MCMLA EXPRESS

Newsletter of the Midcontinental Chapter of the Medical Library Association

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Chapter Chair Report: Together We Can Make It!

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One of the major responsibilities of the incoming chapter chair (my "job" last year) is to ensure that the Leadership Directory is up-to-date and that committee chairs and members are in place. While this task took longer than I originally budgeted time for, it was an excellent way to connect with the members who make MCMLA happen. This is truly a **together we can make it** group and that is my theme for this coming year as chair. Thank you to all the incoming elected officers, appointed officers, meeting planners, and committee chairs and members who provide the expertise and energy to fuel our chapter's success.

My priorities for the 2008-2009 year are:

1. **Connect** with colleagues by employing communication tools and technologies that will allow MCMLA members to meet regularly in order to stay informed about MCMLA business.

   The **Governmental Relations** and **Publication Committees** and the **Discussion List Owner** contribute to keeping our members informed via the listserv, the *Express* and the website. Committees can regularly meet using Skype, Adobe Connect and Wimba, while social networking tools can make sharing information easier.

2. **Encourage** MCMLA members to attend, create and present educational and learning opportunities in order to improve their own professional skills.

   The **Education Committee** identifies the professional development needs of our Chapter members and keeps members

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informed of educational opportunities. They seek member input in order to provide relevant and meaningful continuing education classes. The committee will be surveying members about their CE needs in order to help Addie Fletcher develop a list of education classes for next year's meeting in Colorado. If you have a class to offer, let the EC chair know.

3. **Provide** mentorship and support to MCMLA members who wish to engage in research, evaluation and assessment in order to prove the value of health sciences librarians to ourselves and the organizations that employ us.

   The **Research Committee** works hard to encourage members to get involved with evidence-based librarianship and doing research. The Research Committee provides mentorship, support, tools and resources for those of you who are interested in doing research, evaluation and assessment. If you have a question about library processes, resources or services, consider asking the Research Committee how to turn that question into a research project and then consider writing a paper or poster to present at next year's meeting.

4. **Advocate** for health sciences librarianship through recruitment, membership and leadership in order to attract the best and brightest to ensure that MCMLA remains viable.

   The **Membership Committee** encourages people in our region to get involved with MCMLA. New members mean new ideas to keep our chapter virorous. In addition, the **Advocacy Task** force is exploring ways to promote the value of libraries to their organizations. Check out the Library Value and CBA/ROI Calculators available on the MCR website at http://nnlm.gov/mcr/advocacy/

5. **Encourage** MCMLA members to contribute to the 2009 MCMLA meeting in order to inform their colleagues of the work they have been doing and share expertise, skills and knowledge.

   Our 2009 annual meeting will be held in Breckenridge, Colorado, September 21-24, 2009 with the theme High Altitudes, New Attitudes; Lynn Fox is chairing the meeting planning committee and already has a number of excellent speakers in place. As a chapter member, please consider sharing your expertise, skills and knowledge by contributing a paper, poster or program idea.

   The Honors and Awards Committee recognizes members for their outstanding contributions to the profession. Be thinking of colleagues who deserve special recognition and nominate them when the call goes out next year. The three awards given by this chapter are: the Barbara McDowell Award for Excellence in Hospital Librarianship, the Bernice M. Hetzner Award for Excellence in Academic Health Sciences Librarianship and the MCMLA Outstanding Achievement Award.

6. **Ensure** the efficiency and effectiveness of MCMLA operations.

   The Nominating Committee will be seeking names of members who are willing to serve MCMLA in an elected position. Nominating will be looking for a vice-chair/chair-elect, recording secretary and nominating committee member this year. Please consider one of these positions and let the committee know of your interest. A very capable Bylaws Committee ensures that MCMLA has a structure for conducting business and reviews the Bylaws to make sure that what we are doing is what we are allowed to do. This requires continual attention, review and attention to details. And finally, the Executive Committee oversees the whole operation.

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7. **Invite** the Central and Western Groups on Educational Affairs to formally collaborate and share ideas as they grow the Libraries in Medical Education (LiME) special interest group of the Association of American Medical Colleges.

   This priority requires an explanation. Three years ago, Gerri Wanserski sent a proposal to the AAMC requesting a special interest group specific to libraries in medical education. The Central Group was the first to become active; the Western group met this past April in Asilomar, California. Since MCMLA states overlap with CGEA and WGEA state, it would be useful to have interested members, including hospital librarians who teach, meet to learn, share and collaborate with one another. Just an idea!

Lastly, the Executive Board asked me to ask the current MCMLA committees to reevaluate their charge, goals and yearly tasks. Committees will be asked to review the MCMLA Policies and Procedures Manual (recently updated by Lenora Kinzie) and the Bylaws (newly revised by Tom Gensichen) to make sure that what they do, is what they are charged to do by the Bylaws and accurately detailed in the P&P Manual.

