



MDMLG NEWS

Volume 32

Issue 2

December 2005

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## PRESIDENT'S CORNER

The membership of MDMLG, in their wisdom mandated a token of gratitude to each and every person holding the position of President; that is a fully paid registration to the MHSLA conference held each year.

It was my pleasure to attend the MHSLA state conference held at Crystal Mountain from September 21<sup>st</sup> to 23<sup>rd</sup>. The state conference is always a professional and personal sabbatical for all who attend. It is a reunion of friends and colleagues who share your pain of budget and time constraints, clueless administrators, collection development, and electronic resources.

Wednesday held the three CE choices and some attend only this day. Those who stayed had a barbeque dinner on the top of Crystal Mountain complete with linen tablecloths. We didn't climb; we rode up in the ski lift and no one broke her leg. Entertainment was provided by a raptor rescue group called 'Wings of Wonder'. The handler provided a display of three live raptors, a screech owl, a barred owl, and a kestrel (the smallest hawk). Her seminar was lively and informative since we got to see the birds so closely. With the backdrop of the spectacular sunset, we descended the mountain to retire to bed (or bar, depending on your focus!!)

Thursday brought the Keynote Speaker, Jean Chabut from the Michigan Department of Community Health, the business meeting, and concurrent sessions. More and more food for thought, literally and figuratively!

Thursday brought the special event that is always a surprise and eagerly awaited by the conference attendees. Ushered onto a luxury motor coach, we toured the Sleeping Bear Dunes National Lakeshore for spectacular dune and lake views, then to a fine dinner at the Brookside Inn, which had such fine food in the middle of nowhere!

We then stopped at the late artist Gwen Frostic's print gallery for a tour of the print shop and the store. Her works were delicate, calming, and so Michigan!

Friday brought the closing keynote address by Vince Cornellier, a clinical psychologist from Munson Healthcare. If anything, he made us realize that we are important players in any information game.

One more cup of coffee and we are back on the road to reality; refreshed and ready to charge up for another Monday. Next year, Lansing hosts, and we then move on to Bay City hosting in 2007. Each MHSLA state conference is well worth your time.

Sincerely,

[Diana Balint](#)

President, MDMLG

## Let's Get Visible: Marketing the Medical Library

At one point or another, almost all librarians are confronted with the fragile state of their professional existence. In the age of Google, PubMed, and the seemingly one-stop searching provided by popular databases like UpToDate, who needs a librarian, right? This argument is brought up again and again in the professional literature as well as the popular press, and I don't intend to re-hash it here. As librarians we know the thoughtful consideration and research it takes to build great, useful collections. We know that there are better ways to perform thorough literature searches without looking through 12,000 PubMed citations. The problem is, if no one else in your institution knows this, they won't know the true value of the library or the librarian.

Marketing has evolved from a skill into a survival tactic. Many hospitals operate under extreme budget constraints where under-utilized services are considered dispensable. There has never been a better time for libraries to promote the invaluable benefits they can bring to fulfilling the information needs of doctors, nurses, administration, and patients. Below are a few tips on how medical libraries can increase visibility within their institution and promote their services.

- Create attractive bookmarks or other brief pick-up-and-go information sheets. Prominently display the library's location, phone number, and web address (if applicable). If space permits, include a brief explanation of services. If your budget does not allow for a professional print job, wonders can be worked with a word processing program, a printer, and colored cardstock.
- Create a library newsletter in electronic or print format, maybe even both. Use the newsletter to announce new acquisitions, give search tips, or profile a recently published doctor or nurse. Health care is at the forefront

of technology and our patrons are very tech-savvy. Use a modern design to show your users that the library is also sleek, current, and innovative. Look at the colors, fonts, and layouts used in popular databases to get inspiration.

- Have a raffle. Ask vendors if they would be willing to donate a book or personal subscription to a popular database. Raffle off a chance to win and get people through the door to enter. Use the visit as a chance to tell them about the library's new e-journals.
- Utilize free "banner" capabilities available within subscribed resources. For example, create a custom PubMed LinkOut icon, or place your library's name on Science Direct and Highwire journal pages. Remind users that even though the resources are available to them through the Internet, the library is maintaining and often paying for them.
- Create customized WebPages for specific groups within your hospital such as nurses, neurosurgeons, or pharmacists. List links to resources that may be of particular interest to them. Not only will users appreciate the personal touch, the library will be seen as user-friendly.
- Get out of the library. Well, at least for short periods of time. Meet with department heads or join a committee within your institution. Get to know your user's needs first hand and offer to provide on-site training sessions. Show institution leaders that the library is flexible and active.

