



PAPER & POSTER ABSTRACTS

CONTRIBUTED PAPERS
MONDAY, OCTOBER 22, 2007
8:15-9:50AM

OUTREACH – POTTERS ROOM

PAPER #1 – 8:15-8:35

Title: The Oklahoma Health Connection: Building a Bridge for Oklahoma's Unaffiliated Health Professionals to Literature They Can Use

Author/Affiliation: Walee Chotikavanic, Shari C. Clifton, Joy Summers-Ables, Clinton M. Thompson, and Betsy Tonn / University of Oklahoma Health Sciences Center, Oklahoma City, OK

Classification: Descriptive

Background: Anecdotal evidence collected during outreach efforts by library faculty indicated that finding authoritative, professional literature quickly was a real challenge for Oklahoma health professionals that did not have access to a medical library and information services “in-house”.

Purpose: Retool an existing web site to link unaffiliated health professionals to key resources available throughout Oklahoma including Dynamed; databases and accompanying full text including Academic Search Elite, Health Source: Nursing/Academic Edition, Health Source: Consumer Edition; an “Oklahoma” PubMed link; and a directory of Oklahoma’s medical libraries and the basic services they provide.

Discussion: The most challenging aspect of the project thus far has been handling the authentication issues for the proprietary content provided on the Oklahoma Health Connection web site. Promotion, training, feedback, and the inclusion of additional content will also be discussed.

PAPER #2 – 8:40-9:00

Title: Teaching the Chinese Population How to Find Quality Health Information on the Internet

Author/Affiliation: Ana D. Cleveland, Jodi L. Philbrick, and Della Pan / University of North Texas, Denton, TX

Classification: Descriptive

Purpose: To report on the development of training sessions developed to teach the Chinese population in the Dallas-Fort Worth metroplex how to find quality health information on the Internet.

Setting/Participants: Sixty individuals participated in the training sessions conducted at the University of North Texas and area public libraries.

Brief Description: The content of the training sessions was determined by a committee composed of medical librarians, public librarians, members of the Chinese community, and technical experts. The training sessions were an hour in length and featured guidelines on searching for quality health information on the Internet, demonstrations of high quality health information websites (such as MedlinePlus), and scenarios that included step-by-step instructions on how to search for quality health information.

Results/Outcome: The training sessions were well attended by members of the Chinese community as well as librarians that serve the Chinese community. They also received media coverage. The collaboration and partnership with the local Chinese community and public libraries played an important role in the success of the training sessions.

Evaluation Method: Through a survey, the training participants reported that they had a high level of satisfaction with the training they received.

PAPER #3 – 9:05-9:25

Title: Patient Education Materials: Written for Whom?

Author/Affiliation: Clayton Crenshaw / University of North Texas, Denton, TX

Classification: Research

Objective: To estimate the usability of patient education materials in clinical resources by measuring the reading levels of sample handouts and comparing them to reading abilities in the general population.

Setting/Participants/Resources: The patient education materials that were the focus of this study are all components of larger electronic information resources that are designed for use by clinicians. All can be accessed with an Internet browser, and some have a special PDA version as well.

Methods: Three sample patient handouts were examined from each of the selected resources. Handouts on high blood pressure, cancer, and diabetes were chosen for analysis because these are among the most common reasons for physician office visits for adults (National Ambulatory Medical Care Survey, 2006). The reading levels of the handouts were determined using three standard assessment tools: the Flesch-Kincaid Grade Level score, the SMOG Index, and the Fry Readability Formula.

Results*: Overall, the average grade level of the patient handouts analyzed was 10th grade. They ranged from a low of 7.4 to a high of 13.0. The scores produced by the SMOG and Fry tests were closely correlated, while those from the Flesch-Kincaid test were consistently lower.

Conclusion: The patient education materials provided in the tested resources are, on average, written at a 10th-grade reading level. This is in contrast to the average reading level of 8th grade for adults in the U.S. This study found significant variations in reading level across information products and medical topics. More analysis is needed to measure the extent of this problem and to guide future writers and editors in creating patient education materials. Clearly, there is a need for easy-to-read versions of handouts for use with the many patients who have below-average reading skills.

*Preliminary results; at the time of submission, research is in progress.

PAPER #4 – 9:30-9:50

Title: Evaluation of a Departmental Liaison Program in an Academic Health Sciences Library: Lessons Learned and Advice for Program Planners

Authors: Janis Teal and Sally Bowler-Hill / University of New Mexico Health Sciences Center, Albuquerque, NM

Classification: Research

Objective: To report on the University of New Mexico (UNM) Health Sciences Library and Informatics Center's (HSLIC) experience in evaluating its departmental liaison program.

Setting: Twelve faculty liaisons to 38 academic components and departments evaluated a 3-year old liaison program.

Goal: To evaluate the overall success of the liaison program and to characterize interactions leading to highly successful departmental relationships.

Methods: For each of their departments, liaisons completed a questionnaire consisting of a Likert scale (used to identify departments described by their liaisons as having a high, medium, or low degree of success) and descriptions of their interactions with the departments. The presentation will discuss liaison activities characterizing high, medium and low degrees of success.

Results: Degree of success was related to the type of department, the identity of the primary departmental contact, the means of contact used to reach the department, the frequency of contacts, and outcomes such as trainings or projects resulting from the relationship.

Conclusions: Existing liaison programs can identify ways to improve their program based on this study, and new programs can benefit from the lessons learned.

INFORMATION RESOURCES – WEAVERS ROOM

PAPER #5 – 8:15-8:35

Title: One Record or Two? Decision Making for Combined or Separate Print and Electronic Catalog Records

Author/Affiliation: Christee King / University of New Mexico Health Sciences Center, Albuquerque, NM

Classification: Descriptive

Objective: To determine if there is an established best practice for organizing and displaying electronic and print holdings in a library catalog and to discover what practice is most employed at health science libraries, in order to make an informed decision for use in the HSLIC catalog.

Methods: Search the literature to learn how, when and why libraries have chosen one method over the other. Conduct an environmental scan of the catalogs of AAHSL libraries to determine if combined records or separate records are clearly favored by other health sciences libraries. Examine internal processes to see how workload would be positively or negatively impacted by changing from combined to separate records.

Results: The literature shows that this is an old issue that was discussed by standards setting bodies and academic libraries years ago. No clear preference emerges from the AAHSL catalog environmental scan. The internal process review indicates a distinct advantage to separate records from the technical services point of view, if not from that of public services.

Conclusion: Considering the complexity of maintaining accurate records in the online catalog, two records are preferable. Future research into why health sciences libraries have been slow to adopt this as a standard could be of interest.

PAPER #6 – 8:40-9:00

Title: Imagine--The Writer's Block: An Outcome Oriented Publishing Group

Authors/Affiliation: Laonna C. Guillot, Louise Plaisance / Southeastern Louisiana University, Baton Rouge, LA ; Barbara Moffett / Southeastern Louisiana University, Hammond, LA

Classification: Descriptive

Objective: The objective is to promote collegiality, research, and scholarly publishing through the development of an outcome oriented publishing group comprised of nursing faculty and librarians.

Methods: The health sciences librarian and nursing faculty at a medium-sized state university with baccalaureate and graduate nursing programs created an outcome oriented publishing group in 2004. The group provides a non-threatening environment to expand faculty knowledge of the research process and dissemination of research findings. It provides an excellent opportunity to showcase library services and collections. Librarians and faculty meet twice a month.

Participants agree to attend regularly, complete one work step in the research or publication process between meetings, and present progress at each meeting. Colleagues agree to allow

equal time for each participant to present work or ideas, offer and accept constructive feedback, and celebrate the successes of all participants.

Results: The Writer's Block successes include increased librarian and nursing faculty collaboration, involvement of novice and non-tenure track faculty in the research process, and an increase in the number of professional publications and presentations.

Conclusions: The creation of an outcome oriented publishing group is an effective strategy to collaboratively engage librarians and faculty in research, professional presentations, and publication.

PAPER #7 – 9:05-9:25

Title: EBSCO vs. Wilson: Analysis of a Proposal for a Full Swap of Wilson for EBSCO Databases

Author/Affiliation: Gary Ives / Texas A&M University, College Station, TX

Classification: Research

Purpose: Compare indexing and full text coverage of proposed EBSCO databases to existing EBSCO and Wilson databases.

