Greetings from beautiful downtown Bridgewater, New Jersey. We’re having a heat wave here, but I hope you’re all managing to stay cool and enjoy the summer. We certainly couldn’t complain about the weather out in L.A. Global warming must have taken a week off during SLA’s 93rd Annual Conference. It was downright chilly at times, and I was wishing I’d brought more sweaters! The company, however, was warm and friendly, and the P&HT programming was definitely hot. Kudos to all involved, and a special congrats to Program Planner Julia Urwin for making our Division shine once again. Be sure to visit the P&HT web page at http://www.sla.org/division/dpht/phtsla02.htm to view all of the presentations. You can also read summaries of the sessions in this issue of CapLits (page 6).

In true L.A. fashion, we held an Annual Business Breakfast in lieu of a luncheon (although we didn’t greenlight any movie deals!). Outgoing Division Chair Bernadette Ewen discussed 2001-2002 accomplishments, including our updated P&HT Brochure, our digitized division archives, and our new Strategic Plan. She also announced the two award winners. Shannon Wally received the Horizon Award, given to new members for their participation in division and professional activities. The Distinguished Member Award was presented to Regina Maxwell in recognition for her outstanding work as Fundraising Chair for the past three years. Congratulations to Shannon and Regina! Jim Quigley, our Nominating Committee Chair, took center stage as he announced the names of our newly elected 2002-2003 Executive Board Officers. Stephanie Fitch is our new Chair-Elect and Liz Perry has taken over as Division Secretary. I know they’ll both do an outstanding job and I look forward to working with them. Check out the Division Web Site at http://www.sla.org/division/dpht/off02.htm for a complete list of all of the 2002-2003 Officers and Advisory Council Members. There are still several open positions that need to be filled. Please don’t hesitate to contact me if you’d like to offer your services. It’s a great way to gain new skills and experience and to interact with other members of the profession. A few of the projects we’ll be working on this year include the implementation of the new strategic plan (http://www.sla.org/division/dpht/stratplan.htm); adding more content to the Division web site (http://www.sla.org/division/dpht/index.htm) and CapLits; and updating the Procedures Manual.

It’s never too soon to begin preparations for the events of the coming year. Stephanie Fitch and her team are already hard at work planning the 2003 Spring Meeting (page 3). I’m very excited that it will be held in one of my all-time favorite cities - Chicago! Stay tuned for more details and give Stephanie a shout if you’d like to participate. And speaking of great cities, what could be better than attending the SLA Annual Conference in the Big Apple? That’s right - we’re headed for New York City next June. Division programming is already well underway and I guarantee you won’t be disappointed. Karen Mirabile and her committee have done an outstanding job so far and I know they’d welcome any input or suggestions.

Sharon Srodin, PH&T Chair
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THE PHT DIVISION NEEDS YOUR HELP!

If you’ve ever thought about playing a more active role in the Division and would like to share in the planning and coordination of Division activities, now’s your chance. Several Committee and Advisory Council positions for the 2002-2003 term need to be filled:

- Bulletin Editor I
- Nominating Committee (2 positions)
- Professional Development Chair
- Web Site Chair II
- Strategic Planning Chair

Please contact Sharon Srodin for further details:

Sharon Srodin
(908) 231-2625
sharon.srodin@aventis.com

2003 Spring Meeting

The dates of the Pharmaceutical & Health Technology Spring Meeting 2003 will be April 7 and 8, and the meeting will be located at the Palmer House Hilton, Chicago.

A first draft of the meeting program will be distributed in early September but until then, if you have any questions or suggestions, please feel free to contact myself or our Program Chair for this year, Shannon Wally (swally@pclink.com).

For information on the Palmer House Hotel, go to the Hilton web site: http://www.hilton.com/

Stephanie Fitch
P&HT Chair-Elect

Welcome to new division members!

