cohort, randomized controlled clinical trial, systematic review, and Meta-analysis). Learners will also discuss the criteria for determining internal validity of therapy studies and systematic reviews. After completing this course, learners will be better able to: identify appropriate study designs; identify validity criteria; help support evidence-based medicine within their own institutions. Teaching methods will include discussion, case studies, group exercises, and practice in appraising articles.

Sponsored by SCAMEl (South Central Academic Medical Libraries)*

Date/Time: Wednesday, October 30th 8:00am-12 noon
CE Credit: 4 hours
Location: Texas A

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The Evolving Librarian: Responding to Changes in the Workplace and Healthcare
Instructor: Michelle Kraft, Cleveland Clinic Library

Description: Once thought of as the keepers of knowledge, librarians roles are changing and they must either evolve and adapt or become a casualty of attrition. Disruptive technology, society and changes made by the Affordable Healthcare Act not only impact patients, doctors, and hospitals but the librarians who serve them. Librarians are faced more than ever with a shrinking budget and pressure to show their impact. Administration is demanding more than books and journals from its librarians and scrutinizing everything with an eye on its return on investment. This class will look at these changes and provide examples of how librarians can meet them head on.

Date/Time: Wednesday, October 30th 9:00am—4:00pm
CE Credit: 6 hours
Location: Texas C
Texas A

Semantic MEDLINE: A Novel Approach for Hypothesis Generation and Creativity Enhancement

Presenters: Jason Bengtson, Mark Hopkins, and Jon Goodell

Description: Semantic MEDLINE is a literature based discovery tool used for identifying previously unrecognized relationships in the biomedical literature. This session will provide an overview of the tool, explain its significance to librarians and biomedical investigators, and give a demonstration of its use.

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Texas B

Implementing LimeSurvey as a Full Feature Survey Tool

Presenter: Charlie Tudor

LimeSurvey is open source software but don’t let that fool you. With this tool you can run an unlimited number of surveys, questions, and have an unlimited number of participants. There are over 20 question types, allowing branching and skip logic for each question. LimeSurvey supports open and closed surveys, exports/import to and from SPSS, CSV or Excel. With small modifications of settings it can become 508 Compliant. The design can be fully customized by CSS. LDAP access control is supported or tokens can be generated by the survey.

Deployment includes downloading the latest version, unpacking .tgz file, edit config.php, chmod directories, create databases, run script to populate tables, delete installer and login to admin console for setup.

Our installation runs on a Debian Linux server with PHP5, Apache, MYSQL. Examples and demonstrations of surveys conducted this year at LSU Health Shreveport will be presented.

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Texas C

Independent Student Usage of Interactive Whiteboards at a Science Library

Presenter: Erin M. O’Toole

In Fall 2010, the traditional reading room in the science library of a four-year, public university was renovated to create a learning commons. Among the new technologies installed were two Hitachi StarBoards, which are interactive whiteboards (IWBs). They were the first to be installed in the library system, and the first on campus for independent student use, rather than being intended for classroom teaching.

From March through September 2012, we surveyed students who checked out the IWB equipment about how they were using the technology. We have also kept records of checkout frequency from 2010 through 2013. The proposed presentation will share the results of the survey and the statistics on usage frequency.

The presentation is relevant to attendees because interactive whiteboards have entered the library realm, where formerly they were used mainly in schools. Many libraries, particularly academic ones, are considering whether to purchase them for instructional or independent patron use. The proposed session would inform attendees whether the technology is beneficial and cost effective in the instance of a science library.

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Texas D

The Origin of Searching

Presenter: Mira Greene

Description: Moody Medical Library began offering Summon, a resource discovery tool by Serials Solutions, in July 2013 to offer a Google-style search of library resources. An introduction to the Summon implementation and search statistics will be discussed as well as an analysis of resource usage impact.
Tech-Expos
Monday, October 28th
10:00am — 10:25am

Texas A
Better Living Through XML
Presenter: Jason Bengtson, MLIS, MA, AHIP
In this tech expo I demonstrate how to use an eXtensible Markup Language (XML) file in lieu of a database to provide data pools for commonly used library website features, such as Employee Directories and lists of databases. Parsing the XML via XSLT with Javascript-based, dynamic features will be discussed.

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Texas B
Raspberry Pi
Presenter: Jon Goodell, MA, AHIP
The Raspberry Pi is a $35 credit card sized computer designed in the UK as a cheap platform for teaching computer science basics to children. It can also be used by librarians to prototype and develop new library products and services such as web applications, dedicated OPAC kiosks, and electronic display boards. This session will provide a demonstration of a Raspberry Pi computer and show librarians without technology backgrounds how to get started.

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Texas C
Tame your library stats with data visualization tools
Presenter: Valerie Howard, MSIS
Basic data visualization tools have become easy and affordable to use. Learn how these powerful online applications can turn feral library statistics into an impressive narrative that showcases your library's research, trends, and worth.
Exhibitors
Crystal C & D
Monday, October 28th, 8:00am—4:00pm
Free Continental Breakfast
Closed for lunch 12:00pm—2:00pm
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Amirsys, Inc.  http://www.amirsys.com/*
BMS CAT  http://www.bmscat.com/*
Book Systems -  http://www.booksys.com/*
CABI  http://www.cabi.org/*
ClinicalKey  http://info.clinicalkey.com/
EBSCO Information Services  http://www.ebsco.com/
McGraw-Hill Medical  
The Medical Letter, Inc.
http://secure.medicalletter.org/
Medical Library Association  http://www.mlanet.org/
National Network of Libraries of Medicine  http://nnlm.gov/scr/

OpenHelix  http://www.openhelix.com/*
ProQuest  http://www.proquest.com
Radiological Society of North America  http://www.rsna.org/*
Rittenhouse Book Distributors, Inc.
http://www.rittenhouse.com
Sage Publications  http://www.sagepub.com/home.nav
Springer  http://www.springer.com
STAT!Ref  http://www.statref.com/
Taylor and Francis/ CRC Press  
http://www.taylorandfrancis.com/*
Texas Book Consignments  
http://www.texasbookconsignments.com/
Thieme Publishers  http://www.thieme.com
WT Cox Information Services  http://www.wtcox.com/
YBP Library Services  http://www.ybp.com/

*first time exhibitor at SCC/MLA annual meeting
Poster 1

HealthLINE: Evolution and Value of an Organization
Kathy Broyles, UNT Health Science Center Lewis Library; Brian Bunnett, Indiana State University; Lynn Johnson, University of Texas at Arlington
Meg Wagner, Harris Methodist Fort Worth Cancer Resource Center
Mary Peters, Texas Scottish Rite Hospital for Children

Non-Research

OBJECTIVE: To capture the history, development and value of a local professional group of medical librarians through a timeline and photo history. Focus of this presentation is the time period from the early 1970s through modern times.

METHOD: Select and organize photos and print records from archives.

• Identify individuals and locations in the photos.
• Study archival records to determine the factors that led to the creation of HealthLINE.
• Study archival records to determine the social, educational and economic contributions made by HealthLINE.

POPULATION: Dallas-Fort Worth Metroplex medical librarians.

RESULTS: Preparing this poster will add a significant document to the organization’s archives. The poster will demonstrate the educational, financial and social value of the HealthLINE organization. Since many members have been active in both SCC and MLA, this could serve as a historical resource for those organizations, too.

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Poster 2

The Unfunded Worksite Wellness Program
Donna L. Evans, MLS, MPH
Deborah Halsted, MLS, MA; Adela Justice, MLS
Beatriz Varman, MLS, AHIP
The Texas Medical Center Library, Houston, TX

Non-Research

Objective: The Texas Medical Center Library established a worksite wellness program to help create a healthy workplace and to promote healthier choices by employees. This poster will describe planning and implementation of the unfunded program in the library.

Methods: The program was established in 2010 using strategies from the National Network of Libraries of Medicine South Central Region training course on cultivating wellness in the workplace. A wellness committee was formed and administered an anonymous, web-based survey to staff to establish program priorities and interests. Survey results were presented to library leadership, who approved a policy awarding employees 30 minutes during each workday to engage in wellness-related activities. Space in the building was designated as a wellness room, and it was equipped with donated items including a Wii system and fitness equipment.

Daily “wellness minutes” facilitate participation in initiatives such as walking clubs, activity challenges and presentations. Pay-as-you-go on-site massage therapy and yoga classes are offered. Donations and fundraising initiatives provide support for low cost projects. Results from a follow-up survey help to direct ongoing program efforts. Social media tools are used to share information.

Results/Outcome: The wellness program provides information and initiatives to increase awareness and enable participation in wellness-related activities. Not all staff participates, but those who do are enthusiastic about the program.

Conclusion: A worksite wellness program can be implemented without funding and can contribute to creation of a healthy workplace.

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Poster 3

Library Staff Involvement in Improving the User Experience of an IT Help Ticket System
Dick Carr, MLS, AHIP
Mary McCarthy; The University of New Mexico Health Sciences Library and Informatics Center

Non-Research

QUESTION: In a combined library-IT service desk setting, how can library staff contribute to improving the user experience of creating help tickets?
BACKGROUND: The UNM HSLIC single service desk provides library and IT assistance to users; this often involves using the Cherwell Help.UNM IT help ticket system.

Creating a help ticket requires navigating a four-level hierarchical classification of Business Line / Category / Service / Request Type that determines how the system automatically directs a ticket to the appropriate service desk. The ticketing system also provides keyword searching to identify a ticket’s classification. The classification hierarchy is difficult for users to navigate, and the keyword search is only as good as the metadata supporting it. The result can be misdirected tickets and service delays.

METHODS: Library staff were brought into the beta testing of the system prior to the go-live date.

RESULTS: Many keywords were added to the system due to library staff beta testing and when new services are incorporated. Additional metadata improvements are due to library staff involvement in entering tickets for users or assisting users in navigating the system.

