

Cindy Jackson

UPSTATE NEW YORK and ONTARIO CHAPTER
of the
MEDICAL LIBRARY ASSOCIATION

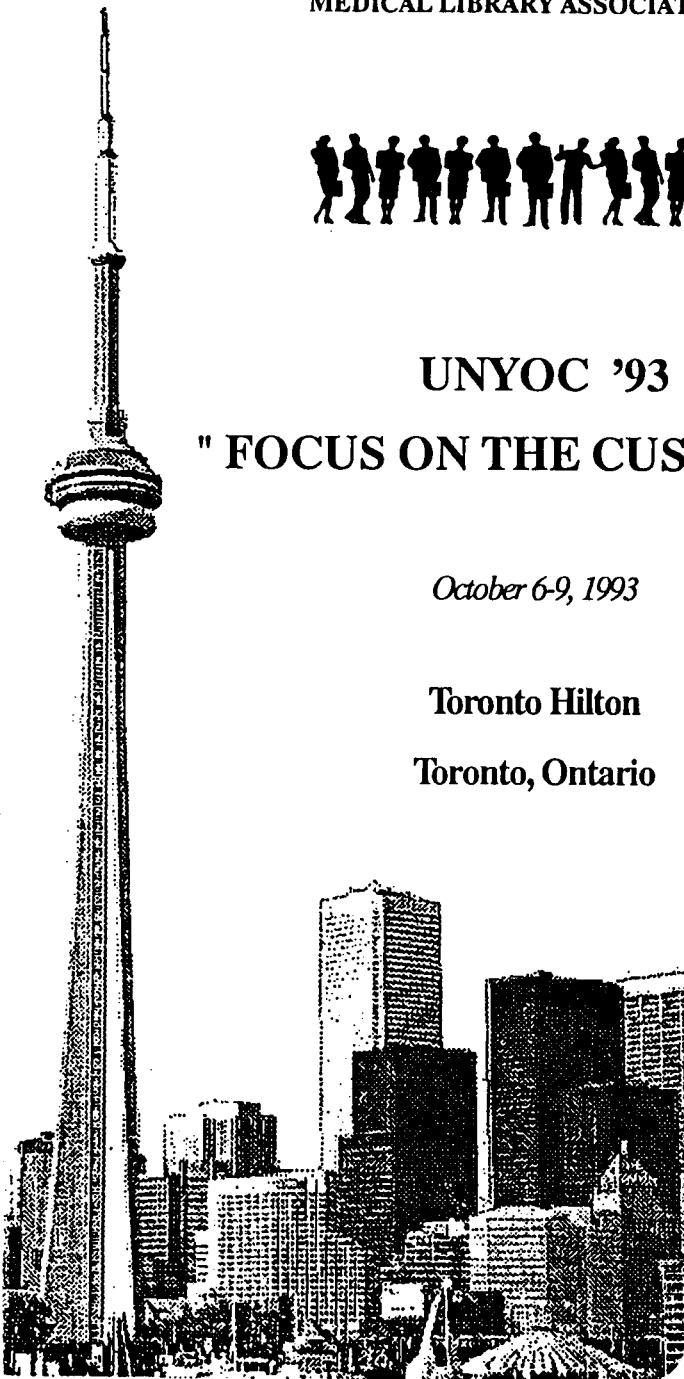


UNYOC '93
" FOCUS ON THE CUSTOMER "

October 6-9, 1993

Toronto Hilton
Toronto, Ontario

**FINAL
PROGRAMME**



CONFERENCE PLANNING COMMITTEE

Chair/Coordinator	Elizabeth Reid
Continuing Education	Joanne Marshall
Exhibits & Sponsors	Tsai-o Wong (Chair) Valda Poplak Glory Wortzman
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WELCOME TO UNYOC TORONTO 1993

Five years have gone by since the Upstate New York and Ontario Chapter of the Medical Library Association last met in Toronto. Welcome to our city and to the 1993 UNYOC Annual Meeting!

