

Pharmaceutical &
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Division

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CapLits

Bulletin of the Pharmaceutical and Health Technology Division

Volume 22 Issue 2

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Message from the Chair

*Cheryl Schairer,
P&HT Chair*



Spring is finally here and SLA's Annual Meeting is just around the corner, but more about that in a minute. First, let me briefly talk about the Spring Mtg. Thanks to everyone who was able to join us in Memphis at The Peabody Hotel and for contributing to a fantastic meeting! We had 170 attendees, 41 exhibitors, 40 attendees for the Professional Development workshop, a smattering of ducks, a trip to Graceland, and lots of barbeque and music on Beale Street.

The sessions were mixtures of practical advice, case studies, industry analyses, trends, and planning for future directions in the beautiful and historical venue of the Peabody Memphis Hotel. A tremendous amount of effort by many people went in to the planning of this meeting, so I would like to thank Sidney McNab, Christine Leyva, Karen Mirabile, Jennifer Schwing, all of our sponsors and everyone else who helped make this a successful meeting. Please make sure to read the session write-ups in the DPHT Spring Meeting Report on pages 12-28.

PowerPoint presentations are already posted and we will be posting the transcript (and perhaps the video) of the panel session in the next several weeks. Photos and candids will also be posted, so watch out: there were Elvis sightings! Did you know that we toured Graceland on the very day it became a National Historic Landmark? We were honored to be in Graceland on this commemorative day.

SLA Annual Meeting in Baltimore

In just a few weeks, many of us will be attending SLA's Annual Meeting in Baltimore.

I'd like to extend my gratitude and congratulations to Robyn Smith and Liz Perry, who have excellent Division programming scheduled for the Annual Meeting in Baltimore this June (see pages 34-39). Session descriptions and ticket prices for Professional Development Courses and our Division Business Meeting and Luncheon are listed on these pages. Maude Lethiecq-Normand organized two CE Courses, "Online Resources for Pre-viewing Clinical Trial Results", by Bonnie Snow, and "Immunology for Health Information Professionals", by George McGregor.

We will be having our P&HT Reception on Tuesday June 13th this year, so I hope to see many of you at the reception to catch up with

Continued on page 3.

See you at SLA 2006 in Baltimore!

June 11-14, 2006

**See pages 34-39
for more details.**



Photo courtesy of Baltimore Area Convention and Visitors Association



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Continued from page 1.

you and discuss the Annual Meeting and sessions.

If you haven't yet done so, please make sure you register and make your travel plans soon, <http://www.sla.org/content/Events/conference/ac2006/index.cfm>. Attendance is expected to be very high this year, due to location and easy access.

Please check and make sure that you are registered for our Annual Business Meeting and Luncheon on Tuesday June 13th. We will announce Division election results and present awards to contributing members of our Division, whose work makes our Division one of the most active and successful in SLA. Come hear what's going on in our Division, what's in store for the future and how you can help us in the upcoming year.

Division News

If you haven't yet noticed, please explore our redesigned Division Web site at <http://www.sla.org/division/dpht/>. Paul Ziegler has done a great job giving our site a cleaner look and making it easier to navigate. If you have any comments or suggestions for more improvements, please send them to Paul at paul_ziegler@merck.com.

Barbara Petersen is in the midst of printing an updated version of the P&HT Membership Directory, so watch for it in your mailboxes. Thank you, Barbara, for your perseverance and updating this valuable resource for our members, and

thanks to our Directory sponsors this year, Elsevier, Thomson, and McElroy.

This Spring's P&HT elections were the first using e-voting, recently approved by SLA. Many thanks to Bernadette Ewen for creating our e-voting venue and to all of our candidates. Winners will be announced in Baltimore during our Annual Business Meeting and Luncheon.

The deliverables from the SLA Endowment Grant Funded project "Position Profiles for Information Professionals in Health Care Industries" are accessible from the project blog site: http://sla-divisions.typepad.com/dpht_position_profile_pro/. Please feel free to leave comments about the project on the blog. Again, thanks to Margaret Basket, Carol Bekar and Stephanie Fitch for all of their work on this very successful project. Come hear about this project and how you can use it at the session in Baltimore on Monday at 11:30 am.

This is the transition year for the new Governance term for SLA, so I will continue to be the P&HT Chair until January 2007 when Robyn Smith may just get that tiara for which she's been asking...

There are open positions on the Division Board, so we are looking for interested individuals to join in the fun. Don't wait! Act now! Contact me or anyone on the Board to hear about volunteer opportunities. I look forward to working with you.

I look forward to seeing you all Baltimore and hope to hear from you throughout the year. Let me or anyone on the Board know what we're doing well and how you would like to help the Division improve.

Until then, I hope you take pride in your accomplishments, find inspiration to improve and most of all, have fun.

Cheryl

clschairer@yahoo.com

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P&HT & SLA News

SLA Surveys

Due to an agreement that SLA headquarters has with SurveyMonkey, SLA units (chapters, divisions, caucuses) may create, post and conduct basic online surveys. In March and April 2006, the Nominating Committee used SurveyMonkey for collecting your SLA P&HT e-votes for new officers. This survey method was found to be a fast, free, and efficient way of collecting your votes. If you need to survey SLA members for a SLA project, please contact Linda Broussard at SLA headquarters to obtain the userid and password for accessing SurveyMonkey.

SLA Communication

To ensure efficient and effective communication between SLA and you, please make sure your SLA membership profile is up-to-date. You can update your SLA membership profile at <http://www.sla.org/cfcode/profile.cfm>.

Bernadette Ewen (bernadette.eden@sanofipasteur.com)

SLA Annual Meeting in June 2006

The 2006 SLA Annual Conference will be held from June 11th-June 14th in Baltimore, Maryland. The opening keynote address is on Sunday evening, June 11th, not Monday morning, as in the past. So mark your calendars, and come in early to enjoy this beautiful city, on the Patapsco River, the inner harbor of Chesapeake Bay.

The P&HT Division will not disappoint you. Starting with two fantastic Professional Development classes, offered Saturday afternoon (June 10th) and Sunday morning (June 11th). Note also that there is a Dine-A-Round on Saturday evening at Della Notte. There is a full program of seminars, three networking breakfasts, and our annual Division Luncheon in addition to the standard SLA program.

Please make sure to visit our sponsors and to thank them. Their sponsorships keep our costs low. In addition, the evaluations you fill out are read and considered for next year's conference. Your ideas are important.

P&HT Continuing Education at the 2006 SLA Annual Meeting

The SLA Pharmaceutical & Health Division is pleased to announce its 2006 Continuing Education Program at the SLA Annual Meeting in Baltimore.

This year CE courses are both half-day sessions. Our program focuses on 2 cutting-edge issues for our industry:

- New advances in immunology—"Immunology for Health Information Professionals", Saturday, June 10, 2006 1:00PM – 5:00PM, Speaker: George F. McGregor.
- Gathering information on ongoing clinical studies—"Online Resources for Previewing Clinical Trial Results," Sunday, June 11, 2006, 8:00AM – 12:00PM, Speaker: Bonnie Snow.

Our CE courses are given by dynamic speakers, both well-recognized specialists with extensive experience in their field. Our program is designed to help you support your executives and team members information needs and position yourself as a knowledge expert on those key topics, giving you both informative and practical skills acquisition.

Reserve your place now with your meeting registration form at <http://www.sla.org/content/Events/conference/ac2006/index.cfm> both sessions have limited places. For any questions, please contact Maude Lethiecq-Normand at maude.lethiecq-normand@pfizer.com



Welcome to new division members!

Andrea Ball
Jennifer Barry
Karl Baumann
Maria Bergendorf
Sam Bryant
Gail Caine
Laura Cardea
Patrick Clapp
Susan Colchin
Orvie Coles
Nikie Cotter
Jill Detrick
Meg Gabehart
Brenda Glenn
Ashley Glover
Bonnie Lawton
Karen Layton
Xuefei Mao
Patricia Marston
Carolyn Matlack

Lesley Maw
Christopher McConnell
Daniel Mongrain
Todd Moorman
Kyle Nicholls
G. Patrick O'hara
Alexey Panchenko
Christine Pioppi
Timothy Powers
Jessica Rhodes
Judith Robinson
Brenda Stenger
Esther Sulzbach
Ruth Swanson
Jennifer Swift
Jillian Tanner
Judith Teumer
Janice Thompson
Helen White
Peiling Xu



Minutes of the P&HT Board

**2006 Spring Meeting
Memphis TN, March 26, 2006**

In attendance: Margaret Basket; Molly Bernard; Judy Blaine; Barbara Boyajian; Claudia Cuca; Bernadette Ewen; Cynthia Geremia; Susan Gleckner; Robert Kowalski; Christine Leyva; Sidney McNab; Karen Mirabile; Liz Perry; Barbara Petersen; Kimberley Poelman; Cheryl Schairer; Robyn Smith; Laura Szymanski; Rich Townsend; Diane Webb; Paul Ziegler

Cheryl Schairer called the meeting to order at 2:09 p.m. A motion was made and seconded to approve the agenda, with one minor correction.

