



CapLits

Bulletin of the Pharmaceutical and Health Technology Division

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Message from the Chair

Stephanie Fitch, P&HT Chair

Well, here we are again. The SLA Annual Meeting is just around the corner and yet another Division Chair is sending their farewell message! It's actually hard to believe that I have been holding this position for almost a year; I honestly don't know where the time has gone! But I do know a few things. I know that I've learned a huge amount by being given the opportunity to lead the Division, I know that the many of you that I have met represent just a fraction of the dedicated and talented professionals we are privileged to have as members, and I know that, despite all the hard work, it's been a *lot* of fun.

But, it's not over yet! Those of you who attended the **Spring Meeting** will know that the event was a HUGE success. Karen Mirabile and her team did a phenomenal job and broke all records by attracting almost 240 attendees (which certainly throws the gauntlet on the floor for next year!) plus 38 vendor exhibits. For those of you who couldn't join us, write-ups of all the sessions, including the CE course are included in this issue of Caplits (see pages 9-15) and the slides used in the presentations are posted to the Division website.

Now what else? Also inside this issue, you will find details of the projects submitted by our successful applicants for the 2004 P&HT Student Travel Awards. Stuart Sugarbread and Mary White will both be attending the Annual Meeting in Nashville as a

result of winning these awards and will both be present at our Annual Business Meeting so do make sure you introduce yourself to them and congratulate them on their success. And speaking of Awards, this year saw the first award given to a Division member based outside North America to provide assistance in attending the Spring meeting and Disa Holme's successful application for this award is detailed within.

Other exciting things awaiting you beyond this first page include an interesting perspective from Joanne Lustig of Outsell and how we as information professionals can play a part in being 'CI analysts for our companies

And then there's Nashville!

The sessions being hosted by the P&HT Division are all detailed within (see pages 22-26) including descriptions and ticket prices for our CE courses and the plans for some well-earned social events. I know that I will see many of you at the meeting and am looking forward to that (don't forget to



See you at the SLA 2004 Annual Meeting!
Nashville, TN
June 5-10, 2004

More info on pages 22-26



Nashville photos provided by Nashville Convention & Visitors Bureau.



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Continued from page 1.

register for our Annual Business Meeting and Luncheon where we will announce the election results and recognise our outstanding contributors) and for those who aren't able to attend, rest assured that we will take good notes, we will gather the slides and the feedback and we'll have a drink or two on your behalf!

Well, that's about it. In just a few weeks, I will hand the baton over to Karen Mirabile who I know will lead the Division with the same level of dedication that she has put in to program planning over the last 3 years, and... you haven't seen the last of me! At the last Board meeting, I volunteered to take over the role of Strategic Planning Chair and as no-one shouted me down (at least on the day!) I'll be around for a while yet.

So...hopefully, I will see you in Nashville and in the meantime, take care of one another.

Stephanie

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Tips from the DPHT Discussion List



A question was posed to the DPHT Listserv in May regarding the identification of sources that allowed excipients to be searched. There were many helpful replies which are outlined below:

- "Handbook of Pharmaceutical Additives : An International Guide to More Than 6000 Products by Trade Name, Chemical, Function, and Manufacturer" may be helpful. Unlike the CDER database (which is helpful when you already have an excipient, etc in mind), the book does separate it by function so you get an idea what goes where. It is in its 2nd edition and a CDROM is also available.
- One can search for inactive ingredients via the EMBASE database. According to an Elsevier employee: "Yes we have a whole subfacet devoted to it - updated in 1997 in response to a proposal from IMPI, and with their active participation. It is facet D3 (pharmaceutical vehicles and additives): it occupies 7 pages of the printed EMTREE thesaurus. More information can be found at: www.embase.com."
- Either Drugdex or Martindale's (both available through Micromedex) allows for searching by any ingredient.
- One can search the electronic PDR for inactive ingredients. Obviously this is limited to manufacturers that choose to pay to be included in the database. The "bible" on inactive ingredients, however, is a print book that does have a CD-ROM version. It's the "Handbook of Pharmaceutical Excipients" 4th edition (Rowe, R & Weller, P - editors). It is available via Barnes and Noble online.
- If it's a non-Rx product, you can use the Productscan database. www.productscan.com This is a remarkable product - you can search by packaging claims "New" "Low carb", etc., active/inactive ingredients, packaging types...
- Search "Drug Information" on Dialog (229). While you may not be able to specifically call it out as an inactive ingredient, it is fulltext and the chances of it being both an active and inactive ingredient are small. Also, you can just review titles to identify where it would be an inactive ingredient. We also use MicroMedex' web resources for the PDR and Martindale's.
- You can search Mosby's Drug Consult (paid subscription) by keyword, which would pick up the description of inactive ingredients.



P&HT News

2004 SLA Annual Conference

The 2004 SLA Annual Conference will be held on June 5-10, 2004 at the Gaylord Opryland in Nashville, TN.

The P&HT Division has a full program planned, including two CE courses (see below), a Networking Reception and two Networking Breakfasts, the Annual Business Meeting and Luncheon, several excellent technical sessions, and a social event at the Wildhorse Saloon!

Sponsors for the P&HT Division program at SLA 2004 include: Dialog, BizInt Solutions, British Library, Elsevier, Swets Information Service, Thomson Scientific, John Wiley & Sons, and QUOSA.

Details are available on the P&HT website <http://www.sla.org/division/dpht/> and on pages 22-26 of this newsletter. Please contact Stephanie Fitch (Stephanie.Fitch@mpi.com) with any questions.

2004 Professional Development Workshops

This year the PH&T division introduced a new Continuing Education activity: the Professional Development Workshop specifically designed for the Division Spring meeting. The idea behind this initiative is to give our members the opportunity to acquire a different kind of knowledge (theoretical & applied learning, soft skills & networking) and to bring back home fresh and actionable learning.

Our first event, "A User Guide to CI for Pharmaceutical Information Specialists", kicked-off the Philadelphia meeting with Cliff Kalb, former Senior Director, Strategic Business Analysis at Merck as our host. After a lecture on CI & BI functions given from a practitioner perspective, attendees were asked to answer a strategic question as if they were the Strategic Business Analysis team at Merck. From the feedback we received, the workshop was a great success and going forward, we plan to build on this success and offer this kind of learning event at each Spring meeting.

If you have any suggestions or topics for future workshops, please don't hesitate to contact any Board Member or the Division Professional Development Chair, Maude Lethiecq-Normand.

For more information on the workshop, you'll find the presentation slides on the P&HT Division web site.

And—don't forget to register for one (or both!) of our Nashville 2004 CE programs:

Pharmaceutical Regulatory Resources Online: Applications & Implications for Business Intelligence By Bonnie Snow

Sunday June 6th: 8AM to 12PM

PatInformatics: Patent Analysis for Fun and Profit By Tony Trippe

Sunday June 6th: 1PM to 5PM

Maude Lethiecq-Normand, Professional Development Chair
maude.lethiecqnormand@bms.com

Welcome to new division members!

The British Library
Ellen Abramowitz
David Bantoch
Mark Barbaree
Andrea Bell
Paul Benne
Jean Blaho
Heather Blaine
Melissa Brown
Marilyn Burk
Dawn Carroll
Daniel Clark
Jeanette DeRichmond
Donnett Ekwerike
Robin Evans
Tracy Evans
Dawn Faint
Claire Farra
Stephanie Golding
Virgen Gonzalez
Margaret Gorman
John Grant
Aimee Haley
Disa Holme
Erin Iannacchione
Sarah Jewell
Catherine Jex
Natalie Kamper

Maureen Krieski
Christine LeMieux
Marissa Lighthiser
Allen Lin
Diana Loreman
Corinne Mahoney
Alicia Medeiros
David Midyette
Nancy Muir
Benedicte Nauche
Merlin Piscitelli
Kim Piazza
Mary Pranca
Colleen Pritchard
Natalie Rainford
Praveena Raman
Rochelle Richardson
Chris Rosin
Travis Schulz
Andrea Shain
Matthew Straiges
Sarah Stannard
Richard Townsend
Jessica Turner
Jennifer Walter
Linda Warren
Sarah Williams

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– Marie Curie



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2004 P&HT Student Award Winners

Stuart Sugarbread will graduate this spring with a Masters of Information Studies from the University of California, Los Angeles (UCLA). He has been an active member of the UCLA SLA student group, and is currently Vice President of Programming. His background includes practical experience in developing a knowledge database for the interPARES Project (The International Research on Permanent Authentic Records in Electronic Systems), working as a freelance event producer, and web design and production.

