



25th Annual Meeting

**Midcontinental Chapter
of the
Medical Library Association**

**Sponsored by
St. Louis Medical Librarians**

Holiday Inn-Clayton Plaza, St. Louis, MO
September 27-30, 1997
<http://medicine.wustl.edu/~slml/MCMLA97/>
(314) 289-6421 (Donna Locke or Ann Repetto)
Email: slml@medicine.wustl.edu

TEAM MCMLA 97, c/o Ruth Lewis
Washington University, Biology Library
Campus Box 1061
One Brookings Drive
St. Louis, MO 63130-4899

TEAM MCMLA 97

Preliminary Program

Friday, September 26, 1997

5-7 Registration/Hospitality
Holiday Inn-Clayton Plaza Gallery Hallway

Saturday, September 27, 1997

7-9, 1-2, 4:30-6:30 Registration/Hospitality
8-5 CE 1-CE 3 Courses. Times vary. Lunch on your own.
1-4 MCMLA Chapter Board Meeting
Evening Hosted Dinners - Optional

Sunday, September 28, 1997

7-9, 12:30-1:30, 4-6:30 Registration/Hospitality
8-5 CE 4-CE 8 Courses. Times vary. Lunch on your own.
5:30-8:30 Welcome Reception at Library Ltd.

Monday, September 29, 1997

6:30-7:30 Morning Walk sponsored by *Majors*
7-9 Registration
8:30-10 Keynote Panel on Managed Care: Jay Albertina, George Bo-Linn MD, James Kimmey MD
Judith Widdicombe, moderator
10:15-11 Response to Keynote Panel *Judith Widdicombe*
11-12, 1:30-2 Registration/Hospitality
11-12, 1:30-5:30 Exhibits Open
12-1:30 Lunch with the Exhibitors
Lunch Program: 1904 St. Louis World's Fair & Olympics *Julius Hunter*
1:45-3:15 Panel Discussion: Role of Publishers, Producers & Vendors in the Digital Age. Ovid Technologies, C.V.Mosby, & other participants to be announced. *Mark Frisse MD, moderator*
3:15-4 Break and time to visit Exhibits
4-5 Managing Change & Selling Yourself *David Zeiser*
5-7 Hospitality Table open
5:15-6 MCMLA Committee Meetings
Evening Dinner on Your Own or Progressive Dinner Tour-
information enclosed separately

Tuesday, September 30, 1997

7:30-8:30 NN/LM-MR Breakfast
8:45-10:30 MCMLA Business Meeting
MLA Representative Report *Jacque Doyle*
11-12:15 Bringing Groups Together: Negotiating Group Contracts *Barbara McFadden Allen*
12:30-2:30 Box Lunch & "Informationally Incorrect" Panel: Ken Oyer, Robert Pisciotta, Lisa Traditi, Linda Hulbert. *Ray Hartmann, moderator*
2:45-5 MCMLA '97, '98 & '99 Planning Committees

Speakers

Jay Albertina, Dir. of Managed Care, Washington Univ. School of Medicine

Barbara McFadden Allen, Dir., Center for Library Initiatives, Committee for Institutional Cooperation (CIC)

George Bo-Linn MD, Vice Pres. of Unity Health Systems

Mark E. Frisse MD, Assoc. Dean of Academic Information Management, Dir., Bernard Becker Library, Washington Univ. School of Medicine.

Ray Hartmann, Publisher & editor of *The Riverfront Times* newspaper & panelist on the local PBS TV program, Donnybrook.

Linda Hulbert, Ass't Dir., Health Sciences Library, Saint Louis Univ. Health Sciences Center

Julius K. Hunter, Senior Anchor for KMOV-TV, St Louis (CBS Affiliate)

James R. Kimmey MD, Vice Pres., Health Sciences Center, Saint Louis Univ.

Ken Oyer, Dir., Hartigan Medical Library, Alegent Health/Bergan Mercy Medical Center

Robert A. Pisciotta, Ass't Dir., Collection Management, Archie Dykes Library, Univ. of Kansas Medical Center

Lisa Traditi, Head of Information Management Educ., Denison Memorial Library, Univ. of Colorado, Health Sciences Center

Judith Widdicombe, Project Dir., Family and Community Maintenance Organization

David Zeiser, Training and Motivation Consultant

Welcome Reception

Sunday evening's event will feature wonderful hors d'oeuvres, desserts, and beverages. There will be ample opportunity to greet colleagues and browse at Library Ltd., an exceptional bookstore 2 blocks north of the hotel. All bookstore purchases during the reception will be 10% off!!

