Message from the Chair

Margaret Basket, PHTD Chair

It’s hard to believe it’s been over five months since we met together in New Orleans for the SLA 2010 Annual Meeting! New Orleans was a great city for socializing with SLA colleagues and vendor partners (ah, the food!), but I was especially grateful for the full-functioning climate control at the Ernest N Morial Convention Center and the wonderful slate of CE courses and sessions planned by the PHT Division and other Divisions. Thanks to Robyn Smith (who commenced the PHT Division planning for this meeting), Judy Blaine (who completed the planning and executed the meeting), Patrice Costa for her fundraising efforts, Praveena Raman for planning two outstanding CE courses with instructor Pat Wagner, and treasurer Barbara Wetzel for paying the bills. Thanks also to Judy Blaine, awards chair, and Anne Callas, student relations chair, for their work to manage our Division awards process for members and students at the Annual Meeting. We appreciate all the Division members who volunteered to moderate and take notes during sessions (you’ll find session summaries in this issue of CapLits). And lastly, thanks to our sponsors: AAAS/Science, BizInt Solutions, EvaluatePharma, FOI, Future Science, MarketResearch.com, New England Journal of Medicine, ProQuest/Dialog, QUOSA, and Wolters Kluwer Health-Ovid. We appreciate your support!

The PHT Division executive board members for 2011 were announced during the business meeting in New Orleans. Division leaders for 2011 will be:

Chair: Kevin Farberow
Chair-Elect: Alexander Feng
Past-Chair: Margaret Basket
Secretary: Sidney McNab
Treasurer: Barbara Wetzel

Thanks to all the candidates who agreed to run for election as Division leaders. As she “retires” as past-chair, thanks also to Judy Blaine for her service to the Division as chair and to Alex Feng for serving as our secretary during these past two years. We’re lucky to have him sticking around as chair-elect in 2011. And heaps of gratitude to all of the board members who have worked so hard in their various roles during the year. The Division depends on you, and on behalf of the entire Division, I extend my heartfelt thanks for your service.

Congratulations to our 2010 award winners: Robyn Smith (who has served the Division in many capacities, including chair in 2007), Bob Kowalski (our long-standing former treasurer who left the post in 2009), and Praveena Raman (professional development chair and CapLits editor) were selected to receive the Distinguished Member award, our Division’s highest award. Patrice Costa was selected as the Horizon Award recipient (Division member of fewer than five years with great potential for contributing to the profession). Lastly, we were pleased to make the acquaintance of James Schroeder, our student award winner attending his first SLA conference in 2010.

The minutes from the Division business meeting and the board meeting held in New Orleans are available for your review (linked from the Division blog: http://phtd.wordpress.com/ (login required)). If you were not able to attend the Annual Meeting in New Orleans, I highly recommend reading the transcripts of presentations related to the State of the Association by Treasurer Dan Trefethen, CEO Janice Lachance, and SLA President Anne Caputo. These transcripts are continued on page 3
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My attention is now turning to planning my second PHTD Spring Meeting to be held April 10-12, 2011 at the Hilton Bonnet Creek Resort, Orlando, FL. This is a beautiful, brand new facility (opened fall 2009), highly recommended for conferences and meetings. In addition to a spa, world-class golf, and proximity to Disney World, we’ll have many opportunities to network with colleagues and vendor partners and attend a stimulating series of sessions. This meeting is a high point in our yearly Division schedule and a key event that makes our Division unique. I’m really looking forward to seeing you all in Florida next April, so start planning now!

Margaret
Chair, PHTD

2010 Division Award Winners

Four members of the Pharmaceutical and Health Technology Division were honored for their service to the division at the Annual Business Luncheon, which took place on Tuesday, June 15, 2010, during SLA’s Annual Conference in New Orleans.

Horizon Award

Patrice Costa was awarded the 2010 Horizon Award, traditionally awarded to new and “rising stars” in the Division. Patrice had participated with the Division for many years through her role at the New England Journal of Medicine, but did not officially join SLA and the Division until April 2008 after Karen Mirabile cornered her on the boat in St. Petersburg during the Spring Meeting and asked her to be a meeting planner. Although a little nervous about taking on a committee role, fortunately for all of us, she said yes. Patrice planned the 2009 Annual Meeting and the 2010 Spring Meeting. Not only did she plan both meetings, but she also managed the fundraising/exhibits for both meetings. She has an excellent rapport with all of our vendor sponsors, she is amazingly organized, and she carries it all off with a great sense of humor. She has worked hard for the division these past 18 months, and I hope will continue to participate into the future.

Distinguished Member Awards

The dedication and hard work of three long-standing Division members was also recognized at the business meeting when Distinguished Member Awards were bestowed upon Bob Kowalski, Praveena Raman, and Robyn Smith.

Bob’s Kowalski’s contribution as Treasurer to the Division for so many years demonstrates his dedication to the Division and to the profession. His wit and humor also come in handy with dealing with the many issues and challenges of Finance

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(evenly around the time of the Spring Meeting). Bob is definitely an asset to the Division and to our profession.

Praveena Raman has been a member of the Division since February 2004. Praveena served as the Professional Development Chair, planning a very impressive slate of CE courses for the 2009 Annual Meeting, and the 2010 Spring and 2010 Annual Meetings. She has recently taken on the role of CapLits Editor, and is doing an excellent job soliciting and organizing content. We are especially impressed with how she convinces people outside the division (industry experts) to contribute to the newsletter! Praveena contributes to the profession in other ways, too. She is a member of the SLA Emergency Preparedness and Recovery Advisory Council.

Robyn Smith has her finger on the pulse of the industry and has parlayed that into steering the division toward useful and timely programs. She served the Division as chair, and her Spring Meeting in Boston a few years back was filled with practical solutions and creative industry speakers. When we needed a planner for the 2010 New Orleans meeting, Robyn stepped in to get the planning started before I could take over. What we admire most about Robyn is her deep understanding, her creativity and her overwhelming enthusiasm, along with a terrific (and occasionally weird!) sense of humor.

Judy Blaine

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In addition to PHTD members, photographs are courtesy of the New Orleans Convention & Visitors Bureau.

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Interview
with PHTD Member Julia Urwin

Julia Urwin recently started as Manager of Scientific and Technical Information at Pfizer. Prior to her current role, she left AstraZeneca as part of a reorganization and had been looking for a job for over 12 months. In this interview she recounts her job search experience.

CapLits: First, thank you for taking some time to talk about your experiences over the last year and a half. Would you mind starting off by describing your background?

Julia:  I have an information management background and I’ve been working in library & information management for most of my professional career, starting in Australia. For sixteen years I was with AstraZeneca in various roles.

CapLits: So when [the layoff] happened, what were your thoughts and your feelings during that initial period?

Julia:  I was the only person who was really impacted in the US, and based on what happened, I was a little upset. My first reaction was to by a ticket and head to Australia! Within a week of leaving, I was Down Under for a month of family, friends, and fun. It was the best thing I could have done because it takes energy to thrive in transition.

AZ offered outplacement services for a period of time. This support was good, but it felt pretty generic to me. It’s a good process but I actually ended up becoming more involved in the Healthcare Businesswomen’s Association, who had a group called “Women in Transition.”

