Southern Chapter
Medical Library Association
58th Annual Meeting
&
Alabama Health Libraries Association
28th Annual Meeting

Ross Bridge Resort
Birmingham, Alabama
October 26 – 30, 2008
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CONTENTS

Welcome Letter ........................................................................................................... 2
Committees .................................................................................................................. 5
Sponsors ...................................................................................................................... 7
Exhibitors .................................................................................................................. 7
Program ..................................................................................................................... 8
Contributed Papers Abstracts ................................................................................. 17
Contributed Posters Abstracts .............................................................................. 29
Business Meeting Agenda .................................................................................... 37
Exhibitor Floor Plan .............................................................................................. 38
Hotel Floor Plan ..................................................................................................... 39
Schedule at a Glance ............................................................................................... Back Cover

ADVERTISEMENTS

The New England Journal of Medicine ......................................................... Inside Front Cover
The Medical Letter ............................................................................................... 3
BMJ Group .............................................................................................................. 4
Rittenhouse ............................................................................................................. 40
SCOPUS .................................................................................................................. Inside Back Cover
Dear Colleagues,

In just the last few years, we’ve seen an explosion of ways to keep in touch with each other. New ones appear every day. Facebook seems old fashioned now, and texting and twittering are second nature for librarians with a bit of gray in their hair. A recent essay in the New York Times ponders the impact of all of this “ambient awareness” – the ability to gain a pointillistic view of the patterns of our friends’ lives in ways that were inconceivable just a short time ago.

So why are we bothering to gather in Birmingham? With all of this “connectedness” why put up with the indignities of travel, and the expense and time involved in attending one more conference? Is it just inertia? Habit? Or, as wonderful as all of the new tools may be, do we expect to get something from physically being together that we can’t get in any other way?

Of course. The excitement, the camaraderie, the serendipity and surprises that accompany a conference are sui generis. We learn differently when we’re all in a conference room together, the in-person give and take has a different quality from online repartee, and nothing substitutes for the pleasure of sitting by the pool or the bar visiting with old friends and new colleagues well met.

So those of us who have put in countless hours planning this conference have high hopes for your stay in Birmingham. The plenary sessions have been built around the themes that I touched on above – how do we best manage the profusion of information in which we now live our lives? How do we organize our own information? Where do we find quiet spaces? How do we plan our careers so that they are an enriching part of the rest of our lives and not in conflict with it?

The contributed papers and posters give us the chance to learn from our colleagues and engage in discussion about their experiences. The exhibitors will show the latest offerings that they hope will enable us to do our jobs better and more efficiently.

The Ross Bridge Resort itself will provide a soothing, relaxing setting for what we expect will be several days of intense intellectual activity. We hope you’ll find time to relax in the spa, to get in a round of golf, or just to stroll around the grounds reflecting on what you’re hearing and learning from your colleagues gathered here.

On Tuesday night, we’ve planned an evening to celebrate Birmingham, with a wide variety of dining options. The banquet on Wednesday night will provide a relaxing opportunity to mingle and visit and strengthen those bonds of colleagues and friendship that can only be done when we’re in the same places at the same time.

T Scott Plutchak  Pat Higginbottom
Local Arrangements Chair  SCMLA Program Chair

Judy Burnham  Lee Vucovich
SCMLA Chair  ALHeLA President
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Liz Lorbeer, Exhibits
Gabe Rios, Hospitality

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Special thanks to Randy Tims for creating the meeting logo
COMMITTEES

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CONFERENCE PROGRAM
Sunday – Monday

Sunday, October 26, 2008

3:00 – 6:00 Registration – Lobby Area

6:00 – 7:30 Early Bird Reception - Clubhouse Terrace

Monday, October 27, 2008

7:30 – 6:00 Registration – Lobby Area

Continuing Education Classes - Onsite at Ross Bridge

8:00 – 12:00 Ethical Concerns for Librarians – Pelham
Priscilla Stephenson

8:00 – 12:00 Introduction to Evidence Based Practice in a Magnetic World – Vestavia
Toni Yancey

12:00 Noon Boxed Lunch by the Pool – Ballroom Foyer

1:00 – 5:00 Gaining Leadership Skills without Formally Supervising People – Pelham
Natalie Kay Reed

1:00 – 5:00 Easy to Read Health and Wellness Material for Consumers – Vestavia
Beth Wescott

Continuing Education Classes – Offsite at UAB
For transportation, meet by the fireplace by 7:45 am. For directions and more information, see the CE page at the SCMLA website.

9:00 – 4:00 Technology Planning for Health Sciences Librarians
UAB Lister Hill Library Electronic Classroom
Wallace McClendon and Bart Ragon
“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 N01-LM-6-3502”

9:00 – 4:00 Geeks Bearing Gifts: New Technology Trends
UAB Cudworth Hall CEC307
Dale Prince

4:00 – 6:00 SCMLA Executive Board Meeting – Bessemer

6:00 – 8:00 Welcome Reception - Ballroom EFGH

= Ticket Required
Tuesday, October 28, 2008

6:30 – 7:30  Majors Walk – Meet by the Fireplace

7:00 – 9:00  History Committee - Vestavia

7:00 – 9:00  Benchmarking Committee - Pelham

8:00 – 9:00  SCMLA 2009 Conference Committee - Bessemer

7:30 – 4:00  Registration – Ballroom Foyer

8:00 – 5:00  Internet Room – Helena

8:30 – 10:00Breakfast with Exhibitors - Ballroom EFGH

10:00 – 12:00  Welcome & Opening Plenary with David Levy - Ballroom D

David Levy holds a PhD from Stanford University in computer science (1979) and a Diploma in calligraphy and bookbinding from the Roehampton Institute, London (1982). For fifteen years (until December, 1999), he was a member of the Xerox Palo Alto Research Center (PARC) where his research focused on the nature of documents and on the tools and practices through which they are created and used. His current research focuses on information and the quality of life. His book, “Scrolling Forward: Making Sense of Documents in the Digital Age,” was published in 2003 by Arcade Publishing. David’s 2007 article, “No Time to Think: Reflections on information technology and contemplative scholarship” will be the basis for his talk.

11:00 – 2:00  Poster Setup - Ballroom ABC

12:00 – 2:00  Lunch with Exhibitors - Ballroom EFGH

Contributed Papers 1A – Vestavia
Moderator: Christine Whitaker, MLIS, Collection Development Librarian, University of South Carolina School of Medicine Library

2:00 - 2:20  Library Voodoo or Library Science?
Rick Wallace, MSLS, EdD, Assistant Director, East Tennessee State University, Quillen College of Medicine Library; Nakia J. Carter, MSIS, Clinical Reference Librarian

2:20 – 2:40  Evidence Based Nursing Practice: Is There a Role for Librarians?
Pamela Sherwill-Navarro, MLS, AHIP, University of Florida; Margaret Allen, MLS, AHIP

2:40 – 3:00  Evidence-Based Practice for Medical Librarians: The Dartmouth Experience
Darlene P. Kelly, MSLS, Division Head for Information Services, Morehouse School of Medicine Library, Atlanta, Georgia

= Ticket Required

Computers available in the Internet Room
LISTEN (Learning Information Seeking and Technology for Evidence-based Nursing practice): The Librarians’ Roles
Richard Nollan, MLS, MA, MA, Associate Professor and Head of Reference & Outreach Services, The University of Tennessee Health Sciences Library; Lin Wu, MLIS, AHIP, Assistant Professor & Reference Librarian; Cynthia Russell, PhD, RN, Professor; Heather Carter-Templeton, RN, MSN, Project Director, Graduate Student; Ramona Patterson, MSN, RN, Graduate Student

Contributed Papers 1B – Pelham
Moderator: Cynthia L. Henderson, MLS, Director, Morehouse School of Medicine Library

Moving into the Future: Blending a Hospital Library into an Academic
Jane Bridges, ML, AHIP, Mercer University School of Medicine

Finding Partnerships That Will Lead to a Thriving Valued Medical Library Function
Sybil H. Bullock, MLS, EdS, Adjunct Professor, University of Alabama School of Library & Information Studies, Medical Library Consultant, St. Vincent’s Health System; Carol Maietta, RN, BSN, MS, St Vincent’s Health Systems (STVHS), Birmingham, Alabama

Branding your Hospital Library for the 21st century
Rosalind K. Lett, MLS, AHIP, Information-2-Knowledge, LLC

Information Rx: Is the Program being Promoted and Utilized by Georgia Librarians and Georgia American College of Physicians (GACP) Members?
Kim Meeks, MLIS, AHIP, Mercer University School of Medicine Medical Library

Contributed Papers 1C – Bessemer
Moderator: Cynthia Vaughn, MLIS, AHIP, Clinical Information Librarian, University of Tennessee Preston Medical Library

Online Only: How to Reach Students You Can’t See
Lindsay Blake, MLIS, AHIP, Information Services Coordinator, Medical College of Georgia

Library Web Site 2.0: Give Them Links They’ll Love
Lisa Travis, MS, Medical Librarian, Lincoln Memorial University

How a Simulated Library in the Second Life World Enhances Health Sciences Librarianship Education: An LIS Education Program Study
Feili Tu, PhD, MLIS, Assistant Professor, School of Library and Information Science, University of South Carolina

= Ticket Required
Computers available in the Internet Room
3:00 – 3:20  
**Uses of Virtual Reality in Professional Education: An Examination of Collaborations between Programs in Library and Information Science and in Public Health Education**
Feili Tu, PhD, MLIS, Assistant Professor, School of Library and Information Science; University of South Carolina; Lillian Upton Smith, DrPH, MPH, CHES, Director, SC Public Health Consortium & Office of Public Health Practice, Clinical Assistant Professor, HPEB Arnold School of Public Health, University of South Carolina; Ken Watkins, PhD, Associate Chair and Graduate Director, Department of Health Promotion, Education, and Behavior, Arnold School of Public Health; Patrick L. McLaughlin, MLIS, The National Library of Medicine Postgraduate Fellow, 2008-2009

**Contributed Papers 1D – Mountain Brook**
Moderator: Kay Hogan Smith, MLS, Associate Professor/Community Services Librarian, University of Alabama at Birmingham, Lister Hill Library of the Health Sciences

2:00 - 2:20  
**Expert Search Training for Fourth-Year Pharmacy Students: A Five-Year Experience**
Lin Wu, MLIS, AHIP, Assistant Professor and Reference Librarian, University of Tennessee Health Science Center Library; Katie J. Suda, PharmD, Associate Professor and Director, Drug Information Center, College of Pharmacy

2:20 – 2:40  
**Making the Magic Flow with Medical Explorations Student Instruction**
Sandy Oelschlegel MLS, AHIP, Director; Martha Earl, MLS, AHIP, Assistant Director, Preston Medical Library; Mitchell H. Goldman MD, Department Chairman, Department of Surgery, University of Tennessee Graduate School of Medicine

2:40 – 3:00  
**The Future is the Past: Books in Libraries**
David King, MS, PhD, Associate Director, Medical College of Georgia; Sandra Canham, MS, AHIP, Education Services Librarian

3:00 – 3:20  
**You CAN Work Magic: Exploring the Many Ways that Librarians Can Contribute to Residency Education**
Laura Cousineau, MLS, Associate Professor, Department of Pediatrics and Library Science & Informatics, Medical University of South Carolina

2:00 – 4:30  
**Posters available for viewing (not staffed) – Ballroom ABC**

4:30 – 7:00  
**Reception at Vulcan Park**
Busses start leaving Ross Bridge from the lobby entrance at 4:00

7:00 – 10:00  
**Dine-Arounds**
Transportation available at 6:15 from Ross Bridge to 5 Points South for those people not going to the Vulcan Reception

**Wednesday, October 29, 2008**

7:00 – 9:00  
**Communications Committee – Pelham**

7:00 – 9:00  
**LiME Meeting – Bessemer**

7:00 – 9:00  
**GoLocal Coordinators – Vestavia**
CONFERENCE PROGRAM

Wednesday

7:30 – 8:00  Breakfast – Ballroom EFGH
8:00 – 9:45  SCMLA Business Meeting – Ballroom EFGH
8:00 – 10:00  Registration – Ballroom Foyer
8:00 – 5:00  Internet Room – Helena
10:00 - 11:30  Plenary 2 with Peter Morville - Ballroom EFGH

Peter Morville is the leader of the consulting firm Semantic Studios, and author of *Ambient Findability: What We Find Changes Who We Become*. Morville is a librarian by training (University of Michigan) and is widely regarded as the father of the information architecture field. His 1998 best-seller, “*Information Architecture for the World Wide Web*”, (co-authored with Louis Rosenfeld) has over 100,000 copies in print and was named the “Best Internet Book of 1998” by Amazon. “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 N01-LM-6-3502”

11:30 – 12:00  Peter Morville Book Signing – Ballroom Foyer
12:30 – 2:00  Hospital Section Lunch – Ballroom G
12:30 – 2:00  CONBLS Member Luncheon – Ballroom F
12:30 - 2:00  Boxed Lunch by the Pool – Ballroom Foyer

Contributed Papers 2A – Vestavia
Moderator: Laura K. Cousineau, MLS, Assistant Director for Program Development & Resource Integration Library Associate Professor, Department of Pediatrics, Medical University of South Carolina

2:00 - 2:20  Effective Presentation of Public Health Topics through Online Tutorials
Xinyu (Cindy) Yu, PhD, Assistant Professor, School of Library and Information Science, University of Southern Mississippi

2:20 – 2:40  Meebo Magic: Using Web-based IM to Answer Online User’s Questions at the Point of Need
Paul Mussleman, MLIS, Reference Librarian, University of Alabama at Birmingham; Randy S Tims, BA, Web Content Coordinator; Jason Baker, MLIS, Reference Librarian; Lee Vucovich, MLIS, Assistant Director for Reference Services

2:40 – 3:00  Quantifying the Effectiveness of Interactive Tutorials
Rozalynd P. Anderson, MLIS, Assistant Director for Education & Outreach, University of South Carolina School of Medicine Library; Steven P. Wilson, MA, MLIS, Coordinator, Center for Disability Resources Library

= Ticket Required  
Phones available in the Internet Room
3:00 – 3:20
**The Right Tool for the Job: Providing a Toolbar for Instant Access to Library Resources from Any Site on the Web**
Carolyn Klatt, MLIS, Reference and Electronic Resources Librarian, Health Sciences Library, Memorial University Medical Center, Mercer University School of Medicine - Savannah Campus

