UNYOC at the Falls: Harness the Power!
2006 ANNUAL CONFERENCE

Final program
October 11-13, 2006
The Conference Center
Niagara Falls, NY

Annual Meeting of the Upstate New York and Ontario Chapter of the Medical Library Association
Keynote Speaker

Running the Rapids: Harness the Power of Research to Improve Information Practice  
Joanne Marshall  MLS, MHSc, Ph.D., AHIP, FMLA  
Alumni Distinguished Professor, School of Information & Library Science, University of North Carolina at Chapel Hill. In our rapidly changing environment, health sciences librarians continue to face multiple challenges as we strive to provide quality information for improved health. At a time when we are poised to develop our own version of evidence-based practice, we are also faced with major demographic shifts as increasing numbers of librarians reach retirement age. This presentation will reflect on the potential of evidence-based library and information practice (EBLIP) as a tool for knowledge transfer and succession planning. Evolving models of EBLIP will be reviewed, including the ways in which our version of evidence-based practice will differ from that used in the other health professions such as medicine, nursing and social work. Using a team approach to library decision-making that combines new professionals with those who are more experienced will help us to work towards a smoother workforce transition. Linking research to practice through EBLIP has the potential to be a learning experience for all members of the team and to forge mutually supportive relationships.

Session Speakers

Navigate the Currents: Risk Management and Medical Malpractice: What It Means To You  
Mary Ann Schreiner, RN, BSN, MBA. Risk Management Consultant, Medical Liability Mutual Insurance Company. Mary Ann Schreiner has been a Risk Management Consultant for Medical Liability Insurance Company (MLMIC) since 2003. This presentation will take you on a voyage over the turbulent waters of medical malpractice and will show you how navigating with a healthcare risk management program can be a hospital’s or healthcare professional’s life ring on the quest for patient safety. She will discuss risk management, basic elements of a malpractice case, claims data, and resources that a librarian can use to research a risk management question.

Panel: Core Title Lists in the Post Brandon-Hill World  
Moderator: Daniel J. Doody, President/CEO, Doody Enterprises, Inc. Learn about the discontinuation of the Brandon-Hill lists and the resulting forces that led to the origins of Doody’s Core Titles in the Health Sciences. At this panel session, you will also understand the contributions made by content specialists, medical librarians, the medical book distributors, and the vendor to the development and publication of Doody’s Core Titles in the Health Sciences. Panelists will include: Cheryl Silver, New York Medical College, Valhalla; Kim Mitchell, St. Peter’s Hospital, Albany; and Mike Kita, Rittenhouse, Philadelphia.

Category I: Emergency Planning for Libraries  
Karen E.K. Brown, MLS, MA, Preservation Librarian, University at Albany Libraries. Karen Brown has many years of experience with preservation and conservation in libraries and archives. She received her Masters of Art in Conservation from Queen’s University in Kingston, Ontario in 1990. She has worked for the Council of Archives New Brunswick and the Provincial Archives New Brunswick as a paper conservator. Karen was the Field Service Representative for the Northeast Document Conservation Center between 1997 and 2001 where she prepared and delivered lectures and workshops, organized courses and conferences, responded to preservation information inquiries, and provided disaster assistance.

Electronic Medical Record: Is it the Tool to Revolutionize the Practice of Medicine?  
Robert Berke, MDCM, MPH, MA and Doctoral candidate. Dr. Berke is a practicing physician and is also Chautauqua County (NY) Physician. His degrees include MDCM (McGill University – Canada), MPH (Harvard) and MA (Empire State College). As a doctoral candidate in electronic commerce at Central North University, his thesis-in-progress concerns medical office applications of the EMR. Dr. Berke will address the use of information technology in healthcare and anecdotally about both embracing new technologies and integrating the EMR into his medical practice. In 1998, as a 20-year veteran Chautauqua County (NY) Health Commissioner, Dr. Berke was thrust into the national media spotlight as he dealt with the widespread and serious public health threat posed by US full Williams, those exposed dozens of young women in the Jamestown, NY area to HIV. This case prompted much public debate about patient confidentiality versus public health. In 2003, Dr. Berke received the Chautauqua Leadership Award for his proactive public health problem solving and innovative efforts in child and teen health issues and environmental health.

