



# CapLits

Bulletin of the Pharmaceutical and Health Technology Division

Volume 21 Issue 3

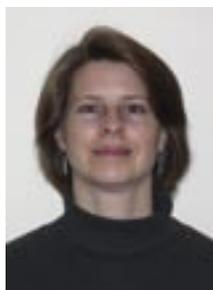
Fall 2005

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## Message from the Chair

Cheryl Schairer, P&HT Chair



In my neck of the woods and for many of you as well, this time of year means shoveling snow, colder temperatures, shoveling snow, preparing for and enjoying the holidays, shoveling snow, year-end work frenzy, shoveling snow, my first CapLits as Chair, and did I mention shoveling snow?

First, I would like to extend a huge round of applause and thanks to Sarah Schweer and Karen Mirabile for organizing the first-rate Division sessions in Toronto at SLA's Annual Mtg. in June! They did a fabulous job and brought the spotlight to our Division once again. Thank you to all members who were able to attend these sessions, and for those who were unable to attend, please visit the P&HT website for presentation slides and the agenda. Summaries of each session are included in this issue of CapLits on pages 14-19.

During the Annual Business Meeting in Toronto, outgoing Chair Karen Mirabile reviewed the 2004-2005 Division accomplishments, which included the successful Spring Meeting in Las Vegas and progress on the Endowment Grant Position Profiles Project, spear-headed by Margaret Basket. This project will be completed by the end of November and will be posted on our Division website for all division members to use.

Stephanie Fitch, as Past Chair, had the honor of announcing our two award winners for the year. Margaret Basket was awarded the Horizon Award, given to a new member for outstanding contributions to Division activities, more specifically, for her accomplishments while she was the Employment Relations Chair, for organizing the Endowment Grant submission to SLA headquarters, and overseeing the successful completion of the project. More about this project on page 6.

Bernadette Ewen was presented with the Distinguished Member Award for her outstanding contributions to the leadership of the Division over many years, quietly, and very effectively, working her magic for our Division. Many thanks and congratulations to you both from all of us in the Division!!

Bernadette Ewen, our Nominating Committee Chair, announced our newly-elected Executive Board Members and I extend a hearty welcome to Robyn Smith of Millennium Phar-

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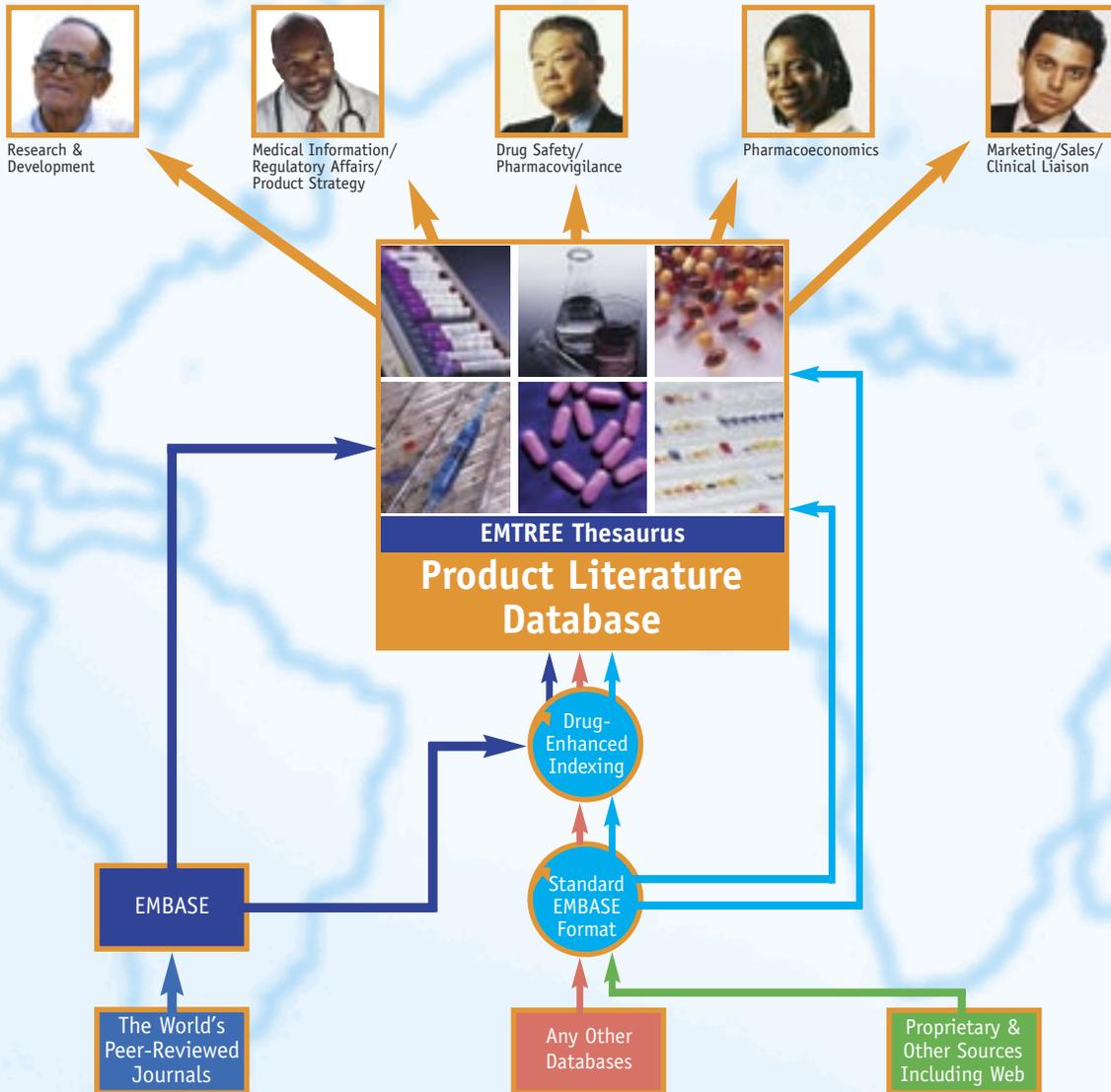


Entrance to the exhibit hall at SLA Annual Conference in Toronto.

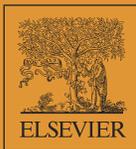
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maceuticals, to the position of Chair-Elect, and to Bob Kowalski of Wyeth Research, to the position of Treasurer. Robyn and Bob have already eased into their respective positions and I am very pleased to be working with them. Congratulations to you both, and thanks to all who have volunteered for division positions and to all who help out all year long. For a complete list of Board Officers, Committee and Advisory Committee members, please see the Division website, <http://www.sla.org/division/dpht/Members%20Only/off05.cfm>.

As a result of the decision to change SLA's governing year, all current officers and board members will be serving beyond the traditional June transition period, and up to the end of 2006. Then, the governing year will be 12 months again, from January to December of each year.

Another change for our division specifically is responsibility for programming for the Annual and Spring Meetings. Up until 2006, the Chair and Planners organized the Annual Meeting while the Chair-Elect and Planners organized the Spring Meeting. Over the years, the Spring Meeting has increased in scope and we realized that it might make more sense for the Chair to plan the Spring Meeting after one year of service and after the experience of planning the Annual Meeting events.

I, therefore, have the pleasure of planning two consecutive Spring Meetings during this transition period, and in 2006, we're going to Memphis! The meeting will be held March 26-28, 2006 in the beautiful Peabody Hotel, marching ducks and all, <http://peabodymemphis.com/>. For a preliminary

agenda, see page 15. Please check the Division website periodically for updated information on sessions, speakers, and social events – March will be here soon!

Also see page 4 for information on our Annual Meeting in Baltimore. Many thanks to Robyn Smith, Liz Perry and Maude Lethiecq-Normand for all their hard work!

If you haven't already noticed, please check out our newly-designed Division website, <http://www.sla.org/division/dpht/>. Paul Ziegler has done a great job updating our site and he's not finished yet. Good things to come!

Enclosed in this issue of CapLits is the Membership Directory update form. Please, everyone, complete this form and send it in so we have your most recent information. Thank you to Barbara Petersen for updating this valuable directory once again.

A new feature, "Dear Roger", is making its debut in this issue. Roger will dispense advice and some humor on topics such as work-related issues and working with colleagues. So please let us know what you think of it, and send questions to Roger for upcoming CapLits issues.

