

THE PITTSBURGH PULSE

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

From the Chair...

The Board is diligently focusing on Chapter goals and objectives for 2005-2006. At the open Board meeting in June 2005 and through continued discussions, we wrote the tentative goals and objectives listed below. I want to share them with you in this issue of the *Pulse*, even as we continue to refine them and decide which ones can be achieved and which ones will require the Chapter's commitment in the future. Your "thoughts – help – involvement – implementation" of our goals and objectives is desired and appreciated! Please contact me at 412-648-8730 or cbw@pitt.edu. If you are more comfortable talking to another Chapter officer or committee chair, please do so. Their phone numbers and emails are listed on page 7.

TENTATIVE GOALS & OBJECTIVES 2005-2006

Goal 1: Recruitment, Membership, and Leadership in the Profession

Objectives:

- Increase membership involvement on Chapter committees
- Increase membership of MLA members in our region
- Increase student membership and involvement
- Honor the Chapter's retired members
- Establish guidelines for scholarships and awards
- Hold several social events

Goal 2: Life Long Learning

Objectives:

- Continue to provide CE programs and opportunities for our membership
- Increase CE committee membership
- Provide credentialing support to the membership

Goal 3: Advocacy

Objective:

- Help members advocate their value to their institutions and advocate the value of health science libraries and librarians

Charlie Wessel, Chair
Pittsburgh Regional Chapter

Fall CE Program Announced

By Andrea Ketchum, Program Chair
Health Sciences Library System
University of Pittsburgh

Mark your calendars! Join your colleagues at the Pittsburgh Regional Chapter's Fall CE Program, scheduled for 9:30 – 2:30, Friday, October 7, 2005. This year, we will open with "Free Health Information Online – Moving Beyond MEDLINE," presented by Kathy Davies from the Greenblatt Library at the Medical College of Georgia in Augusta, Georgia. This 4-hour CE course provides an introduction to many little-known (and free!) resources for physicians, nurses, researchers, and hospital administrators.

The program will be hosted by Chapter member Marcy Brown at the Forbes Regional Campus of West Penn Hospital in Monroeville, and includes a buffet luncheon. The complete program announcement and registration information are available on the Pittsburgh Regional Chapter's website at <http://pmhslibraries.org/pghmla/>.

To avoid late registration fees, please make sure to have your registration and payment returned before September 23, 2005. If you have any questions about this program, please contact Andrea Ketchum, Program Chair, at 412-648-9757 or ketchum@pitt.edu.

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Still Not Sure About Why to Join AHIP?

By Linda Hartman, Credentialing Chair, Health Sciences Library System, University of Pittsburgh

The Upstate New York and Ontario Chapter of MLA (UNYOC) sent a survey to its members earlier this year. One question asked the participants, "Why did you join AHIP?" Here are their answers:

- 82% said membership demonstrates personal commitment to the profession
- 33% said membership encourages CE participation
- 4% said membership was recommended by a supervisor
- 26% said membership was recommended by a colleague
- 8% said membership was recommended by a mentor
- 15% said membership is an employment requirement
- 19% said membership helped in career promotion
- 52% said membership is prestigious
- 4% said membership leads to job security
- 4% said membership leads to salary increase
- 19% gave other reasons:
 - To help me focus on career goals
 - Employment credential [but not required]
 - Helps to enhance the credibility of the profession with other professions
 - Helps me measure personal development
 - None of the above

Elizabeth Irish, the UNYOC credentialing liaison and a member of the credentialing committee, discussed why one should join AHIP in a recent UNYOC newsletter <http://unyoc.org/newsletter/winter04/realworld_1204.html>. She refers to Baker, Kars, and Petty's¹ July 2004 *JMLA* article, which gives a brief history of medical librarianship training and the early forms of AHIP.

The article describes a study done by the Midwest Chapter of MLA. Some participants were AHIP members, some had been at one time, and some had never been members. There were, of course, respondents on both sides of the pro/con issue. It comes down to a personal choice. Do you feel it is helpful, necessary, cumbersome, and/or worthwhile?

Another UNYOC member, Tom Fleming, working with Jo Dorsch and Carla Funk, wrote an article in the same *JMLA* issue. It was in response to the Baker article. Their comment and opinion piece reminds us that the Academy's objectives are:

about professional recognition, self-motivation, career advancement, prestige, networking, mentoring, and personal achievement, among other things, and not about salary improvement and job security, however tempting those claims are to make.²

Fleming points out that more research is needed on the value of Academy membership. (And that would count toward AHIP points!) He also suggests that research needs to be done on the attitude toward the profession.