Methodology: Measure content overlap of proposed EBSCO databases to existing EBSCO and to Wilson databases; measure brevity of coverage in the proposed EBSCO databases; measure and compare embargo periods in proposed EBSCO and in Wilson databases; measure unique content in Wilson databases.

Background: In 2006, EBSCO Publishing presented a proposal to replace all Texas A&M's Wilson databases with EBSCO databases. We conducted an analysis of the indexing and full text coverage of the proposed EBSCO databases as compared to the existing TexShare EBSCO databases and to the Wilson databases.

Results: Our analysis demonstrated: a 48.0% overlap of indexed titles, and a 65.6% overlap of full text titles, of the proposed new EBSCO databases compared to the existing TexShare databases; brevity of coverage of unique titles in the new EBSCO databases, with 84.6% having 5 years or less indexing, and 46.1% having 5 years or less full text coverage; longer embargoes in EBSCO compared to Wilson by a ratio of 2.9 to 1; and significant unique coverage in Wilson databases, with 67.7% of all titles indexed in Wilson, and 82.0% of all full text titles in Wilson, being unique or having earlier start dates compared to the EBSCO databases.

Conclusion: In combination, the high proportion of unique content in Wilson, with the high overlap of content of the proposed new EBSCO databases compared to the existing TexShare databases, resulted in our decision to retain all our Wilson databases while adopting none of the proposed EBSCO databases.

PAPER #8 – 9:30-9:50

Title: Title Level Pricing of ScienceDirect Subscriptions Under Long Term Big Deal Licensing, Compared to 2007 List Prices

Author/Affiliation: Gary Ives / Texas A&M University, College Station, TX

Classification: Research

Purpose: Measure the divergence, both positive and negative, in title level pricing under our long term ScienceDirect licenses with 2007 list prices.

Methodology: Calculate and compare the 2007 title level license pricing with 2007 list prices.

Background: Texas A&M University Libraries has maintained a ScienceDirect license since 1999, which has locked in our subscription base while providing for predictable annual capped pricing increases. As a result, there is a growing divergence in title level pricing under the license compared to current list prices.

Results: At this writing, this is a research in progress. Intuitively, because of the annual inflation caps, we could predict that we are paying less than list price by a consistent amount across the board, and on average we may be. However, because of titles which may have either increased or decreased significantly in content, or because of titles which have merged or split, or titles

which have otherwise changed due to other publication decisions, our contract price could be either significantly greater or less than current list price. By an analysis of these and other measures, we hope to determine: a.) the extent to which contract pricing has diverged from current list pricing; b.) whether usage justifies the cost of the contract; and, c.) whether the data shows any indication that the long-term effects of the contract is detrimental to our best interests. In intend by this paper to report our findings.

TECHNOLOGY – TURQUOISE ROOM

PAPER #9 – 8:15-8:35

Title: Re-Imagining Staff Collaboration and Communication through a Dedicated Wiki.

Authors/Affiliations: M Margaret Peloquin and Steven Self / Austin Community College, Austin, TX

Classification: Descriptive

Purpose: This paper describes a new library wiki environment, created to promote effective and consistent library services, that enables library staff across multiple campuses to work together more effectively by making collaboration and knowledge-sharing easier.

Setting/Participants/Resources: The library staff at the seven Austin Community College campuses and other remote library sites.

Brief Description: Orienting, training, and communicating policies and procedures to a constantly changing library staff located on multiple campuses and remote library sites has been difficult. The Library Services Technology Team proposed using a wiki as a remedy to some of these problems. After investigating open source software hosted locally, we chose to use a vendor-hosted wiki as a better solution for our libraries.

Outcome: This project has just begun but we expect that the wiki will become an integral part of day to day library operations.

Evaluation: We plan to survey library staff and library managers about their perceptions of this new method of communication at the end of the fall semester 2007.

PAPER #10 – 8:40-9:00

Title: Re-imagining Your Professional Boundaries and Future Patrons: Are You Ready for Your Second Life?

Author/Affiliation: Holly E. Phillips, Deborah LaPointe, Geoff Alexander, and Nathaniel Schneider / University of New Mexico Health Sciences Center, Albuquerque, NM

Classification: Descriptive

Question/Purpose: To describe and demonstrate the virtual online world Second Life (SL) in the context of education, library, and health seeking behavior.

Setting/Participants: An educator, a librarian, and a health seeking SL resident participate in a learner-oriented vignette on the SL Health Info Island.

Brief Description: The authors will briefly describe the online virtual world SL, the relevant information seeking uses of the world, how the authors became interested in applying the online setting to health education and information dissemination, a few of the technological and social shortcomings of the site, and show a pre-recorded health education vignette in SL.

Outcome: Over 7 million people worldwide have experienced SL. In many ways, the SL residents are using the virtual world in a manner similar to the geographically bounded world: meeting and communicating life experiences with new people, participating in an astonishing variety of educational sessions, and seeking informed and meaningful interaction with health professionals.

Conclusion: As the world matures and SL locations become standardized with rules and interaction protocols, there will be a definite need for accurate and timely informational exchanges. There is already an information revolution occurring in SL, are you ready?

PAPER #11 – 9:05-9:25

Title: Podcasting: Challenges for Academic Health Sciences Libraries Author(s)
Author/Affiliation: Mandrell C. Bufford / University of North Texas, Denton, TX

Classification: Research

Objectives: The objectives of this study are:

1. To explore the utilization of podcasting in libraries by reviewing the existing literature.
2. To identify and analyze various methods in which this technology is being integrated in academic health sciences libraries.
3. To investigate the existing and expected challenges of utilizing this technology in a health sciences libraries.

Study Population: Websites of academic health sciences libraries represented in the Membership Directory of the Association of Academic Health Sciences Libraries - <http://www.aahsl.org/new/about/directory.cfm?action=byinst>

Methods: The researcher will:

1. Review the literature on the use of podcasting in libraries.
2. Examine the websites of academic health sciences libraries to determine how many integrate podcasting in their patron services.
3. Identify the methods that are used to provide the services.
4. Identify the challenges that are faced by using this technology.

Anticipated Results: The researcher expects to find a relatively low number of academic health sciences libraries utilizing the technology, although the potential is promising. Within that pool, the researcher expects to see innovative integration of podcasting usage to present patients, staff, faculty, and students with a myriad of information respective to their needs. Concerns of control and intellectual property are expected to be challenges that are faced when using this technology.

PAPER #12 – 9:30-9:50

Title: Blogging in Academic Health Sciences Libraries

Author/Affiliation: Jodi L. Philbrick and Ana D. Cleveland / University of North Texas, Denton, TX

Classification: Research

Objectives: The objectives of this study are:

1. To determine how many academic health sciences libraries have blogs.
2. To identify the content of the blogs that academic health sciences libraries have.
3. To uncover the geographical distribution of blogs in academic health sciences libraries.

Study Population: Websites of academic health sciences libraries represented in the Membership Directory of the Association of Academic Health Sciences Libraries <www.aahsl.org/new/about/directory.cfm>.

Methods: The researchers will:

1. Examine the websites of academic health sciences libraries identified above to determine how many have blogs.
2. Analyze the academic health sciences libraries' blogs to determine the content of the blogs.
3. Analyze the data gathered to find out the geographical distribution of blogs in academic health sciences libraries.

Anticipated Results: Preliminary data analysis shows that relatively few academic health sciences libraries have blogs. Also, the purpose of most academic health sciences libraries' blogs is to share news about the library. Geographically, Canadian academic health sciences libraries have the largest percentage of blogs followed by libraries in the Midwest and Pacific Southwest region.

CONTRIBUTED PAPERS
MONDAY, OCTOBER 22, 2007
10:20-11:55AM

INFORMATION LITERACY – POTTERS ROOM

PAPER #13 – 10:20-10:40

Title: Information Survival Skills: the Creation and Delivery of a Medical School Course Elective
Author/Affiliation: Ingrid Hendrix and Sarah Knox Morley / University of New Mexico Health Sciences Center, Albuquerque, NM

Classification: Research

Objective: To report on the University of New Mexico (UNM) Health Sciences Library and Informatics Center's (HSLIC) experience in evaluating its departmental liaison program.

