The meeting will begin one day earlier—on Sunday April 25th you will have the chance to attend a professional development seminar on competitive intelligence led by Cliff Kalb, formerly of Merck and recently elected a Fellow of SCIP, and in the evening a cocktail reception hosted by our generous sponsors will give everyone a chance to network and catch-up before the meeting starts proper.

Oh, and one more thing—Monday night. Susan Zalenski, self-confessed party planner, has organised a wonderful social event to be held at the Franklin Institute so what more can we ask for? I look forward to seeing you all in Philly and if you have any questions before then, either myself or Karen will be only too happy to help.

Continued on page 3.
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Now what else? As you may remember, last year Joanne Lustig of Outsell kindly agreed to make regular contributions to our Division newsletter and this issue sees the first of these—a thought-provoking piece on online vs. physical libraries. As someone who personally had to grapple with the ‘should we/shouldn’t we (close the library)’ debate last year, I know that this piece will be of great interest to many of you.

Also within these pages, a review of the SLA Winter Meeting which Karen and I attended in January and a sneak preview of the Division programming for the Annual Meeting in Nashville. On this latter note, my thanks go to Damian Hayden, Division Planner 2004. Damian has worked extremely hard to ensure a diverse and stimulating programme for Nashville and I was able to hold my head up high at the Winter Meeting because we had every session filled and every speaker confirmed before the preliminary program went to press.

Anyway, enough of my ramblings. I hope you find this newsletter informative and useful. Feel free to share it with colleagues—we would love to attract more of them in to the Division and hopefully I will see all of you in either Philly or Nashville, or maybe in both.

Take care of one another,

Stephanie

---

Tips from the DPHT Discussion List

“Where do I locate OTC (Over the Counter) sales information by specific therapeutic indications for multiple countries that are non-US? Typical countries of interest: Spain, Italy, UK, France, Japan, China, Germany, Brazil.”

The best resource for my patron’s particular question was Nicholas Hall, as suggested by multiple people. They produce an annual OTC Yearbook that was not quite detailed enough for this particular question, but the representative I spoke with would able to sell me the data on a one-time purchase. [http://www.nicholashall.com](http://www.nicholashall.com)

Nicholas Hall was the only service that would be able to take a not-so-common indication and chose the top drugs—and provide the sales numbers.

Other resources recommended:

- Competitive Media Reporting
- AC Nielsen
- NDMAC of Canada: [http://www.ndmac.ca/](http://www.ndmac.ca/)
- Reuters Business Insight
- Euromonitor

Before choosing any service/provider, be sure to check for following:

- Which countries do they track?
- What format is the drug in (oral vs. topical vs. IV): the answer may affect the aggregate sales numbers?
- Does the service provide the answer by OTC source: mail order, pharmacy, supermarket, etc.?
- How many years of data are available – annual? Quarterly? Monthly?
- What is the output format—Excel? Word? Faxed over from a book?
- What is the turnaround time for each specific question?
- Is a sample available for another indication?
- Where/how does the service get the information: by calling each country, each supermarket chain, or by searching through company press releases?

From Tara Breton
Health Advances, LLC

See pages 21-23 for more discussion list tips.
The American Chemical Society, publisher of the most cited journals in medicinal chemistry, brings you **Molecular Pharmaceutics**, a new journal in 2004.

Available in print and online, **Molecular Pharmaceutics** concentrates on the integration of applications of the chemical and biological sciences to advance the development of new drugs and delivery systems. With an emphasis on fundamental molecular concepts in chemistry and biology as applied to drug and drug delivery system activity, the journal showcases emerging technologies used to advance the drug development process.

**Scientific areas include:**
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- chemistry
- biochemistry
- molecular and cellular biology
- polymer and materials science

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As reported in 2002 ISI® Journal Citation Reports®, ACS medicinal chemistry journals account for more than 39% of all citations in the chemistry, medicinal category—or about 4 of every 10 articles cited in medicinal chemistry.
P&HT News

2004 P&HT Spring Meeting

The 2004 P&HT Spring Meeting will be held on April 25-27, 2004 at the Sofitel Philadelphia hotel in Philadelphia, PA.

Details are available on the P&HT website http://www.sla.org/division/dpht/ and on pages 12-13 of this newsletter. Please contact Karen Mirabile (kmirabile@ovid.com) if you have any questions.

New P&HT Professional Development Workshop

P&HT Division is delighted to launch a new Continuing Education activity for its members at the Spring Meeting: the Professional Development Workshop.

The Professional Development Workshop is a real practical “How to” course that will enable its participants to take away actionable knowledge. It has been designed as the Kick-Off event of the Spring Meeting and will always be directly linked to the theme of the meeting and will introduce key insights in to CI techniques.

This year’s Professional Development Workshop:

User Guide to CI for Pharmaceutical Information Specialists: How to Introduce & Demonstrate our Value by Growing CI functions.

When: Sunday April 25th 9:00AM to 1:00PM (with a brunch break)

Fee: 60$ (for members) 100$ (for non-members)

Number of participants: 40-60 (registration mandatory)

Speaker: Clifford Kalb, former VP Competitive Intelligence, Merck & Company

Program:
Part I: Lecture
• CI Key Concepts for the Pharmaceutical Industry
• Needed skills: You have it, you can do it
• How to start CI functions
• How to grow CI functions
Brunch Break

Part II: Workshop Activities

Through the resolution of a case study from a real strategic project, learn what are real actionable CI functions.

Learn how:
• To apply CI in real life pharmaceutical projects
• You can be involved and make a difference
• To justify & show the value of CI activities

For any questions, contact: Maude Lethiecq-Normand, P&HD Professional Development Chair, maude.lethiecqnormand@bms.com

Welcome to new division members!

