Hello everyone. I enjoyed seeing many of you in Washington D.C. last June at all the centennial celebrations, at the many informative sessions the Division presented, and at the Division reception. I hope you all took the opportunity to renew acquaintances and forge new professional and personal connections and friendships.

On behalf of the entire Division, I would like to thank Patrice Costa and Margaret Basket and all their behind-the-scenes helpers for planning and presenting an excellent selection of programs at SLA’s Annual Conference. This year’s conference, marking the Association’s centennial, was an extra special occasion, and our sessions contributed great value to the experiences of all members who attended. For those of you who could not attend (and to refresh the memories of those who did), summaries of many of the sessions appear elsewhere in this issue. Presentation slides and handouts are also posted on the Division web site.

In D.C. at the Division Business Meeting, we announced the results of the Division election and introduced our new Executive Board for 2010. The new Board will be:

- Margaret Basket, Chair
- Kevin Farberow, Chair-elect
- Judy Blaine, Past Chair
- Alex Feng, Secretary (continuing his two-year term)
- Barbara Wetzel, Treasurer

In January, 2010, when the new Board takes over, two members will be stepping down. Thank you in advance to Christine Geluk, who served most recently as Past Chair, Chair, and Chair-elect. Christine is not disappearing, however. She has agreed to be Publicity Chair. Another big thank you to Bob Kowalski, who is leaving the board after having been treasurer forever (or so it seems!). I would also like to thank those of you who held committee positions this year – Peggy Burnett, John Carey, Damian Hayden, Geeth Vijay-Rao, David Midyette, Bonnie Snow, Meredith Ritchie, Heather Blaine, Patrice Costa, Praveena Raman, Wendy Hamilton, and Paul Ziegler.

We all owe a special thanks to Peggy Burnett, who has been the stellar editor of CapLits for many years, and who is ending her “reign” with this issue. Praveena Raman will take over as editor.

Also announced at the Annual Business Meeting were winners of several Division awards. The prestigious Distinguished Member Award was presented to two very deserving Division members this year:

- Susan Gleckner, a long term member who was an outstanding Secretary from 2006 to 2008.
- Wendy Hamilton, also a long-term member, who put forth outstanding efforts as Nomination Chair for many years.

The Horizon Award was presented to Heather Blaine, who did an outstanding job planning Division programs for the 2008 Seattle Conference and putting together an excellent Spring meeting this year in Napa. (I recused myself from the vote for this award – but know firsthand how hard and expertly Heather worked on both meetings.)

Congratulations also to Nathaniel King and Caitlin Sticco, recipients of the 2009 Pharma-
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continued from page 1

caceutical & Health Technology Division Travel Award. Both Nathaniel and Caitlin are students in masters degree programs.

The Executive Board met during the D.C. conference, several times this summer, and by conference call. At one meeting we discussed ways to make the job of Chair-Elect less stressful (and consequently more attractive to potential candidates). Therefore, the Board voted to shift some of the major responsibilities of the Chair-Elect, Chair, and Past Chair. Starting in the coming year, 2010, the Chair-Elect for year X (2010, Kevin) will be responsible for Division programming for the Annual conference in year X+1 (2011, when he/she will be chair). The chair for year X (2010, Margaret) will be responsible for the Spring X+1 (2011) meeting (when he/she will be Past Chair). This new arrangement gives the incoming Chair-Elect more time to learn the ropes, and gives the Past Chair a more active role. Thanks to Margaret for being such a good sport and taking on TWO Spring meetings!

At an August conference call meeting, the Board addressed the subject of travel awards for Division members and students. The Board voted to make up to $5000 available for two types of awards – one (up to $1500 each) for attendance at an Annual conference, and one (up to $1000 each) for attendance at a Division Spring Meeting. The Board plans to announce the competition and make the award selections early enough to enable recipients to register at the early bird rate.

The Board also examined the results of the survey that Secretary Alex Feng posted this summer. Many valuable insights and ideas came to light as a result of your responses, and we are still working to address your concerns and implement some of your wonderful ideas. Many Spring and Annual program sessions will be developed based on your suggestions and requests. Thank you again for being so responsive and thoughtful in your replies.

You are probably reading this in October, after the SLA elections have closed, and perhaps after the winners have been announced. I encourage you all to keep yourselves current on what’s happening with YOUR association. Go to the web site. Read up on the alignment project. (More career tools will be posted there as the project progresses.) Look at all the opportunities available for professional development. Listen to some of the live or recorded webinars. Enroll in a Click U course. Try out some of the technologies available to you in the Innovation Lab. Your membership is a valuable asset. Especially in these tough economic times, it is crucial to stay connected to peers and colleagues. SLA has made it easy to continue your membership even if you are between jobs. Maintaining your SLA and your Pharmaceutical & Health Technology Division membership is not a luxury – it is a vital career necessity!

Cheers,

Judy
Distinguished Member Awards

Susan Gleckner

Susan Gleckner was presented with the 2009 Distinguished Member Award by the Pharmaceutical & Health Technology Division (PHTD) of the Special Libraries Association. The award presentation took place during the PHTD’s Annual Business Luncheon on June 16, 2009 as part of the larger 100th Annual SLA Conference in Washington, D.C. Sue is an Associate Director at Johnson & Johnson Consumer & Personal Products Worldwide in Skillman, NJ and has been a member of SLA since 1996.

The Distinguished Member Award honors a PHTD associate for notable and enduring contributions and service to the Division and the profession. The award represents a cumulative evaluation of an individual’s career and emphasizes sustained Division leadership and activity of an exemplary nature. Most recently Sue held the elected position of Secretary of the Division from 2006-08. She was Networking Chair of the Division in 2004-06. Sue has contributed articles to the Division’s newsletter CapLits on a regular basis, and serves as one of the publication’s proofreaders. Sue was a presenter at the PHTD Spring Meeting in Princeton in 2002, speaking on “Marketing Information Services” and also lectured on “Marketing to Client Segmentation in the Pharma Industry: Increasing Your ROI Potential,” at the 93rd Annual SLA Conference, in Los Angeles, CA that same year.

Sue manages Consumer Knowledge Services for the J&J Group of Consumer Companies, supporting over 40 sites worldwide. In addition to providing access to premium electronic resources through a virtual library web site, Consumer Knowledge Services provides professional literature and patent searching, scientific and technical peer-reviewed literature alerts, patent alerts, news monitoring, reference services, copies of journal articles, compliance deliverables, and expertise and training on information sources. Sue is also instrumental in negotiating enterprise-wide subscription licenses for all of Johnson & Johnson.

Distinguished Members Wendy Hamilton (left) and Sue Gleckner.
Wendy Hamilton

Wendy Hamilton was recognized by her peers recently when she was one of two members presented with the 2009 Distinguished Member Award by the Pharmaceutical & Health Technology Division. The award presentation took place during the PHTD’s Annual Business Luncheon on June 16, Wendy is Manager, Global Content at Abbott and has been a member of SLA for over 15 years.

Most recently Wendy held the volunteer position of Nominating Chair for the past three years and has been responsible for filling the slate of candidates and running the annual PHTD elections. She has been a moderator and covered PHTD sessions for CapLits at a number of annual meetings and was a presenter in 2004 on Negotiating with Vendors and in 2001 on Linking Digital Libraries, E-Journals and Internal Content.

Wendy manages the Global Content team in the Abbott Library Information Resources organization. The group is responsible for overseeing the content made available to the desktops of Abbott knowledge workers, world-wide. This includes content portfolio management, vendor relationships, content dissemination and aggregation, product literature, technical services and document delivery.

Horizon Award

Heather Blaine

At this year’s SLA Annual Conference in D.C. in June, Heather Blaine was honored as the recipient of the Division’s 2009 Horizon Award.

The Horizon Award (also known as the New Member Award) honors a PHTD Division member of five years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual’s work and participation in professional and Division activities.

Heather has been a member of SLA and the PHTD Division since 2004. She began her career in the publishing industry at Gale Research (now Cengage Gale) Heather attended her first SLA annual meeting in 1997. When Heather’s mom, Judy Blaine, became Chair-elect of the Division, Heather volunteered to be her planner for the 2008 conference in Seattle, and for the 2009 Spring Meeting in California. She revealed a gallant sense of responsibility to Division members in her determination to offer them a stellar Spring ‘09 meeting during daunting economic times. Heather demonstrated unflagging enthusiasm, a can-do attitude, cheerful smiles and genuine concern and consideration for all the people she worked with to make both the Spring and Annual meetings successful and valuable events for Division and SLA members alike.
New Members

PHTD is pleased to welcome the Division’s new members:

- Andrew Beaven
- Madelyne Burr
- Sandra Chambers
- Daniel Clark, The ABIS Group
- Geraldine Clement-Stoneham
- Lisa Connor
- Patricia Costello
- Jessica DeCaro
- Prakash Doraswamy, Franklin Templeton
- Jessica Dudley
- Vicki Garlow
- Alan Goetz
- Mark Haythorn
- Chloe Hennin, Oxford Journals, Oxford University Press
- Ingrid Hsieh-Yee
- Hugh Kelsey
- Roohana Khan
- Hannah Lewin
- Joseph Malley, Life Science Analytics-Medtrack
- Mara Matsumura
- Bill Matthews
- Brian Pouliot
- Mary Prinzivalli, Covidien
- Christina Pryor, Covidien
- Judy Reuter
- Susanne Elizabeth Schellman
- Lynn Schlesinger, Infotrieve, Inc.
The bright, crisp days of fall lead all too quickly to a long winter…but stay optimistic because soon it will be spring, which means that the PHTD 2010 Spring Meeting cannot be far behind!

