

MAHSLIN Network News

A Message from the President

A Message from the President – The year ahead – looking forward to it!

Jane Ichord, MAHSLIN President

The peculiar thing about the MAHSLIN presidency is that upon assuming the role, something that had been a very integral part of your life for the past year has come to a close – the Annual Meeting. At last year's fabulous meeting, organized by Sally Gore, I remember thinking – wow! I've got a *whole year* to think and plan and collaborate – it's going to be nice to have so much time to think about how to spend a day with my friends and colleagues.



I got started. Early last fall, I recruited a handful of colleagues to form a planning committee, and on two Saturdays -- over quiche and salad – we (Fran Foret, Loretta Grikis, Jaime Bears, Jane Natches and I) brainstormed about what would make a meeting meaningful to our fellow librarians. By the end of that last Saturday meeting – which was in January -- we had a pretty strong handle on where we were heading theme-wise, and the kinds of speakers and presentations that would make the meeting work. And I felt like I still had a month of Sundays to get things together. But, whew!, that time passed quickly and there were schedules to confirm, and reservations to make, and last minute presentations to juggle and though I so looked forward to the meeting and seeing a year of planning come to fruition, I must admit I was also looking forward to breathing that post-meeting-planning sigh of relief.

SIGH!

But wait, the meeting was great! People reported that they left with new ideas, headed back to work inspired to try new strategies, and were, in general, glad they spent a sunny Friday afternoon gathered together with colleagues to think about marketing and promotion.

I am so glad to be a part of MAHSLIN. Being a part of this organization has meant meeting new people, exploring new ideas expressed by those people, and thinking how I might implement those new ideas into my work. Two years ago, Elaine Alligood organized a program that focused a lot on clinical librarianship. I loved that meeting – loved the presenters, loved the content, loved the ideas. But at that time, clinical librarianship was not a part of my work life, so I tucked all the stuff from that meeting away. Good thing, because, low and behold, this year, an opportunity to go on rounds in my hospital has opened up. And because of that meeting, because of those ideas, because of Elaine Alligood, because of MAHSLIN, I feel better prepared to take on this new challenge. (I'll keep you posted on how it goes!)

I joined MASHLIN because I was blown away by the 2009 Annual Meeting. I am involved at the level I am now because I answered a call for volunteers for the 2010 meeting. I'm sticking around because I want to benefit from the ideas that may help me out in the next iteration of my work. Next year's Program Chair, Cara Marcus, is on the ball in a serious way. I encourage you to get in touch with Cara if you're interested in getting a closer look at what this organization is all about. You'll be glad you did.

Member Spotlight – Ellen Brassil

This issue's member spotlight introduces Baystate Health Sciences Library Director, Ellen Brassil, from the Western part of Massachusetts and one of our newer members. Ellen started at Baystate a little over two years ago when Fran Becker retired, and brings many years experience in both hospital and academic libraries – in addition to time as a school librarian and a bookseller at Borders long ago when her four sons, now in college or grad school, were all little. “While the coffee at Baystate is quite good, (Green Mountain to be specific), the free Borders espresso was one of the best job perks ever,” she recalls.



Ellen began at Simmons “pre-Internet, pre-everything,” while also seeking to balance studies with a library job “in a school setting or interacting with pay the rent. The first job ad led her down found herself looking up at the Countway seeing no children. She soon began working soon thereafter as an evening/weekend checked briefcases and backpacks at the was on atrophic rhinitis and I was hooked on,” she says. “Some staff members were learning Medline, which even in its infancy was cutting edge,” Ellen recalls. Online searching back then involved lengthy preparation and detailed search strategies to achieve best results and minimize costly connect time charges while mastering complex command languages using systems like BRS, SDC, Dialog or NLM. Her best memory there was the opening for the exhibit of portraits entitled “Healers of Our Age,” taken by the world’s most famous portrait photographer of all time, Yousef Karsch, who was the library’s honorary guest.



children” to gain real world perspective and the street to Longwood Avenue where she Library, double-checking the address but there as evening Circulation Supervisor and reference librarian. “In those days a greeter exit gate. My very first reference question on health sciences information from then

