



CapLits

Bulletin of the Pharmaceutical and Health Technology Division

Volume 19 Issue 3

October 2003

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Message from the Chair

Stephanie Fitch, P&HT Chair



Well, it's that time of year again. A new picture on the front cover of Caplits, a huge sigh of relief from the Program Planners for the Annual Meeting and a gasp of realisation from the Planners of the next Annual Meeting as they realise that their first deadline is only three weeks away!

But before we start to think about next year in earnest, just a word or two about the meeting in New York. First of all, a huge, stupendous vote of thanks to Karen Mirabile and her team. Together they pulled together a wonderful program and we were, without doubt, the envy of many other Divisions who openly asked if they could use some of Karen's ideas in their own programs next year.

In addition, to those of you who were able to attend this year, another big thank-you for making all of our Division sessions a huge success (for the most part, our sessions were 'standing-room only') and to those of you who were not able to make it, we hope that this issue of Caplits will capture, at least in part, some of the valuable information that was shared in New York. Copies of the slides used in the presentations have been posted to the [Division website](#) and summaries are included in this newsletter.

Of course, the meeting in New York, was not only about the sessions, we also held our Annual Business Meeting where outgo-

ing Chair, Sharon Srodin reviewed the 2002-2003 accomplishments of the Division including the production of a new edition of the Membership Directory, our best attended Spring meeting ever and progress on implementing the new Strategic Plan.

In addition, Sharon announced our two award winners for the year. Sandra Caddell, of AstraZeneca, was awarded the Horizon Award, given to new members for outstanding contributions to Division activities and Barbara Boyajian, of Johnson & Johnson, was presented with the Distinguished Member Award for her many contributions to the Division over the last few years. More details of the accomplishments of Sandra and Barbara are detailed in the following pages but for now, many, many congratulations to you both!



DPHT Networking Breakfast in New York on June 9, 2003.

In addition, the names of our newly-elected Executive Board Members were announced and it gives me great pleasure to welcome Karen Mirabile, from Wolters Kluwer Health to the position of Chair-Elect and Larry Walton, from Tyco Healthcare, to the role of Treasurer. Many of you already know Karen

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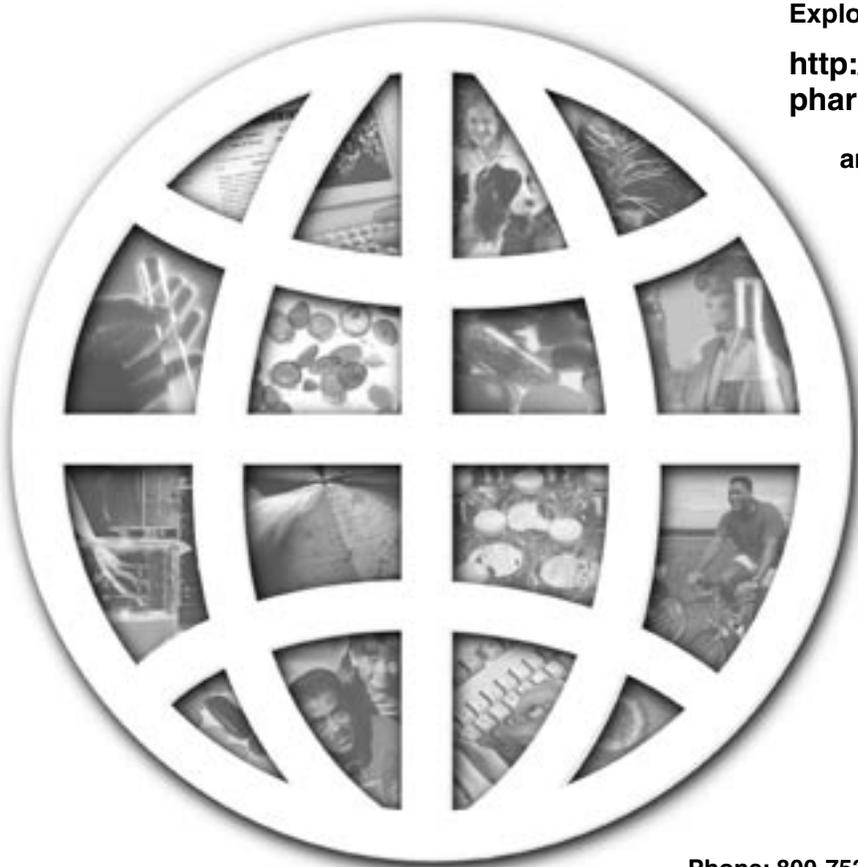


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Continued from page 1.

and know that she will do a great job in her new role and Larry, although fairly new to our Division, has a great deal of experience in working with 'big' SLA and he has already proved to be a very valuable advisor, so I am very happy to be working with both Karen and Larry.

For a complete list of the 2003-2004 Officers and Advisory Council Members, please visit the Division Website at <http://www.sla.org/division/dpht/Members%20Only/off03.cfm>, and for the first time in a while now we have almost every single position filled, so thank-you again to everyone who volunteered to take on a leadership role this year.

But of course, the 2003 Annual Meeting is over, so we are already working hard on planning events for the upcoming year. Karen Mirabile has been busy looking at hotels in Philadelphia – the chosen location for next year's Spring meeting; Maude Lethiecq-Normand is working on completing proposals for not just one, but two Division-sponsored CE courses to be offered in Nashville and Damian Hayden is working hard to secure speakers for next year's Annual Meeting (more details of which will appear in the next issue of CapLits).

So until then, keep in touch with one another; make use of the listserv to get some assistance in answering those tricky little questions, feel free to email me or any of the Board Members with suggestions for improving the way we do things.

And, as contracts and subscriptions come up for renewal, give those vendors hell -- but once you have a price you're happy with, don't forget to thank them for their generous support of our Division!