Cindy Alfieri
Vanessa Bailey
Laura Baird
Jane Barrer
Margaret Basket
Carol Beckman
Ellen Bennett
Linda Blowers
Sue Brizuela
Melinda Busch
Aileen Calimlim
Melissa Camp
Debra Carney
Nicholas Cole
June Crowe
Anthony Danko
Christine DeBow Klein
Danielle Dennie
Lou Ann Di Nallo
Robin Dumais
Elisabeth Eliason
Heidi Farias
Denise Fobare-DePonio
Norman Frankel
Dorothy Gartner
Linda Greenberg
Catherine Gilmore
Alison Helms
Ruthanne Henner
Laurie Hermance-Moore

Coral Hobby
Matthew Hogan
Christine Jimenez
Jeanne LaRocco
Joyce Lewis
Daniel Loeper
Leslie Mahtani
Joanna Maleski
Perrin Marchionne
Jason Martinez
Patti McCall
Matthew McGovern
Barbara Messer
Marsha Mims
Valerie Mulcaire
Colleen O’Brien
Carol Sakers
Christina Seeger
Sonal Shukla
Robert Stewart
Amy Stone
Malia Tanji
Anne Walker
Judi Walter
Denise Watkins
Veronique Weinstein
Marisa Westcott
Beth White
Ruth Wolfish
Trend Spotting: The Move Away from Physical Libraries in the Corporate Environment

Libraries are historically about place and structure. They have been buildings or rooms that provide organized space to keep physical materials – books, papers, journals, etc. There is physical structure around the materials, and there is intellectual structure around the content that the materials contain, which is expressed through cataloging and classification, and other ways of organizing and describing it. As the prevalence and widespread use of digital content has burgeoned, the role of or need for the physical place has come into question.

Perhaps the most important factor in determining what to do about, or with, the physical library is what users and potential users say they want and need. According to Outsell’s Normative Database of more than 30,000 users across a variety of industry segments, researchers by and large prefer to use online sources to find their information, while a visit to the physical library is well down the list. People conducting research go online first, and they’re increasingly self-sufficient. Further, they are largely satisfied with this arrangement. When asked how they prefer to get information, seekers express an overwhelming preference to look for it themselves, and they vastly prefer doing this from their desktops. Going to a physical library is only the fifth most common preference for finding information—chosen by only 3 percent.

As information professionals ponder the trend away from the physical and the potential impact on their operations, Outsell recommends considering these overarching questions:

- What do your users want and need from a physical library relative to their overall information environment needs and preferences?
- How and why do your clients use the physical library when they have access to electronic, desktop options?
- What are your users’ preferences with regard to print versus electronic information?
- How do corporate libraries that are emphasizing electronic sources justify a physical library in terms of resource commitments?
- What are the real advantages of the shift to electronic/virtual environments?
- What are additional uses of the physical library space that can help keep it productive as the print collection is deemphasized?
- What does the library of the future look like in your organization, and how does the current physical library fit into that picture?

The transition away from physical materials naturally gives rise to the question of what then should become of the physical space. In several corporate information centers we know, the space is “given back” to facilities management for whatever purpose the company requires.

As some libraries go virtual, however, managers have opted instead for creative ways to retain the floor space as library “property” but also free it up for other organizational uses. Multi-purposing the space makes it somewhat easier to justify keeping it. Outsell suggests locating open-use spaces in such a way that users of those spaces are truly drawn into the library—you want to reinforce the other services the library provides through exposure and make it clear that these spaces are part of the library (use the spaces to market the library), and you may want to do at least a light level of monitoring of these spaces.

The information commons idea is one way that libraries in the academic environment are transforming the purpose of the physical library space, by teaming with other groups within the university to provide learning, collaboration, and “community” space. This is an interesting approach to embedding the library or information service in deeper ways into the organizational community, and one that might serve as a model in the corporate environment.

In Outsell’s Opinion

Globalization and technology increasingly render irrelevant the classical notion of library as place. The library’s charter becomes access, not ownership, with information provided at the right time in the right context. The trend toward embedding content into workflow and business process further erodes the raison d’être of the physical, place-centered information warehouse.

Breaking out of the boundaries imposed by physical libraries, content deployers can build the future of their information services by staying abreast of their clients’ needs, developing much deeper and more granular understanding of how content supports key business processes, trading space-planning skills for technical savvy, and keeping the lights turned brightly on what’s right for their own organizations.

Joanne Lustig
Director & Lead Analyst
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Prior to opening the business meeting Sharon Srodin asked to take a moment to remember Monica McKenzie who passed away suddenly at work just before SLA. She was a wonderful person, and she will be missed by many in the division and at SLA. We had a moment of silence to remember Monica.

At 12:15pm Sharon asked for a motion to open the meeting. The motion was made and seconded, and the meeting was opened.

Sharon Srodin, division Chair, thanked Ovid for sponsoring our Annual Luncheon and business meeting.

Division Business:

Minutes from the 2002 Division Annual Meeting, available on the tables, were approved as written.

Treasurer’s Report: Sharon Srodin presented highlights of the Treasurer’s Report, for Denise Fobare-DePonio, division Treasurer who was unable to be at the meeting. For the year ending May 31, 2003 we had an income of nearly $67,000 and expenses of nearly $76,000. Although we had a net loss for the year, we continue to have a significant balance in the bank. As of May 31st, we have nearly $71,000 in the bank. The complete Treasurer’s report was available on the tables.

Chair’s Report: Sharon welcomed all of us to New York, and thanked Karen Mirabile for the great division programming at the Annual Meeting and the color Brochure (available on the tables and at all of our division networking breakfasts. Kudos to Karen. Sharon looked back at the accomplishments of the year, and acknowledged the help of the board of directors and committee members.

Highlights of 2002/2003:

- We had the largest most successful Spring Meeting ever! More details on that from Stephanie in a few minutes.

- In conjunction with the Spring Meeting, Sue Zalenski, Web Chair, and others worked hard to provide online registration and online sponsorship forms. The feedback on this registration option has been very positive.

- The membership directory was completed by Mitzi Killen. Unfortunately, Mitzi is not at the meeting today.

- CapLits – Thanks to Diane Webb and Theresa Pinnell, we have a great new look that includes color advertisements and inserts.

- We created new positions, which were added to the advisory council, to support the work of the division, including 1) co-web chairs, and 2) co-bulletin editors (one for production and design, and one for coordinating content). The growth and success of the Spring Meeting lead the board to discuss how best to support the Spring Meeting, and distribute the responsibility for the meeting among the membership. At the Board Meeting on June 8, 2003, the Board voted to create a Spring Meeting Committee, adding two new positions: 1) local coordinator/administrator to work on hotel arrangement and putting together meeting materials and 2) a social event coordinator.

