

**MIDDLE ATLANTIC
Region 1
01-AUG-11 – 31-OCT-11
University of Pittsburgh
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RML Quarterly Report
Report Submitted:**

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Executive Summary

On September 13, MAR hosted a meeting for the region's Resource Library directors. The Middle Atlantic Region includes 29 Resource Libraries: 24 (including HSLS) are located in medical schools or other academic institutions, two in cancer specialty hospitals, two in large health systems, and three independent academy libraries. Angela Ruffin and Martha Fishel from the National Network Office were also in attendance. At the meeting, Renae Barger presented an overview of the 2011–2016 program, including planned Network and outreach activities, funding opportunities and the more accountable NN/LM funding structure. Barbara Epstein then presented an overview of the advisory structure and the role of Resource Libraries. The library directors had an opportunity to discuss and provide input into planned NN/LM MAR activities.

Mary Lou Klem, HSLS reference librarian and co-investigator for the Value of Libraries Study, gave an update on the study and discussed future directions for the project. Martha Fishel, NLM, chief, Public Services Division, ended the meeting with a discussion of NLM's program to ensure the preservation and continued access to older print literature through a new national cooperative retention program.

STAFFING UPDATES:

Four MAR staff positions were filled this quarter. Melissa (Missy) Harvey, MAR Technology and Communication Coordinator, began on August 29. Ms. Harvey spent 16 years as the Computer Science librarian at Carnegie Mellon University. She has significant teaching experience, serving as an adjunct professor for the School of Information Sciences at the University of Pittsburgh, as well as the iSchool at Drexel University.

Tristan Lucchetti, MAR Administrator, began on September 6. Mr. Lucchetti received his MBA from the University of Pittsburgh, with a focus on finance. For the past four years, he has worked at the University of Pittsburgh's Clinical and Translational Science Institute and has experience in interpreting and applying sponsoring agency and University policies.

Kate Flewelling, MAR Outreach Coordinator, began on October 10. Ms. Flewelling received her MLIS from the University of Wisconsin-Milwaukee in 2007 and was a National Library of Medicine Associate Fellow from 2007-2009. Before joining MAR, she was Coordinator of Instruction and a Reference Librarian at Upstate Medical University, Syracuse, NY.

Lydia Collins, MAR Consumer Health Coordinator, began on October 24. Ms. Collins has worked as a Health Sciences librarian for the past 6 years. Most recently, she was the librarian to the College of Health Sciences at the University of Delaware. Prior to moving to the East Coast, she was the Librarian for the School of Nursing and Department of Biological Sciences at San José State University. Ms. Collins began her library career as a solo librarian at Doctors Medical Center, in Modesto, CA providing library services to a rural area population.

Recruitment continues for a candidate with the right mix of skills and experience to serve as Network Coordinator. This position will not only handle MAR Network programs, but also have liaison functions with MAR hospital librarians. Ms. Barger continued Network responsibilities in the second quarter.

In October, Claire Hamasu, Associate Director, MCR was invited to visit MAR staff to share her expertise and experiences. Ms. Hamasu spent time with Ms. Barger and Mr. Lucchetti explaining MCR procedures for budget and expenditures tracking. She discussed MCR's reporting and logic model structure with MAR staff, and offered helpful suggestions regarding evaluation and assessment. As a result, Ms. Barger has arranged for Susan Barnes and Cindy Olney from the Outreach Evaluation Resource Center to

meet with MAR staff in January.

OUTREACH:

MAR participated in a number of outreach activities this quarter. Ms. Flewelling and Ms. Barger 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 new exhibit, "Native Voices: Native Peoples' Concepts of Health and Illness." These took place at Onondaga Nation, NY and Arrow Park, NY respectively.

Two librarians from Drexel, with expertise in public health, were recruited to exhibit on behalf of NN/LM MAR, and showcase NLM products of interest to the public health workforce at the Pennsylvania Public Health meeting held in Philadelphia. MAR covered expenses and provided the exhibit structure, capability brochures and promotional items.

MAR staff exhibited on behalf of NLM at their first national meeting for the American College of Clinical Pharmacy held in Pittsburgh, PA. Additionally, MAR staffed three regional exhibits: Pennsylvania Library Association, Upstate New York and Ontario chapter of MLA annual meeting, and North Atlantic Health Sciences Library Association annual meeting.

