

**NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION (REGION 7)**

Pacific Southwest Regional Medical Library (PSRML)

**Quarterly Progress Report
August – October 2001**

**University of California, Los Angeles,
Contract No. N01-LM-1-3517**

Date Submitted:

January 22, 2002

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Quarterly Progress Report

National Network of Libraries of Medicine, Pacific Southwest Region

August 1, 2001 – October 31, 2001

INTRODUCTION

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- Loansome Doc service is offered by 210 libraries in the Pacific Southwest Region.
- PSRML staff continue to explore how best to provide Loansome Doc referrals to health professionals who have no library affiliation. The publicly accessible database search on the NN/LM website combines affiliated and unaffiliated health professionals in the same search. Consequently, health professionals and staff who are trying to help them must wade through lists of libraries providing Loansome Doc service looking for those that provide service to unaffiliated users. During the next quarter, we will consider alternative solutions to this problem.

2. Assessing the needs of health science libraries

- During this quarter, questions from network members focused on DOCLINE reports, LinkOut, printing and emailing from PubMed, and exporting PubMed records to EndNote. Several network members have commented that links to full-text need to be more prominently displayed in PubMed's default display. Several hospital libraries had questions on web page design and construction.

3. Managing the NN/LM network membership program for the region

- There are 625 network members in the Pacific Southwest Region.
- Planning for the membership renewal drive neared completion. Renewal letters will be mailed to all network members in November. We went through several iterations of membership renewal materials and the overall process to ensure that regional DOCUSER data will be improved. A completely new section on Network Membership was completed for the revised PSRML web pages.¹
- PSRML circulated the following materials to network members:

¹ <http://nnlm.gov/psr/nm.html>

The Effects of E-Journals on Your Library (videotape): 1

Medical Library Association 2001 Annual Meeting (audiocassettes): 40

- PSRML filled requests from 17 network members for NLM promotional items for use at library orientations, health professional training in PubMed and other NLM resources, and community health fairs.

4. Implementing the Regional Document Delivery Plan

- During this quarter, PSRML staff participated in both of the DOCLINE teleconferences that were held.
- After the release of DOCLINE 1.3 in October, some network members experienced problems with how DOCLINE request data interfaced with their ILL management systems. Clearly, they would like to have some advance notice regarding new release changes that will impact these systems. Advance notice is also important for larger libraries that may need to re-train staff on changes that affect local workflow and procedures.
- Current DOCLINE statistics for the Pacific Southwest Region are:
 - 374 SERHOLD contributors.
 - 1 new full DOCLINE participant. Three DOCLINE applications are pending as of the end of the quarter.
 - No DOCLINE libraries closed this quarter.
 - 403 DOCLINE libraries; 29 of these are Borrow-Only libraries.
 - 106 DOCLINE routing table approvals were completed at PSRML during the quarter.
 - 7 DOCLINE orientations were performed via telephone during the quarter. On average, 50 minutes were spent on each orientation.
 - 26 library groups, including those that are cross regional, recognized in the DOCLINE system.
 - 12 requests for DOCLINE holds during the quarter.
 - 4 regional libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 75 FreeShare library group members.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<i>Location</i>	<i>SERHOLD Contributors</i>	<i>Borrow-Only DOCLINE</i>	<i>Total Participants</i>
Arizona	42	7	49
California	302	19	321
Hawaii	14	1	15
Nevada	11	2	13
Pacific Basin	5	0	5
Regional Total	374	29	403

- There is a grand total of 786 FreeShare library group members in the U.S. and Canada.
5. Meeting responsibilities of Resource Libraries and the RML
 - We continued to receive many questions from Resource Libraries and other network members regarding when DOCLINE reports would be available. The late October release of the January – March 2001 quarterly statistics and the announcement of the upcoming release of subsequent quarterly reports was met with relief and gratitude!
 - The Resource Library Directors met at UCLA on October 25, 2001; the minutes appear in Appendix A.
 6. Establishing and maintaining communications
 - A new PSRML web site incorporating a updated design and enhanced content was released on October 31, 2001. The new front page features services for health professionals, services for network libraries, and consumer health information services. The front page also offers news links and quick links to BioSites, the Consumer Health Library Directory, DOCLINE Information, Loansome Doc PSR Libraries, MLA Brandon/Hill Journal Links, the NLM Technical Bulletin, NN/LM Library Directory, PSRML Staff, and NN/LM Trifold Search Guides. A new PSRML intranet (on the NN/LM password controlled intranet) includes an automated news web form, so that any PSRML staff member can quickly post a news items to the public web site.
 - The September-October 2001 issue of *Latitudes*, the PSRML newsletter, was published. Feature articles included a review of program objectives for the new contract period, an announcement of the membership renewal drive, an article on electronic delivery from the Hawaii Medical Library, and LinkOut experiences at the library of the Naval Hospital, Guam. The *Latitudes* web index page received 1440 hits from August through October.
 7. Consulting with the Regional Advisory Committee
 - Regional Advisory Committee members provided useful comments and suggestions during the web site redesign process.
 8. Monitoring and evaluating programs
 - Feedback on NN/LM and NLM programs and services was invited via electronic list messages and electronic newsletter articles. Contact information appears clearly on the PSRML web site.

