Prologue for a synoptic catalog: combining a hospital library catalog and a bookseller’s catalog

By Merle L. Colglazier, Jr., M.Div., M.S.L.S.
Health Sciences Librarian
Richmond Memorial Hospital
1300 Westwood Avenue
Richmond, Virginia 23227

This article introduces the synoptic catalog, a computerized combination of a hospital library catalog and a bookseller’s catalog. Majors Scientific Books and Richmond Memorial Hospital Libraries in Virginia collaborated to develop the model. A logical evolution in catalog theory and practice, the design expands the identification, collocation, and evaluation functions of the traditional library catalog. This article explains the procedures and specifications, including system requirements, record mapping, design details, scope, record transmission, timing, record importing, and file maintenance. The result is a single-interface catalog providing simultaneous and consistent searching of combined information databases. Bookseller records in the synoptic catalog can be modified to indicate library ownership. The synoptic catalog design supports cost-effective collection development and focuses on actual information needs of library users. This report discusses user convenience, budget requirements, publisher advertising, collection development, productivity, and library-bookseller relations. User response to the catalog has been favorable, but improvements are needed.

INTRODUCTION

This article introduces an alternative format for library computer catalogs, the synoptic catalog, which combines the library catalog with a bookseller’s catalog. Such a catalog was developed in a recent project, in which records from a bookseller’s catalog were integrated with a hospital library catalog. Specifically, Machine-Readable Cataloging (MARC) records from the Majors Electronic Data Interchange Communications System (MEDICS) database were merged with MARC records in the library catalog. Preliminary experience indicates that the synoptic catalog expands catalog functionality, increases cataloging productivity, and improves service for catalog users.

The dictionary explains what the name for the catalog means: Synoptic: (1) affording a general view of a whole; (2) manifesting or characterized by comprehensiveness or breadth of view; (3) presenting or taking the same or common view [1]. Catalog: (1) a list of library materials contained in a collection, a library, or a group of libraries, arranged according to some definite plan; (2) in a wider sense, a list of materials prepared for a particular purpose, (e.g., an exhibition catalog, a sales catalog) [2].

The synoptic catalog design combines the narrower and wider meanings of “catalog.” The continuing advance of computer technology is providing new capabilities for information management and challenging traditional concepts about work procedures in every field, including librarianship. In the age of the Internet, many libraries are experimenting with new approaches to combining information resources, which can then be searched from a single access point. The synoptic catalog is another experiment of this type.

The format for the synoptic catalog is based on two principles of redesigning work for the information age. The first principle is the familiar maxim that function is more important than form. The second holds that the information age is about changing function and the way people think about it. The im-

* This project was supported in part by NIH Grant no. 1-G07-LM05365-01 from the National Library of Medicine.
Importance of these principles for library catalog design concerns the distinction between catalog functions and cataloging rules.

Since the publication in 1904 of Charles Cutter’s influential *Rules for a Printed Dictionary Catalog*, identifying, collocating, and evaluating have been recognized as the three primary functions of the library catalog [3]. Wynar and Taylor make the point that library catalog functions are not carved in stone: “In current United States cataloging practice there is no comprehensive code of rules that tells a cataloger how to create bibliographic records that provide descriptive cataloging and subject access or how to create a catalog with those records. There is a widely accepted set of rules that covers description and name and title access and addresses authority work to some extent, but provision of subject access, authority control, and creation of catalogs is dependent upon following conventions” [4].

Functions and rules are interrelated but distinctly separate facets of library catalogs. Cataloging rules provide meaningful structure to library catalogs, but it is not appropriate to use cataloging rules to limit the scope of library catalog functions. In addition, the scope of catalog functions is not confined by library walls. It is true that the current statement about the purpose of an author/title catalog, contained in the Paris Principles, limits the catalog to works “in the library” [5]. However, the statement is outdated (1961), omits subject access, and narrows the scope of the identifying and evaluating functions of the library catalog originally intended by Cutter.

