

JANUARY 2010

VOL. 8 NO. 3

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

You Told Us . . .

The NN/LM MCR regularly solicits both formal and informal input from Network members about programs and services and ways the RML can support members' needs. In 2003 and 2006 Network members in health sciences libraries participated in focus groups and in 2008, public librarians were invited to participate. The RML administered the first Network Member Questionnaire in 2002 and repeated it, with modifications to reflect changes in health science libraries, in 2005 and 2008. Focus group sessions are recorded and transcribed and questionnaire data is collected electronically. Each time the data are analyzed and a formal report is written and posted to the MCR web site (<http://nmlm.gov/mcr/evaluation/memberinput.html>). The RML uses the information in the reports for program planning and in evaluating the effectiveness of our efforts.

Public Library Focus Groups

We learned during the public library focus groups held in the spring and summer of 2008 that some, but not all, public librarians are aware they can turn to local hospital and medical center libraries for consultation and resources, that their comfort level with providing health related information varies with the resources available at each library and the frequency with which questions arise, and that public librarians are very much aware of the importance of currency and authoritativeness of health information resources. While service perspectives of public libraries may differ from other types of libraries, public librarians were willing to explore further participation in various local and national networking efforts that may involve specialized health information providers.

The overriding issues identified were the need for both synchronous (in person and online) and asynchronous online training in use of resources and the ethics and strategies for guiding people to reliable sources of health information.

Network Member Questionnaire

Network members in health sciences libraries were invited in September to respond to the third Network Member Questionnaire. 64% of Network members completed the questionnaire, which

asked about staffing, budgets, collections, outreach services, and solicited input on NLM products and databases and RML programs and services.

We learned that:

- You are willing to share with us. The NN/LM MCR questionnaires consistently receive high response rates from Network members, with overall survey response rates of 56% in 2002, 79% in 2005, and 64% in 2008.
- Staffing in the region declined from 2002 to 2008. Average librarian staffing for hospitals went from 1.34 FTE librarians in 2002, to 1.19 FTE librarians in 2005, to 1.24 FTE librarians in 2008. For hospital non-librarian staff, the average was 0.82 FTE staff in 2002, 0.65 FTE in 2005, and 0.66 FTE in 2008.
- Over half of all libraries reported higher library budgets compared to the budget of five years ago, but nearly one-fourth of libraries reported lower budgets for 2008.

See "You Told Us" on page 2

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- Most institutions have emergency response plans, but for a substantial number of respondents, the library needs are not addressed in the institution plan and/or the library does not have its own emergency response plan.
- Approximately half of hospital libraries reported they are prevented from using social networking sites and chat/instant messaging services, though other services (e.g., videoconferencing or streaming video) are less likely to be prohibited.
- In all types of libraries, electronic resources appear to be widely accessible in the library and from elsewhere in the institution. About one-half of hospital libraries and almost all academic and other libraries report off-site access.
- About 80% of all types of libraries provide some type of training, comparable to the results from earlier surveys. Training is commonly offered for NLM and non-NLM health information resources, library use, and Internet search skills.
- Almost all libraries continue to report staff enrollment in continuing education classes on a variety of topics, especially health information resources, technology, and management.
- A great many Network libraries (85% of hospital libraries and 78% of academic and other libraries responding) continue to provide library services (including access to library collections, mediated searching, and reference services) to individuals not affiliated with the institution.
- Information updates about NLM products were rated as "Very Useful" by most libraries of all types; among hospital libraries, online and in-person classes and assistance with new technologies also were rated "Very Useful" or "Useful" by most respondents.
- DOCLINE, MedlinePlus, PubMed, and PubMed Central were rated as "Very Useful" by large numbers of respondents.
- Some methods of RML communications and Network members' communications with each other continue to be rated very highly and some increased in the rankings, while other methods declined in ranking. The ratings of methods were not consistent between hospital, academic, and other libraries, and no pattern of improvement or decline in communications is apparent.
- Only a few libraries reported receipt of funding for projects to improve access to health information; however, the number of projects increased somewhat from 2005 to 2008.

Implications for the RML

The RML developed an action plan to address the issues identified during the public library focus group sessions. Each state liaison will offer one education session (in person or virtually) specifically targeting resources for public libraries, and each state liaison will promote all MCR classes, sessions, presentations, and news updates to public libraries if the content is appropriate.

