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Doc Aquis-Doody's Review Service

Cindy D. Cline
University of Kentucky Chandler Medical Center

Elsie Pritchard
Morehead State University

Winn Theirl
University of Kentucky Medical Center

Sandra K. Paul
SKP Associates

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

Doc Aquis — Doody's Review Service

by Cindy D. Cline (U. of Kentucky Chandler Medical Center)
<mclicindy@pop.uky.edu>

Column Editors: Elsie Pritchard (Morehead State U.)
and Winn Theirl (U. of Kentucky Medical Center)

Send comments, information, etc, to the editors — Elsie Pritchard,
Camden-Carroll Library, Morehead State U., Morehead, KY 40351. FAX
(606)783-5037 <e.pritch@morehead-st.edu> or Winn Theirl,
Chandler Medical Center Library, U. of Kentucky, Lexington, KY 40536-0084.
FAX (606)323-6805 <mclebrt@pop.uky.edu>

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

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Star Ratings

The 18-point questionnaire which each reviewer completes assigns
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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
evaluation
★★★★ 90-96 Outstanding book, with minor problems in
evaluation
★★★★ 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.

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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 MDConsult to provide Doody’s Review Service to more than 50 academic medical centers throughout the United States. MDConsult 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 on-line 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 MDConsult. 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 MDConsult 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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