

NLM Releases New Health Hotlines App

The National Library Medicine's Health Hotlines is now available as an app for the iPhone and iPod Touch (<http://itunes.apple.com/app/health-hotlines/id376404746?mt=8>). Health Hotlines is also compatible with the iPad.



Health Hotlines is a compilation of organizations with toll-free telephone numbers to assist the public in locating health-related information. It is derived from DIRLINE, NLM's Directory of Information Resources Online, which contains descriptions of almost 9,000 health and biomedical organizations and resources. Some of the subject areas included in Health Hotlines are AIDS, cancer, diseases and disorders, maternal and child health, aging, substance abuse, disabilities and mental health.

Health Hotlines is also available on the NLM's Web site <http://healthhotlines.nlm.nih.gov>.

NOVELny Adds Gale's Health Reference Center Academic



NOVELny has added Gale's Health Reference Center Academic to the databases available for July 1, 2010-June 30, 2011. Health Reference Center Academic was created specifically for students, knowledgeable consumer health researchers and health care professionals. It provides access to the full text of nursing and allied health journals, plus the wide variety of personal health information sources in InfoTrac's award-winning Health Reference Center.

Health Reference Center Academic features:

- 24/7 access to peer-reviewed journals in medicine, health, nursing and allied health and other health-related areas with backfiles to 1980
- Videos of medical procedures and live surgeries from OR-Live
- International news coverage from Knight-Ridder/Tribune News Service, NewsRx and Ascribe
- More than 2,500 topical overviews from Clinical Reference Systems
- Cross-product searchable via Gale PowerSearch with eBooks operating on the Gale Virtual Reference Library platform

For additional information on the NOVELny program visit www.novelnewyork.org.

Social Media and Medicine: Interest on the Rise



According to the article, "Mayo social media project reflects deeper interest by doctors" posted on amednews.com, Mayo Clinic will be creating a Center for Social Media which will launch research on the effects of social media on the health world. This center will provide one-on-one training, on-site training at the participant's hospital or practice, and online training for physicians providing the tools and knowledge needed to develop and run a successful social media presence.

Moreover, hospitals are also taking the dive into the social media scene. According to Ed Bennett's blog **Found In Cache** (<http://ebenett.org>), all fourteen hospitals listed on the U.S. News & World Report *Best Hospitals 2010-11: The Honor Roll* are using social media including YouTube, Facebook, and Twitter. For the full article refer to: www.ama-assn.org/amednews/2010/08/09/bi20809.htm.

REMINDER...

For all HLSP participating libraries—if you have any new acquisitions, be sure to pass along to Joan Seaman to be copy-cataloged. In addition, if you have removed any items from your library, please be sure to update your holdings with LILRC.

The LILRC *HealthLine* is published bimonthly by the staff of the Hospital Library Services Program. We appreciate contributions of news articles. Please notify us of significant events such as personnel changes, publications, construction, moves, and addition of innovative services or any news items that may be of interest to your colleagues.

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