MAC MESSAGES

Mid-Atlantic Chapter of the Medical Library Association

Information at Hand: Viewing Content on Your Handheld

As handheld computers (also on the link to download the file known as personal digital assistants or PDAs) have evolved, so has their role in the clinical setting. Modern handhelds' ample memory and high-resolution, bright displays suit them to serve as a "peripheral brain". Handhelds in healthcare are likely to be outfitted with calculators, drug software, decision-making tools, and resources such as clinical guidelines, pathways, and other content useful for clinical care. This article represents the first in a series focusing on the latter category. We will examine where to find clinical content formatted for handhelds as well as how you

can convert content from PDFs, Web pages, and office documents for viewing and editing on the PDA. With this knowledge we hope to enable you to demonstrate to your users how they can keep relevant clinical information at hand, and perhaps even take a role in delivering content to their PDAs.

Many organizations and agencies acknowledge clinicians' need to have information on their handheld devices and provide versions of important documents that are specially formatted for the PDA. A good example of this is the evidence-based clinical practice guidelines from the National Guideline Clearinghouse™ (NGC) at http://www.guideline.gov. All NGC Guideline Summaries are available in a text format downloadable to Palm-OS handhelds. The Summaries are easily

transferred from the Web to the handheld through a simple process of clicking then performing a Hot-Sync to move the document to the PDA. However, to view the documents, you must have document reader software on your handheld. Popular document reader programs

include Palm Reader, a free viewer for Palm documents and eBooks, (http://www.palmdigitalmedia.com/products/palmreader/free), Teal-Doc, a full-featured reader (http://www.tealpoint.com/softdoc.htm), and iSilo, a multi-featured reader which will be discussed in a future issue (http://www.isilo.com/).

Additional locations of PDA-formatted documents include organization's Websites. The American College of Physicians' PDA Portal (http://www.acponline.org/pda/clinical_references.htm) is a good example. Another option for finding PDA content is through a repository such as MemoWare (http://www.memoware.com). MemoWare is a collection of thousands of PDA-formatted documents that can be located by browsing the site by category or searching by keyword. There are hundreds of health-related titles, ranging from a medical English-Spanish phrase list, to a list of differential diagnosis mnemonics, to a tool for interpreting common lab values. These documents are produced by dozens of groups and individuals, and a consequence of this situation is

"The Sky's the Limit" MAC 2004 — Raleigh, NC — October 13-16

For those lucky members who were present at the MAC business meeting during last year's "Quint", the visit with our friends from Mayberry, NC is probably still fresh on your minds. Since then Andy, Opie, Barney, Aunt Bea and Floyd have been calling the Local Arrangements and Program Committees daily asking when all those

nice "liberrians" are coming to North Carolina. So mark your calendars and come on down to Raleigh, North Carolina, October 13-16 for MAC 2004. The program this year is sure to take us to new heights as the theme promises. Launching into a CE class or touching down to chat with colleagues will be a pleasure at the beautiful

Sheraton Capital Center Hotel in Downtown Raleigh. From the Sheraton, you will find a variety of great restaurants and pubs, shops, museums and other attractions all within walking distance.

So come on down to the Old North State and soar into MAC 2004 in

THE SKY'S THE LIMIT

(Continued from page 1)
Raleigh. And if you have considered not attending this year's meeting, as Barney would say, just "nip it in the bud."

Roger G. Russell,
russellr@mail.ecu.edu
2004 Annual Meeting Publicity

INFORMATION AT HAND

"We will . . .find clinical content formatted for handhelds. . ."

(Continued from page 1)
that documents are in different formats and require many specific document readers. MemoWare provides a description of each document, including which reader is needed and a link to the reader Website.
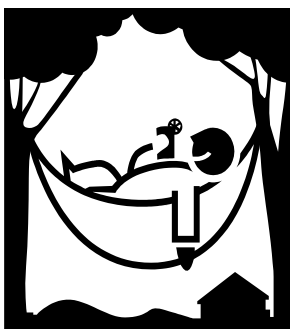
What do you do when you or your clinicians have content you'd like to view on your handheld that isn't already formatted for the PDA? Maybe it's a Web page with assessment scales or a "cheat sheet" in PDF or Word format. Next issue we'll investigate methods to get this content onto your hand-held.

