

HSLANJ President News

Kerry O'Rourke, Library Director,
UMDNJ Robert Wood Johnson Library of the Health Sciences



HSLANJ ePULSE

The HSLANJ Board retreat was held on the grounds of the Rutgers University Gardens in a log cabin constructed in 1936 as a W.P.A. Project. The Log Cabin, nestled in a grove of trees overlooking the Lawrence Brook was a perfect location for HSLANJ members to come together to plan our activities for the coming year.

Members were energized in the morning by Lynne Waymon, president of Waymon & Associates and a nationally known expert on workplace issues, networking and influencing and negotiation. During our morning workshop, "Negotiating & Influencing, Lynne presented our members with the rules and tools for getting our point across as we propose ideas and make agreements with co-workers, bosses, and vendors. We learned that we should come up with options that are easy for us to give, yet valuable to others and that most of our untapped power to influence others resides not in getting them to change, but rather in getting ourselves to do something different. Using "if.then" proposals

for mutual gain, the board worked through two scenarios that committees and task forces members have grappled with during the past year, 1) diminishing membership revenues and 2) recruiting more hospital libraries into our group licensing initiative. A third scenario focused on our status as department heads within our institutions.

After the workshop, members took a break to eat lunch and explore the beautiful gardens and lakeside vistas surrounding the log cabin. To take advantage of the beautiful day, members moved their belongings outside after lunch, and we conducted our board meeting under the covered pavilion. Two motions were approved by the board at the retreat require membership approval. The first motion was a bylaws change that further clarified membership in the association, and the second motion was to increase the membership dues.

Continued p. 2 DUES INCREASE

Running with the Squirrels

Robin Siegel, Centrastate Medical Center

Forty-nine HSLANJ members and non-members attended our September 22, 2004 General Meeting, *Running with the Squirrels: Providing Library Services to Hospital Administrators*, taught by Jeannine Cyr Gluck, Director of the Medical Library of the Eastern Connecticut Health Network.

This MLA approved 6 credit hour course focused on the practical aspects of providing library services to top administrators. Jeannine also delved into the needs of departments such as Performance Improvement, Medical Affairs, Finance, Corporate Compliance, Risk Management, Human Resources, Nursing and the Emergency Department. She spoke about

physicians who have moved into management and how librarians can serve their combined clinical and administrative needs. Jeannine gave pertinent examples from her experiences as a medical librarian of many years.

Attendees gained a wealth of information on the roles of various administrators and their chief concerns, including how to market your library to top management, and the many print and electronic resources available to serve administrative patrons. Jeannine's authoritative list of resources, which she distributed as handouts, will be an invaluable resource for those of us working with our hospital administrators.

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NCLIS Award to Jersey Shore Health Sciences Library

Cathy Boss and Staff Celebrated

JERSEY SHORE UNIVERSITY MEDICAL CENTER'S BOOKER HEALTH SCIENCES LIBRARY RECEIVES NATIONAL HEALTH INFORMATION AWARD

Neptune, NJ - On Wednesday, September 29, the U.S. National Commission on Libraries and Information Science (NCLIS) awarded the Booker Health Sciences Library at Jersey Shore University Medical Center the 2004 NCLIS Blue Ribbon Consumer Health Information Recognition Award for Libraries for New Jersey. Booker Health Sciences Library is the only library in the state to earn this prestigious award. Outstanding libraries in thirty-seven states are being recognized by the NCLIS for their contributions to health awareness and health education.

"We are proud to receive this award for our library's most unique consumer health service: our free home delivery program," says Cathy Boss, coordinator of Library Services at Jersey Shore. The purpose of the award is to help increase awareness of healthy lifestyles and to honor libraries which help users access the health information they need.

The recognition award, which is based on the library program's potential impact, innovativeness, and replicability was presented at a reception in the library by New Jersey State Librarian, Norma Blake. Renee Swartz, a national library advocate for 38 years and chair of the Monmouth County Library Commission

and the NJ State Library Advisory Council read a congratulatory letter from Governor James McGreevey and a Proclamation from Congressman Frank Pallone, Jr.

Cathy Boss says, "I feel I am accepting this award, in an indirect way, on behalf of all health sciences librarians in New Jersey who do 'help save lives'." Cathy also reminds everyone that the award goes to her great library staff and volunteers too!

Jersey Shore University Medical Center is a 502-bed regional medical center located in Neptune, New Jersey, and a university hospital affiliate of UMDNJ — Robert Wood Johnson Medical School. The Booker Health Sciences Library is open to the public and offers in-house use of an extensive consumer health collection, including journals, access to key medical databases on 13 public computers, audio and videotapes, and books. Borrowing is available through interlibrary loan. The library accepts inquiries on consumer health from anyone via phone, fax or email. The library staff does the research and puts together a packet of credible, reliable information, which is sent to the questioner's home.