Lucia X Economos
Angela Elskordy
June H Fulton
Alice K Goshorn
Alan J Hess
Maria-Liza P Hunter
Kirsten Kliwinski
Christine O Kuoch
Eric J Newman
Eileen F. Pingitore
Joan S Seidman
Anna Si
Lillian C Torres
Sarah E Vogel
Ovetta Williams
Dawn T Bassett
Paul W Benne
Jennifer L Bosch
Padmini M Krishna
Lucy M Ludwig
Bradley H McGuigan
Patricia M Neenan Kilmartin
Carmen Nitsche
Beveryly Pierce
Dennis J Reynolds
Robin A Terebeto
Timothy A Waugh
Cathy Webb
Cathy Webb
Frieder Kuenzel
Gordana Latinovic Rauski
Susan J Slaga
Carolyn M Speakman
Regina Maxwell

There were no surprises that our award winner for 2002 received a 4.0 GPA on her graduation from Drexel, which as it happens was only three years ago. You don’t get those results unless you are willing to put in! And our winner puts her all in! She dedicated herself to her studies throughout her tenure at graduate school, in the exact same manner that she approaches her professional work now, her voluntary work for the division, and her life! It is with passion. It is with commitment. It is with dedication. It becomes her challenge!

And while our winner this year is relatively new to both the information and pharmaceutical industries, she has certainly made an impact on the financial viability of the Pharmaceutical & Health Technology Division these past three years.

Before diving into librarianship and the information arena, our award winner pursued several alternative careers. Teaching was her first aspiration, but this was quickly usurped when she moved into the financial industry where she stayed for 7 years. And it was here that she begin to discern a love of dealing with information; she soon recognized the connection between information and her very curious nature. She knew she wanted to manage information (talk about challenges!)

In hindsight, this proved to be an excellent move. Towards the end of her graduate studies she worked as an intern at Astra Pharmaceuticals. From her colleagues there, her talent soon became apparent. Quickly she became involved in the division and willingly and enthusiastically accepted the demands of fund raising by taking on the role of Fundraising Chair, which she has held for the past three years. Without her significant and continuous efforts the division would not have offered the caliber of programming at the SLA annual meeting or the spring meeting these past three years. It takes a significant amount of money to offer these programs, and a significant amount of effort to raise the money. Regina was clearly dedicated and committed to demands of the task at hand as each year she exceeded fund raising expectations. She accepted the challenges and ran with them.

Regina Maxwell is currently a Commercial Information Analyst at Wyeth. She supports commercial operations at Wyeth and has moved from analysis of information related to the business needs of the company into a project management role. She continues to coordinate the Commercial Research Information Center and the departmental website.

Regina is the outgoing Fund Raising chair of the Pharmaceutical & Health Technology Division and will be taking on the role of mentor to the new 2002/03 Fundraising Chair. She is a shining example for graduate students, who want to get involved in the division. It is the drive, ambition and passion of division members like Regina who will continue to make the division successful.

Please help me congratulate Regina on the fine work she has done for the division.

Julia Urwin, AstraZeneca Pharmaceuticals

Winner of the 2002 PH&T Distinguished Member Award

Regina Maxwell

There were no surprises that our award winner for 2002 received a 4.0 GPA on her graduation from Drexel, which as it happens was only three years ago. You don’t get those results unless you are willing to put in! And our winner puts her all in! She dedicated herself to her studies throughout her tenure at graduate school, in the exact same manner that she approaches her professional work now, her voluntary work for the division, and her life! It is with passion. It is with commitment. It is with dedication. It becomes her challenge!

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Aggregators in 2002: What’s Hot in Database Aggregation

What will influence your choice in database aggregators? Find out what leading vendors are providing, planning and predicting for the future as Dialog, Ovid, ISI and Elsevier present their version of what’s hot. Whether it’s content or technology driving the latest strategies, you need to know.

Panelists:
Patti Corbett, Vice President Customer Development, Ovid
Jeff Dougherty, Manager International Product Support, ISI
Rick Bremble, Regional Sales Director, Elsevier Science
Bonnie Snow, Director Pharmaceutical Markets, Dialog

Before a packed room of nearly 90 attendees, Moderator Bernardette Ewen (Aventis) introduced four panelists representing major aggregators serving the pharmaceutical market.

