NEWSLETTER



In This Issue:

From the Editors	1
From the Chair	2
Spring Dinner	3
Mid-Atlantic Region Update	3
Kudos for Members	8
Government Relations	9
Continuing Education	10
Continuing Education Rapid Reviews	10 11
C	10

The Newsletter is published for the members of the New York – New Jersey Chapter of the Medical Library Association.

Editorial Information: Karen Sorensen Albert Einstein College of Medicine E-mail: <u>karen.sorensen@einstein.yu.edu</u>

Sarah Jewell Memorial Sloan Kettering Cancer Center Library E-mail: jewells@mskcc.org

Website maintained by: Vicki Sciuk E-mail: <u>vsciuk@optonline.net</u>

©2013 NY-NJ Chapter of the Medical Library Association

From the Editors

Dear Chapter Members,

In this issue, we start with a summary of our activities from Chapter Chair Racheline Habousha. Karen Sorensen shares all the fun that was had at the Spring Dinner. Renae Barger highlights the many upcoming events that are sponsored by the NN/LM Mid-Atlantic Region.

Robin Wright reflects on all the awards and other Kudos that our members have earned. Cathy Boss provides information on ALA's letter demanding greater government transparency on surveillance activities. Two upcoming METRO events can help keep you up to date professionally. Jackie Heller has compiled a list of articles that cover rapid reviews, which are comparable to systematic reviews. Sisalee Hecht introduces us to Melissa Spangenberg, and finally, Sarah Jewell reviews some recent science nonfiction titles.

We hope you have enjoyed your summer and are happy to be dusting off your autumn sweaters as we transition into fall. Please send any suggestions and contributions for future issues to the newsletter editors, Karen or Sarah.

Happy Reading!

The Editors August 2013



From the Chair Racheline G. Habousha, MSLS Albert Einstein College of Medicine Racheline.Habousha@einstein.yu.edu

Dear Chapter Members,

I hope you had a good summer and managed to keep comfortable during the hot, humid 90⁰-100⁰ temperatures!

The CE Committee partnered with NN/LM MAR and the New York Metropolitan Library Council's Hospital Library Services Program (METRO HLSP) to offer a four-hour MLA CE course, ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers, on February 6, 2013, at the METRO training center. The course is applicable to hospital, public and academic librarians and was offered at no cost to participants. It was well-attended. Carrie Iwema, the instructor, is an information specialist in molecular biology at the University of Pittsburgh. Carrie has a special interest and expertise in genomics, DNA and personalized medicine. She taught a similar course at MLA 2013 in Boston.

Look out for the forthcoming "Save the Date" announcement for another exciting MLA CE course, Demystifying Molecular Biology, taught by Helen-Ann Brown Epstein and Colette Saccomanno.

Our Spring Dinner moved across the pond, NY/NJ style, to Hoboken at The Brass Rail Restaurant & Bar. The venue was lovely, food was delicious, service was good and everyone had a good time! In other words, it had the unmistakable special touch of Trina Keith and her team of Mary K. Joyce and others!

The Chapter supported two seats at the Chapter Sharing Roundtables at the MLA 2013 Annual Meeting, Boston. As of February 2013, NY-NJ Chapter MLA membership is 172, including 15 new members. Claire Joseph and Aurelia Minuti are co-chairs for the 2013 Chapter annual meeting. This one-day meeting will be held on October 9 at Albert Einstein College of Medicine, in the Bronx. Please contact them if you would like to volunteer.

Our Chapter is partnering with UNYOC for a joint annual meeting in 2014. Patricia Gallagher and Winifred King are representing NY/NJ as Chapter co-chairs of this meeting. Please consider volunteering.

The NN/LM MAR in Pittsburgh formed a Regional Advisory Committee (RAC) and has invited MLA Chapters in the region to appoint a representative. Roberta Bronson Fitzpatrick from the George F. Smith Library of the Health Sciences, Rutgers University (aka UMDNJ), is the Chapter representative. Many thanks to Aileen McCrillis from Ehrman Medical Library, NYU, for representing the Chapter in 2012.

Our Chapter photo archives are housed on servers at NYU. Due to the devastation of Hurricane Sandy last October, we are looking for new space. Vicki Sciuk is in contact with national MLA regarding the availability server space. MLA is moving to new servers and has indicated that the space we need will be available. Vicki will let us know when their move is complete and our photo archives can be relocated.



