NEW YORK NEW JERSEY CHAPTER, INC. NY|NJ MEDICAL LIBRARY ASSOCIATION

In This Issue

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

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From the Editor

It is our great pleasure to bring to you the Winter 2003 issue of the MLA NY-NJ Chapter Newsletter.

Richard Faraino, our Chair, kicks off this issue by sharing with us the Chapter's **2003 Goals and Objectives**. Following his letter to the membership are a number of interesting and insightful pieces from our regular columnists as well as some from new contributors.

Pat Gallagher continues to keep an eye on the Web, bringing us her favorite picks, while I scan the papers and react to news of interest to libraries. **Nancy Glassman**, the technology columnist, gives us a much-needed overview of the often complicated business of proxy servers. **Joanne Jahr** updates us on RML, while Advocacy Committee Chair, **Elaine Wells**, keeps us abreast of legal & governmental matters that may affect our libraries.

Dorice Vieira compiles a list of the recent notable accomplishments of Chapter members and **Kathel Dunn** monitors the library and medical literature to give us a heads up on what is essential reading for our profession. **George Wahlert** lets us glimpse into his world of hospital librarianship, while **Tracy Allen** and **Marina Chilov** pair up to get some interesting dialogue going on ideas & opportunities for librarian-conceived resources and services.

Finally, be sure to mark in your calendar the upcoming events listed in the ***Save the Date*** section and to check out the relevant information compiled for you at the end of the newsletter.

KM 02/2003

Join us for the MLA NY/NJ Chapter Annual Spring Dinner April 3rd, 2003.

See page 16 for more details.

From the Chair

> *By:* **Richard L. Faraino**
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> *Ehrman Medical Library*
> *New York University Medical Center*

▷ *2003 Goals & Objectives*

Dear Members,

As part of my responsibility as your Chapter Chair, MLA Headquarters asks for annual goals and objectives for each chapter. Here is what the Executive Board has identified for 2003.

New York-New Jersey Chapter of the Medical Library Association
2003 Goals and Objectives

Mission:
    The New York-New Jersey Chapter of the Medical Library Association provides leadership and opportunities for its members in defining and developing health sciences librarianship and health sciences information.

Overall Goals:
    "The mission will be accomplished through advocacy, recruitment, networking, professional development, communication and recognition of professional accomplishment."
        -from Strategic Planning for the Future of the New York – New Jersey Chapter 2000

    The executive board, Committee Chairs, Committee Members, Volunteers and general chapter membership shall pursue the Overall Goals of the Chapter as stated above through designated committee work, communication among the membership and scheduled meetings. The working membership of the chapter regularly pursues these goals through the year as a matter of course. For example here is an abbreviated account of some of our activities: our Newsletter Editors keep us informed about many activities of professional importance while our Advocacy informs about significant happenings in various political arenas, our listserv provides us with rapid communication. Our CE committee and Annual Meeting offers us a numbers of means of professional development while our Professional Recognition Committee identifies the accomplishments of our members and is the means for obtaining a research award. Our Chapter Council reps act as our conduit for National MLA. The Spring Event(s) offers us a time relax and enjoy each other. For a full listing of Chapter Committee and activities please visit our website: http://www.nynjmla.org/ that is maintained by the Web Team. In addition to the overall goals the executive board has identified specific objectives for the current year by the initiation and/or achievement of the following objectives in 2003.

From the Chair

2003 Objectives:

Membership Directory To Go Online – The Recruitment/Membership Committee is working with our Web Team to create an electronic version of the membership directory. The membership directory will be password protected, searchable online and printable in PDF Format. The Recruitment/Membership Committee in the process of transferring the database from d-Base to Access software.

Chapter Archives – The Executive Board approved a plan offered by the Archives Committee to process and move the archives from its present location to NLM via an MLA arrangement. The plan includes hiring a local part-time archivist to finish processing the archives and developing a maintenance plan for moving them to the NLM storage location. The Chapter can obtain archive materials by request.

Evidence-based Health Care Special Interest Group – The Executive Board agreed to support the newly formed SIG by allowing them to use Chapter Resources to facilitate communication among the group and to the general membership.

