

the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.
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A QuintEssential Review : Some Notes on this Conference, Held at the Sheraton Society Hill, Philadelphia, October 26-28, 2003

by Brad Long and Stephanie Ferretti

The QuintEssential Conference had something for everyone. In fact, as everyone who attended knows, it was impossible to get to everything that interested you. This article will highlight what the authors attended, supplemented by feedback they received from other conference attendees.

CONTINUING EDUCATION

There were nine different CE course offerings. Feedback was very positive, particularly for: "Molecular Biology and Genetics for Librarians," "Super Searcher / Searching the Web," and "Copyright in the Digital Age."

SPEAKERS

The keynote address to officially open the conference was given by Robert S. Martin, Director of the Institute of Museum and Library Services. He spoke on IMLS budgets for the coming year, national leadership grants, and core museum programs.

At dinner that evening, John Morreall, of the College of William & Mary, spoke on "Humor in the Workplace." This was a thoroughly enjoyable end to a busy day of sessions.

The Meet the Presidents Luncheon the next day was an excellent conclusion to the conference. Both Patricia Thibodeau, the MLA President, and Cynthia Hill, the SLA President, talked about the similarities of their two organizations. They also discussed some of the joint efforts that both groups are involved in.

SESSIONS

The following are descriptions of a handful of the many sessions offered:

"Sustaining Partnerships: Beyond Love at First Sight," presented by Kathleen de la Pena McCook, was an eye-opening look at community outreach and program development pitfalls. The speaker was candid about long term involvement and measuring success. Of particular interest was the role politics plays in any successful outcome.

"Migrating to an 'All' Electronic Journal Collection," with Carol Montgomery, Don King and Helen Hohman, explored the highlights of a study of the library-related costs of electronic journals as well as the impact on faculty and graduate student usage of the collection. The speakers detailed which costs matter, the infrastructure changes necessary for success, and readership patterns.

“Communicating with Professionals” was a panel discussion. Speakers Peter Jucovy, Richard Clikeman, and Walter Tsou reviewed communication barriers that exist between librarians and highly trained professionals, in particular physicians, public health professionals, and non-medical researchers. Suggestions on how to understand and deal with these barriers were discussed. Positive aspects of librarians’ communication skills and roles in organizations were addressed as well.

“PDA/Wireless/Tablet Technologies,” with speakers Denise Watkins, Andrea Horne and Gabriel Rios, outlined emerging technologies and the role of PDAs in library use, from instructional sessions to downloading reference texts. The speakers reviewed programs currently in use at their institutions.

“Virtual Reference” was a panel discussion that reviewed various aspects of virtual reference service. Speakers were Steve Marvin, Deb Lovett, and J.D. Kathuria. Topics of discussion included setting up a service, the librarian’s point of view in providing this type of reference service, and a review of how special libraries are providing this service. It was noted that medical libraries seem to be at the tail end of virtual reference involvement, which is somewhat surprising, since we seem to be at the forefront in embracing other technologies, such as PDAs.

“The Light at the End of the Funnel” explored the mission of the National Archives and the role of electronic records. The speaker, Adrienne Woods, highlighted the huge project underway and the realities of trying to maintain the records of all federal agencies, no matter what the format.

ROUNDTABLE DISCUSSIONS

Despite the variety of topics, obviously the authors could participate in only two roundtables:

Stephanie sat at one of several tables set up for “Electronic Journals and Books.” This was a wonderful opportunity to meet colleagues from other universities and associations and delve into the management of electronic resources. The moderator led a lively table discussion by engaging participants to speak about their institutions, current experiences, and future plans. Management, budgetary constraints and user requests were major issues.

Brad moderated the table for “Library/Librarian Identity Issues.” The issue of constantly proving one’s worth in hospital library settings was one focus of the discussion. Stereotypes of librarians were also discussed, including the “Librarian Action Figure” and those stereotypes that male librarians sometimes have to deal with. It was felt that we as special librarians do not have to deal with stereotypes as much as our counterparts in other types of libraries, especially public libraries.

SOCIAL & NETWORKING ASPECTS

For those, like Brad, who have changed chapters, this conference provided an opportunity to network with former colleagues. It also provided the opportunity to make new and renewed connections with members of other chapters.

Several dine-arounds, a pub crawl, and a pre-dinner cocktail hour were excellent opportunities built into the conference for social and network opportunities. In addition, many attendees took advantage of the closeness to Old City for sightseeing and dining.

There was ample time to network with and ask questions of vendors as well, both at the cocktail reception on the opening night as well as all day the following day. Thirty-three exhibitors were in attendance and both vendors and attendees were pleased with the opportunity for interaction that the conference provided.

POSTERS

Drawing on the various and extensive experiences of the members of our five chapters, there were 20 different posters on display.

SUMMATION

All in all, “collaborations and partnerships” ably describes all the work that went into the planning of this conference, and hopefully what we learned at the various sessions and other activities will enable us to come up with our own “solutions,” making this truly a QuintEssential Conference. §

Note: Brad Long is Senior Information Sciences Librarian, Scott Memorial Library, Thomas Jefferson University; Stephanie Ferretti is Associate Director, Library and Educational Information Systems, O.J. Snyder Library, Philadelphia College of Osteopathic Medicine.



Photos: QuintEssential Conference

Editor's Note: A special thank you to Joan McKenzie and Bob Lyle for these photographs!



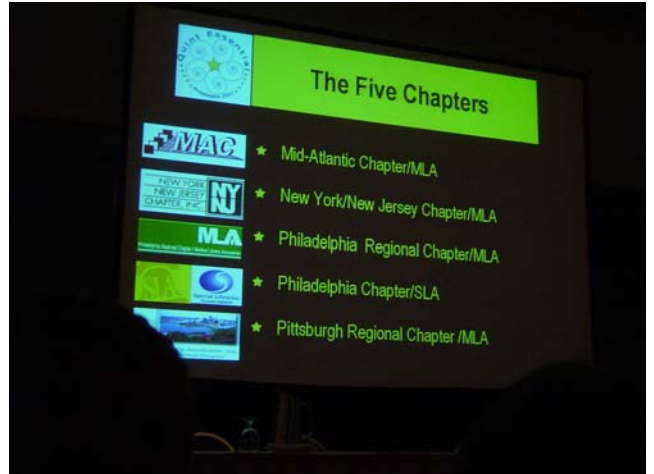
Keynote Speaker: Robert S. Martin, Ph.D.



