

## OUR FUTURE IN THE CHANGING HEALTH INFORMATION ENVIRONMENT

edited by **Connie Schardt, Chair**

The closing session for the 1995 MAC Annual Meeting was presented by **Dr. Jana Bradley**, President of the Medical Library Association. Jana was invited to come to MAC to help us synthesize the information presented at the Annual Meeting as well as think about our roles in the future. Below are the edited notes from that session.

Jana began by outlining some of the **Issues that Librarians are Facing Now and in the Future:**

- Changes in health care, education and research
- New concepts of information and new pressures on established concepts
- New expert tasks connected with new information as well as with established information
- Competition for jurisdiction among health information professionals

She then went on to outline some of the possible **Dangers for Libraries/Information Services in the Emerging Health Information Environment:**

- Decreased interest in, and resources for, print-based "business as usual"
- Competition from other health information professions
- Perception in the health domain that our expertise and knowledge base is running print libraries
- Lack of awareness of our potential contribution

However, the future also holds **Opportunities for Libraries/Information Services:**

- High interest in information and information systems
- Hybrid information environment and the need for cost-effective information solutions
- Need for our areas of historical expertise, updated for the new environment

In order to meet the challenges of the future, we have to define **Who We Are as Librarians:**

- ALA Standards for Accreditation
- Miksa's Two Paradigms: the library as a social institution and the flow of information
- Specialists in recordable knowledge
- Traditional focus on printed, published materials in libraries and the retrieval of electronic bibliographic surrogates
- "Inching/galloping" toward management of electronic primary texts

And reaffirm our **Areas of Expertise:**

- Organization and access
- Lexical issues in organization and access
- Retrieval
- Creation and design of information resources

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*Continued on next page*

*Our Future in the Changing Health Information Environment, continued*

- Focus on users' perspectives and needs
- Roles in teaching and learning
- Maintenance and preservation
- Cooperative information management
- Management of complex organizations

Jana then turned our attention to the meeting and talked about **What We Could Take Home With Us From the Conference:**

- Stimulation about key issues from the conference
- Changes in health care, education and research
- Impact of changes on new ideas about information
- New information tasks emerging
- Use of our historical expertise to address these new tasks

For the remainder of the session, Jana facilitated a group discussion focusing on two questions:

- ① What different ways of thinking about information are emerging from the changes in health care, education and research?
- ② What concrete new tasks or activities relating to these new ideas about information do our knowledge and skills equip us to tackle?

The audience, already seated at round tables, was given some basic instructions:

- Develop a list/round table discussion
- Identify new ideas/ways of thinking about information; think of changes in the health domain and new ideas of information associated with them
- CAUTION: Try to think beyond print-based published information managed in "business as usual" ways

**RESPONSES to Question 1: New Ways of Thinking About Information**

|  |   |
|--|---|
| New patterns of legitimation - loss of pedigree            | Electronic access - electronic document       |
| Increase in consumer demand                                | Instant gratification - disinterest in delay  |
| Trend toward leveling of boundaries                        | Assumption that it's free                     |
| Impact of media on public expectations                     | Information is data elements - not ideas      |
| Development of collaborative information resources         | Information is a commodity                    |
| No one source-no one technology-no one medium-no one knows | New type of information - clinical guidelines |
| Multimedia sources, i.e. Visible Man - working with images | Evidence-based medicine                       |
| Fluid formats - ability to manipulate                      | One location - multiple locations             |
| Expanding clientele  | Easy mutability                               |
| Virtual library - cyberspace                               | Instantaneous nature                          |
| Perceived devaluation of intermediary                      | New patterns of creation and use              |

**RESPONSES to Question 2: New Information Tasks Using our Expertise in New Ways**

|   |   |
|---|---|
| Quality filtering   | Develop access system   |
| Marketing our "translated" skills - tell our story              | Information provider  |
| Providing remote services - libraries without walls             | Unique information  |
| Troubleshooting   | Pointers/organizers   |
| One-stop shopping-electronic and print-physically and virtually | Information specialist on patient care planning team  |
| Standards development   | Information management of primary data  |
| Organize chaos  | Management by walking around  |
| Information technology watch                                    | Collaborative management/consultation for development of electronic information resources - Web pages |
| Health information in curriculum - continuing medical education | Teaching/facilitating learning  |

The session ended on an optimistic note. Although the environment is changing, librarians have the knowledge, skills and creativity to take charge and forge a future for the profession.