Old Business

Review of Minutes: A motion was made and seconded to approve the June, 2005 Meeting Minutes of the Outgoing Board Meeting and Incoming Board Meeting.

Reports/Updates

2006 Spring Meeting: Cheryl received positive reviews of the Spring 2006 meeting CE class taught by Sandra Knowles. Cheryl reviewed events and logistics for the remainder of the spring meeting. Christine Leyva noted that 43 vendors had registered for this meeting, an increase of 4 over last year. Of 170 total attendees, 87 are registered as exhibitors. Christine listed the new vendors to the conference and mentioned the sponsors of meals, events and breaks. There were 57 fewer registrations for the meeting in Memphis than there were for last year's spring meeting in Las Vegas.

Treasurer's Report: Bob Kowalski announced a balance of \$116,129 as of March 24, 2006. Income from the last 9 months came from the SLA allotment; SLA Endowment Fund; CapLits advertising; meeting income; sponsorships; and interest. Expenditures over the same period were for meetings; Endowment Fund; postage, supplies and bank charges. Bob noted CapLits revenue of \$1,650 is low, due to advertisers not being invoiced. Diane Webb requested that future Treasurer Reports summarize inflow and outflow for the spring and annual meetings and CapLits.

2006 Annual Meeting: Liz Perry and Robyn Smith reviewed the final program, which has been posted to the P&HT website, CapLits, and to the division's listserv. It was also in the Spring Meeting binder. Diane Webb will produce a special brochure of P&HT programming in time for the meeting, including room assignments. Liz Perry reported moderators are in place for all sessions in Baltimore. The division dine-around has been scheduled near the beginning of the meeting because the final P&HT event occurs at mid-afternoon on the final day of SLA, and it is anticipated that many members will be leaving after that event. This year, P&HT is co-sponsoring 3 sessions. Planning has gone smoothly, and co-sponsor-

ship will work to the division's benefit financially. A slight charge for attending networking breakfasts appeared on the SLA Registration website, but will be refunded to those who have signed up. Potential breakfast sponsors are still being approached.

2006 Awards: Cheryl Schairer reported for Peggy Shin that there were so few submissions received for the division's student awards by the first deadline that the deadline was extended to April 1. Additional efforts were made to publicize the awards, which had previously been announced to schools & institutions contacted in 2005.

Karen Mirabile noted that a list of prior recipients of the division's Horizon & Distinguished Members awards was posted on the expanded awards section of the new P&HT website and had also been sent to listserv subscribers. Nominations have been sparse. Karen noted that there are many members who have provided outstanding service to the division, and that these awards are an important way of honoring their service. She urged all members to e-mail her with nominations for these 2 awards.

CapLits Update: Claudia Cuca said that she would edit 2 more issues of CapLits before stepping down from the content editorship. She requested items by July 2006 for the issue that will follow the 2006 Annual Meeting.

Diane Webb extended kudos to Claudia for introducing significant new content to CapLits. Diane noted that although CapLits had many advertisers and color ads over the past few years, advertisers were not invoiced consistently. Six advertisers have requested full page color ads but these have not been able to be accommodated. Currently, five advertisers place full color ads in CapLits. The board discussed pros and cons of adding additional color pages. Liz Perry made a motion to add flexibility for increasing the number of color ads in CapLits based on requests, giving the CapLits editorial and production editors discretion to balance the number of ads with content. The motion was seconded by Karen Mirabile and the board voted in favor of the motion.

Diane has ad insertion orders in place for the next issue and an immediate need for a new advertising manager. The manager must work with the Treasurer on invoicing advertisers promptly, and must be easy to reach by vendors. Diane raised the idea of outsourcing the production and distribution of CapLits, as PIUG does with their newsletter. Barbara Boyajian recommended waiting to consider this option until a new content editor and advertising manager are in place. The primary reason for outsourcing production is the Board's annual request for issue deadlines, some of which are difficult to meet. This issue will be discussed further in an upcoming Board conference call.

Listserv Update: Cynthia Geremia reported the Discussion List currently has 501 subscribers.

Website Update: Paul Ziegler was thanked by Cheryl Schairer for his excellent work in redesigning the division website. Paul made a request to the board for funds to produce the division logo for the website. There does not appear to be a

Continued on page 8.

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Minutes, continued from page 6.

color logo available. Paul reported that the website is ready for posting expanded content in several areas. He will contact someone recommended to him who can program forms for the website.

Position Profiles Project Conclusion: Margaret Basket distributed URLs to the 14 completed position profiles and related information which have been posted to the SLA website. Robyn Smith will contact SLA headquarters to learn whether any final report is expected for projects funded by SLA. Margaret has received recommendations for how best to make this information available to the broader membership. One suggestion is to design a Click University course on position profiles; another is to produce and distribute a brochure.

2006 Elections: Bernadette Ewen reminded members to vote for Chair Elect and Secretary. The electronic ballot was e-mailed to members, and is on the SLA website. Candidates for Secretary are Judy Blaine and Sue Gleckner. Christine Leyva is running for Chair Elect.

Strategic Planning: Karen Mirabile and Stephanie Fitch spent many hours revising the Board position descriptions and will be making these available to the membership soon.

New Business

2007 Annual Meeting Program: Ideas are being sought for program sessions and events, speakers, and CE courses for the 2007 annual meeting in Denver.

Board Positions: Maude Lethiecq-Normand is stepping down from the Professional Development chair, and a new chair is being sought for 2007. Other 2006-07 positions open are: CapLits Advertising Manager; Membership Chair; Fund-raising Chairs 1 and 2; and CapLits content editor.

Membership Directory: Barbara Petersen revised the member directory again in December 2005; however, ads have not been sought to support the printing and distribution of the directory. The price of printing and distributing would be about \$6,000. Barbara recommended distributing this as a pdf, preferably on the P&HT website. Paul Ziegler noted that members-only content needs to be in cold fusion format. Barbara will ask her information technology colleagues to help format the file.

Other Business: Christine Leyva said that several vendors had requested that the division make the spring registration list available to them prior to the meeting.

Cheryl Schairer adjourned the meeting at 4:04 p.m.

Molly Bernard, Secretary. bernardm@zgi.com



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An interview with Marlene Bobka of FOI Services, Inc.

Marlene Bobka graciously agreed to be interviewed for a CapLits article about FOI Services, the company which has been providing regulatory documents for over 30 years to companies in the P&HT division. My questions for Marlene concern how requests are received and filled by FOI Services, and how she would recommend we take advantage of the services at her company.

Q. Tell us about your background and your association with FOI Services.

A. Twenty years ago, I joined FOI Services in its 10th year of business. I had been conducting product outreach for an information services contractor, when John Carey, then the general manager of FOI Services, hired me to do marketing and product development. The job neatly ties together my M.L.S. in Scientific Reference at Albany State and B.S. in biology and chemistry...all aided by SLA membership since 1979 John Carey (another Division member) and I are now part owners of FOI Services.

Q. Describe a typical request from an information specialist in our industry, and how it is filled by FOI Services. What can we obtain, and what is not obtainable?

A. Typically, library staff in the pharma/biotech industry request all disclosable information relating to a drug or device. While certainly our customers could go to the FDA themselves, it's always worth checking with FOI Services for several reasons. Central among these reasons is the lack of priority given to Freedom of Information Act activities within the FDA. The FOIA office at FDA will provide all readily disclosable information, but older or more obscure information is often difficult to obtain from them. Additionally, there's no good FDA comprehensive inventory or master list of what is available. Some documents are not available simply because there's no central information management activity and some documents have gone missing over the years, as when there is personnel turnover or a physical move. The FDA's mission is to approve a safe and effective product -- dissemination of information is not the central mission. In fact, FDA has requested its own documents from FOI Services from time to time. FOI Services serves as a user friendly front-end to this process, by helping structure requests, knowing what information is required by FDA's FOIA staff, and having an FOI employee visit the FDA daily to hasten requests and maintain a presence there..

