



Connected

Newsletter of the McGoogan Library of Medicine

Issue 3 | December 2012

'Tis the Season

Librarians like to bargain shop, and it is our idea of fun to compare prices on our most essential information resources in an effort to shave costs wherever we can. We are never content to rest on the laurels of our array of pertinent and timely reference tools, journals, books, and other electronic resources. Thus we have been scheming for ways to get more, for less.

We have shopped. And by doing some clever thinking, swapping, and trading, we've enacted some big changes. We have:

1. Upgraded our Elsevier, Sage, and Ebsco Medline packages to offer hundreds of new journal titles.
2. Shifted our book budget dollars to focus more on ebooks. These are available in the library catalog and the Ebooks A-Z list.
3. Maximized our ebook investment by adding the McGooganIt Medical Searcher Tool that can search the full-text of our entire ebook collection, regardless of publisher platform.

4. Modernized FirstConsult, ProceduresConsult and MDConsult options by upgrading all three products into one overarching Clinical Information System: *Clinical Key*.
5. Added a few highly requested new journal titles, including JOVE.
6. Continued our practice of purchasing the digital backfiles of highly used and cited journals, adding the complete archives of The Annals of the New York Academy of Sciences, The American Journal of Physiology, The New England Journal of Medicine, JAMA, AMA Archives, and The Annual Reviews Biomedical Collection.

Included in this issue of *Connected* are articles detailing these acquisitions in more detail.



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A Note from the Director



McGoogan Library of Medicine

The mission of the McGoogan Library of Medicine is to support the academic, research, and patient care programs of The University of Nebraska Medical Center by:

- providing timely access to high quality collections of print and electronic materials;
- developing applications of information technology;
- promoting the development of information management skills which support lifelong learning;
- promoting networking and the integration of information.

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December 2012
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This Newsletter is produced quarterly by the McGoogan Library of Medicine at the University of Nebraska Medical Center in Omaha, Nebraska.

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Fewer Volumes; Just as Much Info

Much has been said and written about UNMC's new Cancer Center Campus. Its benefits to the Omaha and Nebraska economies and especially to patients are well known.

What is not so widely known is that the cancer center project will also produce some wonderful benefits for UNMC Library users. I'm excited to tell you about them for the first time and to thank Chancellor Maurer and the Leadership Council for making it possible.

Over the next 24 months, the library will acquire the digital back runs of over 300 highly used journals. We began receiving most of these journals electronically in the mid-1990's and already have 20 years of them in electronic form. Prior to 1995, however, library holdings are in print form only. The *New England Journal of Medicine* is a good example. Our electronic full-text subscription began in 1993 but NEJM published its first volume in 1821. Back then, it was known as *The Boston Medical and Surgical Journal*. A special allocation from Medical Center Administration will allow the library to acquire digital editions of more than 500 volumes representing 178 years of NEJM issues and other journals like it.

A list of digital back runs to be acquired in FY 2012-13 appears on page 6. Many of these journals are already online and available to you. UNMC's FY 2012-13 investment in digital backfiles will total \$165,000 with a generous \$92,000 allocation from Medical Center Administration; a \$17,000 contribution from The Friends of the McGoogan Library; \$8,400 in student fees; and \$46,000 from endowment income to cover the remaining costs. Unlike current subscriptions which are a continuing obligation, backfiles can be purchased for a one-time payment and UNMC is guaranteed perpetual access to them.

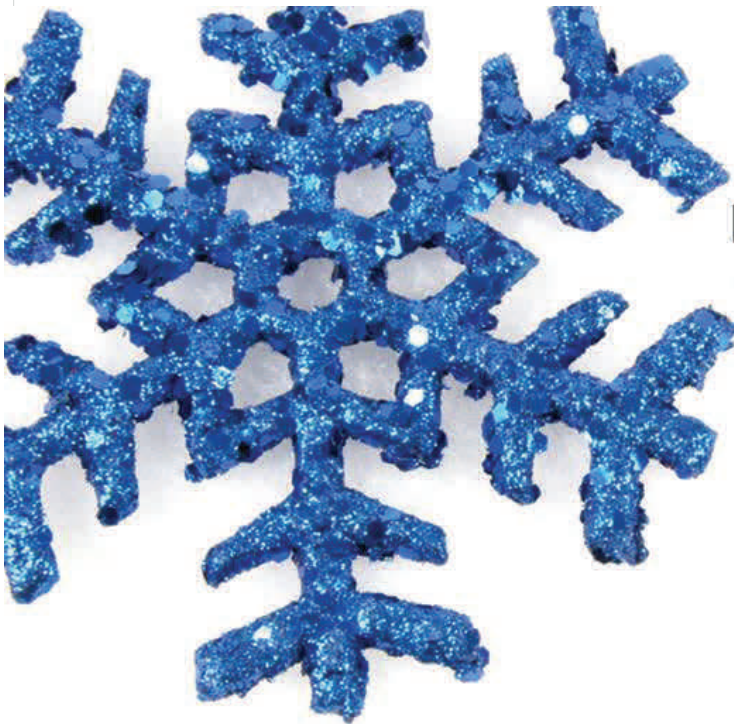
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So what does this have to do with the cancer center project? All large organizations, including UNMC and The Nebraska Medical Center, constantly evaluate space to be sure it is being efficiently used and this was especially necessary at the start of the cancer center project.

