

Access Newsletter



Robert B. Greenblatt, M.D. Library

April - June 2003

Greenblatt Gallery: Art Comes to the Library

The Robert B. Greenblatt, MD Library is pleased to display the *2003 Annual Student Scientific & Medical Illustration Juried Exhibition*. First displayed

at the Main Gallery of the Lamar Dobb School of Art on the UGA campus from March 24 through April 4, 2003, Greenblatt Library received the exhibit on April 16 and will be showing it until the end of May. The exhibit was made possible through Gene Wright, Director of UGA's scientific illustration program and the assistance of the MCG Art Council and the Department of Medical Illustration. The library invites visitors to view the artwork displayed throughout the building.



Hands
Leslie Leonard

Judges awarded students of scientific and medical illustration, certificates and cash prizes for the best examples in their categories. Four UGA scientific illustration students received awards for their artwork. Meredith Boyter won the Logan Award of Excellence for her "Red Salamander," Leslie Leonard earned the second place Certificate of Merit for "Lilli," and Diantha Tevis achieved the third place Certificate of Merit for "Camelia." The fourth student was Michael Pollard who received the Laerm Award of Excellence for his work "Grizzly Bear." Three MCG medical illustration students also earned honors at the exhibition.

Brian Brockway received the third place Certificate

of Merit for "Hand Lipoma Excision," a series of surgical illustrations in pen and ink. Karen Bradley earned the second place Certificate of Merit for "The Luteal Phase," a didactic histological poster. Mary Kate Carlton received the William J. Stenstrom Award of Excellence for "Glaucoma," a didactic histological poster.

For more information about the artwork or medical illustration, please contact Bill Andrews, Department of Medical Illustration, at 721-3266. For information



Black Hooded Warbler
Katherine Brown

on scientific illustration, please contact Gene Wright, Lamar Dodd School of Art, University of Georgia, at (706) 542-1511.

The exhibit is the first of many exhibits to be displayed at the Greenblatt Library. The next scheduled exhibit, *The Figure: Inside & Out*, will feature the talents of the faculty of the Department of Medical Illustration. The library also is working with the MCG Art Council to display local artists' artwork in the building. As well as displaying paintings, the library has several display cases for showing artists' ceramics and sculptures. For information on displaying artwork in the library, please contact Lisa Westrick at 721-3444.

Lisa Westrick

Electronic Journals: A Slippery Slope

MCG faculty request for journal purchases are straightforward for the most part. "Please obtain this journal which supports the mission of the institution" - a reasonable thing to ask. Since the results of the Library's 2002 LibQUAL+ Survey showed "electronic" is the preferred format for journals, one would assume the only barrier to obtaining an online journal might be obtaining funding for one more title. But we are living in a new age of digital ownership and copyright, "big deal" bundling, creative marketing, and soaring profits of the dominating science, technology, and medicine publishers. The following are some examples:

That Was Then, This Is Now

Three years ago, the Greenblatt Library joined with other University System of Georgia research university libraries to provide electronic access to journals that would otherwise be provided through document delivery, such as our interlibrary loan service, if not owned by MCG. In the case of ScienceDirect, affiliated users are receiving electronic access to journals subscribed by at least one of the participating libraries. In the case of Wiley InterScience, the journal package included all of the original electronic journals on their site. Stability was expected in the titles provided for at least the duration of the agreement, yet this has not proven to be the case. For example, Elsevier's acquisitions of Cell Press and Academic Press have added titles to ScienceDirect with no comparable consortial access. Elsevier sales, such as the journal, *Neuropsychopharmacology*, to Nature Publishing Group, have resulted in the loss of titles on ScienceDirect and access reverting only to Georgia research libraries holding the title individually (as we do in this case) - not exactly what we bargained. Wiley InterScience began packaging a longrunning MCG subscription with a new title that could only be purchased as a single, more expensive unit - making inflation price capping promises a moot point.



Did You Hear The One About...