Click University, <http://sla.learn.com/learncenter.asp?id=178409>, is a new feature on SLA's website, featuring online courses and seminars and eventually will include accredited courses for degrees. Our division is contemplating offering past CE Course presentations, free for Division members, and for a slight fee for nonmembers. Maude Lethiecq-Normand is investigating this for us.

Clearly, we have many exciting events planned for the upcoming year. As always, we thank our vendor partners and sponsors for their generous support. Do you have speaker or session suggestions? Event or CapLits contribution ideas? Ideas for improving the Division? Please contact me or anyone on the Board with your comments, suggestions, and questions. We look forward to hearing from you. Until then, have a fun holiday season!

*Cheryl*

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# P&HT News

## P&HT Spring Meeting in March 2006

Springtime couldn't be prettier than in Memphis, Tennessee, where our annual P&HT meeting will be held March 26-28, 2006 at the historic Peabody Hotel, a AAA 4 Diamond Hotel in the heart of downtown Memphis. Our theme is "Collaboration", but if you need a break, you can take in the famous Peabody ducks at their 11 am or 5 pm duck march across the lobby. Everything will be "just ducky", because the temperature in Memphis at the end of March is in the 50s-60s, with lots of spring flowers. For more information, see: <http://www.sla.org/division/dpht/spring2006/spring2006ann.htm> and turn to page 15 for an early agenda.

For more information, contact Program Planning Chair Sidney McNab ([s.mcnab@lek.com](mailto:s.mcnab@lek.com)) or Division Chair Cheryl Schairer ([clschairer@yahoo.com](mailto:clschairer@yahoo.com))



## Welcome to new division members!

Rikke Andreasen  
Edwin Bailey  
Christina Bennett-McNew  
David Bialkowski  
Dorothy Bing  
Christian Bisailon  
Andrea Chancey  
Susan Coffin  
Laura Coleman  
Bullitt Darlington  
Elizabeth Folden  
Mary-Lynn Gaal  
Beth Groves  
Leifang He  
Mariah Howland  
Chandrika Kanungo  
Margaret Kulis  
Michelle Kuo  
Camille Leblanc  
Jan MacKenzie  
Malcolm Mackenzie  
Sandra Lynn Marasco

Anile Martinez  
Wess-John Murdough  
Anthony Napoletano  
Nicole Peix  
Rebecca Pernel  
Sally Roof  
Carol Sakers  
Gunther Sampson  
Maria Siatos  
Ashley Smith  
Rochelle Stern  
Amy Tetervin  
Veronica Toussaint  
Elizabeth Vitek  
Teri-Ann Wallace  
Mary Warwick  
Kathryn Webb  
Tisha Zawishy

## SLA Annual Meeting in June 2006

Our annual meeting, from June 11th-June 14th, 2006, will be in the beautiful harbor town of Baltimore, Maryland at the Baltimore Convention Center. Robyn Smith and Liz Perry have been busy planning sessions for the Annual Meeting in Baltimore. Maude Lethiecq-Normand has had two CE Courses approved, "Online Resources for Previewing Clinical Trial Results", by Bonnie Snow, and "Immunology for Health Information Professionals", by George McGregor.

SLA has snagged two impressive keynote speakers:

- Gwen Ifill, the moderator and managing editor of Washington Week, and senior correspondent for The NewsHour with Jim Lehrer.
- Walt Mossberg, the author and creator of the weekly Personal Technology column in The Wall Street Journal, which has appeared every Thursday since 1991. Newsweek magazine calls Mr. Mossberg "a champion of the technology-befuddled Everyman" and "the most powerful arbiter of consumer tastes in the computer world today." If you read his column, you'll understand why.

For general information, click on:

<http://www.sla.org/content/Events/conference/ac2006/index.cfm>,

and to learn what you can see and do when you're not "in conference":

<http://www.ci.baltimore.md.us/visitor/>.

For more information on the DPHT program at SLA 2006, contact Program Planning Chair: Liz Perry ([ElizabethLPerry@yahoo.com](mailto:ElizabethLPerry@yahoo.com)) or Division Chair-elect Robyn Smith ([robyn.smith@mpi.com](mailto:robyn.smith@mpi.com)).

## The History of "CapLits"

Prior to 1985, our division had a column in the Sci-Tech Division's newsletter. During 1984, the membership was polled and decided to start own newsletter in 1985.

The newsletter was originally called "Pharm Forum" and the first edition was published in April 1985. Immediately, however, US Pharmacopeia complained that the name was too close to their "USP Pharmaceutical Forum" -- after that time, "CapLits" was used instead.

*John E. Carey, Division Archivist ([jcarey@foiservices.com](mailto:jcarey@foiservices.com))*

## Update your Membership Form!

The P&HT Division will start to work on a next edition of our Membership Directory in the New Year. To help us get started, please fill out the enclosed Membership Directory Areas of Expertise Form - I will be happy to receive it by

*Continued on page 6.*

# ACS offers you an essential collection of the most cited journals in medicinal chemistry.

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e-mail, fax (before 12/23 or after 1/3) or snail mail. As expertise may grow or change over the years, would each of you please fill out a form?

The form can also be found at:  
<http://www.sla.org/division/dpht/memberDPHT.htm>

The cutoff date for inclusion in the new issue will be January 20th, but why not do it now?

By detailing your areas of expertise you will be increasing the value of this publication. Looking forward to receiving your completed form!

*Barb Petersen, Membership Chair*  
*Barbara.petersen@us.astellas.com*

**Pharmaceutical & Health Technology Division**



SPECIAL LIBRARIES ASSOCIATION

**P&HT Division 2004-2005 Endowment Grant Project Update**

**Position Profiles for Information Professionals in Healthcare Industries: Applying the SLA Competencies and Marketing Our Profession**

In November 2004, the P&HT Division received an SLA Endowment Grant to develop position profiles (generic job descriptions) for information professionals in the healthcare industries. When completed, they will be available for all Division members to use within their organizations - as starting points for writing your own descriptions or job ads, as prompts for career discussions, as tools for creating job ladders, as benchmark aids - the possibilities are many. We are pleased to report that the development of these position profiles is in the final stages.

This project has truly been a Division wide effort. Thank you to the 18 DPHT members who submitted a total of 106 job descriptions that served as the basis for the profile development, and to the 12 Division members who attended a focus group in Toronto in June to offer their feedback on the first draft of the profiles. Their ideas and feedback have been incorporated into the final draft of the profiles.

The deliverables for this project include:

- 13 unique position profiles for information professionals in healthcare industries, compiled from a total of 106 job descriptions collected from DPHT members
- A chart comparing multiple facets of each position, including general responsibilities, decision making authority, budget authority, and credentials
- A sample information management organization chart based on the profiles created during this project

We are utilizing a blog to gather feedback on the final drafts of the profiles. Your input is needed! We're asking all interested DPHT members to visit the project blog ([http://sladivisions.typepad.com/dpht\\_position\\_profile\\_pro/](http://sladivisions.typepad.com/dpht_position_profile_pro/)) to download the final drafts of the profiles, the comparison chart, and the organization chart. Please leave your comments or questions about the final drafts by clicking on the comments link after the Final Drafts entry. The original grant application submission and the first drafts of the profiles that were reviewed in Toronto are also available for download from the blog site.

Thank you to the project team for their hard work and diligence during this project, especially Carol Bekar (Information Consultant, InfoCurators), whose vast experience and expertise has proved invaluable during this project. Watch the DPHT listserv for an announcement about where the final deliverables from this project can be downloaded when the project is completed.

*Submitted by Margaret Basket, on behalf of the Endowment Grant Project Committee: Stephanie Fitch, Karen Mirabile, Cheryl Schairer, and consultant Carol Bekar*



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## Pharmaceutical & Health Technology Division



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## Minutes of the P&HT Outgoing Board Meeting

Special Libraries Association  
Toronto, Canada  
Sunday, June 5, 2005

**I**n Attendance: Margaret Basket, Molly Bernard, Claudia Cuca, Bernadette Ewen, Stephanie Fitch, Susan Gleckner, Rebecca Lasswell, Maude Lethiecq-Normand, Christine Leyva, Karen Mirabile, Liz Perry, Barbara Petersen, Kimberley Poelman, Kyoko Sato, Cheryl Schairer, Sarah Schweer, Robyn Smith, Bonnie Snow, Diane Webb, Paul Ziegler

Karen Mirabile called the meeting to order at 6:20 p.m. Two changes to the agenda were noted: the Treasurer's report was still enroute, and Diane Webb would give the CapLits Advertising report. A motion by Cheryl Schairer to approve the agenda as amended was approved.

