



The **HEALTH INFORMER**
Newsletter of Health Science Libraries of Minnesota
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NOTES FROM THE CHAIR: On Being a Mentor and a Liaison

by Judy Heeter

A new librarian just joined the staff at St. Cloud Hospital’s Health Science Library, which has made me think about being a mentor to Generation Next and turning over some functions to a colleague. Susan is young, around my daughter’s age, and eager to learn and contribute professionally. On her first day with me she asked about professional organizations. Of course I told her about HSLM and gave her information about joining, as well as information about the Midwest Chapter and MLA. You will undoubtedly be hearing from her.

At first the idea of working with her frightened me. Would her technological savvy and enthusiasm make me look old and tired? Could I keep her interested and involved while still teaching her some of the routine processes we must do? An immediate change of attitude was necessary. It is a privilege to work with someone who is, and wants to be, the future of medical librarianship. There is much we can learn from each other about the development and future direction of the profession.

HSLM is blessed with members who are enthusiastic and willing to contribute. Karla Block has accepted a committee position with the Midwest Chapter/MLA and is resigning as newsletter editor, but Lisa McGuire will assume that role. We have two new program co-chairs, Melissa Rethlefsen from Mayo and Anne Mackereth from Northwestern Health Science University.

Finally, because of a change in the bylaws of the Midwest Chapter we needed a representative to their chapter liaison committee. Sharon Kambeitz from Allina is assuming that role. Thanks to all of them, and to all of you who contribute to the present and future of our profession.

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HSLM NEWS

Midwest Chapter Meeting Recap

by Lisa McGuire

The Midwest Chapter meeting was held October 7-11, 2006 in Louisville, KY. The theme this year was “Southern Exposure – A Different Point of View.” HSLM was well represented at the meeting, with many members participating in the programming.

Eileen Stanley of Allina Hospitals & Clinics was finishing up her year as Midwest Chapter president. Eileen led the business meetings with grace and humor and deftly got us through the by-laws discussion.

Linda Watson, director of the Health Sciences Libraries at the University of Minnesota, was the featured speaker on Oct. 9th. Her topic was titled “Scholarly Communication – What’s Next.” Linda incorporated photos and metaphors from her recent trip to Tanzania. A more in-depth recap on Linda’s talk can be found on the conference blog at:
http://65.181.189.143/ConferenceCall/2006/10/scholarly_communication_whats.html

The **Allina Library Services Knowledge Consultant Group**, individually known as, **Pam Barnard, Jim Bulger, Sharon Kambeitz, Kolleen Olsen, Eileen Stanley, Sandy Tarman, and Anita von Geldern** won the Jean Williams Sayre Innovation Award. This award goes to individuals or groups who demonstrate creativity and problem-solving skills that have resulted in innovative methods, projects, products, organizational enhancements or publications in the field of health information management. It was named in honor of Jean Williams Sayre, past director of the University of Iowa Hardin Library of the Health Sciences. The Allina project focused on increasing awareness of information resources among hospital nurses. More on the award can be found in the Fall issue of MIDLINE at: <http://65.181.189.143/midline/>
Congratulations to all!

Lisa McGuire & Chad Fennell of the Health Sciences Libraries at the University of Minnesota presented a paper on the topic of “Planning for Pandemic Influenza – Librarians’ Point of View.” A link to the PowerPoint presentation can be found on the meeting’s web site at:
<http://library.louisville.edu/kornhauser/midwest/> (Go to PowerPoint Presenters and select McGuire from pull-down menu).

Cindy Gruwell of the Health Sciences Libraries at the University of Minnesota was part of a panel discussion called “Crashing the Party: Tips and Tricks for Connecting with Our Faculty, Students, and Clinicians.” This discussion got high marks from attendees.

Elizabeth Fine of the Health Sciences Libraries at the University of Minnesota presented a poster entitled, “Building an Online Repository of Library Workshop Recordings: It’s a Breeze!”

Karla Block, Elaine Challacombe, Katherine V. Chew, and Lisa McGuire of the Health Sciences Libraries at the University of Minnesota presented a poster entitled, “Library Exposure: An Open House Point of View.”