Stephanie



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P&HT News

Update on P&HT Strategic Plan

The Division's Strategic Plan was developed with input from the Division membership and focus groups. The Plan was approved by the P&HT Board Members and then presented to the division membership at the June 2002 Annual Business Meeting. A copy of the Plan is included with this newsletter and also at <http://www.sla.org/division/dpht/stratplan.htm>. As described on the P&HT web page, the purpose of the plan is to "provide the Division with a road map for the future and serve as a communication tool for our membership. It is also intended to help us focus on our highest priorities and most important tasks and to hopefully, help us eliminate low-value activities and processes. All Division activities and decisions from this point forward must support our Strategic Plan and to this end the P&HT Board will review the Plan at both the Spring and Annual meetings on an ongoing basis."

This year, the Strategic Plan is being used to support an important task: updating the Division's Procedures Manual. The Manual provides a blueprint for each officer, committee head and appointed position, and needs to be updated periodically to take into account changes in the structure and activities of the Division. Therefore, it was decided that the Manual should be revised to reflect the current position responsibilities and to take into account the objectives and tactics outlined in the Strategic Plan. Each person with a position covered by the Procedures Manual will be revising their position description. Our goal is to have the new Procedures Manual completed by the next Annual Meeting.

In addition, each officer, committee head and appointed position has been asked to help implement the Strategic Plan by developing an action plan for their position. The action plans, based on guidelines in the Strategic Plan, will help us to implement many of the improvements and new initiatives that were recommended by the Division members during the development of the Strategic Plan. You will be hearing more about these activities during the coming months.

Janet Muscarella, Strategic Planning Chair

2004 P&HT Spring Meeting

The 2004 P&HT Spring Meeting is planned for April 25-27, 2004 at the Sofitel Philadelphia hotel in Philadelphia, PA.

More details will be announced shortly; please contact Karen Mirabile (kmirabile@pharma.wkhealth.com) if you have any questions.

SLA P&HT Division Treasurer's Report

as of May 31, 2003

Income June 1, 2002 – May 31, 2003

SLA Allotment (726 @ \$10.00)	\$7,260.00
Interest	635.75
Bulletin Advertising	1,665.00
Meeting Income	57,435.00

Total Income **\$66,995.75**

Expenses June 1, 2002 – May 31, 2003

Bank Charge	\$ 12.00
Bulletin Expenses	5,548.16
Meeting Expenses	65,773.06
Postage & Supplies	1,278.44
Membership Directory	1,525.36
Miscellaneous	1,825.00

Total Expenses **\$75,962.02**

Income Minus Expenses **\$-8,966.27**

Cash Balance as of 5/31/03

Cash and Bank Accounts	
P&HT – Pooled Account	\$2,276.99
P&HT – Checking	2,391.81
P&HT – Savings	66,232.80

Total Cash and Bank Accounts **\$70,901.60**

Welcome to new division members!

Beth Carlin	Michael Luesbrink
Beverly Betley	David Osterbur
Tamara Case	Carole Ottenheimer
Cary Cochrell	Brooke Raymond
Jodi Couch	Barbara Ringk
Nancy Dvorin	Mathew Salt
Janet Everitt	Marion Severy
Lella Dal Ferro	Nelly Silva
Cecelia French	Jonathan Silver
Judy Gledhill	Denise Slifer
Betsy Hageman	Carolyn Sosnowski
Susan Hofmann	JoAnne Sparks
Laurie Howren	David Veinot
Carol Jariga	Julia Warren
Laura Mathews	Kathleen Weinrich
Kathleen Love Moore	Erica Wiseman
Cindy Mundahl	Elizabeth Woods

2003 Pharmaceutical & Health Technology Division Awards

Distinguished Member Award Barbara Boyajian

Barbara Boyajian of Johnson & Johnson Pharmaceutical Research & Development, L.L.C. was presented the Distinguished Member Award by the Pharmaceutical & Health Technology Division of the Special Libraries Association on June 8, 2003 in New York City. Barbara is a manager in J&J PRD's Global Scientific & Business Intelligence department.

The Distinguished Member Award honors a Pharmaceutical & Health Technologies (P&HT) Division member for notable and enduring contributions and service to the Division and the profession. This award represents a cumulative evaluation of an individual's career and emphasizes sustained Division leadership and activity of a commendable nature.

A member of the P&HT Division for over 20 years, Barbara served as its Business Manager for a decade and as Treasurer for two years. She is currently serving as PH&T's Fundraising Chair and solicited vendor sponsorship for this year's PH&T Spring Meeting held in Chicago. Until recently, she had been the Advertising Manager for CapLits, the Division's newsletter. In addition, she has served as Director for the Princeton-Trenton (NJ) Chapter of Special Libraries Association.

Barbara headed the J&J Worldwide Information Professionals Group for two years and continues to take a leadership role in this J&J's Council of Research Directors (CORD) subcommittee. With the steady addition of new companies to J&J's pharmaceutical sector, she readily reaches out to the information professionals within these newly-acquired organizations to assist in their acclimation to Johnson & Johnson. Throughout her career, Barbara has been innovative in information content delivery to her customers, continually providing quality products and services.

A strong advocate for the library & information science profession, especially within the pharmaceutical industry, Barbara exemplifies the best of Johnson & Johnson and the profession. Barbara is well-respected by her coworkers and information customers at J&J and is highly regarded among PH&T information professionals for her knowledge, wisdom, and leadership.

*Susan Gleckner
Johnson & Johnson Consumer & Personal Products*

Horizon (New Member) Award Sandra Caddell

On June 10, 2003, during the Pharmaceutical & Health Technology Division's (P&HT) Annual Meeting in New York City, it was announced that Sandra Caddell won the Horizon Award. Sandra is a Knowledge Manager in the Strategy, Performance & Knowledge Services department at AstraZeneca.

The Horizon Award (also known as the New Member Award) honors a P&HT Division member of five (5) years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and division activities. Particular attention is given to involvement and contributions to the PH&T Division.

With encouragement from her Astra colleagues Sandra joined SLA and the P&HT Division. In 2001 she started working on PH&T fundraising with Regina Maxwell. Since then she has worked tirelessly. For the last two years Sandra has been Co-Fundraising Chair. For the 2003 Spring Meeting (Chicago) and the 2003 Annual Meeting (New York City) she helped to raise over \$44K for the PHT division's 2003 meetings and events. Details from the P&HT Treasurer are listed below.