Patti Corbett announced all departments and offices of the merger of Ovid (Wolters Kluwer) with SilverPlatter were now integrated. Market research is underway to fine-tune technical support and other areas. One Ovid brand is being created using the Ovid platform. Full text of sister company Lippincott Williams & Wilkins journals will be available on the platform in 2002, along with 275 prestigious textbooks, including Harrison’s and the Brandon Hill list. New tools and services are being added as a result of customer feedback.

Jeff Dougherty of ISI (Thomson) spoke of the merger of resources of ISI and sister company Derwent. He described the integration of resources into a powerful research tool, the ISI Web of Knowledge, comprised of high quality, multidisciplinary content, and the extension of the ISI Web of Science with its unique features (cited references, times cited) to hosted partner content (such as BIOSIS Previews, CAB Abstracts) within the Web of Knowledge. The ISI Cross Search capability makes a distinction between Web of Knowledge internal and hosted content, and external but linked content (such as PubMed and Agricola).

Rick Bremble of Elsevier’s ScienceDirect described the timetable of integration of Harcourt. ScienceDirect would absorb IDEAL’s materials in 2002. The 1500+ journals from Academic Press, Harcourt, Saunders, Mosby and Elsevier Science are now on one platform and covered by a single license, initially dating from 1998. By 2005, all ScienceDirect journals will be available in fully searchable text beginning with volume 1, number 1. Journals are being backfilled to the beginning by subject collections, e.g. the three medical components would be completed in 2003.

Bonnie Snow updated Dialog’s (Thomson) offerings. Dialog has a wider array of customization to match customer specifications, including Intranet tools, links to OPAC, additional user statistics. Greater capabilities include wider choice of platforms and powerful interfaces to exploit content more fully, e-journal links to 20 bibliographical databases. Dialog and DataStar are adding significant new content enhancements including greater breadth (Adis Clinical Trials Insight, DataStarWeb, more PJB newsletters, etc.) and depth (hyperlinks and PDF’s).

The Q&A session focused primarily on the consequential problems of mergers, particularly Elsevier’s acquisition of Harcourt and Ovid’s acquisition of SilverPlatter. A number of librarians in the audience either seemed unaware of efforts the aggregators were making to address problems or were less than satisfied with those efforts.

The PowerPoint presentations from this panel are now available on DPHT’s website at http://www.sla.org/division/dpht/phtsla02.htm

Summary by Eric Newman, ISI, Thomson.

Platforms of Access: Integrating Pipeline Data into Business Processes

Ann Wescott of Prous Science discussed the history and background of Prous, and gave an overview of the drug development cycle. She stressed the large impact that Information Technology has had on drug development. As an example, Ann showcased the Integrity product from Prous. Integrity is an integrated portal offering pharmacological data, analytical tools, data on biomedical trials, and even audio indexing. Future plans include additional functionality, such as searching by genomic sequences, and audio/visual capabilities.

Continued on page 8.
Spanning worldwide biotechnology, research and discovery.

With unparalleled depth and breadth of coverage and precision search and retrieval capabilities, Dialog’s databases provide the latest updates on biotechnology and biomedical research, including:

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Keep pace with the latest global developments in bioscience and biotechnology research and applications and target the scope of your biotech search with important sources such as:

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Tracking the pharmaceutical industry is easier than ever using Dialog’s extensive content collection. With local, national, and international coverage, these resources offer insight into global and regional markets, new technologies, competitive developments, new approvals, and industry trends.

- IMSWorld
- PROMT
- Diogenes
- NDA Pipeline
- F-D-C Reports
- Inpharma
- Financial Times

For more information or a product demonstration, please call 1-800-3-DIALOG
or visit our corporate website at www.dialog.com
Continued from page 6.

Sylvia Savage at OVID discussed the advantages in using an online aggregator to obtain pipeline information, as opposed to searching for data from individual suppliers. An integrated platform also simplifies purchasing.

Elizabeth Andreko talked about the creation of Wyeth's integrated pipeline delivery system. They worked with DataStar to build a custom search form in order to search across all of the pipeline databases simultaneously.

Summary by Sharon Srodin, Hoechst Marion Roussel

Transforming the Organization: From Intranets to Portals: Is the Future Here or is it Hype?