I hope you will attend our "destination" annual meeting at Albert Einstein College of Medicine on October 9. See you in the Bronx! Enjoy the rest of the summer!

Spring Dinner Karen Sorensen Albert Einstein College of Medicine karen.sorensen@einstein.yu.edu



l. to r. Yvette Walton, Health Sciences Library, New York Methodist Hospital; Robin Wright, Leonard Lief Library, Lehman College/CUNY; and Marie Elias, Health Sciences Library, Montefiore Medical Center.

Chapter members met on June 13 to eat, drink and celebrate at the Spring Dinner. This year's event was held at the Brass Rail Restaurant and Bar in Hoboken. Many thanks to Latrina Keith and Mary K. Joyce for their successful efforts, once again, in finding a great place for our annual celebration. The weather forecasts were dire, with a nor'easter predicted to bring high winds and heavy rain to the area. Fortunately, many librarians were undeterred by the predictions. Luck was with us as the weather itself, though wet and windy, was not as terrible as predicted. Many of us made the trek from all around New Jersey and the New York metropolitan area. We enjoyed a delicious buffet, including fabulous desserts. Numerous door prizes were given out as well, which of course added to the fun.



NN/LM Mid-Atlantic Region Update

Renae Barger NN/LM MAR Executive Director rbarger@pitt.edu

The University of Pittsburgh Health Sciences Library System is in its third year of a five-year contract from the NLM to serve as the regional medical library for NN/LM-MAR. As one of eight regional medical libraries in the country, our role is to support the NLM's efforts for this region to provide all U.S. health professionals with equal access to biomedical information and improve the public's access to information so they can make informed decisions about their health.

We accomplish this through three main functions:

- Maintaining a free membership program open to any library, information center or other organization that provides health information to health professionals or the public;
- Providing training on reliable health information resources produced by the National Library of Medicine that cover topics in biomedical literature, clinical trials, chemical and drug information, genetics, environmental health and toxicology, disaster information, consumer health and science and health education for K-12;
- Providing funding and consultation to our member institutions to support projects that improve access to quality health information, particularly the resources produced by the National Library of Medicine.

Did you know? This past year MAR has...

•Welcomed 80 new members taking membership to nearly 900 institutions
•Trained over 6,000 librarians, professionals and staff who provide health information services as well as members of the general public;
•Exhibited at three national and 33 state or local conferences;
•Awarded over \$450,000 to support outreach projects.

To view a quick snapshot of this past year's activities, see: http://nnlm.gov/mar/about/year2_summary.doc

Upcoming Training Sessions for NY/NJ Librarians:

In the coming months, MAR will be offering the following training and educational opportunities, either online or in the NY and NJ areas. Additional sessions are likely to be added, so be sure to follow all our course offerings by visiting our website and signing up for our weekly announcements.

- If you wish to request a class or tailored training for your group, email nnlmmar@pitt.edu.
- Professional Development awards are available for your institution or chapter to host a continuing education course.



September 2013:

School is in Session: Resources for K-12 Educators: Monthly Boost Box Webinar (online September 10):

• Presenter: Lydia Collins, NN/LM MAR Consumer Health Coordinator

Navigating the Health Information Maze (online course begins September 11)

• Presenter: Missy Harvey, NN/LM MAR Technology and Communication Coordinator

Public Health Information on the Web (online course begins September 16)

• Presenter: Kate Flewelling, NN/LM MAR Outreach Coordinator

What is 3D Printing and Why Your Library May Be Interested? Quarterly Tech Time Webinar (online September 19)

- Presenter: Patricia Anderson, Emerging Technologies Librarian, Health Sciences Libraries, University of Michigan
- Presenter: Kimberley Barker, Manager for Technology Education & Computing, Moore Health Sciences Library, University of Virginia

ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers (in-person September 20, Rochester, NY)

• Presenter: Carrie Iwema, Information Specialist in Molecular Biology, University of Pittsburgh, Teaching for NN/LM MAR

From A(norexia) to Z(its): Providing Health Information to Teens (in-person September 26, Brooklyn Public Library)

• Presenter: Lydia Collins, NN/LM MAR Consumer Health Coordinator

NN/LM MAR Funded Project Reports: Monthly Lunch with the RML webinar (online September 26):

• Presenters: TBD

Affordable Care Act webinar (online September date to be determined): MAR is planning a webinar to provide an update on ACA resources for librarians. For now, we are maintaining an ACA web page with the latest information as well as providing updates in our weekly announcements.