Annual Conference Event
Collaborations, Partnerships and Solutions: the QuintEssential Conference
October 26 – 28th 2003 Sheraton Society Hill, Philadelphia

This historic conference is a collaborative event comprising four MLA Chapters plus the Philadelphia Chapter of SLA. The planning and execution of this conference *is* the essence of collaboration, partnerships and solutions. To date over 60 members total from all 5 chapters have volunteered to coordinate this event. Each of the six standing committees and the Steering Committee have member representation from each chapter. The theme will be carried forth through 2.5 days of programming with speakers renowned regionally and nationally who can speak from experience that is more than medical and non-medical library partnerships. Some will bring forward examples from other areas that may help us to think "outside the box." The 8-10 CE courses will offer attendees opportunities to gain knowledge and/or skills that will enhance their work experience. There will be plenty of opportunity for colleagues to meet informally and to celebrate with good food and drink. Nearly all of our goals and objectives will be meet in the planning, coordination and participation in this conference.

The five chapters:
New York / New Jersey Chapter MLA
Philadelphia Regional Chapter MLA
Mid-Atlantic Chapter MLA
Philadelphia Chapter SLA
Pittsburgh Chapter MLA

Respectfully Submitted,

Richard Louis Faraino
Chair, New York / New Jersey Chapter MLA

Web Watch

> Submitted by: **Patricia E. Gallagher, MLS, AHIP**
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> *New York Academy of Medicine Library*

▷ *Pat's Picks*

The rating system: Websites are rated by mice, from half a mouse to 5 mice, with 5 mice being the highest rating.

(half mouse) to (5 mice being the highest rating)

This edition will review a variety of resources:

1. Red Gold: The Epic Story of Blood
http://www.pbs.org/wnet/redgold/

The recent PBS documentary on the history of blood transfusion has a virtual home that is well worth your time. Included here is both historical and anatomical information on blood and blood transfusion. Even if you did not see the show, the website is a pleasure to explore. My rating:

2. Glossary of EBM Terms
http://www.cebm.utoronto.ca/glossary/

When the Centre for Evidence-based Medicine relocated from Great Britain to Canada, their website was completely revamped. Those of you familiar with the old site, will be pleased to see the changes they have made. The glossary is especially valuable since some terms hyperlink to examples (if there is a down side, it is that not enough of the terms do!) My rating:

Web Watch

3. KidsHealth
http://www.kidshealth.org

The Nemours Foundation provides this health information resource for and about children. Search for information geared for parents, for children or for teens in a wide variety of health and wellness areas. Recently, KidsHealth began translating some of their documents into Spanish, providing an additional place for those who need reliable Spanish-language consumer health information. My rating:

4. PubList
http://www.publist.com/

This online database of over 150,000 magazines, journals, and newsletters is a free resource for publishing information about periodicals worldwide. Both simple and advanced search features (search by ISSN or publisher make this a flexible way of verifying the contact information for a journal publisher. My rating:

5. Nursing Practice and Relation Acts
http://www.ncsbn.org/public/regulation/nursing_practice_acts.htm

The National Council of State Boards of Nursing links to the text of Nurse-Practice Acts, both RN and LPN. Though not every state has one, this web page will allow you to find out which ones do, and will permit an examination of the wording of each state's legislation.
My rating:
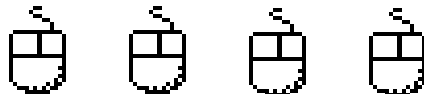
And now for something completely different:

6. Shakespeare and the Internet
http://shakespeare.palomar.edu/

The next time that doctor asks if Shakespeare ever portrayed a female physician, take a trip to this web site. You will find links to two versions of the Complete Works, timelines of Shakespeare's life and works, even foreign language translations of some of the plays. (Answer: though she was not a physician, per se, Helena is the daughter of a physician and cures the King of a fistula in the first act). My rating:

PEG 10/23/02
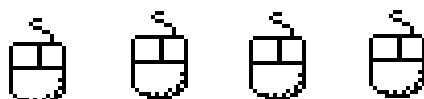
News & Views

> Submitted by: **Konstantina Matsoukas, MLIS**
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> *Augustus C. Long Health Sciences Library*
> *Columbia University*

▷ New Year, New Resolutions

I hope that the New Year was heralded in with much holiday hooplah by all the NY/NJ MLA membership. Amidst all the festivities, one thing that members may have forgotten to celebrate on January 1st, 2003 is (what is considered by many to be) the **20th anniversary of the Internet**.

