

MDMLG NEWS

Spring 2013



www.mdmlg.org

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President's Message from Barbara LeTarte

The slant of the sun looks like spring, but our Detroit winter does not want to leave! A good way to beat the winter blues is to attend some of the great programming planned for the upcoming months.

The Professional Development Committee has arranged for an education opportunity on March 13th at WSU. It is a MLA Webcast entitled, "Partnering to Prevent Diagnostic Error: Librarians on the Inside Track" worth 3 CE credits.

Our Program Committee has put together a great event on March 14th at St. Joseph's Hospital in Ann Arbor with some great speakers who will give us creative ways that we can use Twitter in our libraries.

Programming has also scheduled our Summer Luncheon for June 13th at Big Rock restaurant in Birmingham. MLA President Jane Blumenthal from U of M will be our speaker. Please save the date for this perennially fun-filled event.

I also want to send out a huge thank you for all of the members that stepped up to run for office or a committee. The Nominating Committee has put together a fantastic slate for our 2012/2013 year.

Thanks to you all for keeping our group going strong into the future.

Best regards,

Barbara LeTarte
President

Join us for the March General Business Meeting and Lunch

When: Thursday, March 14 from 11:30am-3:30pm

Program Topic: "Twitter? But WHY?": Hashtags Beyond the Conference"

Where: Michigan Heart & Vascular Institute
St. Joseph Mercy Ann Arbor campus
5325 Elliott Drive
Ypsilanti, MI 48197

The program will be held in the auditorium of the Michigan Heart & Vascular Institute, located on the St. Joseph Mercy Ann Arbor campus. Attendees should park in lot M. Parking is free.

Driving directions are available at: http://www.stjoesann Arbor.org/body_annarbor.cfm?id=849

Use the campus map to locate the institute and parking lot M:

<http://www.stjoesann Arbor.org/documents/CampusMap.pdf>

Use the first floor hospital map to locate the entrance to the Michigan Heart & Vascular Institute:

<http://www.stjoesann Arbor.org/documents/sjmhfloor1.pdf>

Lunch & Learn:

Keith Engwall, Assistant Professor, Web & Emerging Technologies Librarian, Oakland University William Beaumont School of Medicine Library, will present:

"Getting Started With Twitter: So THAT'S what I'm supposed to do with this thing!"

Get signed up, learn the basic concepts, and look at programs and apps that help make Twitter useful.

Boxed lunches from St. Joseph Mercy Hospital's catering service will be available for the cost of \$7.00. Choose between two salad options (Goat Cheese & Strawberry Salad and Grilled Pita Greek Salad) and a sandwich made with your choice of Boars Head meats and cheeses. Pre-ordering and pre-payment are required for the catered lunch. Ordering and payment information may be found on the registration form. Attendees also are welcome to bring their own lunches.

Program:

Patricia Anderson, Emerging Technologies Librarian, Taubman Health Sciences Library, University of Michigan, will present:

"Twitter? But WHY?": Hashtags Beyond the Conference"

Twitter hashtags appear everywhere now for tracking the "backchannel" conversation at major conferences, but they can be used for so much more. From personal and professional productivity, problem solving, marketing, crowdsourcing, reference, and unifying information streams across channels, hashtags are critical contemporary communication tools for librarians to understand, both to support patrons' needs as well as their own.

Registration information may be found at this link:

<http://www.mdmlg.org/March%202014,%202013%20Registration.docx>

and on the MDMLG Meetings webpage: <http://www.mdmlg.org/meeting.htm>

Please register by **Friday, March 8, 2013**. Questions about the meeting may be directed to Diane LeBar at 313-593-8652 or diane.lebar@oakwood.org

Social Media: Socialization + technology

by Jill Turner

Social media ... online sites for social networking. Social media has been described as a merging of socialization and technology; “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010) . The term “social media” is no longer just a buzz word; it appears in the dictionary. Merriam-Webster defines [social media](#) as “forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).” According to Merriam-Webster, the first known use of the phrase occurred sometime in 2004. [Random House](#), however, lists its origin potentially as early as 2000, around the time that mobile devices were becoming common.

