

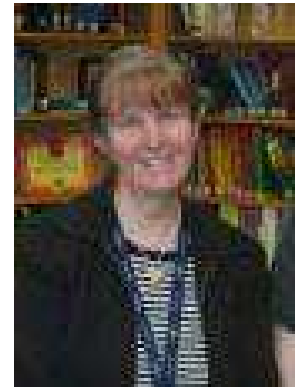
MAHSLIN Network News

A Message from the President

Donna Beales, MAHSLIN President

The 2014 MAHSLIN Annual Meeting is now behind us, but it set the stage for the next twelve months of our organization's operation. The theme of the meeting was "advocacy," and that remains my goal for my term as President, with the help of all of the committed people who work hard to contribute to medical librarianship in Massachusetts.

For those who didn't attend, during the meeting I showed a short slide presentation before beginning my address to the membership. I've been a professional video producer since my early twenties, so I brought my skills to bear on creating a visual to capture what I have been feeling for many years as a professional medical librarian—the distress of witnessing stellar colleagues losing their jobs and their libraries; the hope that comes from the writings of the inspired.



As the slide program rolled, the sound was unintentionally loud (sorry!), but to my mind, that was okay because the program was really meant to serve as a shock-and-awe campaign anyway, an in-your-face "*Houston, we have a problem*" clarion call to action. In startle value, it succeeded, if the dead silence I was met with at its conclusion and the failure of anyone to come up to me during the break after my speech is any indication...

But my strident clarion call will have done no good at all if we continue to ignore serious threats to our profession... If we are complacent and think, "*Oh, someone else will step forward to help with advocacy*"... If we focus on the tools and tricks of our profession (which we *love*, and which are well within our comfort zone) and not the difficult idea that we might not have a profession at all if we don't get our act together about what exactly it is we do and why, and convey it effectively to people who matter... If we don't have a plan to get us exactly where we want to go, and effective leadership to maintain advocacy as an organizational priority ...

If we were playing Jeopardy®, the category would be "*things that keep Donna up at night for \$1,000...*"

I have had the privilege of meeting hundreds of high-powered individuals well-connected in the Massachusetts healthcare industry as part of my role as a Continuing Medical Education Coordinator. Over the last several years, I have approached some of these individuals to feel them out about their potential to serve as advisors and advocates to MAHSLIN. I'm pleased to say there has been some preliminary interest from a few. These big names are part of my strategy to move advocacy efforts here in Massachusetts beyond what I will bluntly call "navel gazing," that is, our propensity to bemoan our fate, but only amongst ourselves. We need friends in high places who can help expand our vision outward.

The next MAHSLIN Executive Board meeting is coming up on June 20th. During the meeting, the Board will begin to define the two task forces set to launch soon to propel advocacy efforts, the *Strategic Planning Task*

Force, and the *Advocacy Task Force*. Once Board approval on the charges of these task forces has been achieved, and some structure has been put in place on details like frequency of meetings, etc., a call will go out to the membership inviting participation.

I leave you with a quote from Hillel the Elder as inspiration for your decision to join advocacy efforts for libraries in our state.

“If I am not for myself, then who will be for me? And if I am only for myself, then what am I? And if not now, when?”



Member Spotlight – Shanti Freundlich

Shanti Freundlich is currently the Liaison Librarian to the School of Nursing and Health Sciences and the School of Social Work at Simmons College, and she is thrilled that Simmons College has joined MAHSLIN!

As a Liaison Librarian, Shanti’s work involves information literacy instruction, collection development, outreach, and other library-wide projects. Some of her favorite projects from the past year involve co-hosting Last Night Laser Tag in the Library as part of First Year Orientation, participating on an ongoing Reference Collection Weeding effort, and building instruction modules to support new online MSN and MSW programs.

Shanti’s previous librarian work includes the New England College of Optometry, the Ernest Hemingway Collection at the John F. Kennedy Presidential Library & Museum, and a year as Americorps Leader in Service at Mission Hill School Library. Before shifting careers and becoming a librarian, Shanti worked as theatrical electrician around New England. The collaborative and DIY skills of theatre continue to prove themselves useful in library world.



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Shanti is looking forward to being an active MAHSLIN member in the future.

