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1999 Annual Report

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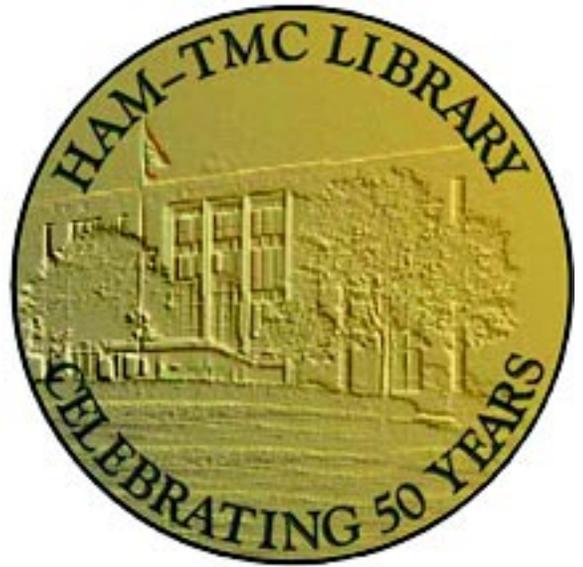
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HAM-TMC LIBRARY
CELEBRATING 50 YEARS

2000 Annual Report

Naomi C. Broering, MLS, MA

The year 1999 marked the 50ᵗʰ anniversary of the Houston Academy of Medicine–Texas Medical Center (HAM–TMC) Library and its emergence as a Digital Age Library for the new millenium. Toward this end, the Library achieved major milestones. Digital collections grew to over 1,000 full-text biomedical journals and numerous medical textbooks. Heavy investments were made in information technology to improve Internet access, assure Y2K compliance, and support an Intranet approach to electronic resources. The popularity of improved electronic user services escalated printing costs, which necessitated pay-to-print planning for FY 2000. Phase II of the renovation project was completed with a remodeled Historical Division, and Phase III was initiated to improve the Library's restrooms. The National Library of Medicine's (NLM) contract for the National Network of Libraries of Medicine, South Central Region (NN/LM SCR) was renewed with increased funding.

The theme of the Library's Third Annual Computers in Health Care Conference held on June 18, 1999 was ***Consumer Health and Public Health Information.*** There were over 230 registered attendees who received free posters, celebrated the Library's 50ᵗʰ birthday, and filled all the sessions. During the conference, the Library unveiled the Jesse H. Jones Community Health Information Service supported in part by the Friends of the Library, and the *Information Access for Public Health Professionals* project, a contract awarded by the NN/LM SCR program of the NLM.

Iit is with this annual report that I bid a sad farewell to my friends and colleagues at the Texas Medical Center and the South Central Region. I have enjoyed my three years as Executive Director of the HAM-TMC Library and Director of the NN/LM SCR, and hope that my efforts have positioned the Library to make even greater strides in the future.

After serving on the HAM–TMC Library Board for seven years, I am very pleased to be given the opportunity to serve as the Interim Executive Director of this institution. Initially, I have begun to work with the Library Board, staff and representatives from other Texas Medical Center institutions on strategic planning for the next three years. This process will include:

J. Robert Beck, MD

· Appointment of a strategic planning committee to establish goals and objectives for the next three years
· Appointment of four committees to help assess key areas of the Library: Public Services, Research, Administration, and Consortium Activities
· A random survey of library users to assess current and future services
· A survey of library staff to determine job satisfaction

A progress report will be made to the HAM-TMC Library Board in December 1999 and implementation of the new three-year plan can begin early in 2000.

