

THE

PITTSBURGH PULSE



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NEWSLETTER OF THE PITTSBURGH REGIONAL CHAPTER, MEDICAL LIBRARY ASSOCIATION, INC.

From the Chair...

It's not New Year's Day, but please indulge me in a little looking back and looking to the future in my last column as Chapter Chair. I'm happy to report that the Chapter is doing very well. Chapter events have been well-attended, we're in good financial and organizational shape, and membership renewals were strong this year. The success of the year is largely due to an active, supportive, and enthusiastic board. For every need, there was a board member who stepped forward, took on the job, and did it well. Thank you, you've made my year as Chair a breeze.

During this year our chapter:

- Participated in 2 MLA teleconferences,
- Sponsored a half day workshop on Information Ethics,
- Participated in the Quintessential Conference in Philadelphia,
- Published 4 issues of the Pulse,
- Held steady in membership, and picked up some new and returning members,
and everyone's favorite:
- Revised the Bylaws and the Policies and Procedures Manual!

Most recently, at the Expert Searching teleconference March 10, there were 40 participants. We invited SIS students and librarians from other library organizations. It was gratifying to see law librarians, library students, and medical librarians who aren't chapter members in the crowd.

Looking ahead, we can anticipate the same high level of programming quality and member participation for chapter events in the coming year. We've streamlined our organization structure. You can be sure if you are asked to participate in a chapter committee that the function of the committee is vital, and that your volunteer time will be well spent.

As Chris Dietrick begins her year as Chair, everything is in place for another good year. Please join me in extending the same whole-hearted support to her that I have enjoyed from all of you in my term.

**Barbara Folb, Chair
Pittsburgh Chapter, MLA**

NLM Holdings Free Online, Jobs Outsourced By David Nolfi, Duquesne University

If you have been following the blogs and listservs, you are no doubt aware that Vice President Dick Cheney and HHS Secretary Tommy Thompson announced plans to digitize all NLM holdings and make them freely available on the Internet starting in 2005. Additionally, they plan to negotiate with publishers to provide healthcare professionals free online access to all journals indexed in PubMed.

In order to offset the costs of this sweeping project the administration will outsource all NLM librarian positions to Infosys Technologies located in Bangalore, India. Secretary Thompson explained, "Although some will see this move as a setback for a small number of librarians, we see it as a real positive for healthcare. Low labor costs in Bangalore will allow us to contract the services of a very large number of highly trained librarians. They will provide free reference service and mediated searching for all U.S. physicians via voice-over-IP, chat, and e-mail."

"Our hope is that providing this information free of charge will enable medical schools, hospitals, and universities to save money spent on costly subscriptions and skyrocketing librarians' salaries," added Cheney. "In conclusion, I would like to say to all medical librarians, have a great spring and...Happy April Fools Day!!!"

The views and opinions expressed here do not necessarily represent those of Duquesne University or the Gumberg Library.

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TechLine: If There Weren't Any Users, There Wouldn't Be Any Problems...

By David Brennan, Barbour Library, Pittsburgh Theological Seminary

In recent columns, we've discussed problems endemic to computing in the current environment but we have excluded the most dangerous one – the computer user. Like driving, it is often the “nut behind the wheel” who causes the most trouble.

Take a recent example – I received an e-mail from someone I know that was an “alert” to the dangers of aspartame/NutraSweet. It was full of grammatical errors, spurious claims, and dire warnings, but the sender forwarded it to many of her friends without a second thought. A few minutes searching disproved the claims and pointed directly to a site refuting the exact message, which had been circulating for years
<www.urbanlegends.com/ulz/nutrasweet.html>.

Forwarding junk mail is just the tip of the iceberg. The net can lead astray otherwise savvy people. The prime example is the pop-up window that purports to have found a “serious” problem with your computer and exhorts you to “click here” to download a “patch.” How many of those windows have contributed to the problems on your computer or public computers?