### Old Business

Review of Minutes: Liz Perry noted that the balance in the Treasurer's report distributed in April 2005 did not reflect spring meeting expenses. Bonnie Snow moved to approve the minutes as amended. The minutes were approved.

### End of Term Reports

**Fundraising:** Christine Leyva reported on sponsorship for the 2005 Spring Meeting in Las Vegas. Nearly half of the meeting attendees registered as vendors. Seventy-nine registrants were present at the exhibit booths. Twenty-six vendors provided Platinum level sponsorship, 2 sponsored at the Gold level, and 11 sponsored at the Silver level. Eleven of the spring meeting vendors were new division sponsors and seven vendors from the 2004 Spring Meeting did not return. Christine noted a few problems, including the compromised power to some of the booths, and made recommendations, including ensuring that exhibitors receive a meeting agenda. Christine learned that the British Library would be interested in cataloguing P&HT Proceedings.

**Spring Meeting Report:** Cheryl Schairer noted that 226 people attended the spring meeting, and 72 attended the CE class. The meeting generated positive feedback, and the location was popular.

**Career Guidance/Student Relations Report:** Rebecca Lasswell said that three student travel awards would be announced at the Annual Business Meeting.

**Advertising Manager Report:** Diane Webb noted that CapLits ad rates were raised and 16 vendors placed ads in the last issue. The content/ad ratio remains good. Twice as many vendors wish to have color ads than CapLits has space available.

**Bulletin Editor Report:** Content ideas were discussed, and editor Claudia Cuca invited members to e-mail her any news of job changes or other personal/career news for a new column.

**Archivists Report:** Karen Mirabile said that John Carey has scanned and archived everything that has been sent to him from the division. John has also downloaded documents from the division website and the FTP space on SLA's server. These will be converted to Adobe Acrobat format for storage. Members may request the division archive on CD from John.

**Employment Relations Chair Report:** Margaret Basket said that 85 job descriptions were received from 17 organizations for the Position Profiles project proposed by Margaret to SLA, which granted \$10,000 to this endeavor. Carol Bekar was hired as consultant, and has analyzed and categorized the descriptions, assigned SLA competencies, proposed career ladders, and drafted 10 representative profiles in preparation for focus group work at the 2005 Annual Conference. Revised drafts will be posted for P&HT member review and comment. The project will be completed by Fall, 2005.

Margaret invited two employment recruiters to attend the Spring Meeting. Comments received from people who used their services were positive.

**Listserv Report:** Robyn Smith said there are 451 division listserv members. All new members to the division are added automatically. A revision of listserv guidelines is underway.



Outgoing Chair Karen Mirabile (far left) chairing the Outgoing Board Meeting on June 5, 2005.

**Membership Report:** Barbara Petersen reported 726 members in the division as of June, 2005. Sixty-five are from outside the U.S.

**Election Results:** Bernadette Ewen thanked the nominating committee and said that the results of the elections for Chair-Elect and Treasurer would be announced at the Annual Business Meeting. Over 25% of the division membership voted.

**Networking Report:** Susan Gleckner said that a description for her position is being written. Responsibilities will include facilitating SLA networking events and greeting new members.

**Professional Development Report:** Maude Lethiecq-Normand reported that all three CE classes in 2005 were very successful and well attended.

**Public Relations Report:** Kimberley Poelman sent publicity for division meetings and programs to several additional listservs in 2005.

**Strategic Planning Report:** Stephanie Fitch reported that the division's strategic plan is almost fully implemented. Accomplishments achieved thus far include increasing diversity of membership beyond big pharma; providing increased support for students; programming beyond library-specific topics; aiding career planning and creating job descriptions; publishing a more substantive CapLits; and increasing involvement of people beyond our profession. Still remaining are: conducting a survey to decide whether/what to rename CapLits and rewriting all of the position descriptions for division board and committees.

**WebMaster Report:** Diane Webb reported for Bertha Adamson that the online registration for the Spring Meeting was successful; it's hoped that an online vendor sponsorship form will be available for the Annual 2006 meeting; and website documents had been successfully archived by John Carey. In progress is a website redesign for 2006.

### New Business

**Annual Meeting 2005:** Sarah Schweer thanked Diane Webb for printing the division meeting schedule and for quickly publishing unanticipated changes in the schedule. Sarah reviewed Division networking, meeting, and social events planned for this year's annual meeting.

**Fundraising Chair II:** Karen delivered Barbara Boyajian's report on fundraising for the Annual 2005 meeting. Twelve programs were available for sponsorship including the two Board meetings. The total estimated cost of these was \$23,300. The division received sponsorships for 8 of the 12 events from 11 vendors for a total of \$16,000. This is a slight increase from 2004 (\$15,050). Breakfast sponsorships continue to be the most desirable.

**International Relations Chair – Motion to eliminate position:** Karen Mirabile proposed transferring the responsibilities of this chair to the Public Relations chair. Although this position was designed to help increase international membership,

it may be a responsibility that can be combined with another role. Bonnie Snow made a motion to eliminate the position of International Relations Chair, and to move the duties to the Public Relations Chair and/or the Network Chair. The motion was seconded, and the Board voted to eliminate the position and transfer the duties to an appropriate chair.

**Vendor Liaison Group:** Stephanie Fitch raised an idea for the possible formation of a Vendor Liaison group which could provide feedback to vendors and make suggestions and recommendations to vendors about products. An annual meeting could be scheduled during the Spring Meeting. The idea grew from a query and subsequent discussion on the listserv, as well as the positive feedback on town hall sessions at the last several Spring Meetings.

**Implementation of Strategic Plan:** The website will be redesigned and be more substantive. Since the division has accomplished almost everything in the current plan, it is time to start thinking about creating a new one.

There being no other business, the meeting was adjourned.

*Molly Bernard, Secretary*  
bernardm@zgi.com



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Pharmaceutical & Health Technology Division



SPECIAL LIBRARIES ASSOCIATION

## Minutes of the Annual Business Meeting and Luncheon

Special Libraries Association  
Toronto, Canada  
Tuesday, June 7, 2005

**K**aren Mirabile called the meeting to order at 12:45 p.m. A motion was made and seconded to approve the agenda. Karen thanked the British Library and Thomson Scientific for sponsoring the luncheon.

**2004 Minutes:** A motion was made and seconded to approve the 2004 Annual Business Meeting minutes as written.

**Treasurer's Report:** Larry Walton's report showed an ending balance of \$74,704 as of May 31, 2005. This includes the SLA Endowment Grant of \$10,000 for the position description project. Income for the past 12 months included SLA allotment \$7,260, CapLits advertising \$3,450, meeting income \$47,135, sponsorships \$91,005 and interest \$97. Expenditures for the same period included meetings \$107,855, CapLits \$12,380, 2005 Member Directory \$1,616, postage and supplies \$1,976, travel reimbursements \$786, awards and stipends \$6,500, and bank charge \$16. Reasons for a stronger balance this year are: successful CE courses at 2004 Annual Conference; Fewer open invoices for sponsorships; better Annual Conference support; More profit from Spring Meeting due to lower site costs; and stronger vendor support for the Spring Meeting.

**Chair's Report:** Karen Mirabile announced Division highlights of the past year: the Position Description project is well underway; the Las Vegas Spring Meeting was highly successful; CapLits has broken even by solving cost challenges; the Strategic Planning committee is writing job descriptions for board and committees; and an updated Membership Directory was completed.

Karen announced that SLA Headquarters would vote that night to pass the new governance year, aligning fiscal with calendar years. Henceforth, the Division Chair will plan the Spring Meeting, and the Chair-Elect will plan division events for the Annual SLA Meeting.

**Election Results:** Bernadette Ewen announced that Robyn Smith was elected new Chair-Elect, and Bob Kowalski won election to Treasurer.

### Award Presentations

**Student Awards:** Rebecca Lasswell congratulated and introduced the 2005 winners of the Student Travel Award: Tanisha Foster, Abby Heath, and Peggy Shin. The awardees' essays and websites appeared in the Spring 2005 CapLits.

**Horizon Award:** Stephanie Fitch awarded Margaret Basket the 2005 Horizon Award, in recognition of her promise as an outstanding Division member. Margaret joined SLA in 2002,

joined the P&HT Division in 2003, and has already taken on a committee role and spearheaded the Position Description project, submitting a successful SLA grant application, and leading a successful implementation of this project.