...the library journal vendor, RoweCom/Faxon, that was bought by *divine,inc.*? The money libraries deposited with RoweCom/Faxon to pay for 2003 journal subscriptions was siphoned off by the parent company, leaving many institutions including federal government libraries without 2003 orders or their money. Three of the publishers hit hardest by this provide most of the Greenblatt Library electronic resources: Elsevier, Wiley, and Oxford University Press. This means that even though the Greenblatt Library lost nothing this year because we use an alternative vendor, the repercussions impact all libraries as stakeholders of the electronic publishing environment.

The Less-for-More Deals

The American Association for the Advancement of Science (AAAS), publishers of *Science*, changed the "deal" this year. While the association provides all content to individual members, institutional subscribers have always been prevented from complete access. This year for only a few dollars more, MCG receives less - original research articles only. This is because the AAAS has made their site free to all from 1995 up to twelve months from the current month. AAAS also participates in the scholarly archiving service called JSTOR. These are all noble endeavors, but with potential loss of individual membership base, institutions are charged more. Science Online was high on the institutional electronic journal *want list* last year until we made it available Spring 2002.

Soon Oxford University Press will announce a new pricing model for its journals as a package. Elsevier is asking for institutional commitment to Academic Press titles without the benefits of consortial access. The next contract negotiations will likely have unforeseen twists - the only variable we may predict.

Gail Anderson



Copyright Corner: Tips for Fair Use by Non-profit Educational Institutions

Faculty and students often question the extent to which principles of “Fair Use” govern the copying and sharing of copyrighted materials for educational purposes. Current copyright law balances the rights of the copyright holder to have a viable market for their works, and the need of society to utilize copyrighted work to advance learning.

Fair Use protects creative work including scientific research and provides a monopoly to the copyright holder on the marketing of a work. The final test for education fair use is whether or not there are sound educational reasons to copy a work or provide copies of a work to students, or whether the copying is done simply to avoid purchasing a work. Four marketing factors determine

if copying of a work is “fair” in the educational sense.

A). The purpose of the use must be non-commercial or for non-profit educational purposes.

B). If the work is a “creative work” it may be protected by copyright.

Works in the public domain, even if included in a copyrighted source are subject to use without limitation.

C). The amount used is a major factor.

Where as no quantitative guidelines limit copying for education purposes, copying of a significant portion of a volume may infringe copyright if the copying is deemed to reduce or eliminate the need for purchase.

D). The effect of the use on the market.

Reproduction must not substitute for the purchase of a work.

Finally, photocopying must be

“spontaneous”. If the same articles, portions of a book, etc. are to be copied repeatedly for the same course, the faculty member must obtain permission from the copyright holder for this ongoing use.

Fair use provisions of the copyright law protect the reproduction or copying of print materials for personal use and educational purposes. These provisions do not protect use that could be construed as “publishing” or “distribution” of a copyrighted work. Some electronic uses of information can be construed as “publishing” or “distribution”, and this will be examined in the next issue.

Marilee Creelan



Reference Editions U P D A T E

AV Market Place. (REF LB 1043 A912 2003)

Books in Print: Authors, Title. (REF Z 1215 B724 2002-2003)

Current Therapy. (REF WB 300 C752 2003)

Health Professions Education Directory. (REF W 21 H434 2003-2004)

Hospital Blue Book. (REF WX 22.AS9 H829 2003)

National Five Digit Zip Code and Post Office Directory. (REF HE 6361 U58n 2003)

Official ABMS Directory of Board Certified Medical Specialists. (REF W 22.AA1 A512o 2003)

Physician Characteristics and Distribution in the U.S. (REF W 76 A512p 2003-2004)

Kathy Hamm

MCG Librarians Set the Pace

Several Greenblatt Librarians participated in the Medical Library Association Annual Meeting held in San Diego in May. Tamera Lee presented a paper and poster on the use of the LIBQUAL+ survey within consortia. Susan Poorbaugh presented a poster on providing consumer health information

throughout the state, and Lyn Dennison convened the initial meeting of the Assessment and Benchmarking Special Interest Group. Other attendees from MCG included Kristy Stephens, Verma Walker, Kathy Davies, and Marilee Creelan.