The Division Spring Meeting is scheduled for April 11-13, 2010 at the Sofitel Philadelphia Hotel. Yes, this is the same venue that hosted the highly successful 2004 Spring Meeting, and we’ve heard that the food was legendary! We are extremely pleased that the Sofitel Hotel is offering their beautiful rooms at $159 per night, the same rate they extended to the Division in 2004!

We chose Philadelphia as the Spring Meeting location with hope that our east coast members will be able to attend while keeping travel costs low. Our plan is to develop programming along two distinctive tracks over the two full days of the meeting so that those who choose to attend only one day will experience a number of cohesive sessions with a common theme. The survey results suggest that sessions about technology, information tools and best practices would be well received. Some sessions that have been suggested (or are already in development) include:

- Pipeline Town Hall, focusing on the content and editorial policies of the pipeline databases
- A user panel discussing content management solutions
- Case study on implementing a Sharepoint portal
- Semantic searching
- Keeping up with technology—the best newsletters and resources
- Using technology for training and outreach
- BRIC (Brazil, Russia, India, and China) knowledge resources
- Use of contractors/outsourcing (case studies and best practices)
- Promotion 101: marketing, branding, and selling your services
- Metrics for measuring your own success
- Topic specific breakout sessions

We plan to incorporate Web technology to allow members to participate virtually if they are not able to attend in person. We hope to broadcast sessions over the Internet and will utilize Twitter as a question queue for both online and in person attendees (unless, of course, it is replaced by something newer and hotter between now and then!).

Margaret Basket is planning the program, so if you have ideas for sessions/speakers, would like to volunteer as a speaker to share your experiences, or would like to serve on the local planning committee, please send her an email at mbasket@mac.com. Patrice Costa is the key contact for logistics, registration, vendor exposition, and sponsorships. Contact her at pcosta@mms.org if you would like to become a sponsor of the PHTD Spring 2010 meeting.

Registration will open sometime in October/November so stay tuned to the Division listserv, website, and blog for more information!
SLA Members Visit Libraries in China

In October 2008, a total of 19 people (14 information professionals, 1 delegation leader, and 4 intrepid family members) departed Los Angeles for a trip to China, under the auspices of the People to People organization. Led by Rebecca Vargha, past President of the Special Libraries Association, the group combined business with pleasure, meeting with professional delegations from a number of prominent Chinese libraries and library associations, as well as visiting historic and scenic sites in Beijing, Nanjing and Shanghai. This is a brief account of our adventures.

Most of the delegation was delayed due to airline (Cathay Pacific) equipment difficulties and missed Day One of professional meetings. However, three delegates who arrived on-time were able to attend our first scheduled meeting with representatives of the Library Society of China, headquartered in Beijing. The Society has over 8,000 members, and was founded in 1979 – taking over the National Library Association that was originally founded in 1925. The Society sponsors an annual meeting – the largest meeting of librarians in China – that is attended by approximately 500-1000 annually and has international participation. Additionally, there is an annual summit for library heads that focuses on working sessions and problem solving.

Every two years there is a youth conference for young people who work in libraries, addressing the “great issues” of library and information science. The Library Society also coordinates the program of library volunteers who travel to rural and provincial areas to teach library science and to practice librarianship. There are approximately 100 libraries participating in this program, and the volunteers are largely responsible for the training of library presidents as well as local librarians.

We got the impression that libraries were very highly regarded and well supported. Budgeting is not an issue and is rather generous (by Chinese standards) with almost compete regional government funding. However, the Chinese information professionals felt very isolated from the rest of the world and were glad to get information on library support and activities from other countries.

After the meeting, we were treated to a tour of the new National Library that had opened three months earlier. We learned that library education consists of a college degree followed by 3-6 months of training at the National Library. This initial training is supplemented by required continuing education courses each year.

The main goals of the National Library are reading and lending. Indeed, the computer reading rooms were very well attended, and the circulation desks were busy. Anyone over the age of 16 can borrow from the libraries and can use the internet services. The National Library is an open and airy building, with a special vault for one of the largest collections of ancient Confucian books, which we were allowed to view briefly. Feel free to visit the library website: www.nlc.gov.cn.

Day Two included a tour of the Beijing Normal University and a visit with the professional staff of the Institute of Law of the Chinese Academy of Social Sciences. The Beijing Normal University is the home of library education in China. In fact, the educational programs for library science began in the 1920’s. In 1947 there were only two library science programs. An expansion occurred in the 1980’s that resulted in over 20 different library programs nationwide. In the 1990’s the BNU library science program changed its name to information management, and became part of the Management School. Currently there are 14 professors in the program, which offers only graduate level education. The current focus of the program is cataloging, information retrieval and computer science. The faculty of the Department of Information Management is very concerned about the employability of its students, consequently there is a strong internship program. Students do intern in corporations, however, there are very few special libraries within Chinese corporations. Language barriers – more in terms of user interfaces rather than content – is a major issue for information systems. It is rare for hard core Chinese IT staff to pursue library-related positions due to much higher compensation for IT jobs.

The Institute of Law had just celebrated its 50th anniversary, and is the oldest and largest institute of its kind in China. They have an extensive collection of legal history documents prior to 1949, and their focus is on research, not on teaching.
We learned about several problems facing the Institute including collection development of texts in Chinese, English and Japanese, especially given a lack of objective standards for collection development and the high costs of texts. Public and Academic libraries are receptive to US-based information sources such as databases and tools, within a primarily consortium purchasing/subscription setting. Such consortia are regionally- and city-based (e.g., Beijing, Shanghai, Nanjing, and Jiangsu).

Digital libraries were considered to be a good idea, but with limited application in the Institute particularly because works from the Qin and Xin dynasties hadn’t yet been digitized. Lexis online was available at the Institute, but without the Westlaw component, and affordability is an issue for individual libraries that are not part of consortia. Chinese legal databases are available, but lack remote access, which hinders their usefulness. Digitization primarily of books is of high interest and priority in both public and academic libraries.

One of the problems with Digital Libraries in China is copyright and the need to find a balance between copyright holders and those wanting access to the content. In China this is particularly problematic when authors transfer copyrights to publishers. However, just like in the U.S., the information professionals are very concerned about copyright protections, but are in a position to do little to enforce copyright restrictions. The copyright issue is further complicated by the general lack of awareness and sensitivity of Chinese people in general about intellectual property. This is one of the major reasons (patent protection) for the reluctance by many SLA DPHTD member firms to aggressively seek out the Chinese market for their biopharmaceutical products.

A note on training for law librarianship – younger librarians seem to be specializing in information science rather than librarianship in China. Older librarians would specialize in law or foreign languages and then gain library training and experience on the job.

Day Three was a cultural day that included visits to Tiananmen Square, The Forbidden City, a trip to a Friendship Store (with lots of shopping!), and then a drive outside Beijing to climb the Juyong Guan section of the Great Wall of China.

The highlight of our Beijing social event was definitely the Beijing (Peking) Duck Dinner at a restaurant famous for this world-renowned cuisine. The duck was fantastic. However, there was another dish of roast pork that came with a special added treat (see photo at right). We did not count how many of the delegates sampled it. It was clear none of us thought it was “delicious”.

On Day Four, we traveled by air to Nanjing, the old Capital of the South of China.

Day Five was our cultural day in Nanjing and we visited the Sacred Avenue to the Ming Tombs, and the resting place of Sun Yat Sen – both within a wonderful city park. We also spent some time at a freshwater pearl factory – with another shopping opportunity that was taken advantage of by all. In the afternoon we visited the world class Nanjing Museum, which included a full-sized suit of armor made from jade tiles, centuries old bronze ware, Jiangnan silks and silk weavings, and Ming and Qing porcelain.

On Day Six in Nanjing we toured the Nanjing Public Library, including the electronic reading rooms and a climate controlled area of special collections housed in compact shelving. The Library serves the Nanjing province and other cities. The Library is modern, large and airy, and is the third largest library in China at 77,800 square meters. The Library is an IFLA member and has cooperative arrangements with over 30 countries and organizations. The Library has an active lecture series with over 100 public lectures per year. Library Consultants typically do the business reference and research, and the Library has an arrangement with the College of Information Management of Nanking University for student internships and field work.

Our second stop of the day was at the Jiangsu Institute of Education. JIE is a provincial level college with 7,400 undergraduates and 11,000 certificate students. The Institute trains approximately 10,000 teachers each year. Interestingly, the number of students admitted to the Institute is based on the number of volumes in the library and the quality of library services. Other per student measures include 1 library chair per student, and 4 new books per student per year. As part of a consortium, the JIE library has over 700,000 books (to support 7000 students), 530,000 ebooks, 14,000 ejournals, 15,000 foreign books – and remote access to all electronic materials. Additionally, funding of academic libraries is influenced by government educational standards requirements. As was found in the Nanjing Public Library, consultants are also used for reference and research work.

Roast pork with scorpions: definitely an acquired taste.

On Day Seven we traveled by train from Nanjing to Shanghai, enjoying the beautiful Chinese countryside. Once checked into our hotel, we then enjoyed dinner and an acrobatic show at the Shanghai Center Theatre.