For further information please call or email Cathy Boss at Jersey Shore Med Center.
Cboss@meridianhealth.com
732.335.4266

HSLANJ Dues to Increase

In order to sustain the quality of services and programs HSLANJ provides its members, the board proposed a \$10.00 increase for both the personal and the institutional membership rate. If approved by our members the new rates for HSLANJ membership in 2005 will be \$110 for institutional membership, which translates to 10 interlibrary loans per year, and \$30.00 for personal membership. Institutional membership is required for participation in the New Jersey Health Sciences Interlibrary Loan Network. Institutional members shall designate one member to vote on association matters. Employees of member institutions,

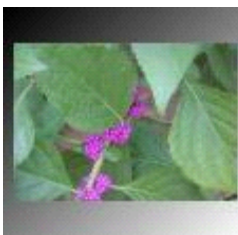
other than the designated representative, may participate in Association activities, but must join as a personal member to vote, hold office or attend meetings at the member rate. A vote on the dues increase will take place at the December General membership meeting.

\$\$ DUES TO INCREASE \$\$\$

Personal \$30 Institutional \$110

The **Berry Pick** Websites

Marie K. Saimbert, UMDNJ George F. Smith Library



This column began as a grassroots operation. Shortly after I began working at UMDNJ's George F. Smith Library, I created a brief, monthly document which I distributed via email to members in my Information and Education (I & E) Department, as well as to those in our library's administration. Given the outcry by most when they start getting too many emails, I opted not to email staff in other library departments. I didn't mind chancing chastisement from my immediate peers in I & E though. I felt given the overload of information our group is exposed to and filters daily--from news on database

to e-books to nifty Internet sites, how could one more useful Web site hurt? Besides my email was an attempt at knowledge sharing--thinking beyond the cubicle, if you will.

I quickly brainstormed the name Berry Pick for the document. My choice of Berry Pick is based loosely on the concept of "berrypicking" which I first encountered back in library school while studying human information behavior. Marcia Bates, an Associate Professor at the Graduate School of Education and Information Studies, UCLA, is credited with coining "berrypicking". She used the term to describe one of two types of online searchers--those that browse or "berrypick" and those that seek to obtain information after formulating an information need query (i.e. classic model of information retrieval). Bates proposed that many online search interfaces should be designed with that in mind. Bates, M.J. "The Design of Browsing and Berrypicking Techniques for the Online Search Interface." *Online Review* 13(1989): 407-424.

I decided that the knowledge I wanted to share or highlight would be related to the specific disciplines I have a background in, Nursing and Pharmacy. Beyond that I was on the lookout for medical sites, especially those with a great pharmaceutical component. Occasionally, I tossed in a Web pick that was pure fun and went along with the lazy, hazy days of a certain month, such as June's Berry Pick "my way.com".

For this column, I have chosen to blend my Berry Picks for the past six months into a Fall mix. I hope you enjoy taking a bite out of these juicy Web sites.

May First Word (P\SL) <http://main.pslgroup.com>

This Berry is one that made it into my Drug Information (DI) Toolkit. *First Word* offers brief drug information appearing in the news such as the latest drug regimens for a specific condition or drug company news (mergers, losses, etc.). A supervising colleague threw a clinical pharmacist a question. He approached the reference desk hesitantly. "I can't find this article that my supervisor keeps alluding to about new pseudomonas therapy. It's supposed to be monotherapy instead of use of multiple drugs for the infection". Original search heuristics proved tricky in PubMed and Medline. I considered International Pharmaceutical Abstracts (IPA), but chose to try something else first. Try typing pseudomonas in the search box in *First Word*. See if you discover a news story referring to a British Medical Journal article regarding the latest monotherapy for a pseudomonas type infection. Be sure to tick the radio button for "Medical News."

You can sign up free for *First Word* and be updated on a specific drug of interest; whenever news articles are available on the drug you are tracking *First Word* will alert you. You'll receive one neatly formatted email each morning. You can click on the links in the email to go to news regarding drugs and pharmaceuticals of the day.

June my way (Ask Jeeves, Inc.) <http://www.myway.com/>

This month's Berry Pick was a "cool" one. Just in time for the summer, from Ask Jeeves, Inc. it's **my way!** This is essentially a web site that aims to make you a believer that 'your way' is the way to set up a webpage--at least your home page.

The **my way** people allow you to customize the look, feel, and content of your

my way site. On my personal **my way** site, I've picked and realigned newspapers (those with health, pharmacy, and medical news sections) and entertainment content I wish to view daily. I've chosen a desert theme for my page and I've incorporated my UMDNJ webmail address into the page, as well as the George F. Smith Library page under my groups (sort of one stop shopping). This Berry is fun pick for your personal computer. Check it out!

