

Memorial Sloan-Kettering Cancer Center

# LIBRARY

MAKE THE CONNECTION

## Progress Report 2010–2011

### Table of Contents

Director's Message	2
Launching New Services	3
ILliad	3
Systematic Reviews	3
LibGuides	4
Synapse	4
Chat Reference	4
Mobile Enabled Content and Apps	5
It's Blogging Time!	6
Our Growing Electronic Collection	7
Synapse: Your Connection to MSK Authors	8
Today's science sparks:	
All About Our Authors	9
Document Delivery Services	10
Clinical Medical Librarian Program	11
User Education and Training	13
Supporting Our Patients	14
Staff Posters, Publications, and External Presentations	14
By the Numbers	16
Team Photo	17



## Director's Message

Your path to information starts here!



This is the Library's first progress report and I am delighted to highlight our activities and accomplishments for 2010 and 2011. As we started to prepare this report, we embraced the word "trailblazer" as it encompasses the spirit of this institution as well as the role the Library plays within it. By definition, the word means *one that blazes a trail to guide others, an innovative leader in a field, a pathfinder* — and as librarians, we constantly seek ways to improve our current operations. We look for opportunities to develop new services and applications that will support our users in their efforts to make informed decisions in patient care as well as their research.

The MSKCC Library's mission is to proactively partner with our library users by delivering innovative services and targeted

published content in support of quality patient care, research excellence, and ongoing learning for the progressive control and cure of cancer. We accomplish this by understanding the information pulse of our user community so we can initiate new services, design tools, and take chances in developing the right resources for that moment in time. We need to further understand our client segments within this community, as each group has specific information needs which dictate the types of new services we explore with them.

Constant improvement is key and sharing our accomplishments for this time period demonstrates how the Library continues to evolve in a rapidly changing information environment — "trailblazing" a path towards relevant and often critical information for our users!

A handwritten signature in black ink that reads "Donna Gibson".

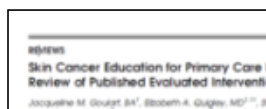
**Donna Gibson**  
Director of Library Services

## Launching New Services

A number of new services were strategically launched to help enhance library partnerships within the MSKCC community and support research endeavors.



**ILLiad**  
Launched  
Spring 2010



**Systematic Reviews**  
Launched  
Fall 2010



**LibGuides**  
Launched  
Winter 2010



**Synapse V.2**  
Launched  
Fall 2011



**Chat Reference**  
Launched  
Fall 2011

### ILLiad

<https://illiad.mskcc.org/illiad/>

During the spring of 2010, the Library migrated to a new web-based interface for requesting articles, books, and other items via interlibrary loan. Users establish accounts where they can submit requested items as well as monitor the progress of their ordered document(s). Currently, we have 3,035 MSK users and process an average of 900 requests a week for these individuals and for borrowers from other institutions.

### Systematic Reviews

<http://libguides.mskcc.org/SR>

A systematic review aims to provide an exhaustive summary of literature relevant to a specific research question and requires a thorough search of the literature for pertinent papers. As defined by **The Agency for Healthcare and Research Quality** a systematic review is “... a critical assessment and evaluation of all research studies that address a particular clinical issue. The researchers use an organized method of locating, assembling, and evaluating a body of literature on a particular topic using a set of specific criteria. A systematic review typically includes a description of the findings of the collection of research studies”\*

In the summer of 2010, the Library formalized the process by which users request systematic reviews and our role in support of these initiatives. The Reference staff have been involved in conducting elaborate searches and collaborating as co-authors for interested user groups. These collaborations have resulted in three publications released in 2011 in the areas of skin and breast cancers, as well as breast reconstruction (see publications section).

\*Agency for Healthcare Research and Quality. (2012). Glossary of terms. Retrieved April 6th, 2012, from <http://www.effectivehealthcare.ahrq.gov/index.cfm/glossary-of-terms/?filterletter=s>