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MEMBER NEWS

Watson Elected to AAHSL Office

Linda Watson, MLS, Director of the Health Sciences Libraries at the University of Minnesota, was elected President-Elect of the Association of Academic Health Sciences Libraries (AAHSL). AAHSL comprises the libraries serving the accredited U.S. and Canadian medical schools belonging to or affiliated with the Association of American Medical Colleges. Linda was also named a mentor in AAHSL's Leadership Fellows Program, which aims to prepare mid-level librarians for future positions as health sciences library directors. Linda's fellow is Javier Crespo, Associate Director for the New England Region of the National Network of Libraries of Medicine, based at the University of Massachusetts Medical School Library.

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HSLM Board Member Spotlight: Melissa Rethlefsen

by Melissa Rethlefsen

I got my bachelor's degree from the University of Minnesota Twin Cities in 1999, where I double-majored in English and History, with a heavy emphasis on ancient history and Classics. I completed my master's degree via the University of North Texas Minnesota cohort program in 2004. I'm originally from Winona, Minnesota and have spent most of my life here in Minnesota, though I've also lived in Wisconsin and California.

I've been working in medical libraries since 1997 or so, when I started paging books at the University of Minnesota's Bio-Medical Library. By 1998, I started working at the reference desk there, and in 1999 scored my first full-time library job as a reference and instruction library assistant. I left Bio-Med in 2001 for the Minnesota Department of Health's RN Barr Library, where I worked as serials manager and eventually librarian and jack-of-all-trades. I came to the Mayo Clinic Libraries in 2005, where I have been working as the education technology librarian at the Learning Resource Center, the library for the Mayo Medical School.

I look forward to being the program chair for HSLM and welcome any ideas and suggestions for programs!

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HSLM Member Spotlight: Della Shupe

by Della Shupe

I graduated from Bethel College with a BA in anthropology. I had wanted to be a librarian since volunteering in my junior high school library. After working as a library assistant and then as the circulation supervisor while attending college, I chose to attend the University of Denver, where I earned an MA in Librarianship. During my long career as a librarian, I have enjoyed considerable experience in public, academic, and special libraries. I have worked at Northwestern Health Sciences University for nine years as Director of Library Services, and I like the combination of the special and academic library that characterizes Northwestern. At Northwestern we are currently planning a new library. I became a librarian because I love to learn and thoroughly enjoy both books and people. I have continued in this profession because of the exciting changes in technology that have characterized it over my years as a librarian.

I have been active in HSLM for quite a few years, including chairing the HSLM Board and co-chairing the Midwest Chapter/MLA Annual Conference Minneapolis in 2002. I enjoy being connected with many fine friends and colleagues in Minnesota.

I am married to David, who's an academic entrepreneur, and we have one adult daughter, Kendra. She recently graduated from Lewis and Clark College in Portland, Oregon, where she now lives and works. I enjoy my family, reading, knitting, and getting lots of exercise.

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LIBRARY NEWS

Ridgeview Medical Center's Website Receives Awards

Information from a Ridgeview Medical Center press release

Ridgeview Medical Center's recently re-designed website received two 2006 eHealthcare Leadership Awards presented by *eHealth Strategy & Trends*, a leading Internet publication. Laurie Cole, director of Library and Web Services at Ridgeview, attended the 10th Annual Healthcare Internet Conference in Atlanta on Nov. 6 to accept the 2006 Gold Award for Best Overall Internet Site for hospitals with less than 200 beds and the Silver Award for Best Site Design in the class of consumer general health site.

"Our team has always strived to find new and better ways to meet the needs of our customers," Cole says. "With that in mind, our site was redesigned with easier access to reliable health care

information and services. New and improved features help our customers accomplish their goals with more convenience and ease.”

Out of over 1,100 entries, some 220 health care organizations received gold, silver, platinum or distinguished awards for their outstanding Web sites. One hundred judges looked at how sites compared with others in their organization classification and reviewed sites based on a proprietary multi-point standard of Internet excellence.

Congratulations!

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HSLM Library Spotlight: North Memorial Medical Center

by Donna Barbour-Talley

North Memorial Health Care is a Level I Trauma Center located just outside of Minneapolis in Robbinsdale. Our primary service area is the northwest quadrant of the Twin Cities area, but our statewide network of ambulance services and our four helicopter ambulance bases in Brainerd, Lakeville, Princeton and Redwood Falls make us a tertiary care center for the state of Minnesota. Nearly 70% of our in-patients are admitted through our Emergency Department.