Ms. Barger was invited to present at the following regional meetings: Central Pennsylvania Health Sciences Librarians Association (CPHSLA) summer meeting, Mid-Atlantic Chapter (MAC) of the Medical Library Association annual meeting, and Upstate New York and Ontario chapter of MLA annual meeting. Ms. Harvey presented at the CPHSLA fall meeting. These presentations provided opportunities to introduce MAR programs, upcoming funding opportunities and obtain feedback from 140 hospital and academic librarians.

Communications to discuss an upcoming MAR presence at other group meetings within the region took place. These included METRO Library Resources Council, Brooklyn-Queens-Staten Island-Manhattan and the Bronx Health Sciences Librarians (BQSI/MB), and Medical and Science Librarians on Long Island (MEDLI).

Ms. Epstein, Ms. Barger and Ms. Flewelling met with Michael Schneider, a University of Pittsburgh researcher in the Health and Rehabilitative Sciences Department to explore possible roles for the regional medical library in reaching unaffiliated chiropractors. Mr. Schneider is applying for an R-21 grant to reach Complementary and Alternative Medicine (CAM) providers in the field. It was decided that MAR could assist with training to support evidence based practice at state chiropractic meetings in the Region, and/or outreach to librarians at two chiropractic colleges in New York to provide training. As the R-21 grant proceeds, Mr. Schneider will be back in touch.

Ms. Harvey provided the first, formal online training course to the Health Sciences Library Association of New Jersey. This was a 2 hour CE course, "Can you hear me now, how to make a podcast." Ms. Harvey also traveled to Buffalo, NY to teach a 6 hour CE course, "The ropes: planning instruction for the adult learner" to the Western New York Library Resources Council.

Ms. Barger worked with Sharon Dennis, National Training Center, to arrange for the Pubmed for Trainers class to be in the MAR. This is being scheduled for April 2012 and MAR will offer professional development awards for members to attend.

FUNDING:

This quarter, Ms. Barger and Mr. Lucchetti met several times with University of Pittsburgh Office of Research to discuss funding and subcontract processes. Year One Request for

Proposals and Call for Awards were announced in mid-October for a funding period to begin December 1, 2011 and end no later than April 30, 2012.

Additionally, Ms. Epstein and Ms. Barger had conversations with primary investigators to discuss major project funding for three 'legacy' projects that were originally started under the 2006-2011 contract with New York University. The first of these was the Institute for Family Health in Manhattan, NY to continue their efforts in the evaluation of MedlinePlus Connect. Subsequently, funding was awarded for, "Evaluating MedlinePlus Connect 2." (Project period: October 1, 2011-April 30, 2012.)

At the end of this quarter, a request for COA has been sent to the National Network Office for a subcontract with the Health Sciences Library Association of New Jersey to support their continued efforts to provide MAR hospital libraries with an affordable group licensing plan.

Discussions are still ongoing with the University of North Carolina at Chapel Hill to support the Value of Libraries Study. MAR hopes to have this subcontract awarded in November but currently Ms. Barger is working to negotiate the IDC rate.

NETWORK SERVICES:

MAR welcomed 6 new affiliate members:

- Adelphi University, Garden City, NY (affiliate)
- Community College of Philadelphia, Philadelphia, PA (affiliate)
- Long Island Talking Book Library, Bellport, NY (affiliate)
- Mid-Atlantic Behavioral Health, Newark, DE (affiliate)
- Hollidaysburg Area Public Library, Hollidaysburg, PA (affiliate)
- Eastern Monroe Public Library, Stroudsburg, PA (affiliate)

One new EFTS participant:

- Hofstra North Shore-LIJ School of Medicine

A DOCLINE account was re-established for:

- Keller Army Hospital, West Point, NY.

One MAR library, Iona College, New Rochelle, NY began extending Loansome Doc services to a public library (Delaware County Library System) and expressed interest in extending to unaffiliated health professionals.

Ms. Barger also provided consultation to a new librarian taking over ILL responsibilities at Lehigh Valley Hospital, Allentown, PA. This librarian was introduced to the new regional medical library and consulted on MAR services and DOCLINE.

One new application was received for MARDelivery. With the hiring of the MAR Technology and Communication Coordinator, MAR has started the process of examining the system still hosted at NYU in preparation for a similar system to be hosted at the University of Pittsburgh. As mentioned in the previous report, NYU's interlibrary loan department also uses features of MARDelivery; therefore, the NYU IT staff graciously agreed to continue to support MAR Network member use of this system until the University of Pittsburgh has another system in place.