**Contributed Papers 2B – Pelham**
Moderator: Jane Bridges, ML, AHIP, Associate Director - Savannah Campus Health Sciences Library, Memorial University Medical Center

2:00 - 2:20
**Conjuring Up the Next Generation of Medical Librarians**
Rick Wallace, Assistant Director, East Tennessee State University Quillen College of Medicine Library; Nakia J. Carter, MSIS, Clinical Reference Librarian

2:20 – 2:40
**How to Kill a Librarian’s Love of Librarianship: A Review of Disgruntled Correspondence on Blogs & Discussion Lists**
Elizabeth R. Lorbeer, EdM, MLS, Associate Director for Content Management & Assistant Professor, University of Alabama at Birmingham

2:40 – 3:00
**Going the Extra Mile: Coaching for Lasting Change**
Rosalind K. Left, MLS, AHIP, Information-2-Knowledge, LLC; Tara Douglas-Williams

3:00 – 3:20
**Making our Library More Visible on Campus**
Jie Li, MLS, Assistant Director for Collection Management, Biomedical Library, University of South Alabama; Judy Burnham, MLS, Director; Justin Robertson, MLS, Assistant Director for Public Services

**Contributed Papers 2C – Bessemer**
Moderator: Beth Layton, MLS, MBA, AHIP, Deputy Director, Health Science Center Libraries, University of Florida

2:00 - 2:20
**Librarian Outreach: Better Research for Better Careers. Preparing University Students for Success in the Health Sciences**
Todd Prusin, MSLS, Health Sciences Liaison Librarian, Georgia State University

2:20 – 2:40
**Disaster and Emergency Planning Outreach Workshops at Select Churches**
Cynthia L. Henderson, MILS, AHIP, Library Director, Morehouse School of Medicine

2:40 – 3:00
**So You Think You Can “Go Local”?: Lessons Learned from Georgia Health – Go Local**
Susan C. Smith, MPA, MLIS, Health and Education Reference Liaison Librarian, Georgia State University Library; Rita Smith, MLIS, AHIP, Outreach and Education Coordinator, Medical Library and Peyton T. Anderson Learning Resources Center, Mercer University School of Medicine; Jan LaBeause, MLS, AHIP, Director, Medical Library and Peyton T. Anderson Learning Resources Center, Mercer University School of Medicine

3:00 – 3:20
**Take Charge! Information Resources for Consumer Health Education: A Joint Outreach Project between the University of South Alabama Libraries and the Mobile Public Library**
Beverly Rossini, MLIS, Outreach/Information Resources Librarian, University of South Alabama Biomedical Library; Paula Webb, MLIS, Assistant Librarian, Government Documents Reference/Electronic Resources, University Library, University of South Alabama
CONFERENCE PROGRAM
Wednesday

3:30 – 3:45  Break – Ballroom Foyer

3:30 – 4:30  Posters staffed - Ballroom ABC

1. It’s Not Magic: Assembling a Dual-Campus Online Book Collection
   Kim Meeks, MLIS, Systems Librarian; Anna Krampl, MLS, Reference Librarian,
   Mercer Medical Library & The Peyton T. Anderson Learning Resources Center,
   Mercer University, Macon, GA.

2. Mapping the Core Journals of Physical Therapy Literature
   Dennis W Fell, MD, PT, Chair, Department of Physical Therapy, University of South
   Alabama; Judy Burnham, MLS, AHIP, Director, Biomedical Library; Melanie
   Buchanan, Heidi Horchen, Joel Scherr, Students, Department of Physical Therapy

   J. Michael Lindsay, MSIS, AHIP, Serials/E Resources Librarian, Preston Medical
   Library, University of Tennessee Graduate School of Medicine; Sandy Oelschlegel,
   MLIS, AHIP, Director, Preston Medical Library, University of Tennessee Graduate
   School of Medicine

4. Melting Down Uncertainty and Persevering to Forge a Perfect
   Outreach Partnership: National Network of Libraries of Medicine and HUD’s
   Neighborhood Networks  Mandy Meloy, MA, MLIS; Terri Ottosen, MLIS, AHIP

5. Project Uncovering Health Information Databases (UNHID): Teaching
   Students, Parents, Teachers and Librarians How to Utilize the Consumer
   Health Databases of the National Library of Medicine
   Joe Swanson, Jr., MSLS, Division Head for Computer Systems; Roland B Welmaker,
   Sr., PhD, MSLS, Archivist/Librarian; Xiomara E. Arango, MSLS, Division Head for
   Technical Services; Cynthia L. Henderson, MLIS, AHIP, Director; Darlene P. Kelly,
   MSLS, Division Head for Information Services, Morehouse School of Medicine
   Library

6. History in the Making: Building an Institutional Repository and Digital
   Archive from the Ground Up
   Randall Watts, M.Div., MS, Coordinator of Collections and Resources, MUSC
   Library; Susan Hoffius, MLIS, Curator, Waring Historical Library, Medical University of
   South Carolina; Jennifer Welch, MLIS, Digital Archivist, MUSC Library/Waring
   Historical Library, Medical University of South Carolina

7. Genesis & Evolution: Inception and Integration of Evidence Based
   Medicine into the Pediatric Curriculum
   Sandra L. Fowler, MD, MSc., Associate Professor of Pediatrics, Medical University of
   South Carolina; Laura Cousineau, MLS, Associate Professor, Departments of Library
   Science & Informatics and Pediatrics; Ronald J. Teufel, MD, Assistant Professor of
   Pediatrics; James T. McElligott, MD, Chief Resident, Pediatrics; L. Lydon Key, MD,
   Professor and Chair, Pediatrics

8. Designing Clinical Portals: A Collaborative Initiative for Residency
   Education
   Laura Cousineau, MLS, Associate Professor, Departments of Pediatrics and Library
   Science & Informatics, Medical University of South Carolina; David McCabe,
   Systems Engineer, Sherman Paggi, Web Developer ; M. Olivia Titus, MD, Assistant
   Professor of Pediatrics; David J. Annibale, MD, Professor of Pediatrics
9. **Citation Index Comparison: Web of Science, OvidSP, and Google Scholar**  
Sarah Wright, MS, Student Library Assistant, University of Tennessee Graduate School of Medicine; Cynthia Vaughn, MLIS, Clinical Information Librarian

10. **Giving Your Patrons the Star Treatment**  
Rick Wallace, MSLS, EdD, Quillen College of Medicine Library, East Tennessee State University; Bobby Lyons; Recia Taylor

11. **How to Keep Your Professional Organization from Falling Into a Black Hole**  
Nakia J. Carter, MS, East Tennessee State University, Quillen College of Medicine Library; Rick Wallace, MSLS, Ed.D

12. **The State of Reference Services in the Southeastern/Atlantic Region of NNLM**  
Kristen Morda, MA, Graduate Medical Education Librarian, University of South Florida, Shimberg Health Sciences Library; Rose Bland, MA, AHIP, Assistant Director of Technology and Access Services; Danny O’Neal, MA, AHIP, Assistant Director of Information and Outreach Services; Beverly Shattuck, MS, MBA, Assoc. VP of Libraries, USF Health Director, Shimberg Health Sciences Library & Media Center

13. **Using Google Analytics to Build a Better Library Website**  
Andrea Wright, MLIS, Technology and Information Services Librarian, University of South Alabama Baugh Biomedical Library; Justin Robertson, MLIS, Assistant Director for Public Services

14. **Health Information Literacy Research Project - University of South Alabama Pilot Site Report**  
Geneva Bush Staggs, MSLS, AHIP, Assistant Director for Hospital Library Services, Biomedical Library, University of South Alabama; Beverly Rossini, MLIS, Outreach/Information Services Librarian

15. **Maximize Preparedness, Minimize Damages: A Successful Grant-Funded Disaster Planning Project**  
Felicia Yeh, MLIS, Assistant Director for Collections Management, University of South Carolina, School of Medicine Library; Rozalyn Anderson, MLS, Assistant Director for Education & Outreach; Briget Livingston, MLIS, Systems Librarian; Karen McMullen, MLIS, Head of Access Services

16. **Connections with National Medical Librarians Month**  
Nakia J. Carter, MSIS, Clinical Reference Librarian, East Tennessee State University Quillen College of Medicine Library; Rick Wallace, MSLS, EdD, Assistant Director

17. **Building Your Own Library’s Responsible Literature Searching Web Site**  
Sandra Canham, MS, AHIP, Education Services Librarian; Kathy Davies, MLS, Chair, Education and Information Services; Tom Cutshall, MLS, MEdIT, Virtual Services Librarian and RLS website developer, Medical College of Georgia; Darra Balance, MLS, AHIP, AHEC Learning Resource Centers Coordinator; Lindsay Blake, MLIS, AHIP, Information Services Coordinator; Kevin Bradford, MLS, Clinical Information Librarian; Peter Shipman, MLIS, Outreach Librarian
CONFERENCE PROGRAM

Wednesday – Thursday

18. Kindle – a Viable Technology for Health Sciences Information Delivery?
Christine Whitaker, MLIS, Collection Development Librarian, University of South Carolina School of Medicine Library; Ruth A. Riley, MS, Director of Library Services

19. Making Magic: Joining Forces to Create a Statewide Consumer Health Information Network
Beth Layton, MLS, MBA, AHIP, Deputy Director, Health Science Center Libraries, University of Florida; Barbara Shearer, MSS, AHIP, Director, FSU College of Medicine, Maguire Medical Library; Linda Butson, MLn, MPH, AHIP, UF AHEC Librarian and Assistant Director for Access and Outreach Services, Health Science Center Libraries, University of Florida; Cheryl Dee, MLS, PhD, Assistant Professor, School of Library and Information Science, University of South Florida

4:30 – 5:30
AHIP Information Session – Vestavia

5:30 – 6:30
Yoga with Jane Bridges – Fitness Room

7:00 – 10:00
Banquet – Terrace

Thursday, October 30, 2008

7:00 – 9:00
SCMLA Executive Committee - Vestavia

8:00 – 10:00
Registration – Ballroom Foyer

9:00 – 10:30
Plenary 3 with Rachel Singer-Gordon - Ballroom EFGH
Rachel Singer-Gordon is a speaker, web expert and author of several books including, “What’s the Alternative? Career Options for Librarians and Info Pros.” Rachel is the founding editor of, and a frequent contributor to, the Info Career Trends electronic newsletter. Rachel publishes frequently in both library journals and online, See her blogs, “The Liminal Librarian” and “Beyond the Job.” She is a popular speaker on career issues of information professionals and will address the topic of “getting unstuck” with our attendees.

10:30 – 10:45
Break – Ballroom E Foyer

10:45 – 11:45
MLA/RML Updates - Ballroom EFGH
MLA Update – Mary Ryan, MLS, AHIP, FMLA
Library Director, University of Arkansas for Medical Sciences
MLA President

RML Update - Janice E. Kelly, MLS
Executive Director, National Network of Libraries of Medicine, Southeastern/Atlantic Region

12:00 – 2:00
ALHeLA Business Lunch – Ballroom C

12:30 – 2:00
Annual Meeting Committees Lunch – Vestavia

= Ticket Required
1) Library Voodoo or Library Science?
Authors: Rick Wallace, MSLS, EdD, Assistant Director, East Tennessee State University, Quillen College of Medicine Library, 423-335-2725, wallacer@etsu.edu; Nakia J. Carter, MSIS, Clinical Reference Librarian

Question/Objective: To describe the phenomenon of Evidence Based Librarianship and how it relates to Health Science Librarians' professional growth and career development.

Setting/Participants: Professional Librarians

Design/Method: Evidence Based Library & Information Practice (EBLIP) is a way of using the best research to solve practical problems in the library. This session will cover the fundamentals of EBLIP, along with possible applications.

“Evidence-Based Librarianship is an approach to information science that promotes the collection, interpretation and integration of valid, important and applicable user-reported, librarian observed, and research-derived evidence. The best available evidence, moderated by user needs and preferences, is applied to improve the quality of professional judgments” [Booth & Brice, 2004]. Evidence-Based Library and Information Practice (EBLIP) evolved from the evidence-based medicine (EBM) movement which is a systematic way to review and apply the medical literature to medical practice. EBM began to find its way into other health disciplines and eventually was applied to health sciences librarianship and then to librarianship as a whole.

Conclusion: In order to justify the "science" in library science, health science librarians must apply the same principles of evidence to their field that they insist that health care professionals use in their work.

2) Evidence Based Nursing Practice: Is There a Role for Librarians?
Authors: Pamela Sherwill-Navarro, MLS, AHIP, University of Florida, 352 273-6515, sherwillp@ufl.edu; Margaret Allen, MLS, AHIP

Question/Objective: This research project was designed to explore how the current evidence based nursing practice movement is affecting the roles of librarians serving nurses. Included in the report are changes that have occurred since the authors’ EBP survey in 2005.

Setting/Participants: The participants were librarians from a variety of settings that provide library services to nurses.

Design/Method: A web based survey using Survey Monkey was distributed via various electronic mailing lists including Medlib, HLS, NAHRS, CANMEDLIB, local/regional and academic library lists.

Findings/Results: The numbers of Responses to the updated survey were more than double the number received from the first survey. For both surveys the majority of the librarians were in hospital/health system libraries. Respondents stated that EBP was actively practiced in most of the facilities. The percentage of librarians involved in teaching EBP or having a role in EBP programs increased. Both surveys showed that many libraries have increased print and electronic resources to support EBP. The primary obstacle preventing nurses from implementing Evidence Based Practice is time. Charts will include comparison of librarian roles across settings, as well as comparison of responses between 2005 and 2008.

Conclusion: Evidence Based Practice is taught in nursing programs and implemented in hospital/health systems. Librarians continue to have a role in teaching and supporting EBP. This role goes beyond teaching information literacy skills and includes support for writing, research, bibliographic management software use and participation on nursing committees. The Magnet Hospital movement is becoming a major factor in the implementation of EBP in hospital/health systems. There is a slight shift in the barriers to EBP with some improvement in the attitudes and values of clinical nurses, and nursing faculty implementing EBP in the curriculum. Resources to support EBP are becoming more accessible, but still variable from one organization to another. These trends have increased opportunities for librarians to support EBP.