HAM–TMC Librarians and other Department Heads

J. Robert Beck

J. Robert Beck, MD
Interim Executive Director
Houston Academy of Medicine–
Texas Medical Center Library

Knowledge Network Services Division (KNS)

As the HAM–TMC Library moved toward its goal of becoming a Digital Age Library for the next millenium, librarians working at the reference desk became adept at helping clients make use of new resources, including full-text journals and textbooks, a myriad of new databases, and remote access. KNS staff maintained a rigorous teaching schedule, especially when the Library switched to PubMed as its primary MEDLINE database in September 1998. Other classes included special training for Italian, Spanish, and Chilean physicians participating in continuing education courses at Baylor College of Medicine. To add to the year's international flavor, in July the Library hosted the Medical Library Association's Cunningham Fellow, Timothy Shola Abolarinwa, of Lagos, Nigeria.

The Library participated in a pilot project, *Medical Questions: MEDLINE has Answers*, sponsored by the NLM and the NN/LM SCR, to provide health information to consumers through a partnership with Houston Public Library. KNS staff trained approximately 100 librarians from the Houston and Harris County Public Libraries to search MEDLINE*plus*, PubMed, and Internet Grateful Med. Grants from the Houston Endowment, the Rockwell Fund, and the Friends of the Texas Medical Center Library helped to support purchase of consumer health materials for the Jesse H. Jones Community Health Information Service. Another pilot project sponsored by the NN/LM SCR to provide training to public health professionals in Houston and Harris County was funded late in the fiscal year.

In September, the KNS Division assumed responsibility for the Library's public relations efforts, including representation on the Texas Medical Center's Public Relations Committee, publication of *Library Lines* and the Library's Annual Report, and provision of information regarding Library activities to all Texas Medical Center newsletters.

Consumer Health Information Service

Health Informatics Education Center (HIEC)

Last year, over 20,000 clients used the HIEC Lab, which offers full access to the Internet and to other software programs such as Microsoft Word, PowerPoint, Access, and Excel. The HIEC Classroom was also heavily used throughout the year. Library staff taught over 241 classes/orientations to 3,516 attendees, and non-library TMC instructors used the classroom to teach 75 classes to approximately 500 students. Fifty-five meetings were held in the HIEC Videoconferencing Room, including a biweekly neonatology distance-education course and national videoconferences on copyright and on the licensing of electronic information resources. The HIEC staff was instrumental in the planning and execution of this year's Computers in Health Care Conference.

The Library's Publications Service, part of the HIEC, was launched in August 1998 and has proved to be both useful and successful. Through fee-based editorial/page layout services for manuscripts and grants, and teaching classes in writing for publication and software applications, this cost-recovery operation raised over $21,000 in its first year. Special off-site lectures were arranged for several institutions, including Baylor College of Medicine, Texas Children's Hospital, University of Texas School of Nursing , and Wyle Laboratories (NASA). Over 50 manuscripts have been edited, many of which have since been published. Special guest seminars on data presentation and communicating medical information through the media were very successful.

Collections

The HAM–TMC Library is well on its way to becoming a **Digital Age Library for the new millennium by providing access to more than 1,000 full-text periodical titles**, double the number held in the fall of 1998. The impact of adding electronic access formats to the collection has been profound: first, electronic full-text allows more than one person to use the same material at one time; and second, electronic full-text journals allow for the high resolution, full color images that are so important to biomedical information. In addition to full-text access, the Library subscribed to a number of powerful new electronic services in the past year, including: *MDConsult, Web of Science,* Ideal and ScienceDirect. While aggressively seeking to expand digital holdings, the Library also continues to maintain and augment its print collections, both serial and monographic.

Finding sufficient funding to pay for print and online resources continues to be a challenge. Publishers are taking an entirely new approach to pricing scholarly materials. In the print environment a library paid the same amount for an individual textbook or journal subscription whether that library served 50 patrons or 5,000. Pricing of electronic materials is often based on the size of a library's user population or on the number of its institutional affiliations. Fortunately, we have had good success working with other libraries in various consortia to develop agreements that benefit multiple libraries and their clientele.

National Network of Libraries of Medicine South Central Region (NN/LM SCR)

The NN/LM SCR office has been involved in a number of outreach projects during the past year, particularly to underserved populations including Hispanic, Native American, minority, and rural sites. Participation in the NLM Public Libraries Pilot Project, designed to increase public awareness of and access to health information via the Internet, has been completed.

