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Himmelfarb Headlines - September/October 2011

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Director's Desk

From the Director's Desk

Each fall it is my pleasure to welcome new students and faculty to the Himmelfarb Health Sciences Library. I also have the privilege of welcoming back returning students and faculty. I know that I speak on behalf of all the Himmelfarb librarians and staff when I say that we look forward to working with you in the year ahead to meet your information needs. You may contact me at 202-994-1826 or mlbaml@gwumc.edu. My door is nearly always open!

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Faculty Profile - Nancy L. Falk, PhD, MBA, RN: Assistant Professor in the School of Nursing (SON) Nursing Alliance for Quality Care

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Teaching - I teach primarily online - across at all educational levels - with a heavy focus on Doctor of Nursing Practice (DNP) education. The DNP degree was born as I was completing my PhD (2003-2007) and the timing was perfect. My broad educational background and career history (clinical, informatics, management, and policy) provide an excellent foundation for educating bright, diverse, accomplished DNP students who fill key healthcare roles nationwide. Additionally, I teach core courses (theory, research) with Masters (MSN) students and leadership and health information/quality courses with our accelerated Bachelor of Science in Nursing (BSN) students who have returned to school to obtain a second bachelors degree - this time - in nursing - in just 15 months, full-time.

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on dietary supplements (including herbs, vitamins, and minerals), functional foods, diets, complementary practices (modalities), exercises, and medical conditions. Because Natural Standard is designed to provide clinically relevant information, the database uses a clear grading system to reflect the level of scientific evidence available for the use of each therapy for a specific medical condition; grades range from A where strong positive scientific evidence is available to F which indicates that strong negative scientific evidence is available.

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QR Codes were first developed in 1994 in Japan by [Denso Wave](#), a Toyota subsidiary, to track car parts for its factory. Today, it is widely used to help market products and services and are commonly seen in stores like BestBuy and Target. Himmelfarb Library has begun using them to help connect patrons to online research guides, sign up for workshops and promote resources and services.

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Meet Elaine Sullo, Himmelfarb Library Coordinator of Information and Instruction Services

Himmelfarb Reference Librarian Elaine Sullo is working hard to bring information finding and organizational support to systematic review teams at GW. Elaine got started on supporting systematic reviews through a post-masters certificate program in Advanced Health Sciences Librarianship at the University of Pittsburgh. Part of the Reference Services and Instruction in Healthcare Environments class focused on expert searching, publication bias, collaboration with faculty, and exploration of the core systematic review databases and grey literature sources. Within the class, Elaine was assigned to a group that was given a systematic review topic for which they had to harvest search terms; create search strategies in PubMed, EMBASE, and CENTRAL; and also search grey literature sources such as conference proceedings and trial registries. She also examined the PRISMA checklist, a document to help authors report systematic reviews and focuses on ways in which authors can ensure transparent and complete reporting.



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In the age of the electronic library, many faculty and students access Library resources from personal desktops. We are happy to set up a consultation in the Library or to make a "house call" to your office to demonstrate these resources, review software applications such as RefWorks, or collaborate on research strategies for a systematic review. Simply call your department's liaison librarian to schedule an appointment. Go to: <http://www.gwumc.edu/library/portals/liaisons.cfm> for a complete list of departmental liaisons.

To schedule an orientation, locate a book on teaching, or access a specialized database or e-journal, simply:

- Use the [Library webpage](#) as your base of operations for information resources. It includes links to the [Library Catalog](#), [databases](#), [e-journals](#) and [e-texts](#) as well as a [staff listing](#), [class schedule](#), and [Library policies](#). You can even access the Library's web page from your handheld device at <http://www.gwumc.edu/library/mobile/>
- Call the Reference Desk at 202-994-2850 or send an e-mail to library@gwumc.edu to schedule an orientation, consultation, or special in-class information session. Or send us an instant message by following the directions at: <http://www.gwumc.edu/library/ask/> !
- Contact one of the Library's topic specialists:
 - Leah Pellegrino at 202-994-3685 or mlblcp@gwumc.edu with questions relating to reserves or intellectual property.
 - Laura Abate at 202-994-8570 or mlblea@gwumc.edu with questions about off-campus access, linking, and electronic resources.
 - Alexandra Gomes at 202-994-1825 or mlbawg@gwumc.edu, with questions about the curriculum and technology.
 - Steve Brown, 202-994-9756 or mlbswb@gwumc.edu, with questions about serials.
 - Catherine Harris, 202-994-9453 or mlbcrh@gwumc.edu, with questions about presentation software.