Elsevier Rep. & Linda Rosenstein



Registration Table: Ann Laliotes, Ann Koopman



Sponsoring Chapters



Joan McKenzie & Swets Representative



Anne Seymour & Richard Faraino, Co-Chairs



Ann Marie Zglinicki, Janet Clinton at the CHI Table



Anne Seymour & Nina Long



Patti Insetta-Rath & Franklin Book Company Rep.



Gina Kaiser & Matthew Medical Books Representative



Lenore Hardy & Diana Ryan



Marjorie Smink, Marion Chayes, Ann Laliotes



Poster Exhibits



Peter Jucovy, MD



EBSCO Lunch



Walter Tsou, MD, MPH



Sue Couch



Cocktail Reception in the Lobby



Peggy Lynch



Christine Chastain-Warheit, Andrea Kenyon, Ann Marie Zglinicki



Marjorie Smink



Sharon Easterby-Gannett with her Poster Display



Dinner Event Speaker: John Morreall



Continental Breakfast, Tuesday



Rachel Resnick (far left), Stephanie Ferretti (far right) and friends



CHI Table



Anne Seymour



Rod MacNeil



Florence Rosenthal, Mark Marchino, Rachel Resnick



Jessica Ward, Anita Chiodo, Dan Kipnis, Gary Childs

Woods Hole + Medical Informatics = One Terrific Experience Or NLM Fellowship Provides Wonderful Learning Opportunity

When I stepped off the bus at Woods Hole, a small town on the southwest tip of Cape Cod, I was transported into a world of quaint shops, charming New England-style residences, and picturesque fishing boats dotting cobalt blue waters. PJ Grier, my cohort from Delaware, arrived after dark by auto. The scenic seaside environment was to serve as the backdrop for an exciting week devoted to a concentrated survey course on the interdisciplinary field of medical informatics.

PJ and I were fortunate to have been selected to attend the NLM-sponsored Medical Informatics Fellowship program, which has been held at the world-famous Marine Biological Laboratory (MBL) since 1991. Along with 29 others, we were about to embark upon an intense, yet invigorating and unusual learning experience.

My interest in this program stemmed from a desire to encourage more library involvement in the expanding informatics-related activities occurring at my workplace. At the Fox Chase Cancer Center where I serve as Director of Library Services, opportunities have been apparent on both the research (bioinformatics) and clinical sides. New hospital systems are being acquired, accompanied by somewhat mysterious new jargon like: PACS, EMRs, CPOE, decision support, patient web portals, secure messaging, etc. A new CIO, to whom I now report, was hired a few years ago to lead the effort to implement a comprehensive clinical information system. He also submitted an IAIMS grant application and initiated other informatics-type projects. I sensed that the library could have a role in these activities, and that the Woods Hole course would provide me with ideas and background to further this end.

As Director of Library & Information Services, Delaware Academy of Medicine, PJ was interested in trying to nail down the exact meaning of the term “*medical informatics*.” He is confronted with the task of introducing an electronic, consortium-based, multi-product, clinical information delivery platform throughout Delaware hospitals, with the exception of Christiana Care. At the same time, he is tasked with developing the necessary technology capacity and recruiting sufficient numbers of electronic resource librarians for the Delaware Academy of Medicine to host such a venture. The Academy also expects to host a customizable consumer-based health information portal for Delaware residents.

The application process for the Medical Informatics fellowship is relatively painless. It involves preparing a brief essay describing your reasons for wanting to attend the session, along with a synopsis of past personal experience with the course material. Complete the one-page application, include a current CV, and you are finished! The application deadline for each year's sessions is around mid-February. This single application cycle serves to fill both class sessions – Spring (May/June) and Fall (September/October.) Competition for places in this highly-rated, all expenses-paid fellowship is fairly fierce, with approximately one in three applicants gaining admission to the program.

The week began with an evening session designed as sort of a “pep rally” to engender excitement for what was to come, and to introduce both faculty and students to each other. I was impressed by the diversity of the student attendees, both geographically and in terms of background. All were articulate and motivated, with a wide range of goals for applying medical informatics knowledge to their individual situations. Nearly half the group consisted of librarians, most from academic institutions. Nurses, physicians, hospital administrators, and even one dentist rounded out the class. Chairman of the MBL Library’s Scientific Users Committee, David Shepro, PhD, described the excitement of spending a week on a campus where over 40 Nobel Laureates and other outstanding scientists had studied and worked. He called the weeklong course a “splendiferous” experience. NLM Director, Donald Lindberg, M.D., indicated that fellows were selected for their ability to “go back and made a difference,” and he challenged each of us to become “agents of change.” He encouraged us to make sure that we got answers to all of our “burning questions about medical informatics.” On this evening and throughout the week, MBL/WHOI Library Director, Cathy Norton, served as a charismatic and agreeable hostess and cheerleader.

After a restful night in the comfortable but sparsely furnished rooms of the Swope dormitory, and breakfast overlooking the scenic waters surrounding the MBL, course sessions began in earnest in a charming, well-equipped classroom. The class site also overlooked the water, and was within full view of the research ship, Atlantis. The ship provided an interesting distraction one day during class when it launched from its docking spot to make a “shake-down” run prior to a longer research expedition.

Each student was supplied with a laptop, and we took notes on the downloaded PowerPoint slides accompanying the lectures. At the end of the week, we took home a CD containing the presentations, notes, and accompanying exercises.

Course content was varied, well-presented, and interesting. Faculty included top people in their respective fields. Some sessions covered “heavier” topics like: “Principles of Controlled Vocabulary” “Bioinformatics,” and “Infrastructure to Support Clinical Systems;” while other classes covered “softer,” subjects, like: “Organizational Change Management,” (taught by former MLA President, Nancy Lorenzi), “Public Health Informatics,” and “Telemedicine.” Several hands-on sessions were given in the evening – on “Personal Web Pages,” “Personal Databases,” and “Building Web Interfaces to Databases.” The latter two classes were taught by MBL staffer, David Remsen, who could definitely double as a stand-up comic. His humor-laden teaching methods made these sessions fun and informative, in spite of the students’ bleary-eyed feelings about taking on these topics following a full day of classes. Remsen’s daytime tour of the marine animal resources facility on campus was even more hilarious and fascinating!

