



Welcome!

The North Dakota Library Association and its Health Science Information Section welcome you to Fargo, North Dakota, for the 2005 annual meeting of the Midwest Chapter of the Medical Library Association, from September 16 through September 20. Help us recapture the spirit of the amazing expedition of Lewis and Clark and the Corps of Discovery. Join us to celebrate the bicentennial of their journey on our "Routes to Discovery" as we navigate the frontier of health information and innovation.

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Conference Planning Committee

Co-chairs	Mary Markland & Judy Rieke <i>University of North Dakota</i>
Continuing Education	Ardis Haaland <i>Fargo, ND</i>
Exhibits & Sponsors	Joan Zivich <i>Community Hospital, Munster, IN</i> Judy Rieke <i>University of North Dakota</i>
Finance	Mike Safratowich <i>University of North Dakota</i>
Hospitality	Diane Nordeng <i>Fargo VA Hospital</i> Leeila Bina <i>Bismarck, ND</i>
Local Arrangements	Mary Markland <i>University of North Dakota</i>
Program	Karen Anderson & Barb Knight <i>University of North Dakota</i> Frances Cockrum <i>Mayo Clinic, Rochester, MN</i>
Publicity & Printing	Lila Pedersen <i>University of North Dakota</i>
Registration	Ann Pederson <i>Altru Health System, Grand Forks</i>
Technology	Bryan Vogh <i>Greater Midwest Region, Chicago</i>
Webmaster	Karen Anderson <i>University of North Dakota</i>



Routes to Discovery at a Glance

	Friday Sept 16	Saturday Sept 17	Sunday Sept 18	Monday Sept 19	Tuesday Sept 20
	Registration 4 pm – 7 pm	Registration 7 am – 6 pm	Registration 7 am – 6 pm Exhibits 8:30 am - 4:30 pm	Registration 7 am – 6 pm	Registration 7 am – noon
7:00 am	<ul style="list-style-type: none"> Breakfast 7:00-8:30 	<ul style="list-style-type: none"> Breakfast 7:00-8:30 	<ul style="list-style-type: none"> Breakfast 7:00-8:30 Sunrise seminars 7:30-8:30 	<ul style="list-style-type: none"> Breakfast opens 7:00; GMR & NLM updates 7:30-9:00 	<ul style="list-style-type: none"> Breakfast 7:00-8:30
8:00 am	<ul style="list-style-type: none"> CE: Measuring Your Impact 8:00 am-3:00 pm 	<ul style="list-style-type: none"> HealthWeb 8:00 am-5:00 pm CE: Copyright 8:00 am-5:00 pm CE: Research 8:00 am-noon 	<ul style="list-style-type: none"> Exhibits open 8:30 		CEs 8:00-noon: <ul style="list-style-type: none"> JCAHO EBM Literature
9:00 am		<ul style="list-style-type: none"> Bonanzaville tour 9:15-11:45 	<ul style="list-style-type: none"> Opening remarks 8:50 Keynote Monica Mayer 9:00-10:00 	<ul style="list-style-type: none"> Poster session 9 am-2:45 pm Presenters available 9:00-10:00 Break 9:30-10:00 	<ul style="list-style-type: none"> PRACS tour 8:45-11:30
10:00 am			<ul style="list-style-type: none"> Break 10:00-0:30 	<ul style="list-style-type: none"> Mary Wakefield 10:00-11:30 	
11:00 am			<ul style="list-style-type: none"> Joe Janes 10:30-11:30 		
12:00 noon		<ul style="list-style-type: none"> Box lunch 11:45-1:15 (advance purchase only) 	<ul style="list-style-type: none"> Lunch with exhibitors & MLA Update 11:30-1:00 	<ul style="list-style-type: none"> Chapter business meeting & lunch noon-1:30 	
1:00 pm		<ul style="list-style-type: none"> CE: Publication 1:00-5:00 Hjemkomst tour 1:15-4:15 	<ul style="list-style-type: none"> Free time 1:00-1:30 Contributed papers 1:30-3:30 		
2:00 pm				<ul style="list-style-type: none"> Ann McKibbon 1:45-2:45 	
3:00 pm				<ul style="list-style-type: none"> Break 2:45-3:00 	
4:00 pm	<ul style="list-style-type: none"> Board meeting 4:00-10:00 		<ul style="list-style-type: none"> Exhibitors' Reception 3:30-4:30 Exhibits close 4:30 	<ul style="list-style-type: none"> GMR tech forum 3:00-5:00 	
5:00 pm		<ul style="list-style-type: none"> Hosted dinners 5:00-8:00 	<ul style="list-style-type: none"> Fargo Theatre 5:30-10:30 	<ul style="list-style-type: none"> Conference planners mtg. 5:00 	
6:00 pm				<ul style="list-style-type: none"> Dinner on your own 	
7:00 pm		<ul style="list-style-type: none"> Dessert Recep. 8:00 new attendees 8:30 everyone 			
8:00 pm					

**Time zone**

To our friends traveling from the East, please remember that North Dakota is on Central Daylight Time during the conference.

The weather

The autumnal equinox in North Dakota is generally a time of comfortable temperatures, but with some variability. It could be warm (in the 60s or 70s), but not uncomfortably so, and not humid. Or it could be cooler, and nights possibly could dip into the 30s. So bring at least a light jacket. An umbrella may be useful also.

Hotel

The Holiday Inn of Fargo is the official site of the 2005 Midwest Chapter annual meeting. It is located at 3803 13th Ave. South. Amenities include:

- WIRELESS Internet access in the public spaces and in the guest rooms
- swimming pool and whirlpool
- Shipwreck Bay Water Playland, with a replica pirate ship and 5 water slides—bring the kids!
- exercise room
- *Innspirations* gift shop, featuring framed prints, jewelry, children's items, garden accessories and more
- [West Acres Mall](#), located directly across the street

A block of rooms at the [Holiday Inn](#) is reserved at the rate of \$83.00 + 10.5% tax (\$91.72 total) until August 20. Reserve your room early—there is a lot going on in Fargo over the weekend of the conference. The Holiday Inn numbers are: 877-282-2700 or 701-282-2700. The booking code is MLA.

Transportation & parking

Fargo is served by Northwest Airlines and United Airlines. The Holiday Inn provides a free airport shuttle. [Amtrak](#) also comes to Fargo. The Amtrak station is downtown, and you may call for a taxicab from Doyle's Yellow Checker Cab (235-5535) or Lucky 7 Taxi (235-1717).

Local Attractions

There is a wonderful fine arts museum, **Plains Art Museum**, set in a beautifully renovated turn-of-the-century warehouse in downtown Fargo (<http://www.plainsart.org>). While downtown, visit the eclectic **Zandbroz Variety** for a unique shopping experience that "is the antithesis of WalMart". Zandbroz is home to "Dakota Soda", an old-fashioned sweet shop. At the new **Fargo Air Museum** (<http://www.fargoairmuseum.org/>), located near the Fargo Airport, you will see historic aircraft from World War II and earlier. For sports fans, the **Roger Maris Museum** (<http://www.rogermarismuseum.com/>) traces the career of legendary Fargo athlete Roger Maris, who as a New York Yankee hit 61 home runs during the 1961 season, breaking the longstanding record of the great Babe Ruth. Located right across the street from the Holiday Inn in the West Acres Mall, you will see the actual film of Roger's last 12 homers of 1961, along with his uniforms, baseball equipment and other memorabilia.

**Friday, September 16**

- 7:00 am – 8:30 am
Mezzanine 3 *Breakfast buffet*
Sponsored by NN/LM-Greater Midwest Region
- 8:00 am – 3:00 pm
Mezzanine 1 & 2 *Continuing education course:*
Measuring Your Impact: Using Evaluation to Demonstrate Value
Sponsored by NN/LM-Greater Midwest Region
- 4:00 pm – 10:00 pm
Executive Room
Dinner in Board Room *Midwest Chapter board meeting*
- 4:00 pm – 7:00 pm
Atrium *Registration*

Saturday, September 17

- 7:00 am – 6:00 pm
Atrium *Registration*
- 7:00 am – 8:30 am
Embassy & Royale *Breakfast buffet*
- 8:00 am – 12:00 noon
Director's *Continuing education course:*
Research for Beginners: Seven Steps to Success
- 8:00 am – 5:00 pm
Board *Continuing education course:*
Prescription for Copyright: Know the Law!
Sponsored by New England Journal of Medicine
- 8:00 am – 5:00 pm
Executive *HealthWeb annual meeting*
- 9:00 am – 12:00 noon
Bus at West entrance *Bonanzaville USA tour:*
bus loads to leave at 9:15 am, bus returns to hotel at 11:45 am
- 11:45 am – 1:15 pm
Conference *Box lunch (advance purchase required)*
- 1:00 pm – 5:00 pm
Director's *Continuing education course:*
Developing a New Role for Librarians: Teaching the Publication Process
Sponsored by New England Journal of Medicine
- 1:15 pm – 4:15 pm
Buses at West entrance *Heritage Hjemkomst Interpretive Center and Red River Tour:*
bus loads to leave at 1:15 pm, bus returns to hotel at 4:15 pm
- 5:00 pm – 8:00 pm *Hosted dinners ("dine-arounds")*
Meet at registration desk in Atrium
Buses to downtown leave every half hour; buses are available to everyone
- 8:00 pm – 10:00 pm
Dakota *Welcome dessert reception*
New members and attendees, 8:00 – 8:30; everyone, 8:30 – 10:00
Sponsored by Swets