While I do not foresee a time we have no printed material in the McGoogan Library, it is clear libraries need less space in the digital age. Digital resources fuel user productivity and statistics tell us that when we have both a print and a digital edition of a resource, the digital edition is used more frequently. We know the McGoogan Library can continue to provide excellent service with less shelf space. The cancer center project provided an opportunity to digitize more of the library collection and in partnership with Medical Center Administration and our users, we are moving ahead to do that.

Nancy N. Woelfl, Ph.D.



Winter Recess Hours December 14 - January 1

Monday-Thursday*

7:30 a.m.-7 p.m.

Friday

7:30 a.m.-5:00 p.m.

Saturday

10:00 a.m.-6:00 p.m.

Sunday

1:00 p.m.-7:00 p.m.

*Monday, December 24, CLOSED
Tuesday, December 25, CLOSED
Monday, December 31, CLOSED
Tuesday, January 1, CLOSED

McGoogan Library Staff Supports Community

\$1000 worth of children’s books doesn’t make a very big stack at first glance, but it has a huge impact on reading for the students at Fontenelle Elementary School in Omaha. Since 1999, the McGoogan Library staff, led by Associate Director Mary Helms and her team, has conducted fundraising efforts to supply the Fontenelle school librarian with \$1000 worth of new and replacement books for the school’s library collection. The library staff has been creative in its fundraising – everything from gift wrapping for donations at the Zany Brainy toy stores before they closed in 2001, to the McGoogan Mugs that were offered for donations on campus every holiday season from 2002-2011. Fundraising efforts continue this year through Coins for Candy at the Circulation Desk in the Library, and Book “Sales” offered in the Library, where the price of the book is the monetary donation.

The books are selected by the school librarian during visits to the Bookworm, a local independent shop in Countryside Village. She picks out the newest award winners, and replacements for the well-loved classics (an example of high-use, Dr. Seuss’ titles need frequent replacing). After hand-processing by the Learning Resources and Technology team in the McGoogan Library and receiving their spine labels and bookplates, the books are delivered to Fontenelle Elementary School to start their careers as keys to the world of reading for the children.

This effort to improve the quantity and quality of reading materials for community children could not take place without the hard work of McGoogan Library staff, nor without the UNMC community who give their donations to support the project.



McGoogan staff pose with books sent to Fontenelle this Fall

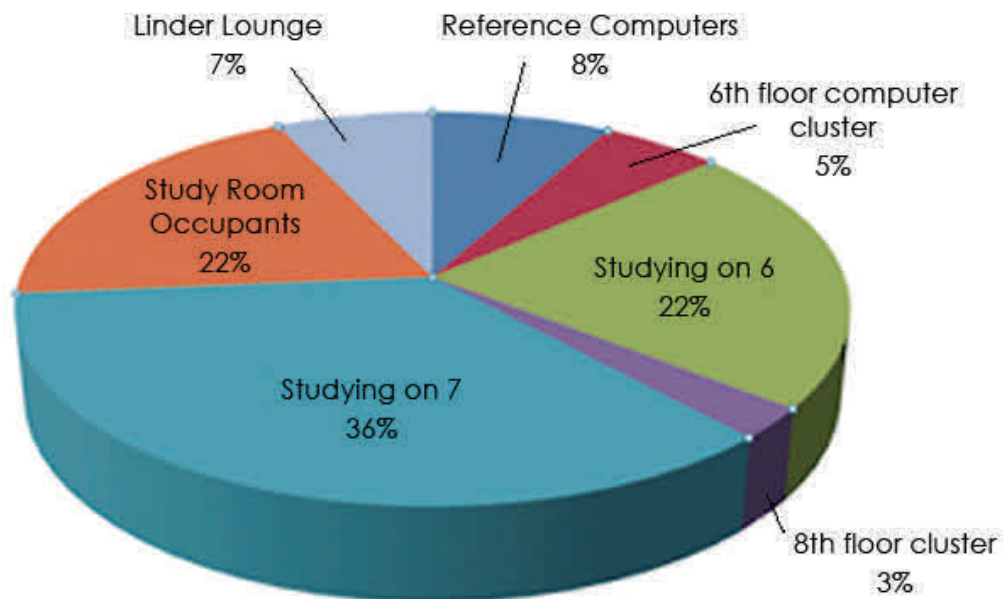
What are you doing in the library?