CONCLUSIONS: Library staff experience with literature searching with keywords and thesaurus-based hierarchies of controlled vocabulary terms lends itself well to improving an IT help ticketing system.

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Poster 4

Hospital Library Advocacy Study
Melissa Kash-Holley
Dohn Martin
Linda London
Jamey Lamb
OSU-CHS Medical Library

Research
Objective: To gather information about the advocacy activities and events occurring in hospital libraries in the SCR NN/LM.

Methods: A self-completed e-mail survey was distributed to hospital librarians or principle hospital library staff.

Results: There were 44 responses from 87 potential study participants. Libraries conducted an average of six advocacy activities within the past year each. Only 13% of respondents reported a very crucial advocacy activity of having presented hospital decision makers with data that demonstrates the value of the library or the impact of library services on patient outcomes. Further more, 70% of respondents replied that they had not measured the value of their library within the past year. One quarter of respondents indicated communication with hospital administration occurred less than once per month and a third of respondents were not definite that hospital administration could identify them as the library manager. Library managers reported that subscriptions to online resources increased significantly within the past five years or would in the future; however, this appears to be at the expense of library staff and library space.

Conclusions: In spite of advocacy efforts, librarians may not be getting the right message about library value to hospital administration. Many struggle with or anticipate negative events such as decreases in space, staff or resources. Respondents were generous with useful suggestions for the SCR NN/LM about needed services.

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Poster 5

Morningcrest Health Library: New Paths to Health Literacy
Garnet Nowell
Ruth Neal, MLIS
Morningcrest Health Library, University of Oklahoma – Tulsa

Non-Research
Objective: To demonstrate how the Morningcrest Health Library, located on the campus of OU-Tulsa in the Schusterman Clinic, provided information and health education resources to patients and their families in its first year. Our goal is to improve health literacy within our community, city, and state.

Description: Morningcrest Health Library serves as a consumer health library for the Schusterman Center and Clinic. Patients and their families utilize the library by checking out books, using internet resources, and selecting free materials; thus improving health literacy especially among the underserved populations in Oklahoma. Physicians utilize the library by writing prescriptions for patients to visit the health library to access information assisted by trained medical librarians. Morningcrest Health Library, in collaboration with physicians and community organizations, conducts outreach including health fairs, nutritional workshops, senior services, and free health screening.

Results: Morningcrest is the only consumer health library of its kind in Oklahoma. Since opening in November 2012, we have provided consumer health related information to over 1500 patrons including physician referrals. We have also provided over 200 free health education books and brochures to both
Spanish and English speakers and have loaned over 250 library books.

**Conclusion:** The Morningcrest Health Library is focused on creating new paths to health literacy. Our primary focus continues to be outreach to clinic patients and the public in Tulsa and the surrounding community and to give people with lower income status the opportunity to improve their health information literacy skills.

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**Poster 6**

**Innovative Use of AccessMedicine’s Custom Curriculum in a Geriatrics Clerkship**

Margaret Vugrin, MSLS, AHIP*
Andrew Dentino, M.D., FACP, AGSF, FAPA., FAAHPM,**
Monique Williams, MD, MSCI*,
Ngo, Bichthy MD*

*Texas Tech University Health Sciences Center, School of Medicine, Lubbock, Texas, ** University of Oklahoma Health Sciences Library, University of Oklahoma Health Sciences Center, School of Medicine, formerly TTUHSC

**Research**

**Purpose:** To gain a better understanding of the American Association of Medical College’s Geriatrics Competencies through library research.

**Setting/Participants/Resources:** Texas Tech University Health Sciences Center School of Medicine’s MSIVs are required to take a two-week Geriatrics Clerkship. In 2012-13 there were 77 MSIV students at the Lubbock campus. One librarian worked with the students (approximately 4 per clerkship session) and demonstrated search strategies for locating geriatric articles in specialized databases. The Custom Curriculum feature on AccessMedicine (published by McGraw-Hill Professional) was chosen as the method through which students would share their citations with each other and with future clerkship students.

**Brief Description:** The librarian met with each clerkship group for 90 minutes on the first day of their rotation. Search strategies were presented as well as ways to limit to the geriatric population. The articles were to be predominantly evidence-based and available in full-text. RefWorks was used to store citations. The students created modules for their chosen competency using the Custom Curriculum feature within AccessMedicine. The modules were presented upon completion.

**Results/Outcome:** The students covered 24 of the 26 AAMC Geriatrics Competencies. RefWorks was dropped, as students preferred working directly in AccessMedicine. Faculty changed half-way through the year, so some minor changes were initiated. This is the 4th medical school rotation that has a library component at the TTUHSC School of Medicine.

**Conclusion:** As Custom Curriculum was designed with the aim of allowing residency directors to effectively share resources with residents on rotation, McGraw–Hill Professional was surprised and intrigued about the innovative use of this feature. AccessMedicine’s Custom Curriculum is a good tool to create a subject-based learning component for a short-term clerkship rotation. The librarian and new faculty were impressed with the quality of the students’ research abilities.

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**Poster 7**

**Artreach: A Different Spin on Connecting with Users**

Joy Summers-Ables and Mark Hopkins; Robert M. Bird Health Sciences Library, University of Oklahoma Health Sciences Center

**Non-Research**

**Objective:** To expand the role of an academic medical library in outreach activities within its institution through the identification, collection, and presentation of art collections derived from the user-community to enhance library space and promote a healthy and relaxing study environment. To present outcomes, challenges and opportunities for the library in its mission to engage users through the promotion of a unique and inviting academic commons.

**Methods:** Through collaboration with institutional administrators and the university museum, the library acquired art exhibit walls to reside on the library’s main study floor. Beginning with the presentation of a high profile exhibit about prosthetics related to the issue of landmines, the library was able to create strong in-roads with institutional users and establish lasting connections allowing for identification of future collections and planning of upcoming exhibits.

**Results:** Initial results have been extremely positive. Medicine and the Humanities has long been a topic of interest. Outcomes from the three exhibits to date have demonstrated the importance art has to a robust and engaged health sciences community, in addition to establishing lasting and unexpected relationships within the institution. This new academic commons area provides a relaxing space to help reduce stress and promote a healthy study environment.
Poster 8

Building a CHED: A Review of the First Year of the Community Health and Environmental Design Studio at OU-Tulsa

Andy K. Taylor, OU-Tulsa Schusterman Library
Megan S. Donald, JD, MLIS, Reference Librarian, Tulsa Community College

**Non-Research**

**Purpose:** This poster provides an overview of the CHED (Community Health and Environmental Design Studio) program that commenced in the fall of 2012. The poster includes an overview of workshops that grew out of community discussions with members of the North Tulsa community.

**Setting/Participants/Resources:** The CHED program began at the Wayman Tisdale Specialty Clinic in Tulsa, Oklahoma in August 2012. Faculty and graduate assistants from the Schusterman Library and the OU-Tulsa Urban Design Studio worked together to plan events to engage the citizens of this underserved area.

**Brief Description:** The CHED program, centered on aspects of the “built environment”, focuses on ways in which people can help improve their lives and their community by designing spaces that promote healthy living and community development. Over the course of the first year, a series of workshops were developed to help relay beneficial information to the underserved community of North Tulsa. These workshops ranged from designing spaces for Alzheimer’s patients to early childhood education to cycling in the city. For these workshops, panelists with expertise in different areas of community development, such as architecture and health care, were brought in to provide beneficial information to members of the community.

**Results/Outcome:** This collaborative effort, by students and faculty at OU-Tulsa, provided members of the North Tulsa Community a new way to receive information that they can use to improve their lives and their community. The success of the pilot year of this program was demonstrated by a continued increase in attendance at the workshops.

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Poster 9

Leveraging Clinician’s Knowledge to Create Health Education Videos

Lauren Wojcik, McLane Children’s Hospital Scott & White

**Non-Research**

**OBJECTIVE:** Pediatric resident physicians at McLane Children’s Hospital leveraged their knowledge and enthusiasm to fill gaps in the hospital’s collection of consumer health education videos. The project provided patients and families with trustworthy health information customized to the hospital’s standards of practice.

**METHODS:** The hospital utilizes an interactive patient system (IPS) to provide information and health education to patients and families. However, without a patient education committee to review and approve consumer health content, efforts by clinicians to increase the use of the IPS for health education were hampered by a lack of trustworthy information on several popular topics. The hospital’s pediatric residents divided into teams to create educational slideshows using Microsoft PowerPoint. The medical librarian provided guidance on consumer-friendly language and worked with the teams to record narration and convert the slides into videos for use on the IPS.

**RESULTS:** Residents created videos for six topics, including one video which was written and narrated in both English and Spanish. Since the videos were created entirely in-house, the only out-of-pocket costs were licensing fees for background music. The videos continue to be viewed by hospitalized patients and their families, and clinicians are more enthusiastic about utilizing the IPS for patient education.

**CONCLUSION:** While there are a variety of professionally-produced health education videos on the market, it is becoming increasingly easier to produce quality material in-house. Producing consumer health presentations allows residents to practice communicating medical terminology to laypeople and provides the hospital with customized educational material at a low cost.

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Poster 10

Celebrating 10 years of the BioMISS: a case study and observations about a successful biomedical informatics seminar series

Kroth PJ, Daneshvari S, Hannigan GG, University of New Mexico (UNM) Health Sciences Library and Informatics Center
Research

OBJECTIVE: This poster describes the experience of organizing and hosting the University of New Mexico Health Sciences Library & Informatics Center’s (UNM HSLIC) Biomedical Informatics Seminar Series (BioMISS). The BioMISS is a CME-accredited, bimonthly program of one-hour invited presentations, with active participant discussion on current topics in biomedical informatics. The goals of the series are to 1) provide a broad overview of salient topics in the field of Biomedical Informatics, 2) provide a forum that fosters interdisciplinary cross-collaboration for research, and 3) provide a forum for Biomedical Informatics fellows, HSC faculty and others to present Biomedical Informatics-related research.

