

CHIP MEETING MINUTES

DATE: OCTOBER 3rd, 2013 at 10:00 A.M.

LOCATION: PAMF PALO ALTO CAMPUS

PRESENT:

Doctor Evidence, LLC (Nancy Firchow)
El Camino Los Gatos Health Library (Mike Liddicoat)
Herrick Health Sciences Library (Laurie Bagley)
John A. Graziano Memorial Library, Samuel Merritt University (Barbara Ryken)
Mills-Peninsula Health Services (Debbie Martin)
Milton J. Chatton Medical Library (Hella Bluhm-Stieber)
Milton J. Chatton Medical Library (Connie Kwan)
O'Connor Hospital Medical Library (Suzie Bahmanyar)
Palo Alto Medical Foundation Physician Library (Geri Bodeker)
Stanford Health Library East Palo Alto Branch (Edgar Lopez)
Stanford Health Library Hospital Branch (Carmen Huddleston)
Stanford Health Library Main Branch (Jean Johnson)
University of California, San Francisco (Evans Whitaker – by phone)
Valley Care Health Library (Margaret Hsieh)

1) CHIP Members introduced themselves.

2) Approval of Minutes from June 2013 meeting: After reviewing the minutes, members voted approval without any changes.

3) Reinventing / Retooling Medical Librarian: A presentation by Ms. Nancy Firchow.

Many Medical Librarians today are being laid off as Hospital Administrators fail to recognize the important contributions these professionals bring to their institutions. These administrators labor under false assumptions, including the notion that everything is freely available on the web and effective systematic searching is an easily acquired skill any clerk can master.

In light of these developments, Ms. Firchow shared her strategy for maintaining constant employment in an economically challenging environment. Nancy has a Bachelor's Degree in Biology from UC Davis and a Masters in Library Science from San Jose State University. She is a member of the Academy of Health Information

Professionals (AHIP) through the National Library of Medicine. Her career has included work as a Senior Medical Librarian, Writer, eBay Project Manager, and Freelance Researcher.

In the early portion of her career she transitioned from working as a Medical Librarian to Product Manager at eBay. She held this job for almost two years. This experience helped her realize she did not enjoy working in a large corporate setting where extensive interpersonal interaction was needed to successfully complete job requirements. Working in the corporate world also helped her realize that medicine and research are the two areas she is most strongly interested in pursuing.

Throughout her career she has experienced periods where she had extra time available for other projects. She has always tried to fill these periods with part-time employment in areas involving research that may be unrelated to her current employment. One successful approach she has used to accomplish this goal is to list her services on her Linked-In profile as a Freelance Writer, Researcher & Editor. This has helped her obtain part-time employment in researching topics and writing about areas with which she has little familiarity. This has also helped her expand and develop additional research skills as well as given her insight into various employers and their information needs. She continually reviews a number of sources to obtain current awareness of employment opportunities in Medical Librarianship & Health Information Research. Among the sources used are:

The Special Libraries Association List Serve (<http://careercenter.sla.org/jobs>)

In Need Of A Library Job.com: (<http://inalj.com/>)

The salient points from this talk include:

Know yourself – Determine what aspect of Librarianship is most interesting and enjoyable to you and look for employment opportunities in this arena.

When you have time, explore the field by seeking part-time positions in related areas. This broadens your research capabilities and enhances your knowledge of potential opportunities within your field of interest.

Explore Librarian List-serves and Job Posting Sites to maintain current situational awareness of developing trends and possibilities.

Use Social Media Sites such as LinkedIn to promote your skills and expertise.

At the conclusion of her presentation members were very interested in this approach to career development and raised questions for Ms. Firchow. Member discussion followed on the MLA Hospital Libraries Section: Project To Save Libraries. Hella Bluhm-Stieber has been following this discussion. At the San Diego Joint Meeting she attended Values2 Committee presentations addressing this issue. Potential names for this project have been proposed, including: SOUL Save Our Libraries, KOLO Keep Our

Libraries Open & SIN Strength In Numbers. This project is being developed and will seek to find ways to help convince Hospital Administrators of the important contributions of Hospital Libraries and the need to maintain these services managed by professionals.

In the meantime, Librarians need to expand their job responsibilities, retool and add additional skill sets, and re-apply their skills in other areas. Potential career positions for Medical Librarians might include: Clinical Trial Data Manager or Continuing Medical Education Coordinator.