The screenshot shows the BASCH BOSS web portal. At the top, the logo "BASCH Subscriptions, Inc. BOSS" is displayed. To the right, "Your Basch Contact" information is provided: 800-226-5310 and 603-226-9443. Below the logo, there are three main navigation menus: "Main Page" (My Account, Claims, E-Journals, Check-In, Renewals), "My Account" (BSI Subscriptions, Search Title Database, Shopping Cart, Update Addresses, Change Password), and "Reports" (Subscription Reports, Claims Reports, Check-In Reports, Renewal Reports, E-Journal Reports, Wishlist/Cart Reports). A red oval highlights these three menus. Below the navigation menus, there are buttons for "Help" and "Logout".

The main content area features the BASCH logo and the tagline "Services for Libraries and Publishers". Below this, there are links for "BOSS Login", "Basch Subscriptions", "Google", "Amazon", and "Logout". A "Report Problem" link is also present. A section titled "Popular Resources" contains a text box with the message "You can add a custom message here." and a search bar with "Search" and "Reset" buttons. Below the search bar is a row of buttons labeled "ALL", "A", "B", "C", "D", "E", "F", "G", "H", "I", "J", "K", "L", "M", "N", "O", "P", "Q", "R", "S", "T", "U", "V", "W", "X", "Y", "Z".

On the right side of the main content area, there is a "Key" section with the following information:

- A-Z - Click to filter by first letter.
- Click to view title/login details.
- Broken URL Link.

Below the key section, there is a section titled "Customizable Features Include:" with a list of five items:

1. The background color.
2. The logo: the URL Links: This area can hold up to 15 URL links.
3. We can also customize a URL link to hold specific holdings or future holdings such as what's "Coming Soon".
4. The title bar color and heading can also be customized.
5. Message areas: There are two areas on the portal that allow you to add a custom message or information for your users. The messages combined need to total no more than 500 characters. When this feature isn't utilized, it will appear as it currently shows in the above shot.

At the bottom of the main content area, there is a section titled "Other available portal features include:" with a list of two items:

1. A search of titles.
2. A drop down box that can contain subscription specific information such as access such as coverage.

Annotations on the screenshot include a red oval around the navigation menus, a red box around the "You can add a custom message here." text, and a red bracket around the "Customizable Features Include:" list.



Some news:

I'll be one of four closing speakers on June 11th at the Special Libraries Association conference in Vancouver. We will each be presenting 7 minute TED-like talks on the theme "Beyond Borders." I will be speaking about the borders between personal and professional life in a session I have tentatively titled "Here's the thing about having it all..."

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Research

Research on verbal patient and family education conducted by the Brigham and Women's Faulkner Hospital Patient/Family Education Committee led by Director of Library Services Cara Marcus was published in *Health Psychology and Behavioral Medicine*. The proposed EDUCATE model provides best practice recommendations which include enhancing comprehension and retention, delivering patient-centered education, understanding the learner, communicating clearly and effectively, and addressing health literacy and cultural competence.

Health Psychology and Behavioral Medicine. Volume 2, Issue 1, 2014, pages 482-495. [Strategies for improving the quality of verbal patient and family education: a review of the literature and creation of the EDUCATE model](#). Marcus, C.

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Honoring Our Past

Lucretia W. McClure, AHIP, FMLA

The 49th annual meeting of MLA was held in Boston in 1950 with an attendance of 260 members and friends.

The president, Sanford V. Larkey, director of the Welch Medical Library, presided.

A welcome speech was presented by Henry R. Viets, physician, librarian of the Boston Medical Library. He concluded his welcome by stating that the medical librarian has one of the most complicated jobs in all librarianship, so many questions of a diverse nature to answer in twenty-four hours.

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Health Sciences Librarianship Textbook Just Published

As one of the chapter co-authors along with Andrew Creamer and Elaine R. Martin, I'd like to announce that the textbook *Health Sciences Librarianship* is hot off the press and available now! In cooperation with MLA, *Health Sciences Librarianship* was recently published this May and announced during an informal author's event at the recent MLA annual meeting. Edited by M. Sandra Wood, Librarian Emerita, Pennsylvania State University, *Health Sciences Librarianship* offers library students and new librarians current insight on emerging trends and the background and skills that they need to provide quality services in either a health sciences library or in a more general setting serving students or clinicians in the health sciences.

The book has sixteen chapters, each authored by an experienced medical librarian. Topics addressed in *Health Sciences Librarianship* are organized into these four sections:

- The Profession,
- Collection Services,
- User Services, and
- Administrative Services

Andrew Creamer, Elaine Martin and I are very pleased to have had the opportunity to address research data support services and its impact on the profession as we co-authored chapter 10, "Research Data Management and the Health Sciences Librarian." Be sure to check it out!

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