Q. What is a typical turn-around time for obtaining FDA recent drug approval documents through FOI Services?

A. Approval documents for new drugs are not releasable until they have been redacted (purged of sensitive informa-



Marlene Bobka (right) of FOI Services, Inc. talks with Sue Brizuela in the exhibit hall.

tion, such as patient identifying information or confidential commercial information), which generally takes about two years

Q. FDA's website sometimes posts new drug approval information on the same day it releases the documents to FOI Services. How should a customer proceed?

A. This is true; however, FOI Services can sometimes obtain this information from FOIA before it is posted to the FDA website. We always recommend customers check FDA's web-

site first, then call FOI Services to check on availability. We've often gotten the information in paper several weeks before it has shown up on FDA's web.

Q. Does the FOI Services searchable database (www.foiservices.com) include everything at FOI Services?

A. Some of the very old records are not yet available on the website database. There are about 5,000 documents, mostly older drug supplemental approvals, that are being reindexed to take advantage of the expanded descriptions now available. The database on the website is ideal for searching for specific documents. But always call FOI Services if you have a broad or comprehensive search because we will check through all of our documents. We will also tell you if what you need is on order. If you prefer, we can add you to that order so you'll get it just as soon as it comes in.

Q. In ordering inspection reports, I've wondered about the turn-around time for the various FDA district offices.

A. The release time varies from office to office. FOI Services tracks turn-around time by district so that we can provide requestors with an approximate idea of how long it may take for documents to be redacted and released. We have a good rapport with staff in the district offices and contact each others' staff regularly about the status of requests. The same goes for FDA's FOIA's staff; we are FOIA's largest user and save the FDA from many repetitive requests.

Q. Who should we call for help with comprehensive searches?

A. Call 301-975-9400 to speak with one of our information specialists. They have additional indexes and lots of experience available to them and will search our databases for you at no charge. For several SLA DPHT members and their colleagues, I've hosted hour-long teleconferences explaining the ins and outs of FDA FOIA information. I encourage members to contact me to arrange a similar teleconference if they'd like to learn more about the documents that result from the regulatory process.

Thank you, Marlene, for your comments, and for the services provided by your company to our industry.

Interviewed by Molly Bernard (bernardm@zgi.com)

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SLA Pharmaceutical & Health Technology Division
2006 Spring MeetingMarch 26th- 28th, 2006
The Peabody Memphis, Memphis TN***"Collaboration: Combining Efforts for Improved Results"*****Sunday, March 26****Professional Development Workshop****Adverse Drug Reactions 101**

Speaker: Sandra Knowles, Drug Information Pharmacist; Sunnybrook and Women's College Health Sciences Centre, Toronto, Ontario, Canada)

9:00 am - 1:00 pm

Sandra Knowles is a Drug Safety pharmacist at Sunnybrook and Women's college Health Sciences Center, Canada. She also works with members of the Patient Safety Service which promotes patient safety through improved drug prescribing and system safeguards. She is a regular lecturer at the U.Toronto and for over 10 years, Sandra was the editor of the CE program for Pharmacy Practice, a national pharmacy journal. Sandra has over 80 publications to date, having published extensively in peer-reviewed journals and contributed to various book chapters. She has also lectured at many national and international conferences on topics relating to adverse drug reactions.

- Sandra presented a great deal of information on Adverse Drug Reactions (ADRs), as seen by those in the hospital practice.
- An ADR is different from an "event" An ADR is a response to a drug. That response is noxious, unintended, and occurs at doses normally used or tested in man for prophylaxis, diagnosis, or therapy of disease, or for the modification of physiologic function. (WHO definition).
- An Adverse Drug Event (ADE) is injury resulting from administration of a drug.
- Manufacturers must always report ADRs and ADEs to the FDA.

An Adverse Event is harm in a patient administered a drug, but not necessarily caused by the drug. But this event may be considered an ADE if, had the drug not been administered, (1) the

event would not have happened, (2) the event would have occurred later or (3) the event would have been less severe. These are important definitions to keep in mind. ADRs/ADEs are important because

- 30% of hospitalized patients will experience an ADR. (The ambulatory patients ADR rate is unknown.)
- 2-5% of all hospital admissions are due to an ADR.
- Costs of ADEs occurring during hospital stays has been estimated at \$4B in the US.
- Serious/fatal reactions from drugs are the fourth leading cause of death

Medication errors refer to preventable events that may cause harm. Surprisingly, less than 1% of medication errors result in harm. Oftentimes, close calls occur and the mistake is intercepted before the medication reaches the patient.

Sandra then went on to classify ADRs as to whether they were predictable (or not) and could fall into idiosyncratic, immunologic or pseudoallergic. Throughout the seminar, Sandra added practical examples of drug reactions by presenting real hospital situations, problems, and the conclusions as to why an ADR occurred.

For anyone working in Drug Safety or with Regulatory Departments, this is an important class, well worth the time and the money. It's probably a good idea to understand ADRs a little before you take this class. It was very thorough and a little pharmacology background helped in understanding the concepts.



John Willmore, Christina Keil and Jillian Amaral (right) in the exhibit hall.

Claudia B. Cuca
(c.cuca@orgnaonusa.com)

Monday, March 27**Collaboration in Organizations****Keynote 1: Understanding and Building Effective Networks**

Speaker: Eric Lesser, Associate Partner, IBM Institute for Business Value

9:15 a.m. – 10:30 a.m.

Continued on page 15.

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Keynote, continued from page 12.

Eric Lesser began our spring meeting on collaboration with a fascinating presentation about understanding and promoting collaboration within organizations. He discussed why collaboration has become a critical area of focus, some building blocks that enable collaboration, and the role of technology.

The need for collaboration as a key capability is driven by a variety of factors, including global labor sourcing, the growing importance of partnerships and alliances, a maturing and increasingly mobile workforce, and a need for closer interactions with customers and suppliers. While CEOs recognize the importance of internal and external collaboration, many organizations do not have a plan for it.

Social capital is the value created by developing and sustaining relationships inside and outside an organization. It enables collaboration and improves the organization's performance. Building blocks include connections between people, interpersonal dynamics, and shared context or common understanding.

Social networks can be visualized with maps and diagrams. Mr. Lesser showed several interesting examples. They are characterized by their density (number of connections, robustness), their cohesion (length of the path to connect one person to another), and the centrality of individuals. Networks can break down across several kinds of boundaries: functional (between an organization's divisions), geographical, hierarchical, tenure (long-time vs. new employees), and organizational (such as after a merger).

Trust is a necessary building block for enabling collaboration. Individuals, managers, and organizations can engage in behaviors that generate trust. Communities of practice can also be used to foster internal connections within an organization. These are informal groups that share common interests, but are not part of the organization's formal structure. Successful communities of practice usually have 30 to 150 members, including a passionate core and larger numbers of active and peripheral members.

The talk concluded with a discussion of IBM's W3 portal environment, an intranet strategy to connect people to content and other people across the organization. It includes Collaboration Central, a set of collaboration tools and services, such as a map to communities of practice, a center for blogs, and a site for jams (large-scale virtual events).

A recommended book is "The Tipping Point: How Little Things Can Make a Big Difference" by Malcolm Gladwell.

Gretchen Peterson, (gretchen_peterson@chiron.com)



Attendees get ready for the next session in the meeting hall..

Electronic Notebooks 101

Speaker: Rick Lysakowski, PhD, Chief Science and Technology Officer CENSA (Collaborative Electronic Notebook Systems Association, Inc)

What is an ELNS (Electronic Laboratory Notebook System)? It is a system to create, store, retrieve, and share fully electronic records in ways that meet all legal, regulatory, technical, and scientific requirements. ELNs are not a panacea, but they foster collaboration and get ROI (30 percent or more). They are no longer a

legal issue – companies are winning cases with e-records.

What is CENSA? CENSA is a market development association. Its mission is to catalyze the evolution of records/data management automation markets - improve the market and make sure there is more than one company/product available.

Paper records' good points:

- They are accepted by courts and regulatory agencies
- They are easy to use
- They are affordable
- They are mobile.

Paper records' bad points:

- Too much transcription (information may be lost before it is recorded)
- Not well indexed
- Huge archives
- Only one original
- Information is not easily shared.
- Books have small capacity – cannot handle terabytes of data.

The Lab notebook lifecycle includes 65 steps involving purchasing agents, legal, IP, records management personnel, QA audits, recalling and filming, final filming and archiving, recalling from archives. The cycle relies heavily on manual usage procedures and costs tens of thousands of dollars per notebook over its lifetime.

