



ANNUAL MEETING AND EXHIBITION

May 14–19, 2005 - San Antonio, Texas

THE PREMIER EVENT IN THE HEALTH SCIENCES INFORMATION PROFESSION

KEY STRATEGIES AND INSIGHTS INTO:

The role of information and policy in health care

The practice of evidence-based health care

Legislative issues that directly affect libraries

Increasingly diverse and ever-changing information delivery needs

The challenge of serving both clinical practitioners and researchers

Managing library staffing

The impact of open access publications

New products and services

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Sunday, May 15th

101 [The Role of Information Services for Emergency Preparedness and Response](#)

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Monday, May 16th

- [pdf](#) [audio](#) **201 American Psychological Association: New Search Strategies for Medical Librarians: Getting the Most Out of APA's Database**
- 202 BMJ Publishing group: Making the Most of Clinical Evidence and Best Treatments**
- 203 Doody's Core Titles: A Selected List in the Post Brandon/Hill Era**
- 204 McGraw-Hill: A Journey to the Center of Access Medicine**
- 205 MD Consult/FIRST Consult New Enhancements and Other New Products Preview**
- 206 National Library of Medicine**
- 207 Ovid Sunrise Seminar & Customer Forum**
- 208 Presenting Thieme's All New Electronic Book Library**
- 209 Ovid Sunrise Seminar & Customer Forum**

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Monday, May 16th

210 Welcome to MLA' 05 and Presidential Address

Joanne Gard Marshall, AHIP, FMLA, 2004/05 president, MLA, and distinguished alumna professor, School of Information and Library Science, University of North Carolina–Chapel Hill; Janna C. Lawrence, AHIP, chapter president and chair, 2005 Local Assistance Committee, and reference and instructional services coordinator, Briscoe Library, University of Texas Health Science Center–San Antonio; Elaine Russo Martin, co chair, 2005 NPC, and director, National Network of Libraries of Medicine, New England Region, and director, Library Services, Lamar Soutter Library, University of Massachusetts Medical School–Worcester; and Linda Walton, co chair, 2005 NPC, and associate director, Galter Health Sciences Library, Northwestern University, Chicago, IL

211 Plenary Session I: The John P. McGovern Lecture

John J. Nance University Place, WA

212.1 Medical Diversity: Thinking Outside the Box

212.2 Managing Library Schizophrenia (Part I): Staffing

212.3 Overcoming Challenges: Magnificent Medical Contributions

212.4 Celebrating Diversity of New Perspectives

212.5 Reaching Out Magnificently to All at All Points of Care or Need

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Monday, May 16th

**212.6 Educate, Enrich, and Enhance: Technical Services Internal Educational Outreach/
Eduque, Enriquezca y Realce: Extendiendo la Educacion Interna de los Servicios Técnicos**

212.7 Research Methodology 101 (Part I): Yes, You Can Do Research!

212.8 Cloning Research Offers Challenges for Scientists and Librarians

212.9 Changing Face of Information

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Tuesday, May 17th

- 301 **Cinahl Information Systems Database Update**
- 302 **DynaMed: Making Evidence-based Medicine (EBM) Practical**
- 303 **EBSCO Information Services: E-Journal Management Through EBSCO**
- 306 **Plenary Session II: The Janet Doe Lecture**
Fred W. Roper, AHIP, FMLA, dean emeritus, School of Library and Information Science, University of South Carolina
- 307 **NLM Update**
- 308.1 **Stepping Out in a Clinical Way and Meanwhile Who's Covering Home Base?**
- 308.2 **Practicing Evidence-Based Health Care**
- 308.3 **Diversity in Collection Development**
- 308.4 **Medical Informatics and Bioinformatics: Serving Diverse Information Needs for Clinical Practice and Research**

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Tuesday, May 17th

- 308.5 **Challenging Patrons, Challenging Questions: Case Scenarios to Enlighten Our Futuro Magnifico**
- 308.6 **Celebrate Me Home**
- 308.7 **Establishing Best Practice**
- 308.8 **Research Methodology 101 (Part 2): Yes You Can Do Research!**
- 308.9 **Impact of Open Access (OA) Publishing**