**Sunday, September 18**

- 7:00 am – 6:00 pm *Registration*
Atrium
- 7:00 am – 8:30 am *Breakfast buffet*
Embassy & Royale
- 7:30 am – 8:30 am *Vendor sunrise seminars:*
Mezzanine 1 & 2 *Elsevier MDConsult / FirstConsult*
Mezzanine 3 *Nature Clinical Practice Update*
- 8:30 am – 4:30 pm *Exhibit hall open*
Sterling & Crowne
- 8:50 am – 10:00 am *Opening session: welcome & keynote address*
Dakota *Monica Mayer, MD: Medical Aspects of the Lewis & Clark Expedition*
Sponsored by Elsevier
- 10:00 am – 10:30 am *Beverage break*
Sterling & Crowne *Sponsored by Annual Reviews*
- 10:30 am – 11:30 am *Invited speaker: Joe Janes, PhD, MLS*
Dakota *Reference of the Future*
Sponsored by Ovid
- 11:30 am – 1:00 pm *Lunch with exhibitors and MLA update*
Embassy & Royale
- 1:00 pm – 1:30 pm *Free time*
- 1:30 pm – 3:30 pm *Contributed papers, concurrent sessions; papers change each half hour*
Director's, Board
& Executive
- 3:30 pm – 4:30 pm *Exhibitors' reception*
Sterling & Crowne *Sponsored by Elsevier*
- 5:30 pm – 10:30 pm *Fargo Theatre dinner and film*
Buses at West entrance

Monday, September 19

- 7:00 am – 6:00 pm *Registration*
Atrium
- 7:00 am – 9:00 am *Breakfast buffet and NLM & GMR updates*
Embassy & Royale *Update begins at 7:30 am*
- 9:00 am – 2:45 pm *Poster session – presenters available 9:00–10:00*
Sterling & Crowne
- 9:30 am – 10:00 am *Beverage break*
Sponsored by Annual Reviews
- 10:00 am – 11:30 am *Invited speaker: Mary Wakefield, PhD, RN, FAAN*
Dakota *Patient Safety*
Sponsored by University of North Dakota School of Medicine & Health Sciences



Monica Mayer, MD Keynote Speaker

Medical Aspects of the Lewis and Clark Expedition

Sponsored by Elsevier

Sunday, Sept 18
9:00 – 10:00 am

Dakota Hall

Dr. Monica Mayer's Indian name is "Good Medicine." She was born and raised on the Fort Berthold Indian Reservation in New Town, North Dakota, where she is an enrolled member of the Mandan, Hidatsa, and Arikara Tribes.

She graduated in 1978 from New Town High School, where she was a two-time all-state girls basketball player for North Dakota. She graduated from Northern Arizona University in 1982 with a Bachelor of Science degree in education, then taught biology at Coconino High School in Flagstaff, Arizona.

Dr. Mayer attended the University of North Dakota in Grand Forks to complete pre-medicine studies and received her M.D. from the University of North Dakota School of Medicine in 1995. While at UND she served in the United States Army Reserve from 1984-1990 as an army medic and medical supply specialist.

Her residency training for family medicine was completed in 1999 at the UND Family Practice Center in Minot, North Dakota. She returned to her hometown after that to start her practice at the Trinity Community Clinic-New Town, where she is employed by Trinity Health of Minot.

Joe Janes, PhD, MLS Reference of the Future

Sponsored by Ovid

Sunday, Sept. 18
10:30 – 11:30 am

Dakota Hall

Dr. Joseph Janes is associate professor and associate dean for academics at the Information School of the University of Washington and Founding Director of the Internet Public Library. A frequent speaker in the U.S. and abroad, he is the co-author of eight books on librarianship, technology, and their relationship. He wrote *Introduction to Reference Work in the Digital Age* and writes the "Internet Librarian" column for *American Libraries* magazine. He holds an M.L.S. and a Ph.D. from Syracuse University, and has taught at the University of Michigan, the University of North Carolina at Chapel Hill, the State University of New York at Albany as well as at Syracuse and at the University of Washington.

Dr. Janes will be speaking on "Reference of the Future." He says that what we have traditionally known as "reference" looks very different today than it did even five years ago. We have new resources, new modes of interacting with new kinds of users with new information needs in several new contexts. This presents an exciting challenge, to adopt and adapt our practice to this new information world... and a vague sense of unease that perhaps the days for "reference" as we have known it are numbered. In this session, we'll look at what may or may not be happening to reference work and where we might go from here.

Mary K. Wakefield, PhD, RN, FAAN

Patient Safety

Sponsored by University of
North Dakota School of
Medicine & Health Sciences

Monday, Sept. 19
10:00 – 11:30 am

Dakota Hall

Dr. Mary Wakefield is associate dean for rural health and director of the Center for Rural Health at the School of Medicine and Health Sciences, University of North Dakota in Grand Forks.

Dr. Wakefield has expertise in rural health care, quality and patient safety, Medicare payment policy, workforce issues, and the public policy process. She has presented nationally and internationally on public policy and strategies to influence the policymaking and political process. She has written many articles and columns on health policy, and she is on the editorial board of a number of professional journals, including *Journal of Rural Health*, *Nursing Economics*, and *Annals of Family Medicine*.

From 1996 through 2001, Dr. Wakefield served as professor and director of the Center for Health Policy, Research, and Ethics at George Mason University, Fairfax, VA. From 1993 to 1995 she was the chief of staff for U.S. Senator Kent Conrad (D-ND). From 1987 until 1992, she served as legislative assistant and Chief of Staff to Senator Quentin Burdick (D-ND). Throughout her tenure on Capitol Hill, Dr. Wakefield advised on a range of public health policy issues, drafted legislative proposals, and worked with interest groups and other Senate offices.



Dr. Wakefield serves on many health-related advisory boards on the local, state and national levels. Currently, she is a member of the Health Services Board, Institute of Medicine; commissioner on the Medicare Payment Advisory Commission (which is responsible for advising the U.S. Congress on the Medicare program); and serves on the Catholic Health Initiatives Board of Stewardship Trustees.

Dr. Wakefield will be speaking on Patient Safety. Her objectives are:

- 1) To describe medical errors in the context of quality problems.
- 2) To delineate current organizational and public policy efforts to improve patient safety.
- 3) To evaluate challenges to error reduction and opportunities for improvement.

**Ann McKibbon,
PhD, MLS**

***Evidence-Based
Healthcare Past,
Present, and Future:
Implications for
Librarians***

Sponsored by Wiley

Monday, Sept 19
1:45 – 2:45 pm

Dakota Hall

Dr. Ann McKibbon has worked as a medical librarian since 1972 in academic and special libraries, although most of her time was spent in the Department of Clinical Epidemiology and Biostatistics at McMaster University in Hamilton, Ontario. She worked on research projects related to information retrieval and evidence-based health care, including evaluation of MEDLINE systems and the development and testing of the Clinical Queries in PubMed. She was responsible for all administrative aspects of *ACP Journal Club*, *Evidence-Based Medicine*, *Evidence-Based Nursing* and *Evidence-Based Mental Health* before she went to the Center for Biomedical Informatics at the University of Pittsburgh, where she received a Ph.D. in June 2005. She is studying if a physician's attitude towards risk and uncertainty affects how he or she uses information resources. Dr. McKibbon's most recent publication is:

Haynes RB, McKibbon KA, Wilczynski NL, Walter SD, Werre R. Optimal search strategies for retrieving scientifically strong studies of treatment from Medline: analytical survey. *BMJ* 2005 May 21; 330 (7501): 1179-1184.

Dr. McKibbon's role at the Midwest Chapter meeting is twofold. She will speak on "Evidence-Based Healthcare Past, Present and Future: Implications for Librarians." Many changes have taken place since the 1980s when clinicians were taught how to read journals. Almost all of the changes have implications for librarians. We must work to enhance potential partnerships between them and health professionals.

She will also give a half-day workshop that is designed to help librarians understand clinical research articles and how they are used to make health care decisions by clinicians. The workshop is a basic overview of evidence-based health care principles. It will be useful for beginners who want a broad perspective of published health care research and also for those librarians who have had experience working with clinical literature and want to hone their skills. The workshop includes substantial hands-on time.



Sunday, Sept. 18, 1:30 – 3:30 pm

Concurrent Session I – Director's Room

Paper I – 1:30 pm (Director's Room)

Gone with the Wind?

