



the Chronicle

Philadelphia Regional Chapter
Medical Library Association, Inc.

the Chronicle

Volume 28, No. 1, Winter 2010

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From the Chair



Wow! Have you found yourself humming the tune “Let it Snow,” as I have? With record-setting snowfall, 2010 certainly has supplied plenty of “winter wonderland” so far. And, while the snow may have kept us indoors—and often telecommuting—this period of quiet has

Cynthia McClellan provided the opportunity to recharge. For me, the winter has provided the time to clear out some clutter, complete existing projects, learn a few new things, and also to consider and plan new undertakings. And although (as of this writing) we are still chilled by Punxsutawney Phil’s shadow, the first inklings of spring are all around. To the first fat robin I saw in my yard last week, to the commencement of the Flower Show, it surely won’t be very long before our crocuses start popping up.

It is my pleasure to report that the Board has discussed the topic of merger with another MLA Chapter at length. We were

unanimous in our desire to remain as we are for the foreseeable future. While we may be a small chapter, we are certainly a unique and lively organization, headquartered in a historically significant location, abundant in healthcare information resources and leaders.

In other Board news, we welcome Christina Daley to the Board (Director, Health Sciences Library at Lancaster General Health) as Development Co-Chair. Christina volunteered for this position in response to a request from Development Chair Ellen Justice in advance of her maternity leave. Thanks to you both for your contributions, and for coordinating the sharing of these duties. (And of course, we all extend Ellen and her family the happiest of wishes with their new bundle of joy!)

I also want again to say how much I appreciate our Board members for all of their “thankless” work. Their innumerable “behind the scenes” efforts greatly benefit our Chapter. I am very grateful for everyone’s recent hard work on revamping our organizational Policies & Procedures Manual as a dynamic wiki. Progress on updating this publication is moving swiftly, and we

anticipate that it will be very helpful to us and to future Boards of Directors. Sincere thanks to all of you!

Additionally, I am pleased to report that:

- The final financials on 3 by the Sea have been issued. An astounding \$18,150 was gained in overall profits, translating to \$3993 (22%) for our Philadelphia Chapter—a very nice boost to our Treasury!
- We are offering a \$500 Continuing Education grant this year to one of our members.
- We were able to contribute \$2000 in support of the Middle Atlantic Region of NN/LM's important study on "The Value of Library and Information Services in Patient Care."
- Furthermore, we have pledged our support and participation for an upcoming series of MAR Leadership Institutes, to be coordinated among three Mid-Atlantic Region Chapters: NY/NJ, UNY/OC (Upstate New York and Ontario Chapter) and our Chapter. Anne Seymour will serve on the Planning Committee. (Details will follow as they become available.)

In closing, I would like to remind you to visit [MLAPhil.org](http://www.mlaphil.org) for updates and events. We will be hosting an MLA Distance Education Webcast on March 24th, entitled "Understanding the Electronic Health Record Maze and Health Sciences Librarians' Roles" <http://www.mlaphil.org/wp/ce/2010/02/18/ehr-webcast-will-be-march-24th/> . We will also be posting details on our upcoming Annual Meeting, which is shaping up to be an informative and sumptuous event. And, as ever, I urge you to become involved through volunteering with our organization. It's a great way to do something worthwhile for our profession, and to get to know some of your wonderful colleagues. Curious? I welcome any questions you might have—feel free to contact me any time.

Wishing everyone a safe and happy winter's end, and a wonderful new spring beginning (soon)!

Cynthia McClellan
Chair, 2009-2010

SAVE THE DATE! April 27, 2010

The 59th Annual Business Meeting and Reception of the Philadelphia Regional Chapter of the Medical Library Association will be held on Tuesday, April 27, 2010 at the College of Physicians of Philadelphia. For updates, please consult the website <http://www.mlaphil.org> or the email discussion list, mlaphil-l

<http://www.mlaphil.org/wp/15/communications/#mlaphil-l>.

From the Editor



'Tis the season around here at mlaphil: the season of learning, that is. Please be sure to consult the Calendar and articles regarding upcoming educational events. And if you attend an event, whether sponsored by our Chapter or anyone else, and would like to write about the program for the *Chronicle*, please contact me. Articles only need to be 1-2 pages long and are due the week after the event, so that you can still read your notes and your memory hasn't faded.