## LibGuides

<http://libguides.mskcc.org/>

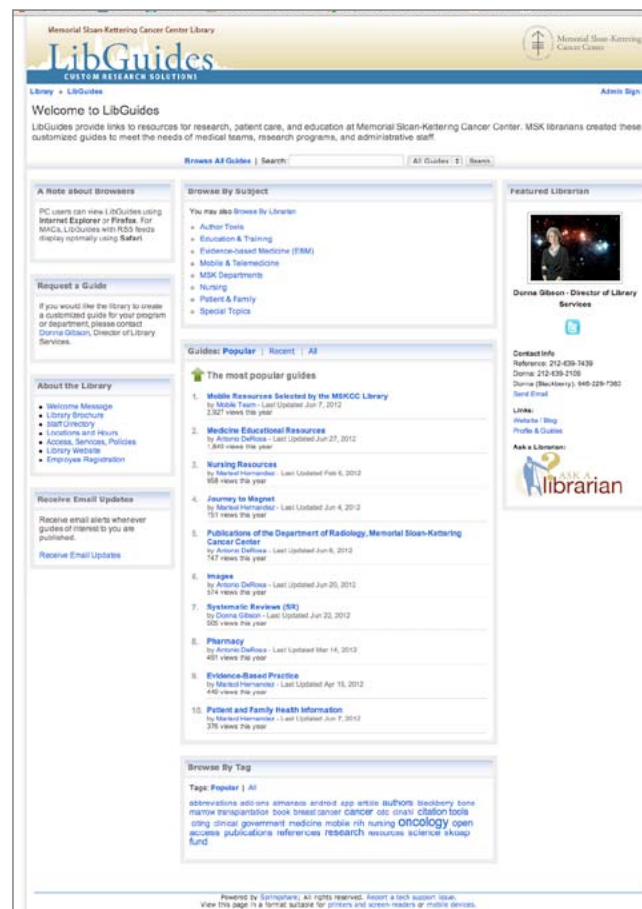
Another addition to the Library's collaborative tools is LibGuides, a multimedia web-based portal that connects users to customized content. Library staff partnered with different departments to create and publish



22,776  
Visits to site  
in 2011

tailored guides that included publications from the Departments of Surgery, Radiology, Pediatrics, and Hematologic Oncology. Many of the LibGuides

link to full-text documents, and often to RSS feeds, videos, and audio presentations. LibGuides were also published for Breast Cancer, Pharmacy, and Nursing. Subject guides focus on mobile resources, images and copyright, evidence-based practice, systematic reviews, and funding opportunities.



LibGuides homepage



GSKGradSchool Sep 15, 2011, 2:30pm  
via HootSuite

Students, do you need help locating & citing images for publication? Check out the Images LibGuide by the @MSKCC\_Library <http://ow.ly/6uGLc>

## Synapse

<http://synapse.mskcc.org/>

A new version of Synapse was released in fall of 2011. The enhancements provide access to MSKCC authored publications from 2009 to present. The new version also includes author profiles, analytics, links to open access papers, and to Library catalog book records (See section on Synapse).

## Chat Reference

Last year, the Library staff were happy to debut chat reference to help our users communicate with us even more easily than ever before. The new chat bar sits at

“Best service ever—and no having to wait on hold on the phone.”

— Clinician

the bottom of every page on our Website. With one click on the chat icon, our user community or interested visitor can start chatting with a staff member within moments. This service has been a welcomed resource to our clinicians, nurses, and health care professionals who seek quick “in the moment” answers.

## Mobile Enabled Content and Apps

<http://libguides.mskcc.org/mobile>

There are about as many research styles and preferences as there are MSKCC clinicians, biomedical researchers, nurses, and other medical professionals. The broad range of mobile devices used to access information — Androids, iPhones, iPads, PDAs, Blackberrys — deepens the complexity of providing access to such a diverse group. Understanding that the point of access for MSKCC researchers to the information they seek is not necessarily in the physical library or even on a computer any longer, the Library introduced the Mobile Resources LibGuide in 2011.

The easy-to-use LibGuide is a gateway to Library resources like journals, databases, catalogs, RSS feeds and other reference materials, all available on mobile devices. For patients and family members, another important sector of the Library's audience, there is a separate list of resources designed to more closely meet their information needs.

Library staff set out to spread the word about this cutting edge resource to employees, patients and family members by setting up Mobile Clinics at various locations around the Center, and the response has been extremely positive.

Soon after it was published online, we realized that the collection development policy designed to direct Library staff in the continued maintenance and growth of the guide was one of the first of its kind for this burgeoning area of librarianship.



**Antonio DeRosa, Cafeteria Mobile Clinic 2011**



**UAMSlibrary** Aug 10, 2011, 11:38am  
via TweetDeck @MSKCC\_Library

This is the first mobile resources collection development policy I've seen so far. Looking forward to reading it!

## It's Blogging Time!

<http://library.mskcc.org/blog>



**ultimatelibrarn** May 25, 2011,  
5:20pm via HootSuite

Touched by the follow from @MSKCC\_Library. TY. It's complicated, but involves my sister's cancer & my discovery of the #medlib profession.

Ushering in a new era of communication, the Library launched its blog in January 2010. Library staff contributed content devoted to sharing the latest news, developments, research tools, and other content relevant to the work of those at MSKCC.

