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Doc Aquis-Doody's Review Service

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A column reporting on news and developments relating to acquisitions and document delivery ...

Doc Aquis — Doody's Review Service

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Our Doc Aquis contribution this month comes from **Cindy D. Cline**, a librarian at the University of Kentucky's Chandler Medical Center Library in Lexington, Kentucky. Cindy has been a librarian for ten years and is responsible for collection development and serials at her library. Through her collection development responsibilities she serves as the primary contact for her library's customers using the **Doody's Review Service** that she writes about in this issue. We hope that you find this service as interesting as we did! Thanks for your contribution, Cindy. — WT and EP

Description of the Product

If you need to keep up with today's health science literature, then try **Doody's Review Service**. It contains a database of original bibliographic and descriptive information of more than 12,000 titles and almost 7,000 expert reviews. The database of in-print and forthcoming books from Login Brothers Book company is included to create a unique database of 35,000 titles. Doody's Review Service updates this database weekly, thereby providing up-to-date reviews, price, and availability information. Tables of Contents are featured for more than 11,800 of the titles.

Doody's Review Service provides: Book citations; Peer reviews of newly received health sciences books; Star ratings; Tables of contents; Search capabilities by keyword; Doody's star rating. **Brandon-Hill** designations [A core list of books and journals in the health sciences]; and a Customized email notification system.

Book Citations

Each citation for a title includes: author(s)/editor(s); title; bibliographic data (ISBN, LCCN, LC call number, series, pagination, number of contributors and size); intended audience; and star rating. Selected entries have a section which details the peer reviewer's opinion. This section includes the reviewer's name, degree and affiliation. Contents of the review include a description, purpose, audience, features, assessment and star rating for the title.

Peer Reviews

Doody's receives approximately 3,000 books annually from more than 250 English-language health sciences publishers for review when published. Health sciences professionals from prominent academic medical centers covering about 145 different medical, nursing and allied health specialties were selected to be Editorial Review Group (ERG) Chairs coordinating reviews of books in their specialties. Currently,

Doody's has 125 ERG Chairs and a reviewer network of over 3,500 health sciences professionals.

All reviewers use a review form and questionnaire created by Doody's. The form and questionnaire enables the reviewers to provide uniform assessment in a timely manner. An innovative feature of each review is a unique star rating derived from the reviewer's responses to the detailed questionnaire. When a newly-published book arrives in the office, crucial bibliographic information is entered into the proprietary database and the book is assigned to an Editorial Review Group. Each month, books are delivered to the proper ERG chair and completed reviews are returned to Doody's. The whole process often takes as little as six weeks from receipt of the book to publication of the review.

Star Ratings

The 18-point questionnaire which each reviewer completes assigns weighted values to different elements of the book. The answers are entered into Doody's database and the rating is computed, based on a 100-point scale. Reviewers do not know the final numerical rating assigned to the book until the review is published. To make the ratings more meaningful and less arbitrary, the numbers are plotted on a bell curve, then converted to a 5-star scale.

- ★★★★★ 97-100 Exceptional book with nearly flawless execution
- ★★★★ 90-96 Outstanding book, with minor problems in execution
- ★★★ 69-89 Very good book, but usually with one or more fairly significant flaws
- ★★ 47-68 Average book, usually with several flaws (or one major flaw) or significant weakness versus its competition
- ★ <46 Substandard book

A book will receive no stars either because it was not reviewed or the reviewer failed to fill out a questionnaire.

Tables of Contents

The database features detailed Tables of Contents of nearly 12,000 of the 35,000 titles in the database. The powerful search engine allows free text searches by keyword, not only through titles and reviews but also through the table of contents. Approximately 200-250 tables of contents are added to the database each month.

Searching Capabilities

The several features of the search engine include truncation, exact string searching, and Boolean string searching in the title field. A New Search button will return the user to the search engine, and clear the search variables that you have entered in the search form. A search can be refined

continued on page 91

*The first alphabetical encyclopedia in the English language was published in 1704 as **Lexicon Technicum**, or An Universal English Dictionary of Arts and Sciences. Its pages were not numbered.*

without clearing the search variables, by using the browser's Back button to return from the search result list to the search form. To return to the top of a search list after viewing a book, use the icon Return to Search List. To return to a specific location in a search list after viewing a book, use the browser's Back button.

Customized Email Notification System

The most popular feature of Doody's Review Service is Doody's Weekly E-mail Bulletin. This electronic bulletin updates each subscriber on newly published and newly reviewed books in the subscriber's specialty areas. The database is updated weekly with an average of 50 new books with reviews for 30. The subscribers receive the most up-to-date information possible, tailored to their individual interests.

Site Licenses

Doody Publishing has collaborated with MD/Consult to provide Doody's Review Service to more than 50 academic medical centers throughout the United States. MD/Consult has underwritten the cost of the institutional site licenses. Doody's provides secure access through institutional IP addresses. These site licenses allow anyone with the appropriate IP address to register and use the database. Institutional site licenses are available at a current cost of \$3,000. An institution can purchase a single database license for \$375. Because the **Medical Library Association (MLA)** has endorsed Doody's Review Service as a "valuable tool" for collection development, cataloging and reference, MLA members can receive a 20% discount on either site license.

Registration

Once a site license is activated, users must register to access the database using an online registration form, which takes about five minutes to complete. The online registration form verifies the IP address of the user, academic center affiliation and user information. Also included in the registration form is a place to indicate specialty areas of interest. The user can receive information about all books received in the specialty areas or they can be alerted to only new book reviews. Once the registration has been completed and submitted, the user receives a confirmation and a profile id which is used to access the database. The

user also receives a weekly email bulletin listing new books or new book reviews that match the individual user's established profile.

Electronic Ordering

Electronic ordering is an optional feature. This feature allows individuals to order books with payment made by credit card. Individuals may order books from their own desktop, either at the Doody's Review Service Website or by return mail on the order form appearing with every issue of Doody's Weekly Email Bulletin. Institutions may also place orders through this feature.

Univ. of Kentucky Medical Center Experience

The University of Kentucky Medical Center Library is one of the fifty Academic Medical Libraries that received a complimentary site license for Doody's Review Service from MD/Consult. The technical staff at Doody's worked with the library's technical staff to provide access to the site.

One of the terms of the MD/Consult sponsored site license requires that the library provide a marketing plan to promote the service and site. In developing the plan, the library identified the many different means of communications within the University's medical campus and hospital. The plan was developed and sent to Doody's Review Service. Approximately 80 users from the medical campus and hospital have registered with the site.

Since I am responsible for the library's collection development, I am a registered subscriber to the service. I receive the weekly email bulletin service for reviews in the areas of my interests and liaison activities. I also use the service to verify bibliographic information and purchase availability for requests from faculty and staff. I find the database very easy to use and the information included in each title entry is very detailed and accurate. I use the peer reviews and the star ratings when making decisions to purchase titles.

Contact Information

For more information about Doody's Review Service contact sales@doody.com.

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