Best wishes for the upcoming academic year!

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Service - I serve on two SON committees that are vital to establishing and growing a new school - the bylaws and search committees (we interviewed and made recommendations to hire 6+ faculty members in the spring of 2011). Additionally, I am a member of the university's search committee to identify a director for GW's new Global Women's Institute.

What has been your biggest professional challenge?

Two significant challenges come to mind. Drafting legislation (S1575, 109th Congress) and gaining bipartisan support from 23 co-sponsors was energizing and challenging in my role as the John Heinz U.S. Senate Fellow in aging policy (2004-2005). Earlier in my career, as a business development specialist in the information industry, my greatest challenge was helping thousands of clinicians and medical/health researchers embrace change - as society shifted from primary dependence on print products to the utilization of computers and software applications to search and retrieve information in support of clinical care and research.

What has been your most memorable moment at GW?

In 2010, the School of Nursing became the 10th GWU School. As a founding faculty member, I will never forget the sense of accomplishment shared collectively by faculty, staff, and deans as we celebrated the school's first anniversary in spring 2011.

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How did you become interested in your field?

Thanks for asking! It's fun to tell the story about how one blends healthcare, informatics, and business - over a lifetime. Shortly after completing my BS degree in Nursing, I obtained a Masters in Business Administration (MBA). In 2011, pursuit of such a degree is commonplace. In 1985, it was rare for a health care professional to obtain a business degree... as hospitals were hardly viewed as "businesses." In fact, the question posed to me regularly was... "Nancy, you're a health professional - why would you ever want to obtain an MBA degree?" During my job search, it was clear that hospitals were most comfortable hiring those with a Masters in Nursing Administration or Hospital Administration - due to greater familiarity and comfort with the degree offerings. Challenging times call for creative solutions. Encountering barriers in my search for a job in healthcare administration, I explored nontraditional opportunities - answering an ad in the New York Times seeking health professionals to market "new" computer - based solutions to end users to enhance access to the medical literature. Though I had never touched a personal computer (my MBA alma mater opened its first personal computer (PC) lab on campus in 1986) - I was intrigued by the opportunity and the tools and accepted the job - eagerly embracing the usage of computers and software applications. My reward for taking the job was twofold - spending each day educating and exchanging dialogue and ideas with world renowned clinicians and researchers and becoming an informatics pioneer. Such early career experiences remain etched in my memory and soul and the literature skills gained serve me well in my current role. The pioneering experience reinforced the importance of being in the "be ready" position by engaging in high quality educational and work experiences and remaining open to new ideas and door-opening opportunities. From 2000-2003, I managed a federally funded technology training program for aging workers 55 years of age and above. Shortly thereafter, my educational journey continued through the pursuit of a PhD in Nursing - with a focus on aging and policy.

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

As a former information industry professional, I greatly appreciate and rely on medical libraries and librarians. Himmelfarb Library is treasure chest - offering access to a wide range of journals, databases, consortium resources through Aladin, and human resources. Elaine Sullo and the many other Himmelfarb health information experts are wonderfully supportive of SON faculty and students. In the spring of 2011, I partnered with librarian Tom Harrod to develop and teach a knowledge/data management module to online graduate students using Elluminate through Blackboard. We anticipate expanding collaborative opportunities between the library and the SON.

Whom do you admire?

Nurses! There are over 3 million nurses in the U.S. and countless others around the globe. Nurses are central to the provision of high quality care to patients and families. Also, I admire those who have been role models for me - my parents (celebrating their 60th anniversary this year) and my 91 year old mother-in-law. Dad, a successful businessman, did not attend college. Mom attended community college when her four children were junior high school age. Both have been strong role models, displaying a solid work ethic and love of learning and are a key reason I am here at GW. My mother-in-law has aged so positively and gracefully and is an inspiration to us all.

How do you spend your free time?