Speaking of the Calendar, thanks to Sheryl Panka-Bryman who stepped in as guest editor of the Calendar for this issue while Janet Clinton is out on medical leave. Best wishes for a speedy recovery, Janet.

This is also the season of deadlines: Please be sure to submit your nominations for chapter awards and grants to the nominations team chaired by Etheldra Templeton. Awards will be presented at our Chapter's Annual Meeting in late April.

Events like Continuing Education activities and our Annual Meeting are often made possible by the generous donations of sponsors. Christina Daley provides the development report in this issue. Christina is stepping in, as Ellen Justice is busy with a "special project" of her own—read all about it in Member & Library News, edited by JoAnn Babish.

Our Chapter is helping to support a research study regarding the value of library and information services inpatient care. An update on the project, undertaken by the Middle Atlantic Region of NN/LM, is provided herein.

Nationally, you can apply to become an official blogger for the MLA '10 Annual Meeting. You can also find out who else will be attending and make contact with individuals with similar interests using the CrowdVine social networking tool provided by MLA.

You can also get involved in the many special Sections of MLA, such as the Medical Informatics Section described by Jeanette de Richmond in this issue. And to manage the research you might do regarding informatics (or any other topic, for that matter), check out Evernote, explained by our very own TechnoHumanist, Carlos Rodriguez.

Welcome to new member and soon to be new librarian Gina Cacace, who is profiled in this issue. If you have a particular interest in being profiled, let us know, whether you are a new member or not.

And if you have any interest in helping out on the *Chronicle*, let me know. We can always use folks to help us edit photos or upload photos and articles to the website. Our particular need is for someone to take the web material and format it newsletter-style. If you have those skills, contact me or Gary Kaplan, our webmaster.

Rachel

**The deadline for the next issue of the
Chronicle (Volume 28, No. 2) is July 1, 2010**

Seeking Chapter Award Nominations and Educational Grant Applications



The Nominating Committee seeks member recommendations for 2010 Chapter Awards. Award and grant descriptions and application forms are posted on the Chapter website <http://www.mlaphil.org/wp/15/grants-and-awards/>. Recommend an admired colleague or your deserving self.

Nominating Committee members are Etheldra Templeton (PCOM), Barbara Kuchan (Temple), and Gary Childs (Drexel).

Send recommendations to etheldrat@pcom.edu. **The deadline for award suggestions and completed applications is Monday, March 15th.**

- **Beatrice Davis Education Award** provides an award of \$600 to a student pursuing a career in health science librarianship.
- **Grant Program for Professional Development** provides a grant of up to \$500 to support a librarian's continuing education in health science librarianship.
- **Randy Brenner Memorial Consumer Health Award** is given to an individual or group in recognition of outstanding contributions to consumer health information services and patient education.
- **Robert Preston Lee Memorial Award** is given to an individual (or group of individuals) in recognition of outstanding contribution in the application of technology to the delivery of technical services.

Please contribute your ideas. The awards are a great opportunity to honor special individuals in our accomplished membership.

Etheldra Templeton
Nominating Committee Chair/Parliamentarian, 2009-2010
215-871-6486
EtheldraT@pcom.edu

Now's the Time to Register for Local CE Events

The MLA Webcast **Understanding the Electronic Health Record Maze and Health Sciences Librarians' Roles** will be presented on **Wednesday, Mar. 24, 2010** from 1:30 PM – 4:30 PM at the iSchool at Drexel University (Rush Building, Room 014, 3141 Chestnut Street, Philadelphia, PA.) Our chapter is partially subsidizing the cost for MLA/SLA members. You can earn 3 Continuing Education Units for attending. Registration costs are \$30 for non-members, \$20 for members, and \$10 for students/retirees/those between jobs. See <http://www.mlaphil.org/wp/ce/2010/03/03/registration-is-open-for-ehr-webcast/> for details.

Free PubMed Training will be presented by the National Networks of Libraries of Medicine on **Friday, Apr. 23, 2010** from 8:30 AM – 5:00 PM at Thomas Jefferson University (Edison Building, 130 South 9th St., Philadelphia, PA). You can earn 7.5 MLA Continuing Education Units. See <http://nmlm.gov/ntcc/classes/index.html#class1> for [details](#), and check our website [to register](#): <http://www.mlaphil.org/wp/ce/2010/03/04/registration-is-open-for-pubmed/>.