Lyn Dennison

Caveat Emptor: Health Information on the Web

We constantly hear and view advertisements promising to improve health and well being, so how savvy do consumers have to be to evaluate claims? You may have heard a recurring national radio commercial with former celebrity Mariette Hartley for the "See Clearly Method" claiming the product "is a powerful, natural vision improvement program designed to address nearsightedness, farsightedness, astigmatism, and eye strain."

A consumer visiting the See Clearly website <<http://www.seeclearlymethod.com>> would see claims of "a safe, healthy alternative to glasses, contacts and laser surgery", credentialed optometrists, testimonials from satisfied users, a "Clinical Studies" section, and ordering information (the kit costs around \$300). "The concepts and techniques...are supported by more than 1500 articles and research papers published in professional journals."

A careful reading of the website might give consumers second thoughts about the program. A section is labeled "Clinical Studies," but the website admits up front there are no clinical studies of the method, only a "clinical evaluation" performed by the authors of the method and the claim of over 1500 journal articles that support only the concepts of the method. The website disclaimer informs the consumer to assume all risks and liabilities from applying the methods and the consumer is the sole arbiter of the efficacy of the method.

The website does mention the "Bates Method" and a bibliography of supporting journal literature available for twenty-five dollars from the Optometric Extension Program Foundation. The Bates Method refers to William H. Bates' *The Cure of Imperfect Eyesight by Treatment Without Glasses* (1920) proposing eye exercises will improve eyesight. The OEP Foundation is a proponent of "behavioral optometry," which is referred to as holistic optometry, vision therapy, or yoga for the eyes. The nearest medical subject heading is "orthoptics," which is not behavioral

optometry, thus journal literature on behavioral optometry rarely appears in MEDLINE. The PsycINFO and Alt HealthWatch databases index a few articles on the topic. Academic health libraries generally do not purchase books or journal literature in this area of study.

What else won't the average consumer find out about the "See Clearly Method?" According to published newspaper accounts, the Vision Improvement Technologies principles marketing the method are former followers of Maharishi Mahesh Yogi, and repackaged the ideas published in a book by the See Clearly authors (Beresford, Steven et al, *Improve your vision without glasses or contact lenses: A new program of therapeutic eye exercises*, Simon & Schuster, 1996). Beresford recently lost a court case versus the Internal Revenue Service (Beresford v. IRS) and is de-emphasized in marketing the See Clearly Method; he believes paying income tax is voluntary and did not pay income taxes for several years. (see <<http://www.nakedgov.com/beresford.htm>>). Approximately forty percent of the See Clearly Method kits are returned with the thirty-day money back guarantee.

Consumers will not find information about behavioral optometry, vision therapy, or the Bates Method on well-known consumer health or complementary medicine websites or in medical dictionaries and encyclopedias.

For those curious about this method, the paperback edition of *Improve your vision* is available on Amazon for less than ten dollars (with a selection of other vision therapy titles) and the See Clearly Method kits are available for less than one hundred dollars on eBay.

The Quackwatch website has more information at: <<http://www.quackwatch.org/01QuackeryRelatedTopics/eyequack.html>>

Peter Shipman



In The Palm Of Your Hand

Infrared Printing

Infrared printing is now available in the Library's computer lab for those users wishing to print from the Pocket PC or Palm to the Diebold printers. Free HP Mobile Printing software for printing Pocket PC calendar, contacts and tasks is available at <http://www.hp.com/go/pocketpcprint_software>. To print Excel, PowerPoint or PDF files users may want to try HP Mobile Printing for Pocket PCs in conjunction with WestTek's ClearVue <<http://www.westtek.com/clearvue.htm>> (prices vary depending on features selected) or

Pocket PC Printboy <<http://www.bachmannsoftware.com/pbcedown.htm>> PrintBoy is available for the Palm OS at <<http://www.bachmannsoftware.com/pdpremdetail.htm>> to print appointments, tasks, addresses, spreadsheets, documents, presentations, etc.