July Biospace <http://www.biospace.com/>

This month's Berry Pick is a complement in some ways to our original berry *First Word*. It's *Biospace*--an online resource for Life Science news and like *First Word* allows you to subscribe to a free daily email alert. The *Biospace* portal (numerous links to a wealth of information) is excellent news feeds for researchers in the life sciences and researchers in other health related fields. Of course, pharmaceutical industry and drug news are included in this gem, making it a must have for any researcher looking for competitive intelligence information on the web.

Try some of these specific links on the *Biospace* site and see!

1. <http://biospace.tradepub.com> [free trade publications for health professionals]
2. http://www.biospace.com/news_subject.cfm [under left navigation heading Breaking News>By Subject>click on *Mouth and Dental Disorders* link]
3. http://www.biospace.com/company_index.cfm [You can view some headline about research at other academic institutions. Click on Academic/Research under the heading *Companies and Organizations by Industry*]
4. Check out what Rutgers is researching in the Life Sciences!
http://www.biospace.com/news_company.cfm?CompanyID=237604
<http://www.biospace.com/biobuzz.cfm>

August Doctor's Guide (P\SL) <http://www.docguide.com/>

Yes, *Doctor's Guide--Global Edition!* is yet another in a seemingly endless list of news feeds one can receive by email. This one covers medical sciences and is published by the same group that publishes *First Word*, P\SL. However, it is a weekly email feed, as opposed to the daily *First Word*.

First off, you should register (it's free) and personalize this Berry so it is of more use for your personal needs. For example, you can choose one of seven currently represented to view the site, as well as pick from a list of medical specialties and drill down to journals of interest from a host of medical areas. The journal titles you choose are saved and you can access the home page of those journal titles with one click via the *Doctor's Guide* home.

You can specify that news from certain areas of medicine be included in your weekly email feed. You can also access webcasts/continuing medical education (CME) on this site as well. Beyond that, a great feature is the Channel Watch. Again, you pick the medical areas you wish to receive news, CME, and case study reports on. You can also set up the *Doctor's Guide* site to search your favorite search engine and PubMed.

Doctor's Guide has many important internal links and connects you to many great external resources as well. A great internal link listed on the home page is the "Congress Resource Centre" (CRC). You can get information related to specific medical conferences, information about the city holding those conferences, and more!

Lastly, take some time to check out the "All Medical Resources" link on the *Doctor's Guide* home page. Once you click on that link, you can select "Site Directories" from a pull-down menu. External links for important hospital, medical specialty, dental and nursing web sites are listed. Recently, I used the directories and search box on *Doctor's Guide* to research potential U.S. hospitals performing the *Birmingham hip*, a procedure already in heavy use in Europe as an alternative to traditional hip replacement. Results highlighted that Birmingham hip resurfacing is lasting longer, so patients don't go back in ten years for another procedure as is currently occurring with some patients who have undergone traditional hip replacement.

The Berry Pick Websites continued

<http://www.prescribingreference.com/>

The Berry Pick for September is *Prescribing Reference*. No doubt today's prescribers (doctors, physician assistants, and nurse practitioners) have their choice of where to look for prescribing information. They may prefer to use a drug database on PDA like Epocrates RX Pro or Epocrates Essentials. Essentials includes Epocrates RX Pro, which is slated for Pocket PC release this fall, as well as an Epocrates's disease and diagnostic reference products. Additionally, RX Pro will also introduce a nursing IV products section by November, including an IV drip rate calculator and IV compatibility checker. (A free download of Epocrates Rx is currently available for Palm OS and now finally for Pocket PC!) Other drug information options include Epocrates RX Online and PEPID online (or PDA version) product suites such as PEPID-ONS, geared towards oncology nurses. Consider taking a look at the Web version of *Prescribing Reference* <http://www.prescribingreference.com/> amongst the other point-of-care products mentioned above.



Like many point-of-care drug databases, *Prescribing Reference* is not necessarily all inclusive, but has the top 3,000 most prescribed drugs according to IMS (an independent research company) market research. You can register for free access to a Web version of *Prescribing Reference*. Noteworthy sections include a place to search for drug manufacturers' contact information, as well as the company's corresponding Medical Affairs phone number. Performing a "Disease Search" allows you to drill down to a specific condition in that area and discover a listing of top drugs used for that condition. Click on "Disease Search" in the left navigation frame. Then click on "Dental Disorders" from the disease list. Lastly, click on "Prevention of Dental Caries" to see the drugs and respective monographs for that condition. Note, that all drug monographs have an update date listed. New monographs such as the one for telithromycin (Ketek), a new antibiotic (and a first in a new class of antibiotics) for resistant *S. pneumoniae* includes a picture of the drug package.