In this group, we created our own job search work team. I found that much more valuable than what the job transition company was offering because this was a group of women who were all from the pharmaceutical industry and/or healthcare - but primarily pharmaceutical.

CapLits: In what ways was that helpful to you?

Julia:  It created a networking opportunity and it was much more tailored to getting leads. There were leads that I could also share with other people in that group, and they could share leads with me. The sorts of issues we were interested in were very tied to the pharmaceutical industry.

We met each Monday morning in the Panera Bread where there was a separate room that we booked every week. We were very focused and had agendas. This wasn’t just to come along and chew the fat.

CapLits: What other resources did you use that were helpful in your job search?

Julia:  Google, for one. I used LinkedIn enormously.

Here’s one example of how I used this tool: I was interested in one job for which I was sure that they were seeking me. I looked in my contacts in LinkedIn, and found a person who was connected to this company. She told me that the job didn’t have anything to do with the space I work in at all, as the job had to do with market research. It was a closed door for me, but it allowed me to open another door because it saved me a lot of time.

I also attended a lot of conferences and seminars to stay current. I went to the SLA conference. I went to the April meeting in Philly for the Pharma division (an excellent meeting, by the way). I went to the governor’s conference for women (free registration if you volunteered). I went to a couple other meetings as well. They were all really valuable.

One of my friends, who was also in transition and who was also at AstraZeneca - we would go to a lot of these meetings together and we would do it “on the cheap” [Editor’s note: see the full interview on the PHTD blog for examples of “on the cheap”].

CapLits: About your job search - were you looking just in your local [Philadelphia] area or were you open to moving?

Julia:  I was trying to be in the tri-state area - New Jersey, Pennsylvania, and Delaware. I’d given myself a period of time – a year – and I would have considered relocation after that period. Right before I got this role, I had started looking outside but I was hoping that I wouldn’t have to pack my bags. I have to say, I probably never in a million years thought it was going to take this long to get a job.

CapLits: So, even though you had given yourself a year, was there a point that you started thinking, “Uh oh - this really isn’t going the way I thought it would be going?”

Julia:  When I was first unemployed (the first three or four months), I had quite a number of interviews. Things looked really good, but they decided not to fill the role. And then I did really well on a couple of other jobs. So I thought, “Okay... It’s a bit tricky but I’m going to get a job pretty quickly”.

But towards the summer, things really dried up and I wasn’t even getting interviews. I got to the point, especially with the online application forms, where I felt that if I didn’t have the connection, there wasn’t a point in applying.

CapLits: So it sounds like you started to get a little discouraged.

Julia:  A little. I just changed my tactics. Because I thought, nothing’s going to put my resume into the “big black computer hole”. So unless I could network into the job or into the company - I really didn’t bother.

CapLits: How far into your job search did you make that strategic shift?

Julia:  Quite a ways into it, about nine or ten months.

CapLits: In retrospect, do you think you should have done that earlier?

Julia:  I should have taken a different strategy with my networking.

With networking, you can go to a lot of different networking functions. The opportunities are endless. So you do have to be somewhat strategic in those, such as those where you’re paying $25 or $35 to go.
But it’s also networking when you meet somebody – and they know somebody – and you’ve got to call that person up. I should have spent more time on that - individual networking.

**CapLits:** As opposed to going to those big events?

**Julia:** Well you still have to go to these big events. You’ve got to do both; you’ve got to do everything.

**CapLits:** So how did you wind up getting your current job?

**Julia:** This is interesting, because I was trying to help somebody else get this job, and so when I made this decision to help this person, I was opting out of applying myself, because I couldn’t do both. That would not have felt right to me.

My friend didn’t get the job (she has since started a business). And still I didn’t think about applying for the job because it sounded more like a cataloging job - and I didn’t want to do cataloging. And I saw it advertised externally, and then I was actually at a church retreat [when something happened].

I was talking to somebody and I hadn’t seen her for a year. And she said to me, “Well I suppose you’ve got a job by now.”

I said: “Well actually, no.”

She said, “Well remind me what you do.”

I told her and she said “Well, that’s good - you’re not a librarian as well are you?”

I said, “Well actually, I am.” And she said, “Oh - I was at a meeting yesterday and they said, ‘Does anyone know a nice senior librarian? Because we can’t find one.’”

So I sent her my resume, and she submitted it through the company. And then it moved very fast. I heard from the company pretty quickly after that.

**CapLits:** It points to the fact that you really can never stop networking because you truly never know.

**Julia:** Exactly, you never know. I mean, you can do some strategic networking, but you just never know when an opportunity may present itself. You always have to be on, you always have to be alert. You always have to be able to speak to what you’re looking for. You should always have business cards with you.

Actually, one thing I did forget to say - one of my transition points is at the end of last year when I decided that I needed to employ a personal coach.

**CapLits:** And this is when you didn’t have a job yet?

**Julia:** Yes. Because I knew I had to do something different. I thought that I needed to get somebody from the outside to really help me. Now I had seen this guy at one of the networking events I’d been to. I always remembered him from one of the transition events I attended, and when I went through the rough patch, I thought, “Look, I’ve got to do something different. I need some support.”

*continued on page 8*
And that was money well spent. My rationale was, if I spend $150 an hour on a coach - if that gets me back to work one day earlier, that’s a good return on my investment.

**CapLits:** Right. So what did that personal coach provide for you that you didn’t have before?

**Julia:** Well, we did a complete rework of my resume, for starters. We went through each piece of where I was at and reworked my whole presentation. We reworked all of the things I was going to prepare.

We spent a lot of time getting ready for every interview and conversation I would have and the follow-up communications. For example, I was very interested in a job at a local pharmaceutical company and it looked like they weren’t even going to contact me. He worked with me and through his strategies, I managed to get an interview. I didn’t get the job - it wasn’t the right job for me. But I wouldn’t have gotten that interview if it hadn’t been for the work I did with him [the coach].

**CapLits:** So how many hours did you wind up spending with the coach outside the actual interview prep time?

**Julia:** We probably ended up having twelve or fifteen sessions all together.

**CapLits:** How many hours a week total would you say you spent on your job search?

**Julia:** Minimum would be 35 but often it would be 50 or more, and then at least three evening networking events

**CapLits:** So it was essentially similar to having a full time job.

**Julia:** Yeah, my job was to get a job.

That was my job, and that’s how I treated it. So I didn’t let myself get down about it, because this was my job.

**CapLits:** Lastly, if there are one or two things or two or three things that are the big things that helped you the most as far as need to do items that you would pass on to other people in the same situation, just to recap, what would they be?

**Julia:** Always be able to articulate what your value is, both through your resume and in person. And be able to do that intelligently and passionately.

Be willing to pick up the phone, to use your contacts for networking and support. Ask people to help grow your network.

And give back. I have spent a lot of time helping other people during the past year. Because I wanted people to help me.

I don’t think my story is a unique story. Everyone who will have to transition will have their story to tell. And the thing is, it can get disheartening. You’ve just got to pick yourself up when it doesn’t happen.

