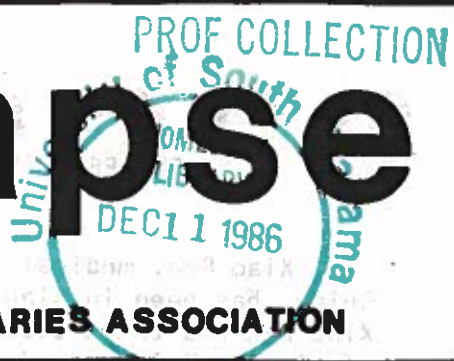




Synapse

ALABAMA HEALTH LIBRARIES ASSOCIATION



VOLUME VI, NO. 4

DECEMBER 1986

PRESIDENT'S COLUMN

by Joyce Sims

ALHeLA President

If you weren't at Gulf Shores for the annual meeting, you missed an informative and enjoyable meeting. Maureen Battistella did a wonderful job with the program, speakers and arrangements. At our business meeting we voted on bylaw changes and Ina Sims, Nominating Chairperson, presented the slate of officers for 1987. See the ballot elsewhere in this issue. In addition, all committees reported on their activities for the year and a new, expanded Directory was distributed thanks to the generosity of the University of South Alabama and the dedication of Sr. Mary Giles Peresich, R.S.M.

In trying to write this final column for Synapse, I found myself writing other news items for Synapse first. So many times I had to squeeze my ALHeLA responsibilities in between MEDLINE searches, budget and hospital meetings. And yet, I hate to see the contact I've enjoyed with the inner workings of ALHeLA come to a close. The loyalty, support and dedication to the ALHeLA endeavor that the Executive Board and the general membership have shown me made my turn as President enjoyable and rewarding. A heartfelt thank you to all of you and a suggestion that more be willing to serve the organization in order to experience the wonderful esprit de corps of ALHeLA members.

CHINESE LIBRARIAN VISITS MEDICAL LIBRARIES IN ALABAMA

Xiao Ren, medical librarian at the Xian Medical University, Xian, China, has been in Alabama since August 1986. During her six month stay, Xiao Ren has taken classes at the University of Alabama Graduate School of Library Science and has visited several health science libraries in Birmingham and Tuscaloosa. Her work here has focused on information/reference sources and the use of microcomputers for online searching and database management.

Xiao Ren has spent time in training on the Reference desk at the Health Sciences Library, University of Alabama. At the Lister Hill Library, UAB, she has had an in depth introduction to all aspects of the library's operation, including public and technical services, the Multi-Media Health Sciences Library, and the Academic and Research Computing Center. Xiao Ren has also visited MIST, the VAMC Library (Birmingham), and the St. Vincent's Hospital Library.

Medical libraries in mainland China are very different from those in the United States according to Lisa Rains Russell, who served as a 1984 Project Hope consultant in Xian, China. Stacks are closed to users, resource sharing between libraries is limited, and microcomputers were only rarely used in libraries.

PEOPLE IN THE NEWS AND ON THE MOVE

KENNETH TOW is the new librarian at the Eye Foundation Hospital in Birmingham. He replaces Hugh Thomas who is now working at Fort Polk Army Base in Louisiana.

JANE LAMBREMONT, formerly Education Coordinator at the Southeast/Atlantic Regional Medical Library Service in Baltimore is now Chief of Library Services at the Veterans Administration Medical Center in Ashville, North Carolina.

PATRICIA M. RODGERS, University of South Alabama Biomedical Library, was organizer and facilitator of the Union List Discussion Group held at the Southern Chapter/MLA annual meeting held in Nashville during November.

INA SIMS, Baptist Medical Center - Montclair, has been elected Secretary of the Southern Conference of Hospital Librarians.

KAY KINNEAR, a student from the Virginia GSLIS, is a 1986 intern in medical Librarianship, serving in the reference unit at the Lister Hill Library, UAB.