Our Conference Planning Committee began meeting over a year ago. It is hard for us to believe that the Conference is finally here! Many people have contributed their time; please take a moment to read the list of names on the inside front cover of your program. I selected my committee for their expertise, their interest in being involved in and learning more about conference planning, and their ability to work as a team to accomplish a complex set of tasks. I also selected individuals who represent a broad range of health sciences librarianship. They have done a wonderful job and I will be forever grateful that they accepted my invitation to be a part of the process.

I wish to express my gratitude to our many donors, sponsors and exhibitors. They have greatly enriched the quality of our experience through their participation.

I hope the Conference meets your expectations, that it gives many people the opportunity to come to an MLA chapter meeting, and that it increases our knowledge with respect to the most important component of our health sciences service -- THE CUSTOMER.

A handwritten signature in black ink, appearing to read 'E. Reid'.

*Elizabeth Reid
Chair, Conference Planning Committee*

UNYOC TORONTO

1993 UNYOC ANNUAL CONFERENCE PROGRAM

"Focus on the Customer"

WEDNESDAY, OCTOBER 6, 1993

Preconference Continuing Education (UNYOC CE93-2)

- 9:00 a.m. - 5:00 p.m., Carmichael/Jackson Suites
- **Empowering your library: running a customer-focused service business**
- *Jane Dysart and Rebecca Jones, Dysart & Jones Associates*
- Librarians need a strong customer base that clearly understands and supports the value of the information services they provide. The first step towards building this base is for the library to focus on the customer. The workshop will equip information professionals with the tools and tactics used in other successful service businesses.

Preconference Continuing Education (UNYOC CE93-1 // NP 118)

- 9:00 a.m. - 12:00 noon // 1:00 p.m. - 5:00 p.m., Varley Suite
- **Grateful Med workshop // Grateful Med: train the trainers workshop**
- *Dianne Pammett, Electronic Products Coordinator, CISTI*
- Two separate half day workshops on Grateful Med (GM) : the first for learning the basics of searching with GM, and the second for librarians who want to train end-users to use GM. The first is recommended for anyone who wants to take the **GM : train the trainers workshop** but who has not had previous experience with GM.

Welcome Reception

- 6:00 p.m. - 7:30 p.m., Tom Thompson/Captain's Cabin Suites
- **Toronto Health Libraries Association / UNYOC Welcome Reception**

UNYOC Executive Committee Meeting I

- 7:00 p.m. - 10:00 p.m., Adelaide Suite

THURSDAY, OCTOBER 7, 1993

UNYOC Executive Committee Meeting II

- 7:45 a.m. - 9:00 a.m., University Suite

Registration/Coffee

- 8:00 a.m. - 9:00 a.m., Lobby - Toronto Ballroom Foyer

Welcome

- 9:00 a.m. - 9:15 a.m., Toronto III Suite

Keynote Address

- 9:15 a.m. - 10:00 a.m., Toronto III Suite
- **Changing public health information needs in the 90's.**
- *Richard Schabas, Chief Medical Officer of Health for the Province of Ontario and Director, Public Health Branch of the Ministry of Health*

Opening of Exhibits/Coffee

- 10:00 a.m. - 10:30 a.m., Toronto I Suite

The Great Debate : the Intermediary is Dead

- 10:30 a.m. - 12:00 noon, Toronto III Suite
- Moderator : *Maggie Weaver, Manager of Database User Support, Micromedia*
- Panelists : *Ulla de Stricker, President, Ulla de Stricker and Associates*
- *Patricia Orr, Aquatic Toxicologist, Associate Director of Beak Consultants Limited*
- *Elizabeth Uleryk, Librarian, Vendor Services, Science & Medicine Library, University of Toronto*
- Perspectives from a variety of end-users, librarian-intermediaries and vendors.

