



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

## The Regional Advisory Board Tackles Health Care in 2016

On September 25, 2009, fifteen regional advisory board members joined the RML librarians to create scenarios on health care and the role of health information in 2016. The University of Colorado Denver Health Sciences Library hosted the meeting. Everyone was delighted to tour the beautiful, state of the art facility and tried not to disturb the students with our exclamations of awe.

What's so special about the year 2016? Why were we asking our board members to project out to that date? The National Library of Medicine will be releasing the NN/LM Request for Proposals early in 2010. 2016 will be the last year of the next contract. The MidContinental Region and our sister RMLs are beginning to gather data on how health care information will be accessed in the region and what the NN/LM program should be doing to support members and influence the delivery of health care information. The Regional Advisory Board came up with five scenarios to respond to the question "What will health care look like in 2016, if there is no barrier in obtaining all the health information that is needed?" The scenarios below will be merged for planning purposes.

### The VA Electronic Medical Record Scenario

The VA electronic medical record (EMR) system is widely adopted with access by patients as well as their health care providers. The EMR offers links to consumer health information that is culturally appropriate. NLM has an important role in setting standards for the information imbedded in the EMR. Telehealth is wide spread giving remote areas access to consultants.

### The Cleaver Family Scenario

Each family member has a personal mobile unit that allows them to access their personal health information, and that information is



The NN/LM MidContinental Region Advisory Board Meeting in Aurora, CO

*See "Board" on page 2*



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linked to evidence based wellness plans. The devices also track functions like blood pressure, monitoring June's diabetes, and Beaver's compliance with taking his ADHD medication. June gets notices if Beaver is not taking his medication. There are also telemedicine capabilities that allow the Cleaver family to access a nurse, librarian, or health educator at any time. The information that is entered into the device, like the blood pressure tests, is sent to the health care provider and added to the family member's electronic health record (EHR), allowing the provider to monitor information as it comes in. In addition, the provider can send a new or renewal prescription directly to the pharmacy. Wellness triggers are also sent to family members (i.e., Beaver is reminded to take his medication, walk the dog, go to bed at 9:00, etc.)

June was recently hospitalized and her medication order was messed up; this information went into the EHR where the hospital's performance improvement team caught it. They worked with Dr. Welby IV to help improve his patient's care. That information was also fed into a benchmarking database to improve care across the country. Dr. Welby IV is also having an easier time; he is able to spend more time with patients because the monitoring information is sent to the EHR. Even though his practice is in a very rural area, he can make better treatment decisions because he has access to evidence based point of care information. He also has access through telemedicine to specialists to assist with treatment.

## Preventive Medicine Scenario

To grow a healthy public a strong sense of wellness begins even before a child is born with parents as wellness advocates. Wellness must also be integrated into school curricula where physical education is as important as scholarly education. Public health and community-based organizations are involved in promoting and implementing preventive medicine. Information for schools, public health, and community-based organizations are supported by librarians and is evidence based.

## The Evidence Based Information Scenario

Evidence based information is available from the electronic medical record (EMR) for both the health care provider and the patient. Data from EMRs is used to develop evidence based information. Both providers and patients contribute to the EMR. Using and affecting evidence based information are government, community, non-governmental organizations and librarians. The outcome from this free flow of evidence based information is improved outcomes and higher expectations by patients of the healthcare system. This may result in more frustration and malpractice law suits, if the patient outcome is not as expected.

*See "Board" on page 7*

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# Traveling and Online Exhibits from the National Library of Medicine

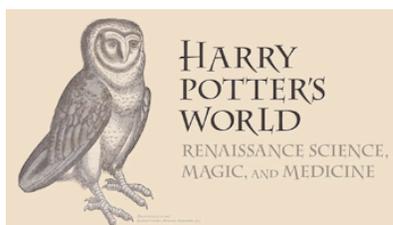
## Traveling Exhibits

Want to liven up your library - create some "buzz" and educate your patrons at the same time? Consider booking a traveling exhibition from the National Library of Medicine. Several libraries in the MidContinental Region have already done this. Each exhibit gives details on estimated shipping costs, space required, and booking period, most ranging from four to six weeks. Take a look at the following list of offerings and consider booking a traveling exhibition.

