Reinert and Health Sciences are beginning a new strategic planning effort. To that end we are embarking on a strategic listening tour*. During this tour we are talking to campus leaders, faculty, students, and other key stakeholder groups. As the major, centrally supported knowledge experts at Creighton University, our planning will take an in-depth look at our expertise, resources, and building to determine how we can best support the success of the university and our constituents. We know we are at our most successful when we support the priorities of the university and the university’s strategic plan. As we work through our strategic plan, which we hope to complete by the end of Academic Year 2014/15 we will be dovetailing with the university’s plan and incorporating many of the ideas we learn from our listening tour.

We have four basic questions that we pose to our stakeholders although additional questions may be asked.

◊ What library expertise, resources, or building components are currently critical to your unit’s success?
◊ Consider your strategic plan and future directions. As a partner in your success, what expertise, resources or building elements could or should we provide?
◊ What else would you like to tell us or share with us?
◊ We plan to talk to other groups and individuals. Who else should we hear from?

To date we have conducted 17 “tours” and will start again later in the Fall Semester.

*This idea was modeled after a similar exercise conducted by the University of Maryland Health Sciences Library and with permission.

CREDIT CARD PAYMENTS NOW POSSIBLE AT HSL/LRC MAIN DESK

This Cash Register at the Health Sciences Library is now capable of accepting Credit/Debit card payments from the following providers: Visa, MasterCard, Discover, American Express, Diners’ Club. Credit/Debit card payments for library services or fees can be made in person (at the Main Desk) or by phone.
MD Consult is now ClinicalKey

ClinicalKey, a medical and surgical database from Elsevier, is described by the publisher as a “clinical insight engine, designed to think like a physician.” The proprietary Smart Content search tool is indexed with Elsevier Merged Medical Taxonomy, which allows searching with natural language.

ClinicalKey contains all of the content from MD Consult, plus much more. MD Consult included 50 books and 85 journals, among other resources:

- nearly 1200 books
- 600+ journals
- 800+ First Consult point-of-care medical and surgical monographs
- 13,000+ medical and surgical videos, including all content from Procedures Consult
- 2,800+ Clinical Pharmacology drug monographs
- 15,000+ patient education handouts
- more than 5 million images
- clinical trials from the ClinicalTrials.gov database
- CME sponsored by Cleveland Clinic Center for Continuing Education

ClinicalKey indexes content daily. In First Consult, fast moving medical topics are updated quarterly, and all other point-of-care topics are updated annually.

ClinicalKey is accessible from the Health Sciences Library’s resources pages, or directly at http://login.cuhsl.creighton.edu/login?url=http://www.clinicalkey.com. At the Register link in the upper right, users can create a personal account to take advantage of CME and other functions, and to view and download the PDF versions of book chapters. The Resource Center link at bottom includes a detailed user guide.

Plagiarism! Cheating or just a need for education?

Turnitin is now available for Creighton University students and faculty. Turnitin is an Internet-based text matching service integrated into BlueLine. Papers written by students are submitted to Turnitin through BlueLine, which checks the documents for unoriginal content. The results can be used to identify similarities to existing sources or can be used in formative assessment to help students learn how to avoid plagiarism and improve their writing.

Creighton instructors (faculty, adjunct faculty, and other instructors and professional staff) have the option, within BlueLine courses, to create Turnitin assignments for graded or non-graded papers. BlueLine Tutorial videos and directions are available at http://www.creighton.edu/cte/teaching-and-learning/video-archive.


Additional information about Turnitin is available at http://www.creighton.edu/center-for-academic-innovation/faculty-resources/turnitin. Contact the Center for Academic Innovation for additional information at cai@creighton.edu or 402.280.3114 or 3428.
MeSH on Demand Tool: An Easy Way to Identify Relevant MeSH Terms

The National Library of Medicine is pleased to announce the launch of MeSH on Demand, a new feature that uses the NLM Medical Text Indexer (MTI) to find MeSH terms.

Currently, the MeSH Browser allows for searches of MeSH terms, text-word searches of the Annotation and Scope Note, and searches of various fields for chemicals. These searches assume that users are familiar with MeSH terms and using the MeSH Browser.

