

NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION (REGION 7)

Pacific Southwest Regional Medical Library (PSRML)

Quarterly Progress Report
August 2002 – October 2002

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Quarterly Progress Report
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A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services
 - Loansome Doc service is offered by 206 libraries in the Pacific Southwest Region.
 - We responded to a call from an assistant in a physician's office wanting to know how to import PubMed records into EndNote.
 - We are very proud of Arlene Cohen of the University of Guam. She has developed a distance training program for regional physicians from the Freely Associated States. She shared with us a copy of a letter of thanks from Gregory Dever of the Palau Ministry of Health.
 - A research opportunity was identified by Russ Toth, one of our RAC members. He suggested the county AIDS coordinators would be an excellent model for public health professionals in general. He would like to find a partner who might study their information behaviors and possible interventions to promote better access to NLM resources and programs.

2. Assessing the needs of health science libraries
 - Network members contacted PSRML with questions about: embedding ejournal passwords into PubMed to make it easier for users to get to full-text, copyright policies, training opportunities, Maximum Cost and delivery methods, processing Loansome Doc requests, and many questions about EFTS and electronic delivery.
 - Several network members responded to our PubMed Central announcements and expressed interest in offering journals to PubMed Central for scanning.
 - Members were pleased that Ovid titles are now available for LinkOut.
 - The University of Nevada, Reno, continues to be unable to participate in LinkOut because they access ejournals through SciServer from Los Alamos National Laboratory (LANL), and LANL does not participate as a provider; Kathy Kwan from NCBI is following up on this.
 - We have not been able to determine if Guam Memorial Hospital Authority has hired a librarian yet.

- We expect more cross-regional DOCLINE traffic in the next several years, and, if large libraries have license agreements that prohibit interlibrary loan, DOCLINE traffic may extend down further into the smaller libraries for requests that indicate “Refer on after NLM”. This could prove burdensome to smaller hospital libraries. We need to find ways to make cross-regional sharing easier for our libraries. One such way will be EFTS.

3. Managing the NN/LM Network membership program for the region

- We had several conversations with potential network members including: California Healthcare Foundation, Blue Cross of Southern California, Traditional Chinese Medical College of Hawaii, National Kidney Foundation Library, and the Library of the Los Angeles County Coroners Office.
- We developed a plan for public library membership for Year 02 of our contract. The plan includes a strategy for contacting public libraries about membership; our evaluation will be a count of public libraries who are members.
- At the end of this quarter, we had 27 public library members in our region (Arizona 8, California 16, Nevada 2, and Pacific Basin 1). This is an increase of 2 public libraries in California from last quarter. We have begun soliciting membership renewals for these libraries when appropriate.
- According to DOCUSER, the Pacific Southwest Region has a total of 640 network members: 235 affiliate and 405 full members. Four affiliate members joined the network: California AIDS Clearinghouse, California Department of Education, and The Preuss School at UCSD. One full member library joined the network: La Sierra University (CAUITT). One full member library closed in the quarter: St. Luke Medical Center (CAUSKE). One full member library no longer participates in DOCLINE and is now considered an affiliate member: Northern Arizona University (AZUNAU).
- During this quarter, PSRML staff participated in one NLM DOCLINE teleconference.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<i>Location</i>	<i>SERHOLD Contributors</i>	<i>Borrow-Only DOCLINE</i>	<i>Total Participants</i>
Arizona	42	7	49
California	301	18	319
Hawaii	15	1	16
Nevada	11	2	13
Pacific Basin	5	0	5
Regional Total	374	28	402

- Current DOCLINE statistics for the region are:
 - 374 SERHOLD contributors
 - There is one pending DOCLINE application.
 - 402 DOCLINE libraries; 28 of these are borrow-only libraries.
 - 104 DOCLINE routing table approvals were completed during the quarter.
 - Three DOCLINE orientations were performed via telephone during the quarter.
 - Twenty-eight library groups, including those that are cross regional, are recognized in the DOCLINE system.
 - Thirty-six requests for DOCLINE holds were received during the quarter.
 - Three libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 86 FreeShare library group members in this Region.
- There is a grand total of 952 FreeShare library group members in the U.S. and Canada, which is a 4% increase over the quarter.

