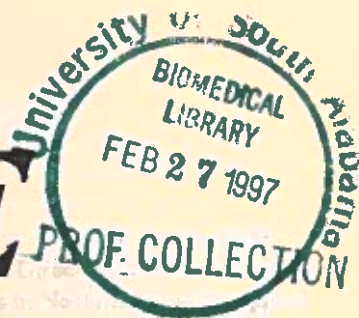




# SYNAPSE



NEWSLETTER OF ALABAMA HEALTH LIBRARIES ASSOCIATION INC.

Vol. 16, No. 1

Winter 1997

## PRESIDENT'S COLUMN

Happy New Year! Your Alabama Health Libraries Association officers are off to a running start with a plethora of worthy projects in the works! Even our former officers are offering their enthusiasm and ideas! Judy Burnham (President 1995) barely paused after last year's successful MASA workshop and manual (soon to be released to a national readership!) before tackling other ALHeLA projects. In response to a request for help with Internet training of Montgomery physicians, Judy volunteered to take responsibility for an ALHeLA-sponsored workshop at APLS in June. Judy and Martha Verchot, Liaison Committee Chair, will teach the class. Tammy Lee, Immediate Past President, is spearheading an effort to sponsor a regional library association exchange meeting at the Southern Chapter meeting in Savannah with participants from state medical library associations in Georgia, Florida, South Carolina and Mississippi.

A new Ad Hoc Committee on Recruitment and Training of Medical Librarians was established at the Executive Committee meeting to study ways to attract energetic, proactive people to our demanding and exciting field. This committee was formed in response to concerns voiced during the panel discussion on reengineering and the future of the medical library at the annual meeting in Birmingham last September. Stay tuned.

Diane Whited and Tracy Powell are already looking into CE opportunities for our member librarians. Pat Higginbottom, President-Elect and Program Chair will be working closely with them as she sets up our annual meeting. (Pat is looking at Guntersville as a potential site.)

Carolyn Holmes and Helvi McCall, last year's Directory Committee, reported on the completion of the 1996 ALHeLA Directory and Bylaws Handbook. There has been a suggestion to include in the next directory a notation on those institutions who are able to receive CME via telecast

(or similar electronic means). This question may well be on the next directory questionnaire you receive from our new Directory Committee, Betty Wyman and Jan Burns.

Marian Morris, our Membership Committee Chair, reported that our membership is renewing at a satisfactory rate, but we still haven't heard from some of you! Be sure to renew your membership - you are important to us!

Bob Schrimsher and Jack Smith have taken over the Bylaws Committee from Kathy Fetters. They are charged with going over the changes Kathy suggested last year and giving us their recommendations for approval or disapproval.

We've heard some good ideas from our Liaison Committee, Martha Verchot, Genny Bush and Mary Fran Prottzman, and, of course, our Union List Coordinators, Robert Avant and Diane Williams are striving to keep our holdings accurate and up to date. Jie Li, our Synapse Editor, is responsible for getting this publication out on a fairly regular basis - not so easy a task when there are procrastinating contributors like me to contend with!

If you have any concerns or questions you would like the Executive Committee to take up, please contact us. There is a directory of officers and committee members in this issue with names, addresses, phone numbers and e-mail addresses. Your views are important to us! Best wishes for 1997 to all of you!

*Kay Hogan, President*

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# ALABAMA HEALTH LIBRARIES ASSOCIATION

## Executive Committee Meeting

January 10, 1997

Kay Hogan, President, called the meeting to order at the Alabama Public Library Service, Montgomery, AL at 10:45 am. All members present introduced themselves and were welcomed by the President.

It was moved and seconded to dispense with reading the minutes, since members had seen them already.

### Special Reports:

**Alabama Medicine:** Judy Burnham reported that one article submitted by an ALHeLA member, on the Internet, has been published in Alabama Medicine. Another, on practice guidelines, has been accepted and is expected to be in the Winter issue to be published in February. Two others have been submitted. One on WWW sites will possibly be in the Winter issue. The other, on consumer health WWW sites is being reviewed. The format of the journal has changed and future issues will contain mainly digest articles, with a few original articles. Discussion needs to be held on whether or not to continue this project. The group decided that a decision will be made at the next ALHeLA Executive committee meeting.