As a result of the Network Member Questionnaire, the RML is looking at all of its communications mechanisms to make sure that the information we share every week gets into every Network member's in-box. We also learned that we need additional and better ways to get our message out. Just as in the business world, companies rely on marketing and promotion, so must the RML to ensure that all Network members have the opportunity to benefit from RML programs.

There are a large number of outstanding RML products that are not well known among the membership. The Spotlight! sessions offered every month are one way the RML is raising awareness while also offering easily obtainable CE credits. Anyone can get those credits by devoting one hour of time and completing a follow-up evaluation form. Spotlight! is the simplest, least expensive way to increase your knowledge without having to leave the library.

Finally, the RML will continue to evaluate its programs and services, aiming to ensure that they make your work life easier while pushing us all to learn new things and raise the bar of professional librarianship.

-Betsy Kelly, Assessment and Evaluation Liaison

Register NOW for one of the five Network Member Focus Groups to be held in February



The 90 minute sessions will be held virtually using toll free telephone and Adobe Connect - the teleconferencing software that the NN/LM MCR uses for its Breezing along with the RML and its Spotlight! sessions. This is a proven technology and no travel is necessary.

The sessions will be facilitated by Rebecca Davis, from University of California, Davis. NN/LM MCR staff will not be present during any of the focus group sessions.

Dates and times:

Feb 2 - 11:30-1:00 MT / 12:30-2:00 CT
Feb 12 - 11:00-12:30 MT / Noon-1:30 CT
Feb 18 - Noon-1:30 MT / 1:00-2:30 CT
Feb 22 - 1:00-2:30 MT / 2:00-3:30 CT
Feb 26 - 10:30-Noon MT / 11:30-1:00 CT

Register before January 20th at:

http://surveymonkey.com/s/MCR_focus_group_registration

Each participant will receive a webcam as a thank you.

Call your State Liaison or Betsy Kelly, Assessment & Evaluation Liaison if you have any questions.



Whooo Says: . . .

Dear Whooo,

I love being a health sciences librarian because the physicians are so grateful when I can help them find needed information. I am collecting quite a folder full of thank you letters and anecdotal evidence of the impact of the library. However, my manager is not satisfied with such informal proof of the quality of my work. Do you have any ideas of how I can construct a survey or study that would show the benefits of library services to my users?

Thanks,

Happy and Curious

Dear Happy,

Your letter arrived at a perfect time! I've just been visiting my friends at the University of Missouri, and I think they may have the perfect answer for you.

For the past two years, a research team* at the J. Otto Lottes Health Sciences Library, University of Missouri (MU) and the NN/LM MCR have been working on a study to determine the impact of the library and the librarian on patient care. This group has developed and tested a series of questions designed to show how physicians use information provided by the library. They have studied three departments at the University of Missouri, School of Medicine, and are currently working with the University of Colorado Health Sciences Library and five hospital libraries in Colorado and Missouri.

According to Barb Jones, NN/LM Missouri/Library Advocacy Liaison, the MU research team is now ready to open participation in this study to interested hospital librarians in the MidContinental Region. They have room for a limited number of participants and need to make the selection of those participating by the end of

See "Whooo Says" on page 7

NetLibrary

What's bigger than a bread box (if it were actually in print?) Contains more than 90 books? Is available 24 hours a day and 7 days a week? And is free?

If you answered, "NetLibrary" you're right! For the past several years, the NN/LM MidContinental Region has offered to librarians, in our six state region, free access to a digital collection of books, viewable online through the NN/LM MidContinental Region portal:

<http://nmlm.gov/mcr/education/netlibrary.html>

Readers can search for a book or select "List All Resources" on the right hand side of the page to see the entire collection of books. Once a book is selected the reader can scan the Table of Contents, and jump to a section of the book that may be pertinent, or view the book a page at a time. To advance to the next page, one only need click on the upper right hand corner where it says "Next" to move on. Individual pages can be printed as necessary.

Books are chosen based on topics relevant to management of libraries and technology topics.