Industry consensus is that paper books are obsolete. CENSA has been working to arrive at industry consensus on a vision and roadmap for electronic notebooks. Consensus on the roadmap was achieved in 1996. A notebook "page" structure has been agreed upon.

CENSA 2005 ELNS definition:

- Experiment planning and information setup
- Tool for documenting results from the "Scientific Method"
- Connectivity tool for LIMS, CDMS, statistics, chem./bio data
- Tool for organization and annotation

Continued on page 16.

Electronic Notebooks, continued from page 15.

It is a tool used to create the "record of copy" for legal, regulatory, business, and archival purposes.

ELNS are combined authoring and recordkeeping systems that:

- Publish data from hundreds of sources (ELN alone).
- Create, secure, and protect Intellectual Property (IP).
- Help demonstrate regulatory compliance.
- Aid regulatory submissions.
- Enable global access to data, results (ELNs) and records.
- Feed huge heterogeneous R&D information warehouses.

The mainstream offering should be less than \$1000 per user and easy to use. When planning for an ELNS, you need to plan your exit strategy (obsolescence of your ELNS vendor) before you plan the entry.

The most important result of an ELN is the record that comes out of it. It must be a good PDF record. The system should require that all data going into the ELN be in XML format.

Dr. Lysakowski stated that e-records have "crossed the chasm" of acceptance and adoption. Regarding IP protection, the only requirement is good quality documentation of audit procedures and record-keeping practices. Regarding the ELNs, the format does not matter as much as the quality of the record. The bottom line with attorneys is to use PDF-A and XML standards and to follow conservative records policies.

Judy Blaine (judyblaine@comcast.net)

Collaboration in the Text Mine: Finding Nuggets of Knowledge in Unstructured Text

Speakers: Pam Kiser, Associate Information Consultant; Eli Lilly and Co.; Kate Lavengood, Associate Information Consultant; Eli Lilly and Co.

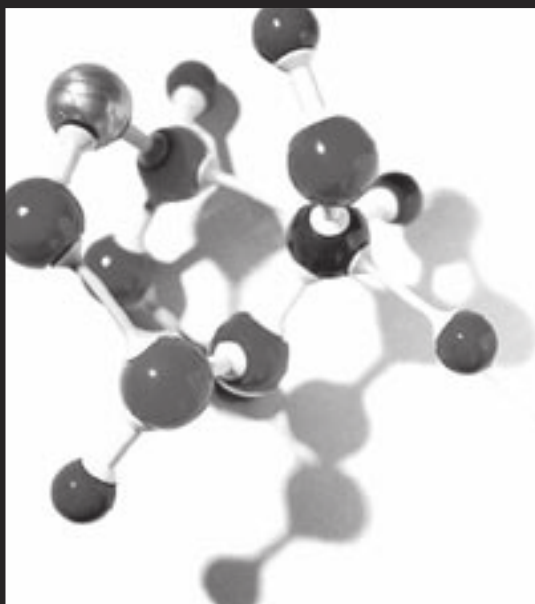
Pam Kiser and Kate Lavengood offered relevant terminology, examples of where text mining is particularly useful, strategies for implementing collaboration with other groups and some web-based tools for text mining.

While recommending leveraging the powers of combining automation and human judgment to mine the scientific literature is easy, deciding upon specific software and processes and weighing the tradeoffs inherent in each offers many choices and challenges and few clear cut answers. Automation offers consistency, is less labor intensive, and higher throughput, but can be expensive in terms of software acquisition and training. Human judgment is subjective, doesn't scale, is expensive in terms of labor intensity, but can deal with the paradox problem and other subtleties of unstructured text.

Why do librarians/information professionals need to be involved in text mining?

1. People in pharma/biopharma are doing it now. Unstructured data (content) is currently getting renewed focus, particularly for toxicity and clinical trials data, and in the context of integrating internal and external content.

Continued on page 19.



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- Derwent World Patents Index
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Text mining, continued from page 16.

2. Software for text mining and related tasks (search, ontologies and/or taxonomies) is still developing. Software developers are working with endusers to figure out which features are need to have, as opposed to nice to have. Information professionals have been practicing these tasks for decades and should help shape solutions.

3. Catalogers and database searchers and pharmaceutical R&D scientists are all concerned about data quality, how labor intensive their labor is and how others underappreciate them. We need to be talking about our shared lessons learned, best practices and ongoing challenges.

Comment: this presentation and the next one by Phoebe Roberts, gave me fresh enthusiasm for my ongoing talks with software vendors, other librarians, and my internal clients. In the rush to keep up with the day to day demands it is easy to lose sight of just how bleeding edge pharmaceutical information is. Any decisions will involve making tradeoffs and difficult choices. Better information should make those decisions easier.

Mary Chitty (mchitty@healthtech.com)

Turn STOP words into GO words and PARAGRAPHS into GRAPHS: The power of text analytics.

Speaker: Phoebe Roberts, Ph.D., Scientist, Library and Information Services, Biogen Idec, Inc

In this presentation, Phoebe Roberts spoke about how text mining is a tool that can be used to cut down large sets of results, extract relevant data and summarize the concepts. Parts of speech can be used to search large bodies of text or a thesaurus to identify relevant concepts. The example that Phoebe gave was using the preposition "with" to identify related disease phrases in the MeSH thesaurus and thus deriving a list of synonyms. Once the list of terms is obtained they can be used to search the large body of results for relevant articles. Then the smaller set can be further analyzed, processed and manipulated using a software like Excel.

The steps that need to be followed to set up a text mining system are: search results (e.g. Dialog) need to be generated, then formatted and loaded with other full text material like internal documents. Terms lists like MeSH thesaurus need to be loaded next and then indexed together with the existing corpus of data. Programming assistance would be needed to format, index and load the data on to the system. Short term lists (generated synonyms) should be created and also loaded. Using text mining software like Linguamatics 12E the query is formatted and searched against the large body of data. The results generated from this query is then further analyzed and manipulated to get digestible information. Setting up such a system would require hardware with a good storage capacity and ability to perform indexing. License for databases is also required and also software to mine the text and process the retrieved information. More than one FTE is

Continued on page 20.

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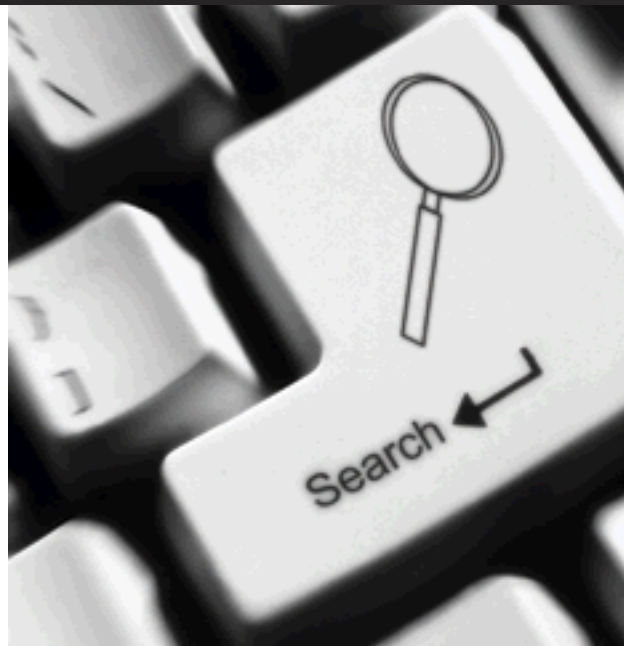
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Text analytics, continued from page 19.

required to maintain the system.

According to Phoebe by using a text mining system editing search results can be done quickly leaving more time to do some analyzing and adding value before delivering the results to the clients. As an example she mentioned that doing a search on biomarkers she took 2 hours to review 600 results, narrowing it down to 89 relevant articles referring to gene or protein biomarkers and another 2 minutes to tabulate predominant relevant terms versus total terms. Besides using it for scientific literature, text mining can also be used to find collaborations and for compiling information on the competitive landscape.

References for further reading can be found on the slides from this session which have been loaded on the SLA – DPHT web-site.

Praveena Raman (raman.praveena@gene.com)

Fostering Collaboration in the Virtual Environment: Case Studies in Wikis, Blogs and Beyond.

Speakers: Melida Busch (Ethicon-Endo Surgery) and Martha Ellison (3M)

Melida Busch discussed a case study within her library virtual environment. Their team, while not all in the same facility, is in constant contact with each other and their client base via their “Virtual Collaboration Tool Box.” She described the “Tool Box” as containing: the Telephone, Email, Webex, Instant Messaging and Wikis. She then explained how she and her colleagues use each of these resources to their advantage. As with everything in life – there are many positive (work/life balance) and negative (isolation) points of view communicated within her group. In closing, she expressed, as they have discovered – that change is a constant.