Together we can strengthen our chapter by working together. Thank you for this opportunity to serve as MCMLA chair for the 2008-2009 term.

Immediate Past Chair, Jerry Carlson, hands a stand-in "gavel" to Chapter Chair Jeanne LeBer at the MCMLA Annual Meeting in Cody, Wyoming.

The Trail Thus Far

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[Adapted from the speech given at the MCMLA Annual Meeting, October 6, 2008]

When I announced my priorities last year, and in my welcome in this year's program, I used the word "trail" quite a bit. Wyoming is famous for them; and being an association isn't a destination, it's a journey. Now at the close of my term, you might think I'm going to talk about the end of the trail, but I'm not – I'm going to speak of the trail thus far.

To echo Whitney [Davison-Turley]'s report last year of sitting back and letting the Committees do the real work, and my own comment last year that I'm not doing this alone, I'd like to say that if nothing else, a Chair's job is to inspire. Where I – or rather we – have triumphed, you should be inspired to think "This has been done – I can do this, or build out from it." Where I have fallen short, these are mistakes you don't have to make because I've already made them for you. My hope is that I helped inspire the actions you'll hear about shortly by MCMLA committees and individual libraries.

In setting my priorities I took my cues from then-MLA President Mark Funk and focused on some of his, in his categories of Connecting to Ourselves and Connecting to others:

Connecting to Ourselves

Upgrade the association's use of technology so that we are regarded as a technology leader. Make MLA more of a virtual association. Create new avenues for communication.

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I said that we were already a leader but to see what else bubbles out of the Publications Committee and others and encourage it.

- The Research Committee, the Education Committee, and the Planning Committee for this meeting all used Skype to shrink the open spaces for their meetings.
- Research created a research wiki;
- Education used SurveyMonkey to judge demand for classes.
- Our Chapter Council reps surveyed the membership about sharing posters and papers with all of MLA through a central repository.
- Our Archivist, Sue Fleming, has been working on connecting us with our own history by working on digitizing the Archives, e.g. 40 years' worth of meeting minutes.
- Marty Magee of the RML developed a variety of online resources for use throughout Nebraska.

Complete the initiatives redefining and updating our education and research agendas. Emphasize to our members the importance of educational and research activities that promote the "bottom line" value of the health sciences librarian.

- As I hoped last year, the Education Committee did much to bring about the Annual Meeting's CE offerings, which include "Creating Influence" and "Evaluating for Advocacy", as well as an introduction to blogs and wikis to, as above, better use technology among ourselves and with our patrons.
- In a similar vein, technical innovation, advocacy, and combinations of the two are recurring themes in the presented papers that the Research Committee selected, didn't just judge after the fact this year.

Connecting to Others

Expand recruitment efforts by concentrating on college students in the popular new health sciences major. Work with schools of library and information science in reaching out to these programs.

I said, "We can do that." Here are a couple examples from individual libraries:

- Marty Magee and Marie Reidelbach supervised a practicum student.
- Betsy Mueth partnered with Masters of Nursing students in an evidence-based nursing course at the U of MO, St. Louis to make all of the U's clinical policies & procedures evidence-based through literature searching and evaluating the articles they found.

Collaborate with organizations that are concerned with raising health information literacy. Advocate the value of health sciences librarians in this process.

I said I believe it is vital to closing the gaps for our patrons' patients, and that public libraries are our natural allies for this. Something that really happened was that Lynn Bragdon of the Grand Junction CO VA presented a program to the Multidisciplinary Patient Education Committee on Health Literacy using inexpensive materials and audiovisuals from the AMA and MLA.

Promote the new roles and activities of the information specialists in context (ISICs) in nonlibrary venues. Increase the awareness of health care administrators, clinicians, educators, and researchers about this new role for health sciences librarians.

I said to gain experience in this realm as you have opportunity and to create the opportunity if you have to.

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- The HSL at the University of Missouri has conducted some evaluation studies to gather responses from physicians about clinical medical library services. Kate Anderson presented a paper about this at the Annual Meeting.
- Pat Hamilton at Rapid City Regional Hospital had a unique experience – when her institution negotiated with a local university with international branches for use of their databases, she became, in return, a consultant to the university.

Collaborate with societies, organizations, and for-profit companies that are involved with creating and defining standards for electronic health records. Emphasize the vital role of librarians and the resources we select and maintain

I said, let's keep putting our foot in that door. When I asked, I only heard from those who were already doing it before last year. For my own part, I'm keeping the Library flea in our Clinical Informatics head's ear until we get EHR software that will accommodate library links.

Increase and share the evidence indicating that health information leads to better patient health outcomes, better compliance, and increased patient satisfaction.

This is still the nearest and dearest to my heart, as our own Wild West Show.