Stuart is interested in knowledge management, competitive intelligence and information brokerage within the Pharmaceutical and Health Technology fields. In his statement of interest, Stuart writes, "I believe the research and development of new drugs that will allow people to live longer and more productive lives is important both scientifically and socially. Working as an information professional in this field is a way for me to utilize my MLIS training and simultaneously be a part of something I believe in."

Stuart's submission was an essay, entitled "The Information Professional and the Management of Digital Resources in the Pharmaceutical (R&D) Environment." In his essay, he focuses on issues related to digital resources, including evaluation, access, training, management, and preservation.

As her entry for the DPHT travel award, **Mary White** submitted a website (<http://www.unc.edu/~mwwhite/hci/>).

Mary, a student graduating this spring with a specialization in medical librarianship and international development from the University of North Carolina (UNC) at Chapel Hill, has served as the treasurer of the UNC SLA student group. She also has experience creating a Minority Health digital library, working in the User Services Department at the UNC-Chapel Hill Health Sciences Library, and as a research assistant for a health promotion and disease prevention project. Most recently, she has worked as a teaching assistant for a new multidisciplinary health informatics course at UNC. This course premiered the spring of 2004 and is offered entirely online using the Blackboard courseware and Macromedia Breeze presentation technologies.

Her website demonstrates the delivery of the online course about health informatics. Health informatics, or the use of technology in health care, has the potential to improve efficiency and communication. By understanding more about the technologies their clientele use, information professionals can understand more about their information needs and uses. The use of information technologies, in particular the online course format, can facilitate training and communication.

Through this website, Mary hopes to share the experiences and lessons learned with others interested in the discipline and teaching of health care informatics as well as those interested in the delivery of online learning experiences. She hopes to encourage discussion and elicit feedback about this project at the SLA Annual Conference, and wishes to encourage the development of such courses within other institutions and organizations.

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2004 P&HT Student Award Winning Essay

The Information Professional and the Management of Digital Resources in the Pharmaceutical (R&D) Environment

Introduction

Digital resources have radically changed the way information is managed, created, delivered and used. Technology itself is in a constant state of flux as new products emerge and others become obsolete. Information professionals must be proactive to develop strategies as part of larger information policy in order to operationalize such technologies within the research and development workplace. Some major facets of such a policy would include the evaluation of, provision of access to, training on, and preservation of digital resources.

Evaluation

Evaluating digital resources can be very difficult because there are so many products, vendors and delivery formats. One has to evaluate their scope, coverage, cost and ease of use. Online resources can be wonderful in terms of searchability and ease of access, but they are not without their problems. The 'markers' (such as the information found in the front matter of a reference book) traditionally used to determine the trustworthiness of information have been obscured in the digital environment. Therefore one must develop and/or locate new paradigms for assessing the reliability of online resources. The reputation of individual researchers, or even the entire company, can come to rely on the dependability of information used to develop new products – especially in worse case scenarios where a product is found to be faulty, investigators will scrutinize research methodologies and materials of which the information professional plays an integral part in terms of the quality of resources they provide to their users. Useability also plays an important factor in evaluation. How intuitive is it for your users to utilize the search features? Is the information well structured? Further, one may find that users prefer browsing a print version of a resource rather than a web-based product or that there is warrant to have both digital and print versions of the same resource.

Providing Access

Providing access to digital resources can prove challenging due to the variety of options available and the complexity of mapping user needs to software/hardware capabilities. However, it is also an area where the savvy information professional can truly shine. Building information portals that are customized to your organization's needs is an endeavor through which the information professional can clearly demonstrate their own value within the organization. Such portals, when designed to include renowned external sources

such as PubMed for medical research citations and clinical-trial tracking, will be utilized and appreciated by large numbers of employees. Using your institution's intranet to strategically deploy information is another excellent use of technology. For example, when company management announces a new research initiative in a particular area, one immediately goes to work collocating resources that one knows people will be searching for. Then one can inform all staff of the newly published resource, and they will look there first before coming to you. This empowers your users, streamlines your workflow, and makes you as an information professional you (and your library, if there is one where you work) valuable in the eyes of employees and management.

Training

We also must make sure our users understand how to work with digital resources – simply providing access is not sufficient. This means being sensitive to users who may resist new technology because they are afraid of change. Information professionals can train users on some of the more advanced techniques for online databases such as Boolean searching and controlled vocabularies and so they can become better searchers. Users must be actively informed of what resources exist and precisely how to locate and use them, or they may very well sit unused -- even if right there on the user's desktop! One also needs to maintain strong relationships with one's vendors so they regularly come in and provide instruction, and in order that you are kept abreast of the latest developments regarding the products you buy from them. They are an important resource, and should be managed appropriately.

Management

Digital assets management systems are very powerful, and when implemented correctly can also serve as a preservation tool. These systems allow you to re-purpose old resources in new and innovative ways, keep sensitive and valuable research information secure, as well as implement new workflows and encourage collaboration. As information begins to be widely deployed in a multi-format manner (web, cell phones, televisions, watches and who knows what else), information professionals must be prepared to deal with these new delivery platforms and a digital assets management system can help you manage these many types of media.

Preservation

Preserving digital materials presents its own set of difficulties in high paced R&D environment where one underlying tone can be "who cares about old stuff." After all, researchers often want resources with the greatest currency. However, you cannot throw anything away against the chance someone might ask for it. Furthermore, media obsolescence makes developing a overall preservation plan extremely challenging, and strategies like emulation and migration need to be assessed and implemented to prevent the potential loss of massive amounts of digital materials in the not so distant future. This is absolutely critical for an information profes-

sional working in the pharmaceutical R&D field to comprehend where the integrity and/or financial well being of your company could depend on your ability to retrieve an audit trail of documentation on a particular product in the case of a patent infringement lawsuit, for example.

Conclusion

Digital resources are not going anywhere, and they require a continual (and often demanding) learning curve. It is the information professional who sees this not as a hindrance, but instead has the leadership and vision to see their potential to affect greater access, protect assets, and streamline work processes who will make themselves and their libraries invaluable to the pharmaceutical organizations they serve.

By Stuart Sugarbread, UCLA.

Pharmaceutical & Health Technology Division



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P&HT Division Travel Award

This year saw the first award of travel monies intended to provide financial assistance to a Division member based outside of North America to allow them attend the Spring meeting.

Disa Holme of AstraZeneca was presented with her award at the beginning of this year's meeting and her justification for receiving that award is detailed below.

At the Board meeting on Sunday April 25th, a motion was carried to approve the availability of such an award on an annual basis, with the goal of attracting more international members both to our Division and to our meetings.

International Travel Award Application

By way of introduction my name is **Disa Holme** and I work as an Information specialist at Global Information Science & Libraries (IS&L) within AstraZeneca Pharmaceuticals and am located at our R&D site in Lund, Sweden. I have only been working in the pharmaceutical industry since 2000 and now that I am here, I plan to stay! My experience prior to joining AstraZeneca has been somewhat varied and I worked in several research libraries including Ericsson Mobile Communications and The University of Lund. I have a Law degree and a degree in Library and Information Science.