Setting: Twelve faculty liaisons to 38 academic components and departments evaluated a 3-year old liaison program.

Goal: To evaluate the overall success of the liaison program and to characterize interactions leading to highly successful departmental relationships.

Methods: For each of their departments, liaisons completed a questionnaire consisting of a Likert scale (used to identify departments described by their liaisons as having a high, medium, or low degree of success) and descriptions of their interactions with the departments. The presentation will discuss liaison activities characterizing high, medium and low degrees of success.

Results: Degree of success was related to the type of department, the identity of the primary departmental contact, the means of contact used to reach the department, the frequency of contacts, and outcomes such as trainings or projects resulting from the relationship.

Conclusions: Existing liaison programs can identify ways to improve their program based on this study, and new programs can benefit from the lessons learned.

PAPER #14 – 10:45-11:05

Title: Re-Imagining Library Instruction: Web-based and Discipline-specific Delivery of Library Instruction in Evidence-based Care

Author/Affiliation: Christina Seeger / Texas A&M University, College Station, TX

Classification: Descriptive

Purpose: This paper reports on a discipline-specific online library tutorial created for faculty and students of a small chiropractic college to support evidence-based care (EBC). Applicability to other environments will also be discussed.

Setting/Participants/Resources: A chiropractic college in an urban setting with approximately 410 students and 40 faculty, and a Director of Learning Resources (librarian). The web-based tutorial is part of a campus-wide project to train faculty in the appraisal of evidence-based research as well as design and implement an evidence-based curriculum. The tutorial will be made available to students Fall Semester 2007.

Brief Description: The project was developed as part of a NCCAM/NIH grant to increase the quality and quantity of research content in the curriculum, including the expansion of evidence-based care. Based on information literacy competencies for evidence-based practice, the tutorial was created as a self-paced introduction to finding and using evidence-based material

Results/Outcome: This ongoing project has attracted interest from local and national institutions. The tutorial educates faculty, schooled in a pre-EBC era, about resources and searching skills needed to practice (and teach) within an EBC curriculum and prepares them for more extensive training on the evaluation and clinical application of primary evidence. The tutorial acquaints students with EBC and research concepts to improve academic success within the new curricular model. A similar tutorial to support the College of Pharmacy, Texas Health Science Center, Texas A&M University is in the early planning stages.

Evaluation Method: After completing the modules participants return a search based on a clinical question. The search strategy and resources used are evaluated and the Director of Learning Resources follows up if necessary. Participant feedback is solicited about the tutorial.

PAPER #15 – 11:10-11:30

Title: The Integration of Informatics in the Curricula of Nursing Schools

Author/Affiliation: Ana D. Cleveland, Jodi L. Philbrick, and Michael Robertson / University of North Texas, Denton, TX

Classification: Research

Objectives: The objectives of this study are:

1. To identify and analyze curricula of nursing schools regarding the integrating of informatics.
2. To analyze the nature of the informatics courses in the curricula of the nursing schools.

Study Population: Websites of nursing schools that are members of the American Association of Colleges of Nursing

Methods: The researchers examined the websites of nursing schools identified above to determine how many integrate informatics in their curricula and also analyzed the nature of the informatics course offerings in the schools.

Anticipated Results: Preliminary data analysis shows that many nursing schools have integrated informatics into their curricula. Most of the courses are specifically focused on nursing informatics, while other courses focus on data or information management or information systems. Some courses have a broader scope and address healthcare informatics in general.

PAPER #16 – 11:35-11:55

Title: Library Use Skills Comparison: Do Freshman Honors Students at Texas A&M University Need the Same Level of Library Instruction as Other Students?

Author/Affiliation: Norma Field Funkhouser / Texas A&M University, College Station, TX

Classification: Research

Objective: This study was designed to test the hypothesis that high-achieving students can learn to use library electronic resources, including a Medline search, without formal face-to-face instruction.

Methods: All students majoring in Biomedical Sciences at Texas A&M are required to enroll in BIMS 101, and those students are all required to complete an online library skills tutorial. Over 30% of the students in this course are Honors-eligible. The library skills tutorial is web-based. It includes an introduction to the Medical Sciences Library and eight exercises covering basic skills, such as searching the catalog, doing a Medline search, and finding information using electronic journal articles. Full completion is worth 15% of the final course grade. Individual activity is recorded, including the time for completion of each exercise, in a Microsoft Access database. A comparison done over the past three years between Honors students and others enrolled in BIMS 101 (approximately 900 each academic year) looked at the total time for completion of the entire tutorial, including a Medline search, which has consistently been the most time-consuming exercise. Honors students were contacted after completion and surveyed to get reactions to this online method of library instruction.

Results: Six possible results might be realized:

1. No significant difference between the Honors and other students in tutorial completion times.
2. Honors students complete the tutorial, and the Medline search, more quickly than others in BIMS 101.
3. Honors students complete the tutorial, and the Medline search, more slowly than others in BIMS 101.
4. Honors students, who complete the follow-up survey, are satisfied with online library instruction and feel no need for additional bibliographic instruction.

5. Honors students, who complete the follow-up survey, feel the online library tutorial is inadequate and would like additional bibliographic instruction.

Conclusion: There are five possible conclusions:

1. Tutorial completion time data from Honors students show pre-existing competency.
2. Honors students express interest in additional library instruction.
3. Indistinguishable tutorial completion times show lack of competency overall.
4. Tutorial completion time data shows that information was acquired and competency achieved by all, with no need for face-to-face library instruction.
5. For a subset of participants, the tutorial does not assess competency because completion time is exceptionally short.

Future investigations will survey other honors-eligible students who are not enrolled in BIMS 101.

EVIDENCE BASED PRACTICE – WEAVERS ROOM

PAPER #17 – 10:20-10:40

Title: Research Methods and Statistical Techniques in Current Medical Information Research

Authors/Affiliation: Ana D. Cleveland, Della Pan, and Jodi Philbrick / University of North Texas, Denton, TX

Classification: Research

Objective: The objective is to examine the use of research methods and statistical techniques in current published research in the Journal of Medical Library Association (JMLA).

Methods: To select research papers published in JMLA from January 1, 2005 to December 31, 2006; to review research methods and statistical reports in these research papers; to identify commonly used research methods in JMLA; to identify general statistical techniques in results reporting.

Results: Preliminary data analysis shows that surveys, citation analysis, program evaluations, case studies, bibliometric analysis, and focus groups are commonly used research methods in JMLA. Descriptive statistics is the most used statistical technique.

Discussions and Conclusions: Health information professionals have applied a rich variety of research methods in research and practice. However, the reported statistical techniques are basic in nature.

PAPER #18 – 10:45-11:05

Title: Finding the Bread Crumbs: An Analysis of Search Strategy Reporting in Meta-Analyses Indexed in MEDLINE

Author/Affiliation: Shari C. Clifton, Betsy Tonn, Michael Coffman, Wyatt Ditzler, Mark Hopkins, and Jeff Richards / University of Oklahoma Health Sciences Center, Oklahoma City, OK

Classification: Research

Objective: To analyze the search strategies included in recently published meta-analyses in order to determine if adequate information is provided for the strategy to be easily replicated.

Methods: MEDLINE was searched and a random sample of meta-analyses published in 2007 was selected for the study. Both the MOOSE Guidelines and the QUORUM Statement were consulted to determine what is recommended to authors for inclusion with regard to search strategies in meta-analyses.

Results: Preliminary results indicate that search strategies included in meta-analyses often provide inadequate information for replication of the literature search as it was initially performed. The study is ongoing; final results will be reported at the annual meeting.

PAPER #19 – 11:10-11:30

Title: What Cognitive Biases Interfere with Group Decision Making Processes?

Author/Affiliation: Jonathan Eldredge / University of New Mexico Health Sciences Center, Albuquerque, NM

Classification: Research

Objective: Every day professionals must find patterns in vast volumes of information, some of it incoherent and contradictory, in order to make decisions. The term cognitive biases refer to a variety of common ways that the human mind fails to perceive a situation correctly or to think clearly about a decision. Cognitive biases are hypothesized to be universal by-products of mental processes intended to simplify complex, ambiguous, or large amounts of information. Even the most expert practitioners in a field can, and do, succumb to cognitive biases. This exploratory study attempts to identify the most common forms of cognitive biases observed by MLA members responding to a web-based descriptive survey.

