

Rolling With a Purpose

Ramune K. Kubilius
Northwestern University, r-kubilius@northwestern.edu

Deborah Blecic
University of Illinois at Chicago, dblecic@uic.edu

Greg Randall Watts
University of Tennessee Health Science Center, gwatts3@uthsc.edu

Susan B. Clark
University of Mississippi Medical Center, sbclark2@umc.edu

Elizabeth Hinton
University of Mississippi Medical Center, ehinton@umc.edu

See next page for additional authors

Follow this and additional works at: <https://docs.lib.purdue.edu/charleston>



Part of the [Medicine and Health Sciences Commons](#)

An indexed, print copy of the Proceedings is also available for purchase at:

<http://www.thepress.purdue.edu/series/charleston>.

You may also be interested in the new series, Charleston Insights in Library, Archival, and Information Sciences. Find out more at: <http://www.thepress.purdue.edu/series/charleston-insights-library-archival-and-information-sciences>.

Ramune K. Kubilius, Deborah Blecic, Greg Randall Watts, Susan B. Clark, Elizabeth Hinton, David Parker, and Taney Shondel, "Rolling With a Purpose" (2016). *Proceedings of the Charleston Library Conference*. <http://dx.doi.org/10.5703/1288284316435>

Presenter Information

Ramune K. Kubilius, Deborah Blecic, Greg Randall Watts, Susan B. Clark, Elizabeth Hinton, David Parker, and Taney Shondel

Rolling With a Purpose

Ramune K. Kubilius, Collection Development/Special Projects Librarian, Northwestern University

Deborah Blecic, Professor and Collections Coordinator, University of Illinois at Chicago

Greg Randall Watts, Associate Director, Associate Professor, University of Tennessee Health Science Center

Susan B. Clark, Professor, Associate Director, University of Mississippi Medical Center

Elizabeth Hinton, Instruction & Research Librarian, University of Mississippi Medical Center

David Parker, SVP Editorial and Licensing, Alexander Street

Taney Shondel, Product Marketing Manager, Alexander Street

Abstract

Moderator Deborah Blecic convened this year's hosted but no holds barred Lively Lunch session, providing a few general remarks and highlighting why this year's three presentations were all relevant to this year's conference theme. Time was left for lively discussion between speakers and session attendees.

After a few words of greeting by the hosts, Rittenhouse Book Distributors, Inc., Ramune Kubilius provided a brief (traditional) annual update of interesting and noteworthy trends in the health publishing and health information sectors that occurred or were noticed since the 2015 conference.

A few years ago, it could be argued that "more is better," but in times of tightened collection budgeting, libraries often need to make strategic collection decisions. G. Randall Watts shared highlights of "Life After "The Big Deal," (first presented in a 2016 Medical Library Association (MLA) conference poster presentation.

Health professional education is becoming increasingly interdisciplinary. How can libraries anticipate and address the information and resource needs for the curricula of these programs? Elizabeth Hinton and Susan Clark shared highlights of "Designing a Library Resource Module for an Interprofessional Curriculum," (highlighting their experience, first described in a 2016 MLA conference poster.

David Parker and Taney Shondel of Alexander Street shared some insights on providing online

medical/health video content, including some inherent challenges and opportunities provided by this medium.

Since 2000, a group of health sciences librarians at the Charleston Conference has submitted a joint proposal to lock in a session during which a variety of conference threads and topics could be addressed through a health sciences prism. The 2016 Lively Lunch overarching theme, "Rolling with a Purpose" (16th Health Sciences Lively Lunch), played off the conference theme:

"Roll with the Times, or the Times Roll Over You" and drew over three dozen attendees. The first two of the three invited presentations this year were outgrowths of poster presentations from the 2016 annual Medical Library Association (MLA) conference, held May 2016 in Toronto, Ontario, Canada.

Moderator Deborah Blecic (Collections Coordinator, University of Illinois at Chicago) convened this year's hosted but no holds barred Lively Lunch session, and Wendy Bahnsen (Executive Director Library Services, Rittenhouse Book Distributors) spoke words of greeting on behalf of this year's (and the past few

years') hosts, who served a boxed lunch. Ramune Kubilius (Collection Development/ Special Projects Librarian Northwestern University, Galter Health Sciences Library) then provided a brief (traditional) annual update of events and trends in the health publishing and health information sectors that occurred or were noticed since the 2015 conference. This included the preponderance of big (and open) data discussions, more industry sales and mergers, and anniversaries of MEDLARS (45 years) as well as PubMed (20 years).