Course faculty included a group of experts from Vanderbilt University, where a large Biomedical Informatics program functions successfully and is housed in the Library. Librarians there gather evidence-based literature which is linked to the hospital’s clinical information system. Luminaries, such as Ted Shortliffe, M.D., Ph.D. and Course

Director, James Cimino, M.D., both from Columbia, also taught excellent segments of the course. NLM staffers, Alexa McCray, Ph.D.; Mehda Bhagwat, Ph.D.; Larry Kingsland, Ph.D. and others, along with Donald Lindberg, taught sessions covering digital libraries, bioinformatics, the future of the Internet, and NLM-related resources and initiatives. Throughout the week, ample time was provided for interactions among staff and students, during the many excellent meals and snacks provided throughout the day. Food was definitely not in short supply!

A highlight of the week, Wednesday night's "clam bake," turned out to be a full-course lobster dinner served on the elegant verandah of the National Academies of Science's nearby retreat site, a circa 1907 mansion property situated on Quissett Harbor. Much of the home's original character and charm has been maintained, providing a magnificent setting for this wonderful social interlude to our week of intensive study and lecture. A group of us even had time to walk along the pier, picking out constellations, Mars, and the passing space station. My roommate and I were so engrossed by these activities, that we missed our ride back to the dorm, and had to be driven by Dr. and Mrs. Lindberg, who were only too happy to oblige.

My main goal for taking this course was to expand my knowledge of technology related skills, concepts and issues relevant to the clinical and basic sciences environment in which I work. I was hoping that knowledge gleaned from the sessions on clinical information systems, clinical decision making, and decision support would help me meet the challenge of participating in my organization's efforts in these areas. I would like to see knowledge-based (library) services and resources integrated into our institution's expansive new system, at the point of care. This wonderful week of learning and intelligent interactions with course participants and faculty will definitely help further these goals. It is an experience we highly recommend to librarians or other healthcare professionals interested in these topics. §

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With contributions from:
PJ Grier
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NOTE: PJ and I were only able to identify three other Philadelphia area librarians who have participated in this fellowship program – Christine Chastain-Warheit, M.L.S., Director of Medical Libraries, Christiana Care Health Services; Mark-Allen Taylor, M.S., J.D., Director, Health Sciences Center Libraries, Temple University; and Paul Farber, Ph.D., D.D.S., M.L.S., Professor Emeritus, Department of Pathology and Special Library Consultant for Collections Evaluation, Temple University. If others have attended the Medical Informatics course, please contact the editor of the *Chronicle* or post something to MLA-Phil, if you would like to share your thoughts on your experiences with this program.

For more information, see:

Aarstad, R. F. (2002). Medical informatics course at Woods Hole. *The Leading Edge: Newsletter of the Leadership and Management Section, Medical Library Association*, 15(1), 1-4.

URL: <http://www.library.umc.edu/lam/lam-15-1.html>

Brummit, A. (2001). Currents in medical informatics. The Woods Hole experience. *MD Computing*, 18(1), 34-36. URL: <http://www.library.umc.edu/lam/lam-15-1.html>

Kennedy, J. (2003). OPL -- A solo librarian's peak experience. *National Network* 28(2)9,12.



The Backdrop



Karen Albert and PJ Grier



Lobster Dinner



More Backdrop



Medical Informatics Fellowship Program - Class of 2003

The College of Physicians of Philadelphia Launches Philly Health Info

The College of Physicians of Philadelphia recently launched **Philly Health Info**, a web-based and community-supported information service designed to empower the people of Greater Philadelphia toward a more complete understanding and management of their health and medical needs. Philly Health Info offers a unique approach to serving the diverse online audience. By combining regionally-based Internet resources with on-site volunteers, Philly Health Info helps computer users of all skill levels expand their knowledge about health issues and Philadelphia-area health services and resources.

The centerpiece of Philly Health Info is a free, multifaceted, consumer-friendly web portal. The home page features a health periodical, including a lead article on a particular health topic written by College Fellows and other area healthcare professionals. The health periodical also presents an article highlighting the activities, programs and services of an area organization addressing the same topic as the lead article. Because there are any number of health/medical web portals pointing to nationally recognized consumer-oriented websites, Philly Health Info has sought from the beginning to provide access to the most comprehensive collection of links and contact information for health resources in the Delaware Valley. Presently, the focus is on Northeast Philadelphia resources, in order to fulfill the obligations of the Philly Health Info Pilot project (see below). In early 2004, Philly Health Info geographic coverage will expand to include the City of Philadelphia, followed by the four contiguous suburban Pennsylvania counties (Bucks, Chester, Delaware and Montgomery).

Recognizing the value of selected national health websites, Philly Health Info includes links to a 'Top 10' list of national health information websites, including MedlinePlus, Healthfinder, NOAH, and Mayo Clinic. The Top 10 list will be a collection of links to favorite web sites recommended by Fellows of The College.

The College of Physicians of Philadelphia, in partnership with the Free Library of Philadelphia, and the Philadelphia Health Department has initiated a pilot study to test the feasibility of providing online health information through community mini-centers. A health information "kiosk", inspired by the College's C. Everett Koop Community Health Information Center (CHIC), has been installed in the Northeast Regional Branch of the Free Library. The Northeast Regional branch is one of the busiest of the Library's 54 branches and is located next door to the Philadelphia Health Department's Community Health Center #10. The kiosk, staffed by trained volunteers, is currently open on Mondays and Wednesdays from 10am-2pm. Anyone seeking information on local health resources and services, more information about a disease or condition, or answers to many other health or medical questions is welcome to engage the volunteer during the allotted hours. The volunteer will demonstrate the Philly Health Info portal for the visitor, showing how to use each section of the portal to address each visitor's varying needs. The kiosk is particularly beneficial to patrons who do not possess a computer or who do not know how to navigate the Internet for health information.