*Margaret Basket (left) received the 2005 Horizon Award from Past Chair Stephanie Fitch.*

**Distinguished Member Award:** Stephanie Fitch awarded Bernadette Ewen the 2005 Distinguished Member Award, in recognition of Bernadette's notable and sustained achievements on behalf of the Division. Bernadette joined SLA and P&HT in 1990, and became Division Chair-Elect in 2000. She introduced substantive division programming as meeting planner, and led the Division out of the red during her year as Chair in 2001. Bernadette currently leads the Nominating Committee, committed to helping provide strong leadership for the Division.

**Certificates of Appreciation:** Karen Mirabile recognized and thanked all board and committee members with whom she worked during her year as Chair.

**Introduction of the new Executive Board:** Karen Mirabile introduced the 2005-06 Board: Cheryl Schairer, Chair; Robyn Smith, Chair-elect; Bob Kowalski, Treasurer; and Molly Bernard, Secretary. Karen Mirabile will begin serving as Past-Chair.

**Plans for 2005/2006:** Cheryl Schairer thanked Karen on behalf of the Division for her leadership as Chair. Cheryl announced plans for a redesign and update of the Division website. Liz Perry is the Program Planning Chair for the 2006 Annual SLA Meeting in Baltimore. Ideas for Division CE classes will be posted to the Division listserv. The Program Planning Chair for the Spring Meeting in New Orleans is Sidney McNab.

The meeting was adjourned at 1:15 p.m.

*Molly Bernard Secretary  
bernardm@zgi.com*





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## THE UNTAPPED RESOURCE

*This column highlights resources that may not be obvious resources for information, but may be useful for pharmaceutical information professionals to add to their cache of research tools.*



### GOOGLE ALERTS

For pharmaceutical information professionals, tracking new Web site content is an often-used tool for tracking information about pharmaceuticals, competitors, or one's own company. Keeping up with this new content is often difficult, however. Most search engines do not have a reliable sort-by-date function to see what is the latest Web page to be posted with one's selected keywords.

Enter Google Alerts (<http://www.google.com/alerts>), a free alerting service that reports new Web content (captured by Google.com) on a real-time basis. Based on selected keywords, the user will receive an E-mail alert whenever a new Web page appears with the matching keywords. This alert can encompass Web, news, or online discussion group content, depending on the wishes of the user. The user can choose a real-time alert or a daily/weekly digest. The alerting service even has an advanced search feature to narrow down hits in case the user receives too many unrelated alerts. A user may manage his/her alerts by viewing, creating, verifying, editing, and removing any alert.

Some uses for this tool for information professionals may include:

- Being alerted when new content is posted on a competitor or competitor product
- Being alerted if new content is posted on one's company or company product
- Tracking new Web sites selling a particular pharmaceutical (Canadian sales, etc.)
- Being aware of consumer postings and/or sentiment about a particular pharmaceutical

*Patty Wood, Boehringer Ingelheim  
([pwood@rdg.boehringer-ingelheim.com](mailto:pwood@rdg.boehringer-ingelheim.com))*



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## P&HT Division Sessions at the 2005 SLA Annual Meeting

Toronto, Canada  
June 5-8, 2005

### Generic Pharmaceuticals -- Developing a Crystal Ball to Craft Product Portfolio

Speaker: Michael Kopp, Cardinal Health  
Monday, June 6, 2005, 11:30 a.m. - 1:00 p.m.

Michael Kopp provided an overview of the generic pharmaceutical market. He explained the process of moving brand products to FDA approved generic products. This included basic timelines, major challenges, and current trends for generics. Information sources needed to make key product portfolio milestone decisions for US generics were highlighted.

Summarized by Bernadette Ewen, Aventis Pasteur, bernadette.ewen@aventis.com

### New Paradigms in Drug Safety

Speaker: Dr. Neal Shear, MD, FRCPC, University of Toronto  
Monday, June 6, 2005, 3:30 p.m. - 5:00 p.m.

Dr. Shear is both a practicing physician and clinical investigator. He began with the story of sulfonamide, a drug prescribed in the 1930's for staphylococcus infections, and given for many other indications until it killed a number of children. This led to the founding of the FDA, and the beginning of the modern drug approval process.

Drug safety is difficult, and safety modeling is very difficult. Many classic drugs would not survive today's approval process. In Dr. Shear's opinion, people are over-reacting to safety data. Given the need for consistent scientific testing of drugs, Dr. Shear had many examples of how medicine has become very institutionalized and by-the-book, to its detriment.

New approaches in drug testing include Phase Zero, in which 'micro-dosing' would test toxicity and provide bioequivalence data. Reminding the audience that adverse reactions could be the incidental injury or unrelated death of a patient, Shear emphasized that AEs should be clinically significant.

With respect to labeling, Shear questioned the current use of



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'cautions' and 'warnings' as being difficult to impossible for patients or physicians to put in context. He called it 'more art than science.'

Dr. Shear's presentation included numerous slides not shown due to time limitations, and these slides are posted here. His presentation was wry and very well received.

Summarized by Bob Moore, Bristol-Myers Squibb Medical Imaging, robert.c.moore@bms.com

### Ongoing Competitive Clinical Trials Information

Speakers: Robyn M. Smith, Millenium Pharmaceuticals, Inc. and Zorba B. Lieberman, Citeline Intelligence Solutions.  
Tuesday, June 7, 2005, 1:30 p.m. - 3:00 p.m.

With over 70 attendees filling the room to capacity, this session proved to be very popular with attendees. Moderated by Peggy Burnett, Chiron, speakers for this session were Robyn M. Smith, senior manager for Scientific & Competitive Analysis at Millennium Pharmaceuticals, Inc., and Zorba B. Lieberman, Citeline Intelligence Solutions. The speakers gave individual presentations on the why, where, and how to find information on clinical trials, along with descriptions of coverage and any limitations that should be considered about a particular source.

Robyn kicked off the program with her lively presentation "Ongoing competitive clinical trials information: mining for gold". She made a key point that she would speak about ongoing clinical trials and not-published clinical trial results. Three areas were covered: Why people ask for this information; Places to find it; and the future of the trial registry movement.

According to Robyn, there are a number of reasons why people ask for ongoing clinical trial information, including (among others): identifying principal investigators,

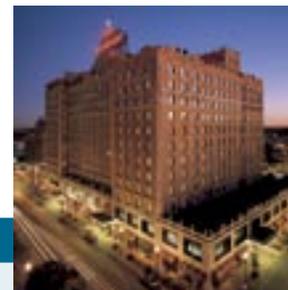
*Continued on page 17.*

## SLA Pharmaceutical & Health Technology Division 2006 Spring Meeting Preliminary Agenda

March 26<sup>th</sup>- 28<sup>th</sup>, 2006

The Peabody Memphis, Memphis TN

*"Collaboration"*



Sunday March 26 <sup>th</sup> 2006		
8:00 am	9:00 am	Workshop Registration and Continental Breakfast
9:00 am	1:00 pm	<b>Professional Development Workshop: Drug Safety (TBD)</b>
11:00 am	4:00 pm	Vendor Registration and Setup
2:00 pm	4:00 pm	PH&T Board Meeting Cheryl Schairer, Chair
4:00 pm	6:00 pm	Attendee Registration
6:00 pm	9:00 pm	<b>Opening Night Gala Reception &amp; Exhibit Kick-Off</b>
Monday March 27 <sup>th</sup> 2006		
7:30 am	8:45 am	Member Registration/Breakfast/Exhibits Open
8:45 am	9:15 am	<b>Introduction and Welcome</b> Cheryl Schairer
9:15 am	10:30 am	<b>Keynote</b> Eric Lesser ( <i>Associate Partner, IBM's Institute for Business Value</i> )
10:30 am	11:00 am	Break/Exhibits
11:00 am	12:30 pm	<b>Flickr, Furl Wikis and Electronic Lab Notebooks (TBD)</b>
12:30 pm	2:00 pm	Lunch and Exhibits
2:00 pm	3:00 pm	<b>Collaboration Through Content Management (TBD)</b>
3:00 pm	3:30 pm	Break/Exhibits
3:30 pm	4:10 pm	<b>International Copyright Case Study</b>
4:10 pm	4:50 pm	<b>Virtual Collaboration I – Managing Staff Long Distance</b>
4:50 pm	5:30 pm	<b>Virtual Collaboration II – Training End-Users Long Distance</b>
6:30 pm	11:00 pm	<b>Social Event – TBD</b>
Tuesday March 28 <sup>th</sup> 2006		
7:30 am	9:00 am	Registration/Breakfast/Exhibits Open
9:00 am	10:30 am	<b>Town hall –Patents</b> Changes in models, services, pricing, etc. ( <i>IFI, Delphion, Questel-Orbit, others TBD</i> )
10:30 am	11:00 am	Break/Exhibits
11:00 am	12:00 pm	<b>Consulting Firms – Opportunities for Collaborations</b>
12:00 noon	1:30 pm	Lunch and Exhibits
1:30 pm	2:30 pm	<b>RSS Case Study</b>
2:30 pm	3:30 pm	<b>Vendor Negotiations</b>
3:30 pm	4:30 pm	<b>Vendor Collaborations</b>
4:30 pm		<b>Wrap-Up and Closing Remarks</b> Cheryl Schairer



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*Continued from page 14.*

a data point in deciding which indications to pursue, determine clinical trial activity, and competitive intelligence. This information can be found on the Web, at free government, association and industry sponsored sites and Robyn showed the attendees some examples of these sites.