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## HOSPITAL LIBRARIES

by Patricia Hammond, Director of Library Services,  
Cape Fear Valley Medical Center



### AHIP AND THE HOSPITAL LIBRARIAN

The October 1995 *MLA News* reported the appointment of an **MLA Task Force to Review the Academy of Health Information Professionals**. Rick Forsman, Denison Memorial Library, University of Colorado Health Sciences Center, is chairing the Task Force. In September, the Professional Development staff at MLA mailed a questionnaire to MLA members who had not renewed membership in the Academy.

MAC librarians have informally voiced concerns about the credentialing process. As a result, Pat Thibodeau facilitated a roundtable discussion about AHIP concerns at the Annual MAC meeting. Some of the comments by hospital librarians were:

- ⊖ Many hospital librarians work for years providing professional level services and then at some point decide to get their MLS degree. However, none of the pre-degree experience counts, even though they may be doing exactly the same job.
- ⊖ Membership in MLA has become too expensive for hospital librarians. Many organizations are no longer paying for membership. Some librarians have had to drop their membership. Dues are high in comparison to many of the low salaries received by hospital librarians. Membership in the Academy is also expensive.
- ⊖ It is very difficult for a one-person librarian with limited institutional support to earn the necessary points - even meeting and CE attendance can be difficult.

Comments were forwarded to the AHIP Task Force. Although I am not in a one-person setting, I identify with the comment about limited institutional support. With the expansion of our hospital into a "healthcare system," getting time or money for professional development is increasingly difficult. Cost containment efforts are resulting in close scrutiny of every non-revenue generating department. Increased workload with no increases in resources is an additional hardship. This is the current plight of hospital librarians.

You are encouraged to send your AHIP comments to a Task Force member or to **Reneta Webb, Director of Professional Development, Medical Library Association, Suite 300, Six North Michigan Ave., Chicago, IL 60602-4805**.

### COST CONTAINMENT AND ILL

The rising charges for interlibrary loan are a concern. Our library at Cape Fear Valley Medical Center is a net borrower, doing most of our business with the academic health sciences libraries in North Carolina. In the March/April 1995 issue of *MAC Messages*, I wrote a blurb about **SEND**, a Southern Chapter project to structure DOCLINE routing tables to maximize use of basic health sciences collections. As part of this project, participating libraries provide interlibrary loans to other participants free of charge. It seems to me that this sort of reciprocal arrangement for hospital/AHEC libraries is far superior to increasing ILL charges. Aren't we all in the same boat, struggling to survive? Perhaps an opportunity for discussion of this project will be made available at the next Annual MAC Meeting.

The November/December 1995 issue of *MLA News* contained an article by Jo Yeoh, the librarian at Riverside Methodist Hospital, an 884-bed facility. Her library has lost approximately one-third of an FTE to hospital downsizing. Because the library was a three-to-one net lender, interlibrary loan was targeted as a service to "re-engineer." As a result, the library is no longer participating in DOCLINE lending and the focus has now switched from interlibrary loan to document delivery. Hospital librarians are constantly being faced with tough decisions about "doing more with less." In this case, the smaller hospital libraries in the consortium with Riverside Methodist are the losers. I would hate to see this happen to our consortium and that's why I'm interested in establishing win-win partnerships, like the SEND project.

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## HOSPITAL LIBRARIES SECTION

For many of us the new year is a time of professional and personal contemplation. As health care information professionals, we resolve to be better informed and/or more active in our chosen profession.

The Hospital Libraries Section of the Medical Library Association invites you to join over 300 informed and active members. Your membership will allow you to become part of a united voice within MLA promoting the interests and concerns of hospital libraries and librarians. The \$20 membership dues include a subscription to the *National Network*, the quarterly newsletter, and the opportunity to serve on various committees.

