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A CHAPTER OF THE MEDICAL LIBRARY ASSOCIATION

NCNMLG Newsletter

President's Message by Rebecca Davis



This last message from me will serve as my **Annual Report**. I will briefly recount what we have accomplished this year and make recommendations and observations. Consult the annual reports on the NCNMLG web site

(www.ncnmlg.org) for more detail on the work of a committee or elected officer.

First, I want to tell you how much I have enjoyed my year as President. The Executive Board, which includes both the elected officers and the committee and taskforce chairs, has been a hardworking and congenial group, dedicated to the welfare of NCNMLG. We have accomplished much and I thank them for all of their efforts. I leave you in the capable hands of our new President, Heidi Heilemann. Heidi is a long time NCNMLG member and will bring a wealth of skill and experience to the position.

Activity Highlights:

This year we began a look at our documentation, including the Bylaws and the Policy and Procedure Manual. Both of these documents should be revised in the coming year. Committee reports were mounted online prior to meetings to save the cost of copying by one person, to make them available to the general membership as well as the Executive Board, and to automatically archive them.

The Awards and Honors Committee initiated two programs. The **Colleague Appreciation Program (CAP)** provides an opportunity for any NCNMLG member to recognize a colleague by donating at least \$10 to the chapter in the colleague's name.

Recognition can be given for a variety of reasons; promotion, chairing or working on a committee or project, mentoring, whatever is deemed noteworthy. Those in whose name money had been donated as part of the CAP were featured in a display at Joint Meeting 2005. The money donated for the Colleague Appreciation Program is used to fund the second new program, the **NCNMLG Professional Development Grant**. The grants are available for any NCNMLG member who wants to attend an educational event. The **2005 NCNMLG Award for Professional Excellence** was awarded to Anne Shew at a dinner meeting held on April 26, 2005 at Spenger's Restaurant.

The Bylaws Committee started a review of the Bylaws for items that might be more properly in the Policy and Procedure Manual (PPM). The most recent versions of both the Bylaws and the PPM were identified. Both documents will be revised and placed on the NCNMLG website. Planned bylaws changes will include rewording to reflect technology-induced changes like electronic voting; recognition that NCNMLG might want to meet with other chapters in addition to MLGSCA; and the restoration of the Past-President's role on the Executive Board.
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The Continuing Education Committee conducted the first of what is planned to be an annual CE survey of members, using Survey Monkey. Members expressed a desire for alternative modes of class delivery, including webcasts and teleconferences. Preferred subjects included a mini med school and managing electronic sources. On September 22, 2004, a MLA teleconference, "The Art and Practice of Electronic Journal, Book and Database Licenses: Practical Tips for Health Care Organizations" was held at Kaiser Oakland". A CE course on evidence-based medicine was taught at UC Davis on April 12, 2005. Titled, "Forging New Librarian/Physician Relationships: The Challenge of Evidence Based Medicine", the class was taught by Rochelle Minchow, MLS and was attended by 23 people.

Prompted by Stanford University's concern with security, which resulted in their request that we remove the NCNMLG website, the website was relocated to a commercial hosting service called Godaddy.com. The NCNMLG listserv will continue to be hosted by one of the Stanford librarians. Near future plans involve a thorough review and updating of the website. It has been decided that more of our documentation, e.g. a separate listing of meeting minutes, and the Policy and Procedure Manual, should be posted on the web to provide a more dynamic archive of important documents.

The Electronic Document Delivery Taskforce has conferred with other groups and prepared a document of guidelines regarding the purchase of a scanner and attendant software. The guidelines appear in this issue of the newsletter.

The Joint Meeting was hosted by MLGSCA in Long Beach, February 2-5, 2005. There won't be a Joint Meeting held February 2006, instead, our next large meeting will be the Tri-Chapter Meeting in Seattle, October 15-18, 2006, hosted by the Pacific Northwest Chapter. It's possible that the Hawaii chapter might also join us. We decided that our usual February Joint Meeting date would be too close to the previous October's Tri-Chapter Meeting, so there won't be a Joint Meeting in February 2007. Since Nov. 12, 2007 will be the anniversary of NCNMLG's 60th year, we

will likely have a celebration that year. Las Vegas will be the location of the next NCNMLG-hosted Joint Meeting in February 2008. And just to provide us with even more opportunities (and a little confusion), we are all informally invited to attend the Pacific Northwest Chapter's Annual Meeting in Portland, October 15-18, 2005.

We had a total of 32 new and returning members from June 2004-June 2005. Here's a list of the new members: Margaret Brooks, Vicky Christianson, Noma Collins, Nicole Cook, Craig Cruz, James Curtis, Geri Doslava, Nancy Firchow, Deanna Gaige, Christine Johnston, Debra Ketchell, Evelyn Kobayashi, Rebecca Kozak, Mary Leoni, Xiaoli Li, Mary Mead, Heidi Mortensen, Wess-John Murdough, Cynthia Perkins, Joshua Richardson, Stephanie Rollins, June Simms, Heidi Schmidt, Reba Sardari, Laurie Skophammer, Cathy Silverman, Monique Turner, Susan Ulrich, and Roberto Urzua. Future activities include the possibility of producing an online directory of members with the assistance of MLA; and changes to the membership form.

The Mentoring Taskforce initiated a new program to match new members with current members. The **Colleague Connection** creates an opportunity for new members to know at least one current member in a way that is less formal than our former mentoring program. However, a mentoring relationship is possible if the two members are interested.

The Program Committee made arrangements for the following programs after Executive Board Meetings: December 14 – A presentation on the California Healthcare Foundation; April 26 – Dinner at Spenger's Restaurant.

Our Public Relations Committee continued to identify opportunities for NCNMLG to be involved in career days and information panels. A representative from NCNMLG participated in two such panels; one for SIMS at UC Berkeley, and a videoconference for San Jose State University. Free student memberships were given as prizes at each event. In addition, a new brochure was developed and placed on the chapter website.