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Wednesday, May 18th

401 Plenary Session III: Joseph Leiter Lecture: Joycelyn Elders

Former US Surgeon General and Professor emeritus, University of Arkansas, College of Medicine, Little Rock, AR

402 MLA Business Meeting

403.1 The Role of Information and Policy in Health Care

403.2 EMBASE.com Lecture

403.3 Managing Library Schizophrenia (Part 2): Diverse Roles to Diverse Constituencies

403.4 Medical Information Diversity: Results of an MLA Survey

403.5 Educating Ourselves and Our Users About Copyright

403.6 UnGoogling Information Literacy in the Health Sciences

403.7 Trends in Oral Research

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Wednesday, May 18th

- 403.8 **Futuro Magnifico: Finding Ways of Connecting the World to Medical Information and Resources**
- 403.9 **Digitization, Preservation, and Authentication of Resources**
- 404 **Legislative Update**
- 405 **Open Forum: Continuing Education**
- 406 **Open Forum: Diversifying Our Roles: From Clinical Librarian to Information Specialist in Context**
- 407 **Open Forum: Education and Research: MLA's Role**
- 408 **Open Forum: Nurturing the New, Supporting the Experienced**

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Thursday, May 19th

501 Presidential Inaugural Address and MLA '06 Invitation:

Presiding: Joanne Gard Marshall, AHIP, FMLA, 2004/05 President, MLA and executive director, Health Sciences and Human Services Library, University of Maryland-Baltimore

502 Medical Library of the Future Panel

Alane Wilson, Senior Library Market Consultant, OCLC; Anurag Acharya, Distinguished Engineer, Google Scholar
Jonathan Handler, MD, Washington Hospital center and Northwestern University

504 Google Breakout

505 InfoPOEMs/InfoRetriever Breakout

506 National Library of Medicine Breakout

507 Ovid Breakout: Integration and Portability: Ovid's Vision of the Future

508 Public Library of Science

509 Rittenhouse Breakout

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Posters

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- 2 **Library Support of an Academic Medical Center's Institutional Animal Care and Use Committee (IACUC)**
- 3 **Abdominal Abscess to Zygote: The Spectrum of Foci for a Health Sciences Librarian Liaison**
- 6 **Tracking Where Institutional Authors Publish**
- 7 **Mobile Computing in Healthcare Fair: An Educational, Promotional, and Social Opportunity for Libraries and Their Users**
- 8 **Online Current Awareness: An Overview of Options and Strategies**
- 9 **Reaching Out to a Diverse Population: Assessing the Information Needs of Faculty in a School of Public Health**
- 10 **Reaching Out to Serve the Diversity Within**
- 11 **EndNote and Reference Manager: How Do Citation Formats and Styles Compare to Those Specified in "Instructions to Authors" for Forty Top Medical Journals**
- 12 **Library in a Box: Reengaging with Users via a Scholarly Circuit Librarian Program**
- 14 **Healthy Adventure: A City Urban League Office and the University Libraries Collaborate to Eliminate Health Disparities**
- 15 **Supporting Physician Leaders as Their Roles Diversify: The Executive Management Journal Club**
- 18 **Developing and Sustaining a Web-based Library Newsletter**

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- 20 [Use of Feedback in Designing an Environmental Health Information Mapping System](#)
- 21 [Diabetes Information and Internet Skills in the Community-based Participatory Library Program of the REACH 2010 Charleston and Georgetown Diabetes Coalition](#)
- 25 [Information Needs among Genetic Counselors](#)
- 29 [Consumer Health Information Provided by Hospital Websites in Louisiana](#)
- 30 [Journals, Journals Everywhere and Not a Shelf to Spare](#)
- 31 [Tapestry of Life: Training Public Librarians to Find End-of-Life Resources](#)
- 33 [Collaboration Center Planning and Development in an Academic Health Sciences Library](#)
- 35 [The PubMed Help Online Book: Digital Publishing with the National Center for Biotechnology Information Bookshelf](#)
- 37 [So Many Vendors, So Little Time](#)
- 39 [Comparing Bedside Information Tools : A User-centered, Task-oriented Approach](#)
- 40 [A Systematic Review of Tools to Develop a Learning Objects Repository](#)
- 41 [Using Blogs and RSS for Integrated Library Information Channels](#)