3) Evidence-Based Practice for Medical Librarians: The Dartmouth Experience
Author: Darlene P. Kelly, MSLS, Division Head for Information Services, Morehouse School of Medicine Library, Atlanta, Georgia, 404-752-1533, dkparker-kelly@msm.edu

Purpose: The author will discuss the experience of attending the 2.5 day Institute in Evidence-Based Practice for medical librarians by medical librarians and of learning how to support evidence-based teachings in the medical school curriculum.

Setting: The Institute was held at Dartmouth College in Hanover, New Hampshire in July 2008.

Brief Description: Medical Librarians teach the use of evidence-based clinical practice (EBCP) resources and as a result should be prepared to provide the most informative and reasoned information available. The Dartmouth experience provided insight into structuring teaching strategies and critical appraisal of therapy or diagnostic articles in support of EBCP. Advanced search strategies and teaching tips were discussed and will be shared with participants.
CONTRIBUTED PAPERS
ABSTRACTS

Conclusion: Participants will better understand methods of advanced searching, critical appraisal of therapy and diagnostic articles, and the importance of providing the best practice information available. Furthermore, this presentation is intended to encourage other librarians to participate in EBCP training.

4) LISTEN (Learning Information Seeking and Technology for Evidence-based Nursing practice): The Librarians’ Roles
Authors: Richard Nollan, MLS, MA, MA, Associate Professor and Head of Reference & Outreach Services, The University of Tennessee Health Sciences Library, 901-448-6053, rnollan@utmem.edu; Lin Wu, MLIS, AHIP, Assistant Professor and Reference Librarian; Cynthia Russell, PhD, RN, Professor; Heather Carter-Templeton, RN, MSN, Project Director, Graduate Student; Ramona Patterson, MSN, RN, Graduate Student

Question/Objective: This presentation describes a nursing information literacy grant (LISTEN) and health sciences librarians’ roles/involvements in the content development for web based, just-in-time learning objects to support LISTEN learning outcomes.

Setting/Participants: The LISTEN project is a three-year grant funded by the Health Resources and Services Administration (HRSA) with the aim of increasing the information technology (IT) and information literacy (IL) attitudes, knowledge, and skills of nursing students and practicing nurses. LISTEN includes three modules: information technology competency, information seeking competency, and information application competency. Synchronous or asynchronous modes of computerized simulation content will be used for the modules’ delivery. Each module includes several learning objects to support participants’ learning experience. The participants are nursing students from the College of Nursing in an academic health science center and practicing nurses from a local Veterans Affairs (VA) Medical Center.

Design/Method: ACRL’s Information Literacy Standard for Higher Education was used as guidelines to develop learning outcomes. Just-in-time learning objects were developed to fit in each learning outcome.

Findings/Results: Learning objects were developed to support the LISTEN modules. The production is still in progress. More learning objects will be developed in the future.

Conclusion: Nursing students and workforce nurses have special and different information needs. Librarians working with LISTEN team members play an important role in developing learning objects geared to nursing students and workforce nurses based on their needs.

Session 1B – Pelham
Moderator: Cynthia L. Henderson, MILS
Director, Morehouse School of Medicine Library

1) Moving into the Future: Blending a Hospital Library into an Academic
Author: Jane Bridges, ML, AHIP, Mercer University School of Medicine, 912-350-8124, BridgJa1@memorialhealth.com

Objective: What do hospital library customers look for, how can they be well served by an academic library, and how can medical students benefit from having access to a clinical setting?

Setting/Participants: Memorial University Medical Center in Savannah, GA outsourced its library several years back to Mercer University School of Medicine in Macon, GA. The library served Mercer’s Year 3 and Year 4 medical students in addition to its hospital customers. In 2007, Mercer announced that it would be opening a second medical school on the Memorial Medical Center campus in August of 2008.

Design/Method: There were several issues to address, and we looked first to the library community for advice on specific physical, human and electronic resources, as well as moral support and general advice on transitioning from a hospital library to an academic. Then we began planning our new space, the physical move, new job descriptions and human resources. Access to electronic and print resources shifted as vendors changed their perceptions of our relationships to each other, and as we discussed our plans for our new library and its customers.

Findings/Results: We discovered that each organization that faced a situation similar to ours is unique. We formed our strategies by learning what we could, dividing the labor, and coming up with plans for resource utilization based on current and projected capabilities.

Conclusion: We will describe our planning processes, include checklists for libraries planning moves, illustrate using photographs, and report on how it is all working as of the first quarter.

2) Finding Partnerships That Will Lead to a Thriving Valued Medical Library Function
Authors: Sybil H. Bullock, MLS, EdS, Adjunct Professor, University of Alabama School of Library & Information Studies, Medical Library Consultant, St Vincent’s Health System, Birmingham, Alabama, 205 994-1465, shbullock@charter.net; Carol Maietta, RN, BSN, MS, St Vincent’s Health Systems (STVHS), Birmingham, Alabama.

Background: The presentation will cover a large urban area not- for- profit hospital system that consists of 2 urban hospitals and 2 rural hospitals located in Alabama. There is a centralized library function and a Chief Learning Officer
shared by all the hospitals. The merger of the hospitals into one system created opportunities for changing the way the library operated and the way information was identified and disseminated. This presentation will describe how the librarian, working with the Chief Learning Officer, have developed several programs to enhance the visibility and perceived value of the library function for key executives to include migrating toward a virtual library concept.

Introduction: Medical Librarians understand the necessity for providing value-added services to ensure their survival. They know how to do this effectively with the base users: physicians, nurses, and allied health personnel. Where some fail is in understanding that other decision makers in the organization may have a greater impact on their success, particularly when there are fiscal constraints. One key executive that is a natural fit for partnership with the librarian is the Chief Learning Officer (CLO) of the organization. CLOs provide strategically aligned learning that supports the mission, values, and priorities of the organization. They also provide organization development/effectiveness which introduces transition and change management, individual and organizational assessments, leadership coaching and workforce planning and development to include Talent Management (Succession and mentor programs). This presentation will outline some of the successful projects that the partnership between the medical librarian and the CLO have generated. There will be a discussion of how to make these partnerships work effectively, what you can create as a result, and how you measure/evaluate the outcome. This will include the library as a strategic resource and the alignment of the library with organizational strategic initiatives. The CLO will also have a group exercise that will demonstrate to the audience one idea that has been presented.

3) Branding Your Hospital Library for the 21st Century

Authors: Rosalind K. Leff, MLS, AHIP, Information-2-Knowledge, LLC, 678-580-2956, rosleff@info2knowhow.com

Question/Objective: To explore the ways that hospital libraries brand themselves for optimal positioning and support from their organizations.

Setting/Participants: Hospital Libraries & Hospital Librarians

Design/Method: Surveys, Interviews, and Site Visits

Findings/Results: Illustrates the current branding of hospital libraries and how strategies for raising the value of the brand in the minds of the customer can prove the hospital library to be a valuable asset to the organization.

Brief Description: Clearly branding is an important concept for organizations participating in profit-centered marketing where the bottom-line and company viability depend upon consumers purchasing a specific brand. However, hospital libraries must apply creative out of the box thinking to consider how to consistently exceed their user’s expectations. Many libraries are facing cutbacks and even more are being closed because they are not perceived as positively impacting the bottom-line. Hospital libraries are only as vital and viable as their organization’s perceives them to be. In hospital libraries, especially those staffed by solo librarians, the collections, and services are provided on a smaller scale yet they are highly specialized to match the needs of their healthcare environment. Administrators often characterize the library as an overhead expense—a cost center which does not directly contribute to a profitable bottom-line. During periods of economic downturns, as we are currently experiencing across the country, administrators feel that cutting the library budget, or ultimately closing the library is their most viable option. Hospital Librarians are now challenged not only to provide excellence in quality of service, and seamless access to information, but now they must strategically maintain the brand. Whether the hospital library is consciously branding or not, it is nonetheless branding. For better or worse, library users develop lasting perceptions of the library from the Touch Points, [tangible interactions with the library], to the intangible essence of the library and experiences encountered within the hospital library walls.

Conclusion: Hospital Libraries must begin to incorporate branding strategies to consciously improve the perceptions within their organizations.

4) Information Rx: Is the Program being Promoted and Utilized by Georgia Librarians and Georgia American College of Physicians (GACP) Members?

Author: Kim Meeks, MLS, AHIP, Mercer University School of Medicine Medical Library, 478-301-2151, meeks_k@mercer.edu

Question/Objective: This paper sought to determine whether or not the Information Rx program was being promoted and accessed by Georgia Librarians and Georgia ACP members.

Setting/Participants: The participants in this project were members of the Georgia Public Library Association, the Georgia Health Sciences Library Association and the Georgia American College of Physicians.

Design/Method: Two electronic surveys were created, one to be completed by GPLA and GHSLA members and a separate one to be completed by GACP members. A face-to-face interview was also conducted with four academic medical librarians.

Findings/Results: Out of the 46 GACP members that responded, 41 had not heard of Information Rx. 105 librarians responded to their survey and the breakdown of respondents was 72 public librarians, 14 hospital librarians and 13 academic librarians. 48.3% of the librarians that responded had heard of Information Rx. The majority of the librarians, 63.8% had received promotional materials, but only 20.3% had helped patrons look for information on Medline Plus that was "prescribed" to them by their doctors using Information Rx.

Conclusion: The data from the surveys as well as the face-to-face interviews with the medical librarians suggested that Information Rx needs to be promoted more and perhaps marketed to a different target audience. Librarians need to
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ABSTRACTS

be more involved in the process because they are the ones that can help physicians and patients navigate and understand Medline Plus.

Session 1C – Bessemer
Moderator: Cynthia Vaughn, MLIS, AHIP
Clinical Information Librarian,
University of Tennessee Preston Medical Library

1) Online Only: How to Reach Students You Can’t See
Author: Lindsay Blake, MLIS, AHIP, Information Services Coordinator, Medical College of Georgia, 706-721-3443, lblake@mcga.edu

Question/Objective: How can librarians participate in online only classes in a meaningful way?

Setting/Participants: Small health sciences college in Georgia

Design/Method: Beginning with the online graduate classes of Advanced Nursing Practice and Professional Nursing Management a session was developed for students on Searching CINAHL and Medline. The class has evolved through the semesters. The CINHAL and Medline tutorials began as PowerPoint presentations. The second semester the presentations were given as interactive tutorials created using Flash. Finally, the tutorials were redesigned in Captivate to add more functionality and ease of use.

Findings/Results: Students turned in CINAHL searches to be graded by the librarians. The scores on searches done by students in the online classes and students on campus were compared. Students did well in both cases, but showed higher scores when given hands-on lessons.

Conclusion: Creating database searching tutorials for students taking classes in an entirely online format has been proved effective, if not quite as effective as an in-class or hands-on experience. It seems reasonable to think that improvements made in the process could help to make the online version even more comparable to the in-class lecture.

2) Library Web Site 2.0: Give Them Links They’ll Love
Author: Lisa Travis, MS, Medical Librarian, Lincoln Memorial University, 423-869-7132, lisa.travis@lmunet.edu

Question/Objective: The medical library Web site provides links to program resources (interactive Web sites, simulations, and tutorials) that support the curriculum. Examples include Six Second ECG, Painless Pain Management Simulation, and Virtual Stethoscope.

Setting/Participants: The Medical Librarian and faculty, staff, and students in Lincoln Memorial University’s School of Allied Health, School of Nursing, and DeBusk College of Osteopathic Medicine.

Design/Method: The faculty appreciate being shown content that they can use to prepare lectures and/or use in the classroom setting. Students have stated that they appreciate that the library links to these items since most libraries do not. Faculty and students actively use the links, and they have provided input on additions, recommendations on organization, and other desired changes.

Findings/Results: I would like to show screen shots of resources to which I am linking or, with an Internet connection, provide live examples of the program resources.

Conclusion: The Library's providing links to program resources have allowed the Medical Librarian to serve faculty and students above and beyond the traditional ways that librarians serve faculty and students. It has allowed the librarian to do her job more efficiently, build strong relationships and rapport with faculty and students, increase usage of the library Web site, and supplement faculty development. Finding and using these also add to the librarian's medical knowledge. Building the links is an ongoing process, and the librarian plans to add links to additional interactive content as well as organizations, curriculum objectives, and other helpful resources. Current links can be found within the program resources section of the Lon and Elizabeth Parr Reed Medical and Allied Health Library Web site at http://www.lmunet.edu/medlib/

3) How a Simulated Library in the Second Life World Enhances Health Sciences Librarianship Education: An LIS Education Program Study
Author: Feili Tu, PhD, MLIS, Assistant Professor, School of Library and Information Science, University of South Carolina, 803-777-1026, feilitu@sc.edu, tuf@mailbox.sc.edu

Objective: To enhance library and information science (LIS) education, the only ALA-accredited LIS education program in South Carolina is experimenting with a virtual world environment. A virtual library in the Second Life (SL) World is under development to help students adapt Web technology into practice. The purposes are to: 1) serve as an LIS instructional aid, 2) connect on-campux and distance education students, and 3) create a social network to connect information professionals and alums with current LIS students. The study examines the effectiveness of a SL World virtual library that has been used in several classes. The investigation is related to curriculum design, community outreach, and research development.

Setting/Participants: The participants are the LIS program’s Master’s students, whose experience in this virtual library is critical to this research.
4) Uses of Virtual Reality in Professional Education: An Examination of Collaborations between Programs in Library and Information Science and in Public Health Education

**Author:** Feili Tu, PhD, MLIS., Assistant Professor, School of Library and Information Science, University of South Carolina, 803-777-1026, feilitu@sc.edu; Lillian Upton Smith, DrPH, MPH, CHES, Director, SC Public Health Consortium & Office of Public Health Practice, Clinical Assistant Professor, HPEB Arnold School of Public Health, University of South Carolina; Patrick L. McLaughlin, MLIS., The National Library of Medicine Postgraduate Fellow, 2008-2009

**Objective:** This paper examines collaborations between the library and information science (LIS) and the public health (PH) programs in a state university in South Carolina. The venue is a simulated library in the Second Life World that is under development by the only ALA-accredited LIS education program in the state. Collaboration goals are to: 1) explore the integration of virtual reality (VR) and evidence-based (EB) health information in PH education; 2) provide practicum experience on health information literacy instruction for LIS students; 3) investigate whether a simulated VR environment can enhance professional education in distance education (DE) format; 4) examine potential future collaborations related to joint curriculum design, community outreach, and research development between these two programs. Two instructional sessions concentrating on the uses of VR environment and EB health resources are developed for two different PH courses. These sessions are delivered by faculty members from both the LIS and PH programs and an LIS graduate.

