MAKING CHANGE IN THE NICKEL CITY

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

2015
Oct. 21-23

BUFFALO
NEW YORK
Welcome to the 51st annual Meeting of the Upstate New York/Ontario Chapter of the Medical Library Association. Whether you were brought up in the “Index Medicus” era or are a relative newcomer, this year’s conference is the definition of relevant.

How do we redefine our roles in a way that still has significance in the digital era? Is it embedding librarianship in direct patient care (R. David Lankes), finding new roles for librarians (Sally Gore), expanding our participation in systematic reviews (Melissa Rethlefsen), using six sigma to make change (Heather Holmes) or using assessment to show value (Lisa Hinchliffe)? All our invited speakers encourage medical librarians to move out from behind the desk and participate more meaningfully in research and patient care.

Some of us may remember the last time we were in the Buffalo area when our meeting was cut short by, of all things, a snowstorm. Fortunately, this is not the average conference planning committee. They have engineered the formation of an El Niño pattern off the coast of California so that the likelihood of a repeat weather pattern is highly unlikely. Instead we can focus our attention on our engaging presenters, spending time with colleagues, enjoying Buffalo chicken wings and some great beer.

Speaking of our planning committee, I want to thank the group, ably led by Olivia Maggio and Laura Schlueter. Every year this small group of volunteers labors mightily to organize a conference that executes flawlessly. If you see a member of this committee please be sure to let them know how much you appreciate their efforts.

Jeff Garvey
President, UNYOC
# UNYOC 2015 Annual Conference Schedule
## Making Change in the Nickel City

### Wednesday, October 21, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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| 1:00 PM - 4:00 PM | Making the Case: Using Assessment to Show Value and Make Decisions  
Instructor: Lisa Janicke Hinchliffe | Romanesque     |
| 5:00 PM - 7:00 PM   | Registration                                                          | Foyer          |
| 5:00 PM - 5:30 PM   | Executive Committee Meeting                                           | Romanesque     |
| 5:00 PM - 7:30 PM   | Welcome Reception (Sponsored by McGraw-Hill)                          | Pearl View     |
| 7:30 PM -          | After Hours Networking                                                |                |

### Thursday, October 22, 2015

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>7:30 AM - 9:00 AM</td>
<td>Registration</td>
<td>Foyer</td>
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<tr>
<td>7:30 AM - 8:00 AM</td>
<td>Vendor Spotlight: McGraw Hill</td>
<td>Romanesque</td>
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<tr>
<td>8:00 AM - 9:00 AM</td>
<td>Breakfast Sponsored by Elsevier A &amp; G</td>
<td>Pearl View</td>
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<tr>
<td>8:00 AM - 9:00 AM</td>
<td>Exhibits</td>
<td>Romanesque</td>
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| 9:00 AM - 10:00 AM  | Keynote Speaker: JUMP! You’ve Got a Parachute  
Speaker: Sally Gore                                                   | Romanesque     |
| 10:00 AM - 11:00 AM | Speed Exhibiting                                                      | Romanesque     |
| 11:00 AM - 11:30 AM | Exhibits/Break Sponsored by Wolters Kluwer                           | Romanesque     |
| 11:30 AM - 12:30 PM | Member Presentations Facilitator: Paola Durando                      | Romanesque     |
| 12:30 PM - 1:30 PM  | Lunch                                                                 | Pearl View     |
| 1:30 PM - 2:30 PM   | Save Some Nickels: Using Lean Six Sigma to Make Change  
Speaker: Heather Holmes                                               | Romanesque     |
| 2:30 PM - 3:30 PM   | Poster Session Facilitator: Amanda Hagzan  
Exhibits Sponsored by Rittenhouse                                    | Pearl View     |
| 3:30 PM - 4:30 PM   | MLA, NN/LM MAR                                                        | Romanesque     |
| 4:30 PM - 5:00 PM   | Exhibitor wrap-up                                                     | Pan American   |
| 5:00 PM - 6:00 PM   | Cash bar                                                              | Room, 2nd Floor |
| 6:00 PM - 8:00 PM   | Conference Banquet                                                    | Grill & Brewery |