Other finds in the Online *Prescribing Reference* Product include a "New Products" section, "Charts" on such topics as common antibiotics for the pediatric population (dosing information, flavor of antibiotic included), and some "Guidelines" with reference links back to HSTAT (NLM's Health Services/Technology Assessment Database) and AHCP (Agency for Health Care Research and Quality), among others.

Beyond the Web version of *Prescribing Reference*, there is also an offer for physicians, physician assistants and nurse practitioners to obtain a free complimentary subscription to the *Prescribing Reference* associated with their discipline (e.g. Nurse Practitioners *Prescribing Reference* and Residents *Prescribing Reference*.) Print editions of the varieties of *Prescribing Reference* are published quarterly. Check out this link to view other available print *Prescribing Reference* products. <http://www.prescribingref.com/Publications.asp>

October Johns Hopkins Antibiotic Guide

<http://hopkins-abxguide.org/>

October's Berry, *Johns Hopkins Antibiotic Guide*, is a no-brainer, grant-supported site just in time for the cough/cold season. No doubt many have tried this Berry before, but it's still worth a review.

First, log in for free access to this product and be sure to remember your password as there is not an apparent password reminder feature. You then can search "by diagnosis...", "by pathogen...", "by antibiotic...", or by typing in a keyword in the provided search box. I wanted to find out information about a recent FDA approval for resistant *Streptococcus pneumoniae*, telithromycin (Ketek). My keyword search for the antibiotic yielded a succinct, current monograph with key prescribing information such as dosing and duration for therapy. How many times has a doctor or dentist prescribed an antibiotic using a dose that is sub-therapeutic and/or not prescribed for a long enough period? This Berry seeks to ameliorate that with the addition of the dosing/duration information.

Cost of antibiotic therapy per day is also listed and based on Red Book and McKesson average wholesale price (AWP). Let me say something about that. First, the top three drug wholesalers at this time are McKesson HBOC, Incorporated, Cardinal Health, Incorporated, and Bergen Brunswick. In theory, obtaining drug price per pill provides the doctor with an estimate of cost for full antibiotic therapy, but in reality the more pills a person purchases the lower the cost per pill usually. For instance, throughout the years I've seen clients walk into my pharmacy and plunk down a prescription for one alprazolam (Xanax) pill--to be taken, often before a medical or dental procedure, before a flight and so forth. The cost of one Xanax is \$5.99, while the cost of one alprazolam is \$5.99. Conversely, if you presented a prescription for thirty pills of Xanax the price would be \$59.39 and thirty alprazolam would be \$11.99. (It is beyond the scope of this piece to explore the details of why one pill of either the brand or generic anti-anxiety agent mentioned above is the same price. Let us just say one alprazolam or one Xanax costs the particular pharmacy way less than \$5.99 to purchase.) Prices for drugs vary by quantity purchased when one pays cash for medicines as many uninsured workers and non-workers must do today. Further, prices vary from block to block within the same chain pharmacy. Walgreens 'A' may have a slightly higher price than Walgreens 'B' for the same drug, yet be within a couple of miles of each other. Knowing this, some pharmacists and doctors often encourage patients to "shop around" for the best price. Further, some pharmacists will share information regarding price matching. For example, a pharmacist in one retail chain may match the price or charge just a dollar or so below a competing chain's price. They may even try to beat a mail order price from places like AARP. Further, if you are a Walgreen's customer and typically visit Walgreens 'B', you may want to be vocal and state that you realize the price of your antibiotic is this, but Walgreens 'A' charges a slightly lower price. "Can I receive a price match?" In reply to the previous question, many pharmacists will charge you the lower price of Walgreens 'A' (after calling to verify your research). You just have to do your homework, share your research, and then ask! Enough said, back to our Berry.

As mentioned previously, you can also search the *Johns Hopkins Antibiotic Guide* "by diagnosis." Here major conditions and areas of antibiotic use are available for the picking. For example, antibiotic therapy for endocarditis prophylaxis is highlighted under the section "Cardiac." Each page noting the appropriate antibiotic for a condition offers a section on the right where doctors or other users may check off a drug(s) provided in a list or suggest an alternative drug. For endocarditis prophylaxis, I clicked on clindamycin (Cleocin) as my alternative for the condition. The antibiotic guide offered that I could choose to give that drug for the condition of interest if a patient was allergic to penicillin. If the patient was not allergic to penicillins, amoxicillin would be the preferred agent. **Caution**, the suggestion section may appear confusing when you type in the antibiotic choice you might be considering for a particular condition. In the above instance, the Guide responds back noting, "We appreciate your input, we will evaluate this treatment in the setting of this indication." Having put in an antibiotic name I know is not used for endocarditis prophylaxis, I expected the Guide to set me straight. I'll get back to this later. Lastly, the "by diagnosis" section includes antibiotics in relation to vaccines and "Biodefense."