**Setting/Participants:** Students in the LIS and PH programs who have used and are currently using this simulated VR library and students in PH programs who will have the two instructional sessions will be surveyed. An LIS graduate who has been involved in the design and delivery of the two classes will be interviewed. Data will be collected through research instruments designed by the co-primary investigators.

**Design/Method:** The methodology includes survey research studies, with both qualitative and quantitative research used for data analysis, interviews, and case studies.

**Findings/Results:** This research is ongoing. The data collections will follow the delivery of the two sessions.

**Conclusion:** The collaborations aim to integrate EBPH practice, VR, and PH informatics into professional PH education. LIS professional expertise promotes the uses of EBPH resources and assists in improving PH professionals’ information literacy skills.

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**Session 1D – Mountain Brook**

**Moderator:** Kay Hogan Smith, MLS

Associate Professor/Community Services Librarian,

University of Alabama at Birmingham,

Lister Hill Library of the Health Sciences

1) Expert Search Training for Fourth-Year Pharmacy Students: A Five-Year Experience

**Authors:** Lin Wu, MLIS, AHIP, Assistant Professor and Reference Librarian, University of Tennessee Health Science Center Library, 901-448-1667, lwu5@utmem.edu; Lillian Upton Smith, DrPH, MPH, CHES, Director, SC Public Health Consortium & Office of Public Health Practice, Clinical Assistant Professor, HPEB Arnold School of Public Health, University of South Carolina; Patrick L. McLaughlin, MLIS., The National Library of Medicine Postgraduate Fellow, 2008-2009

**Question/Objective:** This study describes a library instructional workshop geared towards fourth-year pharmacy students who are on rotation at the Drug Information Center (DIC) and seeks to assess the workshop effectiveness via student evaluations.

**Setting/Participants:** The DIC is a division of the College of Pharmacy at an academic health science center. The DIC provides drug information services and formulary support to 700 facilities nationally. Workshop participants were students assigned to a fourth-year clerkship to gain experience in drug information/drug use policy with DIC faculty. The 3-hour workshop is delivered monthly to provide hands-on training on database searches to answer clinical questions and to review the availability of library resources related to pharmacy practice. Search exercises include topic searches using control vocabularies and advanced search limits. Searches were conducted using Ovid® databases and PubMed/Medline.
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ABSTRACTS

Design/Method: Workshop evaluations from January 2004 through June 2008 were analyzed. The workshop evaluation includes three open-ended questions, six ranking statements, and a comment area. Electronic tables were used to tally these elements for data analysis.

Findings/Results: From January 2004 through June 2008, 45 training sessions involving 151 DIC students were conducted. Most students (92%, n=139) agreed that the workshop was very helpful. Database searching skills and using MeSH in searches (60%; n=91) covered in the workshop were considered useful for their future research. When asked to rate (1 being low and 7 being high) whether the workshop met their needs using the six ranking statements, the average rating from the students was 6.7.

Conclusion: The library workshop provides an opportunity for in-depth training on database searching for pharmacy students. Students are introduced to the concept of expert searching and the advanced capabilities of online databases in searching, which would be of significance in their future careers as pharmacists. Further research would be to examine whether and how often the students continue to use the resources and skills in their pharmacy practice.

2) Making the Magic Flow with Medical Explorations Student Instruction
Authors: Sandy Oelschiglel MLS, AHIP, Director, soelschl@mc.utmck.edu; Martha Earl, MSLS, AHIP, Assistant Director, Preston Medical Library, mearl@utmck.edu; Mitchell H. Goldman, MD, Department Chairman, Department of Surgery, University of Tennessee Graduate School of Medicine.

Purpose: This paper discusses the integration of library instruction into an existing educational summer program aimed at high school senior and college freshman aged students interested in the field of medicine.

Setting/Participants/Resources: Library and clinical faculty and 50 summer program participants at the University of Tennessee Graduate School of Medicine, Preston Medical Library, University of Tennessee Medical Center, Knoxville.

Brief Description: The University of Tennessee Graduate School of Medicine began the Medical Explorations program in 1991 with just a few students interested in the field of medicine. This week summer program consists of one week rotations where students “shadow” physicians and residents in various clinical departments. For one week they observe a non-medical rotation, such as nursing or pharmacy. Prior to this year, the program had no formal library involvement. In 2008 the library director partnered with the program chair to develop the library research component of the program. Faculty developed clear educational goals and objectives. Students were assigned to groups and randomly chose research topics selected by the program chair. Librarians participated in orientation and designed classes on the use of library resources to meet program goals.

Results/Outcome: Students learned how to search databases, locate resources, format a scientific review paper and properly cite sources. Participants synthesized the information found into both a written report and a 20 minute group presentation.

Evaluation Method: Pre and post evaluations surveys were utilized to determine if education goals were met. Librarians participated in evaluating final projects.

Conclusion: Librarian participation in the Medical Explorations program resulted in a more magical learning experience for students.

3) The Future is the Past: Books in Libraries
Author: David King, MS, PhD, Professor & Associate Director, Medical College of Georgia, 706-721-9905, ddking@mail.mcg.edu; Sandra Canham, MS, AHIP, Assistant Professor and Education Services Librarian

Question/Objective: The era of printed books is coming to a close according to trend watchers. They’ve been saying that for decades. Yet there is no doubt about the increasing availability of texts in electronic format. As libraries begin to adopt this new technology, new issues emerge. E-books introduce an additional type of resource to acquire, manage and provide access to. Many questions are introduced by e-book technology, ranging from revised acquisition policies to budget allocation, and from cataloging decisions to the proliferation of platforms. Moreover, the increasing availability of e-books provokes once again consideration of the role of books in health sciences libraries.

Setting/Participants: The Southern Chapter of MLA is composed of a diverse representation of health sciences libraries, including academic medical, hospital, and clinical teaching institutions. Since many of these libraries collaborate and share resources as well as information, it is useful to examine the trends and projections of the health sciences libraries in the region regarding the place of print and electronic books in their collections.

Design/Method: Individuals responsible for collection management at 44 health sciences libraries were identified and asked to complete a brief questionnaire that inquired about their purchasing practices and trends.

Findings/Results: This paper presents the cumulated results of the survey, including trends in the acquisition of e-book and print monograph titles, the platforms adopted, projected expenditures, and policy and practice issues identified by respondents.

Conclusion: Whether e-books completely supplant printed texts in libraries or co-exist as yet another type of resource for clientele to navigate, the process of acquiring and managing e-books raises new questions and problems for libraries to resolve. This survey provides some insight into the way in which libraries in the Southern Chapter region are addressing the adoption of this new format and its relationship to print collections.
4) You CAN Work Magic: Exploring the Many Ways that Librarians Can Contribute to Residency Education

Author: Laura Cousineau, MLS, Associate Professor, Department of Pediatrics and Library Science & Informatics, Medical University of South Carolina, 843-792-2368, cousinel@musc.edu

Question/Objective: There are several learning objectives for this presentation:
1. Participants will learn who to approach to become involved in residency education
2. Participants will understand methods and information needed to approach key players in residency education
3. Participants will explore different ways to make contributions to residency education

Setting/Participants: This is intended for anyone whose Library serves residents. This includes librarians in academic medical and hospitals, as library directors and students obtaining their masters in library science.

Design/Method: This interactive presentation will examine ways for librarians to become more involved in residency education. We will explore the value that librarians can bring to residency programs, and specific activities and services that can be offered to residency programs. We will talk about the graduate education structure, including graduate medical education departments, residency directors, and chief residents. We will cover discipline-specific competencies that their programs must address and that the residents themselves must achieve. The presentation will be based on adult education models that require active participation of the attendees. There will be large and small group work, and the experiences and ideas of the attendees will be solicited and shared.

Findings/Results: Participants will create a plan to carry out at their home institution that will enable them to become more involved in residency education.

Conclusion: Medical librarians have much to offer residency programs beyond the traditional service of providing databases and clinical information resources. Librarians can become directly involved in residency education, teaching in their curriculum, and helping them complete their required competencies. Librarians can use their knowledge of technology to enhance both the learning and the clinical experiences of residents. Librarians can assist in patient care along side of residents both in person on rounds and virtually by the creating of clinical portals and links to information resources from electronic patient records and computerized patient order entry systems.

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1) Effective Presentation of Public Health Topics through Online Tutorials

Authors: Xinyu (Cindy) Yu, PhD, Assistant Professor, School of Library and Information Science, University of Southern Mississippi, 601-266-4238, xinyu.yu@usm.edu

Objectives: The objective of this study is to examine the design features of 20 online tutorials that provide public health information including the application of Web 2.0 principle, and to benchmark effectiveness of these tutorials for delivering information including the learning style and feedback. What do public health online tutorials convey to users through their design along with the Web 2.0 principle? What degree of effectiveness do public health online tutorials have?

Setting/Participants: Online tutorials are commonly adopted for presenting health information and instruction. Many medical libraries and health websites have created and incorporated online tutorials as part of effective instructional strategies for active learning and feedback. In today’s Web 2.0 environment, library users spend more time interacting with the Web which in turn requires the library education to be more effective and sophisticated in design. One of challenges encountered by health professionals is to deliver quality health information in virtual time. More online medical tutorials have been designed in a multimedia format with graphics, audios, and texts and added features of quizzes, scenarios, and feedback. Public health information includes a variety of topics from epidemic to natural disaster, and has a growing influence on educating the public with online tutorials. Understanding public health information needs provides a stimulus to this study.


Findings/Results: The findings are expected to find effectiveness of meeting users’ (public health professionals and consumers) needs and delivering public health topics. The content analysis of sampled online tutorials shows a trend of using Web 2.0 principles.

Conclusion: A design of multimedia incorporating podcasting, powerpoint, and interactive learning exercises continues dominating the design of online medical tutorials.
2) Meebo Magic: Using Web-based IM to Answer Online User’s Questions at the Point of Need

Authors: Paul Mussleman, MLIS, Reference Librarian, University of Alabama at Birmingham, 205-934-2230, ppmussleman@uab.edu; Randy S Tims, BA, Web Content Coordinator; Jason Baker, MLIS, Reference Librarian; Lee Vucovich, MLIS, Assistant Director for Reference Services.

Question/Objective: To describe and evaluate an initiative at an academic health sciences library to use Meebo IM to integrate real time chat reference at multiple places on the library website.

Setting/Participants: The reference unit at an academic health sciences library was asked to investigate an alternative to their commercial virtual reference service. Meebo, a free web based IM service, was selected and the widget was created and embedded in September, 2007. A Microsoft SharePoint site was developed to manage chat transcripts and email questions. To protect anonymity, identifiable metadata was stripped from user electronic correspondence with the library. Results for the first year were reviewed.

Design/Method: Beginning in December 2007, the MeeboMe chat widget has been embedded into numerous web pages including the “no results found” pages from the library website, catalog, and databases pages, as well as the library’s Ask-A-Librarian and Serial Solutions Article Linker page and in Facebook. Usage statistics for email and chat were compared during 2005-2008, and the dates additional widgets were embedded were noted in relation to use. Additionally, time length of chats, type of question(s) asked and origin of the chats were logged. A short survey is planned for Sept, 2008.

Findings/Results: Preliminary analysis shows a growing user preference for chat reference over email, averaging between 80-100 chat requests per month from January-May, compared to 30-50 emails per month in the same time period, a reversal from previous years. User comments from the transcripts confirm satisfaction with the service.

Conclusion: Meebo is free, the widget is easily installed on web pages, and its growing popularity with users shows it provides an effective way for librarians to provide quick, interactive reference assistance to online users where and when they need help.

3) Quantifying the Effectiveness of Interactive Tutorials

Author: Rozaynd P. Anderson, MLIS, Assistant Director for Education & Outreach, University of South Carolina School of Medicine Library, 803-733-3310, roz@med.sc.edu; Steven P. Wilson, MA, MLIS, Coordinator, Center for Disability Resources Library.

Question/Objective: The goal of this study is to determine whether a passive or an interactive mode of instruction improves understanding of key concepts, as measured by pre- and post-test data. The other objective was to collect data regarding the participants’ preference for taking an interactive versus a passive tutorial.

Setting/Participants: First year medical students at the University of South Carolina School of Medicine, approximately 85 students, were recruited to participate in this study. The study, which was funded by the Southern Chapter/MLA Research Project Grant, took place on January 9, 2008.

Design/Method: Librarians created interactive and passive versions of a brief tutorial about using Really Simple Syndication (RSS) feeds to stay up to date with the journal literature. The participants were randomly assigned to three groups: the interactive tutorial group, the passive tutorial group, and the control group. The participants took a pre- and post-test online immediately before and after using the tutorial. The control group was only given the pre- and post-tests.

Findings/Results: There were no statistically significant differences between all three groups for the pre-test. After taking the tutorial, the majority of people in the passive and interactive groups felt “somewhat confident” or “very confident” about completing the two tutorial objectives. The control group did not show any statistically significant change from Pre to Post for the three main research questions. The interactive tutorial group improved statistically significantly from Pre to Post for all three main research questions. The passive tutorial group improved from Pre to Post on all three research questions, the improvement was statistically significant for just two of the three research questions.

Conclusion: Compared to the passive tutorial, the interactive tutorial improved to a statistically significant degree the understanding of key concepts for just one of the three questions. Still the majority of the participants prefer interactive tutorials (78%) to passive tutorials (22%).

4) The Right Tool for the Job: Providing a Toolbar for Instant Access to Library Resources from Any Site on the Web

Author: Carolyn Klatt, MLIS, Reference and Electronic Resources Librarian, Health Sciences Library, Memorial University Medical Center, Mercer University School of Medicine – Savannah Campus, 912-350-3546, klatt_ca@mercer.edu

Question/Objective: To provide an effective alternative way for users to search library resources directly from any site on the web.

Setting/Participants: A medical school with students, faculty and staff at diverse locations seeking information from library resources that include: PubMed, AccessMedicine, Dynamed, Stedman’s Medical Dictionary, MedlinePlus Medical Encyclopedia, and ACP PIER.