Questions? Contact Jeanette de Richemond, CE chair, jderichemond@gmail.com, 215-262-3725.

CAPHIS Outstanding Consumer Health Information Service Award

The CAPHIS Outstanding Consumer Health Information Service Award is presented annually by the Consumer and Patient Health Information Section of the Medical Library Association in recognition of outstanding contributions to the field of consumer health librarianship. The recipient of the award will be presented

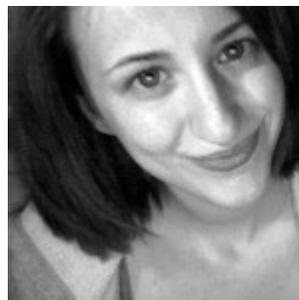
with a plaque and a \$500 cash award at the CAPHIS business meeting at the MLA annual meeting.

Nominations are being sought for this individual achievement award. It is preferred that nominees be members of MLA and CAPHIS. Nominations may be made for overall distinction or leadership in the field of consumer health librarianship, for the production of a definitive publication related to consumer health librarianship, for the development of an extraordinary national information resource on consumer health, and for any other achievements in consumer health librarianship deemed appropriate by the CAPHIS Board and the CAPHIS Award Committee. Nominations should be sent to the chair of the CAPHIS Award Committee (Steven Douglas, <sdouglas@hshsl.umaryland.edu>) by email attachment. Please include "CAPHIS Award" in the subject line. Please contact Steven for important nomination information and forms.

NOMINATIONS MUST BE RECEIVED BY APRIL 1.

Meet Your Fellow Chapter Member: Gina Cacace

edited by Sheryl Panka-Bryman



Gina Cacace

Please talk about your current professional position. Describe what you do and for which organization.

I am the Circulation Clerk at the Hahnemann Library in Center City. We are part of Drexel's Health Sciences Libraries and serve the Hahnemann Hospital staff, Drexel students and faculty, and the public. I am responsible for shelving as well as assisting patrons at the circulation desk.

What is your past professional experience?

My first job out of high school was working at a small family practice office. I implemented the digitization of its patient

records. I worked in the basement and the scanner often jammed, but I saw the benefit of my work—a more efficient office and better patient care. I spent most of my undergraduate years tutoring math and working in computer labs, where I developed a love of technology.

What do you find most interesting about your work?

The best part about working in a health sciences library is that you get a feeling that the work you do is very real. When you help students find test prep books, and later hear of their successful completion of USMLE Step 2, or assist a doctor or resident with finding books on a particular subject, you know your work has had a real life impact.

What qualities or traits do you find most helpful in your work?

Working at the circulation desk takes patience, attention to detail and a desire to help. My goal is to have each patron leave the desk with a book or some other bit of information that will help them.

If you weren't a librarian, what else can you imagine yourself doing?

I'm not yet a librarian (I graduate from Drexel's iSchool with an MLIS concentration in Digital Libraries in 2011) but I could also see myself as a teacher or a blogger (dream job!).

What do you do for fun?

Most of my free time is spent on my coursework in Drexel's MLIS program, but I try to carve out time to sew, cook with my mom back home in NJ, hike with my boyfriend (mostly in the Pine Barrens) and play fetch with my kitten, Eleanor Roosevelt.

Is there anything about you that others might be surprised to know?

I was once kicked out of a library! I wrote about it on my personal blog: <<http://www.itonlythat.com/2009/08/why-libraries-are-awesome.html>>

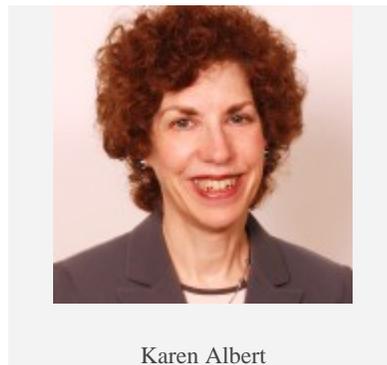
Why would you encourage members to become actively involved in the Philadelphia Regional Chapter?

Since I am a new member, I am not too familiar with the activities of the Philadelphia Regional Chapter. I'm looking

forward to learning more about the work you all do and how I can help!

