



A publication of the National Network of Libraries of Medicine MidContinental Region

The Site Visit Team is Coming to Town

The holiday season is in gear. We've already had Halloween. Guess who else is coming to town - er, I mean to Salt Lake City - the National Network of Libraries of Medicine (NN/LM) Site Visit Team! If you had funded a multi-million dollar contract wouldn't you want to verify that your money was being well spent? Sure you would! That's why site visit teams have been scheduled by the National Library of Medicine to check out all the regions. The first was in July and the last one will be in December. The site visit team for the NN/LM MidContinental Region will travel to Salt Lake City and meet with stakeholders on November 19, 2008.

Through the events scheduled for the day, the team members will assess the progress the Regional Medical Library (RML) staff has made in addressing its mission and goals, and in meeting the challenges they have encountered. During the visit, the team hears directly from the university's administration, the RML staff, and constituents in the region. Based on the information received, the team makes recommendations to the RML and the NLM to improve the National Network of Libraries of Medicine.

Your Input

How do you get the site visit team to pay attention to you, if you have something to say about the NN/LM program? There are two ways.

Questionnaire

A questionnaire developed by the NN/LM Outreach Evaluation Resource Center is now accepting comments on the NN/LM MidContinental Region and suggestions to improve the program. (<http://tinyurl.com/5g4rbe>) This feedback mechanism will be open through November 4th, an easy day to remember since its Election Day.

Public Session

To meet directly with team members, attend the public session scheduled for 12:30 pm MT, 1:30 pm CT. All of the Resource Libraries are host sites and will be connecting to Eccles Health Sciences Library via the Access Grid/PIG (Personal Interface to the Grid) technology. You will be conversing directly with the site visit team members and they

will converse with you. Jean Shipman, Director, will be facilitating the Q&A session. She will introduce the question and audience members at any of the Resource Libraries can respond. We expect this session to be very informative for the team members as well as the

See "Site Visit" on page 7



Dan Wilson presentation on emergency preparedness using the Access Grid

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"I really enjoyed the Regional Advisory Board meeting!"

We heard that comment a lot from our board members following this year's meeting. Why did they enjoy the meeting? Perhaps it was because we had them work up a two-minute information session on one of their favorite NLM resources. Board members teamed with RML staff to highlight how the following products can be used.

- MedlinePlus <http://medlineplus.gov/>
- PubMed/MEDLINE <http://pubmed.gov/>
- Partners in Information Access for the Public Health Workforce <http://phppartners.org/>
- Household Products Database <http://householdproducts.nlm.nih.gov/>
- NLM Gateway <http://gateway.nlm.nih.gov/>
- NIHSeniorHealth <http://nihseniorhealth.gov/>
- ClinicalTrials.gov <http://clinicaltrials.gov/>

Creativity ruled! We had Jack LaLane, Carol Channing, and Say What? touting the features of NIHSeniorHealth. We prevented poisoning of Abby, a sock puppet who thought soap crystals were sugar, using the Household Products Database. We checked on the treatment of a

Cubs pitcher who had a rotator cuff injury using MedlinePlus. Well, you get the picture. We had fun learning and teaching!

Or, maybe all enjoyed the meeting because we had involved and animated World Café discussions

with people from different professions and organizations. World Café is a conversational process to cross-pollinate ideas, discover new insights into questions or issues, and take advantage of the collective intelligence of a group. It allows people to steer the conversation in any direction they wish. Here are the topics we discussed and a summary of the ideas generated:

Health Information Literacy

1. What does it mean to develop a health information literate population?

Health information literacy means that one has the ability to evaluate and use health information successfully. It incorporates the ability to interpret text and numbers. Everyone is a health information consumer, health professionals as well as individuals and they all need to be aware that information is there for them. Since access limits can hamper health information literacy, we need to disseminate health information in diverse formats and

venues, partnering with health care professionals including the public health workforce.

