MDMLG NEWS

Spring   2014

MDMLG
40 YEARS

www.mdmlg.org

President's Message from Jill Turner

Ahhh spring ... the sounds of the birds singing and the beauty of the trees budding … I wish! I probably say this every year around this time, but this year I *really* mean it … I hate the cold! Michigan is probably not the best state for me to reside in, but as the saying goes, "it is what it is". Since I can't take the cold anymore, I am decamping to Vegas for a long weekend of shows, overeating, and Elvis impersonators. I can't wait! Though I suspect 4 days won't be long enough to dim the memory of the bitter two months we've had to endure. When I return, I will be a bit more refreshed and certainly ready to enjoy all of the professional development coming our way in the next several months. Hopefully by the time the newsletter is published, we really will see some sign that spring is actually on its way.

The Program Committee has done a fabulous job of planning our business meetings this year. The March meeting is going to be exceptional as well, I have no doubt. I am really looking forward to learning how others are embedded in their institutions and courses, so I can bring some fresh ideas back to implement at my institution. The Professional Development committee has been hard at work as well planning not one but two spring CE's. April's PubMed for Trainers class is a much sought after course that MDMLG has been trying to arrange for a while now. This course is worth a whopping 15 continuing education credits! So, kudos to Toni Janik and her team for bringing this outstanding opportunity here to Metro-Detroit. Please check the MDMLG website for all of the details.

Finally, if you have a chance, take a look at the MDMLG History portion of the website. Valerie Reid has done a great job keeping everything up to date. I especially enjoyed perusing the MDMLG Photo Album, checking out the hairstyles and fashions over the years.

I hope to see you at the general business meeting on March 20th.

Jill Turner
MDMLG President
turnerja1@udmercy.edu

Join us for the March General Business Meeting

When: **Thursday, March 20, 2013**   from 11:30am-3:30pm

Program Topic: Embedded Librarianship

Where:
 Farmington Community Library (Auditorium)
 32737 W 12 Mile Rd, Farmington Hills, MI   [Map](#)
 48334
 (248) 553-0300
 PARKING IS FREE!

 Agenda: 11:30am - 12:00 - Sign In
                12:00 - 1:00 - New Members Luncheon
                1:00 - 1:30 - Business Meeting
                1:30 - 1:45 - Break and Refreshments
                1:45 - 3:15 - Embedded Librarianship Program

Program:

A panel of speakers will share their experiences as embedded librarians in a variety of settings, including hospitals,

bench research labs, and academic libraries.

                Panel: Marci Brandenburg, University of Michigan

                Elizabeth Bucciarelli, Eastern Michigan University

                Andrea Rogers-Snyr, Beaumont Health System

New Members Luncheon:

Come and get to know our new members! This months' luncheon celebrates new members with brief presentations

on the history of MDMLG and opportunities for participation. We will be ordering boxed lunches from Quizno's.

Cost: $7 if ordering a boxed lunch (new members* eat FREE!)

PayPal:
http://www.mdmlg.org/paypal-march-meeting-2014.htm

Check:
Make check out to MDMLG and mail to
Evan Sprague
130 Kresge Library
2200 N Squirrel Rd
Rochester, MI 48309

(*New members are those who have joined since July, 2012)

*** PLEASE REGISTER BY MARCH 10 ***

TAUBMAN HEALTH SCIENCES LIBRARY HAS LEFT THE BUILDING – LITERALY
By Nadia Lalla

The Taubman Health Sciences Library at the University of Michigan (U-M) has temporarily relocated to a new home in the Neuroscience Hospital Building (formerly the C. S. Mott Children's Hospital). The Library supports five health sciences professional schools (Medical School, College of Pharmacy, and the Schools of Public Health, Nursing, and Dentistry) as well as the U-M Health System including all hospitals, clinics, and satellite locations. It has 35 staff including informationists, paraprofessionals, administrative support, and interns from U-M School of Information.