Wouldn't it be great if you could find MeSH terms directly from your text such as an abstract or grant summary? MeSH on Demand has been developed in close collaboration among MeSH Section, NLM Index Section, and the Lister Hill National Center for Biomedical Communications to address this need.

Using MeSH on Demand

Use MeSH on Demand to find MeSH terms relevant to your text up to 10,000 characters. One of the strengths of MeSH on Demand is its ease of use without any prior knowledge of the MeSH vocabulary and without any downloads.

From the MeSH on Demand homepage (see Figure 1), add your text, such as an abstract, into the box labeled "Text to be Processed." Then, click the "Find MeSH Terms" button. Please read the Helpful Hints section of the homepage to improve your results.

Figure 1. The MeSH on Demand homepage

Please note the Disclaimer (see Figure 2) that these MeSH terms are machine generated by MTI and do not reflect any human review. While the results will be different from human-generated indexing, MeSH on Demand does find relevant MeSH terms that can help jump-start finding MeSH terms in your search area.


RETIREMENT:

Jane Fishkin has worked at the Health Sciences Library for 36 years, serving in various capacities. While we wish Jane a wonderful retirement, we will certainly miss her.
Services and Resources

Credit Cards Accepted
The Health Sciences Library is now accepting Credit/Debit card payments in person at the Service Desk, or by phone from the following providers: Visa, MasterCard, Discover, American Express, Diners’ Club.

Health Sciences Library patrons also have the option of paying for services and/or fees online using Visa, MasterCard, or JayBuck$ Via Card Services’ eMarketplace:
- Access eMarketplace (http://marketplace.creighton.edu)
- Once at the eMarketplace page, hover over Health Sciences Library (on the left of the screen)
- From the resulting menu, select HSL JayBucks$ or HSL Standard (for credit card payment)

Pull and Copy (402-280-5109 or hslcirc@creighton.edu)
- The library supports all research with a pull & copy service (within copyright laws) of materials in our collection.
- $2 charge per article or students. Free for faculty and staff.
- Payment may be by cash, check, JayBuck$, Credit Card, or via eMarketplace

Pull and Copy request forms are available at the library’s Service Desk or via the library website (http://hsl.creighton.edu/services/requestasearchmaterials).

Material Checkout (402-280-5109)
- Books
  - Staff and students: four-week loan period
  - Faculty: one semester loan period
  - Renewal may be done either online (http://hsl.creighton.edu/services/renewlibrarymaterials) or by calling the Service Desk (402-280-5109)

- Periodicals (Journals)
  - Bound periodicals may be checked out for one week by faculty, staff, or students
  - Periodicals that are not bound (single issue journals) may be checked out for 24 hours

- Reserve material
  - Print materials including personal copies to be used only in the library and may be checked out for 4 hours
  - DVDs may be checked out for one week by faculty, staff, or student
  - iPads may be checked out for one week by faculty, staff, or students
  - Models may be checked out for use in the library by students

Faculty Delivery Service (402-280-5109)
- Books, periodicals, DVDs, and simulators may be delivered to on-campus offices, Monday through Friday, from
  - 7:30 am – 3:30 pm, upon request
- For same day delivery, requests must be made between 7:30 am – 3:30 pm

Requests may be made online (http://hsl.creighton.edu/services/requestasearchmaterials) or by calling the Service Desk (402-280-5109)

Reserves (Madonna Knudson: 402-280-5109 or hslcirc@creighton.edu)
- Electronic reserves (eReserves) are now available via BlueLine.
- Please contact Madonna Knudson at the number above with any questions.
- Print reserves (including personal copies) are placed on reserve and are available for four-hour check-out for use in the library
SERVICES & RESOURCES (cont.)

Interlibrary Loan (Cindy Abel: 402-280-5144 or hslill@creighton.edu)

- Most items can be delivered within 3-5 working days [rush delivery (within 48 hours) is available at an additional cost]
- Materials can be delivered via e-mail (PDF), campus mail, U.S. mail, or picked up at the library
- Payment may be by cash, check, JayBuck$, credit card, or via eMarketplace
- No charge for faculty and staff. $2 charge for students.

