

# Medical Library Association 07 Annual Meeting & Exhibition

May 18-23 ★ Philadelphia  
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## MEDICAL LIBRARY ASSOCIATION 2007 ANNUAL MEETING & EXHIBITION

Welcome to the MLA 2007 Annual Meeting CD-ROM. This year's Meeting - Information Revolution: Change Is in the Air! was devoted to better understanding the changing environment which today's Medical Librarians find themselves.

Whether you are experiencing changes in technologies, user populations, workforce, vendors, medical practice, available space, or all of the above, MLA '07 provided the educational sessions to meet your needs. MLA '07 will help you confront the challenges and, better yet, maximize the opportunities these revolutionary changes may create to offer new services, make information more widely available, and deliver content to new user groups.

We are confident the exciting Plenary Sessions, MLA Business Meetings, NLM and Legislative Updates as well as the vast Section Programming presented on this Interactive CD-ROM will greatly enhance your knowledge and improve your skills.

Please visit [www.mlanet.org](http://www.mlanet.org) for our full conference program.



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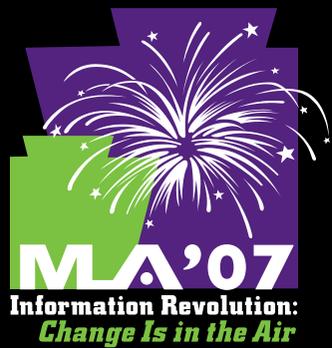
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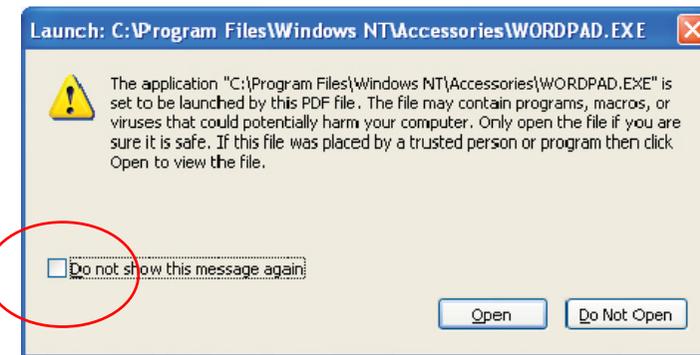
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**Adobe Reader 6 - Roll mouse over shaded areas to reveal helpful information.**



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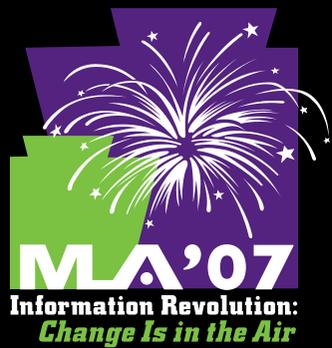


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## FEATURED SPEAKERS/PLENARY SESSIONS

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### 3.01 **John P. McGovern Lecturership: "Peer Review in Science and Medicine: Does It or Can It Work?"** **Arthur Caplan** **Established with a donation from the John P. McGovern Foundation, Sponsored by EBSCO**



Having raised ethical issues before and ready to face controversy and welcome discussion, noted bioethicist Arthur Caplan will clarify the problems with peer review.

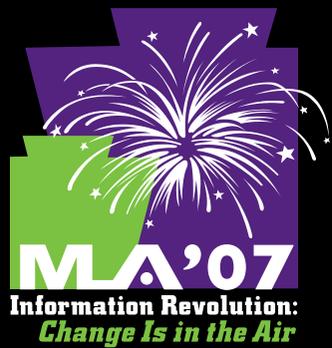
Caplan is the Emmanuel and Robert Hart Professor of Bioethics and founding director of the Center for Bioethics at the University of Pennsylvania–Philadelphia. He completed his undergraduate work at Brandeis University and graduate work at Columbia University, where he received a doctorate in the history and philosophy of science. He taught at the University of Minnesota, University of Pittsburgh, and Columbia University. He was the associate director of the Hastings Center from 1984–1987. Since 1994, Caplan has presided over the Center for Bioethics.