**MASA Manual Update:** Judy Burnham reported that the Manual has been revised to include a national scope, instead of a focus on Alabama resources and was rearranged slightly for better flow. It is currently being reviewed by the Board for the National Alliance for Continuing Medical Education (NACME). They will decide by the end of January if they will use it for CME. Mary Fran Prottzman indexed the revised edition which will be copyrighted. ALHeLA will receive royalties from the sale of the manuals, but discussions on this have not been finalized. We will have to pay taxes on the income, but it will not affect our tax-exempt status. The NACME Director predicts marketing 2000-3000 copies. Discussion with the NACME included the possibility of a presentation of the workshop at their national meeting sometime in the future. We will continue to sell the MASA Manual until notified of the NACME manual's publication. Notice of the sale will appear in Synapse and Southern Expressions. A poster session on the development of the entire project, the workshop for MASA at Birmingham and the manual, was presented at the 1996 SC/MLA meeting by Judy Burnham and a similar poster has been accepted for the 1997 MLA annual meeting. Assisting with the project were Diane Williams, Tammy Lee, Mary Fran Prottzman, Martha Verchot, Helvi McCall, Lisa Russell, Geneva Bush, Kay Hogan, Pat Higginbottom and Judy Burnham.

**1996 Directory:** In the absence of Carolyn Holmes, her written final report of the Directory Committee was read. She reported that Baptist Health System Printing Services Department printed 100 copies of the 1996 Directory. The total cost was \$700,000. We received \$150.00 in donations from three companies to help

defray the cost of publication. Directories were mailed to individual and institutional members in November and December. One directory has been sold. Complimentary copies have been mailed to appropriate associations. Copyright has been applied from the Library of Congress. Because there was not a substantial change in title, there was no need to apply for a new ISSN.

**Old Business: None.**

**New Business:**

**Internet class for Montgomery Physicians:** Judy Burnham and Martha Verchot were asked to conduct an Internet workshop. The date has been set for June 17 from 1-3 pm at APLS. Robert Avant will take care of local arrangements. Judy has been in contact with MCI regarding use of their 800 number for access for the class, but has not yet received a response. (There is no local number in the Montgomery area.) MASA and Montgomery County Medical Society will help with publicity. A small fee will be charged to cover refreshments and handouts. Two ALHeLA members are needed to work at the Registration table (from noon-1 pm) and set up refreshments. A hands-on class is planned for the Montgomery area in late summer or fall. This hands-on class was discussed briefly. Robert Avant may offer some equipment and space. The class will be advertised in the MASA newsletter.

**Regional Exchange:** Tammy Lee discussed a Regional Health Sciences Library Association Exchange. ALHeLA would join efforts with other similar associations to form the exchange. This group would sponsor joint CE courses to be held, perhaps, in the northern part of the state for the convenience of other states. Florida, Georgia, Mississippi and Tennessee were suggested as possible states to contact. Southern Expressions was suggested as a publicity medium. Tammy will pursue the project.

**Ad Hoc Committee:** In view of concern expressed at the 1996 annual meeting of ALHeLA about the quality of people attracted to medical librarianship in the state, Kay Hogan presented a proposal to establish an Ad Hoc Committee on Recruitment and Training as a temporary addition to ALHeLA standing committees. The committee's mission would be to study ways to influence the recruitment of energetic and proactive individuals to the field. It would meet either in conjunction with the regular Executive Committee meetings, or separately, and report its conclusions and recommendations (including a recommendation to continue its committee status or disband it at the end of the year) at the annuals meeting in 1997.

**Treasurer's Report:** Martha Cook presented a report of Income/Expenses of the 16 Annual Meeting. Total Income: \$5277.50, expenses: \$5088.87, net Income: \$188.63. ALHeLA financial report: (9/6/96-1/10/97) starting balance: \$7858.35, ending balance: 4239.07.



## Committee Reports:

**Membership:** Marian Morris reported that we have 32 members so far this year. This is more than what we have at this time last year. Nicholet A. Boland at Bryan W. Whitfield Memorial Hospital, Demopolis, AL was listed as a new member for 1997.

**Synapse:** Jie Li is preparing the next issue of Synapse. The deadline for submission is January 24.

**Liaison:** No report. It was suggested that this committee could work with the Exchange.

**Bylaws:** No report. Bob Schrimsher was asked to get copies of the new revisions for the next Executive Committee meeting.

