

Middle Atlantic Region

Region 1

Quarterly Report

August 1, 2009 – October 31, 2009

New York University Langone Medical Center

Date submitted: January 16, 2010

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Executive summary

MAR's second quarter of Year 4 has been a busy and productive one with full engagement of MAR staff with MAR member libraries. Highlights include

- The launch of the [*Transformational Change in Health Sciences Libraries: Space, Collection, Roles*](#) web page. This page reflects the presentations, panel sessions, and discussion that took place on April 22/09 at Penn State Hershey College of Medicine, George T. Harrell Health Sciences Library for this one day conference.
- An active awards program with posted calls for applications (CFAs) in a number of categories including: Small Projects, Presentation/Professional Development, Bioinformatics, Technology Improvement, Health Literacy, Outreach and Planning Conference, and Outreach for Unaffiliated Health Professionals. Applications are currently under review by MAR Committees for the larger awards. Many small awards have been made, as our statistics below show.
- MAR Updates at MLA Chapter Meetings including UNYOC and the tri-chapter meeting - 3 x Sea – that included New York/New Jersey, Philadelphia and Mid-Atlantic chapters of MLA, and New York Library Resource Councils meetings.
- A wide range of class offerings covering evaluation skills, nutrition resources, consumer health resources, PubMed and Funding among others
- Visits to full members including the New York State Library, NYLINK, Albany Medical College and others in Pennsylvania and New York.

MAR is on track to meet an ambitious awards, Training and exhibit schedule in the region.

MAR staff met with Members to encourage and support applications for funding that support the NN/LM mission in priority areas and for target groups identified in the MAR Strategic Plan and in innovative approaches to resource sharing. MAR staff made a strong effort to meet with a number of libraries to increase awareness of MAR services, NLM products and promotional items. If history is any indication, these efforts will bear fruit in future award applications, class attendance and requests for NLM promotional items.

Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter*
Network members – full	447	457
Network members – affiliate	310	307
Libraries providing services to unaffiliated health professionals	211 (47%)*	208 (45%)*
Libraries providing services to public users	229 (51%)*	227 (49%)*
Average fill rate for resource libraries	84%	83%

* Include in parentheses the percentage of full Network member members providing services to unaffiliated health professionals and public users. This can be computed as:
 % providing services = (count of libraries providing services)/(count of full Network members)

Regional Advisory Committee (RAC) activities

[Insert narrative]

Needs assessment and evaluation activities/data

Sue Hunter, in consultation with Karen Brewer, has developed an introductory letter and questionnaire for the needs assessment of unaffiliated health professionals in the MAR. The targeted group, as determined from the network member needs assessment completed in Year 1, is nursing home staff in the region. Susan Barnes and Cindy Olney were consulted on the content of the letter and the questionnaire.

After Arpita Bose consulted with the continuing education unit of MLA, the MAR was able to combine the two class evaluation forms used for in-class evaluation in to one complete evaluation form. Sue Hunter then created a class evaluation form template in SurveyMonkey so RML staff can track and review class evaluations. The class evaluation data will help for planning future classes and revising current classes to reflect the needs of the MAR network members.

Outreach

TABLE 2. All newly funded awards and projects

Start/ end dates	Title of award/ project	PI institution	PI last name	Funding amount	Project type
9/9/2009-10/28/2009	Wellness Wednesdays in Delaware- mini exhibits	Delaware of Academy of Medicine	LaValley	\$1,999.00	Exhibit
9/28/2009-1/28/2010	Listen and Learn	The Lankenau Hospital Medical Library	Panoc	\$1,000.00	Small Project
11/2/2009-12/31/2010	Portable Screen Display and Literature Rack	Columbia University Medical Center Augustus C Long Health Sciences Library	Purcell	\$556.85	Small Project
9/22/2009-	Health Fair Table Skirt	Crouse	Delaney	\$222.00	Small Project