Lastly, our first ongoing fundraising effort (other than the Joint Meeting) in many years was launched. The NCNMLG eBay Auction offered its first items and has made about \$120 to date. Efforts to streamline the participation of members in the auction will hopefully result in greater participation by members.

Recommendations and Observations

- Documentation is crucial to our group. Minutes need to be as detailed as possible, with clearly stated motions and action items. Each year, someone on the Executive Board with a digital camera should be asked to volunteer to take a few photos at each meeting/program, and to either submit them to the newsletter, or send them to the Archivist. In addition, the web site needs to have 5 years of Executive Board meeting minutes, a log of changes to the Bylaws, a listing of officers and committee chairs that also includes committee members, the most recent Policy and Procedure Manual, and the most recent Bylaws. Continue to mount committee reports on the NCNMLG website. It provides a way to avoid having to make copies for everyone and makes the reports available both to those attending a meeting as well as to the general membership.
- With the advent of tri-chapter and maybe even quad-chapter meetings in addition to our regular Joint Meetings, there is a greater likelihood that we may not receive revenue from the Joint Meeting every other year. We need to identify other sources of ongoing revenue. Newsletter ads have been approved by the Executive Board and need to be pursued. Greater member participation in the eBay auction needs to be encouraged, as this is an easy way to raise money. In addition, we should continue to ensure that we at least recover costs on all continuing education classes and programs, whenever possible. Consider contacting vendors to help sponsor CE events.
- Every officer and committee chair should read their portion of the Policy and Procedure Manual

even if they have spoken to the person previously holding the position.

- November 12, 2007 is the 60th anniversary of NCNMLG. We will not have a Joint Meeting that year, so consideration might be given to having some sort of celebration in 2007. The 50th anniversary celebration in 1997 was sponsored in part by the following vendors: Advanced Information Management, EBSCO, ISI, Readmore/Blackwell Scientific, Rittenhouse, and Taylor and Associates.
- We will be hosting Joint Meeting 2008 in Las Vegas. Florence Jakus has formed a committee to identify a hotel. This should ideally be finalized by June 2006. A chair or co-chairs still need to be identified.
- Online registration for membership dues should be pursued. It appears that MLA might assist with this effort in the near future.
- Additional money should be put into the Professional Development Grant program and members should be encouraged to apply. The two deadlines for applications should be featured prominently in the newsletter and sent via e-mail.

Editor's Note

This issue of the Newsletter features another story of mentor and mentee from Karen Butter and Gabriel R. Rios, the highlights of the MLA '05 annual meeting by Ysabel Bertolucci, David Owen's article on Google search, new development of several medical libraries and more.

This is my final issue of the Newsletter. I am thankful for having this opportunity to serve you for the past two years and to work with many dedicated colleagues. I want to thank each of you who contributed to the newsletter, especially those invited authors of the featured articles. I would also like to thank Pamela Murnane and John Ward for their help in bringing up the newsletter online

promptly with my last-minute requests. Thank you, Rebecca Davis, for your support in the past year. The last, but not the least, I would like to thank each of you for your readership.

As you may already know, I will leave the Newsletter in the capable hands of Cathy LeGrand, Chair, Public Relations Committee, 2004-2005. Please continue to support her during her tenure.

Have a great summer!

Min-Lin E. Fang, Editor

Minutes of the NCNMLG Transition Meeting, June 10, 2005

Chiron, Emeryville CA

Call to order

Rebecca Davis called the meeting to order at 10:15 am. R. Davis passed out Certificates of Appreciation and thanked everyone for serving for the last year. She then handed the gavel to Heidi Heilemann. H. Heilemann welcomed everyone, and asked for approval of the minutes from the last meeting. Minutes from the Board Meeting April 26, 2005 were reviewed and approved. H. Heilemann stated that she had received all the reports on her e-mail and that they will be posted to the web site after the meeting.

Attendees

Rebecca Davis, Past President, and Parliamentarian; Heidi Heilemann, President; Mina Davenport, Secretary; Tilly Roche, Treasurer; David Brown, ILL Coupons and President-elect; Carolyn Kopper, Bylaws; Julie Haugen, Pam Murnane, Nominating Committee; Kristi Wessenberg, Membership; John Ward, Electronic Resources; Peggy Tahir, PSRML representative; Sara Pimental, Auction; Dorrie Slutzker; Peter Meyer, guest of D. Brown

Committee and Task Force Reports

Sara Pimental * Auction Three items were sold, the t-shirt and two wireless devices for a total of \$119.

She has other items to be sold in July. She also said that if people will send her a digital picture and a description of the item(s) to be sold, she will post them on the web site, and inform the seller when they are sold. T. Roche will reimburse postage and insurance to the seller if it is requested. S. Pimental will put shipping and insurance instructions in the newsletter. T. Roche stated that she has been putting the money under "gifts" in the financial reports, but will check with MLA to find out how they handle their entries.

Heidi Heilemann for Keir Reavie * Archivist He will remain Archivist for the coming year. He will be asked to submit an item to the newsletter asking for more material for the Archives.

Heidi Heilemann for Julia Kochi * Awards and Honors H. Heilemann is in the process of confirming the members of this committee for the coming year.

Carolyn Kopper * Bylaws. She has agreed to continue as Committee Chair, and Ysabel Bertolucci and Dorrie Slutzker have agreed to remain on the Committee. The Committee will continue their review of the Bylaws, and the Policy and Procedures manual. They continue their work on recommendations for changes.

Rebecca Davis for Candace Walker * Chapter Council Terri Malmgren will be assuming the duties from C. Walker. As discussed at the last meeting, web site hosting and online directory hosting to be with MLA will be on the agenda at the next Chapter Council meeting.