In April I will be traveling to our Wilmington site for a short term assignment and was very pleased when I heard that my trip coincides with the Spring meeting of the Pharmaceutical & Health Technology Division of the SLA. The theme of the upcoming meeting, Business Intelligence, fits perfectly into my field of interest which is competitive intelligence and intellectual property rights such as patents.

One of the main roles of IS&L is to contribute to the decision-making of the research and therapeutic areas within AstraZeneca. In particular, I monitor key competitors and target areas relevant to Lund discovery projects and respiratory products. I also evaluate, analyze and provide pipeline databases and biomedical databases to support the scientists in their research assignments.

Attending the Spring meeting would provide enormous benefits to me not only because the conference theme is very relevant to my areas of interest but it would allow me the opportunity to network with many information professionals, with whom I would otherwise not have the opportunity to meet. It would also provide an opportunity for US-based delegates to meet me and discuss mutual areas of interest.



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Reflections on the 2004 P&HT Spring Meeting: an International Perspective

With the adage "less is more" I will pick some of my many useful findings from this terrific two-day meeting, which I was fortunate to attend during my 6-week international assignment working at the Wilmington site of AstraZeneca.

The focus of the meeting was, as known, Competitive Intelligence (CI), and kicked off with the keynote speaker Doug Long of IMS presenting a review of the US pharmaceutical market in 2003 followed by concise future prospects of 2004 – could the beginning of this CI meeting be more accurate to our industry?

Jonas Pedersen, a Swedish compatriot gave a general presentation about CI emphasizing that it's all about mindset and how a cross-functional awareness is necessary to build competitive insights. Along with some useful "How to" tips, Jonas didn't hesitate to use the wonderful Swedish word "förankra" (meaning to get the required support) before communicating CI with the CEO.

Mark Little stated that Pharma challenges require teamwork between Information groups and CI units. By focusing on each group's strengths and know-how, these two groups can work together to provide remarkable CI to the company. He convinced us all by showing the composite drug development pipeline collectively with its multitude of technologies, methods, models etc., and with all phases with their diverse information needs, and providing two instructive examples.

The novel and spontaneous approach of inviting the five pipeline database providers onto a panel to respond to direct questions and concerns of key users, was a refreshing and good way of showing differences, pros and cons, of the various products. Very useful from a customer's point of view, I think!

Mary Skousen impressed me with her truthful and straightforward presentation of how she struggles with solving real CI issues by using several different resources of varying quality. She also pointed out the strengths and opportunities and strengths (again! – typical affirmative American, was my thought) as she delivered her personal evaluation with tongue in cheek.

Jenny Barry and Steven Werkheiser gave a very practical presentation about "end-user training timesavers". This really appealed to me, who learned the hard way, how long it can take to make even the simplest Power-Point presentation! They highlighted the necessity of customising training material and offered a simple, but brilliant, way of creating a set of canned presentations and templates to reuse and easily modify for specific users. Jenny and Steven also provided



other tips and tricks. Examples included using statistics to locate the gaps of use of resources; establishing personal relationships by site visits; focusing on subject-based rather than tool-based education and exploiting vendors and subject matter experts. The only thing I missed was the hand-outs (due to security reasons). I had to take notes like mad!

Stephanie Fitch told us an openhearted and exciting story of how she managed to transition a very traditional library into "Scientific & Competitive Analysis" - a threatened function turned into a successful business - with a happy end (if there was an end!). A great example of how developing CI competencies can facilitate the alignment of library activities into business processes. She showed us what passion, courage, allegiance and appearance, not to mention some strategic skills, could really achieve. Her story was both impressive and visionary!

From the array of vendors I picked up the good news about the improved capability of exporting more columns from IDdb3 reports into BizInt Smart Charts. And with the recent partnership between Factiva and Microsoft there will soon be a "search Factiva" button on the WORD, EXCEL, etc. tool bar. In addition, I found a leaflet about all the different F-D-C reports available showing features and overlaps across the various coloured sheets and similar newsletters such as FDA News, Health News daily etc. But most of the time I was conscientiously trying to fill in the quiz and if I couldn't come up with something better I put Benjamin Franklin or William Penn there (and not surprisingly I didn't win).

The fantastic evening activity at the Franklin Institute was amazing and fun! Lots of opportunities to mingle with information colleagues both from AstraZeneca and elsewhere. I also got the name of the name behind THE virtual library in the US from a dinner partner!

To summarize: I learnt a lot, got some great new ideas and met so many interesting people at this interesting and well-organized meeting. And if that wasn't enough I now realize that many things are as alike here in the US as they are in the Swedish information specialist community. We too discuss issues such as 'Where is our profession heading?' 'Are we to abandon the traditional library services and change into CI or science?' 'How do we become partners with our customers and add value to the business?' (Apparently yes from both sides of the globe!).

As a member of The Swedish Association of Information Specialists – the Swedish parallel to SLA – I was pleased to hear Janice R. Lachance express an explicit interest from SLA to focus on becoming more international – we will all benefit from that. That I was given the opportunity to attend the meeting by a generous grant from the P&HT Division is clear evidence of that shift! Thank you P&HT Division!

By Disa Holme, AstraZeneca Pharmaceuticals

Pharmaceutical & Health Technology Division



SPECIAL LIBRARIES ASSOCIATION

SLA Pharmaceutical & Health Technology Division Spring Meeting

Philadelphia, PA
April 25-27, 2004

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

Synopsis of the Monday Sessions

This year's delightful and energizing meeting began with Monday's Keynote speaker, Mr. Douglas Long of IMS Health who delivered an electrified analysis of the pharmaceutical industry. Doug Long's session was followed by 5 sessions, which concentrated on the quantitative and qualitative delivery of CI data, the nuances between information resources and CI, forecasting and the impact of drug delivery.

Keynote: The 2003 US Pharmaceutical Marketplace - Trends, Issues & Forecasts (Douglas Long, VP Industry Relations at IMS Health)

This was riveting! The U.S. pharmaceutical industry finished strongly in 2003 and established precedence with a total market of \$216 billion. The leading global 20 manufacturers were discussed, where the first 10 comprise 60% of the pharmaceutical market. In fact, all worldwide markets experienced solid growth. Scripts growth was solid but not as strong as dollar growth. Nonetheless; the industry faces some challenges such as personal importation, sales forces size, multi-tier copays and generic introductions. However, the industry is steadfast due to factors like strong pipelines beginning in 2003, under-treated disease areas and demographics. All these factors were addressed.

Questions which were raised after the presentation relayed issues such as innovation (looking from the outside in; the 180 day rule within the generics industry (first to file to capture more revenues; the challenge the FDA faces with importation and safety when there are no inspection, senior payment myths (~3% is spent on Rx & OTC) and the effect of marketing on growth.



How to Communicate and Analyze CI Data (Jonas Pedersen, Amgen)

It was enlightening. Förankra! (Swedish for pre-anchoring --- establish relationships) Essentially, CI is founded not only on people, process and technology but also interaction and identification between these factors. A clear and concise framework was discussed in conducting a CI analysis and applying the theories of Kotler and Porter. CI results have the potential to make or break. So, (1) use all available resources, (2) establish and meet the goal and (3) extract insight.

Questions which were raised addressed the issues of 'turning it around' (when a client is wrong on the facts, don't attack but rather turn it around), being proactive, and cross-functional teams.

Moving Up from Data to Analysis: Polishing Your Image as well as your Data (Sharon Mosenkis, FIND/SVP; Sara van der Voort, President Arras Associates LLC)

This was refreshing. There are the 4P's from Porter's theory but here we learned about '3Ps': polishing your image, personalization and 'productization'. The session began with a review of the audience on the following service levels: research summaries (~30%), assessment & evaluation (~20%), analysis (~15%) and consultation & advisory (~10%). All or just one of these principles can be implemented but applying any of the P's enables you to clearly communicate and have impact. Concrete examples were discussed from Arras Associates and FindSVP.

Questions, which were raised addressed issues like focusing on the goal and apply personalization in accordance with the client (it's dynamic).

