October 16-18, 2013

Bringing it into FOCUS
Finding Opportunities in a Changing Environment

Woodcliff Hotel and Spa
Fairport, NY

UNYOC / MLA
Upstate New York Ontario Chapter Medical Library Association
Welcome everyone to UNYOC’s 2013 conference at the wonderful Woodcliff Hotel and Spa! With the scent of fall in the air, the view of the changing leaves and that slight chill to remind us that winter is on the way, Upstate New York and Ontario librarians are grateful for the changing of the seasons and the chance to refresh and revitalize our collegial connections.

I’m really excited about our program. Thank you to all the program planners who have worked hard to put this together. If you feel like you’re in “fight or flight” mode, Margo Coletti, of Beth Israel Deaconess in Boston will be speaking on a topic that is on everyone’s minds: the future of hospital libraries. Her talk, “High Anxiety: How I stopped worrying and learned to embrace change” promises to explore the state of medical librarianship and give some insight into her vision for the future of medical libraries. Considering we’re all in the customer service business, Karen Pillon of the University of Windsor, has a session that will benefit hospital, academic and public librarians alike. If you think you (or your staff!) need to take customer service to the next level, her talk will give you some tricks you need to kick things up a notch. (Hint: Go ahead, break the rules!). In addition, Michelle Burda, from the National Network of Libraries of Medicine, Middle Atlantic Region, will be presenting a great talk on health literacy and the librarian’s role. Considering 27% of adults in Kingston have only basic literacy skills, a number on par with the rest of Ontario and New York State, providing service to this group is of vital importance and I’m eager to learn more about what we can do.

We also have an exciting continuing education session planned. Julia Esparza will be coming to deliver her well-reviewed course Communicating Clinically. You can find out more about it here: http://ceech.mlanet.org/node/662

Of course, UNYOC’s Annual Conference is also about wonderful networking opportunities. We’ll hear about some great things happening across our region, and from some great people as well. If this is your first time, I give you an especially hearty welcome and hope you’ll find that UNYOC will soon be an annual event in your calendar too.

Amanda Ross-White  
President, UNYOC
As librarians leave their offices to reach out to clinicians there is an increasing need to know how to communicate with healthcare professionals in a manner that is professional yet adapts to the unique environment of the hospital setting. In this course participants will learn about common techniques utilized by the instructor in communicating and providing information at the point of care. Participants will learn about non-verbal cues in assessing the environment and will listen and identify information needs from actual clinical rounds. Pre-class readings will be required.

Julia Esparza, MLS, AHIP - A Clinical Medical Librarian at Louisiana State University-Health Sciences Center, Julia currently serves on the Medical Library Association Board of Directors and the National Program Committee for the upcoming 2014 Chicago, IL Annual Meeting. Her research focuses on finding the value that librarians/information professionals bring to their organizations and consumer health information services. With colleagues, she recently authored “The effect of a clinical medical librarian on in-patient care outcomes” in the Journal of the Medical Library Association. Prior to her present position she was a librarian at Deaconess Health System, Evansville, IN where she first began attending rounds.

Many medical librarians are living in a state of high anxiety these days. It puts us in a “fight or flight” mode. Given that we all have a choice to fight or flee when the situation presents itself, why do some of us choose flight and others fight? How do we prepare ourselves for battle? The speaker will explore the state of medical librarianship, go over tactical maneuvers, and share her vision of our role(s) in medicine including healthcare knowledge service centers.

Margo Coletti, AMLS, AHIP - Margo is Director of Knowledge Services at Beth Israel Deaconess Medical Center in Boston. She began her library career as a US Army librarian in West Germany in the 1970’s, starting at Beth Israel Hospital in 1981. Margo and her staff now offer Knowledge Services consultation on medical abbreviations, departmental portal content, medical center forms, NIH Public Policy compliance and other areas that require knowledge management skills. Margo has served on committees and executive boards of the local, state and regional medical library networks and is currently co-chairing the MLA Futures Task Force.
2013 UNYOC/OVHLA Featured Speakers

Health Literacy: Its Importance to You and Healthcare Professionals

Michelle Burda
Network and Advocacy Director, National Network of Libraries of Medicine/Middle Atlantic Region, Pittsburgh

The Culture of Decision Making: Taking Customer Service to a Whole Other Level

Karen Pillon
Head of Access Services, Leddy Library, University of Windsor, Windsor, ONT

Want to know why health literacy is important to you and anyone in the healthcare field? We will discuss why this is a hot topic in healthcare. We will define health literacy today, identify various types of literacy, discuss how health literacy will affect healthcare in the future and explore your role in raising health literacy “awareness” in your organization.

Michelle Burda - Currently the Network and Advocacy Coordinator for the National Network of Libraries of Medicine/Middle Atlantic Region, Michelle Burda’s experience in healthcare spans from her past career as a clinical microbiologist to that of a medical and consumer health librarian. She has worked in both small community and large academic hospital settings providing medical and healthcare information to staff, patients and families.

Do you have the guts to change the customer service culture of your organization? Are you uncomfortable bending the rules? What do we mean when we say “consistent” service? Using Kohlberg’s decision making model, learn how to give your staff “social, decisional, and informational powers” to help them achieve success with those they serve. Change your customer service culture in a way that will make an impact and empower your staff along the way!

Karen Pillon - Ms. Pillon is Head of Access Services for the University of Windsor’s Leddy Library. For the last 10 years, Karen has been working closely with staff (both in public and academic library environments) to help break the cycle of rule driven customer service. She has been working on implementing individualized service for patrons by helping her staff rely on their knowledge rather than rules sanctioned by the organization.

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http://www.unyoc.mlanet.org/blog
and our Facebook page
2013 UNYOC Conference at a Glance

Wednesday, October 16

1:00 PM  Continuing Education: Communicating Clinically
         Julia Esparza, Clinical Medical Librarian, Louisiana State University Health Sciences Center

5:00 PM  UNYOC Executive Committee meeting

6:00 PM  Welcome Reception - Conference Center West

Thursday, October 17

7:30AM   Registration/Breakfast

9:00 AM  Invited Speaker: High Anxiety: How I Stopped Worrying and Learned to Embrace Change
         Margo Coletti, Director of Knowledge Services, Beth Israel Deaconess Medical Center, Boston

10:00 AM Speed Exhibiting

10:45 AM Break/Exhibits

11:30 AM Invited Speaker: Health Literacy: Its Importance to You and Healthcare Professionals
         Michelle Burda, Network and Advocacy Director, National Network of Libraries of Medicine/Middle Atlantic Region, Pittsburgh

12:30 PM Lunch

1:30 PM  Invited Speaker: The Culture of Decision Making: Taking Customer Service to a Whole Other Level
         Karen Pillon, Head of Access Services, Leddy Library, University of Windsor, Windsor, ONT

2:30 PM  Posters/Technology Petting Zoo

3:00 PM  Break/Exhibits

3:30 PM  Contributed Papers

5:00 PM  UNYOC Futures Taskforce: Scoping Session

6:00 PM  Cocktails

7:00 PM  Dinner

Friday, October 18

7:30 AM  Breakfast

8:30 AM  UNYOC Business Meeting

9:30 AM  Updates – Medical Library Association,
         National Network Libraries of Medicine/Mid-Atlantic Region

10:00 AM Break

10:30 AM Gadgets and Gizmos

11:30 AM Lightning Talks: five minute presentations with no more than three slides.

12:30 PM Wrap-up

1:00 PM  UNYOC Executive Committee meeting
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with the
New York/New Jersey
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Oct 22-24
2014

Gideon Putnam Hotel
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