12/31/2009		Hospital Library			
11/15/2009 -12/1/2010	Lecture on how to build wireless network	The New York Academy of Medicine Library	Xu	\$1,000.00	Small Project
10/22/2009 -4/22/2010	If you display it, they will come	Division of Substance Abuse & Mental Health Medical Library	Ingle	\$610.00	Small Project
9/22/2009- 11/15/2009	Evidence-Based Public Health: Finding and Appraising Relevant Resources	The New York Academy	Nicholson	\$1,575.00	Presentation/Professional Development

*Suggested project type values: outreach project, express award, exhibit award, technology improvement award, library improvement award, Internet connectivity award, information technology/policy awareness conference, other (please specify)

Update of ongoing major projects (funded at ≥ \$15,000)

[Insert brief narrative with update information for each major outreach project]

TABLE 3. Exhibits. Note that separate exhibit reports should not be included with the RML quarterly report.

Dates	Organization name	Meeting name	Location (city, state)
RML NATIONAL EXHIBITS			
10/18/09- 10/20/09	American College of Rheumatology	Annual Conference	Philadelphia, PA
10/29/09- 10/31/09	Infectious Diseases Society of America	Annual Conference	Philadelphia, PA
RML REGIONAL/STATE/LOCAL EXHIBITS			
9/22/09-9/23/09	New York State Association for Rural Health	Annual Conference	Geneva, NY
9/30/09- 10/01/09	Susquehanna Valley Association of Pennsylvania Occupational Health Nurses	Annual Meeting	Wilkes-Barre, PA
9/30/09- 10/01/09	MLA Upstate New York and Ontario Chapter (UNYOC)	Annual Meeting	Albany, NY
10/05/09- 10/07/09	MLA NY-NJ, Philadelphia, and Mid Atlantic chapters	Tri Chapter Meeting	Atlantic City, NJ
10/15/09- 10/16/09	New York Library Association	Annual Conference	Niagara Falls, NY
10/19/09- 10/20/09	Pennsylvania Library Association	Annual Conference	Harrisburg, PA
SUBCONTRACTED NATIONAL EXHIBITS			
SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

Many physicians want to know about online help and tutorials for PubMed.

Clinician appreciates his free subscription to MedlinePlus magazine.

Nurse likes the redesigned PubMed.

Clinician likes Loansome Doc.

Clinician from Australia likes Wikipedia because it can include lecture notes. He thinks journal articles are "too fragmented."

Suggestion from a medical writer to work with American Medical Writers Association.

Clinician: Very frustrated by "page expired" messages when using the Back button of her browser to navigate PubMed.

Researcher: PMCID should appear in the Summary view of PubMed results.

Clinician: Likes the look of PubMed redesign but surprised that there was no pre-announced live date.

Clinician: This [MedlinePlus] will help me.

MedlinePlus Go Local

[Insert summary of activities taken to promote spread of MedlinePlus Go Local coverage in the region]

TABLE 4. Presentations and training provided by RML staff

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
9/15/2009	Kennedy-Grant/Bose	Basic Nutrition Resources	New York, NY (online)	10	Distance
8/20/09	Bose	NLM's Consumer Health Databases	Syracuse, NY	19	In-person
8/20/09	Bose	Beyond an Apple a Day: Providing Consumer Health Information at Your Library	Syracuse, NY	19	In-person
8/21/09	Bose	Keeping Up with NLM's PubMed	Syracuse, NY	15	In-person
9/8/09	Bose	PubMed for the Rest of Us: Searching the Medical Literature for the Non-Expert	Pittsburgh, PA	10	In-person
9/9/09	Bose	Beyond an Apple a Day: Providing Consumer Health Information at Your Library	Pittsburgh, PA	4	In-person
9/16/09	Oliver	MAR Funding	New York (online)	11	Distance

