Metropolitan Detroit Medical Library Group

MDMLG NEWS

Spring 2011

www.mdmlg.org

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President's Message from Toni Janik

It will not be long now until spring is truly here. I for one can't wait to see the crocus and tulip shoots pushing up with the promise of renewal and spring once again. Along with spring comes a great opportunity to get together for the Spring MDMLG General Meeting on March 17 – St. Patrick's Day. The program will provide timely information on Mobile Medical Technology Applications and how they are used within member institutions today. Our program committee has also set up a lunch and learn with Lexicomp Online. Please register with Jill Turner at 313-494-6903 by March 7. Stay posted to the MDMLG Listserv as the UDM School of Dentistry is a closed building and more information will be forthcoming regarding parking and security issues.

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The MDMLG Continuing Education Committee has been busy planning for 2 Continuing Education events. The first is on April 20 when MDMLG and Wayne State Shiffman Medical Library co-host the MLA Webcast "Shifting Skills to Navigate the Changing Horizon: Finding Our Way in New Biomedical Research and Healthcare Environments" to be held on Wednesday, April 20, 2011. Wendy Wu and Toni Janik are the coordinators. Registration information will be posted to the MDMLG, MHSLA, WSU Librarian's and WSU Student Listservs late March. There will **not** be "on-demand" viewing after the webcast. Come out and participate in the wrap-around sessions and view the webcast for 3 MLA CE credits.

The second CE opportunity **Emerging Technologies for Libraries will be held on May 5th, 2011 in the Franco Center at St. Joseph Mercy Oakland in Pontiac, MI.** Details are on page 3 in this newsletter

I look forward to seeing everyone at the March 17 General Meeting and at our CE events.

Submitted By: Toni Janik
President, MDMLG

MDMLG Spring General Meeting and Program

DATE: **Thursday March 17, 2011**

LOCATION: University of Detroit Mercy,
School of Dentistry – Room 1460 **
2700 Martin Luther King Jr Blvd, Detroit, MI ([map](#))

AGENDA: Registration: 11:30a.m. – 12 noon
Lunch & Learn: 12:00-12:45 – Provided by Kevin Crews - Lexi-Comp
Business Meeting: 1:00-1:30 p.m.
Refreshments: 1:30-2:00p.m.
Panel Discussion: 2:00-3:30 p.m.
Tour of Dental School: 3:30 – 4:00 p.m.

LUNCH: **Lexicomp Online, On-Hand, and Integrated** presented by Kevin Crews

Lexicomp is an Internet-based, hospital-wide solution providing quick access to drug information, lab and diagnostic procedures, diseases and conditions, patient education and   more. Lexicomp's concise and in-depth clinical content allows pharmacists, physicians, and nurses to find answers quickly and efficiently while making safer medication decisions. Kevin Crews will present on how Lexicomp's clinical content is available online, on Smartphone/PDA devices, and integrated into health information systems

PANELISTS: Audrey Bondar (Henry Ford Hospital)
Mike Simmons (Sparrow Hospital)
Whitney Townsend (University of Michigan**)**

RSVP: Please contact **Jill Turner** at 313-494-6903 or turnerja1@udmercy.edu
by **Monday, March 7** if you plan to attend.

The UDM School of Dentistry is a **closed building. More information will be forthcoming regarding parking and security issues.

Emerging Technologies for Libraries –
Spring CE, May 5th, 2011

Please join us for an exciting CE opportunity at St. Joseph's Mercy – Oakland in Pontiac, MI. This 6-hour MLA CE course is designed to increase your knowledge of new technologies impacting our profession by discussing mobile devices and Web 2.0 services such as podcasting and social networking services. Some of the devices using these technologies are smartphones and other hand-held digital devices. Students and healthcare professionals are increasingly using this these technology platforms on a daily basis. It is essential for librarians to instigate and experiment with these technologies/services and utilize those that appeal to their users as a vehicle to increase access to timely and relevant health information at the point of need. Additional topics will include discussion of collaborative tools, wireless ubiquity and methods for keeping up-to-date on new technologies. Participants will have the opportunity to discuss case studies from institutions that are taking innovative approaches to using these tools.

