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LWW.com Inside Quote

"Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it."
 -- Samuel Johnson

NEW! **Specialty Essentials e-newsletters are here!**
 Sign up now
 for your ticket to the latest products, specials, news, links, tips and more in your field or practice! Want to know more?
 Check it out in this issue of Insider.

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LWW.com Inside Question

Do you have free journals?

LWW offers free trial issues on many of the journals we publish. You can find the list and request a trial issue from the periodical page [here](#). We also have many full-text online journals and they often offer content for free. You can find those at [www.lwwonline.com](#).

This month's Inside Question submitted by **Aiakbar Norooz**.
Send us your question about Insider or LWW.com, and we will feature it in an upcoming issue!

Greetings

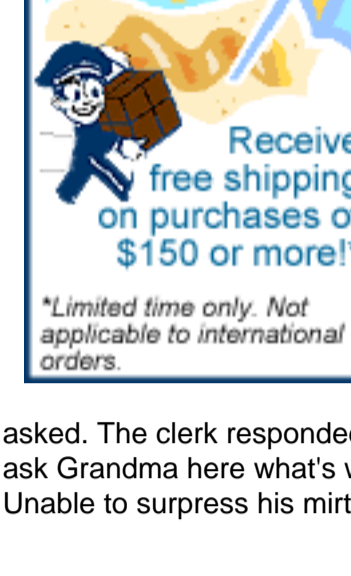
Welcome to the 2nd Anniversary issue of LWW.com Insider! We have packed this issue with special offers and new features as well as many of your favorites. To commemorate the occasion, we have started a special **shipping savings offer** on LWW.com and included an opportunity to **receive a pen/stylus duo FREE** from our PDA Products Store. With this issue, we have also developed a **large-text version** of the Insider in response to your requests. We hope you will find it useful.

For those of you new to Insider, welcome. Check out many features in this month's issue, including **Web Watch: TBD, Antidotes & Anecdotes, Short News: Virology, Immunology & Infectious Diseases, Product Spotlight: Sherman's *Tending Animals in the Global Village: A Guide to International Veterinary Medicine*** and more! If you have any questions or comments, please [let us know](#).

Enjoy!
The Editors @ LWW.com Insider

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Product Spotlight: Tending Animals in the Global Village: A Guide to International Veterinary Medicine



by David M. Sherman DVM, MS, DACVIM

How prepared are your faculty and students to understand and address the emergent global issues facing veterinary medicine today? How clearly do they recognize the challenges and opportunities that our interconnected, rapidly changing world pose for the veterinary profession? Does your curriculum effectively address these critical issues?

Get the facts behind the headlines...whether on duty in Iraq or on call in India, veterinarians need to know about these issues and how they are shaping the future of veterinary medicine.

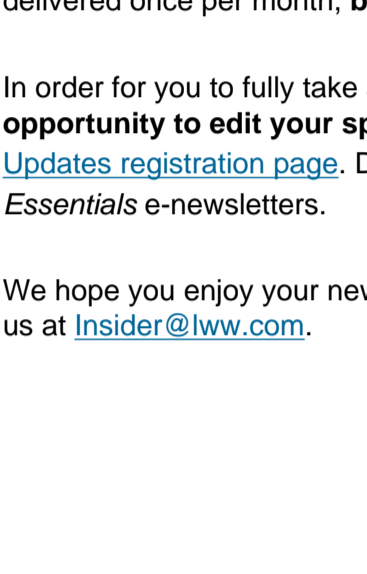
Foreign animal diseases.....Agroterrorism.....International trade and food safety.....Endangered species and mass extinctions.....Global warming and climate change.....Emerging zoonotic diseases.....Animal welfare and livestock production.....Food insecurity, chronic undernutrition and rural poverty.....Environmental degradation and intensive animal agriculture.....Endocrine disruption and persistent organic pollutants.....Wildlife-livestock interactions.....Sustainable agriculture and the global food supply.....

