

**MIDDLE ATLANTIC
Region: 1
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University of Pittsburgh
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RML Annual Report
Report Submitted: 05-SEP-2012**

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Executive Summary

Establishing a new regional medical library program is both extremely challenging and very rewarding. Much of the first 6 months was spent developing the infrastructure and procedures that are the basis of a successful program. The tasks of simultaneously recruiting staff, maintaining support to Network members, setting up programming, and learning how to manage a federal contract were demanding. But, what a difference a year makes! We have come a long way from the initial staff of 1.5 FTE, and can reflect on our base year accomplishments.

STAFFING:

One of our greatest achievements has been to hire an enthusiastic, team-centered staff. Six of the seven staff positions were filled by October 2011, with the remaining position filled in January 2012.

Barbara Epstein, Director, began May 2011

Renaë Barger, Executive Director, began May 2011

Melissa (Missy) Harvey, Technology and Communication Coordinator, hired August 2011

Tristan Lucchetti, Administrator, hired September 2011

Kate Flewelling, Outreach Coordinator, hired October 2011

Lydia Collins, Consumer Health Coordinator, hired October 2011

Michelle Burda, Network and Advocacy Coordinator, hired January 2012

Temporary office space, on the upper floor of the health sciences library, was assigned for MAR staff. Construction of permanent offices and a training room will be completed by October 2012.

OUTREACH:

MAR staff traveled throughout the region and promoted NN/LM services and membership, obtained feedback to help direct programming and provided onsite demonstrations of NLM databases during site visits. Staff visited 51 locations and interacted with over 100 librarians, K-12 educators, community and faith-based leaders, along with unaffiliated public, mental and general health professionals. Site visits:

- 10 Hospital Libraries
- 7 Resource Libraries
- 5 Academic Libraries
- 7 Public Libraries
- 12 Community/Faith-Based Organizations
- 2 K-12
- 6 Public Health or Mental Health Departments
- 2 Unaffiliated Community Health Centers

MAR attended and reported on three tribal events or blessings surrounding the NLM healing totem, one of the artistic, educational, and inspirational elements in NLM's exhibit, "Native Voices: Native Peoples' Concepts of Health and Illness."

Regional chapters of the Medical Library Association, health sciences library groups, hospital library services programs, educators and community groups responded warmly and positively by inviting MAR to present during their annual or quarterly meetings. Ten formal presentations were given to over 250 attendees.

MAR trained over 450 individuals through 27 course offerings. These occurred in person as well as online, asynchronously and synchronously. MAR reached another 83 individuals through 3 hosted CE courses and 2 MLA webinars at the University of

Pittsburgh. Additionally, MAR worked with the Central New York Library Resource Council and the NN/LM National Training Center to bring the PubMed for Trainers course to Syracuse, NY.

Presentations, formal classes and training events were attended by hospital, academic, public and school librarians, unaffiliated mental health workers, health care providers, public health professionals, YMCA staff, community-based and faith-based leaders, school principals and the general public.

MAR staff promoted NLM resources to over 1,000 health professionals, public health workers, community-based leaders and librarians through exhibiting at 4 national and 8 regional or state meetings. Staff also reached a large population of health consumers during a local employee health fair in Pittsburgh. During the national conference for the North American YMCA Development Organization, MAR provided an extra program presence through a scheduled presentation highlighting the NN/LM and consumer resources. MAR presented on "Community Day Emergency Preparedness Pilot Projects," on behalf of NLM during the Public Library Association National meeting. MAR also offered a workshop while exhibiting at the NYC school librarian meeting.

RESOURCE LIBRARIES AND REGIONAL ADVISORY STRUCTURE:

MAR received positive feedback and direction during a September 2011 meeting for the Region's 29 Resource Library directors. In February 2012, MAR invited Network volunteers to serve on the Regional Advisory Committee (RAC) or one of four Special Advisory Groups (SAGs): Resource and Academic Libraries, Outreach to Health Professionals and Public Health Workers, Hospital Libraries and Consumer Health. Committee members are geographically dispersed and come from varied backgrounds and areas of expertise, including resource and academic libraries, hospital libraries, mental health professions, public health leaders, public libraries, patient educators, and community-based organizations. In April, the RAC and SAGs held in-person meetings in Pittsburgh.