A number of awards were made to Network members. Partners in Information Access grants, via the Request for Proposal (RFP) process, were awarded to three Network member libraries, enabling them to extend outreach services and connect public health officials to the Internet. Hospital libraries were selected for Library Improvement Site and Internet Connectivity projects. These projects provided computer equipment and access or upgrades to the Internet in smaller Network member libraries. Funding for a Technology Awareness Conference was made available to introduce NLM products and services, as well as other current health-related technologies, to healthcare professionals.

The NN/LM SCR office continues to support traditional Regional Medical Library programs, such as providing training and support for PubMed, Internet Grateful Med, MEDLINE*plus,* DOCLINE, and Loansome Doc, referring health professionals and smaller healthcare institutions to libraries within outreach service areas, and expanding Network membership.

1999 Employee Awards

15 Years Service Awards

Employee of the Year

McGovern Historical Collections and Research Center

The Burbank/Fraser Collection on Arthritis, Rheumatism and Gout was the focus of much activity this year. Kahler Hench, M.D. donated over three hundred historical books from the collection of his father, Philip S. Hench, M.D. This collection allowed the Library to replace some badly deteriorated volumes with ones in much better condition. Cataloging for the collection of Samuel Tarnopolsky, M.D was completed. Phase II of the Library renovation project included a remodeling of the McGovern Historical Collection.

Remodeled McGovern Historical Collection

Friends of the Texas Medical Center Library

The Board of the Friends of the Texas Medical Center Library selected two Library activities to support this year, community outreach and the manuscript collections of the McGovern Historical Collections and Research Center. **One gift of $100,000 helped established the Jesse H. Jones Community Health Information Service.** Another gift of $25,000 was made to meet a challenge grant given by Dr. John P. McGovern, completing the first phase of the fundraising for the McGovern Endowment and sending the total over the $300,000 goal. This endowment is for the preservation, maintenance, and enhancement of the Library's historical and rare book collections.

Both Friends' Board members and individual members of the community were generous again this year in their support of the Memorial Book Fund. During the year, over $6,000 was contributed to purchase new books in nursing and medicine for the students and health care workers in the Houston area. This long-standing Friends program has greatly enriched the Library's circulating book collection and helped the Library to remain a major resource for health care information.

Computers in Health Care Conference

Consumer Health and Public Health Information **was the theme of the Library's Third Annual Computers in Health Care Conference, held Friday, June 18, 1999, in the Sammons Auditorium of the Jesse H. Jones Library Building.** Naomi C. Broering, MLS, MA, Program Chairman and Executive Director of the HAM–TMC Library, and J. Robert Beck, MD, Vice President for Information Technology, Baylor College of Medicine and Chair of the HAM–TMC Library Board, opened the conference and welcomed 232 registered attendees. Speakers included: Michael Fordis, MD, Baylor College of Medicine; Karen E. Johnson, MD, Baylor College of Medicine and Health Reporter for KHOU-TV Channel 11; William A. Yasnoff, MD, PhD, Centers for Disease Control and Prevention; and Roy A. Smith of drkoop.com. Two concurrent workshops were offered: "TIF Grant Opportunities: Meet the Experts," and "NN/LM Workshop: MEDLINE*plus* and PubMed." A celebration of the 50th anniversary of the Library, box lunches, cake and exhibits followed the program.

Naomi C. Broering, MLS, MA, Michael Fordis, MD,
Roy A. Smith, William A. Yasnoff, MD, PhD,
Constance C. Baldwin, PhD, and Rhoda Goldberg, MLS

Technology

In April the HAM–TMC Library successfully implemented Phase I of Remote Access Services (RAS) for Library users. This **free service** is available to all HAM–TMC Library cardholders and provides direct dial-up access to databases and electronic full-text journals and books. Usage of RAS has increased steadily over the months since implementation. Phase I, is limited to modem access; long-distance charges apply for out-of-town users.