**PROJECT BACKGROUND**

The project was carried out between December 1993 and May 1994 at Richmond Memorial Hospital medical and School of Nursing libraries. During that time, the two separate libraries were managed by one librarian with the help of one half-time library clerk. Library service was also provided to a neighboring hospital. The total user population consisted of 1,750 full-time equivalent staff members and 600 affiliated physicians. A computer catalog funded by a National Library of Medicine (NLM) Information Access Grant helped considerably to simplify cataloging activities [6]. However, little time was available for collection development. Book order approval plans for both libraries were somewhat helpful in streamlining the process, but there was still a need to provide library users with prompt and convenient access to information about new publications. Publisher catalogs, new title announcements, and useful information for collection development were received regularly from Majors, but there was little time available to evaluate these resources.

The concept of the synoptic catalog evolved as an effort to utilize collection development information available from the book distributor within the existing operating capabilities and limitations of the library. An imbalance in library operations became apparent after the computer catalog was implemented. On one hand, the computer catalog improved service to catalog users and facilitated catalog maintenance. On the other hand, there remained a need to improve access to collection development information. In addition, the power of the computer was underused, due to the limited size of both the collection and the budget for collection development. The idea arose to integrate collection development information from the book distributor directly into the library catalog. At first the concept appeared unacceptable because it conflicted with the traditional role of library catalogs. However, a review of the literature on library catalog theory and practice found evidence to support it.

**LITERATURE REVIEW**

Cutter’s classic theory about the inclusive scope of library catalogs was constrained by the financial reality and technological limitations of his day. He theorized, “The ideal catalogue would give under every subject its complete bibliography not only mentioning all the monographs on that subject, but all works which in any way illustrate it, including all parts of books, magazine articles, and the best encyclopedias that treat of it.” Then he realistically conceded, “This can rarely be done, because it is beyond the ability of libraries and the means of libraries” [7].

Cochrane surveyed catalog research undertaken since Cutter and reported, “By 1946 we were advised that conceptual limitations in our existing schemes of access would plague any new catalog forms... New forms of catalogs should include opportunities for searchers to ask for help from a staff member, look in a bibliography related to their subject, request an interlibrary loan, check the uncataloged file, or find a suitable substitute” [8]. Analyzing online catalog use studies, she reported, “The great majority of library users are performing topical subject searches, not author/title or known-item searches... The functions of known-item access and subject access are different and will require different codes, formats, and links to bibliographic records” [9].

Since Cochrane, numerous experts on library catalogs have advocated expanding the functions of library catalogs. Kilgour noted that increased computing power was leading to “catalogs designed to provide a multitude of miniature catalogs of multidimensional design, accessible by many bibliographic and nonbibliographic avenues hitherto unavailable” [10]. Potter recommended that catalogs provide access to outside sources: “Collections of other libraries and files created by affiliated agencies can be valuable...
resources if access is provided. . . . The collection of any library contains only a small subset of the universe of knowledge. Connections between the system that indexes that collection and systems that index other knowledge sets are needed if we are to best serve our readers” [11]. Koenig suggested that future library catalogs be designed to encourage patron evaluation of material in the catalog: “We need to change our mindset from that of creators of catalogs for others to use, and for which we are exclusive suppliers of all the data, to providers of a catalog users are free to supplement” [12].

Meanwhile, Gregor and Mandel reported the trend toward including externally produced data in catalogs: “Library catalogs will no longer consist solely of records created and controlled by the library.” They also reported, “At some library sites it is already possible for users to search multiple catalogs, and seamless interfaces to move users among catalogs are in the design phase. The catalog no longer functions only to show what the library has [Cutter’s second objective], but to show what the library can obtain for the user” [13]. The OCLC User’s Council recommended that libraries “provide bibliographic control for the information they provide access to, in addition to the information they create” [14]. Lynch stated: “Systems of the 1990s will have to help users select appropriate resources for various information needs and effectively combine results from multiple databases” [15]. Crawford urged libraries to “go beyond the local catalog,” envisioning catalogs that would provide “multiple unified views of databases to meet different preferences and needs” [16].