Make sure you hang with people who will give you positive feedback. You also do have to figure out ways of looking after yourself; I walked a lot too. I really enjoy walking so I always did a lot of walking too last year. Which I still do now.

**Julia Urwin** has been working in libraries and information management for quite a few years now, first in Australia where she did her graduate studies in Melbourne at RMIT University, and for the past twenty years in the US where her focus has been healthcare and corporate libraries. She spent 16 years at AstraZeneca helping to create a global library capability and traveling along the east coast with several of its mergers and reorganizations. Since May of this year Julia has been with Pfizer in the animal health business where her role is to create an IM and library organization from the ground up. Despite her antipodean heritage and accent, her two kids are as American as apple pie.

**Alexander Feng** interviewed Julia for CapLits. Like Julia, Alex switched positions in 2010 as a result of layoffs. In January 2010, he moved from Ethicon Endo-Surgery, Inc., a Johnson & Johnson company, to the dd+p group, a consultancy providing technical marketing & strategic research to medical device, diagnostics, and pharma companies worldwide.

As a value add to this interview, we asked libraries staffing professional Sarah Warner to add her commentary based on Julia’s experience.

As much as there is a wealth of instructional materials on the web and in print specifically focused on the effective job search, there is considerable value in the firsthand telling of the experience of the job search process by one of our colleagues.

In this brief commentary, I’d like to confirm the importance of taking the job search as seriously and tactically as Julia did for a successful outcome. Julia’s job search strategy was admirable; she stayed focused and didn’t waste enormous amounts of energy blaming or chastising as many do. (It is very easy to fall into this trap). Julia must have many times felt discouraged; she got over it and moved on. It is as important to clarify that the goal is to find the best suited job and to be flexible in the process. One continuous stream throughout Julia’s search is networking within the library – and outside this proved to be the winning chord.

Julia undertook getting a job as a full-time job, which is the most effective way. I certainly can substantiate what is being said here. Yes, getting a job is a full-time job.

During more than ten years as a recruiter for librarians and other information professionals, I have worked with many librarians with similar experiences. In fact, a similar path to the one Julia took brought me success. A career coach adds another positive dimension, which I wish I had taken advantage of (I worked with a personal coach instead).

Previously bitten by the dot.com bug, I became the content licensing manager at Amulet, whose InfoWizard innovative service provided an automated research service. Unlike Julia,
Pragmatism is key to job search success. Knowing when to change strategy is vital. It is not uncommon to hear from candidates that outplacement is very generic with the exception of the resume review. Everyone I have talked with has valued the outplacement, but if you have an opportunity (like Julia) to take advantage of a career coach as well, it does enhance your job search by giving you another sounding board. They can help you understand your strengths, weaknesses, and passions. It is an opportunity to work with an individual who has knowledge of proven strategies for your career and be successful in turning a job interview into your next job offer. In addition to career coaches, very often you will find custom recruiters will work with you through the whole job search process including interview process.

Social networking and online job boards play a role in the job search, but they do not take away the value of personal networking. Librarians have found the informational interviews inside and outside our profession essential.

For example, there is a NY librarian-in-transition networking support group. They invite outside speakers and have resume and cover letter working sessions. In addition, the NY Chapter of SLA has established an SLA-NY Employment Taskforce (Business Research Tools) that invites vendors to provide training sessions. It is critical to compare notes with others with a broader perspective.

The Internet has always been publicized as a place to exchange ideas and to create networks and communities. In addition to the social networking, job boards such as Monster, Indeed, and specialized Library sites are worth contacting. LinkedIn has become central for professional contacts and job postings.

Remember that the job search is about the art of putting all of the pieces together.

**Lessons Learned**

- Keep your eye on your goal and your plan during the job search.
- Be flexible and be willing to change strategy when one is not working.
- Be sure to leave a good impression with your contacts. One never knows how they may interact with you in the future or who they may know.

Never stop networking during your career. Build your contacts. You might be able to help someone else.

Develop your career. Take on more responsibility whether it is in the same company or several to prepare for the future.

Continuing education is essential to development your career.

To avoid sounding wishy-washy, articulate your contributions to a particular specialty.

Do not undervalue the importance of your references. Never chance what might be said about you.

Do not let your fears and the unknown bring you down.

Create the best picture of yourself for the other person.

Articulate value whether it is in your resume, your cover letter, or how you present yourself in an interview or in life.

**The Essence of Success**

Master the art of working with others

Build your technical skills

Select the positive before the negative

Remember - enthusiasm is impressive!

Have the courage to accept and adapt to change

Sarah L. Warner

Sarah L. Warner has recently formed the new company Sarah L. Warner and Associates LLC. She will seamlessly continue to offer her strategic direct-hire recruiting services as was done at Wontawk for eleven years. Sarah Warner’s understanding of the needs and expectations of information professionals, coupled with her management experience, is invaluable in assessing the candidate’s qualifications to meet the client’s staffing requirements. She has been connected with PHTD Spring Conference for a number of years. She was invited first by Janet Weiss for a New PHTD Member News

Mindy Robinson-Paquette is an invited contributor in the recently published book “The Accidental Health Sciences Librarian”, by Lisa A. Ennis and Nicole Mitchell. Information Today, Inc., pages 129-132, ©2010. Her section addresses the need for passion for what we do in addition to flexibility in applying our skills in various workplace settings

Cary Cochrell, Nancy Phelps and Praveena Raman of Elan’s library was acknowledged in the following scientific paper:


“Acknowledgements -

The author thanks the Library Staff at Elan Pharmaceuticals, Ms. Nancy Phelps, Mr. Cary Cochrell, and Ms. Praveena Raman, for their help in collecting relevant literature to complete the manuscript.
Emerging Markets: Africa/Middle East/Russia/Latin America

Monday June 14, 2010; 10:00-11:30am

Speaking: Jamie Davies, Pat Wynne, Will Yates, Barbara Gilmore-Halliwell

A very informative overview of the emerging markets of Africa, Middle East, Russia and Latin America was provided by Barbara Gilmore-Halliwell and Jamie Davies. Special thanks go to Barbara for filling in at the last minute as the original speaker was unfortunately unable to attend. Certainly the “last minute” aspect did not prevent her presentation from being chock-a-block full of information. And in her experience, it needed to be as there is no one source that will cover all countries, no two countries have the same requirements and it takes time, patience and flexibility to research these markets. Representing 85% of the world’s population however, emerging markets are the revenue drivers of the future and therefore are of interest to most pharmaceutical and biotech firms.

A major theme in Barbara’s presentation was the need to search locally – local regulatory agencies, local pricing bodies and to search using local terms. A good example of the need for local terms: IND is a term really only used in the US; a search for INDs in Africa will not get you far. The term most frequently used ex-US is NAS – New Active Substance. Another term worth knowing is CPP – Certificate of Pharmaceutical Product. Following a format set by WHO, a CPP certifies the status of a drug in the originating country and in many countries is required as part of an application for drug approval.

Another related theme of Barbara’s presentation was “find who is paying, as that will direct the requirements.” For example, some countries with national health systems are (of course) very interested in containing costs. Therefore, some of these countries require pricing to be in place before a drug is approved. From a different angle, most of the population in Africa does not have any form of health insurance but must pay out of pocket. Therefore, costs are even more important leading to generics being the main focus.