Methods: Narrative Review and Descriptive Survey. The narrative review identified those cognitive biases described in the social psychology literature relevant to group decision making processes, and became the basis of the definitions offered in the subsequent descriptive survey. The PI publicized the anonymous web-based survey during April 2007 via three MLA section listservs (Collection Development, Public Health, and Research) and the MLA-Focus electronic newsletter. The publicity provided a link to the web-based survey. The survey asked participants to review a list of relevant cognitive biases with accompanying definitions. From April 12th until May 2nd a total of 135 MLA members completed the survey. Frequency data identified the seven top forms of cognitive biases selected by participants.

Results: The data analysis and interpretation will be presented at the SCC/MLA 2007 Annual Meeting.

Conclusions: To be presented at the SCC/MLA 2007 Annual Meeting.

PAPER #20 – 11:35-11:55

Title: Increasing Sensitivity in MEDLINE Searches for a Public Health Topic

Author/Affiliation: Catherine Pepper, John Araujo, Mona Choi, Robin Wagner, Trevor Woollery, Jerald O'Hara, Guijing Wang, Sara Thrift, and Mamie Jennings Mabery / Centers for Disease Control and Prevention, Atlanta, GA

Classification: Research

Purpose: To determine if the Controlled Health Thesaurus (CHT) (Bell, 2005) can increase search sensitivity for capturing references in a public health guideline by including CHT vocabulary in the search strategy along with Medical Subject Headings (MeSH).

Setting /Subjects: Two expert searchers with 27 years combined medical library experience created methodologically and conceptually valid searches.

Methodology: Using a public health guideline (Smith et al., 2006), we inducted a set of 12 validated questions (VQ). Each expert searcher created two search strategies for each VQ: a MeSH only (MeSH) and a MeSH plus CHT (MeSH + CHT) strategy. CHT was added as text words only. MeSH versus MeSH + CHT sensitivity and precision will be compared.

Results: MeSH strategy sensitivity and precision were 72% and 2%, respectively. Expert searcher MeSH percentage agreement was 82%. MeSH + CHT data are under collection, and sensitivity and precision calculations will be completed for presentation at SCC/MLA.

Discussion /Conclusion: A MeSH-only search strategy misses approximately one-quarter of the references in this public health guideline. Pending the final set of analyses, if an incremental recall is achieved by adding CHT vocabulary, then these results would point to the public health concepts not indexed by MeSH. While the incremental recall achieved when including a text word-based search—CHT, for example—has been observed elsewhere (Porter, Newman, Myers, & Schoeneck, 2003), we would apply this technique to comment on the potential gap between public health and MeSH concepts. Upon systematic replication, these results would suggest MeSH vocabulary that would augment its public health value.

MANAGEMENT STRATEGIES – TURQUOISE ROOM

PAPER #21 – 10:20-10:40

Title: Meditations on Marketing: Imagine, Create, Promote

Author/Affiliation: Jennifer K. Lloyd / Louisiana State University Health Sciences Center, New Orleans, LA

Classification: Descriptive

Purpose: To illustrate how one library uses marketing to instruct, introduce, remind, and reinforce its resources and services to its patrons.

Setting: An urban academic health sciences center library with six affiliated schools, and numerous remote locations.

Brief Description: Communicating within an academic community across departments and schools is always a challenge. As our university has expanded and decentralized, it has become increasingly difficult for the library to reach its entire community of users. Using a variety of tools, such as the library's webpage, blog, email, and newsletters, we have developed a comprehensive plan to introduce library services and resources to our patrons. To better communicate with the individual schools, we created a Liaison Program. Furthermore, the library has hosted award winning special events on campus to celebrate "Medical Information Day" and "National Medical Librarians Month." These special events have reached parts of the university community that cannot be contacted through regular methods.

Results/Outcome: The library is regularly featured on tours for both prospective students and faculty. Positive feedback on the library's efforts has been received via email, in person, and through reports in various university meetings. In addition, the library has twice been recognized by the Medical Library Association for its creativity for recent promotions.

PAPER #22 – 10:45-11:05

Title: Imagining Web Content as an Investment

Authors/Affiliation: Kelly Gonzalez and Jon Crossno / UT Southwestern Medical Center Library, Dallas, TX

Classification: Descriptive

Case Report:

Question: Libraries experience challenges in effectively identifying and evaluating free Web content and managing the delivery of both free and fee-based Web content to clients.

Regardless of how delivery occurs, human involvement is still essential in both the evaluation of resources and the oversight of the management process.

Setting: An academic health science center serving a large urban population.

Method: In 2003 the library conducted an internal reorganization of staff to better respond to client needs and deal with a growing reliance on electronic/digital resources and services, and the library performs an annual assessment to make adjustments, if necessary. During the most recent assessment, a serious deficiency was identified by staff: no effective management of free and fee-based content being provided to clients through the Library's Web site.

Main results: Oversight of the content management process was deemed essential, and an internal position of Web Content Coordinator was created that would oversee the entire management and delivery of Web site content, with advice from a new Web Content Team (WCT). Team members were selected based on job responsibilities or involvement in other library teams or service functions.

Conclusion: The WCT meets twice a month and reviews new resources (with descriptions) to be added to the library's Web site, reviews and suggests subject headings, and reviews and revises the workflow to add content to the library's Web site. The WCT also helps coordinate and publicize trials and provides feedback to "re-promote" existing purchased content in the library's electronic collection.

PAPER #23 – 11:10-11:30

Title: Did Computers Make it Faster? or How Life Has Changed

Author/Affiliation: Shirley Campbell / VA North Texas Health Care System, Dallas, TX

Classification: Research

Purpose: Compare time factors from the 1970's and 1980's with actual experience in 2007.

Setting/Subjects: The setting is at the libraries at VA North Texas Health Care System, a complex medical care system in Dallas and Bonham, Texas. Staff includes three medical librarians and two technicians in Dallas and one technician in Bonham.

Methodology: Each person was given a chart with hours of the day and various tasks that might be performed. Definitions of tasks and other information were discussed prior to each week that records were kept. The time study was conducted three times, averaged and compared with time factors in the VA Quarterly Library Statistics Worksheet (Circular 10-84-1, Jan. 4, 1984, VA Form 10-20737F).

Results: Although some time factors were shorter, others took more time than allocated in the 1984 worksheet.

Discussion/Conclusion: As suspected, computers have not shortened the amount of time involved in library tasks as much as one might have expected. The time savings and staff reduction that were widely expected as a result of computerization did not affect the VANTHCS libraries.

PAPER #24 – 11:35-11:55

Title: Re-Imagining Our Libraries through the Eyes of Our Administrators

Authors/Affiliations: Edward Poletti / Central Arkansas Veterans Health Care System, Little Rock, AR ; Dixie A. Jones / Overton Brooks VA Medical Center, Shreveport, LA ; Marvett Burns / VA Gulf Coast Veterans Health Care System, Biloxi, MS ; Lola H. Purvis / Dept. of Veterans Affairs Medical Center, Alexandria, LA ; Priscilla Stephenson / GV "Sonny" Montgomery VA Medical Center, Jackson, MS ; Sara Blackwell / VA Medical Center, Oklahoma City, OK ; Felicia Little, / VA Medical Center, Houston, TX ; and Dianne Jones / GV "Sonny" Montgomery VA Medical Center, Jackson, MS

Classification: Research

Objective: To determine the value of information provided by librarians in a health care network.

Setting: Seven medical centers in a regional health care network.

Methods: From April 2006 to April 2007, recipients of literature searches or extended reference transactions were asked to complete a questionnaire patterned largely on the one used in the Rochester study. All results, as they were entered, were fed into a spreadsheet which could be viewed online by the participating library staff. Interlibrary loan (ILL) statistics were gathered as an adjunct to the questionnaire.

Results: The cumulated survey responses demonstrated the contribution of libraries to patient care, education, administrative activities and research through information which avoids adverse events, alters or confirms diagnosis or treatment, saves money or time, makes money, and/or provides new knowledge. The ILL statistics were used to show costs savings over having to purchase materials or pay access fees.