Rebecca Davis for Cynthia Perkins * Continuing Education. Nancy Magnum has indicated that she might be willing to take over from C. Perkins, and will be asked to do so. It was recommended by the Board that the results of the survey that C. Perkins did last year be used for ideas for CE for the coming year.

Anne Shew * Credentialing Liason She will continue in the position.

Rebecca Davis for Ron Schultz * Electronic Document Delivery Taskforce He has agreed to remain in the position. There was a suggestion that he be asked to consider doing a CE or program about EDD for one of the meetings during the coming year. He will be asked to finalize a report on what other Chapters are doing.

John Ward * Electronic Resources/Documentation He will remain in the position for the coming year. J. Ward does recommend staying with Go Daddy.com instead of MLA for the web site hosting because of cost and support issues. Stanford is going to redirect visitors from the old web site to the new one. H. Heilemann will suggest that after a period of time that the old site be shut down.

Rebecca Davis for Barbara Ryken * Government Relations She will continue in the position.

David Brown * ILL Coupons Discussion was continued from the last meeting about discontinuing coupons. D. Brown did indicate that a lawyer or CPA be consulted before actually beginning the process, which would start with no longer selling coupons and end with a period after which coupons would no longer be redeemed. It is still the consensus that the coupon system will be used for at least two more years. D. Brown also said that he will include an item in the newsletter about using the PO Box for redemptions and that "NCNMLG" should be on any checks for purchases.

Kristi Wessenberg * Membership Committee. She will continue as Chair. There were a total of 32 new members for the year. Outreach to hospital librarians has not been done. She also reported that a Word to Adobe conversion was not working. T. Roche stated that the slight inconvenience of use of the Word document was probably not worth the time it would take to make the change viable.

Heidi Heilemann for Lisa Lott Jerant * Mentoring Task Force H. Heilemann is in the process of confirming the members of this Task Force for the coming year. H. Heilemann will follow up with Y. Bertolucci regarding other mentoring opportunities.

R. Ogawa brought the NCNMLG brochure that C. LeGrand did for career day to MLA.

Heidi Heilemann for Rikke Ogawa * MLA Membership Committee Representative R. Ogawa will continue in this role and her annual report is posted on the website.

Heidi Heilemann for Lynn Van Hooten * MLA Benchmarking H. Heilemann is in the process of confirming the members of this committee for the coming year.

Heidi Heilemann for Min-Lin Fang * Newsletter Cathy LeGrand will be taking over the newsletter from M-L. Fang. M-L. Fang's last issue will be May/June.

Julie Haugen * Nominating Committee Pamela Murname will be assuming the Chairmanship from J. Haugen. The Committee members will be Eve Melton and R. Davis.

Heidi Heilemann for Cathy LeGrand * Public Relations C. LeGrand has completed her year in this role. D. Brown suggested Peter Meyer as a possible replacement. He is the new Coordinator for the Northern California Kaiser Libraries. P. Meyer has a background in journalism, experience in different types of libraries, and agreed to serve on the Public Relations committee for the coming year. H. Heilemann will send him the number of people we distribute our newsletter to so he can develop a pricing plan for ads in future issues.

Heidi Heilemann for Elyse Eisner * Paraprofessional Task Force H. Heilemann is in the process of confirming the members of this committee for the coming year.

David Brown * Program Committee In his role as President-elect, D. Brown will chair the committee and will be recruiting members.

Heidi Heilemann * Parliamentarian R. Davis has assumed the duties from H. Heilemann.

Peggy Tahir * PSRML Representative P. Tahir has agreed to continue as the representative. She informed the Board that there was no meeting this year or last.

Terry Henner * Research Heilemann is in the process of confirming the members of this committee for the coming year. Terry had indicated his willingness to R. Davis to continue in the position. In the past, he has agreed to serve as a resource person for membership research projects, including writing for publication. It was suggested that he develop a research resource page for the web site. Others expressed interest in having a program on Research.

Rebecca Davis * Tri-Chapter Meeting Liaison R. Davis will serve as Liaison for the meeting scheduled for Oct 2006 in Seattle. She informed the Board that Hawaii Chapter may join the meeting.

Tilly Roche * Treasurer She will continue in the position. We made a \$2200 profit for the year. R. Davis needs to be taken off the checking accounts, and H. Heilemann and D. Brown need to be put on. Annual report to MLA was sent in March. The discussion about an audit of the books was resumed from the last meeting. T. Roche said the books only need to be checked by someone else; she did that for Annette Osengo, and thinks A. Osengo will do the checking for her. J. Haugen also offered to do this. MLA only requires a formal audit "as necessary."

H. Heilemann adjourned the meeting for lunch at 11:40 am and reconvened at 12:30 pm.

New Business

Julie Haugen * Electronic ballots She will continue to work on this issue for the Board. She did let the Board know electronic balloting will require a change in the By-Laws and Policy and Procedures Manual. MLA contracted with a company for their last election at a cost of \$4000. J. Haugen will find out whether or not MLA can do electronic voting for the Chapters with that contract. Ratification took only two days; J. Haugen and K. Reavie took several hours. Most chapters would like to do this except for the cost barrier. Timing of elections and reporting of results,

including to MLA would require a change of time line. The Board authorized a price of \$250 for any software to facilitate electronic ballots, which incorporates the money spent on the last election and the time spent on it by the Committee. The laws of our state of incorporation (Illinois) must also be checked to see if electronic voting is permitted.

Peter Meyer, guest of David Brown, joined the meeting; those present introduced themselves and gave their title/duties, and their library affiliations.