Member & Library News

Edited by JoAnn Babish



Karen Albert

Karen Albert, Nitika Gupta, Teresa Mason and Purvi Mehta, published a chapter entitled “A Rough Ride at the Theodore Roosevelt Cancer Center,” in **Transforming Health Care Through Information: Case Studies**, edited by Laura Einbinder et al.; 3rd ed. New York, Springer: pp. 29-45. Karen accepted a position in September, 2009 as the Library Director at Philadelphia University's Paul J. Gutman Library. Prior to that she was Library Director at Fox Chase Cancer Center for 20 years, the last year of which she was Senior Director for Education and Information Services.



Ellen Justice, Robert, and Carson

Conrad Carson Lane, son of **Ellen Justice** and Robert Lane, was born at 1:14 AM on Sunday, 2/7/2010. He weighed 6 pounds, 10 ounces and has strawberry blonde hair and blue eyes!

Congratulations! Ellen is a Medical Librarian at the Lewis B. Flinn Medical Library at Christiana Hospital.



Rebecca Landau

Rebecca Landau recently published the article “Solo Librarian and Outreach to Hospital Staff Using Web 2.0 Technologies” in *Medical Reference Services Quarterly*, (2010), 29:75-84.



Susan LaValley

Susan LaValley joined the Ginsburg Health Sciences Library at Temple University as the Education Services Librarian on February 8, 2010. In this new position, she will be responsible for the design, marketing, and delivery of library instructional services and the coordination of virtual and in-person training programs on the health sciences campus. Susan earned her MLS from the State University of New York at Buffalo. She joins Temple from the Delaware Academy of Medicine, where she was the Consumer Health Librarian. Prior to that, she worked in the reference department at the Health Sciences Library at SUNY Buffalo.



Beth Lewis

Beth Lewis was appointed Director of Library Services at the Talbot Research Library of Fox Chase Cancer Center in September, 2009. She has been employed at the library for 20 years; first as Assistant Librarian, then Librarian, and then Librarian and Archivist.



Cynthia McClellan

Cynthia McClellan accepted a position last December as Jefferson Project Librarian, Cheyney University through the Leslie Pinckney Hill Library at Cheyney University of Pennsylvania. This grant-funded position runs through May. Cynthia is creating, expanding and integrating library resources to support students in the sciences, both on campus and during outside internships. She is also developing online resource guides (LibGuides software) as well as real-time learning experiences for students and faculty, and collaborating with Cheyney and Jefferson faculty to develop effective strategies for creation of a lasting, highly relevant tool that will empower the students to become more confident and capable researchers.



Jeanette de Richemond

Neal-Schuman has signed a contract with **Jeanette de Richemond** to write the **MLA Guide to Information Resources in Heart Disease**. Currently, Jen is writing her dissertation. Her research focus is assessment of “enough” information by physicians. She has and will present related posters and presentations at the Association of Information Science and Technology Annual Conference in Vancouver in November 2009; Association of Library and Information Science Education in Boston in 2010, and iConference 2010 Annual Meeting at University of Illinois in Urbana/Champaign, Urbana, IL in February 2010. In March 2010 Jen will also be presenting posters at NEGEA Annual Retreat at the University of Connecticut School of Medicine in Farmington, CT. The Northeastern Group on Educational Affairs (NEGEA) is one of four regional groups of the Association of American Medical College’s Group on Educational Affairs); and in May 2010 she will provide a lightning presentation at the MLA Annual Meeting in Washington, DC. For more information on her academic work, see [“Academic de Richemond” blog](http://jeanettederichemond.wordpress.com/) at [<http://jeanettederichemond.wordpress.com/>](http://jeanettederichemond.wordpress.com/). Lastly, Jen has accepted an invitation to serve as a member of the *JMLA* (*Journal of the Medical Library Association*) Editorial Board.



Mindy Robinson-Paquette

Mindy Robinson-Paquette has been elected Secretary/Treasurer of the International Cooperation Section (ICS) of MLA, taking office in May 2010. She currently serves as ICS Membership Chair. She has also been selected as the Nominee to the MLA Nominating Committee by the Corporate Information Services Section.

Mindy has also agreed to serve as Moderator/Facilitator for the panel “Best Practice: Marketing Information Services and Outreach” at SLA’s Division of Pharmaceutical and Health Technology Division meeting, *Demonstrating Your Value: What’s in Your Toolbox?*, April 11-13 in Philadelphia.