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- 43 **Growing Our Own: Mentoring Staff to Become Future Librarians**
- 45 **The Big Deal: Is It a Bad Deal After All?**
- 47 **Fast Track to the Academy of Health Information Professionals (AHIP): You Can Be a Winner!**
- 49 **Using the Performance Analysis Process to Improve Patient Education Projects**
- 52 **Same Space, New Uses: Transforming the Library for the 21st Century**
- 53 **Outstanding Outreach: Building Relationships with Your Community**
- 55 **Evaluating NC Health Info: Lessons Learned for All Go Local Sites**
- 56 **Beyond the Hype: A Long-term Analysis of Website Customization Usage**
- 57 **Building for Tomorrow: A Community Information Needs Assessment**
- 60 **LibQual+ 2004: From Numbers and Graphs to Practical Application**
- 62 **A Diverse Information Delivery Method: AvantGo Made Easy for Librarians**
- 65 **Out of the Library: A Proactive Approach to Marketing Library Services to Patients' Families and Staff**
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- 95 **Collection Development Practice: Supplementing Electronic Subscriptions with Unmediated Pay-per-view Access to Health Sciences Journals**
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- 98 **A Look at OT Search and the Indexing of Occupational Therapy Literature**
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- 114 **Tufts University Sciences Knowledgebase: Is It Living Up to Its Promises?**

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- 126 **Instruction 24/7: CINAHL (EBSCO)**
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- 143 **A Partnership in Teaching Evidence-based Medicine (EBM) to Medicine Residents**
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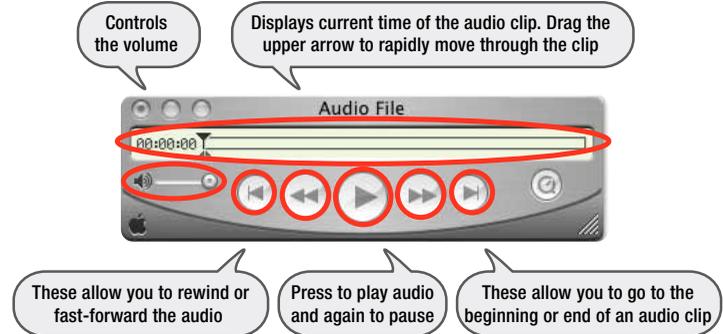
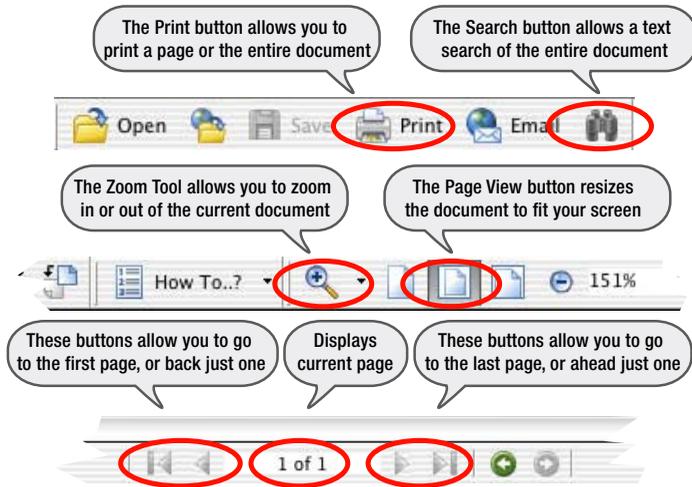
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