The NLM’s CATLINE and AVLINE catalogs are important examples of how the functions of the library catalog can be expanded. Three types of availability notes are included in the records in these catalogs [17]. The first type of note is for withdrawn titles. An item may be removed from the collection, but the record and note stay in the catalog forever. This note reads, “This title is not in the NLM collection,” and the word “Withdrawn” is in the call number area. The second type of note is prepared for Cataloging-In-Publication (CIP) titles that are not acquired because of the collection policy. Again, the record and note stay in the catalog forever. This note reads, “This title is not in the NLM collection,” but the words “Not Acquired” are in the call number area. The third type of note is prepared for CIP titles that have not yet been acquired. This note reads, “Not Yet Available,” and the same message is displayed in the call number area. Although NLM’s role as a national cataloging agency is the reason availability notes are provided in AVLINE and CATLINE, the practice could be employed by any library to expand catalog functions.

Other catalog practices also serve to expand the functions of the library catalog. The union catalog that supports resource sharing among libraries is a familiar example of how the functions of the library catalog can be expanded. This type of enhanced catalog has been well documented. OCLC’s FirstSearch Catalog allows end users to search the OCLC Union Catalog and more than forty online databases through a menu interface [18].

Winnebago Software provides an “Informational Database” catalog product for accessing multiple databases simultaneously, including UMI and Facts on File [19]. All of this evidence from theory and practice confirms that the functions of library catalogs are evolving beyond traditional boundaries.

**PROCEDURES**

The management at Majors Scientific Books generously agreed to support development of the prototype synoptic catalog, and the company’s chief programmer assisted with programming. The system requirements for using the MEDICS system are explained in a company fact sheet [20]. Requirements include an IBM or Macintosh (or compatible) computer; file transfer software, which is supplied free by Majors; a 1200 or greater baud modem; a telephone line; and a user profile, which Majors establishes on its computers for each customer. Majors also provides a free MEDICS manual, a toll-free 800 number for data transmission, and technical support. The equipment used in this project included an IBM-compatible 386/25 computer and a 14,400 baud modem.

Correlating fields between the MEDICS MARC record and the library’s online catalog (Winnebago CIRC/CAT) MARC record was the first step in the procedure. The chart of MEDICS MARC default fields and custom fields shown in Figure 1 defines how fields from the MEDICS MARC record function and display in the CIRC/CAT catalog. When MARC records are transmitted from the MEDICS database for new titles, they are formatted according to the chart so they merge and display correctly with MARC records in the library catalog.

The details of the design process for the synoptic catalog will vary depending on the computer catalogs used and local needs. Figure 2 shows a MARC listing and catalog image for a sample imported MEDICS record (before editing). The acquisition status for the title is indicated by three notes displayed in the catalog image: (1) the call number, (2) the location note, and (3) the general note. These locations in the bibliographic record were selected as logical places to identify bookseller titles.

The library established two plans with Majors to select MARC records for addition to the synoptic catalog. One plan selects new health sciences titles in 140 subject categories from more than 130 publishers.
Figure 1
Fields from the MEDICS MARC record in the CIRC/CAT catalog

**MEDICSsm MARC default fields and custom fields** *

<table>
<thead>
<tr>
<th>Field</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>010a</td>
<td>LC Number</td>
</tr>
<tr>
<td>020a</td>
<td>ISBN</td>
</tr>
<tr>
<td><strong>020c</strong></td>
<td><strong>Price</strong></td>
</tr>
<tr>
<td>037a</td>
<td>Majors Title Number</td>
</tr>
<tr>
<td>037b</td>
<td>&quot;Majors Scientific Books&quot;</td>
</tr>
<tr>
<td>037c</td>
<td>Price</td>
</tr>
<tr>
<td>050a</td>
<td>LC Class Code</td>
</tr>
<tr>
<td>060a</td>
<td>NLM Class Code</td>
</tr>
<tr>
<td>100a</td>
<td>Author</td>
</tr>
<tr>
<td>245a</td>
<td>Full Title</td>
</tr>
<tr>
<td>245n</td>
<td>Part Number</td>
</tr>
<tr>
<td>250a</td>
<td>Edition</td>
</tr>
<tr>
<td>260a</td>
<td>Publisher City/State</td>
</tr>
<tr>
<td>260b</td>
<td>Publisher Name</td>
</tr>
<tr>
<td>260c-</td>
<td>Pub Year</td>
</tr>
<tr>
<td>300a</td>
<td>Pages</td>
</tr>
<tr>
<td>362a</td>
<td>Volume</td>
</tr>
<tr>
<td><strong>500a</strong></td>
<td>&quot;Title is not owned by library. Avail from Majors Scientific Bks-Please submit Req Form to Librarian.&quot;</td>
</tr>
<tr>
<td>520a</td>
<td>Bibliographic Data</td>
</tr>
<tr>
<td>653a</td>
<td>Majors Category</td>
</tr>
<tr>
<td>740a</td>
<td>Abbreviated Title</td>
</tr>
<tr>
<td><strong>8529</strong></td>
<td><strong>Price</strong></td>
</tr>
<tr>
<td><strong>852a</strong></td>
<td>&quot;Majors&quot;</td>
</tr>
<tr>
<td><strong>852h</strong></td>
<td>Majors Title Number</td>
</tr>
<tr>
<td><strong>961t</strong></td>
<td>&quot;38&quot; †</td>
</tr>
<tr>
<td><strong>961u</strong></td>
<td>Approval Week ‡</td>
</tr>
</tbody>
</table>