She eventually returned to Connecticut to work as a clinical librarian at St. Francis Hospital in Hartford for a few years and then moved south to Chapel Hill to work the next seven years at the Health Sciences Library at the University of North Carolina where she was able to combine her two passions: searching and instruction (and where she met fellow MAHSLIN member, St. Luke’s Hospital New Bedford Librarian extraordinaire, Judy Donne - one of the top online searchers and Information Services Librarians at UNC back in the days.) Ellen was Assistant Head of Reference/Coordinator of User Education, and later headed up the library’s newly created department, “Information Management Education Services” – in response to the landmark Matheson Report, “Academic Information in the Academic Health Sciences Center: Roles for the Library in Information Management.”¹ The new department provided instruction in all of the five health schools, and North Carolina

¹ Matheson, NW and Cooper, JA. "Academic Information in the Academic Medical Center: Roles for the Library in Information Management." (1982). *The Journal of Medical Education*. Vol. 57 (10 Pt. 2): 1-93.

Memorial Hospital. Included was an elective graduate level credit course that Ellen developed and taught in the School of Public Health that evolved into an MLA CE course, CE 433: “Health Care Planning and Administration: Information Resources and Online Searching.” “It was important that everyone teaching continued to search and work with our users in order to keep their skills sharp.”

Upon relocating to Connecticut years later as Library Director at Hartford’s Mount Sinai Hospital, Ellen settled down for a few years with the arrival of four kids, (including a pair of identical twins), three dogs, two ferrets and a rabbit. During her hiatus from medical libraries, she earned State school library media certification and worked as a school librarian while the kids were little. At the same time, she volunteered for many groups in her community – and was elected to a couple of terms on her town’s Board of Education. “Back when the digital divide was wider than today, I advocated for early childhood programs and reading intervention, and supported school libraries’ efforts to help level the playing field promoting new technologies and media literacy as much as possible,” she says.

Ellen eventually returned to hospital libraries in the Hartford area, where she resides today, and served as President of CAHSL, MAHSLIN’s Connecticut counterpart. At that time she was editing the book review column for the *Journal of Electronic Resources in Medical Libraries*, and now the column for their sister publication, *Medical Reference Services Quarterly*. She encourages any interested MAHSLIN members who like to write to come forward and contact her as she is always looking for talented book reviewers! While working as Health Sciences Librarian at Sacred Heart University in Fairfield before coming to Baystate, Ellen began coursework for a master’s degree in their School of Education, and is near completion. At Sacred Heart, which has robust Nursing and Allied Health programs, she developed and taught a one-credit online course for undergraduate nursing students using Blackboard and remains committed to meeting the information needs of nurses and all health sciences professionals.

Ellen praises the fantastic staff she works with as well as Baystate’s premiere health sciences environment. “I hope that someday everyone in MAHSLIN can meet Mimi Carruthers, our Document Delivery/Circulation librarian, Reference and Information Services Librarian Loretta Grikis, and Community Outreach Librarian Margot Malachowski. Maybe y’all can visit if we someday hold the NAHSL meeting in Western Massachusetts, if not sooner, since the area is especially beautiful in the fall.” She invites all MAHSLIN members to stop by and see the hospital’s beautiful new 650,000 square foot “Hospital of the Future” addition, with its state-of-the-art design features and new Davis Family Heart and Vascular Center that epitomize a patient focus. “But if you’re just traveling through the area or heading to or fro’ Vermont this summer, please stop by and visit the library’s “Laptop Lounge” and we’ll treat you to a fresh cup of Green Mountain coffee!” she adds.



TechnoTool Corner

UpToDate: Providing On-Demand Clinical Decision Support at the Point of Care

Some of you may remember when UpToDate was only available on floppy disks and mailed out to clinicians every four months. Fast forward to today – now UpToDate

is primarily an internet-based resource available via desktop and mobile devices, no longer offering “Standalone” subscriptions or DVD updates, except in special circumstances where an online version is unavailable (for example, in resource-limited settings such as Africa).