It was on New Year's Day back in 1983 that the TCP/IP protocol was first adopted by computers then connected to ARPANET (Advanced Research Projects Agency). The TCP/IP protocol provided the common network language that eventually allowed for different computer networks from around the World to speak to one another – resulting in the birth of that huge "network of networks" we all rely on so heavily today – the **Internet**.

Much of the impetus to create a system that would allow for easy communication through their computers came, not surprisingly, from scientists and engineers. It struck me as funny, therefore, when I recently came across a New York Times article by Amy Harmon entitled "***New Premise in Science: Get the Word Out Quickly, Online***" (December 17th, 2002). New premise? Not really. To communicate their findings as quickly and as widely as possible has always been a goal of scientific researchers.

What is "**new**", however, is that scientists have recently become more aware of the restrictions that are placed upon them and on access to their publications by scientific journal publishers. Many commercial journal publishers are charging so excessively for online access to the scientific literature (that the scientists themselves create), that access to journals is becoming economically "out of reach" for many researchers. More importantly, also "**new**" is that the scientists are now beginning to challenge the publishers on this and attempting to take back control over access to the scientific literature. Enough so, in fact, that even the popular press has taken note.

As librarians working in the health sciences, we too should "take note" and make it our New Year's resolution to pay more attention in 2003 to these efforts initiated by scientists. Who knows? Maybe 2003 will be the year during which we see some interesting new **solutions** stem from their ideas. Working together, perhaps we will succeed in changing the model of scientific communication to one that is more affordable and openly accessible to all.

Thanks to the Internet, the last 20 years have certainly brought on enormous changes in the way we communicate and in the way we deal with electronic collections in our libraries. Luckily, there is every reason to believe that plenty of changes are in store for us yet and that anything is possible. So here's to an exciting, productive & successful New Year 2003!

Technology Review

Submitted by: **Nancy Glassman, MLS, AHIP**
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D. Samuel Gottesman Library
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▷ *Proxy Servers*

As libraries expand beyond their "brick & mortar" origins, they find themselves serving diverse populations in remote locations. This daunting task has been simplified somewhat by the availability of full-text books, journals, and databases on the Internet.

Libraries subscribe to many of these Internet resources, many of which are very expensive. Allowing access to authorized library patrons, while blocking access from unaffiliated people, is a major concern for vendors and publishers. User id/password validation is unwieldy for many reasons, particularly since patrons already have too many passwords to remember, and it is difficult to control them once they have been given out.

The preferred method right now is IP authentication. Each computer connected to the Internet has a unique IP (Internet Protocol) address number, which looks something like this: 123.45.678.90. Since all of the IP addresses in an institution usually share the first few digits, a range of IP addresses at a particular institution can be written like this 123.45.*.*.

IP address validation works fine if all your users are located in the same location and share an IP range. If your users are working off-site, IP restricted access to library resources will not work for them. A solution to this problem is a proxy server, which acts as an intermediary between remote user and database vendor. A patron will configure his/her web browser's preferences to accommodate the proxy server, which is part of the library's network, and therefore has an IP address that the vendor will recognize. The vendor's server will read the proxy server's IP address. User requests for a particular URL will go to the proxy server. The proxy server takes the request and forwards it to the vendor. The vendor sends results to the proxy server, which redirects them back to the user.

EZProxy is very popular proxy server used by libraries, and Squid is a popular freeware alternative. Both of these solutions require the library to set up and maintain a server to handle the traffic. Library patrons will have to edit the preferences on their web browsers to point to the proxy server.