Spring Meeting Highlights: Stephanie Fitch, Division Chair-Elect, thanked attendees and sponsors for the best attended meeting yet, where we surpassed the 2002 attendance by 2%! Chicago was well received as a venue. This was the first time this meeting was held in the mid-west. Speakers were rated on a scale of 1 to 5, 1 being the highest. Of the 13 speakers most were rated just over 1! In the vendor Hall there were 36 exhibitors and people are already inquiring about next year. There were two structured social events: 1) a dine-around on Sunday, before the meeting officially began and 2) on Monday 96 people went to a local restaurant for dinner and attended a show at Second City.

Award Presentations: Sharon Srodin read the description of qualifications for the Horizon award and the Distinguished Member Award. The Horizon award was given to Sandra Caddell, Linda Gabriel accepted it on her behalf. Over the last year, Sandra took on the role of Fundraiser II. She was dynamic, making everything work. Everyone loved working with her. Fundraising is very difficult and she did it with great energy. Barbara Boyajian was presented with the Distinguished Member Award. Barbara joined our division in 1974 and has supported our division over many years, in many roles, including Treasurer, and CapLits Advertising Chair. She continues to support our division in many ways, most recently in a Fundraising role.

Certificates of Appreciation: Sharon Srodin presented personalized certificates of appreciation to each member of the division’s outgoing Board, including:

- Stephanie Fitch, Chair-Elect
- Bernadette Ewen, Past Chair
- Liz Perry, Secretary
- Denise Fobare-DePonio, Treasurer
- Becky Wolf, Advertising Chair
- Bernadette Ewen, Awards Chair
- Barbara Boyajian, Fund Raising Chair II
- Sandra Caddell, Fund Raising Chair I, Assistant Treasurer
- Mary Chitty, Biopharmaceutical Roundtable
- Theresa Pinnell and Diane Webb, Co-editors of CapLits
- Donna Gibson, Career Guidance Chair
- John Carey, Archivist
- Janet Cooper Weiss, Employment Relations Chair
- Marlene Bobka, International Relations Chair
- Robyn Smith, List Administrator
- Karen Erani, Mitzi Killeen, co-chairs of Membership
- Jim Quigley, Nominating Committee Chair
- Karen Mirabile, Program Planning Chair (Annual Meeting)
- Shannon Wally, Program Planning Chair (Spring Meeting)
- Janet Muscarella, Strategic Planning Chair
- Susan Zalenski and Guylaine Galipeau, co-web chairs

Election Results: Sharon Srodin presented the election results for the 2003/2004 ballots.

In coming chair elect – Karen Mirabile
In-coming Treasurer – Larry Walton

Larry and Karen begin their elected roles effective today, June 10, 2003.

Plans for 2003/2004

Stephanie Fitch reviewed division and SLA plans for the coming year, and invited everyone to attend the division’s board meeting on June 11, 2003. She mentioned that there would be a meeting that evening, June 10th, to vote on a proposal to move from the current bylaws to guidelines. The vote that evening would determine how we go forward in governance as a division.

The Strategic plan needs more attention. As a division, we will implement action items from the plan that was presented at the 2002 Annual Division meeting in Los Angeles.

We plan to complete the Procedures Manual. The foundation for the changes to this manual came from the Strategic Plan, and will be influenced by the vote that evening.

Karen Mirabile will be leading a Committee to a repeat of a successful Division Spring meeting. It will be held in Philadelphia in late March or early April of 2004. On behalf of Karen, Stephanie requested input from the division membership.

The division will be proposing Continuing Education (CE) Courses to be offered at upcoming meetings, at least one in Nashville 2004, and possibly at the Spring 2004 Meeting and in Toronto in 2005.

There was a roundtable discussion of incoming division chairs at the leadership session on Sunday, June 9th. Interestingly, all the large divisions, who have moved to newsletters in an entirely electronic format are moving back to a paper format. It is nice to see our division kept the paper format.

Continued on page 10.

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The following positions are currently open for the 2003/2004 division board:
- Spring Meeting Planner
- Public Relations Chair
- Student Relations Chair

Closing Remarks: Stephanie introduced Ethel Salonen, incoming president-elect of SLA. Ethel spoke briefly, thanking Stephanie for running a good business meeting, as she was there as a proctor to ensure that we as a division followed the correct rules of order.

Stephanie thanked the long list of vendors who supported our activities and sessions both at the Annual Meeting and the division’s Spring Meeting.

Stephanie asked for announcements from the floor.

Karen Erani announced the division dine-around for Wednesday evening. She reminded people that this was our last chance to sign-up.

Ethel Salonen encouraged all of us to attend the SLA annual Business Meeting on Wednesday morning, and to stay and make your vote count on changing the name of the Association.

There was a proposal and a second to close the business meeting. The meeting was adjourned at 12:56pm.

imientos: Stephanie welcomed and introduced the new and returning leadership:

Executive Board:
Chair: Stephanie Fitch
Chair-Elect: Karen Mirabile
Past-Chair: Sharon Srodin
Secretary: Liz Perry
Treasurer: Larry Walton
Past Treasurer: Denise Fobare-DePonio

Committee Positions:
Advertising: Becky Wolff
Awards: Sharon Srodin
CapLits: Diane Webb, Theresa Pinnell
Fund Raising: Sandra Caddell, Barbara Boyajian
ListServ: Robyn Smith
Membership: Barbara Petersen
Networking: Karen Erani
Nominating: Jim Quigley, Bernadette Ewen, Sharon Srodin
Professional Development: Maude Lethiecq Normand
Program Planner (Annual): Damian Hayden
Program Planner (Spring): Jeannie Becker, Bonnie Snow, Susan Zalenski
Public Relations: Kimberley Poelman
Strategic Planning: Janet Muscarella
Student Relations: Margaret Basket
Web Masters: Guylaine Galipeau, Susan Zalenski

There is currently one open position: International Relations. This position will be left vacant until we decide, under the strategic plan, what this position will entail. It is then hoped that we will recruit a member from outside of the Americas to the role.

Stephanie to send positions descriptions from the procedures manual to position holders for review and revision.

Continued from page 9.

Our Division Report was filed by Sharon Srodin with the National Office.
- There was a question about the age of our Division. It was 50 in 1997.
- One of the most important items at the Division Cabinet Meeting was a vote to move from by-laws to guidelines. The vote was in favor to accept the guidelines. The National Board will vote on it the afternoon of June 11th. A 3 page governing document would then replace our 40 plus page document. If approved, we will add the guidelines to the division’s website.
- There was a proposal to replace the Division Unit Officer forms with a statement of responsibility. It was approved by the Division Cabinet, and is pending approval by the Board.