Martha Ellison discussed leveraging new technologies to deliver innovative information solutions including Blogs, Wikis, and RSS Feeds. In her working community they have set up an Information Research & Solutions Staff Blog where colleagues can share information. She also explained how their ATLAS InfoPlace is used to create a collaboration community within specific research areas such as Competitive Intelligence Knowledge Sharing. Planned as next steps in her work place community are: encouraging the use of the new technologies, enhancing their Blog/Wiki capability, and identifying more relevant RSS Feeds.

Barbara Petersen (barbara.petersen@us.astellas.com)

Social Event: A Night with the King

Attendees met outside Peabody Hotel to board buses to Graceland. The event included a tour of Graceland and the museums and dinner. See photos at right!

Meeting coverage continues on page 23.

GOING TO GRACELAND...



WHO'S THAT WITH ELVIS?



DPHT Board Members had a chance to meet Elvis at the Graceland outing on Monday night.

1. Karen Mirabile, 2. Sidney McNab, 3. Cheryl Schairer, 4. Bob Kowalski, 5. Robyn Smith, 6. Sue Gleckner

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Tuesday, March 28

Keynote 2: Merger: Miracles or Madness?

Speaker: Clifford Kalb, Vice President, Life Sciences, Wood Mackenzie)

Drawing from 35 years experience in the pharmaceutical industry, Clifford Kalb delivered an insightful and informative presentation outlining the major reasons why pharmaceutical companies merge and what constitutes a successful merger. Using examples from the past 20 years of activity in pharma, Mr. Kalb highlighted the fact that mergers are driven by either a need to downsize and cut-costs or to address a pipeline deficiency. Mergers are viewed as a means to access capital markets, to reach customers quickly, to consolidate personnel and facility redundancies, target specific therapeutic areas and integrate new science in order to scale, seek out synergies and focus on science.

Over the course of the last decade, we have seen a significant number of mergers amongst large pharmaceutical customers - to the tune of almost 1 or more per year. Considering the merger activity amongst the Aventis and Sanofi groups, if mergers were a means of sustainable competitive advantage, we would not see them occurring almost every year. Is this trend typical across business? While companies like Nike enjoy a 34% market share in the athletic shoe industry, Coca-Cola boasts a sweet 50% market-share in the carbonated beverage industry and software-giant Microsoft lay's claim to a 90% market-share, no single pharmaceutical company can claim more than 8.5% marketshare for a single drug. Looking at the pharmaceutical industry in comparison with others, Mr. Kalb predicts that further consolidation is likely in the near future.

Is a merger the preferred method toward solving a bottom-line growth problem for pharmaceutical companies? Mr. Kalb illustrated that the results in earnings growth via a merged vs. non-merged firm was nearly identical. Looking back at the last 10 years of activity, companies such as J&J and Merck who had not merged have achieved an almost identical year-end share performance to those companies such as Pfizer, Novartis and GSK, who have merged. Focusing further on companies who have merged, as they approach the merger, they show a steady growth however the post-merger company growth exhibits a pattern of steady decline. Looking more closely at some of the root causes for this repeated pattern of post-merger decline in growth, Mr. Kalb point to inefficiencies in restructuring, culture clashes which inevitably lead to problematic decision making and invariably to a loss of focus and demoralization amongst the staff. Mergers are no guarantee to solving growth issues. An increase in strategic activity surrounding licensing deals and drug discovery deals is picking-up as an alternative to mergers and is projected to escalate throughout the coming years.

Clifford Kalb offered us a bit more informed speculation toward the end of the presentation on 2 types of future



merger activity to look out for : Mergers associated with geographic locations and the possibility of our witnessing more country-aligned pharmaceutical mergers along the lines of Pharma-France (aka sanofi-aventis). Could the future bring us a Pharma Britannia or a Pharma Swiss? Mr. Kalb also speculated

that we may see more merger activity according to therapeutic area which would bring us new companies focused on smaller customer groups and specialized drugs which could draw higher prices and yield stronger sales.

Kimberley Poelman (kpoelman@ovid.com)

Town Hall – Patents

This panel discussion provided an open forum for representatives from leading patent information providers to answer concerns from the audience. The panelists were (shown left to right below) Jim Brown (IFI CLAIMS), Ric Snead (Dialog), David Dickens (Questel-Orbit), Rod Pinkston (STN Operations –CAS), and Bob Stembridge (Thomson Scientific).



Questions were submitted and provided to the panelists in advance. Questions were also taken from the audience. Diane Webb from BizInt Solutions did an excellent job moderating the session. The session began with brief discussions of the vendors' services that included expert searching tools, as well as those designed for the end user such as Questel-Orbit's QPAT, Dialog's Choice program and STNEasy. The following were some of the questions, topics and generalized responses from the panel:

- WPI (World Patent Index) – when will it be

Continued on page 24.

Patents Town Hall, continued from page 23.

reloaded on your service and what will be the impact on pricing?

This is a fundamental redesign of the database and is a complex issue. Anticipated reloads are late April for STN, the 2nd quarter for Dialog and mid-May for Questel. There should be no major impact on pricing. In most cases, you will get more value for the same price.

- Discuss IPC8 (International Patent Classification, 8th revision) reform and its impact on your online thesaurus

Unlike previous revisions, retroactive classification will be implemented and thesauri will be expanded. Checking the reform sections of their websites for time frames on updates was recommended.

- Discuss the effects of the potential merger of MicroPatent and Delphion

Customers were asked what they needed. Both systems will be maintained and supported until the end of 2007. The best elements of both will be incorporated in the data consolidation.

- What are the future of analysis tools and the next generation of IP solutions for patent mining and visualization?

IFI Claims' focus is on enhanced indexing and an emphasis on custom searches. Dialog's is on XML tagging, a granular index and XSD templates by the end of the year. Questel-Orbit already has some on the market including Patent Examiner and PlusPat. A further enhancement is key content and embedded text being searchable and displayable. STN's focus is on collaborative features showing patterns and relationships. Take a look at STN AnaVist.

- Pricing & licenses and analysis by 3rd party text mining

In general, it will be determined on an individual basis. Fixed fees and site licenses were discussed. Talking to your representative was recommended.

- Free vs. pay and its effects on your service

There is a market for both. One downside is that it may restrict innovation. Although individual country patent offices are mandated to provide the information, access may have limitations. The importance of value-added services vendors can provide was stressed.

This panel discussion just touched the surface of many issues. There was not enough time to answer all of the questions. It could have continued longer. The panelists all provided valuable insight. A transcript of this discussion will be available on the P&HT website. Timely Data Resources also videotaped the session.

Julie David (j david@mankindcorp.com)

Who Ya Gonna Call? How to Contact, Contract, and Collaborate with an Independent Info Pro.

Speaker: Cynthia Shamel, Shamel Information Services

Cynthia Shamel, who has been an independent information professional since 1998, learned by chatting with audience members of their concern that hiring contractors meant the end of their library employment. Hoping to present a more optimistic view, she began by noting that hiring contractors is a popular way to add staff, especially if the contractor is in a different time zone, effectively extending the facility's hours. Contractors also add expertise; maybe you don't want to know how to build a web site, you just want a web site.

Contractors can be hired for special projects or day-to-day work, in virtually all library functions (research, cataloging, document delivery, etc.), in your facility or the other side of the world. Shamel has also been hired to do information audits, as people open up to outsiders more than to coworkers. She told her audience, 'say what you need, there is somebody out there,' and listed sources like SLA Consults Online and AIIP Online to find candidates. Clearly define what you expect and by when, and determine whether the contractor is using your services or their own. Selection criteria vary; one suggestion was the first candidate to respond to a 4 p.m. email. Once you've picked your contractor, there's the billing and tax forms; some jobs involve general contracts, letters of agreement, or project-specific proposals; she noted she often has confidentiality agreements with pharmaceutical companies.

As with any employee, building a relationship is key to overall satisfaction. Picking someone you can work with is essential. Cynthia described most contractors in the information industry as self-starters, motivated, able to deliver and with excellent information skills. As she noted, if they didn't have such skills, they wouldn't last. The audience expressed concerns about missing deadlines and budget limits; Shamel noted that if the relationship is in place, there should be no surprises.

Cynthia set a tone of informality and several audience members commented on their own experiences during the presentation. She did leave the audience at least a little happier than they'd been prior with the idea of hiring contractors.