Andrea Horne
horne@virginia.edu

Next time: iSilo and Avantgo

LEAVING LIBRARYLAND?

MAC Members:

Again this year, the MAC Honors and Awards Committee would like to recognize any

MAC members who have recently retired, or will retire, in 2004. If you are retiring or know of a fellow MAC mem-

ber who is, please let me know. Thanks.

Beverly Gresehover
bgreseho@hshsl.umaryland.edu
MAC Honors and Awards Committee

Counselors for the Academy of Health Information Professionals

Jana Allcock
Health Sciences and Human Services Library
University of Maryland, Baltimore
Baltimore, MD 21201
(410) 706-2855
jall001@umaryland.edu

Jane Blumenthal
Dahlgreen Memorial Library
Georgetown University
Washington, DC 20007
(202) 687-1187
blumentj@georgetown.edu

Gary R. Greenstein
William E. Laupus Health Sciences Library
East Carolina University
Greenville, NC 27858-4364
(252) 816-2258
greensteing@mail.ecu.edu

Patricia Greenstein
William E. Laupus Health Sciences Library
East Carolina University
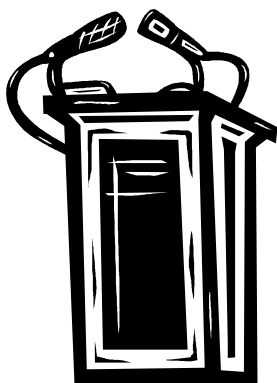Greenville, NC 27858-4364
(252) 816-2243
greensteinp@mail.ecu.edu

Claire Meissner
Health Sciences Library
Centra Health/Lynchburg General Hospital
Lynchburg, VA 24501-1167
(804) 947-3147
cameissner@lynchburg.net

Beverly Murphy
Medical Center Library
Duke University Medical Center
Durham, NC
(919) 660-1127
murph005@mc.duke.edu

Paula Raimondo
Health Sciences & Human Services Library
University of Maryland, Baltimore
Baltimore, MD 21201
(410) 706-8862
praim001@umaryland.edu

MAC Members Active in Recruitment

Volunteered your time and energy to encourage medical and health sciences librarianship?

In January I asked the MAC Listserv what MAC members are currently doing to recruit new MAC members as well as encourage students to become medical and health sciences librarians. A number of MAC members responded.

For the third year in a row, MAC members, **Carol Jenkins, Pat Thibodeau, Diane McKenzie, Monique Mackey** and **Beverly Murphy** met in January 2004, with the Student Chapter of SLA at the School of Information and Library Science at UNC-Chapel Hill to share their experiences as medical librarians and encourage students to seriously consider a career in the field. About 20 students attended.

Joellynn Wilner, Director of the Health Sciences Library at Winchester Medical Center in Winchester, VA meets with middle school students, teachers and adult mentors to promote medical librarianship.

Anita Young from WAKE AHEC in Raleigh, NC advocates for medical librarianship through local high school health career fairs.

AREA L AHEC in Rocky Mt. NC sponsors a Health Careers Week for educators and students where **Monique Mackey** highlights medical librarianship as a career choice to teachers, counselors and high school students in the area. Last year, **Beverly Murphy** spoke to a group of minority high school students at this event.

Jane Blumenthal, Assistant Dean and Director at Georgetown University Medical Center, is a mentor through MLA. She sets up a time to meet with the mentee and arranges a tour of her facility and sets up appointments for her staff to meet and discuss their jobs.

I have recently been appointed MAC Chapter Liaison to the MLA Professional Recruitment and Retention Committee. If you have been a mentor or have volunteered your time and energy to encourage medical and health sciences librarianship, please let me know. My email address is:
Melanie_Norton@unc.edu

Free brochures are available from MLA to help promote medical librarianship. One

brochure, *Medical Librarians Rock* is geared for high school students and *Careers Beyond the Cutting Edge is* geared for college level. Both brochures are also available in Spanish. To order through MLA go to:
http://www.mlanet.org/career /career_explore.html

If you need the brochures quickly, contact Cynthia Burke, MAC's Membership Chair and she will send them to you. Her telephone number is: 757-727-5353 or email: Cynthia.burke@hampton.edu