By the same token, we've all seen news stories about “identity theft,” which can range from the absurdly simple (the pages we've all found in the photocopier with personal information) to the fiendishly clever (e-mails from “Paypal” that include a link to a site that looks exactly like the real Paypal but which trick you into responding with your own information).



In case this sounds vaguely familiar, it should. All of these things are modern variations on old phone

scams or junk mail come-ons:

<www.post-gazette.com/pg/04049/274498.stm>.

All of the tools that I've mentioned in prior columns to solve these problems are useless against the user that believes everything he sees on the screen or is careless (one might even say clueless) about protecting his personal information. In fact all of these scams, whether low or high tech still exist because there are sufficient numbers of people who buy into them.



So what can we do?

First and foremost, as librarians, we need to take care that we do not fall into these traps ourselves. For the most part we don't. We are trained to evaluate sources and double-check our research. Becoming more technically skilled also helps to mitigate these problems, but we can't expect every staff person to know every possible pitfall. We can and should expect all staff to be minimally astute and not blindly click on every pop-up. Nor should they respond to e-mails asking for personal data without going directly to the website in question to check on the validity of the request.

Secondly, we need to apply these skills not only to the direct service we provide (i.e. checking sources for a search), but also to the more general way we educate users. When developing BI sessions, be sure to include tips for dealing with these issues. IT may also incorporate these tips in their material, but this is definitely a case where you cannot say the same thing too many times.

Thirdly, in the specific case of forwarded junk e-mails, take a few minutes to verify or disprove the claims and respond to the senders (nicely, of course) – it may help them to avoid trouble.

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Changing Lanes: Heidi Marshall

By Marcy Brown, Forbes Regional Hospital



Heidi Marshall

An outsider to health sciences librarianship might review the body of our professional literature and walk away thinking – correctly, in my opinion – that we share much with our colleagues in the field of continuing medical education (CME). The degree of relationship varies according to circumstance and setting, but for many hospital-based medical librarians, affiliation with the CME process is sometimes unavoidable. The literature has examples of hospital librarians who serve on CME committees, maintain accreditation documentation, or oversee lecture programs. Academic librarians manage collections of enduring materials or assist faculty in their development. And many health science librarians who maintain websites collect and annotate links to sources of online CME. For the majority of us, CME is one of those tangential things we think about only on an as-needed basis. For Heidi Marshall, continuing medical education is an integral part of her work as a medical librarian.

Heidi has worked at the Washington Hospital for eleven years. Her position is billed as “Health Sciences Librarian/CME Coordinator,” and has been so since 1977. She had previous experience in hospital libraries, having spent two years at Ohio Valley General and two at Monsour Medical Center. But when asked how much CME experience she acquired over those four years, Heidi stated, “absolutely none!” After moving to her current position from the School of Nursing in 1995, she was assigned a CME educator to teach her the basics of continuing medical education. She joined the Pennsylvania Medical Society (PMS), attended the annual meeting, and also went to a national conference to learn about various aspects of CME administration. Once up to speed, Heidi began to split her time evenly as required by the position. She now spends twenty hours per week managing the two libraries, and twenty hours on CME affairs.

Perhaps the most challenging aspect of Heidi’s CME work is the accreditation process itself. On a national scale, institutions are given the authority to provide AMA Category 1 CME by the Accreditation Council for Continuing Medical Education (ACCME). Chicago-based ACCME outlines specific elements that contribute to effective continuing medical education, called the Essential Areas. An institution desiring accreditation must demonstrate compliance and proficiency with the Essential Areas. Accreditation is also offered by most state medical societies, such as the PMS. Washington Hospital has been accredited by PMS since 1977, when librarian Mary Leif and physician George Schmieler collaborated to compile the initial application. The American Academy of Family Physicians (AAFP) also accredits the hospital. The current accreditation expires in 2005, at which time Heidi will submit new documentation. She calls the process “very intense” as the provider must supply written proof that all CME Essentials have been met. Following the document review by the Pennsylvania Medical Society, an onsite visit takes place during which a reviewer meets with the hospital CEO, physicians involved with the process, and Heidi. Only after a successful site visit will continuing accreditation be granted for a period of one to four more years.