Remember to check the Hospital Libraries Section on your Medical Library Association renewal form or inquire about joining from MLA, Suite 300, Six North Michigan Avenue, Chicago, IL 60602-4805; (312) 419-9094. If you are a member, please renew. If you're not a member, please consider joining.

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### IT'S TIME TO RENEW!

The time is here to renew your MAC membership for 1996 and keep those valuable MAC benefits coming uninterrupted! A blank **membership form is included on page 11 of this issue** of *MAC Messages*. Please verify your membership information and submit the completed form and \$25 dues to the MAC Treasurer, Ginny DuPont. **Dues and forms must be received by March 15, 1996 for your information to be included in the 1996 MAC Membership Directory!**

If you are not sure of your membership status, please check the mailing label on this issue of *MAC Messages*. The two-digit code in the upper right-hand corner of the label indicates the last year for which your dues were paid. All dues paid prior to the Annual Meeting were applied to 1995 membership for those whose 1995 dues had not already been received, as is done every year.

If your directory information changes prior to March 15, 1996, please notify Bridget Loven so your entry in the directory will be up-to-date. Any questions about your membership status should be addressed to **Bridget Loven, Membership Database Manager; (919) 966-8011; FAX: (919) 966-5592; Email: bakl@med.unc.edu** or **Ginny DuPont, MAC Treasurer; (202) 565-4612; FAX: (202) 565-4433; Email: dupont.ginny@forum.va.gov**.

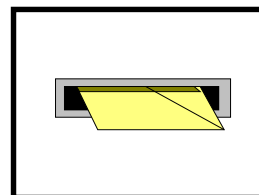
### MAC Bylaws Revision Vote Fall, 1995

Ballots were mailed to all 334 MAC Members on November 1, 1995. Responses were received from 126 members.

Approve the Bylaws revision.....102  
Do not approve the Bylaws revision...1  
Name not on envelope.....21  
Postmarked after the deadline.....2

The Bylaws are officially approved.

Respectfully submitted,  
Susan C. Speer, 1995 MAC Past-Chair  
December 13, 1995



# MAC

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## NEWS FROM THE STATES

### DISTRICT OF COLUMBIA

The **HealthCare Council of the National Capital Area** has announced the results of its election of officers for 1996: Chairperson - **Cathy Cumbo**, Washington Adventist Hospital; Program Chair - **Rose Marie Leone**, Providence Hospital; Secretary - **Bernetta Payne**, Holy Cross Hospital.

**Debbie Gilbert**, Children's National Medical Center, is the new Chair for the **District of Columbia Health Sciences Information Network** for the 1996-97 term.

**Karen Pomerantz**, George Washington University Himmelfarb Library, gave a presentation at the American Public Health Association Annual Meeting in San Diego. Her topic was "Health Services Research Resources."

**Providence Hospital** will be the host for an MLA satellite teleconference on JCAHO accreditation and how librarians can participate in the process. The teleconference will be held on Wednesday, March 13, 1996 from 1-2:30 pm. MLA is offering 1.5 CEU's for attendance and a small registration fee will be charged. For further information, contact **Rose Marie Leone** at (202) 269-7144.

### MARYLAND

**M.J. Tooley**, University of Maryland Health Sciences Library, has published an article entitled "Planning an Internet Curriculum" in *Medical Reference Services Quarterly*, 14(2) Summer 1995.

From **Welch Medical Library**:

**Jayne Campbell** and **Pat Stephens** have co-authored a paper describing the Library's scientific writing training program. The paper was published in the October issue of the *Bulletin of the Medical Library Association*.

**Beth Layton** and **Karla Hahn** have co-authored an article entitled "The Librarian as Partner in Nursing Education." It is published in the *Bulletin of the Medical Library Association*, 83(4) October 1995.

**Kathy Friedman** joined the staff on February 5, 1996 as Internet Coordinator. Kathy previously worked at the Johns Hopkins School of Hygiene and Public Health Computing Center.

The National Library of Medicine has funded a one year, \$60,000 planning grant to investigate the use of emerging technologies to develop a week-long "current topics" continuing education course for academic health sciences librarians. The principal investigator is **Kerryn Brandt**, Ph.D., Program Director for Information Management and Curriculum Support. Co-investigators are **J. Robert Sapp**, Manager of Education Programs, and **Jayne Campbell**, Associate Director for Information Services.