On Day Eight in Shanghai we visited our first “special and corporate” library at Rohm & Haas, and were hosted by information professionals from Rohm & Haas and Air Products and Chemicals. Here we were on more familiar ground as the

continued on page 10
information professionals discussed some of their challenges (copyright and licensing, educating users on library tools, finding and collecting useful library resources) and solutions (monthly seminars on library tools and copyright compliance). There was also a discussion on competencies needed by special librarians: information management, retrieval, technology, and professional specialized competencies as required by the position. Both of our hosts had received orientation and training at their headquarters library. Each was instrumental in enabling the use of CAS Online in China with their Chinese operations -- but both firms had minimal end user searching.

The afternoon included a tour of the Chang Ning District Community Library which is located in a western district of Shanghai where two-thirds of the foreign consulates are situated. Since there are many foreign nationals living in this district the library has a large collection of books in foreign languages. This special collection, called the Window of China, serves foreigners living in Shanghai and contains books from the Chinese Department of Culture in nine languages. One highlight of the visit was a demonstration of their RFID circulation systems that allows self-service check-out and check-in of books by library patrons. The RFID circulation kiosks are interfaced with their OPAC and users can interact with the RFID through screens in either Chinese or English language. The library also proudly demonstrated their latest state-of-the-art RFIC (Radio Frequency Identification) circulation control system which automates and speeds up serial check-in and checkout process. It was the only library in the entire Jiangsu Province (where Shanghai is located) with such a system.

The Changning Library is a focal point for the community and has other features to serve their community. A large lecture hall on the tenth floor provides a venue for lectures as well as cultural performances. There is also an Exhibit Hall with monthly rotating exhibits – on display in October was an exhibit of paintings by two Chinese artists. The Changning Library serves as the school library for a middle school located next door. Chang Ning Library’s impressive conference room had a large framed Chinese characters display done by a prominent Shanghai calligrapher to celebrate its opening (in 2007). The characters espoused the impressive mission statement of the library: “To quench the public’s thirst for knowledge through operational excellence of the public library.”

Day Nine was our Cultural Day in Shanghai, which included a trip to the famous Bund, a boulevard along the Huangpu River with grandiose historic buildings of western commercial powers from the colonial era in Shanghai. Today, the Bund provides a panoramic view of the Pudong district where foreign companies have built their modern offices and research facilities. Highlights of the Shanghai Museum included their bronze ware, ceramics, calligraphy and landscape paintings. Our visit to Old Town Shanghai focused on a walk through the peaceful Yu Yuan Gardens, built during the Ming Dynasty by a government official as a filial tribute to his parents. Our festive Farewell Banquet in a restaurant on the top floor of one of the many Shanghai skyscrapers celebrated the memories and friendships formed during our delegation tour.

The ultra-modern Nanjing Public Library

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One overall impression of our whirlwind tour of China is that their libraries and staff are balancing the cultural and historical heritage of the past with the technological capabilities and information potential of the future. In this respect, information professionals of the East and West have more in common on which to create partnerships and foster collaboration in the coming years than differences that may separate us. We look to the SLA leadership to provide additional opportunities and activities to bring us closer together.
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Sessions

Expert Databases: Leveraging for Success
Monday, June 15, 2009

Speakers: Monica Ertel, Bain & Company; Catherine Monte, Fox Rothchild LLC; Medha Devare, Cornell University

Monica began the session by defining expert networks as a resource for connecting people with a need to those who have the expertise, referring to expert databases as the “match.com” of researchers. She described four main reasons to use an expert database: to conduct primary research, for client development and special projects, to provide access to experts and professions in a different industry or at different levels within an organization, and for due diligence/benchmarking. There are some legal implications/challenges that come with using expert databases, including the possibility of being accused of insider trading/improper information disclosure; as a result, many companies are tightening their information flow by prohibiting their employees from participation as experts. Monica completed her talk by describing how information centers can play a role by negotiating with vendors, managing contracts, training users to locate experts and certifying vendors.

The next two speakers discussed internal networks, giving examples of the usage of their internal experts’ databases. Catherine began by discussing the database maintained by her team (FoxNet), which stores both internal staff’s expertise as well as known experts outside of the company. The goal is to try to keep business internal before sending it out to another firm as there are often people within the company who can respond to a need. For internal staff, experts self-select their skill sets. Information about external experts is gathered when someone identifies an expert in response to questions sent via email or posted on the portal within FoxNet. Catherine’s team proactively locates the answers and enters the information in the database. At this time, they do not proactively follow up to see if any of the experts are contacted, though they are starting to track the frequency of updates and locate resources that need to be updated.

The final presentation by Medha discussed a completely internal database of professors and their areas of expertise reflecting the research and scholarship occurring throughout Cornell University. The data is automatically retrieved from several sources, including faculty updates, the HR databases, grant databases, events and seminars hosted by the university, course listings, and news alerts about Cornell. Because of these feeds, faculty profile pages never start blank – at a minimum each has the faculty member’s title, department and course information. In addition, faculty can log in and edit their profile.

Jessica Bland
Otsuka America Pharmaceuticals, Inc.

Not all attendees at the SLA Annual Conference were human.
The New Face of the Special Librarian: Embedded Librarians

Monday, June 15, 2009

Moderator: Jacalyn C. Spoon, Cornell Lab of Ornithology

Speakers: Mary Talley Garcia, Information Management Consulting Services; Josh Duberman, National Institutes of Health; Barb Zinter, Suncor Energy

Mary Talley Garcia discussed what is meant by “embedded librarian:” one who works for/partners with a specialty group. The mission is for this embedded specialist to “hear the unasked questions” and go to the next step to generate the answers. This specialist generates his/her own work, in keeping with the department and organization goals. Garcia said that this changes the dynamic of the relationship. An embedded librarian must ratchet up analytical skills. This builds credibility. The idea is to improve the conversation and the decision-making which will positively impact the bottom line. The embedded librarian does not wait for someone else to do the analysis, but he/she provides it. This forges new relationships with other members of the team, showing the information professional’s ability to add value.

Garcia also mentioned that these skills may be more appreciated in smaller organizations which need people to assume greater responsibilities. There is no one industry with a corner on embedded librarians/information professionals, but an entrepreneurial spirit is necessary. Mary also mentioned some of the titles used to describe embedded librarians: Informationist, Knowledge Librarian, Consultant to the specialty in question. Part of this presentation was based on a 2007 SLA research grant Mary received to study and describe embedded librarianship.

Josh Duberman is an Informationist at the NIH. First, he discussed what the NIH is: 27 institutes and centers, 18,600 staff members, with a budget of $30.5 B for 2009. The NIH Library has 9000 journals, 60,000 books, 54 fulltime staff and 20 contractors. Informationists, as Josh described them, have many skill sets. They can collaborate with physicians on hospital rounds, be teachers to NIH staff members…and “Portals to the unfamiliar.” Informationists are also teammates. Josh suggested that it is important to find a mentor who is able to assist an information professional to expand into this area. It is also important to be flexible in responsibilities and to be visible…and this is important…develop a subject expertise. Josh said that he also does a fair amount of analysis, which we may be starting to do anyway. Our positions are all about “perspective.” He discussed embedded-ness as a state of mind. Josh’s descriptions of what he does made me think: this position is really important! The NIH should clone him; they may be working on that. Kudos to all the informationists at the NIH! Note the three papers Josh has posted to our PHTD website.

Barbara Zinter discussed the responsibilities she has at Suncor Energy and the business case she put forward when the Library there lost its physical space. Change management was in order. The users discussed what they wanted; what they needed. She promoted an electronic library to the Intranet to start. Barbara not only works with the various groups to supply information, but also she does a fair amount of training on the electronic databases. She is an example of how to promote oneself and be recognized as a necessary component to advance research and business pursuits. Many of us are working in this capacity too,
The silos of biology and chemistry are tumbling down, forging a community of chemists, biologists, physicians, bioengineers, and biophysicists whose disciplines intersect in new ways every day. They need a peer-reviewed journal with the latest multidisciplinary research that spans the breadth of their fields. 

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*ACS Chemical Neuroscience* is led by Editor-in-Chief Craig W. Lindsley of the Vanderbilt University School of Medicine, and will publish research that uses chemical, quantitative biological, biophysical, and bioengineering techniques to further the understanding of the nervous system and advance new treatments for neuronal diseases such as Alzheimer’s and Parkinson’s.

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This session provided multiple examples of successful use of Web 2.0 applications, in particular interactive participation by readers and subject-specific blogs, both managing to leverage the expertise of the content creators and their readers. The result is much greater than the sum of its parts.

Kent Anderson of the NEJM started off, saying that from his company’s perspective, he is reacting not so much to Web 2.0, but more to what he called “Physician’s 2.0.” He broke his presentation into “stories.”

Apomediation
Apomediation, according to Gunther Eysenbach, “is a new socio-technological term that was coined to avoid the term ‘Web 2.0’ in the scholarly debate. It characterizes the ‘third way’ for users to identify trustworthy and credible information and services [Journal of Medical Internet Research, v. 10 no. 3 (2008) http://www.jmir.org/2008/3/e22]. Apomediation is in evidence on the NEJM site, where the audience drives search order results. The more clicks an article gets, the more it moves up in the list. So the weighing of the value of the hits is not controlled by technology, but rather by human emotion. Another example is a section on the site where readers also vote on different treatment options for various medical conditions.

The 200-year old journal Kent works for is finding itself competing with all kinds of social networking. Interactive ways to address this include instructional videos that can be downloaded to an iPhone, or the “image challenge” where readers decide on a diagnosis by looking at a picture (http://content.nejm.org).