Now there is a valuable resource for the profession, a unique offering with a global perspective.

[Purchase this resource today!](#)

Visit the **Vet Med Store** for the latest books, CD-ROMs, anatomical charts and more!

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Antidotes & Anecdotes

During a psychiatry rotation, a third year medical student was called to do a consult on a patient for depression. As the student went through the checklist of questions, he came to "Do you ever hear voices?" To the student's surprise, the patient calmly answered, "Yes." Pursuing this further, the student questioned when the patient heard them and the response was, "Mostly at night." Finally, the student asked if the patient could tell what the voices were saying. The patient nodded and replied, "They say, 'Trauma alert. Shock trauma STAT!'"

Prepare for the boards with the voice of Benjamin J. Sadock, MD! Check out *Plastic & Saddle's Study Guide and Self-Examination Review in Psychiatry, 7th Edition. Just published in May!*

A doctor walked into a room to find two sick infants with their Laotian grandmother, who spoke no English. The doctor stepped out and asked plaintively to the staff, "Anyone here speak Lao?" To which the Hispanic ward clerk assented. "How did you learn Lao?" the doctor asked. The clerk responded, "Oh, my mother speaks Lao." The doctor was pleased. "Wonderful," he said, "would you please ask Grandma here with the kids?" Glad to help, the clerk yelled, "What's wrong with your babies?" in English. Unable to suppress his mirth, the doctor gently let the clerk know that he needed a translator who spoke "Lao," not "loud."

Nurses and doctors, you'll be heard and understood with *McElroy & Grabb's Spanish English-English Spanish Medical Dictionary* in your pocket! Over 20,000 medical and technology-related words and translations included!

Attribution: *Medical Bloopers*

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What's New: Specialty Essentials e-newsletters

As first mentioned in the **February issue of Insider**, you can now select specific **Essentials e-newsletters** related to your field of study or practice as an additional option to customizing **LWW.com Updates** for you! You will find product announcements and special offers nestled within specialty **Essentials e-newsletters** covering several key fields in nursing, health professions and medicine.

These newsletters will contain specials on LWW.com, LWW news, links to specialty stores and other related sites, short news topics and other unique content that will be delivered once per month, **beginning Tuesday, June 10**.

In order for you to fully take advantage of this new feature of LWW.com Updates, it is important for you to use this opportunity to edit your specialty preferences. Review the list of **Essentials e-newsletter** categories on the **LWW.com Updates registration page**. Decide which of the newsletters you wish to receive and then make sure you are **signed up for those Essentials e-newsletters**.

We hope you enjoy your new **Essentials e-newsletters**, and if you have any questions or concerns at anytime, please contact us at [Insider@lww.com](#).

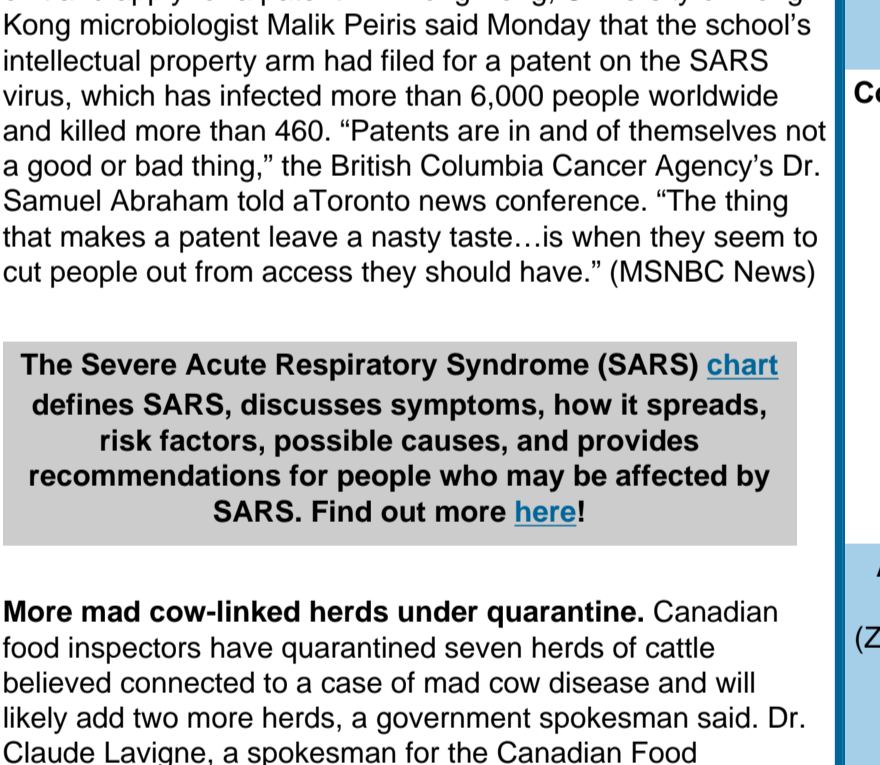
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Web Watch: pdamD.com