4. Implementing the Regional Document Delivery Plan

- We promoted EFTS in the Pacific Southwest Region in the following ways:
 1. We developed a page for the PSRML web site called “Guide to EFTS in the Pacific Southwest Region” and sent an announcement about this on the regional listserv.
 2. We published another article on EFTS in *Latitudes* and posted messages about it on the PSRML electronic discussion list.
 3. We are keeping a monthly tally of EFTS participants in the Pacific Southwest and are including this on the “Guide to EFTS in the Pacific Southwest Region”.
 4. On September 27, 2002, Julie Kwan visited the Glendale Adventist Memorial Hospital Library, the producers of the *Cumulative Index to Nursing and Allied Health Literature*, to encourage participation in EFTS.
 5. Julie Kwan serves as a PSRML liaison to the EFTS Task Force of the Medical Library Group of Southern California and Arizona. The Task Force is beginning an EFTS Pilot Program to develop experience with EFTS to be shared with MLGSCA members.
 6. Julie Kwan attended the Northern California and Nevada Medical Library Group Executive Committee meeting on October 18, 2002. During this meeting, the NCNMLG leadership began formulating a plan for implementing EFTS for members of this group. PSRML will support their efforts; one activity will be a presentation on EFTS to the NCNMLG membership, planned for January 2003.

7. By the end of the quarter, three libraries in our region began participation in EFTS. We are making a practice of announcing each new EFTS participant in the Pacific Southwest Region. At this time, there is no other way for DOCLINE libraries to get automatic announcements. We believe these announcements are an important promotional tool.
 - We continue to have questions about EFTS. The credit card analogy implies that EFTS staff will “deactivate” EFTS status in DOCUSER if there are not sufficient funds to cover charges. EFTS may want to carry an account that they believe will have funds or if there is a temporary problem in transferring funds into the requesting library’s account. But we do not believe it is appropriate for EFTS to retain a library in DOCUSER as an EFTS participant and then tell the supplying library that they must request funds outside of EFTS via invoice. In the Pacific Southwest Region, we remain committed to updating DOCUSER records to reflect correct EFTS status until EFTS is able to do this directly in DOCUSER.
5. Meeting responsibilities of Resource Libraries and the RML
- The NN/LM Site Visit to the Pacific Southwest Region took place on September 17, 2002. The site visit team members were Ken Walker, MD (Chair), Janice Kelly, Michele Klein Fedyshin, Jacqueline Ramseau, R. Kenny Marone, and NLM staff members Betsy Humphreys and Angela Ruffin. The agenda included a discussion between the site team and UCLA administrators, a program review with all PSRML staff, and an open discussion forum with NN/LM network members. Comments from network members were invited; feedback entered via a web form was provided to the site team. The open discussion forum was attended by many network members, including representatives of the Medical Library Association chapters in the region and all of the Resource Library Directors. Members spoke eloquently on the long tradition of excellent service by the UCLA Louise M. Darling Biomedical Library in serving as the Regional Medical Library for the Pacific Southwest Region since 1969. Speakers offered many examples of how NN/LM services have addressed regional needs. The site visit team will provide a report of its findings to PSRML.
 - The Resource Library Directors met at UCLA Meeting, September 17-18, 2002. (The minutes appear in Appendix A.) The directors discussed EFTS and offered their best estimates of when they would join EFTS. There was a great deal of interest in participating in the new EFTS program. The main barrier appears to be getting ILL charge data into the system. The University of Nevada, which has used QuickDoc for several years, indicated their plans to begin October 1, 2002. The University of Arizona is in the process of implementing ILLiad and some Resource Libraries use Clio. The University of California libraries plan ultimately to use VDX to prepare reports for EFTS; however, full implementation is at least a year or two away. Thus, UC libraries will need an interim way to prepare the dataset for EFTS.
 - Alan Carr and Julie Kwan attended the NLM orientation session for new RML staff members on September 5-6, 2002.