Jamie Davies of Business Monitor International (BMI) gave a different perspective of these markets, though some of the same themes were apparent. One of BMI’s service offerings is a score representing the attractiveness of an industry-specific market in each of the 77 countries BMI covers. The score, which is based on an 100 point scale with 100 being the most attractive, takes into account both market and country specific variables. Some of the risks that will result in a lower score for a pharmaceutical market include irrational approaches to drug pricing, regulatory difficulties and corruption.

Not surprisingly, the emerging market countries scores are not that high due to these risks. Brazil leads the pack with a score of 60. Though it is forecasted that the pharmaceutical market in Brazil will triple over the next 10 years and there is positive energy around hosting the Summer Olympics and the World Cup, the overreliance on commodities and trade with China are weak points, bringing the total score down. By contrast, Saudi Arabia scores only a 52 – perhaps a surprising score given the country’s current wealth and relative sophisticated infrastructure. There are three points that count against it however. First, 85% of the GDP is from oil, a volatile commodity and one that will eventually run out. Second, it is in the midst of complex foreign relations in a touchy geographical area and will remain so for the foreseeable future. Finally the government has implemented a “Saudisation programme” which preferentially hires locals over more experienced foreigners. Such a program could slow down the drug approval, marketing, uptake or reimbursement process in a number of ways.

Both presentations were interesting and provided a peek in to the complicated world of emerging markets. Barbara’s presentation and a few handouts with useful websites and acronyms are available at the PHTD website and should be one of the first stops for anyone beginning research in this area.

Sidney McNab
L.E.K. CONSULTING
Director, U.S. Information Centers

Medical Devices:
Finding Information about Them

Monday June 14, 2010 – 2:00–3:30pm

Speakers: Marjorie Greer, Abbott Vascular
Patrick Clapp, QIAGEN

Sponsors: Future Sciences Group, FOI Services, and DIALOG

Solo librarians Marjorie Greer & Patrick Clapp, educated a curious audience with a variety of solutions to the challenges confronting any information professional seeking information on subjects related to medical devices and diagnostic assays. The regulatory path taken to get devices & diagnostics to market, was highlighted, with specific attention being given to the differences between devices, drugs and foods, all regulated by the Food and Drug Administration. The PMA, PMN and 510(k) filings, critical to this area of FDA oversight, were discussed in detail, leaving the audience with a clear understanding of the paths available to obtain device approval.
Standards are critical to the development of medical devices and diagnostics. Professional organizations & regulatory publications containing information critical to device development and approval process were highlighted. Both the ASTM International (www.astm.org) and Association for the Advancement of Medical Instrumentation (AAMI) (www.aami.org) were discussed, as they both contain high-quality, market-relevant international standards used around the globe. Other key organizations cited in this presentation included the International Organization for Standardization (www.iso.org) and the Institute of Electrical & Electronics Engineers Inc (IEEE), both organizations which are responsible for the development of international standards underpinning many technology developments.

Information resources helpful for the procurement of device marketing information included Windhover’s Start-Up & InVivo, Elsevier’s Medtech Insight and Medical Device Daily online. Regulatory resources highlighted which include device information included Elsevier’s – The Gray Sheet, The Silver Sheet and Thomson’s IDRAC database. In addition, the FDA websites CDRH and CDER review standards and procedures germane to devices. Additional sources tapped for diagnostic test information include PubMed, Scopus and Highwire.

FOI has provided access to some sample premarket notifications (510(k)s for SLA attendees at no charge. The sample FOI documents are intended to help SLA members familiarize themselves with the nature of the information submitted to the FDA for device marketing clearance. The Future Science Group provided access to some Medical Device expert reviews (www.expert-review.com/loi/erd) which include free content with some of the issues.

Using Social Media for Business Research and Competitive Intelligence

Tuesday June 15, 2010 – 10:00–11:30am

Speaker: Ken Sickles, Dow Jones & Company

Ken Sickles enlightened an engaged and sardine-packed conference room, which overflowed onto the floors, under tables and into two adjacent hallways on either side of the session venue. Sickles began the session with the comment that, “Social media is making the global conversations, local.” People are connecting via large diverse networks. Information is being shared & corporate intelligence shared/leaked, within and between networks. The use of social media sources is critical to the success of business today.

Current competitive intelligence uses and future business research trends of social media resources were highlighted. Social media content is shifting the way companies are conducting their business. Social media sources are driving both marketing and business strategies. Facebook (500M users), Twitter (105M users) and LinkedIn (70M users) are key resources that should be tapped for “real time” market intelligence. They are easy to use, connect people and are frictionless. According to Sickels, 45% of Facebook/Twitter users use the media sources to either position a product or communicate with customers. The Library of Congress has been archiving tweets for over 6 months as of June 2010.

Where do you start? Sickles suggested that social media uses will differ depending upon “who” (customer, partner, company) needs the information, as well as “what” the information will be used for. Small companies are adopting social media tools to position their products and communicate with their customers. Larger companies use social media for brand management and hiring.

Why use Twitter, Facebook or Linked-In? Listen to conversations. Learn about companies, yours or your competitors. Certainly comments should be taken with a grain of salt when the source not known. If however, a source can be verified or validated, tweets may have value. One can gain valuable insights regarding one’s own company from the social networks via listening to what is being said about them. Consider though, who is doing the communication.

“Brand or product specific” competitive intelligence can also be gleaned via reviewing what is being said about a product or its competitors. Twitter can be tapped to learn complaints, compliments, questions and inquiries related to various products. Also, more importantly, one can learn what are the corporate answers? All you have to do is go to Twitter, type in the name of a product & listen to what is being communicated about. Consider though, who is doing the communication.

Social media sources are being used in the identification of “emerging industry trends,” or locating “hard to get” information, as well as for building expert networks. When you can glean information for free from social media networks, you may save yourself from purchasing expensive market research reports. Social media is offering a whole new dimension to competitive analysis via putting a wealth of unfiltered, fast moving, free information out on the worldwide web. Sickles concluded the presentation with the comment “if you are not on board with social media familiarity already, you really need to be.”

Barbara Gilmore-Halliwell currently works as a Senior Analyst consultant for several biotech, pharmaceutical & venture capital clients. Detailed information on the emerging markets of India and Asia Pacific with an economic overview of the region following by guidance on selecting available resources from a local information professional.
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2009 SIIA CODEiE® WINNER
The Changing Role of Information Professionals: New Opportunities Created by Enterprise 2.0 and Social Business, Part 2

Summary: As Social Business management philosophy and Web 2.0 technologies are being introduced and adopted in organizations, Information Professionals in established roles (e.g. Corporate Librarian, Knowledge Manager) are investigating how they may best contribute and create value in the new environment. The first installment of this two-part article examined emerging Enterprise 2.0 and Social Business trends and how they relate to the Information Professional’s role, as it is currently understood. This second installment offers an actual example of how Information Professionals can make themselves indispensable in their organizations by embracing and leading Enterprise 2.0 and Social Business initiatives. It also highlights good practices and outlines a brief action plan for doing so.