2003/2004 Executive Board and Committees

Stephanie welcomed and introduced the new and returning leadership:

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Past-Chair: Sharon Srodin
Secretary: Liz Perry
Treasurer: Larry Walton
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Stephanie to send positions descriptions from the procedures manual to position holders for review and revision.

There was a proposal to eliminate the position of Biopharmaceutical Roundtable chair. This position was initially

Continued on page 15.
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# SLA Pharmaceutical & Health Technology Division Spring Meeting

**Sofitel Philadelphia, Philadelphia PA**  
**April 25th-27th, 2004**

**Business Intelligence: An Oxymoron or the Road to Success?**

## Sunday April 25th 2004

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Workshop Registration and Continental Breakfast</td>
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<tr>
<td>9:00 am</td>
<td>Professional Development Workshop: Competitive Intelligence</td>
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<td>Cliff Kalb (Merck and Company)</td>
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<tr>
<td>11:00 am</td>
<td>Vendor Registration and Setup</td>
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<tr>
<td>2:00 pm</td>
<td>PH&amp;T Board Meeting</td>
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<td>Stephanie Fitch, Chair (Millennium Pharmaceuticals)</td>
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<tr>
<td>4:00 pm</td>
<td>Attendee Registration</td>
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<tr>
<td>6:00 pm</td>
<td>Opening Night Gala Reception &amp; Exhibit Kick-Off</td>
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## Monday April 26th 2004

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30 am</td>
<td>Member Registration/Breakfast/Exhibits Open</td>
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<tr>
<td>8:45 am</td>
<td>Introduction and Welcome</td>
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<tr>
<td></td>
<td>Karen Mirabile, Chair-Elect (Wolters Kluwer Health-Ovid Technologies)</td>
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<td>Douglas M. Long (Vice President Industry Relations, IMS Health)</td>
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<tr>
<td>10:30 am</td>
<td>Break/Exhibits</td>
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<tr>
<td>11:00 am</td>
<td>Market Intelligence or Competitive Intelligence?</td>
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<tr>
<td>11:00 am</td>
<td>Jonas Pedersen (Amgen) “How to communicate and analyze CI data.”</td>
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<tr>
<td>11:45 am</td>
<td>Sharon Mosenkis (Find SVP) “Moving up from data to analysis: Polishing your image as well as your data.”</td>
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<tr>
<td>12:30 pm</td>
<td>Lunch and Exhibits</td>
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<tr>
<td>2:00 pm</td>
<td>Competitive Intelligence – Different Perspectives</td>
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<tr>
<td>2:00 pm</td>
<td>Mark Little (Covance) “Building a Not-So-Traditional CI role for the Information Resources Department”</td>
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<tr>
<td>3:00 pm</td>
<td>Break/Exhibits</td>
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<tr>
<td>3:30 pm</td>
<td>Competitive Intelligence – Different Perspectives (cont.)</td>
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<tr>
<td>3:30 pm</td>
<td>Speaker TBD, “How do they use CI data to make financial projections?”</td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Medical Device Directions: Challenging Times for Technology, Market Adoption, Growth &amp; Funding. David Cassak (Windhover Information, Inc.)</td>
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<tr>
<td>6:30 pm</td>
<td>Social Event – “A Night at the Franklin Institute”</td>
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<td>Cocktails in the Sports Challenge Gallery</td>
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<td>Dinner in Pepper Hall</td>
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<td>IMAX movie</td>
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<td>$25 fee required at registration</td>
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<td>Sponsored by Ovid Technologies</td>
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**Tuesday April 27th, 2004**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 am</td>
<td>Registration/Breakfast/Exhibits Open</td>
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<tr>
<td>9:00 am</td>
<td><strong>Keynote: SLA – “A New Perspective”</strong></td>
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<tr>
<td>9:00 am</td>
<td><strong>Janice R. Lachance (Executive Director, Special Libraries Association)</strong></td>
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<tr>
<td>10:00 am</td>
<td>Break/Exhibits</td>
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<tr>
<td>10:30 am</td>
<td><strong>Town Hall – Pipeline Databases</strong></td>
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<tr>
<td>10:00 am</td>
<td>Bonnie Snow (Dialog)</td>
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<td>10:00 am</td>
<td>Sue Shoolbread (Adis)</td>
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<td>10:00 am</td>
<td>Irene Buggle (IMS)</td>
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<td>10:00 am</td>
<td>Tara Dyson (Thomson Scientific)</td>
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<td>10:00 am</td>
<td>Ann Westcott (Prous Science)</td>
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<td>10:00 am</td>
<td>Wendy Manning (PJB)</td>
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<td>12:00 noon</td>
<td>Lunch and Exhibits</td>
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<tr>
<td>1:30 pm</td>
<td>Using the Pipeline Databases</td>
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<tr>
<td>1:30 pm</td>
<td>Susan Lipson (<em>GlaxoSmithKline</em>)</td>
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<tr>
<td>3:00 pm</td>
<td><strong>Measure Once, Cut and Paste Twice: End User Training Timesavers</strong></td>
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<tr>
<td>3:00 pm</td>
<td>Jenny Barry &amp; Steve Werkheiser (<em>Abbott</em>)</td>
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<td>4:00 pm</td>
<td><strong>Information Resources to Competitive Analysis: Librarians <em>can</em> become CI practitioners?</strong></td>
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<tr>
<td>4:00 pm</td>
<td>Stephanie Fitch (<em>Millennium Pharmaceuticals</em>)</td>
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<tr>
<td>4:00 pm</td>
<td>Wrap-Up and Closing Remarks</td>
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<tr>
<td>4:00 pm</td>
<td>Karen Mirabile (<em>Wolters Kluwer Health-Ovid Technologies</em>)</td>
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**Registration for the Spring Meeting**

Fill out the enclosed registration form or register on the PH&T website at: [http://www.sla.org/division/dpht/Spring2004/spring04info.htm](http://www.sla.org/division/dpht/Spring2004/spring04info.htm)

**Getting to Philadelphia and the Sofitel**

- The Philadelphia International Airport is approximately 8 miles from the Sofitel Philadelphia. A taxi to any Center City location is a flat rate of $20.
- Via Amtrak, you disembark at 30th Street Station. The Sofitel is a short taxi ride away.
- For those in the area, SEPTA’s Regional Rail Lines are a possibility. Disembark at Suburban Station. The Sofitel is a short cab ride away as well as within walking distance.
- For those driving, the Sofitel offers valet parking and public indoor parking. Contact the hotel for specific driving directions or use MapQuest.