Planning/Goals

H. Heilemann suggested that we consider applying for the "Chapter of the Year" award if our E-Bay auction project continues to be a success. H. Heilemann will identify the criteria for this award. Other suggested goals for the coming year included 1) reorganizing the website with links to other meetings, adding content, uploading the Policy and Procedures Manual 2) registering for meetings using PayPal 3) run ads in the newsletter 4) expansion of the mentoring program to include SJSU, Library Tech curriculums at Bay Area schools. P. Tahir will check on a mentoring database at PSRML. D. Brown pointed out that the mentoring check-box on the membership application form is too vague. 5) Program/CE location suggestions included Stanford, CPMC, UCSF (which involves a charge), Kaiser and California Healthcare Foundation. Program/CE suggestions included research, grant applications, interactive publishing and electronic medical records. PSRML has grants to support some of these activities.

After thanking D. Slutsker for hosting the meeting, H. Heilemann adjourned the meeting at 2:30 pm.

D. Slutsker offered a tour of the Chiron Library to the attendees at the conclusion of the Transition Meeting.

Respectfully submitted

Mina Davenport
Secretary

Highlights of the MLA '05 Annual Meeting

By Ysabel Bertolucci
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Three MLA conferences in San Antonio, Texas. Twenty-five MLA conferences in a row. Twenty-nine conferences in my career. Whew! Those were the thoughts going through my mind as the plane landed in San Antonio on May 14. What was there new to learn? Some of my favorite colleagues had not made the trip—who was I going to hang with? Exhibits? More electronics, more expensive toys--could a hospital librarian find anything relevant at MLA? Of course I did! Let me give you the highlights.

The plenary sessions set the tone for the conference. John J. Nance gave the McGovern Lecture on Patient Safety. It was very entertaining but did not contain much substance.

Given that this is currently a hospital hot topic, I wish he had helped to place library services in this context. The Janet Doe lecture, given by Fred Roper, was one of the best ever. He outlined the history of MLA's Professional Development Program, showing pictures of many grande dames of MLA, and he even included audio clips. I was fascinated to hear Janet Doe's voice! I was also amazed to learn that one of our members, JoAnne Boorkman, chaired the 1980's task force that recommended the current Academy of Health Information Professionals. Joycelyn Elders, MD, gave the Leiter Lecture, which was entertaining and informative. The Thursday morning panel on the Library of the Future was the most provocative discussion at the meeting. Check out the OCLC Environmental Scan report at the following URL: <http://www.oclc.org/reports/2003escan.htm>

The exhibits were extensive. More publishers than ever are offering content electronically—unfortunately, most hospital library budgets can't afford the expensive electronic access and our patrons want what they had in medical school. Many of our colleagues were disgusted that Elsevier hired a handsome, young, male model to entice us to hear the Elsevier pitch, but I was impressed that a publisher at least thought we were influential enough that it was worthwhile to pay for such "perks".

The paper/poster sessions were outstanding. The abstracts for papers and posters are available through the following URL: http://mlanet.org/am/am2005/meet_index.html As usual I only found a couple of papers worthwhile but found most of the posters useful. Among the many I liked were those that discussed new roles for librarians, how to staff a library reference desk, how to staff a library while providing clinical librarian services, new computer applications such as metasearch engines, pushing information services to pdas and how to serve consumers in their natural habitats—including a firehouse! I've found librarians incredibly generous with information, so if you see an abstract you like at the abstracts website above and want additional information, contact the author.

Networking with colleagues is always the highlight of a MLA conference. No matter where you linger, in San Antonio the in spot was Chico's at the mall: there you found librarians who can teach and inspire you.

Next year the conference will be in our backyard, Phoenix, Arizona, from May 19-24. I recommend that you plan now to attend.

The Story of the Mentor and Mentee

NLM/AAHSL Leadership Fellows Program

By

Karen Butter, Karen.butter@library.ucsf.edu

Mentor, NLM/AAHSL Leadership Fellows Program, 2003/04

University Librarian and Assistant Vice Chancellor, Library Services and Instructional Technology



The Association of Academic Health Sciences Libraries (AAHSL) established a Leadership Fellows program in 2002/03 jointly sponsored by the National Library of Medicine and AAHSL. The program is designed to prepare future leaders, specifically for director positions in academic health sciences libraries. The impetus for the program

was the realization that AAHSL librarians are part of the broader trend toward an aging profession. For example, a survey revealed that 16% of the directors plan to retire in 2005 and 49% by 2010. While directors were able to identify individuals who were capable of moving into director positions those individuals needed additional training and mentoring for the next step.

I was selected to serve as a mentor in the 2nd year of the program paired with Gabe Rios, who was Assistant Director for Information Services and Technology Claude Moore Health Sciences Library, University of Virginia at the time. Four other fellows and mentors made up the 2003/04 cohort.

The program consists of several facets. We were introduced to each other at a day-long Orientation lead by staff from the Association of Research Libraries, the other partner in the program. We all participated in selected Web-based ARL courses on leadership topics using 'chat' to discuss issues that emerged from the courses. Mid-way through the year we met as a group for another half day leadership Institute ending with a 3-day Capstone Event. Additionally, the program provided financial support for a 2-week site visit to the mentor's library where fellows experienced another environment under the guidance of the mentor. Throughout the year there were numerous email discussions between fellows and mentors both collectively and individually. The program is designed to allow sufficient time for the fellows to internalize training, to build relationships among future directors and library directors, to meet leaders of organizations important to academic health centers and to be recognized as a future leader.

Overall, it was a very valuable program. Personally, it offered me an opportunity to reinforce and re-learn leadership skills. Additionally, it allowed me to assist in preparing future leaders and contributing to the profession. The two week site visit provided sufficient background for Gabe to begin to understand the leadership challenges at UCSF and use them as a learning exercise. Gabe also had the opportunity to observe the operations of a peer institution as a comparison to his own. His job offer and move to the University of Texas, San Antonio, was another challenge for us during the year. This opened up talks about career paths and decisions that would lead to director-level offers. The highlight of the program for all was the Capstone Event in Washington DC. During the 3-day program we met with NLM staff and Dr. Lindberg, visited the Association of American Medical Colleges, heard presentations from SPARC and AAHSL and explored leadership challenges from fellow and mentor perspectives.