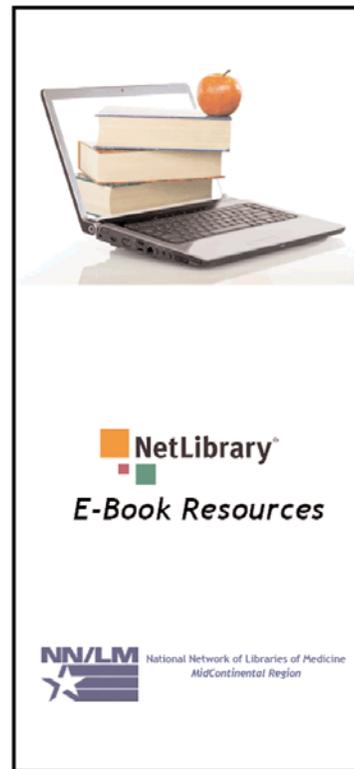
Take a look at this sampling:

- 301 Ways to Have Fun at Work
- Accounting Game: Basic Accounting Fresh from the Lemonade Stand
- Becoming a Digital Library
- Dealing With Difficult People in the Library
- Learn Basic Library Skills
- The Project Management Tool Kit: 100 Tips and Techniques for Getting the Job Done Right

There is also a handy tri-fold brochure available, listing the books in the current collection:

<http://nmlm.gov/mcr/education/pdf/TrifoldNetLibrary0609.pdf>

New e-books are added each year and these are noted in the brochure in red. Is there a book you're looking for - or would like to suggest? Why don't you take a look today?



Get Involved in MCR Infrastructure!

Developing collaborations among Network members to improve access to and sharing of biomedical information resources is a very important goal for the National Network of Libraries of Medicine MidContinental Region (NN/LM MCR). The NN/LM MCR is known for involving Network members in its infrastructure and outreach programs with positive results. By getting involved with a credible and well respected national organization, Network members can learn and expand their experiences plus meet new people from all sorts of different backgrounds.

Are you good at the 60 second elevator speeches? Are you good at engaging people in conversation? One exciting and sometimes fast paced type of event we offer is assisting in exhibiting at local, state, regional, and national meetings. Exhibitors get to meet professionals from different biomedical disciplines and talk about relevant resources available to them. Exhibitors for NN/LM MCR also get reimbursed for meals and travel. All exhibitors get training on NLM and NN/LM resources and services. Once at a certain competency level, members earn a certificate which allows them to exhibit on their own at future professional meetings. To give you an

idea of the types of professional meetings where we exhibit, here are a few that are coming up:

- Colorado Academy of Physician Assistants - January 29-31
- Kansas Library Association Conference - March 7-9
- American Academy of Pediatrics Meeting - March 15-16
- Nebraska Brain Injury Conference - March 25-26
- Missouri Association of School Librarians - April 18-20
- Kansas Governor's Public Health Conference - April 26-27

Looking for more than a 60 second interchange that is typically found at professional meetings and prefer a more intimate and in depth experience? Do you like to teach? You may consider co-teaching/co-training on NLM or NN/LM resources for groups in your community. Anyone wishing to co-teach/co-train with the NN/LM MCR will receive train-the-trainer training.

Are you good at putting pen to paper or fingers to keyboard? Would you like to share the cool things that are going on at your library or institution? We are always looking for members to share what they are doing in our quarterly *Plains to Peaks Post* newsletter. Articles are fairly short, about 500 words or so.

See "Get Involved" on page 5

By the Numbers: MCR Document Access and Delivery

You may have noticed that the NN/LM MCR is data-centric and relies on data to make decisions on what services are important to its Network members and the communities it serves. The project area of document access and delivery is no different. The NN/LM MCR tracks several sets of numbers to monitor how Network members are doing, a sort of bell-weather, if you will. For instance, if a member's DOCLINE fill rate statistics drops dramatically or even gradually over time, it tells us there might be a problem at the library. When we see this happening, we give the member a call to see what issues the library is having and determine if and how the MCR can help.

One of the NN/LM MCR's main philosophies is supporting health sciences libraries to build their collections and access to biomedical research. There are two numbers we monitor that are tied to the minimum requirements for full Network membership and access to DOCLINE. The first number we monitor is the DOCLINE lending fill rate, and the second is the number of current and lendable biomedical journals that members have in their DOCLINE Serial Holdings. A lending fill rate is the percentage of requests a library fills of the number they receive. To quickly illustrate this, if a library receives 100 requests and fills 80, their fill rate is 80% or if another library receives 1 request and does not fill it, their fill rate is

zero. The minimum lending fill rate requirement is 75% or higher for all NN/LM MCR full Network members (e.g. Resource Libraries, primary access libraries, corporate libraries, etc.).

The second number we look at is the number of current and lendable biomedical journals a member has entered from their collection into their Serial Holdings. Serial Holdings is a database that contains bibliographic information about what journals a member has in his collection that he can lend to other DOCLINE libraries across the U.S. and countries abroad. Our region, like many other regions in the NN/LM, requires at least 25 journals be listed in a member's Serial Holdings and that this information be updated or verified at least once a year.