Network Infrastructure

Regional Advisory Committee (RAC) activities

One of the goals as a new regional medical library is to create a diverse Regional Advisory Committee (RAC) and four Special Advisory Groups (SAGs): Outreach to Health Professionals, Consumer Health Hospital Libraries, and Resource and Academic. The aim is to achieve greater Network representation by including geographically diverse members, as well as members from varied library settings, health professionals and the community. The proposal calls for this structure to be in place by April 30, 2012. For year one, the 29 Resource Library Directors serve as the RAC.

On September 13, MAR hosted a meeting for the Region's 29 Resource Library directors. Ms. Barger presented an overview of the 2011–2016 program, including planned Network and outreach activities, funding opportunities and the more accountable NN/LM funding structure. Ms. Epstein then presented an overview of the advisory structure and the role of Resource Libraries. The library directors had an opportunity to discuss and provide input into planned NN/LM MAR activities. Library directors were also encouraged to think about the new advisory structure and consider volunteering their expertise, or expertise from someone within their institution, to a more focused special advisory group.

Evidence Based Health

MAR Request for Proposals and Call for Awards were announced in mid-October. Funding was made available for projects to advocate for the role of information professionals within the institution and/or community in areas such as evidence-based health information, e-science initiatives, electronic health records, emergency preparedness, and clinical and translational science.

By the end of October, MAR had received five applications for professional development funds to attend the Systematic Review Workshop: the Nuts and Bolts for Librarians to be offered by the Health Sciences Library System, University of Pittsburgh on November 7, 2011 through November 9, 2011.

Assessment and evaluation activities/data

August-September: Three focus group sessions were conducted via Adobe Connect. The purpose was to get feedback from Network members to help determine the usefulness of current content on the MAR web site in preparation for the content migration to Drupal in 2012. Ms. Harvey compiled this information for WebSTOC and OERC as requested.

Feedback was solicited during the Resource Library Directors meeting. Additionally, MAR program presentations have been given to 140 Network members. Each presentation includes a feedback and discussion section.

Ms. Barger has arranged for Susan Barnes and Cindy Olney from the Outreach Evaluation Resource Center to meet with MAR staff in January. And, later in the contract year, a combined Regional assessment and membership renewal is planned.

Outreach

TABLE 1. All newly funded awards and projects

| Title | Lead Organization | City/State |
|----------------------------------|-----------------------------|--------------------|
| Evaluating MedlinePlus Connect 2 | Institute for Family Health | New York, New York |

Update of ongoing major projects (funded at >= \$15,000)

Ms. Epstein and Ms. Barger had conversations with primary investigators from the Institute for Family Health, New York, NY to discuss major project to continue their efforts in the evaluation of MedlinePlus Connect. Subsequently, funding was awarded to support, "Evaluating MedlinePlus Connect 2" with a project period: October 1, 2011-April 30, 2012. The project's first component will plan and design a comparison of the demographic similarities and differences among My Chart users who use MedlinePlus Connect in English and Spanish, as well as users that do not use either My Chart or MedlinePlus Connect. Specifically, the project will provide information about patient demographics (race, ethnicity, insurance status, age, language preference), clinical status (chronic illness), and use of services (number of clinical encounters) among users and non-users of My Chart and MedlinePlus Connect.

The project's second component will plan and design new usability testing for users of MedlinePlus Connect. The usability testing will assess whether My Chart users: are able to identify the links to MedlinePlus Connect within My Chart; can navigate the links within MedlinePlus Connect, and can remember some of the health information they found as a result of using MedlinePlus Connect.

TABLE 2. Presentations and training provided by RML staff

| Activity Name | County/State | Estimated # of Participants | Activity Conducted Remotely |
|---|--------------------------|-----------------------------|-----------------------------|
| MAC-MLA presentation | HENRICO, VIRGINIA | 15 | N |
| UNYOC presentation | DUTCHESS, NEW YORK | 75 | N |
| CPHSLA presentation | DAUPHIN, PENNSYLVANIA | 30 | N |
| Site visit New York Nurses Association | ALBANY, NEW YORK | 1 | Y |
| DOCLINE lending | NEW CASTLE, DELAWARE | 5 | Y |
| DOCLINE borrowing and routing | NEW CASTLE, DELAWARE | 5 | Y |
| MAR program overview to CPHSL | CUMBERLAND, PENNSYLVANIA | 20 | N |
| DOCLINE/LD training | WESTCHESTER, NEW YORK | 1 | Y |
| Can you Hear me now How to make a Podcast | PITTSBURGH, PENNSYLVANIA | 22 | Y |
| The Ropes: Planning Instruction for the Adult Learner | ERIE, NY | 15 | N |

Information Technology and Transfer

MAR Request for Proposals and Call for Awards were announced in mid-October. Funding was made available for projects to advocate for the role of information professionals within the institution and/or community in areas such as evidence-based health information, e-science initiatives, electronic health records, emergency preparedness, and clinical and translational science.