Commercial sources are also a good source, though fees are charged for access to their websites. Two companies providing these services include Trial Trove (produced by Citeline), which Millennium uses, and Recap. Other sources for ongoing clinical trial information can be conferences, analyst calls, and press releases. Robyn pointed out that subject area conferences are a great source of information for attendees just by asking people at a booth about their clinical trials. This is public information, but not necessarily published or easily available.

The last area discussed by Robyn was about trends in the clinical trial registries movement. Due to recent events with lack of disclosure on data from some clinical trials, new policies for formal public disclosure are being undertaken. Transparency of information about these clinical trials is the theme, which happen to coincide with the theme of the three main speakers at the SLA conference.

Robyn focused on the new policy of the International Committee of Medical Journal Editors (ICMJE), taking effect July 2005, which requires that a trial be listed in a public registry as a prerequisite for reports of the results being considered or submitted for publication. She reviewed what is required to be in compliance of this new policy, and some of its shortcomings. In addition, she outlined the need for a global approach to clinical trials registration, as noted by a general consensus of stakeholders in 2004 and under consideration by the World Health Organization.

In closing, Robyn noted that there are some United States government actions related to clinical trial registries under consideration. One is the 'Fair Access to Clinical Trials (FACT) Act of 2005' that was introduced in the United States Senate on February 28, 2005. This legislation has the support of the American Medical Association. It relates to using the existing public clinical trial registry ([www.clinicaltrials.gov](http://www.clinicaltrials.gov)) to create a single all-encompassing registry. The other action cited was that the Fact Act would impose civil penalties of \$10,000 a day for companies that hide trial data, (no doubt, negative results). Robyn indicated there is still a need for more information on pilot and Phase I studies, as well as non-US. centric trials.

Following Robyn's presentation, Zorba Lieberman, Citeline Inc. chairman and CEO, covered in his presentation how to get more information and how to use that information, with a focus on his company's product 'TrialTrove'. He spoke about his company's services and how coverage is more complete than what is found in the website [www.clinicaltrials.gov](http://www.clinicaltrials.gov).

He went on to give an overview of some of his company's tools that can assist in understanding the data available



*Zorba Lieberman (at podium) and Robyn Smith (seated) speaking to a packed room on clinical trials information.*

from many public web sources. He then talked about how his clients use clinical trials information to understand their competitive environment and the value of that information for competitive intelligence. In addition, he pointed out that clients make internal business decisions using clinical trials information. According to Zorba, there is a lot of very fragmented and diffuse information about ongoing clinical trials. Effective assimilation of the fragments can provide a huge competitive advantage, and companies can use this information to optimize their own drug development.

After the formal presentations, there were a number of questions. One point that arose was that there was potential for analysis of the diagnostic industry, but this is a smaller, more concentrated industry and Citeline does not cover that area today.

Overall, this was a well-attended session and many people afterwards indicated they felt this was a good use of their time. They had good information to take back to the office and put into action. Further information can be found in the individual presentations, which are posted on the PH&T Division website.

Summarized by Richard P. Hulser, Amgen Inc.,  
rhulser@amgen.com

### **Device and Pharmaceutical Reimbursement Concepts**

Speaker: Rayellen Giles, Medi-Regs  
Wednesday, June 8, 2005, 11:30 a.m.- 1:00 p.m.

Rayellen talked specifically about Medicare Program reimbursement. There are three reimbursement components:

- **Coding:** Codes are essential for the proper transmission of claims, and thus reimbursement. She explained the various types of systems and briefly described how a Healthcare Common Procedure Coding System (HCPCS) code is established for a new product, or reviewed for an existing product. If a product is very new or much more expensive,

one has to be pro-active in getting an HCPCS code and good coverage.

- Coverage: Payers (Medicare, BC/BS, etc.) use evidence-based medicine to make coverage decisions. They expect manufacturers to monitor their own products to see if they actually are effective.
- Payment: Product manufacturers need to constantly monitor regulatory agencies and payer/coverage agencies to keep track of changes in regulations or coding.

Summarized by Judy Blaine, ArQule, Inc., jblaine@arqule.com

### Vendor Update: Medical Device Resources

Wednesday, June 8, 2005, 1:30 p.m. - 3:00 p.m.

Four companies presented tools to explore this research niche:

Speakers: ECRI–Anthony Montagnolo (Tony); Windhover Information–David Cassak; OVID Technologies–Kimberly Poelman; DIALOG–Bonnie Snow.

#### ECRI: Anthony Montagnolo

Publishers of numerous products -- both databases and a journal; a non-profit organization which analyzes thousands of clinical studies through literature reviews and creates Evidence Based Medicine (EBM) reports, as well as conducts evaluations in physical in-house labs. ECRI is rather novel in that it gives ratings and price ranges (cost-effectiveness ratings) for devices for hospitals, in particular, (e.g., for capital equipment purchases) to use for decision making, and provides updated re-call information and benchmarking for competitive products. Products include:

- Health Technology Assessment Information Service (HTAIS)
- Publishers of the journal: Health Devices.
- "Target" Database: an electronic "Reader's Digest" version of EBM reports.



- SourceBase – a database of manufacturers in medical device industry.
- PriceGuide – a database which compares prices for supplies and implants
- Health Technology Forecast – looking ahead to new technologies

#### WINDHOVER: David Cassak

Probably a more familiar name to many of us, Windhover caters to the management of an organization.

Publishers of In Vivo, StartUp, and most recently (in 1999): Medtech Insight Newsletter. This last newsletter provides information for technology and market developments which impact clinical practices ( for example, devices of any kind, instrumentation, biomaterials, gene therapy, tissue engineering ).

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Producers of Strategic Intelligence Systems (SIS), a suite of databases – for decision making.

#### OVID: Kimberly Poelman

A content aggregator with a newly renovated search interface.

The bibliographic databases of greatest use for medical device searching include: IEEE (an OVID exclusive) and Inspec Biomedical (Subset of Inspec).

Libraries with full-text linking availability to 200 journals in addition to familiar databases that index the biological/health literature, such as Embase, Medline, and Biosis Previews.

Multi-file searching and de-dup feature is available to save time. Coming soon : a Federated search to save more time. Researchers won't have to select sources to include in the search -- which they may not necessarily select wisely.

#### DIALOG/DATASTAR: Bonnie Snow

Really "so many resources, too little time" -- really sums up Bonnie's talk, as my hand ached after the session and she was put in position of final speaker intentionally!

Probably the largest content aggregator -- providing access to not only literature sources such as the power of EI compendex, but also to conference papers, Regulatory information (including recall information), ECRI's Health Devices Alerts (abstracts to literature -- if you aren't a subscriber), legal resources (e.g. CELEX European Union Law), Industry newsletters, subject specialty company & product directories (Health Devices Sourcebook) and pipeline databases (that also include implants and devices), market research reports, statistical sources, and databases to intellectual property (IP or patents) publications.

Power of the system is not only the versatility and breadth,

but also the ability to create alerts for both topics and TOCs.

