

COLLABORATION:

BUILDING BRIDGES TO BETTER CARE



Wisconsin Health Sciences Library Association
2003 Annual Meeting
April 27-28, 2003
The Madison Concourse Hotel
Madison, WI

www.whsla.mcw.edu

Sunday, April 27, 2003

8:30 am-10:00 am	WHSLA Board Meeting
9:00 am-10:25 am	Registration & Continental Breakfast
10:25 am-10:30 am	Welcome & Opening Remarks
10:30 am-11:30 am	Key Note: Zorba Paster, M.D., Oregon, WI; host of the nationally syndicated radio program "Zorba Paster on Your Health"; author of <i>The Longevity Code: Your Prescription for a Longer, Sweeter Life</i> .
11:30 am-11:45 am	Break
11:45 am-1:15 pm	WHSLA Business Lunch
1:30 pm-1:45 pm	Break
1:45 pm to 4:30 pm	Roundtable Discussions

We have chosen 5 different areas that health science librarians work in collaboration with others; we invite you to discuss and share your ideas about how to further develop these relationships in our roundtable discussions.

Sessions will be scheduled in three 45-minute time slots, with repeats based on member interest. Leaders will prepare 10-15 minutes of content, to be followed by questions and sharing of relevant experience. If you have topic-related resources to share, please bring 50 – 100 copies. Please remember to choose three discussions on your registration form.

- **IS/Library Collaboration:** Collaboration between these two groups is no longer a novelty but a necessity. Facilitator Dan Barkey, head of Information Systems at the University of Wisconsin Madison Health Sciences Library has been a successful interface between these two groups for many years. Come to discuss issues involved with intertwining these groups towards a common goal.
- **MLA Benchmarking Network:** Have you been asked by your administrators to benchmark your services with other hospital, academic or specialty health libraries? When budget time arrives, are you looking for ways to justify more money for staff or services? Join Facilitator Ruth Holst, Associate Director, National Network of Libraries of Medicine, Greater Midwest Region and Board Liaison of MLA's Benchmarking Implementation Task Force to discuss the ways that you can participate in and use the results of MLA's benchmarking studies.
- **Collaborating with Clinicians:** Clinicians have a privileged perspective in the delivery of health care and the training of other health care professionals. Facilitator Heidi Marleau, Outreach Librarian with the UW-Madison Health Sciences Library, has worked with many busy clinicians to weave the library into their already crowded world. Bring your experiences, success stories, and questions to share.
- **Collaborating with Nurses:** Nurses are a bridge between the patient and the delivery of health care services and have seen their roles evolve, much like librarians have seen theirs evolve. Facilitator Ann Combs, Coordinator, Weston Library, UW-Madison Health Sciences Libraries, has experience working

with nurses and the UW Madison nursing school. Join this table to discuss dovetailing and developing lasting relationships with this special and diverse group.

- **Bargaining as a Consortium:** Want to find out more information on the benefits of negotiating with a vendor as a consortium? Join Facilitator Kathy Strube, Manager of Library Services at Aurora Health Care, as she talks about the consortium deals that she has negotiated with OVID and as she leads a discussion about the different ways that libraries can work cooperatively with each other provide excellent services at a great price!

4:30 pm-5:00 pm

GMR Update

Come and learn what's new with NLM, the National Network of Libraries of Medicine, and our own Greater Midwest Region.

5:00 pm-7:30 pm

Dinner on State Street

Join your local hosts for dinner at one of several State Street restaurants. Menus and sign-up sheets will be available in the registration area.

7:30 pm-10:00 pm

Ice Cream Social & Games Night

After a leisurely dinner, we invite you to come back to the Concourse Hotel for delicious Babcock Hall ice cream and a night of board games with your WHSLA colleagues. If you have a board game that you would like to share, please feel free to bring it along!

Monday, April 28, 2003

8:00 am-9:00 am

MD Consult Sunrise Breakfast

9:00 am-1:00 pm

CE: **Business Strategies for Health Sciences Librarians.** In today's competitive environment, information professionals must seek new ways to increase their visibility and extend their influence beyond the traditional library walls.

Return on Investment is an important measure for management as they make investment decisions. However, ROI cases must be based on a thorough understanding of user needs and organizational priorities. A model for continuously assessing user needs in the context of strategic objectives of the organization will be presented and course participants will be encouraged to identify ROI metrics appropriate for their organizations.

