



NORTHERN • CALIFORNIA & • NEVADA • MEDICAL • LIBRARY • GROUP

A CHAPTER OF THE MEDICAL LIBRARY ASSOCIATION

NCNMLG Newsletter

President's Message from Marcus Banks

Greetings and happy spring!

Joint Meeting Planning: Ysabel Bertolucci and Michelle Henley are doing great work in preparing our joint meeting next February. But they need more help to pull off a spectacular success. Please get in touch with Ysabel or Michelle to see how you can assist with the meeting preparation.

NCNMLG Investment Task Force: Our investment task force, ably chaired by Donna Scott, continues its investigations and deliberations. We are looking into ways to use NCNMLG's resources for the greatest benefit of the section as a whole. Thus far we have investigated web conference options that the chapter could subsidize. Stay tuned for further information.

Membership Drive: Please renew your membership online, at: http://www.ncnmlg.org/pubs/pubs_membership_form.htm#Register. This year we've made particular efforts to attract students, the future leaders of our profession. Thanks to Liz Lucas for spearheading our membership efforts.

MLA Meeting and Summer Plans: Although Washington DC is far from here, I hope to see many people at the upcoming MLA meeting. In any case, we will have a business meeting

and social event this summer. Hope everyone is staying afloat and offering excellent library service during these challenging budget times.

Marcus

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Marcus Banks

Manager of Education and Research Services
UC San Francisco Library and Center for
Knowledge Management

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EDITOR'S NOTE**June Simms**

It has been my great privilege to be the NCNMLG Newsletter Editor for the past 3 ½ years. I couldn't have done it without all of your submissions and ideas and support. The Newsletter Editor for the new blog newsletter, "NCNMLG Connections," will be Joy Graham. Joy has been the Assistant Newsletter

Editor for the past year and is the chairman of the Newsletter Committee. The blog format which will begin this summer will allow us to post news more quickly. Please be as generous to Joy with your news items and your support as you have been to me.

SUSTAIN YOURSELF IN SAN FRANCISCO FEBRUARY 23-26**Submitted by Joy Graham**

Sustainability will be the overall theme of the 2011 NCNMLG/MLGSCA joint meeting to be held in San Francisco February 23-26. It was suggested by conference co-chairs Michelle Henley and Ysabel Bertolucci because of the ecological orientation of the Bay Area and its emphasis on personal development. The theme also touches on the need for librarians to maintain and demonstrate their value to their organizations.

"I think the theme is broad enough that presenters and speakers will be able to relate their content to it, yet narrow enough to give the meeting a cohesive feel", commented Co-chair Bertolucci. "Besides, San Francisco is known for having a kind of alternative vibe, so we might as well capitalize on that," she added.

The conference location, the Parc 55 Hotel San Francisco, was selected last summer. It was chosen because of its Union Square location, proximity to the Powell Street BART station, and recent renovation. The group will have exclusive use of one of the

conference floors, an important consideration given the fact that there will be no printed program, only an online version and hallway posters to direct attendees to sessions. "Everyone wants to go green these days, and for good reason", said Co-chair Henley. "Printed programs, although convenient, are a waste of paper and resources. With the .pdf version, members have a choice: they can print a copy or a portion of the program, or simply download it onto their laptops or mobile devices". She encouraged members to contribute their ideas about ways to have a greener meeting.

Committee chairs have been appointed, but more volunteers are still needed. If you would like to help or have ideas about how to hold a more eco-friendly meeting, please contact Co-Chair Ysabel Bertolucci, ysabel.bertolucci@kp.org, 510-752-6726, or Michelle Henley, michelle.henley@chw.edu, 415-353-6321.

For more information, see the joint meeting site at <http://jtmgt2011.ncnmlg.org>.



Sustain...

Your Self, Your Profession, Your Planet

Please Join us at
NCNMLG/MLGSCA's
Joint Meeting, San Francisco, CA
February 23-26, 2011
<http://jtmgtg2011.ncnmlg.org>



Northern California & Nevada Medical Library Group
A CHAPTER OF THE MEDICAL LIBRARY ASSOCIATION

NEW NCNMLG OFFICERS ANNOUNCED

Submitted by Geri Bodeker, Nominating Committee Chair

The Nominating Committee is proud to announce the NCNMLG officers for 2010-11.