What prompted the move? In April 2012, the U-M Board of Regents approved an 18-month, $55 million renovation project which will transform the Library building into a health sciences education hub to support in-person, collaborative, active learning. While the building consists of five floors, the Library occupied the upper three floors from 1980 until December 2013. When the Library moves back into the building in mid-2015, its footprint will be significantly smaller (i.e, a single floor). Our new space will include a conference room with the latest technologies, an audiovisual studio for in-house production of instructional videos and other enabling technologies, and a formal exhibit area. The other floors will support an expanded clinical simulation suite, more group study rooms, and flexible classroom spaces. Many of the building's occupants are also looking forward to the coffee shop that will be located just outside of the library.

In anticipation of the formal construction activities which started in January 2014, the Library moved more than 450,000 print volumes last spring to an off-campus storage location. Access to these print materials is provided on-request using paging and delivery systems. Most of the print volumes are low- or no-use items. Course Reserves materials were relocated to central campus for convenience. This solution worked for us because Taubman's primary clientele overwhelmingly use and prefer the Library's digital collections.

In December, the staff was relocated to their new temporary home: former patient rooms complete with oxygen buttons, shared bathrooms, and that unique hospital smell. We'll be here for 18 months. It's the first time that the entire staff is located on a single floor. We like the windows (!!!) and the larger space, but we are also very excited about our renovation.

If you'd like more information, you can read about the renovation activities on our blog:
http://thlibrary.wordpress.com/category/building-renovation/

Or watch our videos:

- o "The Last Book" starring Taubman Library Director Jane Blumenthal and then Library Dean, Paul Courant http://www.youtube.com/watch?v=BvvbOhhGbf4
- o
- o "How to Move 457,000 Volumes in 50 Days" http://www.youtube.com/watch?v=yesMrCm1DIU

Nadia J. Lalla, MLIS
Taubman Health Sciences Library
The University of Michigan
nadiamar@umich.edu

CONSUMER HEALTH SEARCH AND THOUGHTS
by Laura Bollman

A few months back I was coping with exhaustion beyond my normal tiredness from work, family, holiday obligations, and getting older. I described the feeling to my M.D. as if I had mono again. So blood was drawn for testing. Turns out I am not active with mono and the exhaustion is abating without intervention. However, while waiting for the results, I was on the internet checking out chronic mono and the Epstein Barr Virus (EBV). My discoveries were a bit disturbing. I have new respect for medical professionals as they work with their patients and their discoveries on the Web. My observation examines the delicacy of working with individuals seeking consumer health information.

I've noticed easier access to consumer health information and how smart phones have increased individuals' confidence on the internet. Access to health information in everyday language is encouraged but I fear how easy it is to persuade a nervous patient that there is more bad than good going on with their health. As a Medicaid worker, I was witness to the effects of how too much information and hearsay can quickly change the health mindset of individuals. This holds true for individuals with and without high school diplomas; young, middle aged, and the aged.

In an article by Stephanie C. Ardito, I was introduced to the term "cyberchondriac"[1] . Ms. Ardito references a study where respondents admitted that discoveries on the Web led them to research more serious conditions. My own search led me to items connecting EBV to MS (http://www.webmd.com/multiple-sclerosis/news/20090504/epstein-barr-virus-linked-to-ms) and EBV to multiple cancers (http://www.medicinenet.com/script/main/art.asp?articlekey=89105). WebMD is a publically traded for profit company that has come under scrutiny for using advertising that is not prominently identified as such, although the policy may recently have been revised. Medicinenet is owned by WebMD. Perhaps these medical situations were somewhere on my doctor's mental checklist but these possibilities were not communicated to me. However, I have no difficulty seeing where many health seekers would panic and believe the worst possible conditions without evaluating why the more severe condition does not apply to them.