Without this funding many of the SLA PH&T educational sessions and events at the spring and annual meetings would not have happened.

In addition to her notable fundraising skills, Sandra has shown strong conflict resolution, negotiating, and meeting/convention organizational skills. The positive wave of energy and ideas she brings to SLA P&HT board meetings is well received by all.

Sandra has done a wonderful job of balancing work, school, volunteer work and her home life. With three children at home she earned her Masters of Library Science from Drexel University, started working for Astra USA (now AstraZeneca), and found time to actively participate in SLA. Sandra has been married for 19 years and has three teenagers.

Please help me congratulate Sandra on the wonderful work she has done for the division!

Bernadette Ewen, Aventis Pasteur

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MONICA MCKENZIE (1942-2003)

IN MEMORIAM

"We celebrate the life of Monica McKenzie, born on November 18, 1942 in Kingston, Jamaica, West Indies. She came to the USA in 1980.

Monica was the wife of Delroy McKenzie. Surviving are children - Kurt, Marc & Troy. Monica dedicated her life to her church, family and friends. She worked at First Boston and the New York Public Library and spent the last 15 years as a librarian with Schering-Plough Corporation. Monica is remembered by her colleagues at SLA."

SLA Pharmaceutical and Health Technology Division Travel Award 2003

Library or Information Science students and members of the Pharmaceutical and Health Technology Division (DPHT) are invited to apply for a travel award of \$1,500 to attend the Special Libraries Association (SLA) Annual Conference in 2004. Up to three travel awards will be granted.

Financial support is available to a qualified candidate who successfully responds to our request for a project. This project must take the form of an online resource evaluation, the design and production of a web page, or an essay on a topic that reflects a current issue/trend impacting our industry. The winning projects will be announced in "CapLits", our Division newsletter and on our Division website.

Student applicants must be provisionally accepted or matriculated in an ALA-accredited Graduate School of Library or Information Science by January 31, 2004 and a member of (SLA). DPHT member applicants must be a member of the Division in good standing. All applicants must write and submit an online resource evaluation or design and produce a web page (with two linked pages), or write an essay on a topic that reflects a current issue/trend in the pharmaceutical or health technology industry. The project submitted must be no longer than three pages.

For more details, including special instructions and the submission address, see the online award announcement at

www.sla.org/committee/sarc/index.html (under the section scholarships/stipends/awards) (the current announcement should be posted by 9/1/03). Applications must be post-marked or emailed by February 29, 2004 and winners will be notified by April 1, 2004.

Not eligible to apply? If you know a student who may be interested in working as an information professional in the pharmaceutical and health technology industry (library and information science students with a science background may be especially interested), please share this information and encourage them to apply for the travel award. After all, we need to do more to encourage students in to our discipline and what better way?

Interested in attending the Annual Meeting but your company is short of travel money? Regular DPHT members interested in the travel award are encouraged to conceive and execute a similar project and submit it by the deadline of February 2004.

If you have questions, please contact Margaret Basket, DPHT Scholarship and Student Affairs Chair, by email at mbasket@umich.edu.

Feedback from the 2003 Spring Meeting in Chicago - and plans for next year

"Begin in Imitation, but End in Innovation"

Stephanie Fitch

So...you dutifully fill out the feedback form at the end of the Spring Conference – and then what? Well, rest assured, we do take all your comments very seriously. Every feedback form is reviewed in detail. Every numeric rating is noted and every comment is read and considered – then the summary details are passed on to the Board and to the incoming Chair-Elect and the significance of all this is discussed at length so that we, on the Board, work to make the next Spring Meeting even better than the last.



But it's possible that many of you didn't even know that this all happens so, in an effort to try and meet one of the key objectives of the Strategic Plan and to increase communication between the Board and the Members, I thought it might be useful to include here in CapLits, a summary of the feedback we gathered this year – and some of the plans that we have for next year's meeting as a direct result of that feedback.

First the location. Chicago got rave reviews from many people and the fact that it was neither 'East' nor 'West' appealed to a lot of members who attended (but of course, we don't know feelings of those who didn't attend but we're going to survey everyone on meeting location during this term of office and finally tie down a definite rotation schedule). In addition, the 'down-town' location was very well received. This was something that we actually planned on this year based on last years' feedback when some people commented on the fact that, even though the hotel in Princeton was very good, they would have preferred to be 'in the city' so... we're going to build on our success and next year the Spring meeting will be in a down-town location, in Philadelphia. (*Tentative dates are April 25-27, 2004.*)

Next the venue. The vast majority of people were very happy with the hotel itself and with the food and with their rooms but one or two did comment that the hotel was rather expensive – a fact that is a down-side of being in the heart of a city. Going forward, the reality is that we probably won't have a cheaper location next year (and this year's room rate was the same as last year) but being in the city means that there will be cheaper alternatives relatively close-by for those who might not be able to afford to stay in the conference hotel

itself. And what about the buffet-style meals? Again, a lot of people really liked this year's arrangement (especially the vendors!) but a few attendees did state that they would have preferred the sit-down lunches that we had in Princeton. So, what are we planning for next year? To be honest, that all depends on the venue that gets chosen and Karen Mirabile is currently working hard to tie that down. Ideally, we'd like to have a buffet again but this time in the exhibit hall (this actually was the plan this year but we had so many vendors wanting to exhibit that we had to move the food in to the lobby area (or turn the vendors away which we didn't want to do) but with the addition of tables and chairs for people to sit down at.

So talking of the vendors – how did people rate the exhibit hall this year? And the answer is 'very highly'. A lot of people commented on the fact that we had a great set of vendors this year, that the atmosphere was very relaxed (no 'hard sell') and that the close proximity of the exhibit hall to the speaker room, was a real plus.

All of this means that we'll try and find somewhere where we can have a similar set-up in Philadelphia, with the only difference being that we're going to try and find somewhere even bigger because although we did move the food out in to the lobby area this year, we still ended up turning vendors away simply because we had no more booths to offer them! And more good news? At the Annual Meeting in New York, many vendors were asking us then for the dates of the Spring Meeting next year – even some who have never sponsored before so here's to an even bigger turn-out in 2004!



