

THE

# PITTSBURGH PULSE



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

## From the Chair...

I listened to Wallace McClendon's presentation at our spring meeting and realized why social networking through Facebook, Second Life, MySpace, instant messaging, wikis and other methods have become so pertinent. These technologies provide opportunities to connect—socially and professionally. Without these connections, we may work in isolation and lose the richness that can be found when we share with others.

Our Chapter created some opportunities for connections this year. I am pleased to report that the Chapter provided two continuing education classes in the past year. One of the classes provided an opportunity for a member to create a program for MLA CE credit. We also presented the first Eakin/Shapiro Scholarship to a student applicant, but we had no applicants for the membership award (look for information on the scholarship on the chapter Web page at <http://pmhslibraries.org/pghmla/>). The Chapter also added one additional MLA DVD to the available titles (watch for an upcoming CE/social opportunity on *Survival of the Fittest: Strategies to Prove Your Library's Value*).

This year brings new and continuing challenges for the Chapter:

- The Chapter will continue to offer great local opportunities for continuing education.
- Involving members in the activities of the organization continues to be a priority. The Chapter is only strong and vital because of the participation of its members.
- We need a newsletter editor and a host for the repository of past newsletters. This change provides an opportunity for the Chapter to look at how we communicate within our organization.
- Membership and recruitment remain essential. A new membership category for retired members is now available. Recruitment of new members and student members needs to continue.
- As with all organizations, it is important to assess how well we meet member needs. It is time to review how relevant the Chapter's services are to members.

The Chapter needs to provide services of value to members whether it is creating opportunities to communicate and network or providing local continuing education. It will be a great year full of opportunities for all. I hope to see you at upcoming meetings!

**Jan Petrak, 2007-2008 Chair  
Pittsburgh Regional Chapter of MLA**

## Heidi Patterson Orlando Eakin/Shapiro Scholarship Winner By Ellen Detlefsen, University of Pittsburgh School of Information Sciences

The newly re-named and revived Scholarship program for the Chapter has been awarded to Pitt SIS MLIS student Heidi M. Patterson Orlando. Heidi was presented with her scholarship check at the Spring Meeting of the Chapter in early April.

Heidi will receive the MLIS degree in December, 2007; she is currently a part-time student at SIS. She works as the Lead Tumor Registrar for GI Cancers at the Hillman Cancer Center of UPMC in Shadyside. She is also a part-time Information Assistant in the Engineering and Science Library at CMU. Prior to beginning her MLIS studies, Heidi worked as a trainer for invivodata, inc., and as a clinical research coordinator and data manager for the Pulmonary Sleep Disorders Center at UPMC Montefiore, and for the Radiation Oncology group at the Cleveland Clinic.

This eight-year record of medical experience shows a remarkable progression for a humanities major with a BA from Thiel College in rural Greenville PA! Heidi says that she could not imagine that she would transition from humanities to medicine, but has enjoyed her years of medical work and feels that the experience has prepared

*Continued on Page 7*

### Inside this Issue

TechLine: Information Security .....	2
Spring CE Program and Annual Meeting ..	3
Stethoscope .....	4
Middle Atlantic Region News .....	6
Spring Annual Meeting Photo .....	7

## TechLine: The Shifting Information Security Landscape

By David Brennan, Barbour Library, Pittsburgh Theological Seminary



David Brennan

A few weeks ago, I was at an Information Security Expo. You know the kind, where the presentations are all by the same vendors, the ones in the break room giving out demo CDs and free pens. And where the presentations run along the lines of “Our product is better than the other guy’s which doesn’t do x, y, and z.” But I digress—the expo did provide some useful information, and that is the changing nature of information security.<sup>1</sup>

There are two avenues for information of any kind to be compromised: external, hacking into a system, or some outside agents gaining access to data they shouldn’t have, or internal, an employee or subcontractor leaking data intentionally or unintentionally. Before we get too far, let’s remember that low-tech leaks of paper-based information can be just as bad as electronic leaks.

A few years ago, the external threats were mostly unfocused and more or less random—mass releases of viruses, spam, and DDoS (Distributed Denial of Service) attacks. These threats are still there, but the antivirus and email filtering markets are maturing and most everyone has gotten these types of threats under decent control. The other external threats that have always been there are the “social engineering” kind such as calls to the help desk asking for a “lost password.”