When working with individuals seeking consumer health information, it is common to instruct our users on how to best evaluate websites for reliability and accuracy. Both of the sites I mention above contain the HONcode logo, although that designaton has come under question[2]. In my case, the information obtained may be accurate but it was not relevant to my health situation. I was able to see that I was going down an information highway I did not need to be on. The difficulty of being a librarian in this situation is that the seeker must come to this conclusion on their own, with persuasion. Perhaps, tact can be applied to redirect the search back to seeker's original symptoms and pending diagnosis.

As a Medicaid worker I would alleviate this nervousness by asking if there were additional medical records available from their doctor to support their new suspicion, so I could send them off to the medical team for evaluation.   This technique served me well by showing support in their claim and it redirected their concern back to their medical provider. As a librarian, all I can do is ask them to present their findings to their medical provider. Those conversations cannot be easy for the medical staff nor easy for the patient to hear.

Laura Bollman, MLIS
bollman.laura@gmail.com

---

[1] Ardito, S. C. (2013, July-August). Seeking consumer health information on the Internet. *Online Searcher*, *37*(4), 45.
[2] Laversin S, Baujard V, Gaudinat A, Simonet MA, Boyer C. (Laversin S, 2011). Stud Health Technol Inform. 2011;169:654-8.

Trial and Error: Organizing Our E-book Collection
by Courtney Mandarino

E-books: love them or loathe them, over the last several years they have become an increasingly important part of the collection. Here at St. Joseph Mercy Ann Arbor, where our one library is serving multiple campuses and otherwise off-site health professionals, our virtual resources are the crux of what we offer our patrons. Problematically, searching and locating our e-books, which are contained in several separate collections, was becoming an issue.

Our staff intranet isn't exactly the pinnacle of web design, and the Library Services page, at first glance, appears to be just a huge list of links: links to databases, point of care resources, the catalog, etc. Although we have them organized with different headings, it can still be difficult to figure out where to start.

We are now in the midst of creating E-book Libguide 2.0 (so to speak) which will be organized by subject.

Currently, we have neither the time nor the inclination to catalog the multitude of e-books we have access to and it has led to a bit of a mess. While patrons can get many results searching the catalog or A to Z, some of our packages have not yet been incorporated. We have links to different e-book collections, but unless the patron knows where, specifically, a book is held, this is not be particularly useful.

So it was LibGuides to the rescue. Because our e-book collection was still relatively small, I created an alphabetical list of e-books we have access to utilizing the "Books from the Catalog" multimedia box. Using this function, we could simply copy and paste the ISBN and persistent link and call it a day. After doing this a couple hundred times, we had a list of e-books that were much easier to browse and access. Still an imperfect system, I admit, but at least we were able to have e-books from different collections represented in an easy to use format. It also gave us a single place to send patrons for e-books, provided they at least knew the title. Still, LibGuides are not meant to be a substitute for a catalog, and searching across different pages can be a challenge.

Initially, simply organizing the e-books by title made sense. When someone asked for a book we could search just two places—the catalog, and if that failed, we could double check the e-book LibGuide. However, the organized-by-title system was still cumbersome to many patrons, since books of all categories were lumped together just because they happened to have titles beginning with the letter "T". Complicating matters further, our e-book collection has continued to grow by leaps and bounds since it is, for now, the best way to get resources to patrons who aren't physically here in the library.

We are now in the midst of creating E-book Libguide 2.0 (so to speak) which will be organized by subject. Over time, we hope that patrons will find this a simpler way to browse our e-book holdings and prevent them from having to wade through too many irrelevant titles. Adding to this new LibGuide a handful of titles at a time is quick and easy. By starting with the titles that are most relevant to our collection first, we can keep it from getting too cluttered with obscure material and, with any luck, will make it a little easier on our patrons.