The Prevalence of Vanishing Web Citations in Scientific Literature

Sheryl R. Stevens

The ease with which information can be created and “published” on the Internet continues to transform scholarly communication. However, the Web’s dynamic and volatile nature is contrary to one of the absolute hallmarks of scientific literature – perpetually accessible citations that provide credibility and authority to a work, acknowledge the contributions of others, and keep scholarship honest. Recent studies indicate that articles in leading medical and scientific journals increasingly include Internet citations, but that many of these citations are often inaccessible within months after publication, and that the percentage of inactive citations continues to increase over time. This paper will provide: (1) an overview of these studies; (2) a review of the policies (or lack thereof) of high-impact periodicals on citing Internet sources and archiving cited digital information; and (3) a discussion of approaches and options for dealing with the information preservation challenges that the Web poses to librarians.

Sheryl R. Stevens is currently head of bibliographic control at the Mulford Library, Medical University of Ohio in Toledo, where she has worked for twelve years. From 1987-1993 she was assistant librarian at Henry Ford Hospital Sladen Library in Detroit. From 1984-1987 she ran a “one-person library” at Henry Ford Hospital School of Nursing. Ms. Stevens earned a master’s degree in library science and B.A. in journalism from Wayne State University in Detroit. She has been a Midwest Chapter member for over 20 years – positions held include: representative-at-large, newsletter editor, membership secretary, and (currently) president.

Paper II – 2:00 pm (Director's Room)

Expanding Electronic Journals Through Publisher Site License Access: You Can Do It Too!

Jim Bulger

This paper will describe the motivation, processes, and outcomes involved in selecting, negotiating, and eventually obtaining site licenses to provide access to selected titles from a variety of publishers within a multi-site networked hospital setting. Publisher online access and licensing models continue to evolve. In the summer of 2004, Allina library staff came to the realization that, given our multi-site setting, simple “print + online” access to e-journals was no longer a valid option. For most publishers, an institutional online subscription authorized use at one localized site only. To obtain access for multiple sites meant obtaining a site license. Over the next few months, library staff went through a lengthy and complex process of identifying, negotiating, and finally acquiring site licenses from a variety of publishers. This paper will outline factors involved in making these decisions (cost per use, print journal usage, e-usage, bottom-line cost, etc.), as well as factors in negotiating price and licensing, and will describe obstacles encountered.

Jim Bulger is a knowledge consultant for Allina Health System Library Services in Minneapolis, where he has worked since 1995. He has been chair of Health Science Libraries of Minnesota. Preceding his library career, he was a teacher, including coordinator of family life education for the Diocese of St. George's in Grenada, West Indies.



Sunday, Sept. 18, 1:30 – 3:30 pm

Paper III – 2:30 pm (Director's Room)

Uncovering the Landscape of E-journal Management

Hope Barton & Karen Fischer

Much of the discussion surrounding e-journals has revolved around their impact on the end-user and on pricing, licensing, and access models. However, this new format has also had a significant impact on libraries in terms of staff training and skills, workflow and organization, and tools needed to manage these collections. This impact is felt in the realm of traditional acquisitions and cataloging functions and has also added a whole new area of electronic resource management. There are several core issues that impact these staffing and workflow changes. First, each library has to decide how it will display/present its e-holdings to users and who will do this work. Will it be done by library staff, by someone else in the institution, or by a vendor? Another issue is centralized vs. decentralized e-resources management. A struggle exists between having a few do all the work related to electronic journals and resources (i.e., acquisitions, cataloging and trouble-shooting), and parceling out the work among units and integrating electronic journals work into regular workflow of other materials in all formats.

Hope Barton is assistant director for information resources at Hardin Library for the Health Sciences at the University of Iowa in Iowa City. She has worked in health sciences libraries since graduating from library school and has had a wide variety of responsibilities including reference, user education, tech services, government documents, and collection management. In recent years, Ms. Barton has been heavily involved in building and managing a large collection of e-resources while balancing budget and technology challenges with management of the traditional print collection. Ms. Barton and colleague Karen Fischer have been particularly interested in the impact of e-resources on staffing and workflow, and future directions for e-resource management.

Karen Fischer has worked at Hardin Library for the Health Sciences at the University of Iowa since March 2004. She attended library school at the University of Illinois Urbana-Champaign and worked for two and one-half years as the graduate assistant to the associate university librarian for collections at the main library. Her current position is in collection management and technical services, and she also performs reference service. Ms. Fischer manages both print and electronic subscriptions and is the main contact for trouble-shooting e-resource problems at Hardin Library.

Paper IV – 3:00 pm (Director's Room)

Paths to Open Access:

Navigating the Brambles and Bushes to Discover a New Future?

Julie Schneider

The open access movement has been touted by some as the utopian vision of what can be in the scientific, medical, and technical publishing market. Others have branded it as a business model that will wreak havoc on scholarly communication and the advancement of scientific knowledge. How do we explain the model to our patrons? Do we try to encourage them to make open access publishing choices? How do we help our patrons understand the NIH plan and assist them in submitting their post-review articles? Join us as we discover together the possibilities of what the open access publishing model has to offer and what impact it has on the work that we do as health and medical librarians.

Julie Schneider is the head of the information resources and collection development at the Ebling Library on the University of Wisconsin-Madison campus. She manages the activities of the Information Resources unit (which includes cataloging, acquisitions, preservation, e-resource management, and collection development) and continues to develop projects to manage the Ebling collection. She has spoken at a number of conferences on open access and scholarly communication topics. In addition to her interest in scientific publishing issues, Ms. Schneider is involved in committee work locally and nationally having to do with legislative concerns of interest to all librarians.



Sunday, Sept. 18, 1:30 – 3:30 pm

Concurrent Session II – Board Room

Paper V – 1:30 pm (Board Room)

Internet Access:

Barriers and Solutions for Hospital Libraries

Ruth Holst

This paper will report on the findings of the National Network of Libraries of Medicine (NN/LM) Hospital Internet Access Task Force, which was established in May 2003 to (1) identify barriers that inhibit easy access to Internet-based information within the hospital environment, (2) identify best practices and promising strategies for simultaneously ensuring easy access and maintaining appropriate security and privacy protections, (3) identify ways to disseminate best practices and promising strategies to hospitals, their libraries, and their I.T. departments, and (4) recommend actions for NLM and NN/LM to promote effective access to electronic knowledge-based information in the hospital environment.

Ruth Holst was a hospital librarian in Wisconsin for more than 30 years before she joined the Greater Midwest Region (GMR) office of the National Network of Libraries of Medicine (NN/LM). After joining the GMR team, she was appointed to chair an NN/LM Task Force on Hospital Internet Access, and she will share the results of the task force's work in her paper. Ms. Holst is a Fellow of the Medical Library Association and a former MLA Board member. She also was the senior editor of The Medical Library Association Guide to Managing Health Care Libraries.

Paper VI – 2:00 pm (Board Room)

Charting the Course to Copyright Compliance

Paul Blobaum

Librarians often know more about copyright law than the legal counsel at their institutions. But what impact does the librarian's expertise have on campus? Governors State University (GSU), an upper division university with 6,000 commuter students, is typical of most public and private colleges and universities with increasing demands on limited resources. The University Library at GSU has established a leadership role in copyright compliance on activities on its campus, providing a model for others to emulate. This presentation will examine the GSU experience, highlight the knowledge gained, and discuss the challenges and pitfalls to consider in managing copyright issues on campus.

Paul Blobaum is assistant professor of library science at the Governors State University Library in University Park, Illinois. He serves as the liaison to the College of Health Professions, and he coordinates government documents and grants information for the university. Professor Blobaum came to the University Library faculty in 2001 with eleven years of experience as a hospital and medical school librarian. His research and grant writing interests are in the area of library services and literature related to the health issues in populations which experience health disparities, organization and governance of library consortia, and the history of medical libraries. He recently co-authored a successful American Library Association grant to bring the National Library of Medicine's exhibit, "Changing the Face of Medicine", to Governors State in 2007.

Paper VII – 2:30 pm (Board Room)

Organizing for a Go Local Project

Peggy Richwine

MedlinePlus is the National Library of Medicine (NLM) web-based portal to quality-filtered consumer health information. Go Local projects create a web-accessible database of health related local resources that will link to and from MedlinePlus topics. North Carolina piloted the first Go Local services with NLM. In early 2004, NLM presented the opportunity for other localities to have Go Local sites. Indiana submitted a proposal and is now one



Sunday, Sept. 18, 1:30 – 3:30 pm

of the Go Local pioneers. This presentation will share experiences in planning the project, obtaining funding, getting the project underway and other details that should be helpful to others considering this adventure.