Karen Lyons, KM Lead, Knowledge Integration Resources at Bristol-Myers Squibb reported on the implementation of the company’s enterprise portal, OneBMS. Goals of the project included: providing a podium for management to speak to any part or all of this global company; providing a single site for workers and organizations to store the tools needed in their daily work in a global toolbox; and making the knowledge embedded within the company available to those who need it. The Knowledge Professional plays a key role in developing a portal in an environment conducive to sharing knowledge by providing connections to both content (documented knowledge) and to people (sources of undocumented knowledge). Connections to content are enabled by providing focused content delivery; by leveraging web directories, metadata and taxonomies; and by providing enhanced search and navigation tools. Connections to content are also enabled by providing expertise locators, and by facilitating collaborative efforts such as Communities of Practice. To conclude her presentation, Karen shared some of the challenges associated with providing uniform content access for the OneBMS portal. These included the decommissioning of divisional sites, and being sensitive to a loss of divisional identity; addressing language requirements for workers in foreign countries; and organizing content in a way that breaks down organizational silos. The result has been improved access to both internal and external content, improved operational efficiencies such as the elimination of duplicated efforts, and an increased awareness of groups across the company that are looking for new ways to collaborate and share knowledge.

Fred Balliet, KM Technology Leader, reported on the B2E (“business to enterprise”) initiative at AstraZeneca. The B2E solution framework at AstraZeneca is part of its eBusiness strategy that includes delivering aggregated content, integrated applications and services, governance and change management processes, and a highly available portal infrastructure. After introducing the problems being addressed by the B2E initiative, Mr. Balliet presented guiding governance principles such as: designing with the user at the center; thinking globally and acting locally; working together as one organization; and building B2E close to the content owner. Content and services were evaluated based on the criteria of ease to implement versus value to the company. Upon selection and implementation, the content and services are individualized to each user based on their role. Mr. Balliet highlighted the key components that make up a B2E architecture by providing a B2E core reference model for portal services and defining the components of the model. Lastly, Mr. Balliet provided some valuable lessons that AstraZeneca learned in the strategy and analysis phase of the project, and listed the implications of not moving to a portal. The implications include: missed opportunities to establish the foundation of moving from web-based information silos to a personalized, information services model; and many one-off solutions being bought or built to deliver portal services due to a non-existent common portal infrastructure.

Dee Mater, Associate Director with the Global Information Network (GIN) at Pharmacia, highlighted the history and use of that company’s GIN Portal. It was recognized that the seven disparate libraries in the organization post mergers needed to be globalized and networked. The strategy behind the portal project was to create global management, to ensure global access to services and information resources, and have global contracts with vendors. Funding was to be shifted towards e-content and increase its reach, while reducing redundant purchases and functions. The portal went live in April 2000, with various parts of the company coming on board since that time. An upgrade is planned for later this year. The GIN Portal uses “gadgets” for customization of content, which, among other things, includes e-journals, databases such as patent tools, and current awareness services. For Pharmacia, the result has been improved access to quality information from its sites around the world, efficiencies in managing product contracts, and providing collaboration opportunities between business units within the company.

Summary by Brad McGuigan, Inex Pharmaceuticals.

Continued on page 12.
Expert patent searcher, Sandra Smith, has teamed up with Technology & Patent Research International, Inc., making additional, high-level searching resources available to clients, especially for pharmaceuticals and related industries.

"Anyone in the patent information community who knows Sandy, as many of us do, have great respect for her not only personally, but also as a true searching veteran," says TPR President, Ford Khorsandian.

He continues: "Sandy knows the high standards placed on pharmaceutical patent searchers and equally knows how to meet those standards head-on by keeping up with the changing patent searching environment. Pharmaceutical searches are as tough as they come, but any pharmaceutical company needing help with their patent searches can rest assured that Sandy is fully aware of how to tackle even the most challenging task. Also, as one would expect, Sandy is fully conversant with patent information in its international context, which is essential when determining the significance of a reference from the point of view of prior art, validity or infringement."