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Career Development



Is Right Around the Corner

Join the Academy of Health Information Professionals today!

Discover:

- Professional development
- Career planning
- Personal achievement
- Professional recognition

Visit www.mlanet.org/academy/ to learn more about the academy and download applications. For further information contact Lisa C. Fried, credentialing, professional recognition, and career coordinator, at 312.419.9094 x28 or mlapd2@mlahq.org.

Still Not Sure About Why to Join AHIP?

(continued)

A comment concerning Academy membership is the hassle and effort involved in filling out the paperwork and gathering the necessary information. Two tools can help you with this process. Peggy Baldwin designed a database that can be loaded on your PDA. The software is free, but you do need HandDBase, which does have a cost. Go to the MLA Academy site for more information <http://www.mlanet.org/academy/academy_pda.html>. A link on the site <<http://www.ddhsoftware.com/>> enables you to access a Word document containing the user's manual.

Lynne M. Fox and Lilian Hoffecke, from Denison Memorial Library in Denver, Colorado, put together another system. They devised a template that creates labels for file folders. These labels correspond to the sections on the AHIP application. Lynne also suggests using a multi-slot accordion file envelope rather than file folders. The other component to this system is the AHIP Point Calculator Spreadsheet. The Word and Excel files are available to anyone who wants them. Please contact me for a

copy. Hopefully these files will be added to MLANET.

So, if you are still on the fence, or need a little nudge to start the application process, check out these resources and don't forget to CALL ME for assistance (412-648-1479 or lhartman@pitt.edu).

¹ Baker LM, Kars M, Petty J. Health sciences librarians' attitudes toward the Academy of Health Information Professionals. *Journal of the Medical Library Association*. 92(3):323-33, 2004 Jul.

² Fleming T, Dorsch J, Funk CJ. The Academy of Health Information Professionals: ripe for research. *Journal of the Medical Library Association*, 92(3):297-98, 2004 Jul.

Pittsburgh Regional Chapter Members, did you know?

- 53% of the Chapter's membership is from hospital libraries
- 31% of the Chapter's membership is from academic libraries
- 16% of the Chapter membership is from special libraries and individual members

Stethoscoop

By Marilyn Daniels, Latrobe Area Hospital, part of Excelsa Health

◆ Mixed feelings surrounded the announcement by long-time chapter member **TERRIE WHEELER**, former Program Manager of Library and Medical Media for the VA Pittsburgh Healthcare System at University Drive, that she had accepted a position as Assistant Chief with the National Institute of Standards and Technology (NIST), a part of the Department of Commerce located in Gaithersburg, Maryland. Terrie is now working as part of the management team in the Information Sciences Division (ISD), which she describes as “a very forward thinking group of information professionals” who believe “that a project isn’t complete until the project leaders have published their results.” The appeal of working in such a stimulating environment was, nonetheless, coupled with her feelings of sadness as she left the Pittsburgh area, where she had lived and worked for 20 years. However, those of us who have worked with her in her various roles, most recently as Chapter Council Representative, have no doubt that her enthusiasm is already making her a valuable asset to NIST, which won the Federal Information Center of the Year award in 2003 and hopes to remain the premier standards organization in the world.



Terrie Wheeler

As if that weren’t enough change in her life, Terrie was recently engaged to Montana native Thomas W. Fussell, a mechanical engineer, whom she met three years ago while Contra dancing. Their wedding is planned for Sept. 24, 2005, in Pittsburgh. They’ve bought a house at 18618 Chickadee Lane, Gaithersburg, MD 20879. You can also keep in touch with Terrie at terrie.wheeler@nist.gov.

Wishing you the best both personally and professionally, Terrie!

◆ Working part-time in a one-professional setting is a challenge in itself, and taking on a research project certainly requires an even greater ability to prioritize. Anyone who then presents the results of that research as an award-winning poster deserves a round of applause. That is why it is such a delight to note that the winner of the MLA Research Section’s “Best Research Poster-Hospital” for 2005 is none other than the chapter’s own **MARCY BROWN**, Librarian at Forbes Regional Hospital. Her poster, presented at MLA in San Antonio, was entitled “Performance Analysis Improves Diabetes Education.”