2. What does it mean to improve access to health information?

There may be a version of Maslow's Hierarchy of Needs in play. For people to be health information literate, they must first be literate. For seniors to become health information literate, they may first need to become computer literate. Promotion via media that reaches a majority of the population would improve health information access. These "big umbrella" distribution points include national papers, such as USA Today, broadcast and cable TV, and public service announcements. Developing a health information literate population requires getting out of the library and going to where people congregate, such as senior centers and schools. It requires working with point of care providers, such as physicians, public health nurses, and social workers. Improving our interfaces to health information, for example incorporating common lay terms into the UMLS, is another method of improving access.

Advocacy

3. Who? What? How? To Whom? Communicating in support of libraries.

Who: The librarian training users of the library to advocate for the library's services.

What: The services that librarians provide, the value of what librarians do.

To Whom: To all the decisions makers and holders of the purse strings.

How: By simplifying and targeting the message to the listener(s). For example, having an elevator talk available or talking in sound bytes. Increase the library's reputation by providing a service of value that will be talked about on the floors. Save time by using toolkits, course materials, and promotional products that can be edited and branded instead of developing resources from scratch.

4. Are you Machiavelli or are you Mary's lamb? - Using institutional politics to benefit the library.

Librarians need to balance their actions between the cunningness of Machiavelli and the passiveness of Mary's lamb. Because the politics of an organization is pervasive and never ending, the work of the library advocate is also never ending. Politics is all about relationship building, so make friends with the CFO and others whose decisions can impact the library. Libraries need to do an excellent job in order to build a vocal group of advocates. Libraries need to be where their users are: in committees, in the success indicators of the organization, and in all the communication loops of the organization.

Emergency Preparedness

5. Assuming that emergency planning is important, how do we promote activities that result in emergency plans? (What is the value of emergency planning?)



Jim Honour, Linda Frazier, and Sharon Medcalf share NIHSeniorHealth

Three themes emerged from the conversations on this topic:

- The library needs to be at the table where the institutional emergency plan is formed. Find out who does the emergency planning and involve the library in the planning and exercises.
- Libraries need to partner with organizations outside their institution. If there is a pandemic and people cannot get to work, how does the library provide services without them? Is there a buddy library that will provide back up? What planning is happening in the community? The library may need to provide support to health care providers not affiliated with the institution (e.g., public health workforce).
- Libraries need to protect their unique resources (e.g., rare books, historical artifacts). Find out now about the vendors who can assist with salvaging these resources.

Funding

6. Why is it important that members take advantage of funding opportunities? (How can we design funding opportunities that members respond to?)

- Use a variety of formats and mediums to communicate to Network members about the availability of funding.
- Offer funding that makes it worth the investment of writing, research and time.
- Match funding to local needs.
- Offer help for each stage of the funding process from idea generation to submission of the final proposal.

Building on issues raised in the World Café, the board members decided to delve deeper into three topics.

1. How can we engage members in RML programs? How do we overcome the disconnect between individual hospital and academic librarians? How do we make the engagement a two way process? What does engagement mean? What does it look like? Who are stake holders? Hostess: Brenda Pfannenstiel

- Take advantage of the local health sciences library organizations and work through them.
- Have the RML liaison offer CE through the local organization.
- Be aware that staffing is an issue when asking members to leave their library to attend even local meetings and training sessions. Hospital librarians may have to close their libraries and academic libraries may be too short staffed to allow off-campus travel.
- Find a way to engage isolated or solo librarians who are without the support network found by members working in urban environments.

2. How do we get members and other individuals in our region to receive the messages we are sending? How do we know we're sending the right message? What is our message? Hostess: Claire Hamasu

We know that not all members in the region are receiving the messages that we're sending because not all members subscribe

to the MCMLA listserv, the primary communication tool for the RML. The usability studies of the MCR web site also indicated that participants discovered information that they did not know was there. In order to improve communication the RML should investigate how communication is received in a librarian's normal work day and what kind of format works best for a majority of its members.

3. How can we empower our members to be effective in their own institutions and their communities? Hostess: Barb Jones

Members can use assistance and more information on using business models, organizational politics, improving negotiation skills, and marketing. The group decided that empowerment can be obtained through education. Individual assistance is also needed to avoid being the target of reduced funding.

The next step is for the RML staff to take the comments and ideas generated during the meeting and incorporate them into our planning for the next year. Why did the Regional Advisory Board members enjoy the meeting? I think it was because they had fun interacting with a group of creative people and were involved in conversations about what was important to them.