Under Heidi’s guidance, Washington Hospital has been granted Center of Excellence status for continuing medical education. The Pennsylvania Medical Society offers this designation to those CME programs (and program coordinators) that continually achieve excellence in their accreditation reviews. As the leader of a Center of Excellence, Heidi is prepared to offer expertise and support to other institutions pursuing initial accreditation or working under probationary status. Being a Center of Excellence offers the added benefit of longer accreditation periods and a greater length of time between site visits.

For a hospital of its size (239 beds), Washington’s CME offerings are impressive. For a medical staff of 350, Heidi oversees a Wednesday morning lecture

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MLA Members Elect New Leaders

MLA is pleased to announce the results of its elections. All newly elected officials will assume their roles at the end of this year's annual meeting.

This year will be a busy one for 2004/05 President-elect, **MARY JOAN (MJ) TOOHEY, AHIP**. Besides being chosen to lead the association, Tooley was recently promoted to director of the Health Sciences and Human Services Library, University of Maryland-Baltimore, and is currently serving as chair of the National Program Committee for MLA '04. A member of the association since 1984, Tooley has emerged as one of MLA's most prominent leaders, having served on the MLA Board of Directors and as chair of Chapter Council from 1998-2001. She chaired the MLA/Pew Credible Information Task Force and is a former chair of MLA's Public Services Section and of the Mid-Atlantic Chapter (MAC). A Distinguished Member of the Academy of Health Information Professionals, she has received numerous awards and accolades including the 1997 MLA Estelle Brodman Award for Academic Medical Librarian of the Year and the 1996 MAC/Medical Library Association Librarian of the Year. Tooley was also a member of the White House Conference on Library and Information Science Task Force from 1991-1992. On her new role, Tooley stated, "These are challenging times for our profession and for our libraries. As MLA moves forward, it is important to develop a flexible, responsive organization that meets the needs of current members, recruits members for the future, and continues to advocate for 'quality information for improved health' in local, regional, national, and international forums."

After MLA '04, two elected members will join the MLA Board of Directors for three year terms: Dixie Alford Jones, AHIP and Faith A. Meakin, AHIP.

DIXIE ALFORD JONES, AHIP, section chief, Medical Library, Overton Brooks VA Medical Center, Shreveport, LA, will add Board of Directors member to the long list of achievements in her career. In addition to serving as mentor for MLA's

Academy of Health Information Professionals, where she is a Distinguished Member, she has contributed to many MLA committees including Membership, Nominating, Awards, and two National Program Committees. An accomplished author, Jones has written articles for several journals including the *Journal of Hospital Librarianship* and *Library Journal*. She has taught continuing education courses on ethics at several state, regional, and national meetings. As an MLA Board member, Jones plans to use her experience in different types and sizes of health sciences libraries to help guide the association as the premier advocate and support system for health sciences librarians.

As a board member, **FAITH A. MEAKIN, AHIP**, director and lecturer, Health Science Center Libraries, University of Florida Gainesville, hopes to help provide more internships in the health sciences information profession and develop programs that help others discover the excitement of working in the field. Having worked as executive director for the National Network of Libraries of Medicine, Southeastern/Atlantic Region, and in the Office of Library and Health Literature Services for the World Health Organization in Geneva, Switzerland, Meakin knows how exciting and rewarding a career as a health librarianship professional can be. Throughout her career she has remained a dedicated member of the association. She has served on MLA's Credentialing Committee, as chair of the 2001 National Program Committee Local Assistance Committee, on the Academy of Health Information Professionals Special Panel on Recertification, and as chair of the 1993/94 Professional Recognition Review Panel. She was also elected to the 1992 and 2001 Nominating Committees.

