

# ALHeLA Synapse

ALABAMA HEALTH LIBRARIES ASSOCIATION

VOLUME 9, NO. 2

JUNE 1989

## President's Column

by  
A. J. Wright  
President, ALHeLA  
1989

The ALHeLA Workday was held as scheduled on June 9 at the AUM Library. More than 20 ALHeLA members attended, and the day seemed to be a rousing success. All feedback I have received has been very positive; I think the effort has given ALHeLA renewed energy and direction.

I would like to briefly summarize, in no particular order, the major recommendations that emerged from the Workday. This list can serve as ALHeLA's (dare I say it) "strategic plan" from which the Executive Council can work during the next two to three years. At its September meeting the Council will set some priorities based primarily on this list.

1. ALHeLA should seek cooperative efforts, such as workshop co-sponsorship, joint annual meetings, etc., with such appropriate organizations as the Special Librarians Association, Alabama Chapter and the Georgia Health Sciences Library Association.

2. ALHeLA should cease exhibiting at annual meetings such as MASAs unless a larger organization (vendor, RML, etc.) can foot the bill. The consensus seems to be that the

payoff/effort ratio is seriously out of alignment here.

3. A new edition of the Resource Manual should await increased demand.

4. An ALHeLA brochure should be developed with an eye toward marketing rather than membership.

5. Advertising or sponsorship should be solicited for Synapse and Directory.

6. A cost analysis per member of ALHeLA services should be undertaken.

7. ALHeLA should support mid-year workshops in Montgomery and Birmingham.

8. ALHeLA should approach such publications as Alabama Medicine, Hospital News of Central Alabama and Healthcare Alabama concerning possible regular features written by ALHeLA members.

9. Revised committee structure-draft

- \* Program (annual meeting)
- Finance
- \* Bylaws CE (workshops)
- \* Membership and Publicity
- Nominating
- \* Liaison Incorporation
- \* Long-Range Planning
- Exchange
- \* Publications

10. Each committee should have a member responsible for reporting news to Synapse editor.

11. A policy and procedures manual should be drafted to aid new ALHeLA officers.

12. Two membership solicitation letters should be drafted and mailed - one geared toward individuals and the other to hospital CEDs.

13. Exchange Committee will draft a questionnaire to determine interest in developing an ALHeLA Exchange Program for duplicate journals.

14. Bylaws Committee should draft updated by laws for membership vote with an eye toward non-profit incorporation in Alabama and tax-exempt status from the IRS.

Finally, I would like to thank all who attended the Workday and helped make it such a success. Special thanks go to Daniel Blucker, who has most generously provided meeting space at the AUM Library for both the Workday and Executive Council meetings.

Synapse is the official publication of the Alabama Health Libraries Association (ALHeLA). Edited by Paula G. Davis, Baptist Memorial Hospital, Gadsden, Alabama.

## 1989 ANNUAL CONFERENCE

### "Images & Visions: Creating Our Future"

The 1989 annual meeting of the Alabama Health Libraries Association will be held October 5-6 at the Mountain Brook Inn in Birmingham. The program will concentrate on the image of libraries and librarians as well as library marketing. On Thursday, October 5, keynote speaker Linda Butson from the Mountain Area Health Education Center, Asheville, NC, will present the morning session starting at 10:30. Afternoon speakers are Virginia Algermissen, Director of Lister Hill Library, UAB, and Nancy Rogers, General Manager, EBSCO Subscription Services. On Friday, October 6, a morning workshop on marketing in non-profit situations will be conducted by Chris Retan, part-time instructor in the Masters of Public Administration program at UAB and Executive Director of Birmingham's Aletheia House (an alcohol and drug abuse treatment center). Registration packets have been mailed.

We hope that this program generates a lot of group participation! For more information, call Beth Laughlin at (205) 934-2230.

### ALHeLA Exchange Committee Questionnaire

The ALHeLA Committee on Exchanges will be sending a survey questionnaire to all members in the Fall, 1989. The purpose of the survey is to seek information about the viability of beginning an exchange program among ALHeLA members. The

survey will cover such topics as format, timing of receipt, frequency of list and willingness to participate. The responses gathered will be valuable to the Committee's task of setting up an Exchange program to start in 1990. Those members interested in working on the committee, or who may want further information, should contact Jay Harris (Lister Hill Library, UAB) at 934-2460.

### GENIE: Low Cost Information Service Available

The General Electric Company has recently released a new online information service called GENie, the General Electric Network for Information Exchange. GENie provides access to shopping services, special interest groups, software, electronic mail, news and games. This information service also carries the Academic American Encyclopedia and American Airline's personal reservations system, both third party services which incur additional charges.