Bonnie Snow recommends checking out a presentation from a previous session: [http://www.sla.org/division/dpht/Annual2003/presentations2003/Cindy\\_Meisner.ppt](http://www.sla.org/division/dpht/Annual2003/presentations2003/Cindy_Meisner.ppt)

Summarized by Julia Parker, Amgen, [parkerj@amgen.com](mailto:parkerj@amgen.com)

### Canadian Pharmaceutical Information Sources: Finding Information for a Small Market

Speaker: Maude Lethiecq-Normand  
Wednesday, June 8, 2005 3:30 p.m.-5 p.m.

In this well-received and fast-paced session, Maude Lethiecq-Normand of Pfizer Canada provided an excellent insider's guide to the resources needed to research the Canadian pharmaceutical and biopharmaceutical industry. She began with a basic review of the key facts about Canada ("that big country to the north of the U.S. on the map") to a packed room of both Canadian/non-Canadian and pharma/non-pharma attendees. The first part of the session was an overview of the biopharma industry in Canada, which identified the key players as well as the major regulatory, financial, and political issues. This information provided the context for understanding the unique challenges faced in researching this industry in this particular country.

In the second section, Maude shared her insights and experiences in using Canadian pharmaceutical information sources. She gave a comprehensive review of key sites for researching Canadian drugs, companies, health statistics, industry experts, regulatory data, and treatment guidelines. She was quite honest in her views of the pros and cons of these sources, which was much appreciated by the audience.

The entire session was full of useful details and search tips on how to research a market that is not well covered by the standard aggregate vendors. In particular, the following key points stood out:

- Lack of federal centralization/coordination - Always search each individual provincial health ministry's website (i.e., British Columbia, Alberta, Ontario, etc) for health data, particularly benchmarking, utilization, etc. - the Canadian federal government is not the main or best source for such statistics.
- English vs. French - Many seemingly comprehensive sources of Canadian data are in English and often do not include data from Quebec, since that information is only available in French.
- Need to validate all Canadian epidemiology data - authors often use U.S. sources or very old data

Maude also handed out a list of the websites she covered.

Summarized by Barbra Rosenberg, PAREXEL International, [Barbra.Rosenberg@parexel.com](mailto:Barbra.Rosenberg@parexel.com)

### Pharmaceutical & Health Technology Division



SPECIAL LIBRARIES ASSOCIATION

### Minutes of the Incoming Board Meeting

Special Libraries Association  
Toronto, Canada  
Wednesday, June 8, 2005

**C**heryl Schairer called the meeting to order at 7:17 a.m. A motion was made and seconded to approve the agenda.

**In Attendance:** Margaret Basket, Molly Bernard, John Chu, Claudia Cuca, Bernadette Ewen, Stephanie Fitch, Tanisha Foster, Susan Gleckner, Maude Lethiecq-Normand, Christine Leyva, Sidney McNab, Karen Mirabile, Liz Perry, Barbara Petersen, Kimberley Poelman, Cheryl Schairer, Sarah Schweer, Peggy Shin, Robyn Smith, Bonnie Snow, Diane Webb, Becky Wolff, Paul Ziegler

**Recap from Sunday/Tuesday - Unfinished Business:** Stephanie Fitch continued the discussion of the formation of a Vendor Liaison Group, an idea raised during the New Business portion of the Outgoing Board Meeting on Sunday.

**Recap of Division Cabinet Meeting:** Cheryl Schairer reviewed the issues discussed at the Division Cabinet Meeting: blogging; new Materials Research Manufacturing section of Chemistry Division; SLA's new dues restructuring plan; the passage of both votes by members at the General Business Meeting; keeping membership current so as not to be dropped from SLA Communities of Practice; Leadership Code of Responsibility; and the August 2005 SLA Endowment fund application deadline.

**2005/2006 Open Positions:** John Chu agreed to be new Advertising Manager. Cheryl Schairer invited the two Student Travel Award winners present to join and lead the Career Guidance/Student Relations Committee. Christine Leyva will continue as Fundraising Chair I, with responsibility for gathering all funds for both the Spring and Annual Meetings. Jennifer Schwing will be the new Fundraising Chair II, responsible for sponsorship forms, and working with the webmaster to place these forms online. The new listserv administrator will be Cynthia Geremia. Larry Walton will serve as Past-Treasurer. Liz Perry is Program Planning Chair for the 2006 SLA Annual Meeting, and Sidney McNab is Program Planning Chair for the 2006 P&HT Spring Meeting. The new Division webmaster is Paul Ziegler.

**Implementation of Strategic Plan:** Stephanie Fitch announced that the Division Procedures Manual has been updated. She will distribute for comment the Introduction and General Operations sections, as well as individual position descriptions, to board members and committee chairs, prior to submitting the manual to SLA Headquarters. Renaming CapLits has been discussed on the Listserv; an article in the Fall issue will describe the origin of the name and reasons for changing

the name. Division members are invited to send Paul Ziegler ideas for the website. The Division Procedures Manual now sets a date by which time meeting presentation slides will be posted to the website.

**SLA Endowment Grant:** Margaret Basket said that the Position Profiles grant project must be finished by the end of November, 2005. A focus group met with the consultant at this SLA Meeting to provide feedback on the job descriptions.

The next phase involves inviting the membership to comment on the second draft which will be posted in early fall to the Division website and announced on the Listserv. The collection of position descriptions is intended to serve as a living document to be updated regularly, and made easily accessible to members for a variety of employment/career uses. Stephanie Fitch noted that very few high-level job descriptions had been received.

**2006 Spring Meeting Program:** The board has recommended that the Spring Meeting be held in New Orleans. If this venue is chosen, planners would avoid Mardi Gras and spring vacation weeks, when hotels are full. Maude Lethiecq-Normand listed CE course ideas submitted by members: drug safety; immunotherapy; international copyrights; Asian markets; and a class taught by Bonnie Snow. Planners will consider two half-day CE classes, allowing time for a Vendor Liaison Group meeting.

**2006 Annual Meeting Program – Baltimore, June 11-14:** Liz Perry and Robyn Smith reviewed ideas for Division programming for the Annual Meeting. CE courses mentioned were: drug safety (at Spring or Annual), clinical trials results & analysis, and an immunology class by George McGregor. The deadline for submitting conference CE course proposals to SLA is August 26.

The first keynote will occur on Sunday night, in to open up more programming time. Liz distributed a draft of division plans. SLA has invited the Military and P&HT divisions to provide a conference-wide session on planning a meeting. Ideas for joint programs and for presenting the Position Profiles project were discussed.

**New Business**

Cheryl Schairer noted that the Military Division presented a donation to SLA during the Annual SLA Business Meeting. SLA had announced that it had \$5,000 in the treasury. At the 2006 Spring Meeting, the P&HT board will vote on a proposal to make a donation to SLA.

Paul Ziegler has sent a questionnaire to several members in preparation for the website redesign. He will create documentation as he develops the site, and he will create a site map as well.

An idea for contributing Position Profiles to Click University was discussed. Robyn Smith said that each SLA Division will have its own section on Click U., and will be able to charge other divisions for use of their online classes.

Claudia Cuca announced upcoming deadlines for CapLits: the Fall issue editorial deadline is August 22, 2005, and the Winter 2006 deadline will be January 30, 2006. The Spring 2006 issue deadline will be the 3rd week of April, 2006. CapLits issues will be mailed to members one month following the editorial deadlines.

Christine Leyva reminded members of P&HT's Community of Practice for Meeting Planning on the SLA website.

The meeting was adjourned at 9:03 a.m.

*Molly Bernard, Secretary*  
bernardm@zgi.com



**Pharmaceutical & Health Technology Division**



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For more information on the location, access:  
<http://www.sla.org/division/dpht/spring2006/spring2006ann.htm>

For more information on sponsorship levels, contact:  
Christine Leyva  
Eisai Research Institute  
Phone: (978-837-4838)  
Email: [christine\\_leyva@eri.eisai.com](mailto:christine_leyva@eri.eisai.com)

**Unable to attend the Spring Meeting, or looking for an additional opportunity to network with clients?**

Sponsorship opportunities are also available for the SLA Annual Meeting which will be in Baltimore, Maryland from June 11-14, 2006. Contact Christine Leyva for additional information.

# Grateful Thanks to our Annual Meeting sponsors!

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## “Pop-Tech”: Power to the People

People are creating and controlling information like never before with easy-to-use, popular technologies. The adoption of new tools like blogs, wikis, and RSS is causing shifts in behavior and content use.

Although it can be hard to tell whether evolving user needs have driven changes in technology or technology has changed behavior and created new user needs, it's clear that pop-tech tools “for the masses” provide consumers with the ability to communicate, connect, share, and create information from these activities.