Conclusion: Survey results and ILL statistics did indeed demonstrate the value of information provided by library staff. Administrators in this regional system are now aware, if not previously, that libraries in their health care network are doing more to contribute to quality patient care and save costs than these administrators previously imagined.

POSTERS

TUESDAY, OCTOBER 23, 2007

NORTH ATRIUM

9-4 (STAFFED 10:00-12:00)

DESCRIPTIVE/NON-RESEARCH POSTERS

POSTER #1

Title: Is There An Interloper In Your Midst? Request Your Medico-Legal DOCLINE Articles From LAUIYX -- The Paul M Hebert Law Center Library at Louisiana State University

Author/Affiliation: Ajaye Bloomstone / Louisiana State University, Baton Rouge, LA

Classification: Descriptive

Introduction/Premise: With the advent of the LSU Law Center's Program in Law, Science and Public Health, the Law Library has elected to make its medicolegal materials available at no charge to medical libraries through the DOCLINE freeshare program.

Methods: The Law Library's acquisitions librarian is a former medical librarian who encouraged the Library to make its medico-legal resources available to the medical library community. Law review articles and books can now be requested from the Law Library to fulfill interlibrary loan needs of medical libraries through DOCLINE.

Results: Over the past three years, medical libraries, both domestic and foreign, have been routinely requesting articles from the LSU Law Center Library, with an 84% fill rate for 2006 and a 100% fill rate for the first quarter of 2007. The Law Library has started a cooperative effort with the LSU School of Veterinary Medicine to collect resources on legal materials particular to veterinary practice, available to the veterinary medical community in Baton Rouge -- students and professors at LSU Vet Med, the city's professional practicing veterinarians, and the DOCLINE community.

Conclusion: The Law Center Library is pleased at the number of requests it has filled from DOCLINE requesters and plans to continue this project. This poster at SCC should raise the awareness of SCC members to our collection so that they might take advantage of the resources we offer. Law reviews are not yet listed in our DOCLINE holdings, so a list of them will be provided at this SCC session, along with contact information for future DOCLINE requests.

POSTER #2

Title: Uh-oh, We Have to Stage an Invitation to Albuquerque! Making a Movie to Promote and SCC/MLA Conference: Library on the Edge of Forever

Authors/Affiliations: Dick Carr, Charity Karcher, Holly Phillips, Ed Merta / University of New Mexico Health Sciences Center, Albuquerque, NM

Classification: Descriptive

Objection: One of the first steps in hosting an SCC/MLA Annual Meeting is the invitation given by the host group to encourage attendance at the following year's conference. This poster describes how the Albuquerque hosts created the movie invitation to the 2007 meeting. The goal was to entertain in order to inform potential attendees and advertise Albuquerque.

Methods: We brainstormed various possibilities and decided to try something different: a movie. We wanted to employ humor, libraries, and Albuquerque local color. We used free software bundled on our library computers, Windows Movie Maker, and a home digital camcorder. Library faculty reviewed the screenplay. Extras and technical staff were recruited from library staff, family and friends. Sets were contrived in various parts of the library.

Results: The people involved in this endeavor greatly enjoyed the process and the result, Library on the Edge of Forever, was well received at the 2006 Annual Meeting Business Lunch. The Local Arrangements Committee continues to use the movie theme in planning the

conference. Conclusions: Making a short movie for library or conference promotion requires time and it helps to have a few talented people involved. The team effort required, as well as the final product, can be highly rewarding.

POSTER #3

Title: A Review of the Effectiveness of Complementary and Alternative Medicine (CAM) as Applied to Twenty Common Health Conditions

Authors/Affiliations: Ana D. Cleveland and Casteel / University of North Texas, Denton, TX

Classification: Descriptive

Objectives: The objectives of the study are:

1. To analyze how complementary and alternative medicine (CAM) therapies are supported in the literature in selected medical journals.
2. To determine whether selected medical journals provide supportive evidence, contraindicate or provide conclusions about the use of complementary and alternative therapies.

Data Sources and Selection: Peer-reviewed medical journal articles published in the past five years covering the selected common health conditions.

Methods: The researcher will:

1. Select twenty common health conditions such as hypertension, depression.
2. Conduct a literature review of complementary and alternative medicine (CAM) literature of selected conditions in PubMed.
3. Analyze the data gathered to find out the complementary and alternative therapies discussed.

Anticipated Results: Results might provide a framework for further research or an approach to CAM collection development in public and medical library settings. Data may be presented in a categorical matrix according to condition, as well as via summary. An accompanying handout with citations may be provided.

POSTER #4

Title: The IMLS-funded Informatics Fellowship: a Progress Report

Authors/Affiliations: Ana D. Cleveland / University of North Texas, Denton, TX ; Martha Bedard / University of New Mexico, Albuquerque, NM ; Gale G. Hannigan / Texas A&M University, College Station, TX ; Jody Philbrick / University of North Texas, Denton, TX

Classification: Descriptive

Objective: The goal of this grant-funded project was to recruit people with biological and technical backgrounds into careers in medical librarianship. Information about the undergraduate course has been reported elsewhere. This poster describes the fellowship program and activities of the fellows.

Background: Texas A&M Medical Sciences Library and UNT's School of Library and Information Sciences received a \$400,000 IMLS recruitment grant to fund an undergraduate course in biomedical information management and a graduate fellowship, both targeted at students with biological sciences backgrounds.

Methods: The grant team developed the following timeline for the three-year grant:

Years 1&2: Develop and teach undergraduate course

Years 2&3: Recruit and deliver fellowship program

Results: Recruiting fellows took longer than expected but, by Summer 2006, there were eight funded fellows in the program. IMLS agreed to extend the grant for an additional year. Students enrolled in the fellowship gave presentations at professional meetings and developed contacts in the region and beyond.

Conclusions: The fellowship proved an effective way to recruit people with biomedical and technical backgrounds into health sciences librarianship. We look forward to these fellows becoming our professional colleagues.

POSTER #5

Title: Old Dog, New Tricks: Repurposing the Due Date Card

Authors/Affiliation: Clayton Crenshaw and Laura Gutierrez-Ross / University of North Texas Health Science Center, Fort Worth, TX

Classification: Descriptive

Purpose: To demonstrate new uses for due date cards that can help patrons while disguising the cards' security system purpose.

Question: When the due date stamp has been replaced by a receipt printer, how can security tag detuning cards be disguised and serve a useful purpose?

Setting/Participants/Resources: The Gibson D. Lewis Library is part of the University of North Texas Health Science Center, a graduate-level campus serving more than 1,000 students in medicine, public health, and biomedical sciences.

Brief Description: This poster will explain the new purposes for the card as an information resource for patrons. It will describe the development of text for the card and the production options that were explored.

Results/Outcome: Custom cards were created to furnish patrons with library contact information, promote online account management services, and provide instructions for online renewal.

Evaluation Method: Patrons who check out books will be briefly surveyed about their use of the card and attitudes toward it. Circulation staff members will be asked to provide feedback on the effectiveness of the new cards and its impact on the number of help requests for online renewal.

Visual Representation: Samples of the two-sided card will be included.

POSTER #6

Title: The More Things Change, the More They Remain the Same: Qualitative and Comparative Analysis of Reported Library Issues from 1985-1986 and 2005-2006

Authors/Affiliation: Chris Foster and Becky McKay / Texas A&M University, College Station, TX

Classification: Descriptive

Context: Technology has changed much about the daily activities in the library. Email systems within libraries allow quick and effective electronic communication. But what about the content of these messages; has there been substantial change over the last twenty years in the information that needs to be conveyed?

In 1985 and 1986, important communication between staff members at the circulation desk in the Medical Sciences Library was accomplished via a notebook, the circulation log book.

Supervisors would make entries in the notebook for the staff and students working at the desk.

Staff members made entries to other staff to remind them of library activities or note problems.

This poster will analyze the content of the messages in the circulation log and compare it to the current library communication from email messages and the patron suggestion box.

Objective: To qualitatively analyze the content of the 1985 – 1986 circulation log book and compare it to the content of problems reported by staff via email messages and patron suggestion box submissions from 2005 – 2006.

Methods: A qualitative approach using content analysis of the 1985 – 1986 Circulation Log Book, 2005-2006 emails reporting patron problems or complaints and patron suggestion submissions. Thematic categories were created and data was entered into the appropriate category.

