Journal Costs: Running to Stay in Place

In 2003, the Consumer Price Index for all items rose 1.9%; without food and energy, the rate of inflation was 1.1%. The cost of journal subscriptions in the Health Sciences Library rose nearly 14% from 2003 to 2004, with a net increase for the same coverage of over $80,000. The dilemma faced by this library and others is how to deal with rising prices.

Many scientific, technical, and medical journals now publish electronic editions along with the traditional print title; a few are available only online. As this migration from print to electronic format meets with increasing acceptance among faculty, staff, and students in the Creighton University Medical Center, journal publishers are developing new strategies for adding value, covering costs, and increasing profits. Most publishers have raised the price for online access in 2004; online access which was free with print subscriptions now often costs extra.

The Health Sciences Library is taking several actions to provide the greatest range of subscriptions to much-needed journals within the available budget. This year, one of these was to convert all Elsevier titles to online access only via Science Direct eChoice. The Library is also in the process of gaining online access to 105 new Wiley Interscience journals through a consortium with UNMC, UNO and UNL. While far below what paper subscriptions to the University of Nebraska journals would cost, participation costs $8,000 a year over our current cost for 49 subscriptions.

One strategy evolving in the academic world is open access publishing, such as offered by BioMedCentral (BMC), to which this library subscribes. But even this strategy comes with a cost, and in 2005 BMC will switch its pricing algorithm from one based on FTE to one based on articles published in its journals, with a minimum charge calculated each year. Open access is still the most reasonable strategy in dealing with rising prices from traditional commercial and society publishers.

The HSL/LRC continues to run to stay in place and will continue to explore strategies which will deliver the most scholarly information at the best possible cost to the institution. Watch this space for more information.

Please send your comments to Jim Bothmer, Health Sciences Library Director, at jbothmer@creighton.edu or 280-5120, or Bryan Stack, Serials and Electronic Collections Librarian, at cuhsl-serials@creighton.edu or 280-5137.
Holiday Hours

Spring Break
Saturday - Sunday, March 6 - 7  10:00 am – 6:00 pm
Monday - Thursday, March 8 - 11  7:30 am – 8:00 pm
Friday, March 12  7:30 am – 6:00 pm
Saturday, March 13  10:00 am – 6:00 pm

Easter
Holy Thursday, April 8  7:30 am – 6:00 pm
Good Friday, April 9  9:00 am – 5:00 pm
Saturday, April 10  10:00 am – 6:00 pm
Easter Sunday, April 11  Closed

Memorial Day
Sunday, May 30  10:00 am – 6:00 pm
Monday, May 31  Closed

Regular hours are listed on the back cover.

Holiday Spirit
In November and December, the Health Sciences Library accepted donations of nonperishable food items for payment of library fines. The 231 food items received were donated to the St. Martin DePorres Food bank.

The Health Sciences Library collected two boxes of clothing and Christmas morning toys for Lydia House/Open Door Mission, and toys for children on the Rosebud Indian Reservation.

The library was also a donation point for the Holiday Spirit $1.25 for 125 Drive for the Siena/Francis House and the Jesuit Middle School of Omaha.

Continuing Education Resources
The Learning Resources Center has multi-media resources for continuing education, both for credit and for personal professional development, in Medicine, EMS, and Nursing:

- PULSE: Emergency Medical Update
  Video tapes produced by the Fire & Emergency Training Network. Subjects for 2003 included hazardous materials, airway, psychiatric, natural disaster, cardiac, neurological, penetrating trauma, transport, and burns emergencies, EMS lessons from 9/11/01, and emerging issues in EMS.

- NCME (Network for Continuing Medical Education)
  Video tapes accredited by the Accreditation Council for Continuing Medical Education for continuing medical education for physicians. Credit is available if completed within three years of the program release date.

- Audio-Digest
  These audiacassette programs, which have 24 issues a year (except Family Practice, which has 48), include Anesthesiology, Family Practice, General Surgery, Obstetrics/Gynecology, Pediatrics, Internal Medicine, Ophthalmology, and Psychiatry

Wired.MD
Video On Demand Patient Education
Wired.MD is a delivery system for patient education information with more than 290 patient and consumer health education videos in seven languages, and 1300 printable handouts in English or Spanish. Wired.MD offers health care professionals a tool to improve healthcare outcomes of patients and reduce medical costs by making patient education more engaging and effective.