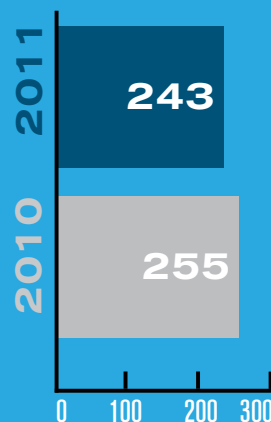
Averaging 20 posts per month, the Library continues to make the blog more interactive with quizzes, images and videos embedded in the posts. Today, our blog outreach is growing and serves as another way for us to connect with our MSKCC community, the public, and our fellow librarians around the world. This resource goes beyond sharing Library activities as some of our blog sections focus on cancer research in the news as well as Memorial Sloan-Kettering.



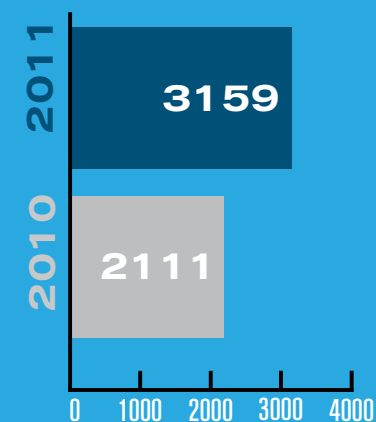
Follow us on Twitter  
[@MSKCC\\_Library](https://twitter.com/MSKCC_Library)

## BLOG STATS

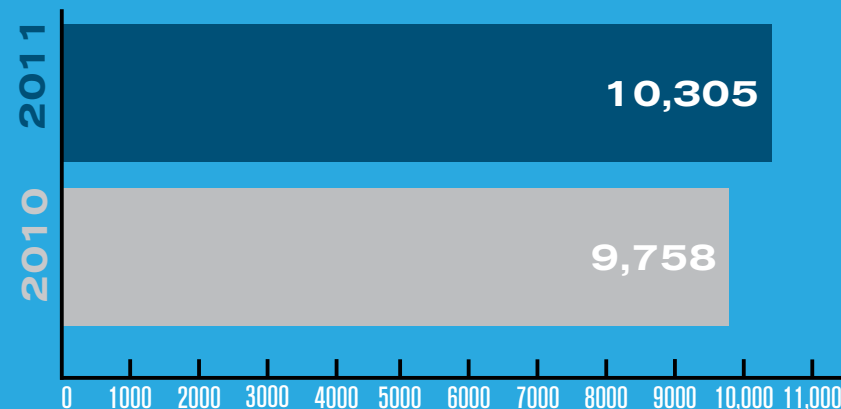
### Total Posts



### First Time Visitors



### Page Loads





## Our Growing Electronic Collection

While we have a small but dynamic print reference and book collection, most of our focus is on providing access to a growing and versatile electronic resource collection that can be used by all MSK employees regardless of their location. We welcomed suggestions and negotiated with our information providers (vendors and publishers) to bring quality information to our users keeping within our budget. We also paid close attention to the research happenings at the Center so we could be proactive in obtaining resources that would impact and support our researchers.

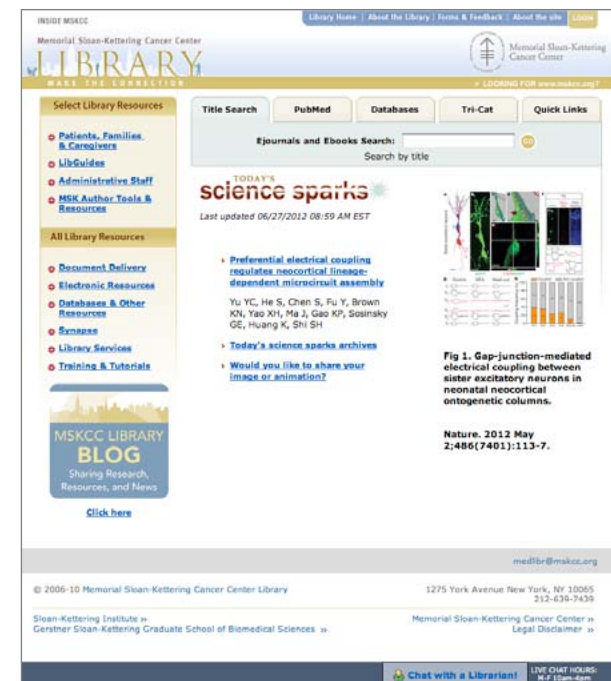
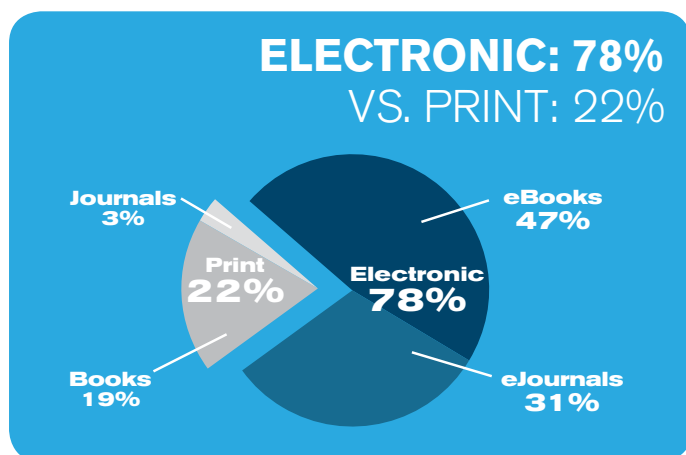
In early 2010, we focused on building a stronger ebook collection, and the foundation for this anthology included the Medicine Collection and the Biomedical and Life Sciences Collection from the publisher Springer. Some notable titles include: Encyclopedia of Cancer, AJCC Cancer Staging Atlas, and Bioinformatics in Cancer and Cancer Therapy.