Sandra Smith comes to TPR with over nineteen years experience as a pharmaceutical patent searcher at Warner Lambert Parke Davis and Pfizer. She is well versed in searching chemical structures and her expertise extends into the diagnostic, pharmaceutical delivery and consumer products areas, as well as into the related areas of biopharmaceuticals and sequences.

After receiving her BA in Chemistry from Swarthmore College, Sandra worked at the National Cancer Institute. This was followed by eleven years as a research associate at the University of Michigan working in a laboratory studying antiviral pharmacology. While earning a Master’s Degree in Medicinal Chemistry, she co-authored several papers and was co-inventor on a number of patents on antiviral drug effects.

As a member of the Legal Department at Warner Lambert, she employed advanced indexing and coding methods, as well as advanced structure searching techniques, to carry out thorough searches of the patent literature for both patent attorneys and scientists. In 1984 she was awarded the Legal Department Excellence Award.

After moving to the Research Library, in addition to her patent searching duties, she was supervisor of the patent search group and managed various client services, including aspects of training in-house clients.

Sandra comments: "To be a good searcher, one needs persistence, thoroughness, attention to detail and, above all, an inexhaustible curiosity. It provides the drive, not only to 'see what's out there' to answer a particular question, but also to understand the sometimes arcane deep indexing and coding systems of the patent information field and to stay abreast of the ever-changing searching methods and systems."

TPR is a full service search firm specializing in U.S. and worldwide patent and non-patent information sources for all areas of technology. Sources include hundreds of online databases, as well as information available through patent offices and libraries worldwide. Clients comprise multi-national R&D based corporations as well as patent law firms and smaller, growing companies.

The TPR team is led by Ford Khorsandian (formerly V.P. of Derwent Inc., and Int'l Marketing Director at Chemical Abstracts).

Contact TPR International, Inc. at: 16885 Via Del Campo Ct, Ste 215, San Diego, CA 92127  Tel: (858) 592 9084  Fax: (858) 592 0045  searches@TPRInternational.com
Snapshots from the 2002 PH&T Spring Meeting

Over 120 attendees and 27 vendors participated in the Spring Meeting, held at the Princeton Marriott Forrestal Village on April 15-16, 2002.

Sue Gleckner (J&J Personal Products) discusses marketing information services during the Marketing Library Services Forum.

Sylvia Savage (center) discusses Ovid products and services in the exhibit area.

Diane Webb (left) points out new BizInt features in the exhibit area.
At lunch (from left) - Christine Levy (Eisai), Jim Quigley (Ovid) and Bonnie Snow (Dialog).

PH&T Chair Bernadette Ewen and June Strupcewski (both from Aventis).

PH&T Chair-Elect Sharon Srodin (Aventis) makes announcements at lunch.

Visit the PH&T website for more photos and copies of the presentations

http://www.sla.org/division/dpht/ (look under Meetings)
The Evolving Global Model: What a Difference a Year Can Make!

Like the hit show “24 Hours”, Arlene Smith of GlaxoSmithKline and Kathleen O’Connell from AstraZeneca provided a real-time update on their merged companies globalization projects as a follow up to their standing room only session at SLA in 2001. While their emphases varied, the respective plot lines were similar – the need to build teams, recognize and celebrate staff contributions, standardize policies, and reduce library space were shared concerns.

Not surprisingly, licensing issues and the merger of library management systems were also discussed. Ms. Smith cited the need to share knowledge while reducing costs – the concept of “global information stewardship”. Ms. O’Connell focused on the electronic desktop in the context of the global business – “Global reach, local touch.”

No longer just “the stuff that dreams are made of” – these skillful librarians are forging reality on a global scale. This Wednesday afternoon session provided the ultimate Hollywood ending to our Los Angeles conference. Or, if we’re lucky, maybe we can tune in next year for their further adventures.

Summary by Bill MacDonald, Serono.