9. Obtaining feedback from users and recommending ways of improving information access

- Julie Kwan was given a demonstration of an academic network member library's progress to date on using Open URL.
- Feedback on health professional and consumer health information needs, wants, and uses was solicited during visits and meetings during the quarter.

10. Providing a computer-equipped training facility

- The training facility was used by the following groups: NN/LM National Training Center and Clearinghouse; UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library, Louise M. Darling staff development committee; UCLA Biomedical Library, Reference Division and PSRML staff for a Biomedical Library staff orientation and NLM DOCLINE teleconferences.

11. Conducting or participating in needs assessments and testing of NLM and NN/LM products

- PSRML forwarded to NLM comments and suggestions on NLM resources received from network members, health professionals, and members of the public. Suggestions were gathered at exhibits and meetings and during calls for assistance received at the PSRML office.

12. Promoting NLM-sponsored grants

- Links to NLM funding opportunities appear on the web site.

13. Following up on NLM funded grants in the region

- No activity.

Network Programs – Impediments: The disruption in service on the toll-free NN/LM number during the month of October resulted in a decrease in the number of calls coming into the office from network members and the public. To offset the lack of access, we posted updates on the regional electronic list encouraging network members to send email messages or to request a call-back via a brief call to the toll number. Unfortunately, there did not seem to be a way to redirect callers to a working number or even to provide a helpful message with another number.

B. OUTREACH PROGRAMS

Librarians associated with three outreach projects in the Pacific Southwest Region were featured by NLM in October for National Medical Librarians Month 2001 recognition. Projects recognized on the NLM web page² were HIP: Health Information at Preuss³ (project librarians were Craig Haynes and Marsha Korobkin); HiPHIVE: Hawaii Public Health Virtual Emporium⁴ (project librarians were Sharon Berglund and Virginia Tanji); and PHIL: Public Health⁵ Information Links for Nevada (project librarians were Joan Zenan and Terry Henner).

1. Outreach to Health Professionals

- Heidi Sandstrom attended a program of the Southern California Public Health Association, “Public Health Nursing: Putting Your Nursing Knowledge to Work” (October 11, 2001).
- Kay Deeney attended the Conference on Public Health Informatics and Distance Learning in Columbus, Ohio (August 5-7, 2001).

2. Consumer Health Information Services

- On Friday, August 17, 2001, The Health Library at Stanford and PSRML presented *Consumer Health Information: Bringing e-Content to the Consumer* (see brochure in Appendix C). The focus of this conference was on emerging trends and technologies that have the potential to enhance consumer access to health information. Howard Fuller of Stanford obtained the conference speakers and made local arrangements. Kay Deeney and Heidi Sandstrom were part of the featured speaker panel. PSRML publicized the conference through mailings to Network librarians as well as to public librarians in Arizona, California, and Nevada; and through announcements on various electronic lists, including those of the regional Medical Library Association and Special Library Association chapters. PSRML provided online registration for the conference, and offered its Professional Development Award to a number of the attendees. Almost all of the 71 registrants were able to attend, and included medical and public librarians, library consultants, and a handful of health professionals. Nearly all the attendees gave the conference “3” and “4” evaluations (4=Excellent). They offered valuable suggestions for future conferences; these will be incorporated into planning for our next consumer health symposium. The comment that best captured the eclectic nature of the topics presented: “Nice variety of presenters; not the ‘same old stuff’.”
- The follow-up on documentation and invoicing for the “Access to Electronic Health Information for the Public” projects were completed during the quarter. Report summaries for the final quarter of the projects were included in the PSRML Quarterly Progress Report for May-July 2001, and project final reports and outreach database records were included in

² <http://www.nlm.nih.gov/lo/profiles01/>

³ <http://health.ucsd.edu/hip/>

⁴ <http://hml.org/hiphive/>

⁵ <http://www.med.unr.edu/phil/>

the PSRML Annual Report for May 2000-April 2001. These projects will be featured in an article to appear in the November-December 2001 issue of *Latitudes*.

