

## CHIP MEETING MINUTES

DATE: NOVEMBER 11<sup>th</sup>, 2012 at 9:30 A.M.

LOCATION: O'Connor Hospital

### PRESENT:

Dominican Medical Library Santa Cruz (Evans Whitaker)  
El Camino Los Gatos Health Library (Mike Liddicoat)  
Kaiser Permanente Medical Center Santa Clara (Elaine Barnes)  
Mills-Peninsula Health Services (Debbie Martin)  
Milton J. Chatton Medical Library (Hella Bluhm-Stieber)  
Natividad Medical Library (Janet Bruman)  
O'Connor Hospital Medical Library (Suzie Bahmanyar)  
Seton Medical Center (Jeanie Fraser)  
Palo Alto Medical Foundation Physician Library (Geri Bodeker)  
Valley Care Health Library (Margaret Hsieh)

**1)** CHIP Members introduced themselves.

**2)** Approval of minutes from JUNE 2012 meeting: After reviewing the minutes, members voted to approve them without any changes.

**3)** Members conducted an online demo of Doody's new tool called Precision Search. This is a Pubmed front end product that provides a natural language interface. Doody's has been repackaging Pubmed since 2001 w/o MESH links. Product advertising promises 3 clicks 2 screens then results. Filtering to a specific library's journals and links to LINKOUT are available. The company provides marketing support and search statistics. Links to R2 are available and some minimal search limiters such as "clinical journals" are available. Only the last three years can be searched. The program requires IE as a browser as it does not work well with Firefox. Subscribers to Doody's can purchase this product for \$500 1<sup>st</sup> year and \$1000 for subsequent years. Little enthusiasm was exhibited for this product because of the browser restrictions, limited number of search restrictors, and the small number of back searchable years available.

**4)** Members discussed some of the free PubMed handheld applications. Members felt these programs could provide good results and have the capacity to retrieve older citations. Some search limits can be applied. Examples included:

PICO: [http://pubmedhh.nlm.nih.gov/nlmd/pico/nlp\\_piconew.php?outid=](http://pubmedhh.nlm.nih.gov/nlmd/pico/nlp_piconew.php?outid=)

askMedline: [http://askmedline.nlm.nih.gov/ask/nlp\\_ask.php?outid=](http://askmedline.nlm.nih.gov/ask/nlp_ask.php?outid=)

MEDLINE/PubMed: <http://pubmedhh.nlm.nih.gov/nlmd/pubmed/index.html>  
**(Ms. Bruman said she would mail to powerpoint she created on these applications to CHIP Members).**

**5) ACCESSMEDICINE UPDATE:** The Company has changed its business plan and is now offering the product to users based on staffed bed size. The product will now be available w/ unlimited access as opposed to a seat license agreement. According to Mr. John Obligation, McGraw Hill Account Manager, our seat license subscription was heavily discounted. (Last year the consortium had 7 concurrent users for \$18,389.00. This equals \$3065.00 for each of six participating hospitals). The current offer is unlimited access for 6 hospitals at a total cost of \$35K per year (\$5833 per hospital). While this price could be locked in until 2015, none of our member hospitals would be allowed to sign a multiyear agreement for non-capital expenditures of this sort. The consortium would therefore have to accept yearly pricing. Mr. Obligation indicated we could decrease the price by have additional hospitals join in the consortium deal. (This does not seem to agree with the staffed bed pricing model that was quoted). He states this is a discounted price but we must start the subscription by 12/31/12. An additional issue involves the closing of Good Samaritan library and the retirement of Ms. Janet Bruman from Natividad Library. These libraries will not be participating; consequently replacement libraries must be located. Hella and Connie will continue to discuss the options with Mr. Obligation. They will provide additional details of the offer to the members shortly.

**6) Internet Librarian Conference.** Many of the papers listed in this year's program had a public or school library focus. There seemed to be an overlap between this conference and the Special Library Section of the SLA Conference. Chezire was unable to attend the November CHIP Meeting but she did attend the Internet Librarian Conference and said she would email a report.

