



Jan. 2005 Vol. 25 (1)

# MAHSLIN NETWORK NEWS

A Quarterly Publication  
of the Massachusetts Health Sciences Libraries Network

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## From the Desk of the Editor:

Winter is here! With the snowiest January in Massachusetts in one hundred years, I am certainly looking forward to spring. With spring, comes the MAHSLIN Annual Meeting. On April 28, 2005, Judy Messerle, former Director of the Countway Library will be the featured speaker at the Annual Meeting. Annmarie Baldisserator will be presenting on leadership and motivating.

In this issue, information about membership renewal and registration for the annual meeting are included. There is a great article by Cara Helfner about a series of innovative consumer health classes being held for patrons of her library. Also, learn more about AHIP and the latest MAHSLIN education events.

E-mail me at [michelle.eberle@umassmed.edu](mailto:michelle.eberle@umassmed.edu) with ideas for articles for the next edition of MAHSLIN Network News.

-Michelle Eberle, editor

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## Membership Renewal Time!

By now, you should have received your 2005 membership renewal application. The form can also be accessed on our webpage at <http://www.mahslin.org>. Please mail your renewal by February 28, 2005.

The registration for our Annual Conference (Thursday, April 28, 2005 at Massachusetts Medical Society in Waltham) will be processed separately. Also, our Newsletter is electronic only; the \$5 fee for a printed Newsletter is no longer applicable.

MAHSLIN grew stronger and more productive in 2004. Our 2004 Annual Meeting was widely regarded as an exceptional, informative program. MAHSLIN's Education Committee provided us with professionally stimulating CE opportunities. We should be all very proud of our organization. I believe that 2005 will be an even better year.

What better way to further strengthen our organization than for you to encourage potential members to join us? Please spread the word about our organized events and networking opportunities. Printed brochures are available - just ask.

As always, if you have any questions or concerns regarding Membership Renewal, please contact me at (508) 961-5267 or [hsub@southcoast.org](mailto:hsub@southcoast.org).

Thanks,  
Bonnie Hsu, Membership Chair

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## The MAHSLIN Education Committee Update

### UPDATED EDUCATIONAL CALENDAR

The MAHSLIN Education Committee is happy to announce that Amy Priftakis, librarian at New England Baptist Hospital, is working in collaboration with the MAHSLIN Publicity Committee to create a calendar of upcoming workshops, meetings and other educational opportunities. The Committee would like to take this opportunity to thank Amy for all her continuing support of this resource. If you know of other educational events which would be of interest to MAHSLIN members, please contact Amy (617-754-5155 or [apriftak@caregroup.harvard.edu](mailto:apriftak@caregroup.harvard.edu)).

### MLA WEBCAST (JANUARY 26, 2005)

MLA offered a webcast entitled "Tips for Negotiating Electronic Licenses" on Wednesday, January 26th from 2:00 - 3:30 p.m. The MAHSLIN Education Committee arranged for a group viewing of this webcast in the Jimmy Fund Auditorium at Dana Farber Cancer Institute in Boston. Our special thanks to Chris Fleuriel for providing such a terrific location and the technical expertise for viewing the program. The program, which is an extension of the Sept. 22nd satellite teleconference, focused in greater depth on the details of license negotiation. The agenda included an overview and then four scenarios, whose focus was:

1. Negotiating fair use into the licensing agreement.
2. Negotiating clauses related to multiple sites, offsite use and number of users.
3. Negotiating performance standard clauses.
4. Negotiating post-termination access and archival rights.

Unfortunately, Mother Nature decided to inundate the Boston area with snow so not everyone who registered was able to attend. Beginning January 31st, anyone who was registered for the program will be able to view the webcast for one month. Please contact Alison Clapp

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([alison.clapp@childrens.harvard.edu](mailto:alison.clapp@childrens.harvard.edu)) for logon details.

## **UPCOMING PR WORKSHOP (MARCH 24, 2005)**

On March 24th we are offering a workshop entitled “Creating Effective and Attractive Flyers/Newsletters for Your Library”. The class is scheduled from 1:00 – 4:00 at Children’s Hospital Boston. The instructors have their own consulting firm, Corrigan Kantz Consulting, and have had extensive experience in this area. Some of the topics they will cover include:

- Effective use of language in brief communications
- Basics of desktop layout
- How to find and use images (clip art, photos)
- Overview of issues related to hard copy vs. web-based media
- Color schemes
- Font selection
- Page layout
- Formats (such as tri-fold)

Registration details will be forthcoming on both the web and the listserv.

## **EBSCOHOST TRAINING AVAILABLE**

Find out the latest features and search techniques for use on EbscoHost! For those of you who are current EbscoHost customers or considering information products using the EbscoHost platform, you may wish to schedule a training session! Ellen Westling, a librarian and product trainer with Ebsco Publishing in Ipswich Massachusetts, is pleased to provide this training. She may be reached at 1-800-653-2726 ext. 223. Please let Ellen know that you were referred by MAHSLIN.

**By Alison Clapp and Nathan Norris**



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## MAHSLIN Annual Meeting 2005

**"The Time is Now"**

**Thursday, April 28, 2005**

**Massachusetts Medical Society**

**Waltham, MA**

Join your Massachusetts Health Sciences Library colleagues for a day of learning, networking and fun on Thursday, April 28, 2005 at the Massachusetts Medical Society in Waltham for the annual MAHSLIN meeting. Featured speakers will include Judy Messerle, former director of the Francis A. Countway Library at Harvard Medical School and Annmarie Baldisseroto, Director of Leadership and Organizational Development at North Shore Medical Center. Judy, long-time MAHSLIN member who recently ended her tenure at the Countway Library, will speak about issues relating to leadership and the future of health sciences libraries. Annmarie, who presented the popular "Lighting the Way Through Change" workshop at NAHSL 03 in Sturbridge will present "Leading and Motivating" that will demonstrate leadership habits which build success and discourage those that fight success.