- The Advocacy Task Force did some preliminary work toward developing the valuation calculators, then turned the work over to Barb Jones and Betsy Kelly of the RML.
- They put on a promotion contest, which was in the Exhibit Hall.
- Deb Ward is presented a poster about refining a research instrument to be used in multiple settings throughout the region to gain hard data for the purpose.

The Executive Committee accomplished a few other things that were needed or desirable, even if they don't fit into the Priorities:

- Appointed Amy Ritterskamp as new Webmaster as Russ Monika has moved out of medical librarianship.
- Funded flash drives as incentives to complete MLA Benchmarking Survey.

These are just examples I know about of our leadership on the trail thus far, across open spaces to frontier places. Thank you all. 🕮

MCMLA 2008: The Rundown

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The MCMLA annual meeting took place in Cody, Wyoming, a very walkable town with mostly level streets and with sidewalks everywhere. Cody has mountains on the near horizon, lots of shopping and dining choices, several museums, a spectacular public library for a town of its size, and no concept of a 3 ounce serving of meat.

Did you know that the Regional Advisory Board for the Mid-Continent Regional (MCR) Library meets the day before the MCMLA annual meeting? If you are ever invited to serve on this board, take advantage of the opportunity. It is your chance to learn about what the MCR does for you and your region, to advocate for the MCR's programs and services, and to influence those programs and services with your own ideas and feedback.

The keynote speaker, Mark Babitz M. D., a family practitioner in a rural community, spoke about health care access for underserved populations in his talk entitled "Caring for the patient who is not in the room." Dr. Babitz started by describing the United States' dismal rankings for infant mortality and life expectancy despite spending more on health care than any other country, and examined

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the reasons why many individuals are excluded from our health care system, which fell into four categories: financial, geographic, availability of appropriate providers, and culture/language barriers. His immediate solution to getting patients "in the room" is to act locally, working with the community to find out their needs and priorities, referring to Community Oriented Primary Care (COPC) as first described and advocated in the 1940's. On a national level, Dr. Babitz suggested that health care reimbursement forms be standardized to reduce administrative costs (one claim form for all insurers); a health care commission, like a public utilities commission, should oversee our health care system; and reimbursement should be restructured "to equalize vs. procedures." This would reward for treatment of chronic illnesses such as hypertension, patient education, even referrals to librarians more equitably in proportion to, say, wart removal.

Robert McKnight, MPH, ScD, gave a sometimes humorous overview of his field of study in his talk, "Epidemiology 101: The Basics." We learned specialized terminology, such as "pre-deceased," that some people still believe that injuries, diseases and disasters are caused by Divine retribution, miasmas, or imbalances in the four bodily humours, though epidemiological studies suggest otherwise, and that agriculture as an occupation is even more dangerous than mining. We also learned that the epidemiological study of injuries could lead to surprising associations, such as the high incidence of gunshot wounds among fish farmers in the South (possibly due to poor marksmanship among farmers protecting their tanks from marauding alligators).

James Bush, MD spoke on "Missed Opportunities, Or—It Is No Good to Be Right if Nobody Knows It!" He began by describing the plight of Crawford Long who conducted the first scientific experiments of ether as surgical anesthetic, but lost the credit to Morton, possibly because he practiced in rural Georgia (Morton was at Harvard), and possibly because he belatedly published in a small regional journal. His crossover case-controlled study cannot be faulted for its science, but would not pass the test of informed consent (his experimental subjects were a woman and a slave). Dr. Bush went on to discuss amputations and medical treatments in Civil War medicine and the curious health beliefs of the time, and closed his presentation with the report of a 1980's article on treating wounds with sugar and Betadine contrasted with a recent advertisement for DermaWound (which is brown sugar and Betadine).

On Sunday and Monday, the speakers joined several librarians in a panel discussion moderated by Deborah Fleming, Ph.D. on "Rural Health and Information Access." The first panel focused on the challenges, while the second focused on the solutions.

Thirteen papers and eight posters were presented on a variety of topics. It was exciting to see the range of ideas, technology applications, and resourcefulness demonstrated by librarians in our region.

Sunrise Seminars covered Swetswise, VisualDX, and Nursing@Ovid. Did you know that in some states, the state public health department licenses statewide access to VisualDX?

Connie Schardt, incoming MLA president, reported that the 2007 survey indicated that advocacy, networking, and keeping up-to-date are our top priorities. She reviewed legislative news, media placement, the reopening of the EPA libraries with professional staff, the successful Web 2.0 online course, the Personal Health Record Task Force, the MLA Connections blog, the MLA News Member Spotlight, the Health Literacy project, the Hay/MLA 2008 Salary Survey, Medical Librarians' Month, and other activities of the MLA, culminating in a request for members to contribute to the President's goals for the coming year and the Boards Strategic Plan, and an invitation to come to Hawaii for the MLA 2009 meeting. MCMLA's own Margaret Bandy is running for MLA President, to succeed Connie Schardt.

