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## Focus on Consumer Health Issue

### Consumer Health is Alive and Well in the GMR

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Happy New Year!

This issue of ESources is dedicated to the exciting topic of Consumer Health Information. The articles range from innovative consumer health initiatives, a provider referral program, the history of consumer health center at the Cuyahoga County Public Library, and a creative marketing idea to attract employees to your library.

Many of you in the region have been involved in providing unique consumer health services to your patrons. We would like to hear from you! The GMR wants to include information in ESources about its members. If you have an informing article, or idea to share, please contact the GMR. We all benefit by sharing new developments in the region. Contact the GMR at 800.338.7657 or [gmr@uic.edu](mailto:gmr@uic.edu).

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## Collaboration is the Key for Patient Education and the Health Information Library at the University of Kentucky

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The Health Information Library, aka the HIL, at the University of Kentucky Hospital is a collaborative effort of the Medical Center Library, the UK Hospital, the Hospital Auxiliary, and of course our patrons. Since opening in August of 2000, we have had the pleasure of working with more than 12 000 customers. This is an operation that truly would not be in existence today if not for the hard work, dedication and support of each of the partners.

Comments from our patrons remind us each day of why what we do is so important:

“I am so glad you are here! This is exactly what I need.”

“This place saved my life. I didn’t know anything about preemies because I had an emergency c-section. This place and these books have helped me understand what to expect and things I need to know about taking care of a preemie.”

“Thank you all so much for the help you gave me. This place is wonderful. I didn’t have the information I needed until I came here and you all helped me.”

The Medical Center Library, which is in a separate location, provides the services of a full time medical librarian (myself), assists in the acquisition and cataloging of books and serials for the HIL, and shares with the HIL its access to electronic resources. The UK Hospital provides a full time RN Patient Education Manager as well as the overall operating budget for the HIL. And the Auxiliary has helped to create a warm, inviting atmosphere for patients and families coming into the library. Their generous monetary support provided the furnishings and artwork for the HIL. In addition, they funded most of the models we have in the library (one of our high use collections) and they recently paid for new computers and printers – equipment upgrades that would otherwise not have been possible in this era of eroding budgets.

### **Who we Serve**

Our primary clientele are patients at the UK Hospital and their families; nurses, physicians, therapists, and other UK healthcare professionals who are providing information to patients; and any UK faculty, staff or students who are interested in health information for themselves or their family members. We



also teach nursing students and medical students how to do effective patient education and help them with appropriate resource selection.

### **HIL Services and Resources**

The HIL is officially open for business from 10am – 3pm, Monday through Friday, although we often keep the doors open much later. This posted time frame allows us some uninterrupted time in which to schedule meetings, restock the Unit Based Patient Education Resource Centers, work on the web site, input CareNotes, order pamphlets, and take care of the myriad other responsibilities we have. This is especially important as there are only two of us, myself and Judi Dunn, RN, the Patient Education Manager.

In the Health Information Library we offer the typical resources associated with consumer health information, i.e., consumer level books, videos, newsletters, models, pamphlets, and Internet access. (Note: our web site is currently undergoing a major redesign, making it much more user-oriented and better reflecting the needs of our various constituencies.) We try to provide resources that cover all levels of literacy and various learning modalities, from basic picture booklets and videos to articles from professional texts and journals. A large pamphlet collection is the mainstay of our services with over 1200 unique titles. We obtain these from a variety of sources including professional organizations (e.g., American Academy of Pediatrics), commercial publishers (e.g., JourneyWorks), and government agencies (e.g., NIAMS).

Without a doubt, the best part of any day is when we are working directly with patients and families. We are lucky enough to usually be able to spend as much time as necessary (often over an hour) when working with individual patients/families seeking information. Everyone who walks through our door is personally greeted and asked if we can be of assistance. We give newcomers a brief “tour” of the various types of resources available and encourage them to ask if they do not see a pamphlet (or whatever) on the topic they are interested in, explaining that we have over 1200 pamphlets even though we only have display space for a portion of the titles. Many who initially say they just want to “look around” often end up asking questions. Along with extensive reference, we provide compassionate, empathetic support for our patrons. Many times we are just good listeners. We build a relationship with many family members, especially those who are here long term such as relatives of patients with head injuries or spinal cord injuries and parents of preemies.

We also serve as a sort of “business center” for families, providing access to a copier, fax machine, and computers loaded with Microsoft Office and with Internet access. This allows them to check email and to keep up with some work/school activities. There is also a place for them to hook up their own laptops, with a modem connection. Families tell us over and over how helpful it is to have access to email.

### **Outside the HIL**

As mentioned in the first part of this article, our primary clientele are not limited to those who come into the HIL. We also serve the nurses, physicians, and other health professionals in their patient education endeavors. Since patient education is one of the primary responsibilities of RNs, one of our main goals is to provide them with the tools, skills, and resources they need to provide effective patient education. They need easy access to the right resources at the right time in the right place. Nurses simply do not always have the time to either come down to the HIL or to go online searching for





**MLA 2004**  
**"Seize the Power"**  
**May 21-26,**  
**2004**  
**Washington, DC**

information resources beyond our standard discharge teaching sheets in CareNotes. Some of the services (not an all inclusive list) we provide for them include:

- **Provide "just in time" on demand research** for patient ed resources on everything from unusual diagnoses to new or seldom used equipment. Many of these requests come with an "and I need this asap because the patient is being discharged in 30 minutes."
- **Administer the intranet version of Micromedex's CareNotes.** CareNotes are the primary resource used for patient's discharge teaching at UK Hospital. One of the features of CareNotes that make it such an important part of our patient education program is the ability to customize all of the teaching sheets – and even to create our own unique CareNotes. To date, we have customized close to 400 titles – a daunting task in itself!
- **Maintain *Unit-based Patient Education Resources Centers*** on each of the nursing units as well as in several clinics. Supplemental print materials that are germane to the main patient population on a particular unit are kept stocked on that unit. The individual resources are selected based on input from nurses who are "the experts" in that area.
- **Create/revise/ UK-specific patient education materials,** working in conjunction with multidisciplinary teams of subject experts. In particular we help with layout, editing, and readability of materials.
- **Assist in addressing literacy and cultural issues.**
- **"Other duties as assigned..."**

I straddle the line between patient education and consumer health information on daily basis. The statement "CHI and patient education overlap in practice" (from MLA's policy statement, *The Librarian's Role in the Provision of Consumer Health Information and Patient Education*), describes my situation perfectly. My responsibilities go well beyond just managing the Health Information Library and our web site. I also play an active role in the overall patient education services provided by the hospital.

In closing, the following comment from a patron epitomizes what we are all about here at the Health Information Library:

"If I knew what I learned here yesterday when I had my first heart attack, I probably wouldn't have had a second one... I learned more yesterday about heart disease than I have in the eleven years I've had it."

This statement came from a gentleman who was facing a heart transplant. He and his family had spent several hours in our Health Information Library pouring through pamphlets and books, watching videos, surfing the web, and using the interactive tutorials on MedlinePlus. What a powerful testament to the

impact of information provided in a way that is easily understandable and the difference it can make in people's health status!

## The John W. Chi Memorial Medical Library ... the first name in Consumer Health Information

**Submitted by:**  
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**Lansing, MI**

Founded in 1987, the Consumer Health Information (CHI) collection at the John W. Chi Memorial Medical Library at Ingham was one of the early pioneers in providing lay health information in Michigan. The Chi Library staff helped in forming the Michigan Association of Consumer Health Information Specialists (MACHIS). MACHIS was formed to provide a forum for discussion of development and management of consumer health information among hospital and public librarians, health educators, and nurses. (MACHIS was later absorbed by the Michigan Health Sciences Libraries Association.)

Today, the CHI collection provides daily service to the public and supports clients by providing resources to help cope with illness, understand the disease process and better communicate with healthcare providers. Telephone requests are accepted, and information may be transmitted by mail, fax and e-mail. The primary users are the ancillary staff of the hospital who, seek information to learn about cases they see daily and to share information with patients and/or family members.

The CHI collection holds over 900 books and 100 videotapes written or produced for the consumer. Housed within the main Library, the CHI collection is backed by the clinical resources and reference staff, including a nurse/information specialist. The reference staff is able to draw on the CHI collection, the resources of hundreds of cooperative libraries and librarians, the National Library of Medicine's database MEDLINE and, of course, MEDLINE Plus. The Internet contributes daily to the answers to questions posed by clients.

In addition to its consumer health services, the Chi Library also maintains a LATCH service, and assists users in navigating the Web from 10 end-user computers within the Library.