**7) Gerri Bodeker** attended the California Library Association Conference CLA and said it also was geared towards Public and Academic Libraries. The keynote speech by Brewster Kahle was excellent. He has been working to preserve human knowledge and make it available in a digital format for over twenty-five years. He developed the Way-Back Machine and The Internet Archives (<http://archive.org/index.php>). He is working to preserve and make available older published books by digitizing and posting the content to the Internet Archives Website. There are some copyright issues but the company has a policy of removing items immediately when they are informed of a possible violation.

Ms. Elizabeth Chavarin and Ms. Mana Tominaga from San Jose Public Library presented an excellent paper on the use of Social Media in libraries. Their talk was titled Beyond Your Website: Social Media Best Practices. They discussed the use of social media in marketing and providing information to patrons. CHIP members

discussed the difficulty firewalls present in terms of allowing patrons access to social media and e-mail sites. Members agreed that forcing professions to use their cell phones teaches them to avoid the library and obtain their information elsewhere.

#### **8) Needs Assessment Surveys:**

Janet Bruman & Gerri Bodeker shared their needs assessment surveys with the group. Janet reminded members that hundreds of Medical Library Needs Assessment Surveys are available to librarians who belong to the Hospital Section of MLA. Needs Assessment Surveys are useful in determining resource allocation, collection development and in marketing services to patrons and administration. Selecting or developing questions and analyzing results is a very time-consuming project.

Janet sent out approximately 1000 surveys and received 97 responses. (10% return rate). Findings indicate that the primary audience for the library is the nursing staff, not physicians. Nursing literature searches have increased in the last three years from 20% of all searches to 50% of all searches today. Nursing Consult & the EBSCO Nursing Reference Center were the most requested resources according to the survey. Physician literature searches have remained flat. The largest number of Natividad Medical Library visitors is nurses. Natividad Hospital is not a Magnet Hospital and is not at present applying for Magnet Status. Certain Nursing managers encourage their nurses to visit and use library sources and this is reflected in the number of nurses using the library, and the frequency of repeat visits by the same individuals. Ms. Bruman shared this information with the CNO, who was surprised to learn that many nurses and allied health staff were using the facility. This did not translate into additional library funding.

Janet reminded members to be careful with semantics in interpreting results. Have you visited the library in the past six months is different question than have you used any library services in the last six months. She also reminded members to send questionnaires to hospital administration.

Geri has found Needs Assessment Surveys to be highly useful in advocating for library funding. She was able to use her last survey to generate a marketing plan for the library that justified an increase in librarian hours. She plans to release her next survey in February 2013 for one month. She normally sends out 800 surveys and receives around 90 completed forms.

PAMF is looking at the LEAN approach to improve quality and increase patient safety. Lean Initiatives involve hospitals identifying and standardizing processes in order to achieve a more streamlined operation. This should help to reduce inefficiencies and gaps in healthcare delivery. With many facilities situated over a wide area, the PAMF Library is aiming for a 95% digital collection and internet based service delivery model. Gerri has been using JOIN.ME (<https://join.me/>) to help orient patrons to the library. This easy to use screen sharing program allows her to provide distance instruction and orientation to PAMF patrons located in different facilities. She is also using CLARIFY

(<http://www.clarify-it.com/>) to send instructions to patrons regarding the use of the library catalogue and to answer commonly repeated reference questions. This program allows one to easily capture, edit and annotate, then send images as .pdf documents. CLARIFY has a professional look and the document created is much better than instructional videos which most users will not watch. Geri states that CLARIFY is easier to use than SNAGIT which allows users to create instructional videos from screen captures.

([http://www.techsmith.com/snagitgslp.html?gclid=CP37wPD1zLMCFaN\\_Qgodg34ALg](http://www.techsmith.com/snagitgslp.html?gclid=CP37wPD1zLMCFaN_Qgodg34ALg)).