POSTER #7

Title: Rethinking Website Content Management

Authors/Affiliation: Brad Gerhart, Patricia Hinegardner, Teresa L. Knott, and Nicholas Sabinske / University of Maryland, Baltimore, MD

Classification: Descriptive

Objective: The Health Sciences and Human Services Library views its web site as the public face of the library and considers it a primary service entry point. The purpose of this project was to identify content management software to better maintain and update the library's web site as well as to provide an user-friendly interface for content experts to create and update sections of the web site.

Method: A content management task force was created to determine if the library would benefit from purchasing content management software (CMS), to establish criteria to evaluate CMS packages and to make recommendations for purchase. The poster highlights the processes prior to the purchase of a CMS. These processes included:

- Determining whether a CMS package would meet the requirements of the organization
- Reviewing the literature
- Surveying academic health sciences libraries
- Establishing requirements and priorities
- Weighting priorities
- Identifying strategies to evaluate CMS packages
- Identifying CMS packages that met the criteria
- Evaluating and comparing CMS packages through trials

Making recommendations for purchase

POSTER #8

Title: Re-Imagining Arkansas HealthLINK – Developing a Go Local Site for Arkansas

Authors/Affiliation: Rachel Gyore, Sharon Keel, Ben Ridout, Mary L. Ryan, Susan Steelman, and Connie Wilson / University of Arkansas, Little Rock, AR

Classification: Descriptive

Objective: To convert a locally-hosted consumer health information web site, ARHealthLINK, to a Go Local site, ARHealthLINK – Arkansas Go Local, hosted by the National Library of Medicine.

Setting/Participants/Resources: The University of Arkansas for Medical Sciences (UAMS) Library is the only academic health sciences library serving the state of Arkansas. Since the UAMS Library has hosted and maintained the ARHealthLINK site since 2000, it has the resources and experience needed to take the lead on developing a Go Local site for the state. Support for the project comes from the state AHEC libraries, the Central Arkansas Library System, the Department of Health & Human Services (Division of Health), and the Arkansas State Library.

Brief Description: The process of converting an existing consumer health information web site to a Go Local site required five main steps: developing selection criteria for the Go Local site, deciding which ARHealthLINK records qualified for inclusion, importing the ARHealthLINK records into the NLM-hosted Go Local input system, verifying and updating the imported records, and assigning service terms and health topics to each record.

Results/Outcome: The ARHealthLINK – Arkansas Go Local site is expected to launch in January 2008.

POSTER #9

Title: Illness as History: The Valmora Industrial Tuberculosis Sanatorium Project

Authors/Affiliations: Laura Hall and Peggy McBride / University of New Mexico Health Sciences Center, Albuquerque, NM

Classification: Descriptive

Objective: This poster will report on the process of making the Valmora Industrial Tuberculosis Sanatorium Records accessible and available to the public, and will showcase a sampling of the collection.

Methods: New Mexico Health Historical Collection at the University of New Mexico Health Sciences Library and Informatics Center (UNM HSLIC) received funding in 2006, from the New Mexico Historical Records Advisory Board, to process and make available the records of the Valmora Industrial Tuberculosis Sanatorium, and personal papers of the second medical director – Carl H. Gellenthien, M.D. Valmora, in operation from 1904-1989, was established early in the development of the “sanatorium movement.” The tuberculosis industry brought many changes to New Mexico including an increase in population, a measure of economic prosperity, an influx of well-educated middle class Americans, and the development of a medical network usually unavailable in a rural setting. The collection documents the impact of tuberculosis on the state; and contains institutional records, personal papers of the two medical directors, photographs, and artifacts.

Results: As a result of the project the collection was inventoried, organized, cleaned, and re-housed. A finding aid, published at the end of June 2007, provides access to collection inventory on the World Wide Web through the Rocky Mountain Online Archive. In addition, UNM HSLIC will host a lecture and feature the Valmora Industrial Tuberculosis Sanatorium Records in an exhibit as part of a statewide celebration – Archives Week, October 2007.

POSTER #10

Title: Patient & Visitor Health Information Kiosk Project

Author/Affiliation: Melissa Kash-Holley / Oklahoma State University Medical Center, Tulsa, OK

Classification: Descriptive

Objective: The “Patient & Visitor Health Information Kiosk” project will help to fulfill the health information needs for patients and visitors in the absence of a consumer health library at Oklahoma State University Medical Center.

Setting and Participants: The target groups for this project are patients and visitors to OSUMC.

Description: This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, and Department of Health and Human Services, under Contract No. N01-LM-6-3505.

The kiosk project is a creative solution to the problem of not having a consumer health library. The poster will graphically illustrate the process of this project from vision to evaluation.

The kiosk provides patients and visitors with access to MedlinePlus and other web-based consumer health information resources. The kiosk is located centrally near the library and the cafeteria. The kiosk is composed of a desktop computer housed securely inside a custom made cabinet. Special web pages were developed for the kiosk to serve as an interface and to help direct patrons to the information they need. During library hours, the library staff facilitates use of the kiosk by demonstrating the use of the computer and the Internet, directing searching, teaching information literacy skills, and providing intermediary searching if needed. The kiosk is available 24 hours a day.

Evaluation: Evaluation methods to measure the progress and impact of the kiosk service will include survey results, web traffic reports, and a project journal.

POSTER #11

Title: Show Us Your Resources: Mardi Gras in [October]

Author/Affiliation: Kathryn E. Kerdolff / Louisiana State University Health Sciences Center, New Orleans, LA

Classification: Descriptive

Objective: Educate users on library resources using a novel approach to live demonstrations

Setting and Participants: Medical residents, fellows, house officers, attending physicians and faculty at remote hospital locations.

Methods: AAMC competencies require medical residents to apply evidence based principles in treatment practice. Although remote access is available for library resources after initial library registration, access to resources that assist the physician in achieving this competency can be hindered by the distance between the hospitals where residency programs train throughout the state, and the health sciences library. In an effort to address these issues, the library brought the resources to the hospitals.

In addition to basic library instruction, the visual learning tool 'Show Us Your Resources' poster accompanied training. Grouping similar resources by subject, content, and type using a colorful display with a Mardi Gras theme, residents were provided a number of choices from which they could select the most useful resources based on their own opinion as well as from library instruction.

Results: Remote access and library registration increased. Personal contacts between the residents and librarians increased. Preliminary resource usage statistics show a spike in usage after instruction. Learning about library resources is fun! Final results will be presented at the meeting.

Conclusions: Residents appreciated the efforts and instruction from the librarian to bring them the library. "Show Us Your Resources" could easily be adapted as a remote education model for other libraries.

POSTER #12

Title: Zombrarian Attacks! National Librarians Month Gets Scary

Authors/Affiliations: Maureen Knapp and Jennifer K. Lloyd / Louisiana State University Health Sciences Center, New Orleans, LA

Classification: Descriptive

Purpose: To describe an award winning National Medical Librarians Month (NMLM) promotion.

Setting: An urban academic health sciences center library.

Brief Description: Zombrarian (the Zombie Librarian) attacked the LSUHSC New Orleans community on Halloween 2006. This assault coincided with National Medical Librarians Month. Photographic documentation was extensive. Her activities included:

- Eating brains
- Educating users on library resources about brains
- Promoting a frightening yet humorous and approachable image for Library Staff.

Results/Outcome: The Zombrarian was well received (with some fear) by the LSUHSC New Orleans community. We fear another invasion for NMLM 2007. Documentation of the attack was awarded an Honorable Mention from the 2006 Creative Promotions Contest from the Medical Library Association.

POSTER #13

Title: An Intern's Adventures in a College of Medicine LRC

Authors/Affiliations: Dawn Kruse, Gale G. Hannigan, Ana D. Cleveland, and Bobbie Ann White / University of North Texas, Denton, Texas / Texas A&M University, College Station and Temple, TX

Classification: Descriptive

Purpose: The University of North Texas School of Library and Information Sciences (UNT SLIS) requires, as part of the degree plan, that a student obtain an internship for field work experience. This poster reports on a health informatics graduate student's various activities and projects during her internship at the Texas A&M Health Science Center College of Medicine Learning Resources Center.

