# the *Chronicle*

Philadelphia Regional Chapter

Medical Library Association, Inc.

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In this issue…

# My Life In Philadelphia

*by Anne Costigan*
*University of Bradford*
A.T.Costigan@bradford.ac.uk

An exchange with a librarian in the United States had been a long-cherished ambition of mine, so when I saw Mary Pat Wilhem's message on lis-medical, the UK medical librarians' electronic mailing list, I was eager to respond. Mary Pat asked whether anyone was interested in an exchange – not just jobs but also apartments and cars. Complete lifestyles, in fact.

She received a number of replies and I didn't think it was likely that I would be the person she chose. She won't want to leave a glamorous place like Philadelphia to come to Bradford, I thought. In addition, there was the "feline problem" – what would happen to Jack, my cat?

In any event, Mary Pat was happy to look after Jack and she felt that, of all the respondents, I had the job most comparable to hers and the most practical proposition for an exchange. Our respective institutions and managers were in agreement and were most supportive and helpful.

And so I came to the University of Pennsylvania, one of America's largest and most prestigious educational institutions, from the University of Bradford, a small British university with no medical school.

In our 'real lives', I am a Subject Librarian for Pharmacy, Biomedical Sciences and Environmental Science at Bradford, and Mary Pat is a Reference Librarian at Penn's Biomedical Library, which serves the Medical School and also provides services to a number of hospitals in the Philadelphia area. The user population consists of medical students, teaching staff, doctors and nurses, among others. Bradford's user population consists of undergraduates, course and research postgraduates and teaching staff. As Mary Pat commented in her article, the number of library users at Bradford drops rapidly in the summer when the semester ends.

Another major difference is in the number of holidays. At Bradford we have no hospitals to cater to and we close for larger periods of time (including seven working days at Christmas and three at Easter!).

The system of health care in the U.S. is entirely different, so I had to read up quickly on the mysteries of Medicare, Medicaid, managed care, etc. I'm not sure I ever entirely grasped all the complexities!

At Penn, the main focus is on the Reference Desk and on teamwork, although each Reference Librarian also has his or her own specialist areas. Subject Librarians work together at Bradford, and each is responsible for services to his or her own departments. User education has a different focus at Penn. As well as lectures given to large groups, small workshop sessions are taught with a great emphasis on hands-on experience. At

Bradford we lecture to large groups of undergraduates who have little opportunity for supervised work on databases. I was very inspired by the user education programme at Penn, and this is among the important lessons I've learnt that I would like to try to implement at Bradford.

There are many similarities, of course, as well as differences. In both libraries, the emphasis has moved in recent years from online searching by an intermediary to end-user searching. At Penn, I greatly admired the efforts made to use the same software (Ovid) for as many databases as possible, which is enormously helpful to readers.

Another important similarity, and one of the factors that struck me most forcefully, is in the number of readers requiring access from off-campus locations and the complications this causes. How do you arrange for access to subscription databases and electronic journals for these users?

Both libraries have also given extensive consideration to the problems of dealing with the vast quantities of information available via the web – how do you integrate it with the catalogue, for instance? Penn is definitely further down the road towards an integrated system.

As I mentioned before, we exchanged not only jobs but lifestyles. We both have two-bedroom apartments, but Mary Pat's block has a swimming pool! I got to drive Mary Pat's car, which seemed delightfully luxurious to me with its power steering, air conditioning, and automatic transmission. My car - well, it's got windows and "stick shift!" I also live in a little country village where the roads are very narrow, twisty, and steep. Taking into account all these factors, Mary Pat decided to stick to public transport. As you can see, I felt that I had distinctly the better of the bargain!

Bradford is a large (by British standards) city about 200 miles north of London. As Mary Pat explained in her article, in Victorian times, it was home to a large textile industry which has declined in recent years.

In that sense, it has something in common with Philadelphia, a city with a glorious industrial past which now has to face new challenges in the future. I very much enjoyed my stay there and managed to see many of the important historical attractions as well as taking the opportunity to travel to Washington and New York.

Weather! As *Chronicle* readers will know, it gets hot in the north-eastern states in the summer. Mary Pat warned me, everyone I met in Philadelphia warned me, but it still came as a shock when the summer heat finally arrived.

I also warned Mary Pat that summer in England could be unpredictable, but I think she was surprised when it didn't appear at all (we're still waiting!).

I had a marvellous time in Philadelphia, but overall, my best memory is the warmth, friendliness and helpfulness. So many of the people I met were wonderful, but special

mention must go to my colleagues in the Biomedical Library. They took me into their team and really made me feel like I belonged. I can't thank them enough for making my stay such a happy one. ■

## Letter from the Outgoing Chair

It seems like yesterday that the 1999-2000 Board gathered in Wilmington for the annual transition meeting of the incoming and outgoing Board members, and set plans and goals for the year ahead. The year has gone by so quickly, due mostly to the many fun and rewarding experiences I had in my role as Chair. I owe much of the fun and relative ease of the year to the wonderful and talented group of people I was privileged to work with. I thank the Board members for their commitment, creativity and hard work, and the membership for giving me the opportunity to serve the Chapter. I am truly grateful to all of you, feel honored to have had your support and involvement, and thank you for your trust and belief in the Chapter and its mission.

Our outgoing Board members have exhibited leadership, service and commitment to their profession and their colleagues, and deserve our special thanks as they leave the Board. They are: Valerie Peña, Past-Chair and Nominating Committee Chair; Barbara Shearer, Treasurer; Deborah Lovett, Membership Chair; Virginia Lingle, By-Laws Committee Chair; Linda Katz, AHIP Liaison; Donna Soultoukis, Research Committee Chair; and Betty Warner, ad hoc Strategic Planning Committee Chair.

Continuing to serve on the Board are the following individuals: Anne Seymour, Chair; Mary McCann, Secretary; Karen Albert, Chapter Council Representative; Sue Couch, Chapter Council Alternate; Andrea Horne, Education and Credentialing Committee Chair; Eric Delozier, Communications Committee Chair; Joan McKenzie, Archives Committee Chair; Marjorie Smink, Development Coordinator. Our new Chair-Elect and Program Committee Chair is Pat Heller and our new Treasurer is Linda Katz. Jo-Ann Babish will serve the Chapter as AHIP Liaison. Anne Seymour will be announcing other appointments in the near future.