6. Establishing and maintaining communications

- PSRML web usage summary statistics for the quarter are:

Month	Visits	Page Views
August 2002	6,003	46,808
September 2002	5,666	41,944
October 2002	7,848	67,476

The month of October saw a significant increase in visits and page requests. More detailed statistics can be found at: <https://staff.nlm.gov/usage/psr/>

New web services during the quarter included new “PSRML Regional Information” web pages for Arizona, California, Hawaii, Nevada and the Pacific Basin.

Arizona http://nlm.gov/psr/geo_arizona.html

California http://nlm.gov/psr/geo_california.html

Hawaii http://nlm.gov/psr/geo_hawaii.html

Nevada http://nlm.gov/psr/geo_nevada.html

Pacific Basin http://nlm.gov/psr/geo_pacific.html

- Michael Miller continues to work on the Partners website redesign team. As of the end of October they have completed the “mock-up” and are in the beginning stages of usability tests.
- October 24 and 25, 2002, Michael attended PHPCon 2002, a gathering for PHP developers held in Millbrae, CA. Michael Carr, MCR, and Bryan Vogh, SEA, also attended.
- One issue of *Latitudes* was published during this quarter, the September/October 2002 issue. This issue included articles about the Access to Electronic Health Information RFP, Arizona’s Tribal Nations project, 24/7 digital reference service, the upcoming AIDS/HIV Information Summit, and EFTS.
- PSRML staff participated in numerous teleconferences during the quarter, including those organized for the outreach group, the inter-regional Tribal Connections group, the National Outreach Mapping Center, the consumer health outreach coordinators, the multilingual materials working group, DOCLINE, and the outreach proposal reviewers.

7. Consulting with the Regional Advisory Committee
 - Regional Advisory Committee members received announcements and reports, and were invited to comment on regional activities.
8. Monitoring and evaluating programs
 - We received several comments about FreeShare when the FreeShare Library Directory was published on the web in August 2002. One library from New York said, "Just looked at the FreeShare web page you redesigned – it's terrific! FreeShare is the best invention in recent years!" Another library in our region said: "Although I'd done work on my own to identify the larger libraries and the ones the provided electronic delivery, I used [the FreeShare] page yesterday and it sure helped to do some tweaking."
 - Another comment showed the downside of FreeShare and the need for further development. One librarian asked to be removed from the FreeShare Library Group. She runs a one-person library and has only volunteers for help. She has been inundated with requests from non-local (Canadian and East Coast) libraries through prefixed requests ("You are one of two FreeShare libraries that own this journal..."). She would very much like to join FreeShare again when they system can provide better load balancing.
 - PSRML asked BioSites contributors for their feedback on the future of the project. Contributions have been low in number, even with the easier submission form.
9. Obtaining feedback from users and recommending ways of improving information access
 - We have had several reports from network members about how pleased they are with ILL service from NLM. In particular, the Library of the California Academy of Sciences and The RAND Library conveyed very strong and positive statements about NLM service.
10. Providing a computer-equipped training facility
 - The Computer Lab was used for various Library and Health Sciences Center classes.
11. Conducting or participating in needs assessments and testing of NLM and NN/LM products and services
 - On October 25, Heidi Sandstrom submitted the results of her evaluation of the new MEDLINEplus search engine to NLM.
 - Kay continued serving on the Technical Advisory Committee of National Outreach Mapping Center (NOMC). This included weekly teleconferences to look at key NOMC documents and to revise the Outreach Reporting Form.
12. NLM-sponsored grants
 - PSRML consulted with prospective grant applicants.

