

## MAHSLIN Network News

---

### ***A Message from the President***

Jane Ichord, MAHSLIN President

#### **An Appealing Simplicity**

Ever since I was a student in Mrs. Stokes' freshman English class at Waynesville Junior High in Waynesville, Missouri, I've been fond of famous or inspiring quotations. Adolescent girls in my peer group were habitually seeking out words to live our lives by, and Mrs. Stokes always had a quote printed on the blackboard. I remember being surprised at how so many of her selected-by-an-80-year-old "quotes of the week" hit home with my 15 year-old self. Old habits die hard. Today, seemingly a crillion years after Junior High, a magnet I purchased early on in my career as a librarian clings to a vintage metal journal container perched above my workstation that reads: "Remember what is important to you." Okay, you're thinking. That's pretty much just common sense. Common sense, yes. But the cool thing is, common sense sayings can have an enormous impact on your day, week, month, year, and even your life. When a project I'm working on is going well, a program I'm keen on isn't given priority, or I'm plain just having a bad day, I can gaze upon that \$2.99 magnet, and after a momentary pause and sip of tea, be pulled from the teetering edge of a wasted day into a more centered place. Right, I think, I'm here to help people, and a vast majority of the people I'm helping do really, really important things that have a palpable impact on people's lives. Now back to work.



There are several variations on this theme depending upon my day, but you get the idea.

The other day I was skimming an article published in *Library & Information Research* entitled, "'If it is too inconvenient I'm not going after it: Convenience as a critical factor in information-seeking behaviors.'" The authors report on data from two projects funded by the Institute of Museum and Library Services and conclude, as you might have already ascertained (and know from experience), that convenience is a top factor influencing choice in information seekers, and especially to millennials. The problem: "The user once built workflows around the library systems and service, but now, increasingly, the library must build its services around user workflows."

The article itself is quite interesting and discusses both rational choice and gratification theories. But for me, or at least for the inspiring quotation-seeking part of me, the part of the article that proved to be the most poignant was printed way ahead of the conclusion. For right there in section 2 – the literature review – was the common sense phrase that I plan to adopt to guide my work life this academic year: "an appealing simplicity". The authors use the phrase to sum up the work of K.V. Fast & D.G. Campbell, which is related to how and why students like web searching. But the draw for me is how this phrase relates so well to what is going on in my

work life – at my library, we’re developing portals for defined user populations, designing research guides for medical students, and, just last week, a colleague of mine made it much easier for a significant user base to access one of our most popular resources. One could argue that one of the primary motivations behind all of this development, refining, and access improvement is to create systems and services that have ... an appealing simplicity. A common sense phrase that I not only like, but that I hope will shepherd me through all of this year’s drafts and edits and rewrites with a renewed sense of purpose. I won’t go to the trouble of having it printed on a magnet, but you can be sure it will be in the back of my mind.



### **Member Spotlight – Debbie Berlanstein**

Yogi Berra’s often quoted “this is like *deja vu* all over again” ran through her mind in January 2012 when Debbie returned to the Hirsh Health Sciences Library at Tufts University after five years at the University of Maryland Health Sciences & Human Services Library. Having previously been at Hirsh in 2005-2006 as Head of Information Services, she now holds the position of Associate Director, following the retirement of Cora Ho. “It is an honor to follow Cora in this role,” says Debbie, but she points out that no one can really fill Cora’s shoes. A proud native of New Jersey, who had lived in Baltimore for many years, Debbie immediately fell in love with Boston when she and her husband relocated here in 2005. She was so excited to have the opportunity to return to New England, especially during our mildest winter in years.

Debbie came to her library career by way of a work study job in college. She was majoring in Sociology and American Literature, when a fellow student worker graduated and started a library science master’s program at Pratt Institute. She invited Debbie to come with her to class and visit, and the rest, as they say, is history. After earning her MLS from Long Island University, Debbie worked as an editorial assistant for a neurologist at Johns Hopkins Hospital who was writing a text on viral diseases of the nervous system and needed someone to do in-depth library research. That was the beginning of her attraction to medical librarianship. That was followed by a long career at Towson University near Baltimore where she was a reference librarian and liaison to the Nursing, Psychology and Health Sciences programs, eventually serving as Head of Reference. The relocation to Boston and her first stint at Tufts came next. It was terribly difficult for her to leave Boston and return to Baltimore in 2006, but family events made the move inevitable. Now she has come full circle and has returned to work with the wonderful people she remembered so fondly. She also returns with new insights from her time at the University of Maryland as Head of Reference. Under the leadership of M.J. Tooey, former President of the Medical Library Association, Debbie had many wonderful opportunities to grow as a medical librarian, and she hopes to share those insights with her colleagues back at Hirsh.