I encourage all members of the Chapter to become involved in the various committees and to think about volunteering, accepting the opportunity to run for office, or accepting an appointment to the Board. Each or you has talents and skills that the Chapter is seeking. Every committee has a need for members who are willing to contribute ideas, energy, work, and commitment. I believe that you will find the work, support and camaraderie truly rewarding.

Again, thanks for giving me the opportunity to serve. ■

*Patti Insetta-Rath*
*Past Chair, 1999-2000*
**Patricia.M.Insetta-Rath@dupontpharma.com**

# From the Editors

This is an historic issue, being our first to be produced electronically, without a print counterpart. Most members responding to the recent survey regarding *Chronicle* format were favorably inclined towards a web version. So, we decided to take the plunge and embrace the latest technology. The URL for each new issue will be e-mailed to members, and those desiring a paper copy need only print the PDF version or request such a copy from one of the editors. We hope the new format will lead to more flexible and creative ways of presenting Chapter news, announcements, reports, and graphics—while resulting in substantial monetary savings in terms of mailing, printing, and paper costs. Do let us know what you think!

We also hope you'll enjoy this issue's entertaining report from British librarian, Anne Costigan, who exchanged places last year with Mary Pat Wilhelm, Reference Chair at Penn's Biomedical Library. In the last issue, Mary Pat described her experiences working and living in the UK, and now Anne responds with her point of view. We greatly appreciate Anne's efforts, made under trying circumstances because of a computer memory theft problem that occurred at her institution, just when her article was due.

As always, we welcome your comments, suggestions, and submissions. ∎

*Karen Albert*
**km_albert@fccc.edu**

*Linda M.G. Katz*
**linda.katz@drexel.edu**

*Nancy Calabretta*
**calabret@umdnj.edu**

# Annual Chapter Business Meeting and Dinner

On April 26th, 2000, our Chapter held its annual meeting and dinner in the new Biomedical Research Building at the University of Pennsylvania Medical Center. Over 70 Chapter members and guests gathered to celebrate a year of interesting programs and CE courses and the individual achievements of elected Chapter members. By all accounts, the food was delicious - I especially liked the eggplant cannoli with chevre and olives-- and the speaker, Marie Radford, was entertaining. Dr. Radford spoke on the media images of librarians, showed a short video of TV and movie clips, and led a brief discussion on the topic. I think we all left thinking about other examples of librarians in the movies and on TV that Marie could include in her next edition of video clips. The evening concluded with our annual business meeting and presentation of awards. I want to congratulate all the award winners and newly elected Board members and thank all outgoing members of the Board. The award recipients are listed

below. In addition, I want to thank all members of this year's Program Committee for putting on FIVE excellent programs. Thank you Nancy Calabretta, Gina Kaiser, Andrea Kenyon, Cynthia McClellan, Jenny Pierce and Ann Marie Zglinicki!!

**Award Winners:**

Marjorie M. Smink
Chapter Achievement Award for the Philadelphia Regional Chapter –
This award is given to an individual who has made significant contributions to the Chapter and to the field. This is the Chapter's highest award, and it was given to Margie for her outstanding service to the Chapter in a variety of roles, including: Chapter Chair, Program Chair, Chair of the Research Task Force, and Development Coordinator.

Eric P. Delozier
Philadelphia Regional Chapter Certificate of Appreciation -
Eric received this award in recognition of his excellent work on the Chapter web pages and as Chair of the Communications Committee.

Elizabeth R. Warner
Philadelphia Regional Chapter Certificate of Appreciation -
Betty did a tremendous job of synthesizing the views expressed at our last Chapter Retreat, in order to create a coherent and meaningful Chapter Strategic Plan. She was recognized with this award for her outstanding work in this area.

Christine Koehler
Beatrice Davis Education Award -
This award is given each year to a library school student who is pursuing a career in health sciences librarianship. Christine is a Master's degree candidate at Drexel University's College of Information Science and Technology. She has been working at the library of the College of Physicians of Philadelphia in the areas of serials and document delivery.■

*Anne Seymour*
**seymoura@mail.med.upenn.edu**

# Chapter Election Results/Call for Committee Participation

As announced at the Annual Business Meeting, the following new officers were elected to the Chapter Board:

Chair-Elect/Program Chair 2000-2001

Pat Heller
Librarian
Dental School Library
University of Pennsylvania

Treasurer 2000-2002

Linda M.G. Katz
Library Coordinator
Florence A. Moore Library of Medicine
MCP Hahnemann University

New appointment to the Board:

AHIP Liaison 2000-2002

Jo-Ann Babish
Director
Library
Moses Taylor Hospital
Scranton, PA

We still have a few committee chair vacancies (Membership, By-Laws, and Government Relations), and we need volunteers. We also need participation on all committees and encourage members to consider supporting the Chapter in this way. You can contact any Board member, and we'll put you in touch with the committee in which you are interested. You can also complete the application form below and send it via e-mail or regular mail, as indicated on the form. ■

*Anne Seymour*
*Associate Director, Information Services*
**seymoura@mail.med.upenn.edu**

# Philadelphia Regional Chapter, MLA
## Committee Application

**Name:**_____

**Phone:**_____ **Fax:**_____

**E-mail:**_____

**Organization/Library:**_____

**Address:**_____

_____

The Chapter includes the following committees:

Archives, Bylaws, Communications (Newsletter, Webpage and Listserv), Education and Credentialing, Government Relations, Membership, and Program.