Peggy Richwine is director of outreach services at the Indiana University School of Medicine Ruth Lilly Medical Library (RLML) in Indianapolis. Information services to the eight Indiana University Centers for Medical Education, the hospitals affiliated with the centers, public health workers and health professionals throughout the state comprise the outreach clientele. Since 1999, RLML outreach activity has included a contract with NLM to develop and maintain MedlinePlus for consumers, and much outreach work has been acquainting the public with this wonderful resource. RLML applied to NLM in the spring of 2004 to use the NLM system for Indiana Go Local. The project was underway by summer, 2004 and INHealthConnect became available to the public in May 2005.

Paper VIII – 3:00 pm (Board Room)

Discovering New Routes to Training the Public Health Workforce

Deborah Lauseng & Helen Look

Through our MI-INFO (Michigan Informatics) grant experience we learned new ways to develop model curriculum for training public health professionals. The road from the initial needs assessment to onsite training to the final online tutorials involved many discoveries in effectively planning and designing appropriate training materials. In working with a large urban, a mid-sized urban, and a rural district public health department we gained a new perspective on the needs and constraints for each of these public health settings. The resulting training modules represent a variety of digital resources, including web tutorials, online bibliographies, case studies, self-assessments, and other supplemental resources. In this session, the presenters will share the lessons learned from this training initiative. MI-INFO is a collaborative effort between an academic health sciences library and the Michigan Public Health Training Center, a HRSA-funded site. The project is funded through a subcontract with the National Network of Libraries of Medicine, Greater Midwest Region.

Deborah Lauseng is presently an information services librarian for Taubman Medical Library at the University of Michigan - Ann Arbor. She continues to be active with the MI-INFO (Michigan Informatics) grants project (developing a model online curriculum for the public health workforce), which she began working with while at Public Health Library & Informatics, University of Michigan. She also serves as the nursing liaison to the School of Nursing and the UM Hospital System. Recently she has been involved with teaching evidence-based practice in nursing and in public health. Her past experience includes five years as a hospital librarian. Presently Ms. Lauseng serves as secretary/treasurer for the Nursing and Allied Health Resources Section of MLA, and as co-chair of the Content Committee for HealthWeb. She holds a B.S. in biology and sociology from Adrian College, and an A.M.L.S. from the University of Michigan.

Helen Look is the collection management coordinator for Public Health Library & Informatics at the University of Michigan - Ann Arbor. She manages the library's collection and serves as a librarian selector for the biostatistics section of Doody's Core Titles. She also coordinates new initiatives such as the MI-INFO project. With funding from the NN/LM-GMR, Ms. Look and her colleagues have spent the past two and one-half years providing in-person training to the Michigan public health workforce and developing online learning modules. She is actively involved in the Public Health/Health Administration section of MLA and has previously served as the chair. She also authored several chapters in the MLA Encyclopedic Guide to Searching and Finding Health Information on the Web, published in 2004. She received her B.A. (with honors) from Oberlin College and her M.S.I.L.I.S. from the University of Michigan.



Sunday, Sept. 18, 1:30 – 3:30 pm

Concurrent Session III – Executive Room

Paper IX – 1:30 pm (Executive Room)

The “Integrated” Academic Health Science Library

David W. Boilard & Barbara McNamee

Academic health science libraries have reached a level of evolution where the possibilities for contributing to the mission of their institutions are nearly endless. In fact, there are more options than there are funds or staff to exploit. What occurs, then, are libraries discovering their institutions' most pressing or distinctive needs and evolving in ways that center their efforts on those needs. The “integrated library” is the evolutionary model that librarians developed and use with success at the Medical University of Ohio (MUO). It involves direct librarian integration into the institution's educational, research, clinical and social fabrics to varying degrees, including faculty appointments to academic departments. It increases the currency of the library as a vital and integral unit in the university, and fosters respect for librarians as multi-talented health center professionals. This, in turn, lends to viability during times of financial exigency, and enables the library to be programmatically and politically proactive rather than reactive. Of even more note, it is also professionally and personally enriching. This paper explores the dimensions of the “integrated library” at MUO and reveals the strategies devised to accomplish it.

David W. Boilard has been director of the library for the Medical University of Ohio in Toledo since 1991. Previously he was library director at the University of North Dakota's Harley E. French Library of the Health Sciences. He has also worked at the University of Michigan and the University of South Dakota. He received a master of library science degree from the University of Michigan in 1976, and a master of public health from the Northwest Ohio Consortium for Public Health (three universities) in 2001. Mr. Boilard has served in a number of leadership positions in the Medical Library Association and other library organizations, including president of the Midwest Chapter of MLA in 1996. In 1994, he received MLA's Estelle Brodman Award of Academic Librarian of the Year.

Barbara McNamee is the assistant director for library services at the Raymon H. Mulford Library, Medical University of Ohio, Toledo. She received the A.M.L.S. from the University of Michigan in 1983 with a concentration in health sciences librarianship. Prior to coming to the Mulford Library, she was with the Houston Academy of Medicine-Texas Medical Center Library in Houston. In addition to health sciences librarianship, Ms. McNamee has been a school librarian and a public library manager. She participates in diversity initiatives at MUO and regularly facilitates MED1 problem-based learning groups.

Paper X – 2:00 pm (Executive Room)

**Road to Instruction with Pediatric Residents:
EBM Journal Club**

Gurpreet K. Rana

Taubman Medical Library and the University of Michigan's Department of Pediatrics have partnered in the past year to promote information literacy and evidence-based medicine searching skills among second-year pediatric residents through their weekly EBM journal club. The goals of the journal club include promoting EBM skills as part of lifelong learning to improve patient care, developing a well-built clinical question from a clinical scenario, understanding key search terms and using them to identify relevant literature, and critically appraising a journal article. Residents are required to present their critically-appraised article and search methodology at journal club. During their preparation process most residents consult with our clinical librarian for instruction and support. In these one-on-one consultations, the librarian covers developing search strategies, proper use of MeSH, understanding the nature of the Ovid and PubMed interfaces and exploration of biomedical sources beyond MEDLINE. At presentation time, the librarian takes part in discussing the resident's literature search methodology with the other residents and clinical faculty. In this paper, the presenter will share techniques used in teaching EBM searching skills to residents and lessons learned from this unique opportunity.

Gurpreet K. Rana is clinical librarian at Taubman Medical Library at the University of Michigan - Ann Arbor. In this position, she coordinates the Clinical Librarian Service, to provide instruction and support in the use of biomedical and evidence-based information resources for clinical faculty and residents at point of care. She holds a B.Sc. in



Sunday, Sept. 18, 1:30 – 3:30 pm

biology and an MLIS from the University of Western Ontario. Ms. Rana completed the University of Michigan's Library Research Residency Program in 2001. Under a fellowship in 2004, she completed the NLM/MBL BioMedical Informatics course in Woods Hole, Massachusetts. She has been a co-investigator in a real-time randomized controlled trial to study evidence-based searching instruction of NICU residents and is currently involved in the review of literature for the "Current Best Evidence" section of Journal of Pediatrics. Her interests include further study of retention of evidence-based searching skills in residency education and curriculum-integrated library instruction.

Paper XI – 2:30 pm (Executive Room)

Collaborative Discovery:

Librarians and Clinical Nursing Faculty Building Online Learning Objects

Ulrike Dieterle & Ann Combs

At the School of Nursing, University of Wisconsin-Madison, librarians and clinical faculty are collaborating to produce online learning objects that provide a new approach to library instruction. In the spring of 2004, library instruction was carefully reevaluated and a new approach was developed to teaching information-seeking skills and orienting students to library resources. A collaborative team consisting of three clinical faculty and four librarians designed four web-based learning objects, a virtual tour of the library website, and three assignment-centered tutorials. Modules are short (15 minutes), focus on specific learning objectives, and are easily-accessible on campus and off. They are embedded in an online course environment and free librarians to provide more customized instruction to classes upon request. This presentation will describe the genesis and evolution of a successful collaboration between two very different academic groups with a common goal, namely to provide more relevant, flexible and reusable learning support. It will outline the challenges, the assessment tools used, benefits of working collaboratively, the outcomes achieved and the importance of involving all stakeholders in the process.

Ulrike Dieterle is distance services and outreach coordinator at the Ebling Library, University of Wisconsin-Madison. Previously she was head of access services, also at a health sciences library, where she guided the development of a high-speed document delivery system that has revolutionized access to biomedical information. Ms. Dieterle has 17 years of experience in libraries and nine years of experience in the field of distance learning during a previous career in teaching. She has developed successful training programs for diverse groups and organizations. She enjoys exploring new paths to improve information transfer and believes firmly in the power of user-centered systems.

Ann Combs is reference and research coordinator at Ebling Library, University of Wisconsin-Madison. She has background in instruction, reference, resources and services development. Ms. Combs has been active regionally and nationally as an author, instructor, and conference presenter. She was coordinator of Weston Clinical Library at UW-Madison from 1998-2004.