The program was initially funded for 3 years. During the graduation event NLM announced it would continue funding for an additional three years. This was the final highlight of an outstanding program.

My Mentee Experience with Karen Butter

By

Gabriel R. Rios

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Mentee, NLM/AAHSL Leadership Fellows Program, 2003/04
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From November 2003 through October 2004 I participated in the National Library of Medicine (NLM)/Association of Academic Health Sciences Libraries (AAHSL) Leadership Fellows Program as the mentee of Karen Butter, University Librarian and Assistant Vice Chancellor at the University of California at San Francisco. The Leadership Fellows Program was developed in response to the number of academic medical library directors retiring over the next decade. The program is designed to cultivate new library leaders by: introducing emerging academic health sciences library leaders to leadership theory and practical tools for implementing change at organizational and professional levels; developing meaningful professional

relationships between fellows and mentors for career guidance and support; exposing fellows to another academic health sciences library under the guidance of their mentors; examining career development; creating a cohort of learners who will draw upon each other for support throughout their careers; and offering recognition to emerging leaders. The program matches a fellow with a mentor for one year. During the year the fellow makes site visits to the mentor's university and together they cover a variety of management and leadership topics of interest to the fellow. University visits include meetings with librarians as well as deans and provosts.

I scheduled two weeklong visits to see Karen at UCSF. The first weeklong visit occurred in March of 2004 followed by a second visit in June 2004. During my March visit I was introduced to the Library, the Campus, and the University. This was a wonderful opportunity to familiarize myself with the library environment and culture. As I look back on this experience, the first visit really helped set the context for where Karen puts her energy.

There were three areas I targeted for my learning goals for the Leadership Fellows program: library budgeting and fundraising, managing "up" and developing library relationships, and scholarly communication issues.

Library budgeting and fundraising

I accomplished this goal through my site visits with Karen and through an online course on fundraising. Karen provided me with the opportunity to meet with the Library's Director of Planning and Administration, Margaret Warren. Although she was newly appointed in this position, she had been with UCSF for many years and her expertise with the UCSF system were immediately apparent. Karen discussed this goal with me further and helped me understand that as a future library director, I would be responsible for understanding the budgeting process within and outside the Library. In addition to budgeting, Karen and I discussed fundraising. Through my discussions with Karen, I concluded that fundraising varies greatly according to the institution's policies. Exposure to fundraising concepts both at UCSF and through an online course has been valuable, but I am mindful that every situation/institution is different.

Managing “up” and developing library relationships

During my March visit, I observed Karen meeting with her boss, Dr. Dorothy Bainton, the University's Vice Chancellor for Academic Affairs. Karen worked closely with Dr. Bainton and met with her monthly to keep her informed of Library issues with a campus-wide impact. It was apparent that Karen worked to ensure that Dr. Bainton understood what the Library does. By doing so, Dr. Bainton was able to be a Library advocate. Shortly after my second visit, Dr. Bainton retired. Personally, I feel that observing Karen and discussing the experience with her has helped me in my current position.

Scholarly communication issues

This is an interesting and somewhat volatile issue. Through conversations with Karen, I have expanded my knowledge of scholarly communication issues. Karen also provided me with the opportunity to meet with staff at the California Digital Library to discuss scholarly communication issues.

Other thoughts and lessons learned:

In addition to my stated learning goals, Karen also provided other valuable learning opportunities. Through my visits with Karen, I learned that library space is a very important issue and will continue to be an important issue in most academic libraries. At UCSF, Karen spends many hours meeting and politicking for Library space. At meetings she logically defends Library space and has developed powerful allies at different levels to justify the Library's space needs. She also continues to educate her superiors and her lateral colleagues about what the Library and Center for Knowledge Management does and how it integrates with the research, education, and patient care mission of UCSF.

Karen is also very savvy about the relationships and linkages she creates with external departments. She has been able to develop win-win relationships with most of the non-library tenants occupying space in the library. She is also observant about possible changes happening down the road and plans accordingly for changes.

Karen has created the Library presence and image of campus leader for information technology and knowledge management. She continues to put the Library “out there” to stretch people’s minds of what the Library can do. The Library has taken on and taken over many services that at other institutions are commonly housed in different departments. I learned that there are challenges that can occur if your library does not volunteer to manage and maintain new information-related services. Inevitably, other campus entities fill the void.

The combination of my mentor/mentee relationship with Karen and online learning opportunities of the Leadership Fellows program has provided me with a unique and enriching experience that I will undoubtedly make use of for the rest of my career.

Does Google Search PubMed?

By

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Have you noticed how PubMed records sometimes show up in your Google searches? Recently I've been trying to find out how Google gets these records and see what the difference is between finding something in Google and finding something in PubMed. It's a little unclear exactly how PubMed records show up in a Google search but this is what I've found so far.

It seems that since 2002 Google has indexed a significant portion of the [PubMed](#) database. However, even though it's indexed in Google, PubMed's content may never be found. Google's PageRank algorithm, which sorts search results based principally on how many pages link to the matching page, helps to ensure that PubMed database citations will remain at the bottom of search results. In other words, it doesn't matter if those PubMed citations are indexed, because they will never be found by a searcher looking for topical information using a typical keyword approach. For example, a Google search using the keywords *asthma children* retrieves a large number of hits. The sites in the first pages of results aren't particularly bad: Google weights certain domains, like *cdc.gov*, and *medlineplus.gov* more heavily and as a result the search results aren't completely overwhelmed by *.com* medical sites. But a search of the first 40-50 pages of the asthma children search results reveals no PubMed citations. This is because these individual PubMed citations are hardly ever linked by other web pages, and as a result they receive a low PageRank in Google. The net effect is that the low-ranked PubMed results sink to the bottom of Google's search results list for practically any medical topic.