Design/Method: Library faculty investigated toolbars to identify one that would be free, easy to maintain, easy to download, work with a variety of browsers, meet user expectations of ease of use, provide relevant results, and interface
with both free and proprietary resources. The Conduit Toolbar was chosen as most closely meeting these goals. Both free and proprietary library resources may be searched. It works with the IE and Firefox browsers. Links can be provided to library resources such as e-journals and e-books, as well as RSS feeds and contact information. These can be organized under customized headings with customized icons. A link can be made back to the library’s web page so that users can always return to a full list of resources.

Findings/Results: The toolbar is in its infancy, but data to date indicates that about 10% of the possible participants have downloaded it.

Conclusion: Providing a customized library toolbar can enhance access to library resources, providing users with an opportunity to search and/or access library resources from any site on the web.

Session 2B – Pelham
Moderator: Jane Bridges, ML, AHIP
Associate Director - Savannah Campus Health Sciences Library
Memorial University Medical Center

1) Conjuring Up the Next Generation of Medical Librarians
Author: Rick Wallace, MLS, EdD, Assistant Director, East Tennessee State University Quillen College of Medicine Library, 423-335-2725, wallacer@etsu.edu; Nakia J. Carter, MSIS, Clinical Reference Librarian

Question/Objective: To describe the process of mentoring a new medical librarian from the perspective of both the mentor and the mentee.

Setting/Participants: Academic medical school library

Design/Method: This program is a descriptive qualitative analysis detailing techniques used in the mentoring process. Techniques used by the mentor in the mentoring process were creating a library journal club and library grand rounds for mentee; creating opportunities for leadership in professional groups for mentee and opportunities for presentation at professional conferences for mentee, providing opportunities for skill development for mentee by exposure to the Family Physicians Inquiry Network (FPIN) librarian process and clinical library responsibilities, and providing a highly personalistic and humanistic approach to developing the mentee by having an open door policy and engaging in frequent reflection with the mentee.

Findings/Results: Mentoring is a rewarding experience for both mentor and mentee. In this case study, the mentee's career was enhanced by being published, leading professional library groups, developing expert searching skills, and greatly accelerating access to new knowledge within the first year of the mentee's professional career.

Conclusion: The mentoring process is a necessity for the development of next generation librarians. Successful mentoring involves a high level of commitment by both the mentor and the mentee, therefore perhaps institutionalized mentoring programs do not often succeed because they lack this depth.

2) How to Kill a Librarian’s Love of Librarianship: A Review of Disgruntled Correspondence on Blogs and Discussion Lists
Author: Elizabeth R. Lorbeer, EdM, MLS, Associate Director for Content Management & Assistant Professor, University of Alabama at Birmingham, 205-934-2460, lorbeer@uab.edu

Question/Objective: This paper is based on messages posted on professional and personal forums that outline negative behaviors and mistakes made by library management.

Setting/Participants: Primarily, this paper focuses on professional dialog examining the dangers of stagnation and unwillingness to allow for out of the box thinking by library administration. A weak organizational culture breeds unnecessary control and bureaucracy leading to poor job satisfaction and lack of motivation by professional staff. Libraries laden with excessive procedures and traditions limit their capacity for innovative collections, services and outreach. Mission and vitality are weakened when there is a preference to maintain the status quo instead of a culture of experimentation.

Design/Method: Though much has been published in the professional literature on work culture and organizational climate, this paper mainly focuses on conversations posted on BLOGS and discussion lists. These short exchanges capture a variety of perspectives and advice from professionals at all stages of their careers.

Findings/Results: In order to make cultural change effective in the organization, a clear vision of the library’s mission and shared values are needed. The vision directly impacts morale, quality of work life, and performance.

Conclusion: Library managers who allow for innovation and encourage individuals to challenge established practices will positively impact the morale and performance of their employees. They create an atmosphere of motivation and enthusiasm and produce results.

3) Going the Extra Mile: Coaching for Lasting Change
Authors: Rosalind K. Lett, MLS, AHIP, Information-2-Knowledge, LLC, 678-580-2956, roslett@info2knowhow.com; Tara Douglas-Williams, 404-265-4605, tara.douglaswilliams@tenethealth.com
CONTRIBUTED PAPERS

ABSTRACTS

Question/Objective: Does coaching impact lasting change and contribute to retention of librarians in the profession
Setting/Participants: Librarians who have and have not been coached
Design/Method: Comparative study
Brief Description: Libraries spend millions of dollars each year on training for librarians. Most of this training is in a one size fits all environment that isn’t tailored to individual learning needs. Studies have shown that most people lose what they have been taught in 3-6 months. This is called the Honey Moon Effect; as it fades after the honey moon is over. The reasons this occurs is that librarians return from week long training and are overwhelmed with emails, issues and pressures of home and work life. Often the librarian lacks motivation for training. Some look at it as a week away from work; or may feel the pressures of leaving work that will pile up in their absence. The fact is internal investment is lacking, so the teaching may not stick. Studies have shown that change like Emotional Intelligence and leadership are done over time and with repetition and investment. A coach can work with the librarian to Ingram and support the change. The learning and change is agreed upon between the coach and the librarian. In this way the librarian is motivated and excited about the learning and development. When the change over time and the benefits are visible the person tends to retain the behavior and it becomes part of their natural behavior. With the growing concerns about cost and performance in today’s environment coaching may be the most cost effective way to effecting lasting change and performance improvements for the library and the librarian. Many businesses of all types have found that coaching employees is a great strategy for retention. Studies have shown that employees that are coached are more likely to remain with the organization and grow.
Findings/Results: Librarians that are coached or mentored tend to have a more strategic approach to career planning and have mapped out their future plans.
Conclusion: Study result collection has not been completed to date.

4) Making our Library More Visible on Campus
Authors: Jie Li, MLS, Assistant Director for Collection Management, Biomedical Library, University of South Alabama, 251-460-6890, jli@jaguar1.usouthal.edu; Judy Burnham, MLS, Director; Justin Robertson, MLS, Assistant Director for Public Services
Question/Objective: Technological advances have altered all aspects of the use and role of academic libraries, affecting such core activities as teaching styles, research methods, student socialization and overall library operations. Demands on and for library services independent of traditional, physical space constraints continue to grow and evolve. To address these changes, the University of South Alabama Biomedical Library organized a campus-wide Technology Fair to increase the library’s visibility on campus as well as demonstrate the role librarians have taken on in this new age or advancing information technology.
Setting/Participants: To ensure that the Technology Fair attracted University faculty, students and staff, the Biomedical Library partnered with several, highly visible campus organizations, including the University’s Online Learning Lab, the Faculty Senate Technology Utilization Committee, and the University Academic Computing Committee. Participants included University faculty and students demonstrating how they employed technology in their teaching, research and patient care, as well as traditional technology vendors showcasing new technologies.
Design/Method: With a Technology Awareness Award from the National Network of Medical Libraries/Southeastern Atlantic Region, the Biomedical Library organized a Technology Fair. A Committee was established and website developed. Announcements went out to campus-wide listers. The University Computer Center provided leads on technology company vendors, as well as providing technical support at the event itself. Faculty showcased their use of technology.
Findings/Results: This was a unique opportunity to see what’s happening in other University departments, as well as view cutting-edge technology. Vendors at the Technology Fair also benefited by enjoying interaction with various University community members and having the opportunity to share information and answer questions about their products.
Conclusion: The Technology Fair increased the Biomedical Library’s visibility on campus. It not only served to highlight the Biomedical Library’s various services and resources, it also heightened the library visibility on campus, and the professional itself, by demonstrating the active role librarians play in the development and use of cutting edge information technologies.

Session 2C – Bessemer
Moderator: Beth Layton, MLS, MBA, AHIP
Deputy Director, Health Science Center Libraries, University of Florida

1) Librarian Outreach: Better Research for Better Careers: Preparing University Students for Success in the Health Sciences
Author: Todd Prusin, MSLS. Health Sciences Liaison Librarian, Georgia State University, 404-413-2866, tprusin@gsu.edu
Question/Objective: To demonstrate how a university library can provide a better foundation for research and information literacy to health science students and faculty.
Setting/Participants: The computer labs of both the Institute of Public Health and the School of Nursing at Georgia State University. Participants include undergraduate and graduate level students, and faculty.

Design/Method: Beginning in spring 2007, the librarian spends 4 “office hours” a week in nursing/public health departments to increase accessibility to faculty and students. When the librarian is in student’s environment, students view librarian in a collegial way resulting in more consultations. Outreach better prepares students for careers that require the use of hospital and medical school libraries. The departments appreciate the presence of the librarian and acknowledge that in this digital age the library needs to reach out and provide patrons with core library values and skills.

Findings/Results: With the addition of office hours consultations, librarian had up to 8 times as many total student consultations and twice as many faculty consultations. Office hours have given the librarian better contact with faculty, greater understanding of assignments and curriculum and better access to students to provide real time assistance with research projects. Students are more information literate via the proximity and access to their librarian.

Conclusion: Office Hours outreach provides health sciences students and faculty with more opportunities to consult with their librarian. Because of the limitations of a student’s schedule and their reluctance to seek librarian assistance, office hours allow students to more easily consult with the librarian and acquire the tools necessary for successful library usage.

2) Disaster and Emergency Planning Outreach Workshops at Select Churches

Author: Cynthia L. Henderson, MILS, AHIP, Library Director, Morehouse School of Medicine, 404-752-1531, chenderson@msm.edu

Question/Objective: This project presented workshops at three churches on Disaster and Emergency Planning to make community participants aware of the need to prepare for a disaster by having a disaster plan, and provided training on how to create one.

Setting/Participants: Community members who attended one of three churches in the designated area.

Design/Method: The National Library of Medicine’s Long Range plan for 2006 – 2016 includes a recommendation 1.6 that speaks to the establishment of a Disaster Information Management Research Center. This institution already houses a Regional Coordinating Center for Hurricane Response and believes strongly in preparing people with the information they need to have in the event of a disaster or emergency. Librarians demonstrated through interactive workshops at each church site the use of select NLM databases such as Haz-Map, Household Products, Toxtown, Toxmap and Medline Plus. Librarians showed participants where to go for disaster or emergency information, how to create a disaster or emergency plan and how to share it with relatives not living with them.

Findings/Results: The following goal and objectives were met. Goal 1: Participants were made aware of the need to prepare for a disaster by having a disaster plan. Objective 1: 90% of participants were able to identify at least 3 items that are included in the Homeland Securities basic emergency kit. Objective 2: 100% of participants created an outline of a disaster plan during this workshop. Objective 3: 90% of participants know where to go for information about disaster planning.

Conclusion: Disaster planning is something that everyone needs to do as individuals, as families, as communities, as citizens and as people. As we have seen and continue to see disasters do happen. Libraries are a visible community resource. Community projects such as this one which use libraries and librarians to help to raise awareness and inform participants are particularly essential for the continued well being of all.

3) So You Think You Can “Go Local”? : Lessons Learned from Georgia Health – Go Local

Authors: Susan C. Smith, MPA, MILS. Health and Education Reference Liaison Librarian, Georgia State University Library, 404-413-2871, smithlc14@gsu.edu; Rita Smith, MILS, AHIP, Outreach and Education Coordinator, Medical Library and Peyton T. Anderson Learning Resources Center, Mercer University School of Medicine; Jan LaBeause, MLS, AHIP, Director, Medical Library and Peyton T. Anderson Learning Resources Center, Mercer University School of Medicine.

Objective: This paper describes “lessons learned” during the development of Georgia Health - Go Local (www.gahealthgolocal.org).

Setting/Participants: With start-up funding provided by the National Library of Medicine (NLM) and the Georgia Public Library Service, Georgia Health – Go Local aims to make it easier for Georgians to find health services and facilities in their local communities and encourage greater use of the National Library of Medicine’s authoritative consumer health portal, MedlinePlus.gov. The libraries of Georgia’s four medical schools (Emory University, Medical College of Georgia, Mercer University School of Medicine, and Morehouse School of Medicine), GALileo (Georgia’s state virtual library), Georgia 2-1-1, and other health organizations throughout the state have helped implement this project over the past 4 years. Georgia’s project faced particular challenges because of the sheer size of the state, which is the largest east of the Mississippi River, as well as the number of counties involved (159). The website officially launched on June 2, 2008.

Design/Method: Over the 4-year period leading up to the public launch of the Georgia Health - Go Local website, several key pieces of the project were put into place. Project coordinators garnered support from leaders in the health community; obtained funding; identified existing directories of health services on which to build the Georgia Health - Go Local database; recruited and trained record indexers; secured appropriate technical support; and promoted the project.

Findings/Results: Georgia Health - Go Local project coordinators have learned several important lessons during the project’s development. This paper provides specific examples of Georgia’s successes and hurdles related to each phase.
of the site’s development. Project strengths include strong leadership, a multidisciplinary mix of partners and advisors, and buy-in from all four of the state’s medical school libraries. Some of the obstacles encountered include difficulty recruiting and retaining a consistent volunteer base, meeting the training needs of volunteers, managing technical issues related to merging existing databases into the Go Local system, securing on-going funding to support the project, and effectively promoting the website to Georgia consumers.

Conclusion: Despite some unexpected challenges, Georgia Health - Go Local has been received very positively by librarians, health professionals, and consumers throughout the state.

4) Take Charge! Information Resources for Consumer Health Education: A Joint Outreach Project between the University of South Alabama Libraries and the Mobile Public Library

Authors: Beverly Rossini, MLIS, Outreach/Information Resources Librarian, University of South Alabama Biomedical Library, 251-460-6893, brossini@bbl.usouthal.edu; Paula Webb, MLIS, Assistant Librarian Government Documents Reference/Electronic Resources University Library, University of South Alabama

Question/Objective: The American Library Association’s Policy 61.1 objectives promote equal access to information for all persons and encourages librarians to utilize available resources and strategies to develop “concrete programs of training and development” to “sensitize and prepare library staff to identify and deliver relevant services.” The University of South Alabama’s Biomedical Library and the main University Library’s mission statements both support outreach to the surrounding Gulf Coast communities. The Mobile Alabama Public Library system mission statement also supports a similar purpose. With these analogous goals in mind USA Government Documents Librarian Paula Webb and the Biomedical Library’s Outreach/Information Resources Librarian Beverly Rossini initiated contact and later met with Mobile Public Library’s Programming Director Nancy Anlage to conceive, plan and finally conduct a series of outreach programs during the spring of 2008. The programs would be designed to empower attendees to “Take Charge” at various consumer health concerns. Programming was a combination of instruction and attendee participation and was targeted for specific populations.