**About Philadelphia:** For information about Philadelphia and the surrounding area, visit: [philadelphia.citysearch.com](http://philadelphia.citysearch.com) or [www.gophila.com](http://www.gophila.com).

**Questions?** Please contact Meeting Chair Karen Mirabile (KMirabile@Ovid.com) with any questions regarding member registration and meeting details. For questions about vendor sponsorships, please contact Sandra Caddell.

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**Sofitel Philadelphia**

120 South 17th Street
Philadelphia PA 19103
215-569-8300
www.sofitel.com

The Sofitel is Philadelphia’s only French hotel, conveniently located in Center City near Rittenhouse Square, several fine restaurants, shops and cultural venues.

Spring 2004 meeting attendees and exhibitors can take advantage of a special conference rate of $159/night for Sunday April 25 and Monday April 26.

Call the Sofitel (215-569-8300) and mention “Special Libraries Association” when making your reservation. The special rate deadline is April 5, 2004.
Our four step collaborative approach to tailor your bibliographic solution

**Put our tools to work for you:**
- Comprehensive and customized data capture
- Rapid processing time
- Duplicate free
- Standard record format and indexing across multiple databases
- Customized indexing
- Retrospective record retrieval
- Full-text links

**Set the wheels in motion:**

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<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>Consult</td>
<td>Partnership and consultation with key members of your team to ensure all business requirements are agreed and documented.</td>
</tr>
<tr>
<td>Design</td>
<td>EMSCOPES professionals translate your business requirements into a solution design.</td>
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<tr>
<td>Implement</td>
<td>In line with agreed infrastructure and resources the solution design is implemented in the timescales agreed.</td>
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<tr>
<td>Manage</td>
<td>Via dedicated account management, the solution will be reviewed to ensure return on investment, that productivity and performance measures are met, and that overall customer satisfaction is realized.</td>
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</table>

**Visit us at**
the P&HT Division
Spring 2004 Meeting
Philadelphia
April 25-27
As a Division, we have usually hosted a tour of a local pharmaceutical library, or something of professional interest to the Division members. There are no pharmaceutical or biotechnology companies in Nashville or the surrounding area (as far as we know). To this end, it was agreed that the Division would not offer a tour at the Nashville meeting.

**Additional Business**

**Caplits:** The feedback has been positive on the color ads. There has also been positive feedback about receiving the issues in envelopes, rather than folded and stapled. The newsletter has been received more quickly by members when distributed in envelopes. We plan to continue both of these practices. There was a discussion about adding color to the cover, and the group was in favor of trying this new practice.

The meeting was adjourned at 5:35pm by motion, and second.

Respectfully submitted by Liz Perry, Secretary

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**Implementation of Strategic Plan**

Stephanie reported that Janet Muscarella has agreed to continue working on the strategic plan. We will be re-examining the Procedures Manual, especially in light of the proposed governance change of using Division Guidelines instead of by-laws.

**2004 Spring Meeting Planning**

Location: The meeting will be held in Philadelphia in April 2004.

Programming and Planning: Karen Mirabile will be reviewing the evaluations from the Spring 2003 meeting, and coordinating ideas for programming. She suggested using Marketing Intelligence as a possible theme. There was a suggestion to include a panel of editors from producers of pipeline databases.

**2004 Annual Meeting Planning**

Stephanie distributed a draft schedule of Division activities. In order to reduce conflicts with other activities, she proposed moving the Sunday board meeting from the afternoon to a lunch meeting and moving the incoming board meeting to the Wednesday morning slot, to be held in parallel with the networking breakfast.

Stephanie initiated a discussion of ideas for Continuing Education (CE) courses, letting the group know that the deadline for submitting CE proposals to Headquarters was August 1, 2003.

There were three suggestions:

1) Competitive Intelligence, Market Data/Market Research
2) Patents – Tony Trippe’s patent informatics on Sunday Morning. This would also appeal to the Chemistry Division
3) Regulatory Information. There is a slot during the sessions on this topic.

As a Division, we will submit proposals for the second and third options, each as a ½ day CE course.

There was also a suggestion for programming on vendor negotiations, as a follow up from the sessions on e-journals held in New York.
## Sneak Peek at the P&HT Division Program
**SLA 2004 Annual Conference**  
**Nashville TN, June 5-10, 2004**

### Pharmaceutical & Health Technology Division Sessions  
**Nashville, TN**  
**June 5th-10th, 2004**

<table>
<thead>
<tr>
<th>Sunday June 6th</th>
<th>Monday June 7th</th>
<th>Tuesday June 8th</th>
<th>Wednesday June 9th</th>
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<tr>
<td><strong>7:00</strong></td>
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<td><strong>8:00</strong></td>
<td>CE Course</td>
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<td><strong>8:00</strong></td>
<td>Networking</td>
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<td></td>
<td>Breakfast</td>
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<td></td>
<td>7:30-8:45</td>
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<td><strong>9:00</strong></td>
<td>Pharmaceutical</td>
<td>Vendor Update</td>
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<td>Regulatory Resources</td>
<td>Biomedical Collections</td>
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<td>Online</td>
<td>CAS, Dialog, Ebsco, Ovid</td>
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<td><strong>10:00</strong></td>
<td>Bonnie Snow</td>
<td>Exhibits Only</td>
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<td></td>
<td>Dialog</td>
<td>10:30-12:00</td>
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<td><strong>11:00</strong></td>
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<td><strong>12:00</strong></td>
<td>Internal Marketing</td>
<td>Annual Business</td>
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<td></td>
<td>Sandra Stauffer: Lilly</td>
<td>Meeting &amp; Luncheon</td>
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<td></td>
<td>Laura Zick: Eli Lilly</td>
<td>12:15-1:30</td>
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<td><strong>13:00</strong></td>
<td>CE Course</td>
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<td><strong>14:00</strong></td>
<td>PatInformatics</td>
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<td></td>
<td>Tony Tripe CAS</td>
<td>Expanding Relationships</td>
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<td><strong>15:00</strong></td>
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<td>Breaking New Ground:</td>
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<td>1:00-5:00</td>
<td>Information Strategies for</td>
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<td>Combination Products</td>
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<td><strong>16:00</strong></td>
<td>SLA Networking</td>
<td>Hot Topics in Records</td>
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<td></td>
<td>Reception</td>
<td>Management</td>
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<td>4:00-6:00</td>
<td>Sylvia Dias: BMS</td>
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<td>Steve Gens: Booz Allen</td>
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<td>3:45-5:00</td>
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<td><strong>17:00</strong></td>
<td>moderator Meeting</td>
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<td>Damian Hayden: Chiron</td>
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<td>P&amp;HT Reception</td>
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<td><strong>19:00</strong></td>
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<td>Outgoing Board Meeting</td>
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<td>6:00-8:00</td>
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- **Incoming Board Meeting**: 7:00-8:45
- **SLA General Session**: 9:00-11:00
- **Biomedical Literature Full Text**: Bonnie Zavon, Highwire
- **Mining Pharmaceutical Literature Full Text**: Marc Light, Ohio State
- **Healthcare Consulting**: The Three-Week Need
- **No Host Dinner**: Wildhorse Saloon