**Union List:** Robert Avant said that there was no Union List news. He referred the members to the Fall 1996 issue of the Alabama Librarian which has an article by Dr. Sue Medina and others discussing information technology advances in Alabama libraries. Among the topics discussed is the Alabama virtual library in which the union list (including ALHeLA holdings) will be more widely available. He offered to send copies of the article to anyone who so requests.

**Continuing Education:** Diane Whited reported that there were no ideas for classes submitted to her by the previous committee. Bryan Vogue, the new Internet coordinator of NNLM/SEA, was suggested to teach an Internet class, including a canned web demo. Kay suggested a class on drug information resources by Bonnie Snow, who teaches it for MLA. Diane will contact Bryan for a half day class, possibly at Lister Hill Library, UAB, AM or APLS. Inez will explore possible facilities at Alabama Veterans Health care system (VA). It was suggested that a drug company might be interested in financing a course.

**1997 Annual Meeting:** pat Higginbottom reported on plans for the 1997 Annual Meeting. The week after Labor Day is being considered. Response from the membership is needed. The suggested speaker is Ralph Russell from the University of Georgia. Subjects suggested: marketing, politics, values, business skills and risk taking.

**Announcements:** Judy Burnham announced that University of South Alabama Biomedical Library plans to invite Southern Chapter to hold its annual meeting in Mobile in the year of 2000, and ALHeLA is asked to co-sponsor the meeting.

1997 Board meeting will be held on March 14th and June 20th. The Annual Meeting will be held in September, after Labor Day.

The meeting adjourned at 12:00 noon.

*Submitted by Inez C. Pinkard, Secretary*

## Proposal to Establish an Ad Hoc Committee On the Recruitment and Training of Medical Librarians in Alabama

The 1996 annual meeting of the Alabama Health Libraries Association had as its theme, "Reengineering and the Future of the Medical Library." During the panel discussion on that theme on September 6, 1996, some concerns were raised about the quality of the people recruited for and/or attracted to medical librarianship in the state. In response to this concern, I propose that an Ad Hoc Committee on Recruitment and Training be formed as a temporary addition to the ALHeLA standing committees. This committee's mission would be to study ways to influence the recruitment of energetic and proactive individuals to the field. It would meet either in conjunction with the regular Executive Committee meetings, or separately, and report its conclusions and recommendations (including a recommendation to continue its committee status or disband it at the end of the year) at the annual meeting in 1997.

*Submitted by Kay Hogan, President*

## MASA Manual - Information at Your Fingertips

Get the wonderful new resource produced by the Alabama Health Libraries Association in conjunction with the Medical Association of the State of Alabama, "Access to Medical Information for Continuing Medical Education"

This informative, inexpensive manual was put together by 10 Alabama Librarians and contains chapters on National and Regional sources, self directed learning, the Internet and much more! To see the table of contents, visit the ALHeLA Web site at <http://www.uab.edu/lister/alhela>.

In the words of one librarian, "Recently I needed to look at the table of contents of recent issues of several journals. The Electronic Texts and Journals section of the MASA manual provided ready access to both individual journals and lists of journals on the Web. Truly 'information at my fingertips!' Thanks, ALHeLA!"--Joan Lukins, Pharmacy Librarian, Samford University

For only \$10.00 you can add this resource to your library or personal collection.

*Submitted by Pat Higginbottom*

**Do you know?**

Three poster sessions were presented by ALHeLA member at SC/MLA '96. They were Susan Weay, Judy Burnham and a group from UAB. Several ALHeLA members are serving as SC/MLA officers and committee chairs. They are: Nancy Clemmons, Chair Elect/Program Chair, B.J. Schorre, MLA Credentialing Liaison, Pat Higginbottom, Communications/Webmaster, Jack Smith, Bylaws and Martha Verchot, Newsletter Editor. ALHeLA members are playing active roles in our profession.



## Reports on SC/MLA 1996 Key Events

Thanks to Mary Fran Prottzman, who suggested those who attended SC/MLA '96 to write a short summary of an event to brief other ALHeLA members who were unable to attend the meeting. Here are the key events at SC/MLA 96 reported by our ALHeLA members. Thanks for sharing the information with us.

### Keynote address - Manny Martin

The first keynote address given at the 1996 Annual Meeting of the Southern Chapter of the Medical Library Association was by Manny Martin. As Acting Executive Vice Chancellor and Director of Clinical Services Administration at the University of Tennessee, Memphis, he is uniquely qualified to speak on, "Managed Care: An Overview and Implications for Health Sciences Library/Information Services."

