NN/LM National Network of Libraries of Medicine
MidContinental Region
Colorado ★ Kansas ★ Missouri ★ Nebraska ★ Utah ★ Wyoming

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Up and Coming Plans for Year 2

Doesn't $1.3 million sound like a lot of money to spend? I used to think so, but since budgeting for the NN/LM MidContinental Region, I've been amazed at how quickly it goes. In addition to funding the Resource Libraries in each state to provide you with a coordinator as your go-to person and leadership for regional projects, what else are you getting for this money?

National Initiatives

Four national initiatives are in the planning stages for the NN/LM. Over the next 4 years, the Regional Medical Library programs will be focusing on outreach to community colleges and K-12. The RMLs will work together to support the adoption of MedlinePlus Connect into electronic medical records and promote the use of ClinicalTrials.gov. Updates will be published as plans for these initiatives are finalized.

CBO Connectivity Project

We are doing a pilot project with three community based organizations (CBO). HealthStreet and Healthy Babies Program in Missouri and the La Gente Program in Colorado. They will explore the use of iPads in their work processes including delivering health information as they provide services to clientele in the field. This may sound familiar to you. We would like to see how community providers use the iPad just as we investigated how medical librarians used the iPad, in our iTest iPad project.

Consider: Professional Development Opportunities

To build your knowledge about knowledge transfer, plan to participate in the journal club that Barb Jones, Missouri/Library Advocacy Coordinator will be organizing. The date has not yet been decided. Building on the journal club, the MCR will co-sponsor a knowledge transfer workshop taught by Lorri Zipperer and Becky Steward. They are a great team and have been holding these workshops in several regions over the past few years, including our own in 2007. The NN/LM MCR and the NN/LM Greater Midwest Region are partnering to bring Ms. Zipperer and Ms. Steward back for a reprise of their successful workshop. If you want to build your knowledge sharing skills, be thinking about a project to do in your hospital and the

person from another department who would help you implement it. The workshop will be held in February 2013 for a hospital team made up of the librarian and partner. Although not required, we recommend that if you are serious about getting involved in knowledge sharing, knowledge transfer, or knowledge management, that you take advantage of both opportunities, the journal club and the workshop.

Also in February or March 2013, the NN/LM MCR will be collaborating with the NN/LM Pacific Northwest Region to sponsor another e-science event. The e-science forum will build on the e-science events held earlier this year at the Spencer S. Eccles Health Sciences Library. The event will take place in Seattle and Salt Lake City. This e-science event is also a test of the use of collaborative technologies for holding successful conferences. Presenters will be divided between both sites. Presenters at one site will have their presentations broadcast to the other. Participants and presenters will be able to interact with their counterparts at the other location. We hope you'll plan to attend to learn more about what is happening in e-science and also help us test a new way of presenting a conference.

We'll be working with Pat Wagner, who many of you know from taking one her classes at MLA or the class she presented in the region, "Marketing as if Your Library Depended on it." Ms. Wagner is an excellent instructor, motivator, and supporter of librarians, especially health sciences librarians. Ms. Wagner will be teaching a series of workshops to improve skills to run libraries in a business-like manner. Help us determine the content of these workshops that will best suit your needs. We'll be asking for your input on the MCR news blog. Stay tuned.

Don't forget the MCR's Professional Development Award. You can apply for funding to attend any of the events listed above. The criteria and how to apply is available here. (*http://nnlm.gov/mcr/funding/*)

We will continue our monthly webinars: "Breezing Along with the RML" to keep you informed of RML activities and "Spotlight! On NLM Resources" to offer hands-on learning sessions which can earn you MLA continuing education credits.

Training Health Professionals Stipend

Need an excuse to get out of the library? The NN/LM MCR will again be offering training and a stipend for you to exhibit and/or present at a health professional conference. It is a lot of fun to attend a health professional meeting and learn about the progress of medicine while mingling with providers. It is also fun to surprise health care professionals in the exhibit hall who wonder what you are selling and be seen as an expert as you share your knowledge of authoritative free health resources. By exhibiting and presenting you have the opportunity to advocate for the profession by explaining to providers the value that librarians bring to the work that they do.

Network Member Questionnaire

It is that time in the contract that the NN/LM MCR takes a look at what is happening with the baseline characteristics of our health sciences library membership such as staffing, collections, services. It is also the time to identify trends and track trends that appeared in past results. Yes, if you are the director of a health sciences library, the Network Member Questionnaire will be distributed to you this year. The analysis of the data helps us and NLM understand what is occurring in the region, validates or makes questionable information we've received through other means and as always, is used in determining what services and programs the NN/LM MCR will implement in the region. As budgets are reduced feedback data becomes more important to help us be an effective Regional Medical Library program.