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Jean Shipman, new director of the Regional Medical Library, introduced herself at the MCR Update. Her staff then reviewed their programs, services, and achievements, which include support for DOCLINE, education, technology support, emergency preparedness, consortium purchases, grants, outreach, advocacy and evaluation. Contribute to the Valuing Library Services Calculator (http://nnlm.gov/mcr/evaluation/calculator.html) to help prove your library's worth in dollars and cents! There will be a site visit on November 19, 2008 and the National Library of Medicine will be issuing a new contract next year.

Jerry Carlson called the MCMLA Business meeting to order. He and his officers and committee chairs reported on our chapter's accomplishments. The single most important piece of business concerned the approval of changes in our bylaws to coordinate chapter bylaws with MLA bylaws and to remove the requirement for paper ballots. We also had to confirm our recent elections. See the MCMLA web site for the full minutes (http://www.mcmla.org/meetings/minutes/index.html) concerning the many activities of MCMLA this past year. Jerry passed the gavel to incoming chair Jeanne Le Ber, and the Colorado librarians invited us to MCMLA 2009 in Breckenridge, CO.

Our Plenary speaker was Lesley Boughton, MLS, State Librarian of Wyoming, who gave the talk "Finding Our Way: from Memex to Meebo, Learning How to Learn in Open Spaces." She described thought-provoking statements from theorists and pundits such as Peter Morville, Nicholas Negroponte, Stephen Abram, and Eric Schnell, and also discussed the public awareness campaigns run by the Wyoming State Library such as the "mudflap girl" (http://wyominglibraries.org/campaign.html).

Social events included Dine Arounds, the Exhibitors Lunch, the Hoe Down, and the Welcome Reception at the Buffalo Bill Historical Center, where chapter awards were announced.

Regretfully, Scott Plutchak was unable to lead the Bearded Pigs musical group at the hoe down, but Kenny Oyer covered nicely with his formation of the "Pre-Deceased," with himself on piano and clarinet, and Dan Boutchie of the New England Journal of Medicine on harmonica. In accordance with long-standing MCMLA tradition, Rebecca Graves entertained with a belly dance in a fringed buckskin halter and girdle over harem pants, balancing a pink toy rifle on her head in a move reminiscent of her scimitar dance.

It was a great meeting, and we offer our thanks to the MCMLA 2008 Planning Committee. Next year: Breckenridge! 🕮

MCMLA Stars 2008

The following MCMLA members were awarded Stars for their achievements in the past year.

- Bryant D. Blansit
- Jim Bothmer
- Amrita Burdick
- Siobhan Champ-Blackwell
- Rosalind Dudden
- Sue Flemming
- Lynne Fox
- Rebecca Graves
- Teresa Hartman
- Mary Helms
- Lenora Kinzie
- Sarah Kirby
- Kelly Klinke
- Cindy Logan
- Marty Magee
- Betsy Mueth
- Brenda R. Pfannenstiel
- Marie Reidelbach
- Lisa Traditi
- Sheryl Williams
- Lynn Wilson

MCMLA Cody 2008

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Cody, Wyoming, the gateway to Yellowstone National Park, was the site of "Open Spaces, Frontier Spaces," the 2008 Chapter Annual Meeting. The meeting was held October 3-7, 2008 at the Holiday Inn and attracted a group of approximately 100 MCMLA members, speakers and vendors. This year's meeting focused on identifying and meeting the challenges pertaining to health and information access on the frontiers of the rural and urban areas of our region.

The conference program opened with Dr. Marc Babitz' dynamic session on "The Patient Who is Not in the Room," promoting the patient care team of the primary care provider, affiliated healthcare workers and healthcare information providers, especially medical librarians.

Throughout the program, speakers, and a sparkling array of poster/paper presenters, examined obstacles and opportunities found in life on the frontier from a variety of viewpoints, including a pair of stimulating and thought-provoking panel discussions.

Dr. Robert McKnight, professor of Preventive Medicine and Environmental Health at the University of Kentucky, College of Public Health, treated conference-goers to Epidemiology 101. His informative and entertaining presentation introduced the audience to some of the culture and vocabulary of epidemiologists, most notably the term, "predeceased." Not to be confused with the undead, the predeceased are those of us who are still among the living. The word quickly entered the lexicon of the conference attendees and popped up in conversations throughout the conference.

Dr. Jim Bush, from the Wyoming Department of Health, entertained the luncheon crowd with a presentation entitled "Missed Opportunities, or It Is No Good To Be Right If Nobody Knows It!" chronicling examples through history of medical discoveries that have been slow to advance because the information wasn't effectively distributed to physicians.