Now what about the meeting itself? Comments from last year that we tried to address this year were (i) requests for a 'stronger' keynote speaker and (ii) suggestions that we include more 'case-studies' on the agenda, and we really succeeded in both regards. Most people loved Jeffrey Cufau and he really set the scene for the whole conference. Of course, now the gauntlet is on the ground and Karen and her team have to find an even better keynote speaker for next year, but they have some good ideas and I'm sure they'll find someone wonderful.

As for the other speakers, almost all of them did present case studies and almost all of them received very high ratings from those of you who attended. Of course, I'm not going to share individual ratings and comments about particular speakers here but I will pass on the fact, that every speaker was informed of their 'average' rating for both presentation skills and content of their talk and of specific comments made about their session and you can be certain that they all took their individual feedback seriously also.

Next a catch-all that I'm just going to label 'logistics'. Last year several people wanted copies of the slides in their binders – and this year they got them! So *this* year, folk wanted

dividers between the different sections and next year, they'll get them, but just a gentle plea. Remember the poor people who have to put these materials together – it's a *lot* of work – and bear in mind the cost also; every time we increase the sophistication of what we provide to attendees we also add a line item to the budget – which is why we won't be providing colour copies of the slides next year even though several people made that request.

But conference materials aside, what else? Having a dedicated AV technician this year added an expense but it was absolutely worth it. The smooth running of the meeting and the easy transition between speakers was all down to the AV chap and this is something that we will plan for again in 2004.

And timing? Last year there were a lot of comments that there was too much down time and that we needed to have more agenda items to help people justify their attendance at the meeting, so this year, we did add more session times and it seemed to work well so we'll probably have a similar schedule next year. But one quick aside. A few people did suggest this year, that we finish earlier on day two but last year many more people said that they needed two full days to justify attendance so we are going to stick with the two full days in 2004.

And finally, the social events. Last year, several people suggested that it would be nice to have something to do on the Sunday evening when they came in to town so this year we organised dine-a-rounds and the people who attended had a great time. Likewise the social event on Monday night (see below) was very well received and so the Philadelphia team are working hard to come up with something equally entertaining for 2004 and the dine-a-round idea will be repeated.

Well, that's about it. Obviously, I haven't addressed every single comment here that was entered on a feedback form but the main 'themes' are covered above and if you submitted a comment or a suggestion that you'd like an individual response to, *please* don't hesitate to contact me. I still have all of your forms safely tucked in my desk (and believe me, for someone who doesn't keep anything, that means that they are super important) plus I have them typed up and saved on my PC so I can definitely refer back if you'd like me to, and at the risk of sounding trite, what you think and comment on, really does matter. This is your Division; we want you to get the most out of it.



Second City Event Proves Popular

The majority of P&HT members at the Spring Meeting attended the conference's "social event" on Monday night, April 28, 2003 which was dinner at a neighborhood restaurant paired with a performance at the famed Second City theater, known for improvisation.

Small groups of conference attendees commandeered a number of taxis to arrive at the Flat Top Grill where guests are required to do a little improvisation themselves. Diners created their own dishes by combining into bowls a wide selection of meats, pastas, vegetables, spices, and sauces which were then cooked by a grill master on a large flat surface. The narrow eatery was wall-to-wall with librarians, information professionals, and information vendors.

From there, The Second City was just a few blocks walk through the slushy remains of that day's snowstorm. The theater was founded in Chicago (until a few years ago, the U.S. city with the second largest population; hence, "The Second City") in 1959. The comedy troupe writes and performs its own material. The theater launched the careers of such comics as John Belushi, Mike Myers, Bill Murray, Gilda Radner, and offers nightly comedy shows, as well as a variety of other programs and even services to teach and improve corporate communications.

On the wall just outside the seating area of the theater was a small whiteboard showing the names and numbers of reservations for the evening:

Smith	10
Jones	6
Ford	8
.....	
Fitch	93

Clearly, the libraiains had now taken over Second City also!

The theater was small and dark, with lots of freestanding wooden chairs and tiny cocktail tables interspersed throughout for the audience. The short stage was bare, with a few simple chairs and multiple doorways lining the backdrop.



We were entertained by a troupe of six very energized actors. The show started off with a bang....literally. An overly cheery morning person proved too-much-to-take for her housemate and was promptly "shot." At times the actors asked the audi-

Continued on page 20.



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SLA Annual Meeting

New York, NY

June 7-12, 2003

Overview of Pharmaceutical and Health Technology Division's Sessions

SLA's Pharmaceutical & Health Technology Division had a very exciting annual meeting in New York. We were extremely pleased with the overwhelming attendance at all of our sessions and networking functions.

The P&HT division held three very popular networking breakfasts. Our division members find these so useful because it gives them a chance to interact with their peers and meet new members. The breakfasts are also used as a vehicle for informing our members about the activities at the conference. We would like to thank our sponsors who helped make these possible.

Some highlights from the P&HT division sessions were:

- Attendance at each session was standing room only. We were very pleased that each session far exceeded our expectations for attendance, and in particular the e-Journal session that attracted over 250 attendees.
- The introduction of a Town Hall format for one of our sessions. This format gave the attendees a chance to pose piercing questions regarding e-Journals to publishers and aggregators.
- The introduction of a new topic "PharmacoEconomics" that was well received by our members. This was a lively talk from a Professor at the University of New York at Buffalo and from Aventis Pharmaceuticals
- Division participation in several co-sponsored sessions with the BIO and Chemical Divisions. Particularly well-received was the joint session on Proteomics and Genomics which was then followed up by a session on Drug Discovery.
- Our Annual Business Luncheon which attracted approximately 150 attendees and provided yet another opportunity for our members to get involved in our Division and to network with each other.

To find more information on the P&HT Division or to view the electronic files of the presentations made in NY, go to (<http://www.sla.org/division/dpht>).