What has changed over the past several years from the external standpoint are the pathways by which “malware” (“any software program developed for the purpose of causing harm to a computer system”<sup>2</sup>) gets in. As organizations close their gateways to the outside through firewalls, antivirus scanners, and spam filters, the pathways revert back to areas that aren’t so secure: phishing scams that spoof known email addresses and hacked websites that trick the end-user into clicking on a link that leads to malware or to giving out personal informa-

tion. Instant messaging and remote-control applications are also favorite targets of malware, since they inherently open up a pathway into a host system.

From the vendor’s perspective, these threats are managed in many different ways, but the most interesting is the concept of “genotyping,” whereby a virus or piece of malware belongs to a “class,” defined by what part of a system it attacks, rather than being treated individually. This concept has been around for a few years, but it is being more commonly deployed since scanning methods have improved and no longer introduce additional lag into the system. An example of a vendor touting this solution is Sophos.<sup>3</sup>

The internal threats are getting more difficult to control, simply because they’ve multiplied exponentially. With the ever-increasing capacity and shrinking size of storage devices, the ease by which large amounts of data can leave is staggering. Today it would be easily within the grasp of anyone to copy an entire company’s financial data to a single tiny USB drive and walk out with it.



As bad as the intentional internal threat of a disgruntled employee or planted subcontractor is, the *unintentional* internal threat is more of a danger. In healthcare, there have been many instances of data loss (and posting of personal information on public websites) simply due to negligence and lack of awareness.

Again from the vendor’s perspective, the means to control this are evolving, such as full-disk encryption and biometric identification. Also evolving is “thin-client” (as home connection speeds are improving, the data itself can reside on a central server). However, there really is not much that can be done if the end-users are lax or if the employer is not vigilant in policy, education, and enforcement.<sup>4,5</sup>



Continued on Page 7

## Spring CE Program and Annual Meeting

By Jan Petrak, Outgoing Program Chair, Excelsa Health Westmoreland Hospital

The Spring CE Program and Annual Meeting provided attendees with a great update on technology planning and the activities of the Medical Library Association. The meeting, hosted by Heidi Marshall on April 20, 2007 at The Washington Hospital, began with a welcome from Dr. Donald Faith. He praised the value of librarians (and was confident enough to share a sampling of humorous stories related to libraries). Dr. Faith, who is the Assistant Director, Family Medicine and the Chairman of the Medical Education Library Committee, works closely with Heidi and her staff.

Jan Petrak introduced Wallace McLendon, presenter of the continuing education program: *Technology Planning for Health Sciences Librarians*. Wallace has practiced librarianship in a hospital library, held administrative positions in two academic health science libraries, served as Director of Information Systems in an Area Health Education Center that supported two large health clinics, and worked in various libraries in local and state governments. Currently the Deputy Director, Health Sciences Library at the University of North Carolina at Chapel Hill, he initiated a Technology Think Tank within the Health Sciences Library at Chapel Hill and was the project leader to implement a Collaboration Center complete with a 12.5 mission pixel visual display wall and AccessGrid.

According to one participant, McLendon made a “dry” subject extremely enjoyable. The presentation helped participants focus on the good and bad aspects of technology as well as the importance of planning for new technology opportunities. The course went beyond the basics of planning and discussed ways to become more aware of technologies that will possibly become more important for libraries. Participants came away from the class with new ideas, websites to check, and better understanding of new tools.

Medical Library Association president Jean Shipman presented an overview of MLA's accomplishments and upcoming initiatives. Her updates and priorities are available on the MLA site

and shed light on health literacy, government relations, MedSpeak brochures, vital roles of libraries, health of hospital libraries, and many other important projects and topics ([http://www.mlanet.org/about/leaders/president\\_06-07/jps\\_prior.html](http://www.mlanet.org/about/leaders/president_06-07/jps_prior.html)).

Outgoing Chapter Chair Andrea Mitchell presented the first Eakin/Shapiro Scholarship to student applicant, Heidi Patterson Orlando. There were no applicants from members for the scholarship this year. The scholarship committee will encourage members to apply and to expand the distribution of information about the scholarship to students from the University of Pittsburgh and Clarion University.

Andrea reviewed membership and finances. It was suggested that fees for continuing education programs could be greatly reduced (or possibly eliminated) since the chapter currently has sufficient funds to provide this option. The Board will incorporate this consideration into planning for future programs. A new membership level for retired members of the Pittsburgh Chapter will be established. Members discussed a need for emeritus members to apply annually to remain on the mailing list for the organization. Membership will be free but normal registration fees will apply for continuing education.