Paper XII – 3:00 pm (Executive Room)

Planning the Journey and Packing for the Trip:

Considerations for a Successful Outreach Program

Janet Stith & Winn Theirl

Have you had thoughts about developing an outreach program at your institution but are not really sure how it will fit in with your overall library activities or benefit your organization? Do you have an outreach program but lack of funding has you discouraged? Having an active outreach program at your institution can lead to wonderful discoveries about the citizens in your state and open the door to many exciting possibilities in the delivery of library services. The University of Kentucky is a land grant university, with a mission to serve the citizenry of Kentucky. The UK Medical Center Library has a long history of helping to fulfill this mission by library outreach services to the people of Kentucky. This paper will review some of the outreach journeys the library has experienced from the 1970s to present day and highlight lessons learned from them. The speakers will review how having an active outreach program has positively impacted their library and has led them to many exciting discoveries by introducing them to new audiences and successful collaborations, including some within their own university. Considerations such as administrative support, selecting target audiences and collaborative partners,



Sunday, Sept. 18, 1:30 – 3:30 pm

seeking funding from NLM and NN/LM Greater Midwest Region awards, and other key issues pertinent to a successful outreach program also will be reviewed.

Janet Barclay Stith has been the director of the University of Kentucky Medical Center Library in Lexington since December 1993. She has an M.A. in education from West Virginia University and an M.S. in library science from the University of Kentucky. Outreach to health professionals in underserved areas has been her passion for over 30 years. As a graduate student she worked with the Ohio Valley Regional Library Program in delivering health information to rural areas in Ohio and Kentucky. Ms. Stith was the first, and only, extramural coordinator for the Kentucky-Ohio- Michigan Regional Medical Library Network and kept her interest in this specialty when the regions were realigned and Kentucky became part of the Greater Midwest Region. She received funding for one of the first Grateful Med outreach projects and was PI for the 1975-1979 NLM grant to the University of Kentucky, which established the Health Information Library Project for Eastern Kentucky, a network of small, isolated hospitals that is still in existence today.

Winn Theirl is head of education and outreach at the University of Kentucky Medical Center Library in Lexington, where she has worked as a librarian since 1985, first as an interlibrary loan librarian, then as the outreach coordinator. An ardent supporter of outreach services, her many experiences as an outreach librarian have allowed her the opportunity to travel the Commonwealth of Kentucky from border to border, helping connect the citizens of Kentucky with health care resources. Ms. Theirl is very active with the Kentucky AHEC program, the UK community based faculty program, and serves as library liaison to the UK College of Public Health. She coordinates the library's education services as well. She is the editor of HealthWeb's Rural Health subject page and is active in the Kentucky Library Association, Midwest Chapter, and MLA.



**Posters will be displayed on Monday from 9:00 a.m. to 2:45 p.m.
They will be staffed by presenters from 9:00 to 10:00 a.m.
Abstracts are listed in alphabetical order according to the first author.**

Poster Session location: Sterling & Crowne

1. Adventures on the Road to Electronic Document Delivery in Rural Wisconsin, and Discoveries Along the Way

Martha Airth-Kindree, Health Science Library, Hess Memorial Hospital/Mile Bluff Medical Center, Mauston, WI

In today's dynamic health care environment, access to timely, high-quality information is a fundamental and critical aspect of medical practice. Unfortunately, cost-effective and practical access to resources can be a challenge, especially in rural areas. The goal of this project was to improve timeliness and access to medical literature for health care professionals via electronic document delivery in a user-friendly way. With the assistance of an NN/LM-GMR grant, Hess Memorial Hospital Health Science Library can now send and receive electronic documents.

2. Partnering for Patient Empowerment Through Community Awareness (PPECA): Patient Safety

*Mark Berendsen & Linda Walton, Galter Health Sciences Library, Northwestern University, Chicago, IL
Lorri Zipperer, Zipperer Project Management, Evanston, IL
Mary Gillaspay, Health Learning Center, Northwestern Memorial Hospital, Chicago, IL*

Partnering for Patient Empowerment (PPECA) is a collaboration of patient safety advocates, health sciences librarians, health care institutions and public libraries. PPECA has created a model for developing community partnerships between health care institutions and public libraries to educate consumers and librarians on patient safety awareness. To disseminate information, we are: (1) creating partnership programs between public libraries and health care institutions in five communities in various settings, including rural, urban, and suburban locales; (2) providing patient safety community awareness programs in public libraries; (3) developing a train-the-trainers program for public and consumer health librarians; (4) creating a tool kit that can be used by librarians for developing a patient safety partnership program in their community; (5) creating a display that can be loaned to libraries and hospitals interested in promoting patient safety; and (6) developing and maintaining a patient safety website.

3. Grant Writing and Developing a Grants Information Service

Paul Blobaum, Governors State University Library, University Park, IL

Federal and state governments and private foundations offer a wealth of information on funding opportunities for library and institutional initiatives and programs. The provost of Governors State University looked to the library to develop information resources for a growing community of university grant writers. The University Library has developed a grants information service for faculty and staff. In addition to grant alerts distributed via email, the grants information librarian conducts expert searches for support dollars for specific projects as needed. The grants information librarian also serves on the university External Funding Committee, and is working to establish a university-wide grants office. This poster will help identify free government alerting services from the federal and state governments and strategies for serving the grant-writing needs of faculty and staff. These ideas are adaptable to a hospital or corporate setting.

4. Health Information Rx – Reference Tools for Health Questions: A Statewide Demonstration Grant Funded by the Bill and Melinda Gates Foundation

*Karla Block, Frances Cockrum, Paul Dahl, Cindy Gruwell, Dottie Hawthorne & Kathy Kosednar
HSLM (Health Science Libraries of Minnesota) members*

In the spring of 2003, Health Science Libraries of Minnesota (HSLM) was invited to develop and implement a training program on consumer health resources for public librarians in the twelve regional public library systems throughout Minnesota. This request came from the Minnesota State Library, which had received a grant from the Bill and Melinda Gates Foundation to place computers in regional public library training labs. Phase two of this grant requested that the Minnesota State Library develop a training program for librarians to be taught at the



regional libraries. Fourteen volunteer librarians from HSLM worked for six months developing the content for consumer health workshops and took the program on the road. The Minnesota Library Association annual meeting in Duluth in September 2004 provided another training opportunity, where an additional 30 multi-type librarians were introduced to the available consumer health resources. Two other parallel training programs were developed and implemented under this grant. One program, sponsored by the Resource Center of the Americas in Minneapolis, focused on Hispanic health science literature; and the other program, presented by the Minnesota Association of Law Librarians (MALL), focused on legal resources for the general public.

5. Reaching Out with Banned Books

Linda E. Bunyan, Medical Library Services/Bookstore, Summa Health System, Akron, OH

Members of a worksite book discussion group, sponsored by the medical library, read books listed in *100 Banned Books: Censorship Histories of World Literature*. The list includes books of all genres that have been banned on political, social, sexual, or religious grounds. The project attracts employees who do not otherwise use the library and generates publicity via the employee newsletter and poster.

6. Blazing a Trail to Information Management: RefWorks and EndNote Collaboration

Ann M. Combs, Michael W. Venner & Gerri Wanserski, Ebling Library, University of Wisconsin-Madison

Life-long learning is a goal everyone subscribes to. We are adding to it the pursuit of life-long information management. This poster outlines a collaborative, multi-faceted approach led by Ebling and other campus libraries to prepare for and support the campus use of two bibliographic management systems: EndNote and RefWorks. Differences will be pointed out between RefWorks, which is free to affiliated users, and the more powerful EndNote, which must be purchased by the user.

7. Creating Tutorials for Online Learning

Ulrike Dieterle, Ebling Library, University of Wisconsin-Madison

During the 2004-05 academic year, School of Nursing clinical instructors and librarians at the University of Wisconsin-Madison combined their creative energies to produce four online library tutorials. This presentation will illustrate: (1) project objectives; (2) how the group planned, developed, and implemented online learning objects; (3) lessons learned from experiences and assessments; and (4) implications for future projects and collaborations.

8. Trial by Fire: Multi-Type Collaboration on a Regional Conference

Karen Douglas, Sibert Library, Passavant Area Hospital, Jacksonville, IL

Lynne Ferrell, Kenneth Schnepf Library, Memorial Medical Center, Springfield, IL

Nina Pals, Sara Bush Lincoln Health Center Library, Mattoon, IL

Rhona Kelley, Southern Illinois University School of Medicine Library, Springfield, IL

Michelle Quinones, Graham Hospital Library, Canton, IL

In 2002 the HSLI (Health Science Librarians of Illinois) began planning for the 2004 conference of the Midwest Chapter/MLA. HSLI follows an "upstate-downstate" pattern for state conference planning. It was decided that this regional conference would be planned downstate since the last Midwest Chapter conference hosted by HSLI was held in Rockford. The three downstate consortiums, along with the Southern Illinois University School of Medicine, began negotiations to co-host the conference on behalf of HSLI. Representatives to the planning group came from a variety of backgrounds. Large and small academic libraries were represented, as well as hospital libraries and a smattering of special interest libraries. The process became a veritable "trial by fire", as many of the participants had never planned a conference before, much less a conference with representatives from nine states. The 2004 Midwest Chapter/MLA planning committee survived the test, hosted a successful and enjoyable conference, and hopes to share their thoughts and ideas for all who endeavor to undertake a task of this magnitude.