He began by listing the problems with health care:

1. Unmanageable growth
2. Little flexibility
3. It fails the working poor
4. It encourages dependence on Welfare

He didn't have to work too hard to convince us that something must be done. His options for solution were:

1. Raise taxes (must be done every year)
2. Massive health care reductions (must be done every year)
3. Fundamental change

The state of Tennessee has chosen the last option, and has made great strides toward health care reform. Among other things they have, converted Medicaid to a managed care program, extended coverage to virtually all uninsured and emphasized preventive care.

Libraries have a role in the reform of health care, according to Mr. Martin. The opportunities for us come through: Technology, libraries need to be the leaders in the institution; Patient Records, use them to find out where the organization needs to make changes and provide the information for making them; Legal issues, institutions will need information on issues of ethics; and confidentiality, most importantly, don't forget to promote your library and your skills. Lastly, Mr. Martin emphasized, "You must meet the informational needs of this rapidly changing system in order to keep your organization competitive. If you do not, you and your organization no longer exist."

*Submitted Pat Higginbottom*

### Contributed Papers Session B: Section 1: New Ways of Walking: Changes in Library Operations, Roles, and Providing Services

I had the pleasure of moderating this paper session which included six paper presentations in two hours. Our own Mary Fran Prottzman led off with her paper, "Hospital Libraries: Survival

Strategies and the Internet." Mary Fran gave an excellent presentation, using Powerpoint. Mary Fran's emphasized that the librarian as the Internet expert and Webmaster is in a position to (1) advise on the selection of an Internet provider (2) instruct in the usage of Web browsers and searching tools, and (3) provide clients with links to the best medical resources through the library's home page. According to Mary Fran, the library home page also gives librarians a unique marketing opportunity for library services and can serve as a bibliographic instruction tool. Mary Fran emphasized how easy it is to design, construct, and modify a home page. She concluded that library home pages not only meet client needs for immediate access to relevant information in a timely manner but will maintain the librarians' rightful position as leaders in the information revolution.

Lisa Eichholtz of the Medical University of South Carolina presented the next paper, "Challenge to Change: Adapting Today's Staff for Tomorrow's Library" co-authored by Delores Boggan, Cille Powell, and Geraldine Singleton. Eichholtz described how the Library of the Medical University of South Carolina is meeting the demands of expanding programs, increasing technology, static staffing levels and flat budgets. In May 1995 three technical service departments (serials, cataloging, and acquisitions/collection development) and one public service unit (interlibrary loan) were merged into a single workgroup. The new department, Resources Management Services, is organized around flexible workgroups and flexible job responsibilities. The teamwork philosophy extends to management, which is handled by a librarian and two high-level support staff. Despite decreases in staffing for these traditional technical services areas, the staff has not only kept pace with the normal workload, they have recognized a need for and initiated new services. After a year in operation, Resources Management Services is still inventing itself.

The third paper presentation was by Thomas W. Hill, Librarian Upper Savannah AHEC, Medical Library, "Paying the Piper: Practical Approaches for More Effective Use of Time and Resources." Hill gave a review of the use of software in a small library to better manage work while serving a large region and a diverse patron base. Although most of the software Hill discussed is familiar to all of us, Grateful MED, QuickDoc and WordPerfect, it was interesting to hear a review of the application of the software in an evolutionary way.

The next presenter was Lisa Boyd, Outreach Coordinator for the National Network of Libraries of Medicine. Boyd's paper was entitled "Partners in Information: The Collaboration Between the National Library of Medicine and the Health Information Center of the Wheaton Regional Library." She described a partnership forged between these libraries to promote consumer health information. In July 1995 the National Library of Medicine awarded the Health Information Center with a grant to provide support for public access to AIDS, toxicological and environmental databases as well as Internet resources.

Next came a lively presentation by Rosalind Lett with "Jammin', Slammin', and Hammin' in the Courtroom: Malpractice Law



**Meets Medical Librarian...EXPERT WITNESS.** Lott described her experience as an expert witness in a medical malpractice case. Her main pretrial contribution was to confirm publications on the curriculum vitae of a medical specialist. Lott was only able to verify a small percentage of the publications the specialist claimed to have written. Lott also shared her secrets for establishing a bond with the jury and how to prepare yourself mentally to take the stand.