- During this quarter, Heidi Sandstrom contacted Bessie Tichauer, Liz Gibson, and Diana Paque, librarians with the Library of California, and Marian Milling, of the Cascade Pacific Library Network (CPLN), about extending health information training to public library staff in the thirteen-county CPLN region. We anticipate using a training model similar to one piloted in Southern California.⁶ The training proposal was presented to the CPLN Board of Directors on October 19; training plans should be finalized next quarter. All counties in the Cascade Pacific region are rural, according to the California Rural Health Policy Council definition, and local public health services programs are offered in Del Norte, Modoc, Lassen, and Glenn counties. We hope to provide training to health professionals in various communities in the region who lack ready access to health information resources, in addition to the library staff training.
- Heidi Sandstrom and Erica Burnham (Mid-Atlantic Region) jointly facilitated the October 9, 2001, NN/LM Consumer Health Coordinators Teleconference. This teleconference featured speakers from the New York and Arizona offices of Libraries for the Future and addressed the cooperative development of training resources. Minutes of the teleconference were distributed via the CONSUMER listserv on October 10.

3. Training to Support Electronic Access to Health Information

- Heidi Sandstrom prepared documentation for a new course, "Introduction to Consumer Health Resources at the National Library of Medicine: MEDLINEplus, ClinicalTrials.gov and the NLM Gateway." NLM is submitting this course (1.0 and 1.5 hour versions) to NIH for CME approval for 2002.
- Kay Deeney worked on updating the three NN/LM tri-fold search guides (PubMed, the NLM Gateway, and MEDLINEplus).⁷ She is incorporating comments and feedback from NLM and regional NN/LM staffs, and the new versions will be completed and available on the NN/LM web in the next quarter.

4. Exhibits and Presentations at Meetings

- This quarter, PSRML exhibited at two public festivals, at a statewide conference of school librarians, and at a health professional conference:

Los Angeles Times Festival of Health & Fitness: A Weekend of Wellness, October 6-7, 2001
Volunteer staff: Dominique Turnbow and Natalie Kamper (both graduate students at the UCLA Department of Information Studies) and Ann Fraser, Librarian, Kaiser Foundation Hospital, Los Angeles Medical Center

⁶ <http://nmlm.gov/psr/chic.html>

⁷ <http://nmlm.gov/psr/search.html> OR <http://nmlm.gov/nmlm/online/pubmed/pmtri.pdf>,
<http://nmlm.gov/nmlm/online/gw/gwtri.pdf>, and <http://nmlm.gov/nmlm/online/mplus/mptri.pdf>

Latino Book and Family Festival, October 13-14, 2001
Volunteer staff: Alan Carr, UCLA Biomedical Library

California School Library Association Annual State Conference, Oct. 31 - November 3, 2001
Volunteer staff: Dennis Ritchey, Drug Information Service Library, Kaiser Permanente, Downey, CA; Judy Bube, Science Library, University of California, Irvine.

American Osteopathic Association 106th Convention and Scientific Seminar
October 21-24, 2001
Volunteer staff: Marilyn Hall, Love Library, San Diego State University; Marilyn Schwartz, Library, Naval Medical Center, San Diego; Amy Butros, Biomedical Library, University of California, San Diego (La Jolla).

- Kay Deeney held an exhibit orientation and training meeting for prospective exhibit volunteer staff. Four librarians attended to learn about exhibiting at national and local meetings, and Kay answered numerous questions about NLM services and databases.

5. Technology Awareness and Integration

- Kay Deeney attended NLM's Medical Informatics course in Woods Hole, Massachusetts (September 30 - October 6, 2001); she also attended a Flash class to explore its potential applications for distance learning classes.
- Kay Deeney participated in UCLA Digital Reference meetings and volunteered to cover some Digital Reference time slots. PSRML is investigating use of the 24/7 Digital Reference software for our own customer service applications (e.g., DOCLINE tutorials for network members and Loansome Doc referrals for health professionals and members of the public).

6. Connections

- Preliminary discussions were held on assisting with Internet connectivity for several clinics in an underserved area of Los Angeles County.

Outreach Programs – Impediments: The vacancy in the PSRML Health Information Services Coordinator position has delayed progress in a few areas, but the staff has worked together so that we have met our major outreach objectives for the quarter.

OTHER ACTIVITIES

- Michael Miller attended a 'Fireworks' computer class at the UCLA Staff Development Wilshire Center (August 21, 2001).
- Julie Kwan attended the NTCC class, "Keeping up with NLM's PubMed, the NLM Gateway and *ClinicalTrials.gov*" (August 27, 2001).
- Kay Deeney attended the NN/LM new staff orientation at NLM (October 9-10, 2001).
- Elaine Graham, Alison Bunting, Heidi Sandstrom and Kay Deeney attended the MLGSCA Fall Program, "E-Healthcare: Possibilities and Obstacles" (October 15, 2001).