Outsell has been writing about the social publishing phenomenon for some time, and we're continuing to see its growth and impact. The tools and gizmos that constitute pop-tech just keep getting better and more fun to play with. The “cool factor” that fuels the frenzied uptake of new technologies among consumers is all about connectivity and new ways of socializing and sharing, and having the freedom and ability to create, port, and use information anytime and anywhere.

Information managers in corporations and institutions, while perhaps reading blogs or blogging on their own time, may not have thought, until recently, about the power and use of this phenomenon in terms of their own operations and enterprises, or about its impact on their users. But the business world ultimately catches up, and popular technology trends are permeating the enterprise. It's a heads-up for information management (IM) functions: much in the same way that Google is driving expectations for finding information, the burgeoning new technologies will impact what else users will want to do – and already are doing – behind the firewall.

### The Enterprise Play

Pop-tech's unmatched potential for reach has already started to transform the corporate landscape as various enterprise functions take to the virtual streets to connect with customers, potential customers, and the world at large. Inside the four walls of organizations, blog, wiki, and RSS technology also has the power to alter information architecture, changing the way that enterprises create, disseminate, and share information.

Corporations are turning to blogs and blogging for public relations, communications, and marketing. CEOs write blogs, and some companies permit their employees to blog externally, even creating guidelines and standards for doing so. Corporate PR and communications departments follow rumors and buzz about their companies by tracking blogs – and use blogging as a tool for messaging and spin. Marketers hope to capitalize on blogging's viral boost to word-of-mouth marketing.

In the corporate sector, the most action currently in blogging is among executive management and IT. This isn't surpris-

ing given the cachet surrounding C-level blogs from firms like GM, Sun, and Boeing, and the growing presence of blogs related to tech support. Outsell's data also shows that the biggest growth area in corporate blogging is marketing, where blog authoring is expected to jump from 5 percent to 13 percent – a significant increase that speaks to the recognition of the power of blogs for communication and reach.

### Pop-Tech and IM: Just Do It!

Internal, enterprise use of blogs and wikis is young, and among information management functions it's barely nascent. Most corporate IM professionals are still in the learning or ideation stage about adopting these technologies. Many likewise report little or no blog- or wiki-related activity among users or functions within their organizations – although we suspect there may be more of it going on at the individual desktop than IM realizes. RSS feeds are more widely incorporated, primarily as a way for IM to receive content.

As slow as IM functions overall have been in adopting pop-tech, those in the pharma sector have been the slowest. Outsell's 2005 information management benchmark data shows no incorporation of blogging at all in IM functions in the pharmaceutical sector (compared to 11% using blogs in corporate libraries generally). RSS feeds are in play among 24% of pharma IM functions in our survey – significantly less than the 42% of IM functions in the corporate sector overall who are using RSS.

A decade ago, when hyperlinking applications arrived on the scene, information professionals and librarians jumped on the bandwagon ahead of the curve. Many learned HTML and implemented their organizations' first intranet applications well before their IT or communications departments scurried to lay claim to this powerful new way to disseminate information. When it comes to blogs, wikis, and RSS, corporate and government IM functions seem dazed and confused, and exceedingly cautious about experimenting. Meanwhile, folks behind the firewall are moving ahead – and threaten to leave IM in the dust.

Prominent examples are not hard to find. Take IBM, for instance. Corporate Blogging Info ([www.corporateblogging.info](http://www.corporateblogging.info)) reported in a June 13, 2005, blog entry that there are now more than 3,600 internal blogs at Big Blue (or should we say Big Blog?). According to the entry, the blogs range from informal social chats to commentary on the company's business strategies. CIO Insight (<http://www.cioinsight.com/article2/0,1397,1812033,00.asp>) reports that Sun Microsystems, Inc. has about 1,500 blogs – some public (including those of Sun CEO Jonathan Schwartz and Sun CTO Greg Papadopoulos), and many only behind the firewall. Pop-tech uptake isn't just reserved for tech companies: according to an interview in The Broadband Blog ([www.broadbandblog.com](http://www.broadbandblog.com)), blogs and wikis are flourishing at the BBC for project management; document creation, sharing, and management; and shar-

ing lessons learned. At the Walt Disney Company, software engineering teams maintain blogs and RSS for collaboration, communications, project management, and to keep up with technology ([http://conferences.oreillynet.com/cs/et2004/view/e\\_sess/4763](http://conferences.oreillynet.com/cs/et2004/view/e_sess/4763)).

Corporate IM functions are behind the curve in adopting pop-tech. They also seem to have low awareness about their organizations' use of blogs, blogging, or incorporation of readers to self-aggregate feeds for their own interests. Most information professionals are in a learning and pondering stage. Blogs are not likely to be considered in research work, nor do they appear on most information managers' lists of sources for professional development or "keeping up."

### In Outsell's Opinion

*IM functions need to get on board the pop-tech train now.* Its allure will affect your internal clients' behavior as they model their desktop expectations on their home-computing experience. The spillover into the enterprise will increase. Functional use of pop-tech is growing, and IM needs to be in the mix.

*Take the lead.* Instead of waiting for your users to find blogs and wikis, go spread the word. Wikis make wonderful project management and documentation tools, and blogs can be used for any number of idea creation and sharing applications. The tools are cheap or even free, and easy to use, so barriers to entry are low. When it comes to blogs, bring your expertise in vetting information sources. Blogs run the gamut from

excellent to drivel – IM can help by creating enterprise directories of blogs and RSS feeds that serve quality information for users to reference as a point of departure. A wiki could be an excellent way to provide a navigable resource on blogs and RSS feeds.

*Take a lesson from the marketing world.* Your IM function is a business within a business, so it makes sense to learn from the business world's use of pop-tech and apply what you can to your own operation. Look at what PR, marketing, and communications departments are doing with RSS and blogs, and adapt these ideas, such as instant communication and real-time user feedback, to your information business. Many information professionals worry about how to market library services in a virtual environment. Blogging is a terrific way to let the satisfied consumer spread the news: Think about the viral communication effect that blogging has outside the firewall, and then think about unleashing that power inside the smaller universe within the enterprise.

Joanne Lustig  
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## Accessing the DPHT Website and Discussion List (Listserv)

### DPHT website:

<http://www.sla.org/division/dpht>

### DPHT Listserv subscribing instructions:

1. Send your message to: [LISTS@LISTS.SLA.ORG](mailto:LISTS@LISTS.SLA.ORG)
2. Leave the subject line blank.
3. In the body of the message, type:

SUBSCRIBE SLA-DPHT YOURFIRSTNAME YOURLASTNAME

### DPHT Listserv sending instructions:

1. To post a message send it to:  
[SLA-DPHT@LISTS.SLA.ORG](mailto:SLA-DPHT@LISTS.SLA.ORG)
2. Put a meaningful subject in the subject line.
3. In the body of the message, type your message.

### Searching the Archives

1. Go to <http://lists.sla.org> and enter your e-mail address (leave the password blank).
2. Click "login", and a list of all the discussion lists you subscribe to will appear.
3. Click on the list name (Pharmacy (sic) & Health Technology Division) to begin browsing or searching. Use Previous Page for earlier postings.

## Tips from the DPHT Discussion List



**I am trying to find the best place to search for and read abstracts or posters from medical or science conferences. We have databases that will give us the references, but we want to get the text of the abstracts.**

Julia Slejko (Array Biopharma) posted this question and received the following answers:

- Look on Dialog, especially Search Conference Papers (File 65) and SciSearch (Files 34 and 434) in Dialog.
- Look on the society's webpage. Some of them have the most recent abstracts online. Buy the abstract book from the society.
- Figure out if the abstract is published in a supplement of the society's journal. You can then either order a copy of the ab from a docdel company, buy the supplement from the society, or buy the abstract online from the journal's webpage. Something else to be aware of: some of the associations do not add their supplement issues, which often contain the abstracts and poster sessions, to their ejournal subscriptions. Someone in the company needs to subscribe to a paper copy, whether that is the Library or an individual.
- Derwent Drug File. They always have abstracts with their meeting citations.
- I use Inside Conference database on Dialog, which will sometimes but not always give the full abstract. Also the medical databases such as Medline and Embase index some conference abstracts, but they are surely not comprehensive.
- We subscribe to Rogers Medical Intelligence Solutions' portal. They monitor meetings and conferences, and often make abstracts available prior to the actual conference. It's customizable, so you choose the drugs and therapeutic areas that are of interest and supply them with keywords and phrases.
- Biosis is the best source I know of that indexes meeting abstract references which can often include the fulltext. But it is by no means comprehensive.
- IDDb3 summarizes many meeting abstracts.
- Medscape often has the abstracts.