Session Reviews

Beyond Science Fiction: Medical Technology in the 21st Century

June 9, 2003, Presented by Cindy Meisner and Beth White

Moderated by Julie David and Sandy Spurlock

This presentation was chock-full of precisely targeted, extremely relevant information for anyone engaged in the challenging task of searching for information in medical technology. There was standing room only for this presentation and most attendees stayed until the end as the interest and energy continued high for the entire hour and a half.

The first part of the presentation set the stage by describing key advances in medical technology over hundreds of years from the perspectives of medical instrumentation, operating rooms, and tools available to the surgeon. An informative timeline of key advances during the 20th century provided an excellent synthesis and perspective.

As a point of reference for looking ahead, the early 21st century is described as a time when surgical robots are commonplace for many procedures, telesurgery provides universal access to surgical procedures and training, drug-coated stents are in wide use, the "camera on a pill" is no longer in the realm of science fiction, and artificial corneal transplants are a reality.



Speaker Cindy Meisner introduces the session topic.

The near future is predicted to hold "see and treat" devices; more widespread and efficacious computerized self-care; personal drug profiles; instant sealing bandages; vaccine and drugs added to everyday foods; ultrasonic injections and blood draws; use of expert systems as surrogate doctors; the eradication of inherited diseases by gene therapy; and computerized vision implants.

By the year 2025 the prediction is that neural networks will simulate thought processes; operating rooms will be com-

plete information systems; biochips will be commonplace; organ transplants will be routine along with the availability of many artificial organs; genetic engineering will have opened possibilities to "improve the self"; there will be a six-fold increase in new drugs; and genetically engineered children will be born.

And by 2080 those of us still around will see an increased healing rate of 200% - 300%; all cancer cured; a normal life span of 100 years; bloodless, sterile, painless surgeries; and the seamless blending of devices, drugs and biological processes.

The medical device industry will obviously be a key player in making such predictions a reality. A rich summary of statistics on the device industry presented the following information: first, there are between 5750 and 6000 device companies in the US alone. 17 large companies dominate 65% of the market. Interestingly, 80% of device companies have 50 or fewer employees.

The medical device market is estimated at \$140 billion worldwide. US device revenues in 2003 are \$63.2 billion, estimated to be \$74.5 billion by 2005. The US produces about 50% of the world's devices, and consumes over 40%.

Japan is the second largest market worldwide, followed by Germany and France as the only major players in Europe. New market opportunities exist in Asia, South America and Eastern Europe.

The following "key trend-drivers" are identified as large scale issues expected to influence the evolution of medical devices over the next 10 years. These include scientific advances in computer-related technology and molecular medicine; treatment delivery modalities such as home/self care and reduced invasiveness; specific product types such as drug/device combinations and organ replacements; the changing US health care system; microtechnology and nanotechnology; pharmaceutical developments such as drugs as alternatives to devices; and advances in cancer therapy and neurology.

So what's an information professional to do in supporting companies operating in the medical device industry? There are many information challenges in this industry, according to the speakers. It is a non-traditional industry that is poorly defined and has a short history. There is therefore a limited subject-specific literature and information professionals must gain expertise in several disciplines.

To make matters worse there is weak coverage of this area in the literature and inadequate indexing to aid in locating relevant materials. Due to non-standardization of terms and

poor coverage it is difficult to identify competitors.

In addition, there are large gaps in the data that has been collected that is needed for decision-making. For example, body/organ/tissue measurements are lacking, and comparable international data has not been collected.

Several suggestions for information support are recommended. Important document types to monitor include patents, market reports, conference proceedings, analyst reports, venture capital reports, and association publications. Most information centers use a "just in time" approach in

that their collections are limited in size and information is purchased as needed. Searchers are reminded to cover non-traditional subject areas such as toys, video games, sewing and office supplies, and science fiction. Publications should be monitored from the following geographical "hot spots": Minnesota, Boston, Indiana, Israel, and Japan.

Another recommendation is to use full-text searching of analyst reports, market reports, patents, and SEC filings.

The following controlled vocabulary codes are necessary to know and use: SIC codes, NAICS codes, IPC codes, US Patent Class, FDA MDR codes; HCPCS codes, and CPT/ICD codes.

Advice on subject headings for the two primary medical literature databases include using the MEDLINE headings of "surgical instruments", "surgical equipment", and the topical



Division members at the DPHT breakfast on Tuesday, June 9.



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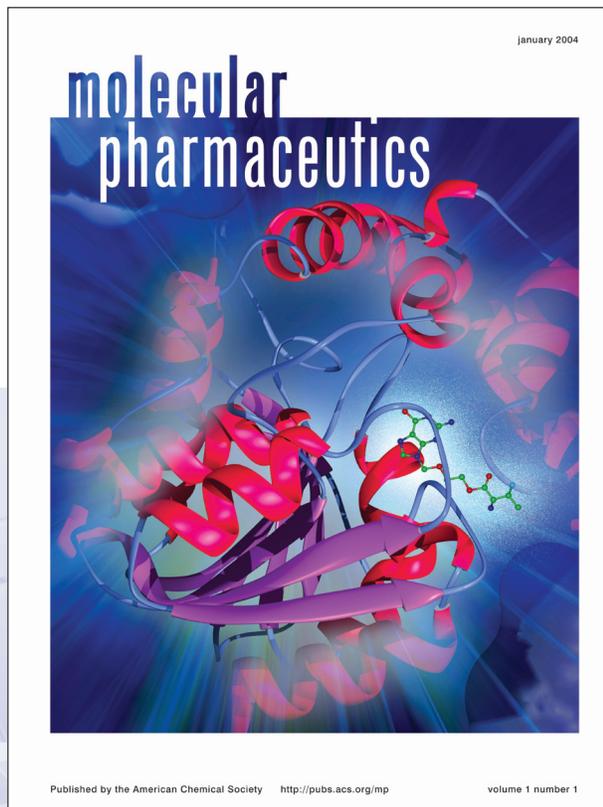
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subheading "instrumentation (IS)"; and the EMBASE heading "Medical apparatus, equipment and supplies".