There are alternatives for libraries that do not have the staff or equipment to maintain an in-house proxy server. A few library system vendors offer a proxy server as part of their package. For example, Innovative Interfaces (III) has Web Access Management, its own version of a proxy server as part of its system.

Technology Review

Another solution for libraries with limited technical resources is a remote proxy server, such as the service provided by Obvia Corp. In this case the proxy server is hosted and maintained by Obvia, the libraries require no extra hardware or software. The only browser setting required is to accept cookies. Libraries using the Obvia solution must register their Obvia IP address with vendors.

All is not completely seamless, however. For example, when ISI switched over to its Web of Knowledge platform this summer, it became incompatible with the Obvia server. It took a few weeks for technical support staff at ISI and Obvia to find and fix the problem. In general, vendors seem to be very eager to work with proxy server technical support staff.

It is very important to review license agreements with vendors before adding them to your remote access solution. A few vendors still allow only user/id password validation. Some do not allow for IP ranges. A few will only allow access from a limited number of selected IP addresses.

Resources:

> Ezproxy:
> > http://www.usefulutilities.com/ezproxy/

> Innovative Interfaces:
> > http://www.iii.com/html/products/p_map.shtml

> Obvia:
> > http://www.obvia.com/

> Squid:
> > http://www.squid-cache.org/

Further reading:

1. Breeding M. **Offering remote access to restricted resources**.
   Information Today 2002; 18 (5) 52-3.

2. Higginbottom P, Harris III EP. **The virtual desktop: The remote access solution**.
   Medical Reference Services Quarterly 2002; 20 (2) 1-8.

3. Murray PE. **Library web proxy use survey results.**
   Information Technology and Libraries 2001; 20 (4) 172-8.

4. Webster P. **Remote patron validation: Posting a proxy server at the digital doorway**. *Computers in Libraries 2002; 22 (8) 18-23.*

RML Update

Submitted by: **Joanne Jahr, MLS**
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                Network Programs Coordinator
                NN/LM Middle Atlantic Region

▷   *EFTS Goes National*

While 303 DOCLINE libraries in the NN/LM Middle Atlantic Region participate in the **Electronic Fund Transfer System** (**EFTS**)--including all 25 Resource Libraries--there are still 196 DOCLINE libraries that do not. This is a plea to those 196 to "come in from the cold."

Remember coupons? Because of EFTS, we were able to banish coupons. However, to refresh memories everywhere: "The Electronic Fund Transfer System, EFTS, is a transaction based electronic billing system for ILL and document delivery charges. It has been operational since 1996 in New England. In April 1998, libraries in New York, Pennsylvania, New Jersey and Delaware joined EFTS. Since then, participation has increased to include over 700 members from across the country."

Curious to see who's joined? You can find current EFTS participants by selecting DOCUSER > Search/view, scrolling to "Only if," and selecting EFTS participant. If you wish to limit your search to specific regions, select Search in [default is LIBID] and highlight Region code on the drop-down menu.

We know the benefits of EFTS to net lenders, but net borrowers also benefit from EFTS, as it virtually eliminates the need to create invoices and write checks for reimbursement for interlibrary loans and document delivery between participants. Additional advantages are monthly detailed transaction reports; the ability to handle charges for rush or fax service; the ability to vary charges to members of special groups; and the ability to handle non-DOCLINE transactions. If a library uses QuickDoc to manage its ILLs, EFTS is designed to automatically track EFTS requests when they are downloaded from DOCLINE. ILLiad and CLIO are also supported by EFTS.

We understand that the institutional policies of some libraries preclude them from issuing pre-payments, placing constraints upon their participation. However, the EFTS office is staffed by humans, not automatons. Talk to them, explain your problem, and see if mutually satisfactory accommodations can be reached. Librarians in New York State should be aware that their local 3Rs Councils can deposit funds earmarked for EFTS directly into their EFTS accounts.

Everyone wants to streamline the billing process and consolidate paperwork, and everyone wants to see EFTS work.