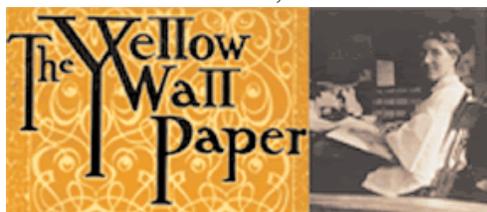
- **Against the Odds: Making a Difference in Global Health** tells many stories about the revolution in global health that is taking place in villages and towns around the world.
- **Changing the Face of Medicine: Celebrating America's Women Physicians** explores the history of women physicians in the United States.
- **Everyday Miracles: Medical Imagery in Ex-Votos** explores the relationship between healing and faith through the ex-voto, a devotional painting that gives thanks for a miraculous healing or blessing.
- **Frankenstein: Penetrating the Secrets of Nature** explores Mary Shelley's world that gave birth to Frankenstein. The exhibition considers how her novel provides a framework for discussions of contemporary bio-medical advances that sometimes challenge our understanding of what it means to be human.



- **Harry Potter's World: Renaissance Science, Magic, and Medicine** explores the world of Harry Potter and its roots in Renaissance magic, science, and medicine.



- **The Literature of Prescription: Charlotte Perkins Gilman and "The Yellow Wall-Paper"** examines a nineteenth-century writer's challenge to the medical profession and the relationship between science and society.



- **Opening Doors: Contemporary African American Academic Surgeons** celebrates the contributions of African American academic surgeons to medicine and medical education.

For more information see: <http://www.nlm.nih.gov/hmd/about/exhibition/travelingexhibitions.html>

## Online Exhibits

And what about online exhibits? It's a great way to "visit" the National Library of Medicine or introduce it to students. And many exhibits come with lesson plans, too.

- **Against the Odds: Making a Difference in Global Health**, a new exhibition at the National Library of Medicine, looks at the revolution in global health that is taking place in towns and cities around the world. <http://apps.nlm.nih.gov/against-theodds/index.cfm>
- **Visible Proofs: Forensic Views of the Body** is about the history of forensic medicine. <http://www.nlm.nih.gov/visibleproofs/>
- **Changing the Face of Medicine:** The National Library of Medicine celebrates the lives and achievements of America's women physicians. <http://www.nlm.nih.gov/exhibition/changingthefaceofmedicine/index.html>
- **Profiles in Science:** Archival collections of twentieth-century leaders in biomedical research and public health are available to the public through modern digital technology. <http://profiles.nlm.nih.gov/>
- **Dream Anatomy:** An exhibition about anatomy and the artistic imagination, featuring material from the Library's collections. <http://www.nlm.nih.gov/exhibition/dreamanatomy/index.html>
- **Islamic Medical Manuscripts:** Learn about Islamic medicine and science during the Middle Ages and the important role it played in the history of Europe. <http://www.nlm.nih.gov/hmd/arabic/arabichome.html>
- **Historical Anatomies on the Web:** High-quality images from important anatomical atlases in the Library's collection. <http://www.nlm.nih.gov/exhibition/historicalanatomies/home.html>
- **Turning the Pages:** Using computer animation and high-quality images, experience a digitally browsable book. <http://archive.nlm.nih.gov/proj/ttp.php>
- **Greek Medicine from the Gods to Galen:** Explore ancient Greek medicine and many of the foundations of modern Western medicine. <http://www.nlm.nih.gov/hmd/greek/index.html>
- **Regional Medical Programs:** An historical collection of prints, photographs, transcripts, and video interviews on the history of the Regional Medical Program. <http://profiles.nlm.nih.gov/RM/>

There is a wealth of information out there and many historical exhibitions focused on the impact of medicine as we know it today. Take a few minutes and explore for yourself!

-Marty Magee, Nebraska/Education Liaison



## Whooo Says: . . .

Dear Whooo,

*I am a hospital librarian who absolutely loves her job. However, I have one major frustration. It seems that no matter how many materials I circulate or how many messages I send out, I am met with the response "Oh, I didn't know we had a library!" What can I do to change this, Whooo?*

*Mystified in the MidContinent*

Dear Mystified,

Thank you so much for writing. From the description of your problem, I see two excellent opportunities for you. Since a program to increase awareness of the library in your users will take some time to bring results, let's work on what to do with the response "Oh, I didn't know we had a library!" Though this must be very frustrating for you, it really is an excellent opportunity for you to start a dialogue. Imagine responding with a quick statement such as "Yes, we have a wonderful library for healthcare professionals and consumers located on the second floor. When can I speak with you for a few minutes to show you how the library can help you?" In this situation, the important thing is to be positive, listen to your user and quickly communicate how you can make his job easier. Make sure you take some time to create a response well before you need it, and practice it several times so that you can say it with no hesitation. After a few of these conversations, you will feel quite comfortable, and the news of your services will start to circulate throughout the hospital.