Setting/Participants/Resources: College of Medicine Learning Resource Center in Temple, Texas. Site includes two teaching hospitals with libraries and approximately 160 third and fourth-

year medical students, who use the Learning Resources Center. This is the first time for this site to host an intern.

Brief Description: Student completed a 180-hour internship that included activities and projects in the areas of collections, medical education, organization/management and user services. The internship also included visits to a clinical simulation center, hospital libraries, a drug information center, and a cancer patient resource center.

Results/Outcome: The intern experienced a full range of resources and services in a curriculum support environment. Her library knowledge contributed to the completion of Learning Resources Center projects.

Evaluation Method: A daily log tracked activities. A project report was completed and an evaluation of the course was done to assist the student, the location, and the SLIS in the further development and improvement of the internship experience.

POSTER #14

Title: Starting Points: Designing Customized Web Series

Authors/Affiliation: Julie K. Gaines, Katherine A. Prentice, and Linda S. Levy / The University of Texas Health Science Center at San Antonio, San Antonio, TX

Classification: Descriptive

Objective: The objective of the Starting Point series at the University of Texas Health Science Center at San Antonio (UTHSCSA) Library is to provide specialized information resources in an organized online format. Highlighted resources include databases, journals, UTHSCSA campus information, funding sources, PubMed RSS article feeds, and information about professional associations.

Methods: The first "Starting Point" was created in 2005 upon request from the UTHSCSA Occupational Therapy department. Library staff designed and completed usability testing with students and faculty during the site design process to gain insight into the target audiences. Since then, some Starting Points have been developed by request of faculty members, and others have been created to meet specific information needs as identified by librarians. The page design remains consistent among the Starting Point pages, but content is targeted for subject areas. Content is initially organized by librarians and is further developed through recommendations by department faculty and staff members who evaluate each Starting Point before it is presented to the community.

POSTER #15

Title: Monopolize Your Time: Use GoToMeetings for Instruction & Meeting Management

Author/Affiliation: Katie Luedecke / University of North Texas Health Science Center, Fort Worth, TX

Classification: Descriptive

GO TO WORK

Purpose: The poster demonstrates the use of GoToMeetings to deliver informatics sessions to University of North Texas Health Science Center (UNTHSC) students who do not reside in Fort Worth, Texas. GoToMeetings was also used to conduct online meetings with HealthLINE committee members who live across the Dallas-Fort Worth Metroplex.

GO DIRECTLY TO WORK

Brief Description: Using GoToMeetings, participants receive an email message containing a link to the online meeting and a conference phone number. In addition to communicating via the conference call, attendees may also hold a live Chat session, which is logged and automatically sent to the instructor at the conclusion of the session. After opening the emailed link, attendees must download Citrix software in order to view the instructor's desktop. At any time during the presentation, the instructor may give control of the keyboard and mouse over to one of the attendees. Up to eleven attendees may participate in a GoToMeeting session.

DO NOT PASS OFFICE

Setting/Participants: GoToMeetings is easy-to-use online meeting software that enhances time management and increases productivity. UNTHSC Lewis Library classes are now much easier and convenient to attend for those students who live outside the Dallas-Fort Worth area. Librarians are able to meet with and teach users in interactive sessions sharing desktops and communicating via chat and/or a conference call.

DO NOT COLLECT \$TRE\$\$

Results/Outcome: In February 2007, UNTHSC Lewis Library began using GoToMeetings to offer online library instructional sessions. This user-friendly meeting software provides a convenient class option for students who live away from campus. GoToMeeting has also enhanced time management and increased productivity for librarians.

POSTER #16

Title: Getting the Instant Message: meebo at the Library

Authors/Affiliation: Katherine A. Prentice, Julie K. Gaines, Melissa De Santis, and Jonquil D. Feldman / The University of Texas Health Science Center at San Antonio, San Antonio, TX

Classification: Descriptive

Objective: To demonstrate a new online communications tool for use at a health sciences center library reference desk.

Methods: Based upon observation of current trends, we decided to implement an instant message (IM) reference service at the Information Desk. Librarians first conducted a literature search to see how IM has been used in other libraries. Hands-on research included testing of the tools: Trillian, Gaim and meebo. We selected meebo because it is Web-based, includes all of the most popular IM systems (AOL, MSN, GoogleTalk, etc.) and offers an online widget to embed within a library Website. Staff self-trained to use the meebo, and tested it among themselves. Our initial marketing included a homepage feature and prominent homepage link. The IM service went live in January 2007.

Results: Use of this service was tracked through the Reference statistics form. In the first month, IM use surpassed six months of interactions with library users through an existing chat service that was developed locally. Staff also discovered that meebo facilitated staff-to-staff communication.

Conclusions: This IM tool has been well received. IM patrons are able to seek immediate help from any location (inside or outside the Library) without having to leave their computers, and without the need to create an account. Future plans include additional marketing and expanding the service to the four branch libraries.

POSTER #17

Title: David A Kronick: Researcher and Librarian

Authors/Affiliations: Charles W Sargent / Texas Tech University Health Sciences Center, Lubbock, TX ; Anne Comeaux, Penelope Borchers, Luke Rosenberger, and Mary Moore / The University of Texas Health Science Center at San Antonio, San Antonio, TX

Classification: Descriptive

David Abraham Kronick, the founder of the University of Texas Health Science Center Library at San Antonio, worked diligently as director from 1965 until his retirement in 1984. Dr. Kronick was instrumental in helping form SCC and other regional library organizations and participated in many cooperative agreements among libraries for acquisition of materials. He was an expert in the history of scientific and technical periodicals and published widely in this area. This poster session will examine the life and work of David Kronick and his lasting influence upon medical librarianship, especially for the SCC/MLA region.

POSTER #18

Title: Divide and Conquer: A Tiered Approach to an Electronic Resources Help Desk

Authors/Affiliation: Ana Ugaz and Taryn Resnick / Texas A&M University, College Station, TX

Classification: Descriptive

Objective: To implement a tiered structure for a busy electronic resources (ER) help desk with an emphasis on streamlining workflow and staffing complement.

Methods: We identified a group of four Client Services desk personnel to participate in providing service to an ER help desk. This group, termed Tier 1, was chosen for their broad range of skills necessary to provide initial responses to user problems. These skills included in person and telephone instruction, interlibrary loan proficiency, and basic reference experience. This cohort was also located at the same library as three more experienced ER help desk librarians, designated as Tier 2, making guidance easier to accomplish. Based on their experience, we designed a training program to introduce this group to the structure and procedures of ER help desk. We provided tools, documentation, and standardized responses to common problems, and paired each individual with a Tier 2 librarian. The goal was to have Tier 1 staff quickly acknowledge user problems, do minimal preliminary investigation, provide full-text as appropriate, and transfer the problem to the designated Tier 2 librarian.

Results: The work load associated with ER Help Desk was more evenly distributed, removing pressure from the Tier 2 librarians. Although Tier 1 staff were familiar with issues reported through ER Help Desk, they required assistance on appropriately worded responses and determining when to transfer problems. This led to development of scripted answers for initial responses to the most common ER Help desk problems and explicit written instructions for service expectations for Tier 1.

POSTER #19

Title: Utilizing New Technologies to Document Institutional History

Authors/Affiliation: Donna F. Timm and Dee Jones / Louisiana State University Health Sciences Center, Shreveport, LA

Classification: Descriptive

Purpose: This poster describes the creation of a Web site to document the key events in the historical development of the LSU Health Sciences Center in Shreveport.

Setting/Participants/Resources: The LSU Health Sciences Center in Shreveport includes the School of Medicine, University Hospital, School of Graduate Studies, and School of Allied Health Professions. As librarians, we will use our searching skills to locate obscure historical information that will provide a meaningful contribution by capturing the institutional memory. This information, as well as other resources, will be digitized and presented on a Web site available to the public.

Brief Description: The Web site will trace the changes that occurred from the establishment of the Charity Hospital at the end of the 19th century to the construction of the new Allied Health facility in 2007. The Web site will consist of a timeline and digitized images of newspaper clippings, archival documents, photographs, faculty publications, and historical materials from library archives and departmental files.

Results/Outcome: This project will result in a Web site that will highlight the milestones in the development of the institution.