Blogs
“In the old days” authors submitted a manuscript to a “peer-reviewed” publication, and it could be accepted even though it might not have been actually reviewed by peers. Now an author can subject an article peer scrutiny at a blog like the Society for Scholarly Publishing’s Scholarly Kitchen (http://scholarlykitchen.sspnet.org). Per the website, it was founded in February 2008 to:

1. Keep Society members and interested parties aware of new developments in publishing
2. Point to research reports and projects
3. Interpret the significance of relevant research in a balanced way (or occasionally in a provocative way)
4. Suggest areas that need more input by identifying gaps in knowledge
5. Translate findings from related endeavors (publishing outside STM, online business, user trends)
6. Attract the community of STM publishers interested in these things and give them a place to contribute

Books
Through Web 2.0 anyone can author and publish a book these days, avoiding altogether the publisher. Kent practices what he preaches – he writes mysteries under the pseudonym Johnny Denovo (http://johnnydenovo.com) and is self-published.

The extensive schedule at the SLA Annual Conference in Washington left some PHTD members exhausted before the end of the day. The second speaker, Marie Kaddell, Senior Information Professional Consultant at LexisNexis, authors the Government Info Pro Blog (http://www.governmentinfopro.com), which looks to be a great site for government librarians. She said she was glad to be presenting in Washington, D.C., surrounded by many attendees employed by the government.

Blogs have become more specific over time. Just a few years ago, you could find a librarian blogging about libraries, but now you can find your type of librarian writing about your type of library. And these bloggers do not want to simply dictate to you; they want a dialog. Her site includes links to wikis, podcasts, and social networking sites.

Marie encouraged all in attendance to have blogs because they heighten one’s visibility. She said that “writing is nature’s way of making us think.”

Susan Gleckner
Johnson & Johnson Consumer & Personal Products Worldwide

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90 Minutes with the FDA: What Do You Need to Know? Information Management!

Tuesday, June 16, 2009

Speaker: Douglas Throckmorton, M.D., Deputy Director, CDER, FDA

Dr. Throckmorton’s presentation was divided into two parts:

1. The FDA’s role in encouraging efficient medical product development.
2. The Tools needed for success in #1 by the FDA, by industry, by academia.

He discussed first the FDA’s regulatory role to promote both safe and efficient product development, to identify challenges and initiate working groups to solve those challenges, and to support data-sharing and data management as much as possible.

Secondly, in tools needed for success, Dr. Throckmorton described improved informatics systems to allow effective data sharing.

He identified the fact that product development (NCE, Biological, and Medical Devices) is slow, expensive, and doesn’t answer many critical questions. He charted the investment in product research, which has more than doubled in the last nine years, but we still face an innovation gap, with spending up, and approvals down.

Clinical trials are not only costly and time-consuming, they are inefficient. The immense amount of information collected answers only a limited set of questions. That information is to prove that the product (drug, biological, or device) is both safe and effective. Data collection is paper-based. On the other hand, patients want rapid access to medical products, with accompanying information about the use of these products and with assurances that the benefits in using the products outweigh the risks.

The FDA realizes that what we currently do to approve products is not working, and is willing to lead in fostering innovation, by using the expertise and resources of all involved in the drug approval process. The FDA will:

- Provide clarity in its Guidances and Rules
- Ensure a level playing field
- Promote thoughtful regulations that do not stifle innovation (e.g., International Harmonization of Regulations)

Since the FDA is at the intersection of discovery science and marketing of products, it not only sees opportunities for making the approval process more efficient, it also sees where bottlenecks can be eliminated, such as in database review, disease model creation and data sharing. Dr. Throckmorton stated this initiative can take place without abandoning principles or releasing proprietary information. This is consistent with the FDA mission to “protect and promote” public health.

The FDA’s Critical Path Initiative (CPI) started in 2004, is such a mission, to build better collaboration between government, academia, industry, and patient groups by sharing existing knowledge in databases, and by developing better infrastructure and “toolkits” to allow this knowledge sharing. The CPI was launched to focus on the sciences used to evaluate product safety and efficacy. See the Critical Path annual report 2008 (pub. June 2009) at http://www.fda.gov/ScienceResearch/SpecialTopics/CriticalPathInitiative/default.htm.

Many of the initiatives the FDA is spearheading are outlined in the annual report such as biomarker development. Disease
model development, for example, would use combined data for a specific disease or a population to model key attributes which then would be made public to support product development. This would include information on placebo response and the time course of untreated disease.

The Clinical Trials Transformation Initiative (CTTI) is aimed at the clinical research component of product development to improve trial designs and trial executions. As an example, a change could be made in the current reporting of serious adverse events (SAEs). These reports are not as informative as they could be. All unexpected SAEs are individual expedited reports, lacking context and detail, and go to overburdened investigators and institutional review boards. This is a lost opportunity to better understand risk/benefit of the medical product under review.

The plan is to build an Informatics Backbone, which will collect, store, and analyze Clinical Trial Data, Post-Market Safety Data, Nonclinical Data, and Disease Models. A start is in the promotion of data capture through Smart CRFs (Case Report Forms) from clinical trials, which would replace the paper-based forms in real-time safety surveillance. We already have the examples of these in our banking at ATMs and our automated tax return forms.

The Janus Data Warehouse, a collaboration between the FDA and the NIH/NCI to build an electronic data storage system, is planned to improve decision-making by making data more readily accessible to reviewers both before and after marketing. Network sharing will be accomplished through caBIG™ Enterprise Support, which is a framework for connecting clinical research, patient/healthcare delivery, and the regulatory environment.

The Informatics Backbone would also improve postmarketing drug use. The FDA Amendments Act of 2007 (FDAAA) gave the FDA increased power and responsibilities. Dr. Throckmorton emphasized FDAAA as probably the most significant change in drug regulations since 1962. That was the year the improved U.S. drug regulations for safety were approved because of the thalidomide scandal in Western Europe. FDAAA gives new authority to the FDA, with time-lines for improvements, new processes, and procedures. In FDAAA, the Prescription Drug Fee User Act (PDUFA) fees were increased which allowed more FDA staff hiring to improve medical product review timelines. In addition, Risk Evaluation and Mitigation Strategies (REMS) were initiated in the drug approval process and other new safety and efficacy issues were enacted.

The FDA’s role, after FDAAA, is through collaboration to develop methods to access disparate data and analyze it effectively. The FDA is required to have a system to include 25 million patients by July 1, 2010 and 100 million patients by July 1, 2012. When this is accomplished, the FDA is charged with risk identification and a standardized form for SAEs to expedite safety surveillance. The Sentinel program, for post-marketing safety, will complement existing systems and will link databases from HMOs, claims databases and Federal healthcare databases and will allow data mining and signal detection analysis.

Finally, Dr. Throckmorton explained that all of us involved in drug development, regulation, and marketing have a shared goal of promoting efficient and safe products. The success for this goal will require standards-setting, collaboration, and data-sharing from all participants. He ended with a quote:

If you want to go fast, go alone.
If you want to go far, go together,

(–African Proverb)

As much as we are in competition, we are even more into “Going Together” to develop better medicines and medical products.

Claudia Cuca
Campbell Alliance

Practical Strategies for Improving ROI

Tuesday, June 16, 2009

Speakers: Karen Reczek, Bureau Veritas; Vicky Platt, Willamette Management Association; Steve Lastres, Debevoise & Plimpton, LLC; Nancy Anne Brydges, Statistics Canada

Karen began this talk by using the letters R-O-I to discuss behaviors/attitudes we need to have to remain central to our organizations.

R is for:
• Realignment – companies change all of the time, so we must continually look for the unmet needs during corporate adjustments and expect to be flexible and adaptable

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• Reach out – collaborate with other departments and the executives, ensuring that you have at least one service that the executives use
• Realistic – if it is not business critical, get rid of it, but preserve the “not sexy” services that are essential

O is for:
• Objectivity – take a good look at your services and “kill” services that rarely add value or things you do just because you have always done them (do we really need to check in journals?)
• Obstacles – clear out obstacles and think of them as opportunities or challenges
• Operational Excellence – deliver the best quality services so that when other departments talk about you they say things that are “only good”

I is for:
• Impact – what are the service drivers and be prepared to explain what is in it for them
• Innovate – be creative and have fun!

Vicky gave a presentation discussing how your upper management probably always expects excellence, so do not get discouraged if every year they offer a new challenge or expectation to your department. Take those challenges and designate them as your department’s goals and objectives for next year. Also, these challenges serve as great opportunities not only to show your value to your organization, but also to enhance your resume.

Steve reinforced that we need to be aligned with the organization and that the company expects you to be innovative. Find every way to show how your services are tied to the revenue of the company and work to have your services integrated into every division in the company. Think about the tasks that only we can do and which of those tasks are important to our users – again, do our users care if books are shelved/journals checked in or is that just important to us? He challenged us to think if we should waste time on print resources when our users are more interested in e-content.

Nancy Anne was the final speaker, and she discussed the importance of not just giving upper management transactional statistics but again showing the qualitative information that ties how these transactions support the bottom line and business objectives. (So there were 1200 accesses of this database this month, how is that information used to further our organization’s goals?) On the other hand, it is easy to fall into the trap of measuring what you do instead of spending time doing what you do. If possible, delegate the measurement to your staff. She discussed that they segment the statistics based on departments, so particular staff retrieve statistics for their assigned departments and present that information at departmental meetings. In addition, use information situations to broadcast your value, even when getting a document signed or at social events. Remember to sell your value.