B. OUTREACH PROGRAMS

- PSRML publicized the NN/LM RFP, Access to Electronic Health Information, released on August 1, 2002, via the electronic announcement list and the newsletter, and through individual email and telephone contacts. Proposals submitted for the October 1 deadline were processed and forwarded to the National Network Office (NNO). Elaine Graham participated in the reviewers teleconference orientation in preparation for the review meeting to be held in Chicago in December.
- PSRML compiled a list of outreach project titles (October 1998 to present); the list was submitted the list to the National Network Office (NNO) on August 9 for use in the NN/LM and NLM mapping and outreach database projects.
- PSRML populated the spreadsheet template provided by NNO with details on all outreach subaward projects conducted in 1999-2002; this was submitted to NNO on September 23.
- PSRML funded four Express Outreach Awards:
 - University of Arizona, Arizona Health Sciences Library, for “Handhelds in Healthcare Fair” (\$6,000)
 - Contra Costa County Health Services, Degnan Medical Library, Martinez, CA, for “Outreach to Consumers in Contra Costa County” (\$3,500)
 - Marshall Medical Community Health Library, Placerville, CA, for “Health Literacy and Information and Referral Resource Awareness” (\$6,000)
 - University of Nevada School of Medicine, Savitt Medical Library, Reno, NV, for “Assessing Potential of Handheld Computing Applications in Public Health” (\$6,000)
- The PSRML Express Outreach Award goals were expanded to include: To promote awareness and use of technology applications for improved information access. Exhibiting was added as a potential activity, in addition to demonstrations and training. The submission cycle was changed, so that applications may be submitted at any time, rather than according to a fixed application deadline; PSRML intends to review and make funding decisions on proposals within two months of submission.

1. Outreach to Health Professionals

- Alan and Kay are working with Lisa Smith, Adjunct Faculty in the UCLA School of Public Health, to offer PubMed training to staff in the Los Angeles County STD Department. Sessions are tentatively scheduled for the first week of December, 2002.
- PSRML hosted a meeting at UCLA of the HealthNet Advisory Committee on August 14. Elaine Graham gave a presentation on MEDLINEplus for the audience of HealthNet outreach staff and community organization representatives.

- Alan chaired an all-day planning meeting of the HIV/AIDS Information Summit Steering Committee at the Biomedical Library on August 27, 2002. The group toured the conference facilities, and discussed the Summit meeting objectives, keynote speakers, invitation list, and session format and content. Two additional planning meetings were held via teleconference on September 12 and October 10. Alan also contacted Christine Valenza, a graphic artist, who is enthusiastic about participating in the Summit. She will create a visual road map of the Summit, and act as the recorder for the entire session. Christine will also create a template for breakout discussion sessions and train the facilitators involved. Alan issued invitations to two keynote speakers, Gail Wyatt from the UCLA AIDS Institute, and Larry Pieperl, from UCSF's HIV InSite and newly-created Center for AIDS Information.
- Julie Kwan was named to the NN/LM Public Health Outreach Evaluation Task Force.

