

Himmelfarb Health Sciences Library, The George Washington University
Health Sciences Research Commons

Himmelfarb Headlines (2009 - present)

Himmelfarb Health Sciences Library

11-2011

Himmelfarb Headlines - November/December 2011

George Washington University, Himmelfarb Health Sciences Library

Follow this and additional works at: <http://hsrc.himmelfarb.gwu.edu/headlines>

 Part of the [Library and Information Science Commons](#), and the [Medicine and Health Sciences Commons](#)

Recommended Citation

George Washington University, Himmelfarb Health Sciences Library, "Himmelfarb Headlines - November/December 2011" (2011). *Himmelfarb Headlines (2009 - present)*. Paper 7.
<http://hsrc.himmelfarb.gwu.edu/headlines/7>

This Newsletter is brought to you for free and open access by the Himmelfarb Health Sciences Library at Health Sciences Research Commons. It has been accepted for inclusion in Himmelfarb Headlines (2009 - present) by an authorized administrator of Health Sciences Research Commons. For more information, please contact hsrc@gwu.edu.

Himmelfarb Health Sciences Library

Himmelfarb
Headlines



[Home](#) [About Information Interface](#) [Ask Us](#)

Himmelfarb Headlines - November / December 2011

Inside this Edition...

- > [Director's Desk](#)
- > [Faculty Profile - James Cawley , MPH, PA-C: Director of the MSHS/MPH Program](#)
- > [Tool of the Quarter - BMJ Case Reports](#)
- > [Personalized Medicine](#)
- > [International Open Access Week](#)
- > [Meet George Paul, Head of Collection Management at Himmelfarb Health Sciences Library](#)

Director's Desk

From the Director's Desk

Hello! I would like to call readers' attention to the [Himmelfarb Health Sciences Library Annual Report](#). The 2010-2011 Academic Year was an exciting one as the Medical Center transitioned to the "three dean" model. Throughout the transition period, Himmelfarb Library continued to serve the three health sciences schools - the School of Public Health and Health Services, the School of Medicine and Health Sciences, and the School of Nursing-while introducing new services and programs such as the *eProfessionalism* seminar and mobile apps for health research and reference. The paper intensive ILL department became "green" as it shed print files for scanned documents. Fifteen new [research guides](#) were created and the [research portal](#) completely updated. We look forward to building on this strong record in the year ahead as we work with our three schools to meet the information needs of their faculty, staff and students. Please feel free to contact me at mlbaml@gwumc.edu or 202-994-1826 with your feedback and suggestions.



Faculty Profile - James Cawley , MPH, PA-C: Director of the MSHS/MPH Program

Himmelfarb Library continues this feature in our newsletter that lets us become better acquainted with our friends and colleagues in the Medical Center. In this issue we learn more about James Cawley , MPH, PA-C: Director of the MSHS/MPH Program.

Tell us a little bit about your current position or research/projects.

Tell us a little bit about your current position or research/projects.

Currently, I am serving as the Interim Chair of the Department of Prevention and Community Health in the School of Public Health and Health Services. I also hold an appointment in the Department of

2011 E-Newsletters

[November / December 2011](#)

[September / October 2011](#)

[May / June 2011](#)

[February / March 2011](#)

2010 E-Newsletters

[November / December 2010](#)

[September / October 2010](#)

[Archived Newsletters
\(Information Interface\)](#)



Physician Assistant Studies in the School of Medicine. My research projects involve health workforce policy and in particular looking at the PA profession. Two of our recent research efforts included a study examining the gender-based salary differences among a large cohort of practicing PAs, and another was the development of a model to estimate the number of practicing PAs in the medical workforce through 2025.

What has been your biggest professional challenge? Leading legislative/regulatory efforts to obtain PA prescribing and practice rights in the state of Maryland.

What has been your most memorable moment at GW?

I have been on faculty at GW since 1982. My most vivid memories involve the starting of the MPH Program in 1987 and the opening of the School of Public Health and Health Services in 1997.

[More...](#)

Tool of the Quarter - BMJ Case Reports

[BMJ Case Reports](#) is a relatively new peer-reviewed journal from the BMJ Publishing Group which is devoted entirely to case reports. BMJ Case Reports began in 2008 and has published more than 1,000 case reports across all medical disciplines. BMJ Case Reports can be searched, browsed by specialty, and are also included in [PubMed](#), [MEDLINE](#), and [Scopus](#).

In addition to providing access to case reports for both common and rare conditions, BMJ Case Reports provides a new publishing opportunity for you as well as for your students, residents, and fellows. [Himmelfarb Library's](#) subscription doubles as an "Institutional Fellowship" which means that **GWU affiliates can publish case reports for free**. Submitted cases are reviewed by at least one external referee and the BMJ Case Reports Editor; for additional information please review the [Instructions for Authors](#).