See Sources/Bibliography on the DPHT website. (<http://www.sla.org/division/dpht/Annual2003/phtsla03.htm>)

In summary this was an exhaustive and very relevant presentation of the history, trends and information sources in the medical technology industry. The speakers can be reached at:

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Review by Sandy Spurlock

PharmacoEconomics: A Question of Quality

Monday, June 9, 2003 from 11:30 a.m. – 1:00 p.m. in the Royal/Plymouth Rooms at the Marriott

Sponsored by Adis International

Speakers: Dr. Joseph Paladino at the SUNY, Buffalo and Mr. Jean Paul Gagnon, Aventis Pharmaceuticals

Dr. Paladino is a PharmD and Clinical professor at the State University of New York at Buffalo in the School of Pharmacy and Pharmaceutical Sciences. He is also the Director of Clinical Outcomes and Pharmacoeconomics at CPL Associates in Amherst, New York.

Dr Paladino started with a discussion of cost-containment in pharmacies. He also discussed the fact that sometimes pharmacies, both hospital and retail, are short-sighted in how costs are contained. For example, a way to cut costs is to restrict the formulary, or restrict usage, substitute generics or other therapeutic substitutions, thinking of these will result in greater cost savings to the pharmacy or to the HMO. These tactics will, in the short run, cut costs. But, if patient does not get well faster because the drug does not work, or if the patient is hospitalized because a drug was not available, the result is more money spent. It might not be seen at the drugstore/pharmacy end of the question, but further "down the road". In addition, if a pharmacy staff's salary is based on how well pharmacy costs are decreased, the budget will decrease...but the patient will not be serviced well. In essence, look at the whole picture; i.e., what are the real costs involved in treating a patient?

What Dr. Paladino suggested is using information from phar-

macoeconomists, and read what is being written in the literature about formularies and other means of cost containment. Learn about "outcomes based economic analysis". Do things like require that pharmacists go with doctors on patient rounds to assist in evaluating the patients' pharmaceutical needs. Getting a patient well quickly is the best way to save drug dollars and is what the patient wants, also. A number of papers were referenced in the presentation.

Please see the Powerpoint presentation on the Division website (<http://www.sla.org/division/dpht/Annual2003/phtsla03.htm>).

Perspective on Outcomes and Effectiveness by Jean Paul Gagnon

Dr. Gagnon started by asking the question: Is outcome and effectiveness research really of value to pharmaceutical manufacturers? He posed this question because large investments are currently being made in health outcomes research by the pharmaceutical industry. This all adds to the cost of bringing a drug to market.

First, definitions:

Pharmacoeconomics (health outcomes research): Research which identifies, measures and compares the costs and consequences of products and services, examines the impact of alternative drug therapies and deals with inputs/outputs (that is, the costs and consequences of activities).

Patient Reported Outcomes (PROs): The patient's report of a health condition and treatment, encompassing quality of life issues, functioning, well-being, satisfaction, discomfort and productivity.

How is this information being used? Is it worth it to capture it?

This health outcomes information is being used to make decisions about what research projects to pursue and how companies should allocate resources to support those projects. Plus, outcomes research is used to determine pricing and value in the marketplace and (as far as a granting agency is concerned) reimbursement and inclusion on limited formularies. In addition, outcomes research can discover comparative product advantages and can enhance a company's image. Therefore, as far as a company is concerned, pharmacoeconomics can be viewed as an r & d tool, a pricing tool, a marketing tool and a management tool.

Drug pricing and valuation can be determined by cost comparisons in the countries in which the drug will be (or is) sold. What else is on the market? What is coming? Are there unmet needs? Can the cost of the untreated or poorly treated disease be estimated? PROs are included in the cost analysis, along with the pharmacoeconomics data to assemble a true picture of both disease cost and drug development costs.

This is still a work in progress, as there is little agreement on guidelines for this kind of research and modeling.

Pharmaceutical executives are still not sure how useful this

kind of information is and whether it is really worth the cost, yet 67% of those interviewed stated that patients use some economic information to make better informed healthcare decisions. Most executives interviewed thought that their own company's research lagged behind their competitors, so there is no good idea as to what is really needed in this research.

Dr. Gagnon summed up his thoughts with this statistic: Drug Costs as a percentage of US healthcare cost have climbed from 6% in the 1980s to 10% in 2000 and to an estimated 12.8% for 2008. This kind of expenditure will require evaluative research: we will continue to need to compare products (and other therapies) for disease impact and cost. This research will demand methodologies and guidelines to make those comparisons easier. Decision makers will have to learn how to use this data to support or drop projects. Government granting agencies and patients will both want to see better ways to evaluate drugs, and other therapies. Important? Yes! Is it of value to pharmaceutical manufacturers? Absolutely! The manufacturers should have a hand in determining those guidelines, not letting the guidelines be determined for them. This should also support bringing new products to the market.

Biopharmaceutical Networking Breakfast

Wednesday, June 11, 2003

Finance and Management Roundtable Discussion: Return on Investment (ROI), Metrics and Content Pricing

Bibliography of relevant articles/papers compiled by Kathy McCabe, Bayer Diagnostics

Return on Investment (ROI)

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Outsell's Industry Trends, Size, and Players in the General Aggregators, Distributors & Services Information Market: Free Download, November 2002

<http://www.sla.org/content/memberservice/infostore/recindreps.cfm>

Genomics and Proteomics – General Session

Wednesday, June 11, 2003

Donald Lindberg from the National Library of Medicine (NLM) started the session with a general overview of genomics and stated that the human genomics project has redefined medicine. He showed simulations of the visible human with labeling structures with physical attributes. This technology provides clinicians and residents valuable experience without putting patients at risk. He joked around saying librarians are wonderful people who contribute to society and that we need to find the library gene.