Presentations from the Resource Library Directors meeting may be found at:
http://nmlm.gov/mar/about/resource_directors_mtg_2011.html

Committee members and meeting minutes for the RAC may be found at:
<http://nmlm.gov/mar/about/rac.html>

Committee members and meeting minutes for the SAGs may be found at:
<http://nmlm.gov/mar/about/sag.html>

FUNDING:

MAR staff worked with Network members, including librarians, community-based and faith-based organizations to bring project ideas and partnerships to fruition. MAR invited trainers from the Pennsylvania Public Health Training Center to offer a 5-hr workshop: Grant Writing Basics. MAR staff was in attendance as well as 14 academic and public librarians and staff from community based organizations.

MAR awarded 24 subcontracts to support technology improvement, outreach to health professionals and consumers, new roles for information professionals, MedlinePlus Connect, the Value of Libraries Study, and a group licensing initiative for hospital libraries.

Subcontractors offered 25 trainings to reach 528 health professionals, public health workers, seniors, veterans and military and other members of the general public:

- 'Emergency Preparedness: Enhancing Communication and Access to Health

Information project at UPSTATE' - offered a training day that included NLM/NIH disaster resources to Emergency Preparedness coordinators in regional hospitals, spanning 5 counties.

- 'Outreach Training to Unaffiliated Health Professionals in Rural Areas' - offered 7 trainings that featured applicable NLM resources to health care providers and public health workers in rural counties surrounding Rochester, NY.
- 'Consumer Health Outreach to Older Adults: Health Literacy Training' - offered 5 trainings to public library staff and seniors which featured MedlinePlus, NIH SeniorHealth, stress management and heart disease.
- 'Hazelwood YMCA 2012 Winter Workshop Series' - offered 3 workshops highlighting MedlinePlus, healthy eating and nutrition to the general public.
- 'Integrating Library Resources, Technology, and Point-of-Care' - offered training on applicable mobile resources to health professionals.
- 'Mid-Atlantic Behavioral Health, Behavioral Health Issues in our Senior Population' - offered training featuring MedlinePlus to seniors and health professionals.
- 'Connecting Service Personnel, Veterans and Military Families to Health Information Resources' - offered 3 trainings featuring the MedlinePlus veterans and military health page and stress management.
- 'Expanded Information Access for Public Health Workers' - offered a day long workshop providing evidence based practice training to public health workers and public health nurses in Dutchess County, NY.

MAR awarded 18 professional development awards; 13 to individuals and 5 to MLA chapters, associations or institutions.

In order to support librarians in extending or improving evidence based information services, 8 Network member librarians were funded to attend, "Systematic Review Workshop: the Nuts and Bolts for Librarians" offered by the Health Sciences Library System, University of Pittsburgh. Other individual awards funded continuing education for grant development, attendance at the ILLiad annual conference, Computers in Libraries conference and PubMed for Trainers course.

The awards to regional MLA chapters, associations or institutions benefited over 200 health sciences librarians:

- The Philadelphia Chapter of the Medical Library Association used funding to host 2 professional development opportunities: one to give librarians a working knowledge of the need for data curation and a greater understanding of the role of libraries in data management planning, and one to support expenses for Diane Rein to teach a CE on Translational Bioinformatics.
- New York University used funding to support expenses for Diane Rein to offer 3 workshops: Foundations in Bioinformatics and Searching, Translational Bioinformatics and NCBI BLAST and Sequence Similarity Searching.
- Both Albert Einstein College of Medicine and the New York/New Jersey Chapter of the Medical Library Association used funding to host "EBM and the Medical Librarian" taught by Connie Schardt.
- The Health Sciences Library Association of New Jersey used funding to celebrate their 40-year anniversary by inviting author Dr. Lisa Sanders to speak on the complexity of the human body and the library's role in supporting health professionals.

NETWORK SERVICES

ASSESSMENT ACTIVITIES:

Informal feedback on MAR programs and activities is solicited from members during site visits, conversations and presentations. Resource Library Directors provided feedback during the fall 2011 meeting and MAR's four Special Advisory Groups and the Regional Advisory Committee provided feedback and direction during the spring 2012 meetings.

Three online focus group sessions were conducted to get feedback from Network members to determine the usefulness of current content on the MAR web site in preparation for the content migration to Drupal in 2012. This information was submitted to NLM, as requested.

Outreach Evaluation Resource Center staff visited MAR staff to discuss assessment in January. Additionally, with the help of Cindy Olney, Evaluation Consultant, MAR staff completed the design of two questionnaires to assess needs of Network member libraries and Network member organizations. In late March, these were piloted with four Network members from different types of organizations. This MAR member assessment went out in early April, with the data collection period ending April 30. MAR will be using the data to help inform and direct future programming. MAR will also use this questionnaire at 6-month follow-up for all new members as a way to continuously obtain feedback.