Even the smallest library can benefit from putting a few of these tips into action. It's not always about spending money, it's about reaching out to more people and promoting the wonderful services you can provide.

Check out these articles for additional information on library marketing:

Bridges, J. (2005). Marketing the hospital library. *Medical Reference Services Quarterly*, 24(3), 81-92.

Kendall, S. & Massarella, S. (2001). Prescription for successful marketing. *Computers in Libraries*, 21(8), 28-32. Full-text available via InfoTrac.

Seiss, J. (2004). Marketing without much money. *Information Outlook*, 8(10), 28-31. Full-text available via InfoTrac.

Wakeman, M. (2004). Marketing and health libraries. *Health Information and Libraries Journal*, 21, 237-244.

Has a marketing strategy used in your library produced stellar results? Would you like to share it with other members? If so, email your tips to [jkzemi1@sladen.hfhs.org](mailto:jkzemi1@sladen.hfhs.org). Submissions will appear in a future newsletter issue.

[JoAnn Krzeminski](#), Senior Information Resource Specialist, Sladen Library, Henry Ford Hospital

## 2006 National Commission on Library and Information Science Health Awards for Libraries

The goal of the NCLIS Health Awards program is to help solve a critical national problem by tapping into the creativity of the nation's 120,000 libraries. The U.S currently spends one dollar in seven on health care or more than \$1.7 trillion a year, and these already-high health care costs are rising at an unsustainable pace.

Because of their broad reach, libraries are uniquely equipped to disseminate information about health promotion and to encourage healthy lifestyles. The 2006 NCLIS Health Awards for Libraries celebrates the role of libraries in community-based health promotion and recognizes the unique contributions libraries can make because of their large information resources and their diverse customer base.

All U.S. libraries are eligible for consideration. All types and all sizes of libraries are encouraged to apply. The deadline for submitting your entry is January 31, 2006. The awards will be given out a ceremony in Washington, D.C. in May of 2006.

There will be one winner from each of the 50 states, plus the Virgin Islands and the District of Columbia. The State Librarian for each state or territory, with the help of a panel of state judges, will select his or her state or territory winner. The 52 winners will each receive a plaque and a small stipend to help fund a local celebration.

Ten libraries will then be selected from the 52 state awards recipients. Commissioners of the U.S. National Commission on Libraries and Information Science plus a representative from the American Academy of Family Physicians will select the ten winners at this level. Each of the top 10 will receive a \$1,000 award.

Grand Prize Award\*The Grand Prize Award winner will be selected from the top ten by a panel of judges, including former Health and Human Services Secretary Louis Sullivan, former Health Education and Welfare Secretary Joseph Califano, and American Medical Association President Edward Hill. The Grand Prize Award winner will receive \$20,000 at a national awards ceremony in Washington, D.C.

Munson Healthcare's Department of Library Services was the recipient of the NCLIS Award for the State of Michigan in 2004.

More information can be found at <http://www.nclis.gov/default.htm>

Submitted by  
[Barbara Platts](#), Librarian, Munson Healthcare

## CAMP MHSLA: REFLECTIONS OF THE 2005 MHSLA CONFERENCE

The Michigan Health Sciences Libraries Association (MHSLA) hosted their September 21-23 Fall Conference in the midst of rustic beauty at the Crystal Mountain Resort in Thompsonville, Michigan. The conference theme of *Camp MHSLA E-Ventures in Learning* highlighted the importance of electronic “fitness” for modern medical libraries. The air was crisp and the temperature warmer than anticipated for that time of year. The facilities, setting, and program were all excellent and those who planned the conference did an outstanding job. The first evening we rode the ski lift to the top of Crystal Mountain for dinner and attended a wonderful raptor education program by Rebecca Lessard, director of Wings of Wonder. On the second evening, we traveled to Sleeping Bear Dunes National Lakeshore and toured the Pierce Stocking Scenic Drive. We were fortunate that the weather cleared in time to take in the fabulous views of the dunes and Lake Michigan.