-Claire Hamasu, Associate Director

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Communicating Value -

Library value calculators to show your contribution

Have you noticed? The economy is changing, so is the climate. Libraries are not immune and failure to change could put them on the endangered species list. For all the advances in resources, access methods, and exponential growth in information, libraries are experiencing decreased budgets, increasing costs, decreasing space allocations, and even closures. Librarians must become proactive or face further reductions in visibility, and give way to Google, Amazon, and WebMD.com.

While there are few in the United States who would, on being asked, suggest that libraries are not highly desirable, librarians can no longer rely on a universal assumption of intrinsic value. If librarians don't show administrators, users, and communities how they add value; someone else will happily take the library's place. One tool librarians can add to their arsenal is a set of business measures that translate library concepts into dollars and cents - the language of administrators. According to Will Welton, Director of the MHA Program at the University of Washington, all parts of an organization must ask themselves which of three statements describe them. Either your department is

- generating income or controlling expenses or supporting those who do
- or it is
- creating recognized value expenses
- or it is
- creating expenses that must be controlled or eliminated

Which one are you?

It's time to translate all those great statistics we've kept for years into business terms. What is the value of knowing how many people came in the door; how many books/journals were checked out, renewed, returned, shelved; how many questions were answered; searches conducted? What is the benefit that your institution realizes from your services; from the availability of the resources you have chosen to purchase; from the databases and journals you subscribe to? What would it cost your institution for access to the same information if the library were closed and you weren't there?

The business term Cost/Benefit Analysis (CBA) is one simple way to

show your value. Add up all the costs your library incurs (basically your budget), add up all the benefits that your users get from your library, and divide the dollar value of the benefits by the costs of providing those benefits. That's CBA - the benefit per dollar spent. The MCR has provided an online calculator to do the math for you. Simply gather your statistics, enter them into the calculator and in a few seconds you have your library's CBA. The calculator is flexible, too. It offers suggested values for each of the services or resources

for which you have statistics, but if you don't agree with those values you can change them to reflect your situation. The rationale behind the values is explained on the web site. Just remember that the value is not what it costs the library to provide a service, but rather what your users would have to pay an information broker, a bookstore, or a publisher to get the same services.

Give the calculator a try and let us know what you think. Submit your data to the growing national database of health sciences libraries' value. Won't it be great to show that we provide millions of dollars of value for a fraction of the cost of buying retail? What is your CBA?

<http://nlnm.gov/mcr/evaluation/calculator.html>

-Betsy Kelly, Assessment & Evaluation Liaison

-Barb Jones, Advocacy/Missouri Liaison

We are collecting data from users so that we can demonstrate the combined value of all health sciences libraries. Click on the checkbox below if you would like your library location, budget, timeframe, value of your library services and benefits added to the database. We will NOT retain your name, email address or comments in the database but are eager to hear your thoughts about the calculator and how you have or will use it.

Value of Library Resources and Services

Your institution realizes a benefit of \$ for every one dollar budgeted.

Where is your library?

Library Annual Budget:

Number of months of stats:

Number of Uses	Library Resources or Services	Cost of Resource or Service	Value of Resources or Services
<input type="checkbox"/>	Books used (in house or borrowed)	115	\$ 0.00
<input type="checkbox"/>	Print journals used (in house or borrowed)	35	\$ 0.00
<input type="checkbox"/>	EJournal articles accessed	35	\$ 0.00
<input type="checkbox"/>	Interlibrary Loan Requests	18	\$ 0.00
<input type="checkbox"/>	Reference Questions Answered	45	\$ 0.00
<input type="checkbox"/>	Mediated Searches	75	\$ 0.00
<input type="checkbox"/>	Class hours taught (# students x total class hours)	30	\$ 0.00
<input type="checkbox"/>	AVs used or borrowed	50	\$ 0.00
<input type="checkbox"/>	Self service photocopies	10	\$ 0.00
<input type="checkbox"/>	Meeting Room Use per Hour	50	\$ 0.00
<input type="checkbox"/>	Hours of Computer Use (i.e. Internet, MS Word, etc.)	112	\$ 0.00
<input type="checkbox"/>	Add another service or resource		\$ 0.00
<input type="checkbox"/>	Add another service or resource		\$ 0.00
<input type="checkbox"/>	Add another service or resource		\$ 0.00
<input type="button" value="Clear Form"/>			\$ 0.00

Please answer the following question before you submit this form. (This step helps prevent automated programs from submitting erroneous data.)
4 + 2 =

Click here to submit this data to the national database.