Setting/Participants: Programming targeted towards Senior Citizens and programming for parents of/and college students leaving home for the first time ran over the course of three months at four of the nine Mobile Public Library branches. Attendees spanned a wide range of ages and socioeconomic status and were illustrative of the interest in health topics and of the varied patron base served by the Mobile Public Library.

Design/Method: This paper’s goal is to provide a model for the coordinating collaborative programming between libraries distinguished by different patron bases, but serving the same communities. It also illustrates how programming activities for various populations could be enhanced by professional librarians’ specialized knowledge base, skills, and available resources. Librarians from academic and public settings brainstormed, met, conceived, and developed effective pilot programming for specific patron bases. PowerPoint presentations were written and presented with online demonstrations of consumer health websites and resources from the public library’s collection for each “Take Charge” program. Each attendee was asked to complete an evaluation with an opportunity to suggest personal areas of interest for future programs. Assessment of the evaluations are anticipated to lead to further programming efforts.

Findings/Results: These collaborative outreach efforts engendered a greater professional understanding between public and academic librarians increasing mutual awareness of the various available resources and the specialized knowledge inherent to both. Ultimately this community outreach effort increased public awareness of freely available consumer health information resources.

Conclusion: Collaborative planning and joint participation in the “Take Charge” series of outreach programs between the USA libraries and the Mobile Public Library strengthened our institutions’ capacities to serve as resources for the people who live in the surrounding communities of the Gulf Coast and as an opportunity for the librarians to contribute to their profession and to add value to their services through engagement in creative planning with a team of public librarians.

Roving Moderators:

Rosalind K. Lett, MLS, AHIP
Information-2-Knowledge, LLC

Darlene P. Kelly, MLS
Division Head for Information Services
Morehouse School of Medicine Library
1) It’s Not Magic: Assembling a Dual-Campus Online Book Collection

Authors: Kim Meeks, MLS, Systems Librarian, Meeks_k@mercer.edu; Anna Krampl, MLS, Reference Librarian, Krampl_a@mercer.edu; Mercer Medical Library & The Peyton T. Anderson Learning Resources Center, Mercer University, Macon, GA.

Objective: To build an online textbook collection supporting graduate medical education at 2 campuses.

Setting: The Mercer University Medical School’s main campus in Macon, Georgia has a class size of approximately 60+ students; the new Savannah campus will have approximately 30 first year students in the fall of 2008.

Methods: The expansion of the Mercer Medical School to open a Savannah branch necessitated the medical library to significantly enhance their online textbook collection with the purpose of cost-effectively standardizing texts for both Macon and Savannah campuses. Having already purchased Stat!Ref and MD Consult, librarians investigated a number of further E-book publishers and platforms, bearing in mind the need for acquiring as many of the 1st and 2nd year reserve textbooks as possible and respective costs. Librarians trialed three online platforms: AccessMedicine, Books@OVID, and R2 (Rittenhouse) Digital Library, and received demonstrations from MyiLibrary and Elsevier representatives.

Main Results: MyLibrary had promise with a clean and easy-to-use platform, and the idea of purchasing title-by-title. However, the expense of the platform was high and their acquiring licensing agreements of needed titles seemed doubtful. Elsevier, while easy to search, was cost-prohibitive as it was sold only as a package and did not include enough reserves titles. AccessMedicine’s trial was hugely successful and was purchased. Books@OVID and R2 Digital Library had approximately the same reserve list titles and were therefore trialed in tandem for easier comparison. Faculty were interested in navigation and searching ease as well as pagination concurrent with print editions, and as Books@Ovid matched these requirements and more, it was selected for purchase.

Conclusion: With the advancement of online textbook platforms, librarians will be able to meet more of their users’ needs. Not all providers/platforms are the same, however, and librarians need to be aware of various issues before purchasing.

2) Mapping the Core Journals of Physical Therapy Literature

Authors: Dennis W Fell MD PT, Chair, Department of Physical Therapy, University of South Alabama; Judy Burnham MLS AHIP, Director, Biomedical Library; Melanie Buchanan, Heidi Horchen, Joel Scherr, Students, Department of Physical Therapy.

Objective: It is important to understand which journals comprise the core journals for physical therapy research. Such knowledge can assist therapists with literature searches, selecting journal subscriptions, and can assist researchers with determining target journals for article submission. It can also help librarians with collection development in the discipline.

The purpose of this study is to analyze journals referenced in major physical therapy publications in order to determine the core journals used in physical therapy, the currency of cited references used in the literature to support evidence-based practice, and the online databases that provide the highest coverage rate of cited references.

Method: The journals analyzed for this study were Physical Therapy, Physiotherapy, Physiotherapy Canada, and Australian Journal of Physiotherapy. For each reference cited in each article of the four journals between the years 2005 and 2007, the type of literature (journal article, book, or miscellaneous) and year of publication were recorded, including journal title for each cited journal article. The journal titles were then ranked in descending order according to the frequency of citations from the journals and divided into 3 zones using Bradford’s Law of Scattering. The databases AMED, MEDLINE, CINAHL, and Scopus were analyzed for coverage rate of articles published by the zone 1 journals in 2007.

Results: Journal articles were the most frequently cited type of literature. A core of sixteen journals were found to supply one third of the references cited. Cited articles were published more frequently during 2000-2007 than in any previous decade. Of the databases analyzed, CINAHL provided the highest coverage rate for 2007 publications of zone 1 journals.

Conclusion: Results indicate a core of physical therapy journals, with currency being important for articles referenced. CINAHL is an important database for this discipline. This knowledge will help physical therapists conduct efficient searches of the literature to incorporate evidence-based practice and will help librarians collect resources to support physical therapy research.

3) Gold Rush – Electronic Journal Management & ERM for Very Little Gold

Authors: J. Michael Lindsay, MSIS, AHIP, Serials/E Resources Librarian, Preston Medical Library, University of Tennessee Graduate School of Medicine, 865-305-9528; Jmlindsay@mc.utmck.edu; Sandy Oelschlegel, MLS, AHIP, Director, Assistant Professor, Preston Medical Library, University of Tennessee Graduate School of Medicine, 865-305-6615, soelschel@mc.utmck.edu

Question or Objective: How did Gold Rush help the Preston Medical Library to improve management of electronic serials?

Setting or Participants: Preston Medical Library, serving the Graduate School of Medicine, University of Tennessee. The library manages 7,255 full text electronic journals, including subscribed journals, as well as free and open source. The library has a small staff, comprising four faculty librarians, two staff, and a varying number of student workers. The
4) Melting Down Uncertainty and Persevering to Forge a Perfect Outreach Partnership: National Network of Libraries of Medicine and HUD’s Neighborhood Networks

Authors: Mandy Meloy, MA, MLIS & Terri Ottosen, MLIS, AHIP

Purpose: This poster will illustrate the progress of the partnership between the U.S. Department of Housing and Urban Development’s (HUD) Neighborhood Networks (NN) and the National Network of Libraries of Medicine (NN/LM). HUD created NN in 1995 to encourage property owners to establish multiservice community learning centers to promote self-sufficiency and help provide computer access to low-income housing communities. Many of these centers provide programs that include access to healthcare information. Because part of the mission of the NN/LM is to promote access to quality healthcare information, it is a natural fit and opportunity for both parties to provide education and support for the underserved.

Setting/Participants/Resources: Our partnership began in the NN/LM Southeastern Atlantic Region after a series of meetings and with a signed MOU [Memorandum of Understanding] providing training to NN participants about locating quality health information and information about general funding tips and specific funding opportunities. While all centers are different, all have desktop computers and access to the internet.

Brief Description: Training and exhibits have occurred throughout the region. Training resources introduced MedlinePlus, NIHSeniorHealth.gov and other consumer health resources. In addition, we familiarized participants with the NN/LM, including membership information, training classes, and funding opportunities available as members. After this training, participants left with information about needs assessment, budget preparation, and the ability to write a fundable award proposal to assist their efforts at their own centers.

Results/Outcome: Successful training sessions led to the expansion of this partnership to other regions in the NN/LM and included classroom instruction and exhibits in both English and Spanish as other NN/LM Coordinators heard about our work and wanted to partner with the NN in their region. In the future, we hope to be able to provide online instruction and build online tutorials on our website for this audience, as well as anyone wanting an introduction to the NN/LM and funding information.

5) Project Uncovering Health Information Databases (UNHID): Teaching Students, Parents, Teachers and Librarians How to Utilize the Consumer Health Databases of the National Library of Medicine

Authors: Joe Swanson, Jr., MLS, Division Head for Computer Systems, eSwanson@msm.edu; Roland B Weilmaker, Sr., PhD, MLS, Archivist/Librarian, rweilmaker@msm.edu; Xiomara E. Arango, MLS, Division Head for Technical Services, xarango@msm.edu; Cynthia L. Henderson, MLS, AHIP, Director, chenderson@msm.edu; Darlene P. Kelly, MLS, Division Head for Information Services, dpaker-kelly@msm.edu

Purpose: Promote the use of the National Library of Medicine (NLM) consumer health information databases among students and faculty of the Morehouse School of Medicine (MSM) Master of Public Health (MPH) Program and among teachers, parents, and high school students in the community adjacent to the school’s campus. Training was also provided to the community’s public, school, and academic librarians on how to support their patrons’ searches for health information using the NLM consumer health databases.

Setting: The Morehouse School of Medicine, Morehouse School of Medicine Library and Booker T. Washington High School.

Brief Description: The Morehouse School of Medicine Library (MSML) partnered with the Booker T. Washington High School and the Master of Public Health Program to bring awareness of health information resources to the target populations. Interactive workshops were held at Washington High School (in classrooms and during a health fair), in MPH classrooms, and in the electronic laboratory of the MSM Library.

Conclusion: Students, teachers and librarians demonstrated how they could use the databases to acquire information on various health topics. Students also illustrated how information from the NLM databases could be used in projects for science fairs.

6) History in the Making: Building an Institutional Repository and Digital Archive from the Ground Up

Authors: Randall Watts, MDiv, MS, Coordinator of Collections and Resources, MUSC Library; Susan Hoffius, MLIS, Curator, Waring Historical Library, Medical University of South Carolina; Jennifer Welch, MLIS, Digital Archivist, MUSC Library/Waring Historical Library, Medical University of South Carolina
Objective: This poster examines the process of building an institutional repository and digital archive from conception to launch.

Setting: The academic health science library at the Medical University of South Carolina (MUSC) has formed a partnership with the Waring Historical Library, also at MUSC. The Waring Library began pursuing digitization as a means to preserve material and expose their unique collection to a wider audience. The MUSC Library found that the Waring's efforts provided an opportunity to launch an institutional repository that will showcase faculty and student scholarship.

Method: The MUSC Library formed a partnership with the Waring Historical Library to create an institutional repository and digital archive. This partnership led to the creation of MEDICA (MUSC Electronic Document Initiative and Collected Archive), launched in Fall '08. This poster describes the challenges involved in planning, obtaining funding, selection of software and storage options, interface design, establishing a workflow, the creation and collection of documents, and marketing leading up to the formal launch.

Results/Conclusion: The partnership formed between MUSC Library and Waring Historical Library allowed for the creation of a digital repository that will both preserve historical material and institutional scholarship, and disseminate this unique collection to an audience worldwide. Although in its infancy, we will measure the success of the project over time through the tracking of usage statistics, the number of digital items added, and the participation rate of faculty and students who include their scholarship.

7) Genesis & Evolution: Inception and Integration of Evidence Based Medicine into the Pediatric Curriculum

Authors: Sandra L. Fowler, MD, MSc, Associate Professor of Pediatrics, Medical University of South Carolina; Laura Cousineau, MLS, Associate Professor, Departments of Library Science & Informatics and Pediatrics, 843-792-2368; cousinel@musc.edu; Ronald J. Teufel, MD; Assistant Professor of Pediatrics; James T. McElligott, MD, Chief Resident, Pediatrics; L. Lydon Key, MD, Professor and Chair, Pediatrics

Question/Objective: This poster will give an overview of the development of an Evidence Medicine (EBM) residency program that has a Librarian as Co-Director.

Setting/Participants: The MUSC Children’s Hospital, Department of Pediatrics, was the setting for this project. MUSC is an academic medical center with six colleges, multiple clinical sites, and a Library serving students, faculty and staff.

Design/Method: Over the past three years, the MUSC Children’s Hospital has successfully implemented an intensive program to train pediatric residents in the practice of Evidence-Based Medicine (EBM). This unique “resident-powered” program includes hands-on weekly sessions to answer clinical questions using EBM, formulating and answering EBM questions with a librarian during rounds, and a dedicated group of faculty that serve as team leaders and mentors. Features of this program include: Additional financial compensation for faculty, including the Librarian who is contracted for 30% time, A “resident powered” approach, in which upper level residents act as teachers for the interns, Hands-on application of EBM skills in real clinical settings, including the Librarian who rounds with the residents., A Librarian as Co-Director of the program, The requirement for an evidence-based research project in PY3, Pre-tests and post-tests check for EBM competency acquisition, and a survey checks for resident attitudes about the program.

Findings/Results: Residents currently participate enthusiastically in high numbers at the weekly EBM conferences, and perceive these sessions as positive learning experiences. The resident survey shows that residents believe that evaluation medical literature is important for them in decisions they make for their patients.

Conclusion: The ultimate goal is to reach the point where there is a culture of evidence based medicine in all aspects of the Pediatric curriculum. In this effort, the Librarian is a highly-value member of the team, as seen by her appointment to become the co-director of the program, as well as her appointment as an associate professor in the department.

8) Designing Clinical Portals: A Collaborative Initiative for Residency Education

Authors: Laura Cousineau, MLS, Associate Professor, Departments of Pediatrics and Library Science & Informatics, Medical University of South Carolina, 843-792-2368, cousinel@musc.edu; David McCabe, Systems Engineer, Sherman Paggi, Web Developer; M. Olivia Titus, MD, Assistant Professor of Pediatrics David J. Annibale, MD, Professor of Pediatrics

Question/Objective: Librarians support clinical and educational missions of medical centers through their availability to assist with the acquisition of information and materials on an “as requested” basis. We sought to integrate the librarian more fully into clinical care and clinical education in a tertiary children’s hospital, and to evaluate the effort’s effectiveness.

