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Skype and Festoon Videoconferencing: What's New

The MCR has been using the Skype (<http://www.skype.com>) Voice over IP (VoIP) and Festoon (www.festooninc.com) videoconferencing program for over a year to hold our regular staff meetings. Both programs are freely downloadable: set-up and installation are straightforward (see <http://nmlm.gov/mcr/services/technology/skype.html> on the MCR's web site for more details).

To use Festoon, you will need a low-cost webcam and a headset. Festoon requires that you have Skype or Google Talk installed. Festoon will let you hold a videoconference with up to 100 people; however, only 9 people will appear in the videoconference window at one time (the last people to speak). Festoon also has a built-in screen sharing feature.



The Skype VoIP service lets you do audioconferencing with up to five people. Skype has recently added some new features:

- One-to-one videoconferencing
- Screen sharing with Unyte (http://share.skype.com/directory/webdialogs_unyte/view/)
- Skypecasts: public audioconferences with up to 100 people (<https://skypecasts.skype.com/skypecasts/home>)
- Free calls to landlines in the U.S. and Canada: Skype's "SkypeOut" service lets you use Skype to call regular landline phones. Until the end of this year, Skype is

offering free calls from and to the U.S. and Canada. Calls from or to other countries are still available for very low rates (a few cents per minute).

These new features add new possibilities for collaboration, communication, and distance education. For instance, you can use Skype and Festoon in a library setting to:

- Hold interactive meetings using Festoon videoconferencing with small groups of colleagues around the country
- Save money on long distance phone calls using Skype
- Offer a Skypecast discussion for colleagues
- Offer or participate in distance education using Festoon videoconferencing and screen sharing

Give it a try! If you have questions, please contact me.

-S. Dennis

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Attention Network Members

Renew Your Network Membership Online Today!

<http://nnlm.gov/mcr/services/network/renew>

Deadline to renew is October 31, 2006

If you have questions, contact your state liaison or
John Bramble, jbramble@lib.med.utah.edu, (801) 585-5743, or
(800) 338-7657 (when prompted, dial 1, then 2, then 6)

"You've Got a Friend"*

"When you're down and troubled, and you need a helping hand....."

How many times in life have we all thought, "I just need someone to talk to?" And that's why we develop friendships in our personal lives. The same thought runs through our professional lives as well. The issues are different, but there are times in our professional lives when we all need someone else.

Consider the complexity we all face in running our libraries. We are all challenged in a myriad of ways to provide services that are efficient, high quality and cost effective. Whether the issue is redesigning our DOCLINE routing tables or building a new library, we all have tasks that can appear daunting. The point of this is not to focus on James Taylor's words of "down and troubled," but rather to go to the next line and look at the words "helping hand." As NN/LM members, that is exactly what you have available to you: a helping hand! One of the major benefits of membership in the NN/LM is your ability to "call out our names, and you know wherever we are, we'll come running....."

The National Network of Libraries of Medicine is a collection of wonderful resources that are all available to you. In our region alone,

there are experts on technology, grant writing, collaboration, outreach, project management, project assessment and evaluation and many other areas. These experts are your MCR liaisons, and are all available to you for consulting in those projects or situations that need "a helping hand." Consulting with a MCR liaison may include many scenarios such as establishing a new program in your library, developing relationships and programs with community organizations, integrating new technology into your library, discussing potential grant opportunities or reviewing grant proposals. The list of potential applications is endless!

So, I encourage you to follow the advice in the song. Call out our names. We will come running. And you will find expertise, advice, education, collaboration and much more.

"Winter, spring, summer or fall,

All you got to do is call

And we'll be there,

You've got a friend."

-B. Jones

**Lyrics by James Taylor "You've Got a Friend"*

Regional Advisory Board 2006

NLM requires that all the Regional Medical Libraries form an advisory group to represent the constituencies found in the region. This is to ensure that programs developed by the NN/LM regions are relevant to the populations they are meant to serve. Each year liaisons recommend individuals whom they've worked with or come to know, to be a board member. It's a given that health sciences librarians from hospital and academic libraries are represented. This year our advisors also represent public library, public health, technology, community based organization, and rural health sectors. Members serve a staggered two year term.

This year, Regional Advisory Board members will participate in four video conferences discussing and making recommendations about implementing and planning programs to meet the needs of librarians, health care providers, and health care consumers in the region. For example, how should the RML support the training required by the different groups in the region to efficiently use NLM resources and locate the health information they are seeking? How can the RML increase awareness of the electronic resources available to support health care decisions among the populations each of the board members represents? What program implications

come from the data gathered by our Network Data Inventory and focus groups? Advisory board members will discuss these and other questions during the video conferences.