In the final presentation James Connelly, Ed.D., "Instructional Technology for Publishing" described how the Biocommunications Center which is part of the Health Sciences Library, University of Tennessee, Memphis, creates and publishes information. The Center consists of Scientific Publications which produces print, the Media Lab which produces computer-based media, and TV and Multimedia Production Services which produces instructional videos.

Each of these papers did indeed offer a "new way of walking" for us to consider as we deal with constant changes in our library operations, roles and how we provide services. I for one was impressed with how well the presentors are coping with these changes.

*Submitted by Lisa Russell*

#### **Librarian's Image - James Pat Craig**

A very special highlight of the Annual Conference of the Southern Chapter/Medical Library Association, held in Memphis for me was the privilege of catching the rhythm and instruction on Enhancing the Librarian's Image through Administrative Controls given by Dr. James Pat Craig, Director, Medical Center Library and Division of Medical Communications, Louisiana State University Medical Center, Shreveport, La.

Held on Tuesday, October 15, 1996 this was a full 8 hour CE course on administrative policies, procedures and techniques for effective management of medical libraries.

Dr. Craig began with a discussion on the importance of incorporating the elements of time, data and accountability in library planning. We covered the importance of developing and formalizing a mission statement, goals, and objectives for the library.

Goals are measurable activities and objectives give details on quantifying the attainment of goals. Dr. Craig brought his own very special brand of wisdom and wry humor to enlighten us on a wide spectrum of topics: organizational structures, library staffing, fiscal planning, public relations, and decision making. A library manager may choose among various alternative decision making processes. Most participants felt some degree of identification with the humorous definition given for the committee method, "A committee is a group of unfits appointed by the incompetent to do the unnecessary". As staffing can represent more than 60% of the total library budget, Dr. Craig

spent some time sharing with us his abundant experiences from more than 30 years in the library profession on staffing concerns and expectations. He pointed out the benefits of a calm, reason approach and the importance of recognizing individual dignity and diversity.

On conclusion, all participants received an excellent course syllabus. I'd like to recommend this course as much for the content as for the opportunity to meet and learn from an outstanding member of our profession.

*Submitted by Helvi McCall*

#### **Leadership Image - Mary Edith Walker**

Mary Edith Walker, the former Library Director of St. Jude Children's Research Hospital in Memphis, TN, presented the Leadership Image during the Hospital Librarians luncheon program. Mary Edith stated that before a person hears the verbal message you are trying to convey, they must first get beyond their visual image of you. Fifty-five percent of overall image is based on physical appearance. Clothes and posture contribute to our visual image. Mary Edith demonstrated the power of accessories by adding chunky gold and black earrings, jacket, belt and shoes to transform, what was formerly an innocuous dress, into a power image. She emphasized the importance of a power suit, consisting of a well-tailored jacket in black or navy with plain sturdy pumps. With the assistance of volunteers, including Nancy Clemmons, Mary Edith demonstrated the message we convey through our posture. Mary Edith proclaimed that we must claim our space and look the other person in the eye to project a powerful image. Much as we used to hear from our mothers/grandmothers hold your head up, shoulders back...you ARE somebody! A thoroughly entertaining and informative experience. Watch for our power suits in Seattle!

*Submitted by Mary Fran Prottzman*

#### **Mergers & Managed Care - Rourke & Ellis**

Diane Rourke, Director of Library Services, Baptist Health Systems of South Florida, Miami, FL, presented crucial information on survival of the hospital library in the midst of a merger. Diane's institution planned to eliminate her library during their merger, until Diane presented them with the following information: 1) Decline statistics of interlibrary loan transactions; 2) Southern Chapter journal usage study indicating in-house journal usage. Diane also enlisted the help of Chris Jones and Jacque Doyle in presenting the library's role in the JCAHO model. Although the library was saved, Diane's space was reduced by 75% so she also had some interesting tips on disposal of the collection: selling to Jaegers, other libraries and individuals. Truly a lesson in survival.

Patsy Ellis, Librarian, Health Sciences Library, Holston Valley Hospital and Medical Center, Kingsport, TN, reported on the interface between library activities (union lists, card catalog necessary when institutions and libraries merge. Not as dramatic



as Diane's case, but still gives one the nitty gritty of decisions that must be made in such a situation.