Information Professionals do not need substantial retraining or a career change to embrace Enterprise 2.0 and Social Business. In fact, most Information Professionals are already using social practices and software to engage and collaborate with others as part of their current duties and activities. What is needed is a renewed emphasis on the people aspects of the Information Professional’s role.

To better understand what it means to renew the Information Professional’s emphasis on people and how to go about doing so, let’s look at the real-world experience of an individual. By examining how she has embraced and led Enterprise 2.0 and Social Business initiatives in her organization, we can learn some good practices for expanding the Information Professional’s traditional role. We can then use that knowledge to formulate an action plan for other Information Professionals seeking to play a larger, more social role within their organizations.

An Information Professional’s Experience

Mary Maida is an Information Solutions Manager at Medtronic, Inc. She began her career as a Librarian in an engineering firm, became an Information Specialist at an independent provider of scientific and technical research and information-management services, and joined Medtronic as Principal Information Specialist prior to moving to her current position there. Mary’s career moves, and the organic assumption of social responsibilities that accompanied them, serve as an excellent example of how Information Professionals may enhance their careers by embracing Enterprise 2.0 and Social Business in their professional lives.

Mary has performed a number of core information management functions throughout her career, including literature searching, information system user training, and creating new products and services to deliver information to internal customers. She has always enjoyed working with people and has built a vibrant social network during her career.

Mary’s first job transition, between Librarian and Information Specialist positions at two very different companies, was notable for the addition of expertise location activities to her corporate librarian duties. Her new position required her to consider people as information and knowledge sources, and to interact with her co-workers to understand their areas of expertise.

Mary’s second job and employer change was marked by a shift away from engineering literature searches to familiarity with medical technology. At the same time, she also sharpened her focus on her customers by creating new internal information services tailored to their needs.

Mary had been working and growing in her role as Principal Information Specialist for eleven years, when her supervisor told her that Medtronic would be making significant investments to increase social collaboration within the organization. Mary saw the potential to improve her own and her customers’ ability to locate information and people that could provide important, needed information and knowledge. So she accepted a new position as the manager of Medtronic’s portfolio of internal communities. In this role, Mary is one of the leaders of the company’s social collaboration efforts. She evangelizes the adoption of Medtronic’s enterprise social software deployment, oversees employees’ training on the system, and actively coaches managers of virtual communities using the system on how to increase information flow and collaboration within those groups.

While Mary is now part of Medtronic’s IT staff and no longer performs traditional corporate librarian duties, she brings her experience from working in that role to her new position and continues to serve as a consultant to the corporate library staff. Her traditional Information Professional duties helped prepare her to lead Medtronic’s social collaboration efforts by teaching her how to create virtual knowledge transfer spaces and convey new ways of working that integrate document- and human-based information and knowledge into conversations and connections.

Mary’s goals are both similar to, and different from, the ones she worked toward in her traditional Information Professional positions. As before, she strives to make information and knowledge easily accessible, indeed obvious, to those seeking it. But now Mary also works to bring knowledge workers at Medtronic together so they can help each other. She has increasingly become more of an information resource facilitator and less of an information gatekeeper. As such, her relevance and stature in the company have greatly increased.

The following summarizes some key aspects of Mary’s career growth and the changes that occurred simultaneously in her work environment:

continued on page 14
Mary’s constant yet increasing focus on the people aspects of her jobs has been one of the keys to her ability to successfully add Enterprise 2.0 and Social Business activities and responsibilities to the Information Professional role. Her job changes were evolutionary rather than wholesale changes; they happened of her own desire and initiative, not because she was forced to change.

Another key to Mary’s success has been the strong tie between her own interests and ambitions and those of her employer. Her professional responsibilities have grown to address emerging strategic imperatives established by Medtronic’s senior leadership. Her activities are directly tied to those objectives and can be measured in a way that demonstrates positive impact on the company’s ability to reach them.

**Good Practices for Information Professionals Embracing Enterprise 2.0 and Social Business**

There are several important things that can we learn from the story of Mary Maida’s career evolution. The first is that Information Professionals need to stretch themselves, because others are not likely to do so. Mary added social collaboration duties to her existing corporate librarian duties because she saw the opportunity and the need. Organizations experimenting with Enterprise 2.0 practices and technologies are looking for leaders to step up and help show others the way. Information Professionals are well-qualified to do so, but must step outside their established comfort zone and take the initiative.

It is important to reduce your personal career risk by gradually adding Enterprise 2.0 and Social Business activities to your traditional role, rather than making an abrupt change.
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Mary’s professional focus on people as information and knowledge resources increased over several years, employers, and positions. It was an evolutionary change, not a radical one. Seek small ways in which to become affiliated with your organization’s social collaboration efforts and gradually immerse yourself further in them, rather than dropping your existing corporate librarian skills and expertise for a completely different role.

Reuse accepted value messages when describing desired actions and anticipated benefits related to social collaboration. Mary’s fundamental career mission has not changed despite her increasing focus on people as information and knowledge resources. She still sees herself as a manager of information and knowledge within the organization and articulates her role in terms that relate directly to Medtronic’s goals to become more innovative and get to market faster by better connecting people and their ideas and knowledge.

Call to Action for Information Professionals

If you enjoy working with and helping people, it is likely that you can more closely align yourself with the social collaboration objectives and initiatives of your organization, just as Mary did at Medtronic. Start by taking the following actions.

• Learn what social information sources exist in your organization and engage with them. It is likely that one or more departments or functions within your company have already deployed, and are using, social collaboration software. Get access to those initiatives and become a member of the virtual communities that they support.

• Be a Community Facilitator; work your existing corporate social network. You probably have developed a social network within your organization just by carrying out your existing duties as an Information Professional. Use your company’s social software to cement that network and become an indispensable facilitator of the information and knowledge flow within it.

• Tie personal efforts and results to stated business strategy and objectives. Position your added social collaboration activities in terms that demonstrate support of organizational goals set by senior leadership. Doing so moves your job from a low visibility one that is vulnerable to cost cutting measures, to a more important and prominent role that is essential to the organization’s mission and ability to meet its objectives.

• Set and monitor progress toward measurable goals for your efforts. Establish personal goals that mirror and support of organizational goals set by senior leadership. Doing so moves your job from a low visibility one that is vulnerable to cost cutting measures, to a more important and prominent role that is essential to the organization’s mission and ability to meet its objectives.

• Set and monitor progress toward measurable goals for your efforts. Establish personal goals that mirror and support of organizational goals set by senior leadership. Doing so moves your job from a low visibility one that is vulnerable to cost cutting measures, to a more important and prominent role that is essential to the organization’s mission and ability to meet its objectives.

• Add social to your job responsibilities. Work with your supervisor to change your position description to formally recognize the social collaboration activities and responsibilities that you have added to your role.

You may not get an immediate raise, but you will demonstrate initiative and expanded importance to the organization.