METHODS: A quantitative and qualitative analysis of data collected from nine years of seminars about the presenters, their topics, and participants’ evaluations was conducted. The goal of the analysis was to identify key factors associated with the success of the series so colleagues contemplating organizing a similar program might benefit.

RESULTS: The series occurred approximately 14 times during each academic year. Speakers came from the host institution as well as from multiple external sites such as Sandia National Labs and the State Office of the Medical Investigator. Topics included myriad informatics subjects. Some key factors of success identified are a well-thought out advertising campaign, a regular day and time, and introductions by all attendees at the start of the seminar.

CONCLUSIONS: A health sciences library can be the nidus for a vibrant and sustaining seminar series in biomedical informatics that successfully draws in a diverse and interdisciplinary group of presenters and participants.

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Poster 11

Art from the Heart of LSU Health Shreveport: Library Showcases Hidden Talent on Campus

Dee Jones, MLS, AHIP, Deidra Woodson, MLS, MA, MT (ASCP), LSU Health Shreveport, Medical Library

Non-Research

Objective: Medical librarians from LSU Health Shreveport created a juried art show featuring the creative output of faculty, staff and students. The goal of this outreach effort was to increase the visibility of the Library by using the facility as an exhibition space.

Methods: All faculty, staff and students of the institution were eligible to submit work to Art from the Heart. The submission of all forms of visual art was encouraged, including paintings, sculptures, photography, pottery, jewelry, and fabric art. Library faculty developed guidelines for participation, established deadlines and created an online entry form. The Medical Communications Department co-sponsored the event and designed an eye-catching logo and promotional poster. The posters were placed throughout the institution, and announcements were published in online newsletters. The show was on display for two months and an opening reception was held to honor the artists.

Results: Seventy-four entries included photographs, paintings, pottery, jewelry, needlepoint, and even a bonsai tree arrangement. The colorful arrangements decorated the library walls, creating an appealing and stimulating atmosphere. Library patrons enjoyed the exhibit and inquired about future shows. This event allowed members of the LSU Health community to share their creative abilities with colleagues, and a few artists even sold their work.

Conclusion: The impressive number of submissions from faculty, staff and students, coupled with the positive response from viewers, confirmed that this program is both desired and worthwhile. Due to the success of the inaugural Art from the Heart exhibit, plans are underway for the next show.

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Poster 12

The Changing Face of a Medical Library Consortium as Shown through the Archival Digitization Process

Sonya Palmer, INTEGRIS Southwest Medical Center and Emily McEwen, Deaconess Hospital

Non-Research

Objective: Evaluate the growth / evolution of a local medical library consortium through its 35 year history

Setting: GOAL (Greater Oklahoma City Area Health Sciences Libraries) Consortium, a medical library consortium in the central part of Oklahoma

Method: Reviewed and organized the consortium’s archives in preparation for digitization which allowed the study of the history of the group

Results: Found that there has been great growth and change of the consortium with some aspects remaining more constant
Conclusion: The purpose of the consortium of supporting medical libraries has remained the same, but the manner in which this is accomplished has evolved. The consortium continues to have dedicated members, although they are dwindling in number. As the landscape of medical libraries changes, the consortium must stay abreast of members’ needs and be nimble enough to meet them. With retirement of founding members, current members must step up to fill voids in order for the consortium to survive. Many of these findings reflect the current state of medical libraries in general across the country.

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Poster 13

Circulation Policies in Academic Medical Libraries: A Comparative Study of Allocation Strategies, Demographic Analysis, Service Offerings, and Implications for Practice

Michele Whitehead, MLS, MA
Laura Gutierrez, MLS
Melody Miller, MLS
University of North Texas Health Science Center, Lewis Library

Research

Objective: The purpose of this study is to gain an understanding of current academic medical library circulation policies, examine methods libraries utilize in attempting to meet the needs of student populations, and to explore provision of access for in-demand items.

Methods: In order to assess trends in circulation service parameters and offerings, a review of the current literature was employed. Statistics regarding user experience, demographics, institution type, borrowing accounts, fines and fees, and library physical space access were collected via survey instrument administered through Qualtrics. These findings were analyzed to determine the scope of current service parameters and identify significant differences among library practices. Key informants included circulation managers, access services librarians, and other library professionals in academic medical libraries in the states of Texas, Louisiana, Arkansas, Oklahoma, and New Mexico.

Conclusions: Circulation practices among academic medical libraries vary, but several common trends can be identified. Further study should be undertaken that includes collection of data with potential to be used to compare strategies and policies in the academic medical library setting with practices in other types of academic libraries in order to enhance service development, delivery, and identify variables that may be unique to the medical environment.

Poster 14

Impact of the “Librarian on Location” Embedded Service on Liaison Activities

Erin O’Toole, Biological Sciences, University of North Texas

Research

OBJECTIVE: To determine whether a new embedded library service (Librarian on Location) in the Biological Sciences Department at the University of North Texas (UNT) increases the reference, research and instructional activities of the Biological Sciences Librarian.

METHOD: Statistical analysis of the UNT Libraries’ online reference transaction database, record of instruction sessions, and record of created instructional materials will be conducted in August 2013. The statistics from the 2011-2012 academic year will be compared with those from 2012-2013, which was the first year of the new service.

RESULTS: The expected result is that the Biological Sciences Librarian’s liaison activities will have significantly increased in the 2012-2013 academic year over 2011-2012. No increase or a decrease in liaison activities will most likely indicate the need for greater promotion of the Librarian on Location service to students and faculty. A survey of the Biological Sciences faculty is currently being conducted to discover how many knew about the service and how it can be better promoted.

CONCLUSION: Offering an embedded librarian service in an academic department can significantly increase a subject librarian’s interaction and collaboration with the department’s students and faculty.

Photograph provided by Michele Whitehead, UNTHSC
Poster 15

HealthLINE: Capturing the Pulse of Its Members

Lisa Huang, Collin College, McKinney, TX

Research

PURPOSE: The purpose was to evaluate the organization, HealthLINE, a consortium of medical librarians and libraries in North Central Texas, by capturing the challenges and needs of its members.

METHOD: Membership survey was conducted via the HealthLINE discussion list.

POPULATION: Current members of HealthLINE.

RESULTS/OUTCOMES: The poster will demonstrate the educational, financial and social challenges and value of HealthLINE, upon the eve of its 25th anniversary. HealthLINE will consider solutions and changes to address issues raised by the survey, in order to better meet the demands of its members.

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Poster 16

Are Physicians Willing to Help Pay for System-Wide Access to UpToDate?

Scott Murray, Medical Librarian, St. Francis Health System

Research

OBJECTIVE: To assess whether or not physician offices in a large health system would be willing to contribute toward system-wide access to UpToDate clinical reference tool.

METHODS: A 3-question survey was designed and distributed to over 600 physicians affiliated with a large health system. Responses were tallied and free-text comments were logged.

RESULTS: 77 out of 687 physicians responded to the survey, a response rate of 11%. 59.7% of the respondents said they would be willing to pay. Most of those willing to participate would prefer payroll deduction, rather than an annual assessment. Some respondents also included comments about UpToDate, which are in addition to the survey itself.

CONCLUSIONS: Because the response rate did not approach the desired 29% (200 responses), we concluded that not enough physicians would participate to cover the cost of this product under the proposed funding program.

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Poster 17

Creating behavioral and mental health checklists for parents with children

Julia M. Esparza, MLS, AHIP1, Kimberly Pullen, MLIS1, Charles Tudor, MHA, Rita Horton, MD2, Pamela Kimbrough, MEd2, Barzanna White, PhD2

LSU Health, Shreveport, LA1 and Caddo Parish School System, Shreveport, LA2

Non-Research

Purpose: To report on the development of interactive electronic mental health and developmental checklists for parents of children.

Setting/Participants/Resources: The Health Sciences Library in cooperation with the Psychiatry and Child Health Center Departments at LSU Health Shreveport and the Caddo Parish School System.

Brief Description: The 2003 Presidential New Freedom Commission on Mental Health and Healthy People 2020 cite a need for earlier identification and treatment of mental and behavioral issues involving children of all ages. In 2013, after receiving a NLM grant, the research group began a systematic process of identifying behavioral and mental health guidelines for children for conversion into interactive online checklists for parents of children. Guidelines were identified from a variety of professional resources. These resources were then converted into checklists using an algorithm that encourages parents to seek the assistance of a healthcare professional when certain triggers are set. Checklists are written so that the language level is written at the fifth grade level or lower for ideal comprehension.

Results: The poster will describe the number of guidelines evaluated, the tool used for deciding on the specific elements being included in the checklists, and the software used to create the checklists.

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Poster 18

Boost E-Book Discovery and Usage: ClinicalKey e-book access utilizing the traditional OPAC for non-perpetual licensed books

Mary Holt, MLS, Matas Library of the Health Sciences; Jeannette Thompson, MS, Howard-Tilton Library; Barbara Volo, MLIS, Matas Library of the Health Sciences

Non-Research
OBJECTIVE: The poster will present aspects of the Library’s transition from MDConsult to ClinicalKey e-book titles, highlighting methods used to provide traditional online catalog records.

DESCRIPTION: Determining how to effectively integrate electronic books from ClinicalKey into the Library collection has been a difficult task. Matas Library transitioned to the new Elsevier search engine, ClinicalKey in January of 2013. The number of ebooks increased from 51 to 1116. The immediate question was how to create direct links in the library catalog for each book title and author for all electronically available ebooks. MDConsult catalog records had been originally cataloged and maintained by the Matas Library staff, but the increased number of titles, plus the lack of catalog copy was a huge stumbling block. In addition to the large number of records, new records must be continually added and some records deleted. This makes keeping the catalog links and title records up-to-date difficult, even after the bulk load of MARC records.