BMJ Case Reports also provides functionality to support your classroom teaching. All BMJ Case Reports images include a 'Download as PowerPoint Slide' link which automatically generates a PowerPoint slide of the selected image including copyright and citation information.

In addition to access to original case reports, BMJ Case Reports provides a platform for clinical discussion. Readers are invited to rate articles and publish comments, and additional commentary and a discussion platform is provided via the [Editor's blog](#).

Personalized Medicine

Personalized Medicine is a recently developing area of medicine that focuses on assessing family history and genetic disease risk to enable better, more personalized diagnosis and treatment. Personalized medicine was one of the primary goals of the [Human Genome Project](#), which was completed in 2003. The development of personalized medicine shows a potential for great benefits, most notably in cancer care ([Willard & Ginsburg, 2010](#)). Tools such as [My Family Health Portrait](#) and [23andMe DNA Testing](#) help advance personalized medicine by providing patients with opportunities to securely share personal medical information with their doctors.

My Family Health Portrait, a free tool from the Surgeon General, is a secure online tool where patients can record and save family medical history information. A pedigree family tree is created based on the amount of information entered by the patient. This tool provides health care practitioners an opportunity to provide more personalized medicine, as personal risk for many diseases can be discovered through the family history.

[More...](#)

International Open Access Week

Himmelfarb Library participated in International Open Access Week during the last week of October by hosting two events, the Open Access Publishing Forum and NIH Public Access Policy Webinar. In addition to these events, a display table featuring open access publishing information was posted at the library entrance for the week.

The Open Access Publishing Forum, featuring a panel discussion of GW faculty with experience and knowledge of this emerging publishing model, was held on Monday, October 24th. The panel included Vice Provost Stephen Ehrmann, Vice President of Research Leo Chalupa, Professor of Biochemistry Ajit Kumar, Professor of Health Policy Leighton Ku and Himmelfarb Library Director Anne Linton. Attendees had an opportunity to join in a lively discussion about open access faculty publishing opportunities, old and new publishing models and the value (and limits) of journal impact factor. Himmelfarb offers open access publishing discounts for GW faculty, staff and students through BioMed Central (15% discount on Article Processing Charges) and Public Library of Science (10% discount).

The NIH Public Access Policy Webinar was held on Friday, October 28th. The webinar provided information on the NIH policy, how to comply, as well as how Himmelfarb Library can support GW authors in this process. The NIH Public Access Policy applies to all peer-reviewed articles arising from NIH-funded research.

Meet George Paul, Head of Collection Management at Himmelfarb Health Sciences Library

George Paul arguably knows more about the books on the shelves in Himmelfarb Health Sciences Library than anyone else. As the Head of Collection Management, George selects new books, orders them from a host of different sources, and makes sure they land on the correct shelves after cataloging and processing. George searches for books when they are missing or mis-shelved and supervises the staff who shelve and maintain the stacks. He knows which books are experiencing high demand based in part on what's appears on shelving carts or left scattered on tables after late night study sessions and tailors his orders to reflect when multiple copies of a particular book are required.



Many students and staff know George from the book sale he runs at the start of every academic year where withdrawn materials are sold. He also does stints on the reference desk and serves as a PCL advisor. Years ago, George worked in circulation and still acts as a morning backup there when needed. He lives in Foggy Bottom and is often the first staff member to make it in to open the library when bad weather hits.

[More...](#)

Himmelfarb Health Sciences Library

Himmelfarb
Headlines



[Home](#) [About Information Interface](#) [Ask Us](#)

Full Article

[Himmelfarb Headlines - November / December 2011](#)

Faculty Profile - James Cawley, MPH, PA-C: Director of the MSHS/MPH Program

Tell us a little bit about your current position or research/projects.

Currently, I am serving as the Interim Chair of the Department of Prevention and Community Health in the School of Public Health and Health Services. I also hold an appointment in the Department of Physician Assistant Studies in the School of Medicine. My research projects involve health workforce policy and in particular looking at the PA profession. Two of our recent research efforts included a study examining the gender-based salary differences among a large cohort of practicing PAs, and another was the development of a model to estimate the number of practicing PAs in the medical workforce through 2025.



What has been your biggest professional challenge?

Leading legislative/regulatory efforts to obtain PA prescribing and practice rights in the state of Maryland.

What has been your most memorable moment at GW?

I have been on faculty at GW since 1982. My most vivid memories involve the starting of the MPH Program in 1987 and the opening of the School of Public Health and Health Services in 1997.

How did you become interested in your field?

I stumbled across the PA profession in a search of available alternatives to medical school in the days when there were 12 PA programs in the country. Now there are 156.

What library resources or services have you found to be the most useful?

The Library staff have always been the best. They are so helpful and attentive to faculty needs. They are far better than any database search technology.

Whom do you admire?