4) Samuel Merritt Library Marketing Campaign:

Ms. Barbara Ryken is implementing a marketing strategy for the John A. Graziano Memorial Library. She has conducted a survey and the results indicate that both faculty and staff wish to be contacted via E-mail. She has attended Departmental Staff Meetings to answer questions regarding library services and policies. Library Lunch & Learns have focused on topics of interest to students & researchers including: Open Access, Impact Factor, NCBI, and PubMed Tips & Techniques. This project is an attempt to promote the library among potential patrons. No formal evaluation of the project has been initiated as yet.

5) NCNMLG Update:

Ms. Carmen Huddleston, NCNMLG President, discussed recent projects and activities aimed at expanding member services. She reminded CHIP members of the January 2014 NCNMLG Business Meeting. A full discussion of NCNMLG Projects will be available at this upcoming meeting. Individuals who have not joined NCNMLG were urged to become members.

Also discussed were future conferences. In the fall of 2014 the QUINT Meeting will be held in Denver. This large conference will be a MINI-MLA.

The Joint Meeting will be held in the winter of 2016. The exact location of this meeting is yet to be determined. Ms. Chezire Aclimandos will be the chair person for this meeting. She will be reaching out to members for assistance in setting up the various committees needed to organize this conference.

6) JOINT MEETING SAN DIEGO UPDATE & DISCUSSION:

Ms. Bluhm-Stieber gave the group a synopsis of matters presented at the Joint Meeting.

UC Irvine has tried a number of different approaches to improve the delivery of reference services. Approaches included having a roving reference librarian, moving the reference librarians from a counter to a more informal reference desk, and

establishing a 24/7 online reference chat service. The roving librarian did not work well but the other two changes were well received.

The USC Dentistry School Liaison Librarian realized that Blackboard was available as a teaching tool but many of the instructors did not know how to use this application. The librarian became an expert with the technology and was able to assist by providing individualized instruction as well as answers to questions concerning this product.

Dr. Whitaker stressed the importance of environmental surveillance in order to find situations that have not been addressed. Learning new technologies to assist others in the use of these tools efficiently saves their time. This is an extremely valuable service for faculty and students.

Ms. Geri Bodeker suggests doing something out of one's comfort zone to promote your library. She recently gave a lecture on Evidenced-Based Medicine at the Ambulatory Care Nursing Conference. This lecture helped increase visibility for the PAMF Library and supports the Education Department at PAMF.

Edgar Lopez mentioned the importance of knowing the needs of one's patrons. At the Stanford Health Library, East Palo Alto Branch, there is a need for basic instruction in the use of computers and word processing programs. Assistance with online employment application submission and resume development is highly valued.

The El Camino Los Gatos Library is involved with Community Lunch & Learn Lecture Series. The library helps to publicize these events and provides a library table with supporting information. The library also provides a library table at the monthly Saratoga Senior Center Health Talk.

Ms. Bahmanyar believes that her involvement as CME Coordinator has strongly enhanced the visibility of the library among physician patrons.

Hospital committee librarians should consider joining include: the Patient Education Committee, CME Committee, Ethics Committee, IRB, and the Safety Committee. Assisting support groups and hosting community Lunch & Learn programs are additional methods that can be employed to increase library visibility.

Stephen Abram, one of the keynote speakers at the MLGSCA/NCNMLG Joint Meeting 2013, discussed the importance of Librarians promoting the services they provide.

He emphasized the importance of Librarians thinking of themselves as professionals. We need to communicate to patrons how difficult it can be to obtain the information they require. Librarians should also show patrons the steps involved in conducting searches as well as the methods used to retrieve and evaluate information. Taking these steps should help patrons better appreciate library services. He feels Librarians are risk averse and too inclined to avoid conflict. He believes that virtual access will account for

80 to 90 percent of all library usage in the future. He also believes e-books and e-learning will be important trends and librarians should keep informed of technologic innovations in these areas.

Marcelo Fiszman, an NLM Research Scientist, discussed his work in the development of a new approach to searching biomedical data using natural language algorithms that exploit symbolic, rule-based techniques for semantic interpretation of biomedical text. One of the advantages of this approach is to help make apparent non-obvious relationships.

Lee Rainie, Director of the Pew Research Center's Internet & American Life Project, discussed recent survey findings. According to the results, patients are seeking information about their conditions on the Internet. They want more detailed information on diseases. Results indicate that 72% of individuals sought health information on the Internet last year. 35% of individuals have self-diagnosed. 31% have health apps. Many of these applications track exercise. 45% of those over 65 use social network sites.

Dr. Whitaker also attended the Joint Meeting and commented on the CE Course taught by Amy Chatfield and Mary White. This course focused on drug information sources. The course provided coverage of many drug sources we might not be familiar with or use on a regular basis. Dr. Whitaker felt this was very useful information and will forward handouts from the class to CHIP members.