9/23/09	Bose	Free Rural Health Information Resources	Geneva, NY	8	In-person
10/1/09	Molanphy	Resources for Disaster Response and Preparedness	New York, NY	6	Distance
10/5/09	Bose/Snow-Croft	PubMed for Experts	Atlantic City, NJ	18	In-person
10/13/09	Bose	Caring for the Mind: Providing Reference Services for Mental Health Information	New York, NY	12	Distance
10/14/09	Bose	Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine	Buffalo, NY	14	In-person
10/14/09	Bose	Beyond an Apple a Day: Providing Consumer Health Information at Your Library	Buffalo, NY	17	In-person
10/21/09	Bose	What's New in PubMed	New York, NY	15	Distance
10/26/09	Bose	PubMed for Experts	Brooklyn, NY	17	In-person
09/22/2009	Hunter	Logic Models: An Introduction	New York, NY	6	Distance
10/05/2009	Hunter	Measuring Your Impact: Using Evaluation for Library Advocacy	Atlantic City, NJ	10	In-person
10/20/09	Hunter	Beyond An Apple A Day	Harrisburg, PA	21	In-person
10/28/09	Hunter	Logic Models: An Introduction	New York, NY	5	Distance

Other staff activities

TABLE 5. Publications and resources developed by RML staff

Date completed/published	Last name of staff responsible	Title	Medium (e.g., journal article, newsletter article, brochure, online tutorial)	Submitted to Clearinghouse ("yes" or "out of scope")
9/23/09	Bose	Free Rural Health Information Resources	Trifold brochure	Yes

On August 4, Kate Oliver met with staff from the Health Science Libraries at Columbia, Albert Einstein College of Medicine Library, and Beth Israel Library and the Institute for Family Health (IFH) to discuss how to improve access by the IFH clinical staff to licensed, evidence-based electronic information resources and information professionals. Federally Qualified Health Centers (FQHC) provide comprehensive medical care to "Medically Underserved Areas/Populations." Payment is on a sliding scale based on income and family size. The Institute for Family Health (IFH) is an FQHC serving Manhattan, the Bronx, and the mid-Hudson region of New York. As is true of many FQHCs, the IFH lacks adequate access to up-to-date information resources (publications and databases) and to information

professionals (librarians). Ms. Oliver described NNLM MAR funding opportunities as one method to pilot approaches to improve access to evidence-based information resources and services.

On August 4-5, Network Services Consultant attended an IDS meeting for two purposes: 1) to improve the RML understanding of the service and its relationship to DOCLINE, and 2) to discuss a member proposal designed to improve document lending and sharing in the region using IDS. The IDS Project created at SUNY Geneseo has developed a solution using ILLiad that eliminates backup paper from the workflow, enabled an unmediated article borrowing system and created e-mail routings that eliminate any emails and rekeying outside of ILLiad. There is no charge to join the IDS project and all members agree to reciprocity within the partnership. However, participating organizations must license ILLiad. Membership is not limited to NY state organizations. In fact, it is a stated goal of IDS to become a national collaboration.

On August 21 – 27, Ms. Oliver, serving as Secretary/Treasurer of the Health and Biosciences Standing Committee of the International Federation of Library Associations and Institutions (IFLA), chaired two business meetings of the Committee at the IFLA Annual Meeting held in Milan, Italy. At the meetings, Ms. Oliver reported on Committee finances, Committee activities conducted in the year prior to the meeting including workshop development meeting with IFLA's Committee on Freedom of Access to Information and Freedom of Expression (FAIFE) in October 2008 at IFLA headquarters in The Hague. In addition, at the meeting, Ms. Oliver managed the election of new officers, and announcement of the Committee's decision to partner with MLA for the International Congress on Medical Librarianship (ICML) in Baltimore in 2013. Ms. Oliver also managed the 2009 Health and Biosciences Section sponsored program session entitled: "Consumer Health Services" where 8 papers were presented, including a keynote paper by Jean Shipman and Carla Funk, Executive Director of the Medical Library Association (MLA) on a major MLA Health Literacy initiative.