The cost for the course is $50.00/members, $75.00/non-members

Instructors:

Gabe Rios is the deputy director at the University of Alabama at Birmingham, Lister Hill Library of the Health Sciences. Gabe has worked with emerging technologies such as PDAs, iPods, smartphones, and Web 2.0 services since the late 90s. He has co-taught technology-related classes at regional and national meetings. Gabe provides leadership and vision for budget and planning, public services, information technology, Web presence, education programs, liaison programs, and outreach. Gabe is also a member of MLA's Social Networking Software Taskforce and local technology-related groups such as Social Media Club of Birmingham and the Internet Professional Society of Alabama. Gabe continues his support of emerging technologies by facilitating the use of technology to meet users where they are.

Melissa De Santis is the deputy director at the Health Sciences Library of the University of Colorado Denver where she oversees the daily operations of a busy academic health sciences library. In her previous positions, she taught classes on the internet and PDAs to faculty and students. An active member of the Educational Media and Technology Section of MLA, Melissa is also the MLANET editor and a member of MLA's Social Networking Software Task Force, which has offered free, online CEs to MLA members on Web 2.0 topics. She has presented posters and papers on a number of technology topics including instant messaging and intranets. Melissa received her MLIS from UCLA.

Registration form link:

There's an app for that!

There's an app for that" quickly became this decade's pop culture catchphrase, like "where's the beef" in 1984. Yet, what began as an advertising slogan coined by Apple to market their software for mobile technology has since moved beyond slogan status and into serious business. There is no doubt that mobile technology has taken off like a tidal wave, building fast and furiously. This past January, Apple's App Store reached its ten billionth download. That ten billion was reached in two and a half years and does not include the apps that were downloaded to non-Apple mobile devices! Granted, those downloads included a multitude of nonsensical apps such as iPhone Beer and Virtual Zippo in addition to the apps useful for increasing productivity and for education

In January, Health Data Management magazine reported that Kalorama Information, a market research firm, released a study that "estimates the worldwide market for medical mobile applications hit $84.1 million in 2010, more than double the $41 million market of 2009." Note that was just the medical applications. According to Kalorama, "medical applications, in 2009, comprised only about 1.5 percent of the total mobile application market". That means, by extrapolation, the non-medical mobile application market was somewhere in the vicinity of 2.7 billion dollars. The lack of mobile medical applications early on most likely prohibited the medical community from keeping pace with the general population's adoption of mobile technology, and the increasing variety of medical mobile applications probably also accounts for the more than 100% market revenue increase between 2009 and 2010. Additionally, Manhattan Research reported that in 2009, nearly two-thirds of physicians in the United States owned a smartphone or PDA, and 70% of them agreed that their smartphone or PDA was essential to their professional practice. Based on these stats, I can only conclude that medical libraries need to be actively promoting and supporting mobile technology if they want to be a viable resource to the medical community.

My intent with this article is not necessarily to recommend specific medical apps but rather to promote the idea that as medical librarians, we can and should be facilitating the use of mobile technology within the health profession. As evidenced by the data above, the profession is going mobile with or without us. So, where do we start? How can we facilitate the use of mobile technology? I think we should start with what we already do, recommend resources. Suggest the use of mobile applications to your patrons when you see them pull out their iPhones or Androids. Advertise their existence prominently on the library's web pages, on a bulletin board, or post signs around the library. Mention apps during orientation sessions or library skills classes. Post an entry on the library's blog.

Write a blurb in the institution's newsletter. Cultivate the reputation as an expert on mobile medical applications.