Social networking however has been around much longer, as early as the 1970s. Community Memory was the first social networking site. It was developed in 1973 in Berkeley, California and functioned as an electronic bulletin board. The Community Memory network consisted of hardwired terminals located within a few neighborhood organizations, one of which was a record store (remember records?). The developers planned to use the project as an information sharing resource to empower and strengthen the local Berkeley community (Stevens, 2012). Ultimately, participants ended up utilizing Community Memory for more than its originally intended purpose; it became a combination Monster.com, EBay, and Yelp all in one. The project was such a hit with the community that users would stand in line waiting for their opportunity to use the terminal (Colstad & Lipkin, 1975). Funding for Community Memory came from users who paid 25 cents to post a response and a dollar to start a new forum (Schuler, 1994).

Social networking utilizing the internet began in the early to mid-1990's with such online communities as theglobe.com, GeoCities, and Tripod.com. These sites were general in nature and brought people together via chat rooms and personal webpages. [theglobe.com](#) was a chat room for members with similar interests. Tripod.com began as a website for college students that offered advice to students living away from home for the first time. Other Tripod.com services included résumé writing, a discounted goods card, and textbook purchase options (Elliott, 1997). [GeoCities](#), was a website building and hosting service for personal web pages. None of these sites remain in their original manifestations. GeoCities “closed” in the United States in 2009, although it is still available in Japan. theglobe.com exists only as a shell company with no remaining assets or operations; and Tripod.com has become a website building product owned by Lycos.

Forty years later and the shine has not faded from the apple; social networking keeps growing exponentially. People spend more time on social network sites than any other type of website. And, the mobile app is where it's at. [Nielsen's Social Media Report 2012](#) found that users have increased their social app time by 76% since last year. Nielsen lists the top social networking apps ranked by minutes used. Not surprisingly, Facebook garners the top spot. Facebook users reported that they spent 27 billion minutes on the Facebook app during July 2012. That was just time spent on the app alone. The combined total of minutes reported by Facebook users utilizing the app, a PC, or the mobile web was 93.3 billion minutes: that's about 1.6 billion hours! Twitter came in second with a mere 99.4 million hours, followed by sites such as Foursquare, Google+, Pinterest, and Tumblr.

Based on those numbers, it is obvious that today's social media sites have the potential to pack a huge marketing punch. In fact, the Nielsen's Social Media Report 2012 noted that consumers who access social media sites at least once a month do so to hear others' experiences, learn more about brands/products/services, compliment brands, express concerns/complaints about brands/services, and share monetary incentives. My husband and I are big fans of [Yelp](#); it allows users to find and review local businesses. We almost always consult Yelp before we try a new restaurant. I read the bad reviews first. I find the poor reviews more informative than the glowing ones. Not only are they more entertaining, but when I read the bad ones I can decide how important the complaint is to me. If it is something of little importance or an issue that only one person has complained about then it won't stop me from patronizing an

establishment. For example, we are planning a trip to Montreal. During planning, we utilized TripAdvisor.com. Review after review complained about a particular spa, specifically about the rudeness of the receptionist, her inability to hold a previously made reservation, and the complete lack of customer service provided by the establishment. Apparently, poor customer service is the norm for this establishment. Since few things irritate me more than poor customer service, it was nice to be forewarned, so I could avoid the experience.

What would reviewers say about your library if they had the chance to make comments in a public forum? Many libraries have Facebook pages and Twitter feeds. Most seem to use these sites mainly as a way to post information, not as a major avenue to garner feedback. Even if your library does not have its own account, most institutions are connected to social media sites through Facebook and Twitter. (I did a quick review of many of our members' institutions). If used as a feedback tool, these social media sites could offer an opportunity to correct legitimate customer concerns. If there are a slew of complaints regarding a particular issue, then perhaps the library needs to take a closer look at the matter. Or, perhaps these social media sites could be used to solicit ideas for services or changes to the library space or collections. Or just to socialize with customers, to remind them that we are here.