Ms. Barger exchanged voice mails with one of the RECs in PA, Quality Insights of PA. However, this did not yield results, as the REC Director was not interested in scheduling a conversation, stating on a voice mail she did not understand how such collaboration between the REC and MAR would be beneficial. Before the end of the contract year, MAR will put forth a more structured approach to identify contacts within the region's RECs and promote MedlinePlus Connect to these contacts. MAR will also discuss RECs and an outreach effort with its Regional Advisory Committee, once established.

Other staff activities

TABLE 3. Classes, Publications and resources developed by RML staff

| Title | Medium | Submitted to MLA Educational Clearinghouse |
|--|---|---|
| HSLs hosts Resource Library Directors' Meeting | Newsletter article (http://info.hsls.pitt.edu/updatereport/?p=5107) | N |
| Guest blog – Onondaga Nation meeting | Blog article (http://nlmtotem.wordpress.com/2011/09/27/guest-blog-onondaga-nation-meeting/) | N |
| Guest blog – Arrow Park, N.Y. blessing (1) | Blog article (http://nlmtotem.wordpress.com/2011/10/01/guest-blog-arrow-park-n-y-blessing/) | N |
| Guest blog – Arrow Park, N.Y. blessing (day two) | Blog article (http://nlmtotem.wordpress.com/2011/10/02/guest-blog-arrow-park-n-y-blessing-day-two/) | N |
| So, What Does It Mean to Be a Regional Medical Library? | Newsletter article (http://info.hsls.pitt.edu/updatereport/?p=4910) | N |
| New lineup for the National Network of Libraries of Medicine, Middle Atlantic Region | CPHSLA newsletter article (http://www.cphsla.org/newsletters/newsletter_23_2.pdf) | N |

August 4, 2011: MAR Network Services Coordinator interview. This candidate was not offered the position.

August 9, 2011: MAR Technology and Communication Coordinator Interview with Melissa Harvey. Ms. Harvey was offered the position and started August 29, 2011.

August 10, 2011: Renae Barger provided consultation for Iona College in New Rochelle, NY regarding Loansome Doc. Iona College is interested in starting a LD program for unaffiliated health professionals and will only pass on fees if incurred.

August 15, 2011: Renae Barger participated on a conference call with Maria Collins and Barbara Nicholson regarding closing a library and merging records in DOCLINE.

August 19, 2011: Renae Barger attended the Central Pennsylvania Health Sciences Library Association summer meeting in Harrisburg, PA.

August 23, 24 and 30: MAR held three interviews for the Outreach Coordinator position. Kate Flewelling was selected from this pool of candidates with an October 10, 2011 start date. The other candidates were also considered for the Network Coordinator position but were not extended an offer.

August 29, 2011: Official start date for Melissa Harvey, MAR Technology and Communication Coordinator.

August –September 2011: In preparation for NN/LM Drupal migration. Three focus groups were held with twelve MAR Network members from various library settings to discuss content on the MAR Website. These results will also be used as MAR staff is hired and the Website is revamped.

August - September, 2011: Renae Barger participated on teleconferences surrounding

NLM's Native Voices traveling exhibit and healing totem.

September 1, 2 and 6: MAR held three interviews for the Consumer Health Coordinator position. Lydia Collins was selected from this poll of candidates with an October 24, 2011 start date. The other candidates were also considered for the Network Coordinator position but were not extended an offer.

September 12-13, 2011: MAR hosted a meeting for the Region's 29 Resource Library directors. All were invited to an informal dinner social on the 12th. The official program took place on the 13th. This group serves as the RAC in year one of the contract.

September 14, 2011: Missy Harvey received a technology orientation from Barbara Nicholson.

September 15, 2011: Tristan Lucchetti and Renae Barger met with the University of Pittsburgh, Health Sciences Research Administration Office. Staff within this department has been providing administrative support for the contract and has agreed to continue to support Mr. Lucchetti for the first year of his new role.

September 20, 2011: Missy Harvey received consultation from technology counterpart, Max Anderson in GMR, regarding upcoming Podcast class she will be teaching.