The main focus of his talk was the enhancements made to Medline. When Medline was opened up to the public, usage went from 7 million to 70 million. The majority of these users were not doctors or librarians as had been previously. Medline now has links to the Center of Disease Control (CDC), gene tests and toxic elements. National Center for Biotechnology Information's (NCBI) Entrez contains protein structures and gene indexing. LocusLink contains gene linking. Many of these links are to full-text resources. Searching in Spanish is now an option. There are public policy issues involved with genetic testing including the right to have tests done and controlling third party usage. At present, there is no federal legislation. He cited the Genetic Information Non-discriminatory Act, noting cases of genetic discrimination, and the Council for Responsible Genetics (<http://www.genewatch.org>).



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Two copies of Stuart Brown's new book *Essentials of Medical Genomics* were raffled off. Stuart Brown, affiliated with New York University's (NYU) School of Medicine, provided an in-depth overview of genomics (application of high throughput automated technologies to molecular biology) and proteomics (identifying all of the proteins in an organism). Copies of Dr. Brown's slides are available on the website <http://www.genomicshelp.com> under the section Seminars and Courses *Genomics for Librarians*.

The job of the biologist is changing. They now spend more time using computers and on experimental design and data analysis and less time doing tedious lab biochemistry. Biology is becoming a more quantitative science. Librarians understand the challenges of storing and searching large amounts of data. The librarian's role now involves training "computer savvy" scientists. Jobs change. Computers change. Scientists (and librarians) need to be adaptable and flexible.

Raw genomic data is useless even to the biologist. Data mining and multi-dimensional visualization tools are now available. With NCBI's Entrez (<http://www.ncbi.nlm.nih.gov/Entrez>), GenBank can be searched where genes are linked to journal articles. OMIM (Online Mendelian Inheritance in Man) relates diseases to genes. There is still a vast area of uncertainty. Even though the human genome project is done, we still do not know how many genes are in the human body.

A lively question and answer period followed both talks. Dr. Brown addressed the issues of patient privacy and medical insurance relating to medical informatics and bioinformatics (the use of information technology to collect, analyze and interpret biological data).

Genomics and Proteonomics, Part 2: Legal Licensing

The title of Mr. Drozdoff's session was Patent Protection for Proteonomics and Drug Discovery – Protecting Innovation without Stifling Development. Vladimir Drozdoff, Esquire, an intellectual property rights attorney with Clifford Chance US LLP, discussed the requirements of patentability. One of the major dilemmas within the field of proteonomics is that patent claims do not describe an actual final drug product but instead biological or chemical reagents/intermediates. The Hatch-Waxman Act "Safe Harbor" tries to balance patent holders' and generic drug makers' rights. Recent court decisions have interpreted the Hatch Waxman Act broadly allowing manufacturers to conduct necessary testing for approval of generics before patents expire on innovator drugs. These court decisions have affected the scope of biological tools and research methods patents. Specific court cases involving major pharmaceutical companies were cited.

Mr. Drozdoff went on to discuss issues such as how much of the drug development process does the Hatch Waxman "Safe Harbor" apply? (can include early drug development) and can a patentee maintain any rights to exclude others from the market after drug approval? He closed the session discussing hot button issues including why license a product if protection is granted by safe harbor? When does trial and error become proof of concept? and How many end products are

needed to support a generic claim? Nevertheless, royalties, annual licenses, partnering and cross licensing are still very important avenues to pursue especially when weighing the potential alternative – very expensive litigation.

Julie David

Senior Research Librarian, Daiichi Pharmaceutical Corp.

Pharmaceutical and Health Technology Dinner at Becco in New York City

Wednesday, June 11, 2003

Fourteen PHT members enjoyed a wonderful Italian meal as their dine-out social event at SLA/NYC. The arrangements were made by Karen Erani (Pfizer), our Networking Events coordinator, and even though she was not able to stay, she picked an excellent restaurant: Becco, on "Restaurant Row" (355 West 46th St., right down the block from the Marriott). This restaurant is owned by Lidia Matticchio Bastianich, who stars in Lidia's Italian American Kitchen and Lidia's Italian Table, cooking shows on PBS. She also owns Felidia in New York City, and Lidia's in Kansas City and Pittsburgh. Becco was opened in 1993, and it is a favorite spot to eat on the West Side, as evidenced by the fact that we had to wait for 15 minutes, even with reservations. However, the food definitely made up for the wait.

From the Becco website (www.becconyc.com), "the name Becco is derived from the Italian verb, *beccare*, which means to peck, nibble or savor something in a discriminating way." We "beccared" our way through what the waiters called "family style" dining – a prix fixe meal that began with antipasto and Caesar salad, followed by platters of the three daily pasta selections. Following the pasta were platters of steak, chicken, shrimp, and accompanying vegetables, and finally dessert trays with several sweet choices. All of this was washed down of course with several good bottles of red and white wines. Passing platters and wine bottles made the meal feel like we were at an Italian home.

The conversation was as lively as the food was tasty. Division officers Chair-Elect Karen Mirabile (Wolters Kluwer Health), Current Chair Stephanie Fitch (Millennium), and Secretary Liz Perry (Gilead) were joined by PHT members from Eli-Lilly, Genzyme, Amylin, and Wyeth, as well as Adis, CAS, and DIALOG, to name a few. As the evening wore on and spirits loosened, a movement sprang up to convince Karen Mirabile to move the PHT spring meeting to Las Vegas next year. Although it did not work, and we are still on for Philadelphia in April, Vegas might be in the years to come!

Good food and good company made for a night well remembered. Thanks to everyone for making this "non-pharma" person feel comfortable and welcome. I, for one am looking forward to an equally memorable event in Nashville!

Rebecca Miller, PhD student

*School of Library & Information Management
Emporia State University, Kansas*



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"Second City," continued from page 10.

can family going through its daily paces, with the setting changed each time to reflect very different decades.

A hack psychic held the stage in another scene, "reading" the minds of a few audience members, and predicting their futures. The Second City cast followed its initial bows with some true improvisation to close the evening.

Many thanks to Timely Data Resources, Outsell, Inc., and Ovid for sponsoring this popular event, and to Stephanie Fitch for organizing it.

Susan Gleckner
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PAM04

Report from the Medical Library Association (MLA) Meeting 2003

The Medical Library Association (MLA) met in San Diego May 1-8, 2003, with "Catch the Wave" as this year's theme.