The focus on emergency services affects all the operations of the medical center, including the Library. There is a significant emphasis on continuous learning to be prepared for anything anytime – there is little time to look things up before the helicopter lands! When information is needed for patient care, they need it now and we need to be part of the team that can deliver STAT. Turn-around time is a key measurement factor for all services at North Memorial.

Probably the most notable fact about the Medical Library at North Memorial Health Care is the longevity of its staff - currently there are 99 years of service among the two librarians and two library technicians. We’d love to be able to quantify the advantages of the knowledge capital all that experience gives us. We know there is a lot of know-how (and know-where) that doesn’t make it into any procedure manual!

The Library was founded by the Medical Staff of North Memorial in 1968 and we continue to receive financial support from Medical Staff dues. Although the Medical Staff contribution hasn’t begun to keep pace with inflation over the years, it is still a very significant portion of their budget. Physician support of the Library has shielded us from aggressive cost containment efforts several times. In keeping with our efforts to stay close to the physicians, I have served as Editor of the *North Memorial Medical Staff News* for the last 10 years. We have also tried various methods of outreach to physicians. For the last year, Librarian Kathie Bouchard has spent several hours per week at the computers in the Medical Staff Lounge to demo electronic resources and do on-the-spot literature searches.

We have been fortunate to obtain funding for a variety of electronic resources. We use EBSCOhost with a comprehensive package of databases in medical, nursing, consumer health and general reference areas, as well as packages of electronic journals. We also have subscriptions to AccessMedicine, Dynamed, MDConsult, UpToDate and InfoTrac's Health & Wellness Resource Center. In recent years financial pressures have caused us to drop a number of print journal subscriptions and shift increasingly to online access. We have a large number of journal subscriptions (329 titles) in microfiche, which gives us backfiles at a reduced cost and occupies a lot less space. Both our copier and fiche reader are connected to a computer, enabling us to copy, e-mail or fax documents.

Our focus is not only on physicians, however. We work closely with the resource educators and clinical nurse specialists who are the experts our nursing staff turn to first. Orientation of most new clinical staff involves use of our Multimedia Center with videos and DVDs for staff training. I serve on the Nursing Research Committee and we get involved in research to underpin all policy and procedure updates. Our searches, document delivery and current awareness services are extended to all employees, and are especially valuable to those who are continuing their education for advanced degrees.

Our Health Information Collection of books, videos and health magazines for patients, families and the community was founded in 1980. It occupies the front room of our facility with comfortable chairs, a large table and a computer workstation. Families are welcome to use any of our 7 public access computers for e-mail or their CaringBridge sites; this is especially important since we often have trauma patients far from home for an extended stay in critical condition. The Library staff provides consumer health reference service, delivering information to patient rooms or mailing a packet to home addresses. The growth of the Internet has prompted a decline in the number of requests, but it is a service that is very much appreciated by the families who need help sorting through all the information that's available.

Another area of emphasis has been our management resources. We strive to be the corporate library for the non-clinical information needs. We include business books and journals in our collection and offer current awareness on health care management topics as well as medical ones. In recent years, we have been included in strategic planning teams to provide research assistance in those areas. I serve as the purchasing agent for all the medical center's books and journals, so I try to gain contact with managers and directors for their other information needs as well.

In mid-2006, there was a reorganization and the Director of Education position, to which the Library reported, was eliminated. I now report to the Director of Organizational and Leadership Development, so I expect our role as corporate library will grow with that positioning. North Memorial is also in the process of becoming a health care system rather than a single hospital, while trying to maintain the advantages our independence has offered.

Although I have been at North Memorial for nearly 32 years and managed the Library for 24 of them, it really doesn't feel like I've been doing "the same job" for all that time. As we all know, the information world has changed tremendously, and there's no sign of the changes slowing

down any time soon. We have no trouble finding something to learn and something to laugh about every day!

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Health Informer is the newsletter of the **Health Science Libraries of Minnesota: An Association for Providers and Users of Health Care Information**. The mission of HSLM is to promote the professional and organizational needs of health science libraries and other health information providers, and to promote health science library service throughout Minnesota. Health Informer is published four times per year and is available free of charge to members of HSLM. Contributions are welcomed and appreciated. Health Informer is also available online at <http://www.hslm.org>.

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