9. Code Yellow: Library 9-1-1

Carole M. Gilbert & Alexia Estabrook, Helen L. DeRoy Library, Providence Hospital and Medical Centers, Southfield, MI

This poster reports on the collaboration between a hospital library and staff in the emergency department to provide information needed to identify and treat patients exposed to hazardous materials. After the library had been called upon three times to provide such information, the library was placed on the hospital's Hazmat (hazardous materials) team call-out list and provided with a hospital pager so that librarians could be alerted when any disaster hit the community. Opportunities for collaboration may occur serendipitously. Librarians should be ready to accept challenges and take advantage of opportunities to solidify the library's value to the hospital from anywhere at anytime.

10. A Statistical Portrait of the Electronic Resources at the Library of the Health Sciences, University of North Dakota

Don Heap, Theresa Norton & Judith L. Rieke, Library of the Health Sciences, University of North Dakota, Grand Forks

This poster details the types of statistical usage information gathered from the library's website. It is possible to track the growth in importance and the depth of usage of electronic information resources at the UND School of Medicine and Health Sciences. The staff of the library has developed in-house a highly-sophisticated website with access to a variety of e-resources. Beginning as a static web page, the system has evolved into a dynamic, database-driven site that manages all of our access authorizations and interfaces with ezProxy. Part of this system includes a statistics-gathering component to monitor the character and usage of various e-resources. The data has enabled us to make better decisions regarding access and collection management issues.

11. Discover SALUD: Connecting Current and Future Public Health Workers with Health Education Materials for Latinos

*Kristin Hitchcock & Carol Scherrer, Library of the Health Sciences, University of Illinois at Chicago
Margaret Casey, College of Nursing, University of Illinois at Chicago*

The SALUD (Spanish Access to Literature / Uso Directo) is a model of institutional collaboration to improve public health workers' access to quality reading-level and language-appropriate health education materials and to educate public health nurses to access and evaluate online health education materials. The Library of the Health Sciences and the College of Nursing, under a contract from NLM, improved the technology infrastructure at the clinics and created a website linked to English/Spanish handouts. Librarians teach nursing students to access and evaluate online health information for patients. During clinical rotation, these students serve as health educators-in-training. Librarians provide one-on-one training to clinic staff. Librarian-educated nursing students make presentations to public health workers on accessing health education materials online. While working in a public health system, the SALUD project is successfully harnessing academic-public collaboration to promote health literacy in underserved Latino communities in Chicago, and it serves as a model for other communities with similar populations.

12. A Multi-State Virtual Reference Project

Barbara Knight, Library of the Health Sciences, University of North Dakota, Grand Forks

This continually-evolving project began with a grant from the National Library of Medicine to establish a virtual reference service at the University of North Dakota Library of the Health Sciences and the Hawaii Medical Library. It has been expanded to include the medical libraries at the University of Colorado, the University of Iowa, the University of Missouri, the University of Utah, and most recently the University of California-Davis. Measures of success include librarian surveys, user surveys, and usage statistics. The poster will outline the variety of communication tools and their effectiveness, discuss the feelings of the initial group of librarians involved in the project, and provide measures of user satisfaction. The evolution of policies and procedures will be presented, as well as considerations for adding project partners and maintaining the level of user satisfaction.



13. Conscience Works: A Collection of Electronically Published Works on Moral Development Psychology and Its Applications

Sue London, Ruth Lilly Medical Library, Indiana University, Indianapolis

Conscience Works is a collaborative effort between the Indiana University Conscience Project and the Ruth Lilly Medical Library and has been funded in whole or in part by the National Library of Medicine. The intent of the project is to bring together existing digitized and previously undigitized consumer-oriented and scholarly research materials on moral development psychology, including the development of the conscience in children affected by abuse, neglect, trauma and other emotional or mental health disorders, as well as in children experiencing normal development. The works will be freely available from a single website and archived. This depository is based upon the MIT DSpace model. Items will be cataloged using terminology from the Unified Medical Language System and other vocabularies. Bibliographies will be linked back to PubMed records for access to abstracts and, if available, full text. The depository will be accessible worldwide, including via links from finding tools such as MedlinePlus, and will include translations of some of the scholarly tools and other publications into additional languages.

14. Integrating Multiple Access Routes to Electronic Journals in a Multi-Hospital Library System

Kolleen Olsen, Allina Health System Library Services, Minneapolis, MN

Allina is a multi-hospital, multi-clinic health system with five physical library sites. Providing multiple access routes to the library's electronic journals became essential as the number of titles increased and management became more complex. We needed an electronic listing of titles so that our far-flung physician, hospital, and clinic community, plus library staff, could quickly determine title availability. Also we needed an affordable, efficient tool for a hospital library with limited resources and a relatively small electronic collection. In 2003, when we decided to add Serials Solutions A-Z as a resource tool, the list included titles from three sources. The list in 2005 incorporates twenty aggregators/publishers. ArticleLinker™ was added in 2005 to provide open linking. We are participating in the Google Scholar/Article Linker™ pilot to include links to our collection in Google Scholar. Physicians and employees are able to access Allina Library Services' electronic content from its intranet, the Internet, the online catalog, the A-Z list, Google Scholar, and PubMed.

15. Linking Native Americans to Health Information: Phase II

Judith L. Rieke, Library of the Health Sciences, University of North Dakota, Grand Forks

The poster describes a health information outreach subcontract from the Greater Midwest Region of the National Network of Libraries of Medicine. The project delivers health information services and training directly to health care providers on four North Dakota Indian reservations, including: (1) physicians and other health care providers at Indian Health Service facilities, hospitals and clinics; (2) independent physicians and other health care providers on the reservations; and (3) tribal health care personnel and community health representatives (CHRs) who work directly with people living on the reservations. The project is accomplished through three main objectives: (1) to train health care providers; (2) to reinforce, strengthen, and maintain a working relationship with the tribal college librarians; and (3) to expand the Linking Native Americans to Health Information website <http://harley.med.und.nodak.edu/tcl/>. Results and evaluation of the outreach project will be presented. This will include numbers and types of people trained, perceptions of the trainees regarding the training, development of culturally-sensitive training materials, feedback from the tribal college librarians who were collaborators in this and a previous consumer health project, and website development information with usage statistics. The poster also will share the successes and challenges of an outreach project.

16. Digital Discovery: Finding Routes Through Bits, Bytes, Pixels, and More

Julie Schneider & Mary Hitchcock, Ebling Library, University of Wisconsin-Madison

The Ebling Library maintains one of the preeminent collections of rare and older health sciences books in the country. Ranging in date from the late fifteenth century to the early twentieth century, the collection encompasses the development of Western medicine and related disciplines as it is recorded in books, journals and pamphlets. In the spring of 2005, the library began planning for the digitization of selected pieces of the collection. Having not done any digitization before, we needed to discover what could be digitized, what skills were needed, what equipment was necessary, and what access points to create in order to find the materials through the catalog. Join us as we take you down the paths of discovery we took as we planned for digitizing a valuable part of our collection.



17. Students on Both Sides of the Desk

*Chris Shaffer, Kathryn Skhal, Kim Bloedel, Catherine Reed-Thureson, Anne Madura & Oliva Smith
Hardin Library for the Health Sciences, University of Iowa, Iowa City*

With gate counts dropping and outreach and education initiatives taking more and more time, some academic health sciences libraries are turning to students to provide reference services. At the Hardin Library, students from the University of Iowa School of Library and Information Science are recruited and trained to provide reference services. A survey of members of the Association of Academic Health Sciences Libraries will be conducted to determine: (1) how many academic health sciences libraries are hiring students to provide reference services; (2) what services are provided by students; (3) how students are selected, trained and evaluated; and (4) whether librarians at the institutions are satisfied with the services.

18. Collaborating on the Roll-Out of a Web Content Management System at the University of Cincinnati Medical Center

*Edith Starbuck, Josette Riep, Anshul Sharma, Savio Reddymasu, Charlie Wei & Joseph Stevenson
University of Cincinnati Medical Center Library*

In 2004 the University of Cincinnati (UC) invested in a content management system, Serena Collage, to be used for all university websites. A content management system (CMS) makes it easy to edit and create web pages, add images and links, associate metadata, and keep track of workflow and approval. Permissions may be set to determine who may edit, create or publish web pages. UC chose to invest in a CMS for several reasons: to standardize website maintenance, to enable content owners to maintain their own information with less dependency on technical support, and to share information across colleges, departments, divisions and other organizations within the university. The UC Academic Information Technology and Libraries web group and a librarian joined forces to collaborate on rolling out CMS within the Medical Center. After learning the new system, the web team began creating new websites or transferring existing sites into the CMS. The librarian created a personalized training manual and met with each individual who was to edit the content. This poster will describe the process of learning and implementing CMS, training individuals, and the effectiveness of the collaboration from a librarian's perspective.