Continuing Education choices offered at the conference included two NTCC classes, NLM Gateway/Clinical Trials.gov, and PubMed Searching; "Introduction to Study Design and Critical Appraisal"; "Introduction to Blogs and Wiki's"; and "Creating Influence: Getting What You Want."

Conference attendees rendezvoused at the nationally renowned Buffalo Bill Historical Center for the opening reception, where they not only discovered their heretofore unknown soul mates, but got to meet Colonel William F. Cody of Wild West Show fame in the flesh.

Other social events included the Hoedown in the Bandana Room, featuring the musical talents of "The Predeceased" (AKA Kenny Oyer and Dan Boutchie from the NEJM) and a memorable visit from that lissome lady, Rebecca Graves. In the spirit of the Wild West, Rebecca, costumed in fringed buckskin, danced with her pink "Lady Winchester" to the thundering applause of the crowd.

Leslie Boughton, Wyoming's State Librarian, not only participated in a panel, but as our plenary speaker, gave a summation of the program content, grounding it in librarianship and reminding listeners of the challenges and opportunities we encounter in our open spaces and frontier places. 🕮

2008 Research Awards

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Why should we send kudos to Kate Anderson and Cindy Schmidt?! It's because in Cody, Wyoming at the MCMLA annual meeting these two members gave excellent research presentations! On Sunday, Kate Anderson described data on the services she provides to the Department of Veterinary Medicine and Surgery at the University of Missouri-Columbia. This data helps her to understand who's using what services, to what extent, and where to focus her energies to be most effective. Her paper was entitled, "The Dog and Pony Show: Developing and Growing a Clinical Library Service."

Cindy Schmidt, from the McGoogan Library of Medicine at the University of Nebraska Medical Center partnered with Lisa Killam-Worrall, from the College of Pharmacy at the University of Nebraska Medical Center, to determine the impact that Classroom Performance System clickers would have on student attention in class. In the poster, "Using Clickers to Show Students That They are Facing Some Unexplored Territory," we learned that using this methodology, students realized what they didn't know, focused on lecture content, and did better on post-tests.

Camillia Gentry, research committee member, presented Kate and Cindy each with a $100 check from MCMLA and a certificate at the final plenary session of the meeting.

The MCMLA Research Committee sponsors the awards for Best Research Poster and Best Research Paper and coordinates the judging. This year the committee enlisted the assistance of librarians with experience in research to judge the papers and posters. Nancy Woelfl, Lisa Traditi, Connie Schardt and Claire Hamasu (representing the research committee) judged the posters. Cindy Schmidt, Brenda Pfannenstiel, Rebecca Graves, and Camillia Gentry (representing the research committee) judged the papers. Thank you to the judges for their careful evaluation of papers and posters! 🕮

MCMLA Awards McDowell and Outstanding Achievement Awards

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On Saturday, November 8, at the Opening Reception of the MCMLA Annual Meeting in Cody, WY, MCMLA honored two of our stars: Sarah Beck Kirby and Brenda Pfannenstiel. Both were nominated in recognition of their years of service to both MCMLA and their local organization, the Health Sciences Library Network of Kansas City (HSLNKC).

Sarah Beck Kirby was awarded the Barbara McDowell Award for Excellence in Hospital Librarianship. To quote her nomination: "Sarah's energy placed in service to her professional colleagues was essential in many ways for the continued relevance and success of the Network itself. Her interest in her profession and her willingness to share her insights and talents has been exemplary. Her gracious manners, coupled with a straightforward approach to management, are qualities which we all can emulate."

MCMLA's highest honor, the MCMLA Outstanding Achievement Award was presented to Brenda Pfannenstiel. Her nomination states: "The really unique thing is that she not only belongs to things, but that she participates actively in them, contributes to their mission and encourages their success.... She not only achieves, but does it with style and grace."

Congratulations to Brenda Pfannenstiel and Sarah Beck Kirby on this recognition of their professional dedication and service. 🕮

MCMLA and Your Professional Development

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As professional librarians, it is our obligation to contribute to our profession by advancing its body of knowledge, its standing, its methods, and its expertise. I am the proud recipient of the MCMLA Outstanding Achievement Award, and I am grateful to MCMLA for providing me with so many means and opportunities to advance my own professional development and to contribute to librarianship. You can develop your career and contribute to your profession through your participation in MCMLA. Here's how:

- **Take a CE class** – advance your skills and enhance your expertise as a medical librarian. Bring back what you learn to your employer to provide better library services.
- **Attend the annual meeting** – network with other librarians, who may be good contacts the next time you are job-hunting, or seeking a new employee. Learn from one another at the presentations and poster sessions. Look for new products in the exhibit hall to answer needs in your library. Gain vision from listening to the speakers, and use that time to step back and look beyond your day-to-day tasks to find a wider perspective on what you do every day. Connect with your RML.
- **Serve on a committee** – MCMLA is a member-run organization, so we all have to do our part. Contribute to your profession by actively participating in a committee, and gain some new knowledge and skills in the process. This will also add a line to your C.V.!
- **Run for an office** – tell the Nominating Committee that if elected, you will serve. This will help you develop your leadership skills, and will add an attractive line to your C.V.
- **Teach a CE class** – share your knowledge and skills with your fellow librarians. Most CE instructors work cheap, barely covering our expenses, but it is a great way to contribute to the profession.
- **Present a paper or poster at the annual meeting** – take inspiration from what your fellow librarians are doing to introduce innovative services or develop programs or conduct research on library practices, and report on your own projects.
- **Contribute stories to the MCMLA Express** – you don't have to be on the Publications Committee to get your news in the Express. If you have something to share, tell us about it!

At one time or another, I have done almost everything on this list many times over. You don't have to do it all in one year. Pace yourself! But try to do *something* every year. We all have to balance work, family, school, and perhaps participation in other professional organizations. But remember that MCMLA offers you many ways to add to your own knowledge and skills, to develop your own career, and to collect AHIP points. In the process, you can contribute to your profession, benefiting us all. What a deal! 🕮

News Brief

Members of the Health Science Library Network of Kansas City (HSLNKC) gathered with friends and spouses at St. Luke's Hospital Library Friday, the 26th, to celebrate over 30 years of collaboration in service to the health of the community. Originally focusing on improved document delivery among health science libraries in the region, the Network has added professional education activities, consortia purchasing, and library advocacy to its service catalog. Incoming Network President and MCMLA member Susan Sanders commented that "We are a unique group that embraces anything worthwhile for the membership - from managing the consortium's purchases, to promoting continuing education, to creating a humorous display about the organization's thirty-year history. All the while, we keep our relationships and friendships with each other at the forefront." *(Submitted by Dick Kammer)*

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Hello, MCMLA members. I just want to thank you again for your hospitality and friendliness at the recent meeting in Cody. I was very proud to present my paper on ScanGrants there and I was very privileged to be able to attend the conference. I learned a lot about technology and library issues. I'm very impressed by your chapter's levels of innovation and public service and have told my own Pacific Northwest Chapter about the Cody meeting. I hope to get my membership application to the MCMLA in the mail today!

Lynne Fox asked me if I would provide a little write-up about some of the Health 2.0 developments and search tools I have learned about lately that might be of some interest to MCMLA members.

Here is a bit of background. As many of you know, I presented a paper at the Cody Meeting on ScanGrants, the grants/scholarship listing that I have helped develop as a joint project at two arms of Samaritan Health Services in Corvallis, Oregon: the Center for Health Research and Quality, and Murray Memorial Library.

Well, given that I am very proud of ScanGrants and believe that it provides a public service to those in the health science and the public health communities, I am always looking for ways to get the word out about it. Therefore, I wrote a few months ago to Charles Knight, the editor of the blog, Alt Search Engines:

http://www.altsearchengines.com/

I had read about him in an issue of the library periodical, Information Today. I asked him if he would blog about ScanGrants. He did so with astonishing speed and I was very grateful for the increased visibility for my beloved project.

I also discovered that Alt Search Engines was a very useful resource for those of us interested in the latest developments in search and Web 2.0 generally. I began to comment on various postings. After a few weeks, Charles asked me if I would be interested in serving as his staff writer on health/biomedical search. I was delighted to do so. I don't get paid, but there many advantages to this gig. I encourage any of you who are interested in contributing to Alt Search Engines to get in touch with me. Here are some of the benefits I have gained from my involvement with it as a writer:

- Charles gets many emails from the developers of the latest search tools. He forwards the ones about health and medical subjects to me. Many of these are pre-launch. It is really fascinating and quite exciting to be among the first people outside the companies behind these tools to see and try out these tools.
- It gives me an insight into the life of professional bloggers and to see their interactions with entrepreneurs, PR firms and marketing people and executives at start-ups or established health care-related sites.
- I get to develop my own relationships with such figures in the Health 2.0 and Web 2.0 world. If I give a site a so-so review, for instance, I'm sometimes contacted by the proprietors and offered a private Web meeting tour of the tool and often learn that way that my initial reaction was indeed misplaced and that there is value in the tool. This is a golden opportunity for librarians to have an impact on a major tool of profession.
- I am able to get into conferences as a reporter and thereby save, say $1,500, on the registration fee. And as a reporter, I get scoops on the latest technologies. This is cutting-edge stuff and I really encourage my fellow library folk (I am not a full librarian yet--ha) to seize such

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opportunities. It is vital for us keep up on the latest, often free tools in these days of library closures and budget cuts and as librarians increasingly must project an image of state-of-the-art techno savvy.