Sometimes a Google search can fool you into thinking that you're doing the equivalent of a PubMed search. In reality you're really searching the full-text of an article which in the bibliographic section has links to PubMed, so in effect Google provides a short-cut from this article to the PubMed citation.

Turn now to Google Scholar. It's now widely believed that Google Scholar searches current PubMed Medline records and some medical schools are telling students to just use this. Bad idea! The normal Google service is searching its OWN database. Searches retrieve whatever Medline records NLM happened to give Google. It's not known when NLM gave Google the records and it's not known when the next batch will be delivered. During the last year or so, Google has been working with libraries and publishers to add a variety of "invisible web" content into its databases, including library catalogue records databases such as MEDLINE. This previously unindexed content is likely the source of most of the content in Google Scholar, although Google does disclose the exact nature of the Google Scholar database or its contents.

So you should still tell your patrons to stick with PubMed. Beyond the negative effect of PageRank, Google's simple keyword-string-matching approach isn't nearly as sophisticated as PubMed's own search options. Also, it seems that Google Scholar is almost a full year behind in indexing PubMed records. No serious researcher interested in current medical information or practice excellence should rely on Google or Google Scholar for up to date information.

Recommendations on Purchasing a Scanner for Interlibrary Loan

By

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Experience with purchasing a scanner for interlibrary loan use is subject to the old clichés of "penny-wise and pound foolish" or "you get what you pay for." Going to your favorite office supply store and buying a \$99 scanner will net you nothing but grief and aggravation down the road. These machines tend to be quite slow, and often, the scanning quality is not up to the standards our patrons have come to expect. An example is the question of DPI, I'm finding that file size also has a lot to do with the software package and, to a lesser extent, the type of scanner the sender is using. I have one of those all-in-one units at home and use the software that came bundled with it. The scans I make are often huge and there doesn't seem to be anything I can do to rectify it. I scanned a color photo at home that turned out to be over 3 MB. When I brought it to work and scanned it, it was 125k. Slight difference in file size there, eh? What can we do about it? Basically, nothing. All we can do is keep saying it over and over again. You get what you pay for. To get a quality scan with acceptable file sizes, you have to spend a bit of money. You can't go to discount store and spend \$99 for a scanner and think you're going to get quality product. In the end, it's worth the extra money.

No matter which manufacturer you choose, you should be looking at that company's line of business machines as opposed to those designed for home use - that \$99 variety mentioned previously. This is analogous to the differences between a "cheapo-deluxe" desktop photocopier versus the higher-end copier most libraries purchase. The "cheapo-deluxe" model may do an adequate job in the short-term, but it will never hold up to the rigors of daily use.

Many people reported decent results with various HP ScanJet models while others swore they would never touch another HP scanner ever again. Ultimately, the most recommended scanner is the Fujitsu ScanPartner 15C (<http://www.fcpa.fujitsu.com/products/scanners/scanpartner-15c/>). We came to this recommendation in several different ways. First, this scanner is on the short list of those scanners that work well with Ariel software. Second, when polling different email discussion lists, this particular Fujitsu model stood out above the others as being a scanner that staff can "beat to death" yet have still keep working. While this scanner, at a list price of \$995, is not inexpensive, it is also nowhere near being among the most expensive models available. There is one important caveat that needs to be stated: This Fujitsu model - the ScanPartner 15c -requires that a SCSI ("scuzzy") card be installed in your computer so the scanner can be connected. Many of the new, smaller computers that many institutions are purchasing don't have room inside to accommodate a SCSI card. The obvious alternative to the SCSI card is to buy a scanner that will connect to your computer through a USB port. Many peripherals now come that way. Although neither Task Force (HLS nor HSLANJ) has investigated or tested the Fujitsu fi-4220C (<http://www.fcpa.fujitsu.com/products/scanners/fi-4220c/specifications.html>), we have heard from several people that they have had great results with this scanner. This scanner allows for either SCSI or USB interfacing.

Some other things to keep in mind:

- **First, and foremost: involve your IT department from the very beginning, and work with them throughout the entire process.** This way, once the scanner is purchased and sitting on your desk, you won't have to suffer through the horror of realizing that you've purchased a scanner that is not compatible with any computer in your library. In addition, there may be a corporate standard scanner that IT will support. If you don't purchase the corporate standard, you may find yourself without any support for installing, setting up or troubleshooting problems down the line. Alternately, if you're working closely with your IT department, you may be able to make a case for purchasing a scanner other than the corporate standard, and still have IT support for it.
- **If possible, try to purchase a scanner with an automatic document feeder (ADF).** Yes, making a photocopy of the article first does defeat the whole purpose of scanning and emailing. But you will find that, especially with articles that are longer than four or five pages, it is simply much faster and easier to make the copy and chuck it in the feeder and go do something else for a minute, rather than stand by the scanner and scan from the journal page by page. The goodwill created by your lightening-fast turnaround time and your extremely happy patrons will more than make up for what seems like a waste of time and paper.
- **Be aware of the bundled software that comes with your scanner.** You need to be sure that you can save your files at least as TIFFs, if not as PDFs. The software should also allow you the ability to scan in color as well as black and white or grayscale, and allow you to change the resolution as well. Scanning a plain text document at low resolution is normally fine. But if there are photographs in the article, they will not scan well at low resolution. If you can bump the resolution up some, not only will the text scan well, but the photographs will scan well too. Even better would be software that allows you to rearrange, add and delete pages from the document. This way, if you get a bum scan of one page, you can simply delete the offending page, rescan and drop it in where it belongs. In addition, the software that may come bundled with a low-end scanner often creates significantly larger file sizes than software that may come with a higher-end scanner or if you use software such as Adobe Acrobat to create your scans. Remembering some of the recent discussions on the DOCLINE listserv regarding file size, we believe that file size issues are directly related to the software utilized rather than the particular scanner or the scanner operator's skill level.