Released in November 2006, Caplan's most recent book, *Smart Mice, Not So Smart People: An Interesting and Amusing Guide to Bioethics*, is a compilation of provocative opinions. Altogether, he has authored or edited over 25 books and more than 500 articles in peer-reviewed journals in medicine, science, philosophy, bioethics, and health policy. He has served on national and international committees, as chair of the Advisory Committee to the United Nations on Human Cloning, and member of the Presidential Advisory Committee on Gulf War Illnesses and the Special Advisory Committee to the International Olympic Committee on Genetics and Gene Therapy. In addition, he writes a regular column on bioethics for *MSNBC.com*; and is a frequent guest and commentator on National Public Radio, CNN, MSNBC and in the *New York Times* and *Washington Post*; and has contributed to other media, including television's ER.

Recently, *Technology Review*, in "Q&A, Arthur Caplan: Who Elected You King?", interviewed Caplan. In describing him, one commentator states, "Round and brash, with the gravelly voice of a street fighter, Arthur Caplan looks and sounds more like a boxer than an ethical philosopher." Even his critics agree that his commitment to the ethical issues in medicine and the life sciences is compelling.

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### 3.02 Janet Doe Lectureship: "Constants, Context, and Change: The Pursuit of Purpose" Henry L. Lemkau Jr., FMLA



Doe lecturers are chosen for their enlightening, challenging, thought provoking, and entertaining insights on medical librarianship. Henry Lemkau, Jr., FMLA, will not disappoint. Lemkau is one of the longest serving and most successful academic medical school directors in the United States.

Since March 1979, he has been professor, director, and chairman of the Department of Medical Library and Biomedical Communications at the University of Miami Miller School of Medicine. Prior to his appointment at the University of Miami, Lemkau was director of the Edward G. Miner Library at the University of Rochester School of Medicine and Dentistry, in Rochester, NY.

He has proved to be an exceptional leader in the association as well as the health sciences information profession for over forty years. Lemkau served on the MLA Board of Directors from 1989–1991 and as chair of three different MLA chapters over the years. He is recognized as a lecturer and consultant at various institutions in the United States and abroad and is known for his long-term efforts to guide his staff to commit to the association and the profession. He designed and developed a computerized serials system for the Mount Sinai School of Medicine Library and has published numerous papers, the most recent appearing in the January 2003 issue of the Journal of the Medical Library Association.

A native of New York, Lemkau did his undergraduate work at St. John's University in Jamaica, NY; he received his master's in library science degree from Pratt Institute in Brooklyn, NY; and, in 1994, he received his law degree (JD) from the University of Miami. The combination of his educational attainment, institutional achievement, and association activity led to the conferring of MLA fellowship in 2004.

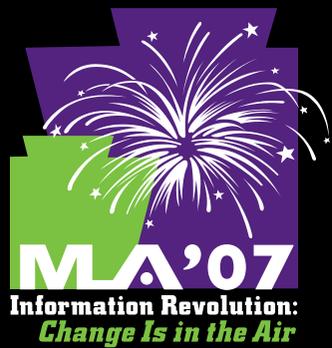


### 3.03 The National Library of Medicine (NLM) Update

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### 3.04 **Joseph Leiter NLM/MLA Lecturership: "Laws, Leaders, and Legends of the Modern NLM"** **Kent A. Smith, FMLA** **Established with a donation from Joseph Leiter**

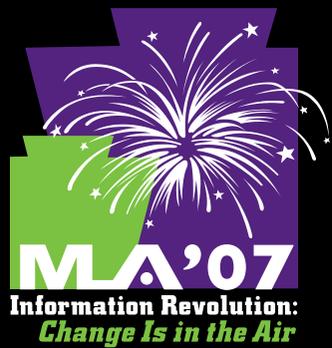


Kent Smith, FMLA, will provide a historical accounting of four major pieces of legislation, beginning with the National Library of Medicine (NLM) Act of 1956 up through the creation of the National Center for Biotechnology Information. Smith will discuss the leaders of NLM during that period and the legendary people, such as Michael De Bakey, Senator Lister Hill, and Senator Claude Pepper, who helped secure these legislative landmarks. He will also take a peak at some of the behind-the-scene efforts that ensured the successful passage of these influential legislative efforts.