"Fun" Topic Lunches

- 12:00 noon - 1:30 p.m., Toronto II Suite

Contributed Papers

- 1:30 p.m. - 3:00 p.m., Toronto III Suite
- *Dorothy Fitzgerald* - Flat-rate pricing of MEDLINE: evaluation of a pilot project
- *Roderick Hamilton* - Full text databases as institutional sources of information
- *Julia Sollenberger* - Investigating the future of the health sciences library

Exhibits/Coffee/Poster Session

- 3:00 p.m. - 5:00 p.m., Toronto I Suite

Banquet, Toronto II

- 6:00 p.m. - 7:00 p.m. - Cash bar featuring pianist, *Richard Whiteman*
- 7:00 p.m. - Dinner and jazz with *The Maureen Kennedy Trio*

FRIDAY, OCTOBER 8, 1993

Continental Breakfast Reception

- 7:00 a.m. - 8:00 a.m., 120 Adelaide Street West - "The Path"
- Host : *Jane Cooney, Books for Business*

Exhibits open

- 8:00 a.m., Toronto I Suite

UNYOC Annual Business Meeting

- 8:30 a.m. - 9:30 a.m., Toronto III Suite

MLA Platform

- 9:30 a.m. - 10:00 a.m., Toronto III Suite
- *Christiane Jones, Chief, Library Service, VA Hospital, Biloxi, Mississippi*

NN/LM / CISTI Updates

- 10:00 a.m. - 10:45 a.m., Toronto III Suite
- *Mary Mylenki, Associate Director, Middle Atlantic Region of the National Network of Libraries of Medicine*
- *Dianne Pammett, Electronic Products and Services, CISTI*

Exhibits/Coffee

- 10:45 a.m. - 11:15 a.m., Toronto I Suite

Quality Improvement and Accreditation : an American and a Canadian Viewpoint

- 11:15 a.m. - 12:15 p.m., Toronto III Suite
- *Christiane Jones, Chief, Library Service, VA Hospital, Biloxi, Mississippi*
- *Janet Joyce, Head Librarian, Royal Ottawa Health Care Group*
- Addresses the extent to which the evolving JCAHO and CCHFA standards meet the requirements of Continuous Quality Improvement.

MUG Lunch

- 12:15 p.m. - 1:30 p.m., Toronto II Suite
- *Gale Moore, Head of Social Science Research, Ontario Telepresence Project*
- So near and yet so far : new communication technologies for the 90's

Exhibits

- 1:30 p.m. - 2:15 p.m., Toronto I Suite
- "Focus on chocolate"

Who Ultimately Defines Customer Service?

- 2:15 p.m. - 3:30 p.m., Toronto III Suite
- *Lucretia McClure, Assistant Director for Public and Computing Services, Edward G. Miner Library, University of Rochester School of Medicine and Dentistry*
- To what extent can librarians be governed, in these economically difficult times, by the dual concepts that information should be free and accessible and "the customer is always right"?

Library Visits

- 3:30 p.m. - 5:00 p.m.

UNYOC Executive Committee Meeting III

- 3:30 p.m. - 5:00 p.m., University Suite

SATURDAY, OCTOBER 9, 1993

Post-conference Continuing Education (NP 105)

- 9:00 a.m. - 5:00 p.m., Varley Suite
- The library's contribution to quality : making effective library presentations
- *Bernie Todd Smith and Helen-Ann Brown*
- A workshop on presentation skills that uses the slide set available from the Medical Library Association as a basis for designing and practising various presentations on the library that are suitable for administrators, boards and clinical groups. Participants will have an opportunity to design and practice their own presentations.

Post-conference Continuing Education

- 9:00 a.m. - 5:00 p.m., Carmichael/Jackson Suites
- **Building quality through benchmarking** (NP 107)
- *Holly Shipp Buchanan and Joanne Marshall*
- Benchmarking is a technique that provides a common measuring stick to evaluate process performance and allows comparison to the best operational practices in other library and industry settings. The workshop will focus on the planning, gathering and analysis of benchmarking data. Participants should have a basic knowledge of TQM and CQI prior to attending the workshop. Course registration fee includes the price of two textbooks. (This is a follow-up to Holly's earlier TQM introductory workshop that has been offered in the Toronto area).

CONTRIBUTED PAPERS

Flat-rate pricing for MEDLINE : evaluation of a pilot project. *Dorothy Fitzgerald*, Director, Health Sciences Library, McMaster University.