Member News

Julie Haugen

New Manager of the Barnett Briggs Library at San Francisco General Hospital (SFGH)

The UCSF School of Medicine Dean's Office at SFGH is excited to announce the appointment of Julie Haugen as the new manager of the Barnett Briggs Library. Julie has been the Coordinator of Education and Information Services at the Barnett Briggs Library since 1999. Anyone who has had the good fortune to work with her will attest to the stellar service she provided while in that position. Julie also holds a without salary appointment within the Department of Family and Community Medicine as a Lecturer.

Congratulations, Julie!

Presentations at the MLA'05 Annual Meeting:

Paper Presentations:

Adopting Blogging Technologies to Create a Searchable Knowledge Base

Ogawa, Heilemann, Murnane, Constantinou, Yates, Cocquyt

The Emergence of Integrative Medicine on the Health Sciences Campus: Challenges and opportunities for Librarians

D. Owen, ML. Fang

Metasearch: Smart Searching for Clinicians

Ketchell, Yates, Constantinou, Murnane, Axtell, Clarke

Stanford's Information Literacy Continuum

Stave, Ogawa, Heilemann

Poster Presentations:

The Library as Place: Defining Library Space Needs for a New Campus

G. Persily, J. Piacentine, J. L. Contini

Simplified Access and Smarter Searching: Enhancing the User Experience While Improving Efficiency in Website Management

Murnane, Ketchell, Miller, Yates, Constantinou, Ogawa, Heilemann

Using a Triage Model to Manage Email Reference

P. Tahir, L. Kleingerg, J. Kochi

CE Course:

Oncology Concepts and Resources

Heilemann

Oakland Children's Hospital Health Sciences Library Has Revised Its Coupon Policy

Submitted by Mina Davenport, Librarian

mdavenport@mail.cho.org

Oakland Children's Hospital
Health Sciences Library

Children's Hospital Health Sciences Library is revising the coupon policy again. If a library charges one coupon, we will also charge one, if a library charges 2, we will also charge 2, etc. However, faxes will remain at 3 coupons, and reciprocal agreements will not change. Our DOCLINE® records have not yet been changed. If there are any questions, please contact Mina at 510-428-3448.

St. Agnes Medical Center in Fresno, CA Has a New Library

Submitted by Nancy Crossfield
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Manager, Medical Library



The Saint Agnes Medical Library in Fresno, CA, recently moved into the new six-story North Wing of Saint Agnes Medical Center. The expanded library is located near the new auditorium and education center, has doubled in size, and is beautiful with all-new furniture and eight new computers for client use. A small patient/family health area was added, including new consumer health books, a TV/DVD/VCR for educational audiovisuals, and a slatwall display area for brochures and handouts. Staff and physicians now have 24/7 access via a badge-swipe system. We have publicized the new library with articles in employee and physician newsletters, direct mailings, and an open house in May, and hope to bring in small computer classes next fall. Hooray! A new library!



Big Electronic Step for San Mateo Medical Center Library

Submitted by Mark Constantz, Medical Librarian
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San Mateo Medical Center Medical Library

The San Mateo Medical Center Medical Library has gone virtual. Reference and interlibrary loan requests are made on the staff email system and are answered with PDF journal articles or PDF sections of current texts. This allows Mark Constantz, MLS, Medical Librarian to reply to requests all over San Mateo County quickly and efficiently. Staff loves this new service. For more information please call Mark at 650-573-2520.

A Time to Explore at the Fishbon Library, UCSF Medical Center at Mt. Zion

Submitted by
Gail Sorrough and Gloria Won
H.M. Fishbon Memorial Library, UCSF Medical
Center at Mount Zion

On Thursday, April 7, 2005, the H.M. Fishbon Memorial Library of the UCSF Medical Center at Mount Zion hosted its second "mini-expo". This year's theme was "EXPLORE!".

Planning for the event began last fall, with every staff member charged with some responsibility: content development and budgeting; vendor contact and arrangements; marketing strategy and implementation; graphic art, signage and decoration; computer hardware & software logistics; catering; acquisition of supplies and promotional items; and environmental service needs.

The event took place from noon to 3:00pm in the Fishbon Library's main room. Besides the vendors as an attraction, the event included a catered lunch with an Asian theme provided by UCSF's Moffitt Catering.

One hundred seventy attendees – mostly researchers, clinicians, nurses, and librarians - had the opportunity to investigate Web of Science, eScholarship, Elsevier's Scopus, BioMed Central & Faculty of 1000, PubMed Central, ACCESS Medicine, Stat!Ref, and PLoS.

Keir Reavie and Min-Lin Fang, UCSF Librarians, offered their expertise by demonstrating CDL's e-Scholarship (<http://osc.universityofcalifornia.edu/responses/escholarship.html>), ACCESS Medicine and Stat!Ref. Julie Kwan, NN/LM PSR, found herself surrounded by a crowd while demonstrating PubMed Central, BioMed Central & Faculty of 1000, and PLoS.

Besides visiting the various stations and learning about each vendor's product, attendees had the opportunity to participate in "Planet Bingo" by collecting a planet symbol from each vendor & dropping their completed card in a drawing to win a mini iPod. Chris Schneider, the Elsevier representative, picked NCNMLG's own Peggy Tahir as the lucky winner.

The mini-expo also included a mini-exit survey: 103 of the 170 attendees took the time to answer three easy questions & make comments about their experience. The feedback was very positive. Most revealing was the fact that many of the researchers and residents were simply not aware of the wide variety of resources available to them. Staff recovery time will take awhile, but we will consider hosting another mini-expo in the future.