Bill Clinton, Dr. Jim Scott

How do you spend your free time? (or What do you do to relax?)

Play golf, travel, be with family.

What advice would you give to a new faculty member just starting at GW?

Drink it all in and extend your interests and activities to the greater University. Don't isolate yourself in Ross Hall. Continue always to be a learner.

What are your future plans?

Continue my scholarship on the health workforce and write the 4th edition of our book, *Physician Assistants: Practice and Policy*.

Search Newsletters:

Google™ Custom Search

2011 E-Newsletters

[November / December 2011](#)

[September / October 2011](#)

[May / June 2011](#)

[February / March 2011](#)

2010 E-Newsletters

[November / December 2010](#)

[September / October 2010](#)

[Archived Newsletters
\(Information Interface\)](#)

Enter your email
address to subscribe:

RSS Feed



[Himmelfarb Newsletter RSS](#)

[Print Version](#)

[Himmelfarb Newsletter \(pdf\)](#)

[Comments](#) | [About](#) | [Intranet](#) | [GWUMC](#) | [Inside GWUMC](#) | [GWU](#)

Himmelfarb Health Sciences Library | The George Washington University Medical Center
2300 Eye St., NW, Washington, DC 20037 | Phone: (202) 994-2850 | Fax: (202) 994-4343

Himmelfarb Health Sciences Library



Himmelfarb
Headlines

[Home](#) [About Information Interface](#) [Ask Us](#)

Full Article

[Himmelfarb Headlines - November / December 2011](#)

Personalized Medicine

Personalized Medicine is a recently developing area of medicine that focuses on assessing family history and genetic disease risk to enable better, more personalized diagnosis and treatment. Personalized medicine was one of the primary goals of the [Human Genome Project](#), which was completed in 2003. The development of personalized medicine shows a potential for great benefits, most notably in cancer care ([Willard & Ginsburg, 2010](#)). Tools such as [My Family Health Portrait](#) and [23andMe DNA Testing](#) help advance personalized medicine by providing patients with opportunities to securely share personal medical information with their doctors.

My Family Health Portrait, a free tool from the Surgeon General, is a secure online tool where patients can record and save family medical history information. A pedigree family tree is created based on the amount of information entered by the patient. This tool provides health care practitioners an opportunity to provide more personalized medicine, as personal risk for many diseases can be discovered through the family history.

Genetic testing, such as 23andMe, is a fee-based tool for personalized medicine. Patients submit saliva samples, from which the DNA is analyzed. Results of the analysis include personal risk factors for 97 diseases, predicted responses to drugs and genetic ancestry information. The patient can share this genetically unique information with their physician, helping to further personalize the patient's care. 23andMe's research arm, [23andWe](#) provides users with an opportunity to share their genetic information to be anonymously aggregated with others and studied among the wider population.

It is vital to address privacy and trust issues with patients pursuing personalized medicine ([Butrick, 2011](#)). My Family Health Portrait prominently displays its privacy policy through its homepage and its FAQs page, stressing that personal information is not shared with anyone and is not stored on the Portrait website. Instead, users can save data to their computer or a flash drive, or to the secure Microsoft HealthVault system. 23andMe has a more complicated privacy policy since it manages personal and genetic information. Patients' personal information is not shared or sold to anyone. Genetic information is shared and studied anonymously through the 23andWe component of the 23andMe site only with patients' consent.

[Hoffman and Williams \(2011\)](#) advocate for a coded and computable format for results from both family history information and genetic test results, so they can be effectively integrated into electronic medical records. They stress that this system integration is the key to realizing "the dream of patient-centered personalized medicine" (Hoffman & Williams, 2011, p.39).

References

- 23andMe, Inc. (2011) Genetic Testing for Health, Disease and Ancestry; DNA Test. Retrieved from <https://www.23andme.com/>
- Butrick, M., Roter, D., Kaphingst, K., Erby, L. H., Haywood, C., Jr, Beach, M. C., & Levy, H. P. (2011). Patient reactions to personalized medicine vignettes: An experimental design. *Genetics in Medicine: Official Journal of the American College of Medical Genetics*, 13(5), 421-428. Retrieved from <http://proxygw.wrlc.org/login?url=http://ovidsp.ovid.com/ovidweb.cgi?>

Search Newsletters:

2011 E-Newsletters

[November / December 2011](#)

[September / October 2011](#)

[May / June 2011](#)

[February / March 2011](#)

2010 E-Newsletters

[November / December 2010](#)

[September / October 2010](#)

[Archived Newsletters
\(Information Interface\)](#)

Enter your email
address to subscribe:

RSS Feed



[Himmelfarb Newsletter RSS](#)

Print Version

[Himmelfarb Newsletter \(pdf\)](#)