### NORTH CAROLINA

**Tracy Powell** has accepted a position at the University of Alabama Hospital Branch Library and will be leaving East Carolina University Health Sciences Library on February 29, 1996.

**Libby Holcomb** will be the new Document Delivery Librarian at Mountain AHEC, Asheville, effective February 22, 1996.

**Gabriel R. Rios** has been appointed Director, Information Services, at Area LAHEC in Rocky Mount effective February 1, 1996. Mr. Rios has been AHEC Librarian for the Southside Area Health Education Center in Virginia and has also served as a Reference Assistant at the University of Texas Health Science Center in San Antonio. He received his Master of Library Science degree from the University of Texas in Austin, Texas.



From **Duke University Medical Center Library**:

**Mary Ann Brown**, Collection Development Librarian, will be teaching a graduate library course this summer at North Carolina Central University's School of Library & Information Sciences, where she is an adjunct faculty member. The course, "Health Sciences Resources and Services," will cover reference materials in the health sciences. **Beverly A. Murphy**, Head of Reference Services, will be guest lecturer for the computerized searching portion of the course.

**Linda Collins**, Internet Resources Coordinator, has become an adjunct faculty member at the UNC-CH School of Information and Library Science. This spring she will be teaching an Internet course as part of the graduate curriculum.

At the Fall Meeting of the Association of North Carolina Health and Science Libraries (ANCHASL), held in November, **Mary Ann Brown** was elected Secretary and **Beverly Murphy** started her term as President.

**Janie Trumbull**, Head of the Cataloging Department, has been elected Vice President of the Durham County Library Association. **Judy Woodburn**, Serials and Special Projects Librarian, is currently serving as Newsletter Editor.

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## MAC NUGGETS

From The Governmental Relations Committee

by Martina Darragh



### LEGISLATIVE UPDATE AT RICHMOND CONFERENCE

**Carol Jenkins** focused this year's Legislative Update on four topics: budget allocations for NIH/NLM; telecommunications reform; proposed telemedicine legislation; and copyright issues. Both the House and Senate versions of the budget were favorable to NIH/NLM, and full fiscal '96 funding was received with the signing of HR1358, giving NIH a 5.7% increase and NLM a 9.9% increase. However, the "trickle down" effect of reduced Medicare/Medicaid funding on health sciences libraries is not known and is currently being studied by MLA's Governmental Relations Committee.

Rural access to the Internet at reasonable prices is a central issue for librarians in telecommunications reform. To assure rural access, the Senate has amended its version of the bill, which has been retained by the joint House/Senate Conference Committee. Numerous telemedicine bills have been introduced to address, among other things, confidentiality of medical records within that environment.

Finally, Jenkins reviewed the work of the Copyright Task Force and recent judicial developments, including Texaco's Supreme Court appeal and subsequent settlement with the publishers who had sued them alleging fair use infringement. The struggles of the Copyright Task Force will be highlighted during the Legislative Update session at MLA's Annual Meeting in Kansas City. Jenkins stressed that education of our representatives remains crucial because of the turnover in the House and Senate. Although NIH is due for reauthorization this fiscal year, we can't assume that current funding levels will remain high, especially with the drastic cuts faced by other programs.

For additional information on any of these topics, please contact **Mary M. Langman at (312) 419-9094**.

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*News from the States, continued from page 5*

### VIRGINIA

**Tompkins-McCaw Library** will be highlighting 25 years of online search services during National Library Week. The service was first offered on the Medical College of Virginia campus in April, 1971. Exhibits and speaker activities are planned for the celebration.

Two HIV/AIDS information provision outreach grants received by Tompkins-McCaw Library are entering their final months. Several public libraries and community-based organizations have received computer equipment, Grateful Med software, and training to search NLM's free AIDS databases. Internet training has also been provided. In addition, librarians worked with Virginia Commonwealth University's HIV/AIDS Center to create a Web homepage that focuses on resources available in the local area and the region. The URL is <http://views.vcu.edu/views/hiv>.