On August 25, Arpita Bose performed site visits at two member libraries, Brooklyn Hospital Center and Long Island College Hospital, both located in Brooklyn, NY.

On August 26, Arpita Bose facilitated a PubMed Redesign presentation given by David Gillikin, Chief of NLM's Bibliographic Services, via Adobe Connect. The web presentation was a repeat of the presentation at the NLM Online Users' Meeting at the Medical Library Association's annual conference in May. This session was open to NN/LM members in MAR, NER, and SE/A. Over 250 participants attended, and the session was recorded for later viewing.

On September 9, Arpita Bose performed a site visit at Magee-Womens Hospital of UPMC in Pittsburgh, PA.

On September 14, Arpita Bose performed a site visit at Interfaith Medical Center in Brooklyn, NY.

On September 15, Kate Oliver met with the Director of METRO, a library resource council for New York City funded by the State of New York, and the director of METRO's Hospital Library Services Program.

On September 23, Arpita Bose performed a site visit at New York Chiropractic College in Seneca Falls, NY.

On September 25, Persko Grier represented MAR at the Central Pennsylvania Health Sciences Library Association meeting.

On September 30 – October 2, Karen Brewer and Kate Oliver met with staff at the New York State Library, NYLINK, and MAR Resource Library Albany Medical College. Among other issues, outreach to unaffiliated health professionals was discussed and collaborations in areas of common interest explored.

On October 1-2, Kate Oliver and Karen Brewer gave an RML Update and update on the Value Study. At the business meeting on October 2, the membership overrode the UNYOC board recommendation for contributing to the Value Study survey costs, and voted to contribute the full amount requested - \$3000.

On October 6, Kate Oliver acted as moderator for Librarians as Learner session at the 3 by the Sea joint MLA Chapter meeting.

On October 8, Karen Brewer and Kate Oliver presented an RML Update at New York-New Jersey and Philadelphia Chapter business meetings.

On October 6, Arpita Bose co-presented, with Valerie Lynn (Penn State Hershey George T. Harrell Library), the results from a research study titled "Librarians As Learners." This study, which assesses librarians' preferences for continuing professional education, will be published in *Journal of the Medical Library Association* in January 2010.

On October 15, Arpita Bose performed site visits at two member libraries, Kaleida Health Libraries/Buffalo General Hospital and Women & Children's Hospital of Buffalo, both located in Buffalo, NY.

On October 26, Kate Oliver presented an RML Update to the Brooklyn, Queens, Staten Island Library Consortium at their Fall Meeting.

Sue Hunter conducted the following site visits in the region:

- 08/26/09 – New York, NY
- 08/27/09 – New York, NY
- 09/25/09 – New York, NY
- 09/30/09 – Wilkes-Barre, PA
- 10/14/09 – New York, NY
- 10/15/09 – 2 in New York, NY
- 10/21/09 – Philadelphia, PA

Sue Hunter was a member of the OERC review team. Individual report was submitted 9/20/2009.

Sue Hunter served on the hiring committee for the Network Services Coordinator.

Sue Hunter coordinated production of the Library Space Award final report/web page, *Transformational Change in Health Science Libraries: Space, Collections, Roles*. The web page was launched on the MAR web site on 10/02/2009.

Gregg Headrick created the library space planning conference web site space on the NNLM MAR site. (see photo below)

Gregg Headrick conducted site visits to 5 hospital libraries in New York City.

Gregg Headrick participated on the Web-STOC review committee.

Gregg Headrick provided AV support at the MLA tri-chapter "Three by the Sea" meeting.

MAR Spotlight



Members of the Central Pennsylvania Health Sciences Library Association attended

Transformational Change in Health Science Libraries: Space, Collection, Roles

NN/LM MAR is pleased to announce the launch of the [*Transformational Change in Health Sciences Libraries: Space, Collection, Roles*](#) web page. This page reflects the presentations, panel sessions, and discussion that took place on April 22/09 at Penn State Hershey College of Medicine, George T. Harrell Health Sciences Library for this one day conference.