The Journal of Visualized Experiments (JoVE) is a peer reviewed, PubMed-indexed video journal which we added to our collection and which

represents a unique resource. This title was founded in October 2006 as the first online journal devoted to video publication of biological research and a method of scientific publishing which allows researchers to submit videos of protocols. In 2011, the publisher split the journal into multiple subject areas, many of which have been incorporated into our collection. Among the different sections, one devoted to Clinical & Translational Medicine is included.

When possible and if the ejournal fits within our content development guidelines, we do our best to incorporate Open Access titles. As of December 2011, we point to over 3,000 titles.

The primary goal continues to be to purchase content that supports the medical and research endeavors of our users. We welcome recommendations from our user community that will



**Visit the Library Website to browse the electronic collections: <http://library.mskcc.org>**

enhance the collection and keep it dynamic. We also maintain a rigorous process for renewing content. In light of the economic landscape and fixed budgets, we have adopted criteria such as cost per use, usage patterns, document delivery options, population served, uniqueness of the content, and availability of comparable titles to evaluate whether or not we should license a resource or ejournal. More importantly, we seek vendors and publishers that are willing to work with us when we are challenged with budget constraints.

Our vendor relations are not limited to that of purchaser; we also pursue opportunities to partner with vendors to help improve or customize their products to better meet the information needs of our users. In 2010, we had the chance to work with the creators of Quertle after seeing their search engine at the 2009 Medical Library Association annual conference. Quertle is a semantic search engine which looks for conceptual relationships based on keywords. This search engine leverages content from MEDLINE/PubMed, full text documents from BioMed Central, open access articles from PubMed Central as well as the NIH RePORTER database of grant applications and the National Library of Medicine's TOXLINE database of biochemical, pharmacological, physiological, and toxicological effects of drugs and other chemicals. We realized that the strength of this search engine would be improved if it incorporated direct OpenURL links from the citation to the full text article. We now have a unique Quertle URL that allows our users to link to journal articles for which the Library holds institutional subscriptions.

## Synapse: Your Connection to MSK Authors

<http://synapse.mskcc.org/>

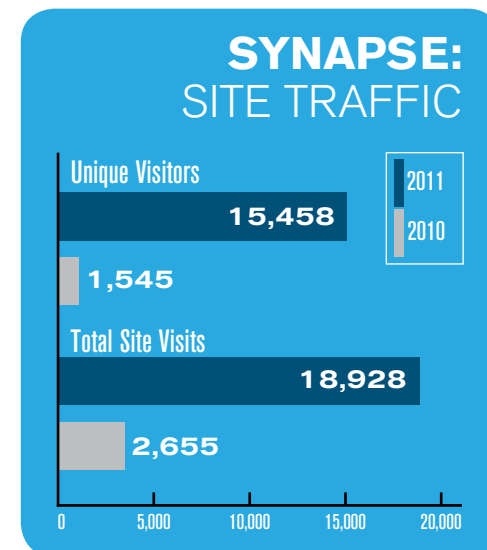
Synapse, with a new look and feel, was launched with a completely different web interface and database that reflects another way to showcase our authors' intellectual output. Our focus still remains the same and Synapse will continue to increase the visibility and promote the works and collaboration of researchers, clinical experts, and nurses. One important new feature

*"Synapse certainly promotes the research collaborations among the faculty and, in the meantime ... creates a healthy environment for academic competition."*