Watch this space for additional information and a detailed schedule. Registration will be \$50 and will include continental breakfast, lunch and snacks.

**-Len Levin**



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## **MLA's Academy of Health Information Professionals Program: An Opportunity for Advancement**

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As health sciences librarians, our commitment to excellence is demonstrated daily in the high customer service standards we strive to maintain. As information professionals, we know that to maintain this service level, a commitment to lifelong learning is an integral part of our professional and personal development. Whether you are a recent graduate or a seasoned librarian, the Academy of Health Information Professionals (AHIP), Medical Library Association's peer-reviewed credentialing program, can help you achieve your goals. The academy program recognizes your achievements in continuing education, teaching, publishing, research, and other contributions to the profession.

### **Why Join the Academy?**

? Career Advancement: Credentialing is a tangible way to demonstrate a commitment to professional development to current and future employers. A 2001 MLA salary survey reported that the mean salary of academy members was 28.5% higher than non-academy respondents.

? Recognition: The Joint Commission on the Accreditation of Healthcare Organizations and other organizations recognize academy membership as a necessary credential for health sciences librarians.

? Career Planning: The academy program is structured to help you plan your career goals through the use of portfolio development and mentors.

? Personal Achievement: Academy membership is a way to measure your career progress and give you pride in your accomplishments.

Why wait? Visit the academy's Website at [www.mlanet.org/academy/](http://www.mlanet.org/academy/) for further information and downloadable applications, or contact Lisa C. Fried, MLA Professional Development, at 312.419.9094 x28 or [mlapd2@mlahq.org](mailto:mlapd2@mlahq.org).

With the Academy of Health Information Professionals (AHIP), your future is in your hands!

Sincerely,

Elizabeth Irish, MLS, AHIP  
Credentialing Committee Member

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## The Evolution of a Class

### Consumer Health Database Searching Seminar Series

The Brigham and Women's Hospital Michele and Howard Kessler Health Education Library is a comprehensive resource center dedicated to the needs of our patients and families for support and information while receiving care at the hospital. During its first four years of operation, the library has acquired a number of consumer health databases, as well as leveraged the databases available through the Partners HealthCare System, the Boston Regional Library System and the National Library of Medicine. A user-friendly Intranet site was developed to let visitors know what databases are available. The library's WebTrends statistics showed that while the Intranet's "Reference Databases and Tools" page was occasionally one of the most visited pages, it wasn't always. This identified a need – a need to publicize and provide training on the Kessler Library's reference databases!

Kessler Library Chief Librarian and Program Manager Cara Helfner drafted a proposal for a monthly series of consumer health database searching seminars. Each seminar would focus on a specific National Institute of Health "national health theme of the month" and target an individual database. Instructors would be invited from the National Library of Medicine, the Boston Regional Library System and Partners HealthCare System, as well as experts on staff at the database producers. The format complimented other library programs, including theme-based displays, the Morning Film Series and a new wellness series that Kessler Library Health Education Program Manager Sarah Planche plans to launch in 2005.

To choose from the myriad of national health themes, library staff and volunteers were asked to select the ones that they wanted to focus on over a period of two years. These were tallied and the "winners" have been showcased through displays, BookTalks, films, etc., and served as candidates for the new wellness series and the consumer health database searching seminars. Cara selected twelve themes for the CHDSS that

would appeal to a wide audience (such as Healthy Weight Week, Brain Awareness Month, Arthritis Awareness Month, etc.) and matched them with databases that were strong in those areas (BWH Health-E-Weight for Women, MedlinePlus, NetLibrary, etc.). Instructors contacted have been very enthusiastic and are working with Cara to create one-page handouts about searching the various databases. The handouts will be used to create a loose-leaf database searching book and online instructional tools.

The class structure will be simple: a half hour tutorial followed by a half hour of guided hands-on searching practice. Instructors will use the health themes to show different types of searches (title, subject, Boolean, etc.) and how the results may vary depending on the search strategy (for example, if one subject searches for “breastfeeding” or “breast feeding” in InfoTrac, result sets will be different). Participants will be able to leave with printouts of the articles they retrieved related to the monthly health theme. With six Internet access computers, twelve attendees will be able to participate during each session, but additional classes may be added if there is sufficient interest. Evaluation forms will be collected and analyzed to structure the classes based on participants’ needs and learning preferences.

The seminars are targeted toward patients and family members, as well as healthcare providers who disseminate consumer health information to patients and families. The Hospital’s Nursing Professional Development Program provides continuing education credit for nurses, and approved the CHDSS for 1.2 CEUs per session. Nursing Professional Development also helped with promoting the series. The series was additionally publicized through the hospital bulletin and website, the library website and Internet site, and flyers posted throughout the hospital.

The kick-off class is slated for January 26, 2005 – showcasing a very special database in conjunction with Healthy Weight Week. The Brigham and Women’s Hospital Department of Nutrition’s Health-e-Weight for Women database is a collection of information geared at making life changes in several areas that can contribute to quality of life: food, emotions and feelings about food, and physical activity. BWH Registered Dietitians and/or Licensed Dietitian/Nutritionists write the articles in the database. Cara is already planning for 2006, and with the abundance of national health themes and consumer health databases to choose from, the Consumer Health Database Searching Seminar Series will keep users learning and searching for years to come.

- By Cara Helfner

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## People & Places

Elaine Martin has successfully completed all the requirements for the Doctor of Arts degree from Simmons College, Graduate School of Library and Information Sciences, Boston. Her doctorate will be formally awarded at the Spring Simmons College Graduation Ceremony in May. Congratulations to Elaine on this significant achievement.



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