MAR NETWORKING PLATFORM:

MAR staff worked with HSLIS programmers to develop a networking platform for the NN/LM Middle Atlantic Region. This platform will foster professional relationships and shared interests among MAR Network members, on an individual level as opposed to an institutional level. The prototype was unveiled at the Regional Advisory Committee meeting on April 30 and received positive feedback. Moving forward into year 2 of the contract, MAR staff will begin hosting focus groups and usability testing to improve the product.

MARDelivery:

The MARDelivery service enables libraries to send links to ILL articles they lend, rather than emailing large attachments. MARDelivery can also be used to support local document delivery. User feedback has informed development of the new University of Pittsburgh-hosted system. User testing and transfer to the Pitt-hosted system will begin in the coming months.

MEMBERSHIP:

MAR had some library and institutional closures, including one resource library; however, new members outweighed closures. MAR welcomed 48 new Network members, 45 affiliate and 3 full. A system is in place to add a NN/LM liaison for each member organization to the MAR listserv. Weekly updates are sent via the listserv, thus providing an email 'bounce back' mechanism for tracking when the liaison leaves or an institution closes. When bounce backs are received, MAR staff contact the institution to verify that it is still open and to identify and train a new NN/LM liaison.

Network Infrastructure

TABLE 1: Annual infrastructure data:

	Current Year	Previous Year
Network members - full:	435	435
Network members - affiliate:	375	347

MedPrint - Medical Serials Print Preservation Program:

Martha Fishel, chief, NLM Public Services Division, was invited to the fall 2011 Resource Library Directors meeting to discuss NLM's plan to move forward with a national cooperative retention program. Additionally, in spring 2012 MAR contacted all 28 resource library directors by phone and email to solicit their participation and answer questions regarding the NLM MedPrint program. To date, MAR has three libraries that have committed titles: University of Rochester, New York State Nurses Association and Washington Hospital. Another nine resource libraries have expressed some interest in the program. Resource libraries not participating cited binding practices, commitment period or space limitations as reasons for non-participation.

MAR promoted the MedPrint program through its weekly postings and blog, as well as discussing the program during the Resource and Academic Special Advisory Group and Regional Advisory Committee meetings.

Regional Emergency Preparedness and Response Plan:

MAR serves as the 'buddy' RML to the South Central Region (SCR). MAR and SCR discussed potential disasters and exchanged information to provide support as part of the RML Buddy system. With the approach of hurricane season, MAR and SCR will hold a tabletop exercise, scheduled for August 2012. Another tabletop exercise will be scheduled in November 2012 to prepare for snow emergencies that may occur in MAR.

MAR staff has communicated with Dan Wilson, Coordinator for the NN/LM National Emergency Preparedness and Response Initiative, regarding a future Disaster Summit to be offered in New York City, as well as an update on previous activities related to regional emergency preparedness efforts in the Middle Atlantic Region. Moving forward, MAR will be identifying roles and naming individuals to serve as regional emergency preparedness liaisons. Such liaisons will not only promote service continuity but also offer outreach opportunities for librarians to partner with a non-library group with disaster related responsibilities.

MAR awarded a 'new roles for information professionals' award to facilitate a partnership between an academic health sciences library and hospital emergency preparedness coordinators spanning five counties in New York State. As part of this award, MAR also supported one of the investigators to attend and present results at the 2012 Integrated Medical, Public Health, Preparedness and Response Training Summit.

E-licensing:

MAR provided funding to support the, "Health Sciences Library Association of New Jersey Group Licensing Initiative (GLI) 2." Through this continued support, MAR hopes to provide all hospital libraries in the Middle Atlantic region with a cost effective strategy for licensing evidence-based resources. The GLI establishes relationships with vendors, negotiating all pricing and assisting members with licensing needs. Currently, there are nearly 100 members, linking more than 35,000 physicians and 88,000 nurses in New Jersey, New York and Delaware, plus 40,000 physicians and nurses in Pennsylvania.