Those are the highlights for this year that started in May 2012 and will end in April 2013. We hope you agree that it is money well allocated.

-Claire Hamasu, Associate Director

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NN/LM MCR 2012-2013 Objectives

As part of the MidContinental Region's contract negotiation with the National Library of Medicine, we develop a list of objectives for the year. We want you to know what to expect from us too! The following is a list of our intended objectives for 2012-2013. The objectives encompass services to our Network members as well as our outreach services. These objectives are also on our web site at: *ow.ly/c4uWe*

Assessment and Evaluation

1. Inform NLM of regional, state, and local activities that contribute to improved connectivity, access and

health information resources as a result of NN/LM MCR programs.
2. Work with Resource Libraries, including signing and monitoring implementation of subcontracts for basic services, and assess Resource Library and Coordinator experiences.
3. Reconstitute Regional Advisory Board and assess the impact of the Board on RML programming and the experience of Board members.
4. Monitor and evaluate NN/LM MCR programs to assess their effectiveness.
5. Assess needs of health sciences librarians and other organizations in the Region for NLM and NN/LM products and services and share data with NLM and NN/LM.

Library Advocacy

1. Promote advocacy materials to the region.
2. Support member librarians and libraries during organizational restructuring.
3. Support librarians to become change agents in their institutions in health information literacy.
4. Support librarians to become involved in patient safety activities in their institutions.
5. Provide resources for librarians to support and improve their business practices in the hospital setting.

Education

1. Promote history of medicine resources within the region.
2. Identify and contribute classes to the MLA Educational Clearinghouse.
3. Present three sessions on the Exhibitor and Presentation Toolkit.
4. Investigate opportunities for librarians to become expert searchers.
5. Host NLM Training Center workshops at one site annually.
6. Offer e-science education webinars.
7. Teach technology classes and learning sessions.
8. Develop resources and train members on preparing continuity of service plans.
9. Provide training on NLM and NN/LM resources and tools.
10. Manage and promote EBSCO E-Book collection.
11. Submit program proposals at local, regional, state, or national events.
12. Organize and sponsor knowledge sharing workshop.
13. Make online or in person presentations to state refugee coordinators on open source, multiple language resources.
14. Offer classes in statistics, organizational behavior, and evaluation for demonstrating library values.
15. Use the RML communication tools to promote educational opportunities.

Health Information Literacy

1. Work with community organizations.
2. Promote health information literacy awareness through the NLM and NN/LM through various networking and collaborative efforts.
3. Include information about medical libraries and librarianship in the Exhibitor Toolkit.
4. Promote health information literacy awareness through NLM and NN/LM products and services.
5. Exhibit at local, regional, state or national events.
6. Contribute to Bringing Health Information to the Community blog.
7. Offer Training Health Professionals stipends.
8. Encourage and/or support health information literacy collaborations that reach other networks and relevant organizations.
9. Maintain state library collaborations.

Member Services

1. Identify and maintain effective methods of communication.
2. Conduct drills or exercises to test the continuity of service plans on a regular basis.
3. Involve Network members in RML activities.
4. Manage portions of the NN/LM Resource Sharing Plan.
5. Offer funding opportunities.

Technology

1. Investigate and implement communication technologies.
2. Maintain NN/LM MCR web site.
3. Regularly monitor and disseminate technology developments.
4. Technology Working Group members contribute to social media direction for the region.
5. Provide consultations and assist Network members in developing strategies that address barriers to access.
6. Work on the Community-Based Organization Underconnected Pilot Project.

7. Promote and support Network members' involvement in electronic medical record (EMR) projects at their institutions.
8. Support the appropriate personnel at community colleges and regional extension centers (REC), providing health information technology (HIT), programs to integrate evidence based medicine and consumer health information into their program offerings.

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Wyoming Symposium for Health Information Professionals

The University of Wyoming Libraries will be hosting the 8th Wyoming Symposium for Health Information Professionals:

High Altitude – Big Attitude Librarianship

in Laramie, August 15-17, 2012

The conference is for those who'd like to spend some time in the scenic Rocky Mountains, networking with colleagues, making new friends, and learning about resources. They'll also be discussing important issues affecting the finding of, access to and delivery of health/biomedical information.