For the project itself, done in cooperation with Nursing Education, Marcy used performance analysis techniques to identify weaknesses in the inpatient diabetes education program. In turn, the results of the analysis, which compared the optimal patient education experience for new diabetics with their actual experiences, will be used by Nursing Education to develop staff training initiatives. Not only did Marcy receive a cash award for her poster, but also she received section membership for one year. What a wonderful conclusion to a worthwhile project, Marcy!



Marcy Brown

◆ Chapter members have long known that *Pittsburgh Pulse* editor **DAVID NOLFI** has what it takes to be an outstanding editor. Recently David added co-author to his resume when he and Robert J. Campbell, EdD, a professor in Duquesne’s Rangos School of Health Sciences in the Department of Health Management Systems, had their article published in the April-June 2005 issue of the *Journal of Medical Internet Research*, the leading peer-reviewed eHealth journal. The original paper, which ran on page

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Stethoscoop

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e19, is entitled “Teaching Elderly Adults to Use the Internet to Access Health Care Information: Before-After Study.”

Their study was based on the premise that with the ever-increasing use of the Internet for health care information, the elderly, especially those from minority, low income, and limited education backgrounds, must become adept at using this medium. Their “objective was to examine whether the training led to changes in participants’ perceptions of their health, perceptions of their interactions with health care providers, health-information seeking behaviors, and self-care activities.” To read the results of their one-year project, go to <http://www.jmir.org/2005/2/>. Another great job, David!



David Nolfi



Secretary’s Corner

By Deb Downey, Chapter Secretary
UPMC Shadyside Hospital

Question: Who was missing from our last scheduled Executive Board meeting in July?

Answer: Y.O.U. — Your Opinions Unleashed!

Our Chapter Executive Board meetings occur four times a year, generally every three to four months. Officers and committee chairpersons gather to reflect upon and discuss pressing issues facing the Chapter. Before the July meeting, Charlie Wessel invited any interested member to come and become acquainted with the workings of our Chapter. While time and place may not be convenient to all Chapter members, we strive for a central location and ample notice of timing as the Board prepares for each meeting. Any suggestions or concerns from the members who cannot attend may be submitted to the Chapter Listserv or to individual Board members. Contact information may be found on page 7 of this issue or on our Chapter website.

Our Chapter Board and Chair persons remain committed to the membership’s needs through maintaining a vital professional organization. By voicing your opinions and concerns, we will be better prepared to serve the Chapter. It is our hope that interested members will avail themselves of the opportunities to volunteer for our Chapter. Currently, we have opportunities on the Benchmarking and Scholarship and Awards committees.

Keep your eyes open for the next meeting via our website or listserv, and consider sharing some suggestions. Unleash the floodgates of opinions, thoughts, ideas, and wishes you have for *our* Chapter.

Share Your News with the Chapter via Stethoscoop!

Here's How - Contact Marilyn Daniels, Stethoscoop Editor via:

Email: mdaniels@excelahealth.org

Phone: 724-537-1275

Fax: 724-537-1890

Marilyn Daniels, Manager
Health Sciences Library
Latrobe Area Hospital, part of Excelsa Health
121 West Second Avenue
Latrobe, PA 15650-1096

Please include your news item, name, business address, and phone number.

TechLine: How Well Do You Know Your Search Engine?

By David Brennan, Barbour Library, Pittsburgh Theological Seminary

A sure sign of advancing age is remembering life *before* the Internet and certainly before search engines. Most students who walk through the door today can't do that, even though they all started elementary school not knowing how to "google" anyone. These days we all rely on search engines of one kind or another, from specialized databases like MEDLINE, CINAHL, and PsycINFO to general search engines like Google. Although Google is the most popular search engine, there *are* others out there.

One reason for Google's great popularity is that it tries to be "all things to all people;" however, sometimes this approach results in retrieving bad information. We've all seen the stories of students who write papers using suspect data found on the Web after a five-minute search, but that's a topic for another day. Suffice it to say that we should teach students that other search tools exist which might do a job better than a general search engine.