You will have an opportunity to provide feedback after your submission.

Three Ways to Inform Yourself, As If You'd Been at MLA in Chicago...



Yearning to sound informed, yet, limited by your meager travel budget? Have no fear...there are ways to stay informed about your profession, what's new, and what's been happening:

- 1) The NN/LM MidContinental Region has purchased the CD-ROM of MLA 2008. It includes plenary sessions, featured speakers, section programs, sunrise seminars, and open forums. This resource can be checked out via the NN/LM MCR web site: <http://nlnm.gov/mcr/education/ill/index.html>.
- 2) Interested in the poster sessions? Topic titles, authors, and poster links are included in this list: <http://files.abstractsonline.com/SUPT/14/2086/PosterPDF.html>
- 3) What if you missed the Roundtables? They're neatly summarized at: www.chaptercouncil.mlanet.org/roundtables/2008
- 4) And as if all this were not enough, photos are now available on the MLA web site: <http://www.mlanet.org/am/photos/index.php>

Benefits of Using the AAO Library

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In September 2007, I took the "Marketing As If Your Life Depended On It" class offered by the MCR in Kansas City. I came to the class with the data the American Association of Orthodontists (AAO) collects on its members every 5 years. The class helped me to see that my data, while interesting, did not really tell me much about the AAO Library user. As part of the class, I developed a project to collect data from AAO members on why they use the AAO Library and how the use of the library benefits their practice. My goal is to produce a promotional brochure for 2009 with the tentative title: *Benefits of Using the AAO Library - AAO Members' Perspective*.

Data Gathering Process:

In September 2007, I emailed nine AAO members who use the library on a regular basis and asked them to answer two questions:

- How do you use the AAO Library?
- How does that usage benefit you and your practice?

Eight of the nine members responded to the questions. Having tested the questions and building on this initial good response, in March-April 2008, I emailed every third member who requested information from the AAO Library and asked them the questions.

Total Responses:

September 2007: 9 handpicked AAO members were emailed and 8 responded

March/April 2008: 54 random AAO members were emailed and 26 responded

Breakdown by membership type:

- 45 regular members - 21 responded
- 8 international members - 7 responded
- 10 student members - 6 responded

Data Interpretation:

Question: How do you use the AAO Library?

The survey results reflect the monthly statistics of the AAO Library. Most of the library requests are for journal articles, followed by literature searches, followed by checking out library resources.

Question: How does that usage benefit you and your practice?

This question gives insight as to why AAO members use the library. This is information that has never been available to the librarian. The major trends in the information gathered on AAO Library usage are:

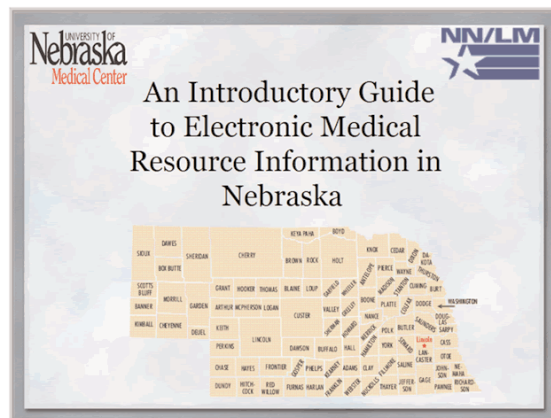
- 26% of the survey respondents stated they use the AAO Library because it saves them time.

See "AAO Library" on page 7

Nebraska Notebook

Ever wondered about "Online Applications," and what you could do with them?

Check out this new product - The Nebraska Notebook for Consumer Health, www.tinyurl.com/nebraskanotebook



As a direct result of the MLA Web 2.0 101 class, Marty Magee, Nebraska and Education Liaison, and Marie Reidelbach of the University of Nebraska Medical Center, McGoogan Library of Medicine, paired up to supervise Michael Straatmann, MLS student from the University of Missouri, and a new project was born.