Interlibrary loan request forms are available at the library’s Service Desk or via the library website (http://hsl.creighton.edu/services/requestasearchmaterials).

Computer Search Service (Reference: 402-280-5138 or refdesk@creighton.edu)

Take advantage of our expertise: ask a reference librarian to conduct your next literature search.

- No cost for Creighton University faculty, staff, and students
- Most search requests are completed within a few hours
- Usually delivered via e-mail (other options are available)

Search request forms are available at the library’s Service Desk or via the library website (http://hsl.creighton.edu/services/requestasearchmaterials).

Educational Services (Jeanne Burke: 402-280-5143 or refdesk@creighton.edu)

The Library Staff provides a wide variety of educational services to faculty and students. We are available for:

- Classroom presentations
- Small group tutorials
- Library instruction and orientations

We will also work with faculty to design customized web pages featuring the most appropriate resources for a particular assignment or project.

Chat Capability for Reference Services

The reference staff provides Chat reference service. Go to www.creighton.edu/libraries to find the chat box. The reference staff will chat back during normal Reference hours:

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

Requesting Library Purchases

To request that the Health Sciences Library purchase new materials, whether a book, a journal, or multimedia material, in tangible form or online, please use the form via the library’s web site (http://hsl.creighton.edu/services/requestasearchmaterials). To aid the library in making selection decisions, please provide as much detail as possible as to why the item is needed.

Requests may be submitted at any time. Books and audio-visual items are purchased throughout the year. New journal subscription purchases are made annually in the fall, to begin in January of the following year. Requests need to be received by October 1, 2014 to be considered for a 2015 subscription.
FALL 2014 PROGRAMS AT THE HEALTH SCIENCES LIBRARY

Over 35 Years of Providing Exceptional Health Science Support for Education, Research, Services, & Patient Care in the Creighton Community

**Basics of RefWorks & Write-N-Cite** - This session will show you how to import citations from popular databases such as Medline/PubMed and CINAHL. Once you start writing papers, you will be able to use these references to insert citations and create instant bibliographies in styles such as APA or AMA. We can show you how to get started using these time-saving productivity tools!

- Thursday, October 9, 4:30-5:30pm, HSL Computer Lab (2nd floor)
- Friday, October 10, 12:00-1:00pm, Online (sign-up required for online*)
- Thursday, October 30, 3:30-4:30pm, Online (sign-up required for online*)
- Tuesday, November 18, 3:30-4:30pm, HSL Computer Lab (2nd floor)

**Patient Education Materials Assessment Tool (PEMAT)** – The Patient Education Materials Assessment Tool (PEMAT) is a guide designed to help you evaluate patient education from posters and handouts to videos or verbal instructions, and decide if it is appropriate to give to patients. How do you know if your material is understandable and actionable? Come to the session and learn how to use PEMAT to find out.

- Thursday, October 23, 4:30-5:30pm, Thune Seminar Rooms A&B or Online (sign-up required for online*)

**Getting More out of Searching Medline & CINAHL** - This session will highlight search strategies and tips to make you’re a more effective Medline & CINAHL searcher using the EBSCOHost interface.

- Thursday, November 6, 4:00-4:00pm, Thune Seminar Rooms A&B or Online (sign-up required for online*)

**How Do I ... Open Question Forum for HSL Resources, Tools, & Databases** – Library staff will be available to answer any questions you may have on resources, tools and databases.

- Tuesday, November 11, 3:30-4:30pm, Thune Seminar Rooms A&B or Online (sign-up required for online*)

**Health Promotion & Education Resources from NIH** – Want to get involved to help educate and improve people's health but don't know where to start? Come to the session to learn about National Library of Medicine resources as well as strategies, ideas and success stories for health promotion and outreach, including events, displays and social media use.