### PUBLICATION DEADLINE

Items to be published in the **March/April** issue of *MAC Messages* may be submitted to the editors up until **March 15, 1996**.



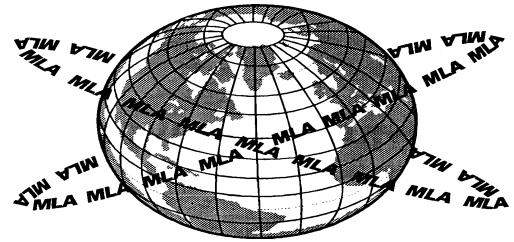
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## News from MLA Headquarters

# MLA

### MLA Publishes Research Statement

After three years of extensive discussion, drafts, revisions, and review, the Medical Library Association (MLA) has adopted a formal policy affirming research as an essential component of effective health sciences librarianship. *Using Scientific Evidence to Improve Information Practice: The Research Policy Statement of the Medical Library Association* was developed by MLA's Research Task Force and distributed in May 1995 at MLA's Ninety-Fifth Annual Meeting in Washington, DC.



Although initially distributed to 2,500 meeting attendees, the policy statement is targeted not only to MLA members but to a wider audience of library and information science educators, administrators, health care professionals, researchers, and policy makers. The document articulates the Association's vision of research as a foundation for excellence in health information practice, for new and expanded roles for health sciences librarians, and for drawing talented people to the profession.

*Using Scientific Evidence to Improve Information Practice* stresses the individual librarian's responsibility for increasing the profession's knowledge base through research, and describes how librarians can enhance their real and perceived value in the health care community by practicing evidence-based health information management. The statement also focuses on developing and strengthening the systems that support research. MLA will use the statement to initiate partnerships with other library and health care organizations and graduate library schools in support of research activities in health sciences librarianship.

To obtain a copy of *Using Scientific Evidence to Improve Information Practice: The Research Policy Statement of the Medical Library Association*, contact the **Professional Development Department at MLA Headquarters, (312) 419-9094**.

### MLA's Salary Survey Results Available

According to the Medical Library Association's 1995 salary survey results, *Health Sciences Librarian Compensation*, health sciences librarians in the United States and Canada earn a mean annual salary of \$40,742. This is an 8.2% increase over 1992, when the Association's last salary survey was conducted. Results of the survey also indicate that in academic medical centers, the average salary for health sciences librarians is \$46,631 and that entry-level salaries for all health sciences librarians average \$26,658. The average salary for health sciences librarians in hospitals is \$39,054.

The survey, which was initiated by MLA's Status and Economic Interests of Health Sciences Library Personnel Committee, provides the most current salary information available on more than 1,900 health sciences librarians. This collection of salary data can help librarians in developing standards for equitable pay plans, assessing their salaries in relation to a number of variables, and establishing a database of accurate salary information for future comparisons.

The *Health Sciences Librarian Compensation* survey contains detailed graphical information comparing average and median salaries by age, gender, race, ethnic classifications, professional position, experience, geographic region, type of institution, budget, and membership in the Academy of the Health Information Professionals (MLA's credentialing program). It also presents tabular information on pay equity patterns. Male respondents continue to report higher salaries than female respondents. The average salary for males in 1995 was 12.1% higher than for females. The publication also analyzes salaries in light of inflation trends and compensation satisfaction.

*Health Sciences Librarian Compensation: The Results of MLA's 1995 Salary Survey* is available for \$35.00 for MLA members and \$60.00 for nonmembers. To order, call **MLA Headquarters at (312) 419-9094**.

*Continued on next page*

## J. Michael Homan to Head MLA's Journal

J. Michael Homan, Director of Libraries and Assistant Professor of Medical Informatics, Mayo Medical School, Mayo Foundation, Rochester, MN, has been appointed as the new editor of the *Bulletin of the Medical Library Association*, MLA's scholarly journal. Homan assumed his new responsibility with the July 1996 issue of the *Bulletin*. He succeeds Naomi Broering, who has served as editor of the *Bulletin* since 1992. Broering is MLA's 1995/96 President-Elect.