RESULTS/OUTCOME: Partnerships and problem solving have increased among the University librarians. Creative use of the system and collaboration is required to resolve the cataloging issues for of the changing editions and new titles of non-perpetually licensed titles. Electronic books are more accessible due to the accurate access provided in multiple places: catalog, website and subject guides.

METHODS: The number of records loaded and updated will be tracked and checked. The usage statistics of electronic books are tracked in the statistics provided by ClinicalKey.

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Poster 19

Tailored support for a pilot Community Research Fellows program

Will Olmstadt, MLS, MPH, AHIP, Health Sciences Library, LSU Health Shreveport

Non-Research Purpose: This poster summarizes health science library training and support in a pilot Community Research Fellows (CRF) program throughout summer 2013.

Setting/Participants/Resources: The pilot was partially funded by the National Cancer Institute and held on the campus of a mid-western medical school. Through a rigorous application process, the faculty chose almost 60 community members for an intensive 15-week night-time summer course on conducting research.

Brief Description: The pilot program required new library resources to be developed, in a short time frame, for a mixed audience. Not all Fellows had college educations or education in research methods. The public health librarian developed a LibGuide for the Fellows, highlighting free and easily-accessible resources, library terminology, and resources for the 12 didactic sessions of the course, arranged by date. During a brief presentation for Fellows in May 2013, the librarian also highlighted free resources in the community, basic search skills, and reinforced optimal use of local libraries.

Results/Outcome: Response to the LibGuide and the presentation was astonishing. Within 2 weeks, it was the seventh most popular guide offered by the library. Faculty requested the guide remain indefinitely. Four Fellows sought consultation on their research ideas with the librarian. Topics included the health of incarcerated individuals, and accessing large data sets, such as the BRFSS. The unexpected demand from non-academic personnel learning to conduct research underscores the public demand for involvement in research concerning them. Subsequent classes of Fellows depend on continued funding.

Evaluation method: Both Fellows and faculty completed written evaluations of their experience with the course.
Roundtables
Monday, October 28th
2:00pm — 3:00pm

Citizens A
MLA Disaster Information Specialization Program Round Table
Facilitator: Jessie Casella, MLIS; Research and Clinical Search Services Librarian, UAMS Library

This Round table will discuss questions like: What is the Disaster Information Specialization Program? What are the benefits of this certificate? How can information from these courses be used in your library, on campus and your community? We will also share helpful apps and online resources for disaster and emergency preparedness.

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Citizens B
Research Roundup – Librarians Collaborating with Researchers via Institutional Animal Care and Use Committees (IACUCs) and Institutional Research Boards (IRBs)

Facilitators: Dawn Kruse Field, MSIS, AHIP, Texas Tech University Health Sciences Center—Lubbock
Marilyn Goff, MLS, AHIP, Texas Woman’s University Institute of Health Sciences—Houston
Helen Mayo, MLS, UT Southwestern Library
Katie Prentice, MSIS, AHIP, University of Texas Health Science Center San Antonio
Susan Steelman, MLIS, University of Arkansas for Medical Sciences Library.

In this roundtable discussion, members from both IACUC and IRB committees at various institutions will hold a panel to discuss their experiences and answer questions. Topics to be discussed include background on how panel members got initially involved, confidentiality, time commitment, and any positive or negative aspects of serving on these committees.

Lightning Round #1

Metropolitan Room
2:00-3:00pm

Citizens C
Providing Exceptional Service to our Armed Services Veterans
Facilitator: Sheila Henderson MLIS, AHIP, Austin Community College - Round Rock Campus

Library staff would benefit from a better understanding of the needs of our veterans and how providing customer service that demonstrates a willingness to help them with their “re-entry” challenges is an example of exceptional service. The roundtable discussion is to determine what other libraries and/or institutions are doing to provide staff training specific to the needs of our veterans. I also want to identify support initiatives implemented or under discussion on how best to serve the mental, physical, and emotional health needs of our wounded warriors and their families.

Questions:

What special training has your institution provided staff as it relates to serving our veteran population?
What special services are available at your institution to help veterans navigate the registration system and other related systems within your institution?
Are there special resources your library maintains to assist veterans?
What does your staff understand about post-traumatic stress disorder and how to identify it?
Do you have scripts for staff to aid them in appropriately interviewing and/or interacting with “combat” veterans?

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Continental
ClinicalKey
Facilitators: Mary Holt, MLS
Barbara Volo, MLS
Rudolph Matas Library of the Health Sciences, Tulane University

Tulane University’s Rudolph Matas Library of the Health Sciences was an early adaptor for ClinicalKey. This roundtable will discuss issues regarding the implementation of ClinicalKey.
Citizens A

Internet Privacy

Facilitators: Jon Goodell, MA, AHIP, UAMS Library
Jason Bengston, MLIS, MA, AHIP, University of New Mexico Health Sciences Library & Informatics Center

Recent leaks and disclosures remind us that Internet activity is often monitored by corporations, governments, and hackers. The American Library Association has long held privacy as a core value. Privacy is particularly essential for biomedical researchers and clinicians; two of our primary user groups. This session will explore various methods and tools for enhancing Internet privacy.

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Citizens B

Welcoming the Opportunity for Library Space Repurposing

Facilitator: Anne Howard, MLS; Moody Medical Library, University of Texas Medical Branch, Galveston, Texas

Have you had an opportunity to repurpose library space? With the increasing availability of electronic collections many libraries have been able to use newfound space in innovative ways. Join us for this roundtable if this could be in your future or you have gone through this transformation. Discussion will include a variety of methods for assessing student and faculty needs. Come share your stories and bring your examples and pictures.

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Citizens C

Patient Education and Health Information Literacy: Building a Library Solution

Facilitator: Ruth Neal, MLIS; Morningcrest Health Library, OU-Tulsa Schusterman Center Clinic

Over the last 20 years, the impact of health literacy has emerged as a major concern in the United States. It is now recognized that the failure of health care providers to communicate effectively with patients, combined with a patient’s inability to correctly understand and apply health information, can have a devastating effect on our nation’s health. In an effort to increase the level of understanding and to provide a more personalized approach to health information, the Schusterman Library at the University of Oklahoma-Tulsa (OU-Tulsa) created a consumer health information center in the Schusterman Clinic. Its primary purpose is to provide a variety of medical information services to patients and their families.

The discussion will include a brief overview of the library’s development, its role in patient education and outreach in the community. Topics of further discussion will include:

- Opportunities for academic libraries to partner with medical providers in patient education
- Opportunities for hospital/clinical librarians to expand their presence in medical facilities
- Opportunities for collaboration in the community
- Identification of key stakeholders in the implementation of patient-centered library services
- Successes and challenges in creating a niche for the medical librarian in patient education
- Technology and balance in providing consumer health information resources

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Continental

Reshaping Reference Centralized Services, On-Demand Services, or Something in Between?

Facilitators: Phill Jo, MLIS
Shari Clifton, MLIS, AHIP
Robert M. Bird Health Sciences Library, University of Oklahoma Health Sciences Center

Are you providing reference services through a centralized reference desk? Are you providing on-demand, mobile or embedded reference services? Are you using a hybrid model or something else? Which service model is best suited for your library? What are the benefits and challenges in each model? Discussion in this session will focus on how reference service is being reshaped to adapt to changing environments, staff availability, and user expectations in health sciences libraries. Revisiting and analyzing current approaches to reference service is part of an ongoing effort to make reference service more relevant and accessible to diverse user groups. The more traditional centralized model still has value in terms of connecting with users; however, staffing a physical reference desk requires valuable staff time and may impact the ability of staff members to be flexible and adapt quickly to emerging user needs. Moving to an on-demand model or incorporating mobile or embedded services has become extremely popular. Benefits include providing staff
with more time to develop and initiate customized services yet implementing an on-demand model while eliminating the reference desk is challenging at many different levels, requiring careful planning and analysis. This roundtable discussion will be valuable for anyone interested in examining how the responsibilities and roles of reference services are being redefined in health sciences libraries.

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Roundtables
Tuesday, October 29th
2:00pm — 3:15pm

Citizens A

Affordable Care Act

Facilitator: John Fullinwider, UT Southwestern Medical Center Library

I’ve been reviewing reports from the Institute of Medicine, and a lot of work has been done to develop ways to explain the law to consumers. I work with small town libraries, and I think there would be great interest in staking out a role for librarians as ACA educators, especially in Texas where there is no state exchange/marketplace and no Medicaid expansion. I also find that many residents and med students don’t know much about the ACA, and there might be a role for us there as well.

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Citizen B

The Joanna Briggs Institute and its nursing systematic review program

Facilitator: Dena Hanson, MLS, AHIP; Cook Children’s Health Care System

Dena won a Postell Award to attend a JBI module. In this session she will share what she has learned—the modules one takes to learn how to write systematic reviews for JBI.

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Citizen C

Challenges Using eBooks as Primary Textbooks for a Medical School Curriculum

Facilitators: Dohn Martin, MLS, AHIP
Melissa Kash-Holley, MLIS, AHIP; Medical Library, Oklahoma State University Center for Health Sciences

This roundtable will provide a forum for discussing experiences and challenges of medical libraries who are providing ebooks as the primary textbooks for a medical school curriculum. Topics of interest to the facilitators include:

- What role does the medical library play in choosing the textbooks for the curriculum?
- What has been the impact on the medical library’s resources budget and funding sources?
- How have faculty/students reacted/adapted to using ebooks as their primary textbooks?
- How have printing resources been affected by the transition to ebooks?
- Are the the ebooks purchased as collections or on an ala carte basis?
- How do students get access to the ebooks, e.g. course management software, libguides, etc.?
- How many concurrent users do the the ebook licenses allow?
- What is the nature of the ebook platforms, e.g. web-based, ebook readers, etc.?