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Pharmaceutical & Health Technology Division
Accessing the DPHT Website and Listserv

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

DPHT Listserv subscribing instructions:
1. Send your message to: LISTS@LISTS.SLA.ORG
2. Leave the subject line blank.
3. In the body of the message, type:
   SUBSCRIBE SLA-DPHT YOURFIRSTNAME YOURLASTNAME

DPHT Listserv sending instructions:
1. To post a message send it to: SLA-DPHT@LISTS.SLA.ORG
2. Put a meaningful subject in the subject line.
3. In the body of the message, type your message.
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Advanced Search
- Enhanced searching using keywords, synonym mapping and explosion techniques, facilitated via the powerful EMTREE Life Science Thesaurus
- Search for records within an exact date range (dd/mm/yyyy)
- searchable indexes for the most commonly used fields

Plain Text Downloads
Download records in a generic format readable on all computer platforms

Scirus
EMBASE.com’s integration with this award-winning scientific search engine enables users to run their queries across the Internet

Expanded Full Text Access
- DOI (Digital Object Identifier) linking to more than 100 leading publishers’ websites through CrossRef
- Document delivery provided by Infotrieve for all records found in EMBASE.com

www.EMBASE.com
Feedback gathered to assist in the development of a new Strategic Plan

by Stephanie Fitch

Many of you will probably remember receiving a survey last year that asked questions about the strengths and weaknesses of the Division, things you thought we might do better, and overall directions you’d like to see us take. The goal of this survey was to help gather data that would aid us in developing a new Strategic Plan – and it did just that. However, as only a small percentage of the mailed surveys were returned (11%) and some of the answers received raised new questions, the Strategic Planning Committee decided that we needed some additional input from our membership before we could finalize the Plan.

To this end, each member of the Strategic Planning Committee was asked to interview at some length, at least 5 members of the Division. We were each to include at least 1-2 senior managers (a group that seemed under-represented in the results of the first survey) and at least one person who did not work for ‘big pharma’ (ditto!). Detailed below is a summary of the feedback gathered during these interviews. The names of those who contributed to this exercise have been removed in order to protect the innocent but the Committee would like to, once again, thank all our interviewees for their time, their commitment to the Division and for their candid feedback – the new Strategic Plan (which can be viewed at http://www.sla.org/division/dpht/stratplan.htm) would not be nearly as complete without your input.

Attendance at SLA meetings

Of the people interviewed, just over half attended either the Spring P&HT meeting last year or the Annual Conference and a third of the group attended both. However, the remainder of the group (roughly half) did not attend either meeting, although three of those who did not attend indicated that others in their department attended one or the other.

Involvement in the P&HT Division

The majority of respondents indicated that although they maintained their membership in the Division, other staff members in their departments were more likely to attend Division activities than themselves. Almost one-half stated that staff from their department had attended P&HT activities, but this was often on a rotation basis, and in one case this was only true if the meetings were held locally. One-third of those interviewed indicated that no one from their function attended Division events.

Incentives to attend

When asked what might make the Division meetings seem more attractive, the following ideas were put forward:

- Make the meeting more of an educational event (2)
- Decreased coverage of traditional library topics (1)
- Include speakers from other industries (cross-pollination) (1).

However, three respondents indicated that they were pretty much committed to attending the DIA PHIM meetings and would not attend both events, but those who saw a lot of value in the P&HT Spring meeting implied that networking with colleagues in the industry had greater value than the program itself.

Meeting the needs of Division members

Of those that responded to this question, only four stated that the Division was adequately meeting their needs, and two of these indicated that whilst the listserv was of great value, CapLits was less so. Others respondents stated that in order to “do better,” the Division should:

- Do more to influence vendors (2)
- Focus less on traditional library topics (2)
- Do more to attract senior staff and managers (something PHIM seems to be doing) (2)
- Improve the content of CapLits (1).

Other professional involvement

Of the 19 people interviewed, only three belonged just to SLA, and the following list indicates membership of other professional associations:

- AALL
- ACS
- ALA
- AKMA
- ASIS
- ASTED
- BCHLA
- CHLA
- CLA
- CORPO
- DIA
- IMITG
- MLA
- IPJK
- PIUG
- SCIP

Benefits offered by other professional associations

Given the wide range of professional memberships, the reasons given for involvement were also extremely varied. Some of these groups (for example ARMA and PIUG) provide very specific benefits to their members, where reasons for being a member of such groups are fairly obvious. However, interviewees also provided some feedback relating to more general reasons for being involved in another association, and to where the SLA/Division may be falling short. Specifically:

- DIA offers a broader range of topics and more of an industry perspective, also seems to cover topics of a more strategic nature and to be more “inspirational and invigorating” (6).
• IMITG meetings (not open to all) are more focused (one topic per meeting), and provide the opportunity to network across industries and at the Director level (2).
• MLA offers more practical and applicable information, and tackles the subjects of standards, ethics and competencies (2).
• SCIP provides more education on CI matters and greater opportunity to network across industries (2).