Take a look at the EFTS web site http://library.uchc.edu/efts/ and call Colleen Giblin in the EFTS office, toll free (866) 561-5045. Let's see if we can achieve over 90% participation, both in this region and nationally. *[Please note that NLM is due to join EFTS sometime in late spring or early summer of 2003.]*

On behalf of the entire staff of the RML, we would like to wish everyone a very happy 2003. May it be a year of health for all of us.

Advocacy Update

Submitted by: **Elaine Wells, MA, MLS, AHIP**
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Chair, Advocacy Committee
Director, Kohn Vision Science Library
SUNY College of Optometry

▷ USA Patriot Act

Defending our freedom has become quite the watchword in our post 9/11 World. This seemingly straightforward mission, however, has spawned a wide variety of approaches, and we discover that freedom rings very differently in various contexts.

Much of the legislative activity this year has focused on the USA Patriot Act. This legislation expands the surveillance and investigative powers of law enforcement officials and has a potentially profound effect on libraries. Because this act lacks a substantial legislative history, libraries must be ever vigilant to ensure that patrons' privacy is protected. Toward that end, the American Library Association sponsored a nationwide teleconference on December 11th entitled "Safeguarding our Patrons' Privacy: What every librarian needs to know about the USA Patriot Act." Local libraries have also responded with programs on the topic. Most recently, the New Jersey Library Association hosted "Privacy in Libraries: Library Records Post 9/11." We can expect to hear a great deal more about this issue as policies and reactions evolve.

▷ CIPA (Children's Internet Protection Act)

On March 5, 2003, the Supreme Court will hear arguments on CIPA. A previous victory for libraries that held that filtering technology could result in blocked access to important health information, a finding upheld in a recent Kaiser Family Foundation study, will be reconsidered.

▷ TEACH (Technology Education and Copyright Harmonization Act)

In November 2002, TEACH was signed into law. TEACH redefines the terms governing the use of copyrighted works by accredited, nonprofit educational institutions in the US, expanding the freedom to use materials in distance education without permission from the copyright owner and without payment of royalties.

▷ AND THIS JUST IN…

On January 15, 2003, the Supreme Court ruled to uphold a 20-year copyright extension, upholding copyright on such works as "Gone with the Wind" and Mickey Mouse. Proponents of the law say it will provide continued incentive to originate creative works. Those in opposition say it will interfere with cultural preservation and educational efforts.

Kudos For Chapter Members

Submitted by:	**Dorice Vieira**
	vieird01@library.med.nyu.edu
	Associate Curator
	Coordinator for Search Services
	NYU School of Medicine

Congratulations to fellow Chapter members:

▷ **helen-ann brown**

of the *Weill Cornell Medical Library* for being elected to the **MLA Nominating Committee.**

▷ **Konstantina Matsoukas**

of the *Columbia University's Health Sciences Library* for winning the **First Time Attendee Award** for the essay she submitted:

> Being new to the Medical Library field, I feel it is especially important that I attend the Annual Meeting of the New York - New Jersey Chapter. I think it is the ideal forum in which to learn more about the issues, innovations, and challenges facing Medical Libraries (particularly those located in geographical proximity to my own library) today. Furthermore, I believe that attending the annual meeting represents a great opportunity for me to meet, learn from, network with, and potentially form collaborative relationships with other Medical Library professionals working in my region.

The award was in the form of reimbursement of the registration fee for the **Annual Meeting** held on **October 15, 2002**.

In the Literature

Submitted by: **Kathel Dunn, MSLS**
katheldunn@aol.com

▷ *February 2003*

In this, **In the Literature** column, I review several articles on the topics of web site usability, bringing library resources to the web's surface, and what to do with all those electronic statistics we are collecting. Now it is not enough that we build the web site, we also need to know who's using it and why and what makes it all work well for our users.