NN/LM offers financial support to encourage recruitment efforts. Forms for funding may be found at:
http://nnlm.gov/sea/outreac h/seafunding.html

Melanie Norton
Melanie_Norton@unc.edu
MAC Chapter Liaison to the MLA Professional Recruitment and Retention Committee

NEWS FROM THE STATES

Ursula D. Scott, Assistant Vice President for Learning Resources at the Uniformed Services University of the Health Science (USUHS), was recently elected as the incoming chair of the Federal Library Section of Medical Library Association. This involves a three-year commitment requiring her to first serve as the chair-elect and program planner, where she will be responsible for planning the section's part of the program at the annual meeting. Then she will serve a year as the chair, followed by a year as immediate past chair.

Mrs. Scott came to USUHS from medical libraries in Oklahoma and Texas. She has worked in libraries for 26 years, if one counts working in several libraries while going to school. She has been in leadership positions in medical libraries over 19 years.

Maryland

In January, **Debra Scarborough** M.L.S, AHIP joined the American College of Obstetricians and Gynecologist's J. Bay Jacobs, MD Library full-time as the History Librarian. Debra spent the previous 16 years as the medical librarian at Potomac Hospital in Woodbridge, VA.

Also in January, **Iris Renner** retired as Director of the VA Medical Center Library in Washington, DC. Altogether, Iris had 33 years of service in government libraries, including NLM.

District of Columbia

Laura Abate, Electronic Resources Librarian at Georgetown's Dahlgren Memorial Library, has been selected to participate in the fall 2005 Woods Hole Informatics Course. This NLM fellowship program directed at medical librarians, et al., familiarizes individuals with the application of information science and computer technologies in health care, biomedical research, and health professions education.

Kate Finkelstein, M.L.I.S, joined the Georgetown Dahlgren Library in March 2004 as their Outreach Librarian to publicize library resources and services to the Georgetown University Medical Center community.

DC area medical librarians (DCAHSL) are planning a tour of the City Museum followed by high tea on Friday, May 21. Watch the MLA Annual Meeting Website for further details.

"Health Information Referral" Project launched in Virginia

The Internet has introduced a number of challenges for physicians in their daily interactions with patients. Of these, one of the most profound challenges is the availability of unreliable sources of health information on the Internet. Ask any practicing physician to explain why this availability often hinders as opposed to aiding patient education. First, the physician spends precious examination time explaining or proving to a patient why a resource found on the Internet is not reliable. The information may be inaccurate or out-of-date. In addition, some physicians are not aware of the best available Internet resource to refer patients.

The [American College of Physicians Foundation (ACPF)](#) has teamed with the [National Library of Medicine (NLM)](#) to address these challenges to make the task of educating patients easier. In 2003, the ACPF and NLM launched the "Health Information Referral Project" in Iowa and Georgia. The "Health Information Refer-

Virginia

NEWS FROM THE STATES

(Continued from page 4)
ral" or *Information Rx* project provides physicians with the tools and resources needed to provide patients with prescriptions for quality health information from *MedlinePlus*. So instead of the patient coming to a visit with information obtained from searching Google on the Internet, the physician writes an *Information Rx* directing the patient to MedlinePlus.

Physicians participating in the project write the patient an *Information Rx* on a prescription pad similar to the one used to prescribe a medication. The physician provides the patient with an information prescription at the time of diagnosis or when a medication is prescribed. Consider the following scenario: Dr. John Smith has just diagnosed his patient Josephine Doe, 45, with Type II Diabetes. Dr. Smith believes that patients who are knowledgeable about their health have the best outcomes with disease management. For this reason, Dr. Smith wants Ms. Doe to learn as much about her newly diagnosed condition as possible so he writes her a prescription for the drug Avandia and an *Information Rx* for Diabetes. Ms. Doe has two options for filling her information prescription. Either she can take her information prescription home to access the MedlinePlus Website, or she

can visit a branch of her local public library or a consumer health library to access the site.

Selected ACP and non-ACP members in Virginia are

". . . Physicians did not give information prescriptions to some patients because they assumed they did not have access to computers or the Internet."

working with the ACPF and NLM to continue the pilot. While physicians from across the state can participate, a core group of Richmond-area and Northern Virginia physicians working with Jean P. Shipman, Director of the VCU Libraries [Tompkins-McCaw Library for the Health Sciences](#) and Elizabeth McTigue of Inova Health System's Jacob D. Zylman Health Sciences Library respectively, will provide detailed feedback to NLM and ACPF.