The conference topics focused on reduction of print collections, reduction in library space, emerging roles for librarians, and new services for librarians. The web page includes presenters' PowerPoint slides, podcasts, video casts, photos from the day, and a bibliography for further information on these topics.

Librarians at the George T. Harrell Health Sciences Library, Penn State Hershey College of Medicine, won a competitive NN/LM MAR award to fund this conference.

Attachment 1
Quarterly OARF summary data:
RML staff activities

https://gis.nlm.nih.gov/pdf/map/nomc/2009-10/region_1.rml.rmlq2.pdf

Attachment 2
Quarterly OARF summary data:
Subcontractor activities

https://gis.nlm.nih.gov/pdf/map/nomc/2009-10/region_1.sub.rmlq2.pdf

**Attachment 3
Subcontractor quarterly report**

Go Local Project Name: Upstate New York Go Local

Submitted by

- **Name: April Younglove**
- **e-mail address: ayounglove@rrlc.org**

Date Submitted: October 15, 2009

Dates covered: July-September 2009

If currently receiving NN/LM funding, Contract number (optional):

A. For Sites not yet released:

Estimated release month/year September 2010

Progress on project timeline

- Right now we are focusing on creating records for the hospitals and medical centers in each region. A map is attached to this report, identifying the different regions that are referred to here. A list of all the hospitals in each region has been created and verified, and is being used to track progress. So far both WNYLRC and CLRC have received specific feedback about their hospital records. NNYLN and SENYLRC will be contacted next week, and the other locations soon after.
- After hospital records have been completed for a location, the goal is to chart and evaluate progress towards the remaining 1A terms and to work with regions to ensure that those terms are in the system.
- Another way we are working to track progress is by the total number of records already in the system. This number has not yet been broken down by priority terms, but it is our intent to do so soon. Based on locations of comparable size (For instance, Illinois has a population of about 13 million and about 10k records at its go live date -- Upstate New York has a population of 7 million, so it should need about 5k records), we have set a goal of about 5,000 records with a bare minimum of 1,500 records by July of 2010 (the date of our soft launch). This 5,000 records can be broken down by population percentages to track how many records each region will need to contribute by that date to meet our goal. As you can see, some regions are already past this goal point. For regions that are ahead, we are working to make sure existing data is accurate and to approve records. We are working closely with regions that are less far along, especially WNYLRC and NNYLN, to increase their numbers as quickly as possible.

Region	Population	% of total pop.	Records of 5,000 needed	Total incomplete, pending, or approved records (as of

				October 1, 2009)
WNYLRC	1,425,662	20	1000	567
RRLC	1,032,478	14	700	1208
CLRC	800,562	11	550	420
SCRLC	935,778	13	650	636
NNYLN	433,455	6	300	165
CDLC	1,088,084	15	750	559
SENYLRC	1,498,236	21	1050	904

B. For all projects:

1. Major staff leaving or joining the project this quarter (name and role)

[Include all staff and their roles only in your first report.]

- **Michelle Tomaszewski, Database Administrator**, has left the project and April Younglove has joined as the new Database Administrator.
- Staff not included in previous reports include Linda Cruttenden, who is assisting April Younglove, and our regional liaisons, who are listed below.
- **Regional Liaisons:**
 - WNYLRC, Buffalo (Western): Ophelia Morey, otmorey@buffalo.edu, 716-829-3900 x119
 - CNYLRC, Syracuse (Central): Angela Thor, med_hot_mama@verizon.net, 315-256-3198
 - SCRLC, Ithaca (South Central, Southern Tier): Nora Hardy, SCRLC, nhardy@lakenet.org, 607-273-9106
 - NNYLN, Plattsburg (North Country): Bridget Doyle, doyle@nnyln.org, 315-265-1119
 - CDLC, Albany (Capital District/Region): Christopher Tosh, Coordinator, CTosh@cdlc.org, 518-438-2500
 - SENYLRC, Pookeepsie (Hudson Valley): Patricia Carroll-Mathes, pcarroll@senylrc.org, 845-883-9065 x 17

2. Database Development & Maintenance

[Include here sources of data identified, and work on records such as adding, indexing, auditing.]