Also joining the board is **Sarah Gable, AHIP**, associate director, School of Medicine Library, University of South Carolina-Columbia, who was elected last year by MLA's Chapter Council to serve a three-year term as Chapter Council liaison to the MLA Board. A very active member of MLA's

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Southern Chapter, Gable was twice elected to serve as chapter chair, in 1992 and in 1984, and has served on the chapter's Nominating, Membership, and Governmental Relations Committees. She has also published numerous articles in the *Journal of the Medical Library Association* (JMLA).

The following leaders were elected to the MLA Nominating Committee: Tom Flemming, AHIP, Lynn M. Fortney, Mark E. Funk, AHIP, Stephen J. Greenberg, Gale G. Hannigan, AHIP; Elizabeth Irish, AHIP, Carol G. Jenkins, AHIP, Julie K. Kochi, and Mary Mylenki.

New Edition of Classic MLA Health Reference Tool

Tomi Gunn, MLA National

With recent medical advances, the new wealth of information available on the Internet, and the constant influx of new publications, how can information professionals ensure that they are providing the best and most current health reference service? Now, *The Introduction to Reference Sources in the Health Sciences*, fourth edition, the classic authoritative guide is available from MLA copublisher, Neal-Schuman Publishers.

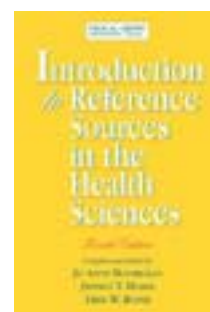
The guide was compiled and edited by MLA members, Jo Anne Boorkman, Jeffrey T. Huber, and Fred W. Roper. Covering the wide scope of reference materials librarians who provide health materials need, this comprehensive source offers analyses and annotations for periodical, monograph, indexing, abstracting, and digital database resources. Special sections on government documents, technical reports, conferences, reviews, and translations guide professionals to these often hard-to-find materials. Up-to-date chapters lay out the best sources for terminology, handbooks and manuals, drug information, consumer health information, statistics, directories, biographical and historical information, and grant and funding information. Indexes and

appendices leave no question unanswered, including collection development policies, weeding policies, key print abstracts and indexes, and definitions. It also provides tables and charts for quick and easy reference.

Kay E. Wellik, director of libraries, Mayo Clinic, Scottsdale, AZ, calls *Introduction to Reference Sources in the Health Sciences*, fourth edition, "An excellent textbook...a book they must have in their personal libraries."

Introduction to Reference Sources in the Health Sciences, fourth edition, (ISBN: 1-55570-481-6.) is priced at \$67.50 for MLA members and \$75.00 for nonmembers.

To order, please contact Neal-Schuman Publishers at <www.neal-schuman.com> or 1-866-NSBOOKS.



Stethoscoop

Submitted by **Cindy Robertson, Heritage Valley Health System**

- ◆ Congratulations to **DEBORAH DOWNEY** who completed coursework for her MLIS in December 2003 at the University of Pittsburgh. Debbie currently serves as secretary for the Pittsburgh Chapter/MLA and works at UPMC-Shadyside libraries. It is always nice to welcome new chapter members and colleagues.
- ◆ **ROB NEUMEYER**, Mercy Hospital, reports that he received two grants from NN/LM in Feb 2004: the Library/Technology Improvement Award and the Electronic Document Deliver for DOCLINE Libraries Award. We love hearing of the great work Rob is doing and wish him continued success in our chosen profession.
- ◆ As I write this, spring is only a few days away but someone forgot to tell the weatherman! While winter gives us one last blast, it is nice to turn one's thoughts to summer, friends, family, and...weddings! Our own **ELLEN DETLEFSEN** has wonderful stories to tell of the marriage of her son Tom Reynolds to Mika Koda on July 19, 2003 at the Reynolds' summer home in Thousand Island Park, NY. Former Chapter member **BARBARA BROOKS** was in attendance and provided the groomsmen with accommodations at her Thousand Island Park cottage. One of the many happy memories of the occasion was the tarragon turkey Ellen prepared for guests. Ellen, ever the source and dispenser of valuable information, has graciously agreed to share the recipe. If you would like the recipe, email me at <crobertson@hvhs.org> and I will send it along.