Your second opportunity will take more time and planning, but should bring you lots more visibility in the hospital. Mystified, you mention that you send out many messages in your daily work, and I imagine that these messages take many forms including circulation notices, new materials postings, table of contents alerts, etc. My challenge to you is to implement "branding" in your messages.

Branding is a practice that industry has perfected. Branding involves creating a product identity, so that your users will see any of your "products" and immediately recognize your "company" or the library. You can see examples of successful branding with companies such as Coca-Cola, Quaker Oats, Starbucks, and Campbell Soup. You can also see it in the cattle industry, with the brands of individual ranches on the hides of their cattle. (Indeed, the word maverick comes from cattle owned by Samuel Maverick who did not brand his cattle because all of the other cattlemen did. He felt his

cattle were easily distinguishable because of the lack of brand). The common thread is that each company has created a visual identity and placed it on all of their products.

Your challenge, Mystified, is to create a visual image that you can attach to all of your communications. This is a great opportunity to not only identify your materials as "the library" but to also speak to the value the library brings. A couple of great examples from our region are the McGoogan Library's slogan "Don't Just Google It, McGoogan It!" and the promotion program that Dick Kammer has instituted at the Olathe Medical Center Health Sciences Library. Both of these libraries have carefully evaluated all of their communications with users and stakeholders and then developed a consistent method of presenting library communications.

You have completed the first step in the process by recognizing the fact that your audience is not clear about your identity. Now you have the chance to be both creative and proactive in finding new ways to identify yourself and your services. So, lose your "maverick" status, and design a brand that will promote the mission and value of your library!

I'd love to see what you come up with, Mystified! Please send me your new brand and tell me about your success. Better yet, enter your new brand in the MCMLA Marketing and Promotion Contest for 2010, and share your success with your colleagues.

Sincerely,

*Whooo*



## High Altitudes, New Attitudes on Library Marketing and Promotion Contest Winners

**Promotion Award for Academic Libraries**  
Sally Patrick for "UWIN Clinic/Public  
Library Partnership: Mutually Providing  
Health Information in Utah"

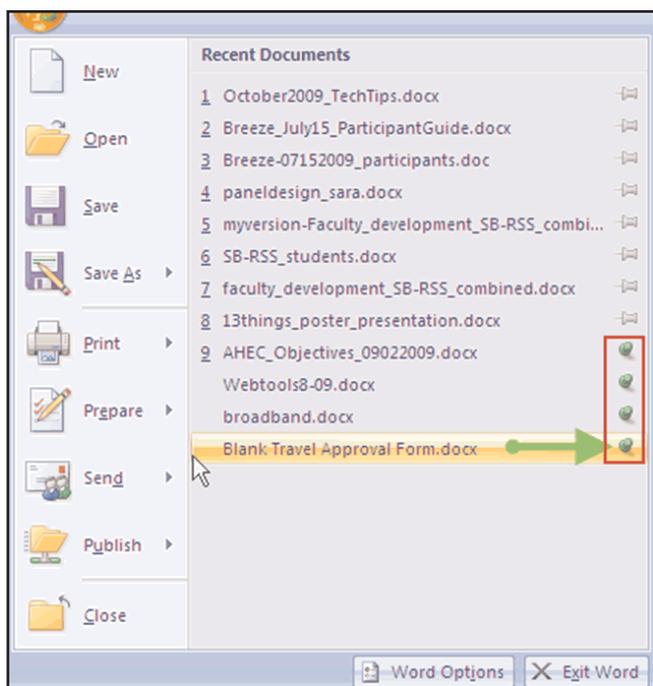
**Promotion Award for Hospital Libraries**  
Richard Kammer for "A Program of  
Marketing/Promotion from Olathe Medical  
Center's Health Sciences Library"