- Thursday, November 13, 4:00-5:00pm, Thune Seminar Rooms A&B or Online (sign-up required for online*)

**Clinical Key & Access Medicine** – Clinical Key is a new collection with full text of over 1000 books and more than 500 journals. It also includes procedure videos and other video clips. Learn how to search these databases and how to link to the content from Blueline and how to export figures to Power Point

- Tuesday, November 25, 4:00-5:00pm, Thune Seminar Room A&B

**Beyond Medline: Exploring other health sciences databases** - Learn more about other important health sciences databases and information including Web of Science, Cochrane, governmental, international and other data and statistical sources.

- Thursday, December 4, 3:30-4:30pm, Thune Seminar Rooms A&B or Online (sign-up required for online*)

**iPad & Other Mobile Resources through the HSL** – The library subscribes to many resources that include content for your mobile devices. In this class you will learn about apps like Up to Date, JamaNetwork, Chronicle of Higher Education, VisualDx in iOS and Android systems. Please bring your devices with you for hands-on help.

- Thursday, December 11, 4:00-5:00pm, Thune Seminar Rooms A&B

**Getting More out of Searching Medline** - This class will focus on searching techniques and options that will help you get more out of searching Medline with the PubMed and EBSCOHost search interfaces.

- Tuesday, December 16, 12:00-1:00pm, Thune Seminar Rooms A&B or Online (sign-up required for online*)

**National Library of Medicine Mobile Applications** – On the go and need to know a drug dosage or possible effects on a breast fed infant? Get stuck and need that citation from PubMed? How can you tell if a spilled substance is dangerous and what do you do if it is? NLM mobile apps can help you! Learn about free NLM at this session.

- Thursday, December 18, 3:00-4:00pm, Thune Seminar Rooms A&B or Online (sign-up required for online*)

*Registration required contact HSL Refdesk@creighton.edu or (402)280-5138

For more information or to request an individual or special session, please contact Jeanne M. Burke, HSL Education Coordinator at (402) 280-5143 or jburke@creighton.edu
Professional Activities

Nannette Bedrosky (Metadata Librarian) attended the NLA/NSLA Annual Conference in Kearney, NE last October. While at the conference she networked with other librarians regarding migrating to a new Integrated Library System (ILS). She attended two sessions at the conference with this topic.

Judi Bergjord (Outreach Librarian) attended the Medical Library Association (MLA) Annual Meeting, “Building Our Information Future” in Chicago this May. She is currently participating in the NN/LM Midcontinental Region “Sharing Mobile App Experience” project. Judi will be taking the ClinicalTrials.gov: Results Reporting, Unique Evidence, and the Role of Medical Librarians class in September. Judi is also a member of the Special Projects committee in ICON, a local health sciences library consortium.

Jim Bothmer (Library Director) Jim Bothmer is President of the Association of Academic Health Sciences Libraries (AAHSL). As part of his responsibilities he and the Executive Committee of the AAHSL Board visited health related associations in the Washington, D.C. area (e.g. AAMC, NLM, ARL, etc.) to see if there were areas in which the two organizations could collaborate and cooperate. As part of his duties Jim also visited Congress to ask for continued and increased financial support for the NIH and the NLM. Jim Bothmer also attended the Library Assessment Conference in Seattle.

Jeanne M. Burke (Education Coordinator/Reference Librarian) has received the Sewell Award to attend the American Public Health Association Annual Meeting in New Orleans in November. Last December, Jeanne was elected to Omaha Immunization Task Force Board (OITF). Jeanne is currently serving as Membership Chair for the Educational Media & Technologies Section (Medical Library Association) and the MCMLA (Mid-Continental Chapter of the MLA). She is also Chair of the Education Committee for ICON, a local health sciences library consortium.

Richard Jizba (Department Head) attended two meetings of the D-space Steering Group Committee. The first in March included the DuraSpace Summit Meeting and was held in Washington DC. The second meeting was held in Indianapolis in May.