september and
october activity



19,907
gate count

3,151
items checked out



customer usage of library facilities

Journal Additions and Cancellations

The library monitors the use patterns and cost per use of all subscribed journals. We also accept requests for new resources throughout the year and analyze these requests in the Fall to see if we can cancel high cost per use/low use items and replace them with the most highly requested resources. Below are the changes that have come out of this year's analysis. All new titles will be available through the library catalog, the Online Journals A-Z list, and through the *GetIt!* And *Check here for full text* buttons. Cancelled items are only an interlibrary loan away.

New Titles	Cancelled Titles
Cancer Biology and Therapy	Bariatric Surgical Patient Care
Childhood Obesity	International Journal of Nursing Knowledge
Frontiers in Bioscience	Journal of Child and Adolescent Psychopharmacology
International Journal of Oncology	Journal of Laryngology and Otology
Journal of Agromedicine	Teaching and Learning in Medicine
Journal of Hospital Medicine	Thrombosis and Haemostasis
JOVE General	
Pediatric Obesity	
Physics in Medicine and Biology	

Backfile Purchasing

In 2012 the library has continued its commitment to moving the print archives of highly used journals online. Purchasing digital backfiles has enabled the library to fill many bins of print archives spanning the 19th, 20th, and 21st centuries. As hard as it is to see some of the print go into the recycling bins, we know that the content will be safer and easier to use online. Backfile content is purchased in one sum, so UNMC will have access to these files in perpetuity, without the limitations of the physical copies. All digital backfile volumes are available through the library catalog and the Online Journals A-Z list, as well as through all *GetIt!* and *Check here for full text* buttons.

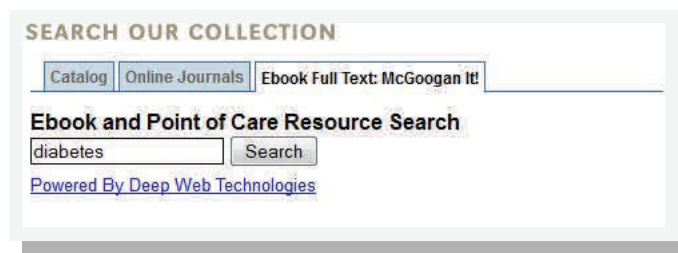
We would like to thank our generous partners for providing the one-time funds for these backfiles.

- ◆ [American Journal of Physiology](#) (1898-1976)
- ◆ [Annals of the New York Academy of Sciences](#) (1824-current)
- ◆ [Annual Reviews Biomedical Collection](#) (1932-2007)
- ◆ JAMA and 10 AMA Archives Journals (Coming in 2013)
- ◆ [New England Journal of Medicine](#) (1812-1989)

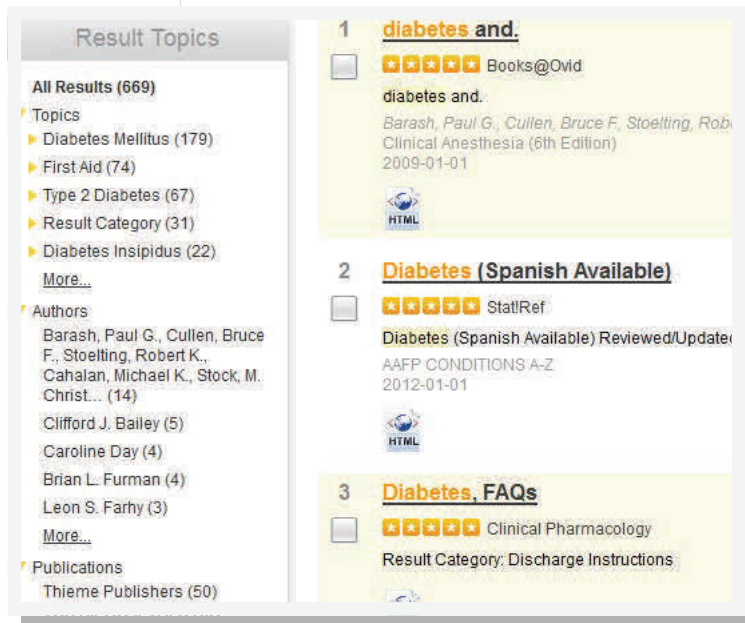
Don't Just Google It: McGoogan It!