### Friday, October 23, 2015

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<th>Time</th>
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<tr>
<td>7:30 AM - 8:00 AM</td>
<td>Vendor Spotlight: Ebsco</td>
<td>Pearl View</td>
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<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Breakfast (Sponsored by Ebsco)</td>
<td>Pearl View</td>
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<tr>
<td>8:00 AM - 8:45 AM</td>
<td>UNYOC business meeting</td>
<td>Pearl View</td>
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| 8:45 AM - 9:45 AM   | Changing Roles, Changing Perceptions: Using Research to Explore and Promote Value  
Speaker: Melissa Rethlefsen                                         | Romanesque     |
| 9:45 AM - 10:00 AM  | Break                                                                 | Romanesque     |
| 10:00 AM - 11:00 AM | Lightning Talks Facilitator: Marie Ascher                             | Romanesque     |
| 11:00 AM - 12:00 PM | From Bringer of Doom to Bringer of Hope  
Speaker: David Lankes                                                 | Romanesque     |
| 12:00 PM - 12:15 PM | Wrap up: Raffles and next year                                        | Romanesque     |
| 12:15 PM - 1:00 PM  | Executive Committee Meeting                                           | Pearl View     |
Engaging Assessment to Show Value and Make Decisions: Making the Case for your Library

As libraries are increasingly asked to demonstrate their value and the contributions they make to their institutions, library staff need efficient and effective strategies for assessment. Best practice in assessment means embedding assessment into the library’s practices on a continuous basis rather than treating it as a separate and additional task. The workshop will present an integrated and systematic approach to developing and assessing library activities that includes: identifying impact outcomes and aligned activities; establishing criteria; collecting and analyzing data and evidence; using the results for improvement, and telling the story of the library’s impact. Participants will have the opportunity to practice using the tools and techniques presented.

Lisa Janicke Hinchliffe is Professor, Coordinator for Strategic Planning, and Coordinator for Information Literacy Services and Instruction in the University Library at the University of Illinois at Urbana-Champaign as well as an affiliated faculty member in the university’s library school. She has been a member of the Association of College and Research Libraries’ (ACRL) Information Literacy Immersion Program faculty since 2003 and has taught Classic (Teacher and Program Track), Intentional Teaching, and Assessment Immersion as well as custom programs for institutions/regional areas.

Lisa is a past-president of ACRL, which launched the Value of Academic Libraries Initiative during her presidency.

Along with Debra Gilchrist, Lisa is also the lead designer for ACRL’s training program for the Standards for Libraries in Higher Education and the IMLS-funded Assessment in Action project. She has presented and published widely on information literacy, teaching and learning, the value of academic libraries and library assessment, evaluation, and innovation.

Lisa’s most recent book is ‘Environments for Student Growth and Development: Libraries and Student Affairs in Collaboration’ (co-edited with Melissa Autumn Wong). Her awards include: the University of Illinois Library School Alumni Association Leadership Award, ONLINE World Best Practice Award, and the Jane B. and Robert B. Downs Professional Promise Award. Lisa earned a Bachelor of Arts degree in Philosophy from the University of St. Thomas in Minnesota, a Master of Education in Educational Psychology/Instructional Design and Master of Library and Information Science from the University of Illinois at Urbana-Champaign. She is currently a PhD student in Global Studies in Education in the Department of Educational Policy, Organization, and Leadership.
There’s a lot of buzz around Lean Six Sigma these days, and it continues to make its way into healthcare. The basic principle of Lean Six Sigma is to eliminate waste (lean) through a systematic process (Six Sigma). Libraries can learn a lot from looking at their processes through the Six Sigma method of DMAIC (Define, Measure, Analyze, Improve, Control) and the Lean method of 5s (or 6s) to make things more “lean”, and therefore more efficient – and ultimately end up saving money while providing better service. Doing more with less is nothing new to libraries, but by implementing Lean Six Sigma we will find that things can be efficient and even better for our customers – and for us. This talk will focus on some basic ideas around Lean Six Sigma and hopefully provide some food for thought of how it can be implemented in health science libraries.