For more information, visit [http://www.wildhorsesaloon.com/](http://www.wildhorsesaloon.com/)
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CE Courses: SLA 2004
Annual Conference
Nashville, TN

The Pharmaceutical and Health Technology Division is happy to announce not one, but two CE courses to be hosted by the Division as part of SLA, 2004. Both courses will be held on the Sunday before the conference proper (June 6th, 2004) and in both instances, we have secured great speakers with proven track records of excellence so please do support your Division and sign up for at least one of these sessions. The first is designed to appeal to members supporting customers working in Development, Marketing and Commercial and the second to have more appeal to members supporting customers in R&D but both have been planned with a decidedly CI slant so that the techniques explored could truly be relevant to anyone in our profession.

Further details of the courses are posted below and any questions can be sent to our Professional Development Chair, Maude Lethiecq Normand, phone: 514/333-2048; fax: 514/331-6387; email: maude.lethiecqnormand@bms.com.

Course Title: Pharmaceutical Regulatory Resources Online: Applications & Implications for Business Intelligence

Course Facilitator: Bonnie Snow, Director, Pharmaceutical Markets, Dialog

Duration & Tuition: Half-day (4 hr) , $199 members, $299 non-members

Schedule: Sunday, June 6th, 8:00am-12:00pm

Scope: Division surveys have repeatedly shown the perceived utility of this topic to our members. The pharmaceutical and healthcare industry is heavily regulated and currently faces significant challenges rooted in local and international political issues. Knowledge of government regulations and their implications is essential to the success of any information professional working in this sector today. Requests for regulatory information, received on a daily basis, often include language rife with cryptic references to official agencies, forms, and procedures that can make the process of identifying, locating, and interpreting relevant documents even more challenging. Expected outcomes of this course are not only mastery of basic terminology, but also increased practitioner confidence and competence in requisite data searching and analysis, as well as enhanced skills in anticipating and understanding business-critical regulatory issues. Proficiency in all of these areas is directly related to the Division’s professional development goals.

Course Description: This course focuses on types of regulatory data most likely to be requested – and why. Search examples will illustrate key differences in content and capabilities among free and fee-based online information sources, identifying influential factors in resource evaluation and selection based on client needs. To assist in anticipating those needs and constructing effective strategies to meet them, we’ll explore practical applications – and implications – of regulatory data for business intelligence within the pharmaceutical industry.

Course Outline:

I. Overview of Major Drug Laws & Regulations
   A. Purpose(s) of government oversight, history & rationale
   B. Summary of significant U.S. laws & their provisions
   C. Parallel non-U.S. developments, international cooperative efforts (EMEA, ICH, etc.)

II. Implications for Information Professionals – Anticipating Client Needs
   A. Relationship between regulatory developments and business outcomes
      1. Effects on time-to-market and return on investment
      2. Synchronizing the patent clock with the product R&D life cycle to ensure an adequate post-launch profitability window
      3. Product “evergreening” tactics
   B. Effects of laws on information availability
   C. Applications
      1. Indicators of company productivity and potential profitability
      2. Predictors of revenue erosion and shifts in marketplace demands
      3. Risk management, minimizing vulnerability and liability

III. Finding Frequently Requested Regulatory Data
   A. Group exercise to construct checklists for source comparison/evaluation
   B. Sources for drug approval (registration) information, U.S. & worldwide
      1. Techniques for locating various types of approvals, e.g., original versus supplemental applications, generics, searching by therapeutic application (indications), by FDA classification of potential, etc.
      2. Determining market exclusivity terms and isolating patent expiration/extension data associated with new drug approvals
   C. Sources and search strategies for retrieving product recall & seizure notices
   D. Where to find Establishment Inspection Reports (EIRs), and why
   E. Sources for FDA Warning Letters and their applications
   F. Sources for official Guideline/Guidance documents, government-sanctioned standards

IV. Keeping Up-to-Date on Regulatory Developments
   A. Specialized news sources and monitoring strategies
   B. “Milestone” monitoring strategies and packaging/post-processing to streamline data analysis
Course Title: PatInformatics: Patent Analysis for Fun and Profit


Duration & Tuition: Half-day (4 hr) course, $199 members, $299 non-members

Schedule: Sunday, June 6th, 1:00-5:00pm

Scope: A presentation on ‘Patents as a Source of Competitive Intelligence” at the P&HT Division Spring Meeting prompted many requests for more in-depth educational events covering the utility of patent information. The pharmaceutical industry is built upon patents and the number of patents granted in this field continues to grow exponentially. It is no longer enough to be able to find relevant information, but successful information professional must also be able to analyze, put into context and present patent information in a meaningful manner. Anthony Trippe defines Patinformatics as ‘the science of analyzing patent information to discover relationships and trends that would be difficult to see when working with patent documents on a one-on-one basis. Expected outcomes of this course are not only mastery of basic patent analysis, but also increased practitioner confidence and competence in dealing with customer information needs. Knowledge of Patinformatics will better enable our members to play a strategic role within their organisations and to truly become information analysts which is in line with the Division’s professional development goals.