References

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- Elliott, S. (1997, 05/28; 2013/2). Interpublic invests in an internet provider aimed at 'the transition generation' of young adults. *The New York Times*
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Jill Turner
University of Detroit Mercy
School of Dentistry Library
turnerja1@udmercy.edu

Staffing per adjusted occupied bed

by Cathy Eames

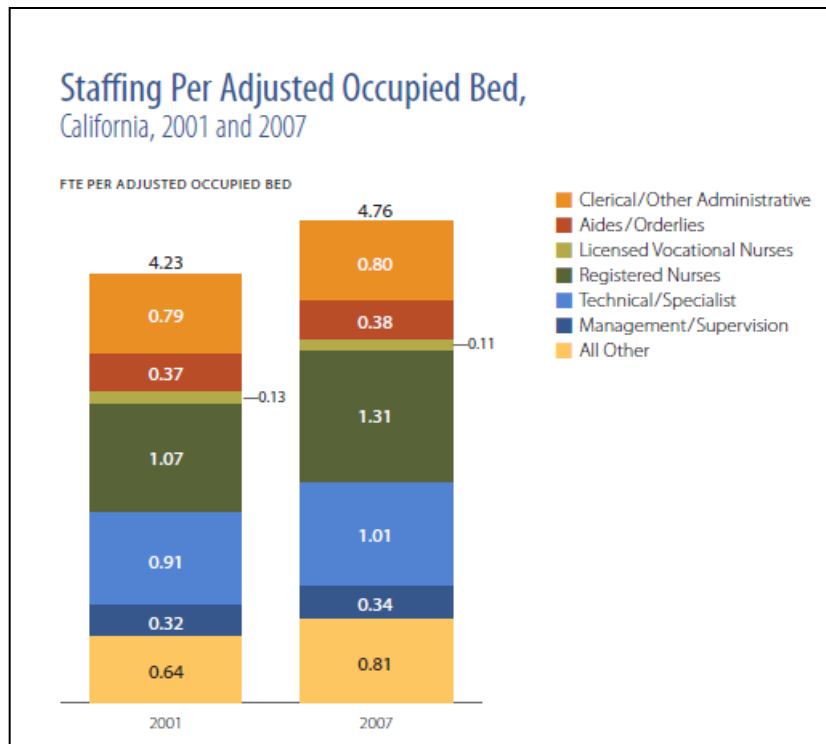
Have you heard of this? It is sometimes called FTEs per occupied bed or FTEs per adjusted occupied bed. This is one of the financial and operating indicators that hospital administrators look at to determine the financial health of their institution. It is a measure of productivity and one of the efficiency indicators for the amount of resources used to provide inpatient services. The following is an example of targets from CMS' Outcome of Care Measures report and are calculated from Medicare data on patients discharged between July 1, 2006 and June 30, 2009. (1)

Full-time equivalent staff per adjusted occupied bed, all hospitals

- 1st Quartile — 3.45 FTE
- 2nd Quartile — 4.37 FTE
- 3rd Quartile — 5.12 FTE
- 4th Quartile — 6.48 FTE

Data can be found that more specifically reflects targets for investor-owned hospitals, not-for profit hospitals, rural critical access hospital, teaching hospitals, per bed hospital bed size, by state and so on.

A graph separated by job categories of FTEs might look something like this from the 2010 California Healthcare Almanac. (2)



Today in healthcare many decisions are based on patient satisfaction surveys and specific quality of care indicators. There is evidence to support that a specific number of nurses per patient provides better patient satisfaction and patient care. It is also a fact that the Affordable Care Act has created uncertainty in reimbursement for healthcare and that over 50% of a hospital's budget goes for FTEs.

How does this affect hospital libraries? It is an important number and one for which libraries have no equivalent data. MLA has standards for medical libraries, but they have no impact because they were developed by medical librarians and not based on evidence. Librarians have written about and tried to provide evidence pertaining to return on investment, benchmarking, time studies, but nothing that really says how many library FTEs are needed per resident, or per physician, or per nurse or per patient, or per adjusted occupied bed. Nothing that relates to directly to patient satisfaction or quality of care. During these hard times we are not talking the language of the healthcare finance.

So what happens when it is decided that nursing FTEs must increase but the overall costs must be decreased because healthcare reimbursement may be less? FTEs per occupied bed is carefully considered. Library staff can be lost in the squeeze.

- (1) <http://www.beckershospitalreview.com/hospital-management-administration/40-hospital-benchmarks.html>
- (2) California Healthcare Almanac, April 2010
<http://www.chcf.org/%7E/media/MEDIA%20LIBRARY%20Files/PDF/C/PDF%20CaliforniaHospitalFactsFigures2010.pdf>

[Cathy Eames](#)

Detroit Medical Center Library Services

I'm Here to Help (Really)

by Courtney Mandarino, MLIS

I'm not sure what it is our patrons think we do all day. Do they imagine us endlessly toiling over mountains of books in need of shelving? Do they think they are pulling us away from some sort of life or death cataloging emergency? Perhaps they think we're simultaneously battling jammed printers, shushing loud patrons, and answering e-mail inquiries about due dates. (To be fair, this last one is sometimes true.)