2. Consumer Health Information Services

- Heidi Sandstrom started two-hour weekly testing of the 24/7 live digital health reference service with other NN/LM Pacific Southwest Region librarians on August 13; she attended a UCLA 24/7 digital reference meeting on August 22 that provided an overview of upcoming software enhancements. The testing will continue until the health reference service goes live later in the year.
- On September 23, Heidi met with the director and staff of the Arizona State Library, Archives and Public Records (ASLAPR), Library Development Division to tell them about the NN/LM and its activities in the state of Arizona, and to encourage ASLAPR to renew its membership. Because of this meeting, Jane Kolbe, director of the Library Development Division, invited Heidi to speak at a mid-November meeting of Arizona County Librarians, to talk about Network membership, and highlight NN/LM services and NLM resources.
- Following the ASLAPR meeting, Heidi attended the Public Health Information Centers Subcommittee (PHIC) Meeting of the Arizona Turning Point Project, the first meeting since May 28, 2002. PSRML facilitated the development of a summary report to document project progress to date. During this meeting, Arizona Health Sciences Library put forth a proposal to implement web based "Public Health Information Centers" to facilitate access to relevant public health information for the citizens and the public health community of Arizona. This includes creation of a statewide web-based platform, the Arizona Public Health Information System (APHIS), which would contain information and links to pertinent public health information resources in each county and in the state, as well as in the nation and beyond. It also includes the development of an infrastructure to support the maintenance and use of APHIS to ensure its long-term growth and development. As training is a significant component of this project, the subcommittee has established a training workgroup to assist them. The workgroup, including Heidi Sandstrom, will initially meet in November 2002. (The PHIC status report and the APHIS proposal appear in Appendix B.)
- April Cunningham, a second-year library school student, concluded her summer internship in mid-September. During her brief internship, April created draft

documents and an overall promotion plan for MEDLINEplus en español. These documents included a community agencies draft, public library cover letter, flier, hospital newsletter, library newsletter, library Spanish draft, and a press release draft. Also in September, April Cunningham, Heidi Sandstrom, and Julie Kwan, met with Louix Escobar, Director of Santa Monica Public Library, Fairview Branch. This library serves a large Hispanic community adjacent to West Los Angeles. At this meeting, Mr. Escobar expressed interest in a future collaboration with PSRML, possibly through its internship program, and he subsequently submitted a proposal for the NN/LM RFP, *Electronic Access to Health Information*. We anticipate that April will be returning to PSRML for the 2003 winter quarter to continue her internship, and will be able to work with Mr. Escobar in addressing the health information needs of the Westside Hispanic community.

- Elaine Graham and Heidi Sandstrom attended meetings and communicated via email with the NexCare Collaborative in Encino, CA; NexCare was awarded funding from the Los Angeles County Proposition 10 Commission to create a warmline (information and referral services) for parents and families of children 0-5 years of age. Advice was offered on health information resources for use by the NexCare staff and for the web site to be developed in conjunction with the toll-free warmline. Elaine and Heidi also met with Pamela Davidson, UCLA Center for Health Policy Research, who will be conducting the internal evaluation for the warmline project. NexCare was referred to MEDLINEplus staff for clarification of NLM's policy regarding framing MEDLINEplus content.

3. Training to Support Electronic Access to Health Information

- Outreach Reporting Forms are included in Appendix C.
- Heidi Sandstrom participated in a panel presentation for Orange County (California) public health nurses titled, "Informatics: What's That?" The Health Care Agency Nursing Education Advisory Council sponsored the September 12, 2002, panel and offered each of the 25 participants four (4) continuing education contact hours. Heidi's presentation/demonstration highlighted the health information resources and services available for public health professionals through the NLM and other authoritative websites; handouts were provided to all participants.
- In September, Heidi Sandstrom updated the MEDLINEplus and ClinicalTrials.gov modules used for the course, Introduction to Consumer Health Resources at the National Library of Medicine.¹
- Kay Deeney and Alan Carr taught the two-hour course, Introduction to Consumer Health Resources at the National Library of Medicine, at the Nevada Library Association conference on October 4, in Ely, NV.
- On October 2, Heidi Sandstrom conducted a workshop for eleven librarians from the Metropolitan Cooperative Library System² at Cerritos Public Library. The session

¹ <http://nnlm.gov/train/nlmsys/>

offered an overview of the consumer health environment, basics of health reference, and hands-on experience with key online health information resources, with emphasis on those from the National Library of Medicine. The participants gave the workshop an overall score of 6.8 (7.0 = highest rating). One participant stated, "Thank you for the handouts. Excellent class. Please do it again! All day!"