The College is working with Drexel University's Institute for Healthcare Informatics to train volunteers. The trainees engage in case-based interactive scenarios that address communication skills, cultural, literacy and language sensitivities and the distinction between giving information and giving advice. The College is actively seeking volunteers with basic PC and Internet skills and a desire to help others. For more information on the volunteer program, please contact Ellen Freda, Outreach Coordinator, at 215-563-3737 x 259, efreda@collphyphil.org.

Locations for additional kiosks in other community locations are currently being identified including senior centers, libraries, health centers, recreation centers, retirement communities and other health delivery settings. The College is also in the initial stages of working with a number of multi-specialty group practices to install a Philly Health Info kiosk in their practice.

The Philly Health Info project is gaining momentum through coalition building. The College's Philly Health Info Network, a coalition of educational, health and community organizations is dedicated to improving the health literacy of the Delaware Valley and serves in an advisory capacity to the College. Additional participants and organizations are sought to strengthen the partnership to ensure the Philly Health Info project is of the people, for the people and by the people. For more information on the Philly Health Info project overall, please contact Andrea Kenyon, Project Manager, at 215-563-3737 x 237, Kenyon@collphyphil.org. §

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From the Chair

This letter will be brief because Stephanie Ferretti and I have also written a review of the QuintEssential Conference appearing in this issue. Since the last issue of the *Chronicle*, most of the Chapter's efforts have been spent on co-hosting this conference with Philadelphia SLA. For everyone who attended, I would like to thank you for making this an excellent conference. And for those involved with the planning, participation, and/or assisting with various functions of the conference, I especially thank you. Without you, none of this would have been possible. Further, I want to thank everyone from the MLA chapters from New York/New Jersey, MAC, and Pittsburgh, in addition to Philadelphia SLA, for all of their efforts. I know from first-hand experience how much time and hard work was put into this historic meeting. We can all be proud of ourselves. §

Brad Long
Chair, 2003-2004
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From the Editor

I am so pleased that my first issue as sole editor of the *Chronicle* comes at a time when the issue practically “writes itself.” The QuintEssential Conference, which was held here in Philadelphia at the end of October, was a wonderful and noteworthy event. Brad Long and Stephanie Ferretti graciously agreed to write about the conference for this issue of the *Chronicle*; photographs were contributed by Joan McKenzie and Bob Lyle. The Quint meeting, a joint undertaking of four MLA chapters and one SLA chapter, brought us together as a Chapter and with colleagues in other regions. The content of the sessions was excellent, and the networking that pervaded the entire project was outstanding. My congratulations, on behalf of the *Chronicle* staff, to all who were involved- planners, presenters, attendees.

I would like to welcome Gina Kaiser and Rachel Resnick to the staff of the *Chronicle*. Please see the [Chronicle Editor and Staff](#) section for a complete listing of those participating in the production of this newsletter.

As always, but particularly now in a new “regime,” we welcome comments and suggestions concerning the current and future issues of the *Chronicle*, as well as contributions. §

Linda M.G.Katz, Editor
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From the QuintEssential Conference Co-Chair

It’s over- but not forgotten!!

Now that I’ve had time to reflect post-Quint, I can say without hesitation that we put on a terrific conference! Although it was a conference of five library association chapters, I think the Philadelphia Regional Chapter deserves much of the credit. We had participation at all levels: committee heads and members, volunteers, speakers, and moderators. The hardworking Local Arrangements Committee chaired by Andrea Kenyon and Rod MacNeil remembered every last detail and registered (thank you, Melanie Cedrone!) and badged over 400 attendees- and we can thank them for our classy black “padfolios.” Many members volunteered for the Program Committee (see the Quint website at www.quintmeeting.org for a full list of committees), and I think the resulting excellent content spoke for itself. Our finances are in good shape, thanks to our Finance Chair, Ann Koopman, and the work of the Fundraising/Vendor Committee. Efforts of the CE Committee and its key MLA/Phil members paid off as most of the courses were full, and feedback was excellent. Finally, we wouldn’t have known about the conference without the work of the Publicity Committee and our website, which was designed and maintained by MLA/Phil members. It was extremely gratifying for me to see so many of you at the conference, as well as working closely with so many members in the four years leading up to the Quint. I hope that you enjoyed the meeting as much as I did.

So, when and where is the next joint meeting??? §

Quintessentially yours,
Anne Seymour
Co- Chair QuintEssential Conference
seymoura@mail.med.upenn.edu

Meet Your Fellow Chapter Members:

Profile #1 : Ann Koopman



Present Professional Position: My formal title is JEFFLINE Editor, which doesn't mean much to folks outside of Jefferson. JEFFLINE is the name of the Web service our library offers to its own faculty and students and to the staff of our affiliated hospitals. JEFFLINE is the entry point to all of the services offered by the library's parent unit, Academic Information Services and Research. In effect, I combine webmaster, content creation, and marketing roles.

Previous Professional Experience: For many years I was a science and engineering librarian at the Indianapolis campus of Purdue University. I followed my husband to the east coast back in 1995, and became the coordinator of electronic information services at Jefferson. Eventually that evolved into a stint as head of reference at Jeff, and finally my current position. I've been involved with professional organizations, too, though mostly SLA. I'm currently the treasurer of the Science Technology Division of SLA and served as the finance chair of the recent Quint meeting. It was convenient for the latter that I was able to represent both MLA and SLA.

What do you find most interesting about your work? That's easy! The constant challenge of learning the next new thing! Also, observing the behavior of users on our site. I like the challenge of integrating information in ways that help people to understand, and enjoy seeing the "light go on" in their faces when something "clicks" as they work at our library computers.

What qualities or traits do you find most helpful in your work? Curiosity, problem solving skills, willingness to try new things. In Web work, it helps to have a thick skin, too! Sometimes I'm accused of being a perfectionist, but my motto is "don't let perfection get in the way of a good job."

What do you enjoy doing "for fun"? Fun involves handcrafts, baking and community work. My main hobby is embroidery. My main community group at the moment is the League of Women Voters.