Andrea presented a card and gift to Bill Suvak in recognition of his long time participation in the Chapter and work as a health sciences librarian. Charlie Wessel, who could not attend, provided a report of the final results of the elections. Susan Walko will be the new Program Chair/Chair Elect. Bette Rembert will assume the duties of the Secretary. Melissa Ratajeski was selected to be the Chapter Council Alternate. Last, Andrea recognized David Nolfi for his twelve years of service as the editor of *The Pittsburgh Pulse*. David is stepping down to take on new national commitments, leaving the post open for members looking for an opportunity to serve the Chapter. The newsletter can be produced in any way a new editor chooses, so if you have ideas you'd like to try out, contact any officer for more information.

## Stethoscoop

By Marilyn Daniels, Excelsa Health Latrobe Hospital

- ◆ For 12 years, **DAVID NOLFI**, Health Sciences Librarian at Duquesne University's Gumberg Library, has shared his time and talent as the editor of the *Pittsburgh Pulse*. Without question, his dedication has brought a very personal touch to the task. He has tirelessly worked to present health sciences librarians as well-rounded individuals whose considerable professional expertise is but one facet of their diverse, colorful, and noteworthy lives.

Now the Nursing and Allied Health Resources Section (NAHRS) of MLA will begin to realize what a true gem he is as he starts in his role as their newly elected chair. David officially began his three-year leadership term at the MLA annual meeting held in Philadelphia in May. As the second largest section of MLA, NAHRS represents the interests of librarians serving nursing and allied health programs and provides leadership in identifying and solving information delivery problems for nurses and allied health professionals.

In addition to his role as *Pulse* editor, David currently serves as NAHRS' national membership chair as well as co-chair of Pittsburgh BHSL. He plans to step down from these positions as he begins his new leadership role. There is no doubt that his hands-on style and true concern for his colleagues will offer him yet another opportunity to shine. Good luck, David!



Diane Pravikoff, RN, Ph.D., CINAHL Director of Research;  
David Nolfi; June Levy, CINAHL Managing Director

Photo by Barbara Schloman

- ◆ Chapter colleagues and friends extend our deepest condolences to current Pittsburgh MLA treasurer **JONI MELNICK**, Director of Library Services at Torrance State Hospital. Joni's mother, Roberta Louise Bennett Lichtenfels, passed away at the age of 74 on Tuesday, April 24, 2007, at her home in Indiana, PA. Born in Black Lick, PA, Mrs. Lichtenfels graduated from high school in Blairsville, PA, where she went on to raise Joni and her two brothers, Timothy and Alan, with her husband Mervin, who passed away on August 31, 2006. Joni and her mother shared their love of reading—and their books. In fact, whenever her mother read a particular book first, she was undoubtedly Joni's most trusted book critic. The chapter is making a contribution to the Eakin/Shapiro Scholarship in memory of both of Joni's parents. Joni agrees that support for a scholarship makes a fitting tribute to her parents since their encouragement helped her to complete her master's degree a few years ago. Those wishing to offer their personal sympathies can contact Joni and her husband James at 74 Johnson Avenue, Blairsville, PA 15717.
- ◆ On a happier note, **JONI** is currently serving as the President of the Board of Directors for the Blairsville Public Library, one of four public libraries in Indiana County. Appointed to the board in 2006, Joni is one of nine directors, who serve three-year terms. Established in 1886 and funded through a combination of state and borough monies, endowments, and an annual grant from the Benz Foundation, a private entity, the library offers a collection of 30,000 volumes to local residents. The library staff consists of two full-time librarians, three part-time library assistants, and a children's services coordinator. Before taking her current position with Torrance, Joni served as the library's director for 14 years. As Joni explains, "Being on the board of directors allows me to continue to be involved in something which had been such an important and enjoyable part of my life for such a long time."

Continued on Page 5

## Stethoscoop (continued)

◆ Undoubtedly those in the chapter who can recall the Southeast Pittsburgh Library Consortium, a free reciprocal interlibrary loan cooperative that, at one time, included 17 libraries from local hospitals, can remember **MARY LEIF**, formerly the librarian for The Washington Hospital and its School of Nursing until her retirement in 1989. Anyone who might be wondering something about Mary or her life after retirement will find her list of activities truly amazing. So is the charitable gift annuity she recently established for The Washington Hospital. Certainly, both the generous nature of her gift as well as its practical aspects reminds those of us who knew her personally of how she approached “all-things Mary.”