— Assistant Attending  
Regional Operations

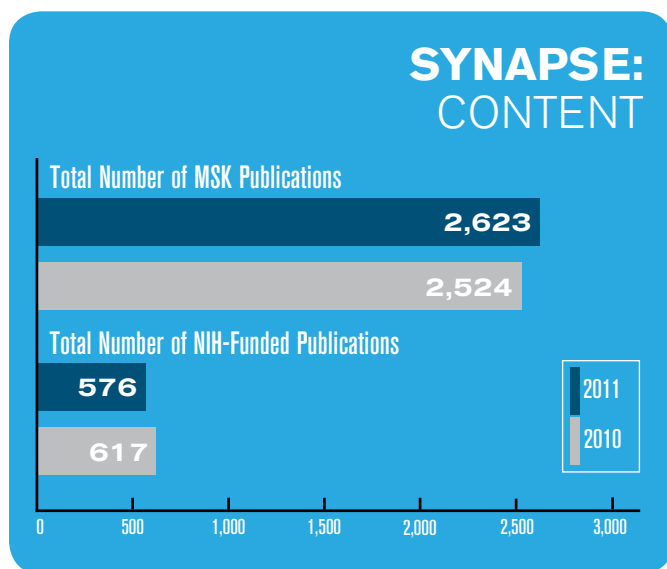
that is not visible to the user but does impact the integrity of this resource is the new process that has been implemented to handle author name disambiguation and ensure that MSK publications are discoverable.

Several commercial abstract and indexing databases are leveraged monthly to extract relevant citations to ingest into Synapse in order to deliver "one" comprehensive resource users can go to when they are seeking MSK affiliated publications. Synapse presents author profiles which consist of a photo (if available), research focus, group affiliations,





co-authors, and citations to their works with full text access to references for which the Library holds institutional subscriptions. Interested individuals can take advantage of RSS feeds to monitor new content added by a specific author or group.



“It also allows me to easily see the type of work certain colleagues are working on. Most importantly, it allows me to search for common interests and potential future collaborations.”

— Associate Attending  
Epidemiology Biostatistics

## Today's science sparks: All About Our Authors

<http://library.mskcc.org>

Every day, the Library selects a visually interesting image from an article, paper, or presentation published by MSKCC authors, and showcases it on the Library home page in Today's science sparks. Each announcement provides a link to the full text of the article. Patrons appreciate this as a vivid and eye-catching way to bring attention to the research of their fellow peers at MSKCC and the Library is pleased to spread the word about their work.

In early 2010, Today's science sparks featured the top 12 highly cited MSK publications from 2009. All of these articles and more are archived for future reference on the Library's Website.

### Anatomy of a Today's science sparks Entry

**1** OPEN ACCESS

**2** [Proteomic snapshot of the EGF-induced ubiquitin network](#)

Argenzio E, Bange T, Oldrini B, Bianchi F, Peesari R, Mari S, Di Fiore PP, Mann M, Polo S

Mol Syst Biol. 2011 Jan 18;7:462.

**3** [Today's science sparks archives](#)

[Would you like to share your image or animation?](#)

