

**1999-2000
SUMMARY OF ACTIVITIES
BIOMEDICAL LIBRARY
MEDIA PRODUCTION SERVICES**

I. ARTICLES PUBLISHED IN BOOKS AND JOURNALS

A. Full-length published articles.

J. Burnham. Medical Informatics, the Basics. IN: J. Burnham (Ed.) Access to Medical Informatics for Continuing Education, Resource Manual, 3rd Edition. Alliance for CME, pp. 1-5 (2000).

J. Burnham. Newsletter Editor. Biofeedback, the Newsletter of the University of South Alabama Biomedical Libraries (2000).

Sergio Oehninger, Daniel R. Franken, Ellen Sayed, Gerardo Barroso, and Paul Kohm. Sperm Function Assays and Their Predictive Value for Fertilization Outcome in IVF Therapy: a Meta-analysis. Hum. Reprod. Update 6(2):160-168 (2000).

E. N. Sayed. (1) Methods and Avenues of Self-Directed Learning: Problem Based Learning; and (2) Methods and Avenues of Self-Directed Learning: Evidence Base Medicine. IN: J. Burnham (Ed.) Access to Medical Informatics for Continuing Medical Education, Resource Manual, 3rd Edition. Alliance for CME, pp. 28-37 (2000).

Diane Williams. Newsletter Editor. Synapse: Newsletter of the Alabama Health Libraries Association (2000).

S. D. Murray. Technology Based Learning: Internet. IN: J. Burnham (Ed.) Access to Medical Informatics for Continuing Medical Education, Resource Manual. 3rd Edition. Alliance for CME, pp. 44-75 (2000).

G. B. Staggs. Medical Information: Core Lists. IN: J. Burnham (Ed.) Access to Medical Informatics for Continuing Medical Education, Resource Manual. 3rd Edition. Alliance for CME, pp. 11-16 (2000).

J. Li. (1) Continuing Medical Education (CME) Sites, pp. 92-94; (2) Web-Based Products, pp. 87-91; (3) The Future of CME, pp. 143-146. IN: J. Burnham (Ed.) Access to Medical Informatics for Continuing Medical Education, Resource Manual. 3rd Edition. Alliance for CME (2000).

G. Wu and J. Li. Comparing Web Search Engine Performance in Searching Consumer Health Information: Evaluations and Recommendations. Bulletin of the Medical Library Association 87(4): 456-61 (1999).

B. Articles in press.

E. Brown. Rural Health. Medical Library Association News (2000).

II. PUBLISHED ABSTRACTS

None.

III. BOOKS PUBLISHED

J. Burnham. (Editor). Access to Medical Informatics for Continuing Medical Education, Resource Manual, 3rd Edition. Alliance for Continuing Medical Education, Birmingham, AL (2000).

IV. PRESENTATIONS

J. Burnham. Internet to Support Your Physical Therapy Practice: Evidence-Based Practice and Beyond. Mobile Area Phys. Ther. Assoc., Mobile, AL (2000).

D. Fell and J. Burnham. Internet to Support Your Physical Therapy Practice: Evidence Based Practice and Beyond. Am. Phys. Ther. Assoc., Indianapolis, IN (2000).

J. Burnham and S. Murray. Poster. Demystifying Collection Development with a Liaison Program. Med. Libr. Assoc. Annu. Mtg., Vancouver, B.C. (2000).

J. Burnham. Accessing CME Using the Internet. 15th Annu. Southeast Reg. CME Symp., Point Clear, AL (1999).

S. Murray Physicians Internet Workshop (CME Credit). USA, Mobile, AL (1999).

V. NATIONAL PROFESSIONAL RECOGNITION

Thomas Williams was elected Section Council Representative for the International Cooperation Section of the Medical Library Association. He was also appointed Chair of the Fellows and Honorary Members Jury for 2000-2001. Mr. Williams has also continued his duties as Chair of the Conference Committee of the Southern Chapter of the Medical Library Association, which meets in Mobile in October, 2000.

Judy Burnham is serving as a member of the MLA Scholarship Jury, Chair of the Nursing and Allied Health Resource Section Awards Committee (NAHRS), and served as Chair the NAHRS Nominating Committee and its Strategic Planning Committee. Ms. Burnham is serving on the Program and Convention Committees for the 2000 Annual Meeting of the Southern Chapter of the Medical Library Association, and serves on the Alabama Union List of Serials (AULS) Advisory Committee. She advanced to the Distinguished Member level of the Academy of Health Information Professionals (AHIP).

Ellen Sayed is serving on the Alabama Health Libraries Association as Alabama Union List Coordinator. Ms. Sayed is serving on the Registration Committee for the SC/MLA 2000 Annual Meeting and was inducted into the Academy of Health Information Professionals as a Senior Member.

Diane Williams is a member of the Alabama Health Libraries Association Executive Committee and a member of the 2000 Conference Committee of SC/MLA.

Geneva Bush Staggs is a member of the Southern Chapter/MLA Conference Committee and chairs its Registration Sub-Committee. She was also elevated to the Distinguished member level of the Academy of Health Information Specialists.