Past conferences have attracted health sciences, public, and academic librarians, along with health professionals and representatives of community-based organizations. This year's conference will include presentations by Coordinators from the MidContinental and Pacific Northwest Regions on resources, and opportunities to join in self-directed discussions on topics that interest the group.

Cost: $60 (covers two nights on-campus lodging, plus 4 meals.)

Registration and payment may be completed online. Space is limited to 20 participants.

For more details please visit the web page - http://nnlm.gov/mcr/wysym2012/index.html.

Jim Honour, Wyoming/Member Services Coordinator, will be happy to answer your questions.

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Whooo Says...

Dear Whooo,

I read your column in the January 2012 issue of Plains to Peaks Post, which referred to revenue growth for nonprofit hospitals. I'm confused. I've always thought that a nonprofit organization is one that works for the good of the community or user group. I thought that nonprofits did

not need to worry about earning money or revenue in the same way that a for-profit organization does. Can you explain this to me?

Thanks,

Fiscally Flummoxed

Dear Flummoxed,

I'm so glad you asked this question. Confusion about profit vs. nonprofit institutions in the health sciences library world is not uncommon!

For our purposes, Wikipedia's definition sums it up pretty well: "A **nonprofit organization** (**NPO**) is an organization that uses surplus revenues to achieve its goals rather than distributing them as profit or dividends." Wikipedia goes on to explain that a nonprofit organization in the United States is permitted to make money. Surplus revenues (money earned in excess of expenses) must be kept by the organization and used to keep the organization running, expanding or implementing plans for the future instead of existing as profit or being distributed to stock holders as a for profit organization does.

Now, I'm sure you are thinking, "Well, that's nice, but what does that have to do with me and my library?" What this means for all of us working for nonprofit organizations is that all the rules of financial budgeting and accountability apply. Nonprofit organizations must cover their operating expenses and generate extra revenue in order to reinvest in future plans and expansion. Our organizations are businesses working to accomplish their mission in the most cost-effective and efficient way possible. In this scenario, librarians have to be business savvy in the way we operate our libraries. We need to know how to provide the greatest benefit possible to our users and to be able to justify library expenses in terms of impact on the mission of our organization.

Another way to look at the responsibilities of the librarian in this scenario is to consider the library as a small business within a business. As a small business operator, a librarian has the responsibility to assess the environment to determine need, define a mission, establish a clientele, develop a budget, provide staffing and resources, provide needed services, and market and promote those services and resources.

- It is up to the librarian to find out what is needed in the marketplace (the hospital or academic center), and to budget for, develop and provide necessary resources and services in the most cost effective way.
- It is up to the librarian to market and promote those services and resources to generate customers (users).
- It is up to the librarian to know who and what the competition is and to educate customers about why library resources and services are valuable.
- It is up to the librarian to demonstrate to her funders that she is running a successful business that should be adequately funded.

I hope this helps with your confusion, Flummoxed. Those of us in the library world don't often think of ourselves as "business owners." Remembering how and why we exist, in business terms, is helpful when deciding how to allocate our time. It provides greater insight into why we have to make the time to communicate our value to our users and to our administrators.

If you need further information on determining the value of your library in a business environment, you may want to contact either Betsy Kelly or Barb Jones to see if Measuring Your Impact is being taught in your area. Or you may want to check out the MidContinental Region's web site to look at the Hospital Librarian's Toolkit (*http://nnlm.gov/mcr/advocacy/toolkit/introduction.html*), the Library Value Calculators (*http://nnlm.gov/mcr/evaluation/tools.html*) or the Working with Library Statistics page (*http://nnlm.gov /mcr/advocacy/statistics.html*).

I will be interested to hear how you change your library practices after learning about the relationship between library and business practice.

Sincerely,

Whoooo

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Libraries in Medical Education

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View from the grounds of Asilomar State Beach and Conference Center, Pacific Grove, CA
Photo by Lisa Traditi

Using the generous funding from the NN/LM MCR, I attended the 2012 WGEA and its sibling groups – all subsets of the American Association of Medical Colleges (AAMC), held at the stunning Asilomar State Beach and Conference Center in Pacific Grove, CA. (*http://www.visitasilomar.com/*) Each regional AAMC GEA has its own Libraries in Medical Education (LiME) group. The WGEA LiME group started up in 2008 and meets each year at the beginning of the annual WGEA meeting. One of four regions, the Western Region encompasses Colorado, Wyoming, Montana, Idaho, Utah, New Mexico, Nevada, California, Oregon, Washington, Hawaii, and Alaska – see this pdf map for all 4 regions. (*https://www.aamc.org/download /65692/data/regional.pdf.pdf*)