The opening keynote address, presented by Jean Chabut, Chief Administrative Officer of the Michigan Department of Community Health, discussed the major health issues facing Michigan residents, and how the Michigan Department of Community Health is addressing these issues. She outlined the historical accomplishments of public health programs and shared some of the current issues in this field, including disaster recovery and the department’s participation in the current Hurricane Katrina recovery efforts.

The conference provided an excellent opportunity to gain new knowledge and new perspectives. Three continuing education (CE) opportunities were offered. Dr. Marilu Goodyear, from the University of Kansas, taught a 4 credit hour course on *Copyright and Electronic Licensing Issues*. The CE course *Teaching Evidence-Based Healthcare Resources* Jan Glover, MLS, AHIP, from Yale University, was a 4 credit hour session that provided numerous resources for teaching EBM courses as well as insight into how to design classes for different audiences. And the third course taught by Stephan Abram, from Dysart & Jones Associates in Toronto, Ontario, made a 6 credit hour presentation on *Recreating Services with New Technologies: Service Strategies for the Millennium*.

As we wait our turns to take the ski lift up Crystal Mountain for dinner, minds are still reverberating from the many thoughts and challenges, a call to action if you will that

Steven Abram offered in the CE Course *Recreating Services with New Technologies: Services Strategies for the New Millennium*. Abram offered the charge to look at technology as an enabler, offering greater opportunities for access to information, partnering and knowledge sharing. The key focus is the client and how libraries must *re-create* and *re-view* their purpose to focus on client needs and with that match the technology which best meets the clients' needs and expectations. All the CE instructors were top-notch, but perhaps Abram, identified by *Library Journal* as "one of the key people influencing the future of libraries and librarianship," most keenly addressed today's overall technical state of affairs. In an entertaining, and almost manic style, he not only gave an update on the latest technological systems and devices but he emphasized the inevitable need to embrace what is. For instance, in describing how corporations are now integrating instant messaging into their business culture simply because their younger employees are using it anyway, he drove the point home by saying, "Look, the baby boomers didn't give up TV when they grew up."

Tammy Mays Health Coordinator at the National Network of Libraries of Medicine of the Greater Midwest Region (GMR) in Chicago, Illinois, presented a GMR update, where she provided information on new programs and services coming from GMR as well as the latest news from the National Library of Medicine.

To soothe any MHSLA soul who may have been overwhelmed by three days of cutting edge library technological and constant activity, Vince Cornellier, Ph.D., gave the closing keynote address. Cornellier, a psychologist serving the Munson Medical Spine and Nerve Pain Treatment Center in Traverse City, claims to have very little technical expertise. With heart and humor he presented *Information as Energy – From Dewey Decimal to Quantum: Is the Librarian the Motherboard?* He talked about the nature of explicit and tacit knowledge, and the qualities of imagination and intelligence. He presented a picture of medical librarians as professionals who embody and balance all of these important strengths, and described how the input from such librarians has benefited his practice and professional growth. His conclusion, accompanied by the rousing fanfare symphony from *2001: A Space Odyssey* and visual clips from the famous film depicting monkeys both attracted and terrified by the mysterious obelisk, was both comical and touching.

There were also opportunities at the conference for attendees to highlight their own work. Three attendees were selected to present contributed papers; Janice Heather of Keweenaw Medical Center spoke about *How Evidence-Based Medicine Information can Influence Patient Safety*, Arlene Weismantel of Michigan State University spoke about *What Makes a Librarian Successful at Work?*, and Linda Draper, MSLS, and Annette Healy, MLIS, Ph.D., from the Wayne State University Shiffman Medical Library, introduced the project, *Michigan Go Local: Bringing Health Service Information to Michigan Residents* which has been sponsored by the National Library of Medicine to help consumers find local health resources in their state of residence. In addition, a number of attendees presented posters on topics ranging from *Digitizing Hospital Archives* to *The Library as Publisher*. The poster sessions provided an excellent opportunity for both presenters and attendees to meet and talk about their work.

Medical library and information professionals offered several non-credit sessions. Among them was Leslie Burke, MLS, from EBSCO Information Services, who spoke on *Tools & Tips for Implementation in the Hospital Setting*. Craig Mulder, Executive Director of Learning Resources & Technologies at Northwestern Michigan College talked about *Innovations in Personal Information Management*. (Did you know you could search your own personal information for free with Google Desktop?)