**4** **Fig 1. Preparation of samples for MS-based proteomics analysis.**

**1** Open access article

**2** Citation

**3** Past science sparks

**4** Image from article

## Document Delivery Services

<https://illiad.mskcc.org/illiad/>

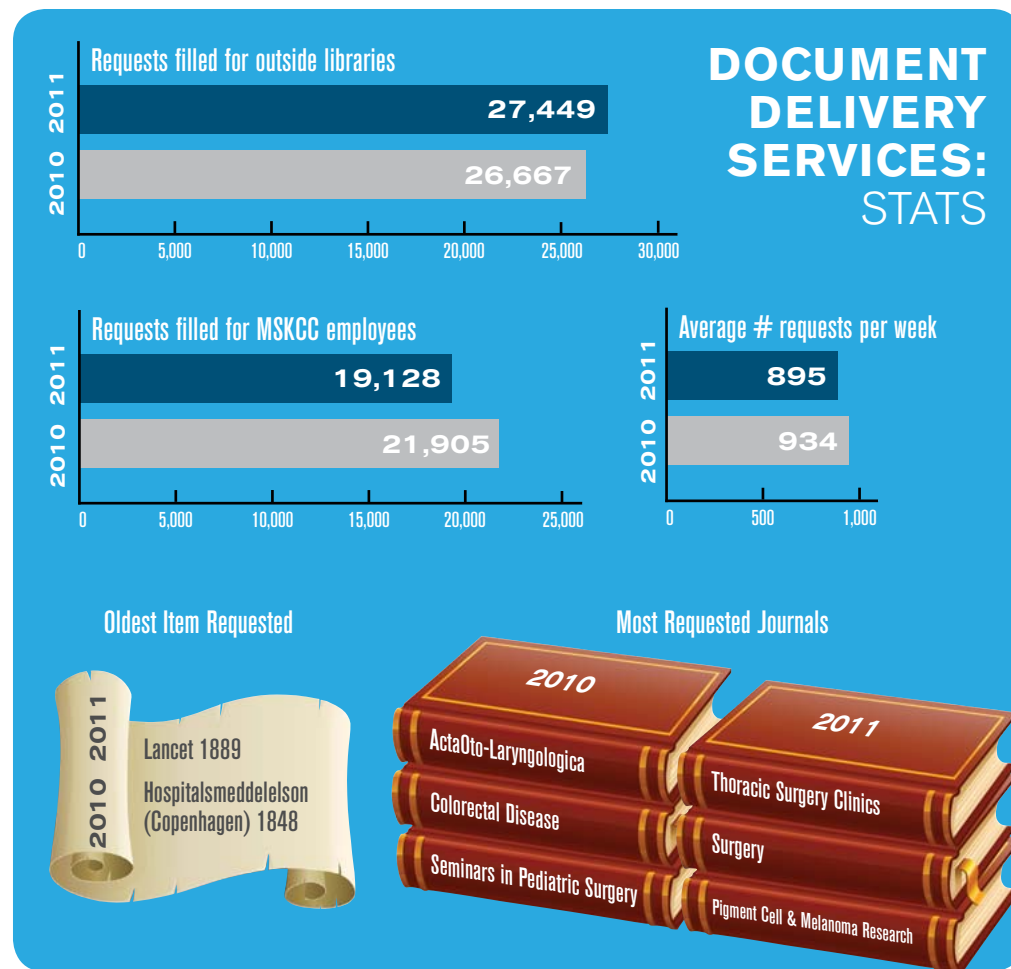
The ILLiad Document Delivery Service was introduced to patrons in the spring of 2010 as a more enhanced format of the pre-existing document delivery service, which aids doctors, nurses, and many more in their research here at MSKCC. With ILLiad, patrons were provided with a customized web interface with additional features to help them track their requests and have all of their delivered content in one online account. The launch was a success, and by the end of 2011, MSKCC staff from over 60 different departments were using the service.

“Armed with this service, the system of online electronic journals and source material makes it fun to read and write, and there is no more excuse for not doing scholarly work.”

— **Attending, Pediatrics**

The service to MSKCC employees is really only one side of the Library's Document Delivery operation. As a Resource Library in

the National Network of Libraries of Medicine, the Library upholds a commitment to maintain a well-rounded collection of publications to serve the medical community on a national scale and regularly receives requests from libraries all over the world for items in its collection.



“The Memorial Sloan-Kettering Cancer Center is a valuable lending library for interlibrary loan documents and much needed articles.”

— **Interlibrary Loan/Document Delivery Department, Countway Library of Medicine, Harvard Medical School**



“Best system I’ve used  
at any institution.”

— Assistant Attending, Surgery

“MSKCC Medical Library staff  
are very courteous, prompt  
and always willing to go the  
extra mile to get our patrons  
what they need. I often  
receive positive feedback  
from patrons as a result of  
the reliability of MSKCC’s  
service. Keep up the  
great work!”

— Research Center,  
The National Academies

“I cannot begin to put into  
words how much I appreciate  
this service.”

— Clinical Nurse,  
Regional Operations, Commack

## Clinical Medical Librarian Program

While our Reference team continues to provide research and consultation support to all users, we wanted to take a moment to highlight our Clinical Medical Librarian Program. To date this liaison service provides customized support to the departments and services of Gastric Mixed Tumor, Psychiatry, Nursing, and

“Thank You! I can’t  
tell you how much  
we appreciate each  
of your efforts on  
this project!”

— Regarding SKI  
Core Grant Author  
Bibliographies  
- SKI Administration

Critical Care. These departments have a Clinical Librarian specially assigned to them, giving a unique opportunity for the information professional to work closely with the group and gain a better sense of what really matters to them. It also places librarians in positions where they can influence the information-seeking behavior of the groups they work with and help them to identify other resources that ultimately contribute to patient care.

While each department and group has different information needs, some of the activities conducted by the librarians include:



Isabel Sulimanoff, 2011 Pulmonary Pathology  
Society Biennial Meeting

- ▶ Performing literature searches, sometimes during a team meeting
- ▶ Producing bibliographies in support of Grand Rounds presentations
- ▶ Setting up publication or topic alerts
- ▶ Attending departmental meetings and morning report to identify research questions that require immediate action
- ▶ Developing customized training
- ▶ Producing tailored LibGuides
- ▶ Supporting technology endeavors such as sharing mobile apps of interest

Each program has made a significant contribution to its respective team. The next page highlights just one impact per group.