Building a Not-So-Traditional CI Role for the Information Resources Department (Mark Little, Covance)

This was interesting. There is a dichotomous relationship between R&D expenditure and the NCE approval rate; there are not enough NCEs! The use of various technologies through the product cycle of a drug candidate has its affect on innovation, speed and cost. Technologies discussed included expression profiling, SNP, proteomics, animal models, pharmacogenomics and data management. To respond to this issue is simply to leverage the resources, tool and relationships between the information resources (IR) and competitive intelligence (CI) units. Divide, Assess and Bridge! Examples were illustrated from Glaxo (before the merger) and Pfizer.

Questions which were raised addressed issues with biologics, the impact of corporate culture, the nuances of primary & secondary research and integrating informatics.

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Using CI Data to Make Financial Projections (Robert H. Uhl, Wells Fargo Securities)

This was influential. This provided a solid framework for using CI data in forecasting. A review of the essential resources was discussed (i.e. inputs). These inputs were factors like IMS audit data, FDA data (i.e. guidelines, talk papers etc), and STM literature and business documents. These resources can then be applied to the product category continuum (i.e. new/innovative, new/replacement, life cycle management or generic) so that projections can become communications which are based in reality. Examples were shown with case studies from Columbia Labs and Connetics.

Questions which were raised addressed issues on the number of physicians questioned in surveys (i.e. n=25-30 is average), promotion tactics used to increase response rates, product competition (all formulations) and the inconsistency & ethics of industry data.

Medical Device Directions: Challenging Times for Technology, Market Adaption, Growth and Funding (David Cassak, Windover Information)

This was intriguing. The device industry experienced a technology boom in the early 1990s but that quickly went bust in the late 1990s. However, it still had life. The industry's 'straight-forward business model' was appealing; it was grounded on its predictability. Venture capitalists continued to support it. The focus was on the patient rather than the clinician. Issues were discussed which focused on the future of the device industry: its competencies, its challenges and its impact. Overall the message was 'where there is opportunity, there is strength

Monday synopsis by Christine M. Leyva, Eisai

Synopsis of the Tuesday Sessions

Day two kept up the pace with 5 highly relevant sessions on a variety of topics. Janice LaChance began the day by giving the second Keynote speech entitled "A New Perspective". This was followed by a Town Hall session on the Pipeline databases. The afternoon contained sessions on using pipeline databases, maximizing one's in-house training efforts, and transitioning from a traditional library to an innovative competitive analysis center.

Keynote: A New Perspective (Janice LaChance, Executive Director, Special Libraries Association)

After thanking the P&HT Division for inviting her, Ms. LaChance touched on some of the more pressing issues that have arisen in her first year as Executive Director for SLA. The thrust was a focus on the new mission statement and core values of the Association – "learning, networking and advocacy." Emphasis was placed on new initiatives such as the revamped website, revitalized online career center and the concerted efforts to attract international membership. The

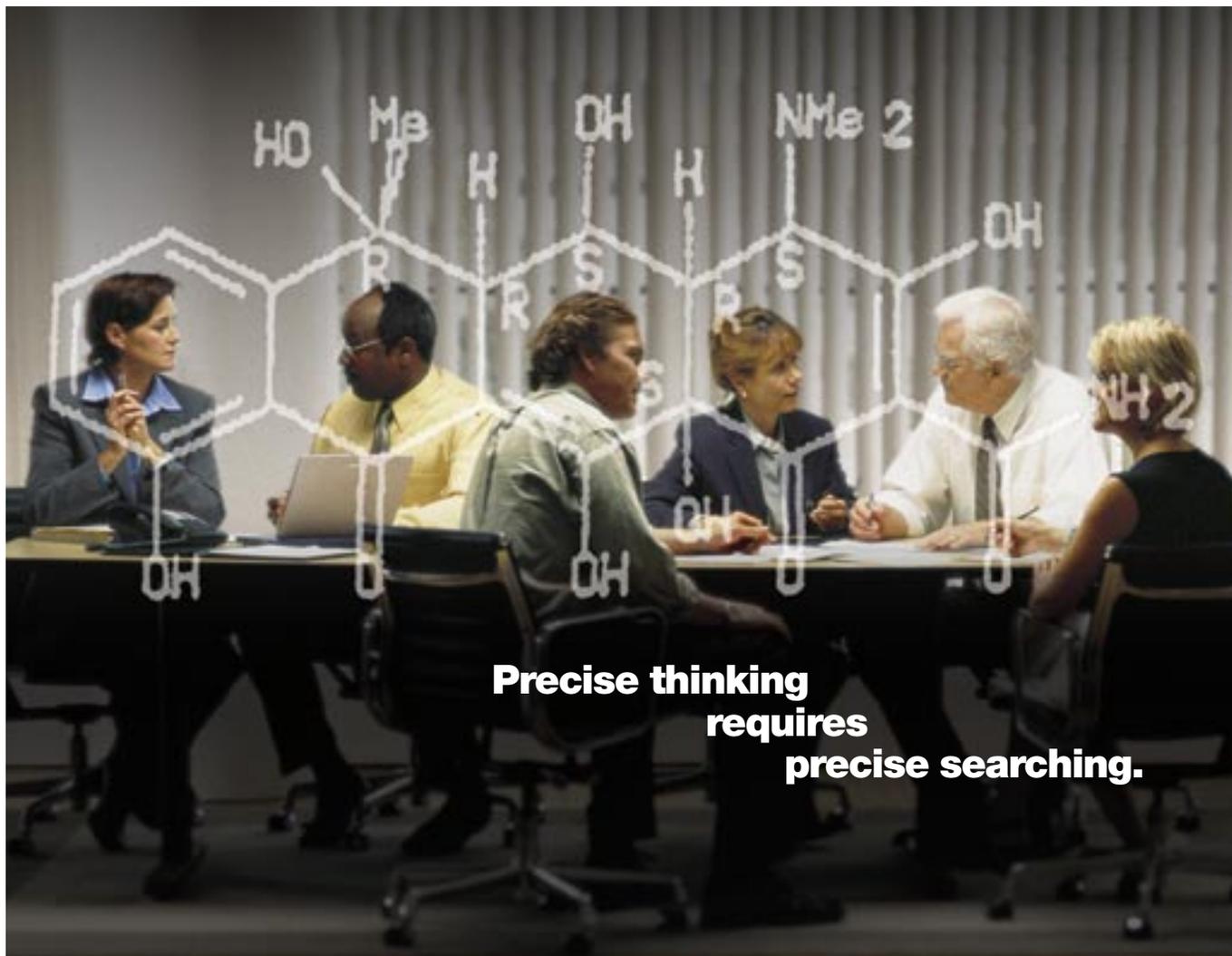
infamous subject of "dba SLA" was discussed with reasons for the change given as the need for increasing Association membership and projecting a clearer image overseas. Apparently, the term "special" means "disabled" to the international community. Although the Board decision out of Albuquerque regarding the "dba SLA" was a surprise to most, Ms. LaChance stated that she was quite proud how it came out and pleased with the added flexibility it provides. Also mentioned were the revised professional competencies completed in 2003. Comprised of three competencies – professional, personal and core – the document is designed to help guide one's career. Under consideration is a certification program that would be recognized beyond the Association. To address those that may feel they have outgrown SLA, the Innovations Institute is being revived with a new offering planned for October 2004. To close, Ms. LaChance outlined the main challenges facing the profession: perception that profession is dying; relevancy to decision makers; generational disengagement; and the risk of being innovators. Audience questions included partnering with other Associations, opportunities for new leadership at the Association level, role of students in the Association, and the cost of virtual seminars.