Is there anything about you that others might be surprised to know? Once upon a time I kept a shop as a hand bookbinder & paper conservator, and taught paper marbling as a guest artist at museums and high schools. And I was the librarian for the very first Dinofest, back in 1994.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? That's easy, too. One word: growth. One of the most important things you can do to expand yourself as a professional is to talk to colleagues. You find out how things are done at other locations, and you work through ideas that are important to the profession. It doesn't hurt that you can make friends and professional contacts for future career moves, either. So just attending functions and talking to people is a start. But joining in and helping to make the Chapter work is even better. You have a chance to make things happen, everywhere from choosing program topics to producing a newsletter. And you develop your organizational skills in the process. Somewhere along the line, you even realize you're having fun. Yes, even as treasurer!

Profile #2: Donna Zoccola Soultoukis

Present Professional Position: Librarian, Our Lady of Lourdes, School of Nursing. 2001-

Past Professional Experience: Senior Information Scientist, Bristol-Myers Squibb, 2000; Reference Librarian, Hahnemann University, 1999; Library Director, Pennsylvania College of Podiatric Medicine, 1997-1999; Library Director, Friends Hospital, 1976-1997.

What do you find most interesting about your work? In my current position, I do some teaching in the area of research and computer technology. Teaching students is a new experience for me and I have found it to be very rewarding.

What qualities or traits do you find most helpful in your work? The fact that I am a 'type A' personality helps me to manage the responsibilities of my work effectively. I love doing research, so I am always eager to help students and faculty find the information and resources they need.

What do you enjoy doing 'for fun'? My husband and I are avid travelers, enjoy the theatre, both locally and in New York, and hosting dinner parties.

Is there anything about you that other might be surprised to know? I speak Italian and have a degree from the Italian University for Foreigners in Perugia, Italy.

Why would you encourage members to be actively involved in the Philadelphia Regional Chapter? Networking is very important in one's career but it is also important to develop relationships with your colleagues. Joining the Chapter is an excellent way to do so. §

Edited by Linda M.G. Katz
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Member & Library News

Rod MacNeil, Manager, Customer Services, Department of Information Services, University of Pennsylvania School of Medicine, was honored by the American Library Association's Library Administration and Management Association (LAMA) with its Leadership Award for many years of service to the Association; the award was presented at the ALA annual meeting in Toronto last spring. In addition, ALA selected LAMA to receive the World Book Award and a \$10,000 grant for the project Rod developed, "Leaders of the Pack: Bringing up a New Generation of Library Leaders through LAMA." Ten dynamic men and women who aspire to be future leaders of the library professions have been selected to participate in this project.

Nina Long, Director of Library Services, Wistar Library, Wistar Institute, Philadelphia, presented a paper entitled "Dignified and Civil Inquiry: Caspar Wistar in Philadelphia, the Athens of the Western World" at the Lewis and Clark Foundation's meeting in Philadelphia, August 10-12. The meeting theme was "The Quest for Knowledge: Lewis in Philadelphia" and it celebrated the bicentennial of Lewis' visit to our city in preparation for the westward exploration trip. Caspar Wistar, M.D. was one of the "mentors" that Thomas Jefferson instructed Lewis to meet with during his visit.

Lillian Brazin, Director of Library Services, Luria Medical Library, Albert Einstein Healthcare Network, Philadelphia, has written a book, *Complementary and Alternative Medicine on the Internet*, published by Haworth Press. Its target audience is consumers.

Micki McIntyre, Librarian for HealthyNJ, a website developed by the University of Medicine and Dentistry of New Jersey University Libraries, organized an MLA-sponsored conference, "Cool Tools for Health," held in Monterey, CA, November 3-5. The conference was designed for information professionals who are using, developing and embracing Internet and web-based strategies.

P.J. Grier, Director, Library and Information Services, Lewis B. Flynn Library, Delaware Academy of Medicine, attended the September week-long session of NLM's week-long Medical Informatics course, held in Woods Hole, Massachusetts. As reported in the last issue of the *Chronicle*, **Karen Albert**, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, Philadelphia, also attended. See their [report](#) on the course in this issue.

Rachel Resnick, Librarian, Polisher Research Institute, Madlyn & Leonard Abramson Center for Jewish Life, North Wales, PA, has published "Vacation Coverage for Solo Librarians" in the *Journal of Hospital Librarianship*, 3(2):95-98, 2003.

Karen Albert, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, Philadelphia, reports that the October 2003 issue of *The Scientist* includes an article (http://www.thescientist.com/yr2003/oct/feature1_031020.html) based on a nationwide survey that ranks Fox Chase Cancer Center as No. 1 in desirable places to work for scientists. Library services are described as part of the core facilities that contribute to this evaluation.

Staff Changes:

Rebecca Raszewski has accepted the position of Reference Librarian at Drexel University Health Sciences Library, Hahnemann Library. A recent Drexel graduate, she is assuming her first professional position after working in access services at the Health Sciences Libraries' Moore Library for four years. §

Linda M.G. Katz
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From the CE Chair: CE Courses from Quint Meeting

Approximately 195 librarians attended CE courses during the Quint meeting held in Philadelphia from October 26-28, 2003. Three of the nine courses sold out, with the remaining six courses all approaching capacity. Moreover, the evaluations for all the courses were extremely positive.

The nine CE courses included:

1. Teambuilding: Understanding Group Dynamics Increases Performance
2. Copyright in the Digital Age
3. Consumer Health Information and Low Literacy Clients: Partnerships and Solutions (full)
4. Molecular Biology and Genetics for Librarians
5. Super Searcher/ Searching the Web (full)
6. Web Usability: Making Content Easy to Find
7. Using Evidence-Based Medicine Databases (full)
8. Create Your Own Customized Marketing Plan to Target Your Info Center's Customers
9. Fund Raising is Everyone's Job

Complete descriptions of the courses are still posted on the Quint meeting website in case you are interested in contacting an instructor: <http://www.quintmeeting.org/ce.html>
All the CE courses offered contact hours from MLA headquarters.

I would like to thank all the volunteers who helped organize an exceptional CE program that was diverse, affordable and innovative!