The Chi Library also participates in the "Partners for Health" program in Lansing, which incorporates the information resources of seven health organizations including the Red Cross, American Cancer Society, American Heart Association, etc. Local channel 6, WLNS presents a "health minute" on their news cast, which prompts questions from viewers that may be answered online by one of the seven organizations.

In 2003, the Chi Library began participating in Ingham's Internet service, "Conversations for women." This web based service intended to answer health questions posed by consumers, responds to e-mail requests for information daily. And, as part of a health promotion package marketed to employers, the Chi Library will serve as reference backup for questions posed by employees of



**Memorial Plaque  
for John W. Chi**

related organizations.

In the strategic plan for 2004, the Chi Library anticipates raising funds to make laptop computers available for loan to in-patients hospitalized for more than 48 hours. This will enable patients to have access to the Internet for e-mail and for patient education. Participating in Wired.MD's Streaming Med service, healthcare providers may write prescriptions for specific streaming videos to view, providing needed patient education. The prescription, if maintained in the chart, documents patient education.

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## UW-Madison Friends of the Libraries Grant

**Submitted by:**  
**Sandra Phelps**  
**Michael Venner**  
**University of Wisconsin, Madison**



UW-Madison Health Sciences Information Service Librarians, Sandy Phelps and Michael Venner, wrote a successful bid for a UW-Madison Friends of the Libraries Grant to augment the Weston Clinical Sciences Library's consumer health print collection. The demand for up-to-date, reliable, and understandable consumer information has been steadily increasing at the library. Consumer health information is an important part of an individual's ability to make good life-style and health care decisions. With this grant we are able to acquire more materials better suited to inform and educate patients, patient's families, and their friends on a variety of health topics.

Many library users are hospital or clinic patients referred for treatment from smaller communities whose local public libraries have limited consumer health information. Often, they have little familiarity in searching for reliable health information on the Internet. Some are not familiar with technical medical terminology. Still others prefer their information from a book, or will use a web site if they know where to find it.

We have ordered many of the materials in Spanish due to trends in our state's demographics. Between the 1990 and 2000 census counts, Wisconsin's foreign-born population grew by 60% with most of that increase occurring primarily in central and southern parts of the state. In a recent **CensusScope** survey, over 45% of the members of Wisconsin households that speak Spanish at home consider themselves to be poor English speakers. Findings in surveys of other immigrants were similar. As health information providers, we must address this issue with increased language and literacy appropriate tools as they become available.

Like other large university health and research institutions, our budget is stretched. The Friends of the Libraries Grant and the library's matching funds gift have provided for a number of consumer health materials that the Health Sciences Libraries would not have otherwise been able to acquire. The selection of materials includes health topics from A-Z with an emphasis on recent, high quality materials, written for the consumer. All materials are located in the

reference section of the library. They are interfiled with our regular reference collection and distinguished by a blue label.

As an extra support element to the consumer health grant purchases, information services librarians Michael Venner, Kim Bloedel, Heidi Marleau, and Christopher Hooper-Lane collaborated in the creation of a consumer health subject guide web page. It allows the more computer savvy person ways of linking to known, high quality consumer health web sites. (See our site at: [http://www.hsl.wisc.edu/reference/subject\\_guides/consumer\\_health/](http://www.hsl.wisc.edu/reference/subject_guides/consumer_health/) ) There are also links to databases for topical searching, through BadgerLink, available throughout the state of Wisconsin, and some general health databases available from computers on the UW-Madison campus. Additionally, there are links to electronic books, and a list of printed books with their campus library locations. Many of these resources can be checked out or requested through Medical Library Service (MLS) the Health Science Libraries' borrowing service for non-University affiliates. Materials from other libraries on campus can be borrowed through traditional interlibrary loan channels. For University affiliated consumers, *Library Express*, an electronically delivered document delivery service is also an option. The combination of these resources with our newly acquired consumer health book collection has added a new dimension to our library and is a valuable tool for librarians, staff, and patrons.

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## Consumer Health in the Medical Library

**Submitted by:**  
**Sandra Wicker, Librarian**  
**The Parker Medical Library**  
**Grady Memorial Hospital/OhioHealth**  
**Delaware, Ohio**



Our motto at The Parker Medical Library is "Mini, but Mighty!" Our Consumer Health area is very small, just one medium-sized room, but we can provide information via books, videotapes, periodicals, pamphlets and the Internet.

To help the ten volunteers that I have every week (a different one each morning and afternoon), we have developed an Internet Search Guide notebook for the computer workstation (see <http://nmlm.gov/gmr/3sources/0006.html#volunteer>) . In it we have compiled useful Internet sites in the following categories: Major Medline Sites, Nursing, Professional Medicine, Consumer Health, Associations, Journals, Diseases and Drugs. Before HIPAA, we could give the notebook to our patrons and let them search on their own, but now we have to do it for them. Our favorite consumer health sites are MedlinePlus, Healthfinder and MayoClinic.com. Each volunteer is assigned two sites and must check them each time they come in and update the notebook as necessary. It has proved very useful for teaching computer skills to new volunteers.

I have begun to build a collection of cookbooks for the major diseases, since the first thing everyone asks when they are diagnosed with a disease is: "What can I eat? How much? When? . Most doctors do not have a background in nutrition, so we try to provide support materials for our counseling dieticians and support groups.

We have seen an increase in the need for Spanish materials in the past two years and rely heavily on government sources for clear, easy-to-read patient education pamphlets and facts sheets. The National Institutes of Health sites are invaluable.

Our annual book sale to celebrate our anniversary is fun for everyone. We solicit books from the hospital staff and community to augment our discards and have a two-day sale at Halloween. This gives us the opportunity to dress up in costumes and to hand out treats with each sale. We made \$82.00 this year, mostly from \$.25 paperbacks and used it to purchase consumer health books. Our object is not to make money, but to entice new people into the library.

Our link on the hospital website ([www.gradyhospital.com](http://www.gradyhospital.com)) has expanded our service area; we have gotten email requests from several states and Canada.

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## Bronson Methodist Hospital's HealthAnswers

**Submitted by:**  
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Bronson HealthAnswers is part of Bronson Methodist Hospital in Kalamazoo, MI and provides healthcare consumers in southwest Michigan with general health information, access to Kalamazoo physicians, registration to Bronson health classes, price information on Bronson medical tests and links to community resources. We offer classes in how to use the Internet to find good health information, and we have recently partnered with the Corporate Information Technology department to bring laptops to patient rooms.

Our service delivery goal has always been to provide the information requested within 24 hours. We provide general health information and encourage callers to get back to healthcare provider if they have questions about their own health. Twice each month we partner with our hospital wellness department to offer blood pressure checks and cholesterol screenings to the public. Over the last year we've offered free chair massages, brown bag medication reviews with pharmacists, discussions with nutritionists about diabetes and meal planning and free sports shoe evaluations provided by a local sports apparel store.

Developed in 1987 Bronson HealthAnswers continues to answer about 30,000 health questions every year from consumers in southwest Michigan. We started with one person answering questions over the phone and offering to mail information to customers. The first year we answered about 4000 health questions. Our current rate of around 30,000 answered requests a year has remained steady over the past five years. We have had staffing increases and decreases, budget challenges, technology challenges. We currently have two full time staff with back up support from the health sciences library staff. We also use an answering service to take calls and register people for classes during our off shifts. We have been tested by physicians about the information



we provide and we have moved the consumer health information center three times and finally settled in what I consider to be the best spot in the New Bronson.

Until December 2000, more people contacted us by phone than came in to see us or send us emails. That changed significantly when Bronson built a new facility in 2000. Now located on the first floor of the medical office pavilion, Bronson HealthAnswers is the first thing a visitor sees coming into the new facility. We are right across from the gift shop and the outpatient testing area. Almost everyone coming to Bronson passes by this high traffic area. We have gone from 40 walk-ins a month to 400 walk-ins a month.

Two Internet accessible PCs are available in HealthAnswers to anyone looking for health information during our open hours of Monday through Friday 8 a.m. to 5 p.m. We offer classes on how to find good health information in HealthAnswers as well as in the local public libraries. We have a wireless laptop that we take to patient rooms when requested to provide access to health information at the bedside. We answer the approximately 100 health questions sent to the Bronson web site at [www.bronsonhealth.org](http://www.bronsonhealth.org)

We had the opportunity to help create the hospital website in 2001 by adding a list of consumer health websites. I can tell you that MedlinePlus heads the list. We consistently use MedlinePlus when answering questions and we include this website address in every email response to a health question.