Bob Moore (Robert.C.Moore@bms.com)

Why are they hiring a management consultant? How consultants interact with and contribute to client companies

Speaker: Denise Boldt, Campbell Alliance

All of our organizations have hired consultants at one time or another. Did you ever wonder where or how those consultants do their research? Consultants like Campbell Alliance in North Carolina have information centers, which collaborate with their internal employees to ultimately provide service to the firm's external customers.

Denise Boldt leads the Research Services team at Campbell Alliance, a management consulting firm serving the pharmaceutical and biotechnology industries. Companies usually hire such consultants to analyze strategic situations and offer

Continued on page 26.



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Management Consultants, continued from page 24.

solutions. The “knowledge services” process starts off with secondary research, then meeting with a Campbell consultant, and proceeds to scenario planning.

Denise’s department provides research for the consultants who deal directly with the firm’s clients. Her research is part of a larger deliverable. In terms of collaboration, Research Services is in the supporting background, so the client may not ever know the information center’s role in the solution.

According to Boldt, some benefits of using her research services include internal project consistency, accountability, confidentiality, resource availability, and the client being unaware of their own internal resources.

But Campbell’s Research Services can also work directly with the client’s own information services. Denise was asked if the information professionals in Campbell’s client organizations feel threatened by her services. She replied that, in most cases, they do not, but it does happen.

Here’s an example of a business development issue in a biotech company, which was addressed by Campbell Alliance. Note that one of the first tasks was secondary research.

Review of Terms for Possible Co-Promotion Opportunity

A leading biotech company was considering partnering with another company to co-promote its product. As company stakeholders began negotiations, they needed to gain confidence in the accuracy and thoroughness of the information provided by the potential partner. Campbell Alliance was asked to assist. To begin, we reviewed secondary research to understand the market environment and the opportunity for the product’s uptake. From our research, we were able to provide feedback to the client on its potential partner’s terms and to identify points on which the client might want to negotiate further.

So there are even librarians embedded in consulting firms, ready for collaboration.

(Copies of Denise’s slides were not available at the meeting.)

Susan Gleckner (sgleckn@cpcus.jnj.com)

International Copyright: Issues of Access, Regulation & Management of Intellectual Property in the Pharmaceutical Industry

Speaker: Bruce Funkhouser, VP-International, Copyright Clearance Center, Inc. (CCC)

Bruce Funkhouser’s presentation on International Copyright provided a general overview of various reproduction rights organizations (RROs) and how they compare in respect to licensing regimes, licensees, licensing methods, and different uses.

The transition from print to digital technology remains the biggest driver of copyright change. Other important factors include the complexity of rights, and increased expectations of the digital world (for speed and instant access). As well,

there are changing government laws and directives, and commercial interests that play a role in how copyright is managed.

Bruce sees opportunities for improvement in the area of copyright management. These include increased access, greater international collaboration, taking greater advantage of “Internet time” and ease of use over the web, as well as decreased costs. The greatest hurdles however include the need to invest in technology and to develop appropriate infrastructure to exploit these opportunities, while minimizing disruption to business.

Among the traditional approaches to copyright, collective management by RROs has offered some of the best results to date. Digital Rights Management (DRM) solutions that include licensing at sources, licensing on content, licensing by users, and licensing via 3rd parties (aggregators, document deliverers, and RROs) will help to better address customer needs.

Continued on page 28.

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Copyright, continued from page 26

Bruce then focused quickly on the unique requirements of the pharmaceutical industry with respect to copyright. In particular, we need a "one stop shop" for copyright permission, payment, policies and education, covering: internal and external use, digital and photocopy, US and non-US based employees.

In closing, Bruce mentioned that future solutions to copyright management will likely include global international document delivery licensing and global desktop solutions. He suggested that the CCC would have more to disclose on this topic at the upcoming annual SLA meeting in Baltimore.

A spirited Q&A session followed with an enquiry regarding "sealed media" publications, mention of a special digital rights license negotiated by the UK pharma industry (<http://www.cla.co.uk/licensing/business/pharmaceutical.html>), a request for more medical conference abstracts to be covered by the CCC, and a stated desire for pharmaceutical librarians to be able to provide an internal, searchable database of articles to their customers.

Mary Hearnden (MHearnden@angio.com)



Bruce Funkhouser addressing the group on international copyright issues..

Note from the DPHT discussion list:

In the Q&A session after Bruce Funkhouser's presentation, I asked if he could have his Copyright Clearance Center colleagues lobby on our behalf to include more scientific / medical meeting abstracts covered by the CCC. He said he would gladly accept this challenge and try to help us out.

If you have the need to have scientific/medical meeting abstracts covered by the CCC,

please send me the meeting name(s) and meeting sponsor(s) of interest to you and your company. If you would like your company's name included in the letter, please let me know. Company names will not be associated with any specific meeting listing. I will organize your requests into one list. SLA P&HT Chair, Cheryl Schairer, will send this list to the Copyright Clearance Center as a formal request of the P&HT Division. I look forward to hearing from you.

Bernadette Ewen (bernadette.ewen@sanofi-pasteur.com)



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Accessing the DPHT Website and Discussion List (Listserv)



DPHT website:

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

Note: DPHT web addresses have changed slightly in the past few months. You may need to correct your bookmarks.

DPHT Listserv subscribing instructions:

1. Send your message to: LISTS@LISTS.SLA.ORG
2. Leave the subject line blank.
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DPHT Listserv sending instructions:

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2. Put a meaningful subject in the subject line.
3. In the body of the message, type your message.

Searching the Archives

1. Go to <http://lists.sla.org> and enter your e-mail address (leave the password blank).
2. Click "login", and a list of all the discussion lists you subscribe to will appear.
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Tips from the DPHT Discussion List

List Administrator: Cynthia Geremia
Cynthia.Geremia@pharma.com



"As part of our Med Ed business, we constantly have to find Key Opinion Leaders (KOLs) in various specialties whom we invite to Advisory Boards etc. I would love to know if you get requests of this type in your library. I usually run a Dialog search in Embase and Medline and then rank the author. It always seems that the search isn't exact. For example we had to find KOLs in the field of pediatric dermatology. By putting in pediatric derm you may find articles relating to the specialty rather than the disease state. I did do some alternative searching for example skin diseases etc.. I really did want to ask the group if you have other databases, resources, etc where you can locate KOLs. Appreciate your help."

—Janice Lester (Lowe Healthcare)

- ISI's Web of Knowledge's product "ISI's Highly Cited", provides biographies, CVs, and contact information for top researchers in their respective fields. You can find some information here: <http://isihighlycited.com/>
- Look at the key professional associations and journals and try to identify who is on their editorial boards, governance boards, positions of power, etc. I also look at who is speaking at conferences. Since so many journal articles have multiple authors, I haven't found the ranked author approach all that effective, although I've certainly tried it. I'm more likely to do the lit search after I've identified one or two KOLs and then build on those results. Sometimes looking at who has written authoritative review articles in key journals can be helpful as well. I did a trial of the Community of Science resource since that claims to provide access to experts, but I didn't find it all that useful for my purposes.
- I follow the same steps you've outlined, usually including Biosis with Medline and Embase. I'm usually searching medical imaging topics, and I don't recall getting too many bad hits.
- Try SciSearch and check the "most published" authors' work in terms of "most cited". It uncovers interesting patterns over time. Nothing is, of course, definitive in the various automated analysis tools, but they do assist in filtering data down to a point where it's more likely to yield knowledge. I'd also look at who's presenting at conferences, too. Neither MEDLINE nor EMBASE is particularly good at indexing papers, but there are other sources that could help

you track that down and would, again, be RANKable by AU (e.g., BIOSIS, Adis Clinical Trials Insight, Derwent Drug File).