Whatever the case, I am always shocked by the number of patrons who think we are too embroiled in the Important Library Functions to help them. "It's what I'm here for," I always tell them. Still, they apologize and express their sincerest gratitude that I took the time to explain how they can e-mail their search results. Even when I am busy, dropping my work for ten minutes to help them is not going to ruin my day or otherwise cause a catastrophe.

Recently, I had one such patron. She called requesting help with CINAHL, which she was unfamiliar with. She apologized profusely for "bugging me" and taking up too much of my time. I patiently explained the basics to her over the phone, all the while reassuring her that it was actually my job to help her with our resources. It's not as if she was pulling me away from my "main job", because as a patron she *is* my main job. She was extremely grateful that I took the time to help get her started, and I hung up the phone feeling that I had done a good job in meeting her information needs.

This isn't every patron, I know. There are patrons on the opposite end of the spectrum who think we can devote 100% of our time to their requests and who place repeated and wild demands on us. They want complex searches and obscure articles and they needed them all yesterday. However, these patrons seem to be (thankfully) the minority.

Either case requires patience. While one demanding patron can ruin our day, one particularly gracious patron can make it. Any time one is dealing in a service-oriented business, there can be communication breakdowns, misunderstandings, and the need to reiterate multiple times. It can be tough figuring out what a patron already knows, what he or she has already tried, or even what he or she is really asking for.

Courtney Mandarino
Riecker Memorial Library
St. Joseph Mercy Hospital
MandariC@trinity-health.org



Adventures with Data Analytics

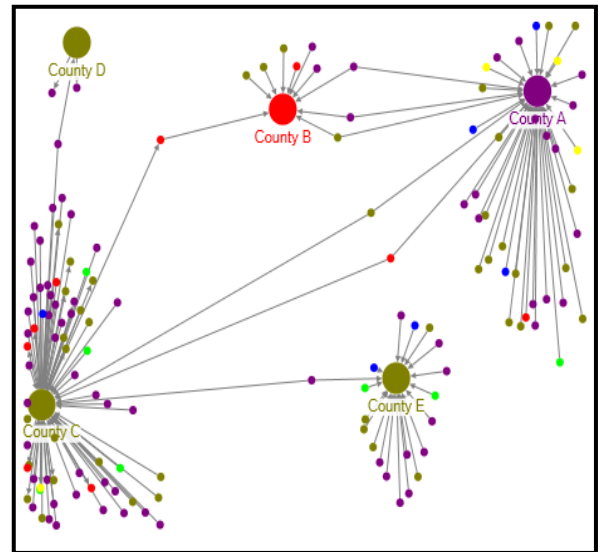
back to school, changing careers

By Laura Bollman

I am getting close to the end of my LIS studies and this semester I am developing skills that take my knowledge from theory into practice. No matter where I may find myself after graduation, the ability to handle technology and analyze data will bode well for me. In a recent assignment, I utilized analytics tools (Excel, an add-on to Excel, and a web crawler) to investigate a topic related to the health sciences. I have to admit that I never imagined myself using a web crawler. Thankfully, I did not have to write the program for a crawler/spider to go out and collect information on the World Wide Web. The Australian National University's Virtual Observatory for the Study of Online Networks Project ([VOSON](#)) provided the service for my class. I entered the URLs of some selected Michigan health department homepages into VOSON. The crawler returned with the URLs on the hyperlinks tied to those homepages (Counties A-E).

The graph is a visualization of the data retrieved by the crawler and was created using the NodeXL add on for Excel. Each dot represents a URL. The blue dots are .edu sites, red are .gov sites, olive are .org, lime are .net, purple are .com and yellow is none of the above. The URLs for each discovered hyperlink are recorded in the Excel spreadsheet used for this analysis. As you can see, only eight links are shared by the health departments and there is not one in common with them all.

My analysis determined that county health departments are highly individualized in determining the resources made available to residents in order to meet local needs. The county with the largest



population does not have the health department with the most hyperlinks. My hypothesis is that public health questions by residents without public transportation and separated by large distances is more efficient with on-line, self-service tools. There is a greater number of links connecting to the health department home pages than health departments linking out to other resources. This may be the result of health departments wanting an uncluttered look to their home pages or a way to limit users from finding an answer on the home page without even examining other pages within the health department site.