SDI

ARTICLES OF INTEREST

Submitted by Joyce Sims

- Marshall, Elliot. Library cutbacks: an information deficit. Science, 1986, May 9; 232 (4751):537-9
- Ten worst careers for women. Working Woman, 1986, July; 11:72-73
- Garfield, Eugene. Current comments: Biomedical decision-making: Will hospital libraries keep pace with the information age?
Part 1. Current Contents, 1986, June 23; (#25); 3-4
Part 2. Current Contents, 1986, June 30; (#26); 3-8
- Zins, Gwendolyn A. Hospital Literature Index: valuable management tool. Hospital Manager, 1986, Jan.-Feb.; 6-7
- Bergman, David A. Impact of reading a clinical study on treatment decisions of physicians and residents. Journal of Medical Education, 1986, May; 61:380-6
- Lindberg, Donald A. Medical Informatics/Computers in Medicine. JAMA, 1986, October 17; 256, (15): 2120-2122
- Francis, Kennon. Applications of the microcomputer in the health care environment. Southern Medical Journal, 1986, September; 79 (9); 1137-1140
- Friedman, Richard B. Future of medical information and medical libraries. Bulletin of the New York Academy of Medicine, 1985, April; 61 (3), 290-297
- Bell, Steven J. Cutback management for special libraries: Strategies for library survival. Special Libraries, 1984, June; 75:205-213
- Series of articles appearing in Annals of Internal Medicine, 1986, July, August, September, October and November; 105:various pagings.

THE 1986 ANNUAL BUSINESS MEETING

by Pat Hall

ALHeLA Secretary

The seventh annual conference of the Alabama Health Libraries Association was held at the Gulf State Conference Center, Gulf Shores, Alabama on Thursday, October 16, 1986.

The business meeting was called to order following the evening banquet. Association President Joyce Sims gave a report updating the activities of the Regional Advisory Committee of the Southeast/Atlantic Regional Medical Library Program. This was followed by reports of the various committees.

Pat Hall gave the Treasurer's report which indicated a balance of \$1,396.40. This did not reflect the conference cost or income.

The Bylaws changes, which were detailed in the September 1986 issue of Synapse were unanimously approved as published.

By consensus, the assembled membership approved an increase in membership dues to \$12.50 per year for those who pay in a timely fashion at the beginning of the calendar year, and \$15.00 per year for those who pay after the announced deadline. The rationale for this bi-level membership dues structure took into consideration the added expenses incurred each year on fliers, surveys, postage and other numerous efforts at collecting dues. The new dues structure would, hopefully, encourage timely renewal of membership.

Ina Sims, Chairperson of the Nominating Committee, recognized her committee members, Kay Fowler, Mary Helen Stringer, and Barbara Doughty. The committee presented as its slate the following candidates: Lisa Rains Russell, Vice President/President-Elect; Pat Hall, Secretary; Marlyss Giles, Treasurer; Robert J. Veenstra, Daniel Blucker and Amy Nichols, Members-at-Large. (The official ballot is included elsewhere in this issue of Synapse. Please complete it and return it at once.)

Maureen Battistella, President-elect, greeted the conference and presented an historical overview of the contributions to the creation and growth of the association made by the past Presidents. She observed that she is taking office at a time when ALHeLA has matured and established itself to the point that we are being invited to conduct joint meetings with other health libraries groups in the Southeast. She viewed this as a healthy sign. Battistella stated that she hoped that her administration would be able to pursue technological innovations.

ETHICS, COMPETITION, AND LIBRARIES: ALHeLA 1986 ANNUAL MEETING

The 1986 annual meeting of the Alabama Health Libraries Association was held in Gulf Shores, October 16-17. The thought provoking program, shared comraderie, and excellent weather contributed to the success of the conference.

Dr. Jonathan Lindsey was the keynote speaker for the meeting, addressing the topic "Ethics of Information Provision in the Competitive Health Care Environment". Lindsey ably presented the philosophical foundations of ethical thought which provided an excellent basis to consider present day ethical problems in medical librarianship. He defined medical librarianship as a "value conflict environment" where one is faced daily with the dichotomies of life and death, birth and death, legality and illegality. Lindsey also discussed the information issues of modern society, the ALA Code of Ethics, and the concept of professional competence in medical librarianship. Many persons commented on how accessible the presentation was to those untrained in formal ethical thought.

Rebecca Buckner followed Lindsey's presentation by facilitating several case studies in the ethics of medical librarianship. These case studies applied the concepts and analytical approach described by Lindsey to actual, controversial situations: competing hospitals, malpractice suits, availability of information, confidentiality of online searches, and the legal implications of LATCH. Each case study was analyzed in groups and then presented to the floor for discussion.

The 1986 participants meeting of the Alabama Biomedical Union List of Serials was well attended. Three new libraries were welcomed: Fort Rucker, Alabama Hospital Association, and the Southern Research Institute. All present helped to identify collections and libraries which would increase the scope and depth of the union lists. The Letter of Agreement was discussed and generally approved. DOCLINE problems and areas of concern were raised and forwarded to the Regional Advisory Committee for review and resolution. Additional information and handouts will be sent to ABULS participants within the next month. Others who are interested in the full minutes of the meeting should contact Maureen Battistella (934-2460) or Pat Rodgers (460-7043).