* Custom fields for RMH Library are in bold type

† The number "38" is custom data used to identify the material type for incoming records

‡ The approval week is the year and week number in ASCII format (e.g., 9452)
Prologue for a synoptic catalog

Figure 2
MARC listing for an imported MEDICS record

MARC listing (pre-editing) for bookseller record

Date:  Jun 29, 1994
Indexed by:  Barcode
Page:  1

W***I***N***E***B***A***G***O**********S***O***F***T***W***A***R***E

Leader  LDR 00887nam 22 u 4500
Fixed data  008 94052Ss xxu 00010 eng
LCCN  010 _a 00000000
ISBN  020 _a0721649300
Stock #  037 _aMAJORS 610753 _bMAJORS SCIENTIFIC BOOKS _c48.75
LC call #  050 _a00 0000
ME: Pers name  100 _aGRIFFITH, H. WINTER
Title stmt  245 _aINSTRUCTIONS FOR PATIENTS _nPART  *
Edition stmt  250 _aED 5
Imprint stmt  260 _aORLANDO, FL _bSAUNDERS W B CO/MED _c1994
Phys descrip  300 _a598 p
General note  500 _aTITLE IS NOT OWNED BY LIBRARY. AVAIL FROM MAJORS SCIENTIFIC BKS-PLEASE SUBMIT REQ FORM TO LIBRARIAN.

Subj:  Misc  653 _aMAJORS CATEGORY _aPAT EDUC _a740
AE:  Var title  740 _aINSTRUCTIONS PATIENTS
Holding info  852 _a9p48.74 _aMAJORS _hMAJORS 610753 p10882
Winn Local  961 WL _t38-u9413

Card image for MARC record

MAJORS
610753

GRIFFITH, H. WINTER.
INSTRUCTIONS FOR PATIENTS, PART *. -- ED 5. --
598 p.
Location : MAJORS

TITLE IS NOT OWNED BY LIBRARY. AVAIL FROM MAJORS SCIENTIFIC BKS-PLEASE SUBMIT REQ FORM TO LIBRARIAN.

ISBN 0-72164-930-0: 48.75
1. MAJORS CATEGORY, PAT EDUC, 740. 1. Title. II.

Press any key for more . . .

Bull Med Libr Assoc 84(1) January 1996
45
The other plan selects new business, science, and technology titles in 85 subject categories from more than 100 publishers. The selection process is automatic; only subject categories relevant to organizational information needs are included. About 100 titles are selected weekly. The ratio of health sciences titles to business, science, and technology titles is 40:60.

Once a week MARC records are extracted from the MEDICS database and transmitted to the library using the Majors On-Line REsource (MORE) file transfer software. (The MORE system also supports other file transfer functions not described here.) The MORE system is menu driven, and downloading 100 selections at 14,400 bps from two accounts takes only five minutes. The MEDICS MARC records are transmitted in USMARC (MicroLIF protocol) format.

The files are transferred directly into the directory for the library's online catalog software. The two files (one from each account) are each given the filename "MICROLIF" and a unique file extension to identify the account and week number (e.g., MICROLIF.A33, MICROLIF.B33). Then the records are imported into the catalog database; no file conversion is required.