There is also free download or "Poc-It" version of the *Johns Hopkins Antibiotic Guide*, but the producers warn you should check for updates often because antibiotic therapy changes frequently.

Finally please visit the FAQ section on this site. Here you learn information such as pediatric antibiotic care is not reflected in the antibiotic monographs currently in the Guide. Also, antibiotics may be used for multiple infections, but only the top ten FDA sanctioned indications for an antibiotic are listed. Further, recall the confusion regarding the commentary provided by the Guide regarding my personal suggestion for endocarditis prophylaxis. According to the FAQ section, the producers of the site are collecting my input, as well as other prescribers' inputs in order to research clinician prescribing habits. A report of these inputs will appear on the index page of the *Johns Hopkins Antibiotic Guide* periodically.

Thanks for your time. See you in the Spring with more Berry Picks!

Health Literacy Month

Nancy Forsberg, The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital



October is Health Literacy Month

Health Literacy Month is a time when health literacy advocates around the world promote the importance of understandable health information. Started in 1999, this month serves as a common focus that hospitals, health centers, literacy programs, libraries, social service agencies, businesses, professional associations, government groups, consumer alliances, and a myriad of other organizations use to draw attention and develop local capacity to address this important issue.

Helen Osborne, M.Ed., OTR/L is the President and co-founder of Health Literacy Consulting. She has faced the challenges of communicating healthcare information as an occupational therapist to patients who have limited literacy, do not speak English, come from other cultures, are older, and have trouble hearing, seeing, or remembering. Helen also recognizes how tough it can be to understand unfamiliar or complex information or to even think clearly when in pain, scared or overwhelmed.

Helen Osborne is widely recognized for her expertise in health literacy and patient education. As a speaker, writer, and consultant, Helen helps healthcare

organizations communicate in ways patients and families can understand. Over the past few years I have used Helen's website and information to refine and recheck many library brochures as well as patient education information used at my hospital.

Celebrate All Year

Basic fact sheets include *What is Health Literacy?*; *Who has Health Literacy Problems?*; *Health Communication and Cultural Diversity*, etc. Take a look at Helen's Health Literacy Fact Sheets* at www.healthliteracymonth.org or her previous articles at <http://www.healthliteracy.com/articles.html>. The website also includes great links to other health literacy information and advocates.

*This series of Health Literacy Fact Sheets was made possible by funding from The Commonwealth Fund and Pfizer, Inc. For more information or questions, please contact the Center for Health Care Strategies at (609) 895-8101 or <http://www.chcs.org/>.

Bylaws Changes

Proposed changes to the HSLANJ bylaws regarding membership were voted on at the September General meeting.

Article III. Membership.

Section 2 Qualifications:

D. Institutional Members shall be organizations that support the objectives of the Association. An Institutional Membership is required for participation in the New Jersey Health Science Interlibrary Loan Network. Institutional Members shall designate one representative to vote on Association matters. Employees of member institutions, other than the designated representative, may

participate in Association activities, but must join as an individual member in order to vote or hold office.

PROPOSED CHANGE: Add to end: "or attend meetings at the member rate."

RATIONALE: Only one person from an institution can be designated as the Institutional Member. All other employees of that institution must join as individual members to attend at the member rate.

Back to School-Time for a Second Masters!

Madeleine Taylor, St. Joseph's Regional Medical Center

Many of you know that I have gone back to school to get a second masters degree. I looked at a lot of programs trying to decide if I would get a subject masters or an interdisciplinary one, whether I would do a distance learning degree or a traditional degree.

After a lot of soul-searching, I decided to go the traditional route, because I enjoy the interplay in the classroom. I also decided to go for an interdisciplinary masters, mainly because the multicultural studies program I was looking for was not available locally.

The program I chose is the Masters in Liberal Studies at Ramapo College of NJ in Mahwah. It is fitting, somehow, because I have a

B.S. from Ramapo. It was quite an experience seeing the campus again after 20-something years! And my first class is multicultural focus, so I'm happy with my choice. I already had to do a stint as discussion leader, so I've gotten my first presentation out of the way. Now I have to start thinking of thesis topics!

One of our librarian colleagues has worked with MLA to create a listserv for people like me. <http://ns1.mlahq.org/mailman/listinfo/mla-next-masters> is the website for information about the listserv set up for discussion on getting another degree. Listserv members very helpful when I asked for advice.