For those times when you truly need a general search engine, what are your options besides Google? How can you find the search engine that gives you the best results for a particular search? For basic information about search engines try Wikipedia <http://en.wikipedia.org/wiki/Search_engine>. From a technical and marketing perspective, the most comprehensive search engine comparison site, is Search Engine Watch <<http://searchenginewatch.com/>>. A more student and research-oriented site geared to selecting the right tool for a given need can be found at Noodle Tools <<http://www.noodletools.com/debbie/literacies/information/5locate/adviceengine.html>>.

Believe it or not, Search Engine Guide <<http://www.searchengineguide.com/searchengines.html>> claims to list more than 3,000 search engines, but it blurs the line between search engines and databases beyond recognition.

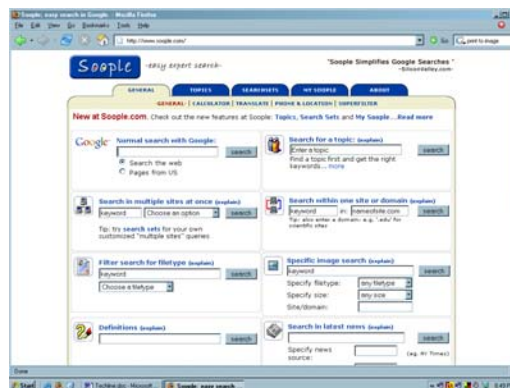
Once you have chosen an appropriate tool, how can you learn to use it effectively? Many library sites have basic syntax charts for the major search engines. The University of California Berkeley Library provides one at <<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/SearchEngines.html>>.

There are also "search engine aggregators" or "metasearch engines" that push searches to several major search engines with varying levels of precision. Examples of these are Fagan Finder <<http://www.faganfinder.com/engines.html>> and Dogpile <<http://www.dogpile.com>>. According to Joe Barker at UC Berkeley, metasearch engines are *much less* precise than individual search engines, so use them with caution <<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/MetaSearch.html>>.

Now that we've shown that there is a universe *beyond* Google, including some search engines that do a better job, you'll probably go right back to using Google after trying a few other sites, right? 'Cause it's just so...well...*easy*, isn't it? Okay, if that's how you feel, at least try to get the most "bang for your buck." If you are really serious about making Google work for you, try the following:

- 1 Bookmark Soople <<http://www.soople.com/>> instead of the Google front page (see below). It provides a nice central place to do some really precise Google searches without needing to know the full syntax.
- 2 Go beyond Google's front page and bookmark the "More, More, More" page <<http://www.google.com/intl/en/options/>>. You'll be on your way to better search results.
- 3 Get a copy of *Google Hacks: 100 Industrial-Strength Tips & Tricks* (Tara Calisaya, Real Drones, ISBN: 0-596-00447-8).

Well, I have to go and do some searching now...I hope everyone had a nice summer!



MLA Awards and Honors

Each year, members of MLA honor individual achievements of high order in specific areas of librarianship. Nominations are invited for some awards; for others, qualified individuals may submit papers. All awards are considered annually, but they are given only when nominees and candidates clearly meet or exceed requirements. MLA invites nominations and submissions for the following awards:

- Estelle Brodman Award for the Academic Medical Librarian of the Year
- Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship
- Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences
- Janet Doe Lectureship
- Ida and George Eliot Prize
- Fellows and Honorary Members
- Murray Gottlieb Prize
- Joseph Leiter NLM/MLA Lectureship
- Majors/MLA Chapter Project of the Year
- Lucretia W. McClure Excellence in Education Award
- John P. McGovern Award Lectureship
- Marcia C. Noyes Award
- MLA Award for Distinguished Public Service
- President's Award
- Rittenhouse Award
- Thomson Scientific/Frank Bradway Rogers Information Advancement Award

Complete information and application forms for all MLA awards and honors may be found at:

<http://www.mlanet.org/awards/honors/>.

Deadline for applications is November 1st.

DVD Available for CE Credit

The Chapter purchased the DVD of MLA's satellite teleconference *The Art and Practice of Electronic Journal, Book, and Database Licenses: Practical Tips for Health Care Organizations* for use by Chapter members. Any Chapter member that views the DVD and completes an evaluation form will receive an MLA CE certificate for 3.0 contact hours.

Heidi Marshall has agreed to house and distribute the DVD from her library at The Washington Hospital. If you are interested in borrowing the DVD, contact Heidi at hmarshall@washingtonhospital.org. She will mail the DVD and teleconference course packet to you. When you return the DVD, she will send your CE certificate.

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