Special Lunch Programs

Don't miss Monday's Lunch with Exhibitors and Julius Hunter. In Tuesday's lunch program, your colleagues will humorously tackle issues raised during TEAM MCMLA 97 programs in "Informationally Incorrect," a parody of Politically Incorrect and a St. Louis TV program, Donnybrook. Ray Hartmann, who regularly appears on Donnybrook, will moderate; panelists include Nebraska's Kenny G Oyer, Bob (*No Opinion*) Pisciotta, the Rocky Mountain's own Lisa Traditi, and St. Louis' talented, manicured, information maven, Linda Hulbert.

Continuing Education

For further information consult MCMLA97 web site or contact: Bridget Kowalczyk 314-991-4100 ext.119; fax 314-991-4101; kowalczy@medicine.wustl.edu

CE 1: Online Resources for Medical & Healthcare Statistics Saturday, 8 am - 5 pm (8 MLA contact hours)

Instructor: Bonnie Snow, Knight-Ridder Information, Inc.

"How much" and "how many" questions, those requiring incidence, prevalence or utilization rates related to medical and healthcare topics, typically induce fear of failure or frustration among information professionals. This course will review the vocabulary of statistical requests and resources and provide an overview of major data collection agencies and their hardcopy publications. Building on this foundation, discussion of sample searches will highlight special indexing features in online databases that can provide access to morbidity and mortality, costs and expenditures, rate of utilization, epidemiologic, manpower/resource demography, and pharmacoeconomics data. Group practicum exercises will reinforce selection and strategy formulation skills. Intended for experienced information professionals, this workshop assumes familiarity with commercial search systems beyond MEDLARS.

CE 2: The Library as Overhead: Cost Analysis, Cost Recovery Strategies and Charging Back Saturday, 9 am - 4 pm (6 MLA contact hours)

Instructor: Cynthia W. Shockley, MLS, consultant

This course gives practical advice on how to conduct cost analyses (what data to collect and how to apply them), approaches to be used in determining a cost recovery strategy, what constitutes a fee-for-service, and how to structure one for their library's services.

The course outline includes: cost analysis, data collection for cost analysis, applying costs data to perform cost analysis, fee-for-service and pricing strategies. It is taught by lecture with several case studies and checklists accompanied by extensive handouts (including a bibliography.)

CE 3: Evidence-Based Medicine for Librarians: Panning for Gold Saturday, 8 am - 5 pm (8 MLA contact hours)

Instructor: Cindy Walker-Dilks, AHIP, Research Librarian, Health Information Unit, Dept. of Clinical Epidemiology Biostatistics, McMaster Univ.

Learn the principles of evidence-based medicine, an approach to clinical practice in which clinicians base their decisions and actions on appropriate evidence from research literature, in addition to expertise and patient circumstances. Discover the research approaches to therapy, diagnosis, etiology, and prognosis of medical conditions and illness. Explore MEDLINE search approaches for retrieving these types of articles in a live demonstration.

CE 4: Preparing a Business Plan Sunday, 8 am - noon *Instructor: Peggy Lambing, Univ. of Missouri, School of Business Administration*

Information professionals who want to learn and apply the techniques used by successful businesses to develop plans for the future of their organizations will benefit from this course. The course will cover what a business plan is and what should be included in a business plan. Some topics covered include: marketing, management & personnel, financing, and legal issues.

CE 5: Health Information Resources: Financial Issues and Challenges Sunday, 8 am - noon (4 MLA contact hours)

Instructor: Linda Hulbert, Ass't Director, Saint Louis Univ. Health Sciences Center Library

When workshop participants leave the room they will have:

1. A general understanding of budgeting for their institutions
2. Alternative budget formats they might use internally
3. A general understanding of the economics of journals, books, AVs, and copyright and licensing for electronic formats
4. Activities they can do to lower their expenses or enhance revenue
 - a. Negotiate independently or consortially with vendors
 - b. Move to an access over ownership model
 1. Collection evaluation methods
 2. ILL v. ownership costs
5. The skills to prepare for the electronic paradigm shift

CE 6: Dealing with Institutional Change

Sunday, 9 am - 11:30 am

Instructor: Sharon Peters, PhD, Management Consultant

Employees are regularly being asked to do things differently. Some people (very few) seem to embrace every change initiative with grand enthusiasm, some (a few) resist every marginal shift with loud fervor and utter refusal to do anything in any way other than the way it has always been done, and some (most) are instantly suspicious and slow to sign on.