19. The Road Down Marketing Lane

Michael Venner & Sandra Phelps, Ebling Library, University of Wisconsin-Madison

This poster illustrates the first year of marketing initiatives after the opening of the new Ebling Library. It includes samples of promotional materials, records of events and ceremonies, and other publications created and utilized for marketing Ebling Library resources and services. Initially a small, loosely-organized marketing committee designed and produced the library's promotional materials. This committee grew to five permanent members with occasional temporary working groups as needed for specific projects. The marketing committee is responsible for promoting the library, developing and utilizing news and communications vehicles, and designing and creating uniform printing templates and marketing tools.



Friday, Sept. 16
8:00 a.m. - 3:00 p.m.

6 MLA CE contact hours
Class limit: 25
Cost: Free

Mezzanine 1 & 2

Sponsored by NN/LM-GMR

Measuring Your Impact: Using Evaluation to Demonstrate Value

Maryanne Blake, MSLS

This workshop will provide an evaluation framework and the tools to develop and carry out an evaluation plan for a hospital library. Key concepts and tools covered include: assessment and data collection models, and evaluation plan models. With skills learned in this class, you'll enhance your ability to show how your library positively impacts your institution. The workshop is geared to the hospital librarian, but its concepts can be applied at any library. Lecture, class discussion and case study methods will be used.

Maryanne Blake, Education & Communication Coordinator, NN/LM Pacific Northwest Region, has taught "Measuring the Difference", which is an evaluation workshop, and has contributed her experiences as outreach coordinator for the Regional Medical Library for ten years. Prior to coming to the NN/LM-PNR, Ms. Blake was a hospital librarian at the VA Medical Center and Virginia Mason Medical Center in Seattle, clinical librarian at George Washington University Hospital and the Himmelfarb Library of George Washington University Medical School and also at the Lombardi Cancer Center of Georgetown University Medical School in Washington, DC.

Saturday, Sept. 17
8:00 a.m. - 5:00 p.m.

8 MLA CE contact hours
Cost: \$150
Class limit: 25

Board Room

Sponsored by New England
Journal of Medicine

Prescription for Copyright: Know the Law!

Arlene Bielefield, MLS, JD

Learn the basics of copyright law, especially as applied to health science libraries. Topics include fair use, print and electronic resources, reserves, inter-library loan, the Internet, and distance education requirements. Case studies and question and answer opportunities will be used to illustrate the most important points of the law.

Arlene Bielefield is chairperson of the Department of Information and Library Science at Southern Connecticut State University. A member of the Committee on Legislation (COL) of the American Library Association, she chairs the COL Subcommittee on Intellectual Property. Professor Bielefield is the author, with Lawrence Cheeseman, of a number of books for Neal-Schuman, including two on copyright, and is presently finishing the manuscript on a new edition of a copyright book. She has been a public library director twice as well as being the head of the Connecticut State Library Patron Services for ten years.

Saturday, Sept. 17
8:00 a.m. – noon

4 MLA CE contact hours
Cost: \$75
Class limit: 20

Director's Room

Research for Beginners: Seven Steps to Success

Brenda Pfannenstiel, MALS, MA

Participants will discuss why we don't do research and why we should, and how to get started by picking the research topic, the research design, and perhaps a research partner. The course will address the topics of getting the resources and approvals to begin, finding and using research instruments, collecting and analyzing data, avoiding "project fatigue" and publishing the results in an appropriate venue.

Brenda Pfannenstiel has been a librarian for 25 years, and for the past seven years has managed the Kreamer Family Resource Center, a "one-person" pediatric consumer health library at Children's Mercy Hospitals & Clinics in Kansas City, Missouri. In 2003 she received the Barbara McDowell Award for Excellence in Hospital Librarianship. She has conducted a number of small library research projects that have been published or presented in poster sessions, in conference papers, on websites, and in peer-reviewed journals, including the paper "Famous Persons' in MEDLINE: Examination of a Medical Subject Heading."



Saturday, Sept. 17
1:00 p.m. - 5:00 p.m.

4 MLA CE contact hours
Cost: \$75
Class limit: 20

Director's Room

Sponsored by New England
Journal of Medicine

**Developing a New Role for Librarians:
Teaching the Publication Process**

Carol Scherrer, MALS, AHIP & Ann Weller, MA, AHIP

Using a train-the-trainer model, the instructors will demonstrate the publishing process to librarians, so that they may then teach it to health care professionals at their institutions. Participants will be introduced to the publication process by examining types of articles published, examples of quality journals, appropriate ways to prepare a manuscript, and legal and copyright issues. Changes to the publication process in the open access environment will be discussed.

Carol Scherrer is the head of information services and assistant information services librarian at the Library of the Health Sciences, University of Illinois at Chicago (UIC). She is well versed in the quality of journals and the medical literature. With Ann Weller, she has co-taught the course Surviving the Peer Review Process several times a year to a wide variety of patrons, including graduate students, librarians and physicians.

Ann Weller is professor and curator of special collections, UIC Library of the Health Sciences. She has been with the UIC since 1985 and held the position of deputy director, Library of the Health Sciences (1988-2001). She is a distinguished member of the Academy of Health Information Professionals. Professor Weller's research has had two major focuses within the area of quality of information and access to it: investigation into the editorial peer review process as a function of scientific and scholarly communication, and investigation into the ways the electronic environment has altered research and publication. Her monograph, Editorial Peer Review: Its Strengths and Weaknesses (2001), is a unique systematic review of the studies that examine the editorial peer review process.

Monday, Sept. 19
3:00 p.m. - 5:00 p.m.

2 MLA CE contact hours
Cost: Free

Dakota Hall

Coordinated by NN/LM-GMR

**GMR Technology Forum:
Managing Electronic Resources**

This will be a panel coordinated by Bryan Vogh (GMR) and moderated by Leslie Schick (University of Cincinnati Academic & IT Libraries). The topics and presenters are:

1. Kathleen Strube (Aurora Health Care St. Luke's Medical Center Library, Milwaukee): Benefits of group of consortium purchasing. How do I find a group to work with? Whom should I work with—aggregator or publisher? How to negotiate and propose a deal that works for everyone? The license agreement: what to ask for. Taking advantage of what's free or buried in your database. How to afford e-journals. How to keep track of what you have.
2. Deborah Adams (Botsford General Hospital Library & Internet Services, Farmington Hills, MI): User access to resources: ezProxy and other technologies to validate your users and follow your license.
3. Audrey Bondar (Sladen Library, Henry Ford Hospital, Detroit): How to get the word out about the great things you have acquired.
4. The last 30 minutes will be reserved to discuss ideas presented and other technology issues that members have.

Tuesday, Sept. 20
8:00 a.m. - noon

Canceled

**The Joint Commission Standards:
Management of Information and Beyond**

Susan Schweinsberg Long, MLS, AHIP

Take this class for an understanding of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) standards for information management and their implications for hospitals and health care organizations. Participants will learn the key issues related to providing and managing knowledge-based information (KBI) to support the environment of care, quality and patient safety. The class highlights the Shared Vision - New Pathways initiative, including the tracer survey process and the 2003 standards consolidation. Using scenarios, case studies and



group discussion, participants will clarify the library's role in maintaining organizational JCAHO compliance.

Susan Schweinsberg Long has been Medical Library Director, Virginia Mason Medical Center (Seattle) since 2001. She has also managed the medical library in a large health care system and a rural Montana hospital. Her hospital went through an accreditation survey in October using the tracer methodology. Over the years, she has been through too many JCAHO surveys to count. She is a longtime member of MLA, Hospital Libraries Section, Pacific Northwest Chapter and the Academy of Health Information Professionals.

Tuesday, Sept. 20
8:00 a.m. – noon
4 MLA CE contact hours
Cost: \$75
Class limit: 25

Director's Room

**Understanding Healthcare Literature:
A Primer for Working with Evidence-Based Medicine Principles**

Ann McKibbon, PhD, MLS

This half-day course is designed to help librarians understand clinical research articles and how they are used by clinicians to make health care decisions. The course is a basic overview of evidence-based health care principles. It will be useful for beginners who want a broad perspective of published health care research and also for those librarians who have had experience working with clinical literature and want to hone their skills. Substantial hands-on time is included.