Programming featured the symposium "Evidence-Based Nursing Practice", as well as the ever-growing Chapter Sharing Roundtable luncheon, with topics ranging from retirement planning to virtual reference. Open forums on scholarly publishing, compensation for medical librarians, and "hot topics" and "California chats" held poolside allowed great programming flexibility. In keeping with this year's theme, one of the plenary sessions was entitled "Making waves: the untapped potential of medical libraries to improve the public's health." (Roz Diane Lasker, M.D.)

Attendees represented a range of library professionals, from new graduates to mid-, late-, and second-career, as well as solo, hospital, academic, government and corporate work settings. The CE programs, plenary sessions, contributed papers and posters offered something for everyone, on topics including the following: cyberlaw, electronic resources, genomics, mentoring, public and consumer health, leadership, data mining, and collaborative strategies.

One of MLA's newest Sections, Corporate Information Services, co-sponsored programs on virtual reference and information protection.

The symposium, general sessions and section programming were made available for the first time on CD instead of only audiotapes. The CD should soon be available via InterLibrary Loan from your area National Network of Libraries of Medicine (NN/LM).

Next year's meeting will take place in Washington, D.C., with "Seize the Power" as the theme. Programming will include topics such as negotiation, advocacy, marketing and savvy and creative ways to use our valuable skills.

*Mindy Paquette-Murphy, MLS
Senior Information Scientist
Sanofi-Synthelabo Research, Malvern, PA*



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Tips from the DPHT Discussion List**Top pharma/biotech companies**

Looking for a quick listing of the top pharmaceutical/biotech companies? I recently posted this question to the P&HT discussion list and was referred to some excellent sources.

Genetic Engineering News -- June issue -- Top 50 biotech/top 10 pharma

Med Ad News -- September issue -- Top 50 pharma companies (worldwide); and the current July issue has the top 100 biotech companies.

Pharmaceutical Executive -- May issue -- Top 50 pharma

Contract Pharma (online journal) -- July/August issue -- Top pharma and biopharma companies

<http://www.contractpharma.com/current1.htm>

Denise Armijo, maxim.com

Accessing the DPHT Website and Listserv**DPHT website:**

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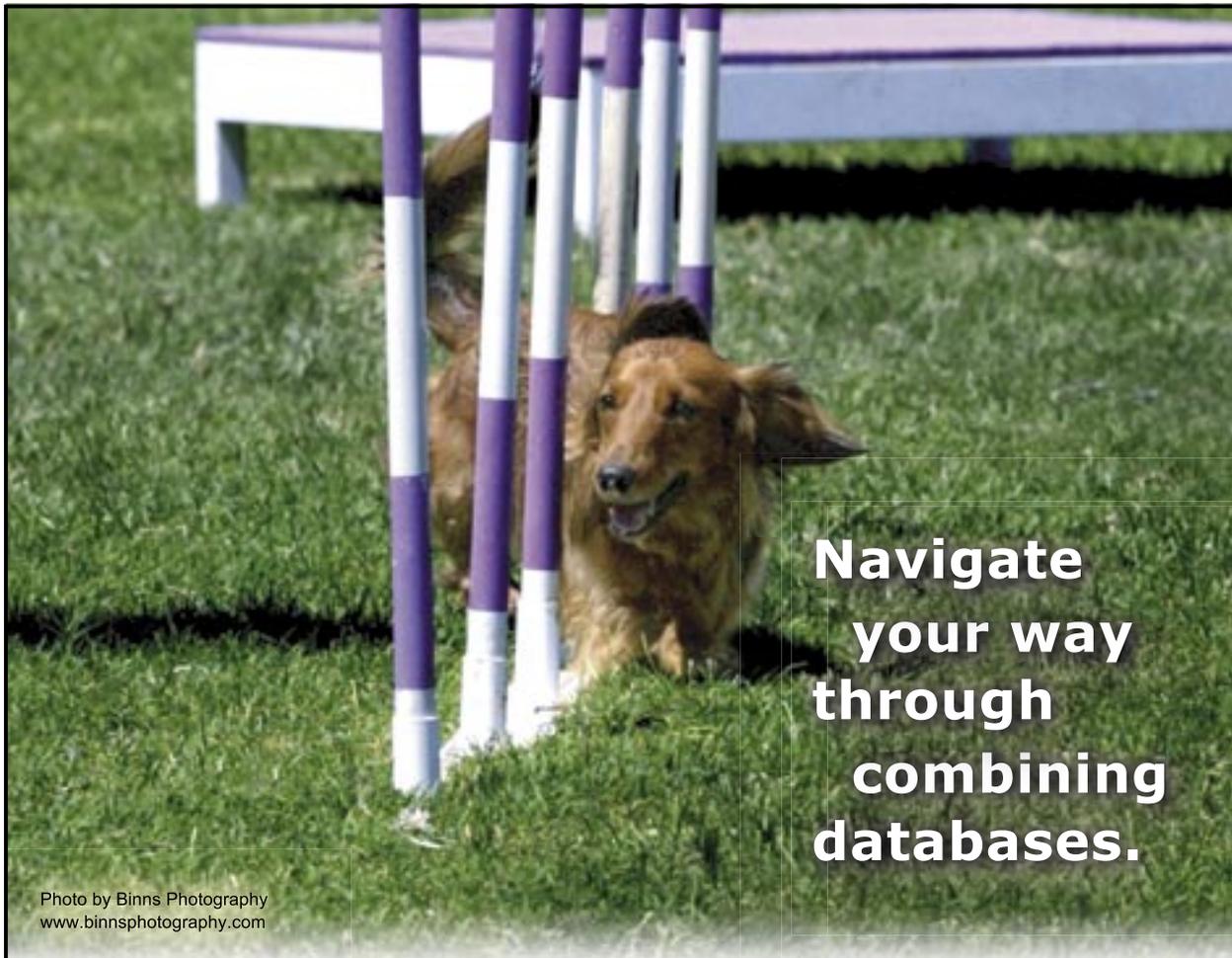


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