- Web of Science might help. You could search by keyword then sort your results by most heavily cited. I believe for specific papers you can also negate authors citing themselves - at least on the web version.
- When I used to receive KOL requests, I would do just as you mentioned - search Embase, Medline. I also would use SciSearch in order to see all the author corporate sources fields. If I found a person I thought was significant, I would try a Citation Searching in SciSearch to see how highly he or she was cited by others. Sometimes I would look at Community of Science (COS) to see if this person had an entry. So for me it was a two- or three-step process.
- My take is that we could serve to help identify KOLs but in light of the fact that we were not out in the field speaking to people, attending meetings and generally getting a lay of the land - our contribution was limited to using published information and tools.
- I have had a license to the ABMS. It is available at <http://www.boardcertifieddocs.com> and this database is now owned by Elsevier. It is also available on Nexis.com.
- If you are trying to identify specialists for clinical trials who are skilled in a medical discipline, this resource provides a listing by subject specialty, and there is no charge to purchase or use it (it is also a print book and a cd-rom): Clinical Investigator's Sourcebook. URL: www.clinicalinvestigators.com. They can be reached at 763-591-7790.
- Sometimes, I will go to book sites like Barnesandnoble.com, or Amazon.com and do a subject search on the subject of interest. If someone is a published author on a medical subject, that is often a good indication. Especially if they have authored one of the medical textbooks listed on the Brandon List. If someone has edited a chapter in a medical textbook (especially a textbook listed on the Brandon List), that is also a good indication that they have a high level of expertise. Finally, if they are listed in the Directory of American Medical Education, that is another excellent indicator of expertise qualifying as a KOL.





Time and Money: Information Drivers in the Scientific Environment

Scientists, a key user group that Outsell has studied over the years, are all about the innovation that drives competitiveness – an issue that’s currently brightly lit on many nations’ radar screens. Understanding scientists’ information needs, preferences, and behaviors is paramount for information management (IM) functions that support this community of users, to ensure they have the tools and information they need to drive innovation for the enterprise and for the nation. In this article, we take a look at Outsell’s latest research around two key drivers in the scientific information environment: time and money.

Having too little time is the biggest issue scientists face overall, and using external information eats up an average of 11 hours – or nearly one-quarter (22%) – of each work week. Although the total amount of time that scientists spend per week on information has increased by 22 percent since 2001 (9 hours per week then), the good news is that they are as effective now as they were before in obtaining information, still spending less time gathering the information (45%) than using or applying it (55%). IM functions that provide mining and visualization tools may well drive efficiency gains by improving analytic capabilities for these users. Outsell research shows that scientists are more efficient at finding and using information than the overall knowledge worker, who now spends 12 hours per week on information.

Despite their comparative efficiency at finding information, scientists fairly often walk away from the search box empty-handed. With near-equal proficiency in searching the Internet and intranets, these professed self-seekers are still missing the mark close to one-third of the time: on average, Internet searches are unsuccessful 28 percent of the time and intranet searches 30 percent of the time. This is likely when scientists finally do call on information professionals to fill in the gap – so, although the good news is that these users eventually get the information they need, they are still paying too high a cost in productivity.

Many IM functions (71%) try to address this by providing training to help their users become more efficient searchers and finders. With time such a precious commodity, scientists and many other users tell us that they can’t make training attendance a priority, and our research shows that only 16 percent of scientists perceive training as a valuable IM function role. Outsell encourages IM managers to focus on point-of-need training, in-context help, and other methods for helping scientists overcome search-and-find problems “in the moment.” Even more important will be to continue to drive content-embedding solutions so that scientists won’t have to use a variety of methods to seek information on their own.

Difficulties around successful search emerge again when scientists identify their top problems with information. One-fifth (20%) say their main problem is that information is too hard to find. Equally vexing is the problem of having insufficient budget to pay for information (20%).

Independent content purchasing has decreased over the past five years, but environments with scientists still see quite a bit of it. Although IM functions across all industries spend on average nearly \$343,000 annually on scientific and technical content – equal to 23 percent of their external content budgets (a higher percentage than other information types) – 39 percent of scientists spend independently today (compared with 55 percent in 2001). They primarily buy scientific and technical content (70%), company information (54%), and trade information (22%). With an average individual outlay of \$300 per year, and about 1,144,240 scientist professionals in the U.S., that’s \$134 million going to content acquisition outside of the IM function – just for the 39 percent of scientists who say they purchase independently. If they had the budget, these users would be spending more.

IM functions that serve scientists would do well to understand the motives behind their users’ buying behaviors. These purchasing decisions are driven foremost by a need to ensure high-quality information (50%), and also by a need to support mission-critical decision-making (40%) and to ensure credibility (30%). Providing premium information from vetted sources is a hallmark of good IM; scientists may be making redundant purchases because they are unaware of resources already available through IM, or because some highly specific content, like a genomic database for example, is considered “external content” but clearly falls outside the IM-buying purview. Scientists have a broad array of highly specific needs, so some degree of independent user spending makes sense: organizations have to find the balance. In any case, these purchasing behaviors and their organizational impact allow IM to examine and possibly help tighten enterprise spending while ensuring quality content, from credible sources, to support mission-critical decision-making.

The factors that guide independent purchasing decisions are good indicators of what people value most. In the next table, the top five features that scientists look for when purchasing information can be compared with how well current information meets these needs, to create a kind of checklist to help IM stay in sync with this market. Quality and relevance (91%) is the runaway driver of purchasing decisions – yet only 64 percent say that current information meets this need. Large gaps also exist around information that is easy to access and use, the comprehensiveness and timeliness of information sources, and even the availability of full text.

Criteria for Purchasing Information

	Importance When Buying (%)	How Well Current Information Meets Need (%)
Base	(182)	(182)
Quality and relevance	91	64
Ease of access and use	85	60
Comprehensiveness	82	60
Update frequency/timeliness	81	58
Availability of full text	79	59

Source: Outsell's Information Markets and Users Database
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P&HT Division Program at the 2006 SLA Annual Conference in Baltimore, June 11-14, 2006



See page 39 for a summary view of the DPHT program.

Saturday, June 10, 2006

Immunology for Health Information Professionals

Saturday, June 10, 2006

1:00 PM - 5:00 PM

Location: Convention Center, Room 318

This course covers basic concepts in immunology including the specialized cells and organs of the immune system, innate immunity, adaptive immunity, diseases of the immune system, and relates these concepts to the types of questions clinicians, researchers, and students may ask of health information professionals. This course will provide an overview to the field of immunology, related vocabulary, how the immune system works, and key research areas to watch out for in collection development.

Speaker: George F McGregor, Director, Information Services (recently retired), Chiron Corp

Ticket #220 Price: \$199 mbr/\$299 nmbr

DPHT Board Meeting

Saturday, June 10, 2006

5:00 PM - 7:00 PM

Location: Hyatt Regency, Chesapeake B

All division members are welcome to this meeting for a preview of the Annual Meeting sessions and to meet the board..

Moderator: Cheryl Schairer, Information Services Consultant

DPHT No-Host Dine-Around Dinner for Early Arrivals

Saturday, June 10, 2006

7:00PM - 9:00PM

Location: Della Notte Ristorante, 801 Eastern Avenue

<http://www.dellanotte.com>

Join other division members arriving on Saturday for dinner in Baltimore's Little Italy.

RSVP to Liz Perry (liz.perry@roche.com). Limit 15 people.

Sunday, June 11, 2006

Online Resources for Previewing Clinical Trial Results

Sunday, June 11, 2006

8:00 AM - 12:00 PM

Location: Convention Center, Room 311

Before their publication in biomedical journals, clinical trial results can be difficult to find online. Which databases offer the timeliest and substantive reports of outcomes? This session will compare sources for tracking recently released data, focusing on coverage of company communications to the media and on conference papers or poster presentations at professional meetings where first results are likely to be announced. Both fee-based and relevant free Web resources will be highlighted.

Speaker: Bonnie Snow, Director, Pharmaceutical Markets, Dialog

Ticket #405 Price: \$199 mbr/\$299 nmbr

Monday, June 12, 2006

DPHT Networking Breakfast

Monday, June 12, 2006

7:30 AM - 9:00 AM

Location: Convention Center, Room 339-340

Kick off the first day of this exciting conference by meeting up with your long time division colleagues & meet the new members for breakfast.

Sponsor: British Library

Developing Leaders

Monday, June 12, 2006

9:30 a.m. - 11:00 a.m.

Location: Convention Center, Room 308-309

Leadership development is about self-development, releasing what's inside of us, what we value, what inspires us and



what challenges us, what gives us power and competence, and encourages us. Using this knowledge and understanding then enable us to lead those qualities out of others. This talk provides practical strategies, tips and techniques on how to shape our organizations, build teams, drive results and inspire others to deliver value as well as develop leaders at all levels of the organization.

Speaker: Dr. Ken Haycock, Director, School of Library & Information Science, San Jose State University.

Presented by: B&F, PHT, SOLO, AM, FAN, SocSci, Eng and P&HT

Moderator: Janice Keeler, LMD Chair

Sponsor: Lexis Nexis

Demystifying Open Access

Monday, June 12, 2006

9:30 AM – 11:00 AM

Location: Convention Center, Room 324

How will the open access model be seen and used by the corporate sector? Will scientists publish in these journals? How will marketing and communications departments leverage the publicity? Participants will learn about trends in this field.