October 2013:

The Ropes: Planning Instruction for the Adult Learner (online course begins October 3)

• Presenter: Missy Harvey, NN/LM MAR Technology and Communication Coordinator

Translational Medicine and Roles of Health Sciences Librarians: Monthly Boost Box Webinar (online October 8):

• Presenter: Robyn Reed, Biomedical Informatics and Emerging Technologies Librarian, Penn State Hershey, George T. Harrell Health Sciences Library

MAR Update for NY/NJ Chapter meeting (in person October 9, Albert Einstein College of Medicine, Bronx, NY)

• Presenter: Lydia Collins, NN/LM MAR Consumer Health Coordinator



¿No Comprende? Online Health Resources for English Speakers Serving Spanish Speaking Communities (in person October 10, Brooklyn Public Library, Brooklyn, NY)

• Presenter: Lydia Collins, NN/LM MAR Consumer Health Coordinator

Fundamentals of Bioinformatics and Searching (online, asynchronous - October 21, 2013 - December 2, 2013, National Library of Medicine Training Center)

• Presenter: Diane Rein, Ph.D., MLS, Bioinformatics and Molecular Biology Liaison from the Health Science Library, University at Buffalo

NN/LM MAR Funded Project Reports: Monthly Lunch with the RML webinar (online October 31):

• Presenters: TBD

November 2013:

Teaching with Technology (online course begins November 1)

• Presenter: Missy Harvey, NN/LM MAR Technology and Communication Coordinator

MedlinePlus and More (in person November 4, WNYLRC, Buffalo, NY)

• Presenter: Lydia Collins, NN/LM MAR Consumer Health Coordinator

Grants and Proposal Writing (in person November 7, WNYLRC, Buffalo, NY)

• Presenter: Kate Flewelling, NN/LM MAR Outreach Coordinator

Health Literacy and the Librarian's Role (in person November 7, BQSI/MB meeting)

• Presenter: Michelle Burda, NN/LM MAR Network and Advocacy Coordinator

Copyright Management and Leadership: Monthly Boost Box Webinar (online November 12)

• Presenter: Ester Dell, Interlibrary Loan Librarian, Penn State Hershey, George T. Harrell Health Sciences Library

NN/LM MAR Funded Project Reports: Monthly Lunch with the RML webinar (online November 21):

• Presenters: TBD

December 2013:

DOCLINE Best Practices (online session, date to be determined) – This session will be geared for librarians and staff who use DOCLINE.

• Presenter: Michelle Burda, NN/LM MAR Network and Advocacy Coordinator

And PICO was His Name-o: What to look for in an EBM study (online course begins in December)

• Presenter: Michelle Burda, NN/LM MAR Network and Advocacy Coordinator

Geeks Bearing Gifts (online course begins December 4)

• Presenter: Missy Harvey, NN/LM MAR Technology and Communication Coordinator

Teaching Research Data Management: Monthly Boost Box Webinar (online December 10)



• Presenter: Elaine Martin, Director, Lamar Soutter Library at the University of Massachusetts Medical School

PubMed for Librarians: Customization - My NCBI: (online December 18)

• Presenter: National Library of Medicine Training Center

Upcoming Exhibits:

MAR will be exhibiting and providing presentations at the following upcoming events in the NY/NJ area. For a listing of all exhibit activities in the four-state region, see our calendar.

- If you would like to attend a local conference or meeting and promote NLM resources to a specific population, consider applying for an Exhibitor Award.
- Don't be intimidated. Exhibiting is fun and MAR staff will consult with you on resources and exhibiting tips as well as send you exhibit materials prior to your exhibit.