Ludwig, Mark. Breaking through the Invisible Web. *Netconnect Winter 2003:8-10.*

"While we hammer away perfecting library web sites, our students are off using Google and Yahoo", says the author of this article on "breaking through the invisible web". Mark Ludwig, the author, is the Library Systems Manager for University Libraries, University at Buffalo, State University of New York. Ludwig makes some excellent points as he writes about the University of Buffalo's efforts at bringing its catalog content to the web's surface where search engine spiders can locate and index the information. First, he discusses how students are used to using search engines such as Google and that librarians need to use that behavior in thinking and planning for library services. Second, that many library resources are part of the invisible/hidden web (proprietary databases and even the library catalog) and thus are not included in the very search engines that students are accustomed to using. Last, that we need to recognize that putting a web interface on a catalog or other library resource is not the same thing as making it "web-friendly". In trying to bring the University of Buffalo's catalog closer to the surface of the web, Ludwig and his colleagues tried converting mainframe NOTIS MARC records to XML catalog pages that included bibliographic information, holdings information, and more. The experimental NetCatalog will be launched at the University of Buffalo for Spring 2003. The project's url is http://libnet.buffalo.edu/.

Cockrell, Barbara J and Jayne, Elaine Anderson. How do I find an article? Insights from a Web Usability Study. *Journal of Academic Librarianship 2002; 28(3):122-132.*

Although the library web site usability test used in this study was conducted in an academic setting, some of the results of the authors' research seem applicable to a medical or health sciences library setting. What is usability testing? It is the testing of web sites to determine whether they meet users' needs. Frequently, groups of users are asked to complete various tasks that require the use of library web pages, catalogs, databases and links' pages.

In the Literature

They are asked to "think aloud" as they work on completing their tasks. Results of the testing are both the success of the users in completing the tasks and the comments and observations made by the users during the course of the test. Cockrell and Jayne used undergraduates, graduates and faculty to test the library web site at Western Michigan University. One of the most telling results from the study for the librarians was that many users started at the OPAC for nearly every task – even for tasks that clearly required a database or index. They seemed to believe that the OPAC was a one-stop shopping window to all resources. While health sciences librarians probably do not have quite the same issue – our users well understand the value of MEDLINE, for example – it is a finding worth paying attention to. Making discriminating choices in choosing what tools to use continues to be a problem for all users. The librarians also found, similar to the comments made by Ludwig in his article, that users' web searching habits affected their searching of library resources. The librarians used the results of the study to simplify their use of terminology on web pages, and provide clear, brief guides to common library tasks.

Pace, Andrew K. The Usability Toolbox. *Computers in Libraries 2003; 23(1).*
http://www.infotoday.com/cilmag/jan03/pace.htm

Pace's article is a quick guide to usability testing methods for library – or other – web sites. The "tools" he describes are: participatory design, the focus group, user survey, individual interview, contextual interview, prototype and walk-through, card sort, usability audit, field study and usability test. Why is testing so important? Because, Pace says, it saves the user's time and saves the organization money, it protects against the vagaries of web site designers, it is good public relations and it can settle disagreements among web team members (the user is king!). A nice overview is provided in this article along with references for librarians wanting to know what they can do to make their web sites more user-friendly.

Ferguson, Tony W. Back Talk – Use Statistics: Are they worth it? *Against the Grain 2002-2003.* http://www.against-the-grain.com/Backtalk14_6.pdf

In a pithy and brief article, Ferguson reviews the state of obtaining, generating and using usage statistics for electronic resources. He looks at who uses statistics and why they are important. In line with the other articles discussed in this column, Ferguson points out that use statistics can be used beyond collection development efforts. They can be used by Public Services staff in shifting the resource so it can be found more easily, in planning training and awareness programs, and in giving the resource time to develop a user group. Included in this article are excellent references to other articles on the topic.

Hospital Library Notes

Submitted by: **George A. Wahlert, MSLS, AHIP**
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Morgan Health Sciences Library
Long Island College Hospital

▷ *Journals, Serials, Periodicals, Oh My!*

Call them what ye may, journals, electronic or otherwise are an important part of library biz and library service. In this column, I will be discussing the printed version of journals. You remember them – slick paper envoys of medical information sitting on a shelf waiting to be bound and then living the rest of their days on a dusty shelf with their cohorts in the hopes that they will make it to the photocopier.