What is DOCLINE?

Before we examine how our region deals with the minimum requirements of membership, let's make sure everyone knows about DOCLINE. Some readers may have heard of DOCLINE but may not know exactly what it is. NLM defines DOCLINE as:

"...the National Library of Medicine's automated interlibrary loan (ILL) request routing and referral system. The purpose of the system is to provide improved document delivery service among libraries in the National Network of Libraries of Medicine® (NN/LM) by linking journal holdings to efficiently route the requests to potential lending libraries on behalf of the borrower.

See "Numbers" on page 6



GET PLUGGED IN TO EDUCATION!

RSS Class

Participants will learn how to get started with RSS, view an RSS Reader showcase, learn where to look for feeds, learn about creating a Web 2.0 Mashup using social bookmarking and RSS, and view a demonstration of dressing up a feed and placing it on your library's web site.

Contact Rebecca Brown with questions: rbrown3@kumc.edu

- January 7, 2010 - 10:00 MT/11:00 CT

Thinking like an MBA - An asynchronous online distance education class

As not-for-profit institutions adopt more business practices and processes, librarians need to be more knowledgeable about adapting to current strategies. The three basic components of Project Management - time, money, and resources (people) - will be examined. These in turn can be used on a larger level to demonstrate value, analyze and evaluate personnel and expenditures, and focus on assets to affect Change Management within the organization.

Participants are eligible for four MLA CE credits upon completion of the class.

To register, contact Marty Magee: mmagee@unmc.edu

- Four-week class beginning January 18, 2010 and ending February 12, 2010.

The following classes are held using Adobe Connect. You will need a computer with Internet access and a phone. Log in to the class URL, enter your phone number when prompted, and the system calls you.

Navigating Collaboration: A Crash Course in Connecting with the Community

Learn how to develop and maintain collaborative relationships with people and organizations outside your library.

Online at: <https://webmeeting.nih.gov/siobhan>

All sessions will be held at 1:00 MT/2:00 CT.

- January 26, 2010 - Strategies for Overcoming Barriers - Melody Kinnamon, Consumer Health Librarian, Johnson County Library, Overland Park, KS and Chris Engleman, Consumer Health Librarian/Consultant
- February 3, 2010 - Funding - Lori Phillips, Associate Dean/Associate Librarian, University of Wyoming Libraries, and Siobhan Champ-Blackwell
- March 22, 2010 - Lessons Learned - Will Olmstadt, Librarian, Becker Medical Library, Washington University School of Medicine

Breezing Along with the RML - a monthly update from the NN/LM

MidContinental Region staff

3rd Wednesday of each month at 10:00 MT, 11:00 CT

Online at: <https://webmeeting.nih.gov/mcr>

- January 20, 2010 - Jean Shipman and Claire Hamasu
- February 17, 2010 - Siobhan Champ Blackwell and John Bramble
- March 17, 2010 - Rebecca Brown and Marty Magee

Spotlight! On National Library of Medicine Resources

- online sessions focused on NLM databases

4th Wednesday of each month at 1:00 MT/2:00CT

Online at: <https://webmeeting.nih.gov/mcr>

Medical Library Association Continuing Education credit is now being offered for Spotlight! classes upon completion of class exercises and class evaluation. To request MLA CE credit,

e-mail Marty Magee at mmagee@unmc.edu

- January 27, 2010 - Clinical Trials - Dana Abbey

DOCLINE and Document Delivery

Online at: <https://webmeeting.nih.gov/memberservices>

No registration needed. Each class is worth 1 MLA CE Credit for those who request it and fill out an evaluation. All class start times are 11:00 MT/12:00 CT.

- First Wednesday of the month: Beginning DOCLINE
- Second Wednesday of the Month: Serial Holdings
- Third Wednesday of the Month: Routing Tables
- Fourth Wednesday of the Month: Borrowing and Lending

More about these classes at: <http://nml.gov/mcr/education/online.html#A3>

Librarians are from Venus, Vendors are from Mars: Strategies for developing respectful relationships and strong contracts

Online at: <https://webmeeting.nih.gov/memberservices>

Participants will receive 4 MLA CE credits.

Registration IS required - A maximum of ten students with a minimum of four is required.

Classes are held in two 1.5 hour sessions with a hands-on exercise in between sessions.