President Elect: Gillian Kumagai

Secretary: Christine Kromer-Park

Treasurer: Deanna Johnson

MLA Nominating Committee: Peggy Tahir

NCNMLG Nominating Committee: Dr. Stephanie Rollins and Xan Goodman

Many thanks to the other members of the Nominating Committee, Locke Morrissey, Candace Walker and Cynthia Perkins for making this all happen.

FROM PILLBOX TO RAISIN: MEDICATION COMPLIANCE TECHNOLOGY**By Donna Scott**

In the beginning there was the pillbox—a simple plastic box with a compartment for each day of the week to help patients comply with a prescribed medication regimen. Then came the “smart” pillbox and the “smart” cap, just two “compliance packaging” offerings from the pharmaceutical industry.

Now there is a new type of medication compliance technology with a personalized medicine component currently in clinical trials. It is called the Raisin System and was developed by [Proteus Biomedical](http://www.proteusbiomedical.com), of Redwood City, CA.

(<http://www.technologyreview.com/biomedicine/20434/?a=f>)

This technology is not another “compliance packaging” configuration but rather a signaling technology that is embedded into the medication itself. It consists of a microchip and a paper-thin battery that powers the chip residing inside the actual pill.

Earlier compliance products merely signaled when the patient attempted to take the medication by sending a signal that the medication container was opened. The Raisin System activates as the pill dissolves after it is swallowed. Not only does it signal when the patient actually takes the medication but it also has the capability of monitoring some of physiological responses to the dosage.

When the pill is swallowed an electrical signal travels through the body to the transmitter, a patch attached to the patient’s skin. The system also captures the patient’s physiological reaction to the medicine, such as heart rate, respiration and bodily movement.

The patch transmits a wireless signal through a cell phone or PC to the healthcare provider or caregiver indicating the patient has, in fact, taken the medicine and that the response is either normal or out of range.

A quick “medication adherence” query in the Cochrane Database of Systematic Reviews supports

the development of innovations in medication compliance:

—For short-term treatments several quite simple interventions increased adherence and improved patient outcomes, but the effects were inconsistent from study to study with less than half of studies showing benefits. Current methods of improving adherence for chronic health problems are mostly complex and not very effective, so that the full benefits of treatment cannot be realized. High priority should be given to fundamental and applied research concerning innovations to assist patients to follow medication prescriptions for long-term medical disorders—[PMID 18425859]

In the process of reviewing medication compliance products, I encountered many research citations indicating the costly impact of patients not taking their medication as directed, including hospital readmits, complications requiring medical intervention, and even death.

Medication adherence technologies are not new. However, the compliance technology of the Raisin System coupled with the capability to monitor the patient response to the dose is definitely revolutionary. The Raisin System goes far beyond the medication compliance space into the personalized medicine arena with its capability of monitoring patient reaction to dosing—not an insignificant application considering how individual genetics impacts dosing, as in the case of Plavix.

Proteus, the developer of the Raisin System, has raised \$60 million from investors including the Carlyle Group and Kaiser Permanente Ventures. Human clinical trials began earlier this year. The Raisin System is slated to be introduced into the market in 2011.

MESH Notes: The MESH heading “Medication Adherence” was introduced in 2009 and replaces the heading “Patient Compliance” for materials specifically concerned with patient adherence to a drug therapy regime; when the materials discuss

patient adherence to a broader regime that includes other therapies as well as drug therapy, then the heading "Patient Compliance" remains appropriate. [Many thanks to David Brown for clarifying when these two headings are used.]

Here are a few telemedicine websites to add to your collection.

<http://www.connected-health.org/>

<http://www.mobilehealthwatch.com/>

<http://mobihealthnews.com/>

<http://www.mobilehealth2010.org/>

2010 NN/LM PSR EXPRESS OUTREACH AWARDS ANNOUNCED

From PSR Latitudes

The following three Express Outreach Award projects were recently funded in amounts ranging from \$3,315 to \$12,000. All of the projects strive to improve access to health information for health professionals and health consumers and to promote the awareness and use of products and services available from the NLM and the NN/LM. Target groups include urban populations, medically underserved communities, and minority and immigrant populations.