September 2013:

NY State Association for Rural Health (September 19-20), Ellicottville, NY

New York Library Association Conference (September 26-27), Niagara Falls, NY

October 2013:

NJ Science Convention (October 15-16), Princeton, NJ

- Presentation: Environmental Health and Genetics Resources, Lydia Collins, NN/LM MAR Consumer Health Coordinator
- Presentation: Introduction to the National Library of Medicine's Toy Box, Lydia Collins, NN/LM MAR Consumer Health Coordinator

UNYOC Annual Meeting (October 16-18), Fairport, NY

• Presentation: Health Literacy and the Librarian's Role, Michelle Burda, NN/LM MAR Network and Advocacy Coordinator

NJ Primary Care Association (October 18), Atlantic City, NJ Community Health Care Association of New York State (October 27-29), Saratoga Springs, NY

November 2013:

Science Teachers of New York State (November 3-4), Rochester, NY

- Presentation: NLM Genetics Resources at Your Fingertips, Lydia Collins, NN/LM MAR Consumer Health Coordinator
- Presentation: NLM General Health, Environmental and Forensic Science Resources, Lydia Collins, NN/LM MAR Consumer Health Coordinator

NJ Statewide Conference on EMS (November 14-16), Atlantic City, NJ

Don't be a stranger! We always welcome feedback from our network members. If you have suggestions for future programs, classes or services email me at rbarger@pitt.edu. Stay in touch with upcoming classes, funding opportunities and happenings by subscribing to our weekly listserv and quarterly newsletter.



Kudos for Members Robin Wright, MSILS Lehman College/CUNY Robin.Wright@lehman.cuny.edu

Diana Delgado, MLS, AHIP Weill Cornell Medical Library

Congratulations to Diana on her AAHSL Leadership Scholarship award for the 2013 Harvard Leadership Institute for Academic Librarians.



l.to r. Frederic C. Pachman, 2013 recipient of the New Jersey Library Association-Susan G. Swartzburg Preservation Award receiving certificate from Elsalyn Palmisano, 2003 recipient.

Frederic C. Pachman, MLS, AHIP (D) Altschul Medical Library Monmouth Medical Center

Congratulations to Frederic for receiving the 2013 Susan G. Swartzburg Preservation Award from the New Jersey Library Association (NJLA) during its annual conference, June 3-5, 2013.

The Swartzburg Award recognizes a NJLA member who, over a substantial number of years, has made exceptional contributions to the awareness, understanding and/or preservation of archival and library materials in New Jersey. The Award honors the memory of the Rutgers Preservation Librarian whose leadership inspired and influenced many others in our profession, particularly in the areas of preservation and book arts.

Frederick received the award for his service as an officer in the NJLA History and Preservation Section, as a member of the New Jersey State Library – Preservation Study Advisory Committee and MLA, for his contribution to the commemoration of the 125th Anniversary of Monmouth



Medical Center, for his work with the Caucus Archival Projects Evaluation Service sponsored by the New Jersey Caucus of the Mid-Atlantic Regional Archives Conference, for his membership in local historical associations and for his role as founder of the New Jersey Scout Museum.

Stuart Moss, MLS Health Sciences Library Nathan Kline Institute for Psychiatric Research

Congratulations to Stuart for receiving the 2013 APA Award for Excellence in Librarianship. The award was given in recognition of his work at the Health Sciences Library at the Nathan Kline Institute for Psychiatric Research. He was honored for transforming an outdated and disorganized library into a modern facility, serving the needs of both researchers and those affected by serious mental illness, and playing an important leadership role in many library associations.

The award was presented at the American Library Association Annual Conference in Chicago at the EBSS Research Forum on June 29th at the Hyatt Regency McCormick Place Hotel.

Kerry A. O'Rourke, MLS, AHIP (D) Robert Wood Johnson Library of the Health Sciences Rutgers University

Congratulations to Kerry for receiving the Excellence in Medical Education Award-CME for her short communication, "Disseminating Medical Education Research Literature to Medical School Faculty," at the AAMC Northeast Group on Educational Affairs 2013 Annual Retreat held at Weill Cornell Medical College on April 12-13, 2013.

Government Relations

Cathy Boss Booker Health Sciences Library <u>cboss@meridianhealth.com</u>

The American Library Association (ALA) recently joined an unprecedented coalition of Internet companies and advocates to deliver a letter to the U.S. government demanding greater transparency around national security-related surveillance of Internet and telephone communications. Key civil liberties organizations, major companies and social media organizations like Apple, Facebook and Twitter have joined in the effort with dozens of other companies and organizations, large and small. Following revelations released this past June regarding the National Security Agency's surveillance programs, the letter presses both the Obama administration and Congress to allow Internet and telephone companies to publish general numerical information about the different types of government requests they receive and the number of people affected. The letter further urges the government to issue its own reports detailing similar information about the scope of its surveillance activities.