Next MLA Teleconference:

National MLA is planning to have another teleconference, tentatively scheduled for March 10th. The topic may be "expert searching." Stay tuned.

Advanced PubMed Course:

Joan Seidman, from NLM, will be teaching an advanced Pubmed course on March 22nd from 1-5pm and March 23rd from 8-noon at Thomas Jefferson University. Look for registration information to be sent out the first week of Feb 2004.

Looking Ahead:

My two year term as CE Chair will be ending this coming spring and I'll be riding out into the sunset. If you are interested in participating as the next CE Chair, please contact the MLA Board (MLA-PHIL-BOARD@LISTS.PSU.EDU). The position offers a unique opportunity to plan innovative and enriching CE Courses, such as the Mini-Medical School program. The demand for certain topics continues to exist and if you are willing to be challenged and meet great educators at the local and national level, the CE position is a great opportunity. §

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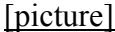
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Chapter Grant, Scholarship, Award, and Office Opportunities

The Chapter Nominating Committee and Awards Subcommittee is pleased to announce the availability of numerous opportunities for service as an officer, recognition for service, and financial awards for education enrichment. Prospective applicants, nominators, or nominees may contact any member of the Nominating or Awards Subcommittee. Nominating Committee and Awards Subcommittee members are: Eric Delozier (epd103@psu.edu), Pat Heller (heller@pobox.upenn.edu), and Betty Warner (Betty.Warner@mail.tju.edu).

GRANT AND SCHOLARSHIP OPPORTUNITIES

Applications for the following three grant and scholarship opportunities are all due by February 28, 2004. Further information, including application instructions, for all three awards is available on the Chapter's website (<http://www.mlaphil.org/grants.html>).

1. The Grant Program for Professional Development is a grant of up to \$300 that is given twice a year to a librarian/information scientist for the pursuit of continuing education in the area of health science librarianship. Rachel Resnick, Librarian, Polisher Research Institute, Abramson Center for Jewish Life, was the first recipient for 2003-04. Rachel used the grant to attend the Quintessential Conference and the Copyright in the Digital Age CE course in October 2003.
2. The Beatrice Davis Education Award is a scholarship in the amount of \$600 and offered every other year to an individual enrolled in an ALA-accredited master's program and interested in pursuing a career in health sciences librarianship; the award will be offered this year.
3. The Randy Brenner Consumer Health Award is a \$500 cash award given to an individual (or group of individuals) in recognition of an outstanding contribution to consumer health information services and patient education.

AWARDS

Each year the Chapter recognizes individuals for outstanding service in three areas. Nominations for the following three awards are also due by February 28, 2004. Winners will be notified in advance and be expected to attend (as guests) the Chapter's Annual Business Meeting and Dinner in April. The names of previous award winners are available on the web (<http://www.mlaphil.org/awards.html>). The Awards Subcommittee welcomes nominations for three awards, which are described below.

1. The Chapter Achievement award is given to an individual who has made significant contributions to the Chapter and field of health sciences librarianship. It is the Chapter's highest award and should be reserved for outstanding individuals.
2. The Certificate of Appreciation is awarded to an individual or group in recognition of extensive work on behalf of the Chapter in a specific area.
3. The Honorary Lifetime Membership is offered to certain retiring members in recognition of their service to the organization.
4. The Robert Preston Lee Memorial Award is given to an individual or group in recognition of contributions in the application of technology to the delivery of technical services in one or more of these areas: collection development, collection management, cataloging and acquisitions, information technology and information systems.

CHAPTER OFFICES

Two elected offices will be up for election this winter. The office of Chairperson-Elect is a three-year term as Program Committee Chair (2004-05), Chairperson (2005-06), and Nominating Committee Chair (2006-07). The office of Treasurer is a term of two-years (2004-06). Nominations may be made by contacting any member of the Nominating Committee listed above. §

Eric P. Delozier,
Nominating Committee Chair
epd103@psu.edu

Membership Update

During the year 2003 our local chapter increased its size to 181 chapter members. I am very pleased to note that we gained 21 new members since January!

In the near future, all members will be receiving renewal notices via e-mail. If you would like to get a jump on things, please print out the renewal form (available at <http://www.mlaphil.org/membapp.html>).

Also, we will be attempting to make both versions of the online directories (pdf and html) take membership information directly from our membership database in order to provide member information more efficiently. Keep your eyes peeled for this important change.

If you have any questions regarding membership, please contact me. §

Gary M. Childs
Chair, Membership Committee
gc24@drexel.edu

MLA Continuing Education Grant

Each year the Medical Library Association awards a grant to one or more of its members to provide them with the opportunity to increase their competence in the theoretical, administrative, or technical aspects of librarianship. This grant may be used to attend an MLA course or others CE activity and may range from \$100 - \$500.

Candidates for the CE Grant must: (1) hold a graduate degree in Library Science; (2) be a practicing medical librarian with at least two years of professional experience; (3) be an individual member of MLA; and (4) be a US or Canadian citizen or permanent resident.

For more information about this grant and the application visit MLA's Website at:
<http://www.mlanet.org/awards/grants/index.html>

Applications should be submitted to Lisa C. Fried at MLA Headquarters.

Deadline for application is December 1.

For additional information, contact:

Lisa C. Fried mlapd2@mlahq.org

Phone: 312.419.9094

Fax: 312.419.8950

Medical Library Association

65 East Wacker Place, Suite 1900

Chicago, IL 60602-4805 §

AHIP: Academy of Health Information Professionals

Is AHIP for me? Why should I consider AHIP membership?

How much work does this process involve? How much does it cost?

When should I apply? What level do I qualify for?

If you have been meaning to find out more about MLA's accreditation program, or if you have specific questions regarding the application/renewal process, remember that your Chapter AHIP liaison is available to help. The Philadelphia Chapter liaison is Esther Dell, and she can be reached by e-mail at eyd1@psu.edu or by phone at (717)531-8633.