Conclusion

The emerging Enterprise 2.0 and Social Business movements are driving changes in the way organizations are structured and operate. We are seeing a renewed recognition of, and emphasis on, people within companies. There are great opportunities for Information Professionals to lead these changes occurring in their organizations by adding social collaboration activities and responsibilities to their current roles. Now is the time to expand the importance and impact of the Information Professional within the modern corporation.

Larry Hawes

Larry Hawes is an internationally recognized expert on the application of information management technologies to drive high-value business transformation. His research and consulting work is focused on collaboration and knowledge management practices in the technology domains of enterprise social software, unified communication and collaboration, enterprise portals, document and content management, and business process management.

Larry is Principal at Dow Brook Advisory Services and Lead Analyst, Collaboration and Enterprise Social Software, at Gilbane Group. His previous work experience included almost five years as an IBM consultant and program manager, and three and a half years as an analyst and consultant at Delphi Group. Larry holds degrees in music from the University of Wisconsin-Whitewater and the University of Michigan. He earned the MBA degree, with honors, at Babson College.
Device Wars

In the last twelve months more smartphones were sold worldwide than the corresponding e-book market rapidly increased. Most recently, Apple announced its entry into the computing tablet market with the iPad. All of these devices allow readers to connect with content in new ways. Outsell calls this emerging experience on handheld devices “the untethered web.”

Given current growth rates, it is likely that untethered devices will collectively exceed the combined sales of laptop and desktop computers in just a couple of years’ time. Such a change could bring about the same kind of upheaval in the information industry as the initial migration of content online. The good news here is such change will bring new opportunities as well, yet deciphering these opportunities remains a complex task.

While digital content consumption habits on tethered devices are largely already formed, this is not the case for new devices where experimentation is the norm and uncertainty still surrounds any revenue models that may take hold.

The Device Landscape: Making Sense of the Hype

Consumer electronic markets have recently witnessed a surge of new handheld devices capable of displaying content in truly new and unique ways. E-readers, driven by advances in screen technology that allow long battery life and an easier read, have fueled the market for e-books. Smartphones with their programmability are seeing an ecosystem emerge of application providers that blur the lines between software and books. The numbers are huge: Apple alone reported the sale of over 40 million iPhones and billions of apps downloads. And finally, new computer tablets are rapidly coming to market that aim to incorporate many features of the first two device classes while carving out an entirely new market of their own.

The implication of all this for information management (IM) functions is only now starting to unfold, yet it is a critical time to act to ensure participation in defining new opportunities as they emerge. In the original rush to embrace the web, discussions focused on how to get content online rather than what experience to create and why. Regarding devices, Outsell encourages a more thoughtful approach in which information managers seek opportunities to really leverage the unique experience of the untethered worker to create efficiency as well as fun.

It is instructive to boil a complex landscape down into three classes of devices distinguished by unique form factors, which represent distinct opportunities for enterprise information managers today and in the near term:

Smartphones. A smartphone is a fully functional mobile phone that can also run independent programs. This definition excludes mobile phones capable of merely displaying text without advanced synchronization or display. While it is acknowledged they are also capable of receiving content, Outsell does not believe these “dumbphones” represent a significant opportunity for enterprise content distributors because of limitations in screen size and because this market is rapidly losing share to smartphones. Examples of smartphones include Apple’s iPhone, RIM’s BlackBerry, Palm’s Pre, and Google’s Nexus One.

E-Readers. E-readers are single-function devices for the acquisition and display of content – primarily book content. Though the devices are rapidly evolving, they are typically characterized as using a low-power display that is easier on the device’s battery and the reader’s eyes than an LCD display. However, such improvements make them limited in their use for graphical or multimedia content. While these devices frequently have the ability to transfer data via wireless or wifi networks, they are not equipped to handle voice communications. Outsell’s definition of e-readers omits platforms that are only accessible on a computer or smartphone rather than bundled as part of a standalone device. Examples of e-readers include Amazon’s Kindle, Sony’s Reader, and Barnes & Noble’s Nook.

Tablets. Tablets are best understood as small computing devices capable of handling sophisticated applications and communicating primarily via data networks. These devices may or may not have a dedicated keyboard for input and their display is typically a color screen and is increasingly one that can handle touch input. An important aspect of these devices is that they can readily handle multimedia display. Perhaps the most noted of these devices is the recently announced iPad from Apple; Outsell also includes existing devices commonly known as netbooks in this category.
The table shows several attributes of untethered devices and highlights unique differences among them. It is important to note that the columns indicate the primary model or attribute in play and that some blurring across these distinctions occurs.

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<th>Display Format</th>
<th>Display Speed</th>
<th>Connectivity</th>
<th>Primary Content Publisher Revenue Model</th>
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Differences Among Primary Attributes of Untethered Devices

Business and academia are already leveraging many of the devices in the market today. Consumer adoption of devices has been substantial, and Outsell sees no reason why consumers won’t bring their expectations of, and behaviors around an untethered lifestyle to the workplace. Outsell recommends that information managers take the following considerations into account as they move into content deployment via devices:

Match Strengths to Device. This is not a one-size-fits-all opportunity and we believe that the best approach for one type of device might be a poor fit for another. Understanding how these devices will primarily be used should shed light on what and how content is served. Merely porting an application from one device to the other is not likely to result in success or in providing the best possible user experience.

Experiment. Outsell is now seeing experiments like buying portions of a book or letting readers dictate what purchases are made by a library via a model described as patron driven acquisition (or perhaps more appropriately PDA). Experiments with e-books have led some publishers to add read-along audio or author videos. Publishers and device manufacturers are experimenting with pricing models and advertisements. The evolution of content, pricing, and user experience has not played out fully, either within enterprises or on the open market. Now is the time for information managers to be testing the waters, trying experiments, and examining user behaviors, as they move into device-facilitated information access and use.

Recognize Opportunity to Reset the Rules. The untethered web presents information managers with a chance to innovate. While many devices will contain browsers to connect to the web, they will also present opportunities for information managers to serve content in unique new ways. While users have migrated to reading for free online, Outsell would argue that a major reason for this was not the price of that content but that the experience they discovered was better than in the printed world. Asking a reader how much they are willing to pay for online content leads to a number close to zero because that is what they pay today. Why would they indicate willingness to pay more? But such a question misses the distinction that these devices can bring. Consumers might say they are willing to pay more if instead they were asked, “How much would you pay for a significantly more compelling experience?” Information managers are advised to focus on creating new value by creating more compelling content experiences.

Know Your Organization’s Own Device Micro-Market. Device adoption necessarily precedes device-based information delivery. Don’t get too far down any one path based on any particular device until you understand where your users and your technology department are headed. Many enterprises Outsell speaks with have yet to establish an overarching standard for untethered devices, by either type or brand, and this is probably appropriate given the dynamic changes still going on in the device market.

Joanne Lustig
VP & Lead Analyst
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Useful Resources for Text Mining & Ontologies

I have been learning about text mining and taxonomies and ontologies for years, and am still trying to figure out how to devise projects which start small and can grow, aiming for under promising and over delivering. I’ve come to realize that working with pharmaceuticals places us on the bleeding edge, where nobody has quite figured out how to do this, that no lifetime is long enough to learn all that is needed for success, and that a lot more is precompetitive than anyone wants to admit.