If you aren't already familiar with the folks at pdamD ([www.pdamd.com](#)), chances are you've seen their work. One of the pioneering sites dedicated to handheld use in medicine, pdamD remains one of the leading providers of handheld solutions to healthcare professionals. So if you've purchased PDA hardware or software online, researched solutions through your medical association, or received a handheld from your institution, you've probably experienced a little of what pdamD has to offer.

Beginning with the emergence of PDAs as a clinical resource tool, pdamD has supported healthcare professionals adapting to this new technology with in-depth product reviews, articles, discussion boards and the most comprehensive catalog of medical PDA products anywhere. This combined resource, backed by a team uniquely experienced in the use of mobile technology in healthcare, serves as a "one-stop shop" for medical professionals using handhelds in their practice.

The best part? Recognizing the time constraints on today's healthcare providers, pdamD offers an "out of the box" solution built to your specifications. With just a few clicks, you can choose the PDA, accessories and software solutions you need. The resulting package arrives on your doorstep preloaded and ready to go. For the busy professional or those less comfortable with the trials and tribulations of installing software, this service alone makes a trip to [pdamD](#) worthwhile.



Visit [pdamD.com](#) for the latest in handheld technology!

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Fastfacts: Mouth Off!

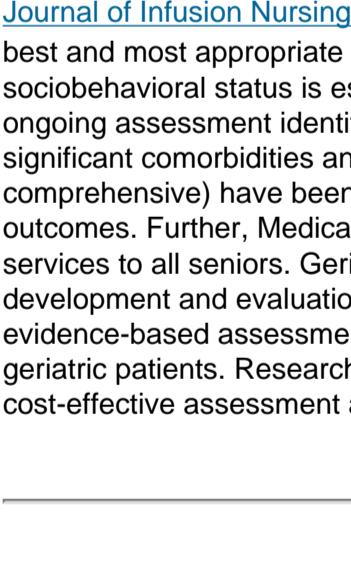
- To keep a corpse's lips shut, undertakers pass a suture through the nasal septum and tie it to the lower lip, or use an injector needle gun to place wires into the lower and upper jaws; these are then twisted together to close the mouth.
- Babies have taste buds all over the insides of their mouths, not just on their tongues. Adults and children have no taste buds on the centers of their tongues.
- Your mouth produces a quart of saliva a day - or about 10,000 gallons in a lifetime.
- Our hands are recognized by medical professionals as a major source for spreading flu and cold germs. To minimize infection, concentrate on keeping hands away from the mouth, nose, and eyes unless the hands are first washed with antibacterial soap, says the Soap and Detergent Association of New York.
- The average human has about 10,000 taste buds -- however, they're not all on the tongue. Some are under the tongue; some are on the inside of the cheeks; some are on the roof of the mouth. Some can even be found on the lips -- these are especially sensitive to salt.
- Human mouths contain 3 pairs of salivary glands: The parotid (the largest located in front of the ears), the submandibular (at the back of the lower jaw), and the sublingual (under the tongue).
- If the roof of your mouth is narrow, you are more prone to snore since you are not getting enough oxygen through your nose.
- If you are right-handed, you will tend to chew your food on the right side of the mouth. If you are left-handed, you will tend to chew food on the left.