- Class One
Session 1 - Thursday, January 7, 2010 at 1-2:30 MT/2-3:30 CT
Session 2 - Thursday, January 28, 2010 at 1-2:30 MT/2-3:30 CT
- Class Two
Session 1 - Thursday, February 4, 2010 at 1-2:30 MT/2-3:30 CT
Session 2 - Thursday, February 25, 2010 at 1-2:30 MT/2-3:30 CT

More about this class at: <http://nml.gov/mcr/education/licensing>

For the full calendar of MCR events see: <http://nml.gov/mcr/education/calendar.html>

"Get Involved" continued from page 4

Are you AHIP? Wanna get AHIP? Members can also earn credits from the Medical Library Association's Academy of Health Information Professionals, a peer-reviewed professional development and career recognition program. For example, exhibiting at a professional meeting earns 2 AHIP points, contributing to a newsletter, such as the *Plains to Peaks Post*, earns 1 AHIP Point. There are a wide range of AHIP points available for teaching or co-teaching with NN/LM MCR staff. To learn more about earning AHIP points while working with the NN/LM MCR, go to: <http://nml.gov/mcr/advocacy/AHIP.html>

Don't feel like you are being heard? Are you quick with the delete key when you see a questionnaire or are you well intentioned but never get around to responding to one? We know that responding to surveys, questionnaires, polls, or even participating in a focus group can be seen as an annoyance and their relevance to you might seem very distant. BUT if we don't know what matters to you, we go with known needs from those that DO respond. So if you have an idea that could make your work life a whole lot easier and you think would be appropriate for the NN/LM MCR to do, delay pressing that delete key and tell us about it.

Are you an outcome-oriented person? Like to work with others? Do you have good ideas that you'd like to put into motion? NN/LM Network members can increase their influence on how the NN/LM MCR operates and the types of services offered by getting on a workgroup or advisory group. Each Liaison has at least one workgroup within their special project area. Take a look at the special project areas, see what matches your interests, then give the liaison a call.

Assessment and Evaluation: Betsy Kelly
Community Outreach and Collaboration: Siobhan Champ-Blackwell
Consumer Health: Dana Abby
Document Access and Delivery Systems: John Bramble
Education: Marty Magee
Health Sciences Library Advocacy: Barb Jones
Technology: Sharon Dennis and Rebecca Brown

For more information about any of these opportunities to get involved, go to our involvement web page:

<http://nml.gov/mcr/about/staff.html>

-John Bramble, Utah/Network Membership Liaison
-Siobhan Champ-Blackwell, Community Outreach Liaison

"Numbers" continued from page 4

Requests can be created, routed, received, and filled in this system. DOCLINE participants can also check the status of requests for which they are either the borrowing or lending library.

DOCLINE serves over 3,000 U.S., Canadian, and Mexican medical libraries at no cost. Some selected national and major medical libraries in other countries also have DOCLINE access. Health sciences libraries and libraries at institutions with a health sciences mission are eligible to apply for access to the DOCLINE system."

(From http://www.nlm.nih.gov/services/doc_what.html)

Between October 2008 and September 2009, there were over 1.7 million requests processed by DOCLINE users in the U.S. The 166 full Network members in our region contributed 113,481 of these processed requests. If we do a quick and dirty cost benefit analysis that compares ordering an article through DOCLINE versus ordering the same article from a publisher, we could pay DOCLINE's max cost fee of \$11 or pay \$25, a fairly conservative cost estimate, if ordered from a publisher. If we look at the number of processed requests mentioned above, access to DOCLINE benefits Network member institutions to the tune of roughly 1.6 million dollars annually $[(113.5k \times \$25 = 2.9 \text{ million}) - (113.5k \times \$11 = \$1.3 \text{ million}) = 1.6 \text{ million dollars}]$. This amount goes up because not all libraries charge the \$11 max cost fee. For instance, there are 896 libraries (43 in our region) that do not charge anything for the requests they process.

Minimum Requirement for Full Membership

DOCLINE is one of the most prized benefits of full membership in the National Network. We frequently get comments from members who say that they couldn't provide high levels of service to their users if they didn't have access to DOCLINE. DOCLINE works well because it is a reciprocal program. Because of the strong spirit of reciprocity plus the hard work and generosity of libraries across the United States, we currently see a national fill rate of 93 % with our regional fill rate at 91%.