- It never hurts to be cited on the Web as a knowledgeable commentator on tech issues. I like to think that that is coming to be the case for me and if I can do that, anybody can!

Here, for instance, is a conference, I will attend October 22 - 23:

http://www.health2con.com/sf08.html

Because I am in the reporting pool I am getting invitations to meet privately with many of the speakers and panelists. Pretty cool. These are the kind of things that we all can and should be doing. I urge you to look over the agenda in order to familiar yourselves with some of the players in Health 2.0. It is burgeoning and encompasses everything from online patient communities to online pharmacies to Web-based personal health records. Let's face it—patients are going to get information from commercial sites and info from sites like MedHelp are already turning up in Google results. We have to at least be aware of what is out there in terms of new information sources.

Here are some of the Web 2.0 tools I have come across via my work for Alt Search Engines or have reviewed there:

General consumer sites
MedHelp: http://www.medhelp.org/
Wellsphere: http://www.wellsphere.com/home.s
Healthline: http://www.healthline.com/
RightHealth: http://www.righthealth.com/
OrganizedWisdom:
http://organizedwisdom.com/Home

Patient communities:
Patients Like Me: http://www.patientslikeme.com/
Trusera: http://www.trusera.com/health/

Platforms/communities for researchers:
Science Stage: http://www.sciencestage.com/
BioMed Experts: http://www.biomedexperts.com/

Search Engines:
Valdo: http://www.vadlo.com/
Lalisio Literature: http://literature.lalisio.com/
NextBio:
http://www.nextbio.com/b/home/home.nb
Patents.com: http://www.patents.com/
Hybrid Search Engine (nutrition):
http://www.fealth.com/nutrition/
Nutrition Touch:
http://www.fealth.com/nutrition/touch/index.html

Proprietary Services:
Infovell: http://www.infovell.com/
Cognition: http://www.cognition.com/

Things you probably have already tried:
GoPubMed: http://www.gopubmed.com/
HubMed: http://www.hubmed.org/

Publication Statement

MCMLA Express is a publication of the Midcontinental Chapter of the Medical Library Association. It is published four times per year in February, May, August, and November.

Committee Members:

Heather Brown: Editor
Amy Ritterskamp: Web Editor
Angela Arner
Cynthia M. Melenson
Amanda Sprochi
Beth Tweed
Andrew Youngkin

MCMLA
Midcontinental Chapter
Medical Library Association

Grants Accepting Applications

Consider applying today for an MLA Continuing Education Grant of $100-$500 to develop your knowledge of the theoretical, administrative, and/or technical aspects of librarianship. This grant may be used for travel, lodging, course tuition etc. (see application for details). Eligibility criteria includes holding a graduate degree in Library Science, practicing health sciences librarian with at least two years experience, a regular member of the Medical Library Association, and are a citizen or permanent resident of the United States or Canada. For more details and a copy of the application visit MLA's Website at http://www.mlanet.org/awards/grants/index.html. Application deadline is Monday, December 1, 2008. *(Submitted by Dee Jones, CE Jury committee member)*

MLA offers a variety of scholarships and grants to assist qualified students in graduate library science programs and to enable practicing health sciences librarians to take advantage of opportunities for continuing professional development. Downloadable applications and information are available on the MLA Website at http://www.mlanet.org/awards/grants/. For more information, contact the jury chair for the grant/scholarship you are interested in. Most of these grants have an application due date of Monday, December 1, 2008. *(Submitted by Holly Henderson, MLA Chapter Council Representative)*

The National Network of Libraries of Medicine MidContinental Region (NN/LM MCR) is accepting proposals for the Continuity of Health Information Award. The purpose is to fund innovative projects in the areas of health information literacy, advocacy, and emergency preparedness. This solicitation asks Network members to choose one focus area and develop a project that will be funded up to $15,000. Full and affiliate members (with the exception of Resource Libraries) are eligible to apply. Projects funded will be announced as awarded, with project completion by Nov. 1, 2010. Further information has been posted on the NN/LM MCR website at: http://nnlm.gov/mcr/funding/. If you have questions, or require assistance call 1-800-338-7657. *(Submitted by Marty Magee via the ICON listserv).*

MCMLA Members Corner: Profiles of New MCMLA Members

Rose Iwan

Welcome back, Rose Iwan. Rose is the newest member of MCMLA. Rose is currently the Library Director for the City of La Vista in Nebraska. Rose started her career as a library workstudy student at Hastings College in Nebraska and moved up to Circulation Supervisor before attending graduate school. As a professional librarian Rose worked at Coffeyville Community College in Kansas, Bellevue University and Clarkson College in Nebraska and at the University of Nebraska Medical Center's McGoogan Library as Head of Collection Development. As a member of MCMLA Rose hopes to keep in touch with the medical field and keep abreast of information resources and issues concerning consumer health. In her spare time Rose enjoys spending time with her large extended family (13 nieces and nephews), fishing in Canada, listening to audio books, exercising and bowling. Rose is also planning a wedding. She is engaged to be married in July of 2009. Best wishes Rose!