In April 2003, in collaboration with our IT Department we began deploying wireless laptops to patient rooms. As part of this project, we created a list of appropriate health information sites as well as information on how to set up a free email account. We started in Pediatrics with four wireless laptops as a pilot project. Once we worked out the bugs and got a handle on what worked and what did not work – we moved on to the antepartum unit with four more laptops. We added wireless mice and wireless keyboards to these laptops. We are currently working on laptops for patients on our general surgery unit. We've seen many changes since we opened sixteen years ago but our goal is still the same: to provide accurate, timely health information to consumers so that they can make good health decisions.

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## Taking it to the Web: Reaching Out to Health Information Seekers on the Internet

**Submitted by:**  
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Alliance Library System (ALS), located in western and central Illinois, covers 14,000 square miles and numbers nearly 300 members, including twelve hospital and health sciences libraries. This past year, system staff has been involved with two grant projects that included a consumer health component:





"The Road to Collaboration" is the theme of the 2004 conference of the Midwest Chapter of the Medical Library Association.

Mark your calendars for Oct. 9-12, 2004, in Springfield, Illinois!

*No website yet, but watch the chapter's conference page at <http://midwestmla.org/conference/>.*

Illinois Libraries: Just a Click Away, a virtual reference program; and Illinois Clicks, a statewide portal.

**Illinois Libraries: Just a Click Away:** In January 2001, ALS received an LSTA grant from the Illinois State Library that launched the world's first academic library 24/7 virtual reference project, with eight college and university libraries on board. Librarians were available online, in real-time 24/7 to aid information seekers. Meanwhile in the North Suburban Library System (NSLS) region, a similar program had launched among fourteen public libraries. In 2002, the Illinois State Library offered ALS and NSLS LSTA funding to combine their virtual reference programs and to incorporate additional Illinois library systems and types of libraries..

At this same time, studies such as the Pew Internet & American Life Project ([http://www.pewinternet.org/reports/pdfs/PIP\\_Vital\\_Decisions\\_May2002.pdf](http://www.pewinternet.org/reports/pdfs/PIP_Vital_Decisions_May2002.pdf)) suggested that a large number of consumers were seeking health information through the Internet. Our group believed it was important to have librarians specializing in health information to be available for them; therefore, the first specialty desk brought up under the new, combined project, now called MyWebLibrarian, was "Health and Medicine." The desk was staffed by health sciences librarians, though not on a 24/7 basis; after hours, information seekers had the option of emailing a health sciences librarian, or visiting the academic or public library desk.

The hospital libraries represented in the grant project were OSF St. Francis Medical Center in Peoria, OSF St. Mary Medical Center in Galesburg, Galesburg Cottage Hospital, and the Blessing Health Professions Library in Quincy. The Mid-Illinois Talking Book Center (MITBC) also participated in the project. There were some technical difficulties that the participants experienced, primarily due to local firewalls, but users indicated a high satisfaction rate with the answers they received. Health sciences librarians answered 107 sessions in real-time from April-June and handled additional email queries. The project has moved from grant funding to library-funding, and we hope to have an active "Health and Medicine" desk up and running again very soon.

During the grant period, MyWebLibrarian used LSSI/Tutor.com's virtual reference software, and continues to use it.. One of its software features that could be important for health care settings is its meeting room capability. The meeting room could facilitate patient education remotely, and could also be used by health care providers to facilitate group discussion among practitioners at a distance, or similar types of patients, for example, those diagnosed with the same disease.

Confidentiality is a concern in the virtual environment, and meeting room transcripts are sent to each attendee. Transcripts can be deleted from the server after the meeting ends; otherwise, they remain up to one week. One overall feature of the software that could be appealing to health information seekers is the "anonymous" feature they can select; that way, no record of their email address or other identifying information is stored on the server.

For more information about the project or participation, please contact Mary-Carol Lindbloom at [mclindbloom@alliancelibrarysystem.com](mailto:mclindbloom@alliancelibrarysystem.com).

MyWebLibrarian is not the only virtual reference project happening in the ALS region-- the University of Illinois at Chicago's Library of the Health Sciences--Peoria has been participating in UIC's Ask a Librarian service, which uses OCLC's QuestionPoint software. The Mid-Illinois Talking Book Center (MITBC)

implemented a service called Info-Eyes, an online community for the visually impaired, which equalizes access to virtual reference for the blind and physically handicapped. Info-Eyes is using QuestionPoint as well—its voice capability is crucial to MITBC's clientele. It has also expanded into a multi-state project. For information about this project, contact Lori Bell, the director, at [lbell@alliancelibrarysystem.com](mailto:lbell@alliancelibrarysystem.com).

**Illinois Clicks:** Another project that emerged in Illinois that had the involvement of a large number of health sciences librarians was Illinois Clicks, the statewide portal project. Also funded by an LSTA grant from the Illinois State Library and directed by Frances Roehm of Skokie Public Library, the first subject to be developed was "Health," again due to the consumer health information studies. Carol Galganski and Ann Phillips of OSF St. Francis Medical in Peoria coordinated the health section. For design of the website, MyWebLibrarian contributed funding to Illinois Clicks for web design; the branding developed for MyWebLibrarian's was modified for Illinois Clicks. Check out Illinois Clicks at <http://www.illinoisclicks.org/browse.php>.

**Consumer Health Projects in Alliance Libraries:** In addition to working on the virtual collaborative projects, ALS health sciences librarians have been involved in various consumer health-related activities within their libraries, from creating and updating their web resources collection (check out Blessing's updated consumer health pages at <http://www.brcn.edu/library/> ) to the consumer health project in process at UIC LHS-Peoria. LHS--Peoria received a \$10,000 consumer health award from the National Library of Medicine, Greater Midwest Region to partner with the Cancer Center for Health Living (CCHL). The partnership will handle the specific information needs of local cancer patients, survivors, and families. LHS-Peoria and CCHL will also promote the resources available to the community, establish small "traveling" collections, and provide Internet access and classes UIC LHS—Peoria also received an additional Komen Breast Cancer Foundation grant to continue their work with breast cancer education. Their Komen page is located at <http://www.uic.edu/depts/lib/lhsp/resources/komen.shtml>. OSF St. Francis Medical Center recently received an LSTA grant to use tablet PCs for patient education.

This is just a sampling of consumer health activities in and around ALS, and has focused primarily on the virtual and electronic. Michael Wold, the library director of OSF St. Mary Medical Center, is now performing "patient rounds," visiting with several patients per day to ascertain care and their needs. Any time, and in any way we can reach out to consumers, where it is at the bedside or in the virtual environment, we can make a positive difference in their lives, through the provision of quality and reliable health information.



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## OSF St. Francis Center, Health Resource Library

**Submitted by:**  
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In addition to providing consumer health materials in a traditional library setting, the OSF Saint Francis Center for Health Resource Library has taken an

active role in providing hospital patients and their families with quality online information through library-managed websites. The OSF Saint Francis Center for Health Resource Library is the consumer health service for the OSF Saint Francis Medical Center Library & Resource Center (<http://library.osfsaintfrancis.org>).

The first such site was the Children's Hospital of Illinois' Family Resource Center site. Requests from parents, suggestions from the nursing staff, and benchmarking with other children's hospitals all indicated that there was a need for a comprehensive website directed at the concerns and information needs of parents of hospitalized children. In response, a taskforce was created, and it oversaw the development both of the site and of promotional materials. Taskforce members offered suggested topics for inclusion on the site. Consumer health librarian, Ann Phillips, chose and reviewed links, and Library & Resource Center manager, Carol Galganski, designed the site and maintains it. Originally envisioned as an Intranet site, within the short span of a few months it was converted to an Internet site. Children's Hospital admission packets contain a 5 ½ by 8 ½-inch promotional card, and an informational bookmark promotes the site to appropriate organizations and individuals outside of the hospital. Trained volunteers assist with maintenance of the Family Resource Center, where a PC and printer are available for parents' use. Nurses access the site from their workstations.

With the recent renovation of the Medical Center's oncology unit, its Oncology Patient Library was also updated. With that update came a library-created and maintained website focused on information needs of oncology patients and their families. With suggestions from the head of the oncology unit, Ann Phillips found and reviewed links and Carol Galganski designed and maintains the site. Selections include information on specific types of cancer, treatment options, drug information, and support and coping. Materials promoting the site are in the process of being developed. Patients and their families can access this Internet site via a PC in the Oncology Patient Library, an unstaffed library maintained by the OSF Saint Francis Center for Health Resource Library.