Past members have told us that we were not using their talents sufficiently. To address this issue, the RML has developed a list of responsibilities for board members. They include:

- Assisting the RML in reaching the constituencies that members represent
- Serving as proposal reviewers for awards funded by the RML
- Advising on the review and evaluation of the NN/LM MidContinental program
- Contributing to the regional emergency preparedness plan
- Sharing an area of expertise with the region

We look forward to listening to the ideas from the 2006-2007 Regional Advisory Board and incorporating them into our activities. We thank all of our Board members for their willingness to support the NN/LM MidContinental Region. If you would like to have greater impact on RML planning, volunteer to be a board member!

-C. Hamasu

NN/LM MidContinental Regional Advisory Board May 2006-April 2007

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University of Colorado Health Sciences Center
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The Via Christi Libraries Needs Assessment Project

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When the Via Christi Libraries, Via Christi Wichita Health Network began planning our budget for the fiscal year beginning in October 2004, it became very apparent that we needed to have some guidelines on where best to spend our funds. We didn't have a strategic plan at the time and it was clear that we needed one to help us design the future of the Via Christi Libraries and then implement a budget that would support our plans. Fortunately, about that same time, NN/LM MCR was soliciting for a "Request for Proposal, Hospital Library Awards: Demonstrating the Value of the Hospital Library". We applied and received a \$5000 award from NN/LM MCR to fund our needs assessment project.

We hired a consultant, Dr. Cathy Perley, who was then on the faculty at Emporia State University, School of Library and Information Management. Dr. Perley had been a medical librarian before becoming a faculty member at ESU, so she was a perfect match for our project. Together we wrote a survey which was distributed both electronically and in paper to all employees, physicians and other Via Christi Libraries patrons as well. We stressed that the survey participant need not be a library user. We were successful as we had 1295 surveys returned! Additionally, Dr. Perley conducted 75 telephone interviews and held 2 focus groups. So, what did we learn from this collected information?

The first was not a big surprise: clinicians stressed the need for "just in time" information available at the point of care. Secondly, non-users wanted to know more about the Libraries and their services. The clinicians, especially, praised the Libraries' services and clearly stated their expectation that they would continue. The most pleasant surprise to come from all the responses was the request that we librarians contribute even more of our analytical and information seeking skills to the multidisciplinary teams who are designing and developing customized solutions for system wide information needs. For example, we could organize our web page by specialties and set up links we had researched and found to be reliable sources. Thus we would help our patrons find pertinent, useful information much more quickly. The needs assessment project was finished in December 2005. During this last spring we wrote a 5 year strategic plan which is comprised of 6 goals. The plan was presented to our CEO, Larry Schumacher this May. It has his support and we are moving forward with our strategic plan to guide us toward the future of the Via Christi Libraries.



Via Christi Libraries Strategic Plan 2006-2011

- Goal 1: The Libraries will provide information services that adapt to and expand with an ever-changing health environment.
- Goal 2: The Libraries will create and sustain effective communication with key stakeholders in order to promote continuous quality improvement of library services.
- Goal 3: As part of the OneIndeed initiative, the Libraries will actively promote and provide information services to all Via Christi Health System entities.
- Goal 4: In alignment with the Via Christi mission, the Libraries will partner with the Via Christi Health System in its community outreach efforts.
- Goal 5: The Libraries will effectively utilize financial resources by seeking additional funding opportunities and partnerships for special projects.
- Goal 6: The Libraries will demonstrate service value to the Via Christi administration.

Timely Texts: 24/7

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The Stauffer Health Sciences Library, Stormont-Vail HealthCare in Topeka, Kansas needed something "new and improved" to attract healthcare providers from the hospital, the medical staff and outlying clinics to the library's web page. It needed to be something that would illustrate the library's role as a team player and leader in technology at Stormont-Vail HealthCare and something that could be evaluated for impact. Electronic textbooks (eBooks) was chosen to be this "new" product. Fortunately we applied for and were awarded a \$5,000 National Network of Libraries of Medicine - MCR award to add electronic textbooks to the library's electronic resources: the Timely Texts project. At the same time the library and members of the medical staff were discussing options for a point-of-care tool. Because the library was already starting to promote our online resources, we were asked to be a key player in this endeavor. The combination of Timely Texts and the point-of-care product provided opportunities to travel new territory, seek out new

users, and reconnect with former patrons. The librarian attended medical staff and employee departmental meetings to solicit purchase recommendations, while also using the opportunity to advertise current web resources, tout new products that were being added, and review services already in place. With input from users and potential users, twenty-two textbooks were purchased via Stat!Ref and added to the library web page.