Heather N. Holmes, AHIP, is the Clinical Informationist for Summa Health System’s Akron City and St. Thomas Hospitals in Akron, OH. She received her Master of Library and Information Science degree from the University of Pittsburgh in 1998. Prior to accepting the position at Summa, Holmes worked for Lake Erie College of Osteopathic Medicine (LECOM) in Erie, PA; Mount Carmel Hospitals in Columbus, OH; and Mercy College of Northwest Ohio in Toledo, OH. She has presented at several international meetings including MLA and the Alliance for Continuing Medical Education (ACME) and was invited to the International Congress on Medical Librarianship (ICML) in Brisbane, Australia, in 2009. Holmes is a 2010 recipient of the National Library of Medicine’s biomedical informatics fellowship held in Woods Hole, MA, as well as one of Library Journal’s Movers & Shakers for 2011. The position that she currently holds evolved from the clinical work she has been doing over the past several years. She is a clinical faculty member at Northeast Ohio Medical University in the department of Internal Medicine. She is also a Distinguished Member of the Academy of Health Information Professionals and the 2014 recipient of the Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship.

JUMP! You’ve Got a Parachute

With the ever-changing face of librarianship, it’s easy to feel anxiety over losing one’s professional identity and place in medical librarianship. The good news, though, is that the skills and expertise of information professionals are incredibly versatile and a big parachute for anyone willing to jump off, out, and into new roles and experiences. The real challenge is being able to recognize both one’s skills and opportunities, and then bringing the two together. It takes some practice, but it can be done.

Sally Gore, MS, MS LIS, is the Research Evaluation Analyst for the University of Massachusetts Center for Clinical and Translational Science, where she leads the assessment efforts and tracks the impact of the Center’s cores and programs, and coordinates the dissemination of this work to different stakeholders. Prior to joining the Center in December 2014, Sally worked for ten years as a librarian in the Lamar Soutter Library, UMass Medical School. She writes a weekly blog of musings about our evolving profession called, “A Librarian by Any Other Name.” (http://librarianhats.net)
By embedding librarianship directly into patient support and engaging patients as more than symptoms and diseases medical librarians can help the entire field of medicine transition to true patient centered care. In this talk Lankes will draw upon his experience as both a professor of library science and cancer patient to outline a future for librarians in healthcare.

**R. David Lankes** is a professor and Dean’s Scholar for the New Librarianship at Syracuse University’s School of Information Studies and director of the Information Institute of Syracuse. Lankes has always been interested in combining theory and practice to create active research projects that make a difference. Past projects include the ERIC Clearinghouse on Information and Technology, the Gateway to Education Materials, AskERIC and the Virtual Reference Desk. Lankes’ more recent work involves how participatory concepts can reshape libraries and credibility.

Lankes is a passionate advocate for libraries and their essential role in today’s society. He also seeks to understand how information approaches and technologies can be used to transform industries. In this capacity he has served on advisory boards and study teams in the fields of libraries, telecommunications, education, and transportation including at the National Academies. He has been a visiting fellow at the National Library of Canada, the Harvard School of Education, and the first fellow of ALA’s Office for Information Technology Policy. His book, The Atlas of New Librarianship won the 2012 ABC-CLIO/Greenwood Award for the Best Book in Library Literature.

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**Friday, October 23, 2015**

**Featured Speaker**

**Changing Roles, Changing Perceptions: Using Research to Explore and Promote Value**

As librarians, we know our own value. We know what we can contribute to research, education, and clinical care, and we work to promote our value to our colleagues and students. Though we inherently know that we are critical members of our institutions, how do we prove it? Using the case of a growing role for medical librarians in systematic reviews, we will discuss how research can be designed to prove our value. We will also consider the role of librarians in research teams, authorship, and librarians’ own perceptions of their value.

**Melissa Rethlefsen** is the Deputy Director of the Spencer S. Eccles Health Sciences Library at the University of Utah in Salt Lake City, UT. Previous to her position at the University of Utah, she worked at the University of Minnesota Bio-Medical Library, the Minnesota Department of Health R.N. Barr Library, and the Mayo Clinic. An avid writer and researcher, she has written dozens of articles for magazines and journals, including five research papers in the Journal of the Medical Library Association and her most recent article, “Librarian co-authors correlated with higher quality reported search strategies in general internal medicine systematic reviews,” in Journal of Clinical Epidemiology. She is also lead author of the book, Internet Cool Tools for Physicians. In 2015, she was awarded the Estelle Brodman Award for Academic Medical Librarian of the Year. Her current research is on systematic review methodology and bibliometrics.

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