Update: The Value of Library and Information Services in Patient Care

Greetings to the library groups that so generously funded the survey portion of the study to be undertaken by the Middle Atlantic Region of NN/LM– “The Value of Library and Information Services in Patient Care.” We want to give you an update on the current status of this project and we look forward to keeping you informed as the study progresses.

Background

The goal of the “Value of Library and Information Services in Patient Care” initiative is to develop and implement a research study to measure the value of the health sciences library, library services, and librarians on clinical decision making and patient care outcomes. From a discussion at a November 2006 meeting of the Regional Advisory Committee (RAC) of the Middle Atlantic Region, National Network of Libraries of Medicine (NN/LM), emerged the issue of establishing the value of health sciences libraries to administrators in hospitals, academic health sciences centers and other organizations where librarians work.

In the RAC discussion the “Rochester study” [“The impact of the hospital library on clinical decision making: the Rochester study.” *Bull Med Libr Assoc.* 1992 Apr; 80(2):169-78] was mentioned as an influential, highly-cited (109 times) piece of research that was now seriously out of date. The Regional Advisory Committee recommended moving forward with planning a new study based on the original Rochester study, but updated for the present day. [See: “Measuring the value and impact of health sciences libraries: planning an update and replication of the Rochester Study.” *J Med Libr Assoc.* 2009 Oct;97(4):308-12.]

The Value Study Planning Committee is comprised of members of NN/LM and researchers at the University of North Carolina at

Chapel Hill (UNC). Julia Sollenberger, (principal investigator), Karen Brewer, Susan Cavanaugh, Kathel Dunn, Sharon Easterby-Gannett, Mary Lou Klem, Lynn Kasner Morgan, and Kate Oliver comprise the NN/LM members. We have developed a research plan in consultation with Joanne Marshall, now on the faculty of the University of North Carolina (UNC) School of Information and Library Science, and one of the original authors of the Rochester study. The other UNC members are: Jennifer Craft Morgan, Susan Rathbun-Grubb, and Cheryl Thompson. The plan is to reproduce the original study in the current environment, and to include as many hospitals as possible in the MAR region. The survey is to be administered by a private survey company and analyzed by the research group at UNC.

A Problem

Funding for the entire study (just over \$144,000) is coming from the MAR program, which is itself funded through the National Network of Libraries of Medicine (NN/LM). However, in the spring of 2009 the National Library of Medicine alerted us to a potential problem—all surveys funded by government agencies (including NLM) must be approved by the US Office of Management and Budget, (OMB), and this process would delay the study by at least 12 months. The only time-saving solution seemed to be funding the survey itself (the programming and administration of the survey by an independent survey company) with non-NLM funds, which would alleviate the need to get OMB approval. The actual cost of conducting the survey is approximately \$18,000.

Library Groups Save the Day

Through the generosity of twelve different regional and national library groups, financial support for conducting the survey was secured. By October 2009, the following groups had agreed to contribute to this important initiative: the Hospital Library Section of the Medical Library Association, the NY/NJ Chapter of MLA, the Philadelphia Regional Chapter of MLA, the Upstate New York and Ontario Chapter of MLA and all eight of the New York State Reference and Research Library Resources Councils.

Where We Are Now?

Thanks to the generous support of these groups, we are now at a point where the study will soon be implemented. The planning committee has completed survey development and a handbook for the study participants; the research plan is going through the

UNC Institutional Review Board; and the survey will soon be pretested. We expect to implement a pilot in the spring of 2010; libraries in the MAR Region will be contacted soon as we begin to recruit pilot participants. The actual survey will begin in late summer. The research team is very busy, but excited to be so close to implementation. We are grateful for your show of support and look forward to sharing more progress updates. Please stay tuned! For [further information on the project](#) see the MAR website: <http://nnlm.gov/mar/about/value.html>.

Julia Sollenberger, MLS, AHIP, FMLA
Principal Investigator
Value of Library and Information Services in Patient Care Study
Middle Atlantic Region, National Network of Libraries of Medicine and Assoc VP and Director, Medical Center Libraries and Technologies
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Julia.Sollenberger@urmc.rochester.edu

Be Bold—Blog!



The official [MLA '10 Conference Blog](#) is up at <http://npc.mlanet.org/mla10/> and YOU are invited to be an official blogger. This is a great opportunity to hone your writing skills and earn AHIP points. Visit the blog for more information and an [application](#):

http://npc.mlanet.org/mla10/?page_id=34.