Darlene Parker-Kelly, [Charles Drew University of Medicine and Science, Health Sciences Library, Los Angeles, CA](#)

Project Title: "Reaching Out to Los Angeles: The Charles Drew University Health Sciences Library and the UCLA Louise M. Darling Biomedical Library Share NN/LM Health Information with the Community"

This project provides opportunities for the Charles Drew University Health Sciences Library and the UCLA Louise M. Darling Biomedical Library to jointly participate in 4-6 health fairs throughout Los Angeles County, reaching several hundred community members. The goal of the project is to promote NLM resources to a diverse and broad constituency in a major metropolitan area. The project coordinators will submit narrative reports to NN/LM PSR providing updates on user feedback, and informing the National Library of Medicine of ongoing trends and issues affecting the diverse population of Los Angeles. Partner organizations

include a large church group and two local chambers of commerce.

Min-Lin Fang, [University of California, San Francisco, Library and Center for Knowledge Management](#)

Project Title: "Consumer Health Initiatives for Asian and Hispanic Communities in California"

The goals of this project will include training classes for MedlinePlus and other NLM resources targeting Asian immigrants in the San Francisco Bay Area and Hispanic migrant workers and socioeconomically disadvantaged people in Los Angeles and California's Central Valley. Another target audience will be students attending San Francisco Martin Luther King, Jr. Academic Middle School. Partnering with the Tzu Chi Foundation, exhibits at health fairs in the Central Valley and Los Angeles area will also be conducted. Ten workshops will be offered: two at the Tzu Chi Northwest regional office in San Jose, two at the Tzu Chi Free Clinic in Alhambra, located near Los Angeles, and at least six at the MLK Academic Middle School.

Joy Graham, [San Francisco General Hospital, Barnett Briggs Medical Library](#)

Project Title: "Text-A-Librarian in an Under-Connected Hospital"

This proposal involves a demonstration project called "Text-A-Librarian @SFGH". Using a mobile device enables us to demonstrate various mobile resources anywhere in the hospital, and allows

reference staff to respond to texts whether or not they are near a computer. Clinical and administrative hospital staff, patients, and patients' family members will be invited to text their information requests to the library and receive answers via the text messaging feature of their cell phones. The San Francisco Department of Public Health (DPH) administers the hospital and is responsible for maintaining the computer systems

and equipment in patient wards. Due to various restrictions, the DPH-networked computers have limited value for searching the Internet, but most clinical staff and patients use cell phones.

Congratulations to all of the awardees on their successful proposals!

PERSONNEL CHANGES AT NN/LM PSR; HEIDI SANDSTROM LEAVING IN JUNE

From PSR-News, Judy Consales

The regional medical library had a change in personnel effective March 1, 2010.

Julie Kwan assumed National Network of Libraries of Medicine – Pacific Southwest Region (NN/LM PSR) interim associate director responsibilities due to Heidi Sandstrom's upcoming departure in June. Heidi's commitment and contributions to the regional medical library program have been outstanding throughout her

fourteen years at UCLA. Her willingness to step up to progressively more responsible positions led her from student assistant to Network Coordinator followed by Coordinator for Health Information Services and finally Associate Director. It's unusual for one person to have taken on so many roles within an organization but Heidi is a remarkable individual. MLA attendees will have an opportunity to bid farewell in person as Heidi will be attending the annual meeting.

NLM CLASSIFICATION TRAINING SESSION RECORDINGS AVAILABLE

Submitted by Donna Scott

Online training sessions in NLM classification were presented in April by Diane Boehr and Barbara Bushman of the National Library of Medicine. If you missed the sessions but would like to view the recordings, links are provided here.

Introductory Session (April 12)
<https://webmeeting.nih.gov/p25859836/>

Advanced Session (April 19)
<https://webmeeting.nih.gov/p59315114/>

SEARCH CLINIC: BUILDING A PUBMED® SEARCH CLINIC RECORDING AVAILABLE

Adapted from NLM Technical Bulletin

A thirty-minute online search clinic was presented by the NLM® via Adobe® Connect™ on Tuesday, April 20. The presentation covered the mechanics of the [PubMed Search Builder](#) page and how to use search tags.

To access the clinic recording, go to:
<http://www.nlm.nih.gov/bsd/disted/clinics/build.html>.

[Comments and suggestions](#) regarding the search clinic are welcome.

For more training opportunities, see the [National Training Center and Clearinghouse](#) Web site and the NLM [Distance Education Program Resources](#) page. Watch for announcements of new training resources in the [NLM Technical Bulletin](#).