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Continental

Credentialing Round Table

Facilitators: Lynn Yeager, MLIS, AHIP and the SCC Credentialing Committee

The Academy of Health Information Health Professionals (AHIP) is a professional development and career recognition program of the Medical Library Association. Members of the Academy are credentialed as health information professionals by demonstrating their academic preparation, professional experience and professional accomplishments. Academy membership is a designation that helps to recognize the time and effort a librarian has committed to professional development. A Round Table discussion will be held to answer questions about applying to the Academy and how the AHIP distinction can benefit your career!

Metropolitan Room
2:00-3:00pm

Lightning Round #2
**Tuesday, October 29th**  
**Paper Presentations**  
**8:00am — 8:20am**  
**Texas A—Marilyn Goff, Moderator**

Can Semantic MEDLINE Improve Upon the Homemade Semantic Web?

Jason Bengtson, University of New Mexico Health Sciences Center  
Mark Hopkins, Oklahoma University Health Sciences Center  
Jon Goodell, University of Arkansas Medical Sciences

**Objective:** Evaluate Semantic MEDLINE’s automated summarization approach in the context of evolving semantic web frameworks.

**Methods:** A 2011 paper described problems associated with individual users generating semantic markup, a process described as “the homemade semantic web.” The same paper proposed an alternative method for producing web content metadata that would avoid potential abuse by end-users. Our paper examines an approach using the Semantic MEDLINE SemRep engine, discussing advantages, shortcomings, and challenges associated with applying it to the World Wide Web.

**Results:** The authors reviewed literature about Semantic MEDLINE and developing semantic web frameworks in addition to making a site visit to the Semantic MEDLINE development team. The authors examined challenges posed by the creation of a fully semantic web and how tools used by Semantic MEDLINE might provide a better approach to World Wide Web semantic markup.

**Conclusions:** The “homemade semantic web” generates problems that limit its viability for the development of a truly semantic web. The SemRep engine, while not currently adequate for automating web metadata production, could nonetheless form the basis for a more generalized “semantic processing engine” capable of automating production of useful metadata and properly transforming numerous types of web content into usable linked data.

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Texas B—Sarah Knox Morley, Moderator

**Consumer Health Information Resources: Who is providing them?**

Julia M. Esparza, MLS, AHIP  
Montie’ Dobbins, MLIS, AHIP  
Kimberly Pullen, MLIS  
LSU Health, Shreveport, LA

**Objectives:** With the cessation of the MLA benchmark survey, no attempt has been made to determine how consumer health information services (CHIS) are being supplied in healthcare. The only other study that attempted to obtain this data was last completed in 2007 and only covered the hospital setting. Health information professionals need to know the current state of CHIS.

**Methods:** In 2013, researchers undertook the Consumer Health Information Services Survey (CHISS). CHISS is a social behavioral study using descriptive survey methods. The study’s aim is to identify themes on which consumer health information services (CHIS) are being provided in the United States. This study uses nonprobability sampling which is a sample of convenience. The goals were to determine the level of involvement librarians and libraries have in CHIS academic centers, hospitals, health systems and public institutions and detail the CHIS activities in which libraries and librarians participate.

**Results:** From April 15 to April 30, 2013, over 512 participants began the study. Over 471 participants answered some of the questions. The study had equal representation from the East and West coasts and the Mid-West. Hospitals had the highest number of respondents with 196 responses. Questions for the hospitals were answered by 247 entities (hospitals with and without an academic institution) with the majority of them being hospitals with 500+ beds. Local, state, regional and national agencies had over 131 responses, with 122 from libraries. A variety of interesting themes came from the questions answered by the institutions participating.

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Texas C—Tim Mason, Moderator

**LIBRARY PARTNERSHIPS: Oh, the Possibilities!**

Joanne Romano, MLS, Serials & eResearch Librarian

**OBJECTIVE:** To determine if new, strategic partnerships can be initiated between The Texas Medical Center Library (The TMC Library), Baylor College of Medicine (BCM) and University of Texas Health Science Center-Houston (UTHSC-H).

**METHODS:** Cohort study

The TMC Library joined a 22-member cohort of academic and research libraries to participate in the DuraSpace/ARL/DLF 2012 E-Science Institute, to discover new methods of supporting computational scientific research. From September to December 2012, library teams completed coursework that included interviews with key stakeholders at their local research offices. This work culminated in a capstone event attended by the DuraSpace faculty and cohort teams in Washington, D.C.
RESULTS: A strategic plan outlining potential new services at The TMC Library, capable of supporting patron research needs. Our team discovered that both institutions were providing new tools to help researchers share content on a multi-institutional, multi-disciplinary level. UTHSC-H subscribes to Elsevier’s Sci-Val Experts, and library staff will train to assist faculty with this networking tool. BCM built the Virtual Integrated Institutions for Clinical & Translational Research (VII-CTR) platform, which library staff will promote to BCM and partner institutions. In addition, library staff met with the dean of the UT School of Biomedical Informatics, to determine how the library can meet their education needs. Librarians will attend a one-day course in bioinformatics.

CONCLUSION: The TMC Library has successfully developed new partnerships with both BCM and UTHSC-H, using embedded librarianship to connect with researchers, faculty and students, taking library service out beyond the physical space of the library.

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Tuesday, October 29th
Paper Presentations
8:25am — 8:45am

Texas A—Marilyn Goff, Moderator

Improving Health Information Access Equity for Unaffiliated Health Care Practitioners in New Mexico: An Interview Study Using Content Analysis Software

Bradley P1, Getrich C2, and Hannigan G1
University of New Mexico (UNM) Health Sciences Library and Informatics Center (HSLIC) 1,3, and Department of Family and Community Medicine 2, Albuquerque NM

OBJECTIVE: The aim of this study was to examine the information-seeking behaviors (e.g., resources available, satisfaction with current resources, and desired qualities in an information resource) of health care practitioners in New Mexico who are not current faculty, staff, or students at the University of New Mexico. Practitioners not affiliated with UNM do not have access to HSLIC library resources such as databases and electronic journals unless they physically come into the library.

METHODS: We conducted semi-structured interviews with practitioners at the location of their practice or by telephone. The sites were selected through HSLIC contacts and recommendations from the UNM Health Sciences Center Office of Community Health, Health Extension Rural Office. The interview guide consisted of 9-open ended questions, which were approved by the

UNM Human Research Protections Office (HRPO #12-469). The interviews were recorded on 2 iPads and transcribed by the research team. Interview transcripts were analyzed using QSR NVivo9.

RESULTS: We interviewed 51 health care practitioners: 21 physicians, 13 nurses, 9 nurse practitioners, 7 physician assistants, 1 pharmacist in the northwestern, north central, south, southeastern, and metropolitan regions of New Mexico to ensure that we gathered perspectives from a range of practitioners.

CONCLUSIONS: Practitioners interviewed were satisfied with their clinical information resource access. However, they were not satisfied with resources for patient education, indicating that the resources available were not appropriate or relevant for their patient population’s literacy level.

Funded by: the National Library of Medicine prime award # HHSN-276-2011-00007-C and UNM Vision 2020/NM CARES Health Disparities Mini-Grant.

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Texas B—Sarah Knox Morley, Moderator

Being on the frontline: changing our culture – where to begin?

Christine S. Gaspard, MLS; Katherine A. Prentice, MSIS, AHIP
University of Texas Health Science Center at San Antonio, Briscoe Library

Non-Research

OBJECTIVE: Visitors entering the Briscoe Library are presented with one library service desk. The library’s reference desk was removed several years ago. Simple reference questions are handled by support staff at circulation and more in-depth reference and research are referred to on-call librarians. The change to a single service point model presented both opportunities and challenges for librarians, library staff, and library users.

METHODS: After changing to a single service point, staffed by access services staff, from two physical locations (reference and circulation desks), the Head of Access Services and the Head of Education and Information Services realized that something “needed to be done” to improve staff communication and morale. Early attempts included group lunches and in-service training sessions but these steps were largely ineffective. In early 2013, two separate staff meetings, for reference and circulation, were combined into a “Frontline Services Group” and separate email distribution lists were combined.

RESULTS: The group meetings have produced more effective and ongoing communication among Access Services and Information Services staff. The ease of sending one email to one group has
been positively received and assures consistency of information shared with both support staff and librarians.

CONCLUSIONS: While some survey data indicate dissatisfaction with the absence of an independent reference desk, the Front-line Services approach has been successful so far. Staff and library users are becoming accustomed to this service model. From the management perspective, the heads of these sections are pleased with the flexibility and willingness shown by staff to work together.

Texas C—Tim Mason, Moderator

Medical Library Association Membership Dynamics

Hannah Rutledge, Children’s Medical Center, Dallas, TX
Howard Silver, MIT, Cambridge, MA
Len Levin, University of Massachusetts Medical School, Worcester, MA

Non-Research

Objective: This paper will describe the efforts and results of the MLA Membership Committee to initiate an organization-wide discussion on the future of MLA membership.

Description: The 2011 Membership Committee initiated work on a white paper to explore the possibilities of expanding MLA’s membership base beyond our traditional members. A subgroup of the committee was formed to gather data on membership trends and opportunities. They hosted an open forum on membership dynamics at the 2013 MLA Conference. The forum’s purpose was twofold: 1. To present data on the current state of MLA membership and 2. To receive feedback from members on if and how they would like to see MLA expand our membership base.

Methods: Membership statistics were presented at the forum. The attendees were seated at round tables and each was given a list of the same four questions to discuss with their table. There was a scribe at each table to record the opinions and ideas. The input was collected at the conclusion of the open forum.