In January 2004, NLM sent a letter to public and health

sciences librarians across the state announcing the project and soliciting input. Librarians from Virginia Commonwealth University's Tompkins-McCaw Library for the Health Sciences, the University of Virginia's Claude Moore Health Sciences Library, and Eastern Virginia Medical School's Edward E. Brickell Medical Sciences Library responded by offering in-depth MedlinePlus training sessions to public librarians in their respective regions.

One outcome of the initial pilot was that physicians did not give information prescriptions to some patients because they assumed they did not have access to computers or the Internet. This is why the Virginia pilot has among its goals exploring the role libraries can play in en-

suring that all patients can fill their information prescriptions through their local library.

For more information about Virginia's participation in the project contact Jean Shipman - jpshipma@vcu.edu, Linda Watson - [law6z@virginia.edu,](mailto:law6z@virginia.edu) Judith Robinson – [robinsjg@evms.edu,](mailto:robinsjg@evms.edu) Elizabeth McTigue – [elizabeth.mctigue@inova.com,](mailto:elizabeth.mctigue@inova.com) Karen Dillon - [kdillon@carilion.com,](mailto:kdillon@carilion.com) or the VaCOHSL Website http://www.cbil.vcu.edu/mac/vacohsl/informationprescription.htm/.

West Virginia

Nancy J. Wasson, Health Sciences Library, West Virginia University, will retire effective March 31, 2004. As Head of Access Services, she oversaw the activities of both the Circulation and Interlibrary Loan/Document Delivery units of the HSL. In addition to those responsibilities, she has served as Deputy Director of the HSL for the last few years. Myra Lowe, Associate Dean, WVU Libraries upon announcing Nancy's retirement plans stated that "Nancy has made substantial contributions to the WVU Libraries and to the library profession during the past eight and a half years. We will certainly miss her, but I know we all wish her a very Happy Retirement!"

THE SKY'S THE LIMIT!

"Join us I n October in Raleigh, N.C."

Invitation to the MAC 2004 Annual Meeting

You are invited to attend the 2004 annual meeting of the Mid-Atlantic Chapter of the Medical Library Association. We'll be meeting from October 13th through October 16th in Raleigh, North Carolina. Our theme this year is "The sky's the limit!"

- Start the meeting off with a big bang by attending the Welcome Reception.

- Attend a challenging keynote session (more about that in the near future), poster sessions, and an NLM Update, and navigate through the exhibits.

- Join a soaring discussion at the Round Table luncheon; attend Contributed Papers and Break Out Sessions; hear panel discussions on Open Access, and diversity issues relevant to health sciences librarians.

- The program will include updates from NLM and MLA, a lofty discussion on electronic resources issues led by folks from MLA; and opportunities for state meetings.

- The business meeting will feature a full breakfast; stars will be born at the MAC awards luncheon.

- Upon your arrival, or before your departure, plan to take advantage of a number of Continuing Education opportunities.

The 2004 MAC Program Committee is looking forward to seeing you in October. Fasten your seat belt.

THE SKY'S THE LIMIT!
Call for Papers and Posters

Greetings MAC Members!

The 2004 Program Committee encourages you to participate in the October 2004 MAC meeting by submitting a proposal for either a contributed paper or poster. The theme for the conference is "The Sky's the Limit!" The Program Committee is looking forward to seeing how MAC members can take a topic and fly with it. We know that, with your contributions, the 2004 meeting will soar. Follow the Mars rovers and take this Opportunity to show your true MAC Spirit. Float your ideas by us.

Papers and posters are solicited on topics that revolve around, but aren't limited to:

- Innovations: what's taking flight in your library?

- Health Literacy: avoid alienating health care consumers

- Leadership: managing the space/time continuum

- Networking: who's in your orbit?

- Outreach: reaching for the moon

- Creative budgeting: coping with skyrocketing costs

- Consortium building: atmospheres of cooperation

- Partnership: docking with docs (and others)

For papers: send two electronic copies of the abstract (250 words maximum) describing the contributed paper via e-mail to Ann Duesing, at cad4n@virginia.edu. The first copy should list all authors and institutional affiliations.