Committee participation is one way to show your Chapter support. It is also a good way to meet new colleagues and learn about other institutions.  Please indicate your committee preference with number "1" representing your first choice:

Committee preference:

      1._____

      2._____

      3._____

Are you a member of National MLA?_____

Please indicate here if you would like your employer to be notified of your appointment.  If so, provide that person's name, title, and address:

**Send the completed application by July 20, 2000 to:**

   Anne Seymour, Associate Director, Information Services
   Biomedical Library
   University of Pennsylvania
   36th and Hamilton Walk
   Philadelphia, PA 19104-6060
   215-898-4115
   215-573-4143 (fax)
   e-mail: **seymoura@mail.med.upenn.edu**

# MLA Convention, Vancouver



Betty Warner, Nina Galpern, Diane Wolf, Christine Chastain-Warheit, Sue Couch



Front: Barbara Henry, Mary McCann, Christine Chastain-Warheit
Back: Elena Leonova (Russian Cunningham Fellow), Andrea Kenyon



Front: Barbara Henry, Christine Chastain-Warheit, Elena Leonva (Russian Cunningham Fellow)
Back: Mary McCann, Barbara Miller, Anne Seymour

Photographs courtesy of Andrea Kenyon.

# Chapter Council Report From Vancouver

One of the stars of the MLA/CHLA-ABSC  Annual Meeting in Vancouver was Vancouver itself! While Philadelphia was suffering its first heat wave of the season, Vancouver was cool and beautiful, albeit a bit damp.

The Chapter Council meeting reflected the themes heard many times throughout the meeting: salaries and recruitment; diversity; technology; the benchmarking project; and research into the profession, especially the salary survey comparing librarians and IT professionals.

Frieda Weise, outgoing MLA President, highlighted some of the accomplishments of the last year:

- Advocacy for the profession. Aimed particularly at hospital librarians, this included focus groups by MLA's public relations firm, PCI. Results of these were a poster, hints for publicizing your library within your institution, and media coverage in such places as *USA Today*. MLA now has a new logo and tagline: "An Association of Health Information Professionals."

- Research. Goals addressed here are to build a knowledge base for the profession including a salary survey of librarians vis a vis information technology professionals, the value of librarians for their institutions, and benchmarking.

- Legislation: The legislative task force lobbied Congress on Medicare reimbursement, against UCITA (Uniform Computer Information Transactions Act) and addressed copyright issues.

- MLANET: under revision and development.

- Task Forces: three Task Forces are now in operation: Mentoring, Book Publication, and Cunningham Fellowship.

Michael Homan, incoming MLA President, also had a chance to outline his agenda for the coming year. His theme "Promoting a Passion for the Profession: Keeping our Eye on the Prize" includes the goals of developing a technology certification for medical librarians, a technology track in CE programming, methods to use the benchmarking and salary survey data most effectively, an  MLA fellow-in-residence program in an academic setting, an electronic *Bulletin of the Medical Library Association*, publication of  research results in health sciences librarianship, and the use of MLANET to form a "virtual profession."

Carla Funk, MLA Executive Director, noted MLA's emphasis on and support of research, the reorganization of the MLA staff, and that MLA is working with NLM on diversity issues based upon ALA's Spectrum Program.

She also reported on the health writers' seminars held last year, where health sciences librarians taught writers and media representatives about Internet health resources. This not only resulted in positive PR for the Association, but also led to an award from the Publicity Club of Chicago.

In Chapter Council business, Linda Garr Markwell, of Emory University School of Medicine Health Sciences Library, was elected Chapter Council Chair-Elect, .and nominees selected to run for the MLA Nominating Committee were: Marianne (Puckett) Comegys, Anna Habetler, Laura Gerwitz, Scott Plutchak, Nancy Press, and Patricia Thibodeau. The three alternates are: Mary Buttner, Kerry O'Rourke, and (our very own!) Betty Warner.

Other Chapter Council discussion revolved around MLANET, web-based learning, chapter meeting dates (could chapter meetings be coordinated?), participation in the benchmarking initiative, the lack of applicants for the Majors/MLA Chapter Projects, and local chapter finances. In this arena, the Philadelphia Regional Chapter is ahead of the curve!

Also mentioned was that next year's MLA meeting will be held in Orlando, at Disney's Dolphin Resort, over the Memorial Day weekend. Reduced Disney rates will be available.

Finally, Chapter Council members were pleased to hear that their Roundtables luncheon had 340 registrants this year, up from approximately 200 participants last year.. The success of this event was attributed to better publicity and new "hot topics" for the tables, such as Electronic Journals, Marketing the Library, and Consumer Health Information. Karen Albert, Co-Chair of the event, served as mistress of ceremonies.

All in all, this national meeting spoke to new ways of looking at old problems, such as recruitment, and the promise of new roles for health science librarians. ∎

*Sue Couch*
*Chapter Council Alternate*
**couch@chh.org**

# Member & Library News

**Anne Seymour**, Associate Director for Information Services, University of Pennsylvania Biomedical Library, traveled to St. Petersburg and Petrozavodsk, Russia, at the end of May as part of small group of physicians and librarians from Dartmouth College and the

University of Pennsylvania. Dartmouth had received a grant from the National Library of Medicine to sponsor librarian exchanges and a two-day conference in St. Petersburg that would bring librarians and computer systems people together to discuss electronic medical information, as well as promote the sharing of resources among Russian libraries. Representatives from Penn were included because of its long-time relationship with the Pavlov State Medical University of St. Petersburg.

**Judy Schaeffer Young**, Director of the Arthur Bedell Memorial Library, Wills Eye Hospital, will be attending the 8th International Congress of Medical Librarianship in London in July, presenting a poster entitled "The Association of Vision Science Librarians: Cooperation and Resource Sharing on an International Level"; she has just completed her term as Chair of AVSL and is now Treasurer.

**Leopoldo Montoya**, Technical Services Librarian at MCP Hahnemann University, has been re-elected Chairperson of the MLA Technical Services Section Standards Committee for another year.

**Linda M.G. Katz**, Library Coordinator, Florence A. Moore Library of Medicine, MCP Hahnemann University, reviewed *Understanding the Business of Library Acquisitions (*edited by Karen Schmidt) in the January issue of the *Bulletin of the Medical Library Association*.


**Staff Changes:**


**Liz Mikita** has been appointed Project Manager, AISR (Academic Information Services and Research) Education Services, Thomas Jefferson University. She had been Library System Specialist/Bibliographic Management Librarian at Jefferson's Scott Memorial Library.