Results: The open forum drew 33 attendees. There was a strong but cautious desire to expand MLA membership beyond our traditional members. Many welcomed the idea but there was also worry that an expanded membership base would dilute the value of MLA to its traditional members.

Conclusion: All data gathered by this subgroup have been compiled in the Membership Committee’s 2012-2013 report. We encourage all members to discuss the future shape and direction of MLA and its chapters.

Tuesday, October 29th

Paper Presentations

8:50am — 9:10am

Texas A—Marilyn Goff, Moderator

Still “Crazy” After All These Years: The History and Politics of the Diagnostic and Statistical Manual of Mental Disorders.

Daniel E. Burgard, Gibson D. Lewis Health Science Library, University of North Texas Health Science Center at Fort Worth

Non-Research

Background: For over sixty years, the Diagnostic and Statistical Manual of Mental Disorders (DSM) has been used by American health care professionals to classify and diagnose mental disorders. In that time, countless disagreements about the structure and content of the DSM have surfaced, including disputes drawn along gender, sexual orientation, and cultural lines.

Objectives: The presentation seeks to help librarians better serve their users by examining the DSM’s development and fostering awareness of a work that is important to health information professionals.

Methods: Historical analysis is used to examine the DSM, including review of its bibliographic metadata and clinical content.

Results: The DSM’s history exhibits all the dissonance one would expect from the process of humans trying to classify and diagnose disorders arising from the least understood part of the human body, the brain.

Conclusions: The DSM is a human product and its development has mirrored changes in both health professionals’ knowledge and societal values over the past six decades. In spite of ongoing controversies over its structure, content, and application, the DSM is widely used and medical librarians need to be aware of its context in order to offer the best service to their users.

Texas B—Sarah Knox Morley, Moderator

Development of a tool to measure the cognitive labor of research in a health sciences and consumer health library: Adaptation of the “Medical Decision-Making” calculator.

Author/Affiliation: Karen L. Keller, Dena Hanson, Lynne Harmon, Barbara Steffensen. Cook Children’s Medical Center

Research

Objective: To develop a tool for use in nonacademic health sciences libraries to qualitatively and quantitatively demonstrate
the value of research performed by health sciences and consumer health librarians. The tool demonstrates the value of librarian expertise and provides a measure of return on investment (ROI) of professional library staff to administrators and chief finance officers.

**Methods:** Our library had tracked research by “how many searches” since its inception in 1991. The librarians had anecdotally noted an increase in both the time taken to do many of the searches and the complexity of the research being requested.

In February 2012 an informal survey was sent via the Medlib-Listserv for forms or methods currently in use to track research being done in health sciences libraries. From thirteen responses, five academic libraries reported using the READ Scale (Reference Assessment Data Scale). Searches of the literature failed to reveal other tools. We modeled a new instrument after the “Medical Decision-Making” calculator, a tool to measure physician cognitive labor.

**Conclusions:** The majority of our searches are of low to moderate complexity, and require between 30 minutes and 3 hours. Results illustrate current value and ROI of librarians’ expertise, provide evidence to justify future staff increases, identify current customers and future marketing opportunities.

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**Texas C—Tim Mason, Moderator**

Library Initiatives to Improve NIH Public Access Policy Compliance

Mary Ryan, MLIS, MPH, AHIP
University of Arkansas for Medical Sciences

Susan Steelman, MLIS
University of Arkansas for Medical Sciences

Jessie Casella, MLIS
University of Arkansas for Medical Sciences

Research Project Evaluation

**Objective:** The authors will analyze UAMS' institutional compliance with NIH Public Access Policy (PAP) after Library initiatives such as the NIH PAP Pilot project, presentations, customized reports and consultations.

**Methods:** Data Sources used include: NIH Public Access Compliance Monitor (PACM) System, NIH rePORTER, PubMed, eRA Commons and My NCBI accounts of individual researchers and NIH PAP email correspondence. All UAMS PACM System records from January 2008 to July 2013 were used in a program evaluation for NIH PAP compliance status from 2008 to 2013. The authors conducted a review of all assistance from 2010 (when the Library began the pilot project) to July 2013.

**Results:** Results since 2010 will discuss: the grant dollar amounts affected by compliance; the number of researchers provided with customized NIH PAP non-compliance reports; the number of emails responded to for assistance; and the number of NIH PAP presentations to campus groups. UAMS NIH PAP compliance is now at 87% (up from 58% in 2010).

**Conclusion:** Library assistance in NIH PAP compliance has helped improve compliance, improved Library visibility on campus, and provided many networking opportunities with campus groups and departments. Confounding variables include increased motivation of PIs to become compliant in order to maintain their grant support.

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**Tuesday, October 29th**

**Paper Presentations**

**9:15am — 9:35am**

**Texas A—Marilyn Goff, Moderator**

Standing Desks for Improving Librarians’ Health: A Review of the Literature and Strategies for Success

Jessie Casella, MLIS
University of Arkansas for Medical Sciences Library

Jon Goodell, MA, AHIP
University of Arkansas for Medical Sciences Library

**Purpose:** This paper examines how standing desks can potentially improve the health of librarians who spend the majority of their work day at a computer.

**Setting/Participants/Resources:** Two librarians, Jessie Casella and Jon Goodell, at UAMS Library adapted existing library furniture for use as standing desks.

**Methodology:** Literature review and questionnaires were used.

**Brief Description:** One component of this project was a literature search on the topic of prolonged sitting and benefits of standing desks. A second component of this project was feedback from medical librarians who used standing desks for over 7 months.

**Results/Outcomes:** Based on a review of the biomedical literature, prolonged sitting is linked to several detrimental health conditions including increased blood pressure, high blood sugar, excess body fat around the heart and waist and abnormal cholesterol levels. Literature on standing desks indicated this method of work was beneficial and moderately increased caloric
expenditure. Medical Librarians using standing desks reported fewer backaches and lower blood pressure. Regrettably, weight loss was not observed.

Conclusions: More research is needed to determine the full range of benefits and drawbacks of standing desks in the workplace.

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Texas B—Sarah Knox Morley, Moderator

21st Century jobs: a textual analysis of job advertisements published by the Medical Library Association (MLA) from 2001 through 2012

Becky McKay, MA, MLIS, AHIP
Texas A&M University Medical Sciences Library

Research

OBECTIVE: To analyze job advertisements published by the Medical Library Association from 2001 through 2012 as indicators of trends in the demand for medical librarians and for insight into the changing nature of medical librarianship.

METHODS: The Medical Library Association provided the author with Word documents of job advertisements published in MLA News and online at the MLA career development web site (http://www.mlanet.org/jobs/) concurrently (2001-2008) and strictly online from (2008-2012). Any advertisement that ran for more than one month was analyzed only once. Job advertisements will serve as a convenient and accessible proxy to study the state of the profession in the new century. AtlasTi version 7 software is being used to analyze and code the data.

RESULTS: The data will be coded for: year; state; NN/LM region; type of library; area of librarianship; descriptive title; duties; desired skills, traits and knowledge; required years of experience; faculty status; inclusion of diversity language; mention of AHIP; and salary. The author expects to gain insight into the nature of the profession and identify changes and trends in the work of medical librarians through this textual analysis.

CONCLUSIONS: To be determined and reported in the paper.

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Texas C—Tim Mason, Moderator

The Band-Aid project: Developing an outreach service targeting school nurses

April Schweikhard, MLIS
University of Oklahoma-Tulsa, Schusterman Library

Research

Objective: In 2012, the University of Oklahoma-Tulsa Schusterman Library received an award to conduct a health information needs assessment of school nurses in Tulsa County. Based upon results of this pilot study, the library has begun developing outreach services targeting this population group. This paper will describe findings from the completed information needs assessment and resulting collaborations.

Methods: The information needs assessment was a mixed-method pilot study that employed an electronic survey to assess the information needs and behaviors of Tulsa County school nurses and a focus group to further explore their responses.

Results: The health information needs assessment was completed in March 2013. Of the approximate eighty-seven school nurses employed in Tulsa County public schools, fifty-eight completed the electronic survey and five participated in a one-hour focus group session. Findings from the assessment indicated frequent use of health information as part of the school nurse’s responsibilities; however, results also revealed the need for knowledge of free, credible health information resources and skills accessing specific kinds of health information.

Conclusions: Based upon the results of the needs assessment, the Schusterman Library received subsequent funding to develop and conduct training sessions with public school nurses in Tulsa County. The first training session will be held in September 2013.

This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, under Contract No. HHSN-276-2011-00007-C with the Houston Academy of Medicine-Texas Medical Center Library.

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Tuesday, October 29th

Paper Presentations

9:40am — 10:00am

Texas A—Marilyn Goff, Moderator

Personal Branding as a Road to Success

Ana D. Cleveland and Jodi L. Philbrick, Health Informatics Program, Department of Library and Information Sciences, University of North Texas

Purpose: This paper provides an overview of personal branding, including a definition of the term and how to use it effectively for professional success.
**Description:** An exploration of the concept of personal branding will be presented by examining the literature of business and library and information sciences. The authors will discuss strategies to build your personal brand. Activities that you can use to enhance your personal brand will be illustrated, and examples of successful personal branding will be shared.

**Outcome:** Information professionals in the audience will have gained an understanding of personal branding and how it can be used in the workforce to communicate their value.

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**Texas B—Sarah Knox Morley, Moderator**

phpScheduleIt: An Open Source Solution for a Room Reservation System

Jeremy Mercier, University of North Texas (UNT)
Eric Willman MSIS, University of Texas Health Science Center at San Antonio (UTHSCSA)

**Paper Classification:** Non-Research

**Project Status:** In-progress

**Objective:** As part of an internship/capstone project, create a room reservation system for the Health Science Center library that allows students to self-reserve group study rooms and adheres to very specific system and user requirements. System requirements include: must be open source, support admin specific privileges, limit number of reservations, limit future reservations, email notifications, ActiveDirectory/LDAP integration, and provide user privacy. User requirements include: customer satisfaction, intuitive interface, quick and efficient reservation creation, and support to edit or cancel reservations.