Both the Family Resource Center and the Oncology Patient Library sites appear on the OSF Saint Francis Center for Health Resource Library website at <http://healthinfo.osfsaintfrancis.org>. The successful acceptance and use of these two sites by patients and their families will encourage the development of other consumer health-related sites within OSF Saint Francis Medical Center and will provide an effective means for the Center for Health Resource Library to provide consumers with reliable health-related information.



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## Indiana Consumer Health Projects

**Submitted by:**  
**Elaine Skopelja**  
**Ruth Lilly Medical Center**  
**Indiana University School of Medicine**

The Hoosier State has been busy with some innovative consumer health initiatives. These are just a few of the projects that have been developed recently.

Visit NLM's newest database:

### Household Products Database



<http://householdproducts.nlm.nih.gov>

The **Ruth Lilly Medical Library of the Indiana University School of Medicine** has included a Consumer Health page on its website: <http://www.medlib.iupui.edu/consumer.html> Since the Library is the **only** medical school library in Indiana, this page contains information about using the Library for medical research, accessing full-text journals, photocopying, contact information etc. for those who wish to access our collection. And yes, the library is open to the public. A link to MedlinePlus <http://www.MedlinePlus.gov/> allows direct access to online consumer health information. In the next few months, watch for our new web site: *The Genetic Disorders and Birth Defects Information Center*, a Consumer Health Initiative Subcontract funded by the NLM, under Contract No. NO1-LM-1-3513.

**St. John's Health System, Anderson** has initiated a cancer patient library called *Kevin's Korner*. Librarian Scott Loman reported that a \$10,000 donation from their President comprised the initial funding for the project, which was entrusted to him. The emphasis of the collection is on cancer, cancer patients, and caregivers. The current collection includes books, magazines, videos, CD's, etc. along with a TV/VHS/DVD player, computer and printer. Books were ordered through Amazon, including some through their used book option, and organized simply by type of cancer using a color scheme. The *Kevin's Korner* catalog is on the hospital web site and includes links to Amazon so that patrons can order their own books if they wish. (A portion of any Amazon sales goes back into the Library's account) Items do not circulate but that has not been a problem as patients are generally in the hospital for several days. Volunteers staff the center, but the Librarian is on call for any difficult questions.

For further information go to:

[http://www.stjohnshealthsystem.org/kevinskorer\\_home.htm](http://www.stjohnshealthsystem.org/kevinskorer_home.htm) or contact Scott Loman at: [ssloman@sjhsnet.org](mailto:ssloman@sjhsnet.org)

**Community Hospital, Munster** has also established a cancer library that is free to the public. The *Cancer Resource Centre* has been highly utilized, according to Librarian Joan Zivich. Using *Library Journal* and other sources, Joan provides lists of quality books and videos to the *Centre* staff for their selection. An account with Baker & Taylor was established and she is responsible for ordering the collection, which is organized into simple categories, using a color system. Titles are photocopied and the photocopies inserted into multiple binders to keep track of the collection. The *Centre* also offers computer access, and items do circulate.

For further information go to: <http://www.cancerresourcecentre.com/> or contact Joan Zivich at: [jzivich@comhs.org](mailto:jzivich@comhs.org)

**St. Vincent Hospital, Indianapolis** has established a *Senior Health Information Center*, focusing on the older population. Louise Hass, Librarian, and creator of the Center, states that the collection has more than 225 health-related books and a computer, all open to the public. The special monitor is 27 inches and includes large print and touch screen capabilities. Louise has also developed a special home page for the St. Vincent Hospital intranet that highlights useful and authoritative sites, such as MedlinePlus and government sites on aging. The collection is being developed with the financial assistance of an NLM Consumer Health Award, under Contract No. NO1-LM-1-3513.

For more information contact: [lshass@stvincent.org](mailto:lshass@stvincent.org)



## Cuyahoga County Public Library: Consumer Health Information Center (CHIC)

**Submitted by:**  
**Susan M. Blaskevica**  
**Regional Medical Health Specialist**  
**Cuyahoga County Public Library**  
**Parma Regional Branch**  
[sblaskevica@cuyahoga.lib.oh.us](mailto:sblaskevica@cuyahoga.lib.oh.us)

The Cuyahoga County Public Library system, located in near Cleveland, Ohio has a tradition, spanning 20 years, of providing reliable consumer health information to the citizens of Northeastern Ohio. The original Consumer Health Information Center within the Cuyahoga County Public Library came about as a combination of luck, good judgment and timing. The Cuyahoga County Public Library system is comprised of 27 branches and an Administrative center. Four of the 27 branches are Regional Branches, specializing in specific subject areas, and have 12 specific subject specialists attached to them. Among those specialists is a Regional Medical/Health specialist, who traditionally is also a medical librarian, and is based at the Parma Regional branch. The Parma Regional Library houses the largest collection of consumer health books within the Cuyahoga County Public Library System.

The collection began in 1976 when an industrious staff member in the Adult Services department, at the Parma Regional branch set up the first Consumer Health Center there. The original Consumer Health Information Center (CHEC) consisted of a few basic books, a pamphlet file, and the Health Specialists ability to network throughout the community. And, network she did with hospitals, social service and health care agencies. This industrious staff member was the first subject specialist employed by the Cuyahoga County Public Library System. Fortuitously, she had recently received her library degree specializing in medical librarianship after having worked for CCPL for several years. Her premise, ***everyone has a body and this is not brain surgery self-taught*** remains our guiding force today when dispensing consumer health information. We do not pretend to practice medicine and we assume that everyone has a potential interest.

The consumer health collection did not have a budget allocated to it, but grew bit by bit as the general library budget allowed. A bibliography of basic health reference sources was produced as a direct result. That bibliography and the Consumer Health Information Center began receiving local and national attention during this initial period and beyond. There was no publicity but still the word got out. Local hospitals began referring customers to the Parma Regional branch and the Cuyahoga County Public Library system for consumer

health information. The Medical/Health Specialist initiated branch visits and staff in-services throughout the library system to ensure the quality of the consumer health collection and consumer health reference within the Cuyahoga County Public Library System.

In the early 1980s, the Parma Regional branch moved from cramped quarters to a larger building, slightly over two miles down the road. Now there was an area to house a larger consumer health collection. The CHEC (Consumer Health Information Center) was now a bona fide specialized reference area. Again, little by little, the collection was built including a useful mix of consumer health encyclopedias, some basic medical textbooks, dictionaries and directories. The circulating consumer health material continued to be integrated into the general collection. The regional presence of the health specialist continued to expand.

Due to on-going space constraints, the Consumer Health Information Center was integrated into the general reference collection. While this has been a challenging experience, it has served to more easily bring floor staff into the consumer health arena. Meanwhile, the entire building is used to advertise consumer health with displays such as new titles and more specialized displays; e.g.; National Hospice Month. The Regional presence continues with branch visits, which concentrate on reference, collection development (especially weeding), consumer health reference and health programming at Parma Regional. Those programs include such topics as general diseases and disorders as well as complementary medicine. These programs, especially complementary medicine, have proved very successful and are wonderful publicity for the collection and the library system. This past summer, Cuyahoga County Public Library hosted the ALA traveling exhibition, *Frankenstein: Penetrating the Secrets of Nature*. The exhibit and concurrent programming were very well received, attracting persons into the library who had previously not visited.

The Health Specialist continues the regional presence by sending system-wide To Your Good Health emails discussing health in the news, databases, websites and consumer health reference in general. Although each of the Cuyahoga County Public Library's 27 branches purchases consumer health materials, the scope and the heart of the Cuyahoga County Public Library Systems consumer health collection remains at the Parma Regional branch, serving the consumer health needs of Northeastern Ohio.

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## Expanding Access to Consumer Health Electronic Resources in Iowa City and Rural Johnson County, Iowa

**Submitted by:**  
**Candice Smith**  
**Reference Librarian**  
**Iowa City Public Library**

Iowa City Public Library recently completed an eighteen-month-long consumer health project, entitled "Expanding Access to Consumer Health Electronic Resources in Iowa City and Rural Johnson County, Iowa." The project was funded with money from NLM, through a sub-contract with NN/LM, Greater Midwest Region, and centered on health-related computer classes, demonstrations, and programming in order to reach its goal. The target population for this project was broad; it included residents of Iowa City and rural Johnson County. Specific groups within that larger population that we focused on were the elderly, low-income and minority groups, and we chose our outreach sites accordingly. Since the population we were aiming for was varied, the class content decided upon was such that it would benefit anybody who might show up. The class was focused on three sites, [MedlinePlus.gov](http://MedlinePlus.gov), [HealthInfoIowa.org](http://HealthInfoIowa.org), and [ClinicalTrials.gov](http://ClinicalTrials.gov). HealthInfoIowa was chosen for its links that pertained to Iowans specifically, MedlinePlus for its wealth of information and its authoritativeness, and ClinicalTrials for its very specific content that could be of interest to many. Additionally, all three of these sites are very trustworthy in their content and authorship, as well as easy to navigate.