In an effort to get the remaining 2002 journals ready for binding, I appointed myself "Serial Librarian". Armed with a supply of four-way rubber bands and a box of binding slips, I approached the forest known as the "Current Journals Section", and with the help of the library staff, we conquered the periodical perks of serials management. This included binding (a science indeed), gathering, and claiming and sometimes purchasing missing issues and getting the shelves ready for 2003 additions and deletions. Managing journals from entering them on the computer to binding is always a work in progress.

While I do enjoy the idiosyncrasies of journals, I do not enjoy what I call the "idiotsyncrazieness" of journals and publishers. Our subscription vendor acts as our Goodwill Ambassador in claiming issues we have paid for, yet we have to pull teeth to pull claimed journals from the publisher's clutches. One response to a claim was that a journal was "already mailed, check with US Postal Service". Here's another "classic" response: "please allow 8 to 10 weeks for claimed issue". When online access is included in a journal, you have to go scrambling through all of those saved white sheets that come with the journal in the hopes of finding that magic number for online access.

I laughed when one publisher (or their agent), sent a post card asking us to inform them of the specific month of our missing issue - #1. I responded by word-processing a chart for that journal. One column had the issue numbers – 1 through 12, and the other column had the issue months – January through December. Sounds silly, yet the woman contacted me and she said that it was a good way for her staff to know the issue numbers since the stacks were "down the hall". Gee, maybe I could make a fortune by publishing ***George's List of Months and Issues for Publishers***!

Issues & Trends

Submitted by: **Marina Chilov, MLS   Tracy Allen, MLS**
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Augustus C. Long Health Sciences Library
Columbia University

▷   *The Skill of Pioneering*

As medical librarians, we are accustomed to abundant and continual change, particularly with the advent of the Internet and electronic resources. Librarians excel at introducing patrons to new resources and educating them in the effective use of these tools. We are good at wetting our patrons' appetites for new resources and services, possibly even at raising their demands and expectations to heights that may not always be immediately obtainable. Unfortunately, we are less successful at anticipating new needs, and at being forward-thinking enough to create and develop our own tools to answer these needs.

Can we create products and services that tune into the specific needs of and cater to the unique information-seeking behaviors of our varied clientele? For years librarians have taught their patrons how to use resources. Less attention has been paid, however, on how best they should access these resources or rather how we could best package the resources from the standpoint of the patrons. What could we do to customize both the content and the access so that all users, whether they are in an educational, clinical, or research setting, could have their needs appropriately met? Perhaps fleshing out the differences in information-seeking behavior of the various groups that make up the biomedical community would help us to better target and anticipate their distinct needs.

The appearance of such products as MDConsult, E-Medicine and WebMD, which to some degree try to compete with libraries in an attempt to deliver all aspects of medical information, might make us wonder how we too could "parlay" our expertise into resources. For example, an area that librarians could be more involved in is with the creation of filtered databases like Emergency Medical Abstracts (EMA). EMA is a good example of an information resource that was developed by a group of physicians in a particular specialization who took the lead themselves to meet their very specific information needs.

We hope that by talking about ways in which the needs of our patrons can be assessed, we might become more adept at anticipating demand for specialized tools and services in the future. We encourage members to share their ideas with us, as we continue to discuss, in forthcoming issues of this column, the "problem of anticipation" that librarians face.

Please contact Marina Chilov (mz84@columbia.edu) or Tracy Allen (tya2@columbia.edu), with all correspondences.

Save the Date

▷ *The Annual NY/NJ MLA Chapter Spring Dinner*

When:

April 3, 2003

Time:

5:30 - 10:00

Where:

Trattoria Alba

233 East 34th Street (bet. 2nd & 3rd Aves.),

New York, NY 10016, (212) 689-3200

Come and join your fellow NY/NJ MLA Chapter members

for a delightful evening of good food and entertainment!

The $55 cost per person will include:

an open hot and cold antipasto buffet,
a sit down 3-course meal,
music by guitarist Anthony Purdy &
by a possible surprise librarian musician,
plus other surprises with our popular master of ceremonies George W.