Willy Franklin, Interlibrary Services manager, promotes the mini-expo on the Library's video newsletter.



Phyllis Jenkins, Fishbon Library accountant, shows off mini-expo promotional pens.



Min-Lin Fang, UCSF Librarian, discusses e-Scholarship with interested researchers.



Keir Reavie, UCSF Librarian, chats with Jeffrey Pearl, M.D., Associate Dean & Chief Medical Officer of Mount Zion about ACCESS Medicine.

Marshall Medical Community Health Library Received a Grant of \$15,000

Submitted by Ellen Richards, M.S., C.P.H.Q.,
erichards@marshallmedical.org
Library Manager, Marshall Medical Community Health Library

Marshall Medical Center's Community Health Library, Placerville, CA has been granted \$15,000 from the local El Dorado County Community Foundation's Adelante project. Adelante represents a county-wide effort to evaluate and quantify the community needs of Latino residents. Over 100 participants from collaborating organizations attended a full-day workshop to share survey results describing Latino concerns in healthcare, education, safety, jobs, housing, child-care, and schools.

Identified, with overwhelming support, was the need for more bilingual healthcare interpreters. The new grant funds will allow the Community Health Library to provide 40 hours of in-depth interpreter training to 40 students in El Dorado County. Goals of the classes include improved understanding of interpreters' role in the cultural, ethical, legal, interpersonal issues, and advocacy, as well as standards of healthcare interpretation. El Dorado County Public Health staff is contributing staff time to the effort in the hopes that all county agencies will benefit from improved proficiencies of local healthcare interpreters. Additionally, Marshall Medical Center is considering implementing a wage differential for interpreter graduates of the class as evidence of their commitment to improved patient communications and healthcare.

Ellen Richards, Library Manager states that "we are hopeful that this grant project will increase the visibility and utilization of the Community Health Library's collection of Spanish language resources, as well as MedlinePlus en Espanol. Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and patient safety advocates are also requiring hospitals to document their efforts to educate non-English speaking

patients and we feel this project will go a long way to support compliance with those goals".

NLM Update

My NCBI Replaces the Cubby: Includes Automatic E-mailing of Search Updates and Filters

The PubMed® Cubby was replaced by My NCBI in February this year. My NCBI works similarly to the Cubby in that it retains user information in order to provide additional services. My NCBI's [Saved Searches](#) feature allows users to save search strategies in order to generate updates - including **automatic e-mail updates**. The new feature of [Filters](#) allows users to group their retrievals by topics of their interest. You could group your retrieval by systematic reviews, randomized controlled trials, meta-analysis and several other filters.

For more information about My NCBI, visit the NLM Technical Bulletin at http://www.nlm.nih.gov/pubs/techbull/jf05/jf05_myncbi.html#saved_searches.

NLM's Specialized Information Services (SIS) has redesigned it's web pages.

SIS is the branch of NLM that deals with environmental health, chemical information, HIV/AIDS, and outreach to special populations.

The newly designed SIS home page is available at:

[<http://sis.nlm.nih.gov/index.html>](http://sis.nlm.nih.gov/index.html)

The new pages will provide easier access to SIS's many resources. For example, on the Environmental Health and Toxicology home page, users can now search TOXNET directly; Topic and User Group pages ("Especially For...") will both help identify appropriate resources, and provide direct searches of them.

Web Resources

Online Courses on Complementary and Alternative Medicine, compiled by Whelan, Julia C.
JCWHELAN@PARTNERS.ORG

On-line Course on Herbs, Dietary Supplements
<http://www1.wfubmc.edu/phim/About/Misc/Herbs+Supplements.htm>

NCCAM at NIH has a distinguished lecture series which can be viewed as webcasts.
<http://nccam.nih.gov/news/lectures/past.htm>

Online courses on integrative approaches to common diseases, offered by the Integrative Medicine program at the University of Arizona.
http://integrativemedicine.arizona.edu/online_courses/

Online CME on acupuncture, mind/body, spirituality, and herbs/supplements at Harvard
<http://cme.med.harvard.edu/cgi-bin/hmscme.cgi?SECTION=SEARCH&SEARCHTYPE=TOPIC>

Upcoming Events

Oct. 15 - 18, 2005

Pacific Northwest Chapter of the Medical Library Association Annual Meeting, Governor Hotel in Portland, Oregon

The preliminary program, registration and hotel information is available at
<http://www.ohsu.edu/library/pncmla2005/index.shtml>

October 22-26, 2005

AMIA '05 Annual Meeting
Washington DC
<http://www.mlanet.org/am/index.html>

October 28-November 2, 2005

ASIS '05 Annual Meeting

Charlotte, North Carolina
<http://www.asis.org/am05call.htm>

LISTSERV ADDRESS:

ncnmlglist@lists.stanford.edu

Everyone is encouraged to subscribe to the general listserv. These are very low-volume lists designed for communication of important information from NCNMLG to its members. The only time you will need to unsubscribe is when your e-mail address changes. In this case two actions are necessary. You will need to unsubscribe your old e-mail address and then subscribe the new address. This keeps our listserv current!

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Type in body of the message:

unsubscribe ncnmlglist *your_email_address_here*

TO SEND A MESSAGE:

Send a general e-mail to: ncnmlglist@lists.stanford.edu

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Please email your submissions to the Newsletter editor. Items for the NCNMLG Newsletter may be sent in electronic format to:

Cathy LeGrand zanzibarfish@yahoo.com

Submission Deadlines:

February 15 for March/April Newsletter

April 15 for May/June Newsletter

June 15 for July/August Newsletter

August 15 for September/October Newsletter

October 15 for November/December Newsletter

December 15 for January/February Newsletter

If you have questions about submitting articles or announcements to the Newsletter, please feel free to contact me at zanzibarfish@yahoo.com

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