All of the speakers agreed that it is hard for us to migrate from being the information providers to the ones asking for information in order to provide the qualitative information to show how our services support the bottom line. When asked how they do this, the speakers discussed talking to clients during the reference interview, one-on-one discussions at events, attending departmental meetings to learn how the information was used, and informal surveys.

Jessica Bland
Otsuka America Pharmaceuticals, Inc.

Corporate Medical Librarianship 101
Wednesday, June 17, 2009

Speakers: Alex Feng, Ethicon Endo-Surgery, Inc.; Andrea Oliver, Takeda Pharmaceuticals

Alex Feng and Andrea Oliver presented corporate medical librarianship from very different perspectives. Alex has a background in engineering, sales, and IT. He enjoyed the information aspects of those jobs the most, so he pursued a library degree. Andrea has an initial degree in psychology. Her employment progressed from working in museums, interning at a local library, working for a physician and educating patients.

A common viewpoint of both was saving lives and transforming patient care. Since the drug and device industries are heavily regulated, claims must be backed up by data and...
professionals. It is natural while in school that a student’s contact with information professionals can be limited mainly to academic librarians, and talking with folks at the conference really helped highlight differences between the cultures and skill sets of academia versus the corporate world. I am generally somewhat shy and can have a hard time talking to strangers, but after I was introduced as an award recipient, many of the division members really reached out to me and spent a lot of time answering my questions, talking about their work life and where they think the profession is headed, and offering great practical advice. I cannot say how much I appreciate that advice! As I complete my final year as a student, I feel more confident about the skills and experience I am choosing to pursue, having a much better idea what future employers might be looking for and all the exciting things on the horizon of information management.

Thank you again for the opportunity.

Regards,

J. Caitlin Sticco

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publications. Each of the speakers has a different kind of work and workday, but the top four common job activities for both were 1) conducting research on behalf of others, 2) getting information to the desktop, 3) training and patient education, and 4) gathering competitive intelligence.

Training of users often involves telling them what information they can and cannot use according to copyright and ethics. This is particularly true with literature, and Alex said that device literature is often more ambiguous and must be used differently than pharmaceutical literature. Alex can also talk to his sales reps, but pharma prevents such interactions.

The main requirement for corporate medical librarianship is an MLS degree. The skills needed vary and different backgrounds are welcome; scientific knowledge helps but is not necessary. A customer service ethic is a must, with an ability to dig beyond the initial question; this is why many librarians are now embedded in teams to be closer to the actual issues. Search skills are critical, as they can be applied to different disciplines - learn your tools first, then learn your subject area. Adaptability is also necessary. Many companies are now using contractors to supplement in-house staff, and their use varies by the needs of the corporation and the abilities of the contractors. Budget and “turf” management are also a constant battle -- good information professional staff keep their piece of the information landscape by demonstrating value, especially by going head-to-head with Google and showing the depth of what they can provide vs Google.

How to get into corporate medical librarianship? Join professional associations (both information and scientific); find the tools (such as “Bonnie Snow’s book”); learn the users’ processes and interests; and network (both in-house and outside).

Paul C Ziegler
Merck

PHTD Student Travel Award Winner:
Reflections on the Annual Meeting

To the members of the Pharmaceutical & Health Technology Division:

Thank you so much for helping me to attend my first SLA annual conference this past June. As someone headed for a career in information services to the sciences, I often feel a little short-shrifted in school, where focus is turned so heavily to the humanities, and little attention is paid to the unique information needs of the health sciences. I really enjoyed and benefited from attending an entire conference full of seminars on cutting-edge library services in science and technology. I especially enjoyed hearing about some of the latest changes to government databases and advances in semantic web technology.

It would have been enlightening just to attend so many excellent presentations and explore so many aspects of the field, but I also feel that one of the most valuable benefits of the award was how it facilitated talking to real working special library professionals. It is natural while in school that a student’s contact with information professionals can be limited mainly to academic librarians, and talking with folks at the conference really helped highlight differences between the cultures and skill sets of academia versus the corporate world. I am generally somewhat shy and can have a hard time talking to strangers, but after I was introduced as an award recipient, many of the division members really reached out to me and spent a lot of time answering my questions, talking about their work life and where they think the profession is headed, and offering great practical advice. I cannot say how much I appreciate that advice! As I complete my final year as a student, I feel more confident about the skills and experience I am choosing to pursue, having a much better idea what future employers might be looking for and all the exciting things on the horizon of information management.

Thank you again for the opportunity.

Regards,

J. Caitlin Sticco

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Praveena’s Reminiscences about the Annual Meeting

Information to Inspiration @ SLA

Every year I look forward to two events which expand my horizons, where I make new friends and cement old friendships in the pharmaceutical arena - one being the Spring meeting and the other SLA’s annual conference. This year the annual conference was a special one for me as for the first time as Professional Development Chair I had the responsibility of coordinating the continuing education courses for the Division. It was an interesting experience, one that started a year ago and culminated this past June at Washington D.C. Taking into consideration the venue of the conference, namely Washington D.C., and working together with Margaret Basket, Patrice Costa and Marlene Bobka we came up with three interesting courses: Publish or Perish by Mary Ellen Bates, Dangerous Documents by Nancy Singer, and FDA and Clinical Trials by Mark Elengold and Marlene Bobka.

Mary Ellen Bates, who is well respected in the library profession for her practical and thought provoking presentations, kicked off the courses with one on publishing e-newsletters and how to communicate our value to our organizations. Though this topic is not new and has been explored in other avenues, her lecture was still invigorating and had some new ideas to explore. This course was beneficial to those either starting out as an information specialist or for those who were considering starting a newsletter in their organization and needed a refresher.

The second day had two courses, “Dangerous Documents” in the morning followed by “FDA and Clinical Trials” in the afternoon. “Dangerous Documents” was presented by Nancy Singer, a well reputed lawyer with much experience in FDA compliance and enforcement. She is well known in the regulatory industry, but a newcomer in our field. Her presentation titled Dangerous Documents: Communication in Regulated Industries was the one that inspired me to expand my horizons. In a time when our job focus is changing and expanding, when many of us are not just managing information, but actually analyzing it and sitting at the decision-making tables with colleagues from across the organization, what we communicate and what we write down actually matters. At a time when voice messages are delivered as recorded voicemails (through email), what we say also matters. By working in regulated industries, what our colleagues write or say matters and if it is not done thoughtfully, it could be problematic to the organization if produced in a court of law. Nancy showed the participants how to avoid these landmines in an energetic and interactive course. The course has prompted me to seek out our compliance manager and find out if we could collaborate in bringing such training to the company.

The final course “FDA and Clinical Trials” was presented by Mark Elengold and Marlene Bobka. Having had an impressive career at the FDA, Mark gave an historical perspective of the FDA with interesting anecdotes while Marlene covered the types of information that can be obtained at the FDA, and how to get some of the elusive information. The presentation was informative and provided a nice background for the 90 minute with the FDA session that I attended later during the conference. One other session that was interesting and informative was “Expert Databases: Leveraging for Success”. It was interesting enough that it drove me to explore the possibilities back at home.

It will be very remiss of me if I do not mention the help, support and co-sponsorship that Marlene Bobka and FOI Services provided for the last two courses. They helped us get interesting and unusual speakers and topics and also helped us with the expenses. Their help and support was very much appreciated.
Some of the other highlights for me at this year’s conference were the keynote speech by Colin Powell and two of the networking opportunities that provided a lot of fun. Having heard Al Gore’s keynote speech a few years ago, it was amusing to note that both these leaders mentioned the relief, mixed with a sense of loss, of that change from constantly having bodyguards to the annoyance of having to stand in lines now for security checks at airports. The PHTD networking dinner on Saturday at Busboys and Poets was very enjoyable. The restaurant, with a book store, was very appealing, the food and company great, but what capped the evening for me was having my first Strawberry Mojito. Two more treats that are worth mentioning here are the cooking and wine tasting event at Zolas followed by dessert at the Spy Museum. At Zolas we learned to make dumplings while sampling the wine with colleagues bravely eating all that was made. The stay at the historical Henley Park hotel, which used to house Senators, provided the perfect ambience for the conference and the post conference tour of the Business and Science Reading rooms at the Library of Congress with its history and collections was a great ending to a wonderful informative time in D.C.

Praveena Raman
Elan Pharmaceuticals Inc

Field Trip to Annapolis
After the Annual Meeting

On Thursday, June 18th the Pharmaceutical & Health Technology Division traveled to Annapolis, MD for its traditional post-Annual Meeting tour. The weather was grey and dreary as we sat on the bus for the 40 minute bus ride from Washington, D.C., but fortunately we managed to avert the real downpours until the bus ride back!

Our first stop was the visitors’ center to meet our tour guide. She gave us an interesting overview of Annapolis’ rich history. Our tour guide was dressed in a manner representing Puritan times, as Annapolis was established by Puritans seeking religious freedom in 1649. Annapolis garnered its name as a way of honoring the future Queen Anne of England. Annapolis literally translates to “Anne’s City.” For a short period, November 1783 – August 1784, Annapolis served as the capital of the United States.