But I was quite taken with information from a recent email, and in checking out the latest version of the NCBO website I saw a number of resources I thought PHTD members might be interested in.

The National Center for Biomedical Ontologies

NCBO http://www.bioontology.org/

Goal: The goal of the National Center for Biomedical Ontology is to support biomedical researchers in their knowledge-intensive work, by providing online tools and a Web portal enabling them to access, review, and integrate disparate ontological resources in all aspects of biomedical investigation and clinical practice. A major focus of our work involves the use of biomedical ontologies to aid in the management and analysis of data derived from complex experiments. http://www.bioontology.org/about-ncbo

I was particularly interested in an article Building a biomedical ontology recommender web service by Mark A Musen, Clement Jonquet and Nigam H. Shah, Journal of Biomedical Semantics 2010, 1(Suppl 1):S1 doi:10.1186/2041-1480-1-S1-S1 http://www.jbiomedsem.com/content/1/S1/S1

Results look at coverage, connectivity [mapping to other ontologies] and size [number of concepts]. Incorporates all the ontologies from the UMLS Metathesaurus and the NCBO BioPortal. This article discusses the importance of reusability, progress in limitations of current tools and ongoing challenges. Please let me know if you get a chance to experiment with this tool.

Other useful items include

Learning about ontologies http://www.bioontology.org/learning-about-ontologies


Ontology Blog http://www.bioontology.org/blog

including the articles:

What is an ontology? By Stephanie Dutchen, National Institute of General Medical Sciences http://publications.nigms.nih.gov/computinglife/ontology.htm

Top 10 errors to avoid when building ontologies http://www.bioontology.org/top-10-errors

Webinars http://www.bioontology.org/webinar-series

Twice monthly upcoming and archived webinars

Mary Chitty, Library Director & Taxonomist

Mary Chitty, Library Director & Taxonomist at Cambridge Healthtech in Needham MA is the author of Federal Information Sources in Health and Medicine (Greenwood Press, 1988) and a number of book reviews. She’s on the board of the newly formed Taxonomy division of SLA and was previously Head of Reference at the Library of the Massachusetts College of Pharmacy, Boston MA and supervised the Air Pollution Technical Information Center at the US EPA Library, Research Triangle Park, NC. She has an MSLS from the University of North Carolina - Chapel Hill and a BA (Anthropology) from Yale.

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@sla.lyris.net
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.
Did you know?

• PHTD LIST has 15 new members since the last publication, with 513 SLA members.

• The list received 127 posts between April 22 and October, 2010

In addition to the numerous posts relating to the annual conference and division activities that took place in New Orleans in June, our members continued to put their network of peers to work for them throughout the summer. The following responses are some of the highlights from List members who took the time to provide thoughtful answers to questions posed. Enjoy!

NOTE: It is the sharing of our collective knowledge that makes this division great and the LIST valuable. Thanks again to all who took the time to provide a follow-up summary of responses after posting questions to the LIST, so that they can be included in future issues of this column, and others can benefit from our collective expertise, as many responses are received off-list.

Comments/Questions? – biosleuth@gmail.com

Resource Sharing

MedlinePlus and MedlinePlus en español will debut a new design in summer 2010. There is a feedback form on the bottom of every page for your comments. Visit http://www.nlm.nih.gov/medlineplus/preview/overview.html to start your tour.

Dana Abbey
C/o Alexander Feng
University of Colorado Denver
Denver, CO

List Questions

1) Question: “Atrovent inhalation solution – is it generic?”

Janice Lester
Lowe Healthcare, Parsippany, NJ

Response Summary:

A really good resource for this kind of query is the “Drugs @ FDA” website at http://www.accessdata.fda.gov/scripts/cder/drugsatfda/

The latest (2007) Atrovent label may be found at http://www.accessdata.fda.gov/drugsatfda_docs/label/2007/020393s007,020394s008lbl.pdf

2) Question: “Does anyone have an idea where I could look to try and find when Coumadin (Warfarin) would have first been approved for atrial fibrillation (AF)?”

Janice Lester
Lowe Healthcare, Parsippany, NJ

Response Summary:

The complete approval history with all approval letters (i.e. for each indication) should be available in the FDA’s Drugs@ FDA database http://www.accessdata.fda.gov/scripts/cder/drugsatfda/index.cfm

3) Question: “Can anyone suggest a publicly-available listing and/or database of approved INDs for the US?”

Sara Eardley
Allis Information Management, Midland, MI

Response Summary:

INDs are treated as proprietary (secret; not disclosed) by FDA, with no public reporting. However, one can rather reliably identify clinical trials (INDs) for products before their approval, with sponsors now required to register/report their clinical trials to clinicaltrials.gov (and/or the comparable international database), if they plan to use the results of these trials in an application for approval in the U.S. (and/or other countries with similar pharmaceutical regulations). If the sponsor does not plan to use a trial to support approval in the U.S. or another major market country, the trial may not be registered. This could include some first-in-man-type trials, trials in foreign countries or otherwise not following strict Western practices, trials using non-GMP-grade drug for testing, etc. These likely involve trials conducted by sponsors based in lesser-developed countries developing products for non-Western markets.

4) Question: “Are there commercial products that support the generation of a newsletter-like product? That is, allow a user to aggregate feeds from various databases, edit, index, publish by topic, receive article requests, and capture information in a database?”

Frances Chu
Anaheim Hills, CA

Response Summary:

I thank all of you who provided suggestions. In summary, the suggestions were:

Infodesk (www.infodesk.com)

RefWorks and RefAware from ProQuest
5) Question: “What terms should be included to describe the overall world markets, including estimating current annual revenue/sales, along with the manufacturing processes and revenue/sales for the top 20 products, in a project to document the U.S. and worldwide industry involving animal, particularly bovine (cow, cattle)-, derived pharmaceuticals (biologics, drugs, diagnostics and devices) and materials used in biopharmaceutical manufacture, e.g., bovine sera used in culture media?”

Ronald A. Rader
Biotechnology Information Institute, Rockville, MD

Response Summary:
Recommendations for your terms of search: DCS, Doner Calf Serum (the principal replacement for BCS or bovine calf serum in bioreactor and fermenter media using ADC or Animal Derived Components), ingredients of more defined media like Enzymatic digest of soy, enzymatic digest of casein, Yeast extract, and BHD; (assuming that the still virtually nascent transgenics market is too small for your study?)

6) Question: “Is there a listing of products that have CE marks? ... we are looking for a range of product types – such as consumer products or surgical medical devices.

Terry Boyer
Alcon Research Ltd., Fort Worth, TX

Summary of responses:
The CE mark (also known as CE marking) which is a mandatory conformance mark on products placed on the single market in the EEA. The CE marking certifies that the product has met EU consumer safety, environmental requirements etc. The CE Marking Directive is one of the 13 New Approach Directives. This means the EU can legislate that specific standards are mandatory for testing so manufacturers can show compliance. This link gives you a listing of the specific CE Marking related Directives, and all of the harmonized standards. For example, if you look at medical devices, you will see specific standards for medical gloves, lung ventilators, catheters, dentistry, etc.