Medical School Experience

8 MLA CE credits pending

Dec 1 8:00 am to 4:30 pm

NJHA Conference Center

Medical School Experience, modeled on the Mini Medical School Program, is an introduction to how medical students become physicians as well as an orientation to anatomy, physical examination and diagnosis, physiology and pathophysiology and pharmacology.

The symposium offers participants the opportunity to learn the subjects important to medical school students and to understand how students progress through medical school, moving from pre-clinical to clinical years.

This symposium is designed to help librarians better understand their physician patrons by focusing on some of the elements of physician training.

Instructors include:

Reena Karani, MD, Assistant Professor and Medical Director, Geriatrics Consultation and Liaison Service, Brookdale Department of Geriatrics and Adult Development, Mt. Sinai School of Medicine, New York

Audrey Chun, MD, Assistant Professor and Medical Director Coffey Geriatrics Practice, Brookdale Department of Geriatrics and Adult Development, Mt. Sinai School of Medicine, New York

Helen Fernandez, MD, Assistant Professor, Brookdale Department of Geriatrics and Adult Development, Mt. Sinai School of Medicine, New York

Emily Chai, MD, Assistant Professor, Brookdale Department of Geriatrics and Adult Development, Mt. Sinai School of Medicine, New York

New Jersey Hospital Association

CONFERENCE CENTER

760 Alexander Road

Princeton, NJ 08543-0001

609.275.4000

For further information contact ROBIN SIEGEL

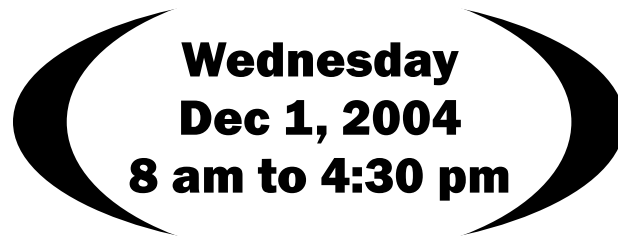
CentraState Medical Center Library

732.294.2668

rsiegel@centrastate.com

Schedule

	Time	
<input type="checkbox"/> Registration/Coffee	8:30 am	8:30 am
<input type="checkbox"/> Introduction	8:30 am	9:00 am
<input type="checkbox"/> Morning Program	9:00 am	11:45 am
<input type="checkbox"/> Luncheon	11:45 am	1:00 pm
<input type="checkbox"/> Afternoon Program	1:00 pm	3:45 pm
<input type="checkbox"/> Questions & Answers	3:45 pm	4:30 pm



Register by November 23, 2004
Checks made payable to HSLANJ

HSLANJ Member \$100.00

Non-Member \$140.00

Return registration to

Keydi Boss
Holy Name Hospital
718 Teaneck Road
Teaneck, NJ 0766
Fax: 201.833.3006



Name _____

Address _____

Phone _____

HSLANJ Cancellation Policy:

Refunds for those who prepaid and are unable to attend are given ONLY if HSLANJ is notified one week in advance of the meeting.

Driving directions to NJHA Conference Center available at www.njha.com/conferencecntr/html/mc.directions.html

The Princeton Junction train station is approximately one mile from NJHA. Transportation from the train station to Princeton is available.

In the event of inclement weather please call 609.888.5008 to determine if the meeting is cancelled or delayed.

Information also available on the NJHA website www.njha.com/conferencecntr/html/inclement.aspx.

Radio stations at WBUD (1260 AM) or WPST (97.5 FM) also broadcast weather information for NJHA.

WWW.HSLANJ.ORG

Marketing Your Library

Vicki Sciuk, Overlook Hospital, and the Marketing Committee



HSLANJ BROCHURES & BOOKMARKS

Promote your library with our new bookmarks & brochures, with their theme:

Health Sciences Libraries Help Save Lives

The Marketing Task Force recommends personalizing the bookmarks with your library's information, and sending them to the local public libraries in your area. Other librarians have sent the brochure to physicians or administrators, with good results. Here are some specifics, to inspire you.

BOOKMARKS

The best size label to use for the front bottom of our bookmarks is 3/4" x 2". One library ordered preprinted clear rectangular labels with rounded edges, the type you can order as address labels from places like the Walter Drake Company in Colorado. <http://www.wdrake.com/category.aspx?cid=335>

You can also use standard Avery labels you can print from your computer printer, but they may have to be trimmed to fit – or put the label on the back of the bookmark. Use your favorite font, centered on the label, containing info such as the library name, hospital name, phone number, website address, etc.

BROCHURES

One solo librarian in North Jersey sent the brochure and a note to a few select physicians and all the executive staff of her hospital. She received great feedback, with comments like:

- I didn't know your group did all that
- Very informative and I love the design
- Please hand out at orientations
- Beautiful layout, very impressed
- I know your organization does great things
- Great job !!!!