UpToDate’s evolution from floppy disks to a web-based knowledge resource empowers clinicians by offering guidance and evidence-based recommendations right at their fingertips, when they need it at the point of care. UpToDate has evolved in many other ways to help clinicians, including a faster search engine, continuous publishing, and integration into Electronic Health Records. The HITECH Act tasks hospitals with implementing technology in a “meaningful” way, and UpToDate is working to make it easier for facilities to comply with this requirement.

Continuous Learning

To keep pace with the rapid changes in medicine, UpToDate provides critical decision support at the point of care to ensure clinicians are providing the best care possible. In addition, research shows that when one immediately uses what is learned during active practice, the retention rate is far higher. [See pyramid below.]



A nice bonus to using UpToDate is that clinicians are eligible to receive *AMA PRA Category 1 Credit(s)*[™].

You may wonder, “How does UpToDate know which credits belong to Dr. Smith and which to Dr. Jones?” UpToDate works with each hospital to develop a personal URL string that follows a user when they enter UpToDate through the EHR or physician portal. This identifier tells UpToDate if a user is coming in to the web site from Hospital ABC. The URL will also specifically identify them as USER123 from Hospital ABC. When USER123 logs in for the first time they tell UpToDate that they are, in fact, Dr. Smith. From that point on when Dr. Smith uses UpToDate through the link located within the EHR, UpToDate recognizes him as Dr. Smith and grants him CME credits accordingly.

In summary, UpToDate facilitates standardized care across health systems, helps doctors learn and retain practice changing information, and provides continuous updates – all via a trusted tool at the point of

care. This is how UpToDate is staying true to its name and keeping pace with the changes in how medicine is practiced today.

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Faulkner Hospital (Arcadia Publishing, 2010) by Cara Marcus is now available electronically via Apple iBooks on the iTunes store ([click here to preview](#)). Published as part of Arcadia's "Images of America" series, *Faulkner Hospital* is the first book to be published about the 150-bed teaching and community hospital's rich and unique history and contains more than 100 pages of stories and historic photographs. Book sale proceeds benefit Faulkner Hospital's Patient/Family Resource Center. We are pleased to offer a limited number of promo codes for the iBook. If you would like a promo code to download and read *Faulkner Hospital*, please send a request to faulknerlibrary@partners.org. Offer good now through June 27, 2012.

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The NN/LM New England Region has always provided *free* educational programming on National Library of Medicine (NLM) resources such as PubMed and MedlinePlus. We continue to offer customized presentations and educational opportunities for your library/organization, your librarians, and your patron community.

Arlene Freed MLS, AHIP is NER's PubMed Instructor. After 20 years in the Hartford Hospital Health Science Libraries, Arlene now lives in Boston and is available to teach classes to health care providers and librarians. Her love for teaching and her searching skills couldn't be put to rest! Arlene is also available for small or one on one consultations on using and teaching PubMed. Please call Javier Crespo or anyone at the NER office (800 338-7657) to arrange a class with Arlene. You may also contact Arlene directly (857-350-3418), (arfreed@yahoo.com) . She is available for in-person and virtual sessions.

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Dear MAHSLIN Members,

If you weren't able to attend this year's MAHSLIN Annual Meeting, you missed some great speakers (not to mention the camaraderie, vendors, etc.) - And, we missed you! As a recipient of a MAHSLIN Scholarship (thank you very much!), I offered to provide an overview of our two main speakers at MAHSLIN 2012. So, here they are:

Mark E. McCandlish ("Drawing on Your Strengths to Influence Others")

Mark shared with us that our greatest opportunities lie in developing our strengths rather than in trying to improve our weaknesses.

We were presented with a worksheet so that we could pinpoint our own strengths. The best teams have people that spend more than 50% of their time focused on the things that they do best. Mark encouraged us to work with our supervisors to see if we can focus on activities that showcase our strengths, as these are the things that we like to do and are best at doing.

He characterized our strengths as those things that we look forward to doing and that make time seem to pass quickly. When we have completed a task that falls within our strengths, we may be tired, but we have a positive feeling of accomplishment.

In order to influence others, Mark recommends that we focus on our strengths, plan our "influencing approach" and match our approach to address "six fundamental human needs", which were established by Tony Robbins. In addition, trust and credibility must be established before we seek to influence others, and the fear of failure should not prevent us from trying.