- For the UCLA School of Public Health/Biomedical Library course, Research Resources in Epidemiology (Epi411), Kay taught the NLM section focusing on MEDLINEplus, ClinicalTrials.gov, and TOXNET and Alan Carr gave guest lectured on information resources for public health workers.
- Kay Deeney worked with Eris Weaver of Redwood Health Library of Petaluma, CA, to obtain NIH/FAES CME credit for attendees of Eris's Introduction to PubMed class.
- Kay taught an advanced PubMed class, adapted from the Making PubMed Work for You, for Orange County librarians. The class was held in September at the Long Beach Memorial Medical Center. Since the updated syllabus for Making PubMed Work for You was not available, Kay used the PubMed section B from the NTCC Keeping up with NLM's PubMed, the NLM Gateway and *ClinicalTrials.gov*. Kay also updated the PubMed Quiz. As a follow-up to the class, Kay had attendees log on to the meetings section of the Digital Reference website. While there were some technical problems with accessing the virtual meeting, we were able to demonstrate the new Journal Database in PubMed.

4. Exhibits and Presentations at Meetings

- Exhibit reports appear in Appendix D. PSRML exhibited at the following conferences:
 - American College of Surgeons, San Francisco, CA, October 6-10, 2002. Volunteers were: Barbara Bibel, Oakland Public Library, Oakland; George MacGregor, Library & Information Center, Chiron Corporation; Pam Murnane, Lane Medical Library, Stanford University, Palo Alto; Keir Reavie, Kalmanovitz Library and Center for Knowledge Management, University of California, San Francisco; and Doug Varner, Health Sciences Library, California Pacific Medical Center, San Francisco.
 - American Academy of Family Physicians Annual Scientific Assembly, San Diego, CA, October 17-19, 2002. Volunteers were: Jeff Williams, Biomedical Library, University of California, San Diego and Anna Habetler, Children's Hospital and Health Center, San Diego.
- Kay continued to work on editing the NN/LM Exhibit Manual with Toni Yancey of the Southeast Atlantic Region.

² <http://www.mcls.org>

5. Technology Awareness and Integration

- Kay Deeney organized the Digital Reference Training at the San Francisco Public Library for the Medical Digital Reference Project. Susan McGlamery from MCLS trained 12 network librarians, in addition to the ten trained in July. Kay set up a schedule of reference coverage for those trained. The trained librarians started practicing with the software August 1. The network librarians will take digital reference calls that the public librarians refer on to them. We held a virtual meeting using the digital reference software at the end of October.

6. Connections

- Kay Deeney worked with the Community Care Drop In Center in Clearlake, CA, on funding for a microcomputer as part of the Internet Connectivity Support Program.

C. OTHER ACTIVITIES

- Dr. Kevin Starr, the State Librarian of California, invited Heidi Sandstrom to serve on the Advisory Council on California Continuing Education. The Council is assisting with a study of the Stanford-California State Library Institute on 21st Century Librarianship, and is considering the assessments of California library continuing education needs in making recommendations to the California State Library on how to meet these needs in the future. The Council held a second and final meeting on September 24. A final report of the Council's findings is forthcoming.
- Heidi Sandstrom, Kay Deeney, and Andrea Lynch submitted a presentation proposal for the Medical Library Association (MLA) 2003 Annual Meeting on their experiences with the 24/7 health reference project.
- Elaine Graham, Andrea Lynch, and Julie Kwan submitted a presentation proposal for MLA 2003 on the FreeShare library group.
- Kay was one of the speakers for the MLGSCA program in October, Digital Reference: Collaborations, Big and Small. The 3-hour class focused on Digital Reference services as provided by an academic library, a county law library consortium, and a network of medical librarians working with public librarians. The goal of the course is to give the health sciences librarian an overview of implementing digital reference services.
- Elaine Graham attended the U.S. Conference on AIDS, September 22, 2002, in Anaheim, CA.