Town Hall Meeting – Pipeline Databases

The purpose of the round table discussion was to bring the editorial representatives from the "Top Five" pipeline database vendors face to face with the users to provide answers and information on their products. The representatives were as follows: Sue Shoolbread (Adis); Irene Buggle (IMS); Peter Robbins (IDdb); Ann Wescott (Prous Science) and Wendy Manning (PJB). The session was moderated by Bonnie Snow



(Dialog). This was a great idea, and not nearly as confrontational as I am sure the vendors had feared. A total of 11 questions were asked on a myriad of topics including when coverage begins on a compound and when it stops; definition of "no development reported" and how long it remains in that status; which products have an "active" or "inactive" category; delineating between biologics versus small molecules; delineating between biotech and big pharma companies; definition of "licensee"; handling of company histories; criteria used to move a drug from one status to another and the coverage of diagnostics.



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Pipeline Intelligence: A Point in Time (Mary Skousen, Pfizer)

It was nice to see someone actually take a stand and state their pipeline product preferences and the reasons for them in one concise presentation. Mary was very clear in professing that this was solely her opinion, and not that of her employer or co-workers. The "Top Five" sources were examined – Prous, PJB, IMS, Adis and IDdb – along with the use of an in-house database. The take home message was that all the products are good, no one source is comprehensive and they only capture a "point in time". Briefly, Adis was used primarily for Phase II and above, as was IMS. PJB and IDdb were strongest in discovery, preclinical and Phase I compounds. Prous seemed to update the fastest. IDdb and Prous are very strong in conference coverage. IMS has the best sales data. Adis has good analyst coverage and also allows linkage to Clinical Trials Insight. PJB's association with Scrip makes it probably the most well known of the sources outside of the profession.

Measure Once, Cut and Paste Twice: End-User Training Timesavers (Jenny Barry and Steven Werkheiser, Abbott Laboratories)

Jenny and Steven presented ways to save time and effort when designing end-user training programs in-house. With Abbott having 70,000 employees located across 130 countries, flexibility and efficiency are priorities when planning any end-user training. Scenarios were presented along with the possible solution and its applications. The lessons learned were to 1) become a pack rat. This involves getting anything and everything you can from your vendors and compile an in-house inventory for future use. 2) Reuse and Recycle. Create a set of "canned" presentations that can be easily and quickly modified for different audiences. Also take advantage of the Custom Show feature in PowerPoint. Preparing a "travel pack" with all the audio, network and phone cords you will need will prevent last minute problems onsite. 3) Play to your strengths. Use your in-house talent and subject expertise to make your training modules more robust. Train your own staff in basic PowerPoint and presentation skills to enhance their own development. 4) Don't reinvent the wheel. Take advantage of existing eLearning sites and web-based programs already provided by your vendors. Use packages that will enhance your training materials by adding narration etc. Audience questions included how people were identified to trial new products.

Information Resources to Scientific & Competitive Analysis: Librarians can become CI Practitioners (Stephanie Fitch, Millennium Pharmaceuticals)

Our current Division Chair, Stephanie Fitch, outlined the recent history of the transformation of her group at Millennium Pharmaceuticals. Upon arrival, Stephanie inherited a fairly traditional library that was not functioning up to customer's expectations. After 18 months of major organizational changes (i.e. 3 reporting structure shifts, laying off of 40% of the company's workforce, new department hires, dramatic budget cuts), the library emerged as the new Sci-

entific & Competitive Analysis group. Where once scientific literature searches and journal check-in were the mainstay of the group, now competitor tracking and conference CI gathering are the primary mandates of the department. Stephanie identified six key components necessary to drive your group upward and forward within your organization: passion, courage, allegiance, appearance, partnering and rejoicing.

Audience questions included how the conference CI was done; and whether a company focuses inwards or outward when looking strategically.

Tuesday synopsis by Robyn M. Smith, Millennium



In addition to the excellent sessions on Monday and Tuesday, there were many other great activities at the 2004 P&HT Spring Meeting!

Professional Development Workshop



Speaker Cliff Kalb talks with participants in the Competitive Intelligence workshop on Sunday.

Exhibits



Attendees talk with exhibitors in one of the four exhibit rooms.

Door Prizes



Karen Mirabile (center) and Sandra Caddell (right) assist with the vendor door prize announcements.

A Night at the Franklin Institute



Delicious meals at the Sofitel



Meeting organizer Karen Mirabile (far right) talks with Program Chair Jeanne Becker.

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Minutes of the May 2004 Division Board Meeting

DPHT Spring Meeting
Philadelphia, PA
Sunday, April 25, 2004

In attendance: Molly Bernard, Barbara Boyajian, Sandra Caddell, Karen Erani, Bernadette Ewen, Stephanie Fitch, Guylaine Galipeau, Damien Hayden, Ford, Khorsandian, Maude Lethiecq Normand, Karen Mirabile, Barbara Petersen, Jennifer Schwing, Bonnie Snow, Sharon Srodin, Larry Walton, Diane Webb, Susan Zalenski

Stephanie Fitch called the meeting to order at 2:05 P.M. Stephanie asked for a volunteer to take minutes in Liz Perry's absence. Stephanie called for additions or changes to the agenda, and Karen Mirabile noted that she would be speaking for Sarah Schweer about the 2005 Annual Meeting Program. A motion was made and seconded to approve the agenda as amended.

Old Business Review of Minutes

Stephanie noted that Liz had e-mailed the Board directing members to the March, 2004 *CapLits* for minutes to be approved at this meeting. Stephanie called for any changes to the minutes of the 2003 Division Annual Business Meeting and Board Meeting. Separate motions were made and seconded to approve both sets of minutes as written. Stephanie will make sure copies of these minutes are filed in the Division Archives.

Reports/Updates

2004 Spring Meeting

Sandra Caddell reported that sponsorship recruitment for the Spring Meeting had gone well. Thirty-two sponsors, four fewer than in 2003, provided increased revenue over last year's meeting, thanks to steady participation and increased sponsorship levels set by the Division. 2004 levels of sponsorship are: Platinum \$1,700, Gold \$1,200, and Silver \$300. Twenty-eight of 32 vendors have sponsored booths. Sandra distributed an Exhibitor Sponsorship Report.

Karen Mirabile reviewed logistics, including arrangements to ensure industry attendees meet all exhibitors. At Sunday night's gala, hors d'oeuvres and desserts will be butlered in four exhibit rooms, and door prizes announced at regular intervals. Attendees have a list of questions about Philadelphia which they can bring to exhibitors who will verify and initial the answers. All who visit every vendor are eligible for gift drawings held throughout the meeting. A trolley will shuttle attendees to and from the Franklin Institute on Monday evening. Karen thanked Susan Zalenski for her

excellent job planning the social event, including the elegant dinner at the Institute. Exhibits will be open throughout the meeting. No last minute issues were raised.

Treasurer's Report

Larry Walton presented highlights of the Treasurer's Report, available on the table, noting that the first and last pages were reversed. The current balance is just over \$99,000. Approximately \$34,000 is expected from vendors and new members. Larry believes the Division will break even on the 2004 Spring Meeting, adding that the cost will be double that of Spring Meeting 2003. Sandra Caddell asked if there would be sufficient funds for the SLA annual meeting, since some Division meeting revenues have in the past been applied to SLA annual meeting costs not covered by sponsors. Larry said the treasury will cover Annual Meeting costs in June.

2004 Annual Meeting

Damian Hayden produced a copy of the Division's annual meeting program for the spring meeting binders. Stephanie thanked Damian for finding outstanding speakers, noting that ours was one of the few Divisions with all sessions and speakers confirmed by the preliminary program deadline. Karen recommended that program planning begin even earlier for 2005, given the earlier deadline from SLA this year. Stephanie reported that SLA erred in making too few tickets available for the Division's Annual Business Meeting, and said that this is being corrected.