A record of the file transfer date and number of records for each account is kept in a logbook. The catalog database indexes are updated weekly and the MEDICS MARC records are included in the process. The keyword catalog permits keyword searching of descriptive and analytical information for new titles in the bookseller's database. When new titles are acquired, the catalog is reviewed for a bookseller record, which, if found, can be edited easily to indicate library ownership. Bookseller records have a date stamp showing when the title was added to the system. The American Standard Code for Information Interchange (ASCII) date format allows bookseller titles that are not acquired to be batch deleted and archived after a sufficient period of time (e.g., eighteen months to two years) has passed.

Memory storage needs for the synoptic catalog depend on the collection development activity and approval plan profile of the particular library. For example, a low budget combined with a broad approval plan would result in a higher percentage of bookseller titles than of library-owned titles in the catalog. Each indexed MEDICS record uses about 1,500 bytes of hard disk memory.

**RESULTS**

A formal evaluation of the synoptic catalog has not been conducted. However, preliminary observations have been made about catalog functionality, cataloging activities, and reader services.

As noted earlier, the functionality of the synoptic catalog depends on the computer catalog program used and will vary according to the capabilities of different catalogs. The main improvement in functionality offered by the synoptic catalog is that it quickly integrates new title information, which can then be seen readily by a library patron or librarian conducting a catalog search, thereby eliminating the need to consult additional sources of information. When conducting a search in the model synoptic catalog, the retrieval shows library-owned materials and bookseller records for new titles integrated in a simultaneous and unified display. Figure 3 shows a sample search retrieval. The catalog display shows titles arranged in call number order. However, the version 6.1 CIRC/CAT program can sort a catalog search retrieval according to call number, title, author, location, or material type order.

Effects of the synoptic catalog on cataloging activities have not been measured objectively, but there is an experience base. As noted earlier, when a bookseller title is purchased, the catalog is checked for the presence of a corresponding synoptic record. If one is found, then it is edited to indicate library ownership. A sample MARC listing and catalog image for an imported MEDICS record is shown in Figure 4. The record has been edited to indicate library ownership. (The capital letters are a Majors convention, which, one hopes, will be changed in the future to comply with cataloging standards.) Such editing involves changing a few fields and accepting cataloging below AACR2 standards. The process could be improved through the use of cataloging macrokey commands and improvements in the quality of the bookseller records. It would be ideal if the bookseller's catalog records could be authentic NLM or Library of Congress MARC records, but this may not be possible. Another option would be to overlay a MARC record on the bookseller synoptic record to preserve useful information—such as the summary in the 520 field—in the bookseller record.

The synoptic catalog, in general, seems to save cataloging time. Service to catalog users has also been improved. The librarian has observed patrons conducting a catalog search and finding new title information relevant to the topic when no library materials were available. After the patron has checked with the librarian, the new titles have been ordered from the bookseller. This process is similar to a library patron searching in a library union catalog or branch library catalog and finding that the requisite information is available at another library location. The combination of bookseller titles and library titles in the catalog causes no more confusion to the patron than is ordinarily caused by a library union catalog. The combined format is an efficient way to locate new title information, eliminating the additional step of searching the distributor's or publisher's catalogs.

In one practical application of the new catalog, bib-
**List of records for key-word search, "malpractice."**