The outreach portion was a large part of the project: the teaching of classes on how to use different health resources on the Internet. These classes were held in the Library's computer classroom as well as at several sites in Iowa City. Five sites initially agreed to host classes; two were neighborhood centers in low-income areas with minority populations, one was a retirement residence, one was a facility for persons with varying degrees and types of mental illness and one was our local Senior Center. Each site already had at least one computer that was used by their patrons, and the Library provided, as part of the project and with NLM money, a new Apple computer to each site that would be used during the class sessions and for general use.

Classes were given at varying times so that they were available to the widest range of people who might be interested. During the session, we discussed some basic tips on finding trustworthy health-related information on the Internet, and visited the three websites that we had chosen. The instructing Librarian would explain what each website's intent was and what it offered, the layout and main areas of the websites, and do a brief demonstration of the various ways to find information at each site. The formal portion of the class usually lasted an hour, but there were many times when the attendees had questions or specific topics they wanted to discuss, and this could go on for another half hour or more. All attendees were given handouts so they could follow along with what the Librarian was looking at and discussing. The handout also included a brief questionnaire for the attendees to fill out, asking



basic information about their experience with searching for health information, and informing them that we would be making a follow-up call to them to find out if and how the class had helped them.

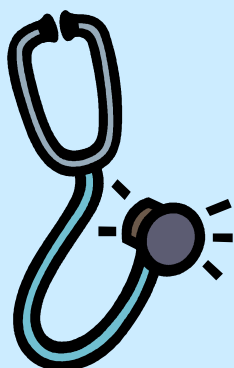
In addition to the regular sessions, shortened and altered versions of the Library's class were given at two county fairs, a series of focus groups conducted by the NLM, and at a school health fair. We also created or sponsored different health-related programming that was presented at the Library and open to the public. All together, there were seven such programs offered, and topics included kids and drugs, healthy retirements, post-partum depression, and advertising and young women. These programs were conducted with the assistance of various local groups and agencies, which helped the Library develop some new partnerships. Additionally, we found other ways to promote our project and its message; these included in-house displays and posters, a website dedicated to consumer health resources and linked to the Library's website, a 30-second paid advertisement that ran on local cable stations, and various kinds of giveaways that were taken to the classes and demonstrations.

As with almost any type of adult programming, the project had its ups and downs. Low attendance and interest was a factor throughout the project, especially at the Neighborhood Centers, where classes were offered several times but never attended. We tried to remedy this by placing visible signs in the computer areas and on bulletin boards, and we always had the classes printed in the Centers' schedules, but this made no impact. The failure at these places could be indicative of a few things: the schedules of the centers, and the people who use them, are too full, the classes held little appeal to residents of those areas, or the classes were not promoted enough. It is most likely a combination of these things. At other classes there would only be one person signed up for the class, or people who had signed up wouldn't show. Attendance also dropped during the winter months, due to weather and holidays. One solution, which was somewhat out of our control, came in time, and that was simply word of mouth. At classes presented later in the project, several attendees commented that they signed up because a friend had told them about the class. Another solution we tried was to not make sign-up mandatory, and instead schedule some 'drop-in' classes, where people could come and ask specific questions or just sit in on a class. This did help, and was even requested a few times.

Ultimately, however, low attendance was our only real obstacle, and the project was an overall success. It achieved the goals which were set out in the planning, namely to educate Johnson County residents about finding and using good health information on the Internet. We were able to reach portions of our community that we felt could benefit most from the project, and they responded in a very positive way to what we had to offer. We made some useful and mutually beneficial connections with different institutions in Iowa City, and learned about the people who live at or use those facilities. A large number of the Library's staff—not just those who worked on the project—were introduced to useful Internet health resources, and learned to use them effectively, which in turn helps our many patrons who come to public service desks with health questions. The project allowed the Library to expand what it could offer its patrons, and even though the project is done, we still retain that ability. While we are currently undergoing construction in order to have a larger Library, we are not conducting any of our web classes, but we look forward to offering the consumer health classes again in the future.

## Northwestern Memorial Hospital Health Learning Center (HLC): Provider Referral Program

**Submitted by:**  
**Mary L. Gillasp**  
**Health Learning Center Manager**  
**Northwestern Memorial Hospital**  
**Chicago, IL**  
[mgillasp@nmh.org](mailto:mgillasp@nmh.org)



The Health Learning Center (HLC) at Northwestern Memorial Hospital is committed to a mission of empowering our community—patients, families, the public, and NMH providers and staff—through access to timely and accurate health information across the life continuum. Moreover, the staff are committed to providing information that helps our customers make the best possible healthcare decisions.

A variety of service lines help the HLC meet these goals. One of them is a very successful provider referral program. This is how it works:

Physicians, registered dietitians, and advanced practice nurses use a brightly colored referral pad that is the same size and shape as a traditional prescription pad. However, in this case, patients receive a “prescription” to come to the library. Here they engage in a private, confidential, health education session with a health educator, a registered nurse, or the medical librarian. Topics discussed may be an overview of a diagnosis, information concerning drug therapy, or a nutrition assessment or nutrition information. Following the education intervention, the referring provider receives a letter that documents the session. In the latest annual survey of referring providers, 98 percent of them add the letter to the patient chart. All services are offered free of charge.

What do our providers say about the service? Here is a typical quote from the 2003 survey: “I receive very positive feedback from patients. It’s a great service!” Patients and families are equally enthusiastic, noting especially that they appreciate the opportunity to better understand their condition and to take steps toward improving their health.

The numbers of patients served more than doubled in fiscal year 2003 over the previous time period, and so far in fiscal 2004, the numbers are once again more than double the same period last year. Northwestern Memorial Hospital believes that educated patients have the best outcomes. The Health Learning Center’s provider referral program is committed to contributing positively to delivering this education in a supportive, professional, library environment.

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## Consumer Health Information at the State Library of Ohio

**Submitted by:**  
**Connie Ostrove**  
**Research Services Librarian**  
**Mike Lucas**  
**State Library of Ohio**

The State Library of Ohio continues to keep its fingers in consumer health in small but significant ways, generally through its Library Services Division, specifically through its Research Services Department.

For instance, the Research Services Department:

- Worked with the Ohio Department of Health, Women's Health Program, to present an information display on domestic violence prevention for Domestic Violence Prevention Month.
- Is working with the Ohio Department of Health on a display for April 2004 on organ donation
- Offers the workshop "Dr. Who? Reliable Health Information Using Internet Resources" to state employees and public librarians;
- Works to develop the State Library's consumer health collection (as funds allow) and to promote the use of that collection;
- Maintains a database of consumer health web sites and information sources for use by Research Services Librarians;
- Provides information to state agencies about health-related web sites, observances, multicultural resources, health news, and new health materials;
- Monitors CAPHIS (Consumer and Patient Health Information Section/MLA) and related web sites for new resources for State Library patrons.

Many thanks to Connie Ostrove, Research Services Librarian, the State Library of Ohio, for compiling this information, thus basically writing this article.



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## University of Kentucky, Chandler Medical Center Library (MCL)

**Submitted by:**  
**Winn Theirl**  
**UK, Chandler Medical Center Library**

The MCL is a designated Resource Library and a designated Outreach Library within the NN/LM Greater Midwest Region (GMR). The MCL is presenting its member feedback primarily in regard to the positive impact that the NN/LM GMR has had on its delivery of outreach services to the citizens of Kentucky.

Outreach has traditionally been a priority of the UK Chandler Medical Center Library, with the provision of outreach services being a part of MCL's mission since the 1970s. The Commonwealth of Kentucky is a state that has many underserved areas in regard to the access to and use of health information resources, both on the part of health care professionals as well as health consumers.

The MCL has historically tried to be as creative and efficient as possible in meeting our outreach commitments to reach these groups. Our efforts have included applying for funding support; requesting travel support from groups sponsoring our outreach events; and requesting a reduction or waiving of exhibiting fees. Although we have had some success with these measures, the reality is that budgetary constraints have negatively impacted the MCL's ability to provide outreach services to the degree that we strive for. Therefore, the MCL is very appreciative of the opportunity for external funding to support these outreach activities. As a result, we frequently submit proposals for the many excellent funding opportunities made available through the NN/LM GMR.