**OVID OFFER THROUGH SCEL C AVAILABLE TO ALL NN/LM PSR MEMBERS,
INCLUDING FOR-PROFIT HOSPITALS; ORDER FORMS DUE JUNE 23RD****Adapted from PSR-News listserv, Julie Kwan**

The National Network of Libraries of Medicine Pacific Southwest Region (NN/LM PSR) has an offer for Ovid books and journals available through the Statewide California Electronic Library Consortium (SCEL C). Since their last offer, there has been a major change – the SCEL C is now able to include PSR member libraries in for-profit hospitals. Notify Julie Kwan at PSR if you are interested, and she will forward the appropriate attachments with journal lists and pricing data. You can contact her at phone (310) 825-5342, email jkkwan@library.ucla.edu. If you are an NN/LM PSR member and have not signed up to be a SCEL C affiliate, you must do so before taking advantage of this offer. For more information, including the affiliate documents you need to complete to become a SCEL C affiliate, please visit the following URL: <http://scl c.org/join/nnlm/>. Order forms are due June 23rd, 2010. Access would begin July 1, 2010.

Description & Content

SCEL C and Ovid have negotiated discounts on several clinical and nursing-related collections. These products are:

Nursing Journal Collections

- LWW Nursing Core Journals – this collection includes the full-text of 16 highly-cited nursing journals published by Lippincott Wilkins and Williams (LWW)
- Ovid Nursing Full Text Plus – this collection, which includes all of the LWW Nursing Core Journals, includes the full text of 43 LWW nursing titles

Nursing Book Collections (purchase only)

- Nursing Core Book Package – This package includes 23 core LWW book titles in the area

of nursing, including The 5-Minute Clinical Consult

- LWW Nursing Book Collection – This package of 320 LWW titles, which includes the aforementioned Nursing Core Book Package, features a wide range of titles in multiple nursing sub-specialties, including surgery, administration, pediatrics, diagnosis, and palliative care

Clinical Book Collections (purchase only)

- Doody's 2009 Essential Book Collection - Doody's Core Titles™ is recognized as the replacement for Brandon/Hill Select lists of recommended titles for institutional purchase. A Core Title is a book that represents essential knowledge needed by professionals or students in a given discipline. This package includes 55 such titles.
- Doody's 2009 Core Book Collection - 198 titles from the list of Doody's Core Titles.

Royal Society of Chemistry Master Collection (purchase only) - NEW!

- 46 Textbooks, reference works, and professional references in a wide spectrum of topics published by the Royal Society of Chemistry

Trial

If your institution is interested in a free, 30-day trial for any of these products, which would allow you to see the delivery platforms for any of these products, please contact Brian Herlihy, Regional Manager, Wolters Kluwer Health Medical Research, 714.380.9186 mobile 888.848.3968 fax, Brian.Herlihy@wolterskluwer.com.

PHASE OUT OF NLM'S GO LOCAL ANNOUNCED

From PSR-News, Heidi Sandstrom

Since 2001, the National Library of Medicine has supported Go Local web sites across the United States. The goal of Go Local was to connect users to health services in their local communities. This seemed like a natural extension to MedlinePlus, which provides health information.

In 2001, Go Local was a unique service. Over the past nine years, the Internet has evolved. Search engines that people use daily, such as Google, Yahoo, and Bing, bring health services listings to users. These sites include provider-level directory information and can collect user reviews that Go Local cannot. Health insurance sites give insured users local practice details, such as hours, fees, parking, and quality ratings based on provider or facility performance measures. To include this granularity in Go Local would not be feasible.

The changed Internet environment, coupled with declining use, has led to a decision by NLM to phase down and end its support for the MedlinePlus Go Local program. Resources are tight throughout our profession and as the internet has moved forward, it no longer makes sense to use scarce resources to compete with machine-based indexing used by the search engines.

NLM is grateful to the hundreds of people whose time, labor, ideas and patience went into creating Go Local. For many years we could proudly point to Go Local as a unique and valuable service to so many people in this country. We will be working with our partners around the country as they make decisions about what to do in their local areas.