Smith is a management consultant with the National Center for Biotechnology Information (NCBI), concentrating on policy development, resource management, and long-range planning. From 1989–2004, he was the deputy director of the National Library of Medicine (NLM) and, as principal operating officer, he had major responsibility for program development, policy formulation, direction, and coordination of all library activities. Prior to joining NLM, he worked at the National Institutes of Health's National Center for Research Resources and at the US Department of Health and Human Services' Office of the Secretary. Smith has a bachelor's degree in math-economics from Hobart College and a master's degree from the Johnson School of Management at Cornell University. He has received numerous awards, including the MLA President's Award in 1997 and MLA fellowship in 2006.

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### 3.05 Health Literacy: rEvolution in Roles Janet Ohene-Frempong Sponsored by Chapter and Section Councils



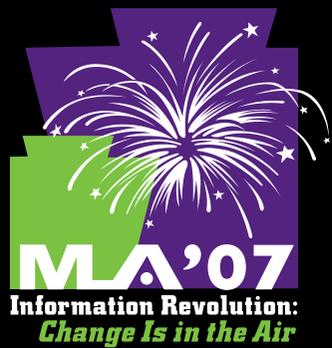
This session will look at the important issues of roles and partnerships for health sciences librarians in dealing with health information literacy. Meet people who are actively involved in this critical issue. After a keynote presentation by Janet Ohene-Frempong, a noted speaker and health literacy advocate, a panel of librarians, moderated by Amy Louise Frey, AHIP, Hospital for Special Care, New Britain, CT, will discuss how they have addressed health information literacy. Panel members include: Micki McIntyre, Campus Library, University of Medicine and Dentistry of New Jersey– Stratford; Andrea Kenyon, Library, College of Physicians of Philadelphia; Lynda Barker, Library and Information Sciences Program, Wayne State University, Detroit, MI, and Marge Kars, AHIP, Bronson Health Sciences Library, Bronson Methodist Hospital, Kalamazoo, MI. Vignettes and posters will also be offered during the session.

Janet Ohene-Frempong, president of J O Frempong & Associates, is a plain language and cross-cultural communications consultant with over twenty-five years of experience in patient-provider communications. She has conducted workshops and consulted for a wide range of health information providers, including health care systems, government agencies, health insurers, pharmaceutical companies, medical publishers, health and human service agencies, and schools of medicine, nursing, and allied health. Ohene-Frempong coauthored *Literacy, Health and the Law: An Exploration of the Law and the Plight of Marginal Readers within the Health Care System*, a book for health system and pharmaceutical industry administrators. She also cowrote *Health Care for African Americans in Rethinking Ethnicity and Health Care*, a discussion of the role of marginal literacy as one barrier to optimal care. She has served on several national advisory committees and is a founding member of the Partnership for Clear Health Communication. She is also cofounder and principal of the Clear Language Group, a consortium of nationally recognized health literacy experts.

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## MLA MEETINGS

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**1.01 Plenary Session I: Welcome to MLA '07 and Presidential Address**

Jean P. Shipman, AHIP, MLA President, 2006/2007;  
Diana J. Cunningham, AHIP, Co-Chair 2007 National Program Committee;  
Susan S. Starr, Co-Chair, 2007 National Program Committee;  
Anne K. Seymour, Co-Chair, 2007 Local Assistance Committee;  
Etheldra Templeton, Co-Chair, 2007 Local Assistance Committee;  
Nina Long, AHIP, Chair, Philadelphia Regional Chapter  
Presidential Address: Jean P. Shipman, AHIP, MLA President, 2006/2007