Setting/Participants: We began with three clinical divisions of the MUSC Children’s Hospital, each with unique needs, and developed a system of web-based materials that can be managed to deliver pertinent information to specific groups of people.

Design/Method: To develop the Clinical Portal, the librarian collaborated with the unit residency director, other attendings and residents to determine the content needed in the clinical setting. The clinical portal provides links to resident educational materials, including the WebCT course. Other sections of the portal provide access to information resources and tools specific to the unit. The Library’s Systems Department created a resource management system into which resources can be easily added. The Library web developer created a template appropriate for the specific
CONTRIBUTED POSTERS

ABSTRACTS

division. The librarian adds appropriate categories, resources and links, and orders content. Using this system, new
resources can be added in a manner of minutes, making the portals flexible and responsive to users needs. To evaluate
its effectiveness, site use statistics were kept for each portal. In addition, an online survey of clinical users of the Pediatric
Emergency Medicine (PEM) Portal was conducted.

Findings/Results: The use of the clinical portals has been high, rising steadily after launch, and then leveling off. Among
other findings, the survey showed that almost 80% of the residents and clinicians felt that the PEM portal affected their
care of patients in the ER. In a head-to-head comparison with Google, they felt the PEM portal’s resources were more
reliable, that the PEM portal works better for them in the ER than Google, and that more of what they needed could be
found on the PEM portal than on Google.

Conclusion: The librarian is in a key position to 1) facilitate the development of an information system that allows ready
access to current clinical information, 2) develop a related educational site that integrates well with the clinical site, and
3) bring the resources of the library to the “front lines” of clinical care and education. That is, the librarian represents a
discipline that facilitates clinical care as well as education. By bringing the librarian’s skills into these arenas,
multidisciplinary care is expanded and patient care may be enhanced.

9) Citation Index Comparison: Web of Science, OvidSP, and Google Scholar
Authors: Sarah Wright, MS, Student Library Assistant, University of Tennessee Graduate School of Medicine, 865-305-9525,
Sarah.Wright1@utmck.edu; Cynthia Vaughn, MLIS, Clinical Information Librarian

Question/Objective: Upon observing the citation indices within OvidSP and Google Scholar, we questioned how they
compare with the Web of Science citation index, long considered the gold standard of citation indexing. This study tests
the hypothesis that the three databases will have different citation counts because of the different publications indexed
by the respective databases.

Setting/Participants: Preston Medical Library is part of the University of Tennessee Graduate School of Medicine and
serves the UT Medical Center, the region’s premier academic medical center. The investigators are a student library
assistant and a faculty librarian.

Design/Method: To compare the three citation index databases, we performed searches for scholarly articles
concerning the top six diseases in Tennessee. We limited our searches by year, choosing 1994 and 2004. We first
searched in Web of Science, randomly selecting four articles from each search set. We noted the number of times each
article was cited, and searched for the same articles in OvidSP and Google Scholar, noting the respective citation
counts. Searches were performed June 10-25, 2008.

Findings/Results: OvidSP consistently returned the lowest citation counts, regardless of search topic or year. In fact, the
citation count in Web of Science frequently approached double those found using OvidSP. Citation counts in Google
Scholar frequently equaled and sometimes doubled those found using Web of Science.

Conclusion: While this study confirms our hypothesis that the three databases yield different citation counts, the role of
Web of Science as the gold standard of citation indexing is challenged. Our study shows that the new citation indexing
resource provided by OvidSP does not approach the citation indexing within Web of Science. Google Scholar shows
itself to be a valuable source for citation indexing, but does not incorporate the tools for searching, filtering, or browsing
within search sets that the other databases include.

10) Giving Your Patrons the Star Treatment
Authors: Rick Wallace, MLS, EdD, Quillen College of Medicine Library, East Tennessee State University, 423-335-2725,
wallacer@etsu.edu; Bobby Lyons; Recia Taylor

Question/Objective: Little things matter in customer service. Greeting every patron who enters, and listening to them
talk about their school, family, and problems helps to make your patrons feel valued. Benchmarking against other
quality services such as restaurants, stores, or other libraries is one way to develop new ideas. Libraries should be
adaptable and library staff should be available for the patrons. Patrons know what they want and the library should
listen to them. We exist to serve them.

Setting/Participants: Staff and Patrons in an Academic Medical Library

Design/Method: The methodology used is a case report. The poster is a descriptive study. Techniques used to promote
and provide customer service will be presented. Some of the issues looked at will be the importance of the patron, the
importance of staying focused on the goal, and the benefits of placing an importance on customer service.

Findings/Results: Public Services Staff members have been commended in both student reports and the LibQual survey
for their customer service. Prestigious university awards have been received that reveal the importance of not just the
staff’s technical skills, but the importance of their people skills.

Conclusion: It is a mistake to treat all customers with the same customer service strategy. It is also a mistake to think of
your customers as only who come into the library. In summary, libraries have moved from a focus on collections to a
focus on patrons (customers).
11) How to Keep Your Professional Organization from Falling into a Black Hole

Authors: Nakia J. Carter; MS, East Tennessee State University Quillen College of Medicine Library, 423-439-6246; Rick Wallace; MLS, EdD

Question/Objective: All politics are local including library politics. However, many grass roots professional library groups have ceased to exist or are moribund. This poses a real risk to the health of the profession. What can be done to make local professional groups stimulating and satisfying to professional librarians?

Setting/Participants: A local area health sciences libraries professional organization

Design/Method: The methodology used is a case report. The poster is a descriptive study. Methods used to revitalize a health sciences libraries group will be presented. Some of the issues looked at will be the importance of planning, the need to get input, the necessity to keep it interesting for both current members and new ones. A reflective process was used in the analysis that integrated member needs, organizational structure and response to changes in the organization

Findings/Results: Professional organizations can and should be constantly revitalized and made essential to the life of the professional librarian

Conclusion: Tradition can be stifling. Changes should be made in how grass roots professional library organizations operate before they become extinct. The need for networking still exists. There should be a focus on an organic model of organization that is centered on members’ needs, is spontaneous, and is less legalistic and formal. There is an ethical imperative involved in library professional involvement because it has the goal of not only self professional development bit contributing to the professional development of one’s colleagues.

12) The State of Reference Services in the Southeastern/Atlantic region of NNLM

Authors: Kristen Morda, MA, Graduate Medical Education Librarian, University of South Florida, Shimberg Health Sciences Library, 813-396-9667, kmorda@health.usf.edu; Rose Bland, MA, AHIP, Assistant Director of Technology and Access Services; Danny O’Neal, MA, AHIP, Assistant Director of Information and Outreach Services; Beverly Shattuck, MS, MBA, Assoc. VP of Libraries, USF Health Director, Shimberg Health Sciences Library & Media Center

Question/Objective: A comparison of reference services provided by academic medical/health sciences libraries within the geographic boundaries of the Southeastern/Atlantic region of NNLM.

Setting/Participants: The survey was distributed to academic medical/health sciences libraries within the geographic boundaries of the Southeastern/Atlantic region of NNLM (SEA/NNLM). Our target audience was library directors, reference department supervisors, and/or reference department staff.

Design/Method: The 23 item survey was administered from July 24 through August 29, 2008, via email using SurveyMonkey software. In anticipation of significant variances in responses to the questions, identical surveys were sent separately to two different groups: osteopathic and non-osteopathic institutions. Skip Logic was implemented in this survey to pass respondents over subsequent questions that were no longer relevant based on prior responses. A survey containing 22 questions was emailed to the target audience twice followed by a reminder letter via the US postal service. The survey included questions regarding: reference services (both live and virtual); library staffing (including the use of professional librarians and paraprofessional staff); grant participation; and fee-based searches.

Findings/Results: The survey was distributed to 48 institutions. A total of 37 responded, for a total response rate of 77% (37/48). Below are some interesting findings that came out of the survey results: Out of 37 respondents 46% (17) had 9 or more full-time professional librarians. 35% (13/37) of the respondents had 7 or more of their full-time professional librarians performing reference services. A majority of the respondents, 54% (20/37) stated that they provide liaisons to support all the colleges/schools/programs of the institution they serve. 30% (11/37) indicated their library had received awards/compensation/funding from a grant through the areas they support. 24% (9/37) indicated that their library had been written into a grant. Of the libraries surveyed, 92% provide live reference services and 81% provide virtual reference services. As a side note, two libraries surveyed provide virtual reference services (only) but do not provide live reference services; 95% (35/37), replied ‘yes’ to the question ‘Does your library offer professional librarian search services?’ Of these 35, 51% (18/35) offer a fee-based option [charge a fee] for the service and 49% (17/35) responded ‘no’ or ‘don’t know’. The purpose of this survey was to determine the state of reference services in the SEA of NNLM. The results provide us with insight to the reference services, as well as other issues encountered by academic medical/health sciences libraries, such as staffing levels, grant participation, and fee-based services. The results should be of interest to all institutions offering reference services.

13) Using Google Analytics to Build a Better Library Website

Authors: Andrea Wright, MLS, Technology and Information Services Librarian, University of South Alabama Baugh Biomedical Library, 251-461-1424, awright@bbl.usouthal.edu; Justin Robertson, MLS, Assistant Director for Public Services

Question/Objective: The library website serves multiple purposes: information gateway, promotional signboard, announcement calendar and, perhaps most significantly, the institution’s highly-visible, “public face.” To effectively fulfill these functions, it is imperative that an institution’s website is designed through extensive planning, careful analysis and thoughtful design. Redesigning an existing library website requires something more than just sound design theory. However, hard, observable data, detailing exactly how the existing website is being used, can provide a wealth of invaluable information to a library involved in a site redesign. Google Analytics, a free service through Google, can be
CONTRIBUTED POSTERS

ABSTRACTS

used to track and gather detailed information about how a website is used as well as who is using it. Carefully employed, this type of data can maximize a website’s use and usability.

Setting/Participants: The University of South Alabama Biomedical Library is located in Mobile, Alabama. It primarily serves the University’s Colleges of Medicine, Nursing and Allied Health. Besides having a sizable number of traditional, on-campus students, the library also support robust and growing online programs in Nursing and Physical Therapy.

Findings/Results: Combining accepted, sound website design theory with hard data proved invaluable during the USA Biomedical Library’s site redesign process. Google Analytics provided the web coordinator with specific use data and statistics that helped delineate what needed to be done during the redesign to best serve the needs of their users.

Conclusion: Google Analytics is a powerful tool for website use analysis.

14) Health Information Literacy Research Project - University of South Alabama Pilot Site Report
Authors: Geneva Bush Staggs, MSLS, AHIP, Assistant Director for Hospital Library Services, Biomedical Library, University of South Alabama, 251-471-7855, gstaggs@bbl.usouthal.edu; Beverly Rossiini, MLIS, Outreach/Information Services Librarian

Question/Objective: The Medical Library Association (MLA), under contract and working with the National Institutes of Health/National Library of Medicine (NLM), put out a call for hospital-based libraries to pilot a new Health Information Literacy (HIL) Curriculum designed to increase health care provider knowledge of health information literacy issues, and increase patient and provider use of NLM and other consumer resources, and promote the role of librarians as key providers of health information literacy resources and support.

Setting/Participants: The Biomedical Library at the University of South Alabama applied and was accepted as one of nine pilot sites. The hospital librarian and the outreach librarian participated in the development and testing of a multi-format health information literacy curriculum. Attendees at the curriculum presentations included hospital administrators, nursing supervisors, nurse educators, social workers, case workers, and other hospital-based health care providers, as well as, faculty, staff, and students in the colleges of Medicine, Nursing and Allied Health Professions. The hospitals of the University of South Alabama traditionally serve a low-literacy population.

Design/Method: The overall goal of the HIL research project is to increase awareness of health care providers’ knowledge of health information literacy issues and the tools and resources for increasing health literacy levels that are available to them and their patients. To meet this goal, educational sessions were offered to test the curriculum. A developed PowerPoint presentation, online demonstrations of consumer health websites, and the Information Rx protocol were presented at each session. Each participant was asked to complete a pre- and post-survey and to participate in a two month post-session follow-up contact. Use of the developed curriculum and its core components, NLM consumer health resources such as MedlinePlus, and the Information Rx protocol were measured.

Findings/Results: We found our hospital-based health care professionals are acutely aware of their patients’ low literacy levels and searching for ways to assist their patients with accessing and understanding health information. We found the health care professionals receptive to the use of MLA’s Top Ten Medical Websites including MedlinePlus and to the librarians’ role in providing information from these sites to their patients. Findings the research project as a whole will be reported at a future date.

Conclusion: Participation in the Health Information Literacy Research Project supported the planning and implementation of consumer health information services that will strengthen our institution’s capacity to address health information literacy barriers to quality patient care.

15) Maximize Preparedness, Minimize Damages: A Successful Grant-Funded Disaster Planning Project
Authors: Felicia Yeh, MLIS, Assistant Director for Collections Management, University of South Carolina, School of Medicine Library; 803-733-3355, Felicia@med.sc.edu; Rozalynnd P. Anderson, MLIS, Assistant Director for Education & Outreach; Briget Livingston, MLS, Systems Librarian; Karen McMullen, MLIS, Head of Access Services

Question/Objective: This poster describes the disaster preparedness planning process in a small academic health sciences library.

Setting/Participants: The University of South Carolina School of Medicine Library is a small medical library in a community-based medical school with 15 fulltime staff members. The Library was awarded a $4,500 grant by the National Endowment of Humanity (NEH) to support the development of a disaster plan for the School of Medicine Library.

Design/Method: A Disaster Plan Task Force was formed to plan and carry out the disaster plan project. The Library was in need of a comprehensive disaster plan to ensure staff preparedness in the event of a natural or man-made disaster. This project spans from January, 2007 to June, 2008, and includes the hiring of two consultants to provide guidance and training in disaster planning and recovery.

Findings/Results: The disaster planning process resulted in the following activities: conducted library building survey to identify areas of risks and hazards; established procedures and systems to mitigate potential risks; determined collection priorities; developed procedures for quick response to limit damage to collections; created the emergency flip chart and distributed copies to all staff; installed four panic buttons to reinforce Library’s security; completed four staff training sessions in personal safety, fire safety, hurricane preparedness, and mock disaster; developed the disaster plan. The completion of this project provides the best possible protection to the Library and its staff.