Dr. Ann McKibbon has worked as a medical librarian since 1972 in academic and special libraries, although most of her time was spent in the Department of Clinical Epidemiology and Biostatistics at McMaster University in Hamilton, Ontario. She worked on research projects related to information retrieval and evidence-based health care, including evaluation of MEDLINE systems and the development and testing of the Clinical Queries in PubMed. She was responsible for all administrative aspects of ACP Journal Club, Evidence-Based Medicine, Evidence-Based Nursing and Evidence-Based Mental Health before she went to the Center for Biomedical Informatics at the University of Pittsburgh, where she received a Ph.D. in June 2005. She is studying if a physician's attitude towards risk and uncertainty affects how he or she uses information resources. Dr. McKibbon's most recent publication is:

Haynes RB, McKibbon KA, Wilczynski NL, Walter SD, Werre R. Optimal search strategies for retrieving scientifically strong studies of treatment from Medline: analytical survey. *BMJ* 2005 May 21; 330 (7501): 1179-1184.



Hosted Dinners

Saturday, Sept. 17
5:00 – 8:00 p.m.

Meet at registration desk in Atrium. Buses to downtown available to everyone!

Welcome Dessert Reception

Saturday, Sept. 17
8:00-8:30 p.m. new members
and first-time attendees
8:30-10:00 p.m. everyone

Dakota Hall

Fargo Theatre and Dinner

Sunday, Sept. 18
5:30 – 10:30 p.m.

Cost included in registration

Bonanzaville USA Tour

Saturday, Sept. 17
Bus loads to leave 9:15 a.m.,
returns to hotel 11:45 a.m.
Cost: \$24

Heritage Hjemkomst Interpretive Center and Red River Tour

Saturday, Sept. 17
Bus loads to leave 1:15 p.m.,
returns to hotel 4:15 p.m.
Cost: \$24

Fargo has received some interesting press recently, and we want you to experience what National Public Radio and the Los Angeles times calls a “hip, high-tech city.” <http://www.fedc.com/page.cfm?page=resource&id=15>
We will be providing transportation to Downtown Fargo on Saturday evening so you can check out what some of the buzz is about. Besides great dining opportunities make sure to stop by [Zandbroz Variety](#) to pick up a new book, funky jewelry or some local music. We will get you back to the hotel in time for our Welcome Dessert Reception.

Welcome to Fargo! Join us for dessert and visit with your colleagues!

The reception will be at the Holiday Inn.

The reception is sponsored by Swets.

See the movie *Fargo* at the [Fargo Theatre!](#) This dinner film event includes a Scandinavian buffet and an opportunity to have your picture taken with Marge (from the film). The restored Fargo Theatre, which was built in 1927, was listed in *USA Today* as one of “ten great places to revel in cinematic grandeur.” **Warning! This film is rated R for strong violence, language and sexuality.** If you do not wish to stay for the movie, a bus will return you to the hotel after dinner. Check out a movie review of Fargo on Rober Ebert’s website at <http://rogerebert.suntimes.com>

[Bonanzaville USA](#) is named after the Bonanza Farms of this region in the late 19th century, which were a result of Northern Pacific Railroad’s marketing efforts. The NRRR lobbied for large-scale, showcase farms of 1,000 acres or more to advertise the economic potential of the land on either side of the Northern Pacific’s route, in particular the land along the Minnesota-Dakota Territory border known as the Red River Valley. Bonanzaville is an historic village of over 40 buildings depicting life in the Red River Valley in the late 1800s and early 1900s. Visitors travel back to the time when bonanza farm homes dotted the wheat-blanketed plains and the general store was spilling over with merchandise. The tour includes authentic log cabins, a sod house, a church, a schoolhouse, a train depot, and a bonanza farm mansion. Each building is filled with period furnishings and artifacts. In addition, the main museum houses Native American artifacts, dolls, and much more. Vintage automobile, tractor and airplane museums are a part of the village.

This event contains several parts:

- ◆ An informative ride on the pontoon S.S. Ruby on the Red River of the North will begin the afternoon. It is autumn, so danger of flooding is very low. After all, this is the river that forced the evacuation of the entire city of Grand Forks in April 1997 and left residents with an *average* of six feet of water in their basements. The summertime captain of the S.S. Ruby is a librarian at the ND State College of Science. Visit the website of the River Keepers, who operate the S.S. Ruby at <http://www.riverkeepers.org>



- ◆ The central feature of the museum is a replica Viking ship, the *Hjemkomst* (which means “homecoming”), built by Robert Asp and his family, from Moorhead, Minnesota. Unfortunately, Robert Asp became ill and died before the ship set sail. But a hardy crew of his family members and friends sailed it through the Great Lakes, starting at Duluth, MN on Lake Superior, and across the Atlantic Ocean to Norway in 1982. You will view the award-winning film documentary chronicling the construction of the 76-foot, hand-built Viking ship and its incredible 6,000-mile voyage. The ship itself is on display at the museum, standing under the flexible white sail-like roof that accommodates the ship’s tall mast. See a picture of the mighty Hjemkomst Viking ship at <http://www.hjemkomst-center.com/>
- ◆ Next you will get a guided tour of the exact replica of the 72-foot tall wooden Hopperstad stavkirke (stave church) in Vik, Norway. The original church dates from the twelfth century. The stave churches were built during Norway’s transition from paganism to Christianity, so you will see both dragonheads and Celtic crosses on the roofs
- ◆ You will have time to explore the rest of the museum. The special exhibit during September is “Quilt National”, an array of quilting trends, artistry and diversity from throughout the world.

Stitcher's Shop Hop

Saturday, Sept. 17
 Bus loads to leave 12:45 p.m.,
 returns to hotel 4:30 p.m.

Cost: \$15

Cancelled

PRACS Institute tour

Tuesday, Sept. 20
 8:00 a.m. - noon

Cost: Free, but registration
 required

Looking for inspiration, or just adding to your stash? We will visit a unique needlework shop, two wonderful quilt shops, and a fabric outlet store. Our plans include a stop at the Nordic Needle, which specializes in Hardanger embroidery, tatting, cross stitch, and stitching accessories or embellishments. Rae-Bon Quilt and Sewing Center and Stitch It are two local quilt shops that always have irresistible fat quarters. [You mean you don’t know what a “fat quarter” is?? Expert stitchers define it thus: “a 1/4 yard cutting of fabric, but instead of cutting across the fabric in a narrow, 1/4 yard length these are half of a 1/2 yard cut” – or commonly 18"x22" (18"x 1/2 width of fabric).] Mill End Textiles Outlet includes quilting cottons and goes beyond to include fleece and material for draperies and upholstery. Leave the parka at home because you will need the space in your luggage for your purchases. Naturally, we will find a moment to stop for chocolate! So, bring that fabric swatch you want to match and hop on the bus!

[PRACS Institute, Ltd.](#) is a contract research organization (CRO) serving the pharmaceutical and dermatological industries. The institute primarily conducts clinical research trials, clinical data management, and analytical and statistical services to pharmaceutical and dermatological companies throughout the United States, Canada, and Europe. It generates a majority of its revenue from clinical testing of generic and new pharmaceutical products. Originally designed to perform Phase I and Phase II clinical trials, PRACS has expanded their services to include Phase III and Phase IV clinical trials. Their new 115,000 square foot building has already been expanded by 10,000 square feet. And the East Grand Forks (MN) site has just completed a 25,000 square-foot addition. In 2003 PRACS expanded its operations to San Diego.

The PRACS tour will cover all aspects of their business, from the screening of patients, compliance services and the analytical lab to their inpatient facilities that allow multi-day or week trials to be performed.

Bus transportation is provided by PRACS Institute, Ltd.



Exhibitors

as of August 31, 2005

Basch Subscriptions

Doody Enterprises, Inc.

EBSCO

Elsevier

Elsevier MD Consult / First Consult

HealthWeb

Majors / YBP Library Services

Matthews

McGraw-Hill

Medical Library Association

Nature

NN/LM Greater Midwest Region

Ovid

Rittenhouse

STAT!Ref

Swets

Thieme

Thomson Gale

Thomson Scientific

UpToDate

University of Connecticut EFTS (no booth)
distribution of EFTS materials in conference packets

Sunrise Seminars

as of August 31, 2005

Elsevier MD Consult / First Consult

Nature

Sponsors

as of August 31, 2005

Annual Reviews

Sponsoring breaks

Elsevier

*Sponsoring Dr. Monica Mayer,
Exhibitors' Reception,
and donation of conference bags*

Epocrates

software in conference packets

**Fargo-Moorhead
Convention & Visitors Bureau**

*Name badges, signs,
registration assistance*

Matthews

Sponsoring breaks

Microsoft Business Solutions

New England Journal of Medicine

*sponsoring CE courses:
Prescription for Copyright
Developing a New Role for Librarians*

NN/LM Greater Midwest Region

*Sponsoring GMR Technology Forum,
Measuring Your Impact CE,
Friday breakfast*

Ovid

Sponsoring Dr. Joe Janes

PRACS Institute, Ltd.

Sponsoring tour and buses for PRACS Institute

Swets

Sponsoring the Dessert Reception

**University of North Dakota
School of Medicine & Health Sciences**

Sponsoring Dr. Mary Wakefield

Wiley

Sponsoring Dr. Ann McKibbin