G. Randall Watts (Assistant Director for Resource Management, Medical University of South Carolina Library, scheduled to begin work as Associate Director/ Associate Professor at Health Sciences Library, University of Tennessee Health Sciences Center after the conference) shared highlights of "Life After 'The Big Deal,'" first presented in a 2016 MLA conference poster presentation. He shared the library at Medical University of South Carolina (MUSC) experience of working with the Wiley "article select" token program after a budgeting downturn (reduced state funding) prompted the library to not renew a big deal contract that had offered access to 1,800 titles. MUSC opted for reducing the number of subscribed titles to 76 core titles, supplemented with library-mediated token program implementation rather than unmediated. That option would have offered two choices: Totally unmediated or assignment of user names/passwords. Usage was measured by request and tokens, turnaround delivery to users was same day, and monitoring resulted in the subsequent licensed addition of three journal titles, two for high usage and one by faculty request. Interestingly, 46% of usage was in the post-cancellation available back file (1997–2010), 400 journals experienced at least one token use. He noted that token prices are cheaper per article, and there are a variety of token purchase bundles. Challenges of this type of token program include the inability of knowing how the token pricing model was established and the risk of over-estimating, since tokens cannot be rolled over into a new year. Generally, although publishers are understanding of collection decisions by libraries, there is still a need for libraries to be cautious in cancelling a big deal, an action that can be irrevocable. At MUSC, the library does not pass charges of document delivery, including articles obtained through the token program, along to users and hopes to integrate the token program more into

its general document delivery system, ILLIAD, workflow. The experience with one vendor's token program may be hard to replicate among other publishers, since their programs may differ.

Susan Clark (Director) and Elizabeth Hinton (Instructor, Reference Librarian, Informational Services) shared highlights of "Designing a Library Resource Module for an Interprofessional Curriculum," first presented in a 2016 MLA conference poster presentation. The need for interprofessional education has grown since the 2011 release of the Interprofessional Education Collaborative report, "Core Competencies for Interprofessional Education" (<https://www.ipecollaborative.org/uploads/IPEC-Core-Competencies.pdf>). In the fall of 2015, the Rowland Medical Library at University of Mississippi Medical Center participated in the four month academic affairs program, entitled "Foundations of Professional Education-Building Bridges" that sought to bring together several the disparate students in 19 health education programs. It was an extravaganza clinical disaster simulation, including standardized patients. Prior to the event, the library created an online module that provided two exercises for selection by student groups, one more clinically focused and one with a basic science component. The purpose was to promote the importance of using evidence-based resources in an interprofessional healthcare setting. Students were to choose and defend the use of an online information resource from a selected list that contains the best information for the described patient case studies (derived from Access Medicine), then comment on someone else's selection. Fifty-one students from six schools participated in the course, and over half participated in the module. However, only a fraction of them posted responses to other students' selections, completed the assessment, or could be considered truly interprofessional. Hinton and Clark indicated that this was a good start, but now that the university is changing the course, it is unclear how the library will continue to be involved. Still, it can be argued that the library can and should potentially offer credit courses in an interprofessional practice and education (IPE) curriculum. After all, IPE prepares students for real life and teaches them to think beyond the silos of their professional programs. The final result of good interprofessional collaboration is better patient care. Liaison Committee on Medical

Education (LCME) accreditation includes a question on whether IPE is part of the curriculum. Creation of/provision of IPE-themed information resources can also provide opportunities for publishers and vendors.

David Parker (Vice President, editorial, licensing) and Taney Shondel (Senior Editor) of Alexander Street shared insights about the ability and the willingness of a medical/health video content provider to have a dialog with libraries and address librarians' concerns about presentation (availability and discovery) of video programs that have been superseded or updated. Currency is important, as is its management. Shondel described a case in point, the "Nurse Education in Video" collection, a perpetual model purchase. As a third-party vendor, Alexander Street works with Medcom Trainex that produces the content for this series. A plan of action already was in place regarding content that was deemed medically wrong, as determined by the professional editorial board of Medcom Trainex. This is addressed most often by removal from the collection, approximately 10 titles in 2015. Dialog with librarian Susan Swogger, then at University of North Carolina Chapel Hill, shed light on other challenges for libraries, especially in the case of superseded content (new editions). No one solution will be

acceptable to all libraries, and some may desire that all outdated content be suppressed from the vendor site. Alexander Street developed a compromise solution of sending out a list of machine-readable cataloging (MARC) records to customers once a year of titles in the collection, adding a notation of superseded (in addition to copyright date) that highlights programs in the collection that have been superseded. Libraries could then decide how to deal with these records in their discovery systems and whether to purchase the new editions, since they may not be part of the initial collection perpetual purchase. Discussion with the audience offered potential enhancements in the vendor site's relevancy ranking to rank superseded lower in the list. Perpetual purchase models of health video content are here to stay, since professors want to choose versions (editions) that most closely align with texts they are using for a course. These challenges of superseded editions do not pertain to Alexander Street collections that are considered completed and are not continually revised.

Audience members posed questions to the presenters, clarifying points made during the presentations and sharing their ideas, and they contributed early suggestions of hot button issues and themes that may be suitable for the 2017 Lively Lunch.