Barbara Boyajian said that Annual Meeting sponsorships were a third of the way towards the 2004 goal, and announced the events still available for sponsorship. Stephanie said that all sponsors will be listed in the Division brochure and on SLA's online program planner, and Diane Webb will list sponsors in *CapLits*. The Division will create its own posterboards that list sponsors of Annual Meeting sessions. Larry asked if there were plans to share sessions and expenses with other divisions. Stephanie said no, due to challenges of trying this in 2003. Sharon said there is not yet a mechanism for splitting these costs. Stephanie thanked Barbara for her hard work recruiting sponsors for the Annual Meeting.

Stephanie deferred the Call for Moderators agenda item.

2004 Awards

Stephanie reported for Margaret Basket that, of seven applicants for the three Division student travel awards, two winners were selected. Stuart Sugarbread's essay "The Information Professional and the Management of Digital Resources in the Pharmaceutical (R&D) Environment," and an overview and link to Mary White's web site, describing an online course in health informatics for which she is a teaching assistant, will appear in the next issue of *CapLits*. Stephanie credited Margaret for her work in publicizing these awards in colleges.

Because only two awards were given in 2004, the Board asked an international member who had inquired whether funds

were available from the Division to help defray meeting travel expenses to submit a justification for a travel grant. The Board approved the justification and granted the member an international award.

Sharon Srodin reported there were very few nominations for the Horizon award, so the deadline will be extended and nomination forms will be distributed at the Spring Meeting.

CapLits Update

Diane Webb reported that the March 2004 issue of CapLits cost \$3,300, for which she provided a breakdown. Stephanie and Diane will schedule the next issue, which will both preview the Annual program and report on the Spring Meeting. Barbara recommended including an invitation to sponsors with a link to the sponsorship form on the web site. Sharon recommended CapLits include a sponsorship page in color prior to Division and SLA annual meetings, with corporate logos of sponsors, to recognize sponsors of upcoming meetings.

Website Update

Susan Zalenski reported the Division spent \$1,000 on web site development requiring skills lacking in the Division. Several meeting presentations on the site were edited by Susan to make them web compatible. Membership lists are accessible only by member PIN, owing to spam harvesters that crawl

the web for names and e-mail addresses. Susan Zalenski moved to display meeting presentations from the current and one previous year on the web site, with archives accessible by link. Her motion was seconded. Guylaine Galipeau adopted SLA's new logo on the Division web site. The need for ongoing web developer support and oversight of links led Stephanie to note that the web site needs to be covered under the Division's Strategic Plan.

New Business

Listserv default 'reply to'

Stephanie Fitch reported for Robyn Smith that there are 435 listserv members, 20% of whom are not Division members. Division policy says SLA membership is required to subscribe to the Division's listserv. Robyn fields 10-15 non-SLA requests per week to join the listserv. Some members have requested that the default 'Reply To' be changed so that it does not reply to the list. Robyn has recommended no change, because the number of errors has been small, and changing the 'Reply To' mechanism might discourage member participation. Following discussion, Karen Erani moved that the 'Reply To' be changed and the motion was seconded and approved. Bernadette requested a message about the change go to the listserv once the change is made.



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Proposal: International Travel Award

Stephanie Fitch proposed that the Division convert one of its three student awards to an International Travel Award in the amount of \$1,500, for travel to the P&HT Division Annual Meeting. Applicants would be required to submit a one-page justification describing the benefits that would accrue to themselves and to the Division through their meeting attendance. Members from outside North America would be eligible. The motion was seconded and passed.

Proposal: Increased awards amount for Horizon and Distinguished Member Awards

Stephanie Fitch noted that the Horizon and Distinguished Member Award amounts were not raised last year when the Board approved raising the amounts for student awards. Stephanie proposed raising the Horizon Award from \$250 to \$500. Her motion was seconded and approved. The Distinguished Member Award is \$500, and no proposal was made to increase that amount.

2005 Annual Meeting Program

Karen Mirabile reported for Sarah Schweer that the 2005 Annual SLA Meeting would take place June 4-9, in Toronto's North Convention Center building. Conference hotels are the Royal York (two minutes from the CC) and the Intercontinental, which is connected to the CC. International topics are being encouraged of session planners. Sarah made cards for spring meeting attendees to use to contribute ideas for 2005 session topics and/or speakers. The Division needs to submit a CE session by the August 2004 deadline. The Division will plan six sessions, an outgoing board meeting, incoming board meeting (part of a networking breakfast), CE class, and a tour. Stephanie stated that the Board would approve CE topics at the Annual Meeting in June 2004.

2004/2005 Board Positions

Stephanie asked members who were certain they would be stepping down from their positions in June 2004 to let her know, so that Karen can begin recruiting new people for committee chairs from the 234 Division members attending the Spring Meeting. Two open Board positions are on the ballot, mailed to members in April by Liz Perry. Several people had not yet received ballots for Board elections. Bernadette Ewen will distribute ballots at the Spring Meeting, and will post a message to the listserv. The Advertising Manager Chair position is open, and the CapLits Editor position will become open in June. Other open positions that are likely to become open are Employment Relations, Fund Raising I, International Relations, Networking Chair and Student Relations. The Advertising role is the most immediate need but Becky Wolff will mentor her successor.

Implementation of Strategic Plan

Stephanie Fitch acknowledged there had been no progress on the Strategic Plan, owing to unanswered requests for roles,

descriptions, etc. Division Practices have been approved by SLA, and must be adopted by Divisions. Headquarters provides a template, but the Division can embellish beyond the basic requirements. Stephanie and Janet Muscarella will work together on implementing the new practices. They will be sending these out for comments.

There being no additional business, the meeting was adjourned at 4:00 p.m. by motion and second.

Respectfully submitted on behalf of Liz Perry, Secretary, by Molly Bernard



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In Outsell's Opinion: Moving up the Information Value Chain

Adding value to the information center function takes many forms. Judging from the large attendance at the division's Spring meeting in Philadelphia, information professionals are keen on providing business intelligence as a way to bolster their value proposition. For a number of years, Outsell has been tracking the practices of information professionals who identify themselves as serving in market, business, and competitive intelligence functions. We use "market intelligence" or "MI" to cover all intelligence activity, and define it as "corporate functions that, central to their purpose, analyze information, create new information from their analyses, and deploy the results in ways that meet their organizations' market, competitive, business, and technical intelligence needs."

We've seen information centers take two directions with MI. One is to partner with the marketing or strategic intelligence function, and be a provider of external content or organizer/deployer of content for the marketplace while the "intelligence" function prepares the final deliverables and the "so-what" analysis. The other direction is for the information center staff to acquire the skills (which may be through retraining existing employees or hiring new ones) to actually provide the full suite of intelligence offerings – from external content acquisition through packaging of information into intelligence products.

A good way to look at these two channels is depicted by Outsell's model for creating content. When considering a strategic move for the information center to enhance value through MI, this framework can help to determine where your information function can or should be included in the process.

In any case, content creation is the name of the game. According to Outsell's 2003 study, *The Changing Roles of Content Deployment Functions*, nearly 70 percent of MI professionals identify content creation as their primary job role. We've seen information centers stake out claims in the following main points of the content creation process, whether in a primary or supporting role:

- Acting as the secondary research arm of an already-established competitive intelligence organization, with a role of doing an external scan of the competitive environment. This includes vendor identification, selection of the secondary sources to be used, and indexing, filtering, abstracting, packaging, and deploying the content.