Coming Soon!

Retail Partners Center. LWW.com is about to welcome a new resource center to its library -- the Retail Partners Center. We are developing this brand new area right now just for retail customers! The center will contain everything retailers need to manage inventory and promote LWW products at the right time to maximize business. You will find product info, including forthcoming and out-of-print titles lists, PDA products, the latest issues of 5-Minute Update and more! Retail customers will be able to check out the latest marketing info including LWW promotions calendar and merchandiser's list. We will also be including terms & conditions for doing business with us, a credit application and contact information for new retail customers. Look for this brand new area on LWW.com in late June!

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Short News: Virology, Immunology & Infectious Diseases



Controlling indoor allergens. In a recent article from [Current Opinion in Allergy & Clinical Immunology](#), Frederic de Blay and Emily Birba report on recent studies about the role of allergen in primary prevention. Epidemiological surveys indicate that there has been a notable increase in the prevalence of asthma and other allergic diseases in children and adults ... The role of allergen dose involved in the onset of atopy is controversial. Studies hypothesizing that reduction of allergen dose might reduce atopy failed to confirm the data from the Isle of Wight study and found no effect on the frequency of immunoglobulin E sensitization. This effect might nonetheless occur later in life. Other studies indicate that high doses of allergen early in life have a protective effect against cat and dog sensitization. Only one retrospective study found that cat exposure was protective against cat sensitization. A German prospective study suggested, however, that it is more probable that cat allergen exposure is harmfully related to sensitization, by increasing IgE synthesis. The effect of high doses must be clarified by further prospective studies. Accordingly, we must be very careful when giving advice on primary prevention, particularly about the protective effect of cat and dog allergens. Secondary prevention may be dramatically improved with the help of the new occupational activity: the medical indoor environment counselor. Full article available [here](#).

Each bimonthly issue of **Current Opinion in Allergy & Clinical Immunology** features distinguished guest editors who focus exclusively on two topics in their specialty. Don't miss **Stedman's Dermatology & Immunology Words, 2nd Edition, Includes Rheumatology, Allergy & Transplantation, Over 75,000 entries!**

Vaccine. Although it has only been tested in rats and mice, a new nicotine vaccine shows promise in ending nicotine and helping smokers kick the habit. "We have created a new type of nicotine vaccine based on an analog of nicotine which allows the immune system to provide potent antibodies to effectively remove nicotine from the body before it reaches the brain," says lead researcher Kim D. Janda, a professor of chemistry from The Scripps Research Institute in La Jolla, California. The vaccine could act as a crutch for people trying to stop smoking by preventing nicotine from reaching the brain, Janda says. "If one can effectively block nicotine from reaching the brain, there is a good chance of helping people kick the smoking habit." Other nicotine vaccines have been tested but don't appear to work very well, including one previously developed by the Scripps team, Janda notes. ... The next step in the development of this new vaccine is to do toxicology studies. Once the researchers are sure the vaccine is safe, and they suspect it is, it will be ready for clinical trials ... Nicotine-replacement therapies, such as the patch or gum, aren't as effective as people had hoped they would be, Janda says. His team is looking for other ways to treat nicotine addiction. The vaccine is designed to help smokers during the critical first 90 days of smoking cessation, when many relapse. The vaccine has been tested in two forms. The active form requires that people receive boosters, which would be effective for several months, while in its passive form people would be given the antibodies, which last for a few weeks, Janda notes. Jed Rose, a professor of biological psychiatry and director of the Nicotine Research Program at Duke University, says the merits of this particular approach aren't yet clear. However, "as a general strategy, nicotine vaccines merit further investigation, and might ultimately have clinical application to tobacco addiction prevention or treatment."