This takes us back to the minimum membership requirements. At the beginning of the current 2006-2011 contract, every Network member agreed to meet or exceed the minimum requirements of Network members (fill rate and serial holdings). Even though our regional fill rate is 91%, we still have some libraries that are struggling. Between July 2009 and September 2009, we had 57, or 34%, of our full Network members that had a fill rate of 75% or less. We do better with collection sizes. In October 2009, there were only 11 full Network members with less than 25 current and lendable biomedical journals listed in their Serial Holdings.

Who is the RML Working With?

The NN/LM MCR has been working with libraries currently not meeting the minimum fill rate by talking with them to determine how they can work to become a full participant in DOCLINE. In most

cases, libraries have been very interested in maintaining their full membership and access to DOCLINE but needed assistance in strategizing how to leverage the benefits of DOCLINE access. Such as, working with their administrators to increase the library's staff or volunteers to help with processing requests or by funneling more funding to the library's collection development budget.

We found in some cases, full membership and access to DOCLINE was not the best fit, and we recommended that they switch over to NLM's Loansome Doc as a more appropriate interlibrary loan service. One individual who was considering this option said it might be a relief not to have the burden of filling requests yet still benefit by being able to request articles for less than the fees charged by publishers.

In only one or two cases, we discovered that there wasn't a regularly staffed person managing the library. Because there was no one for us to work with, their status was changed to non-member and their access to DOCLINE was suspended. We surmise that there was a staff reduction of some sort and the RML was not notified. We are investigating each of these situations.

Advocate for Your Library

As we mentioned earlier, DOCLINE is one of the most valued services provided by the NN/LM. Additionally, this service makes it possible for librarians to obtain articles for their users at a far lower cost than on the commercial market. This summary is really not news to health science librarians. However, it is news to managers and financial officers within our institutions.

Review of your DOCLINE records, particularly borrowing and lending fill rates presents an excellent opportunity to analyze the financial implications of DOCLINE use for your institution. How many articles did you borrow for your users through DOCLINE? How many of those articles were you able to borrow at no cost? How many of those articles did you need to pay for? At what cost? What would these same articles have cost if you had purchased access from a vendor? The answers to all of these questions should be very interesting to your managers, because they will show how you are taking advantage of professional resources to contribute to the financial bottom line of your institution. Take a few minutes to calculate the financial contribution DOCLINE makes possible for your library, and then make sure to pass the calculations on to managers in your hospital.

All members of the Network are encouraged to take advantage of NN/LM resources for help in strategizing ways to leverage the benefits of Network membership. If you look at the MCR services and programs offered, you will see a theme emerge that supports our philosophy of supporting health sciences libraries by helping them to build library services, collections, and access to biomedical research. If you would like help, do not hesitate in contacting your state liaison.

-John Bramble, Utah/Network Membership Liaison
-Barb Jones, Missouri/Library Advocacy Liaison

"Whooo Says" continued from page 3

February, 2010. In order for you or any other librarian wanting to participate in this study, you MUST be a full MCR Network member and have the support of your supervisor.

By now, I'm sure you're interested and wondering what is involved in participating in this study. As I mentioned, the MU research team has already developed the questions for this study. They consist of a set of five "core" questions that must be used by all participants, and a small group of additional questions from which participants can choose three. These questions need to receive Institutional Review Board (IRB) approval by both the University of Missouri and your hospital. Don't be intimidated by this requirement: MaryEllen Sievert, who is a key member of the research team, will help you with obtaining your approval. After the IRB approvals are received, the MU team will prepare a Survey Monkey survey for you to distribute to your selected survey population. When your survey responses are collected, the MU research team will then analyze your responses and provide you with basic charts and graphs showing the results from your institution. They will also provide you with some basic tools to help you with the interpretation of your data. You will be free to use this data within your institution with

proper notification to the MU research team. The aggregate results will be published by the MU research team.

Happy, I can tell already that you are interested in this opportunity. I think it will provide you with exactly the kind of information you need to convince your managers and administrators of the value of your library to patient care in your hospital. Preliminary results from the MU and five hospital studies are very encouraging! I encourage you to contact Barb Jones to let her know of your interest as soon as possible. Remember that the selection of participating hospitals will be made by the end of February, 2010. As I mentioned earlier, only a limited number of hospitals can participate.

Thank you for writing, Happy. You gave me a great chance to advertise this opportunity. I also enjoyed hearing from a librarian who is so passionate about his work.

Sincerely,

Whooo

*Research team members are Deb Ward, MaryEllen Sievert, Dirk Burhans, and Barb Jones.



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This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. N01-LM-6-3514 with the University of Utah.