This paper will describe the only Canadian pilot-project in this National Library of Medicine study to determine the most cost effective approach to providing institutional access to MEDLINE. Reasons will be given for use of the service being less than anticipated.

Full text databases as institutional sources of Information. *Roderick Hamilton*, Acting Policy Analyst, College of Physicians and Surgeons of Ontario.

Rod Hamilton will describe how Folio Views, a full-text database management package with hypertext links to other media and computer applications, will be used to provide ready access to a large volume of non-indexed publications, policies and guidelines.

Investigating the future of the health sciences library. *Julia Sollenberger*, Assistant Director for Public and Computing Services, Edward G. Miner Library, University of Rochester School of Medicine and Dentistry.

A computer-generated, graphical slide show will be used to help us "look into the future" of the medical library in an academic setting and, more specifically, to answer such questions as who will be served, what information and services will be needed, and where, and which technological factors will affect libraries.

POSTER SESSIONS

The Central West Library Network. *Elena Goldblatt*, Library Coordinator, Central West Ontario Public Health Library Network.

The Network, established in 1993 to provide library service to seven Public Health Units in the Central West Ontario Region, is undergoing continuous evaluation with respect to the feasibility of establishing similar networks for other Ontario Health Units.

Consumer Health Information Service. *Susan Murray*, Librarian, Consumer Health Information Service.

This poster session will focus on service usage statistics for the pilot phase of a project that was developed to provide the citizens of Ontario with confidential and free access to a wide range of health and medical information.

The Toronto Free-Net. *Jenny Reiswig*, Member, Non-Profit Working Group, Information Resources Committee, Toronto Free-Net.

The Free-Net concept is a computer-based information and communications service designed to serve the information needs of the people and public agencies in a community. This session is an outgrowth of the author's work on a committee to establish the Toronto Free-Net.

Response to a need : institutional implementation of a consortium/network concept in a large multi-library setting. *Susanne Tabur*, Assistant Head, Science & Medicine Library, University of Toronto.

This session follows the development of the Health Science Information Consortium of Toronto from inception through implementation.

MEET YOUR SPEAKERS

Ulla de Stricker

President of her own consulting company, Ms. de Stricker is recognized in the information industry for her expertise in the creation and use of electronic information products. For eleven years she ran the Canadian DIALOG operations for Micromedia Limited in Toronto, and subsequently managed the creation of a customer support operation for online products at Carswell-Thomson Professional Publishing.

Dorothy Fitzgerald

Ms. Fitzgerald has been Director of the Health Sciences Library at McMaster University since 1983, prior to which she was the librarian at the College of Family Physicians of Canada. Dorothy has published in the area of problem-based learning, and has been active in the profession, serving as President of CHLA/ABSC in 1986-87.

Elena Goldblatt

Ms. Goldblatt was hired by the Hamilton-Wentworth Department of Public Health Services to establish a library in 1986. In 1992, she became Coordinator of the Central West Library Network comprising a total of seven health units. Elena has a B.A. from the University of Toronto and is a graduate of the Library Techniques Program at Mohawk College.

Rod Hamilton

Mr. Hamilton's career has spanned both librarianship and records management. At the Ontario Ministry of the Environment he worked as a Records Analyst, and at the College of Physicians and Surgeons of Ontario he has honed his information management skills developing databases to aid the inquiry staff. He is a graduate of Mount Allison University, Sackville and the School of Library and Information Science, University of Western Ontario.

Christiane Jones

Ms. Jones obtained a B.S., Library Science from Mississippi University for Women and an M.L.S. from the University of Southern Mississippi. She has been involved in MLA activities at the national, section and chapter levels since 1973 and has served with the MS Health Sciences Information Network Advisory Council as President and Coordinator, and with the MS Biomedical Library Consortium. Currently, Ms. Jones is Chief of Library Services at the Veterans' Affairs Medical Center in Biloxi, Mississippi.