Upon completion of this course, participants will also have a basic knowledge of Business Resources available on the Internet for locating information on industry trends, competitors, market share, mergers and acquisitions, company & industry information.

Instructors: Jan Sykes, Principal, Information Management Services, Inc., Morton Grove, IL, and Nalini Mahajan, Director, Medical Library & Web Analyst, Marianjoy Rehabilitation Hospital, Wheaton IL.
4 MLA CE credits.

9:00 am-11:00 am

CE: **Evidence-Based Practice for Nursing and Allied Health.**

Today's health care environment involves a team approach to patient care, and high reliance on evidence. How do the principles of evidence-based medicine relate to evidence-based-practice for all members of the health care team? Librarians can help healthcare providers from nursing, physical therapy, social work, and other specialties benefit from using an evidence-based approach to searching the literature.

This 2-hour course will review the principles of evidence-based practice and provide strategies for finding the best evidence for nursing and allied health care professionals. Participants will gain familiarity with concepts and search terms as well as websites and other resources to support evidence-based practitioners at their institutions

Instructors: Ann Combs, Coordinator, Weston Library, UW-Madison Health Sciences Libraries and Christopher Hooper-Lane, Reference Librarian, Middleton Medical Library, UW-Madison Health Sciences Libraries. 2 MLA CE credits.

11:30 am-1:30 pm

CE: Legal Librarianship for the Non-Law Librarian. We live in a litigious and highly regulated society. Information professionals are often challenged to identify, locate, and monitor legal issues germane to their patrons and information agencies. Are you mystified by legal research sources and strategies? Does a cryptic legal citation throw you into a panic?

Please join law librarian Laura Olsen Dugan for a thorough review of the fundamentals of legal research. We will discuss the various U.S. government entities that issue cases, statutes, and regulations (primary law), where to find these legal documents, along with where and how to research valuable interpretive and analytical materials (secondary law), that help you find and analyze the law. She will touch upon health-related law resources. We will also review a bibliography of Laura's favorite print and electronic sources for learning about and finding the law .

Instructor: Laura Olsen Dugan, Account Representative with Thomson West. 2 MLA CE credits

Conference Site & Accommodations

Conference Hotel

The Madison Concourse Hotel
1 West Dayton Street
Madison, WI 53703
<http://www.concoursehotel.com/>



Rates

- \$99.00 for single occupancy
- \$109 for double occupancy

Reservations

- 800-356-8293 or 608-257-6000
- Please make sure to tell the reservation agent that you are with the WHSLA group when you call.
- Reservations for the WHSLA Annual Meeting to be held Sunday, April 27 through Monday, April 28, 2003 need to be made directly with the Madison Concourse Hotel.

Other hotel information

- Check-in: 3:00 pm
- Check-out: 11:00 am
- Complimentary on-site parking is available for all guest staying overnight at the Concourse Hotel.
- See the enclosed Madison Concourse Hotel Brochure for map.

Reservation deadline: Wednesday, April 9, 2003

Enjoying Your Stay in Madison

Welcome to the fair city of Madison, Wisconsin! We have assembled a set of links to help you plan your trip to Madison for the Wisconsin Health Sciences Library Association 2003 conference. The meeting will be held in the Concourse Hotel, just a block off of the Capitol Square. We have a great itinerary planned for the conference, but we hope that visitors to Madison will be able to enjoy what our city has to offer! On Saturday, April 26, there will be the first Farmer's Market on the Square in the morning, Gershwin at the Civic Center in the evening, the CrazyLegs Classic Run on campus in the afternoon, and the Great Midwest Alpaca Fest at the Dane County Coliseum all day long.

The Capitol Square and downtown areas of Madison can be a little frustrating for drivers. Please take advantage of the following web sites when planning your trip. All have excellent driving directions to Madison and maps of the square and downtown area, as well as suggestions for dining and entertainment.

Madison

Greater State Street Business Association

<http://www.state-st.com/>

Greater Madison Chamber of Commerce

<http://www.greatermadisonchamber.com/>

Take A Virtual Tour Of The Capitol

http://www.wisconsin.gov/state/core/wisconsin_state_capitol_tour.html

City of Madison Hospitals (Our homes away from home!)

Meriter Hospital

<http://www.meriter.com>

St. Marys Hospital

<http://www.stmarysmadison.com>

UW Hospital & Clinics/UW Health

<http://www.uwhospital.org>

William S. Middleton Memorial VA Medical Center

<http://www.madison.med.va.gov>

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