The Vaccine Handbook: A Practical Guide for Clinicians offers practical, up-to-date guidelines on proper use of vaccines and helps clinicians answer the many questions asked by patients and answered.

Text and PDA versions publish in September!

Scientists race to patent SARS virus. Researchers around the world are racing to patent the SARS virus and its genetic material, rekindling criticism of laws that allow people to claim intellectual property rights on living things. Several biotechnology and pharmaceutical companies, the U.S. government and researchers in Canada and Hong Kong have filed SARS-related patent applications in recent weeks, claiming ownership of everything from bits of genetic material to the virus itself. Nonprofit and government agencies said their applications are intended to keep the SARS patent in the public domain, while private companies said patents will protect their research and development, and possibly lead to drug royalties. The Centers for Disease Control & Prevention, for instance, claims ownership of the virus and its entire genetic content. Rather than trying to profit if such a patent were awarded, the CDC says its application is to prevent others from monopolizing the field. Regardless of motive, the race to patent the SARS virus has revived the debate about the ethics of a pivotal U.S. Supreme Court ruling in 1980 that cleared the way for the U.S. Patent and Trademark Office to award patents for living things, most notably individual human genes. "These are discoveries of nature and it's baloney that we allow patents on living things," said Jeremy Rifkin, a prominent anti-biotechology author. "We didn't allow chemists to patent the periodic table -- there's no patent on hydrogen." I don't see why they can't patent discoveries of nature." Entire humans can be patented, but genes or parts of genes can if they prove to be new, useful and isolated by somebody using sophisticated scientific techniques. "It must have a real-world utility and there has to be the hand of man involved," said John Doll, director of biotechnology for the U.S. Patent & Trademark Office. "You can't just turn over a rock and scrape something off the bottom of it and apply for a patent." In Hong Kong, University of Hong Kong microbiologist Malik Peiris said Monday that the school's intellectual property arm had filed for a patent on the SARS virus, which has infected more than 6,000 people worldwide and killed more than 460. "Patents are in and of themselves not a good or bad thing," the British Columbia Cancer Agency's Dr. Samuel Abraham told a Toronto news conference. "The thing that makes a patent leave a nasty taste...is when they seem to cut people out from access they should have." (MSNBC News)

The Severe Acute Respiratory Syndrome (SARS) chart defines SARS, discusses symptoms, how it spreads, risk factors, possible causes, and provides recommendations for people who may be affected by SARS. Find out more here!

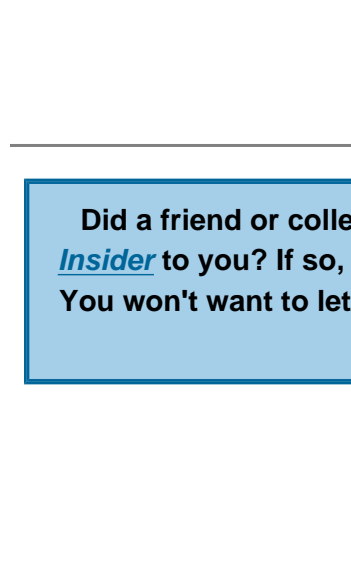
More mad cow-linked herds under quarantine. Canadian food inspectors have quarantined seven herds of cattle believed connected to a case of mad cow disease and will likely add two more herds, a government spokesman said. Dr. Claude Lavigne, a spokesman for the Canadian Food Inspection Agency, said there was "a distinct possibility" more herds could be added to the quarantine list. "We are focusing on confirmation of the cow's birthplace and the history of feeding practices and sources of feed for this cow," he said, adding that officials had narrowed the cow's birthplace to two possibilities. Lavigne said the cattle in the herd where the infected cow was found were euthanized and tested to determine whether they too were infected. The results will be available soon. Lavigne said he was in contact with Canada's food inspection systems, which caught the infected cow before it was sent for human consumption. Bovine Spongiform Encephalopathy, the scientific name for "mad cow," is a progressive, fatal disease of the nervous system of cattle. No U.S. cows have tested positive for the disease, which was first recognized in the United Kingdom in 1986. The fatal brain-wasting disease is believed to be spread through contaminated cattle food and cannot be passed from cow to cow. A human disease -- variant Creutzfeldt-Jakob Disease (vCJD) -- was first identified in 1996 and linked to eating mad cow-contaminated meat and cattle products. Canada's first case of BSE occurred in 1993 in a cow that had been imported in 1987 from Britain. The carcass and the herd that the cow came from were destroyed. Since 1990, Canada, the world's fourth largest exporter of beef, has not allowed the import of cattle or cattle by-products from countries whose cattle have had BSE, a Canadian agricultural department spokesman said. (CNN)