In an ideal world, we would have the time to simply add these huge e-book collections to the catalog. At larger organizations, that have the staffing for such projects, there would be no question of doing it any other way. At a two person library that serves a large number of patrons, cataloging tends to be lower on the list of priorities. For now, having an easy-to-edit platform for our hundreds of e-books is an acceptable workaround, but as our e-book collection continues to expand we hope to find a more seamless way to integrate our resources

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

● ● ● ● ● ● ●

FACULTY IN-SERVICE AS A LIBRARY OPORTUNITY
by Marilyn Dow

My colleagues Jill Turner and Karl Ericson and I recently conducted and in-service for faculty at the University of Detroit Mercy School of Dentistry on copyright as it applies to educators. This presentation was done each morning for a week and we reached about 30 people in those five sessions. The usual topics were covered: intent of copright, fair use, the TEACH Act, Creative Commons. We reminded them not to make 120 copies of a journal article and hand it out to an entire class. Issuing the disclaimer that we're not attorneys we directed them to sources of reliable information.

What was noteworthy was the interest in the topic and the questions that came up, many of the "can I do this…? " variety. Since the answer is often "it depends", the need for further guidance is apparent. Several attendees expressed the desire to do the right thing and confusion as to what that is. At each session someone remarked on the need for further training in this area.

Copyright is clearly something that isn't clear to many; how often have we seen extended threads on the medlib-l list covering familiar ground? While we want faculty to see the Library as a source of information and assistance, copyright is an area where technical expertise is needed. We're planning to work with faculty and staff development to include this in those future sessions. Our in-service started a converation and made faculty aware of what they needed to know and of what they didn't. We'd like to be the answer to all patron's questions, but encouraging them to want to learn more is an important goal.

Marilyn Dow, MLIS
University of Detroit Mercy
School of Dentisty Library
dowmk@udmercy.edu

ANNOUNCEMENTS

Upcoming Events

April 7-9, 2014
Computers in Libraries [CIL]
Washington, D.C.

April 16, 2014, 9:30am-3:00pm
Shiffman Medical Library Outreach presents a
Community Conversations on Health Program:
Conversations for Caregivers
Charles H. Wright Museum of African American History
Visit Shiffman Library Outreach website for program
updates and registration info:
http://guides.lib.wayne.edu/shiffmanoutreach

May 16-21, 2014
Medical Library Association Conference
Chicago, IL

June 9 – 12, 2014
SLA 2013 Annual Conference
San Diego, CA

June 19, 2014
MDMLG Summer Luncheon
Meadowbrook Hall, Rochester, MI

June 26 – July 1, 2014
ALA National Conference & Exhibition
Las Vegas, NV

News about colleagues

Karen Tubolino retired from the John D. Dingell VA Medical Center on January 30, 2014. Karen left Providence Hospital in the early 1990's to become library director at the VA. During her tenure as director, Karen was very active in DALNET and in MDMLG. In more recent years, she worked as the Associate Chief for Education, responsible for not only staff education but also facilitating clinical experiences for educational programs associated with the VA. Karen will remain in the area but will now have more time to spend in their second home near Traverse City.

Sandra Studebaker recently spoke on the Studebaker automotive family of South Bend, Indiana (in business from 1852 to 1966) at a joint meeting of two Michigan-based chapters of the Studebaker Drivers Club on January 11th at Champps Restaurant in Troy.

Check it out on YouTube: http://youtu.be/SDadzyc5-7g

Many long-term members will remember **Naim Sahyoun** who served as director of the Medical Library of Pontiac General Hospital, later renamed North Oakland Medical Center. Naim passed on March 2, 2014. He retired from Pontiac General in 2007 and was working part-time at the Kresge Library at Oakland University, where he was beloved by students, faculty and staff.

Newsletter Committee 2013 - 2014

Marilyn Dow, editor	dowmk@udmercy.edu
Laura Bollman	bollman.laura@gmail.com
Karl Ericson	ericsoka@udmercy.edu
Mary Kordyban	mkordyban@detroitpubliclibrary.org
Courtney Mandarino	MandariC@trinity-health.org
Valerie Reid	valerie.reid@oakwood.org