Resistance to change often seems an insurmountable issue. But there are really only 10 reasons why people don't change. And we will explore them all, with an eye toward helping everyone overcome their own resistance patterns and also to give them the insights to help the organization initiate more effective ways of getting buy-in.

CE 7: Understanding Your Myers-Briggs

Sunday, 1 - 4 pm

Instructor: Sharon Peters, PhD, Management Consultant

The Myers-Briggs Type Indicator is used frequently in organizational improvement/team-building, to help people gain a greater understanding of themselves and a greater appreciation of people who process and approach things in ways that are different from their own ways. It is based on the work of Carl Jung, who said people develop preferences very early in life and these preferences are constant.

We will discuss the 4 dimensions, and how they apply to personal and work life, as well as how to balance your own preferences with those that exist with other people, and reduce the tension that people with opposite preferences often experience.

CE 8: Care and Feeding of Your Internet Training Program
Sunday, 1 pm - 5 pm (4 MLA contact hours pending)

Instructors: Nancy Ralston, Regional Projects Coordinator, NN/LM-MR; Lisa Traditi, Head, & Jeff Kuntzman, Librarian, both at Information Mngt. Educ. & Learning Resources Center, Univ. of Colorado Health Sciences Center, Denison Memorial Library

This workshop will give you valuable tips, techniques and tools for developing or enhancing Internet training programs at your institution. The skills that you learn will enable you to assist your patrons in becoming more proficient searchers of the Internet.

Location/Accommodations

Holiday Inn-Clayton Plaza
7730 Bonhomme Ave.

Clayton, MO 63105 314-863-0400

A room reservation card is enclosed. Conference rates are guaranteed until September 5th only. Clayton is located just west of St. Louis city limits, northeast of the intersection of Interstates 64 and 170.

Travel

The hotel offers free shuttle service from the airport; call from the bank of hotel phones in the baggage area. MCMLA has contracted with TWA for 5-10% discount airfares. To get this discount, call Brentwood Travel at 1-800-466-0024.

Meeting Confirmation/Cancellations

Registrations received before Sept. 5th will be confirmed by email. Receipts will be available at Registration check-in.

All cancellations or change requests must be submitted in writing, by email, fax or mail. Full refunds are guaranteed only until August 29th.

Extra Time?

Fall is a wonderful time in St. Louis. Clayton has some of the best restaurants in town. The Cardinals are at home Sat. & Sun., but arrange your tickets in advance! The optional Progressive Dinner Tour will visit 3 areas of town you may not have seen before, Laclede's Landing, Central West End & Bevo Mill area. Check the web site & Hospitality Table for more ideas.

TEAM MCMLA 97 Pre-Registration

Name: _____

Institution: _____

Address: _____

City, St., Zip: _____

Email address: _____

Members of MLA, SLA, MCMLA or SLML may use member prices. Please circle your membership(s).

Continuing Education: Saturday member/nonmember

CE1 Online...Statistics: Snow \$100/\$125 _____

CE2 Library as Overhead: Shockley \$100/\$125 _____

CE3 Evidence-Based: Walker-Dilks \$100/\$125 _____

Continuing Education: Sunday

CE4 Business Plan: Lambing A.M. \$50/\$65 _____

CE5 Hlth Inf. Resources: Hulbert A.M. \$50/\$65 _____

CE6 Institutional Change: Peters A.M. \$50/\$65 _____

CE7 Myers-Briggs: Peters P.M. \$50/\$65 _____

CE8 Internet Training: Ralston P.M. \$50/\$65 _____

If 1st choice not available, please list alternative CE #(s) in preference order: _____

Full Conference (All inclusive) \$125/\$150 _____

(includes Welcome Reception and 2 lunches)

Please choose lunch Tuesday: Meat ___ Veggie ___ None ___

Monday Only (includes buffet lunch) \$85/\$100 _____

Event tickets (meals for non-attendees accompanying you)

___ tickets lunch Mon. @ \$20 ___ tickets lunch Tues. @ \$15

___ tickets Welcome Reception @ \$30 Total _____

Late fee (if postmarked after Aug. 27th) \$25 _____

Total _____

check/money order payable to St. Louis Medical Librarians

Return form to: Ruth Lewis
Washington University, Biology Library
Campus Box 1061, One Brookings Drive,
St. Louis, MO 63130-4899
email: ruth@library.wustl.edu; fax: 314-935-4046