Many thanks to those at NN/LM PSR member libraries who have devoted countless hours to the development and maintenance of Go Local services in Arizona and Nevada:

- Arizona Health Sciences Library for its support of Arizona Go Local and, in partnership with other university-related health sciences libraries in the Four Corners states, its support of Tribal Connections Four Corners Go Local
- Savitt Medical Library, the University of Nevada School of Medicine, in partnership with Lied Library, University of Nevada Las Vegas and Health Science Library at West Charleston Library, Las Vegas-Clark County Library District, for its support of Nevada HealthNet, or NVHN. Nevada HealthNet will be deactivated on July 1st.

NEW EDITION OF KNOWLEDGE PATH ON ADOLESCENT ACTIVITY RELEASED BY THE MATERNAL AND CHILD HEALTH LIBRARY

From PSR-News, Kelli Ham

The Maternal and Child Health Library released a new edition of the knowledge path, Physical Activity and Children and Adolescents. This electronic guide points to resources that analyze data, describe public health campaigns and other promotion programs, and report on research aimed at identifying promising strategies for improving physical activity levels within

families, schools and after-school programs, child care and early childhood education settings, and communities. The knowledge path also presents resources about physical activity for children and adolescents with special health care needs. The knowledge path is available at

http://www.mchlibrary.info/KnowledgePaths/kp_phys_activity.html.

Numerous knowledge paths on other maternal and child health (MCH) topics are available at <http://www.mchlibrary.info/KnowledgePaths/index.html>.

Additionally, current information about the recent health reform legislation is available directly from the home page, available at <http://www.mchlibrary.info/>.

About the Maternal and Child Health Library:
Provided by Georgetown University, the Maternal and Child Health Library is a robust collection of resource guides, databases, multilingual information, directories and other useful resources for clinicians, community organizations, consumers and others in the maternal and child health (MCH) community. The MCH Library is funded under a cooperative agreement with the Maternal and Child Health Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services.

NEW MEMBERS

Submitted by Liz Lucas

Please welcome our new members

Shobha Agarwal
Miller Middle School / San Jose State University

Sandra Brekke
Lane Medical Library, Stanford University

Jennifer Marie Brown
Health Sciences Library, Kaiser Permanente Fremont

Jessica Canty
San Jose State University

Susan Fogel
San Jose State University

Maggie Frankel
San Jose State University

Kelly Freitas
VSP Global

Diane Grevalsky-Angiletta
San Jose State University

Silke Higgins

San Jose State University

Kimberly Koshiyama
San Jose State University

Joyce Lee
San Jose State University

Sarah Ross
San Jose State University

Edith Smith
San Jose State University

Sonam Soni
San Jose State University

Kate Vigderson
San Jose State University

Connie Wong
San Jose State University

Mini-member Jacob Asher, son of Rebecca Bayrer, was born February 13th. Congratulations, Rebecca!

LISTSERV ADDRESS: NCNMLGLIST@LISTS.STANFORD.EDU

We encourage all members to subscribe to the general listserv. It is a very low-volume list designed to communicate important information to members. The only time you will need to unsubscribe is when your e-mail address changes. When this occurs, you will need to unsubscribe your old e-mail address and then subscribe your new address. This keeps our listserv current!

TO SUBSCRIBE, UNSUBSCRIBE OR OTHERWISE MANAGE YOUR ACCOUNT:

Visit:

<https://mailman.stanford.edu/mailman/listinfo/ncnmlglist>

TO SEND A MESSAGE:

Send a general e-mail to:

ncnmlglist@lists.stanford.edu

Instructions for listserv features (including accessing listserv archives) are available on NCNMLG's webpage: www.ncnmlg.org/pubs/pubs_listserv.htm

NCNMLG on Facebook:

<http://www.facebook.com/pages/NCNMLG-Northern-California-and-Nevada-Medical-Library-Group/201935430122?ref=ts>

NCNMLG on Twitter: <http://twitter.com/ncnmlg>

SUBMITTING ITEMS TO THE NEWSLETTER

Please email your submissions in electronic format to:

Joy Graham, Newsletter Editor
JGraham@sfgldean.ucsf.edu

The NCNMLG Newsletter has been published four times a year in pdf format: July-September, October-December, January-March, and April-June. The newsletter is moving to a blog format in the summer of 2010.

Newsletter Committee:

Joy Graham, Chairman and Newsletter Editor
Lauren Maggio, Columnist
June Simms, Past Newsletter Editor
Annette Osenga, Committee Member