**Method:** After a preliminary evaluation of alternatives, phpScheduleIt, an open source reservation and scheduling tool, was selected for the implementation of a room reservation system. Out of the box, phpScheduleIt had many built-in features that were intuitive to the needs of a room reservation system while providing the opportunity to completely customize the rest of the system to our specific needs. The system was customized over Apache, PHP, MySQL, and CSS.

**Result:** In roughly a month’s time, a fully functional, and automated, room reservation system was created with the success of meeting all predefined system and user needs.

**Conclusion:** Unfortunately, due to stringent time restraints accompanying the internship, extensive usability tests were not completed. In house testing of the system proved successful, but user testing on a larger scale will be completed in the near future to ensure usability of the system before it goes live. Despite this, phpScheduleIt proved a viable open source option for building out a reservation system in a limited timeframe.

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**Texas C—Tim Mason, Moderator**

The Role of Libraries: CTSA Institutions & Community Engagement

Peg Seger, Head of Outreach Services
Rajia Tobia, Executive Director of Libraries
Jonquill D. Feldman, Director of Briscoe Library & Outreach Services
Greysi Reyna, Assistant Library Director for the Ramirez Library
Kathy Carter, Ramirez Librarian
Affiliation: Briscoe Library, University of Texas Health Science Center at San Antonio

**Objective:** Through an award received from the NN/LM SCR, the UT Health Science Center Libraries in partnership with Area Health Education Centers (AHECs), sought to identify and promote the role of librarians in institutions that have received NIH Clinical and Translational Science Awards (CTSA) particularly in the area of Community Engagement.

**Methods:** The project had two components: 1) to host two Asset Based Community Development (ABCD) workshops at UT Health Science Center Libraries in San Antonio and Harlingen in order to support community engagement efforts in these areas and in the other CTSA funded areas within the NN/LM SCR region by training CTSA librarians and others in the concepts of ABCD and 2) to host a strategic planning session for CTSA librarians with the goal of developing a strategic plan to promote librarian interactions with their CTSA administrators and investigators.

**Results:** Feedback from surveys revealed a wide variety of roles and levels of involvement among librarians at CTSA institutions in Community Engagement and other key CTSA functional areas. ABCD Workshop evaluations indicated that Librarians and community stakeholders learned key skills from participation. As a result, a meaningful strategic plan was developed to promote and increase librarian interaction with CTSA.
Texas A—Marilyn Goff, Moderator

**Promoting the Environmental Health Student Portal through School Science Teachers and Librarians**

David C. Duggar, Reference Librarian
Charles Tudor, Systems Librarian

**Department of Medical Library, LSU Health Shreveport.**

**Objective:** This paper will discuss the methods of promotion, the success and failure of the team classroom project, and the discoveries made as exhibitors during the 2012-2013 year in promoting the Environmental Health Student Portal.

**Description:** July 1, 2010 Louisiana adopted the Common Core State Standards for English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects (http://www.corestandards.org/). With full implementation of assessment of these standards in Louisiana in the 2013-2014 academic year, resources for teachers to use to meet the goals for their students were critical in the 2012-2013 academic year.

The Environmental Health Student Portal (EHSP), http://kidsenvirohealth.nlm.nih.gov/, was introduced to the region at the October 2011 Annual Meeting of the South Central Chapter/Medical Library Association.

Through Year 02 of the 2011-2016 NN/LM SCR Outreach Express Award, librarians at Louisiana State University Health Sciences Center – Shreveport (LSUHSC-S) promoted the EHSP as a resource for environmental health education and career guidance to Caddo Parish schools science teachers and librarians. Methods of promotion included in-service training, the team classroom project, and state conference exhibit and presentation.

**Results:** Teachers and librarians were receptive to the EHSP and the resources it provided for student projects and classroom learning. The team classroom projects as designed in the Outreach Award while successful, needed a second year to fully reach its goals. Opportunities to reach an environmental education focused audience were discovered while exhibiting.

**Conclusion:** The EHSP is an effective resource for environmental health education in all grade levels in and outside the school setting.

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Texas B—Sarah Knox Morley, Moderator

**Blazing New Trails: Creating a Core List of Veterinary Monographs**

Heather K Moberly¹, Jessica R Page², Esther E Carrigan³

1. Medical Sciences Library, 4462 TAMU, Texas A&M University, College Station, TX 77843-4462
2. Veterinary Medicine Library, 1900 Coffey Road, The Ohio State University, Columbus, OH 43210

**Research Project is work in progress**

**Objectives:** Create an authoritative list of key veterinary monographs for veterinary, agricultural, animal health, and medical libraries. This list will provide a collection development tool to customize local holdings based on the objectives and goals of the institution.

**Methods:** Adapt methods developed by Ugaz et al. for the “Basic List of Veterinary Medical Serials, Third Edition” (2010) for use with monographs. Develop an online tool to survey librarians at American Veterinary Medical Association (AVMA)-accredited veterinary schools as to the relative value of individual books, organized by specialty, is a key component of the methodology. A weighted formula to rank titles using survey results, required readings for AVMA Recognized Veterinary Specialty Organization (AVMA RSVO) boards certifications, lists of required and recommended texts, and standard bibliographic tools is in development.

**Results:** Application of the methodology used in building a core list of veterinary serials appears very promising. It is also being supplemented with comparable, additional inputs as needed to complete the decision matrix. Use of the readings for the AVMA RSVO boards certifications proved completely transferable to this project. Input from librarians and veterinary practitioners can also readily be included in this project. Required and recommended texts from representative veterinary curricula will enhance the original serial methodology.

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Texas C—Tim Mason, Moderator

**When Cancer Hits Home: A Personal and Professional Perspective**

Margaret Vugrin, MSLS, AHIP, Texas Tech University Health Sciences Center, Preston Smith Library, Lubbock, Texas
Davor Vugrin, MD, FACP, Texas Tech University Health Sciences Center, School of Medicine, Clinical Faculty & Director, Cancer Control Center, Lubbock, Texas
Objective: Caretaking is a process that is difficult to understand until you have actually experienced it. Though each case is unique, we would like to share the constants that may make this an easier road to travel.

Description: This presentation will be a narrative of the ups and downs of the caretaking process when one's close family member is diagnosed with cancer. It will also present how being a health professional, a medical librarian, impacts this process.

Discussion: Where does one begin? Being a clinical medical librarian helps. Much more than I knew, before I started on this road. Knowledge of patients, doctors, offices, hospitals and medical systems does not make this an easy challenge. Cancer brings together many strange bedfellows: families, emotions, past histories, misunderstandings, love and affection. We handled each roadblock and bump as best as we could. We learned which were the ones to pay attention to and which ones not. We learned the importance of little moments, of memories we created for a lifetime. We learned the importance of good transitions. We also learned when it was time to let go.

Conclusion: The caretaking process is a difficult and stressful time for everyone. Having some understanding of the medical world makes it that much easier.

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Tuesday, October 29th
Paper Presentations
10:30am — 10:50am

Texas A—Marilyn Goff, Moderator

Are We Prepared? Our First Steps in Promoting Disaster Preparedness in Northwest Louisiana through the Public Libraries

David C. Duggar, Reference Librarian; Department of Medical Library, LSU Health Shreveport
Paula Craig, Head Librarian, NSU College of Nursing & Allied Health Library
Montie' Dobbins, Head User Access Services
Talicia Tarver, Digital & Information Services Librarian
Charles Tudor, Systems Librarian; Department of Medical Library, LSU Health Shreveport

Objective: This paper will discuss the preliminary program, the first two disaster programs, and the partnerships being built by two academic medical libraries with two public library systems through a NN/LM SCR Disaster Preparedness Award.

Description: Through a NN/LM SCR Disaster Preparedness Award, librarians at Louisiana State University Health Science Center – Shreveport (LSUHSC-S) and Northwestern State University of Louisiana Shreveport College of Nursing & Allied Health are partnering with Shreve Memorial and Bossier Parish Libraries, the two public library systems of Caddo and Bossier Parishes, to educate citizens on disaster preparedness.

Through a campaign called “Are You Prepared?” four programs will be offered at both public library systems on emergency planning for disasters particular to this region of Louisiana. Librarians are working with the Local Emergency Planning Committee of the Caddo-Bossier Office of Homeland Security and Emergency Preparedness to identify guest speakers and resources specific for the area in the event of a disaster.

Results: Mobile apps, fires, and floods, oh my! Each program has built upon its predecessor in size and activities during the first half of the Award year. Post-program debriefings analyzing audience responses and public librarians’ input are resulting in changes for following programs.

Conclusion: Awareness and buy-in is critical from the public librarians, especially in collection development, public relations, and programming for specific patron age groups. Riding popular themes in hit books and movies while avoiding entrapment in survivalist and dystopian worlds in public library programming can be a challenge.

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Texas B—Sarah Knox Morley, Moderator

Creating a customizable bibliometric methodology to define an interdisciplinary serials list outside a subject area

Heather K. Moberly, Texas A&M University
Jessica R. Page, The Ohio State University
Gregory K. Youngen, Indiana State University
Barbara J. Hamel, University of Wisconsin – Madison

Objective: To develop a customizable methodology for defining an interdisciplinary serials list.

Methodology: This study identified veterinary medical research published by faculty at the 28 American Veterinary Medical Association accredited veterinary schools as the case study data set. Eleven years of citation data was collected from Thompson Reuters’ Web of Knowledge and analyzed. The analyses were exported into Microsoft Excel, several fields were normalized, pivot tables were created for each parameter, and data was uploaded into the Many Eyes visualization tool. Data was compared to the current core veterinary serials list. Pivot tables and Many Eyes illustrated trends in the data which were further clarified using Bradford’s Law and creating a Bradford-Zipf plot.

