A Message from the President

Cara Marcus, MAHSLIN President

The theme of this year’s MAHSLIN Annual Meeting on April 11, 2014 is Medical Libraries Matter. This slogan speaks to the wider world of health sciences libraries and information services (our members include a state laboratory and schools of veterinary medicine, pharmacy, optometry, engineering and acupuncture, among many other unique services). Meeting chair Donna Beales, who has planned an outstanding meeting with speakers who show us how they convinced administrators, boards and even entire states how much medical libraries matter, has added an apt subtitle: Advocacy! Our Profession, Our Libraries, Ourselves. But this is the first year our annual meeting title has an addendum: Hope on the Horizon.

Let’s take a closer look at the parts of this title:
1. Why does what we do matter?
2. How do we advocate for our profession, our libraries and ourselves?
3. What are signs of hope for job-seekers and for those with concerns for the future of their libraries?

Our Value - Not a day, let alone a minute goes by where you are not making lifesaving contributions to mankind. Whether you direct a library, staff a reference desk, instruct in research and library skills, or any of the other thousands of jobs you perform every day, you are a vital contributor to the health and well-being of countless patients. Every article you provide, every student you teach, every link you post, is a source of needed knowledge that someone did not have before you made it happen. Your library probably has some resources that are found nowhere else, and you hold the key to this rare and irreplaceable knowledge. It’s up to you to show the world!

Advocacy – Come to our annual meeting and hear real stories from advocates at the local, regional and state levels. Learn from them and share your ideas about how to demonstrate the value of your library and its staff to your organization. Participants of MLA CE class at our annual meeting, Ready Set Influence! Participating in the Business of Your Health Care Organization, will complete the course with action items to implement in their own institutions. Work with the organizations advocating for health sciences libraries that are affiliated with MAHSLIN, including MHC, MLS, NAHSL and NNLM/NER and find out how you can become involved in their efforts.

Hope – We are all devastated whenever we hear of a library closing or a librarian being laid off. But there are many reasons to be hopeful. Resource sharing chair Jeanie Vander Pyl will be launching an exciting new E-Book Professional Collection as a complimentary member benefit, with many titles to help you learn new skills to stay competitive in today’s changing market. There have been a number of new job openings, such as three Veteran’s Administration positions for new librarians or recent graduates recently shared on the MAHSLIN listserv by nominating chair Elaine Alligood. The federal budget recently signed into law allotted an increase of 1.7% to the Massachusetts Board of Library Commissioners for 2014, which can translate into new jobs and grant funding.

Yes, this year was a challenging one for health sciences libraries. But MEDICAL LIBRARIES MATTER and MAHSLIN is committed to helping you translate that message to your organizations. Happy Spring!
Brandy King

Where are you working now? Do you still have your own business?
In the Fall of 2012 I took a job at a new Research Institute created by the Arnold P. Gold Foundation. I work for them 30 hours a week (mostly from home). This gives me time to still run my business -- Knowledge Linking, and to be flexible around my kids’ preschool schedules.

What does the Gold Foundation do?
Our work is focused on improving patients’ experience of care and healthcare professionals’ experience of caring. The Foundation started the tradition of the White Coat Ceremony for medical students, provides grants and programming to help medical schools include training in compassionate care, and recognizes physicians who are committed to maintaining caring doctor-patient relationships.

What kinds of clients do you work with through Knowledge Linking?
I manage social media for a number of small businesses, take on knowledge management work for libraries who want to outsource standalone projects, and provide reference services for writers and academics.

If you weren’t an information professional, what would you be doing?
I would probably be a lifelong academic. Becoming a librarian was my way of being in academia without having to choose just one topic to focus on!

What’s the best book you’ve read recently?
With two kids in preschool, I spend more time reading children’s books than “grown-up” ones! Some recent faves are “If I Built a House”, “Stuck” and “Where’s Fred?”

MAHSLIN Presenter Toby Pearlstein Wins Simmons College GSLIS Alumni Achievement Award

Simmons College GSLIS congratulates MAHSLIN 2013 Annual Meeting Keynote Presenter Toby Pearlstein '77LS, '87DA, the winner of the Alumni Achievement Award. Pearlstein has published and presented extensively with Dean Emeritus and Professor James Matarazzo. The two most recently co-authored Special Libraries: A Survival Guide (Libraries Unlimited, 2013) which was featured at the SLA New England Fall Meeting at Simmons College. Prior to her retirement, Pearlstein was Director of Global Information Services at Bain & Company, Inc. Before that, she was Chief Librarian & Archivist at the Massachusetts Department of Transportation. She has been active in the Special Libraries Association since 1977. To read more about Pearlstein on the GSLIS news page, click here. Submitted by Cara Marcus
EBSCO Health has added a new product to the suite of point-of-care/clinical decision support tools called **ISABEL**

Isabel is used by physicians to help determine or confirm a diagnosis. By entering the information normally captured in a patient workup, physicians are provided with a list of potential diagnoses to help them make accurate diagnosis at the point-of-care. Isabel integrates with EMRs and decision support tools, helps physicians fulfill continuing education requirements, and provides access from mobile devices.