Dr. Whitaker also reviewed Poster 11 which showcased the role UCSF librarians play in supporting and promoting EBP.

One interesting approach being used at conferences is to have participants ask questions and librarians do an immediate search and post the results via a social media site.

Connie Kwan discussed the Evidenced Based Medicine course taught by Ms. Connie Schardt. She felt this was an excellent course. The Mobile App course was also interesting but there are privacy issues and HIPPA concerns that need to be addressed.

7) MLA DIASTER INFORMATION PROGRAM:

Mr. Liddicoat talked about the program established by the NLM to assist librarians gain familiarity with resources and databases used in mitigating, preparing for, responding to, and recovering from disaster situations.

The program has two levels and CE Units needed for this program may also be used to fulfill AHIP Certification Requirements.

Level One Certification requires completion of five mandated courses (15 contact hours). These courses cover: Disaster Health Information Sources, U.S. Response to Disasters, Information Roles in Disasters, The National Incident Management System, and An Introduction to the Incident Command System.

Level Two Certification requires an additional 12 contact hours chosen from a variety of topics, formats, and course providers.

In the last few years there has been a proliferation of information related to disaster management. Much of this information is available on the Internet. This information has been compiled by a number of government agencies, NGO's, and other institutions. This information is widely dispersed. One excellent website to explore is the Disaster Information Management Research Center: <http://disaster.nlm.nih.gov/> . This website contains information regarding disaster types, response tools, disaster literature, Databases, meetings & conferences, and Organizational listings.

One may subscribe to the NLM Disaster Listserv by completing the form located at: <http://disaster.nlm.nih.gov/dimrc/dimrclistserv.html>

Librarians are legally recognized as qualified professionals who are to be included in Disaster Response Teams. FEMA loan & recovery forms are required to be submitted online only.

By learning more about these events we can:

Promote our libraries by becoming active members of the Hospital Safety Team. After joining a Hospital Safety Team, one may request membership in the California Health Alert Network (CAHAN). This governmental network provides disaster alerts, interagency communications, guideline dissemination, and training activities.

Promote our library within the community -- Mr. Liddicoat will be participating in the Community Emergency Response Training (CERT) program in October. This training is offered by local public safety agencies and is eligible for AHIP & Disaster Information Specialization certification. The initial training consists of 20 classroom hours plus a full day field exercise.

Attaining skills and resource information related to disasters could be extremely useful in a mini-disaster such as a water leak in our libraries.

8) CHIP DISASTER PREPAREDNESS:

The most likely natural disaster in our area would be an earthquake. In order for CHIP members to provide mutual assistance, we will need to be able to communicate with one another. In time of disaster, cell phone communication is often available when other forms of communication are disabled. Members can submit their private contact

information to Ms. Bluhm-Stieber; in turn Ms. Bluhm-Stieber will compile the information and make it available to members.

The most likely man-made disaster would be an active shooter scenario. (Training is available through the State Office of Emergency Services usually as part of a preparedness exercise).

9) ELECTIONS:

CHIP Group members elected Ms. Geri Bodeker as our new President. Mr. Liddicoat agreed to continue to serve as Secretary-Treasurer

10) ACCESS MEDICINE:

Renewal time is approaching on this purchased product. CHIP Members were willing to renew if the price was not above 21K.

11) ADDITIONAL DISCUSSION:

Information was presented to the group on OVID Products but members felt they needed to know more before making any decisions. This will be discussed further and CHIP Members can reach a decision regarding the need to have one of the OVID REPS come and give a more complete explanation to the group.

Ms. Huddleston discussed the World Cat Search OPAC they are using. Because this product uses World Cat there are less conversion issues. Records are pulled from World Cat and placed into the institutions OPAC rather than having to manually import records. This should increase accuracy and simplify the task of installing an OPAC.

She also discussed a new patient program developed at Stanford. The program is called Stanford Mobile and involves going to patients on the ward and asking if they want additional information regarding a condition or treatment. Patient needs are taken back to the librarians who conduct a search, retrieve needed information and then return this information to the patient. They are attempting to complete every request within two hours. They make clear to the patient all information is general and is not considered as pertaining to any specific patient. It is very important to separate this kind of information delivery from nursing education or a communication from their healthcare provider.

EBSCO's Patron Driven Acquisition service was briefly mentioned. This system allows patrons to suggest items for acquisition. The librarians can review these requests and decide on a course of action.

NEXT MEETING TOPIC: WORLD CAT

SPEAKER: TBD

NEXT MEETING DATE: TBD.

NEXT MEETING LOCATION: Stanford Health Library, Palo Alto