Promotion became the critical success factor. Usual promotional strategies have included write-ups in institutional, medical staff and nursing newsletters, library case displays, department presentations, as well as presentations at new medical staff and employee orientation. Along with these proven strategies, the idea was to use "new and improved" promotional activities that would maximize every opportunity to tout the new products and increase awareness of the library. New promotional activities included library booths at the Employee Benefits Fair, Nursing Skills Fair, "Librarian is IN" time in the physician lounge, CMEs, Nursing CEs, and physician office visits. This was the first time a librarian had presented a CME at Stormont-Vail and there was such interest that a second presentation was immediately scheduled. It was also suggested that these become quarterly presentations. Along with the positive experiences were some that were not as positive. The "Librarian is IN" idea was not an initial success. Physicians were not sure what to think of the librarian stationed in their lounge during breakfast or lunch. The idea has merit and will not be abandoned, but it needs a little tweaking...perhaps a better time, better location, or offering food that is more tempting than the cafeteria.

The library was also fortunate to receive assistance from two physician champions. They wanted to use library products and links to entice medical staff members to use Stormont-Vail's physician portal and/or medical records systems. The physician champions linked

Health Sciences Library resources to the physician portal and also placed a prominent link to the library on Next Gen, their electronic medical record and practice management system. Their colleague-to-colleague promotion efforts were invaluable. They also shared the positive impact of our collaboration with Stormont-Vail administrators, which was important for the library. As a result of their efforts, Timely Texts were much more visible than initially anticipated and just as important, they committed to assist with future projects and promotions.

The benefits of the Timely Text project were numerous: eBooks usage statistics were higher than anticipated and the library received budgeted funds to add electronic textbooks in 2007, verbal feedback was positive, physician champions came forward to assist with linking and promotion, and the library was able to illustrate its value in the organization and administration.

The value of promotion cannot be understated. The old thought, "just build it" and they will come is not realistic in today's library environment. Librarians must use "new" strategies and promotion to continually remind users why they need the library, the physical or virtual library. Librarians must continually remind users that good information does impact their jobs and patients. To keep the promotional momentum of Timely Texts going and make myself accountable, I have added promotion to my annual performance evaluation. In addition to promotional efforts already in place, I must try two new promotional activities each year. This pushes me to try something new, perhaps be a little uncomfortable because I am in new territory. As part of my performance evaluation I also evaluate the value or impact of the library's promotional effort. The end result is well worth the effort. In addition to the new products, the Health Sciences Library is gaining the reputation of "new and improved."

Do you need quality eResources for your institution at reduced rates?

MCR Regional Licensing Consortium

<http://nnlm.gov/mcr/rsdd/consortia>

Sign up for:

ACP Peir and Access Medicine

Trials available for:

MDConsult and DynaMed

For more information, visit the above URL, contact your state liaison or
Contact John Bramble, jbramble@lib.med.utah.edu, (801) 585-5743,
(800) 338-7657 (when prompted, dial 1, then 2, then 6)

The goal of the MCR Regional Licensing Consortium is to increase the availability of electronic resources for Network members by licensing high quality resources at reduced rates.

ToxMystery

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

An NLM interactive learning site for young kids

ToxMystery (<http://toxmystery.nlm.nih.gov>) is the National Library of Medicine's new, interactive learning site for 7-10 year old kids. It provides a fun, game-like experience while introducing potential environmental health hazards sometimes found in the home.

"Toxie" the cat helps find the hazards hidden in each room, and offers hints when needed. The objective is to find all the hazards. Ever seen a cat ...dance? Players will be treated to fun animations when they complete each area. When all the hazards in the house have been discovered, Toxie delivers an animated celebration, and players can print a personalized certificate.



ToxMystery's Parent Resources page provides more detailed information about everyday environmental hazards that can be harmful to one's health. A For Teachers page contains more than ten downloadable activity pages that can be used in elementary school classrooms.

ToxMystery has been enthusiastically tested by real kids, who enjoyed "answering the questions and playing the game," hearing Toxie talk "about all the hazards," watching items in the rooms "hover around and made sounds," and seeing "Toxie do funny things when you finish a room."

The NLM has provided an important set of environmental health databases for toxicologists and other scientists for many years. ToxMystery joins a number of other new NLM resources geared towards the general public (<http://tox.nlm.nih.gov>).