Do you ever find yourself reading a book and wishing that you could hit the 'find' key to search across the content? Would you like to search across the content of books and textbooks in the same way that you can search the journals in MEDLINE or CINAHL? If so, the library would like to share a new ebook and point-of-care resource search application. It's called **McGooganIt!** It enables you to search across the full-text of the library's ever-growing ebook collection. We are also including a few point-of-care resources, such as Clinical Pharmacology, Dynamed, and FirstConsult, in the search for good measure.

The new search can be found under the *Ebook Full Text: McGoogan It!* tab on the library home page, under *Search Our Collection*.



Your results will look something like the graphic below. Clustered on the left hand side are limiting variables such as topic, author, publication, publication type, publisher, and date.



So, don't just Google it, McGoogan It!

Clinical Key Is Here!

The library has been a longtime subscriber of Elsevier's MDConsult, FirstConsult, and Procedures Consult. Elsevier has now combined these three Consults into one product: *Clinical Key*. Clinical Key incorporates the best of the Consult resources and adds functionality and content on top of them. Its aim is to be a complete clinical information tool. It features a single search box interface in addition to providing easy links to ebooks, ejournals, and procedures. The purchase of Clinical Key adds several hundred [ebooks](#) and [ejournals](#) to the library's collection.

Subscriptions to MDConsult and Procedures Consult will be discontinued as of January 1, 2013. The FirstConsult gateway will remain the same, though results will also be available via Clinical Key.

An individual login, in the top right corner of the screen, is required to access the PDFs of ebooks, to add items to your Reading List, or to download items for use in presentations. UNMC users can access Clinical Key through the link on the library's home page and authenticate through UNMC's servers, but access to these extra functions requires an additional personal login. If you previously had an MDConsult username and password, your account should work. A mobile interface is forthcoming.



Ebook Additions

With changing technologies, the library has shifted book budget dollars to focus more on ebooks. There are several different access platform models within which a library can purchase ebooks. McGoogan has been focusing much of its print book budget on the acquisition of one-time purchase ebooks. Most of these books can be used by one user at a time and the library has access to them in perpetuity. Every publisher has a different platform, or online space, for their ebooks, and each of these platforms comes with a different interface and access parameters.

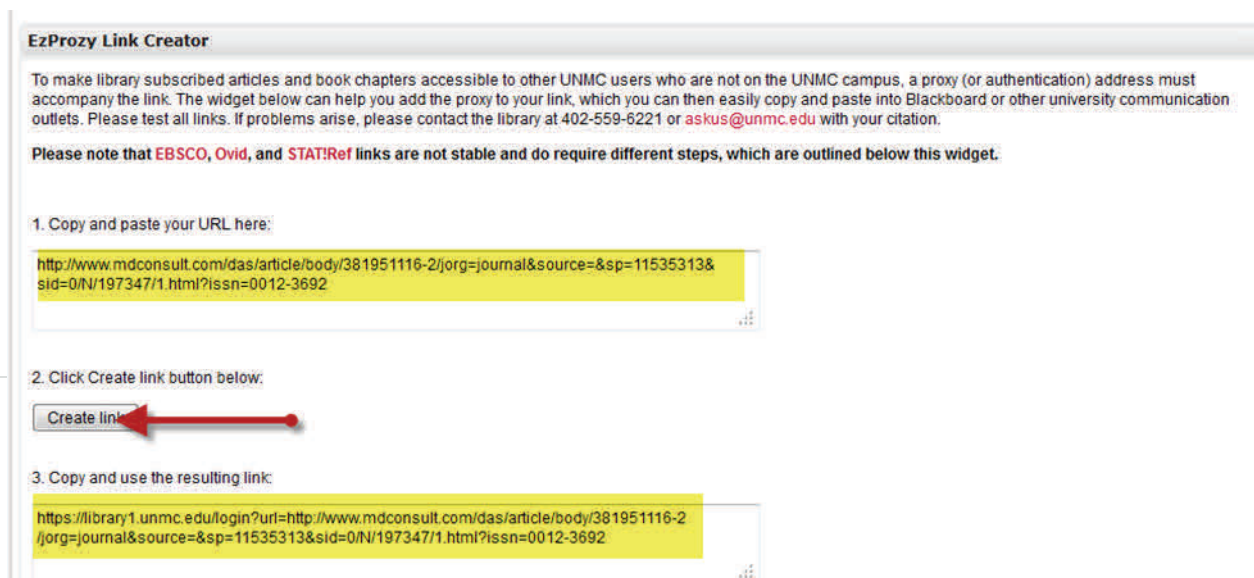
Each ebook is listed in the library catalog with its own link (Clinical Key catalog records will be coming in early 2013), and is also listed in the Ebooks A-Z list on the right sidebar of the library home page. Users can also search the full text of each ebook using the *Ebook Full Text: McgooganIt!* tab on our homepage.