Major strengths of the P&HT Division

When asked about the positive aspects of belonging to the Division, one message came through very strongly: namely, the value of being able to network and share information with other professionals in the industry. Comments to this effect include:
• Opportunity to network with the colleagues in the industry (8)
• Sharing of information/best practices (5)
• Usefulness of the listserv (3)

In addition, five people singled out the industry-specific conference programming and workshops as a strength, and three people commented on the dedication and hard work of the Committee members. Two people thought that the fact that membership was affordable was a strength, and one person regarded the recruitment opportunities to be of value. Only one person saw the newsletter as being a real strength and one person spoke of the value of the Division to people just joining the profession, indicating that DIA did not target this group, but rather focused on manager-level personnel.

Major weaknesses of the P&HT Division

Feedback on the weaknesses of the Division also revealed some common themes. Several people indicated a need to improve communications between the Division and its members. Comments that reflect this fact include:
• CapLits needs revamping (4)
• Lack of activities at the local level (3)
• Lack of communication between meetings (2)
• Listserv needs to be used more fully (2)
• The website needs to improve (2)

Another theme, which was reflected more fully in subsequent discussions, was the need to provide more in the area of continued education (including distance learning) (2) and the need to develop and promote core competencies (1).

Additional comments on the weaknesses of the Division included:
• Difficult for new members to break in (3)
• Membership does not reflect industry (some companies not represented at all, biotech seems under-represented) (3)
• Offers little for experienced staff (2)
• Very focused on traditional library roles (2)
• Offers nothing for members who would like to become more involved, but cannot take on the responsibility of being a full-blown committee member (1)

Opportunities for the P&HT Division

When asked about what new direction the interviewees would like the Division to take, the responses that were given seemed to fall into three main categories:

1. Professional development
• Develop a core curriculum, offer training programs to facilitate acquiring necessary skills, and offer C.E. credits as an incentive for attending (2).
• Develop specific work-related seminars; e.g., Understanding Discovery Science; Living through M&A; CI Techniques; Implementing Portal Technologies; KM; Integrating New Technology (2)
• Offer distance learning opportunities (2)
• Provide more sessions targeted at the experienced professional; e.g., Writing a Strategy Plan.

2. Expand the membership and the network of contacts
• Plan events with other associations; e.g., SCIP, PERI, PhRMA, AAPS, marketing/market research associations (3)
• Plan events with other Divisions; e.g., Webmasters; Business and Finance (2)
• Focus more on the business, and a little less on the profession
• Reach out to information professionals working in biotech, devices, and diagnostics
• Develop some roles that members could easily take on soon after joining
• Host an autumn meeting (as well as spring), rather than just sessions at the annual meeting.

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3. Provide more support to members
   • Develop a set of generic job descriptions that everyone can use and adapt
   • Develop an information management system
   • Engage with suppliers more to help lobby for improvements
   • Gather pharma-specific salary information.

Threats to the P&HT Division

In providing opinions on the biggest threats to the continued success of the Division, many of the interviewees mentioned the lack of appeal to information professionals in non-traditional roles, such as webmasters, records managers, regulatory affairs professionals, as well as to those within the healthcare industry but outside of pharmacy; e.g., biotech, diagnostics, etc. As a consequence of that fact, the next biggest threat is that members are choosing to attend conferences held by other associations; in particular, SCIP and DIA PHIM.

