MDMLG NEWS

Winter 2008

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President's Corner with Cathy Eames

A lot of hours and hard work went into the planning and execution for the 2008 MLA Midwest / MHSLA Conference held this month in Troy. About 40 people helped make it a success and we'll never be able to add up all the hours contributed. We can, however, look at the leadership for the conference and see great personal attributes and work ethic in action and learn some valuable lessons. We can learn:

- management skills and patience from Ellen O'Donnell and Sandra Martin
- how to work through the sleep deprivation of getting up early and going to bed late from Nancy Bulgarelli (and how to make all inclusive spreadsheets)
- the gift of persuasion from Jennifer Barlow
- to work through illness and pain from Janet Zimmerman
- amazing attention to detail from Barbara Platts
- the ability to pull off a great last minute speaker change from Carole Gilbert
- accepting the challenges of learning new software from Pat Martin
- persistence and the ability to roll with the punches from Diane LeBar

It was impressive to see this group, and all the members of MDMLG and MHSLA who helped somewhere or sometime during the last three years, pull off a great conference. Thank you to everyone who helped make this conference successful.

Cathy Eames
MDMLG President
Children's Hospital of Michigan

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The Fall and Winter of Our Discontent: EBSCO's CINAHL

I am sure many have seen the myriad of comments on the listservs displaying dissatisfaction with EBSCO assuming sole control of

CINAHL in 2009. I say "dissatisfaction" rather tongue-in-cheek because using that word in this instance is an understatement. During my relatively short time in the profession, I have learned that when librarians get their dander up, watch out. And many librarians seem to have their dander up over this situation. According to the librarians posting to MEDLIB-L, they, for the most part, do not like the EBSCO platform. Complaints have included the platform's poor search capabilities, among which is an inability to perform complex searches. EBSCO themselves have sent out a statement that acknowledges that any search containing Boolean operators and/or truncation that utilizes more than 256 search terms will fail. Other criticisms include the inability to search more than one field at a time, search errors returned when using the Boolean operator NOT, features such as Times Cited not consistently operational, and the system not limiting a search but rather sending the user to a different screen. The uproar over this sub-par functionality is such that several librarians have stated that they will not subscribe. Some are even calling for their fellow librarians to ban EBSCO.

The frustration of librarians using EBSCOhost to search CINAHL fairly oozes across cyberspace. Those who have used EBSCOhost have noted that its interface is not very intuitive. Several librarians have posted requests asking for tutorials to teach not only their users but themselves as well. My experience with EBSCO's CINAHL has been along those same lines. We have access to CINAHL Basic through MEL. I rarely had occasion to use the product, but in those few instances when I tried it, I felt like Alicia Silverstone in 1995…clueless. Fortunately in the spring or early summer, I had the opportunity to attend an online session given by EBSCO demonstrating the use of CINAHL. During the demonstration, I remember thinking that EBSCOhost had some pretty neat features. However, apparently, I should have taken notes. I had trouble remembering how to use many of those features shortly after the session ended! Later, I ran some sample searches but did not find the system as effortless to use as the demonstrator made it seem. I seem to remember that I had trouble with everything from finding my search terms after I left the thesaurus to trying to remember what to do with the citations that I was interested in. Since I have forgotten nearly everything I learned in the spring, I am retaking the session being offered through MDMLG. I am determined to take notes this time around.

Does anyone see a problem with this scenario? If the search experts need a tutorial to be able to figure out how to use EBSCOhost, what chance does the average user have? It is all in what you are comfortable using, especially when you are pressed for time…like most of our users. Perhaps I have become too comfortable using OVID because my tolerance level when I use EBSCOhost is pretty low. However, since it is part of my job to know how to use the databases to which we have access, I will take the time to learn. I am confident that eventually I will become proficient. But, is the average student going to take the time or are they going to turn to something familiar like Google Scholar? At this point, in my experience, my bets are on Google Scholar.

by: Jill Turner
Botsford Hospital

If the search experts need a tutorial to be able to figure out how to use EBSCOhost, what chance does the average user have?

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Mark Your Calendar for the MDMLG General Business Meeting

When: Thursday, November 13, 2008

Where: Oakwood Southshore Hospital, 5450 Fort Street, Trenton, MI 48183

Agenda: 12:30-1:00pm   Registration
                 1:00-2:00pm   Business Meeting
                 2:00-2:15pm   Refreshments
                 2:15-3:30pm   Program

Program Topic: <u>Talk with EBSCO</u> EBSCO Representatives Leslie Burke and
                 Christian Barrock will be on hand to present the latest information about
                 EBSCO and to answer your questions. Please come prepared for a fun and
                 informative meeting.