Presently available at a dedicated workstation in the Learning Resources Center on the 2nd floor of the Health Sciences Library, Wired.MD will soon be offered in selected hospital and clinical locations throughout the CUMC system.

For further information, contact Jane Romack, Head of the LRC, at jromack@creighton.edu or 280-5130.
Center of Excellence grant

The Office of Health Sciences’ Multicultural and Community Affairs and Creighton University Medical Center’s School of Medicine recently received a Center of Excellence grant from the U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA) to support the recruitment of underrepresented minority students into health careers, improve the academic performance of minority medical students, encourage medical school graduates to provide health care to underserved people, educate medical students and faculty in cultural competence issues, and raise recruitment and retention rates of minority faculty in the School of Medicine.

The Health Sciences Library has been allocated $35,000 of the $1.7 million grant for a virtual Multicultural Health Information Resource Center. This money will be used to purchase books, journals, multimedia materials and access to online resources, and to develop a series of classes that will explore health care disparities faced by minorities in the United States.

For more information about this project, contact Jim Bothmer, Health Sciences Library Director, at jbothmer@creighton.edu or 280-5120.

Staff News

John Mitchell is a new Reference Librarian in the Health Sciences Library. A recent graduate of the University of Missouri—Columbia with a Master of Library Science degree, John previously worked in the Omaha Public Library system.

Bryan Stack is the new Serials and Electronic Collections Librarian. Also a graduate of the University of Missouri—Columbia, Bryan was a Reference Librarian in the Health Sciences Library for seven years prior to this move.

Several members of the HSL staff passed service milestones in 2003:
- 25 Years: Nannette Bedrosky, Jane Fishkin
- 15 Years: Richard Jizba, Jane Stehlik Romack
- 5 Years: Judi Bergjord

LRC to host OPS students

On 14 April 2004 the HSL Learning Resources Center, in conjunction with the Office of Minority Affairs, hosts its annual Expo for eleventh grade minority students from the Omaha Public Schools. The visiting students are introduced to selected multimedia learning resources for health sciences education in a “90 Minute Marathon,” in which the students interact with professional students in the schools of Medicine, Nursing, Pharmacy, Dentistry, Occupational Therapy, and Physical Therapy.

This program gives interested OPS students the opportunity to learn by direct experience, and to interact with student leaders who inspire and enlighten the visitors about procedures for enrollment, educational requirements, preparation for exams, and other matters that professional students deal with when they enter a career in the Health Sciences professions.

Jane Romack, Head of the LRC, directs the program; she can be contacted at jromack@creighton.edu or 280-5130.
### Hours of Operation

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<tr>
<th>Library / LRC</th>
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<tr>
<td><strong>Sunday</strong></td>
<td>10:00 am - midnight</td>
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<td><strong>Monday - Thursday</strong></td>
<td>7:30 am - midnight</td>
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<td><strong>Friday</strong></td>
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<td><strong>Saturday</strong></td>
<td>10:00 am - 8:00 pm</td>
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**Reference Desk**

| **Sunday**                    | 1:30 pm - 10:00 pm |
| **Monday - Thursday**         | 7:30 am - 10:00 pm |
| **Friday**                    | 7:30 am - 6:00 pm |
| **Saturday**                  | 10:00 am - 6:00 pm |

**Drug Information Center**

| **Monday - Friday**           | 8:00 am - 5:00 pm |

**Creighton Media Services**

| **Monday - Friday**           | 8:00 am - 5:00 pm |

See Page 2 for Holiday Hours

### Points of Contact

**Library / LRC**

- **Director**
  - A. James Bothmer
  - jbothmer@creighton.edu

- **Telephone**
  - Administration: 402-280-5135
  - Circulation: 402-280-5109
  - Interlibrary Loan: 402-280-5144
  - Learning Resources Center: 402-280-5131
  - Reference: 402-280-5138
  - Serials (Journals): 402-280-5137
  - Technical Services: 402-280-5102
  - Fax: 402-280-5134

- **http://www.hsl.creighton.edu**

**Drug Information Center**

- **Telephone**: 402-280-5100, 280-5101
  - http://druginfo.creighton.edu

**Creighton Media Services**

- **Telephone**: 402-280-5140
  - http://www.creighton.edu/mediaservices