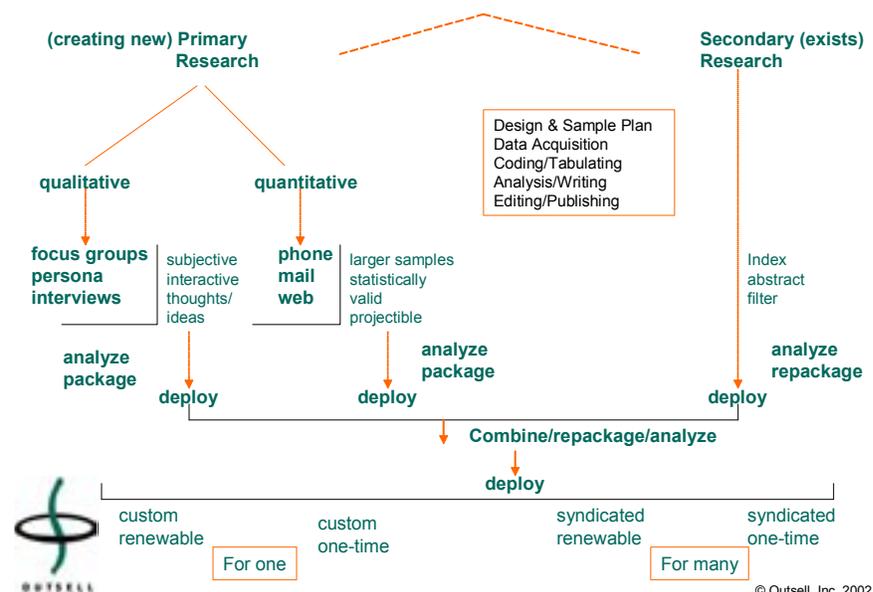
- Deploying multiple sources of MI content to the organization. This is the horizontal sell/deploy layer of the framework. Information professionals may provide the information architecture, finding mechanisms, and portal environment to provide a consolidated intelligence view of both internal and external sources for users.
- Packaging/presenting MI content. This is the horizontal view on the bottom of the framework. For example, we've seen successful competitor newsletters that are deployed to many, based on scanning/filtering of external and internal sources (syndicated renewable).

The above roles draw on well-established information professional strengths in external content services and in organizing and deploying content for multiple users. Should you consider a bigger role in the process, it is useful to look at an overview of a functional description of an "intelligence" analyst's role. The following provides information about analytic job descriptions within the corporate environment.

An analyst is typically required to provide the ultimate value-add to any information offering. What is value-add? In Outsell's opinion, the main definition of "value-add" is the inclusion of opinion and recommendation based on experiential knowledge in any collection, filtering, and manipulation of information being provided to an end-user. Value-added research provides the "so what" and answers any or all of the following questions:

- What does the information mean?
- What are the implications for the reader?
- What calls to action result?

Making Research Model



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Outsell, continued from page 10.

Outsell defines four typical types of analysis:

1. Company analysis – Usually about a company, or group of companies, in its (or their) role as maker or supplier. This is sometimes called competitive assessment. In this type of analysis a company (or group of companies) is the main focal point of the information and analysis.
2. Market analysis – Usually about a consumer type or business, individually or as a group, in the role of buyer or customer. The classic, or economic, definition of a market encompasses the collective result of what happens when buyers and sellers connect. Here, however, we refer to markets as the element that represents the “buy” side of the equation.
3. Technology analysis – Usually about how competing technologies compare for a given application. These are also frequently referred to as technology assessments and compare alternative technologies, ranking them for a given set of applications.
4. Industry analysis – Usually about the sum total of what’s going on between buyer and seller, including distribution channels, supply chains, and core technology drivers. In essence, industry analysis encapsulates the three other types of value-added research.

Analysts’ titles are pretty straightforward and mirror the above functions:

- (Senior) Information Analyst
- Research Analyst
- Competitive Analyst
- Market Analyst or Market Intelligence Analyst
- Business Intelligence Analyst

Unlike analyst titles, “market researcher” or “information professional” titles are for individuals who are largely skilled and tasked with acquiring data via the primary or secondary research core competencies that they possess. These titles connote a searching or gathering function, not an analytic function. In Outsell’s opinion, it is atypical to find an individual skilled in both primary and secondary research; nor do the gatherers often have the analytic skill. These are two of the major skill gaps – and development opportunities – facing professionals who want to move up the information value chain.

*Joanne Lustig
Director & Lead Analyst
Outsell, Inc.*

P&HT Division Program at SLA 2004 Annual Conference

**June 5-10, 2004
Nashville, TN**

Sunday June 6th, 2004

CE COURSE: Pharmaceutical Regulatory Resources Online: Applications & Implications for Business Intelligence

Track: Practitioner’s Toolkit
Speaker: Bonnie Snow, Dialog
Sunday, June 6, 2004 8:00AM - 12:00PM
Location: Canal B

Knowledge of government regulations and their implications is essential to the success of any information professional working in the health sector today. 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.

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.

Difficulty Level: Intermediate
Audience: All Attendees
Ticket #275, Price: \$199/MBR, \$299/NMBR
Sponsors: Dialog, The Information Professional Partner

CE COURSE: PatInformatix: Patent Analysis for Fun and Profit

Track: State of the Art
Speaker: Anthony Trippe, Chemical Abstracts
Sunday, June 6, 2004 1:00PM - 5:00PM
Location: Delta Island B

Participants will learn about the initiation of a patent analysis function at a Fortune 25 company and discover the nuances of PatInformatix - 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.

Difficulty Level: Basic

Audience: All Attendees

Ticket #320, Price: \$199/MBR, \$299/NMBR

Sponsors: CAS, A division of the American Chemical Society

P&HT Outgoing Board Meeting

Sunday, June 6, 2004 6:00PM - 8:00PM

Location: Presidential Boardroom B

All members of the Pharmaceutical and Health Technology Division are welcome to join the final Board meeting of the 2003-2004 Board.

Audience: Unit Members Only

Moderator: Stephanie Fitch, Millennium Pharmaceuticals

Sponsors: Ovid Technologies

P&HT Networking Reception: Welcome to Nashville

Track: Networking

Sunday, June 6, 2004 7:00PM - 9:00PM

Location: Division Suite

Come and join your Pharmaceutical & HealthCare Division members for a pre-conference drink. Catch up with old friends; make some new ones and find out what we have planned for our time in Nashville.

Audience: All Attendees

Moderator: Damian Hayden, Chiron Corp

Sponsors: Dialog, The Information Professional Partner

Monday June 7th, 2004

Networking Breakfast

Track: Networking

Monday, June 7, 2004 7:30AM - 8:45AM

Location: Bayou E

The Pharmaceutical & Health Technology Division invites those who have an interest in any aspect of healthcare to join us for breakfast, to network with members and to find out what we're all about.

Audience: All Attendees

Moderator: Stephanie Fitch, Director, Scientific & Competitive Analysis, Millennium Pharmaceuticals

Sponsor: BizInt Solutions

Internal Marketing: An Inside Job

Track: Knowing and Growing your Customers

Speaker: Laura Zick, Information Scientist, Eli Lilly & Co
Sandra Stauffer, Information Scientist, Eli Lilly & Co.

Monday, June 7, 2004 12:15PM - 1:15PM

Location: Canal E,

In this session, two information professionals from a corporate pharmaceutical library will discuss lessons learned in their creation and implementation of a marketing plan. Primary focus will be on applying new approaches for improving teamwork and communication skills to enable effective marketing. Highlights include: what worked, what didn't work, communication within the marketing team, communication between the marketing team and other relevant teams, and recommended tools for improving teamwork and communication skills.

Difficulty Level: Advanced

Audiences: All Attendees

Expanding Relationships: Reaching out to Research

Track: Knowing and Growing your Customers

Speakers: Jennifer Lyon, Coordinator, Research Informatics Consult Service, Vanderbilt University
Christine Leyva, Senior Information Specialist, Eisai Research Institute

Monday, June 7, 2004 2:00PM - 3:15PM

Location: Canal B Hear how information professionals focusing on providing services to research scientists have successfully promoted their services to this particular customer group by taking time to get to know the true information needs of their customers and to tailor their services in order to best meet those needs.



Delta atrium at Gaylord Opryland, host hotel for SLA 2004.