**1.02 MLA Business Meeting I**

Presiding: Jean P. Shipman, AHIP, MLA President, 2006/2007  
★ Agenda: Announcements; In Memoriam; Member Recognition; Call to Order Announcements and Election Results; New Business;  
Treasurer's Report: Dixie A. Jones, AHIP, MLA Treasurer;  
Executive Director's Report: Carla J. Funk, CAE Annual Report; Old Business

**1.03 MLA Business Meeting II: Presidential Inaugural Address and MLA '08 Invitation**

Presiding: Jean P. Shipman, AHIP, MLA President, 2006/2007  
★ Agenda: Call to Order; Old Business; Recognition of Retiring Board Members; Introduction of Incoming Board Members;  
Recognition of Outgoing President

**1.03a Presidential Inaugural Address (slide synced presentation): Mark E. Funk, AHIP, MLA President 2007/2008**

**1.04 Legislative Update**

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## MLA MEETINGS

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  **5.0 Marketing Seminar: Coping with Change**  
Reaching Your Library's Users

 **5.1 Continuing Education Symposium: Scholarly Publishing Issues Symposium**  
The Challenges and Opportunities Facing Libraries in an Open Access Environment

Additional General Session Information is available online at MLANET:

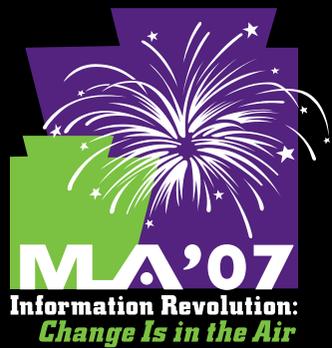
[MLA Research Vignettes](#)

[Obituaries](#)

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## OPEN FORUMS

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### 2.01 Academy Survey Results

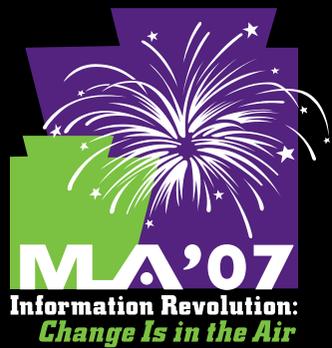
Last Fall, more than 1,000 MLA members responded to the academy survey. Listen in for a review and discussion of the results. Members share their feedback on the state of the Academy of Health Information Professionals, MLA's peer-reviewed professional development and career recognition program.

### 2.02 Health Information Literacy

Listen and learn more about MLA's Health Information Literacy Research Project, funded by a contract from the National Library of Medicine (NLM). The project will survey hospital administrators and providers to assess their awareness of health information literacy issues and the value of health literacy in supporting patient care. It will also explore the role of librarians as key providers of health information literacy information and resources. Principal co-investigators Jean P. Shipman, AHIP, MLA President, 2006/2007 and Carla J. Funk, CAE, MLA Executive Director, along with project coordinator Sabrina Kurtz-Rossi, will also discuss developing and piloting a health information literacy curriculum to increase provider and patient awareness of health literacy issues and NLM health information tools and resources, such as Information Rx and MedlinePlus.

### 2.03 Librarians Without Borders

In this session, the members of MLA's Task Force on Librarians Without Borders discussed MLA's widening global initiatives, including the electronic library training program. MLA received an \$80,000 grant from Elsevier to train librarians on the African, Asian, and Latin American continents. Grant coordinator Lenny Rhine, university librarian emeritus, University of Florida - Gainesville, discuss how the grant is being used to fund eight on-site workshops and one distance education course and to develop new training modules.



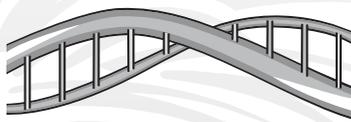
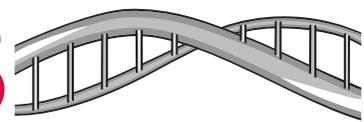
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Looking forward to seeing you in 2008!

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