Mary Leif

I am sure that **BILL SUVAK**, retired librarian at Mayview State Hospital, or any of the chapter's other recent retirees, like Falk Library's **ALICE KULLER** and **JUNE BANDEMER**, will be reassured by Mary's remarkable story that their plans for an active life after retirement are certainly possible. Mary and her dog ChocO's “adventures” are featured in The Washington Hospital Foundation “Spotlight” (<http://www.washingtonhospital.org/Foundation/Foundation%20Spotlight.htm>).

◆ Like many graduates do, **JOHN SIEGEL**, who graduated from the University of Maryland on May 21, with his MLS, decided to relocate. Fortunately for Falk Library, where he will be starting as a reference librarian and dental school liaison on June 15, John preferred Pittsburgh.

Prior to starting his graduate degree in August 2005, John worked as an information specialist for the National Health Information Center (NHIC), which manages healthfinder®, and as a librarian for the National Oral Health Information Clearinghouse (NOHIC). During library school, he was a graduate assistant/librarian for the Maryland AIDS Administration Resource Center. In addition, he worked weekends as a circulation/reference assistant at Howard Community College and completed a semester-long practicum at the National Agricultural Library (NAL).

Now living in Bethel Park with his partner Matt Ciszek, formerly Access Services Librarian at Georgetown's Law Library, and their two-year-old miniature schnauzer Toby, John was predisposed to pick the ‘Burgh because it has the “feel” of his hometown Chicago. Since John and Matt enjoy eating out, listening to music, and going to movies, they will no doubt find that the Steel City, recently rated as No. 1 in the country by *Places Rated Almanac* as “America's Most Livable City,” contains a plethora of culinary and cultural prospects. As for their love of road trips, I am sure every chapter member can recommend a few of their personal favorites. When we meet John at the fall chapter meeting, we promise to put that on the “agenda.”

### Share Your News with the Chapter via Stethoscoop!

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

Email: [mdaniels@excelahealth.org](mailto:mdaniels@excelahealth.org)

Phone: 724-537-1275

Fax: 724-537-1890

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 Director, Library Services  
 Excelsa Health  
 121 West Second Avenue  
 Latrobe, PA 15650-1096

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

## Middle Atlantic Region News

By Sue Hunter, Planning & Evaluation Coordinator, NN/LM, MAR, New York University

### Funding Award Recipients

Congratulations to the recipients of the National Network of Libraries of Medicine (NN/LM), Middle Atlantic Region (MAR) Micro, Exhibit, and Outreach Conference Awards.

Micro Award winners will promote NN/LM and library services through their awards. Award recipients will highlight Loansome Doc, promote awareness of a consumer health information service and showcase new materials in hippotherapy.

Exhibit Awards recipients are representing NN/LM and library services at exhibits for crime victims, rural health practitioners and nurse executives.

### Micro Award Recipients

- Family Medicine Update 2007 - SUNY Stony Brook, Colleen Kenefick
- Horse Therapy Awareness - Veteran's Administration, Northport (NY), Mary Lou Glazer
- Community Health Fairs - Booker Health Sciences Library (NJ), Catherine Boss

### Exhibit Award Recipients

- 22nd Annual Crime Victims' Candlelight Vigil - Bellevue Hospital Center (NY), Tania Bardyn
- Rural Health Conference, Roots of Change - Pennsylvania State University College of Medicine, Valerie Gross
- Organization of Nurse Executives of New Jersey (ONE/NJ) Research Day - Health Sciences Library Association of New Jersey, Robin Siegel

### Outreach Conference Award Recipient

- Health Literacy: Tools for Improving Health Communications Conference – New York Academy of Medicine

The conference, co-sponsored by New York Medical College's Health Sciences Library, School of Public Health and the Northern Metropolitan Hospital Association (NorMet), features sessions on the interaction of health literacy from an individual and system point of view, the implementation of the Joint Commission Requirements related to the

provision of culturally and linguistically appropriate health care, and guest speaker Sabrina Kurtz-Ross, MEd, the MLA Health Information Literacy Research Project Coordinator and Adjunct Clinical Professor, Tufts University School of Medicine. The conference was held May 30, 2007 at the New York Medical College in Valhalla, NY.