A published author, Homan brings much experience and many talents to this position. As MLA's managing editor of books for almost six years, Homan is well acquainted with the issues related to the Association and publishing. He has guided authors, reviewers, and editors through the publication process at MLA and has also served as an ex officio member of both the MLA Books Panel and the Publications Committee. He is a former MLA Board member and has been involved over the years in numerous MLA committees.

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### MLA 1996/97 Election Results

Ballots for the 1996/97 MLA election were counted on January 11, 1996. The following candidates were elected for three year terms beginning after the May 1996 Annual Meeting:

**President-Elect:** Rachael K. Anderson

#### Board of Directors

Linda A. Watson

Elaine Russo Martin

James Shedlock

The following candidates were elected to serve for one year beginning at the 1996 Annual Meeting:

#### Nominating Committee

Judith Messerle

M. Sandra Wood

Jay Daly

T. Mark Hodges

Nancy N. Woelfl

Mark E. Funk

Ellen Nagle

Ruth Holst

Jocelyn A. Rankin

# MLA

### NN/LM SE/A REGION NEWS

The second **Regional Advisory Council (RAC)** meeting of the year was held on November 17, 1995 in Baltimore. Frieda Weise, RML Director, provided an initial welcome and then turned the meeting over to Jane Ellis, RAC Chair. Lora-Lynn Stevens, NN/LM SE/A Internet Coordinator, provided an overview of Internet program services, the NN/LM SE/A World Wide Web site, listserv, and Internet training. The Internet promotional video, "Internet Health Care Resources and Information Management," was shown. A thoughtful and informative discussion followed concerning ways to interest hospital administrators and other health care administrative personnel in using the Internet. Exchange among the RAC members centered on methods and mediums of training (i.e. video, compact disk, email), levels of Internet readiness, and the cost-effectiveness of Internet access. After the discussion, Beverly Gresehover and Lora-Lynn Stevens demonstrated Internet Grateful Med.



A presentation was also given by **Jocelyn Rankin**, Medical Library Director, Mercer University School of Medicine, on the **InfoNet Project** (Information Network for Public Health Officials). The goals of this project are to establish statewide electronic linkages, develop new software applications, train public health professionals, and evaluate and enhance the network.

**SPACELINE**, a new NLM database which has appeared in our orbit, is a cooperative venture of the National Library of Medicine and the National Aeronautics and Space Administration. This database consolidates the results of a growing body of space life sciences research into a single, easily-accessible resource. Online access is available to anyone holding a valid NLM user code. For more information, contact **Beverly Gresehover**, NN/LM SE/A Training/Consultation Coordinator at [bgreseho@umabnet.ab.umd.edu](mailto:bgreseho@umabnet.ab.umd.edu). You may also contact the SPACELINE office at (301) 295-2482 or send email to [SPACELINE@usuhsb.usuhs.mil](mailto:SPACELINE@usuhsb.usuhs.mil).



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## QUESTIONS ABOUT AHIP CERTIFICATION?

You don't have to wait for the Annual MAC Meeting to have your questions answered. Following are names and contact information for members of the MAC Professional Development Committee who are AHIP Counselors. Contact them at any time!

### **Lucy Glenn**

Health Sciences Library  
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Email: ldglenn@leo.vsla.edu

### **Jean Hiebert**

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### **Paula Raimondo**

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### **Julia Shaw-Kokot**

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### **JoLinda Thompson**

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### **Janie Trumbull**

Medical Center Library  
Duke University  
Durham, NC  
(919) 660-1120  
Email: trumb001@mc.duke.edu

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## *Academy of Health Information Professionals*

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The Mid-Atlantic Chapter of the Medical Library Association proudly salutes the following Chapter members who, during the last quarterly review period, attained or renewed membership in the **Academy of Health Information Professionals**

at the level indicated:

### **Distinguished**

+ Margaret Demchuk  
~ Gale Dutcher  
~ Lynne Morris

### **Senior**

~ Diane Cooper  
~ Mary Glenn Parker

### **Provisional**

~ Virginia Stone

\* New Member

+ Renewal at Higher Level  
~ Renewal at Same Level

# **MAC**

# MID-ATLANTIC CHAPTER of the MEDICAL LIBRARY ASSOCIATION

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