Now in its revised and updated **Fifth Edition, Reese & Bett's A Practical Approach to Infectious Diseases** is a practical, easily accessible, and authoritative guide to the diagnosis and treatment of infectious diseases.

European Union (EU) has hatched plan to lower cost of anti-HIV & antimalarial drugs for poor countries. The scheme depends on protecting pharmaceutical companies from illegal reimportation of drugs sold at steep discounts to developing countries, according to the Associated Press. Any company that sells drugs at a 75% discount from European prices or a 15% markup over the cost of production -- whichever is lower -- will qualify for a special packaging logo. Import officials, spotting the logo, will know immediately that the drugs are intended for poor countries, not the European market. The EU will try to sell the idea to the United States and other countries at the Group of Eight summit this week. But drug companies betray little enthusiasm so far, calling the new rules "too bureaucratic." (International AIDS Society)

Official Journal of the International AIDS Society, AIDS publishes the very latest groundbreaking research on HIV and AIDS. Full text available at [www.AIDSonline.com](#)

Geriatric Assessment & Management Protocols for Home Infusion Therapy Providers. In the latest issue of the **Journal of Infusion Nursing**, Dr. Marilyn Fetter presents protocols for assessing elderly patients' needs in order to provide the best and most appropriate infusion therapy services; the accurate assessment of patients' health, functional abilities, and sociobehavioral status is essential for providing quality, cost-effective infusion services to home-based elders. Baseline and ongoing assessment identifies serious current, emerging, and potential problems, and facilitates interventions to prevent significant comorbidities and premature mortality. Three types of assessment (screening, intermediate or evaluation, and comprehensive) have been used successfully with geriatric populations across a variety of settings to improve patient outcomes. Further, Medicare now requires the completion of an OASIS assessment for the reimbursement of home health services to all seniors. Geriatric assessment has been found to improve care quality and cost effectiveness, but protocol development and evaluation can be challenging. Home infusion therapy providers, encouraged to implement and evaluate evidence-based assessment and management protocols, question the usefulness of these protocols, especially for short-term geriatric patients. Research, education, and policy strategies can be used to overcome the many barriers to developing quality, cost-effective assessment and management protocols for elderly home infusion therapy recipients. Full article is [here](#).



Journal of Infusion Nursing

The Official Publication of the Infusion Nurses Society The only journal focusing exclusively on the practice of infusion therapy. Original articles provide the latest information on upgrading and implementing nursing skills and utilizing the latest equipment and techniques. Practical solutions, protocols and problem-solving in areas of med-surg, critical care, oncology nursing and homecare are presented in a readable format to help intravenous nurses meet the increasing demands of their profession. This journal benefits all nurses involved in the delivery of infusion therapy.

Visit [Journal of Infusion Nursing](#) online at [www.journalofinfusionnursing.com](#)

Next Month's Short News Topic: **Urology**

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 Enter W3E025ZZ into the promo code box in the shopping cart when checking out
 *Limited time only. While supplies last. Item will not appear in shopping cart.