For more information please contact Patricia at 212-263-8497
or e-mail to tomasulo@library.med.nyu.edu.

To register online, please go to
http://nynjmla.org/spring_dinner_2003.html

Save the Date

▷ *The First Ever 5-Chapter Annual Meeting*

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A QUINTESSENTIAL CONFERENCE

Five Chapters, One Meeting

OCTOBER 26-28, 2003

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Don't miss this Quintessential Conference to be held in Philadelphia Pennsylvania.

Join your colleagues at the **Sheraton Society Hill Hotel** located in a historic **Philadelphia** neighborhood close to the Liberty Bell and Independence Hall.

Save the dates of **October 26-28, 2003**

We look forward to seeing you,

Mid-Atlantic Chapter of MLA

New York-New Jersey Chapter of MLA

Philadelphia Regional Chapter of MLA

Philadelphia Chapter of SLA

Pittsburgh Regional Chapter of MLA

Save the Date

▷ MLA Satellite Teleconference – Get HIP to HIPAA

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*Get HIP to HIPAA: Health Information Professionals and
the Health Insurance Portability and Accountability Act*
March 12, 2003
Time: 1:00-2:30 pm CST

The goal of this program is "to inform health information professionals about the compliance requirements resulting from the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and to encourage support of information needs generated by HIPAA privacy and security regulations".

Watch MLANET at http://www.mlanet.org/education/telecon/hipaa/index.html for more information or contact Kathleen Combs, MLA's continuing education coordinator, at 312.419.9094 x29.

▷ Coming this Spring: The 2002-2003 Benchmarking Network Survey

The word from MLA is that the next opportunity to participate in the MLA Benchmarking Network Survey will begin sometime this Spring.   Now is a great time to start preparing your library and institutional data to include in the 2003 survey. The time period for collection or reporting of data can be either the 2002 calendar year, or the last fiscal year - whichever your library prefers.

There may be some minor changes made in the forthcoming 2003 Data Collection Worksheets and Data Definitions, but the 2002 worksheets and definitions can be reliably used to start collecting the new data to report. So give yourself plenty of time, especially one-person libraries. Start gathering your data now, it's never too soon.

The 2002 worksheets and definitions are available on the MLA Benchmarking Networking site at http://www.mlanet.org/members/benchmark/index.html (Members Area). Let's all participate in the 2003 survey and keep developing the MLA BN Interactive Site as a useful tool for everyone! And as always, don't hesitate to call or e-mail any questions you may have. If I can't answer you right away I always know where to find the answer!

Submitted by the **Benchmarking Chapter Educator:**

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For Your Information

NEW MLA PUBLISHING FORMAT AND PROPOSAL GUIDELINES

The MLA Publishing Program, under the guidance of the MLA Books Panel, introduces the Quick Guide format to showcase current or emerging issues in librarianship. Envisioned as quick-turnaround publications, the approximately 100-page, six-by-nine-inch soft cover books will assess the current state of the profession. The titles will be co-published with Neal-Schuman Publishers and undergo peer-review by the Books Panel. Quick Guides are not intended to be comprehensive treatments of topics but concise, easy-to-digest books on focused topics. Quick Guides will help capture the immediacy of hot topics and guide readers through the issues.

The Books Panel also announces a change in the proposal process that makes submitting proposals easier for would-be authors.

Please submit Quick Guide topics as well as proposals to the new publishing hotline at pubproposal@mlahq.org.

Visit www.mlanet.org/publications/books/bookguid.html to view the new easy, two-step proposal guidelines.

▷ *MLA NY-NJ Chapter Newsletter Submission Guidelines*

The Chapter welcomes contributions from its members to the Newsletter. The newsletter is published quarterly: Winter, Spring, Summer, and Fall.

Deadlines for submissions: December 15, March 15, June 15, September 15.

Please forward all contributions (articles, news items, photos, calendar events, etc.), preferably in electronic format [ASCII text], along with suggestions for content to:

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Opinions expressed in the Newsletter do not necessarily represent the official position of the Chapter.