*Continued on next page.*

*"Tips", continued from previous page.*

- CISTI has a good collection of conferences in their collection. [http://cisti-icist.nrc-cnrc.gc.ca/main\\_e.html](http://cisti-icist.nrc-cnrc.gc.ca/main_e.html)
- Prous Daily Essentials (a daily newsletter database) includes brief summaries of conference presentations.
- ADIS CTI does have the abstracts, plus supplementary info in many records that comes from Adis' actual attendance at the conference paper or poster.
- You could ask the specific author/investigators if they have copies of their posters.

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**Do you know of any libraries that have books that need a home right now?**

**Perhaps anyone about to undergo a routine weeding of their collection?**

**Or any colleagues that are dealing with the issue of losing library space?**

**We'd greatly appreciate it if you would let us know so we could have the opportunity to purchase their discarded books!**

# Dear Roger

*This column will appear as long as there are questions which need answering. Roger is a long time pharmaceutical industry researcher. He's not an information specialist, but he knows how businesses run. All questions are anonymous, and Roger is "Anon" also!*

To write to him, email: r99guccay@yahoo.com.

## *Dear Roger:*

What is the best way for library researchers to ingratiate themselves with research scientists? We want to know how they work and at what point we can best provide assistance. Our current efforts revolve around occasional department meetings, spam emails, excellent service when they do ask a question, and annual open houses with lots of sugar and free toys. The underlying question is: how to place ourselves as information experts/strategic partners?

## *– Wanna be Part of the Team*

Dear Wanna:

Isn't National Library Week the first thing everyone loads into their PDA at the start of the year? I make it a point to hit not just the main corporate library but the satellite reading rooms as well, just in case the cookies or refrigerator magnets go really fast!

It sounds like you want to be part of the research team, and I think that the key to achieving this is to do some research of your own. You need to actively survey customer needs, or review your historical file of filled information requests. Analyze what your patrons have asked for in the past and link it to your own internal intelligence about the new and ongoing research programs. Can you identify an information life-cycle that parallels the drug development life cycle? If so, could you design a few short informational seminars that are timed to precede those specific kinds of information needs for future projects (How to find meeting abstracts; How to ask the right questions to get a good literature search; How to use the FDA website and the Orange book)? Do you have an Information Center newsletter? If not, how do you let your customers know what new journals, reference books, or purchased research reports are available, or what lunch-hour seminars you are willing to offer? Be proactive and show the folks in labcoats and pocket protectors that you are an information professional whose research can make their research better and faster.

## *Dear Roger:*

I would like to ask you a question... what advice do you have for those professionals just starting out - I'm green as the hills (in my last semester of my MLS program) and may be involved in starting a library at my small pharma company (which is growing). We use RefMan as our bibliographic database (which is currently in total disarray) and Ovid/PubMed to obtain scholarly articles. We have subscriptions to about 15 journals.

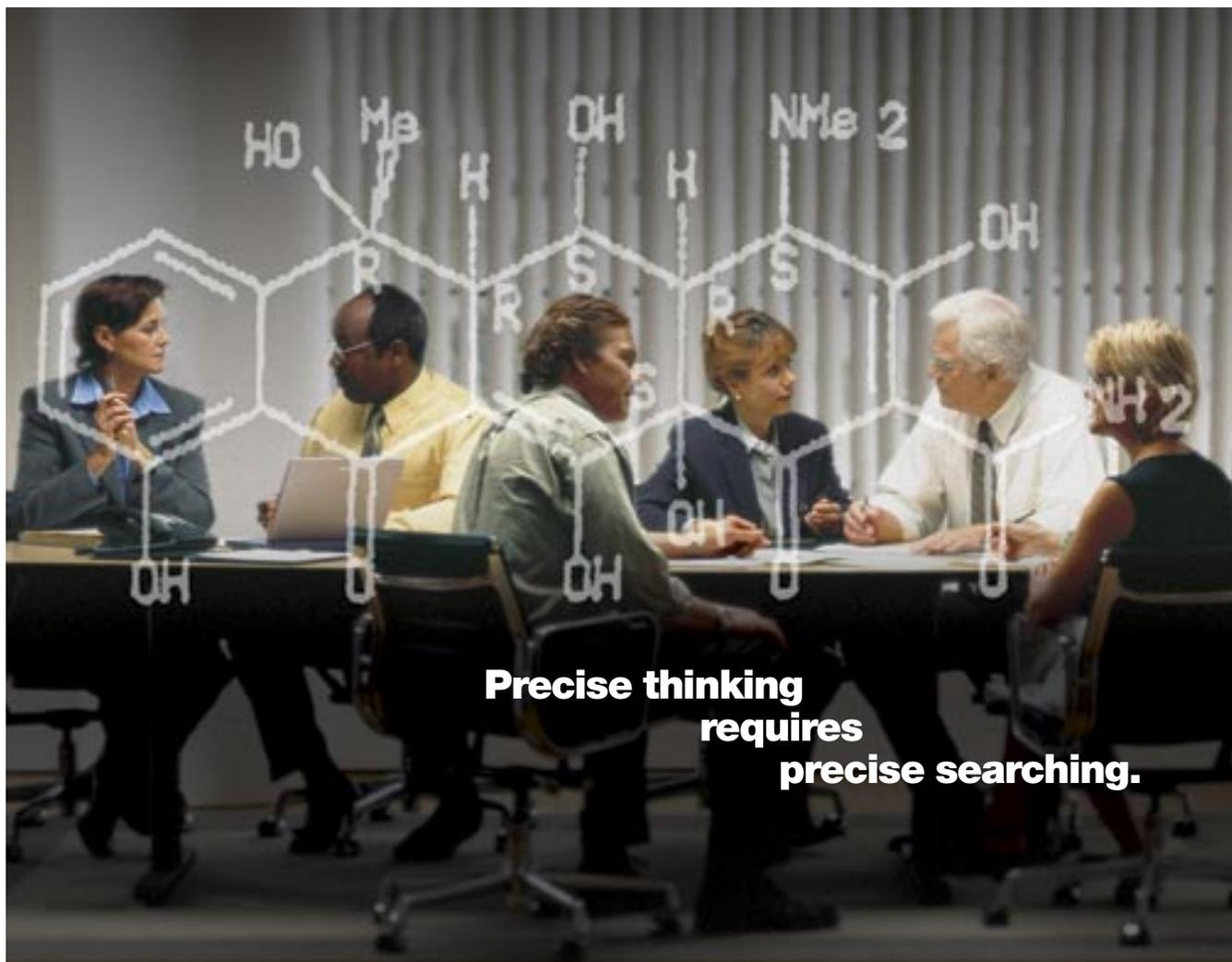
## *– Green in Smallville*

Dear Green,

Isn't everything on the Internet? Isn't it all FREE? You want to spend money on information, organizing it, and avoid waste, too? What you don't realize is that the library at your small pharma is already started and growing like a weed in unlikely and unexpected locations. It shouldn't surprise you if a couple of people have Datastar or Dialog passwords and accounts and paid online versions of some journals. Your first task is to also become an entrepreneur just like the company itself. Use and improve the resources that are already available (that's what your MLS is for, isn't it?). Someone in accounting should have a list of all information-related expenditures. You (or a trusty admin) need to sort it all out and optimize it. Go ahead and fix RefMan, and establish a company procedure about logging in all references and who will hold the original article (also, is the license the right size for the number of users?). Talk with your legal department and make them aware that you know what you're doing, and you want this company in compliance with photocopying activities. Negotiate a better price with the vendor for a bigger license. By the way, negotiating to save money is a very businesslike way to be positively noticed by the Finance Department.

Catalog the journals, all of the journals, then ensure that you know the subscription renewal dates and the online version passwords. Get clerical help for any of this that you need. Then, ask to attend some strategic early development meetings and some budgeting meetings and talk about what you can do to help the company use money wisely.

*Added by Editor: Have added to your department budget the costs of the Spring Division and Annual SLA meetings. As you network at these meetings, you will learn what did and didn't work from your colleagues's perspectives. This is invaluable. As your department grows, make sure junior members attend these conferences. To only have managers attend is illogical. (cbc)*



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