Mark included resources for more information on the last page of his presentation.

He can be contacted at Mark.McCandlish@baystatehealth.org

Rebecca Metzger ("Just Ask Them: Developing a User-Centered Marketing Approach")

Rebecca informed us that marketing isn't all of those things that we often think of – flyers, press releases, brochures, e-mails, advertising, etc. These things are simply tools to aid us in our marketing efforts. Marketing is communicating with our users, designing our services to meet their needs and making sure our users are aware of our services.

Rebecca introduced us to the basics of the iterative marketing cycle. She emphasized that we should take a user-centered approach to marketing and discussed how we can gather information from our users - that is, how to conduct market research.

Rebecca asked us to do a “Market Segmentation” Exercise. This made us consider all the different constituencies that we serve. To be effective, individual marketing campaigns must be customized for each audience. In our research, we must discover what is important to our users and use thoughtful messaging and “words that work” in marketing campaigns. Some of these important terms recently gathered from an SLA survey include “knowledge- sharing”, “value-added intelligence”, “expert analysis” and “save time and money”.

Rebecca also provided us with a “Marketing Campaign Template”, a framework for creating a marketing campaign, as well as a bibliography.

She can be contacted at library_outreach@yahoo.com

Note: Both of our speakers graciously provided their presentations and additional materials for posting on MAHSLIN.org! These can be found here:

<http://www.mahslin.org/2012-annual-meeting>

Enjoy!

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R2 Offer for MAHSLIN Members

Many of your libraries already have e-books through the R2 platform from Rittenhouse. Unlike some e-books, the R2 titles are purchased once for the life of the edition, so you do not have to renew them each year. However, the annual fee associated with having an R2 collection might have been a drawback to purchasing titles in the past. Rittenhouse is offering a highly reduced annual fee to all MAHSLIN members, including current subscribers, if four (4) new MAHSLIN libraries sign on. If you are interested in finding out more about this offer, please contact Jeanie Vander Pyl, MAHSLIN’s Resource Sharing Chair, at 508-862-5866, or jvanderpyl@capecodhealth.org.

Books purchased before July 15 qualify for the “Rites of Spring” discount.

Submitted by:

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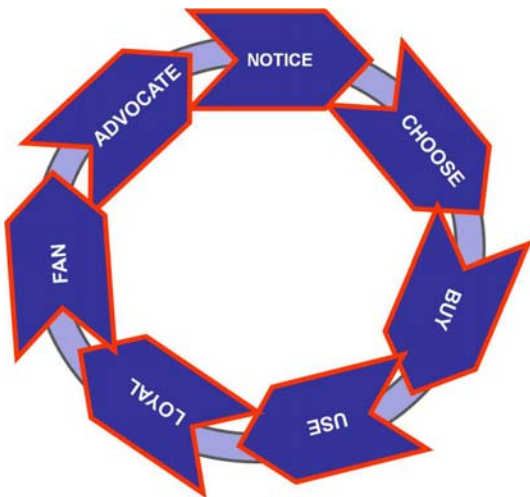
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FIRST JOINT CONSORTIA PROGRAM

Friday, March 23, 2012 marked the date of the first joint program offered by the Boston Biomedical Library Consortium (BBLC), the Northeastern Consortium for Health Information (NECHI), the [Southeastern Massachusetts Consortium \(SEMCO\)](#) and [MAHSLIN](#). The meeting took place at Olin College, and the topic, “Library Marketing: The Nuts and Bolts” attracted not only the members of each consortia, other MAHSLIN members not affiliated with a consortium but also other Boston area librarians from academic institutions, pharmaceutical companies and other libraries.

Margaret Coughlin, Senior VP and Chief Marketing Officer, Boston Children’s Hospital was the lead speaker, and her talk laid out a framework for marketing. One underlying theme is to try to keep it “simple” which means asking the primary question of what is your value for your customers. All marketing stems from this value base. In the business world marketing is a balance of product, price, promotion and place where you are meeting the needs of your customers while also getting an appropriate value in return. Libraries should examine how to repackaging a product for different groups. In keeping with the simplicity theme, Ms. Coughlin said that naming and branding a product should use simple nomenclature and avoid “cute” acronyms. The message needs to be delivered quickly and clearly.