During our walk to the Maryland State House, we stopped by Church Circle to view St. Anne’s Church, the first church in Annapolis founded in 1692. We also walked the perimeter of the Governor’s Mansion, where our tour guide was sure to point out some scandalous tidbits while we passed, mainly involving the controversy surrounding a beautiful fountain and garden behind the iron fence. As we approached the State House, we paused to admire the Thurgood Marshall statue at State House Square.

We spent well over an hour in the State House, which is the oldest state capital in continuous legislative use (since 1772). We toured the House Chamber, learned of the worker who fell to his death during the final stage of completing his meticulously beautiful plaster work within the dome, and got a sense of original areas of the State House versus updated areas; though the new work is meant to replicate the older style. All present were amazed by the iconic dome on the State House, completed in 1788 using only timber and wooden pegs (no nails!).

After our visit to the State House we were off to the United States Naval Academy! Although the campus was quiet because the students were on summer break, we enjoyed the beauty of the grounds and the majesty of the architecture, especially the architectural centerpiece of the Academy – the grand main Chapel with its beautiful copper dome. Founded in 1845, the Academy is stunning in every way. Our tour ended with a few minutes to grab a crab cake sandwich and eat it on the bus as we headed back to Washington, D.C.

Patrice Costa
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Enhancing Your Services Toolkit: Supporting eCTD Submissions

(Inadvertently this article was not included with the other Spring meeting session write-ups – my apologies to Robin Holmes – Peggy Burnett, Editor)

A colleague from my company’s Regulatory Affairs department left the urgent phone message: “Most of the article copies we have are not working in our electronic submission. Help! We need these articles in FDA-compliant PDF format by Monday.” It turned out the articles had been delivered to her in an encrypted electronic format. So several years ago this was my introduction to article formatting requirements for an FDA electronic submission. It was also when I began to think about how my Information Center could provide value-added support to the critical effort.

I soon learned most document delivery services provided an “FDA quality” or “clean quality” article format for regulatory submissions. Typically this included the removal of stray marks, black borders, errant speckling, and scratches. Electronic articles also had to be unencrypted by having their security settings removed so FDA reviewers could cut and paste from these articles into their own reports about approving or rejecting the submission. The Information Center was responsible for providing and managing this service, and we were fortunate to have an excellent partnership with our document delivery provider. While the Information Center had expertise in published article and document sourcing, referencing, document quality, and copyright compliance, Regulatory Affairs professionals were responsible to further format, modify, and assemble articles and documents as per Regulatory Agency and company specifications for inclusion into a submission.

The entire process was labor-intensive and subject to delays. Since the information professional’s role early in the process was not well understood within the company, last minute requests for FDA-compliant articles were a frequent reality. Partnering with Regulatory Affairs and project teams helped keep us visible and reduced the number of last minute requests.

Fast forward to the present and add to our submission-specific document delivery challenge the new electronic Common Technical Document specification and the eCTD process; while creating submission uniformity it also requires enhanced and specific digital article formatting and inclusion of key navigation aids, making last minute requests an even more risky business practice.

However, it also provides an excellent opportunity for the Information Center to enhance their services toolkit by supporting Regulatory Affairs in the eCTD process. And this is the time to act: according to a recent poll [independent Reprints Desk study conducted in Napa, CA, on March 24, 2009 at the Special Libraries Association (SLA) Division of Pharmaceutical & Health Technology (PHTD) Spring Meeting] essentially all solo-practitioners and over three-quarters of Information Centers (in pharmaceutical, biotechnology, and medical device industries) support Regulatory Affairs in some capacity; however half of these professionals do not support submissions or have any knowledge of eCTD file format compliance requirements. The good news is 35% of survey respondents said they were very likely to explore a role in supporting Regulatory Affairs with eCTD submissions this year. Clearly an eCTD article solution should be an Information Center expertise and deliverable. With this the Center can enhance document delivery by leveraging existing purchases and removing a cause of submission delays.

A Brief eCTD Primer: Before eCTD, the “old” NDA submission was paper-based and prepared immediately prior to submission of the marketing application. The “new” eCTD process is electronic and prepared continuously from the start of clinical trials. eCTD is becoming the global standard, with the US FDA mandating all electronic submissions be in eCTD format since 2008; in Europe the European Medicines Agency (EMEA) has outlined an implementation strategy that requires the use of the eCTD format for all drug & biologic electronic submissions beginning in 2010, and Canada, Australia, Japan, and other countries are migrating to eCTD as the standard. The eCTD Specification is designed by the International Conference on Harmonization (ICH) and represents a common organizational structure for the submission of regulatory information to worldwide health authorities. The structure is comprised of five modules: Administrative Information and Prescribing Information, Common Technical Document summaries, Quality, Non-Clinical Study Reports, and Clinical Study Reports. The Specification is designed to support high-level functional requirements such as: copying/pasting, viewing/printing, annotating, facilitating exportation of information to databases, searching within and across applications, and navigating throughout the eCTD and its subsequent amendments/variants.

The regulatory details and information technology aspects of the eCTD specification are well beyond the scope of this article; however I encourage the interested reader to review the FDA’s Electronic Common Technical Document Specification at http://www.fda.gov/cder/regulatory/ersr/ectd.htm. In addition to the Specification, there are dozens of eCTD software solutions used by companies to facilitate the submission creation and compilation.

Antoinette Azevedo, president of e-SubmissionsSolutions.com, suggests urgent attention to the eCTD file format requirements when preparing journal articles. “When regulatory authorities around the world encounter non-compliant PDF files, they can stop the review until the pharmaceutical company supplies them with compliant files. In some cases, the regulatory authorities have refused to initiate a review (called the Refuse to File process) due to noncompliance, which has resulted in many months of delay until the compliance issues were addressed. The RTF is publicly announced if the pharmaceutical company is publicly traded, and can have a huge impact on the pharmaceutical company’s stock price. The file format compliance requirements are well-stated in regulatory agency guidelines, but often overlooked by inexperienced staff or staff who are new to the eCTD format.”

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How might this work in your company? The Information Center continues to provide standard document delivery service to all staff while also enabling optional eCTD article service to Regulatory Affairs and other team members working in the eCTD process. This allows the team to order key articles (those likely to be part of the submission) in an already-specified eCTD format earlier in the product development cycle. The eCTD article process can be integrated with the existing document delivery process, leveraging current user interfaces such as project work streams and intranet sites. If internal copyright-cleared collections are available, the Information Center may investigate the time vs. cost proposition of providing article copies to the vendor for eCTD formatting.

Your next steps: eCTD is the standard, and information professionals have the responsibility to investigate eCTD article services as a result. Start by determining the capabilities of your document delivery vendor, requesting service options and quotes, and developing an ROI. Engage your Regulatory Affairs department and interview the submission specialists about their specific article formatting needs, eCTD software solutions in place (or being considered), and willingness to partner with you. Create an Information Center-Regulatory Affairs-Information Technology-Document Delivery Provider team and determine the feasibility of eCTD article service integration with your current environment. Assume your role for eCTD article service management, including standard document delivery integration, streamlining with company processes, positioning with other Information Center service offerings, global corporate accessibility, and customer training and support. If possible you should offer to project manage the service evaluation, selection, and implementation. With an understanding of your Regulatory team’s needs, the eCTD process and article formatting requirements, and your document delivery vendor’s capabilities you can add significant value to the submissions process. It is a lot of up-front work, but by streamlining the process early on you will reduce headaches and avoid the last-minute “Help! We need these articles by Monday for the submission,” call.

Wherever “the article” flows is an opportunity for the library to be involved

Robin Holmes
Consulting Writer for Reprints Desk
Minutes of the PHTD Business Meeting

June 16, 2009, Washington, D.C.

Judy Blaine called the meeting to order.

Josh Duberman made a motion to approve the agenda. Robyn Smith seconded.

Judy thanked Patrice Costa and Diane Webb for all the work they put in for the Annual meeting and the PHTD Program, respectively.

Karen Mirabile made a motion to approve the minutes from the 2009 Spring Board meeting. Christine seconded. Approved by verbal consensus.

Treasurer’s Report: Bob Kowalski made the treasurer’s report, summarizing that PHTD made money at Spring and will lose money at Annual, both of which are normal.

Josh made a motion to approve the report. John Carey seconded. Approved by verbal consensus.

Chair’s Report: Judy mentioned that the Spring meeting in Napa was successful, based on feedback. There were approximately 135 attendees, less than in previous meetings, but more members as a proportion. So the ratio of members to vendors was 50/50, which was positive.

The Chair and Chair-Elect went to the Leadership Institute and heard candidates for President, Treasurer, and Board of Directors. Look for information on the candidates at the SLA Marketplace. On the SLA website is also a video presentation from all the candidates. Elections will be in the fall.

PHTD Membership Survey: Alex summarized the preliminary results from the membership survey (available on the blog) and reminded the group that the survey closes June 19 and to please complete the survey if you haven’t; the link is on the PHTD website and blog.

Election Results: Wendy Hamilton reported that the elected treasurer starting 2010 is Barbara Wetzel, and that the Chair-elect in 2010 will be Kevin Farberow.

Awards: Christine Geluk announced the winner of the Horizon award as Heather Blaine, and the winners of the Distinguished Member awards as Sue Gleckner and Wendy Hamilton.

Judy added thanks and congratulations to all who have helped this year by holding chair positions – Peggy Burnett, John Carey, Damian Hayden, Geeth Vijay-Rao, David Midyette, Bonnie Snow, Meredith Ritchie, Heather Blaine, Patrice Costa, Praveena Raman, Wendy Hamilton, Jen Ferguson and Paul Ziegler. A special thanks to Christine Geluk and Bob Kowalski, who will be ending their terms this year.