Using both clinical decision support resources Isabel and **DynaMed** brings the evidence-based content from DynaMed into Isabel's diagnostic process, and allows users access directly at the point-of-need, regardless of whether a search begins in Isabel or DynaMed.

Users enter clinical features including age, gender and symptoms and a result list is presented in order of likelihood of a match to specific conditions. Customers who also subscribe to DynaMed can search DynaMed content directly from the Isabel homepage.

When integrated with DynaMed, results will link directly to relevant DynaMed topics. If not integrated with DynaMed or there is no relevant DynaMed topic available, the links will go to PubMed.

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**The Teaching Hospital**

*The Teaching Hospital: Brigham and Women’s Hospital and the Evolution of Academic Medicine* (McGraw Hill, 2014) contains a chapter written by Cara Marcus, Director of Library Services for Brigham and Women’s Faulkner Hospital, “The History of Faulkner Hospital.” There is also a section about the Kessler Health Education Library at BWH. Most of the photographs in the book were from the Brigham and Women’s Hospital Archives. The book is available to read in both the BWH and BWFH medical library collections.
Thank You …

I want to thank everyone for their support and encouragement over the past five years as I pursued my PhD at Simmons College. Many times throughout my course work I was compelled to share stories of what medical librarians do and often referenced the great work done in our local hospital and academic medical libraries. I have included below the abstract from my dissertation for those who are curious about my research.

E-Science as a Catalyst for Transformational Change in University Research Libraries

Changes in how research is conducted, from the growth of e-science to the emergence of big data, have led to new opportunities for librarians to become involved in the creation and management of research data, at the same time the duties and responsibilities of university libraries continue to evolve. This study examines those roles related to e-science while exploring the concept of transformational change and leadership issues in bringing about such a change.

Using the framework established by Levy and Merry for first- and second-order change, four case studies of libraries whose institutions are members in the Association of Research Libraries (ARL) are developed. The case studies highlight why the libraries became involved in e-science, the role librarians are assuming related to data management education and policy, and the provision of e-science programs and services. Each case study documents the structural and programmatic changes that have occurred in a library to provide e-science services and programs, the future changes library leaders are working to implement, and the change management process used by managerial leaders to bringing about, and permanently embed those changes into the library culture. Themes such as vision, team leadership, the role of library administrators, skills of library staff, and fostering a learning organization are discussed in the context of e-science and leading transformational change. The transformational change included a change in culture, organization paradigm, and redefining the role of the university research library.

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MEDICAL LIBRARIES MATTER! ADVOCACY!
FOR OUR PROFESSION, OUR LIBRARIES, OURSELVES

MAHSLIN Annual Meeting

April 11, 2014
Massachusetts Medical Society
Waltham, MA

Meeting Program
Registration Via PayPal
Meeting Registration/Membership Form
Joint Consortia/MAHSLIN Meeting

“Innovation on a Shoestring: High Impact Ideas for a Limited Budget,” scheduled for Friday, March 14th is a free program for all MAHSLIN or consortia members.

We have some exciting speakers and hope you will join us at Olin College:

- Brandy King will discuss how to use social media professionally. Not sure how a Twitter chat works or how to maximize your use of LinkedIn? Brandy will enlighten us.
- Kate Donovan has worked at the Apple “genius” bar and will show us two great (free) Mac products. The first allows you to write a book (literature search training anyone?) and the second is a way to create a magazine using Flipboard. Both are fun and will “wow” your library patrons.
- Patricia Anderson and Kimberley Barker will be joining us via Skype to talk about how their libraries brought 3D printing to their users.

Registration deadline is Friday, March 13th

This program is free for all MAHSLIN or consortia members. If you do not belong to either, the fee is $25. Please mail your check (made payable to MAHSLIN) in that amount and include the following registration information. No refunds after the registration deadline.

Mailing address:

Meaghan Muir
Brigham & Women’s Hospital
Medical Library
75 Francis Street, Thorn 127
Boston MA 02115

To register as a MAHSLIN or consortia member, please email the following information to Meaghan Muir at mmuirl@partners.org

Name: _____________________________________________________________________

Institution: ___________________________________________________________________

Email: _____________________________________________________________________

Member of: ____SEMCO ____NECHI ____BBLCL ____WMHIC ____MAHSLIN

On behalf of BBLC, we look forward to welcoming everyone to what we know will be an interesting and thought-provoking meeting, and we would like to express our appreciation to Olin College for providing the meeting space and to MAHSLIN for its financial support.

Submitted by
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