You may find answers to many questions on the MLA Website

(<http://www.mlanet.org/academy/index.html>), but inquiries about your individual situation are welcome. Please feel free to contact her for any assistance you may need. §

New MLA Mentor Database Debuts

Newly created mentor Web pages (<http://www.mlanet.org/mentor/>) are part of the career section of MLANET. Sign up online to serve as a mentor to your peers, as a provisional mentor, or as a mentor to students interested in learning about the profession. You can also search the database to find a mentor. Find links to mentor tip sheets and guidelines, and access Web resources to help you in your mentoring role. The success of the mentor database depends on the number of members who sign up. §

Informationist Training Fellowships

The National Library of Medicine (NLM) announces two new fellowships that support informationist training. These fellowships provide support for salary stipends, tuition, and administrative needs for those who wish to prepare for careers as informationists. The training program involves coursework, mentorship, a research project, and practicum experience in the area of interest. Fellowships can be used by librarians and others to obtain the cross-training and in-context work experience appropriate to one of four NLM areas of interest: clinical informationist, research informationist, public health informationist, and consumer health informationist.

Applications are accepted three times a year: December 5, April 5, and August 5. MLA's informationist concept materials are located at

<http://www.mlanet.org/research/informationist/>.

The F37 NLM Individual Fellowship for Informationist Training supports early career librarians, health professionals, and scientists, using the standard stipend levels established for other NLM F37 fellowships (i.e., those for research training in informatics). See <http://grants1.nih.gov/grants/guide/pa-files/PAR-04-013.html>.

The F38 NLM Senior Fellowship for Informationist Training supports those with ten years or more of professional experience, providing salary support at the documented level of their current salary. See <http://grants1.nih.gov/grants/guide/pa-files/PAR-04-014.html>. §

TechnoHumanist Corner

It is flu season. Although many people are complacent about the flu, and ignore the symptoms or assume it can be treated with antibiotics, the flu can have deadly consequences. One famous flu epidemic was the 1918 Influenza Pandemic, also known as the Spanish Flu, which lasted 17 months. See, for example, American Experience: Influenza 1918 (PBS) (<http://www.pbs.org/wgbh/amex/influenza/>), Genetic Analysis of the 1918 Influenza Virus (Armed Forces Institute of Pathology) (http://ftp.cdc.gov/pub/infectious_diseases/iceid/2002/pdf/reid.pdf), and The 1918 Influenza Pandemic (<http://www.stanford.edu/group/virus/uda/>). It touched every continent except Antarctica, killing an estimated 20-50 million people. In the United States, 675,000 persons died of influenza during the pandemic, and Philadelphia became the influenza "hot zone" of the country. In one month alone (October 1918) the flu claimed the lives of 10,959 Philadelphians. By the end of the pandemic, Philadelphia suffered a total of 15,785 deaths. Today, complications from influenza and pneumonia are the seventh leading cause of death in the U.S. This year, the CDC estimates that the flu will kill at least 36,000 Americans.

Since the Internet is a good source for information on current "hot" topics, here are some flu web sites I recommend. All of these sites emphasize disease prevention, encourage vaccination, and indicate who should and should not get a flu vaccine; because flu

symptoms do not vary, descriptions of influenza symptoms are the same on all sites. The sites have different target audiences, and the depth and type of information provided varies. Accordingly, it is a good idea to view several sites to get comprehensive information.

For a general overview on influenza, I recommend Influenza: Flu in the United States (CDC) (<http://www.cdc.gov/ncidod/diseases/flu/fluvirus.htm>) and Flu Season 2003-04: Flu Facts for Everyone (National Immunization Program) (<http://www.cdc.gov/nip/Flu/Public.htm>). Both sites have information for the general public and health professionals. In the Influenza: Flu in the United States site, health professionals will gravitate to the section marked Health Care Providers, which includes flu prevention and control recommendations from the Advisory Committee on Immunization Practices (ACIP), vaccine information as it relates to the general population, groups at risk, and prevention and control of the flu in health care institutions. The general public will find the Disease, Prevention and Control, Viruses, and Flu Questions and Answers sections helpful. Anyone who is contemplating international travel should read the Prevention and Control section, which contains links to influenza information from the CDC Traveler's Health Website. For consumers who have questions about the new nasal spray vaccine that contains the live virus, there is a FluMist questions and answers link.

Flu Season 2003-04: Flu Facts for Everyone (National Immunization Program) (<http://www.cdc.gov/nip/Flu/Public.htm>) has more detailed information. This site also has information for both health professionals and the general public. Health professionals should see the Healthcare Provider's Flu Page, which contains links to information about supply, handling and storage of the flu vaccine, the effect of the vaccine on diseases such as SARS and asthma, and links to state flu contingency plans. Healthcare professionals will also be interested in the Patient-Education Gallery that contains flyers, brochures and other information which can be downloaded and printed. The Flu Facts for Everyone section is for consumers, and contains links to finding a flu shot location, information about FluMist, when you should have a flu vaccine, and the effect of the vaccine on SARS and asthma.

If the CDC and NIP websites have not answered your questions, then visit the MEDLINEplus Influenza page (<http://www.nlm.nih.gov/medlineplus/influenza.html>). The information is organized according to broad topics such as: Latest News (from major news organizations); General/ Overviews; Anatomy/Physiology; Clinical Trials; Diagnosis/Symptoms; Prevention/Screening; Research; Specific Conditions/Aspects; Treatment, etc. Highlighted below are links that are unique or above average, in my estimation.

Beat the Winter Bugs: How to Hold Your Own Against Colds and Flu (FDA) (http://www.fda.gov/fdac/features/2001/601_flu.html), under the category General/Overviews, was published in the November-December 2001 issue of *FDA Consumer*. Although this article is no longer being updated, it provides good practical information on how to lower your chance of getting the flu and get relief from flu

symptoms. It also describes who is at risk for getting and spreading the flu, and facts about flu drugs.

An Easy-to-Read article is What to Do for Colds and Flu (FDA) (<http://www.fda.gov/opacom/lowlit/clds&flu.html>) in the Screening/Prevention section. Much of the information is presented as bullet items and single sentences. But, unlike Beat the Winter Bugs, this article does not address the issues of flu drugs, nor which groups are at risk for getting or spreading influenza.