Course Description: Participants will learn about the initiation of a patent analysis function at a Fortune 25 company and discover the nuances of Patinformatics - a term coined to encompass the breadth and depth of available patent analysis methods. These lessons will be demonstrated through the use of pertinent examples, case studies and group participation exercises. During the case studies workshop, attendees will see an example from the reference interview to the delivery and subsequent use of the analysis work performed. Each example will include detailed descriptions of the sources, software tools and methods used to accomplish the result.

Course Outline:
I. What is Patinformatics?
   a. Definitions
   b. Why us, Why Patinformatics?
   c. Applications
   d. Value to the Organization

II. Focus on Patent Mapping
   a. Data Mining
   b. Text Mining

II. Case Study

III. Tasks to Tools
   a. What are the Tools?
   b. How are they Used?

IV. Patinformatics Philosophy

V. Case Study

VI. Conducting an Analysis Interview
   a. Needs Assessment
   b. Open and Closed Probes
   c. Hand of Cards

Interested in sponsorship opportunities?

Register now as an Exhibitor for the 2004 Spring Meeting on April 25-27, 2004 at the Philadelphia Sofitel in Philadelphia, PA, and take advantage of the Silver, Gold and Platinum sponsorship levels. You can also sponsor social events or raffle items.

For more information access Exhibitor Information: http://www.sla.org/division/dpht/Spring2004/spring04vendinfo.htm

Unable to make the Spring Meeting or looking for another opportunity?

Sponsorship opportunities are also available for the SLA Annual Meeting in Nashville, June 5-10, 2004.

For additional information contact:

Sandra Caddell
Phone: 302-885-8098
Email: Sandra.Caddell@astrazeneca.com
2004 Winter Meeting, Albuquerque, NM

January 22nd-24th, 2004

This year’s Winter Meeting, held in Albuquerque, attracted quite a crowd (or at least it certainly seemed that way when we were trying to find seats for lunch!) and the Pharmaceutical & Health Technology was represented not only by myself but also by our Chair-Elect, Karen Mirabile, our Advertising Chair, Becky Wolff and by our Division Planner for Toronto, Sarah Schweer.

On Thursday, January 22nd, the Leadership Summit kicked off with one of the most inspiring keynote speakers I have heard in a long, long time, Ann Rhoades, PRES, PeopleINK. Ann was one of five leaders that launched JetBlue airlines—one of very few commercial airlines ever to earn a profit in its first full year of operation. Ann was dynamic and energetic and, most impressively, surprisingly honest about mistakes she has made. Ann talked to us about developing a culture that generates faithful customers and about creating an environment where employees love to come to work. She talked to each of the five core values of JetBlue—caring, fun, passion, integrity and safety and covered in some depth, the hiring and retention of creative and dynamic people which she believes to be the foundation of any great organization. Of course, I can’t really do her justice in this write-up but if you ever have the chance to hear her speak, please don’t pass it up; she truly is wonderful.

After that of course, almost anything would have seemed mundane but we came back down to earth with a session on communication styles; how to recognize the different types and how to pitch your presentations to groups that are comprised of people with different styles, i.e. most management teams! Lunch followed and as we were served dessert, the candidates running in the 2004 elections were introduced to us. Each of the candidates gave a short presentation outlining their reasons for standing this year and their priorities for the Association should they be elected. By now you will have received your ballot papers in the mail so do make sure you make your postal voice heard, and remember, this year, the candidate’s biographies will not be included in the ballot mailing but their speeches can be reviewed at http://www.sla.org/springelection/.

Also remember that all ballots must be returned by Monday, March 8 and that the results will be announced on the afternoon of Wednesday, March 10.

After lunch, the Leadership Summit continued but I joined another group at that point – the conference planners for Nashville (SLA 2004). I won’t bore you with the details of this meeting here but if you want to know the price of a lapel microphone as opposed to a table-top mike, then I’m your girl! Seriously though, this meeting was just logistics because the programming is now all in place now (please see the draft program enclosed in this issue). Much more exciting was the session attended by Karen and Sarah—conference planners for Toronto (SLA 2005). Obviously at this point, the 2005 group are only just getting started but if you have ideas regarding topics or speakers you would like to see put on by the Division in 2005, Sarah sschweer@pharma.wkhealth.com, would love to hear from you.

On Friday, January 23rd the Leadership Summit continued and the day began with a panel of long-standing SLA members who talked to us about the value of holding leadership positions within the Association and passed on tips for encouraging others to do likewise (so, if any of you are interested in joining the P&HT Board in 2004-5, we would love to hear from you). We are always looking for new faces and new ideas and the end of the current term of office will come quicker than we realize!

Finally, in the afternoon, the Division Cabinet meeting was held and for a meeting that has been fairly confrontational in the past, this year things moved ahead very smoothly. The replacement of the Division By-laws with Division Guidelines was finally approved (if you remember this was first proposed at last year’s Winter Meeting) so I will be working with Janet Muscarella, Strategic Planning Chair, to implement this change, Karen Mirabile seized an opportunity to announce the details of our Spring meeting and we retired to the reception area for a glass of wine and hors d’oeuvres.

Stephanie Fitch, P&HT Chair

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SCIP 2004 Annual International Conference & Exhibit

The SCIP 2004 Annual International Conference & Exhibit—CI is the Future: Intelligence Drives Success—will be held March 22-25, 2004 at the Sheraton Boston and Hynes Convention Center, Boston, MA.

What will you take away from this conference? New friends and business contacts will only be a part of your experience. You will also gain immeasurable intellectual insight into what’s happening in the global business community that uses CI to achieve their competitive advantage.

For more information: http://www.scip.org/boston
Tips from the DPHT Discussion List

Pharmaceutical Marketing Resources:

I recently posted a question to the DPHT listserv requesting resources for various hard-to-track-down pharmaceutical marketing statistics. I received some excellent suggestions, which are summarized below (along with some of my own contributions).

1. Does anyone know of a source where I can get samples of professional detailing materials (posters, pamphlets, educational materials) for prescription drugs?