But hurry, the deadline is **Tuesday, April 20, 2010**.

Gary Kaplan
Senior Librarian, Information Services
Scott Memorial Library
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215-503-7676
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Get CONNECTED before the MLA Annual Meeting

The **MLA '10** National Program Committee has set up a network in CrowdVine for MLA members to connect with other participants at MLA's Annual Meeting and Exhibition, **Reflect & Connect** in Washington, D.C. May 21-26, 2010. CrowdVine is a

simple and powerful social network tool customized for MLA '10 that helps participants to interact before, during, and after the conference. After registering with [Crowdvine](http://mla10.crowdvine.com/) <<http://mla10.crowdvine.com/>>, set up a profile including your photo, affiliations, interests, and topics of interest. Members can also incorporate RSS feeds from another blog, photo stream, or social bookmarking site. There is a discussion wall for all participants, or you can send private messages to registered colleagues. The real power of the service is its ability to identify participants who share common interests so that they can seek out and meet, in person, at the conference.

Keep your eyes on the [MLA 2010 Annual Meeting and Exhibition site](http://www.mlanet.org/am/am2010/) <<http://www.mlanet.org/am/am2010/>> and the official [MLA'10 Blog](http://npc.mlanet.org/mla10/) <<http://npc.mlanet.org/mla10/>> for updates as the conference nears. Watch for information on the all new Conference Community that will enable all of us to connect before, during and after the meeting as well as to share more of the meeting content.

Connie Schardt
President, Medical Library Association

About MLA's Medical Informatics Section

by Jeanette de Richemond



What We Do

The Medical Informatics Section (MIS), established in 1988, provides a forum for education and communication among medical librarians, health professionals and other information sciences professionals. Although definitions vary, medical informatics focuses on broad-based computer applications involved in the transfer of information for health care and for the education, research, and administration that support it.

MIS section has a blog, an email discussion list, and other resources, such as *Self-Education on Medical Informatics*, a

special project of the Section. See <<http://www.medinfo.mlanet.org/index.php>> and <http://www.medinfo.mlanet.org/self_ed.php> for more details.

Jeanette de Richemond, MLA MIS Membership Chair
jderichemond@gmail.com

TechnoHumanist Corner: Evernote

by Carlos Rodriguez



One of the most difficult things about doing research in the 21st century is keeping your information organized. Before the advent of the World Wide Web, organizing our research was relatively easy: we wrote our research information on index cards and kept copied articles in file cabinets. The Web complicated information organization by providing us with resources which could neither be placed in a file cabinet nor captured on an index card, such as web pages, and digital copies of PDF documents, videos, sound, and other files formats. Today, when I am doing research for an article or a presentation, I might do a database search and store the search results and any accompanying resources in RefWorks or EndNote Web. Next, I surf the Web searching for information on blogs or other types of websites. I use Delicious, the social bookmarking service, to bookmark and tag the sites for future use. Any information snippets or web page snapshots captured from the sites are placed in Zotero. Although Zotero is great for capturing web information, it is browser-based rather than web-based and restricts me to a computer and browser that has Zotero. If I have any random thoughts on the topic, they might be written on paper, saved online via Google Docs, or saved on my computer using Word. Finally, the presentation or article is written using Google Docs. As you can see, my dilemma is that since my research information is scattered over several products rather than in one program, accessing it is time-consuming and cumbersome. I need a digital file cabinet that will hold all or most of my information.

Recently, one of my colleagues introduced me to [Evernote](http://www.evernote.com/) <<http://www.evernote.com/>>, a digital notebook that fulfills many of my needs. This program has some of the features of the products I just mentioned above. Evernote uses cloud computing to provide its service. In a cloud computing model, a service provider provides the application and holds the data, which the end user can freely access from anywhere. An example of a service cloud computing model is Google Docs. The Evernote cloud model not only takes advantage of this model to store data and perform tasks, but it also lets you work offline.

How does Evernote work?