Sally Murray was appointed Alabama Representative to the Medical Library Association Communications Committee. She is serving as Chair of the Poster Committee of the Southern Chapter/Medical Library Association (SC/MLA) for the 2000 meeting and serves on the Conference Committee. Ms. Murray was elected Vice-Chair of the University Faculty Senate.

Jie Li is a member of the Medical Library Association Medical Informatics Section and the MLA Ida and George Eliot Prize Jury. She is also Newsletter Editor of the International Cooperation Section of MLA.

Everly Brown served as Chair of the Archives Committee and member of the Nominating Committee of NAHRS. She also participated as a liaison in the Medical Library Advocacy List, a grassroots advocacy network sponsored by the Southern Chapter of the Medical Library Association's Government Relations Committee.

VI. BRIEF SUMMARY OF ACTIVITIES AND PROGRESS

Highlights of activities in the Biomedical Libraries include the renaming of the campus library to the Charles M. Baugh Biomedical Library. Dr. Baugh was the motivating force behind creating a new biomedical library for the COM. He was Dean in 1991 when the current library building was renovated to create the modern, state-of-the-art academic medical library we have today.

The library held its second Infofair in April. Dr. George Lundberg, former editor of JAMA and current Editor-in-Chief at Medscape, was our featured speaker. His lecture focused on advances in the medical internet. Infofair 2000 was funded in large part by a grant in the amount of \$5,000 from the National Network of Libraries of Medicine. NN/LM also provided us with a grant of \$3,000 to enable BML faculty to exhibit at state association meetings. Additionally, the Biomedical Libraries received a library improvement grant in the amount of \$7,000 toward the purchase of computer equipment at the Children's and Women's library.

Our outreach activities continued to expand library services to the state and community. Baptist South, a four-hospital health care provider in the Montgomery area, signed on as did the Fort Walton Beach Medical Center.

Plans for expanding library services to Children's and Women's Hospital progressed very well and it is expected that the C&W Library will open in the Fall of 2000. Enormous advances were made to improve access to electronic journals. The acquisition of Science Direct, which provides online full text access to 613 Elsevier titles, was completed. With this addition, the BML now has over 900 electronic journals available. The library also signed on with MD Consult to make their databases available to USA.

Endeavor, the new and updated online catalog system was installed and is a vast improvement over our previous system. The Endeavor online catalog is web-based, allowing for easy Internet and local access. Many of the features have been updated and improved, while new features have been added.

There were several faculty/staff changes: Gentry Holbert, Information Services and Education Librarian, left and, by the end of the FY, an offer had been made and accepted for her replacement, to be effective in October 2000. Everly Brown was hired as the library's Circuit Librarian, thanks to the AHEC Grant at USA. One of the primary duties of this position will be to visit area medical centers, hospitals, education sites, etc. In addition to providing library services, bibliographic instruction will also be offered. Robbie Runderson was hired to assist in the library's systems area.

MEDIA PRODUCTION SERVICES

Adapting to the digital based media trend with its impact on services and techniques, as well as income, continues to characterize the departments efforts. This reporting period was highlighted by the following changes:

1. The digital capabilities of our Mastin facilities are developing. A computer workstation with image processing software and an inexpensive "prosumer" digital camera was dedicated to the Mastin branch. This has given the staff there an opportunity to begin developing digital imaging skills. This year, all studio photography scheduled thru the Mastin office was accomplished digitally for the first time. The addition of a professional digital camera, scanner, and dye sublimation printer this year will help bring the support services at Mastin in line with the campus facility.
2. Digital post production video services were initiated. With the new digital video work-station, we not only accomplished digital video to tape post production but have also completed several requests for computer video, (MPEG to disk). Digital time-lapse effects on real time video recorded through a microscope to document research were provided. This time-compressed video was then rendered as MPEG files and added to the investigators PowerPoint presentation. This greatly enhances the investigators' ability to present and demonstrate results.
3. Income was up 6% . Despite the loss of \$10,000 from USAMC, the expense recovery was up from the same period last year. With the exception of traditional photographic services, all production income was up with illustration and AV double last year's figures. Income from digital services increased 32%. These welcomed increases resulted from changing the price structure to allow for a more accurate accounting of computer time, an increase in some digital service charges, and an overall increase in requests for services. A slight reduction in income from AV-related service for the upcoming year, as Telemedicine did not budget for these services in Phase II of their program, is anticipated.
4. The year ends with critical staffing needs. There are two vacant positions to fill. The PC Applications Specialist accepted a position with a company in Atlanta. This position has been empty for a month and there have not yet been any applicants to interview. Most critical is the vacancy created by the sudden death of Ray Butler, an employee and close friend for 20 years. Many years ago, forced layoffs of several staff due to budget cuts created a personnel crisis. Ray assumed the role of Video Production Specialist while retaining the title and duties of Electronics Technician. The department will be hard-pressed to find anyone with this combination of skills, and it hasn't taken long to realize that the staffing gap this has created is wide and deep. Personnel Relations is forwarding several job descriptions for review.