## Critical Care Medicine

By providing timely access to evidence-based literature, the Clinical Medical Librarian has an impact on the decision-making process of the Critical Care staff when treating patients.

“... Even those of us familiar with today's smart phones find it a great time-saver and a guarantee of quality to trust [the librarian] with searches, while we gratefully tackle some other responsibility ...”

— **Attending, Counseling Center**

“The medical library has played a critical role in supporting clinical research at the Center. Over the years, I have reached out to the medical library to assist with literature searches and obtaining published references that have facilitated my research in kidney cancer and testis cancer. I rely on the medical library to provide me with monthly updates on publications in my areas of clinical management and research.”

— **Attending, Medicine**

## Nursing

The integration of customized LibGuides by the Clinical Medical Librarian within the daily workflow of the nursing community has played a major role in supporting how they conduct research and has heightened their awareness of available tools and resources.

“The Librarian has been part of our Evidence-based project and has provided enormous support in collection and analysis of the literature.”

— **Nurse Administrator**

## Psychiatry Services

Conducting mediated-literature searches has played a crucial role in the publication of papers by the Psychiatry Service members. The ability of the Clinical Medical Librarian to ferret out and provide obscure or difficult-to-find articles enhances their manuscripts. This has a significant impact on the quality and intellectual output from the Psychiatry Service.

“One of the highlights of the academic fellowship program in the Department of Psychiatry and Behavioral Sciences has been the weekly participation of a librarian in the clinical conferences. This has made it possible to discuss a clinical case, note an interesting finding, and have the librarian send the pertinent references immediately to the faculty and fellows.”

— **Chair in Psychiatric Oncology**

“The librarian has been very helpful in formulating search queries in such a way as to pull in relevant resources that otherwise had gone unnoticed during the process of literature review.”

— **Psychiatry Fellow**



"The Library has been incredibly helpful and supportive with research activities as well as other needs including assisting with developing online teaching tools and resources. They are always super responsive with any questions or requests and efficient with completing their tasks. It's been a pleasure working with them!"

— Chief Resident, Medicine

## User Education and Training

We have developed many of our current workshops and information sessions to emphasize the importance of using resources effectively and efficiently. We focus on information literacy and obtaining the best ROI for the most frequently used resources.

Library Staff provided the following training sessions and workshops: Library Orientation, PubMed, PubMed Extended, PubMed for Nurses, Google, EndNote Basics, Endnote Advanced, RefWorks, RefWorks 2.0, SciVal Funding, and One Good Article Leads to Another. Customized training was provided for a variety of departments and of course we look for internal events to promote our services.

### ENDNOTE BASICS

"This will help tremendously when I prepare manuscripts."

— Administrative Research Secretary, Radiology

### PUBMED

"This session helped me to improve my skills with literature searches needed to complete projects assigned at work."

— Clinical Nurse III, Breast and Imaging Center



Isabel Sulimanoff, Health Fair 2010



Bernadette Joe, Health Fair 2011



Amy Draemel, Health Fair 2011

## Supporting Our Patients

The Library continues to provide services to MSK patients and their families. Through reference consultation, either in person or via the web, we are happy to conduct literature searches or obtain requested articles that our patients want.

Another wonderful highlight for our patients are the various LibGuides that were created with them in mind — one presents various patient mobile apps and the other outlines vetted consumer health information websites. The former is accessible from both the Library Website and the patient portal, MYMSKCC. (<http://my.mskcc.org>)

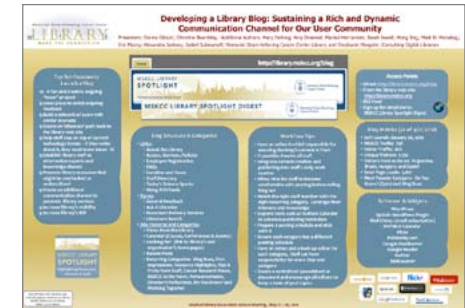
The Library also collaborates with the MSK Patient Education Committee in the areas of literature searching and vetting medical and consumer health Websites.

## Staff Posters, Publications, and External Presentations

### POSTERS

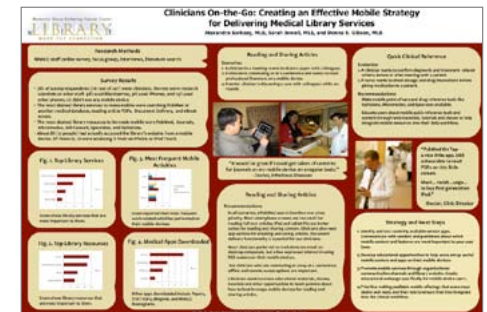
#### Gibson DS, Beardsley C, et al.