Renewal Note

Now that our MCMLA Bylaws say our elections must be completed by February 15th, our time frame for renewing your membership will need to be moved up. Please look for you renewal form to arrive immediately after the holidays in 2009. The time you will have to return the form will also be shortened. The goal is to get your renewals in sometime in January. So, keep your eye out for your form! If you have not gotten it by January 15, 2009, please let me know!

Peggy Mullaly-Quijas, Executive Secretary
mullaly-quijasm@umkc.edu

MCMLA Leadership and Committees -- 2008-2009

Elected Officers

Chair
Jeanne LeBer (2010)
Immediate Past Chair
Jerry Carlson (2009)
In-coming-Chair
Claire Hamasu (2011)
Recording Secretary
Kate Anderson, (2009)
Chapter Council Representative
Holly Henderson, (2008-09)
Chapter Council Alternate
Carolyn Warmann (2008-09)

Appointed Officers

Express Editor
Heather L. Brown, (indefinite)
Web Editor
Amy Ritterskamp, (indefinite)
MCMLA-L Discussion List Owner
Rebecca Brown, (indefinite)
Executive Secretary
Peggy Mullaly-Quijas, (indefinite)
Parliamentarian
Nancy Woelfl, Director (indefinite)
Archivist
Sue Fleming, (indefinite)
Program Planner
Rebecca Graves (indefinite)
MLA Chapter Benchmarking Liaison
Rosalind Dudden (indefinite)
MLA Chapter Credentialing Liaison
Gayle Willard (2010)
MLA Chapter Membership Liaison
Deb Ward (2009)
2008 Wyoming Meeting Planner
Mary Henning (2009)
2009 Colorado Meeting Planner (2010)
Lynne Fox
2010 Wichita, Kansas Meeting Planner (2011)
Sue Fleming, MLS – co-chair
Camillia A. Gentry – co-chair

Committees 2008-2009

Bylaws
Tom Gensichen (2011), Chair 2009
Richard E. (Dick) Kammer (2009)
Betsy Mueth (2011)
Kenny Oyer (2011)
Stephanie Wiegand
ExOfficio:
Nancy Woelfl, Parliamentarian
Jerry M. Carlson

Education
Assako N. Holyoke Chair (2010)
G. Megan Davis (2009)
Sharon Dennis (2010)
Laura Hickerson (2011)
Jeff Kuntzman (2011)
Marty Magee (2011)
ExOfficio:
Rebecca Graves, Annual Meeting Advisor (2009)
Gayle Willard, Credentialing Liaison (2010)

Governmental Relations
Kelly Klinke, Chair (2011)
Deborah Carman (2009)
Will Olmstadt, MS, MPH (2011)
Darrel Willoughby
Mary E. Youngkin (2010)

Honors & Awards
Karen Wiederaenders, Chair (2009)
Jackie Hittner (2010)
Anna Beth Morgan (2011)
Joan Stoddart (2011)

Membership
Michlene Mankin Chair, (2009)
Susan Sykes Berry (2010)
John Bramble (2010)
Roxanne Cox (2010)
Sandra E. Decker (2009)
Melissa De Santis (2011)
Pat Hamilton (2010)
Cindy Logan (2011)
Phyllis Whiteside (2010)
ExOfficio:
Peggy Mullaly-Quijas, Executive Secretary
Deb Ward, MLA Chapter Membership Liaison (2009)

Nominating
Joan Miller Chair, (2009)
Lisa K. Traditi, MLS, AHIP (2010)
Jerry Carlson (2009)

Publications
Heather L. Brown, Chair; Express Editor (indefinite)
Amy Ritterskamp, Web Editor (indefinite)
Angela Arner (2011)
Cynthia M. Melenson, (2011)
Amanda Sprochi (2010)
Beth Tweed (2009)
Andrew Youngkin (2011)

Research
Elizabeth Burns, Co-chair (2009)
Susan Sanders, Co-chair (2009)
Camillia A. Gentry (2010)
Barbara Jones (2009)
Alice Weber (2011)
ExOfficio:
Roz Dudden (2009) Benchmarking Chapter Liaison

MCMLA 2008 – Cody, Wyoming

Jerry Carlson, Buffalo Bill, and Mary Lanning at the Opening Reception.

Bandits take over the Opening Reception

The RML gives "check-ups" in the exhibit hall.

Lynne Fox and Lisa Traditi talk Breckenridge 2009

Deb Ward and Mary Ellen Sievert present during the poster session.

Peggy Mullaly-Quijas displays her electronic poster during the poster session.