Ms. Coughlin used a circle to identify what we want from our customers. In order to cultivate the potential customer, we want to create a story or a value proposition where we develop a compelling reason for them to use a product which also means they have confidence in the product. Some very practical recommendations included putting testimonials on a website, talking with current customers and asking the best way to reach out to their colleagues, asking if you can come to a committee meeting and do a mini-tutorial, asking if you can be a “guest” contributor to your institution’s website or other media presence. A key decision for all librarians given staffing limitations is how many products to identify and try to market. All marketing begins with:

1. Who do I want to use this product/service?
2. What need does my product/service fill?
3. Why is my product the best choice?

Market research is the key to all marketing activities. Without having a complete understanding of your customer and their needs, developing and marketing library products and services will be a hit or miss proposition.

Our second speaker, Kathleen Lynch Cartine, Learning & Development Consultant at Yale New Haven Health System’s Institute for Excellence, allowed attendees to look at a particular marketing technique, storytelling and

elevator speeches, to help deliver our message. She started off by showing us a simple trick of making it easy for people to remember our name after a first introduction. How many people are using the following technique:

“My name is...” (pause)

(“First Name”) (part)

(“Last Name”) (punch)

Ms. Cartine’s fundamentals of communication include the three E’s: **earned** the right to address the topic either through study or experience; **excited** about the subject and **eager** to project the value. Using storytelling is a personal way to prove a point, and she pointed out that body language, tone-of-voice and the clarity of the message all play a part in the effectiveness of that story. Telling a story about how a product/service impacted a customer is an effective storytelling technique. Her Magic Formula for storytelling includes describing an incident, what action you want the listener to take and how ultimately they will benefit. Ms. Cartine strongly recommended striking the word “don’t” from your storytelling vocabulary and focus on positive statements.

Elevator speeches are generally shorter than stories ranging from 30 seconds to 2 minutes and can be about a specific project or more general. A typical outline for a general speech might include the following:

1. My job is...
2. How I can help you...
3. This is important because...
4. Request (or question)...

During the presentation, attendees had the opportunity to practice storytelling, write action/benefit statements and craft elevator speeches.

Our final presenter, via Skype, was Susan Fowler, reference librarian at the Bernard Becker Medical Library who talked about some of her own marketing efforts. The planning group had initially been intrigued with the “marketing” she does on her LibGuides (one example is on the [Mobile resources guide](#)) and reads...

20 Minutes

If you have not found what you are looking for
in 20 minutes...it’s time to call me

She began her short talk by stressing that it is much more important to promote/market yourself than it is to market individual products! Like Margaret she also emphasized that knowing your patrons is key. An example she gave is that in May 2011, 81% of physicians were using smart phones. She recommended seeking out opportunities such as inviting yourself to journal club or asking people what they are working on. In keeping with the philosophy that the “product” is the librarian, she recommended putting your photo on as many places as possible as well as contact information.

At the conclusion of the program, the three consortia held their regular business meetings. The goal of this joint programming trial is to see if by sharing the programming duties that we will be able to offer three programs a year which will provide depth into a topic that we usually cannot offer at our regularly scheduled meetings, to share the workload and to decrease the duplication around consortium programming. An added benefit as pointed out on several evaluations was the opportunity to network with other local librarians. Semco members

are already hard at work planning for a September program. Their goal is to address statistics of value to medical libraries and academics, so stayed tuned for a “save the date” email on the listserv. If you are aware of a speaker who may effectively address this topic, please contact Jane Natches, jnatches@Signature-Healthcare.org , or Jeanie Vander Pyl, JVanderpyl@CAPECODHEALTH.ORG.

The three consortia would like to thank MAHSLIN for the planning and financial support, Dee Magnoni for all her work before, during and after the meeting and Olin College and their AV tech support for providing such a wonderful venue and a healthy breakfast.

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Jen Goldberg

Joanne Griffin, Serials/E-resources Librarian, Tufts University

Robert Moore, Lantheus Medical Imaging

Lisa Philpotts, Health Sciences Librarian, Boston University

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