# Five Tech Tips for Office 2007

**1. Word 2007 Reference Guide** helps you locate Word 2003 commands in Word 2007. Hover your mouse over the Word 2003 icon, the guide will highlight where to find the icon you are looking for in Word 2007. Click on the icon in question, and the guide will show you exactly where to find what you want in 2007. Follow the URL below; scroll down the page and click on **Start the Interactive Guide**; a new window will open up. <http://tinyurl.com/24654r>

## 2. Thumbtack -

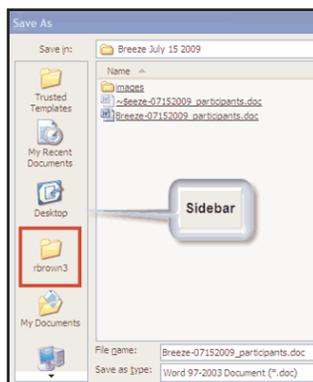
This tip works in all Microsoft Office 2007 programs. If you would like a particular file to remain in the list of your recently viewed document list, click on the grayed out thumbtack next to the document you want to keep on the list. The thumbtack will turn green. Click on the thumbtack again to let the document cycle off of the list.



## 3. Add commonly used folder to sidebar of Microsoft Office 2007 programs -

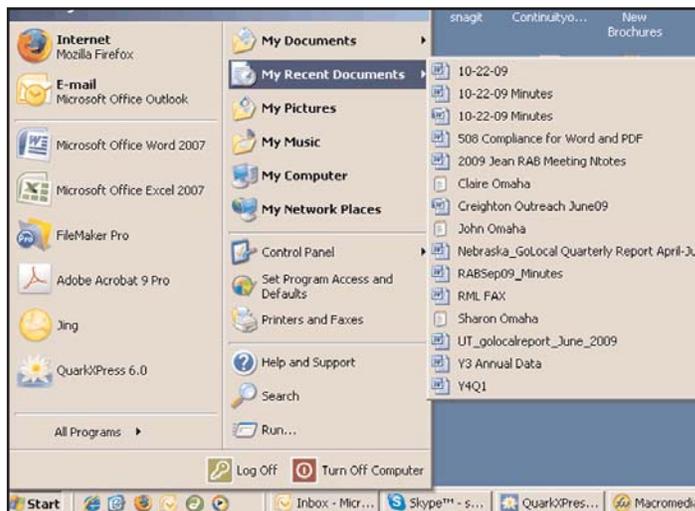
Do you save to the same folder on a regular basis? For example, I navigate to my own folder on my Network every time a save a document. Prior to setting this up on my computer, I had to click on three things before I got to my personal Network folder.

Open Word (or any other Microsoft program); click on **Open**. Navigate to the folder for which you want to create a short cut. Right-click on the **sidebar**; you will see the option to add the folder. Right-click again and you can move the folder up or down in the sidebar list. Right-click again and you can remove it.

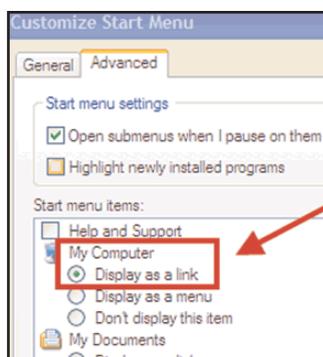


## 4. Add Fly-Out Menus to the Start Menu -

You can customize the **Start** menu in XP, Vista, or Windows 7 so that options such as **My Documents**, **My Computer**, and **Control Panel** produce a fly-out menu when you mouse over them. The default setting is to open those items in new windows, which involves extra clicks.



Here's how to configure your system:



- Right-click the **Start** button, and then click **Properties**.
- Click on **Customize**.
- Choose the **Advanced Tab (XP only)**.
- You'll see entries marked **My Computer**, **Control Panel**, **My Documents**. For any or all of them, check **Display as a menu**.
- Click on **Apply**; Then **OK**.

## 5. The X Factor -

Office 2003 programs had an **X** in the upper right corner of the program to close a document, plus it had an **X** to close the entire program. Starting with Office 2007, when only one document is open, and you click on the **X**, the entire program closes. By default, Office 2007 is missing the second **X** in the upper right corner. You can get that second **X** back with just a few steps.

- With at least one document open, click the **Office Button**, then **Word Options**.
- Click **Advanced**, and then scroll down to the **Display** section.
- Uncheck the checkbox next to **Show all windows** in the **Taskbar**.
- Click **OK** to finish and exit.