Using Google Docs, a collaborative online application, a presentation was created to show Nebraska librarians and consumers about consumer health resources available in Nebraska. Topics include:

- 1) MedlinePlus - www.medlineplus.gov
- 2) Go Local Nebraska - www.medlineplus.gov/nebraska a joint project of the National Library of Medicine and the University of Nebraska Medical Center, McGoogan Library of Medicine - helps consumers find local resources for health-related services and organizations in a Nebraska county or city.
- 3) Consumer Health Information Resource Service (CHIRS) - <http://www.unmc.edu/library/consumer> provides tailored information on health conditions at a patron's request for residents of Nebraska.
- 4) Evaluation of web sites - teaching consumers how to look at and evaluate credibility/reliability of web sites.

Use of Google Docs means you don't need PowerPoint or other software on your PC to access the Nebraska Notebook. The project can be edited for use in different states, or updated as more resources are identified as suitable for inclusion. Best of all, it's FREE!

If you'd like to learn more about this and other new Web 2.0 technologies, consider taking the next class on "13 Things" offered by the NN/LM MidContinental Region.

-Marty Magee, Nebraska/Education Liaison

NLM BioMedical Informatics Course

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As medical librarians, we are becoming more aware of the advantages, challenges, and opportunities associated with the delivery of information via electronic means. However, for many of us, our only hands-on experience in this realm comes in the form of electronic database searching and retrieval, and electronic journal management. The integration of medical information services into electronic health records, personal health records, clinical information systems, internet portals, and telemedicine may remain topics we have only been able to read about.

This past June, I was fortunate enough to attend the BioMedical Informatics course at the Marine Biological Laboratory in Woods Hole, MA. This program is a National Library of Medicine fellowship program, and the costs of attending are covered by the NLM. The course provided an enormous opportunity to learn first-hand from national experts about the most current applications of computer technology to biomedicine and health information. The course also provided the rare opportunity to practice, in a hands-on format, health care informatics concepts. The course is offered in two sessions each year, in June and September, to medical librarians, physicians, nurses, educators, administrators, and others with a keen interest in the application of computer-based tools in biomedicine and health sciences.

One aspect of the program I find admirable is that applicants do not have to have previous practical experience with these technologies. The course itself provides a wonderful platform to "get one's feet wet," with the multitude of possibilities of the field. My class of MBL fellows was composed of fourteen physicians, ten medical librarians, two nurses, two pharmacists, two IT developers, and one administrator. During the week-long course, there was ample opportunity to get to know many of the participants and gain insight into the technology needs specific to their professions. The diverse backgrounds represented brought a wealth of knowledge and perspective that gave vital context to the day-to-day practicalities of implementing these technologies. I expanded my understanding of how medical library information services currently fit into my work environment, and areas where it might improve and expand.

Admittedly, the course is demanding. Days are filled with presentations by experts in the field, and several evenings are spent working on group projects. Participants come home not only with a wealth of new knowledge, but a library of PowerPoint presentations for future reference. Participants do have some wonderful free time to explore Woods Hole, tour the Marine Biological Laboratory, and appreciate the wonder of the scientific minds that have passed through those same halls to make great research contributions to our world.

I highly encourage anyone interested in the expanding world of biomedical informatics to apply to this wonderful National Library of Medicine program. The application deadline for both upcoming sessions is January 15, 2009. The course web site is at <http://courses.mbl.edu/mi/>.

Continuity of Health Information Award



The National Network of Libraries of Medicine MidContinental Region (NN/LM MCR) is accepting proposals for the Continuity of Health Information Award.

The purpose is to fund innovative projects in three areas:

- ★ Health Information Literacy
- ★ Advocacy
- ★ Emergency Preparedness

- This solicitation asks Network members to choose one focus area and develop a project that will be funded up to \$15,000.
- Full and Affiliate members (with the exception of Resource Libraries) are eligible to apply.
- Projects funded will be announced as awarded, with project completion by Nov. 1, 2010.
- Further information is posted on the NN/LM MCR web site at: <http://nnlm.gov/mcr/funding/>

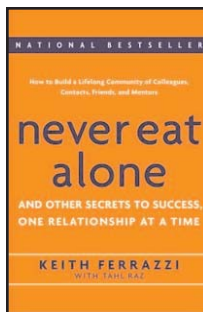
Deadline: No later than Feb. 1, 2009

It's Good to Pick Up a Book. . .