The second copy will be used in a blind review process and should not include any information identifying authors or institutions. There is no need to send paper copies. If your abstract is accepted please be prepared to speak for approximately 20 minutes.

For posters: An abstract (250 words maximum) describing the poster and its objectives should be submitted via e-mail to Ann Duesing, at

(Continued from page 6)
cad4n@virginia.edu. List all presenters and institutional affiliations. Library school students are also invited to participate in the posters session.

Submission Deadline: May 31, 2004

CAPITOL HILL DAY 2004

On Monday, May 24, at MLA's Annual Meeting in Washington, DC, members will have the opportunity to meet with their elected officials.

An orientation session will be held Monday, May 24th from 8:00-9:00 a.m. and legislative visits will take place from 2:00-5:00 p.m.

PREPARING FOR YOUR VISITS

Purpose of Your Visit
MLA's Governmental Relations Committee (GRC) invites MLA members to participate in Capitol Hill Day to **educate and communicate** with your elected officials about issues of importance to the medical library com-

munity.

The GRC and MLA's Washington Representative recommend these visits focus on one or two issues at most—NLM FY05 funding and one other timely issue (to be determined as we get closer to the meeting. Information about NLM appropriations can be found on MLANET at:
http://www.mlanet.org/government/appropriations/index.html, and in the October and November/December online versions of the *MLA News* found on the members only site at:
http://www.mlanet.org/members/mla_news/2003/index.html.

In the coming weeks, watch

MLA Focus for links to additional issue specific resources on MLANET that will help you prepare for your visits.

Members will be provided with briefing packets to take with you on your visits that will include fact sheets on the two issues to be addressed, maps of Capitol Hill, instructions on getting from the hotel to the Hill and the attached tip sheet for making a good visit.

Logistics
Members wishing to participate in these visits are responsible for scheduling your own appointments which need to be scheduled on May 24 between 2:00-5:00 p.m.. The attached fact

sheet prepared by MLA's Washington representative provides detailed information about how to identify your elected official, scheduling appointments, preparing for the visit, traveling to Capitol Hill, and following up after the appointment.

MLA will reserve a room for the morning orientation session as well as one for members to gather prior to leaving for the Hill that afternoon. Members of the GRC, Joint MLA/AAHSL Legislative Task Force, staff, and MLA's Washington Representative will be on hand during the morning orientation session and at 1:30 p.m. to answer

CAPITOL HILL DAY 2004

(Continued from page 7) last minute questions members might have before leaving for the Hill.

We hope this information is helpful in getting the word out to chapter and section members about this upcoming event on May 24th. If you have questions please contact me (lludwig@lumc.edu) or Mary Langman at MLA headquarters (langman@mlahq.org) with any questions you might have before the annual meeting.

CAPITOL HILL DAY TIPS

SCHEDULING AN APPOINTMENT

Visit the House of Representatives Website at www.house.gov and the Senate Website at www.senate.gov to determine your Representative and Senators.

You can also call the Capitol Hill switchboard at (202) 225-3121. Ask to be connected to your Representative or Senator's office (you may use your zip code to be transferred to the appropriate office).

Once connected, give the receptionist the following information:

1. Your name

2. Inform him/her that you are a constituent and a member of the Medical Library Association and will be in Washington, DC on the afternoon of May 24th

3. Ask to speak with the person that handles health issues in the office in order to schedule a meeting

Once connected to the health staffer, also tell him/her your name, that you are a constituent, and from the Medical Library Association. Tell him/her that you would like to schedule a meeting with him/her to discuss appropriations for the National Library of Medicine at the National Institutes of Health while you are in Washington, DC on May 24th.

Ask for the location of the office, including building name and room number, and be sure to leave your contact number with the staffer.

A good working relationship with the staff will ensure that your message and correspondence promptly reach the legislator.

REQUEST IN WRITING

The health staffer may ask you to put your request in writing, when you send a letter, be sure to include:

• Date and times you are available

• The issues you would like to discuss

• Names of others whom may attend the meeting

PREPARATION FOR VISIT

Allow approximately 15-20 minutes for the actual visit.