Evernote uses the concept of notebooks; think of them as folders. First, you create a notebook, then you add, edit or create additional notes with your comments and tags. A “note” is the information you have stored in your notebook. The information in a note can be anything. Evernote will capture just about everything regardless of the information format, including web pages, PDFs, images, snippets of web pages, handwritten notes, or text documents. For instance, I created a notebook title “Evidence-Based Medicine (EBM)” and added a note about the purpose of the notebook. Next, I created a note, which contained an image of the evidence pyramid, added a comment and the tags: jpeg, pyramid, evidence, hierarchy, etc. Other notes contain PDFs of EBM topics, and snapshots of EBM websites. Did I mention that I added my handwritten notes from an EBM lecture that I attended? I took my handwritten notes, scanned them, and uploaded them into my EBM notebook. In addition to the handwritten notes, I can also add e-mails. Evernote provides you with an e-mail account. When you send an e-mail to your Evernote account that adds your sent e-mails to your default notebook as a note.

I have stored a lot of information in my EBM notebook. However, I often need to retrieve information quickly, but I have too many notes to search each one. How can I retrieve from my notebook the information I need? All I need to do is search my Evernote notebooks. Evernote will search the text in the notes as well as their tags. When I say it searches all text, I really mean it. Evernote utilizes Optical Character Recognition (OCR) technology that enables it to search the handwritten notes as well as the text on images. For instance, I was looking for information on the levels of evidence so I entered “evidence” and “level” as my search terms. The search retrieved some of my handwritten

notes, several articles, and a couple of images, which contained the phrase “level of evidence.”

What do you need to use Evernote?

Aside from going to the Evernote site and registering for an account, all you need is an operating system. Evernote is portable and runs on a variety of systems and devices. It runs on PCs, Macs, online and mobile devices. You can use the Evernote web application with Firefox, Internet Explorer, Safari, and Google Chrome or the desktop program, which you can synchronize with the Evernote server. For mobile device users, Evernote will run on the iPhone, iPod Touch, Android, Blackberry (Storm, Curve and Bold), and the Palm Pre and Pixi. Mobile devices also can be synchronized with the Evernote server. My colleague has used Evernote on her smart phone and she has been very pleased with it. She snapped a picture of a lamp she has been seeking, then synced it to the server and researched it later.

There are two pricing tiers for Evernote service: free and premium. The main difference between the two tiers is the added value you get with the premium service. For instance, the free service has a monthly upload allowance of 40MB instead of 500MB. File synchronization is restricted to images, audio, ink and PDFs, while the premium service has no file type limitations. The free tier has standard security features, but the premium has SSL encryption, which is more secure. If you have the free tier, advertisements will be displayed on your screen. The premium tier costs \$5 per month or \$45 per year.

I hope you have a chance to try Evernote. If you do, let me know what you think. Until NX Time C U on the Web.

Carlos

Development Report

The members of the Philadelphia Regional Chapter of the Medical Library Association thank our sponsors who generously contributed thus far during the 2009-10 fiscal year. These sponsors help our members benefit from the valuable programming and educational opportunities that the Chapter offers throughout the year.

Currently, our sponsorship totals \$600.00.

The level and sponsors are as follows:

Gold Sponsors (\$500-\$749)

Rittenhouse Book Distributors

Bronze Sponsors (Up to \$299.00)

Exam Master

Be sure to visit our sponsors' web pages to find out more about their services and products. Conveniently, their sites are linked from the Chapter's "[Thank You to Our Sponsors](http://www.mlaphil.org/wp/15/thank-you-sponsors)" website page <<http://www.mlaphil.org/wp/15/thank-you-sponsors>>.

Respectfully submitted,

Christina Daley
Development Committee Chair [Acting], 2009-2010

Calendar

Guest Editor: Sheryl Panka-Bryman



A word about PALINET:

In April 2009 PALINET merged with SOLINET to create Lyrisis, a new library network. NELINET joined Lyrisis in October 2009. For course offerings and registration, now see <http://www.lyrisis.org/Classes%20and%20Events/Search.aspx>.

March 17, 2010

Webinar: Library Space: Planning for the Future

Sponsor: American Association of Law Libraries

Location: Virtual Event

Information:

<http://www.aallnet.org/calendar/eventdisplay.asp?eid=313&arc=no>

March 23-April 15, 2010

Upcoming e-Learning Webcasts from The Delaware Valley Chapter of the Association of College and Research Libraries

Superpower your Browser: Open Source Research Tools – March 23, 2010

Visualizing Data – March 30, 2010

Creating iGoogle Gadgets for your Library Users – April 6, 2010

Getting Started with the Mobile Web – April 15, 2010

Influencing without Authority – April 28, 2010

All webcasts will be held at 11 a.m. Pacific, 12:00 p.m.