"The American Library Association is absolutely committed to increasing government transparency and accountability, particularly in the area of surveillance of Americans," said Barbara Stripling,



president of the ALA. "The essential need to prevent terrorism and protect Americans from harmful acts must not be used as an excuse to infringe on the privacy rights of innocent Americans." WeNeedToKnow, the newly launched petition directed at the White House invites the public to contribute to the call for greater transparency around government surveillance.

"Democracy requires accountability and accountability requires transparency. Yet the American people lack basic information about the scope of the government's surveillance of the Internet, information that many companies would eagerly share with their users if only they weren't gagged by the government," said Kevin Bankston, Center for Democracy & Technology Senior Counsel and Director of Free Expression, who organized the joint call-to-action.

A copy of the letter is available at: <u>https://www.cdt.org/files/pdfs/weneedtoknow-transparency-letter.pdf</u>.

Continuing Education

Nighat Ispahany, MLS Columbia University <u>ni12@columbia.edu</u> Marina Chilov, MLS Columbia University mz84@columbia.edu

Molecular Biology CE Class Coming Up Soon

Demystifying Molecular Biology will be offered at METRO on September 30. The goals of the hands-on class are to:

- demystify the basic concepts of molecular biology for the nonscientist librarian
- guide the integration of that knowledge into more efficient and effective use of NCBI resources.
- cultivate an appreciation of the importance of this information to the future of medical practice and the implementation of precision/personalized medicine.

MLA recertification credits will be given.

When: Monday, Sept. 30, 2013, 10:00am-4:00pm Where: METRO, 57 East 11th Street, 4th Floor, New York, NY Cost: No charge; generously funded by an award from the Mid-Atlantic Regional Medical Library Program Register with METRO at <u>http://www.metro.org/events/398</u> Lunch on your own.

Direct questions and comments to Helen-Ann Brown Epstein habrown@med.cornell.edu



Beyond PowerPoint: Leveraging Technology to Enhance Instruction and Learning

This course will present several platforms for delivering informational services instruction to clients, including tips on optimizing PowerPoint and introducing other web-based instructional tools — such as Prezi, Screencast, LibGuides, Keynote for iPads and game-based learning. The class will incorporate ideas from adult learning models and principles as well as the Association of College and Research Libraries (ACRL) Information Literacy Competency Standards.

When: Wednesday, October 23, 2013 - 10:00 AM to 4:00 PM Where: METRO, 57 East 11th Street, 4th Floor, New York, Cost: METRO Institutional Member Employee - \$45.00; Individual myMETRO Member -\$30.00; Non-Member - \$90.00 Register with METRO at <u>http://metro.org/events/386/</u> Lunch on your own.

Direct questions and comments to Antonio DeRosa derosaa1@mskcc.org

Rapid Reviews Jacqueline R. Heller, MIA, MLS jackierh@rcn.com

Rapid reviews are timely summaries of systematic research evidence used by clinicians to make evidence-informed decisions. The National Center for Biotechnology Information (http://www.ncbi.nlm.nih.gov/) provides many resources for health sciences librarians to explore the potential use of rapid reviews as a level of evidence that both informs and supports clinical decision-making. Librarians can learn: how to apply the rigors of methodological approaches and standards of systematic reviews in a timely manner to rapid reviews methods; how to choose pre-appraised research evidence at or near the apex of a conceptual information resources model, such as the 6S pyramid; and finally, how to consider rapid reviews as a level of evidence that has evidence that is as valid and relevant as systematic reviews.

Rapid Reviews Methods:

PMID: 22775986; PMC3434091 "A framework for production of systematic reviews based briefings to support evidence-informed decision-making."

PMID: 22587960; PMC3351736 "Evidence summaries: the evolution of a rapid review approach."

PMID: 20642853; PMC2914085 "Expediting systematic reviews: methods and implications of rapid reviews."

PMID: 18959712 "Rapid versus full systematic reviews: validity in clinical practice."



PMID: 18400114 "Rapid reviews versus full systematic reviews: an inventory of current methods and practice in health technology assessments."

PMID: 22972142 "Interventions to improve the use of systematic reviews in decision-making by health system mangers, policy makers, and clinicians."