- ◆ [ClinicalKey Platform and Ebook Title List](#)
- ◆ [EbscoHost Platform and Ebook Title List](#)
- ◆ [Mylibrary Platform and Ebook Title List](#)
- ◆ [ScienceDirect Platform and Ebook Title List](#)

Link to the Full-Text

Do you need a link to an article that your students can access from off-campus? Are you in a journal club and want to share articles with other UNMC colleagues and want to adhere to copyright? Have you tried a link only to find that it is invalid? Now there is a library guide that can help!

To access article links from off-campus, the proxy link URL must be added to the article URL. That way, only authorized UNMC users can access this licensed content. A proxy link creator is now available (<http://unmc.libguides.com/linking>) that makes creating this special link possible. One need only paste the article URL into the appropriate box and click the Create Link button. The proxied URL is now properly formatted and can be copied and pasted into Blackboard or an email.



EzProzy Link Creator

To make library subscribed articles and book chapters accessible to other UNMC users who are not on the UNMC campus, a proxy (or authentication) address must accompany the link. The widget below can help you add the proxy to your link, which you can then easily copy and paste into Blackboard or other university communication outlets. Please test all links. If problems arise, please contact the library at 402-559-6221 or askus@unmc.edu with your citation.

Please note that **EBSCO, Ovid, and STAT!Ref** links are not stable and do require different steps, which are outlined below this widget.

1. Copy and paste your URL here:

```
http://www.mdconsult.com/das/article/body/381951116-2/jorg=journal&source=&sp=11535313&sid=0/N/197347/1.html?issn=0012-3692
```

2. Click Create link button below:

Create link

3. Copy and use the resulting link:

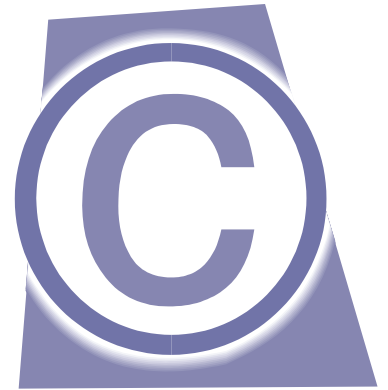
```
https://library1.unmc.edu/login?url=http://www.mdconsult.com/das/article/body/381951116-2/jorg=journal&source=&sp=11535313&sid=0/N/197347/1.html?issn=0012-3692
```

But wait, there's more! Articles in EBSCO and Ovid require special action. The URL in the address bar of your browser is a session link and it will expire. Fortunately, EBSCO and Ovid provide persistent links to their articles. To learn how to access these links, visit the Linking library guide at <http://unmc.libguides.com/linking>

Note: Blackboard sometimes doesn't process library resource links properly. To avoid these errors, set your links to open in a new window.

Questions About Copyright?

Who owns instructional material created by faculty? Can I incorporate images into my PowerPoint presentation? May I post an electronic copy of a journal article for my students on Blackboard? Answers to these questions and more have been addressed in the McGoogan Library's Copyright/Fair Use FAQ at <http://unmc.libguides.com/copyrightfaq>. The information presented does not substitute for legal advice from a licensed attorney. However, it is a good starting point for answers to questions about copyright, fair use and author rights. The following excerpts from the FAQ showcase some of the more commonly asked questions.



May I incorporate graphics or images (pictures, cartoons, tables, charts, graphs) into presentations, i.e. PowerPoint presentations?