Never Eat Alone:

And Other Secrets to Success, One Relationship at a Time by Keith Ferrazzi

As your NN/LM MidContinental Region Education Liaison, my mantra includes three aspects which I, in a very corny way - refer to as "CAN." (but it's really "KAN")



- Knowledge - continuing to learn - new products, new technologies
- Attitude - having a good one and keeping it
- Networking - continuing to develop yours - constantly

This column addresses this third aspect. Networking cannot be overlooked by any librarian working to keep his/her library noticed and used. It's part of advocacy. It's part of good business practices and it is not to be underrated.

The author, Keith Ferrazzi, was once the youngest partner of Deloitte Consulting and is now the founder of Ferrazzi Greenlight, a consulting company. While attending Yale and Harvard Business School, he found that he could distinguish his networking skills by paying attention to people and situations that interested him, and by methodically cultivating relationships in those arenas. His fine-tuned methods have resulted in 31 chapters on topics ranging from "Warming the Cold Call" to "Managing the Gatekeeper" - each a component for creating the "win-win" situations that make his networking so successful. Ferrazzi also shares mistakes he made along the way, adding to the likeability factor of the book. While his examples may seem relentless, and at times redundant, the hard work it takes to initiate and nurture a valuable network is notable. Good lessons abound for those of us who often follow a more introverted path. The book is available in print and audio editions.

-Marty Magee, Nebraska/Education Liaison

"Site Visit" continued from page 1

RML staff. A highlight of the visit for the team members is the interaction with constituents in the region. Don't miss it!

Current Awareness for the Site Visit

Not all details of the site visit have been finalized. To learn the latest about what has been planned, check out the items in the weekly RML News. News as it happens will also be fed to you, if you've arranged for an RSS feed from the RML News. In addition, we've established a site visit web page. There's a link under Quick Links to http://nnlm.gov/mcr/evaluation/nnlm_sitevisit.html.

We encourage your participation in our site visit and look forward to seeing you on **November 19, 2008!**

-Claire Hamasu, Associate Director

"AAO Library" continued from page 5

- 20% stated the AAO Library helps them prepare their lecture material. The library provides up-to-date, relevant, and evidence-based orthodontic literature.
- 17% stated the library helps them obtain evidence-based orthodontic literature.
- 14% stated the library helps them obtain material to answer patients' questions and in the process makes the orthodontist more credible to the patient.
- 11% stated the library helps them save money because the orthodontist does not need to spend money to obtain the journal article or book.
- 11% stated the library helps them enhance their orthodontic knowledge and keep up to date.

Limitations of Survey Results:

- This was a very small sample of library users; the overall total AAO membership is approximately 14,000 members.
- This survey did not search for AAO members who have never used the library and ask nonusers why they do not use the library.

What Will Be Done Next:

- Produce the next AAO Library brochure with the information gained from this survey.
- Calculate the value of library resources and services and the Cost/Benefit Analysis and Return on Investment for the AAO Library. This information will dovetail nicely with the information gained from this survey.
- Make sure the next AAO membership survey asks members two important questions:
 1. Given a list of library services, members will be asked to mark all the library services they used in the past year.
 2. If the member marked any of the library services, the member will be asked: How did using that library service benefit you and your practice?

Quick Links:

- [Health Information on the Web](#)
 - [PubMed](#)
 - [MedlinePlus®](#)
 - [goLocal](#)
- [Order Articles with Loansome Doc](#)
- [DOCLINE](#)
- [Directories](#)
- [Emergency Preparedness and Response Toolkit](#)
- [NN/LM Site Visit on November 19th, 2008](#)

University of Utah
National Network of Libraries of Medicine MidContinental Region

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NON-PROFIT ORG.
U.S. POSTAGE PAID
Salt Lake City, Utah
Permit Number 1529

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This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. NO1-LM-6-3514 with the University of Utah.