Evaluation Method: Web site analysis software will be used to track internal and external site visitors. A comment form will be provided online to monitor user satisfaction, and anecdotal feedback is anticipated as well. We will have a "Thanks for the Memories" form where readers can share their recollections of the institution's history.

RESEARCH POSTERS

POSTER #20

Title: Consumer Health Information on Websites of Louisiana Hospitals – Any Changes after Hurricane Katrina?

Author/Affiliations: Dee Jones / Louisiana State University Health Sciences Center, Shreveport, LA

Classification: Research

Objective: To survey Louisiana inpatient hospital websites to determine if consumer health information (CHI) is available online and compare these results with a similar study carried out by the author in 2003. To assess the effect of Hurricane Katrina on the provision of CHI and on the number of operational hospitals in Louisiana. To evaluate the accuracy, currency, and quality of the CHI.

Methodology: Identify which of the hospitals have a website and compare data gathered in 2006 and 2003. Website presence and the provision of CHI will be correlated with factors such as number of beds, health care system affiliation, type of hospital, and population. Sites with CHI will be analyzed to determine the number and type of external links. A list of all CHI external links will be compiled and compared with MLA's "Top Ten' Most Useful Websites."

POSTER #21

Title: Did Computers Make it Faster? or How Life Has Changed

Author/Affiliation: Shirley Campbell / VA North Texas Health Care System, Dallas, TX

Classification: Research

Purpose: Compare time factors from the 1970's and 1980's with actual experience in 2007.

Setting/Subjects: The setting is at the libraries at VA North Texas Health Care System, a complex medical care system in Dallas and Bonham, Texas. Staff includes three medical librarians and two technicians in Dallas and one technician in Bonham.

Methodology: Each person was given a chart with hours of the day and various tasks that might be performed. Definitions of tasks and other information were discussed prior to each week that records were kept. The time study was conducted three times, averaged and compared with time factors in the VA Quarterly Library Statistics Worksheet (Circular 10-84-1, Jan. 4, 1984, VA Form 10-20737F).

Results: Although some time factors were shorter, others took more time than allocated in the 1984 worksheet.

Discussion/Conclusion: As suspected, computers have not shortened the amount of time involved in library tasks as much as one might have expected. The time savings and staff reduction that were widely expected as a result of computerization did not affect the VANTHCS libraries.

POSTER #22

Title: Re-Imagining Morning Report: Does Providing Onsite Immediate Access to Electronic Resources Using a Laptop and Wireless Network Improve Resident Participation?

Authors/Affiliation: David C. Duggar, Kerri Ann Christopher, Leslie FitzGerald, and Robert T. Wood / Louisiana State University Health Sciences Center, Shreveport, LA

Classification: Research

Purpose: The purpose was to determine if providing a laptop using a wireless network to access electronic resources by Internal Medicine residents immediately at the conclusion of Morning Report would improve the participation of residents assigned to research a question related to the case presented that day.

Setting/Participants/Resources: The Louisiana State University Health Sciences Center in Shreveport (LSUHSC-S) library is an academic department in the School of Medicine which also

serves an adjoining University Hospital. The Department of Medicine is an academic department within the School of Medicine and operates as a clinical department within the University Hospital. The four Library Faculty members of the Reference Section provided a laptop using a wireless network to access electronic resources to assist Internal Medicine residents assigned to answer the question related to the Morning Report case presented.

Methodology: Over a twelve month period from April 19, 2006 – April 5, 2007, the Reference Section Librarians brought a laptop to Internal Medicine's Morning Report. . The Chief Resident assigned a resident to research a question related to the case presented. Residents were chosen based on their elective or rotation. The librarians worked with the assigned resident to locate articles to answer the question. The librarians tracked whether the assigned resident was identified to the librarian, present at Morning Report, used the laptop, and if the laptop was not used, when the resident met with the librarian.

Results/Outcomes: Over twelve months, 211 Morning Reports were attended by the Reference Section Librarians. The assigned resident was identified to the librarians by the Chief Resident or the assigned resident themselves only 147 times (71%), but was present at the Morning Report case presentation 173 times (83%). The laptop was used only 19 times (9%) within the Department of Medicine's conference room. Residents not using the laptop met with the librarians in the library before 12 noon 134 times (70%), after 12 noon 47 times (24%), the next day 4 times (2%), or never showed 6 times (3%).

Discussion/Conclusion: Residents in Internal Medicine have busy schedules and find being assigned to research the question from the Morning Report case difficult to incorporate in their schedules. Providing the laptop for immediate use at the conclusion of Morning Report should have been a benefit to the residents. Tracking participation using the laptop indicates that this convenience alone is not enough to alleviate the schedule constraints residents have. Other avenues or multiple modalities to create a more conducive environment for incorporating research into the resident's daily routine should be explored.

POSTER #23

Title: Does Submitting Nontraditional Scholarly Content to an Institutional Repository Provide Academic Value to the Submitters: A Study at the University of New Mexico

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Classification: Research

Question: Does using the University of New Mexico's (UNM) institutional repository DSpaceUNM to publish nontraditional academic content, such as data sets, posters, and presentations, have tangible scholarly benefits for investigators.

Participants: The study population is all registered users who have submitted scholarly work to the DSpaceUNM institutional repository.

Setting: The study will take place at the UNM, a large academic institution located in Albuquerque, New Mexico.

Method: An email will be sent to all DSpaceUNM users to learn if authors of archived information have gained any real professional value by posting their work to DSpaceUNM. Responses will be categorized by type of value and format of the posted work.

Main Results: Anecdotally, the authors have experienced a number of unanticipated benefits from the posting of several pieces of nontraditional academic content into DSpaceUNM. We believe this study will uncover numerous other cases of unexpected benefits experienced by users who choose to deposit nontraditional ("grey") content.

Conclusion: Using an institutional repository to disseminate nontraditional scholarly output is likely to increase investigators' exposure. The scholarly value of depositing nontraditional content in an institutional repository is likely to be demonstrated in unique and unexpected ways.

POSTER #24

Title: Increased Access to *eHealth* in Rural New Mexico American Indian Communities

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Classification: Research

OBJECTIVE: The objective of this study was to increase access to *eHealth* in New Mexico's rural American Indian Tribes.

Methods: Access to *eHealth* was increased through improved technology to increase Internet connectivity in rural clinics. To overcome limited Internet connectivity wireless mobile technology was acquired to deliver *eHealth* training to healthcare professionals and health care consumers in American Indian communities. Improved access and training in evidence-based literature search and retrieval were implemented through wireless personal digital assistants (PDA) in the public health nursing department of the Santa Fe Indian Hospital. Training on the use of PDA and PubMed was conducted.

Results: Public access Internet workstations in rural clinics have increased patient access and utilization of *eHealth* and have overwhelmed some workstations with scheduling and time limitations imposed. PDAs have provided access to evidence-based literature through PubMed at the point-of-care in remote clinics. Public health nurses have gained increased connectivity to real time data and evidence-based literature.

Conclusions: These efforts demonstrate that implementation of wireless technology has improved *eHealth* access and quality of care in real time. The "digital divide" puts those without access at a disadvantage in health maintenance. We report on improved *eHealth* access and point-of-care service delivery and closing of the "digital divide".

POSTER #25

Title: Using Wikis in Higher Education: Collaborative by Nature or Design? A Research Study

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Classification: Research

Question/Purpose: 1) To learn how learners contribute to wikis in graduate and 2) to determine the resources and interventions that support collaboration.

Setting/Participants: 15 participants enrolled in three graduate-level courses in education, workforce development, and law that use course wikis.

Methods: Descriptive Survey

Brief Description: With Institutional Review Board approval, the researchers have been conducting 30-minute interviews with graduate students who have used course wikis. An open-ended questionnaire guides the interviews. The researchers are using grounded theory with constant comparative analysis to code data and find emerging themes. Additional interviews have been scheduled to verify and increase conceptual precision of emerging ideas.

Outcome: Wikis are free online writing spaces using simple markup language that allows anyone to create, edit, update, and link pages. As a result, teachers and students use wikis for creativity and collaboration. This study will explore the design of wikis in graduate-level courses and learners' perceptions of their experiences with wikis. Emerging ideas will be presented as tag clouds.

Conclusion: This study and poster session will help us understand if collaboration naturally occurs when wikis are brought into the classroom and how we design to meet the wiki potential.