**Bridget Clancy**, formerly Assistant Librarian for Technical Services at the University of Pennsylvania Biomedical Library, is now Serials and Electronic Collections Librarian at Scott Memorial Library, Thomas Jefferson University.

**Donna Soultoukis** has joined Bristol-Myers Squibb as a Senior Information Scientist in their Pharmaceutical Research Institute in Hopewell, NJ. Her previous positions were in the libraries at MCP Hahnemann University, Temple University School of Podiatric Medicine and Friends Hospital.

**Deborah Lovett** is now Reference Librarian at Penn State Harrisburg's Heindel Library. She was previously Medical Librarian at the Krohn Memorial Library, Good Samaritan Hospital, Lebanon, PA.

**Cindy Pitchon** has been promoted to Access Pennsylvania Database Project Manager at the Health Sciences Library Consortium; she had been User Support Specialist at HSLC.

Access Pennsylvania is a statewide catalog of library holdings, useful for interlibrary loan purposes. For questions, or to discuss joining Access Pennsylvania, please contact Cindy at (215) 222-1532, or pitchon@hslc.org

**Tom Ipri** has assumed the position of Media Services Librarian at Connelly Library, LaSalle University. His early positions were at Thomas Jefferson University's Scott Memorial Library and Fox Chase Cancer Center's Talbot Research Library.

**Ellen Justice** has joined the staff of the Christiana Care Health System Medical Libraries as Medical Librarian, with responsibilities in reference services and clinical librarianship. Her previous position was as Circuit Riding Medical Librarian at the Lewis B. Flynn Library, Delaware Academy of Medicine. ■

*Linda M.G. Katz*
**linda.katz@drexel.edu**

## Chapter Reception During SLA

On a very hot and muggy afternoon (Sunday, June 11), during the SLA National Meeting in Philadelphia, our Chapter co-sponsored a reception and tour at the College of Physicians. This event was held jointly with the Medical Section of the Biomedical and Life Sciences division of SLA.

A couple dozen brave souls ventured out in the 90-plus degree heat and were welcomed into the cool lobby of the College to be led on a tour of the strange and fascinating Mutter Museum by its very knowledgeable director, Gretchen Worden. Quite a collection! I'm planning to return again soon with some unsuspecting out-of-town guests! A special thank you should go to Andrea Kenyon for making many of the arrangements and to our sponsors, ADIS and Medscape, for helping with the expenses.■

*Anne Seymour*
**seymoura@mail.med.upenn.edu**

## Chapter Membership Committee Report

There are currently 187 members of the Philadelphia Chapter. The Membership Committee would like to continue to send the renewal forms to members via e-mail. This worked well last year. Those members with inaccurate e-mail addresses or without e-mail access will receive paper forms through snail mail. Of our current paid membership, more than 90% have e-mail access, so it is most cost-effective to work through the e-mail system. It is imperative that you send any corrections to your directory entry, particularly e-mail address changes, to Deb Lovett dlovett@psu.edu so that the Membership Directory can be kept current.

If you know of any new librarians who may be interested in belonging to the Chapter or

if you have new library staff at your institution, please ask them to consider joining, or provide the Membership Chair with their names. There is a membership application on the Chapter web site.  A personal invitation remains the most effective membership development tool available.

You may find the following statistics to be of interest.

Institutional affiliations of members:

Hospitals - 41%
Academic - 30%
Corporate - 9%
Society - 4%
Vendors - 2%
Consultants - 2%
Other - 10%
Retired, Students or Unemployed - 2%

Geographical breakdown:

Philadelphia Area - 52%
Other regions of Pennsylvania - 29%
Delaware - 10%
New Jersey - 7%
Elsewhere - 2%

Type of work:

Administration - 25%
All Areas - 55%
Archives/Special Collections - 4%
Information Access and Delivery - 24%
Information Technology - 13%
Public Service - 30%
Technical Services - 13% ■

*Deb Lovett*
**dlovett@psu.edu**

# Chapter Strategic Plan

"Sounds like a plan..." -- that phrase has wafted its way into American conversational idiom. A written plan assures some direction and method to ideas and concerns.  A written plan provides for continuity and--hey, we're librarians, right?--serves

as a reference tool.  During the Fall and Winter of 1999, I drafted the Strategic Plan 2000-2002 on behalf of the Chapter. Using the previous plan, documents generated at the Chapter's most recent retreat, the Strategic Plan for MLA, and commentary from the current Chapter Board members, I aimed for a concise but comprehensive guide for Chapter initiatives and activities. The resulting brief, three-page listing of the commitments of the Chapter and ways to implement these commitments is a working document for everyone involved with the Chapter. I do hope that the Board, committees, and members will find it useful as guidance for the Chapter's activities and other efforts. Thanks to Patti and the Board for entrusting me with the development of this document. Peace! ■

*Elizabeth R. Warner*
**betty.warner@mail.tju.edu**

## The Strategic Plan
of the Philadelphia Regional Chapter/MLA
2000-2002

**This edition of the Philadelphia Regional Chapter/MLA's strategic plan covers the Chapter years 2000 through 2002.  This document updates the Chapter's "Long-Range Plan" which covered the years 1993-94 through 1997-98 and reflects and echoes the priorities of "The Strategic Plan of the Medical Library Association 1997-2002."  Its intent is to document and address membership needs that the Chapter recognizes as priorities, based on information from members and discussion at the August 1997 Chapter Retreat, to give direction to the Board as it designs and assigns Chapter work, yearly objectives, materials and activities.**

### ---Adopted by the Board, February 15, 2000

Throughout the years 2000-2002, the Philadelphia Regional Chapter/MLA will focus its efforts to achieve the following goals:

I.  Advocacy—The Philadelphia Regional Chapter/MLA advocates for the health sciences library and information professionals who are its members by carrying out any of the following:

A.  Communicating the needs and requests of Chapter members to the Medical Library Association, especially regarding the promotion of greater recognition for our profession as a whole. For example: collaboration with the Joint Commission on the Accreditation of Healthcare Organizations and the National Library of Medicine. Responsibility:  Chapter Board