Special Report: U.S. Testing Bioterror Alerts on PDAs

By Ryan Kairer, Editor-in-Chief, [PalmInfoCenter](#)

The U.S. Government is testing a system to notify doctors and healthcare providers utilizing PDAs for transmitting urgent information about biological agents. The three-month pilot test is designed to gauge the best ways for federal officials to communicate with front-line clinicians in the event of a bioterrorist attack.

The project will evaluate the use of a system created by [ePocrates](#), the nation's largest physicians' handheld network, for sending an urgent "Doc Alert" message to more than 700,000 front-line clinicians, including more than 250,000 physicians more than 40 percent of the practicing physicians in the United States. The test message will contain a special memo on the highest threat (category A) biological diseases/agents, which include anthrax, botulism, plague, smallpox, tularemia and viral hemorrhagic fevers, including Ebola. The message will also include Web links for clinicians to go to for additional information about diagnosing and treating the conditions caused by the biological agents. Clinicians will be able to save this information to their PDAs for future reference.

The pilot project will be designed by U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ) and is managed to complement the Centers for Disease Control and Prevention's existing Health Alert Network, which was created in 1998 and is used by the Department to communicate directly with more than 25,000 public health officials in the 50 states, eight U.S. territories and seven large cities.

The ePocrates pilot project is being conducted under the auspices of the Council on Private Sector Initiatives to Improve the Security, Safety, and Quality of Health Care.

"This important new project will allow us to harness the power of technology to communicate with many of the doctors, nurses, and other clinicians who will be called on to diagnose and treat patients quickly in the event of a bioterrorist attack," Secretary Thompson of the HHS said. "This will literally allow them to have critical information at their fingertips when they need it most."

Visit [LWW.com's PDA Products Store](#) for the latest in medical handheld software, demos, links and a FREE pen/stylus duo with any purchase!

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Upcoming Events

In the month of July, Lippincott Williams & Wilkins will be hosting an exhibit with the following meetings and conferences. If you would like Lippincott Williams & Wilkins to be a part of your society's or university's meeting, contact [LWW Exhibits](#).

- Clinical Laboratory Science**
AMT - Association of Medical Technologists
 July 7-12, 2003
 Fairmont Hotel Chicago
 Chicago, Illinois, USA
- ASCLS - American Society for Clinical Laboratory Science**
 July 22-26, 2003
 Philadelphia, Pennsylvania, USA
- Court Reporting**
National Court Reporters Association
 July 31, 2003 - August 3, 2003
 John Ascuaga's Nugget Hotel
 Reno, Nevada, USA
- Exercise Science**
NSCA - National Strength & Conditioning Association
 July 16-19, 2003
 Indianapolis, Indiana
 Indianapolis, Indiana, USA
- IDEA 2003 Convention & Fitness Expo**
 July 16-20, 2003
 Anaheim, California
- General Interest**
IAMSE - International Association of Medical School Educators
 July 19-22, 2003
 Georgetown University Conference Center
 Washington, D.C.
- Human Resources**
National Association of Healthcare Recruiters
 July 14-19, 2003
 Bally's Las Vegas
 Las Vegas, Nevada, USA
- Nursing**
Nurse Practitioner Symposium
 July 17-20, 2003
 Keystone Resort, Colorado
- NNSDO - National Nursing Staff Development**
 July 17-20, 2003
 Crystal Gateway Marriott
 Arlington, Virginia, USA
- Pharmacy**
 Pharmacy Technical Educators Council
 July 19-22, 2003
 Hyatt Regency Hotel
 Minneapolis, Minnesota, USA
- American Association of Colleges of Pharmacy**
 July 18-23, 2003
 Hyatt Regency Millennium
 Minneapolis, Minnesota

DON'T MISS US!
 Get the complete listing of meetings where LWW will be exhibiting.
 Dates above reflect convention dates. Exhibit dates may differ. Check convention schedules for logistics.

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