Charting the Waters: Empowering Users through Web Usability Testing  
Marilyn Rosen, MLS, and the Miner Library Web Team. Edward G. Miner Library, University of Rochester Medical Center, Rochester, NY. We know what librarians want on their web sites, but what do users need and how do they behave when using the Web to find information? Usability testing can take many forms, from “quick and dirty” to a more complex and precise study design. One usability team will discuss its experience planning and conducting a usability test.
# Conference Program Summary

## Wednesday, October 11, 2006

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<th>Session</th>
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| 8:00 - noon | **Introduction to PDAs**  
Gabriel R. Rios, MLIS, Deputy Director, UAB Lister Hill Library of the Health Sciences, Birmingham, AL; and Melissa De Santis, MILS, AHIP Assistant Director for Information Services, University of Texas Health Science Center at San Antonio, San Antonio, TX  (4 hr. CE)  
**CANCELLED** |
| 8:00 - Noon | **Number, Number, Who's Got the Number? Or Who's Counting?**  
Health Statistics Sources  
Charles B. Wessel, MLS, Coordinator of Affiliated Hospital Services, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA  (4 hr. CE) |
| 1:00 - 5:00 pm | **Emerging Mobile Technologies**  
Gabriel R. Rios, MLIS, Deputy Director, UAB Lister Hill Library of the Health Sciences, Birmingham, AL; and Melissa De Santis, MILS, AHIP, Assistant Director of Public Health Services, University of Texas Health Science Center at San Antonio, Briscoe Library, San Antonio, TX  (4 hr. CE) |

### 5:00 pm

**Registration**  
Grand Foyer

### 6:00 pm

**Welcome Reception**  
“Top of the Falls” at Terrapin Point on Goat Island  
Illumination begins at 7:00pm

## Thursday, October 12, 2006

<table>
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<th>Time</th>
<th>Session</th>
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| 7:00 am   | **Registration**  
Front Lobby |
| 7:30 am   | **Continental Breakfast**  
Sponsored by ProQuest: Evidence Matters  
Grand Foyer |
| 8:45 am   | **Welcome**  
Cascades 1 |
| 9:00 am   | Program 1  
Joanne Marshall, M.L.S., M.H.Sc., Ph.D., AHIP, FMLA, Alumni Distinguished Professor, School of Information & Library Science, University of North Carolina at Chapel Hill and former President Medical Library Association  
Cascades 1 |
| 10:00 am  | **Break**  
Exhibits  
Grand Foyer |
| 11:00 am  | Program 2  
Navigate the Currents: Risk Management and Medical Malpractice: What It Means To You  
Mary Ann Schreiner, RN, BSN, MBA Risk Management Consultant, Medical Liability Mutual Insurance Company.  
Cascades 1 |
| 12:00 noon| Panel: Core Title Lists in the Post-Brandon-Hill World  
Cascades 1 |
| 12:30 - 2:00 pm | **Lunch** (Lunch & Open Time to Visit the Exhibits & Posters)  
Porter/Deveaux |
| 1:00 pm   | **Exhibits**  
Grand Foyer |
|           | **Poster session**  
Sponsored by our Regional Medical Library, Middle Atlantic Region, NN/LM  
Red Jacket |
**Thursday, October 12, 2006**  
(Continued)

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| 2:00 pm  | **Program 3**  
Category I: Emergency Planning for Libraries  
Karen E.K. Brown, MLIS, MA, Preservation Librarian, University at Albany Libraries, Albany, | Cascades 1    |
| 3:00 pm  | Break  
Sponsored EBSCO Information Services  
Exhibits | Grand Foyer |
| 3:30 pm  | **Program 4**  
Update Session  
MLA: Jean Shipman, AHIP, President, MLA  
RML: Karen Brewer, Ph.D, Director, NYU Libraries & Director, Region I, Middle Atlantic Region,  
NNILM  
CISTI: Isabelle LeBlanc, Manager, e_Info Services | Cascades 1    |
| 5:30 pm  | Reception (cash bar)  
Exhibits  
Posters: Sponsored our Regional Medical Library, Middle Atlantic Region, NNILM | Grant Foyer |
| 6:30 pm  | **Banquet**  
| Cascades 1 |
| 8:00 pm  | Bus (or Walk) to the Canadian side of Niagara Falls |             |