Results: Only 56% of articles were published in the core veterinary journals and while the number of publications increased
during the study timeframe, publications outside the core increased at a more rapid rate. Bradford zones of scatter for journals including at least two publications show nine journals in zone one, 27 in zone two, 93 in zone three and 1220 in zone four demonstrating great breadth in veterinary publications and a dramatic Bradford-Zipf plot.

**Conclusion:** Veterinary medical research publication data provided an appropriate dataset to develop a bibliometric methodology to analyze research output from a set population and define non-core journals in which that population publishes.

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**Texas C—Tim Mason, Moderator**

**Reaching Patients Through an Interactive Patient System: New Responsibilities for a Hospital Librarian**

Lauren Wojcik, McLane Children’s Hospital Scott & White

**Non-Research**

**Objective:** This paper will discuss efforts to modify staff and patient perceptions of the hospital’s interactive patient system (IPS) and increase use of the system for health education, relaxation, and other wellness-related purposes.

**Methods:** Since 2011, McLane Children’s Hospital has partnered with Skylight Healthcare Systems to offer an interactive patient system (IPS) to patients and families. The hospital librarian is a member of the three person team charged with managing the system. The IPS provides the hospital with numerous tools to improve the patient experience, yet by mid-2012 it became clear that the full potential of the system was not fully realized. The team developed a strategy to change the way staff and patients perceived and used the IPS.

**Results:** By collaborating with clinicians, adding additional content in target areas, and working with nursing staff to push health education directly to patients, the hospital successfully increased health and wellness related activity on the IPS.

**Conclusion:** Interactive patient systems can be successfully used to deliver quality health information at the point of need. Librarians bring to these initiatives expertise in areas such as content evaluation, licensing, and activity tracking and reporting. In addition, involvement with the IPS may enhance the visibility and value of the librarian’s position with the organization by tying the library more visibly to patient care.

Tuesday, October 29th

**Paper Presentations**

10:55am — 11:15am

**Texas B—Sarah Knox Morley, Moderator**

**Academic Health Sciences Libraries Tweeting their Way to Reach Users**

Jodi L. Philbrick and Ana D. Cleveland
Health Informatics Program, Department of Library and Information Sciences, University of North Texas

**Objective:** The objectives of this study are: (1) to identify how many academic health sciences libraries are using Twitter to communicate with their users, (2) to analyze the nature of the tweets that academic health sciences libraries are sending, and (3) to compare and contrast the Twitter usage of academic health sciences libraries by geographical region.

**Study Population:** Web sites of the academic health sciences libraries that are members of the Association of Academic Health Sciences Libraries (AAHSL) and the Twitter feeds of the academic health sciences libraries.

**Methods:** The researchers will analyze the academic health sciences libraries’ web sites and Twitter feeds (for two separate months) to determine how many are using Twitter, the nature of the tweets, and to compare and contrast the Twitter usage by geographical region.

**Anticipated Results:** Preliminary data analysis shows that most academic health sciences libraries use Twitter and the nature of the tweets are about information resources, announcements, and events. Data are still being analyzed regarding geographical information.

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**Texas C—Tim Mason, Moderator**

**Literature Analysis as Medical Education: Librarians Facilitate Book Discussion Elective**

Deidra Woodson, MLS, MA, MT (ASCP), Metadata & Digitization Librarian
Donna F. Timm, MLS, AHIP, Head of User Education
Dee Jones, MLS, AHIP, Head of Cataloging
LSU Health Shreveport, Health Sciences Library, Shreveport, LA

**Non-Research**

Tuesday, October 29th

**Paper Presentations**

10:55am — 11:15am

**Texas B—Sarah Knox Morley, Moderator**

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Jodi L. Philbrick and Ana D. Cleveland
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*****

**Texas C—Tim Mason, Moderator**

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Deidra Woodson, MLS, MA, MT (ASCP), Metadata & Digitization Librarian
Donna F. Timm, MLS, AHIP, Head of User Education
Dee Jones, MLS, AHIP, Head of Cataloging
LSU Health Shreveport, Health Sciences Library, Shreveport, LA

**Non-Research**
Objectives: Literature analysis is an important educational method that helps develop critical thinking and reasoning skills. Both abilities are essential for physicians; therefore, medical librarians decided to implement a book discussion elective for first year medical students.

Methods: Medical librarians submitted a class proposal to the curriculum committee. Upon approval, the librarians selected two books for the course, based on reviews, subject matter, and format. One book was a collection of essays about the experiences of Harvard medical students, and the other was a collection of essays about physicians in rural medical practice. During the class sessions, students randomly selected questions, and each student led discussions based on those issues. For one book, the librarians drafted the questions, and, for the other, the students submitted them.

Results: Eight students registered for the class, which was the optimal class size for in-depth discussions. The format of the books proved to be ideal for this type of discussion because the collections of essays and stories provided a variety of clinical experiences for the students to contemplate. The students’ evaluations were overwhelmingly positive and provided insightful comments about topics addressed.

Conclusions: This literature analysis encouraged students to consider practice challenges that are not normally addressed in the standard curriculum. The students were enthusiastic about the unique content of this elective, as evidenced by their animated participation and level of preparation. Based on the favorable evaluations, the librarians will continue to offer this elective for future first year medical students.
Social Events

Saturday, October 26th
6:30pm— 8:30pm
Promenade & Bar

Informal Meet & Greet with SCC President
Susan Steelman

Everyone is invited to enjoy a drink with the SCC President, Susan Steelman, at this meet and greet happy hour.

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Sunday, October 27th
3:00pm— 4:00pm
Texas C & D

New Member Reception

New members and first time attendees join us for a big SCC welcome.

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Sunday, October 27th
7:00pm— 9:00pm
Promenade

Welcome Reception

Prepare yourself for the days and nights to come as we welcome you to Panther City and the historic Hotel Texas, now known as the Fort Worth Hilton. Located on the Promenade, the Welcome Reception will give you the opportunity to relax after the first few days of meetings and CE, catch up with friends and colleagues you haven’t talked to since Lubbock, have a bite to eat and enjoy a cocktail. No cowboys this night, just culture while you enjoy the music of jazz guitarist, Antonio Wicker. Then head out to enjoy the fine restaurants that downtown Fort Worth has to offer within walking distance of the Hilton or head off to Karaoke.

Sunday, October 27th
9:00pm— 12:00am
Crystal Ballroom B

I ♥ Karaoke... Karaoke is back!

Derek Halling and his fabulous karaoke machine will make a stop in Fort Worth. Calling all singers, waiters, croakers – it’s your chance to dazzle us with your talents. Here’s the 411: karaoke will happen after 9pm on Sunday, October 27. There will be fun prizes for the best performance, most original performance, and more. To get into the karaoke room, you need to have this year’s armadillo pin. Let’s chillax!

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Monday, October 28th
6:30pm—10:00pm
National Cowgirl Museum & Hall of Fame
1720 Gendy Street
http://www.cowgirl.net/

40th Anniversary Celebration

Get your Cowgirl and Cowboy chic on as we spend the evening at the beautiful National Cowgirl Museum and Hall of Fame. The National Cowgirl Museum and Hall of Fame honors and celebrates women, past and present, whose lives exemplify the courage, resilience, and independence that helped shape the American West, and fosters an appreciation of the ideals and spirit of self-reliance they inspire. Enjoy an evening of gourmet western cuisine. Dance to the music of country music star Jolie Holliday. View the first public venue to have on display - Hanskaska: The Shirt Wearing, The Plains Indian Art of Cathy A. Smith. Visit the gift shop. Buses will run continuously from the Hilton to the museum and back to the hotel from 6:15 to 10:15pm.

Photography is allowed outside, in the gift shop, rotunda and the gallery on the first floor. Please, no photography is allowed on the second floor where the artifacts are displayed.
Tuesday, October 29th
6:30am—8:00am
Main Lobby

Yankee Book Peddler / Majors Walk

Do you like to get up at the crack of dawn and are you ready for some exercise? Then come join us for our annual SCC / YBP Health Walk! Participants should meet in the main lobby of the Hilton on Tuesday morning at 6:30. We’ll walk, have fun and hopefully come across a Starbucks for some coffee/breakfast before heading back to the hotel. The Walk was originally started by the folks at Majors and has been a “happening” for 25 years. So, help us keep it going - see you there!

*****

Tuesday, October 29th
2:00pm—3:00pm
Texas D

Hospital Librarianship Forum

Hospital librarians, academic and corporate supporters of hospital libraries, and students are invited to attend the inaugural forum to discuss the issues and challenges facing librarians and libraries in hospital settings. Dixie Jones, MLA President and Jodi Philbrick, upcoming SCC President, will be participating in this very important discussion. Sponsored by (it will be either) South Central Chapter Hospital Library Interest Section or Hospital Library Section Medical Library Association.

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Tuesday, October 29th
6:30pm—8:00pm
Meet in Promenade

Dine Arounds

Dine Arounds for SCC 2013 will be hosted on Tuesday, October 29th prior to the Halloween Party. A wide variety of restaurants throughout Fort Worth have been selected and a group of fun, interesting foodie guides are excited to share some of the very best in Fort Worth fare with you! Each Dine Around host will arrange for transportation and finalize reservations for attendees based on the sign-up lists at the close of the Hospitality Table on Monday, October 28th, so be sure and stop by early to put your name on the list.

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Tuesday, October 29th
8:00pm—10:00pm
Crystal Ballroom A & B

Halloween Party

Enjoy a festive party in the spirit of Halloween (costumes optional) with dancing, refreshments, prizes, photo-booth, psychic readings and much more.

Historical note, this is the second SCC Halloween Party held at the annual meeting. The first one was in 1986 in Fort Worth.

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