• Lack of relevance, diversity, or interest in content and programs/too much focus on traditional roles and/or pharmacy (8)
• Losing membership to other Divisions; e.g., Biomedical Division or associations such as DIA, PHIM, or SCIP (6)
• Threats to the profession in general; e.g., end-user tools, difficulty in demonstrating ROI, closing of corporate information centres (5)
• Lack of a distinct role/clearly defined target audience (1)

New initiatives

When asked what they would like to see different about the Division over the next three years, two themes dominated the responses. Firstly, the need to appeal to a wider audience, and thereby recruit new members; secondly, the desire to see the Division take on a much greater role in C.E.

• Analyse the current membership and reach out to non-members
• Become more visible (2)
• Benchmark against other (successful) Divisions or associations; e.g., AIOPI/PDR (2)
• Establish clear goals
• Decentralise – offer activities at the local level
• Look beyond the traditional role (to recruit new members)
• Offer more training opportunities (including distance learning) (7)
• Partner with other groups and professional associations
• Work with vendors to help minimize costs.

Change!

Interviewees were asked if they could change one aspect of the Division, what would they do? The following represents the responses received:

• Establish clear goals
• Have more fun!
• Help to raise the profile of the profession (4)
• Help members acquire new skills (2)
• Hold more meetings on the West Coast
• Host events at the local level
• Improve the content of CapLits (2)
• Increase the amount of communication with members
• Increase membership (2)
• Increase the visibility of the Division
• Improve the relevance of the programs (2).

Providing support to members

When asked about the greatest challenges being faced today, and how the interviewees might envisage the Division helping them address those challenges, again, two main themes emerged with a third trailing only slightly behind:

• Help to raise the profile/communicate the value of the profession (ROI within the Corporation) at the industry level (9)
• Provide more practical work-related training (including distance learning); e.g., updates on therapeutic areas, partnering with IT/BI, updates on new technologies, doing more with less, CI skills, recruiting experienced staff, records management, management skills, how to develop a strategic plan, living through a merger or acquisition (7)
• Promote more communication within the Division; e.g., help one another stay current (new products and services; share best practices; work together with vendors to help minimise costs) (5).

Members of the Strategic Planning Committee were: Sean DeNora, Novartis Pharmaceuticals, Canada; Bernadette Ewen, Aventis Pasteur; Stephanie Fitch, Deloitte & Touche; and Karen Kreizman Reczek, MTL-ACTS (Committee Chair).
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SLA Introduces Online Dues Payment and Enhancements to the Who’s Who Online

Washington, D.C., June 3, 2002 - The Special Libraries Association (SLA) announces online dues payment and enhancements to its Who’s Who Online. The new online dues service is designed to provide 24-hour access to individuals seeking to join the association, as well as members seeking to renew their memberships and add unit affiliations using a major credit card.

The new features for the Who’s Who Online provide an increased and improved functionality to the existing Who’s Who Online. Members will be allowed to search and download results in PDF and other formats to create their own member indexes. The Who’s Who Online can be accessed in the Member’s Only section of Virtual SLA.

SLA Acting Executive Director Lynn K. Smith, CAE, commented that “SLA’s introduction of the online join and dues renewal as well as the significant enhancements to Who’s Who Online are positive steps forward in providing a virtual environment for our members. This 24/7 access to the SLA is a valuable member benefit.”

For more information on SLA’s Who’s Who Online and Online Dues, please visit Virtual SLA at www.sla.org or contact Brian Weisman at 1-202-939-3675; email brian@sla.org.
The recent Strategic Plan survey (see page 14) indicated that changes need to be made to improve the value of CapLits to division members. The PH&T board has been discussing possible changes which would meet the goals of improved content and value, keeping labor and production costs reasonable, and enhancing advertising revenue. Currently the Executive Board is considering moving from quarterly to bi-annual publication. By reducing the number of issues, the hope is to provide more extensive content in the newsletter. Time-sensitive announcements would be made on the DPHT website and via the Listserv.

What would make CapLits more valuable to you? More extensive conference reports? Product reviews? Case studies and best practice articles? Photos from conference events?

If you have any ideas on how to make CapLits better, would like to volunteer as an editor or proofreader, or contribute a review, article, or even a standard column commenting on industry trends, please contact Sharon Srodin (sharon.srodin@aventis.com) or any PH&T board member.
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