**Friday, October 13, 2006**

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| 6:30 am  | **Majors Walk**  
Sponsored by J. A. Majors/YBP Library Services |             |
| 7:30 am  | Continental Breakfast  
Registration | Grand Foyer  |
| 8:15 - 9:15 am | Business meeting | Cascades 1  |
| 9:15 am  | Break | Grand Foyer  |
| 9:45 am  | **Program 5**  
Electronic Medical Record: Is It the Tool to Revolutionize the Practice of Medicine?  
Speaker: Robert Berke, MDCM, MPH, MA and Doctoral Candidate | Cascades 1    |
| 10:45 am | **Program 6**  
Charting the Waters: Empowering Users through Web Usability Testing  
Marilyn Rosen, MLS, and the Miner Library Web Team. Edward G. Miner Library, University of Rochester Medical Center, Rochester, NY. | Cascades 1    |
| 11:30 am | Awards, Recognition and Baskets | Cascades 1    |
| 12:00 noon | Closing Comments: 2007 Program | Cascades 1    |

Join us at the UNYOC 2007 Annual Meeting October 10-12, 2007, at The Riveredge Hotel, Alexandria Bay
Welcome Message from the Chair....

It is an honor to welcome UNYOC members and guests to our 42nd annual meeting in Niagara Falls, New York. Our theme for this meeting is **UNYOC at the Falls: Harness the Power!** Our speakers and Continuing Education offerings will indeed help us do that, drawing on the expertise and experience of our colleagues as well as the enthusiasm of the newer members of our profession. I invite you to appreciate the power of medical librarians in the information field while contemplating the power of nature at our conference site. Welcome to the wonder of Niagara Falls! Welcome to UNYOC!

Peggy Falls, MA, MS  
Chair, UNYOC Chapter

A Special Thank You to our Program Planners...

Both Diana and I feel a special word of gratitude is in order to our 2006 Program Planners. They gave generously of their time, worked cheerfully on our goals, brought forth their creative and problem-solving skills and always supported and encouraged one and all.

It has been OUR PLEASURE to work on the 2006 Conference arrangements with Amy Lyons (local arrangements), Angela Dixon (poster arrangements), Cristina Pope (exhibits), Cindy Bertucca (local arrangements), Elizabeth Irish (publicity), Grace Di Virgilio (continuing education), Sue Ben-Dor (registration), Mary Jo Russell, Pam White, Peggy Falls (2006 chapter president), Jessie McGowan, Margaret Quirie, and Susan Murray (our Canadian member planners). Special thanks to Pam White and Afshar Mohiuddin for their considerable time and effort spent to develop our conference brochure and website. Special thanks also go to Rebecca Kindon for coordinating the raffle baskets.

**UNYOC at the Falls: Harness the Power!** reflects our goal to integrate the power of Niagara Falls into a conference program that will energize you with new ideas, electrify you with new knowledge, and prepare and strengthen you for the rapids ahead.

Diana Cunningham and Judi Mullens, Co-Chairs, Program Planning Committee

Welcome Reception

Join us Wednesday, October 11 at...
**Top of the Falls** for our Welcome Reception. The restaurant is located at Terrapin Point on Goat Island and offers a spectacular view of the American Falls. Illumination of the Falls will begin at 7 p.m. adding brilliant color to the October vista.

Join us Thursday, October 12 for our....
**Banquet and Bus trip (or you can walk)** — After a full day of meetings and networking, relax for a few hours with friends and colleagues at dinner held in the Conference Center. Don’t get too comfy because following dinner a bus will pick you up at the Conference Center and take you to the Canadian side of the Falls where you can view the Falls, try your luck at the casinos, see the night time sights, and shop. Once on the Canadian side, the bus will make three stops at which you may choose to disembark. The bus will return to pick you up at any of the three stops several hours later.

Bring passport or other photo ID for border crossing.
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