Start small. Begin with recommendations for free apps. NLM has developed PubMed apps for handhelds: PICO search, askMedline free text natural language search, Medline search, and Disease Associations. On the consumer health side, MedlinePlus has gone mobile as well; this is an excellent resource for nurses engaged in patient education. Additionally, EpocratesRx is available for free, as is MedscapeMobile. Many of these apps we are already familiar with and would have no hesitation about recommending. Or, how about apps tied to a product for which you are already paying? Many subscription databases have mobile technology components. Exploit these tools to your patrons. Promote the DynaMed mobile app that comes with your DynaMed subscription or the First Consult app. How about Ebsco*host* mobile? These are all free with your subscription. Our institutions are already paying big bucks for these products, we might as well use them to their full potential.

iMedicalApps is "an independent online medical publication written by a team of physicians and medical students who provide commentary and reviews of mobile medical technology and applications." Included on their website are links for their top 20 free iPhone apps and top 15 free Android apps for health professionals. They also recently reviewed Ganong's Review of Medical Physiology for the iPad. It's interactive! This "dynamic medical textbook" lets users take guided tours of system physiology; it provides self-testing of terminology; and it offers interactive quizzes that provide feedback. How cool is that! I would have loved to have a textbook like that back in nursing school! Ganong's is the first interactive textbook, and other titles will not be far behind. Keep current with what is available and point out these medical app options to your students and staff.

Why stop with medical apps? We know how busy doctors and nurses are. There are productivity apps that run the gamut from organization (task management, note taking, to-do lists, appointment managers, and more) to documents (word docs, spreadsheets, and file sync) to news and information (NYTimes, Bloomberg, Wall Street Journal, and etc.). Become familiar with some of the productivity apps and make suggestions.

Unfortunately, at this time, mobile technology is such that not all apps are available for all devices. As expected, Apple products far and away have a better selection of mobile applications than do other mobile devices. But, no matter what type of mobile device your patrons are using, you can be a conduit for mobile application discovery and use by keeping current on available applications and making suggestions and recommendations to your patrons.

Sites that sell medical apps: Apple App Store, Skyscape, Pepid, PocketGear.com, Epocrates

Jill Turner
University of Detroit Mercy

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Patent Searching : Intellectual Property, Inventions and More Part 3

The first two parts of this Intellectual Property series were in the Fall and Winter MDMLG Newsletters. This next Part deals with the marketability of an invention followed by a quiz testing your Intellectual Property IQ. The last article in the series will deal with Medical Patents.

By now everyone should be introduced to the concept of patent and trademarks and how to research through free and fee database resources. The next part of the puzzle is how to determine if your invention is marketable.

Evaluate Your Invention
Ninety-five percent of patents do not end up being profitable. As result of these statistics, it is very important to research the market- worthiness of your invention. You need to ask yourself questions such as:

1. Does your product fill a need or desire that people are willing to pay for?
2. Are there other products out there that are similar?
3. Who will be your competition?   Who will be your customers?
4. Do you want to start your own business and handle the manufacturing of your product? This is not an easy option, but you have a chance of success.
5. Or, do you want to sell or license the rights to your invention? Often times these licensing rights are not lucrative for the inventor.

Join an Inventors Group
You may want to join an Inventors Group to receive support from more experienced inventors.

These groups meet in person as an organization or may be online.

This type of group also offers educational programming, networking, may recommend manufacturers and attorneys, and may even help to evaluate your invention.

Research at a Local Business Library Collection (Library must have strong business collection):
1. Review Catalogs, Directories and Websites to locate data on existing products and their profitability.
2. Find Demographic information can help you find potential customers.
3. Identify the stages of manufacturing a product.
4. Find potential manufacturers.
5. Learn how to develop a business plan.
6. Locate sources of funding.

Other sources of Community Assistance
Seek out business counseling at an organization such as SCORE (Service Corps of Retired Executives.)

Network with other established business people.

Make use of a business incubator such as Techtown.

And most important, never reveal your idea to anyone without having them sign a nondisclosure agreement!

<p align="center">Test your IP IQ!</p>

1. Once you receive a patent on your product, you may renew the patent once.
2. A Plant Patent deals with manufacturing facility designs.
3. If you have not registered a copyright for your written work, you have no rights to protect it.
4. Design Patents last longer than Utility Patents.
5. The Google Patent website is not based on U.S. Government Patent Records.
6. Artwork made prior to 1923 is OK to use without copyright permission.