<table>
<thead>
<tr>
<th>Call #</th>
<th>Material Title</th>
<th>Author</th>
<th>Location</th>
<th>Mat. Type</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin</td>
<td>Legal accountability in the</td>
<td>Murchison</td>
<td>SAH LIB</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>Admin</td>
<td>The law and liability</td>
<td>Fiesta, J.</td>
<td>SAH LIB</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>KF 2905.3</td>
<td>Medical malpractice--bases</td>
<td>McCaffert</td>
<td>LIBRARY</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>KF 2915 N</td>
<td>Legal, ethical, and politic</td>
<td>Bernzweig</td>
<td>SON LIB</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>KF 2915 N</td>
<td>The nurse's liability for m</td>
<td>Bernzweig</td>
<td>LIBRARY</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>KF 2915 N</td>
<td>The nurse's liability for m</td>
<td>Bernzweig</td>
<td>LIBRARY</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>KF 2915 N</td>
<td>Test bank to accompany :</td>
<td>Bernzweig</td>
<td>LIBRARY</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>KF 2915 N</td>
<td>The law and liability :</td>
<td>Fiesta, J.</td>
<td>SON LIB</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>KF 2915 N</td>
<td>The law and liability :</td>
<td>Fiesta, J.</td>
<td>LIBRARY</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>MAJORS</td>
<td>LEGAL, ETHICAL, AND POLITICAL ISSUES</td>
<td>Aiken, Tonia D.</td>
<td>MAJORS</td>
<td>REQUEST</td>
<td>In †</td>
</tr>
<tr>
<td>MAJORS</td>
<td>ASPECTS OF DOCUMENTATION</td>
<td>Scott, Ro</td>
<td>MAJORS</td>
<td>REQUEST</td>
<td>In</td>
</tr>
<tr>
<td>MAJORS</td>
<td>TRIALS OF AN ORDINARY DOCTOR</td>
<td>Cook, Har</td>
<td>MAJORS</td>
<td>REQUEST</td>
<td>In</td>
</tr>
<tr>
<td>RA 971.38</td>
<td>Malpractice prevention and</td>
<td>Orlikoff</td>
<td>LIBRARY</td>
<td>GENERAL</td>
<td>In</td>
</tr>
<tr>
<td>VIDEO RA</td>
<td>The legal aspects of neglig</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIDEO RA</td>
<td>Accountability &amp; liability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Card image for individual bookseller record ‡**

**MAJORS**

AIKEN, TONIA D.

37675

LEGAL, ETHICAL, AND POLITICAL ISSUES IN NURSING, PART 0. -- ED 1. --

297 p.
Location : MAJORS

TITLE IS NOT OWNED BY LIBRARY. AVAIL FROM MAJORS SCIENTIFIC BKS--
PLEASE SUBMIT REQ FORM TO LIBRARIAN.

LEGAL, ETHICAL, AND POLITICAL ISSUES IN NURSING. 1ST, 1994, Davis.
Aiken Development Group, New Orleans, Louisiana. Text for nursing practitioners
and students on the law, legal system, malpractice, negligence, and standards of
practice in nursing. Includes the nurse as defendant, witness, and plaintiff. Written
by a nurse-lawyer. 24 contributors, 22 U.S.


Press any key for more . . .

* The list of records found for the key-word search includes 3 bookseller titles.
† The circulation status is currently not mapped to the record.
‡ The individual bookseller record shows the key-word was located in the summary field.
MARC listing (post-editing) for library record

Date: Jun 29, 1994

Indexed by: Barcode
Page: 2

Edited MARC listing for an imported MEDICS record

W***I***N***N***E***B***A***G***O***********S***O***F***T***W***A***R***E

Leader LDR 00887nam 22 u 4500
Fixed data 008 940525s xxu 00010 eng
LCCN 010 _a 00000000
ISBN 020 _a0721649300
Stock # 037 _aMAJORS 610753_bMAJORS SCIENTIFIC BOOKS_c48.75
LC call # 050 _a000 0000
ME: Pers name 100 _aGRIFFITH, H. WINTER
Title stmt 245 _aINSTRUCTIONS FOR PATIENTS_ch. Winter Griffith; with the
assistance of Stephen W. Moore, and Jo A. Griffith.
Edition stmt 250 _a5th ed.
Imprint stmt 260 _aORLANDO, FL_bSAUNDERS W B CO/MED_c1994
Phys descr 300 _a598 p.
Summary note 520 _aNew edition of a Brandon/Hill Medical List first-purchase and
minimal core list selection. Easy to comprehend, basic
instructions for patients covering over 500 complaints. Designed

Subj: Topical 650 12 _aPatient Education_xoutlines.
Subj: Topical 650 12 _aTherapeutics_xoutlines.
Subj: Misc 653 _aMAJORS CATEGORY_apAT EDUC_a740
AE: Var title 740 _aINSTRUCTIONS PATIENTS
Holding info 852 _a948.74 _alIBRARY_hRT 90.3 G74 1994_p10882_xFUND: 724.9024

Winn Local 961 WL _ti_u9424

Card image for MARC record

RT

GRIFFITH, H. WINTER.
90.3 INSTRUCTIONS FOR PATIENTS/H. WINTER GRIFFITH; with the
G74 assistance of Stephen W. Moore, and Jo A. Griffith. -- 5th ed. -- ORLANDO,

598 P.
Location : LIBRARY

New edition of a Brandon/Hill Medical List first-purchase and minimal
core list selection. Easy to comprehend, basic instructions for patients
covering over 500 complaints. Designed for photocopying. Previous edition
1. Patient Education. 2. Therapeutics--outlines. 3. MAJORS
CATEGORY, PAT EDUC, 740. I. Title. II. Title: INSTRUCTIONS PATIENTS.