2010 Executive Board

Judy introduced the 2010 Executive Board:

- Chair Elect – Kevin Farberow
- Chair – Margaret Basket
- Past Chair – Judy Blaine
- Treasurer – Barbara Wetzel
- Secretary – Alexander Feng

Plans for 2010

Patrice Costa announced the date and venue of the 2010 Spring Meeting – the Sofitel Hotel in Philadelphia, April 11-13. She also announced that we were able to secure 2004 hotel rates of $159 per night.

Margaret Basket expressed her thanks to Patrice, Praveena, Claudia Cuca, and Karen Mirabile in planning the current year’s meeting, as well as to the sponsors this year who made the conference possible, especially the New England Journal of Medicine for the luncheon.

Margaret is excited about the 2010 Spring meeting and expressed the desire for it to be responsive to member feedback – as an example, the survey was very helpful in identifying topics such as tools and technology. The Spring meeting will likely have two tracks, two themes, and two keynotes. She also wanted to encourage involvement and is continuing to look for any volunteers.

Margaret also discussed the PHTD blog and that it is always looking for contributors – the role is not to replace the Listerv or CapLits.

As a reminder, the Annual meeting is in New Orleans next year and Robyn Smith is already planning.

Margaret also mentioned that she is looking for four panel members to discuss best practices for delivering information.

Stephen Abram, past SLA President, added that over 2500 people have gone through 23 things and that it’s there to help prepare the membership for our evolving positions. He also recapped the SLA Alignment Project, which is summarized in the recent Information Outlook. Because this is validated information (over 20,000 conversations), this exists to help us define the value and identity of our profession and Association. He stated that the Association is bigger than in the last 5 years and there are more conference attendees than in the past 4 years.

Closing

Motion to adjourn by Christine; seconded by Karen and approved by verbal consensus.

Alexander Feng, Secretary
Minutes of the PHTD Board Meeting

June 17, 2009, Washington, D.C.

Present: Margaret Basket, Paul Ziegler, Alexander Feng, Karen Mirabile, Wendy Hamilton, Bonnie Snow, Judy Blaine, John Carey, Praveena Raman, Christine Geluk, Bob Kowalski

Judy called the meeting to order. Bonnie moved to approve the agenda; Karen seconded.

Old Business

Division policies and procedures update: Margaret has the latest version and will review. By August 1, it will be finalized and on the wiki. Bob will be setting up the wiki.

Vendor advertising - CapLits: It was decided that, since CapLits is breaking even, to keep advertising the same right now, but to continue to evaluate going forward.

John opined that we don’t want to cannibalize print advertising with web advertising.

Review of Sunday board meeting: See separate minutes document.

New Business

Renaming the issues of CapLits: John described the conundrum where the issues aren’t appropriately named. One option is to shift to an appropriate “seasonal” name; the second is to name it by the month/year.

Paul mentioned that on the website, he catalogs it by both name and month/issue.

John mentioned that issue #1 comes out prior to Spring, Issue #2 comes out between Spring and Annual. Issue #3 comes out in October - but the deadline is not as critical for this issue as the others. Karen mentioned that the purpose is to recap the Annual meeting and to preview the Spring meeting.

John moved to change the designation for CapLits to the month of the year; Christine seconded and it was approved by verbal consensus.

John asked if information for issue #1 should be ready by January. Bonnie suggested maybe a slightly later date - mid-February. It was agreed that the deadline to printer should be Feb 15, so that the target for mailing is March 1. Praveena will be the CapLits editor going forward.

Bonnie mentioned that this needs to be coordinated with the website.

Articles as Advertising: John brought up the issue of articles as advertising. Karen mentioned that this is addressed in the policies and procedures manual. Wendy asked if there are...
publishing guidelines for CapLits. Bob suggested that the rule should be “fair and balanced” and it should be the editor’s call - if there are any questions, the editor should go to the Board.

For this issue in question, this should be treated as advertising and would require payment to be published. Judy will discuss with Peggy.

Chair Updates

Membership & Employment Chair: David Midyette has taken a new position in academic librarianship and is stepping down as membership and employment chair. Judy is looking for volunteers for both of these positions.

Awards Chair: Report will be posted on the website. 3 winners; 2 for Distinguished; 1 for Horizon.

Student Relations Chair: Jen Ferguson stepped down as Student Relations Chair. Anne Callas will be taking over as Student Relations Chair.

Networking Chair: At least 125 people at the networking event (should not have been open house), which was successful.

Nominating Chair: Wendy mentioned that there were only 142 electronic votes and 1 paper vote - similar to previous years. Membership numbers (from John) are 560-590. Alex mentioned that the listserv has approximately 450. Wendy’s looking for suggestions on how to get out the word. Wendy also described the comments - looking for methods of better streamlining the process. Karen suggested that the chair-elect candidates should have experience in fundraising or planning. Bonnie also mentioned the Secretary position would be a good candidate.

General: Karen reminded people that a lot of people are not running because of a lack of knowledge of what the roles entail, for example, program planner and that the board meetings are open. It’s our job as members to educate and recruit.

Bob asked what gets sent to possible candidates as far as description of the jobs. Karen mentioned that this will also be in the policies and procedures manual.

Professional Development Chair: Praveena reported low enrollment overall, but feedback was very positive. A decision was made to offer two CEs not three at the Annual in future years.

Webmaster: No significant changes. There is a continuing need to triage content. Bonnie agreed that even past (3 years) presentations are still good. Margaret mentioned that SLA is going to provide Drupal software for Content management if necessary.

Student Chair: Alex circulated a list of responsibilities for Student Relations Chair which will be integrated with the Policies & Procedures Manual.

Wendy moved to adopt the idea of having the award for Annual be targeted at students and to start a new award for Spring targeted at members to increase our professional knowledge. Christine seconded and the motion was verbally approved.

Alex circulated a list of proposed changes to the travel award guidelines. Bonnie asked who should be responsible. Discussion tabled due to time.

Report for Spring Meeting 2011: Patrice reported that things are going well. Margaret reiterated what was spoken at the Luncheon business meeting. Venue and dates have already been decided.

Cabinet Meeting Update: Candidates for cabinet chair-elect and Division chair-elect spoke there.

Other Business

Karen mentioned that a vendor task force is currently looking at sponsorship (levels and pricing) from previous meetings and will make recommendations for future meetings.

We need a planner for 2011 (Philadelphia).

Move to adjourn by Paul and seconded by Margaret.

Alexander Feng, Secretary
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SLA 2010 Annual Conference 
New Orleans, June 13-16, 2010 

Come join us in New Orleans for SLA’s 2010 Annual Conference. Keynote speakers will be political analysts Mary Matalin and James Carville. Closing speaker will be Nicholas Carr, author of the book, “Does IT matter?”

We are planning a lot of pharma/health technology specific sessions in response to member feedback, including emerging markets, social media in pharma, and nanotechnology.

As always, volunteers will be needed, so please let myself or Margaret Basket know if you can help.

It should be nice and HOT in the Big Easy!!! We hope to see you there!!

Robyn Smith, 
PHTD Program Planning Chair – Annual SLA 2010

*“Let the good times roll” in Creole.

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Accessing the PHTD Discussion List

PHTD Website:
http://www.sla.org/division/dpht

Subscribing to the Discussion List
1. Send your message to: lyris@sla.lyris.net
2. Leave the subject line blank.
3. In the body of the message, type:
   Subscribe SLA-DPHT [your email address]
   "[FirstName LastName]"
   e.g. Subscribe SLA-DPHT jdoe@xyz.com “Jane Doe”

To Send a Message to the List
1. Send your message to: SLA-DPHT@LIST.SLA.ORG
2. Put a meaningful subject in the subject line.
3. Type your message in the body of the email.

To Search the List Archives
1. Go to http://sla.lyris.net/read/login
2. Enter your e-mail address, click OK
3. Enter your password, click OK (if you don’t have a password leave this field blank and click OK)
4. A list of all the discussion lists you subscribe to will appear
   Click on the forum name (SLA-DPHT) to begin browsing or searching.

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Over the past 3 months a variety of issues have been the topics of our LIST discussions. The replies heated up following posted questions related to scientific literature searching and retrieval sources and methods; other discussions related to both clinical development and medical device information resources. Thank you to those who posted and participated this quarter -- keeping the discussions lively and on target for everyone in the Division.

Reminder: please take the time to provide a follow-up summary of responses when you post a question, so that others can benefit from our collective expertise.

Julia Parker
Discussion List Administrator

Comments/Questions? – biosleuth@gmail.com

In the UK there is NICE for national treatment guidelines; what similar organization exists in the USA/ where do you go for national guidelines for treatment - in the USA?

Alison Attard
Ipsen Ltd, UK

Summary of responses:

U.S. Guidelines

‘We (the U.S.) do not have a single unit or organization that sets medical standards like NICE. There are physician mediating guides set by associations and groups such as NCCN, but none of them are legally binding like I understand NICE is. (Most of the private insurers determine independently what treatments/medications they cover rather than basing their decisions on a single place.)