Janet Joyce

A graduate of the School of Library Science at McGill University, Mrs. Joyce has worked for nine years in teaching hospital libraries in Montreal and Ottawa. She is well known to Canadian health librarians for her work as CHLA/ABSC Liaison to the Canadian Council on Health Facilities Accreditation. In 1993 she was appointed to a new task force on health library standards.

Lucretia McClure

Recipient of many honours and noted for her distinguished publishing record, Ms. McClure was recently appointed Librarian Emerita by the University of Rochester when she retired, after thirty years, from her position as Medical Librarian and Associate Professor of Medical Bibliography. Ms. McClure has made many important contributions to the profession through her many years of commitment to both UNYOC and the Medical Library Association.

Gale Moore

Prior to joining the Ontario Telepresence Project in July 1992, Dr. Moore was responsible for the development of the health sciences collection of the University of Toronto. She has wide experience as a consultant and has taught in the University's Faculty of Library and Information Science. A well known speaker on the relationship between technology and society, Gale has degrees from Dalhousie and the University of Toronto, most recently, a PhD in sociology.

Susan Murray

Ms. Murray is presently employed at the Consumer Health Information Service, a service that assists people in gaining greater control over their own health through access to health information. Previously Susan has held positions as the Director of the Cinematheque Ontario Film Reference Library and Reference Librarian at the Faculty of Dentistry and Science & Medicine Libraries of the University of Toronto. Susan has Masters degrees in Library Science and History.

Mary Mylenki

Ms. Mylenki received her library degree from Columbia University. For nearly ten years, she was at New York Hospital, Cornell University Medical Library where she held several positions, including Library Director of the Payne Whitney Psychiatric Library. She has been in her present position for some seven years, first as Associate Director of the Greater Northeastern Region of NLM's Regional Medical Library Program and now with the Middle Atlantic Region of the National Network of Libraries of Medicine.

Patricia Orr

Ms. Orr is a graduate in biology from the University of Guelph, and is currently completing a Master of Science degree through the University of Waterloo. She has extensive environmental experience in both the public and private sectors and is a specialist in aquatic toxicology and Associate Director with Beak Consultants Limited.

Dianne Pammett

Ms. Pammett is well known to Canadian health librarians for her extensive experience providing MEDLARS training for CISTI. She holds a B.A. from Queen's University, a teaching certificate from the University of Toronto, and an M.L.S. from the University of British Columbia.

Jennifer Reiswig

A graduate of the University of Toronto's Faculty of Library and Information Science, Ms. Reiswig is Manager of the Health Sciences Library of the Toronto East General Hospital and Chair of the Health Information Working Group of the Toronto Free-Net Committee.

Richard Schabas

As Chief Medical Officer of Health, Dr. Schabas was responsible for introducing the Reportable Diseases Information System and has published two important public reports, one on tobacco and the other on adolescent health. A graduate of the University of Toronto's Faculty of Medicine, he also has a Master's degree in Health Sciences.

Julia Sollenberger

Since joining the staff of the Edward G. Miner Library in 1980, Ms. Sollenberger has assumed a variety of responsibilities for public and computing services. Prior to this experience she was Assistant Librarian, Technical Services Division at the National Library of Medicine. Julia is a graduate of Manchester College in Indiana and the Master of Library Science program at Indiana University in Bloomington.

Susanne Tabur

Ms. Tabur has been a government documents and serials librarian. She is currently Reference Librarian and Assistant Head at the Science & Medicine Library of the University of Toronto.

Elizabeth Uleryk

Ms. Uleryk has had a long and varied career in academic librarianship, most recently as information services librarian, vendor services at Science & Medicine Library, University of Toronto. Since 1987 she has taught in the library technicians' program at Sheridan College. On October 12, 1993 she will become the Director of the Staff Library at The Hospital for Sick Children in Toronto.

Maggie Weaver

Responsible for marketing DIALOG's database services in Canada, Ms. Weaver is also well known as a speaker on the value of information in general, and online and CD-ROM services in particular. Maggie has extensive library and research experience and degrees in mathematics and information science from universities in England.

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Exhibits are open on Thursday from 10:00 a.m. to 5:00 p.m., and on Friday from 8:00 a.m. to 2:15 p.m.