*Submitted by Mary Fran Prottzman*

### **Effective Communication Skills - David Armbruster**

Dr. David Armbruster, UT, Memphis, presented a session on Effective Communication Skills, subtitled "I am not sure you realize that what you heard is not what I meant". He stressed that communication, both written and oral is a two-way human process. We should take advantage of every opportunity to write and to make presentations and should learn from others. Choosing a mentor who has been successful at communication can give us an example.

The first step is to identify the audience and the purpose clearly. We need to think like our audience and understand their grasp of the terminology that we might use. We are all involved in professional writing activities, i.e., reports, memos, budget justifications, and evaluations, as well as professional papers and presentations. Professional presentations include library instruction, staff meetings, and oral budget justifications, as well as professional presentations at conferences.

We need to "conduct usability testing". Try out the communication on someone with the characteristics of your audience and ask them to listen or read for clarity. Organize before you write, using some type of outline. Dr. Armbruster suggested turning the monitor off when composing, so that the focus can be on the subject matter and not on any typos that might be made. Write the way you speak, avoiding technical jargon or big words.

Some common writing problems that he discussed included subject/verb agreement, use of jargon, misplaced phrases, and using nouns instead of verbs. He suggested thinking of an oral presentation as a conversation. It should be rehearsed out-loud including gestures and movement. The speaker should know the subject matter thoroughly.

Good remedies for a case of nerves include deep breathing, remember that you are carrying on a conversation with the audience, write "slow down" at the top of each page of notes and maintain eye contact with the audience.

*Submitted by Mary Fran Prottzman*

### **MLA and NNLM/SEA Update**

Carla Funk reported that MLA was revising their CE component, moving more towards learning on demands (and hopefully distance learning) and working on an Internet journal clubs, strengthening its liaisons with other professional organizations such as ALA & SLA, and playing a more active role in consumer health information. MLAnet is a clearinghouse of educational opportunities for medical librarians. MLAnet will soon include the table of contents and possibly the abstracts of Bulletin of MLA. October has been declared Medical Library Month.

Janice Kelly & Lisa Boyd reported on that NLM is now targeting GM access directly to consumers. The IGM training manual is out, call NNLM/SEA to get a copy. NNLM also has training materials on the NNLM homepage. NNLM is revising the Publicity Packet for Marketing the hospital library - to be ready by the end of 1996. NNLM/SEA will fund two library improvement projects for small hospital libraries in the region. Brain Vogue, the new Internet Coordinator, is young and enthusiastic and has plans for presenting classes in various aspects of the Internet including HTML and Web Page design.

*Submitted by Mary Fran Prottzman and Judy Burnham*

### **Issues in Information Malpractice - Marianne Puckett**

The CE course, "Issues in Information Malpractice," taught by Marianne Puckett, Associate Professor, at Louisiana State University, at the 1996 Southern Chapter meeting in Memphis, Tennessee, was both timely and relevant to the litigious society in which we live. The course's introduction reiterated that information liability is a hot topic today due to a rise in malpractice suits which are instigated by a rise in consumerism, a heightened awareness of people's rights and of the existence of incompetent professionals and a "cry for accountability."

It was noted that while the popular belief is that "no librarian has ever been sued," there are several instances where related cases have been settled out of court.

Documentation is offered to substantiate the threat of litigious action against a librarian for malpractice. One source states that, "Malpractice actions can result from unethical activity, but... it is incompetent information provision that will probably bring the malpractice suit into the world of librarianship."

Following the introduction, "legal terminology necessary for understanding the issues was presented. The course manual contains a very concise easy to understand glossary of these legal terms.

The remainder of the course dealt with the following stated objectives to: "provide background for recognizing vulnerability areas in Public Service Departments, provide back ground on the issues of standards and ethics in the library profession, present measures of prevention to forestall liability claims, provide background for making sound, locally oriented policy decisions, and provide information to assist in developing written policy for the protection of the individual and the institution.

The course material presented is well documented in an extensive bibliography, "Information Malpractice Further Reading." Helpful samples of disclaimer statements are given as well as an excellent list of "Measures of Prevention" which includes items on competence, the comprehensive reference interview, search techniques, policy statements, standards for reference services, evaluation procedures and insurance. I highly recommend this course to all librarian/information professionals.

*Submitted by Sondra Pffifer*



**Synapse** (ISSN 0829-5283) is the official publication of the Alabama Health Libraries Association, Inc. (ALHeLA).  
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Contributions for the Spring issue are due by March 28, 1997.

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