The Marketing Task Force will be distributing the materials to NJLA members, but it will mean much more to your local constituents coming from you personally.

Here are some tidbits from the general library world....

—A most interesting column about the **USA Patriot Act** and library privacy featuring the Vermont librarian Jessamyn West. is from Wired.com You can see the entire article at www.wired.com/news/privacy/0,1848,64945,00.html

—**Be Well Informed @ your library®** is a new program from “The Campaign for America’s Libraries, a public awareness and advocacy effort about the value of libraries, librarians and library workers in the 21st century.” The full story can be seen at www.ala.org.

This program is sponsored by the American Library Association and Walgreens and will give grants of \$25,000 to ten libraries to host consumer health education seminars in 2004 and 2005. Each seminar will be hosted by a librarian and a local Walgreens pharmacist to discuss Medicare, “managing the cost of medicine, understanding medication, the best use of over-the-counter medication, diabetes, asthma and heart disease.” The curriculum is being developed by an advisory committee of ALA members and Walgreens representatives. Some of the libraries are Boston Public, Enoch Pratt Free Library, Baltimore, and Orange County (Fla.) Library System.

—For a full story about the new **13 digit ISBN** and other ISBN links visit National Information Standards Organization at www.niso.org/standards/resources/ISBN.html. As of January 2007 all book and book-related products must have the 13 digit number. Additional information is at the U.S. ISBN Agency www.isbn.org.

Yikes !
Are You Ready for the 13-
digit ISBN?

—**Statehealthfacts.org** is a project of the Henry J. Kaiser Family Foundation. It updates free, current and easy to use health data, from the 50 states and the District of Columbia. “Most of the information available on statehealthfacts.org is public information and may be reproduced for free with appropriate citation.”

You also can find links to the Kaiser Family Foundation (www.kff.org) that has great “Children, Health, and the Media: Report and Fact Sheets” such as *Media, Youth, and Civic Engagement; Tweens, Teens, and Magazines; Entertainment Education and Health in the United States; Role of Media in Childhood Obesity*, etc.

“The Henry J. Kaiser Family Foundation is a non-profit,

private operating foundation focusing on the major health care issues facing the nation. The Foundation is an independent voice and source of facts and analysis for policymakers, the media, the health care community, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries. KFF develops and runs its own research and communications programs, often in partnership with outside organizations.”

—**GuideStar**, the “National Database of Nonprofit Organizations” www.guidestar.org/



In the ten years since its founding, GuideStar has focused on getting information about nonprofit organizations to donors, foundations, and businesses. GuideStar also offers subscription services for Grant Explorer and Salary Search so users can research grants and benchmark salaries. You can look up basic information on any American charity or private foundation to which charitable donations are tax-deductible. GuideStar gets its “financial and program information from the IRS Business Master File and—for organizations that are required to file an annual information return with the IRS—via Forms 990, 990-EZ, or 990-PF. We even make those forms available on the site, as PDF image files.” Now GuideStar has gone one step further and created GuideStar International. Buzz Schmidt, GuideStar’s founder noted, “Little did we know 10 years ago when we began to work on the concept of a comprehensive information system for the American nonprofit sector that it would become a model for civil society development around the world.” GuideStar International has ongoing activities setting up charitable databases and Web sites in Germany and South Africa during its first year, with GuideStar UK already established. <http://www.guidestar.org.uk/> *The Charity Information Website*

—**The ResourceShelf** www.resourcesshelf.com

“Resources and News for Information Professionals”, from Gary Price, MLIS, is also a great place to get all kinds of arcane information. You just never know when you’ll want to find some obscure facts about the upcoming elections, census bureau information, the newest weblog, Dublin Core Metadata info, or what Google and Yahoo and OCLC have been getting up to.



Librarian News

<http://www.cdc.gov/od/oc/media/pressrel/r040908.htm>

CDC Invests \$73 Million to Improve Health Information Services for the Public

The Centers for Disease Control and Prevention (CDC) announced today the award of a seven-year, \$73 million contract to provide a single point of contact for consumers and health professionals to access comprehensive, timely, and credible health information.



“Communicating directly with the American public has become a vital part of CDC’s role in protecting the nation’s health and safety,” said CDC Director Dr. Julie Gerberding. “With this unified approach, we will get the right health information to the right people at the right time.”

The new service will integrate more than 40 hotlines, clearinghouses, automated voice and facsimile response systems into one comprehensive contact service center available 24 hours a day, 365 days a year. The contact center will cover telephone, facsimile, e-mail, postal mail, and web-based contacts and responses and include multilingual and hearing-impaired services.

“Pearson Government Solutions has been contracted by CDC to use the industry’s leading approaches and technologies to provide the best consumer experience possible,” said CDC Chief Operating Officer Bill Gimson. “Through this action, we increase the level of service and breadth of health information available to the consumer at one phone number.”