If you are looking for information on how to distinguish between a cold and the flu, then click on Is it a Cold or the Flu? (<http://www.niaid.nih.gov/publications/cold/sick.pdf>) in the Diagnosis/ Symptoms section, and obtain a one-page PDF document from NIAID. This document has flu and cold symptoms in tabular format, which makes it easy to read and compare symptoms.

A unique strength of the MEDLINEplus Influenza page is that it provides information for different age groups. The information for the Children and Teenagers section comes from the award-winning website KidsHealth, which was created by the Nemours Foundation. Each section has links to flu articles and additional links to other flu-related articles. Listed in the Children section, Influenza (Flu) (http://kidshealth.org/parent/infections/bacterial_viral/flu.html) and Tips for Treating the Flu (http://kidshealth.org/parent/infections/common/tips_take_care.html) provide information for parents. These web pages cover flu symptoms, treatment, and advice on when a doctor should be called. Its related articles also provide parents with information about flu vaccines for children and how to distinguish a cold from the flu.

While the articles noted above addressed parental concerns, What the Flu Does to You (http://kidshealth.org/kid/ill_injure/sick/flu.html) speaks to children. Its focus is to remove the mystery, fear, and anxiety associated with the flu. Also, the related articles give children information about getting shots and minimizing their pain, and what they can do when they have a cold. Flu Facts (http://kidshealth.org/teen/infections/bacterial_viral/flu.html), which has teenagers as its audience, is organized in the same manner.

For seniors, visit What to Do About the Flu (National Institute on Aging) (<http://www.niapublications.org/engagepages/flu.asp>), in the Seniors section. This has basic information about flu symptoms and vaccinations.

Although it is not listed on the MEDLINEplus Influenza page, I suggest you also visit Fight Flu and Pneumonia (Medicare) (<http://www.medicare.gov/Health/FluDetails.asp>). The Medicare site not only covers the same information as the NIA page with more detail, but also reminds seniors that Medicare Part B can cover the cost of the flu shot. It also advises on the prevention of pneumonia, which can be a complication of influenza.

Two other features that I like about the MEDLINEplus Influenza page are the flu shot locator and the canned MEDLINE search. Flu Shot Locator (American Lung

Association), listed in the Prevention/Screening section, provides a search engine to locate where in your area flu shots are being given. Clicking on the canned MEDLINE search link retrieves influenza citations from PubMed for the current year. Students and health professionals will like this feature.

If you have any questions, comments or suggestions, please e-mail me. Until next time, have A Happy and Healthy Holiday Season! C U @ the mall and the movies. §

Carlos Rodriguez
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Calendar

MLA' 04: Seize the Power!

May 21 - 26, 2004

Washington Hilton & Tower, Washington D.C.

Watch for information at <http://www.mlanet.org/>

DIALOG Training Workshops

Location: West Group Information Center, One Commerce Square, 1735 Market St., Suite 1600, Philadelphia, PA 19103

Information & Registration: 215-981-0243 or 800-334-2564 or

http://training.dialog.com/sem_info/calendar/penn.html

All classes held from 9:00 AM to 12 Noon.

Dec. 1 Biomedical Information on Dialog

Dec. 15 Fast Start to Profound

PALINET Workshops

Location: PALINET, 3000 Market St., Suite 200, Philadelphia, PA

Information & Registration: (215) 382-7031 or <http://www.palinet.org/>

Dec. 3 CatME for Current OCLC Catalogers

Dec. 5 Strategic Marketing for Academic & Research Libraries

Dec. 10 WorldCat Searching Basics for Union Listing

Dec. 11 Union List Basics

Dec. 4-5**Masters of CI Series**

Sponsor: SCIP [Society of Competitive Intelligence Professionals]

Hear Prof. Ben Gilad present his new model of "Structural Risk Management."

Location: New York Marriott Marquis Hotel, 1535 Broadway, New York, NY

Information: (703) 739-0696 or contact Nikki Wells, nwells@scip.org

Registration: <https://s08.123signup.com/servlet/SignUp?P=185719116799600&PG=1857182300&Info=>

Dec. 11**SLA Annual Holiday Party**

Sponsor: Special Libraries Association

Location: Sugarloaf Conference Center, Wynccliffe House, 9230 Germantown Avenue, Philadelphia

Time: 5:30 – 7:30pm

Information & Registration: Denise Watkins, UW2323, GlaxoSmithKline Pharmaceuticals, 709 Swedeland Road, King of Prussia, PA 19406 or RSVP to Slaphila@aol.com by December 8th

Price: SLA/MLA Members: \$25.00

Jan. 9-12**ALA Midwinter Meeting**

Sponsor: American Library Association

Location: San Diego Convention Center, San Diego, CA

Information: http://www.ala.org/Content/ContentGroups/Events_and_Conferences2/Midwinter/2004/Registration.htm

Registration: <https://cs.ala.org/midwinter/2004/>

Workshops of Special Interest

Sponsor: Association of College & Research Libraries

Creating a Marketing Plan for Your Academic & Research Library:

http://www.ala.org/Content/NavigationMenu/ACRL/Events_and_Conferences/Creating_a_Marketing_Plan.htm

Information Commons 101: Nuts and Bolts Planning:

http://www.ala.org/Content/NavigationMenu/ACRL/Events_and_Conferences/Information_Commons_101.htm

Information Literacy Across the Curriculum:

http://www.ala.org/Content/NavigationMenu/ACRL/Events_and_Conferences/Information_Literacy_Across_The_Curriculum.htm

Feb. 28-29**Breaking New Ground [Information Architecture Summit 2004]**

Sponsor: American Society for Information Science & Technology

Location: Austin, TX

Information forthcoming: (301) 495-0900 or asis@asis.org

March 10-12

19th Annual Computers in Libraries 2004

Sponsor: Information Today, Inc.

Location: Washington Hilton & Towers, 1919 Connecticut Ave., NW, Washington, DC 20009

Information forthcoming: (609) 654-6266 or <http://www.infotoday.com/> §

Janet Clinton

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Treasurer's Report

The Philadelphia Regional Chapter/MLA Citizen bank account, as of October 2003, has a balance of \$15,821.51, with all transactions recorded in a Quicken database. §

Stephanie Ferretti

2003-2004 Treasurer

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The next deadline is February 16, 2004