Images or graphics found in printed materials may be scanned or copied and placed into a presentation. When the presentation is done in a face-to-face situation, you do not need to obtain publisher permission. However, distributing copies of the image or graphic will require obtaining permission when any of the following apply:

- ◆ Using multiple images from a single source
- ◆ The image or graphic was found in a licensed resource such as an electronic library resource. Review the "Terms of Use" found on the publisher's website to determine if written permission is required.
- ◆ Re-using the image or graphic for multiple semesters
- ◆ Re-publishing in another publication
- ◆ Placing the presentation onto an electronic storage device (i.e. flash drive or printing for re-distribution)

May I provide a print copy of my PowerPoint presentation to the audience at a conference? The PowerPoint contains images and tables from a journal article, a book chapter, and from a newspaper article accessed from the Internet.

A printed copy of the PowerPoint presentation may be distributed to the audience. However when copyrighted images or graphics are used and permission has not been obtained simply cite the source without displaying the image or graphic.

I wrote an article several years ago which was published in a professional journal which I want to update with new material. Since I wrote the article may I freely use the material again?

Review the publication agreement you signed with the journal publisher. You may have signed away your copyright. You are strongly encouraged to maintain some of your Intellectual Property rights by attaching an Author Addendum to a publisher's agreement. The University of Nebraska Medical Center Faculty Senate approved an [Author Addendum](#) for this purpose.

For more information consult the [Copyright Library Guide](#).

Journal Package Upgrades

The library has upgraded our subscriptions for Elsevier ScienceDirect, Elsevier MDConsult, Sage Premier, and EBSCO to offer hundreds of new journal titles.

Elsevier's Freedom Collection

After negotiating a collaborative, five-year license with University of Nebraska Lincoln's Love Library, McGoogan is now able to offer access to Science Direct's Freedom Collection. This increases the amount of Elsevier title offerings from approximately 650 to approximately 2200. These titles will be available through the library's catalog, online journals A-Z listing, and will be linked through all *GetIt@UNMC* buttons.

Access the [Freedom Collection title list](#).

Elsevier's MDConsult

Elsevier has launched a new product that will eventually take the place of FirstConsult and MDConsult, called Clinical Key. Early adopters of Clinical Key, such as UNMC, received a discounted price. There were 88 journal titles in MDConsult. There are 544 in Clinical Key, including the 88 from MDConsult. These titles will be available as direct links to full text in Clinical Key. They will also be listed in the library's catalog, online journals A-Z listing, and will be linked through all *GetIt@UNMC* buttons.

Access the [Clinical Key Journal Title List](#).

Sage Premier 2013 Collection

Having been a subscriber to Sage Premier 2010 for the last two years, and in collaboration with several regional academic partners, we will now participate in an update to our Sage Collection to Sage Premier 2013. The new Sage Premier adds 80 titles to the 565 that were in the 2010 collection. These titles will be available through the library's catalog, online journals A-Z listing, and will be linked through all *GetIt@UNMC* buttons.

Access the [Sage Premier 2013 title list](#).

EBSCO's MedlineComplete

Having subscribed to EBSCO's electronic products for many years, the library has now added a new resource called MedlineComplete. There are 480 non-embargoed titles in the MedlineComplete collection that the library did not formerly have access to. The library subscribed to some of these titles directly through their publisher previously, so the collection enabled the library to cancel the duplicate subscriptions, add content, and cut down on subscription costs all at once. The MedlineComplete titles will be available as direct full text links in all EBSCO databases. They will also be linked in the library's catalog, online journals A-Z listing, and through all *GetIt@UNMC* buttons.

Access the [MedlineComplete title list](#).

Moulage Collection



Mitral Stenosis

These anatomical models or moulages were made here on the UNMC campus, probably in the 1930s. Moulage is a French term for a mold of a lesion or defect used as a guide in applying medical treatment, or in performing reconstructive surgery, especially on the face.

The moulages are molded wax on a plaster base, and were made by David Rhea, a Laboratory Assistant in charge of tissue processing for the Department of Pathology, under the direction of Dr. Perry Tollman, Chair of the Department of Pathology (1948-1954), and later Dean of the College of Medicine (1954-1964). Mr. Rhea did the molding of these models and Dr. Tollman was involved as an advisor for the authentication of each one. They were previously housed in the main hallway of the North Laboratory Building (Poynter Hall), and later in a fourth floor pathology classroom in Wittson Hall. They are now on display throughout the 8th floor of the library.



Carcinoma



Hand Psoriasis