34
Conclusion: The Library will implement the disaster plan next year. The plan will be revised based on issues that occur during the implementation. The plan will also be revised twice per year to make necessary changes. Drills will be held on a regular basis to ensure that staff remain familiar with proper procedures and actions according to the Plan.

16) Connections with National Medical Librarians Month
Authors: Nakia J. Carter, MSIS, Clinical Reference Librarian, East Tennessee State University Quillen College of Medicine Library, 423-439-6246, cartern@etsu.edu; Rick Wallace, MLS, EdD, Assistant Director, MLS
Question/Objective: To demonstrate the value of the East Tennessee State University Quillen College of Medicine Library to library users using the vehicle of National Medical Librarians Month.
Setting/Participants: Academic Medical School Library
Design/Method: A descriptive analysis of techniques used to enhance the value of the East Tennessee State University Quillen College of Medicine Library in the eyes of its parent organization and users. Interventions undertaken were exposure on television, a barbecue for students, a library exhibit fair patterned after conference exhibits in which all major facets of library services were presented using handouts and posters of the services and accomplishments of their unit, and a reception for faculty and staff.
Findings/Results: The Quillen College of Medicine Library had a turnout of 300+ to the barbeque. The library exhibits drew interest and comments from faculty, staff, and students. The promotion of National Medical Librarians Month allowed the library workers from all departments to a chance to interact with the patrons and it gave patrons a chance to put a face to the library workers they normally just email.
Conclusion: The Quillen College of Medicine Library will try to incorporate into National Medical Librarians Month this year some more instruction aspects, giveaways, and more exhibits.

17) Building Your Own Library’s Responsible Literature Searching Web Site
Authors: Sandra Canham, MS, AHIP, Education Services Librarian, 706-721-0299, scanham@mcg.edu; Kathy Davies, MLS., Chair, Education and Information Services; Tom Cutschall, MLS., MEDIT, Virtual Services Librarian, and RLS website developer, Medical College of Georgia; Darra Balance, MLS, AHIP, AHEC Learning Resource Centers Coordinator; Lindsay Blake, MLS, AHIP, Information Services Coordinator; Kevin Bradford, MLS, Clinical Information Librarian; Peter Shipman, MLS., Outreach Librarian
Question/Objective: We all recognize that medical literature searching once was a primary responsibility of the librarian. Today the end user has direct access to an array of databases to assist them in literature searching. Librarians now provide instruction on searching databases to effectively complete a literature review for research purposes. To heighten awareness and enhance knowledge of available health information resources and key principles of the biomedical literature search process, the creations of Responsible Literature Searching (RLS) web modules have been created. A key consideration in developing the RLS modules is the need to provide instruction for access to quality health care information to our campus users which include distance education communities and remote clinical campus sites.
Setting/Participants: Creation of the RLS began with a set of objectives that would introduce health information resources, searching techniques, and library services to consider when developing a comprehensive literature search fitting the needs of both biomedical and clinical research.
Design/Method: The RLS is web page designs of seven modules each having its own objective and focusing on the following topics: biomedical literature search principles, evidence-based health care practice, identification of appropriate biomedical information resources, search process for patient and drug safety information, and library services. Web pages are interactive to encourage self-paced learning and have individual module quizzes to encourage learner retention of key searching principles.
Findings/Results: In early February, the RLS modules were posted on the library’s home page. Usage of the RLS pages are tracked by web server logs to record what module web pages are viewed the most. The results will explore the need to develop new initiatives to increase health information literature.
Conclusion: RLS modules are an active educational tool; the project will be enhanced during the second phase of development. Phase Two will include new resources such as e-books, updated content to reflect interface changes, and additional opportunity for user feedback. The RLS template has also been utilized in designing other tools such as an EBM pathfinder.

18) Kindle – a Viable Technology for Health Sciences Information Delivery?
Authors: Christine Whitaker, MLIS, Collection Development Librarian, University of South Carolina School of Medicine Library, 803-733-3360, cwhitaker@gw.med.sc.edu; Ruth A. Riley, MS, Director of Library Services
Question/Objective: To evaluate the Kindle electronic book reader’s potential as an information delivery platform for health sciences students and clinicians.
CONTRIBUTED POSTERS

ABSTRACTS

Setting/Participants: The University of South Carolina School of Medicine Library is a small medical library in a community-based medical school with an approximate class size of 85 students. The library is available to students and faculty twenty-four hours a day, seven days a week, includes seating for 187 users, wireless connectivity, and an information commons.

Design/Method: A Kindle electronic book reader and the Kindle versions of selected medical books were purchased. The Kindle books will be compared to the web-based or PDA versions using the criteria of content, currency, interface, functionality, and cost.

Findings/Results: Results of the comparative analysis will be provided. An analysis of the medical content available in Kindle format will also be reported.

Conclusion: While we anticipate that the Kindle e-book reader offers limited use as an information delivery platform for health sciences students and clinicians in its current state of development, it represents a significant advancement in e-book reader technology with potential for the future.

19) Making Magic: Joining Forces to Create a Statewide Consumer Health Information Network
Authors: Beth Layton, MLS, MBA, AHIP, Deputy Director, Health Science Center Libraries, University of Florida, 352-273-8405, blayton@ufl.edu; Barbara Shearer, M.S.S., AHIP, Director, FSU College of Medicine, Maguire Medical Library; Linda Butson, MLN, MPH, AHIP, UF AHEC Librarian and Assistant Director for Access and Outreach Services, Health Science Center Libraries, University of Florida; Cheryl Dee, MLS PhD, Assistant Professor, School of Library and Information Science, University of South Florida

Question/Objective: To report on the development of a consumer health information network to meet the needs of residents of the Florida.

Setting/Participants: The Florida Consumer Health Information Network (FCHIN) Steering Committee composed of 20 librarian members started meeting in July 2007. Members represent all medical schools in Florida, the Florida Library Association, Florida Health Science Library Association, the State Library and Archives of Florida, the AHEC programs, public libraries providing consumer health services and the colleges of library and information science.

Design/Method: In August 2007, the statewide FCHIN steering committee applied for and received an NN/LM Southeastern Atlantic Region Express Planning Award to increase Florida residents’ knowledge of consumer health information resources and services available statewide and from local communities in Florida. Following a series of meetings over the last year—both face-to-face and by teleconference—the group has developed a mission, identified governmental agencies as collaborators and determined a course of action for 2008-2009. Three working groups have been formed. The Communications group will communicate about the activities of the Steering Committee. The Education & Training group will coordinate a series of continuing education classes on consumer health information for public librarians and library staff throughout the state. The third group which focuses on content will analyze existing health-related content on state government websites and review health-related content on the databases and resources purchased by the State Library.

Findings/Results: The diverse backgrounds of the Steering Committee members provide a productive and dynamic group. Working together as a team and learning from each others’ varied perspectives has resulted in a plan of action which will identify stakeholders and build on existing resources throughout the state.

Conclusion: The formation of the network represents the first time that all library stakeholders in Florida have met to discuss a common health information concern. The working relationships that have evolved over the first year will facilitate and strengthen communication among librarians and library organizations in Florida. This relationship will continue in 2008 with the activities of the three new working groups.
AGENDA

Call to Order and Welcome ................................................................................................. Judy Burnham, Chair
Approval of 2006 Business Meeting Minutes ................................................................ Sandra Canham, Secretary
Financial Report ..................................................................................................................... Sandra Canham, Treasurer
Bookkeeper’s Report ............................................................................................................. Pam Neumann, Bookkeeper

OLD BUSINESS

Bylaws Revision ....................................................................................................................... Joe Swanson
2008 ANNUAL MEETING REPORTS
Convention Chair ...................................................................................................................... Scott Plutchak
Program Committee Chair ...................................................................................................... Pat Higginbottom

REPORTS OF CHAPTER OFFICIALS & COMMITTEE CHAIRS

Archivist .................................................................................................................................. Lisa Ennis, Nicole Mitchell
Bylaws Committee .................................................................................................................... Joe Swanson
Communications Committee (including SoChap-L, Southern Expressions, Web site) .......... Lee Clemans-Taylor
History of Southern Chapter Committee .............................................................................. Laura Kane
Hospital Libraries Committee ................................................................................................ Brenda Curry-Wimberly
Membership Committee ......................................................................................................... Sandy Oelschlegel
Membership Database ........................................................................................................... Sandra Canham
MLA Benchmarking Committee ............................................................................................ Linda Garr Markwell
MLA Chapter Council ............................................................................................................. Danny O’Neal, Jane Bridges
MLA Credentialing .................................................................................................................. Cynthia Henderson
MLA Governmental Relations ................................................................................................. Briget Livingston
Nominating Committee ............................................................................................................ Priscilla Stephenson
Professional Development Committee .................................................................................. Jason Baker, Leslie Duncan
Public Relations Committee .................................................................................................... Kaye Robertson
Research Committee ............................................................................................................. Peter Shipman
Strategic Planning Committee ................................................................................................. Priscilla Stephenson

HONORS AND AWARDS PRESENTATIONS

Honorary Membership Awards
First Time Attendee Scholarship
Martha Watkins Scholarship
Hospital Librarian of the Year
Research Project Grant
Academic Medical Librarian of the Year
T. Mark Hodges Award

NEW BUSINESS

2009 Conference Invitation – Memphis ................................................................................. Tom Singarella

INTRODUCTION OF NEW OFFICERS and PASSING OF THE FRANCES VERBLE GAVEL

ANNOUNCEMENTS AND RESOLUTIONS

ADJOURNMENT
1. Southern Chapter 2009
2. Unbound Medicine*
3. Rittenhouse Book Distributors, Inc.
4. eMedicine
5. Graduate Education Foundation
6. BMJ Group
7. Matthews Medical & Scientific Books
8. Harrassowitz Booksellers & Subscription Agents
9. Elsevier – MD Consult
10. Elsevier
11. Swets
12. Thieme Publishing Group
13. Wiley-Blackwell
14. Ovid Technologies, Inc.
15-16. The Medical Letter on Drugs & Therapeutics
17. Collexis*
18. Thomson Reuters
20. Epocrates*
21. Exam Master Online*
22. ALHELA / HealthInfoNet
23. Basch Subscriptions, Inc.: The Reference Shelf
24. Wired.MD
25. Majors & YBP Companies
26. Medical Library Association
27. EBSCO Information Services
28. Karger*
29. NN/LM SE/A
30. UpToDate
31. Maney Publishing*
32. Stat!Ref A Product of Teton Data Systems

*First time exhibitor
Thank you for attending the
Southern Chapter
Medical Library Association
58th Annual Meeting
& the
Alabama Health Libraries Association
28th Annual Meeting

It was great having you in Birmingham!
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## Schedule at a Glance

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT &amp; ROOM</th>
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<tbody>
<tr>
<td>3:00 – 6:00</td>
<td>Registration – Lobby Area</td>
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<tr>
<td>6:00 – 7:30</td>
<td>Early Bird Reception - Clubhouse Terrace</td>
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<th>TIME</th>
<th>EVENT &amp; ROOM</th>
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<tr>
<td>7:30 – 6:00</td>
<td>Registration – Lobby Area</td>
</tr>
<tr>
<td>8:00 – 12:00</td>
<td>CE Classes Onsite at Ross Bridge – Pelham &amp; Vestavia</td>
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<tr>
<td>9:00 – 4:00</td>
<td>CE Classes Offsite at UAB – Lister Hill Library &amp; Cudworth Hall</td>
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<tr>
<td>12 noon</td>
<td>Boxed Lunch by the Pool – Ballroom Foyer</td>
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<tr>
<td>1:00 – 5:00</td>
<td>CE Classes at Ross Bridge – Pelham &amp; Vestavia</td>
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<tr>
<td>4:00 – 6:00</td>
<td>SCMLA Executive Board Meeting – Bessemer</td>
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<tr>
<td>6:00 – 8:00</td>
<td>Welcome Reception - Ballroom EFGH</td>
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<tr>
<td>6:30 – 7:30</td>
<td>Majors Walk – Meet by the Lobby Fireplace</td>
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<tr>
<td>7:00 – 9:00</td>
<td>History Committee – Vestavia</td>
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<td>7:00 – 9:00</td>
<td>Benchmarking Committee – Pelham</td>
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<tr>
<td>8:00 – 9:00</td>
<td>SCMLA 2009 Conference Committee – Bessemer</td>
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<tr>
<td>7:30 – 4:00</td>
<td>Registration – Ballroom Foyer</td>
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<tr>
<td>8:00 – 5:00</td>
<td>Internet Room – Helena</td>
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<tr>
<td>8:30 – 10:00</td>
<td>Welcome &amp; Opening Plenary with David Levy – Ballroom D</td>
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<tr>
<td>10:00 – 12:00</td>
<td>Lunch with Exhibitors - Ballroom EFGH</td>
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<tr>
<td>11:00 – 2:00</td>
<td>Poster Setup – Ballroom ABC</td>
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<tr>
<td>12:00 – 2:00</td>
<td>Lunch with Exhibitors - Ballroom EFGH</td>
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<tr>
<td>2:00 – 3:30</td>
<td>Concurrent Contributed Papers – Vestavia, Pelham, Bessemer, Mountain Brook</td>
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<tr>
<td>2:00 – 4:30</td>
<td>Posters available for viewing (not staffed) – Ballroom ABC</td>
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<tr>
<td>4:30 – 7:00</td>
<td>Reception at Vulcan Park</td>
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<td>7:00 – 10:00</td>
<td>Dine-Arounds</td>
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<tr>
<td>7:00 – 9:00</td>
<td>SCMLA Executive Committee - Vestavia</td>
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<td>8:00 – 10:00</td>
<td>Registration – Ballroom Foyer</td>
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<tr>
<td>9:00 – 10:30</td>
<td>Plenary 3 with Rachel Singer-Gordon – Ballroom EFGH</td>
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<td>10:30 – 10:45</td>
<td>Break – Ballroom E Foyer</td>
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<tr>
<td>10:45 – 11:45</td>
<td>MLA/RML Updates – Ballroom EFGH</td>
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<tr>
<td>12:00 – 2:00</td>
<td>ALHeLA Business Lunch – Ballroom C</td>
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<tr>
<td>12:30 – 2:00</td>
<td>Annual Meeting Committees Lunch – Vestavia</td>
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