FOUR EASY WAYS TO GET YOUR INFORMATION INTO NEXT ISSUE'S STETHOSCOOP

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Be sure to include your name, business address, and telephone number with the news you are submitting

- ◆ Yes colleagues, there are rewards at the end of our long years of budget cuts and technological challenges. **PEGGY TREVANION** is retiring in April 2004 after twenty-eight years as medical librarian at UPMC-Passavant. Peggy has served the chapter in a variety of roles and continues to be a valuable resource and model to librarians everywhere. After retirement, she plans to make her lovely garden lovelier and her happy family happier. We wish her all the best as she begins this new phase of her life and want her to know she will be greatly missed by all.
- ◆ I have been chided that, while I so enjoy hearing and sharing the life events of others, I do not include anything about myself in Stethoscoop. This either speaks to my dull existence or my reluctance to appear in print...or both? So I share with you the happy news of my engagement to my long-time friend and companion, John Koval. Christmas Eve 2003 brought a ring and a proposal, both of which were accepted. While we haven't set a date, we are discussing the summer or early fall for a small, family wedding. We are currently in the process of selling houses (mine and his) and purchasing another house (ours), so life is frantic, but fun.

Editor's Note: Congratulations Cindy! On behalf of the Chapter, I wish you and John all the happiness in the world.

Changing Lanes: Heidi Marshall

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series, weekly tumor board conferences, two annual full-day offsite meetings, production, and collection of videos with related posttests, and certification of Pediatric Life Support and Advanced Cardiac Life Support. Keep in mind that she manages these programs while also devoting twenty hours per week to “traditional” library activities such as literature searching, collection development, and electronic resource instruction.

Heidi feels strongly that working in continuing medical education has made her more visible and indispensable to the Washington Hospital. She states, “Having the ability to issue credit to physicians has connected me to them in a way that being a librarian would not.” Yet while appreciating the leadership opportunities offered by her CME work, Heidi is frustrated by the disconnect between the disciplines of continuing education and information

science. In many ways, CME and medical librarianship are connected. This assertion has been made several times in our professional literature. But library school curricula – even within the medical librarianship specialty – fail to recognize this connection. With little or no preparation, librarians who must suddenly assume CME duties are thrown into a sink-or-swim situation. This was Heidi’s experience, and it is likely not unique.

Frustrations aside, Heidi is genuinely pleased with her job and her “niche.” Over the years she has developed satisfying and respectful relationships with faculty and staff, and her wish is to grow in her position for the foreseeable future.

If your job includes “nontraditional” responsibilities, and you would like to be profiled in a future issue of The Pittsburgh Pulse, please e-mail Marcy Brown at mbrown1@wpahs.org for more information.

TechLine

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The goal here is for both staff and clients to have an awareness of their environment and to respond appropriately to it. It is a hard thing to change one’s habits, but it is possible, given sufficient motivation. Unfortunately, the motivation for many people starts with a PC crash that loses data or the nightmare of identity theft.

There are many websites that are resources for “debunking.” In the case of new viruses or virus hoaxes, any of the major antivirus vendors’ sites are good (i.e. McAfee, Symantec, F-Prot, etc.). General hoaxes can be found at the urban legends site listed above or at sites like <<http://hoaxbusters.ciac.org/>> or <www.snopes.com/>. A Google search on hoaxes or urban legends will turn up many other sites.

Unfortunately, there is no “fire insurance” for these problems – just the “self-insurance” of being careful in dealing with these resources upon which we all depend.

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