I hope you find these tips helpful.

-Rebecca Brown, Kansas/Technology Liaison

# What's New in MedlinePlus?

MedlinePlus ([www.medlineplus.gov](http://www.medlineplus.gov)), the authoritative online consumer health resource from the National Library of Medicine, has many great new features to help you locate appropriate materials that meet the unique needs of your community. The site, which debuted in 1998 with 22 health topics, now boasts over 800 topics and many new enhancements:

## Enhanced Searching

MedlinePlus has new search capabilities to improve your searches. Results now have relevancy rankings and are sorted into two subsets: collections and clusters. "Collections" help you narrow your search by displaying results in 7 content areas. "Clusters" organize your search results into groups based on the most frequent words in the top 200 results. The "remix" button displays the next cluster.



You can target your search with phrase searching and Boolean logic. AND is the default operator, for everything else use OR, NOT, -, +, and the wildcard \*. MedlinePlus was designed to be user friendly, providing a variety of search mechanisms to meet different search styles. Many elements are repeated throughout the site helping users learn to search quickly.

**SEARCH TIP:** Do you want to know what the hot topics are in MedlinePlus? Just click on the **Search Cloud** link on the lower right side-



bar from the homepage-this displays the top 100 search terms entered into the MedlinePlus search box. The cloud is updated every weekday, with results appearing in alphabetical order and the larger the text size, the more often the term has been searched. Place your cursor over the search term to find out the exact ranking.

See "MedlinePlus" on page 7



## GET PLUGGED IN TO EDUCATION!

### Spotlight! On National Library of Medicine Resources

One-hour online sessions focused on NLM databases

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

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

- October 28, 2009 - Genetics Home Reference and My Family Health History and Information RX - Jim Honour
- November 11, 2009 - NIH Senior Health - Barb Jones
- December 9, 2009 - NLM Gateway - Dana Abbey
- January 27, 2010 - Clinical Trials - Dana Abbey

All classes are free and no registration is required. Your online class requirements are: 1) a computer with Internet access and 2) a phone. Log in to the web site, enter your phone number when prompted, and the system calls you. What could be easier?

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, send e-mail to Marty Magee at [mmagee@unmc.edu](mailto:mmagee@unmc.edu).

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

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

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

- November 18, 2009 - Jim Honour and John Bramble
- No Breezing session in December

### Social Bookmarking

Learn about social bookmarking, a Web 2.0 tool, and some ways to use social bookmarking to not only make your life easier, but to enrich your life and, potentially, the lives of the people you serve as a librarian. Contact Rebecca Brown with questions: [rbrown3@kumc.edu](mailto:rbrown3@kumc.edu)

- December 15, 2009, 10-11 MT/11-12 CT

### 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](mailto:rbrown3@kumc.edu)

- January 7, 2010 - 10-11 MT/11-12 CT

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

## Multiple Language Resources

español

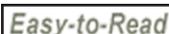
It's easy to find Spanish language materials with the convenient español toggle tab. This tab is located on the upper right side of every page. MedlinePlus is a robust site in English and Spanish, but did you know it also has consumer health information in 47 other languages? Just click on the lower left sidebar from the MedlinePlus homepage and explore. You can search by health topic, or by a specific language.

 **Multiple Languages**  
Health information in over 40 languages

**SEARCH TIP:** Not finding the Spanish language information you need? Start your search in English and click on the first result, which should be the health topic. Toggle to the español site and view the Spanish term for your English-generated search. For example, searching "heart attack" in the Spanish site will yield non-relevant results. By starting the search in English and toggling to Spanish, you will learn the term in Spanish is "ataque al corazón." Performing the search with these terms in the español site will yield numerous relevant results.

## Health Information Literacy Materials

Literacy is the ability to read and write. Health information literacy is the ability to obtain, understand, and act on verbal or written health information. Low literacy and low health literacy often go hand in hand, but don't be fooled by someone's outward appearance or perceived educational level. It is still possible to be highly educated and have low health literacy. MedlinePlus has useful materials for users who need easier reading level materials-these are marked with an Easy to Read notation. The interactive tutorials are designed for all consumers regardless of their education level, ability, or familiarity with computers. Physicians, nurses, and healthcare providers practicing in the United States write the content. The modules do not have advertising, nor do they contain information that might bias the patient's decision-making process. It is designed for 6th grade readability and can be located from the upper right sidebar from the MedlinePlus homepage. Search the medical encyclopedia and toggle to the español site for images with Spanish content. There are even a few surgery videos available in Spanish.