Contact Library Technology Services at 721-6315 for more information on setting up your handheld device to print in the computer lab.

Kristy Stephens

MEDLINE Clinical Query on a PDA

Ever wanted to perform an Evidence-based search on the fly? Clinical Queries for the PDA might be the solution. The National Library of Medicine's Office of High Performance Computing and Communications and the Department of Biomedical Informatics, USUHS, developed this application for searching on the go. This form-based program works via an AvantGo Channel, therefore users of both

Palm and Pocket PC handhelds have the ability to perform Clinical Queries. Once a user submits an EBM query, the query is executed the next time the user synchronizes their device. Users access the stored results via the Forms Manager on their handheld. Because of the limitations of forms, results include citations only. This product is freely distributed and full documentation can be found at: <<http://cim.usuhs.mil/pubmed/>>.

Douglas Joubert

Joubert Joins Association of Research Libraries Service Quality Academy

Nominated by the Director of Libraries, Douglas Joubert, Cataloging and Digital Information Librarian, was accepted to the Association of Research Libraries 2003 Service Quality Evaluation Academy. The Academy is an intensive five-day program that focuses on both qualitative and quantitative



methods for collection and analyzing library service quality data. The development and training will emphasize basic concepts and skills in measurement and data analysis as applicable to service quality evaluations, including relevant software skills. Targeted for those who show high potential for developing new and innovative assessment tools, the

Academy presents an exciting collaborative leadership opportunity for Joubert to contribute to advanced assessment measures for the Greenblatt Library and the Association of Academic Health Sciences Libraries. This initiative and Joubert's nomination and selection is a natural outcome of the Library's leadership and participation in LibQUAL+, a national broad-scale project to define and measure service quality across institutions and identify best practices.

Tamera Lee

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Library Hours

Monday–Thursday:
7:30 a.m.–midnight
Friday: 7:30 a.m.–7 p.m.
Saturday: 9 a.m.–5 p.m.
Sunday: noon–midnight

Checkout Policy

Audiovisuals	3 days
Books	4 weeks
Bound Journals	3 days
Unbound Journals	1 day

Phone Numbers

Information	721–3441
Business Office	1–2858
Administration	1–2856
Fax Services	1–6374
Interlibrary Loan	1–6374
Paging Phones	1–3867
Special Collections	1–3444

Access is published
by the Robert B.
Greenblatt, M.D. Library.

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<[http://www.mcg.edu/library/about/
access/menu.html](http://www.mcg.edu/library/about/access/menu.html)>

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The Librarian Is In -- The Hospital

Are you having problems finding the information that you want or does it take you hours to sift through the wealth of information that is available today? Do you want help to do faster more efficient searches? Here is a new library service just for you.

In order to increase accessibility to the library's electronic resources in the hospital, the Residents' Lounge on the first floor in the Children's Medical Center will be used as a library training/resource location for a few hours per week. Clinical Services Librarian, Verma Walker, will be available for library resource training and searching services.

This new service is due to begin in mid-May. The hours that the librarian will be available for drop-in visits will be posted in the lounge. If these hours are not convenient an appointment may be scheduled for a better time. Contact vwalker@mail.mcg.edu or 721-9904. Individuals or small groups are welcome.

Besides searching assistance, the librarian will be available to teach hospital personnel the Library's clinically relevant databases. These include: Ovid Medline, PubMed, MDConsult, Web of Knowledge, ScienceDirect and government databases like Online Mendelian Inheritance in Man (OMIM). She can also show Health Inc. employees where to look for information on Evidence Based Medicine or Complementary and Alternative medicine. PDA training will be available also.

Looking forward to seeing you at the CMC!

Verma Walker



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