New Database for Breastfeeding Mothers



LactMed, part of the National Library of Medicine's (NLM) Toxicology Data Network TOXNET®, is a database of drugs and other chemicals to which breastfeeding mothers may be exposed. It includes information on the levels of such substances in breast milk and infant blood, and the possible adverse effects in the nursing infant. Statements of the American Academy of Pediatrics concerning a drug's compatibility with breastfeeding are provided, as are suggested therapeutic alternatives to those drugs where appropriate. All data are derived from the scientific literature and fully referenced. Data are organized into substance-specific records, which provide a summary of the pertinent reported information and include links to other NLM databases. Supplemental links to breastfeeding resources from credible organizations are also provided. Users can search by drug or chemical name, Chemical Abstracts Service Registry Number (RN), pharmacologic category, and/or subject terms. Search results can easily be viewed, printed or downloaded. Search results are displayed in relevancy ranked order, but may be sorted by publication date, author or title. LactMed is accessible, free of charge, via TOXNET at: <http://toxnet.nlm.nih.gov>.

Please visit the MidContinental website at (<http://nml.gov/mcr/resources/hand-outs.html>) for a free reproducible LactMed brochure.

Abstract Plus Enhancement to PubMed

PubMed recently released a change in their display of an individual citation. On July 19, 2006 the PubMed default display for single citations changed from Abstract to AbstractPlus. For PubMed searches that retrieve multiple results and display in the Summary format, click the author name(s) link or the icon to the left of each citation to display the AbstractPlus format for that citation. Search results for a single citation will also display in the AbstractPlus format. AbstractPlus is an enhanced Abstract view that shows the first five Related Articles for each PubMed citation. Visit www.pubmed.gov.



The screenshot shows a PubMed citation in AbstractPlus format. The citation text is partially visible on the left, mentioning 'debriding intractable' and 'maggot'. To the right, there is a 'Related Links' section with a list of five links, each followed by the journal name and year in brackets. The links are: 1. 'Characterisation of proteases involved in egg hatching of the sheep blowfly, Lucilia cuprina. [Int J Parasitol. 2000]', 2. 'Maggot therapy for the treatment of intractable wounds. [Int J Dermatol. 1999]', 3. '[Maggot therapy for gangrene and osteomyelitis] [Harefuah. 1997]', 4. 'Maggot Therapy: The Science and Implication for CAM Part I- History and Bacterial F [Evid Based Complement Alternat Med. 2006]', and 5. 'Clinical applications for maggots in wound care. [Am J Clin Dermatol. 2001]'. At the bottom of the list is a link that says 'See all Related Articles...'. The entire screenshot is enclosed in a rounded rectangular frame with a dark border.



NLM Technical Bulletin July-August 2006

http://www.nlm.nih.gov/pubs/techbull/ja06/ja06_issue_cover.html

Technical Notes - e1

DOCLINE® 2.8 Released
E-mail Alerts for Articles from your Favorite Journals
Papers of Virginia Apgar Added to Profiles in Science®
Displaying PubMed® Results in AbstractPlus Display Format
[Editor's Note Added August 03, 2006]
DailyMed® Logs 500th Label
MEDLINE® Milestone - 14 Millionth Journal Citation
AHRQ Evidence Reports Added to NCBI Bookshelf
New Treatment Improvement Protocol (TIP) Added to HSTAT
NLM Gateway Adds Profiles in Science®
Updated PubMed Training Manual Available
NLM RSS Feeds and Podcasts
Number of Authors per MEDLINE®/PubMed® Citation

Change the Display Format of Single Citations with My NCBI PubMed® User Preferences - e2

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MLA 2006 - e3a-e

NLM Online Users' Meeting 2006: Remarks - e3a
NLM Online Users' Meeting 2006: PowerPoint® Presentations for Meeting Remarks, MedlinePlus®, DOCLINE® and MeSH - e3b
NLM Online Users' Meeting 2006: Questions and Answers - e3c
NLM Online Users' Meeting 2006: NLM® Theater PowerPoint® Presentations - e3d
NLM Online Users' Meeting 2006: NLM® Update PowerPoint® Presentations - e3e

PubMed Central®: New Journals Participating and New Content Added - e4
New journals participating and content from already participating journals has been added.

W2 Serial Cutter Practice - e5

NLM will no longer recutter older serials in the W2 collection that contain cutters beginning with the letter "Z."

TOXLINE® Unified - e6

Search results from the two parts of TOXLINE®.

NLM® Training Program: 2007 - e7

Schedule now available

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