During fiscal year 2002-2003, the MCL secured funding for two outreach projects that reached a significant number of Kentuckians. Overall, NN/LM GMR funding supported 40% of the outreach exhibiting and 70% of the outreach training conducted by the MCL during this period. The MCL could not have conducted our successful outreach activities to the degree that we did if the NN/LM GMR funding and office support were not available. The Greater Midwest Region had proved to be not only a significant partner in our provision of outreach, but in many cases, is the primary mechanism that allows this success to occur.

As with many universities, the MCL has suffered recent major budget cuts which have had even more negative impact on our ability to provide outreach services to our communities. Now, more than ever, we will continue to turn to the NN/LM GMR for support in accomplishing our goal of facilitating access to health information for users located across the Commonwealth of Kentucky through the provision of our outreach services.

### **NN/LM Funded Projects during this period**

- NN/LM Training Award, April 2002-April 2003  
*Introducing Resources on End-of-Life Care: A Collaborative Training*

*Effort between the University of Kentucky Chandler Medical Center Library and Hospice of the Bluegrass, under Contract No. NO1-LM-1-3513.*

- *NN/LM GMR Outreach Subcontract, May 2002-October 2003*  
*Extending Statewide Outreach Services to the Advanced Registered Nurse Practitioners in Kentucky, under Contract No. NO1-LM-1-3513.*

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## Rehabilitation Institute of Chicago

**Submitted by:**  
**Marcia J. Opp**  
**Education Program Manager**  
**LIFE Center (Learning, Innovation, Family, Empowerment)**  
**Rehabilitation Institute of Chicago**  
**[mopp@rehabchicago.org](mailto:mopp@rehabchicago.org)**



The Rehabilitation Institute of Chicago recently opened a state of the art multimedia education and resource center and launched a web site for persons with disabilities, their families, and the general public.

More than 2,000 resources--including web site links to support groups, community services, and government programs, as well as information sheets and names of books, videos, and professional journals--are featured on this colorful and uniquely designed web site. All of the resources are organized according to the following topic

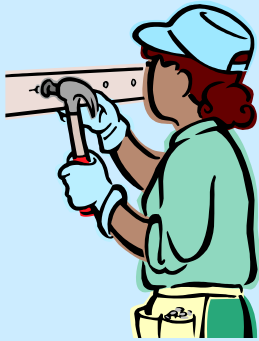
- Medical Information & Care
- Caregiving & Equipment
- Housing & Transportation
- Education & Employment
- Support & Wellness
- Recreation & Leisure
- Finance & Law
- Inspiration & Hope

Please visit us today at our web site: <http://www.rehabchicago.org> (click on online health resources) or visit the LIFE Center on the first floor of the hospital at 345 E. Superior St., Chicago, IL 60611. Our phone is 312-238-5433.

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## Sprucing Up for the New Year

**Submitted by:**  
**Coleen Coble ([ccoble@rcrh.org](mailto:ccoble@rcrh.org))**  
**Medical Library**  
**Rapid City Regional Hospital**  
**Rapid City, SD**



The **Health Information Center**, housed in the Medical Library at Rapid City Regional Hospital, received an infusion of energy as a result of contributions from our Hospital's Auxiliary, the Children's Miracle Network and a Jean's Day sponsorship. The funds will be used to spruce up the Center to provide a more welcoming, comfortable environment for our patients, their families and the general public. Our Library staff's wish list included new shelving units that would be safer and more accessible for our patrons, matching furniture, shelves and fixtures, and of course, new resources for the collection (books and videos). The use of our Health Information Center has grown 160% since its inception in 1999.

In response to our hospital's ongoing customer satisfaction initiatives, our Library has added several new services for patients and employees, all of which have been very easy and cost-effective to implement. We now provide entertainment videos and books for patients and their families, and serve as a convenient drop-off point for area library materials and local video rentals.

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## NetWellness

**Submitted by:**  
**Charles Kishman**  
**[kishmacp@UCMAIL.UC.EDU](mailto:kishmacp@UCMAIL.UC.EDU)**

NetWellness is a nonprofit health website providing consumer oriented health information. The faculty and staff of the University of Cincinnati, Case Western Reserve University, and The Ohio State University provide original health information and evaluate NetWellness's many other resources, including ADAM Health Illustrated Encyclopedia and other web sites. Our greatest source of notoriety is our "Ask an Expert" service. Faculty from our 3 universities serve as Experts who provide answers to questions received from consumers on a wide variety of health topics, often in 3 days or less.

NetWellness developed from the Ohio Valley Community Health Information Network (OVCHIN) which was conceptualized by the University of Cincinnati Medical Center's Academic Information Technology & Libraries. OVCHIN was started in 1994 as a pilot project funded through a grant from the United States Department of Commerce National Telecommunications and Information Administration. NetWellness went live on the internet in the summer of 1995 with one expert. The addition of Case Western Reserve University, and The



Ohio State University in 1997 led to a rapid growth in the number of experts and the variety health topics available for the consumer.

Currently NetWellness provides tens of thousands of pages of content with more being added on a daily basis. Our "Ask an Expert" service has grown from 1 expert in one topic area to more than 250 experts covering hundreds of diseases, conditions, and wellness topics, many in areas where reliable current information is difficult to find. These experts have answered over 22,000 questions, nearly all of which are available to visitors. NetWellness's "Ask an Expert" is unique on the web in its broad coverage and in that all questions are answered. New experts and topics are being added regularly.

For more information on NetWellness visit our website at <http://netwellness.org>.

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***Due to an editorial error, the following article was added to ESources 9 late, I am therefore, reprinting it in it's entirety in this issue.***

## Medical College of Wisconsin Libraries

**Submitted by Karen Hanus  
Access Services Manager  
Todd Wehr Library  
Medical College of Wisconsin Libraries**  
<http://www.lib.mcw.edu>

The MCW Libraries provide access to information to promote the Medical College of Wisconsin's goals of improving the quality of patient care, education, research and community service. Our library system is made up of three libraries. The Todd Wehr Library is the largest library and is located in the Medical College of Wisconsin's main administration/educational facility. We also have libraries in Children's Hospital of Wisconsin and Froedtert Hospital. All three libraries are located on the Milwaukee Regional Medical Center (MRMC) campus.

The MCW Libraries serve as the primary provider of information services for the more than 10,000 MCW faculty, residents, students, staff, and hospital employees located on the MRMC campus. As a designated resource library within the Regional Medical Library Program, the MCW Libraries are also responsible for providing medical information services to the 5.2 million people of Wisconsin. The Medical College of Wisconsin offers the MD, PhD, MS, MPH and MA degrees. Approximately 950 full-time faculty and more than 1,300 volunteer community physicians serve our students.

The libraries employ 13 professional and over 20 classified staff. The libraries hold a quarter of a million volumes and have over 1500 subscriptions to

journals. Each year our libraries welcome over 300,000 people into our faculties and hold over 1500 classes.

The librarians are active participants in the medical school curriculum. In the M-1 Introduction to Patient Care course, the library teaches four 2-hour sessions focused on the libraries' resources and finding background information relevant to patient care. Librarians also teach two classes in the M-1 Medical Information Management course focused on evidence based medicine. We are collaborating with faculty in the medical school to help support the students' use of PDAs. The library was also recently invited to teach an ongoing once-a-month session on EBM to residents.



### **Todd Wehr Library**

The MCW Libraries has a dynamic informationist/CML program. Four of the librarians are active participants in grand rounds and patient-focused boards for the following clinical areas: Pediatrics, OB&GYN, Dermatology, General Internal Medicine, Plastic Surgery, and a weekly Tumor Board. Funded and supported by the library, this service has received excellent feedback from physicians and chairs as to the importance of the librarian's contributions "...not only in the education of our students, residents and faculty but has a direct impact on patient care."

MCW Libraries has an award winning PR Marketing committee which has taken a very proactive role in providing information to our user community about the resources available to them. This group of MCW Librarians has initiated an E-Greetings program to welcome all new employees and faculty and describe the services and resources of the Libraries. They have created, developed and promoted the libraries signature logo **MCW Libraries @ your service**.

Library staff are working on several changes and innovations. We will be moving toward an all electronic acquisitions format. In 2004 we will take over 300 of our journal subscriptions in electronic only format. The library also recently purchased Clio, an interlibrary loan management system, and has



transitioned to many new procedures in our document delivery services.