During the project period, group licensing was expanded to 14 new institutions. Project funds were used to hire a marketing consultant to create an attractive informational brochure which was recently mass-mailed to all primary access hospital libraries in MAR that are not currently members of the GLI. The consultant also created supplemental "about" and "FAQ" documents which will be used to help answer librarians' questions about group licensing and the GLI. All three documents are posted on a newly created GLI web page which resides on the HSLANJ web site: www.hslanj.org/gli.html. There are two unforeseen, but extremely positive, uses for the marketing materials. First, librarians are using these materials in their home institutions to show their administrators that they are being proactive, innovative and fiscally responsible by participating in the GLI to license resources. Second, vendor representatives have asked for supplies of the informational brochure to help publicize the GLI, providing their potential customers with a more economical way to license their resources.

Identifying unique and historical collections:

The MAR member assessment developed and distributed in April 2012 contained an item to assess if libraries in our region had collections of historical or unique materials related to the health sciences. MAR will follow up with appropriate respondents identified in this assessment.

Cross-regional Collaborative Efforts:

The MAR consumer health coordinator collaborated with counterparts in SCR and GMR to update and finalize course content for "Birds Do It, Bees Do It, and You Know You Get Questions about It: Sexual Health Resources" course. The course was redesigned to include sexual health across the lifespan, as opposed to just teens and adults. This course was offered at the Public Library Association (PLA) Annual Meeting in March 2012. MAR also coordinated the RML staffing of the NLM exhibit booth at the PLA meeting.

In May 2012, MAR will begin contributing 3 items once a month to the Bringing Health Information to the Community (BHIC) blog. BHIC is a national, NN/LM blog focusing on health information issues related to the community, especially underserved communities.

MAR and SCR discussed potential disasters and exchanged information to provide support as part of the RML Buddy system. With the approach of hurricane season, MAR and SCR will hold a tabletop exercise, scheduled for August 2012. Another tabletop exercise will be scheduled in November 2012 to prepare for snow emergencies that may occur in MAR.

The eight regional medical libraries and the National Network Office have identified three national outreach initiatives and one cross-regional outreach initiative to begin in the 2012-2013 contract year. Management of these initiatives will be through task forces charged by the National Network Office to identify project outcomes and work with the NN/LM Outreach Evaluation Resource Center to determine methods for measuring baseline, process, and summative data. MAR will have representatives on each task force as listed below:

- Community Colleges – national initiative (Harvey)
- MedlinePlus Connect - national initiative (Barger and Burda)
- Clinicaltrials.gov Results – national initiative (Flewelling)
- K-12 – cross regional initiative (Barger, Co-Chair, and Collins)

Outreach

Number of major (>= \$15,000) projects funded in contract year:	3
Number of regional/state/local exhibits conducted by RML:	9
Number of regional/state/local exhibits conducted by subcontractors:	2

Information Technology and Transfer

The MAR member assessment developed and distributed in April 2012 contained items to assess if libraries in our region are involved with implementation of electronic health records and their familiarity/use of MedlinePlus Connect. Items were also included to identify libraries involved with CTSA programs. Moving forward, MAR will follow up with appropriate respondents identified in the assessment.

MAR has had difficulty connecting with Regional Extension Centers. A few voice mail and email exchanges have occurred between Quality Insights of PA and the New Jersey Health Information Technology Extension Center. However, neither lead produced results. MAR staff now sits on the MedlinePlus Connect task force and hope to develop a systematic way to reach RECs through the task force.

MAR had an opportunity to provide MedlinePlus Connect support to a practice of unaffiliated mental health providers in Newark, DE. During a visit/training session, it was discovered that this practice had MedlinePlus Connect within their electronic health record; however, they were not aware of the service and benefits. After training on the link between MedlinePlus Connect and the authoritative information of Medline Plus, this practice now reports using MedlinePlus Connect to provide patient information during office visits.

MAR provided funding to support the Institute for Family Health, "Evaluating MedlinePlus Connect 2." Through this funding, the project team provided a statistical analysis of patient adoption and usage of MedlinePlus Connect. The project team also performed MedlinePlus Connect usability testing that focused on recruitment of patients with limited formal education as a proxy measure for low levels of health literacy and computer literacy. This recruitment strategy was intended to identify barriers to use of MedlinePlus Connect among high-need patients, as well as possible solutions.

Results from the Institute for Family Health's project will be shared with NLM and the MedlinePlus Connect team. This partnership will enable formative feedback in the development and evolution of MedlinePlus Connect that will result in design changes that will benefit providers and patients. MAR has also invited Diane Hauser, project manager, to discuss her experiences with MedlinePlus Connect and implementation from an IT standpoint at a fall 2012 webinar.

Attachment 1: Annual AR summary data: RML staff activities

Attachment 2: Annual AR summary data: Subcontractor activities