Debbie and her husband Bruce, a radiologist, have a daughter and a son living in New York and Chicago respectively, giving them two great cities to visit regularly. She loves the beach and has made exploring Cape Cod a new hobby. It should be mentioned that it is usually only within just a few hours of meeting Debbie before her devotion to Bruce Springsteen emerges. She has attended more than 50 of his concerts, including one at Fenway Park in August. Growing up spending summers at the Jersey Shore just naturally led to being a big fan. The only thing left for her to do is to find a meaningful way to incorporate it into her work as a medical librarian.

Welcome back to Massachusetts and to MAHSLIN Debbie!



## ***TechnoTool Corner***

### **STAT!Ref Mobile App**

#### **How to Authenticate**

After downloading the STAT!Ref Mobile App, in order to access your institution's existing subscription, you must create a personal username and password. The STAT!Ref Mobile App works for all institutions that have enabled the use of the STAT!Ref Temporary Login Account.

To connect to your subscription via the STAT!Ref Mobile App, follow these steps:

- Access your STAT!Ref subscription as you would normally
- Click the "YourPreferences" link in the upper right corner
- If you do not have a "YourPreferences" account, set-up your account by simply entering our name, state, phone number
- e-mail address and a "Your Preferences" password
- Click the "TemporaryLoginAccount" tab and click the "Activate/Renew" icon

Activating the "Temporary Login Account" will provide the ability to login to your institutional subscription via a username and password on your mobile device. This account will be the same as "Your Preferences" account - "Your Preferences" email address and password become a login account, temporarily.

Once you are authenticated, the preferences-based login can be used for 90 days, after which you must click the "Activate/Renew" button from the temporary login account screen again. To renew "Your Preferences" login account you will have to login via an official log in method, connect to "Your Preferences" account and click the "Activate/Renew" button again. The number of days "Your Preferences" may be activated as a login account is controlled by the manager of your STAT!Ref subscription.

Submitted by:

**Chris Olsen**

Director of Marketing

**STAT!Ref: The Premier Healthcare e-source**

[www.statref.com](http://www.statref.com)

(800) 901-5494 ext. 135

(307) 200-1628 Cell

(307) 222-0555 Fax

### ***Faulkner Hospital's Ingersoll Bowditch Medical Library Archives***

The first group of Digital Commonwealth materials from Faulkner Hospital's Ingersoll Bowditch Medical Library Archives was recently digitized, including a set of 29 books, yearbooks, and booklets from 1903-1959. The second part of the project, which should be online later this year, will include over 300 high resolution photographs from the same time period. <http://archive.org/details/faulknerhospital>

Submitted by:

**Cara Marcus**

Director of Library Services

Faulkner Hospital

1153 Centre Street, Boston, MA 02130  
Tel 617-983-7443 Fax 617-983-7371  
cmarcus@partners.org  
<http://www.faulknerhospital.org>

## ***Apply Now for the MLA Murray Gottlieb Prize***

If you are a health sciences librarian who has researched a topic about the history of medicine, we would like to read your work. The Murray Gottlieb Prize is awarded annually by the Medical Library Association for the best **unpublished essay** on the history of medicine and allied sciences written by a health sciences librarian. The author of the winning essay receives complimentary registration to the annual meeting, a certificate at the association's annual meeting, and a cash award of \$100 after the annual meeting. Applications must be received by November 1, 2012. For more information and an application, see: <http://www.mlanet.org/awards/honors/> or contact Jury Chair, Lee Vucovich [lvucovi@uab.edu](mailto:lvucovi@uab.edu)

The Gottlieb Prize was established in 1956 by Ralph and Jo Grimes of the Old Hickory Bookshop, Brinklow, MD, in memory of Murray Gottlieb, a New York antiquarian book dealer. The purpose of the prize is to recognize and stimulate the health sciences librarian's interest in the history of medicine.

Submitted by:

**Debra Berlanstein, MLS, AHIP**

Associate Director

Hirsh Health Sciences Library

Tufts University

145 Harrison Avenue

Boston, MA 02111

ph. 617-636-3638

fax 617-636-3805

<http://www.library.tufts.edu/hsl/>

## ***New Members***

Jessica Garinger, Sr. Information Research Specialist, PAREXEL International

Lori Bradshaw, Librarian, St. Mary's Hospital (Waterbury, CT)

Brenda Collins, Retiree, Cape Cod Community College

Renewed

Kathy Russell, Resource Sharing Librarian, Curry College

Hathy Simpson, Public Health Information Specialist, UMASS Medical School

Submitted by:

**Jane Natches**

Library Manager - Affiliate Librarian

Signature Healthcare Health Sciences Library at Brockton Hospital

680 Centre Street, Brockton MA, 02302

508 941-7208

[jnatches@signature-healthcare.org](mailto:jnatches@signature-healthcare.org)

---