September 26, 2011: Kate Flewelling attended Onondaga Nation's Council of Chiefs regular meeting with Jewell James and the rest of totem travel team. Ms. Flewelling posted a blog for the NLM healing totem and journey.

September 30, 2011: Renae Barger attended welcoming celebration of the NLM healing totem at Arrow Park, NY and posted blog for the NLM healing totem and journey.

September-October, 2011: Renae Barger provided consultation to a librarian staffing a new consumer health library at Hackensack Medical Center, NJ regarding DOCLINE and borrowing directly versus borrowing through the main medical library. Processes were set up for this library to request via the main library.

October 1, 2011: Renae Barger attended the blessing of the NLM healing totem at Arrow Park NY and posted a blog article for the NLM healing totem and journey. Ms. Barger had an opportunity to meet Kathy Cravedi and Melanie Modlin at this event.

October 3-4: Renae Barger exhibited at Pennsylvania Library Association meeting.

October 9-11: Renae Barger attended Mid-Atlantic Chapter (MAC) of the Medical Library Association annual meeting. Western Pennsylvania Network members participate in this chapter. Ms. Barger was invited to give a presentation as well as assisted SE/A staff at the exhibit table.

October 10, 2011: Official start date for Kate Flewelling, MAR Outreach Coordinator.

October 11, 2011: Missy Harvey participated in training/consultation from Michael Boer at WebSTOC.

October 12-14: Kate Flewelling and Renae Barger attended the Upstate New York and Ontario (UNYOC) chapter of the Medical Library Association annual meeting. Ms. Flewelling and Ms. Barger exhibited at this meeting and Ms. Barger was invited to give a presentation.

October 17-18: Missy Harvey, Kate Flewelling and Renae Barger represented NLM at the American College of Clinical Pharmacy National meeting held in Pittsburgh, PA.

October 23, 2011: Kate Flewelling arranged for SUNY Stonybrook to provide Medline training to students and residents at Southampton Hospital in response to an inquiry from the director of CME.

October 24, 2011: Official start date for Lydia Collins, MAR Consumer Health Coordinator.

October 24, 2011: Renae Barger provided consultation to a new librarian taking over ILL responsibilities at Lehigh Valley Hospital, Allentown, PA.

October 26, 2011: Renae Barger provided consultation to Eastern School of Acupuncture and Traditional Medicine on the benefits of DOCLINE. Based on conversations, it was decided this school would prefer to be signed up as a Loansome Doc user. Therefore, Ms. Barger coordinated with UMDNJ to provide LD services.

October 28, 2011: Missy Harvey attended the Central Pennsylvania Health Sciences Library Association Fall meeting held in Hershey, PA.

October 28, 2011: Lydia Collins provided consultation on NN/LM membership and services to two LGBT churches in New York. (Dr. Wilhelmina Perry, Convener, for LGBT Faith Leaders of African Descent – working with Harlem Pride and Karen Taylor – Riverside Church – LGBTQ Homeless Youth Task Force)

October 29, 2011: Lydia Collins provided consultation for a consumer in the NYC area looking for a variety of environmental health related resources dealing with soil contamination in particular areas of NY. Ms. Collins mailed this gentleman information and connected him with a local resource library serving the public for additional assistance.

October 30, 2011: Kate Flewelling held discussion with Warren Hawkes, Director, Library/Records Management at NYS Nurses Association regarding communication channels, particularly for public health nurses, exhibit/conference and CNE training opportunities. They have 37,000 members. Ms. Flewelling has also offered to submit articles for their newsletter.

October 31, 2011: Lydia Collins provided consultation for Carnegie Hazelwood Branch, Pittsburgh, PA regarding NN/LM MAR and services to support public libraries.

October 30, 2011: Renae Barger attended and exhibited at the North Atlantic Health Sciences Libraries fall meeting held in Uncasville, CT. This meeting included the New York/New Jersey Chapter of the Medical Library Association.

Attachment 1: Quarterly AR summary data: RML staff activities

**Attachment 2: Quarterly AR summary data:
Subcontractor activities**

Attachment 3 - NN/LM Project Reports

List of Project Quarterly Reports for this period:

| Report ID | Institution Name | Project Title |
|------------------|-------------------------|----------------------|
|------------------|-------------------------|----------------------|

List of Final Project reports for this period:

| Report ID | Institution Name | Project Title |
|------------------|-------------------------|----------------------|
|------------------|-------------------------|----------------------|