Assistant professors on tenure-track have little free time! I do however love spending time with husband Ken and our outstanding family and dear friends. Playing golf and other sports, listening to most types of music, traveling, and taking advantage of the many activities only available in DC are top on my list.

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

Make and take the time to get to know GWU colleagues, manage time efficiently, and establish relationships with mentors who can help you to navigate life in academia.

What are your future plans?

To continue to work in meaningful, substantive roles making ongoing contributions to GW, the School of Nursing, and the health care community - locally and nationally. One day, many years in

the future, we envision retiring to a college town. My husband is lobbying for retirement in Charlottesville, VA - home of his alma mater. The decision and the future are still open to negotiation - she says smiling.

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on dietary supplements (including herbs, vitamins, and minerals), functional foods, diets, complementary practices (modalities), exercises, and medical conditions. Because Natural Standard is designed to provide clinically relevant information, the database uses a clear grading system to reflect the level of scientific evidence available for the use of each therapy for a specific medical condition; grades range from A where strong positive scientific evidence is available to F which indicates that strong negative scientific evidence is available.

Natural Standard provides information via a variety of articles types ranging from professional monographs which are comprehensive evidence-based systematic reviews of scientific literature, to bottom line monographs which are abbreviated reviews designed for use by patients or professionals, to flashcards which can be used for quick look-ups or as patient handouts. Natural Standard also provides several different articles which represent different ways to approach the literature:

- › Foods, Herbs & Supplements articles provide information on a specific agent.
- › Health & Wellness articles provide information on specific interventions including diet and exercise topics
- › Medical Conditions articles explore the evidence available for specific conditions
- › Comparative Effectiveness articles provide a cross-referenced snapshot of the evidence for medical conditions, arranged hierarchically by level of evidence.
- › Additional sections contain articles on genomics and proteomics, environmental and global health, sports medicine, and animal health.

Natural Standard is available from both on- and off-campus locations, and is also available as an app which can be installed on handheld devices. To install [Natural Standard Handheld](#):

- › Access [Natural Standard Handheld](#) to request a serial number; note that you must register with GW email address (@gwu.edu, @gwumc.edu, @mfa.gwu.edu or @gwwmail.gwu.edu).
- › You will receive instructions for accessing or creating a Skyscape account and will then receive your serial number via email.

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How can university departments and faculty use QR codes? Next time you are attending a conference, in addition to distributing your business card, try including a QR code with your contact information as part of your name badge. If you have an online sign-up form of an event, include a code on your flyer/poster to help promote enrollment. On your research poster display, provide a QR code to link users to your contact information, a Web page, YouTube video or whatever additional online content - transforming your research poster into an interactive experience.

- > [Create QR Code](#)
- > [Download QR Code Reader](#)

Helpful Tips:

- > **Test:** After you create your QR code, try testing it to confirm it works with iPhones, Androids, Blackberry's and other smartphone devices.
- > **Linking to a Web Page:** Make sure it is optimized for mobile!
- > **Size:** Should be no smaller than 1 inch by 1 inch.
- > **Analytics:** Choose a QR code creator that helps keep track of your link usage.
- > **Use Short URL:** Long URLs are regarded as unreliable especially with reflective surfaces. Before creating your code, shorten your URL. Try [bit.ly](#) or [Google URL shortener](#). Both also provide analytics!

Visit our [QR Code](#) page for more information.

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At GW, Elaine has worked on a current systematic review for the Department of Emergency Medicine and has also assisted medical students with another review. As a reference librarian, her role in systematic reviews includes meeting with investigators, suggesting databases and keywords, performing the literature searches, organizing the searches and citations, and assisting with access to full-text articles. While Elaine hasn't been asked to help with writing up the methodology section of the review, this is certainly another role that librarians can play.

Elaine came to Himmelfarb from East Carolina University's Laupus Health Sciences Library, where she worked in the information services department and was the liaison to the School of Nursing and School of Allied Health. Her passion for working with nursing, medical, and public health students and faculty, as well as her desire to live in a more urban environment, brought her to GW. Away from the Library, Elaine enjoys reading, shopping, going to DC's many museums, farmer's markets, visiting New York City and walking her dog Brownie (her cats don't get to go for walks).

Elaine can frequently be seen helping library users at the reference desk, so please stop in and say "Hi!"

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