For additional information about this meeting including parking information, maps,
and driving directions, visit the [MDMLG Meetings](#) portion of the MDMLG website.

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Super Search Tips from the Internet Librarian Conference

Very recently, I was fortunate enough to attend the 12th annual Internet
Librarian Conference in Monterey, California. One of the most beneficial
and engaging sessions I attended was *Super Searcher Shares: Search Tips
Spectacular!* presented by Mary Ellen Bates. Bates, an extremely engaging and
humorous speaker, shared 20 innovative search tips and tools. Although these
search tips and tools are not specific to the health sciences, I found the following
seven tips and tools to be especially interesting, useful, and downright fun for
information seekers and searchers in general. Brief descriptions of these tools are
provided below, but searching them will better illustrate their special features and
abilities. So when your searches in PubMed or CINAHL are complete, try these out for
fun!

Google's Translated Search (http://www.google.com/translate_s): This search from Google
translates your search term(s) into another language and searches web pages in that language. It
then translates your results back into your native language. Great for getting at web content in
other languages that you normally wouldn't be able to read.

Yahoo Glue (http://in.glue.yahoo.com/): This search from Yahoo! India produces blended / visual
search results, rather than linear / text-based search results. A typical search page displays
news, videos, images, RSS feeds, blog posts, and more.

Live.com's *prefer:* (http://www.live.com/): Adding *prefer:* before your search term ranks certain
results higher. This strategy doesn't broaden or narrow your search like *and/or* would, it just
rearranges your research results. Searching "election prefer: swing states" would push results
that specifically mention swing states as they relate to elections near the top.

Searchme.com (http://www.searchme.com/): Searchme.com has a really cool and unique
interface that suggests categories as you type (you can also search all categories). For example,
a search for 'chicken pox' suggests the categories child health, parenting, conditions & diseases,
and more.

SearchCloud.net (http://searchcloud.net/): With SearchCloud, add your search term(s) one at a
time, placing more weight on the terms that are most important to your search. You basically
create a tag cloud (where your more important terms are larger) before executing your search.

Silobreaker.com (http://www.silobreaker.com/): Silobreaker is a search engine for finding news and current events that presents your results visually. Silobreaker connects and relates your search term(s) to people, places, topics, and industries.

Loki toolbar (http://loki.com/): This toolbar (not yet available for Firefox 3), finds location dependent content by looking at your IP address or nearby wi-fi signals. For example, this could help you find a local ATM or Kinkos without you having to know your address or location.

by: Heidi Schroeder
Health Sciences Librarian, Michigan State University Libraries

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The Hospital Consumer Assessment of Healthcare Providers and System (HCAHPS) Score

The health care industry is very competitive and hospital librarians can provide services that support excellence in patient care and health education. Hospitals pay close attention to their customer service feedback and many hire companies like Press Ganey to conduct patient surveys, compile results and create reports. This information helps hospitals improve service and customer satisfaction. Health systems offer employee incentives and bonuses based on improving customer excellence scores.

Recently, the HCAHPS (*Hospital Consumer Assessment of Healthcare Providers and System)* score was made public and is now available on the Internet as a tool for patients to comparison shop when deciding which hospital to choose for their inpatient care. HCAHPS is a national, standardized survey used to report patients' hospital stay. Some examples of the categories surveyed are, "nurses listen carefully to you", "area around room quiet at night" or "staff describe medicine side effect".

HCAHPS is a national, standardized survey used to report patients' hospital stay.

Developed under the auspices of the Department of Health and Human Services, this reporting tool is used by Medicare/Medicaid for hospital evaluation and reimbursement purposes. The survey provides valuable information that consumers can use when choosing a hospital. It is also an impetus to encourage hospital staff to practice customer service excellence and continuous process improvement.

At Henry Ford Hospital, our most recent HCAHPS survey revealed competitive scores across the board except in the area of noise levels in the patients' room and surrounding area. This is a recognized problem and an area that needs improvement.

In an effort to support the hospital's service excellence improvement initiative I conducted a literature search in Medline and sent the results to the Service Excellence Administrator. A monthly PubMed saved search update will be forwarded as well.