## **9)**

### **EBSCONET USAGE CONSOLIDATION SERVICE:**

This is a very new service that allows you to collect consolidate and report on usage data related to a library's online collection. To use the product you need to have EBSCO A to Z List installed and then purchase reports for each different vendor platform that contains items in your collection (e.g., Highwire Platform, Elsevier Platform, etc.) Each platform costs \$80.00. You must also be willing to provide your administrative passwords for each platform. Natividad Medical Library has purchased eight platforms (\$640.00) and is pleased with the time saved by using this service to retrieve and analyze collection usage data.

## **10)**

### **CHIP LIBRARY WEBSITE:**

At this time members did not feel it would be worthwhile to develop and maintain a website for the group.

## **11) Federated Search Engines Versus Discovery Tools:**

Swets Streetwise Medical Searcher is a Federated Search Tool that can be used to search online content including e-books, journals, and databases. Federated search engines execute each search query sequentially against each product being searched. This takes a substantial amount of time to run a search against all online content. Geri trialed The Medical Searcher but found the interface to be poor and the results lacking in quality. Another option discussed would be to elect a Discovery Tool such as ProQuest. These tools build an index of all content (e-books, Journals, Databases, etc.) Once the index is constructed, searches are executed against all content simultaneously. This is much faster but also much more expensive to purchase (20k).

## **12) CLINICAL KEY:**

Ms. Linh Ngu from Elsevier demonstrated their new product CLINICAL KEY. This evidence-based product indexes all Elsevier medical & surgical journals, all of the Medical & Surgical Clinics of North America, 800+ Elsevier reference books, Procedures Consult, over 9000 medical & surgical videos, supplemental images, The National Guideline Clearinghouse, and Clinical Pharmacology Drug Monographs. Some 3<sup>rd</sup> party content will also be included. Content will be searched using a natural

language format powered by Elsevier's proprietary (EMMeT –Elsevier Managed Medical Taxonomy). This is a Google like interface with no Advance Search or Boolean Search capabilities. A Search Details Box will not be provided. This product will be compatible with all standard browsers and provides for IP and password authentication. Pricing will be based on bed size with free 30 day trials available.

### **13)**

Janet Burman informed our group that she will be retiring from Natividad Medical Library effective December 28, 2012. Our members acknowledged and thanked Ms. Burman for her commitment to our profession and her dedication to improving the CHIP Library Group.

Natividad Hospital has not indicated its plans for the library following Janet's retirement. Janet says she will keep us informed of any decisions made by Natividad Hospital regarding the future development of the library.

### **14) BOOK REVIEW & NEXT MEETING TOPIC: (BIJAN & GERI)**

#### **The Embedded Librarian: Innovative Strategies for Taking Knowledge Where It's Needed**

**By David Shumaker.**

**ISBN: 978-157387452**

#### **AMAZON REVIEW**

“Here is the first comprehensive survey of the growing practice of 'embedded librarianship' a strategic model for placing information professionals into partnerships with the individuals and working groups that depend upon their knowledge and expertise. David Shumaker looks at implementations in all types of organizations, identifies the characteristics of successful embedded librarians, and explains how information professionals in public, academic, school, medical, law, and other specialized library settings are using embedded librarianship principles to enhance their work and careers.

In demonstrating the value of information professionals to a broad range of knowledge-intensive projects, *The Embedded Librarian* is an important book for managers and executives involved in team building. In addition, its wealth of practical coverage and analysis, case studies, templates, and exercises make the book an invaluable resource for library school students, practicing librarians who wonder if an embedded role is right for them, and current embedded librarians who want to be ready for new opportunities in this exciting area of library work.”

**NEXT MEETING TOPIC: THE EMBEDDED LIBRARIAN**

**SPEAKERS: BIJAN ESFAHANI & GERI BODEKER**

NEXT MEETING DATE: TBA

NEXT MEETING LOCATION: TBA