- April trained with outgoing Database Administrator, Michelle T., entered some test records, and had those records reviewed by Nancy Morell and Lori Klein at NLM.
- Linda Cruttenden is entering the records for Newark Wayne Community Hospital to get a sense of the process. April Younglove is currently reviewing those records.
- Regional Liaisons responsible for submitting data were identified and contacted. A meeting of the standards committee (which consists primarily of regional liaisons) was called when it was discovered that different sites have been indexing hospital records differently. After the meeting, new documentation was drafted to address these issues. It was also decided that sites will begin adding data directly into the Input System and indexing keywords themselves so that future deadlines might be achieved.

- Michelle Shipley of the U of R is continuing to enter records for the U of R health system. Two volunteers at the Miner library contacted us and they are in the process of being assigned some data to work on.
- Ophelia Morey is beginning to add records for hospitals in the WNYLRC area. Records for the Erie County Medical Center were submitted via spreadsheet, reviewed and returned to Ophelia, and are currently under revision. They will be posted directly to the Input System soon as Pending for April Younglove to approve.
- NNYLN is beginning to index hospitals in its region now that guidelines have been given to Bridget Doyle.
- In SENYLRC, hospital records are being reviewed for completeness by Liaison Patricia Carroll-Mathes. It was agreed that a new volunteer will be identified to help SENYLRC index terms for the data it has already uploaded since it has so many records already in the system.
- In CLRC, Liaison Angela Thor is reviewing hospital records that have been entered in the input system to eliminate “double-indexing” problems.
- Additional volunteers were contacted and are being connected with regional liaisons for work assignments.

3. Website Development & Maintenance

[For NLM hosted sites include here changes to customization and implementation of optional features. For locally hosted sites, include here changes to design and functionality.]

- Completed Go Local logo for Upstate New York. Will resize and upload to Input System soon.
- Created <http://unygolocal.wordpress.com/> to publicize our efforts, recruit new volunteers and keep in contact with current volunteers

4. Outreach and promotion efforts

[Include here articles, mailings, partnership efforts, summary of exhibits and presentations, and similar activities. Examples of promotional materials can be attachments.]

- April Younglove attended the UNYOC annual chapter meeting of the MLA. At the meeting, she spoke for 10 minutes, updating medical librarians about the progress of the project in Upstate and asking for new volunteers. She also presented a poster session about Go Local. Some materials from her poster session can be accessed electronically here: <http://unygolocal.wordpress.com/2009/10/07/unyoc-poster-session/>

5. Other

[This may include funding (applying for or getting grants and donations), user feedback, evaluation or other research.]

- Contact was made with Karen Brewer, staff member of RML to ask about additional project funding. We learned that NLM might be able to provide more funds for Upstate’s Go Local project in the Spring of 2010.
- April took NIH online computer security training

C. Statistics: For Locally hosted sites only:

1. Monthly, quarterly and annual page views and unique visitors, with the proportion of these stats attributable to MedlinePlus topic page referrals. [Please submit these statistics by the 5th working day of the next quarter.]

N/A

2. Any down times that occurred during the quarter for the public site

- N/A

D. Optional: Statistics for NLM hosted sites

[Not needed by NLM but many projects include for other purposes.]

As of 10/14/09: Pending = 87, Incomplete = 1284, Approved = 2101. 22 Excel files have also been submitted with additional records and should be uploaded soon. For more data, see above progress report.

E. Optional: Comments and Suggestions on this form