[T=JS&CSC=Y&NEWS=N&PAGE=fulltext&AN=00125817-201105000-00009&LSLINK=80&D=ovft](http://www.gwumc.edu/library/headlines/2011/11/medicine.cfm?T=JS&CSC=Y&NEWS=N&PAGE=fulltext&AN=00125817-201105000-00009&LSLINK=80&D=ovft)

Hoffman, M. A., & Williams, M. S. (2011). Electronic medical records and personalized medicine. *Human Genetics*, 130(1), 33-39. Retrieved from <http://proxygw.wrlc.org/login?url=http://www.springerlink.com/content/j85w86tg43564v73/fulltext.pdf>

National Institutes of Health. (2011). My Family Health Portrait. Retrieved from <https://familyhistory.hhs.gov/fhh-web/home.action>

Willard, H. F., & Ginsburg, G. S. (2010). *Essentials of genomic and personalized medicine [electronic resource]* Amsterdam ; Boston ; London : Academic, 2010; 1st ed. Retrieved from <http://www.gwumc.edu/library/eresources/etextbook.cfm/go/Essentials-of-Genomic-and-Personalized-Medicine-Ginsburg-1st-ed>

[Comments](#) | [About](#) | [Intranet](#) | [GWUMC](#) | [Inside GWUMC](#) | [GWU](#)

Himmelfarb Health Sciences Library | The George Washington University Medical Center
2300 Eye St., NW, Washington, DC 20037 | Phone: (202) 994-2850 | Fax: (202) 994-4343

Himmelfarb Health Sciences Library

Himmelfarb
Headlines



[Home](#) [About Information Interface](#) [Ask Us](#)

Full Article

[Himmelfarb Headlines - November / December 2011](#)

Meet George Paul, Head of Collection Management at Himmelfarb Health Sciences Library

George Paul arguably knows more about the books on the shelves in Himmelfarb Health Sciences Library than anyone else. As the Head of Collection Management, George selects new books, orders them from a host of different sources, and makes sure they land on the correct shelves after cataloging and processing. George searches for books when they are missing or mis-shelved and supervises the staff who shelve and maintain the stacks. He knows which books are experiencing high demand based in part on what's appears on shelving carts or left scattered on tables after late night study sessions and tailors his orders to reflect when multiple copies of a particular book are required.



Many students and staff know George from the book sale he runs at the start of every academic year where withdrawn materials are sold. He also does stints on the reference desk and serves as a PCL advisor. Years ago, George worked in circulation and still acts as a morning backup there when needed. He lives in Foggy Bottom and is often the first staff member to make it in to open the library when bad weather hits.

Though George is the collection expert, his real passion is helping people. For library users, this means George is always happy to go the extra mile to find something that's needed or to make a special order for our users. This hospitable aspect of his personality may stem from helping out in his family's restaurant in Kearney, Nebraska. George is active in his church, St. Sophia Cathedral, and is very involved in their Greek Festival on the Cathedral grounds every May.

Over the past few years George has been tracking a downward trend in the overall circulation of print materials. Himmelfarb's serials collection has made the transition to a mostly electronic format with a small print browsing collection. Print books are starting to experience the same transformation, and many new titles are being purchased in electronic format. In 2008, Himmelfarb had 164 e-texts in the collection, and today the number is almost 800 titles. The portability, ease of searching, currency, and accessibility of e-texts puts them in high demand in a medical environment.

Figuring out what materials should be purchased as electronic resources and what should be maintained in print is a challenge for George and the Library generally. A journal usage study completed a couple of years ago helped clarify what print journals needed to be maintained and what could be converted to electronic access only. A similar initiative is now underway for the print book collections.

Over the next six months, George will be collecting and analyzing statistics about the book collections. Everything from the number of volumes available in a subject area, to the number of uses, currency of the materials, and cost will be examined. The number of e-texts and their use will be included for comparison. The results will aid in determining where and how the library's book budget is best spent.

Search Newsletters:

Google™ Custom Search

2011 E-Newsletters

[November / December 2011](#)

[September / October 2011](#)

[May / June 2011](#)

[February / March 2011](#)

2010 E-Newsletters

[November / December 2010](#)

[September / October 2010](#)

[Archived Newsletters
\(Information Interface\)](#)

Enter your email
address to subscribe:

RSS Feed 

[Himmelfarb Newsletter RSS](#)

Print Version

[Himmelfarb Newsletter \(pdf\)](#)

George is attending the annual Charleston Conference in November which brings together the top collections experts in the library world and publishers to talk about emerging trends and technologies. His expertise will be vital in developing best practices for book purchase and management as this area continues to evolve.

[Comments](#) | [About](#) | [Intranet](#) | [GWUMC](#) | [Inside GWUMC](#) | [GWU](#)

Himmelfarb Health Sciences Library | The George Washington University Medical Center
2300 Eye St., NW, Washington, DC 20037 | Phone: (202) 994-2850 | Fax: (202) 994-4343