• National Guideline Clearing House - http://www.guideline.gov/ is a ‘comprehensive database of evidence-based clinical practice guidelines and related documents. NGC is an initiative of the Agency for Healthcare Research and Quality (AHRQ), U.S. Department of Health and Human Services. NGC was originally created by AHRQ in partnership with the American Medical Association and the American Association of Health Plans (now America’s Health Insurance Plans [AHIP]). The NGC mission is to provide physicians, nurses, and other health professionals, health care providers, health plans, integrated delivery systems, purchasers and others an accessible mechanism for obtaining objective, detailed information on clinical practice guidelines and to further their dissemination, implementation and use. ... These guidelines are not fixed protocols that must be followed, but are intended for health care professionals and providers to consider.’

• Our Medicaid/Medicare systems usually base their decisions on four “compendia” (Clinical Pharmacology, DRUGDEX, NCCN and AAFHES), and many of the insurance programs follow their lead when determining what treatments are approved for an indication.’

• National Cancer Institute - http://www.cancer.gov/cancer-topics/pdq/adulttreatment

An explanation of the NCI’s PDQ database (for cancer treatment) can be found at: http://www.cancer.gov/cancertopics/pdq/cancerdatabase

Interesting article:

What databases focus on drug delivery/formulation?

Summary of responses:

• Pharmacircle - ‘new and subscription based’
• Clinical Pharmacology from Elsevier’s Gold Standard division
• Medtrack - which has a drug delivery component to it that provides fairly detailed information
• Dialog
• Drug Development Pipeline [DRUGDEV] Databases
• Drug Directories [DRUGDIR] Databases
• Pharmacoconomics [DRUGECON] Databases

Recommendation: purchase the 3rd edition of Bonnie Snow’s book

What are sources of drug pricing in the U.S.A.?

Summary of responses:

• Redbook is comprehensive and current, but it is updated infrequently and it’s not easy to look up multiple drugs and carry out a comparison
• Other possible sources:
  Newport
  AnalySource

continued on page 32
After conducting a PubMed search for articles about a specific drug, which didn’t come up with much, I conducted a similar search on ScienceDirect.com, which turned up a few articles not found on PubMed. I was under the impression that Pubmed was the most comprehensive database out there...am I wrong?

Is there another database that I should be using?

Is PubMed not updated regularly?

Or is it just that certain journals are not indexed on PubMed?”

Barbara Silverbush
Center for Marketing Intelligence, New York, NY

Summary of responses:

Embase is the superior database when it comes to drugs – plus, it indexes many of the European drug journals.

“In comparing the controlled vocabulary for EMBASE to that of MEDLINE’S controlled vocabulary (MeSH), EMBASE includes 27,000 drug terms whereas MeSH only covers (7,000 drug terms).”

From Why do you need EMBASE.com if you are using PubMed (the MEDLINE database)? http://www.info.embase.com/pdfs/medline_is_not_enough.pdf.

Adis R&D Insight, PharmaProjects and Prous Integrity have drug profiles and extensive references. These are pipeline databases but have literature references for specific drugs.

Comments:

Sciencedirect is not a database per se - it’s a website that has full text journals from Elsevier.

Have you heard about PubGet? http://pubget.com/search
Searchable and indexed much like PubMed --provides a PDF format retrieval of the articles you select. My understanding is that you can also set up PubGet on your link resolver and download multiple articles at once.

Mindy Pennington
Pfizer Global Research & Development, Groton, CT

Some implications:

PubGet mentions users can metatag articles and keep them in a locker.

• They mention they make money two ways – and one is to “aggregate analytics about current life science search topics”. Are they tracking search keywords by company and then selling that data to advertisers or other companies?

• With all of these new tools at our disposal (text and data mining, bulk or automatic downloading), are the publishers not able to change their licensing agreements to keep up with technology? Some publishers prohibit using what they call robots or spiders, or automatic downloading and also have rate limits set on downloading.

• Some text or data mining tools have the capability to block auto downloading from publishers that prohibit this activity on the global electronic licensing. Is PubGet an automatic downloading tool, with no way to block auto downloading?

Has anyone used this?… Is this data “private?” Is this hosted on their site? Would like to know your thoughts...

Medical device manufacturing market data, and the capabilities that go into it:

Breakdown of the manufacture of medical devices by capability (the share of each of these different capabilities in the medical manufacturing market)

Capabilities include

a. assembly/packaging
b. forging
c. machining
d. molding
e. tubing, and wire.

Jason Schechter
Bain & Company, Inc., New York, N.Y.

Summary of responses:

• Devicelink, is the agreed-upon best source, but in this case, the answer was not able to be found.

• Kalorama Research has a report on Medical Device OEMs, but it is very high level.

• Millennium Research also released a device outsourcing report several years ago as a one off, but they have not updated it since. It too did not go in depth on capabilities.
What is the best source for drug package images and package insert images?

*Patty Wood*
*Boehringer Ingelheim Pharmaceuticals, Inc., Ridgefield, CT*

Summary of responses:

Only one resource partially answered the question. The Clinical Pharmacology database (by Gold Standard) has images of the packaging of liquids/powders/inhalers (basically non-tablet/non-capsule formulations). A clear color picture can be seen of the packaging of the selected drugs when using this database. Trials are available of this database, if desired.

I did not receive any suggestions for a comprehensive, single source for this information, however. One user suggested that such a resource may actually be dangerous because it may make drug counterfeiting more easy.

What source(s) list the Cost of Devices?

*Jim Chestnut*
*Quintiles, Overland Park, KS*

Summary of responses:

Depends; what are you looking for? List Price? Or average price? Government price?

And which type of device? Surgical? Implantable? Capital?

Surgical device list prices are often listed on their catalog – which, if you’re lucky you can Google, or you can also get simply by asking a hospital or anyone else who purchases.

Unfortunately there’s no red book equivalent for devices. Capital tends to be much less ‘by the book’ (think expensive guitars or used car sales), whereas implantables tend to be sold in various packages depending upon utilization.

ECRI has two (2) databases which track prices to hospitals. One system is for disposables, the other is for capital equipment. Each system costs between $15-45K depending on the size of your organization and how many people will need access. (Hospitals which contribute information have a much reduced price.) You may be able to get a free trial if you ask.

That is about it for a single source database which has actual cost/pricing data for medical devices across all therapeutic areas. So, after that………

There are specialized publications depending on the therapeutic area. For example, Orthopedic Network News (ONN) tracks hip, spine, and knee implant prices at great detail (see below). [http://www.orthopedicnetworknews.com/](http://www.orthopedicnetworknews.com/)

If you have a limited number of products, MedCompare might assist. [jc]. [http://www.medcompare.com/](http://www.medcompare.com/) they have the sister site of Biocompare

If you are interested in stents, gloves, and some other items: Hospital Materials Management. [http://www.businessword.com/pubs/hmm.html](http://www.businessword.com/pubs/hmm.html)

Other resources such as Medtech Insight, and MedMarket Diligence are not always consistent in the scope of what they cover. When available, the prices are reliable but prices are more “miss” than “hit” and the focus is always higher priced products such as the J&J Charite spine implant which went through clinical trials.

Health Devices Sourcebook by ECRI (Dialog file 188)

ECRI also has a PriceGuide database of medical supplies and devices, aimed at hospital systems and GPOs: [https://www.ecri.org/Products/Pages/priceguide.aspx](https://www.ecri.org/Products/Pages/priceguide.aspx)


Orthopedic has device pricing information (implants for knees, hips, shoulders; spine, trauma, etc.):

A small outfit called Mendenhall Associates, Inc. produces a quarterly newsletter called Orthopedic Network News and a database with prices & price history for most ortho device manufacturers’ products. Most of the data comes from U.S. hospitals that use ONN’s software, and device companies, so it’s fairly detailed (despite the very basic website).


Specific marketing reports -- tend to be expensive, not usually geared toward prices per se, and are more inconsistent in their currency and level of detail.
PHTD Journal Club

Among the many needs voiced in the PHTD Membership Survey was the need to know from an educational perspective topics like best practices, benchmarking, ROI, marketing and technologies. These ideas are being incorporated in multiple ways – news & updates on the blog, Annual and Spring meeting planning, as well as in setting up learning events during the year.

Starting with this issue of CapLits, we will also highlight at least one article addressing librarianship that you might not be aware of – articles which can help either strategically or tactically. These are intended to be not only instructive, but conversational – full links to articles will be posted on the PHT blog (http://phtd.wordpress.com), and the blog will act as a forum for asking questions and sharing thoughts!

All members are encouraged to submit articles for discussion – suggestions should go to the Professional Development Chair, Praveena Raman (Praveena.raman@elan.com).

For this month, we will be highlighting some older, but still relevant, publications from Herbert S. White. In addition to being a past president of SLA, Herbert White has worked at NASA, Library of Congress and IBM, was dean of Indiana University’s School of Library and Information Science, and has published more than 200 books and articles on library administration.


The PHTD Blog

Don’t forget about the Pharmaceutical & Health Technology Division Blog: http://phtd.wordpress.com

The blog exists as:
- A place to keep up with PHTD-related news and ideas, both business specific as well as profession-specific, and a threaded forum for discussion these. (e.g. trends in corporate librarianship, useful tools)
- A place to keep up with PHTD-relevant technology (e.g., new developments in search, key medical studies, etc.)
- A forum for continuing discussions during and after events such as SLA Annual, PHTD Spring Meeting, and/or webinars
- A place to share experiences and best practices amongst the PHTD community

The PHTD Division blog is not a replacement for the PHTD website, the listserv, or CapLits.

Save the Dates!

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April 10-13, 2010
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June 13-16, 2010
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