The LiME Special Interest Group meets for 3-4 hours to share information about how we are involved in supporting teaching and learning in our respective Schools of Medicine, including Physical Therapy and Physician Assistant programs. Because the WGEA includes librarians outside of MCMLA and the NN/LM MCR, I get to network with and learn from colleagues from institutions outside of our region. This meeting alone is so beneficial. We're an informal group, so we can share our successes and struggles; gathering ideas and suggestions for different approaches to our work. At this year's meeting, we decided to try to offer webinars so that those who are unable to attend the meetings in person can share in the fun. Our first WGEA LiME Webinar, scheduled on July 30 at 1pm MDT, will be on the Library's Role in InterProfessional Education programs. Watch the MCMLA and other lists for more news on how to sign up!

Go here (*http://tinyurl.com/AAMC-LIME*) to get information on your regional LiME group.

We joined the CRiME* Group after lunch to hear about their work. Our CRiME colleagues are the technology support and development side of medical education. They discuss how various technologies can help or hinder medical education. Much of their work is reflected in papers and workshops held during the rest of the WGEA meeting. This year, one of those themes was the "flipped classroom", where educators develop Kahn Academy style online presentations for students to watch before class, allowing them to come to class and move more quickly into small group learning activities. (For more: ow.ly/carRi and ow.ly/cas0u) Another interesting session discussed the variety of ways different schools are using tablet devices in their educational programs; many of which involve the library providing access to resources, as well as instruction.

*Acronyms:

AAMC – American Association of Medical Colleges

CRiME – Computer Resources in Medical Education

LiME – Libraries in Medical Education

WGEA – Western Group on Educational Affairs

WGSA – Western Group on Student Affairs

WOSR – Western Organization of Student Representatives

The WGEA meeting as a whole is a terrific opportunity to connect with educators, administrators, and students in your School of Medicine. We learn about trends and issues in medical education and research. Many LiME members present papers and posters at this meeting. I got a chance to have long conversations with medical educators and technologists in my own school, in an atmosphere where they are open and welcoming to ideas on integrating librarians into the student learning process in their pre-clinical and clinical training.

The goal of the Groups on Educational Affairs is to "promote excellence in the continuum of medical education by fostering the professional development of medical educators and advancing research in medical

education." (*https://www.aamc.org/members/gea/*) If you are a librarian at a School of Medicine, I urge you to consider attending your regional meeting. You won't be sorry.

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What Happens When a Pen and Paper Person

Goes to North America's Largest Technology Conference for Librarians

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I have always wanted to attend the *Computers in Libraries* conference in the hopes of finally getting up to speed with current technologies, and in March – thanks to the RML – I did. Information Today Inc's 27th annual conference definitely lived up to its claim – it WAS big. But what most impressed me was that it successfully managed to offer relevant information for academic, public, and special librarians, as well as programming for both technophiles and neophytes. That's a lot of hats to wear, but they wore them well.

This year's theme was *Creating Innovative Libraries,* with speakers kicking off each day, followed by "track" programming. Attendees could stick with one track all day, or pick and choose among themes like *Mobile Trends and Practices, Navigating Information Overload, eBook Revolution and Evolution,* and *Recreating Services.*

The three speakers – a businessman, a library institute director, and a librarian (web strategy and new media director) – all addressed how to nimbly incorporate *actual* innovation (not just *talk* of innovation) into library missions and daily work flow. As one speaker stated, "Let us go boldly into the PRESENT, not the future." In other words, don't put off action. Think big, start small, and move fast.

I was one of those who picked and chose among the tracks, and was very satisfied with 90% of the presentations I attended. A big topic of discussion across all tracks was the capacity of libraries to cultivate engaging learning experiences through maker labs (labs where users create content) and collaborative spaces. Many presenters believed the future success of libraries hinge on supporting and promoting the ability of our users to create content. Public and academic directors, as well as librarians and support staff, shared ways to engage colleagues in the move from libraries as places users go to consume, to places users go to create.

My favorite program was *Redesigning Reference Models* from the University Library at Millersville University in Pennsylvania. The staff saw the two year remodeling of their library as an opportunity to re-examine how they provided reference services. Their temporary library was too small to accommodate a traditional reference desk, so they "exploded it." Reference services happened everywhere BUT at the reference desk. They created a catchy theme – *Undesk Your Library* – and put together an informative YouTube video to alert their users about changes in service:

http://www.youtube.com/watch?v=Au4SZa1t5vI&feature=youtu.be

The change was so successful, they decided not to go back to their old reference service model once the remodeling project was completed.