Schedule at least 45 minutes between the end of the first visit and the beginning of the second visit as it may take some time to find the office for your meeting (please refer to the map of Capitol Hill).

Limit the number of people at the visit to fewer than five.

Designate a spokesperson to introduce the group, summarize the group's concerns, and call on the other people in the group to talk about specific topics.

Decide beforehand which member will speak about which issue.

Be prepared with a packet of information for the legislator and his/her aide. MLA will provide you with the appropriate materials.

Bring a supply of business cards to include with packets and for exchange with staff during meetings.

Know the background of the legislator you are visiting:

• Full name and party affiliation

• Political history

• Committee assignments

• Demographics of state or district (i.e. who do they represent?)

(Continued from page 8)

BACKGROUND INFORMATION FOR VISIT

How you are personally involved with the issue at hand.

How the issue affects other people throughout the state/country.

What specific action you would like your legislator to take.

General facts about the Medical Library Association.

"MLA will provide you with . . . a packet of information for the legislator. . . . Be Prepared"

VISIT

Arrive on time and be patient.

Introduce the members of the group.

Begin the meeting with a brief explanation of what you hope to accomplish.

Be clear on what you want from the legislators. If you are referring to a specific bill, know the number and title and state whether you are opposed or for it.

If you are not discussing a specific bill, explain that you want to provide an update on the issue or that you want them to keep the information in mind when reviewing future legislation.

Refer to your information packet when citing statistics or sources.

Discuss the impact of your position on the legislator's constituents.

Listen carefully to the legislator's comments and questions.

Take brief notes.

Thank the legislator and his/her staff for taking the time to meet with you and offer to provide any additional materials that they request.

FOLLOW-UP

Follow-up with a personal thank you note to the legislator and his/her staff (A draft thank-you letter will be included in your packet).

Follow-up with any additional materials or information that you promised the staff person during your meeting.

LOGISTICS / SECURITY

Taking a cab from the hotel will be the easiest transportation. Give the driver the name of the Senate (Russell, Dirksen, Hart) or House Office Building (Rayburn, Longworth, Cannon) that is your destination.

Be prepared to go through security procedures, including passing through metal detectors that may be sensitive to jewelry or heavy belts, at each building entrance.

Medical Library Association Mid-Atlantic Chapter-

Newsworthy items for the MAC Messages May/June issue may be submitted to the editor at (macmessages@hotmail.com) until May 15, 2004.
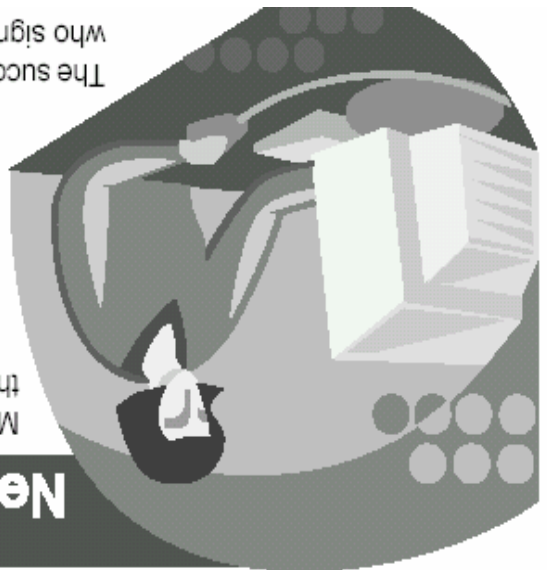
New Mentor Database Debuts

MLA announces newly created mentor Web pages that are part of the career section of MLANET.

- Sign up online to serve as a mentor to your peers, as a provisional mentor, or as a mentor to students interested in learning about the profession.
- Search the database to find a mentor.
- Link to mentor tip sheets and guidelines.
- Access Web resources to help you in your mentoring role.

The success of the mentor database depends on the number of members who sign up. Go to **www.mlanet.org/mentor/** to explore the possibilities.

MAC MESSAGES

Janice L. Mason, Editor

Northwest Hospital Center

Health Sciences Library

Suite F102

5401 Old Court Road

Randallstown, MD 21133-5185

MAC MESSAGES

Mid-Atlantic Chapter of the Medical Library Association