7. A provisional patent is a low cost first step to protect your invention.

8. A trade secret must be kept secret, be seen as valuable in the marketplace, but is not registered.

9. Trademarks protect consumers from deception.

10. A domain name can actually be a trademark.

11. It is a good idea to get a County Code Top Level Domain (CCTLD) if you plan to market your product outside the United States.

12. United States Patent and Trademark protection can sometimes help you in another country.

Bonus question: What is a GTLD?

Answers to IP IQ Test

1. Once you receive a patent on your product, you may renew the patent once.
    False: You may not renew a patent once the 14 or 20 year term runs out.

2. A Plant Patent deals with manufacturing facility designs.
    False: Plant Patents deal with asexually reproduced plants (hybrids, etc.) and are in effect for 20 years.

3. If you have not registered a copyright for your written work, you have no rights to protect it.
    False: Your work is considered to be under copyright as soon as the work is finished, regardless of whether you register a copyright. However, a copyright registration is considered stronger proof of authorship in court.

4. Design Patents last longer than Utility Patents.
    False: Design Patents are only protected for 14 years, while Utility Patents are in effect for 20 years. Design Patents protect the way an invention looks, while Utility Patents deal with the way something works and can include processes, machines, compositions of matter and new chemical compounds.

5. The Google Patent website is not based on U.S. Government Patent Records.
    False: Google contracted with the United States Patent and Trademark Office to scan patent records back to the 1860's. (The United States Patent and Trademark Office website has patents back to 1790.)

6. Artwork made prior to 1923 is OK to use without copyright permission.
    True: Copyright-free images are often used in advertisements. For example, Trader Joe's newsprint ads make use of historic artwork.

7. A provisional patent is a low cost first step to protect your invention.
    True: This is a way to get your foot in the door. To protect your invention, you must follow with a non-provisional patent with 12 months. (A prior art search is always recommended, but not actually mandatory.) The provisional patent is fast because it is not going to be examined and is granted right away. It gives the inventor the right to call the invention "patent pending."

8. A trade secret must be kept secret, be valuable, but is not registered.
    True: The owner of a trade secret such as Coca-Cola or Kentucky Fried Chicken must take steps to keep it secret, such as having employees sign confidentiality agreements.   There is always the chance that a secret recipe may be independently discovered by another company.

9. Trademarks protect consumers from deception.
    True: A registered trademark that is familiar to consumers is one way to help identify the real product from a fake. The U.S. Department of Commerce has programs in place to assist trademark holders in protecting their products such as www.StopFakes.gov.

10. A domain name can actually be a trademark.
True: Amazon.com or expedia.com are examples.

11. It is a good idea to get a County Code Top Level Domain (CCTLD) if you plan to market your product in another country.
True: If you plan to sell your product in China you will need a CCTLD with an extension of .cn. If you have a CCTLD you have more rights due to resolution policies that are in place for Name Disputes.

12. United States Patent and Trademark protection can sometimes help you in another country.
False: USPTO registered protection is only in effect in the United States.

Bonus question: What is a GTLD?

Generic Top Level Domains (GTLD) are 500 new domain name extensions that are being released soon.   Each will cost $185,000 per application. Existing GTLD's are .com, .info, .net and .org. Sponsored Top Level Domains (STLD) are .edu, .gov, .int, and .mil.

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ANNOUNCEMENTS

Summer Luncheon and Education Program

Save the Date: Thursday June 16, 2011

Mark your calendars for the MDMLG Summer Luncheon and Education Program to be held Thursday, June 16, 2011 at the historic Whitney restaurant in Detroit. Registration and program details will be announced on the MDMLG listserv and website in the coming months. Please plan on joining us June 16. It will be an event to remember!

MHSLA 2011 Annual Education Conference

Start making your plans now!
The 2011 Conference will be hosted by the Eastern Regional Health Sciences Libraries Association.
September 21-23, 2011

Location:
Bavarian Inn, Frankenmuth, Michigan

Newsletter Committee 2010 - 2011

MDMLG News is under the direction of the Newsletter Committee and is published four times a year. Please send comments or suggestions to Marilyn Dow at dowmk@udmercy.edu

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