Mountain, 1:00 p.m. Central, 2:00 p.m. Eastern, and are 90

minutes in length. Complete details and registration materials are online at

<http://www.acrl.org/ala/mgrps/divs/acrl/events/elearning/index.cfm>.

Questions should be directed to Margot Conahan at mconahan@ala.org, or call 312-280-2522.

March 24, 2010

MLA Distance Education: Now's the Time: Understanding the Electronic Record Maze and Health Sciences Librarians' Roles

Sponsor: Medical Library Association

Location: Virtual Event

Information:

<http://www.mlaphil.org/wp/ce/2010/03/03/registration-is-open-for-ehr-webcast/>

April 11-13

SLA's P&HT Spring Meeting

Sponsor: SLA's Division of Pharmaceutical and Health Technology

Location: the Sofitel in Philadelphia

Information:

<http://units.sla.org/division/dpht/meetings/spring2010/spring2010main.shtml> or contact Patrice Costa, pcosta@nejm.org

April 12 – 14, 2010

Computers in Libraries

Sponsor: Information Today, Inc.

Location: Hyatt Regency Crystal City:

2799 Jefferson Davis Highway; Arlington, VA

Information: <http://www.infotoday.com/cil2010/>

April 23, 2010, 8:30 AM – 5:00 PM

PubMed Training

Sponsor: National Networks of Libraries of Medicine

Location: Thomas Jefferson University

Edison Building, 130 South 9th St., Philadelphia, PA

Information: <http://nlnm.gov/ntcc/classes/index.html#class1>

Registration:

<http://www.mlaphil.org/wp/ce/2010/03/04/registration-is-open-for-pubmed/>

Questions? Contact Jeanette de Richemond, CE chair, jderichemond@gmail.com, 215-262-3725.

April 26 – 27, 2010

WebSearch University

Sponsor: Websearch University

Location: Hyatt Regency Boston

One Avenue de Lafayette; Boston, MA

Information: <http://www.websearchu.com/Spring2010/>

April 26 – 27, 2010

SCIP Training: Introduction to Competitive Analysis

Sponsor: Society of Competitive Intelligence Professionals

Location: Miami Dadeland

9090 South Dadeland Boulevard; Miami, FL

Information:

<http://www.scip.org/Training/EventsDetail.cfm?itemnumber=9766>

SAVE THE DATE: April 27, 2010

The 59th Annual Business Meeting and Reception of the Philadelphia Regional Chapter of the Medical Library Association will be held on Tuesday, April 27, 2010 at the College of Physicians of Philadelphia. For updates, please consult the website <<http://www.mlaphil.org>> or the email discussion list, mlaphil-l

<<http://www.mlaphil.org/wp/15/communications/#mlaphil-l>>.

May 6 – 7, 2010

Ninth Annual Health Literacy Conference: Health Literacy in the Real World: Programs and Solutions that Work

Sponsor: Institute for Healthcare Advancement
Location: Hyatt Regency
17900 Jamboree Rd; Irvine, CA
Information: <http://www.iha4health.org/default.aspx/MenuItemID/226/MenuGroup/Health+Literacy.htm>

May 14, 2010

ACRL/NEC Spring 2010 Conference

Sponsor: Association of College and Research Libraries New England Chapter

Location: College of the Holy Cross, Worcester, MA

Information: <http://www.acrlnec.org/springconf2010>

June 13 – 16, 2010

101st SLA Annual Conference

Sponsor: Special Libraries Association

Location: Ernest N. Morial Convention Center

900 Convention Center Blvd.; New Orleans, LA

Information:

<http://s36.a2zinc.net/clients/sla/sla2010/public/enter.aspx>

Ongoing Educational Opportunities

- DIALOG training workshops in the United States are now web-based. For upcoming classes: <http://training.dialog.com/>
- MAR Workshops Information & Registration: <http://nmlm.gov/mar/training/>
- NN/LM workshops—For locations, dates, topics, & registration: <http://nmlm.gov/ntcc/classes/schedule.html>
- Special Libraries Association webinars: <http://www.sla.org/content/learn/members/webinars/index.cfm>

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