Pearson provides consumer information services for more than 32 federal programs, including the Department of Health and Human Services and the U.S. Department of Education.

CDC currently responds to more than 3 million public inquiries a year on such topics as international travel, childhood immunizations, obesity, heart disease and stroke, adolescent health, terrorism preparedness, disease outbreaks, injuries, birth defects, HIV/AIDS and other sexually transmitted diseases, and environmental threats.

“We are very excited about this new opportunity to improve CDC’s service to the public and health professionals,” said Jim Seligman, CDC Chief Information Officer. “Accurate health information is vitally important for people to make good health choices. While CDC’s website has grown dramatically to over 10 million visitors a month, many consumers need other means to get health information or want an integrated approach between direct person-to-person and electronic interactions.”

The new toll-free consolidated consumer response service will be phased in during the next few months. Callers can continue to use existing CDC hotline numbers. As the new contract is implemented, calls from existing hotlines will automatically be transferred to the new number.

Britain’s Brainiest are Librarians

<http://www.bl.uk/cgi-bin/press.cgi?story=1446>

During the BBC2’s “University Challenge—The Professional” September 6 episode, the British Library won over the Oxford University Press team. The challenge began in April 2004 and included participating teams from many professions including actors, military personnel, British industry representatives, crossword puzzle designers, participants from the Foreign Office and Home Office, newspaper journalists, etc.

Kathryn Johnson, Curator of Theatrical Manuscripts, Ron Hogg, Slavonic specialist, Colin Wright, editor of the Library’s website, and Bart Smith, Humanities specialist made up the British Library team. Captain Smith stated that team-work and librarian knowledge helped them win. “Our victory may have been a sur-

prise for some but we were determined to vanquish the opposition in the most genteel and ‘British’ way! Our victory not only reflects the knowledge and expertise of British Library staff but is a tribute to the skills of the library profession, whose members are true information providers with an ability to access virtually every subject under the sun, however seemingly obscure.”

The British Library is the national library of the UK with a collection of 150 million items including materials from 300 BC, 260,000 journal titles, Leonardo da Vinci’s notebook, and Beatles manuscripts. Over 16,000 people use the collections daily and almost 500,000 people visit the reading room yearly. <http://www.bl.uk/> Click on *News*, then *Press Releases* for the full story and photo.

MLA Grants

Kronick Traveling Fellowship Deadline is Dec 1, 2004

This is a \$2000 MLA fellowship given for studying a specific aspect of health information management by traveling to 3 or more medical libraries in the US or Canada.

Toni Yancey
tyanc001@umaryland.edu
410.706.2855

Karla Block

Rozalynn McConaughy
roz@med.sc.edu
803.733.3310

Go to www.mlanet.org/awards/grants or contact Kronick Jury members for further info.

MLA Research, Development, and Demonstration Project Grant Deadline Dec 1, 2004

The purpose of this grant is to provide support for research, development, or demonstration projects that will help to promote excellence in the field of health sciences librarianship and information sciences. Grants range from \$100 to \$1000. Grants will not be given to support an activity that is operational in nature or has only local usefulness. More than one award may be granted in a year.

Do you have a great idea for a project that promotes excellence in the field of Health Sciences Librarianship? If so, consider applying for the 2005 MLA Research, Development, and Demonstration Projects Grant. Go to www.mlanet.org/awards/grants or contact Lisa Fried at 312.419.9094 x 28



HOSPITAL LIBRARIES SECTION
of the Medical Library Association

MLA Professional Development Grant for Hospital and Clinical Librarians Application Deadline: February 1, 2005

Are you looking for funding to attend a meeting, further your professional education, conduct research? The HSL/MLA Professional Development Grant is designed to support participation in professional programs or scientific research. The grants help librarians in hospitals and other clinical care settings to develop and acquire knowledge and skills as described in *Platform for Change* (MLA's Educational Policy Statement) and *Using Scientific Evidence to Improve Information Practice* (MLA's Research Policy Statement.)

HSLANJ Calendar Upcoming Events

Health Sciences Libraries Help Save Lives

- ◆ **December 1, 2004** General Meeting
*Medical School Experience -
8 hr CE course taught by four physicians
from the Mt. Sinai School of Medicine.*
- ◆ **February 16, 2005** Board Meeting
- ◆ **March 9, 2005** General Meeting:
*Face to Face: Strategies for Effective
Consumer Health Communication*
- ◆ **April 13, 2005** Board Meeting
- ◆ **September 14, 2005** General Meeting
- ◆ **October 19, 2005** Board Meeting
- ◆ **December 7, 2005** General Meeting

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Still not a member? JOIN HSLANJ

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