At the annual General Business Meeting, activity reports were given by each of the MSHLA regional groups. Chris Allen, Community Health Librarian from Munson Healthcare in Traverse City, Michigan, received the MSHLA 2005 Librarian of the Year Award.

Interspersed with business, learning, and networking, lavish attention was paid to keeping conference participants well fed and entertained. Breakfast, lunch, dinner, and snack breaks were provided each day. Although it was too early in the season to ski, MSHLA members rode the chair lift to a mountaintop-catered dinner surrounded by breath-taking scenery. As a special event, the group was bussed to Sleeping Bear Dunes National Lakeshore where participants were able to view Lake Michigan from lookout points on the trail that crests the 450-foot high dunes.



As the ski lift took us up to the top of Crystal Mountain, off to the west the sun was a fiery ball of reds, yellows and oranges, and the fall colors were beginning to dot the breathtaking landscape and for a brief moment we tried to capture and hold on to the beauty that surrounds us because by the end of the MSHLA conference, it was clearer than ever that librarians are responsible for being leaders in information's technological evolution. If any of us at times feel that we are barely stumbling a few steps ahead of the masses of library users we serve, we would do well to remember that we naturally share the human condition of being awed by the new. We should also remember not to take this role too seriously. Humanity and laughter are part of electronic fitness.



Article compiled by Juliet Mullenmeister. Thanks to contributions from:

- Patricia Vinson, [pvinson@dmc.org](mailto:pvinson@dmc.org), Michigan Orthopaedic Specialty Hospital
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## NEWS AND ANNOUNCEMENTS

### NEXT MDMLG GENERAL MEMBERSHIP MEETING

DATE: Thursday, December 8, 2005

PLACE: Providence Hospital, Southfield, Professional Medical Building, Room 8E

TOPIC: Bulletproofing Your Medical Library

TIME: 12:30-1:00 pm - Registration

1:00-1:45 pm - Business Meeting

1:45-2:15 pm - Break and Dessert Refreshments

2:15-4:00 pm - Program

Map: <http://www.realmedicine.org/Documents/Providence%20map%205-05.pdf>



Parking is free in the Student and Visitor Lot. The South Lot is paid parking. There is also valet parking at the Medical Building Entrance.

Topic: Panel Discussion on Saving Your Library

Four librarians, each representing a different type of medical library, will discuss issues facing their institutions and / or library types and things they have done or could do to make their libraries indispensable to their institutions.

Speakers:

Carole Gilbert - Providence Hospital & Medical Centers

Diana Balint - Oakwood Southshore Hospital

Karen Tubolino - VA Hospital

TBD (I have one speaker I have yet to confirm)

The new 2005 MDMLG directory is now available on the "members only" portion of the MDMLG website at: <http://mdmlg.org/members/directory.htm>. If we have received your payment for the 2005 membership year, but don't find your name in the directory, please contact me at 810-606-5261. If you still need to renew, there is a form available on the website, <http://mdmlg.org/2005-2006-membership-form.pdf>, or contact Doris Blauet, MDMLG Membership Services at 810.606.5261.

Janet Zimmerman, formerly from Bon Secours-Cottage Hospitals, is now the new Director of Library Information Services at William Beaumont Hospitals.

Botsford General Hospital welcomes Jill Turner to their library staff. Jill's position is part-time medical librarian. Jill will finish her masters in library and information science from Wayne State University in December of this year.

This is an FYI and reminder. I was kindly corrected about the misuse of an acronym in the last issue regarding the Midwest Conference in Fargo. MC/MLA is the designation for the Midcontinental Chapter, not Midwest. It is true that the 2 chapters used to use the same initialism; however, Midwest changed its name at least 10 years ago. The Midwest Chapter designation is Midwest/MLA.

We can congratulate Nandita Mani, Wayne State University, Shiffman Medical Library and MDMLG Newsletter contributor about her new addition. She says (regarding the deadline for submission of her prior article for the newsletter), "It was a good thing that I sent you the article when I did since my little girl arrived 2 weeks early!" Little Maya was born on August 19th and is doing just fine. Goes to show you how we can all have our own schedules, but there are certain things that are definitely out of our control!!

**Newsletter Committee 2005-2006**

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