B.  Recognizing or seeking recognition for members who make significant contributions to the profession and publicizing these contributions to the broader information community, the regional health care community, and the public. Developing new mechanisms for recognizing and honoring member achievement.  Responsibility:  Awards Committee, Communications Committee

C.  Developing and maintaining liaisons with other regional health care associations, library associations, health agencies, library agencies, information services/information systems associations, and relevant

corporations.  Responsibility:  Chapter Board, Program Committee, Education and Credentialing Committee

    D.  Promoting the visibility of Chapter health sciences librarians and their information expertise to the health care community via public relations activities, which may include exhibits, press releases, public service announcements, representation at a variety of health association meetings, publication in health association newsletters and journals, and other appropriate means.  Responsibility:  Communications Committee, Chapter Board

II.      Professional Development—The Philadelphia Regional Chapter/MLA provides a variety of learning opportunities for members to enhance skills and knowledge, especially regarding technology, teaching, statistics, finance, leadership, research, evidence-based health care, evidence-based librarianship, and evidence-based management by carrying out any of the following:

    A.  Supporting members in acquiring credentials which are valid and which carry recognition.  Responsibility:  Education and Credentialing Committee, Program Committee, Chapter AHIP Liaison

    B.  Providing leadership skills development forums.  Responsibility:  Education and Credentialing Committee, Program Committee

    C.  Providing opportunities and resources for learning how to be information skills teachers and trainers.  Responsibility:  Education and Credentialing Committee, Program Committee

    D.  Establishing leadership, research, and technology as the themes for the Chapter's continuing education courses and chapter programs.  Responsibility:  Education and Credentialing Committee, Program Committee

    E.  Exploring distance learning and other alternative delivery methods for professional development.  Responsibility:  Education and Credentialing Committee, Program Committee

III.    Information Technology—The Philadelphia Regional Chapter/MLA offers support to its members as users of technology and forward-thinking planners for appropriate technologies for the information needs of the health care community by implementing any of the following:

    A.  Offering technology-related sessions at the introductory, intermediate, and advanced levels.  Responsibility:  Program Committee, Education and Credentialing Committee

    B.  Helping members stay aware of trends in technology, the future of technology.  Responsibility:  Program Committee, Education and Credentialing Committee, Communications Committee, Program Committee

IV.     Research-- The Philadelphia Regional Chapter/MLA recognizes the practice of research as essential for assuring the critical role of health sciences library and information professionals by carrying out any of the following:
   A.  Focusing  on evidence-based health care. Responsibility:  Program Committee, Education and Credentialing Committee
   B.  Providing opportunities for learning through courses and programs on research and publication skills.  Responsibility:  Program Committee, Education and Credentialing Committee
   C.  Providing opportunities for highlighting methods and skills in forums such as Research Days through which members would share ideas and disseminate key research-based information about library/information science practices, particularly as they relate to outcomes.  Responsibility: Program Committee, Education and Credentialing Committee
   D.  Considering a Chapter Research Project.  Responsibility:  Ad Hoc Research Committee


V.      Leadership-- The Philadelphia Regional Chapter/MLA recognizes and develops health sciences library and information professionals as leaders within their institutions, within the Association, and in the broader health care community by implementing any of the following:
   A.  Providing opportunities for learning about and implementing statistics and benchmarking.    Responsibility: Education and Credentialing Committee, Program Committee, Chapter Council Representative and Alternate
   B.  Providing opportunities to learn skills for teaching and training and other communication skills for the technology-intensive managed care and health systems environments. Responsibility:  Education and Credentialing Committee, Program Committee
   C.  Providing opportunities for general leadership skills that could be used in any institutional environment.  Responsibility:  Education and Credentialing Committee, Program Committee


VI.     Organization—The Philadelphia Regional Chapter maintains a continuous strategic planning process to provide necessary direction for the Chapter and ensure the Chapter's continuing viability by:
   A.  Encouraging Chapter membership and participation by all health sciences librarians and information professionals in the Philadelphia Region
   B.  Assuring appropriate funding streams and financial support for the activities and work proposed by this document. Responsibility:  Chapter Board
   C.  Reviewing progress on this document at least annually and reporting results to membership.  Responsibility:  Chapter Board
   D.  Holding a third Chapter Retreat in 2002.  Responsibility:  Chapter Board.■

# Benchmarking Our Libraries and Services

In May 1999, the MLA Benchmarking Task Force began working on a new initiative to "define, develop, and evaluate … a web-based medical library benchmarking tool." Members of the Hospital Libraries Section of MLA may already have seen the in-depth article on this topic that appeared in the *National Network* (April 2000, p.15). At the MLA Annual Meeting in Vancouver, the Hospital Library Beta Test portion of the benchmarking initiative was launched. As Benchmarking Educator for the Philadelphia Regional Chapter, I would like to bring Chapter members up-to-date and urge your participation in this important project.

The goal of the Benchmarking Task Force is to compile useful data that hospital librarians can use in negotiating with administrators. This data will allow librarians to compare their most important operations to those of similar libraries in comparable institutions. Librarians can then improve their library's performance by adopting best practices of their benchmarking partners. Benchmarking can be used to prove the value of the library to upper management, thereby gaining improved support. Benchmarking can help increase a library's performance and improve its work processes. The end results of benchmarking can be a reduction of costs, improved customer service, and increased system efficiencies.

There is a beta version of the data collection tool available on MLA's home page. MLA needs 100 library profiles from hospital libraries in order to proceed with the project. Task Force members will only use the beta test information to test the reliability of the survey instrument; the data will not be tabulated or analyzed. I strongly encourage all hospital librarians to participate by entering the data requested. You will need both your MLA ID# and password in order to login. This information is found on the card that you received with your membership renewal or it can be obtained by calling headquarters at (312) 419-9094. Once at MLANET, click on "Benchmark Network Phase I" and login. Data is being collected in five areas, including institution and library profile, administration, public services, special services, and technical services. Participants should print out the Benchmarking Data Worksheets, gather the necessary information, and then go back online to enter the information. When I did this recently, it took only about 15 minutes to enter the data for my library.