 **Easy-to-Read**

**SEARCH TIP:** A quick way to find all the health literacy materials is from the main health topics page. Click on **Health Topics**, and then look for the colored bar in the lower right corner of the page.



-Dana Abbey, Colorado/Consumer Health Liaison  
Adapted from a presentation by Kelli Ham, Consumer Health Coordinator, NN/LM Pacific Southwest Region

## Community Health Care Scenario

Regulation from health care reform and increased awareness improve access and use of information by the different communities that make up society: consumers, health professional, administrative, librarians, government, and lobbyists. There are more consumer geared products e.g., customized genomic information and the personal health record. Local governments are being pushed by communities to provide computerized health care record access across hospitals, provider offices, and clinics.

Before projecting themselves into 2016, the advisory board learned about current projects at the National Library of Medicine, the NN/LM emergency preparedness plan, and gained an understanding of H1N1. Renee Bougard, Outreach Librarian at the National Network Office, informed the group about the budget proposed in Congress for NLM. At this point it looks favorable. About how MedlinePlus competes with other web resources in as a source of consumer health (#9 in the U.S., but #5 worldwide!). About how NLM is now tweeting. And that next year NLM will be 175 years young! Sharon Medcalf, Associate Director for The Center for Biopreparedness Education in Omaha, NE, gave us a basic but comprehensive introduction to H1N1 by defining the flu, how it spreads, and what we've learned from watching the H1N1 epidemiology to date. Dan Wilson, Coordinator for NN/LM's Emergency Preparedness and Response Plan, followed up with an explanation of progress health sciences libraries are making on emergency preparedness and then engaged the members in conversation on their continuity of service activities.

Our thanks to the Regional Advisory Board for spending the day with us and helping us get started on our proposal for the next contract.

-Claire Hamasu, Associate Director

### Funding Opportunity! Continuity of Health Information Award



The National Network of Libraries of Medicine MidContinental Region (NN/LM MCR) is accepting proposals for the Continuity of Health Information Award. The purpose is to fund innovative projects in three areas: Health Information Literacy, Hospital Library Advocacy and Emergency Preparedness. Continuity of Health Information is a hallmark of each of these areas and each is an area of focus for the NN/LM MCR.

This solicitation asks Network members to choose one focus area and develop a project that will be funded up to \$15,000.

Awards will be announced as they are approved.

Applications must be received no later than December 31, 2009

For more information see:  
<http://nmlm.gov/mcr/funding/Continuity.html>

## Navigating Collaboration: A Crash Course in Connecting with the Community

Tune in over the next several months to a webinar series brought to you by the MidContinental Region's Collaboration Working Group. Over the past year, the members of this working group have themselves collaborated to develop an online resource to share with NN/LM MCR members and others on how to develop and maintain collaborative relationships with people and organizations outside your library. Each of the five webinars will include information and resources, plus an open time to allow attendees to share thoughts and experiences in the topic area. The topic and schedule for the webinar series (all sessions will be held at 1:00 MT/2:00CT):



- Definitions - October 15 - Kathy Tacke, Director of Community Impact for United Way of Southwest Wyoming and Siobhan Champ-Blackwell, NN/LM MCR Community Outreach Liaison. Session recording available at: <https://webmeeting.nih.gov/p93316869/>
- Keys for Partnership - November (*Date TBA*) - Bob Engeszer, Associate Director Becker Medical Library, Washington University School of Medicine and Susan Centner, Project Director, Missouri Area Health Education Center Digital Library
- Strategies for Overcoming Barriers - January 26 - Melody Kinnamon, Consumer Health Librarian, Johnson County Library, Overland Park, KS and Chris Engleman, consumer health librarian/consultant
- Funding - February 3 - Lori Phillips, Associate Dean/Associate Librarian, University of Wyoming Libraries, and Siobhan Champ-Blackwell
- Lessons Learned - March 22 - Will Olmstadt, Librarian, Becker Medical Library, Washington University School of Medicine

Log onto <https://webmeeting.nih.gov/siobhan> and sign in as a guest. You will need Internet access and a phone.

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URL: <http://nnlm.gov/mcr/>

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