Difficulty Level: Basic

Audience: All Attendees

Hot Topics in Records Management

Track: State of the Art

Speakers:

Sylvia Diaz, Director, Records and Literature Management, BMS

Stephen Gens, Principal, Booz Allen Hamilton

Monday, June 7, 2004 3:45PM - 5:00PM

Location: Bayou C

For many of us in the pharmaceutical industry, Records Management professionals are often close colleagues, our direct reports or even our boss! And just as we in Information Management are no longer just 'the library', Records Management is no longer just 'the archives'. Hear from the director of a records management function at a large pharmaceutical company, and from a consultant working in support of this

SLA 2004 Division Program, continued from page 23.

function, about recent paradigm shifts, about the impact of technology on the profession, and about what lies on the horizon for those working records management.

Difficulty Level: Basic
Audience: All Attendees

Tuesday June 8th, 2004

Networking Breakfast

Track: Networking
Tuesday, June 8, 2004 7:30AM - 8:45AM
Location: Governor's Ballroom B

Join fellow members of the Pharmaceutical & Health Technology Division for an informal networking breakfast. Catch up with old friends, welcome our new members and share insights gathered from attending the sessions thus far.

Audience: All Attendees
Moderator: Stephanie Fitch, Director, Scientific & Competitive Analysis, Millennium Pharmaceuticals
Sponsors: British Library EM-SCOPES, Elsevier

Vendor Update: What's new in full-text offerings

Track: State of the Art
Tuesday, June 8, 2004 9:00AM - 10:15AM
Location: Governor's Ballroom B

Hear from major providers of scientific information about recent enhancements added to their full-text offerings and about their plans for further development in 2004/5.

Difficulty Level: Basic
Audience: All Attendees
Speakers:
Bonnie Snow, Director, Pharmaceutical Markets, Dialog
Lynn Fortney, Ebsco
Kathleen Schmidt, Product Marketing, Chemical Abstracts Service
Patti Corbett, Ovid Technologies
Moderator: Damian Hayden, Chiron Corp
Sponsors: Thomson Scientific

P&HT Annual Business Meeting & Luncheon

Track: Networking
Tuesday, June 8, 2004 12:15PM - 1:30PM
Location: Governor's Ballroom B

During the Annual Business meeting of the Pharmaceutical and Health Technology Division, we will review the year past, recognise outstanding contributors, welcome new mem-

bers and outline plans for the new year. All Division members are encouraged to attend.

Audience: Unit Members Only
Moderator: Stephanie Fitch, Director, Scientific & Competitive Analysis, Millennium Pharmaceuticals
Ticket #530, Price: \$30.00

Breaking New Ground: Information Strategies for Combination Products

Track: Practitioner's Toolkit
Speakers:
Barbra Rosenberg, Senior Manager, Information Research & Library Services, PAREXEL International Corp.
Beth White, Information Research Analyst, Beth White Research & Consulting Services
Tuesday, June 8, 2004 2:00PM - 3:15PM
Location: Governor's Ballroom B

Combination products are receiving more and more attention from practitioners and are firmly establishing their position in the medical market place. As a result, requests for information needed to support the development of these products are becoming more frequent; yet this information is not easy to find. Hear from two industry experts and learn their 'tricks & tips' for finding pertinent information in support of customers developing and/or marketing combination products.



Nashville mural at the Hard Rock Cafe on the Riverfront.

Difficulty Level: Intermediate
Audience: All Attendees

Negotiating with Vendors

Track: Practitioner's Toolkit
Speakers:
Julia Urwin, Global Content Manager, AstraZeneca
Wendy Hamilton, Manager, Digital Library, Abbott Laboratories
Tuesday, June 8, 2004 3:45PM - 5:00PM
Location: Governor's Ballroom B

Hear from the managers of external content based in large pharmaceutical companies who negotiate access to external content across sites, across continents and across cultures. Pick up tips on maximising your budget, on getting the most from your vendors and on creative ways to bring new resources in house.

Difficulty Level: Intermediate
Audience: All Attendees
Sponsors: Swets Information Services, John Wiley & Sons

Wednesday June 9th, 2004

P&HT Incoming Board Meeting

Track: Networking
 Wednesday, June 9, 2004 7:00AM - 8:45AM
 Location: Presidential Boardroom

Join the new Chair of the Pharmaceutical & Health Technology Division as she welcomes new Board members to their first session. Drop by and listen in on the plans for the upcoming year. Learn about opportunities to contribute towards the successful running of the budget and grab a coffee and a bagel at the same time. All Division members are welcome and are encouraged to attend.

Audience: Unit Members Only
 Moderator: Karen Mirabile, Ovid Technologies

Biomedical Literature Full Text: Enabling Research: The HighWire Portal Toolset

Track: State of the Art
 Speaker: Bonnie Zavon, HighWire Press
 Wednesday, June 9, 2004 11:30AM - 12:45PM
 Location: Bayou D

HighWire Press, a division of the Stanford University Libraries, produces online versions of peer-reviewed journals and other scholarly content. HighWire Press hosts the largest repository of free, full-text science articles in the world,

including nearly half of the 200 most-frequently-cited journals in science. Learn about HighWire Press and how certain features of the web site may be used to help improve your own searching of the biomedical literature.

Difficulty Level: Basic
 Audience: All Attendees

Sponsors: Elsevier

Biomedical Literature Full Text: Mining the Biomedical Literature

Track: State of the Art
 Speaker: Dr Marc Light, Ohio State University
 Wednesday, June 9, 2004 1:15PM - 2:30PM
 Location: Bayou D

This talk will focus on four types of text mining that are prevalent in bioinformatics today: - document retrieval, - information extraction, - interpretation assignment, - similarity measures. After introducing the general topic of text mining, the speaker will discuss each type and give examples from the literature. Both commercially available software and cutting-edge research will be discussed to make explicit what librarians in special libraries can do now and what they are likely to be able to do in the future.

Difficulty Level: Intermediate
 Audience: All Attendees

Sponsors: Swets Information Services

Continued on next page.



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Continued from page 25.

The Three-Week Need: Information services within healthcare consulting

Track: Practitioner’s Toolkit

Speakers:

Tara Breton, Librarian, Health Advances LLC
 Andrea Thomas, Business Researcher, Ernst & Young
 Wednesday, June 9, 2004 3:00PM - 4:15PM

Location: Bayou DConsulting firms, small and large, need access to the same resources as their big pharma clients, but the actual uses vary. This presentation will explore the differences. Two information professionals based within consulting firms, one within a small boutique firm, the other from a ‘big four’ will discuss ways in which they use pharmaceutical information resources to support the work of their organisations.

Difficulty Level: Basic
 Audience: All Attendees

DPHT No Host Dinner

Track: Networking

Wednesday, June 9, 2004 6:00PM - 9:00PM

Location: Wildhorse Saloon, Nashville

See below for more information!



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A Boot Scootin’ Night in Nashville!

Experience the real Nashville, and join other Division members staying over Wednesday evening June 9 for dinner and dancing at the Wildhorse Saloon.

The Wildhorse is located in the historic downtown district only two blocks from the other church of country music, the historic Ryman Auditorium. It is a renovated three-story warehouse with 66,000 square feet of uniquely decorated space from traditional country to the latest contemporary furnishings, complete with pool tables and video games. The Riverview Room, a completely private dining area, overlooks Nashville’s scenic riverfront and the Nashville Coliseum, home of the Tennessee Titans. The Wildhorse is well known for its award-winning menu, state-of-the-art dance floor and fully equipped professional performance stage.

Reserve your ticket by sending \$40 to:

Larry Walton
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 St Louis, MO 63147-3457

Tickets can be claimed or purchased at the meeting from Damian Hayden.

Price includes admission, one drink, dinner, dance lessons and/or live music, a souvenir and services charge and tax. Seating is reserved.

Dinner is a buffet of BBQ pulled pork, tequila lime breast of chicken, house salad and fixins, broccoli and cheese, oven-roasted potatoes, grilled zucchini, squash and onions, assorted rolls, muffins and cornbread, fruit cobbler, coffee and tea.

Tickets also include shuttle from the Gaylord Opryland to Wildhorse Saloon, sponsored by QUOSA, Inc



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