Developing a Library Blog: Sustaining a Rich and Dynamic Communication Channel for Our User Community. Poster session presented at Annual Conference of the Medical Library Association; 2010 May 21 – 26; Washington, DC.



#### \*Sarkozy A, Jewell S, Gibson DS.

Clinicians On-the-Go: Creating an Effective Mobile Strategy for Delivering Medical Library Services. Poster session presented at Annual Conference of the Medical Library Association; 2010 May 21 – 26; Washington, DC.



#### Sulimanoff I, Hernandez M, Gibson DS.

The Clinical Medical Librarian (CML) Program: The Memorial Sloan-Kettering Cancer Center Experience. Poster session presented at Annual Conference of the Medical Library Association; 2010 May 21 – 26; Washington, DC.

(Recipient of 2010 Hospital Librarian Research Award)



\* indicates staff member no longer at MSKCC



## PUBLICATIONS

Goulart JM, Quigley EA, Dusza S, **Jewell ST**, et al. Skin Cancer Education for Primary Care Physicians: A Systematic Review of Published Evaluated Interventions. *Journal of General Internal Medicine*, 2011 Sep;26(9):1027-35. PMID: 21472502.

**Jewell S**. Productivity via Mobile Phones: Using Smartphones in Smart Ways. *Journal of Electronic Resources in Medical Libraries*, 2011 Jan;8(1):81-6.

Morrow M, **\*Waters J**, Morris E. MRI for breast cancer screening, diagnosis, and treatment. *Lancet*. 2011 Nov 19;378(9805):1804-11.

Preminger BA, Lemaine V, **Sulimanoff I**, Pusic AL, McCarthy CM. Preoperative patient education for breast reconstruction: a systematic review of the literature. *J Cancer Educ*. 2011 Jun;26(2):270-6.

**Sulimanoff I, Hernandez M, Gibson DS**. The Clinical Medical Librarian Program: The Memorial Sloan-Kettering Experience. *J Hosp Librarianship* 2011;11(4):338-47.

## EXTERNAL PRESENTATIONS

**Gibson D**. (November 2011). Panel participant for "Inside the Hiring Process: A Panel Discussion." METRO, New York.

**Gibson D**. (August 2011). Panel participant for STM eContent Summit for Corporate and Hospital Institutions: "Scientific and Technical Information ROI and Use in Enterprise." Sponsored by Springer, Boston.

**Jewell S**. (October 2011) Panel participant for "Trends in Mobile Medicine." METRO, New York.

**Jewell S**. (March 2011) Presenter for "Medical Mobile Apps." Denali Oncology Group in Alaska (via teleconference).

**Jewell S**. (February 2011) Presenter for "Medical Information on the Internet." Westchester Cancer Support Team.

**Jewell S**. (April 2010) Presenter for "Virtual Librarianship Colloquium." Rutgers University, New Brunswick, NJ.

**Jewell S**. (February 2010) Presenter for "Medical Info to Go." Handheld Librarian Conference.

\* indicates staff member no longer at MSKCC

## By the Numbers

The numbers below represent the average for 2010 – 2011.

Library  
Website  
Traffic

**172,498**

Walk-In  
Traffic

**111,105**

Document  
Delivery  
Service

**47,575**

eBook  
Downloads

**82,352**

eJournal  
Downloads

**989,784**

End Users  
– Database  
Sessions

**849,800**



Main Library,  
Rockefeller Research  
Laboratories  
Building – an inviting  
environment for  
both collaborative  
activities as well as  
reflection and study.

CyberLibrary Café,  
Zuckerman Research  
Center — perfect  
space to host special  
events and informal  
meetings with  
colleagues.





## Team Photo

### STAFF

**Top Row:** Teresa Lee, Mark Monakey,  
Eric Muzzy, Donna Gibson;

**Middle Row:** Isabel Sulimanoff,  
Christine Beardsley, Antonio DeRosa;

**Bottom Row:** Marisol Hernandez,  
Sarah Jewell, Bernadette Joe, Amy  
Draemel

**Not Pictured:** Alethea Brisco

**Special thanks to our additional  
Library support team (not  
pictured).**

**Volunteers:** Marilyn Berkowitz,  
Sunny Fowler, Diana Frame, \*Luciano  
Gianella, \*Amy Sarola, Ruth Stewart

**Temporary staff:** \*Mindy Carner,  
\*Brigid Carragee, \*Caitlin Carragee,  
Kalle Covert, \*Amrita Dhawan, \*Aaron  
Eastburn, \*Kate Foster, \*Rachel  
Frank, Allison Greene, Sylvie Larsen,  
\*Jonathan Morales, Holly Thompson,  
\*Daniel Tsai, Kendra Williams



*\* indicates no longer at MSKCC*