   • DTW Marketing Research Group provides scanned images of pharmaceutical promotional materials as well as journal ads. Contact Jane Vaughan, RN, and tell her which drugs and the time period you want. She will send you a list of what is available. The cost of the materials is either $6 or $7 per page, and they are full-color copies. [http://www.dtwresearch.com](http://www.dtwresearch.com)

   • Market Measures Interactive’s (MMI) Detail Aid Mail Review. MMI describes the Detail Aid Mail Review as a “competitive intelligence service that provides actual samples of virtually all-competitive promotional materials—including detail aids, videotapes and direct mail programs—that are directed to physicians. (You may also choose to receive promotions geared to pharmacist or managed care audiences.) You just select the therapeutic areas for which you want to see materials. And we ship you the actual pieces—including 3-D promotions. You can see exactly how your competition is promoting its products—so you can create the most effective messages and positioning for your own brands.” [http://www.mmi-research.com](http://www.mmi-research.com)

2. Also, does anyone know if there is a source that tracks the number of sales reps detailing a particular drug, or the number of medical meetings sponsored by a particular drug maker?

   Sales Reps:


   • Cutting Edge Information’s ‘Pharmaceutical Sales Management’ report contains more than 250 metrics and features practices from top companies including Pfizer, Aventis, AstraZeneca, Merck and GlaxoSmithKline. Key measures include: Sales force budgets for primary care

   Continued on page 22.
Continued from page 21.

and specialty divisions, sales force spending per rep and per product, total sales force headcounts by company, average number of products for primary care and specialty divisions by company, initial and ongoing training hours per rep and sales force growth projections. http://www.pharmasalesmanagement.com

Physician meetings and events:

• Scott-Levin’s Physician Meeting and Event Audit tracks the number of meetings sponsored by pharmaceutical companies. Types of meetings covered include promotional dinner programs, peer influence groups, large-group meetings, CME symposia, third-party marketing events, teleconferences, videoconferences, and more. Reasons for electing to accept or decline meeting invitations are captured, along with physicians evaluations of the events, recollection of promotional themes and anticipated impact on prescribing. http://www.verispan.com/products/data_sheet.asp?c=2&p=8

• Medical Meetings Magazine is a good source for general trends/news in physician meetings and events. Their archives are searchable and free (at least for now). They publish an annual survey of physician preferences in CME. http://medicalmeetings.net

3. And finally, is there a source that tracks the formulary status of prescription drugs?

• IMSHealth offers Formulary Focus, which provides up-to-date plan-specific information on product formulary status, cost index, formulation restrictions and special prescribing requirements. For HMO/PPO type insurance company formularies only. http://www.imshealth.com

• Scott-Levin’s The Managed Care Formulary Drug Audit measures the formulary acceptance and coverage of individual products in 43 therapeutic classes. The audit also monitors reimbursement levels, contract status, prior authorization and prescribing guidelines. http://www.verispan.com/products/data_sheet.asp?c=4&p=3

Some other useful marketing resources:

Return-on-Investment (ROI)

• The RXPromoROI web site is a resource for studies that measure the Return on Investment (ROI) for some of the most frequently used pharmaceutical promotion tactics. http://www.rxpromoroi.org/

Journal Ad Spending

• PERQ/ HCI’s Journal Ad Review is a monthly audit of journal ad spending by advertiser. It is updated by the JARAAlert, a weekly e-mail that provides updates to the JAR database. JARScan is an online complement to JAR that enables users to access to ad images placed in pharmaceutical publications. http://www.perq-hci.com

List of Advertisers in this issue:

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page</th>
</tr>
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<tbody>
<tr>
<td>MediRegs</td>
<td>2</td>
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<td>ACS Publications</td>
<td>4</td>
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<td>Annual Reviews</td>
<td>7</td>
</tr>
<tr>
<td>SH3, Inc.</td>
<td>9</td>
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<tr>
<td>STN</td>
<td>11</td>
</tr>
<tr>
<td>Elsevier</td>
<td>14</td>
</tr>
<tr>
<td>ProLibra</td>
<td>15</td>
</tr>
<tr>
<td>Swets Information Service</td>
<td>19</td>
</tr>
<tr>
<td>McElroy Translation</td>
<td>21</td>
</tr>
<tr>
<td>BizInt Solutions</td>
<td>Back cover</td>
</tr>
</tbody>
</table>


• Medical Marketing & Media magazine publishes a twice yearly (March and October) audit of journal ad spending with data from PERQ/ HCI’s Journal Ad Review. Selected articles are archived on their web site. http://www.cpsnet.com/Pubs/mmm.asp

Direct Mail/ Database Marketing to Patients:

• DBM/Scan, a service of John Cummings & Partners, LLC, tracks direct mail materials for over 200 product categories, including pharmaceuticals. Segments pharmaceuticals into 30 disease states such as Allergy, Diabetes, Cardiovascular, and Arthritis. Can subsegment further if required. www.dbmscan.com/pharma

Contact Information for Companies Mentioned:

Cutting Edge Information
Web site: http://www.pharmasalesmanagement.com
Contact: Jan Blanchette
Phone: 919-433-0218
Email: jan Blanchette@cuttingedgeinfo.com

DBM/Scan, a service of John Cummings & Partners, LLC.
6 Blair Road
Armonk, NY 10504
Web site: www.dbmscan.com/pharma
Phone: 914-273-4691
Fax: 914-992-9802

DTW Marketing Research Group
227 Route 206 North
Flanders, New Jersey 07836-9114
Web site: www.dtwresearch.com
Contact: Jane Vaughan
E-mail: vaughan@dtwresearch.com
Phone: 973-584-2500
Fax: 973-584-2004
In 2003, the DPHT website received a monthly average of 4067 hits, up from 1462 monthly hits in 2002. Visitors clicked an average of 557 hits per day. The number of pages viewed was approximately 168 every day.

670 visitors were referred by a search engine which was Google (the 2nd one was Yahoo). Top keywords and phrases used by visitors were:

- **Top keywords:** pharmaceutical, drug, marketing, industry, information, knowledge, management.
- **Top phrases:** drug dictionaries, pharmaceutical pictures, SLA pharmaceutical, globalization of pharmaceutical industry and internal marketing.

Every month, 114 visitors on our website came back at least twice. Pages used most were the conferences section, meeting agenda and registration information for the Spring and Annual meetings.

The top three most active countries were: United States (monthly average–1456 visits), United Kingdom (monthly average–64 visits) and Canada (monthly average–55 visits).

The top three most active North American states were: California (monthly average–606 visits), Virginia (monthly average–192 visits) and New Jersey (monthly average–133 visits).

Guylaine Galipeau, DPHT Webmaster Chair

**DPHT website:**

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

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   SUBSCRIBE SLA-DPHT YOURFIRSTNAME YOURLASTNAME

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