Take a look at your hospital's HCAHPS score, http://www.cms.hhs.gov/hospitalqualityinits/30_hospitalhcahps.asp and determine where there may be an opportunity for you to apply your research skills in supporting service

excellence at your institution *and* to prove your worth as a valuable asset to your organization.

by: Barbara LeTarte
Sladen Library, Henry Ford Hospital
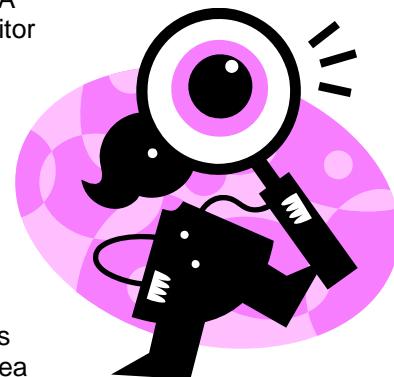
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MLA/GMR/NLM Update from the Midwest MLA/MHSLA 2008 Conference

On October 19, I had the opportunity to sit in on the MLA/GMR/NLM update at the Midwest MLA/MHSLA Conference. The speakers were Mary Ryan, President of MLA, Kate Carpenter, Director of GMR, and David Gillikin, Chief of Bibliographic Services, from NLM.

Mary Ryan spoke on a wide variety of topics such as the new blog, the MLA Ethics Task Force, partnerships, the 2009 Annual Meeting, and recruitment and retention. Mary reported there is a new blog called MLA Connections, "a blog for and about issues that concern MLA and its members."   Regarding ethics, she stated that the MLA Ethics Task Force is working on a code of ethics and a policy on vendor relationships as well as a business model. On partnerships, the MLA Senior Health Literacy Program is working on training staff at the Brookdale Senior Living Centers in Chicago to locate health information for its residents. Regarding the 2009 Annual Meeting, Mary stated the meetings will start earlier so that people can enjoy Hawaii and that the meeting will be greener. She touched on the topic of Emergency Management and indicated that the fall MLA web cast will be on emergency management. On other news, the Research Agenda 2008 is available at http://www.mlanet.org/research/agenda_2008.html, a recent survey found that 50% of MLA members are 50 or over, and the *Journal of the Medical Library Association* has a new editor - Susan Starr. Look for a survey on journal improvements. Finally, Mary reported on the Health Information Literacy Research Project.

Kate Carpenter provided an extensive update that is also online. Rather than summarize, I will refer you to http://nnlm.gov/gmr/about/gmrupdate.html.

David Gillikin reported that there was a decrease in budget in 2008 and there will be a decrease in budget in 2009. Regarding the ClinicalTrials.gov web site, it will soon include an expanded registry and results database. The majority of his talk was on PubMed. He stated that the focus regarding enhancements to PubMed is for end users and that there is testing going on for enhancements. You may see them come and go. There is also the idea of helping users to go from PubMed to other Entrez databases. New features include title sort and citation sensor because 60 to 70% of end users are looking for a citation. The Drug Sensor is now available. The Advanced Search is still in beta. There will be 3 new features on the results page on the right hand side of the screen: "Also try" will provide links to similar searches by other searchers. "More PubMed Articles" will provide links to articles based on title searches. "Recent Activity" will be similar to the history screen. You will be able to turn off "Recent Activity." The redesign of MyNCBI has been launched. There are plans for a Gene Sensor and the Summary page will be redesigned with the title of the article first. Under the citation there will be a link to "Free in PMC" (PubMed Central). Tab options will move to the Advanced Search page.

David also mentioned in regards to PubMed Central, a PMCID is now a requirement for NIH grantee reports. Lastly, he reported on MedlinePlus, noting that MedlinePlus recently released a collection of multilingual resources and that the goals are for the search engine are for first results to be the best. The MedlinePlus search engine also offers clustering.

by: Gina Hug
Sladen Library, Henry Ford Hospital

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ANNOUNCEMENTS

It's already time to plan for 2009! Mark your calendars on **Thursday, March 26, 2009** for a Podcasting CE class. The class will be worth 3 MLA credits and is scheduled to take place on the campus of Wayne State University. Be on the lookout for additional information as the date draws near.

In the meantime, refer to Jill Turner's article on Podcasting from the Winter 2006 issue of the MDMLG News for an introduction to the topic.

MDMLG News Archives

The Patchwork column of the *Journal of Hospital Librarianship* is currently accepting articles for submission in upcoming issues. Past topics have included: tips on collection development, SFX, Web 2.0 technologies, and services to improve scholarly communication. Articles for this column are not limited to a particular theme, but should be pertinent to the field of Medical/Health Sciences Librarianship. If you would like an opportunity to share your ideas or research with colleagues, then this might be the perfect opportunity for you!

Feel free to email the editors of the Patchwork column for further information:

Jeff Perkins jeff.Perkins@UTSouthwestern.edu or Nandita Mani nmani1@sladen.hfhs.org

Newsletter Committee 2008-2009

MDMLG News is under direction of the Newsletter Committee and is published four times a year. Please send comments, suggestions, or article ideas to JoAnn Krzeminski at jkrzemi1@sladen.hfhs.org. The members of the Committee are:

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