The library is also currently working on a project called ClinicLink. This project is funded by a grant from the National Library of Medicine. The goal of the project is to enhance health care providers' and patients' access to digital health care information. The aim of the grant is to help healthcare providers and patients in underserved areas. Librarians will hold classes on how to find health information on the internet in several inner city and downtown clinic locations.

For more information on MCW Libraries, please visit our web site at <http://www.lib.mcw.edu> or e-mail us at [asklib@mcw.edu](mailto:asklib@mcw.edu).

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## Buy It, Market It, and They Shall Come

**Submitted by:**  
**Ann Emmel**  
**Gundersen Lutheran Medical Center**  
**Adolf L. Gundersen Health Sciences Library**  
**La Crosse, WI**

Here at Gundersen Lutheran, we have found a great marketing item that will bring employees to your library.

It's very small, not too expensive, very practical, and our department's name is identified on it. The retractable badge holder!!



We are always seeking new marketing items and methods to attract and introduce our employees to the Library. As I was skimming a marketing catalog, I came across the badge holder. Lanyards are popular but becoming an infection control issue for our direct patient-care employees. We purchased the retractable badge holders, identifying it with only our department name.

But this is where we made it interesting to our employees: the only way they can obtain a badge holder is if they physically come to the library and ask for it (one per employee—they cannot take badge holders back to other employees within their department). When they request a badge holder, they get one along with a short tour of the library.

So both the employee and our library benefits greatly from this marketing item. They have a badge holder to use for their badge and we have introduced them to our physical layout and services. We definitely see an increase of employees utilizing our services. And believe me, word travels fast about the badge holders.

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## News in the Region

**Sunja Shaikh** of Covenant Healthcare Libraries is retiring in February 2003. Enjoy this powerpoint presentation (<http://www.whsla.mcw.edu/sunjashaikh.ppt>) about Sunja's experience in health science libraries. Happy retirement, Sunja!



**Roger Guard**, assistant senior vice president for Academic Information Technology & Libraries, and associate dean, University of Cincinnati (UC) College of Medicine, is president of the Association of Academic Health Sciences Libraries (AAHSL). Elected last year as the vice-president/president-elect, Guard assumed his role as president in November.

**Nate Vack**, formerly an Information Processing Consultant (a.k.a. "computer dude") at UW-Madison Health Sciences Libraries, left the world of health sciences to become Director of Computer Services for the Kurt F. Wendt Engineering Library (also at UW-Madison) as of October 6, 2003. Nate began his career as a student worker at HSL in September of 1997, moving on to a professional position there after graduating in 2001. He spoke on security issues at the 2002 and 2003 MC/MLA conferences.

**Jennifer Friedman**, Consumer Health Librarian, will be leaving her position at Gundersen Lutheran in La Crosse as of Dec. 31, 2004. The change will give her an opportunity to take some time off, then to move to her hometown of Madison to be near family and look for other job opportunities.

**Susan M. Kroll** has been named associate vice president for the Health Sciences Center for Knowledge Management in the Ohio State University Medical Center Columbus. In addition to this position, she will continue as director of the John A. Prior Health Sciences Library, a position she has held for twelve years. Throughout her career, she has served on several regional and national committees, received numerous grants, and spoken at a number of conferences and professional association meetings. Prior to coming to Ohio State, Kroll held librarian positions at the Roswell Park Cancer Institute and at the State University of New York, Buffalo.

## New Academy Members

Congratulations to new members and members who have renewed at a higher level in the Academy of Health Information Professionals. This quarterly listing is based upon applications that have been reviewed and processed. The list below includes members entering or renewing at a higher level between July and September 2003.

### Members

**Sheila Hofstetter**, AHIP -- Community Health Network in Indianapolis, IN

**Teresa McClow**, AHIP -- Northwestern University in Downers Grove, IL

### Senior Members

**Tammy Mays**, AHIP -- University of Illinois-Chicago, NN/LM Greater Midwest Region, Chicago, IL

### Distinguished Members

**Deborah Bleic**, AHIP -- University of Illinois-Chicago, Chicago, IL

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## Technology Improvement Awards Announced

*The NN/LM Greater Midwest Region has funded a Technology Improvement Award for a project to establish a laptop loan program at the Ohio College of Podiatric Medicine (OCPM) in Cleveland, OH.*

**Donna Perzeski**, Manager of Library Services at OCPM, said the \$4,500 award will be used to purchase two wireless-equipped laptop computers that will be circulated to students. The project is intended as a pilot to evaluate whether such a program could be expanded to include six systems.

"Two computers will give me an idea whether it's a practical thing for our library and our student body," Perzeski said.

She said she saw the award request for proposal on MEDLIB-L, and "just decided to dive in." It is the first time she has applied for grant funding. She has worked at the OCPM library for 24 years, and has been manager since 2000. She and a library assistant run the library along with the help of a computer technician. The library serves 243 full-time students, 16 full-time faculty, 17 part-time faculty and approximately 60 staff members.

The library has a lab of desktop computers, but it is often occupied with classes or examinations. When this happens, students are unable to access electronic journals or search citation databases. Perzeski hopes the loan program can alleviate this problem, and also be conducive to group study in other areas of the library. She plans to use borrower surveys, circulation logs and staff time



tracking to help evaluate the success of the year-long pilot project.

Perzeski said she was taking an online course on computers in libraries, and had to complete a technology plan for the class. She decided to turn her assignment into an award proposal, and it was funded.

"Having to put the information together for a class made it easier, but once it was done it didn't seem difficult," she said. She is already looking for additional funding sources to target for funding the project in full, if the pilot goes well.

#### GMR Staff

Susan Jacobson  
Director

Ruth Holst  
Associate Director

Beth Carlin  
Education/Outreach  
Coordinator

Tammy Mays  
Consumer Health  
Coordinator

Charniel Mc  
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Network  
Coordinator

Kara Thompson  
Communications  
Coordinator

Greg Shymko  
Technology  
Coordinator

Angel Johnson  
Consumer Service  
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*The NN/LM Greater Midwest Region has funded a Technology Improvement Award for a project to introduce PDAs at the point of need and to encourage the clinical uses of PDAs at the Taubman Medical Library, University of Michigan in Ann Arbor.*

**Theresa Arndt** and **Patricia Martin** of the Taubman Medical Library were awarded a Technology Improvement Award for their PDA project. They have been kind enough to write a brief article on the process they went through to complete the proposal process as well as providing a summary of their project.

Over the past two years, the Taubman Medical Library has been seeking to take on a leadership role in educating the University of Michigan's health care professionals about the potential of PDA technology in clinical care settings. In February 2002, we hosted the MLA Satellite Teleconference, "Sync or Swim: Managing the Flood of PDAs in Health Care". We dedicated a section of our website to PDA information and downloads (<http://www.lib.umich.edu/taubman/>) and also looked at formatting locally-produced content for PDAs. Many who attended our PDA demonstration class at the hospital expressed an interest in having a hands-on class on PDAs. The *Technology Improvement Award* available through the NN/LM Greater Midwest Region provided an opportunity to purchase enough PDAs to provide hands-on classes.

While not inherently difficult, the application process did involve challenges. We spent 10 to 12 hours gathering the required information, coordinating with the various people involved, and writing the proposal. The initial deadline (later extended) gave us only a few weeks to pull together a proposal. We had to subtract a week from the deadline to give our grants administration office time for required paperwork and signatures. We also needed time to gather letters of support from faculty and clinicians at our institution. The required project timeline had to be flexible, since there was no indication in the RFP of when we could expect confirmation of the award. Getting the required three vendor quotes for each piece of equipment was time consuming, and given the constantly changing prices and models for electronics/computers the quotes became meaningless by the time we received notification of receipt of the award. An adaptable, flexible attitude is an asset during this process!

We hope to provide a valuable learning experience for patrons who are considering purchase of a PDA or who have already purchased one but find they need help putting the technology to use in the clinical setting. We hope this effort will result in the Library being regarded, on our campus, as a leader in this area. In our diverse environment, we hope to build bridges and promote communication among groups and individuals who are interested in the potential of this technology.

## **Proposal Summary**

Many clinical resources which have the potential to improve patient care are available for Personal Digital Assistants (PDAs), but use of PDAs for accessing medical information is underutilized at our institution. We propose to purchase approximately ten (depending on current price) wireless personal digital assistants, half running the Palm OS, half running Windows OS. We will use this equipment to teach health professionals about handheld technologies.