Press any key for more . . .
liographies for selecting new nursing library books from bookseller titles in the synoptic catalog have been presented. The lists, which are arranged by nursing category and exclude library-owned titles, have been presented to instructors in the School of Nursing to aid in the development of a purchasing recommendation. The response from nursing instructors has been positive; the lists serve to encourage recommendations for collection development.

DISCUSSION

It has been observed that "when patrons are required to use more than one program or perform additional searching steps in order to access a variety of library resources, they often won't" [21]. In other words, patrons are approaching library research with a preference for "one-stop searching." The synoptic catalog provides patrons with convenient and cost-effective access to bibliographic information both within and beyond the library collection.

A financial advantage of the synoptic catalog design is its compatibility with existing computer catalog systems. The enhanced design can be adapted to current systems without additional expense. Beyond the system requirements mentioned earlier, there are no extra costs for equipment, software, subscription fees, or records. At present, Majors provides the MEDICS services for free, and doesn't plan to charge regular customers even if the service policy changes in the future [22]. Crawford recommended a resourceful approach in designing online computer catalogs that transcend local collections, explaining that catalog enhancements should be "usable on the equipment available now, software available now, and networks available now" [23].

Explaining the impact of economics on catalogs, Gregor and Mandel stated that, "Since it is unlikely that libraries will be granted more resources to accomplish [cataloging], librarians must confront the need to get the job done within current resources. That means doing the job differently" [24]. The synoptic catalog helps support cataloging activities within existing cost constraints. Catalog records from the bookseller are not of the highest quality possible, but the quality could be improved in the future.

The synoptic catalog could also lead to additional financial benefits for libraries. For example, publisher’s announcements and catalogs would become unnecessary because the information they provide would already be in the library catalog. Perhaps publishers would contribute direct mail advertising funds to support development of the synoptic catalog. After all, advertising would have a far greater chance of being noticed in the catalog than in a trash can. Moreover, the synoptic catalog would allow publishers to aim their marketing at the contemporaneous information needs of library patrons. If the synoptic catalog concept becomes popular, then publishers may prefer to market through distributors who support this medium.

When librarians and booksellers work together they can accomplish more for the good of the library user than either one can accomplish alone. Librarians should consider the productivity gain that can be realized by leveraging the value-added services of booksellers. Libraries can effectively increase their operational staff by "outsourcing" appropriate library tasks. Whether librarians like it or not, this is the trend for all businesses.

The synoptic catalog supports cost-effective collection development. Fenske recently reported the results of a study by a small academic health sciences library, which revealed that more than 60% of recent selections had received little or no use [25]. She concluded: "A comprehensive collection is not needed to serve users well." Her study confirmed that "more" does not necessarily equate with "better" in collection development. There is a growing awareness that so-called just-in-time library service makes more sense than "just-in-case" service. The synoptic catalog helps to achieve the former. It provides comprehensive access to information about new titles and complements collection development policies that encourage purchasing recommendations by library patrons.

The synoptic catalog concept also fosters the acquisition of books in a timely manner by integrating new title information. It has been reported that the shelf life of bookseller catalogs has been decreasing in recent years. To make matters worse, the Tax Reduction Act of 1984 instituted taxes on publishers' book inventories for each year a book remains in print. Consequently, publishers are keeping books in inventory for a year or less to avoid extra inventory taxes [27]. By incorporating new title information immediately, the synoptic catalog helps to expedite ordering before books are out of print.