It is anticipated that the Hospital Library Database will "go live" sometime this summer with full data collection, analysis and reporting. By Spring 2001, it is hoped that the project will be expanded to include academic and special libraries and services as well. Right now, it is up to the hospital librarians to ensure the future success of the initiative. Don't delay -- enter your data today!

If you have questions either about the benchmarking initiative or about how to enter the information, please do not hesitate to call or e-mail me. ■

*Marion Chayes*
*Chapter Benchmarking Educator*
**Chayes@amh.org**

# Many Thanks to Our Vendor Contributors!

Thank you!  Thank you!  Thank you to all the vendors who made contributions this year (1999-2000) toward our Chapter programs. For the first time, potential donors were contacted in the fall and offered continual publicity throughout the year once their donation was made. At each program, vendors who had contributed up to that date were given verbal and written thanks.  A big thank you for the combined total donation of $3,750  was offered at the annual meeting in April to all vendor contributors.

The following vendor friends of the Philadelphia Regional Chapter/MLA should be commended for their generous support.  Please thank your representatives from these companies when you next see them.

DIALOG
EBSCO
Elsevier Science
Faxon/RoweCom Academic Services
Allen L. Geiser & Sons
Health Sciences Libraries Consortium (HSLC)
Institute for Scientific Information (ISI)
J.P. Jay Associates, Inc.
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Majors Scientific Books
Medscape
Ovid Technologies
PALINET
Rittenhouse Book Distributors
SilverPlatter Information, Inc.
Swets Blackwell
Wert Bookbinders
■

*Marjorie Smink*
*Development Coordinator*
**smink@collphyphil.org**

# Education Grant Available

Are budget constraints in your institution discouraging you from pursuing continuing education courses or attending workshops?  Do you wish that you could ease the financial burden a bit in order to take a course?  If so, I'd like to remind you of a resource available

to Chapter members, which is the Chapter's Grant Program for Professional Development.

Twice a year, the Chapter offers one grant of up to $300 to a librarian or information scientist who is pursuing continuing professional education in the area of health sciences librarianship. The grant covers such things as registration fees for courses, programs, workshops, and conferences sponsored by professional organizations, graduate programs in library/information science, and colleges and universities. The application process is open to Chapter members with a graduate degree in library/information science or information systems, who are planning to take a CE, workshop or course that will enhance their professional development and/or help them to achieve their institutional objectives.  The application deadlines are **February 28 or August 28** of each year.

This is a wonderful opportunity and a benefit of your membership in the Chapter.  To find out more, or to apply for the grant, please check our Chapter web site or contact me by phone or at the e-mail address below. ■

*Patti Insetta-Rath*
*Past-Chair & Nominating Committee Chair*
*(302) 992-4021*
**patricia.m.insetta-rath@dupontpharma.com**

## Chapter Web Presence Undergoing Enhancements

Since 1996, the Chapter has maintained an increasing presence on the web. During this time we've added new pages and updated existing content while preserving a somewhat static design and organizational structure that accommodated a wide range of web browsers. Two years ago, the Membership Directory was introduced and this year members will be using the web pages to receive the *Chronicle*.

With more users having free and faster Internet access, and access to newer versions of web browsers, we felt that it was time for a change. Over the next few months, we plan to enhance our web presence by giving the pages a new appearance and by changing the organizational structure. We hope you like the new look and appreciate the revamped organization of the site.

A preview of the new home page only is available for members to view. When reviewing the page, please keep in mind that the links should be ignored. Design of lower level pages is currently underway and is not yet available for viewing. Your comments and suggestions regarding the new look are welcome and can be directed to Eric Delozier. ■

*Eric Delozier*
*Communications Committee Chair*
**epd103@psu.edu**

# Continuing Education for Fall – Save the Dates!

The Education and Credentialing Committee is already planning continuing education opportunities for this fall.  Mark your calendars now and watch the Chapter discussion list, Chapter web site, and your mail for further details and registration information. Upcoming courses include:

**Creating Web Pages**
September 15, 2000, 8:30 AM - 4:30 PM
W. W. Hagerty Library, Drexel University, Philadelphia
Frank Campbell, University of Pennsylvania
6 MLA contact hours (pending)

Through instruction and hands-on experience, learn HTML (Hypertext Markup Language), the code used to create web pages.  Learn about the tools and methods needed to produce web resources and create your own web site using either a text editor or an authoring tool.

**Licensing Electronic Resources**
October 6, 2000
Laurie Thompson, SUNY Upstate Medical University and Harry Youtt, UCLA
8 MLA contact hours

Currently each new electronic resource seems to come with a unique licensing agreement and knowledge of copyright is no longer adequate. This course is a primer on the nature of the contract process, negotiations, the intent and content of the digital license, its relationship to copyright law, and service delivery implications.

**The Allied Health Professions: Information Issues and Resources**
November 10, 2000
Betty Warner, Thomas Jefferson University, and Ellen Hall, University of Vermont-Burlington
8 MLA contact hours

Discover the current status of information needs for non-nursing allied health professionals and students.  Assess information resources and services, including books, journals, and Internet materials.  Discuss historical developments, current controversies, and forecasted changes. ■

*Andrea Horne*
*Education & Credentialing Committee Chair*
**horne2@mail.med.upenn.edu**

# TechnoHumanist Corner

Over 2,500 years ago, Sun Tzu, the Chinese general and military strategist, wrote a military treatise called *The Art of War*. In his first chapter, Sun Tzu stated that all war was based on deception. Little did he know that thousands of years later, his description could be applied to another war -- the one against computer viruses.

Computer viruses are making a lot of news these days. They damage our computer files with "love letters" or attack hand-held devices that display text. These attacks are invasions of our privacy and personal space. How serious a threat are computer viruses? What *are* computer viruses? Most importantly, how do we protect ourselves from them?