Three continuing education programs were held in conjunction with the 1986 meeting. The NLM Update, sponsored by the University of South Alabama Biomedical Library, drew an excellent attendance. Marian Brennan taught the half-day course "Meeting JCAH Standards" and Nancy Clemmons taught the full-day course, "Online Searching for the Non-Searcher".

The RAC update was given by Joyce Sims at the banquet and business meeting.

The Alabama Health Libraries Association is grateful to all of its sponsors for contributing to the success of the 1986 meeting. In alphabetical order, the primary contributors were: Ballen Bookseller, EBSCO Subscription Services, Majors Scientific Books, National Library Bindery, and Tuscaloosa Library Bindery.

Chuck Russell, ALAHA Director of Education, explained ALAHA's two phased approach to education: 1. to design education programs for the ALAHA membership, and 2. to design education programs for profit for other organizations. He is available to assist member societies with organizing their own educational programs. ALAHA facilities in Montgomery are available to member societies for meetings and educational programs.

Thurman Turner, ALAHA Executive Vice-President, and Jean Traywick, Secretary for Research and Education, discussed the 1987 ALAHA Annual Meeting to be held at the Birmingham-Jefferson County Convention Center and Hyatt House. Member societies are eligible and encouraged to hold their annual meetings in conjunction with ALAHA's, with ALAHA handling all registration and arrangements for meeting rooms and meals. Usually 14 societies hold their annual meetings in conjunction with ALAHA. Society members are encouraged to exhibit at the ALAHA meeting as well as to suggest their preferred vendors as exhibitors.

After the meeting James Cargill, Management Instructor at Auburn University at Montgomery, conducted a Team Leadership Workshop for the attendees.

RAC

The Regional Advisory Council (RAC) of the Regional Medical Library Service met November 20, 1986 in Baltimore, Maryland. Representatives for the state of Alabama are Richard Thompson of the Alabama Hospital Association and Joyce Sims, St. Vincent's Hospital, Birmingham. The next issue of Synapse will include a report of the RAC meeting.

ALABAMA HOSPITAL ASSOCIATION MEETING OF SOCIETY PRESIDENTS

by Daniel Blucker
Auburn University at Montgomery Library

The ALHeLA President, Joyce Sims, was invited to attend the Alabama Hospital Association (ALAHA) Meeting of Society Presidents scheduled to be held at the Association's offices in Montgomery on November 19, 1986. This is an annual meeting of the presidents of societies that are affiliate members of ALAHA. The purpose of the meeting is to keep these members informed of the activities and services of ALAHA. The ALHeLA President was unable to attend due to schedule conflicts and requested that I attend in her place. Also in attendance were presidents or alternates from the Alabama Association for Laboratory Management, Alabama Medical Records Association, Alabama Organization for Nurse Executives, Alabama Society for Central Service Personnel, Alabama Society of Directors of Volunteer Services, Alabama Society for Healthcare Education and Training, Alabama Society for Hospital Engineers, Alabama Society for Hospital Social Workers, Alabama Society for Respiratory Therapy, Birmingham Hospital Management Systems Society, and Tri-Cap Quality Assurance Professionals.

The meeting was opened by Bettye Smith, ALAHA Director of Membership, who welcomed those in attendance and introduced the other ALAHA staff who addressed the meeting. Tommy R. McDougal, ALAHA President, provided an overview of ALAHA and some of its activities of the past year as well as plans for the future. Mr. McDougal said ALAHA is the only state association with 100% membership of hospitals in its state. He explained the organizational structure of ALAHA and the responsibilities and activities of its offices and staff.

Larry Vinson, ALAHA Vice-President of Government Relations, discussed ALAHA's involvement during the past year in the legislature to defeat bills considered detrimental to the health care industry in Alabama and ALAHA's support of candidates in the last election. ALAHA is working with Governor-elect Hunt's transition team to prepare for future legislative activities. ALAHA plans to support tort reform, uncompensated health care coverage, and nursing home care coverage. ALAHA publishes the weekly Legislative Alert for its members and government officials.

Frank Williford, ALAHA Vice-President of Data and Research, explained ALAHA efforts to collect data from member institutions. This data is needed to support and justify their legislative activities. ALAHA insures confidentiality of the data submitted.