Phase II will remove this limitation by providing access through the Internet, using either Netscape or Internet Explorer browsers. Users of Phase I will not have to re-register, since login-id and password will be the same. URL and proxy setup information will be provided on the Library's homepage. Through Phase II access the Library's databases, electronic full-text journals, and books will be available from any computer connected to the Internet.

Phase II is now in beta test and is slated for production by the first quarter of 2000.

Also in April, the Library began using Ariel, an imaging software package, as an alternate method of delivering and receiving interlibrary loan articles through the Internet. This system is comprised of two Ariel workstations; one station is dedicated for sending scanned documents to libraries and the other is for receiving scanned documents from other libraries. The advantages of using the Ariel system are cost savings, quality, and efficiency in processing requests for articles.

GOALS: THE YEAR 2000

- Build stronger relationships with constituents engaged in health informatics research and education
- Stabilize and increase funding base through established and new sources
- Create mechanisms to attract and retain high quality staff
- Meet the information and service needs of users by providing innovative, timely, high quality service
- Strengthen existing institutional partnerships and develop new partnerships
- Create and apply innovative information technologies and informatics research
- Provide alternative publishing and distribution channels for health-related information
- Develop novel strategies for the provision of consumer health information
- Conduct original research on creation, interpretation and dissemination of biomedical information
- Develop targeted marketing plans for a broad variety of constituents
- Regularly assess the information needs of users and non-users
- Improve collections, services and visibility of the McGovern Historical Center
- Enhance the attractiveness of the Library as the "meeting place of the Texas Medical Center"
- Encourage the Texas Health Science Libraries Consortium to take a leadership role in integrating services and resources

REVENUE

Assessments	$4,627,505
Fee-based services	848,123
Grants, contracts, gifts	1,020,710
Other	119,043
Total Income	**$6,615,381***

*Preaudit figures

EXPENSES

Personnel	$2,239,791
Collection	1,817,152
Building-related costs	843,009
Automation	528,874
Library development	94,252
Building and equipment costs	71,513
Printing, postage, and supplies	325,674
RML subcontracts	327,165
Other	61,794
Total Expenses	**$6,309,224***

STATISTICAL HIGHLIGHTS 1998–1999

Web Home Page accesses	1,500,250
Card holders	9,850
Gate Count (attendees)	381,403
Book and journal volumes	330,670
Current serial subscriptions	2,760
Electronic full-text journals	1,270
Circulation (includes reserve)	71,890
Photocopies by clients	3,876,515
Remote Access Sessions	5,706
Articles copied for clients	9,001
Questions answered	50,412
Lending to other libraries	18,100
Borrowing from other libraries	5,401
Searches by librarians	524
Classes and workshops	316
Class attendees	4,016
Librarians and other professionals	17.26
Support staff	40.64

BOARD MEMBERS AND ALTERNATES 1999–2000

Baylor College of Medicine
Members: J. Robert Beck, M.D.; William R. Brinkley, Ph.D.; James W. Patrick, Ph.D.
Alternates: William T. Butler, M.D.; Ralph D. Feigin M.D.; Mr. Kevin J. Necas

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Members: Thomas F. Burks, Ph.D., *Secretary;* R. Palmer Beasley, M.D.
Alternates: Doris L. Ross, Ph.D.; George M. Stancel, Ph.D.

The University of Texas M.D. Anderson Cancer Center
Member: Stephen P. Tomasovic, Ph.D.
Alternate: Robin R. Sandefur, Ph.D.

Houston Academy of Medicine
Members: Mr. Greg Bernica; Carlos Hamilton, Jr., M.D., *Chairman*
Alternates: Albert E. Gunn, M.D.; Michael E. Speer, M.D.

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Alternate: Magnus Hook, Ph.D.

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Member: Richard E. Wainerdi, Ph.D.
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