Are computer viruses a serious threat? From a financial point of view, the answer is "yes." Combating viruses is a very expensive undertaking. According to experts, billions of dollars have been spent writing and buying antivirus programs, dealing with "down" systems, disinfecting contaminated files, and restoring general staff morale. Are viruses the biggest threat to our files and computers? No--More computers and files are damaged as the result of power spikes, brownouts, accidentally deleting the wrong files, hardware/software bugs, and the "Oops" factor (Oops, I spilled the soda over my computer) than they are by viruses.

If you are wondering what the census is for the virus population, no one really knows. Viruses are only counted once they become known by infecting files. We do know that the majority of viruses are grown in labs by programmers for research purposes and are not released into the Internet.

What is a virus? A virus is a program that is designed to embed code onto an executable file. This is the point of infection. The harm this embedded code can do depends on how clever and malicious the programmer is. Once the infected file is executed, the virus replicates itself in every file the infected program interacts with or creates. This is all done without the permission or knowledge of the user.

Is a virus the same as a bug? No, a bug is usually badly written code. This code does not replicate itself. It is done without malicious intention. Many computer programs, peripherals and hardware come from the manufacturers with bugs. Once a bug is identified, the manufacturer usually corrects the bad code.

What triggers a virus? Remember at the beginning, I mentioned Sun Tzu and deception. Virus programming is all about deception. A virus programmer wants to see how far the virus can go before it is detected. Once the virus is detected, computer virologists can descend on the virus and effectively neutralize it. Therefore, virus programmers try to write viruses that are not easily detected. The virus programmer determines the virus trigger. The trigger can be almost anything ranging from a specific date (e.g., January 1, 2000), an event (e.g., Michelangelo's birthday - March 6), or just opening a file. While some viruses do infect every file which they interact with or create, others may skip some

files and infect every third or fifth file.  In this way, they avoid detection. Stealth viruses hide in sectors or memory of your computer to avoid detection by antivirus programs.  Others, such as the polymorphic viruses, slightly change their code each time they infect in order to avoid detection.  Viruses come in many flavors and colors.

What can you do to protect yourself?  First, always make sure you have back-up copies of your files.  If your files should get infected, all is not lost if you have back-up copies.  Second, make sure you have antivirus software.  There are several types of antivirus software, but the most popular are the viral scanning programs.  It is important to have the latest version of the program, as a scanning program is only as good as its "virus library."  An update program will probably give you protection against viruses from the recent pass.  However, it may not be able to protect you from the virus that was developed last week and is on the Internet today.  Often updates are available on the web soon after an attack.  Not all scanning programs are created equal.  Using two scanning programs might provide better protection than just using one.  Third, before opening, always scan any new or shared files or disks, downloaded files or attachments.  You may want to place your attachments, downloaded or shared files in special a separate folder to scan before opening.  It is not the e-mail message or the data on the file that triggers the virus.  It is the opening of the file or attachment that activates the virus.  Merely clicking on them can open most attachments and word processing documents.  This invokes the program and you get to see your document.  The sets of instructions embedded in the document, which allow you to invoke the program, are called macros.  Guess what -- there is a macro virus.  So, scan before opening your document.  Fourth, save your shared text files in Rich Text Format (RTF) or ASCII format.  Neither format saves macros and formatting information so you should be protected against spreading macro viruses.  Finally, if you suspect your machine is infected, call your systems or information technology person.  They will analyze the best way to deal with the situation.

I have barely scratched the surface of the virus topic.  To learn more about computer viruses, I recommend:
- CNET's Virus Alert! How to avoid getting one: http://coverage.cnet.com/Content/Features/Howto/Virus/ -- It is non-technical and easy to follow.
- Penn State's Part II: Viruses and Nasty Software: http://www.psu.edu/dept/cac/ets/projects/modules/virus_seminar/virusS-2.html
- The Computer Knowledge Virus Tutorial: http://www.cknow.com/vtutor/index.htm
- Stiller Research: http://www.stiller.com/
- Symantec AntiVirus Research Center's: http://www.symantec.com/avcenter/

Until next time, to paraphrase Spooky Mulder, "Scully, the Virus is Out There."

If you have any comments or topics for discussion in this column, please send them to me. ■

Carlos Rodriguez
rodrigue@pobox.upenn.edu

# Calendar

Who: The  Dialog Corporation
Information/Registration: 1-800-334-2564
http://training.dialog.com/sem_info/calendar/penn.html

Date: **July 19, 2000**
Time: 9 AM  –  4 PM
Topic: Biomedical Information Seminar
Instructor: Dan Segal
Cost: $140.00

Dates: **July 25, Aug. 3, Aug. 23, Sept. 12, Sept. 27**
Time: 9:00 AM – 12:30 PM
Topic: Search Basics using DialogWeb
Cost: $70.00

Date: **Aug. 16, 2000**
Time:  9 AM – 12:30 PM
Topic: Chemical searching for Non-Chemists
Instructor: Dan Segal
Cost: $70.00

Date: **Aug. 22, 2000**
Time: 9 AM. – 12:30 PM
Topic: Intellectual Property: Patent Applications
Instructor: Michael Sweeney
Cost: $70.00

Dates**: Aug. 24, 2000**
Time: 9:00 AM. –  4:00 PM
Topic: Beyond the Basics
Instructor: Louise Dagit
Cost: $140.00

Dates:  **Aug. 29, 2000**
Time: 9:00 AM. –  4:00 PM
Topic: Business Applications Seminar
Instructor: Louise Dagit
Cost: $140.00

Dates:  **Sept. 19, 2000**
Time: 9  AM – 12:30 PM
Topic: Business of Science
Instructor: Louise Dagit
Cost: $70.00

Date **Sept. 20, 2000**
Time: 9:00 AM – 4:00 PM
Topic: Pharmaceutical Information Seminar

Instructor: Dan Segal
Cost: $140.00

Date: **Summer, 2000**  (See below for specific dates.)
Who: Drexel University, College of Information Science and Technology,
Continuing Professional Education
Cost: Varies depending on course (range is $155 to $572)
Information/Registration:  Avis Taylor, 3141 Chestnut St. Phila. PA 19104
Phone: 215-895-1070/6361  Fax: 215-895-2494  http://www.cis.drexel.edu/grad/Cpe/page3.html