This analysis suggests that additional data collection could provide more accurate insight into the county health departments' service delivery network. In the process of collecting the URLs for this study, it was discovered that three of the selected health departments (Counties C, D, and E) had merged with one or more neighboring county health departments. These consolidations may have to do with budgeting limitations or admission that working as a collective is more efficient for providing services to residents. Additional web pages would need to be crawled to determine if the county health departments are providing similar links to their users, such as the CDC and the Michigan Department of Community Health.

There is also the possibility that the health departments with limited hyperlinks on their home page realize that their typical user is not computer savvy or fails to have access to the internet, making the time to maintain website links an unproductive use of employee time.

Laura Bollman

bollman.laura@gmail.com

Job Posting

MidMichigan Health System

Department: Health Science Library

Schedule: Full-time

Shift: Days

Hours: 8:00am - 5:00pm; 40 hours/week

MANAGER, HEALTH SCIENCES LIBRARY SERVICES

Position Summary: The Manager of the MidMichigan Health System's Health Sciences Library is responsible for library client research and technical services, and administrative oversight of the health sciences library at all MidMichigan Health affiliates. This position involves analyzing library clients' needs to determine what information is appropriate and searching for, acquiring and providing the information. The Manager is also responsible for the acquisition, preparation, classification and circulation (including tracking and retrieving overdue books) of library materials so that library clients can easily locate them. Administrative oversight includes the management and planning of the library; negotiating contracts for services, materials and equipment; supervision of library employees; performing public relations and fundraising duties; preparing budgets and direct activities to ensure that the Library functions properly. This position also has an instructional role that includes training library clients to find and evaluate information, and supporting the Michigan State University College of Human Medicine's Critical Appraisal and Analytic Medicine (CAAM) Core Competency course at the Midland Regional Campus and the Midland Family Medicine Residency.

Qualifications:

- Master's Degree in Library Science and a Credentialed member of MLA Academy of Health Information Professionals is required.
- Five (5) years recent experience managing an academic/medical Library preferred.
- Excellent written and verbal communication skills and strong interpersonal skills are required.
- Experience planning, developing and monitoring budgets and operational plans is required.
- Familiarity with health resources in print and electronic format.
- Experience with collection development, cataloging, classification and document delivery systems.
- Knowledge of Information Management Joint Commission standards as well as experience with quality and process improvement initiatives related to information access and delivery.
- Experience in developing cost containment initiatives, grant writing, developing policies and establishing program priorities.

To apply: <http://www.midmichigan.org/careers/JobOpportunities/>

ANNOUNCEMENTS

Calendar of events

March 13

MLA Webcast entitled, "[Partnering to Prevent Diagnostic Error: Librarians on the Inside Track.](#)"

Wayne State University Undergraduate Library

March 17-20

Electronic Resources in Libraries

<http://www.electroniclibrarian.com/>

Austin, TX

April 10 – 13

[ACRL](#)

Indianapolis

May 3 - 8

MLA [Medical Library Association]

<http://www.mlanet.org/am/am2013/>

Boston

June 13

MDMLG Summer Luncheon

Big Rock

June 27 – July 2

[ALA](#) Chicago

Henry Ford Hospital Sladen Library Welcomes New Librarians

Sladen Library is pleased to announce that

Angela Sponer, MLIS and **Stephanie Stebens, MLIS** joined the staff on January 14th.

Angela comes to Henry Ford following experience at Macomb Community College. Angela will serve as Sladen's serial's librarian, provide reference, training and manuscript services.

Stephanie comes to Henry Ford following experience at Baker College. Stephanie will provide reference assistance and lead Sladen's training and manuscript preparation services.

Newsletter Committee 2012 - 2013

| | |
|---------------------|--|
| Marilyn Dow, editor | dowmk@udmercy.edu |
| Laura Bollman | bollman.laura@gmail.com |
| Cathy Eames | ceames@dmc.org |
| Mary Kordyban | mkordyban@detroitpubliclibrary.org |
| Courtney Mandarino | MandariC@trinity-health.org |
| Cathy Phillips | cphillips@ltu.edu |
| Jill Turner | turnerja1@udmercy.edu |

| | |
|--------------|--|
| Valerie Reid | valerie.reid@oakwood.org |
|--------------|--|