PMID: 23173665 "What is a rapid review? A methodological exploration of rapid reviews in health technology assessments."

Levels of Evidence:

PMID: 19779069 "Accessing pre-appraised evidence: fine-tuning the 5s model into a 6s model."

PMID: 20181270; PMC2841107 "Facilitating access to pre-processed research evidence in public health."

PMID: 12113514; PMC116402 "When less is more: a practical approach to searching for evidence-based answers."

From evidence to end-user clinical decisions:

PMID: 12439759 "A framework for the dissemination and utilization of research for health-care policy and practice."

PMID: 20018098; PMC: 3271819 "SUPPORT tools for evidence-informed health policymaking (STP)."

"SUPporting POlicy relevant Reviews and Trials." (http://www.support-collaboration.org)

Get to Know Your Chapter Sisalee Hecht, MSLIS, AHIP Eastwick Education shecht@eastwick.edu

Meet Melissa Spangenberg! Currently the Electronic Resources Librarian at Winthrop-University Hospital's Hollis Health Sciences' Library in Mineola, NY, Melissa has an extensive background as a librarian in a variety of library settings. She served as campus librarian at Eastern International College in Jersey City, New Jersey, lead cataloguer at the Lee Strasberg Theatre & Film Institute (New York, NY) for four years where she also worked on Mr. Strasberg's personal book collection and was also an indexer/names authority at H. W. Wilson Company (formerly in the Bronx, NY). Prior to Melissa's career in librarianship she taught English in Japanese middle schools through the JET Programme (www.jetprogramme.org), an international exchange and teaching program.



Melissa earned her Bachelor of Arts degree from Alma College in Alma, Michigan, and her Master in Library and Information Science from Wayne State University in Detroit. Her current major responsibility is setting up proxy accounts for Winthrop's new residents, interns and medical students. Melissa is also responsible for the library's electronic resource maintenance, cataloging, and, as medical librarians know, the daily challenges that arise and need attention. Melissa thanks her current boss, Barbara Elish, for helping her learn the specifics of the Winthrop-University Hospital's Hollis Health Sciences' Library.

She hopes to continue learning about library technology and medical librarianship. Melissa is currently working towards her Academy of Health Information Professionals (AHIP) credential and belongs to MLA, NY-NJ MLA, and MLA's Hospital Libraries and Collection Development Committees. She is also Vice-President of MEDLI (Medical & Scientific Libraries of Long Island) and sits on LILRC's Health Sciences Information Committee.

A resident of Queens, in Melissa's spare (!) time she enjoys MOOCS, kettlebells (a type of athletic training), and doing research on multiple sclerosis. Look for Melissa at the next meeting of the NY/NJ MLA!



Reader to Reader Sarah Jewell, MLIS

Memorial Sloan-Kettering Cancer Center Library jewells@mskcc.org



<u>Quiet</u>

Susan Cain uncovers the powers of the introvert, and demonstrates how the "Extrovert Ideal," the idea that extroverts are somehow better than introverts, can be harmful to our society. She calls for a Quiet Revolution, proposing a plan for how we can restructure our homes and workplaces to value the introverts' strengths.



The Power of Habit

Duhigg explains the science of habits and how we can use this knowledge to make changes in our own lives. He then expands his reach to organizations, citing examples of companies that have improved their productivity or gained loyal customers after analyzing their clients' habits. Finally, he addresses how habits evolve in societies.



Gulp

Mary Roach goes where no book has gone before in her exploration of the alimentary canal. Roach is at times scientific and at other times silly as she asks questions about our digestion that no one else dares to ask.



Mastermind: How to Think Like Sherlock Holmes

In this book, **Konnikova** breaks down the elements of a deductive mind, specifically, Sherlock Holmes. If you are a fan of Sir Arthur Conan Doyle's classics, you will greatly enjoy the allusions and the exercise in critical thinking.



Whole

Campbell takes a holistic view of nutrition, contrary to much of the diet information out there. He corrects many wrong assumptions we may have about healthy eating habits and explains the science behind why an apple a day keeps the doctor away.



The Citizen Patient

Hadler, a renowned doctor trained at Harvard Medical School, argues that evidencebased treatments need not be as expensive as the status quo in medicine. He exposes weaknesses of the current system and proposes new ways to focus healthcare back on the physicianpatient dyad, where the most good can be done.