Dates/Topics:
> **July 17, 2000**  Dynamic Web Pages with Javascript
> **July 18, 2000**  HTML III : Cascading Style Sheets
> **July 20, 2000**  Fundamentals of Data Warehousing for Executives
> **July 21, 2000**  Walking a Fine Line: Teaching Web Research Skills
> **July 24, 2000**  Web Page Graphics and Design with Adobe Photoshop
> **July 27-28, Aug. 3-4**  Supporting Inquiry Learning with Web-based Technology
> **July 31, 2000**  XML: Creating Your own Mark-up Language
> **Aug. 7-11**  Web-based Instructional Design for Librarians and Teachers
> **Aug. 7-11**  Building Virtual Libraries

Date: **August 24, 2000**
Time: 9:30 AM – 12:30 PM
Who: Health Sciences Libraries Consortium
Topic: Web Page Design Using Microsoft FrontPage 98
Location: HSLC training room, 3600 Market St., Suite 550, Philadelphia
Cost: $75 (members); $100 (non-members)

Date: **July 15-20, 2000**
Who: American Association of Law Libraries 93rd Annual Meeting  & Conference
Location: Pennsylvania Convention Center, Philadelphia
Cost: $370.00
Information: www.aallnet.org     312-939-4764

Dates: **Aug. 8, 2000; Sept. 20, 2000, Oct. 31,2000**
Time: 9 AM – 12 PM
Who: Factiva (Dow Jones/Reuters)
Topic: Dow Jones Interactive Seminar
Cost: Free
Instructor: Brian Demarchi
Information/Registration: http://ask.djinteractive.com/training/training.htm
Phone: 215-656-8272

Date: **September 15, 2000**
Time: 8:30 AM - 4:30 PM
Who: MLA Phila. Chapter, Education and Credentialing Committee
Topic: Creating Web Pages
Location: W. W. Hagerty Library, Drexel University, Philadelphia
Instructor: Frank Campbell, University of Pennsylvania
Information:  Andrea Horne: horne2@mail.med.upenn.edu

Date: **Oct. 5, 2000**
Time: 9 AM – 3  PM
Who: Factiva (Dow Jones/Reuters)
Topic: "BootCamp" for Dow Jones Interactive
Cost: Free
Instructor: Brian Demarchi
Information: http://ask.djinteractive.com/training/training.htm
Phone: 215-656-8272

Date: **October 6, 2000**
Who: MLA Phila. Chapter, Education and Credentialing Committee
Topic: Licensing Electronic Resources
Instructors: Laurie Thompson, SUNY Upstate Medical University and Harry Youtt, UCLA
Information: Andrea Horne:  horne2@mail.med.upenn.edu

Date: **November 10, 2000**
Who: MLA Phila. Chapter, Education and Credentialing Committee
Topic: The Allied Health Professions: Information Issues & Resources
Instructors: Betty Warner, Thomas Jefferson U. and Ellen Hall, U. of Vermont-Burlington
Contact: Andrea Horne:  horne2@mail.med.upenn.edu ■

## Treasurer's Report

The Philadelphia Regional Chapter/MLA Quicken account, as reconciled with the May 2000 Mellon Bank account statement, has a balance of  $11,503.91. ■

*Barbara Shearer*
*1998-2000 Treasurer*
**barbara.shearer@mail.tju.edu**

# *Chronicle* Editors and Staff

The *Chronicle* is co-edited by:

Karen M. Albert (*primary editor for this issue)*
Director of Library Services
Fox Chase Cancer Center
Talbot Research Library
7701 Burholme Avenue
Philadelphia, PA 19111
215-728-2710/Fax: 215-728-3655
Internet: **km_albert@fccc.edu**
-------------------------------------------------
Linda M. G. Katz
Library Coordinator
MCP Hahnemann University
Florence A. Moore Library of Medicine
3300 Henry Avenue
Philadelphia, PA 19129
215-842-6910/Fax: 215-849-1380
Internet: **linda.katz@drexel.edu**
-------------------------------------------------
Nancy Calabretta
Reference Librarian
Cooper Hospital/University Medical Center
Reuben L. Sharp Health Science Library
1 Cooper Plaza
Camden, NJ 08013-2521
856-342-2522/Fax: 856-342-9588
Internet: **calabret@umdnj.edu**
-------------------------------------------------
LETTERS TO THE EDITORS AND
CONTRIBUTIONS OF ANY KIND ARE
STRONGLY ENCOURAGED.
-------------------------------------------------
Submit member and library news to:
Linda M.G. Katz  (see address, etc. above)
-------------------------------------------------
Submit calendar items to:
Nina Galpern
Librarian
Fox Chase Cancer Center
Talbot Research Library
7701 Burholme Avenue
Philadelphia, PA 19111
215-728-2710/Fax: 215-728-3655
Internet: **nf_galpern@fccc.edu**
-------------------------------------------------

Submit items for the TechnoHumanist Corner to:
Carlos Rodriguez
Medical School Liaison
University of Pennsylvania
Biomedical Library
36th Street and Hamilton Walk
Johnson Pavilion
Philadelphia, PA 19104-6060
215-898-9610/Fax: 215-573-2075
Internet: **rodrigue@pobox.upenn.edu**
-------------------------------------------------
Address questions regarding Chapter Listserv to:
Kevin Block (Listserv Manager)
Reference Librarian
MCP Hahnemann Library
3300 Henry Avenue
Philadelphia, PA  19129
215-842-6916/Fax: 215-849-1380
Internet: **kblock@drexel.edu**
-------------------------------------------------
Address questions regarding Chapter Homepage to:
Eric Delozier
Associate Librarian
Penn State Harrisburg
Library
351 Olmsted Drive
Middletown, PA 17057
717-948-6373/Fax: 717-948-6381
Internet: **epd103@psu.edu**
-------------------------------------------------
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Computer Specialist, Florence A. Moore
Library of Medicine, MCP Hahneman University,
and integrated into the Chapter web site by Eric
Delozier, Associate Librarian, Library,
Penn State Harrisburg.
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**The next deadline is October 1, 2000.**