Gale Norman, ALAHA Public Relations Specialist, explained some of ALAHA's public relations activities. The ALAHA public relations staff is available to assist member societies with brochures, etc. She encouraged the societies to submit information, stories, and photographs for possible inclusion in ALAHA's Hospital Profiles.

WORKSHOP

CREATIVE CHANGES IN A COMPETITIVE WORKPLACE

A consortium Dynamics Seminar will be held at Auburn University in Montgomery on Thursday, January 22, 1987. This education opportunity is being cooperatively sponsored by the Southeastern/Atlantic Regional Medical Library Services, The Alabama Hospital Association and the Montgomery Area Health Information Consortium.

The theme of the program is "Creative Changes in a Competitive Workplace". Morning speakers will address the benefits of belonging to multi-type health science information consortia and the options which are available in providing services. Breakout sessions in the afternoon will provide participants with time to discuss relevant issues.

For further information regarding this program you may contact Dan Blucker at (205) 271-9445.

This class is scheduled to be held from 9 a.m. to 4:30 p.m, in 10th floor of AUM's Library Tower.

For your convenience, a registration form for this seminar is included in this issue of Synapse.

Early registration is urged. \$40.00 (includes luncheon)

HOTEL INFORMATION for the Seminars to be conducted at Auburn University in Montgomery, January 22 and 23, 1987. These motels are all in the vicinity of the University, and are located around the junction of Interstate 85 and Eastern Bypass.

Motel 6 (205) 277-0600	single: \$20.95	double: \$24.95
Holiday Inn (205) 272-0370	" 43.00	" 48.00
Ramada Inn (205) 277-2200	" 47.00	" 49.00
Budgetel (205) 277-60000	" 29.95	" 34.95
Howard Johnson (205) 272-8880	" 34.00	" 40.00
EconoSuite (205) 272-1013	n/a	" 49.00
La Quinta (205) 271-1620	" 39.00	" 44.00

Marketing the Library

MARKETING AND RELATIONSHIP STRATEGIES

What do your employees and associates think about you? Are you dominant? ego-expressive? introverted? complacent? Do you know? Does it matter?

Sure it does. You are what you appear to be. Recognizing your personality style and finding out how to determine the styles of others is the first step in learning how to deal with the differences in people. And it's the differences which lead to misunderstandings, lost contracts, arguments and resignations.

Sponsored jointly by the Alabama Health Libraries Association and the Alabama Hospital Association, this five-hour program will help you get a clearer picture of yourself, those whom you manage, and those agencies and external clients whom you have to sell to make your center survive and thrive.

Starting with an overview of marketing, the marketing concept, and the "exchange" process, the workshop adds the concept of a four-type "model" of behaviour based on assertiveness (effort to influence the actions or opinions of others) and responsiveness (the extent to which a person reacts and displays feelings and emotions). Originally developed by the father of medicine, Hippocrates, and extended by the physician and writer Galen, the model has been used and improved by the leading 20th century psychologists including David Merrill and Carl Jung.

Prior to the workshop you will be asked to fill out three short objective questionnaires (a total of 61 questions) and have three of your associates fill out one of these questionnaires (21 objective-type questions) and mail these to the seminar leaders for evaluation. These will provide the basis for self-classification and provide the bases for comparisons with how others see you.

This program will be held on Friday, January 23, 1987, 9:30 a.m. to 3:30 p.m. at Auburn University in Montgomery, University Center room 223.

MLA Continuing Education Credit for this class has been applied for and is pending.

Early registration is urged. DEADLINE: January 10, 1987

For your convenience, a registration for for this class is included in this issue of Synapse.

ALHeLA MEMBERSHIP RENEWALS FOR 1987

Attached to this issue of Synapse is a copy of the 1987 membership renewal form for the Alabama Health Libraries Association. Renew by January 15, 1987 and pay only \$12.50. After January 15, 1987 dues will be \$15.00. Write or call Bobby Powell at Carraway Methodist (Birmingham) if your membership renewal form was not included in your issue of Synapse.

Membership in the association brings you a year's subscription to Synapse, a copy of the annual Directory of Alabama Health Science Libraries and Handbook of the Alabama Health Libraries Association, and timely notice of programs and workshops offered by ALHeLA.

The following persons have already renewed their ALHeLA memberships for 1987: H. Anders, Vaughan Regional Medical Center; A. Stephens, Alabama Public Library Service; Lee Pike, Alabama Library Exchange; Tesuk Im, Lister Hill Library, UAB; and Maureen Battistella, Lister Hill Library, UAB.

SEASON'S

GREETINGS

FROM

SYNAPSE