GENie is roughly equivalent to CompuServe and The Source except that GENie access cost is up to 60% less than the other services: non-prime time access is \$5.00 per hour at 1200 baud. 2400 baud access incurs an additional surcharge. The registration fee is \$29.95 and there is no monthly minimum use charge. Registration includes two free hours of searching.

For more information, contact the General Electric Network for Information Exchange at 1-800-638-9636.

## NLM INFORMATION ACCESS GRANT IN PROGRESS

The National Library of Medicine has initiated a new resource sharing grant program which is specifically designed for the small to medium community hospital library. The purpose of the grant program is to facilitate access to and delivery of health science information via computer and telecommunication technologies. In Alabama, a grant proposal is being developed to improve rural practitioners' access to health information by 1) utilizing telefacsimile for document delivery; 2) build on and extend local resource sharing networks initiated in previous grant periods.

The following persons are members of the ALHeLA Information Access Grant Task Force: Lisa Rains Russell (University of Alabama), Pat McGee (Southeast Alabama Medical Center), Randy Thorpe (UAB), Maureen Battistella (Baptist Princeton), Sarah deMellier (Baptist Medical Centers), and Alice Stephens (APLS). Interested persons should contact Lisa Rains Russell or Maureen Battistella for more information.

The next AULS fiche will be produced in November 1989 and will include the holdings of participating health science libraries as well as holdings from over thirty other Alabama academic, special, and public libraries. This AULS fiche will be sent automatically to all ABULS libraries participating in the AULS project at no cost as participation is covered by state and LSCA funding. The ABULS fiche, which contained the holdings of only the health science libraries, will no longer be produced.

The next SERHOLD update will occur in November 1989 or April 1990, depending on the SERHOLD update schedule for Region 2. SERHOLD will be updated by requesting an extract from AULS of ABULS libraries. Only those health science collections which have a separate and distinct OCLC holdings code will be able to be extracted. There will be a nominal charge for pulling this tape, which will be prorated among the participating health science libraries.

If you have any questions or concerns, or want to become a participant in this union list project, contact Maureen Battistella, Baptist Princeton (783-3078 voice, 783-7076 fax) or Pat Rodgers, USA Biomed (666-0567).

## UNION LIST UPDATE

ABULS libraries have recently submitted their holdings for inclusion in AULS, the OCLC based state union list subsystem. Holdings are formatted according to NISO Z39.42 Level 3, the most detailed format, in order to facilitate proper DOCLINE routing.

ACADEMY OF HEALTH INFORMATION  
PROFESSIONALS  
by Lisa Rains Russell

The Medical Library Association instituted a lifelong professional development and career recognition program on July 1, 1989 called the "Academy of Health Information Professionals." The Academy will replace the current MLA certification process. Barbara Doughty and I attended an informational session on the Academy during the May MLA annual Meeting in Boston. The session was conducted by members of the committee who developed the program. The anxiety and uncertainty some MLA members have about the Academy was evident by the large turnout for the information session. The committee had planned for about 25 people at the session and more than 100 came!

A package of materials developed by the committee and produced by MLA was distributed to everyone attending the information session. The packet included "Information for Applicants", a booklet which gives an overview of the Academy, its levels of membership, and qualifications for each level. The packet also includes the forms for a "Portfolio of Progress". The portfolio will be used to document four areas: PROFESSIONAL MEMBERSHIP, PROFESSIONAL EXPERIENCE, and PROFESSIONAL ACCOMPLISHMENTS.

The four levels of membership are: ASSOCIATE, MEMBER, SENIOR MEMBER, and DISTINGUISHED MEMBER. Each level of membership requires an ALA-accredited MLS or accredited postbaccalaureate degree in a relevant profession or academic discipline and membership in MLA. Membership is for a period of five years and must be

renewed at least every five years. Other requirements for each level are summarized below:

ASSOCIATE MEMBER

Two years of postgraduate degree experience in health information science, but not more than five years

No previous Academy membership

Provisional recognition possible with less than the minimum requirements; individuals with provisional recognition have three years to complete the education and experience requirements

MEMBER

Two years of postgraduate degree experience in health information science if currently an Associate Member,; five years of experience if no previous Academy membership

Fifty hours of professional activities in the last five years

SENIOR MEMBER

Five years of postgraduate degree experience in health information science

Eighty hours of professional activities in the last five years; no more than forty hours may be in sponsored instruction; all eighty hours may represent individual accomplishments; at least five of the eighty hours MUST include participation in professional association activities (not necessarily MLA)

DISTINGUISHED MEMBER

Ten years of postgraduate degree experience in health information science One hundred twenty hours of professional activities in



the last five years; no more than 40 hours in sponsored instruction; all 120 hours may represent individual accomplishment; at least 10 of the 120 hours MUST include participation in professional association activities (not necessarily MLA); at least 5 of the 120 hours MUST include MLA activities.