Watch for new funding award opportunities this summer for Micro and Training Awards!

### Summer Classes in New York City: PubMed, DOCLINE, and LinkOut

- Keeping Up with PubMed - Thursday, June 14, 9 a.m. to 1 p.m.
- PubMed for Experts - Thursday, June 14, 2 p.m. to 5 p.m.
- DOCLINE Explained - Friday, June 15, 9 a.m. to 12 p.m.
- Getting Started with LinkOut - Friday, June 15, 1 p.m. to 5 p.m.

Join MAR staff and network members for in-person classes in June at New York University Ehrman Medical Library. Classes are FREE for NN/LM members. To sign up for a class, call us at 800-338-7657 or e-mail us at [rml@library.med.nyu.edu](mailto:rml@library.med.nyu.edu). All classes will take place in the Carlisle Computer Classroom, New York University Ehrman Medical Library in Manhattan. Confirmation and directions will be sent prior to the class dates. Space is limited, so sign up soon! See the MAR blog for class descriptions: <http://nnlm.gov/mar/blog/2007/05/02/mar-announces-summer-classes-in-new-york-city-pubmed-doctrine-and-linkout/>

### Time to Renew or Join NN/LM

It is time for all member libraries to renew their NN/LM membership for 2006-2011. Membership is free and includes many benefits. To renew a membership, please visit the MAR website and follow the five easy steps. To join as a new member please visit the MAR website to review the benefits and requirements for membership.

Renew a full or affiliate member agreement at <http://nnlm.gov/mar/services/renewal/> or join NN/LM as a new member at <http://nnlm.gov/mar/services/>

## Eakin/Shapiro Scholarship (continued)

her well for the MLIS with a specialization in medical librarianship. She will seek employment as a medical librarian after finishing her degree in December. She is a member of both MLA and ALA.

### Special Note From the Chapter's Scholarship and Awards Committee

Heidi received her Eakin/Shapiro scholarship in April as the student winner. The award for a Chapter member was not given in 2007 because no member of the Chapter applied for the \$250 prize. Please remember that the Chapter wants to award an Eakin/Shapiro Scholarship to both a student and to a Chapter member; Chapter members may use the award for any kind of CE experience that they would like to attend. The 2008 award process will be announced in February 2008; make your plans now to apply!

## Pittsburgh Chapter Spring CE Program & Annual Meeting



Back Row: Melissa Ratajeski, Chapter Council Alternate; Susan Walko, Program Chair/Chair Elect; Heidi Marshall, meeting host; Jan Petrak, Chair.  
Front Row: Bette Rembert, Secretary; Andrea Ketchum, Past Chair.

Photo by Jean Shipman.

## TechLine (continued)

The final issue in the evolving information security landscape is compliance. The healthcare and financial industries especially are heavily regulated and must not only have data security measures in place, but also must *show* that they are compliant with them.

HIPAA<sup>6</sup>, Sarbanes-Oxley<sup>7</sup>, and JCAHO (in the proposed revisions to the IM Standards)<sup>8</sup> all have data security as a core component of compliance.

So it is no longer just a matter of having an antivirus program, a firewall, and a spam filter. The demands on IT from a technical standpoint (and on the rest of us from an education and “corporate culture” standpoint) to keep information secure are increasing.

<sup>1</sup> [http://www.ebizq.net/hot\\_topics/security/features/7573.html?&pp=1](http://www.ebizq.net/hot_topics/security/features/7573.html?&pp=1)

<sup>2</sup> <http://en.wikipedia.org/wiki/Malware>

<sup>3</sup> <http://blog.taragana.com/index.php/archive/sophos-claims-inventing-foolproof-malware-scanner-using-behavioural-genotype-protection/>

<sup>4</sup> <http://www.it-director.com/business/content.php?cid=8814>

<sup>5</sup> <http://www.itweek.co.uk/itweek/news/2185659/firms-neglect-mobile-security>

<sup>6</sup> <http://en.wikipedia.org/wiki/HIPAA>

<sup>7</sup> <http://en.wikipedia.org/wiki/Sarbanes-oxley>

<sup>8</sup> [http://www.jointcommission.org/Standards/SII/sii\\_im\\_personal\\_perspective.htm](http://www.jointcommission.org/Standards/SII/sii_im_personal_perspective.htm)

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Watch the Pittsburgh Chapter listserv for details about the new *Pulse* publication schedule!