Overall, I had a great experience. I was able to attend programs at the neophyte level, so I felt inspired rather than overwhelmed. Attending a conference with a diverse group of professionals was refreshing, and provided a great opportunity to learn how libraries outside of the health field are incorporating new technologies into revamped services, and how they are reimagining their physical spaces to cultivate cultures of innovation. Thanks for the opportunity, RML!

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Health Information Literacy Happenings…in Missouri

There's been a lot happening to increase health information literacy in the MidContinential Region, so I checked in with three librarians in Missouri to ask about their work and see what projects have been keeping them busy.

Will Olmstadt, Public Health Librarian at Becker Medical Library – Washington University –St. Louis, was recently at the Creve Coeur Government Center to present a class to the St. Louis Naturally Occurring Retirement Community (NORC) on NIHSenior Health. NORC is a community program that supports health aging of seniors by providing community involvement, support services, health & wellness and educational programming.
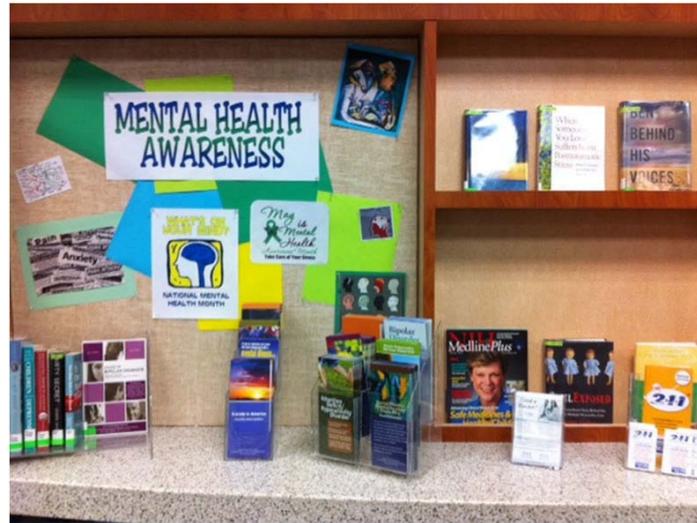

NIHSenior Health class at the
St. Louis Naturally Occurring Retirement Community
(NORC)

This class was offered as a follow up to previous classes, highlighting the recent changes on the NIHSenior Health web page such as a new search feature, improved readability, a "share" feature, and expanded topic information. In 2011, Will taught two hands-on classes teaching NORC members how to find health information on NIHSenior Health, MedlinePlus, and the Becker Medical Library web site. Last summer the NORC visited the Becker Medical Library for a tour and to see a traveling exhibit. Will plans to continue support for this partnership by offering classes once a year as resources get updated and NORC requests.

At the Middendorf-Kredell branch of the St. Charles City-County Library District Denise Ulett, Consumer Health Librarian, has been busy with programming a wellness fair and events at Community Commons. The recent stroke event at the Community Commons was well attended. Telemedicine and a doctor controlled robot in the ER were demonstrated to show how a specialist could still treat patients at rural hospitals in the event of a stroke.

Denise attended a women's health fair and offered classes on topics such as aging gracefully, preventing diabetes, and bone density and body composition screenings. The Middendorf-Kredell branch also had a display in May for Mental Health Awareness Month that offered pamphlets on mental health topics.

Mental Health Awareness Display
at the Middendork-Kredell Branch Library

Cory Mihalik, Health Librarian at the Springfield Green County Library District, talked to me about a new partnership that has formed with the Jordan Valley Community Health Center.

The Jordan Valley Community Health Center offers medical and dental services to low-income residents based on a sliding fee scale. With a grant from the Missouri Foundation for Health, the Springfield Green County Library District set up an 800-book library inside the Jordan Valley Community Health Center. The books are available to anyone who comes into the community health center and has been open since August of 2011. The consumer health library is staffed by Cory 24 hours a week. Cory offers classes in the consumer health library on a rotating schedule. Topics include finding health information online, communicating with medical providers, finding OTC and prescription medication information online, community resources, and a specialty class for pregnant women. Cory assured me he covers NLM resources in these classes such as MedlinePlus, Drug Information Portal, Clinicaltrials.gov, Lactmed, and womenshealth.gov.

- Monica Rogers, Health Information Literacy Coordinator

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