The fact that the application of computer technology in the workplace does not necessarily increase productivity must be noted by librarians. Dubashi and McGough reported the findings of a global survey that revealed companies around the world have been spending 5 to 10% of sales revenue on computerization for years, with only a 1% gain in productivity [28]. This low rate of return was also recognized by Stamps, who noted that "An avalanche of PC technology has not yet transformed the American workplace into a humming engine of white-collar productivity" [29]. Perhaps the solution to this problem can be found in the way people think about what they do, rather than how they do it. Thinking that is confined by linear parameters is self-limiting. Kanter explained it...
this way: "The ability to rethink categories and transcend boundaries is essential for every aspect of business practice today. . . Blurring the boundaries and challenging the categories permits new possibilities to emerge, like twisting a kaleidoscope to see the endless patterns that can be created from the same set of fragments" [30].

Rice outlined six steps for increasing computer productivity in the workplace that are pertinent to library operations: (1) eliminate unnecessary processes and steps, (2) simplify, (3) remove barriers, (4) minimize hand-offs and interdependencies, (5) reduce cycle times, and then (6) automate [31]. Campbell warned that librarians need to "find means to increase the quantity and quality of our work through the wise use of technology and to bring about change for the sake of the survival of our profession and the information future of our culture. . . . Librarians seem to be self-destructing and. . . without radical changes in what we do our future will be limited and brief" [32]. The synoptic catalog represents an unconventional way of thinking about catalog functions that may enable new capabilities to emerge for information services and library productivity.

Some libraries with large collections and integrated library systems may contend that their catalogs already accomplish what the synoptic catalog offers. However, an honest examination would probably reveal that the large number of bibliographic records in these catalogs, including the records that accompany books received on approval, is due entirely to a large budget for collection development rather than a decision to expand the scope of library catalog functions.

CONCLUSION AND RECOMMENDATIONS

Computerized library catalogs are an exciting and changing medium. The constant advance of information technology challenges librarians to redesign their work. Initial observations suggest that the synoptic catalog format improves catalog functionality, cataloging activities, and reader services. Hospital libraries, smaller academic health sciences libraries, and libraries in general might benefit from use of the synoptic catalog format. More experience with this format is necessary, and the results will have to be measured to determine whether it meets the needs of library users and contributes to increased productivity in the library workplace. However, it is clear that the synoptic catalog transcends traditional library catalogs that limit the scope of catalog functions to materials owned by a library or group of libraries.

Admittedly, the synoptic catalog is in a primitive stage of development. The following improvements in catalog design are required: (1) macrokey instructions for downloading, importing, and editing bookseller records, (2) improved acquisition notes for bookseller titles, (3) integration with ordering procedures, (4) improvements in the interface between the bookseller's records and the functions of the computer catalog, and (5) increased precision in relating book selection plans to the information needs of library users.

In addition, several issues require further study if libraries are to utilize the synoptic catalog format. These issues include (1) ethical concerns about library use of a bookseller's MARC records, (2) standards for developing the synoptic catalog (to allow switching between booksellers and catalog software), (3) bookseller compliance with standards of AACR2 cataloging and USMARC record format, (4) logistics for how booksellers supply catalog records in relation to bibliographic utilities and the National Coordinated Cataloging Program, and (5) the impact of the synoptic catalog on collection development.

The library marketplace will ultimately determine whether the synoptic catalog format is a useful concept. Meanwhile, computer technology will continue to stimulate the restructuring of traditional catalog functions and keep breaking old limitations for library catalogs.

ACKNOWLEDGMENTS

The author acknowledges Steve Maggard, director of information services; Susan Bader, director of library services; and Lisa Harrington, approval plan administrator for business, science, and technology—all at Majors Scientific Books. The author further acknowledges Patrick Gezvain, programming manager, and Greg Manhart, programmer, both at Winnebago Software Company.

REFERENCES

5. Ibid., 7.
13. GREGOR D, MANDEL C. Cataloging must change! The job must be done within current resources—that means doing the job differently. Libr J 1991 April 1;116:42–7.
15. LYNCH CA. Happy birthday to MELVYL (Part 3); the next generation of public access information retrieval systems for research libraries: lessons from ten years of the MELVYL system. Info Tech Libr 1992 Dec;405–15.
23. CRAWFORD, op. cit.
24. GREGOR, op. cit., 42.
26. RKB. Is the medical monograph a loser? or, the race is not to the swift. Kalends: the Waverly Inc. Quarterly 1993 Fall:6–7.

Received February 1995; accepted April 1995