Classes on these information-access tools will serve several purposes: expose attendees to this technology and thereby demystify it, teach them how to use basic features of handheld computers, provide an overview of the types of resources they can access via PDAs which can serve their just-in-time patient-care related information needs, help them make informed decisions about which operating system suits their needs, and teach them how to install software to link their PDA with desktop computer functions.

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## **St. Michael's Hospital Opens the Doors to a New Health Science Library**

**Submitted by:**  
**Mindy LaBonte**  
[LabonteM@smhosp.org](mailto:LabonteM@smhosp.org)

The Health Sciences Library of Saint Michael's Hospital in Stevens Point, WI will officially open its doors to the public beginning in 2004. While the library has always helped any patients and family members that may stop in, a need for a "consumer" collection was recognized. Working with hospital physicians and staff, a consumer health collection was developed to meet this need. This collection consists of consumer health books that can be checked out, journals, pamphlets, videos with a viewing area, Internet access, and the assistance of a professional librarian.

The library is also working with the marketing department to get the word out about this new service. Already, the librarian has appeared on a local talk radio show to discuss the importance of using quality consumer health information to help make an informed health care decision. Recently, a local news crew was at the library to tape a segment on the consumer health library for "Health Connection," a regular health segment for Channel 9 news. In addition, newspaper ads, display booths, pamphlets, and education of hospital employees, will be used to promote this new service to the community of Stevens Point.

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## Excellent Customer Service at St. Vincent Mercy Medical Center Library

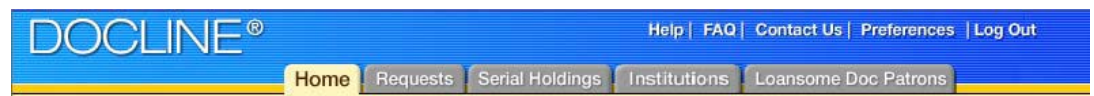
**Submitted by:**  
**Ginger Bopp, MLS Regional Library Manager**

Dr. Matt Koeplinger, an orthopedic resident at our institution, was writing an article on brachial palsy, a neonatal shoulder injury. He needed background on Dr. Sever, a pioneer pediatric orthopedist who invented a surgery (the Sever-L'Episcopo tendon transfer) to correct brachial palsy. The article needed a portrait of Dr. Sever and some historical details about him.

Lisa Nichols, library supervisor at the SVMCMC Library, ordered historic publications by Sever. We called the Boston Public Library for details of where to find his obituary, and then ordered a copy of the obituary to confirm the details of Sever's life.

We e-mailed Harvard University (Sever was a major donor) to find a portrait. Dr. Koeplinger is very happy, and his paper is complete.

The Library is happy about this, too. With Dr. Koeplinger's permission we wrote his customer-service story into administrative reports, in-house newsletters, and *ESources*. Great service stories reinforce the value of libraries to your institution. Telling the story reinforces the excellent service ethic of library staff members.



## A Message from the Network Coordinator

**Charniel McDaniels**  
**Network Coordinator**  
[mcdaniel@uic.edu](mailto:mcdaniel@uic.edu)

Hello Network Members,

Since this issue focuses on Consumer Health, I thought you would like to know what you could do to foster a positive consumer health environment in your library. Your institution information in Docline contains a segment where libraries with Consumer Health collections can give NLM permission to list their

libraries in MedlinePlus.

To list your library's contact information in MedlinePlus:

- Log into Docline,
- Click on the Institution tab,
- Select "Update your LIBID" from the tool bar,
- Go to the side bar and click on the Services icon,
- Click the checkbox "Authorizes listing in MedlinePlus" its located at the bottom of the page.

Remember to save before leaving the page. If you are not a Docline library and you still wish to be listed call the GMR office and ask for your State Contact Librarian. We can perform this function for you or give you access to the Docline system.

Below you will find additional tips that also support Consumer Health Collections.

Book mark a commonly used Consumer Health search

<http://nmlm.gov/train/chi/samsch.html>

Use this "Easy-to-Read" Consumer Health Information

<http://nmlm.gov/train/chi/easy.html>

Add a MedlinePlus link to your website

<http://www.nlm.nih.gov/medlineplus/linking.html>

Add the Free LinkOut Journals to your holdings

[http://www.ncbi.nlm.nih.gov/entrez/journals/free\\_prov/free\\_full\\_prov.html](http://www.ncbi.nlm.nih.gov/entrez/journals/free_prov/free_full_prov.html)

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## Free Classes in the GMR

The National Training Center and Clearinghouse (NTCC) is offering the following classes in the Greater Midwest Region in 2004. Check the NTCC website to register. <http://nmlm.gov/mar/online/request.html>

### PubMed

February 23, 2004	<a href="#">Ann Arbor, MI</a>
March 22, 2004	<a href="#">Iowa City, IA</a>
June 28, 2004	<a href="#">Chicago, IL</a>
June 29, 2004	<a href="#">Chicago, IL</a>
September 22, 2004	<a href="#">Minneapolis, MN</a>
December 13, 2004	<a href="#">Chicago, IL</a>

## NLM Gateway & ClinicalTrials.gov

February 24, 2004	<a href="#">Ann Arbor, MI</a>
March 24, 2004	<a href="#">Iowa City, IA</a>
September 24, 2004	<a href="#">Minneapolis, MN</a>
December 14, 2004	<a href="#">Chicago, IL</a>

## Toxnet

March 23, 2004	<a href="#">Iowa City, IA</a>
September 23, 2004	<a href="#">Minneapolis, MN</a>

For the complete Regional Training Schedule go to <http://nmlm.gov/mar/online/regions.html> and scroll down to Greater Midwest Region

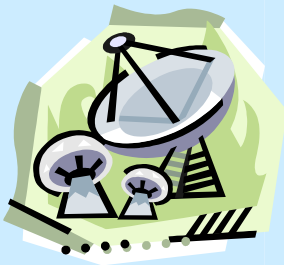
Contact **Beth Carlin**, Outreach and Education Coordinator with questions. [bethgc@uic.edu](mailto:bethgc@uic.edu) or 1 800 338 7657

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## Upcoming MLA Satellite Teleconference

### “Roles and Essential Skills for the Expert Searcher”

Wednesday, March 10<sup>th</sup>, 2004  
1:00 pm Central Time



At the end of this teleconference, attendees will be able to:

- Define the concepts of expert searching and expert searchers
- Identify and describe the various components of the expert search process
- Identify and describe situations in which the knowledge and skills of expert searchers are essential
- Cite "high impact areas" in which consultation with an expert searcher and the provision of an expert search are critical to institutional decision-making
- Explore avenues by which health information professionals/health sciences librarians may become and remain expert searchers

Check <http://www.mlanet.org/education/telecon/expertsearch/ad.html> for more information and sites in your state.





## Free Resources for Information on Rural Issues

**Maren Niemeier**  
**Kristine Sande**  
**National Rural Assistance Center (RAC)**

Do you live in a small community? Ever look for research or statistics on a rural topic? Could you use some leads on funding opportunities to support rural health and human services? The Rural Assistance Center (RAC) is a free resource that can help.

The Rural Assistance Center (RAC) is a federally-funded information resource with a range of products and services addressing rural health and human services issues. You can contact RAC for help meeting your customers' information needs, you can refer library users directly to RAC, and you can use RAC yourself to support library projects. Here are a few resources available to you and your customers:

### **Funding Information**

The RAC web site (<http://www.raconline.org>) has a searchable database of funding opportunities. Anyone who has a project in mind to benefit a rural community can request an in-depth search for funding specific to their project and location.

### **Guides on Rural Topics**

The RAC web site has information guides on topics such as dental health, domestic violence, tribal health, and grantwriting. Guides include frequently asked questions on the topic, links to publications and online tools, organizations and contacts for more information.

### **Research and statistics**

Librarians staff the RAC toll-free phone (1-800-270-1898) and email reference service ([info@raconline.org](mailto:info@raconline.org)) and offer free search services to support rural health and human services. RAC can do literature searches, help find statistics, and connect users to experts within the federal government and research communities.

**News and events**

The RAC web site includes news on rural issues taken daily from the Federal Register, U.S. Department of Health and Human Services press releases, and other sources. The web site also provides a calendar of events, conferences, and workshops.

How to take advantage of RAC services:

- Visit the RAC web site at <http://www.raconline.org>
- Contact RAC at 1-800-270-1898 or [info@raconline.org](mailto:info@raconline.org)
- Sign up on the RAC web site for twice-monthly email notices of rural news, funding opportunities, events and publications

Please use the Rural Assistance Center yourself and help spread the word about RAC in your organization and your community.