DataStar available via DIALOG, is a good source to search for European business and pharmaceutical information.

Search Factiva for the specific products and CE mark.

Another possibility is the Medical Device Register.

To my knowledge there is no complete list of specific products

7) Question: “Does anyone know how to find the consumer agency of record for a product called Alli?”

Janice Lester
Lowe Healthcare, Parsippany, NJ

Response Summary:
Thanks to everyone who replied. I apologize for the misunderstanding about ‘agency of record’. Didn’t realize that it was thought to be agency and obviously that would be the FDA. In the advertising world, agency of record is the agency that promotes and markets the drug. I found the answer at http://www.drugs.com/clinical_trials/glaxosmithkline-consumer-healthcare-makes-agency-changes-support-growth-global-brands-7550.html

8) Question: “Is there a source for longitudinal patient data (similar to Thomson Reuters Medstat or SDI) for the EU, or for even one European country?”

Sidney McNab
L.E.K. Consulting, Boston, MA

Summary:
Though I did not get any suggestions from the listserv, I thought I would share the answer I found elsewhere. GPRD, which has data for the UK, France, Germany and Austria, seems to be the most similar source for this purpose. The data available is not as comprehensive as Medstat - UK data is mainly from GP records and includes specialist data only as would be recorded through the GP’s records for example - but appears to be the most complete available. IMS Disease-Analyzer uses the same datasets, but as they market mainly to European companies, it can be hard to find someone to talk to within the US. Betsey Jackson of Health Data Services Corporation (http://www.hdscorp.biz/) assists companies in selecting the best databases to use for retrospective health studies, be it longitudinal claims data, EHR data or hospital database and in providing understanding about both options and possible pitfalls with those resources.

continued on page 24
9) Question: “What are the sources to find the promotional spend for a drug?”

Patty Wood
Boehringer Ingelheim Pharmaceuticals, Inc.
Ridgefield, CT

Summary of responses:
Thanks for the tremendous help from my SLA colleagues regarding my question. I received more than a dozen responses to my question.

1) Nielsen’s Monitor-Plus – this data can also be bought through the special reports published by Pharmalive.com, supplied by Canon Communications. http://www.pharmalive.com/special_reports/

2) IMS’s Integrated Promotional Services – offers various promotional spend reports on many branded drugs. http://www.imsservicecatalog.com/index.php?keywordsearch=integrated+promotional+services

3) AdDataExpress – covers the promotional expenses of 26 pharmaceutical companies; does one-on-one phone interviews of pharma in addition to gaining some data from Kantar Media Intelligence. http://www.addataexpress.com/projecta/


7) JP Morgan’s Prescription Pad – a quarterly report of U.S. promotion and prescriptions

8) TNS Media Intelligence’s Ad$Spender – monitors expenditure information for millions of brands across various media. http://www.tns-mi.com/prodAdSpender.htm

9) Archives of trade journals like: “Advertising Age,” “Adweek,” “Medical Marketing & Media,” “Med Ad News,” and “eMarketer Digital Intelligence”

10) Question: “Have any of you worked with any Canadian vendors to purchase large quantity e-copies of articles for your Med Info departments to send out to health care professionals on an as needed basis, especially Infotrieve of Canada?”

Rya Ben-Shir
Takeda Pharmaceuticals International, Inc.
Deerfield, IL

Response Summary:

Infotrieve
- Global document supply has been handled by Infotrieve within UCB for a number of years and offers a speedy, integrated and automated solution which is used heavily by our Med Info department for supplying e-copies to physicians on an ad hoc basis and in accordance with copyright. Our Canadian affiliate was introduced to their platform at the beginning of last year having worked with another vendor previously, and has only high recommendations of Infotrieve.

Reprints Desk
- Reprints Desk also supplies services to Canada. We have been using them for a couple of months now and we are very happy with the service. Very responsive and efficient. I have never used them for reprints, only for internal articles, but the service provided was always great.
- The response from Reprints Desk, based out of California is exceptional and the documents come ready for FDA submission which is particularly important for Pharmas. I have used their service and was extremely happy.
- We also use Reprints Desk for document delivery and reprints. I am very happy with their service and the quality. They are very responsive and we have been using them now for about 4 years now.

CISTI
- CISTI does not provide doc del services anymore. It was taken over by Infotrieve a couple of months ago.
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11) Question: “Are there resources/databases that allow one to simultaneously search the full-text labels/package inserts of a drug across various countries? For example, let’s say I wanted to search for the full-text of a drug label with the words “abnormal thyroid” simultaneously across U.S., European, and Japanese product labels.”

Patty Wood
Boehringer Ingelheim Pharmaceuticals, Inc.
Ridgefield, CT

Response Summary:
How about IDRAC and/or Tarius?
• http://www.idrac.com/
• http://www.tarius.com/

Europe is complicated because of the different types of procedures (for example, if a drug application was submitted through the National Procedure, the label would only be available in that country’s language).
• PharmaPendium will search EMA and US labels simultaneously using key words.
• The EMA website search box (unfortunately, they recently removed the advanced search!!)
• Martindale, (although it won’t provide wording by country) contains general monographs.
• PDR, for US, because it allows for search by section of the labeling.
• Japan has a database (Japan Pharmaceutical Reference - JPR) in English where she can enter keywords (it’s just not comprehensive): http://www.e-search.ne.jp/~jpr/jpr_dbleindex.html
• Google, if she knows the query language.

12) Question: “Is anyone using a folksonomy for their library intranet?”

Peggy Burnett
Novartis Corporation
Emeryville, CA

Response Summary:
A few months ago, there was an excellent LinkedIn discussion on taxonomies v. folksonomies: http://tinyurl.com/29zobjy

13) Question: “Is there commercial KM software which can store and maintain bibliographical holdings, create alerts and search data (other than SharePoint)?”

Judith Mills
First DataBank, Inc.
South San Francisco, CA

Response Summary:
Capterra’s lists >100 KM solutions: http://tinyurl.com/29z7l36

Suggestion: post to the KM/DM discussions on LinkedIn, in addition to Discussion Lists of SLA

There are so many criteria that it’s best to really think through what works for you so you don’t waste your or the vendor’s time and find the best solution for your organization. Create a set of criteria that will exactly meet your needs and those of your users. Once you have created that, then you can really begin to search for the best solution, submit an RFI listing ALL your criteria to potential vendors, arrange for demos as you sift through those and then decide. Some things to consider: – will you host or will the vendor in a cloud/SaaS environment – what sort of interface do you want for your admin as well as end-users – what is your budget-and much more

Julia Parker
Discussion List Admin, PHTD
Comments/Questions? – biosleuth@gmail.com

Julia is currently working as an independent research professional after working 20+ years in the biopharmaceutical/technology sector, originally on the bench, and later as an information professional within both corporate and non-profit R&D organizations including Amgen, Chiron, The Biomembrane Institute and SRI International. With Biosleuth Consulting Services, LLC on her shingle, she conducts research of scientific, medical, business and patent information and provides on-call reference services. She has a BS in Microbiology, MS in pathophysiology and an MLIS. Originally from the Midwest, she resides in the greater Seattle area with her husband and 3 cats.
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