Monica Rogers (Health Information Literacy Coordinator for the National Network of Libraries of Medicine, MidContinental Region) taught the following classes: Health and Wellness @ the Library (online for 12 CE hours,) National Library of Medicine K-12 Resources, National Library of Medicine Mobile Resources, Minority Health Resources, Spotlight! On PEMAT (Patient Education Materials Assessment Tool,) Faith Community Nursing (2 sessions,) Health Literacy, PEMAT for NALHD (Nebraska Association for Local Health Directors) Ms. Rogers attended the following conferences: Medical Library Association (MLA) Annual Meeting, MidContinental Medical Library Association (MCMLA) Annual Meeting, Association of Small and Rural Libraries, National Rural Education Conference, Nebraska Association of PE, Health, Recreation, and Dance, and the Nebraska Minority Health Conference. As the sole author of the poster, “A Look at the Clicks Behinds the ‘Bringing Health Information to the Community’ blog” Ms. Rogers presented it at both MLA and MCMLA conferences. She was a co-author on the following posters, “Plain Language on the Plains with Health Literacy Nebraska,” and “Taking It to the Streets: The iTest i Pad Community-Based Organization Project.” Ms. Rogers was also a co-author of the presentation given at the Medical Library Association Annual Meeting, “Unfettered and Untethered: Internet Access in the Hands of Under-Connected Community-Based Organizations” "Ms. Rogers also serves on the boards of Health Literacy Nebraska, ICON, a consortium of Nebraska librarians, and the Center for Promoting Health and Health Equality. Rogers is also a member of the following: MCMLA Education committee, South Omaha Community Care Council, as well as the SOCCC Health Committee, and the Violence Prevention Advisory Board."

Rose Wilson (Reference Librarian) completed admin training for the new LibGuides platform and will be taking the ClinicalTrials.gov: Results Reporting, Unique Evidence, and the Role of Medical Librarians class in September.

Bryan Stack (Collection Services Librarian) attended a Collection Development Seminar sponsored by the Library Advisory Board of Thieme, a publisher of medical books and journals. New York City, May 2014. Attendees included executives of Thieme and librarians from eight libraries around North America. Bryan also attended a two-day course on Microsoft Excel spreadsheets. Omaha, June 2014.

Karl Wirth (Digital Repository Librarian) Attended Java Programming I and Java Programming II through Metro Community College.
Creighton University is now a BioMed Central supporter member

BioMed Central (http://www.biomedcentral.com/) is a publisher of 265 peer-reviewed open-access science, technology and medicine journals. Authors retain the copyright to their work, licensing it under the Creative Commons Attribution. Authors can view their articles’ access statistics, which average over 200 downloads per month per article.

BioMed Central levies a flat fee per article with no additional per-page charges for primary research articles selected for publication. Creighton University affiliated authors receive a 15% discount on the article processing charges on the BioMed Central, Chemistry Central and SpringerOpen open access platforms, which are all accessible in tabs at the BMC site. When a manuscript is submitted from on campus or through EZProxy, either via a specific journal’s page or via the Submit a manuscript link, the author is identified as belonging to a member institution and automatically granted the discount.

Article-processing charges pay for:

- peer review and publication
- worldwide open access to the full article text in various formats
- indexing and linking in PubMed upon publication
- full text inclusion in a number of permanent archives such as PubMed Central and arXiv.org (USA), INIST (France), and Koninklijke Bibliotheek (The Netherlands)
- inclusion in CrossRef, enabling electronic citation in other journals that are available electronically.

The link to Articles from your institution lists 100 articles by Creighton authors published from 2002 to the present. We look forward to seeing you there!

Take a break or just fuel up at the Café

Located at the top of the spiral stairs
Health Sciences Library
Open 7:30 am – 4:00 pm Mon. – Thurs.
7:30 am – 1:30 pm Friday.

NOTE: Oct 6-20 the Café will have shortened hours 7:30 am-1 pm Mon. – Fri.

Hours of Operation

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<td>Health Sciences Library/LRC</td>
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Points of Contact

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<tr>
<td>Director</td>
<td>A. James Bothmer</td>
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<tr>
<td><a href="mailto:jbothmer@creighton.edu">jbothmer@creighton.edu</a></td>
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Drug Information & Evidence Based Practice

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BIC Informer