All those currently certified by MLA will be "grandfathered" in to the Academy at the MEMBER level. "Grandfathered" memberships will extend for five years from July 1, 1989 regardless of previous certification period, (ie my MLA certification was January 1, 1988 through December 31, 1992. My Academy membership becomes July 1, 1989 - June 30, 1994). As an incentive for members to upgrade their membership at a higher level, the application fee from July 1, 1989 - September 30, 1990 will be \$20.00. Thereafter, the application fee will be \$75.00.

To receive a packet of materials write to:

Medical Library Association  
Suite 300, Six North Michigan  
Avenue  
Chicago, IL 60602

#### NEWS YOU CAN USE!

Shearer, Barbara, Lee McCann,  
and William J. Crump, M.D. A  
Primer For Users  
of Medical Bibliographic  
Databases. J Am Bd Fam Pract  
1989; 2:191-5.

"A database is electronic information. Perhaps one of the most important information sources in medicine is that which is accessed electronically through a database named MEDLINE, the core medical literature published since 1966.

MEDLINE is sold by three major vendors (BRS, Dialog, and the National Library of Medicine) to information experts and to medical experts. Information experts (librarians) and medical experts (physicians) can access MEDLINE by two different methods. This article discusses both and emphasizes use by the medical practitioner. An annotated guide to database vendors is provided, and guidelines are offered that will assist the physician in selecting equipment and assessing services".

#### RESOURCE MANUAL AVAILABLE

Alabama Health Libraries Association has compiled a manual that will prove useful to new medical librarians seeking an overview of medical librarianship and for others needing a ready reference source of often used telephone numbers and addresses. The manual, "Access to Information for Medical Professionals: Resource Manual", contains chapters on core lists, the pursuit of medical information, the Regional Medical Library services, database vendors, microcomputers, compact disks, and telefacsimile technology. It was compiled for a workshop for continuing medical education directors in conjunction with the Medical Association of the State of Alabama. It may be used as a manual for other similar seminars.

The cost of the manual is \$8.00 including postage. Order by writing:

Mrs. Barbara Doughty  
University of Alabama  
Health Sciences Library  
Box 870378  
Tuscaloosa, AL 35487

ALHeLA Executive Council Meeting  
Minutes  
June 9, 1989

The ALHeLA Executive Council met June 9, 1989, during a lunch meeting held in conjunction with the ALHeLA workday at the AUM Library in Montgomery. Present were: A.J. Wright, Lisa Rains Russell, Bobby Powell, Mary Pullen, Paula Davis, Kay Fowler and Barbara Shearer.

Annual Meeting and Program:

A.J. Wright reported for Beth Laughlin concerning plans for the annual meeting to be held October 5-6, 1989, at the Mountain Brook Inn in Birmingham. The keynote speaker will be Linda Butson who will speak on "Images and Visions: Creating Our Future." Also on October 5, Virginia Algermissen, Director of the Lister Hill Library, will speak on roles of librarians in a speech entitled "What business we are really in" and Nancy Rogers, EBSCO, will speak on improving the image of librarians. Chris Retan, UAB, will present a workshop on marketing library services. Informational and registration packets will be sent to ALHeLA members in early September.

Treasurer's Report:

Bobbie Powell gave the treasurer's report as \$1383.06 with \$39.00 in outstanding bills for a total of \$1344.06.

New Business:

Lisa Russell reported to the Council about the ALHeLA NLM Information Access Grant Taskforce. Members are Lisa Russell (spokesperson), Pat McGee, Randy Thorpe, Sarah deMellier, Alice Stephens and Maureen Battistella. The team will study ways to develop prototype information services to federally designated underserved areas.

A.J. Wright and Lisa Russell attended the Alabama Library Forum (ALF) business meeting held April 13, 1989, as the two representatives from ALHeLA. ALF was formed to improve communication among the various statewide library organizations in Alabama. Through better communication, it is hoped to conserve resources and generate ideas. The first joint conference of ALF and the Georgia Council of Media Organizations is being planned for 1992.

Old Business:

The tax status of ALHeLA is still in question. Currently, the organization is categorized as a for-profit organization with the State of Alabama. However, it was decided that this was not in the best interest of ALHeLA and that ALHeLA should change its status to non-profit.