Speaker: Donna Okubo, Institutional Relations Manager, Public Library of Science

Job Descriptions as Strategic Tools for Career Advancement

Monday, June 12, 2006

11:30 AM – 1:00 PM

Location: Convention Center, Room 316

Do you see writing job descriptions as a boring chore? Do you have one? Is writing a job ad something you'd rather leave to HR? Stop! Your job description sets expectations for your current role and guides your career. Most importantly, it can be a strategic tool to get what you want! With SLA Endowment Grant support, the Pharmaceutical and Health Technology Division has developed position profiles for information professionals in healthcare industries. This collaborative project highlighted critical issues we all face: recruitment, career and strategic planning, and the desire to transform our roles and ascend to top leadership positions within our organizations. This session includes an overview of the project, a discussion of the lessons learned, and an opportunity to share ideas for communicating our value.

Speakers: Carol Bekar, MLS, Information Consultant, InfoCurators; Margaret Basket, MSI, NLM Associate Fellow, Univ of Rochester Health Sciences Libraries & Technologies

Vendor Update: Pharmaceutical Pipeline Sources

Monday, June 12, 2006

3:30 PM – 5:00 PM

Location: Convention Center, Room 308

Hear from major producers and providers of pipeline information, including Adis, IDdb, IMS, PharmaProjects and Prous about their data and interfaces. You will get an overview of what's new and a sneak peak at their plans for further devel-

opment in 2006/2007. Each vendor will present for no more than 10 minutes. Half this session will be for open Q & A from you. Come learn and enjoy this exciting format!

Speakers: Ann Westcott, Prous
Irene Buggle, IMS Health
Sue Shoolbread, ADIS
Peter Robins, Thompson Pharma
Wendy Manning, PJB Publishers

Tuesday June 13, 2006

DPHT Networking Breakfast

Tuesday, June 13, 2006

7:30 AM – 9:00 AM

Location: Convention Center, Room 309

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 thus far.

DPHT Annual Business Meeting and Luncheon

Tuesday, June 13, 2006

11:30 AM - 1:00 PM

Location: Convention Center, Room 309

Join your fellow division members for the hot division news and reports. Come thank the volunteers who work hard all year to keep the division running smoothly and bring you the exciting programming at our annual and spring meetings

Moderator: Cheryl Schairer, Information Services Consultant

Ticketed Event #685, Price: \$40

Sponsors: DIALOG; NEW ENGLAND JOURNAL OF MEDICINE

Understanding the Language of Early Warning Intelligence Systems

Tuesday, June 13, 2006

1:30 PM – 3:00 PM

Location: Convention Center, Room 309

This session will focus on some of the overlapping concepts and language of the warning process that can be easily trans-



ferred from the government to private industry as a key to understanding the role and purpose of any warning system—whether it is focused on terrorism or new market strategies.

Speaker: Jan Goldman, Professor for Strategic Warning and Threat Management, U.S. Department of Defense in Washington, DC.

Moderator: Deborah Hartzman, Manager, Amgen Libraries, Amgen Inc

Presented by: Chemistry, Competitive Intelligence and P&HT Divisions

Sponsor: SCARECROW PRESS

PH&T Division Reception

Tuesday, June 13, 2006

8:00 PM – 10:00 PM

Location: Hyatt Regency, Baltimore-Frederick Rooms

Join your fellow division members for a dessert reception!

Sponsor: DIALOG

Wednesday, June 14, 2006

DPHT Board Meeting

Wednesday, June 14, 2005

7:30 AM - 9:00 AM

Location: Hyatt Regency, Frederick Room

All P&HT Division members are welcome to attend! Come to meet hear about plans for the 2007 Spring & Annual conferences. and learn about opportunities for getting involved.

Audiences: Members Only

Moderator: Robyn Smith, Millennium Pharmaceuticals, Inc

Where Can Your Skills Take You?

Wednesday, June 14, 2005

9:15 AM - 10:45 AM

Location: Convention Center, Room 310

Are you interested in exploring alternatives to traditional library or information center careers? Come hear from professionals who have done it! These former librarians have moved into other corporate departments, like training and development and corporate communications. Participants will also hear from former corporate librarians who have taken jobs with vendors who are supporting librarians or the with their own corporation in new ways.

Speakers: Lorri Zipperer, Cybrarian, Zipperer Project Management; Alice Bruemmer, Senior Consultanat, Allstate Insurance Company; Susan Zalenski, Training and Development Consultant, Thomson Dialog

Presented by: Insurance and Employee Benefits Division, DPHT

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Competencies Needed to Build an Effective Information Team

Wednesday, June 14, 2005

1:00 PM - 2:30 PM

Location: Convention Center, Room 341

What individual skills and strengths are needed within a team so it can survive, thrive and impress in today's corporate environment? How does that team come together and stay together to fulfill their group's mission? Two professionals will discuss their different tactics and philosophies to create diverse and effective teams.

Speakers: Rya H Ben-Shir, Manager, Intelligen Center, Takeda Pharmaceuticals
Stephanie Fitch, Sr. Director, Scientific & Competitive Analysis, Millennium Pharmaceuticals

For any questions regarding the DPHT program, contact Meeting Chairs Robyn Smith (robyn.smith@mpi.com) and Liz Perry (ElizabethLPerry@yahoo.com)



Current Molecular Medicine

Anil B. Mukherjee, USA

"A critically important journal that fills an important niche."

(David Weiner
Pennsylvania School of Medicine, USA)

Volume 6, 6 Issues, 2006
Personal Subscription: \$ 280.00

Current Pharmaceutical Design

William A. Banks, USA

"Current Pharmaceutical Design is a necessity for scientists working in the multi-disciplinary fields encompassing the areas of drug design and discovery."

(Annette M. Doherty,
Pfizer Global R&D, France)

Volume 12, 36 Issues, 2006
Personal Subscription: \$ 1080.00

Current Cancer Therapy Reviews

Affan Upton, USA

"Our team has found the articles in Current Cancer Therapy Reviews to be very insightful and an accurate representation of the present state-of-the-art for academic and practicing radiation medicine physicians."

(Charles R. Thomas
Univ. of Texas Health Science Center,
USA)

Volume 2, 4 Issues, 2006
Personal Subscription: \$ 150.00

Journals IMPACTING Cancer

Current Drug Targets

Francis J. Castellino, USA

"In view of the growing volume of literature, the role of high quality review journals has become increasingly important. Current Drug Targets is an important journal in the field of medicinal chemistry and drug design, which is strongly recommended to the scientific community."

(Jean-Marie Lehn
Nobel Laureate)

Volume 7, 12 Issues, 2006
Personal Subscription: \$ 420.00

Current Gene Therapy

Ignacio Anegón, France

Current Gene Therapy is an interdisciplinary journal, publishing current and comprehensive reviews on all aspects of gene therapy. It provides a valuable perspective to a complex field ranging from basic molecular biology to those in the clinic.

Volume 6, 6 Issues, 2006
Personal Subscription: \$ 210.00

Current Cancer Drug Targets

John K. Buolamwini, USA

Answering the information needs of the rapidly evolving field of cancer drug targets, the journal publishes timely, in-depth reviews, covering a range of current topics within the field.

Volume 6, 6 Issues, 2006
Personal Subscription: \$ 280.00

Current Signal Transduction Therapy

György Kéri, Hungary
Axel Ullrich, Germany

aims to publish timely in-depth reviews as well as original papers in the field of signal transduction therapy. Thematic issues will also be published to cover selected areas of signal transduction therapy.

Volume 1, 3 Issues, 2006
Personal Subscription: \$ 140.00

Anti-Cancer Agents in Medicinal Chemistry

Michelle Prudhomme, France

publishes timely, in-depth reviews written by leaders in the field, covering a range of current topics in cancer medicinal chemistry.

Volume 6, 6 Issues, 2006
Personal Subscription: \$ 210.00

Recent Patents on Anti-Cancer Drug Discovery

"Recent Patents on Anti-Cancer Drug Discovery represents a frontier review journal, which contains comprehensive reviews written by leading scientists in the respective field. This journal presents the latest developments in the area of anti-cancer drug discovery. It is strongly recommended to the scientists working in the field."

(Ryszard Noyl
Nobel Laureate)

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The image shows a silver alarm clock with a white face. Instead of numbers, the clock face is divided into segments, each containing a library service. Starting from the top and moving clockwise, the segments are: PATRON TRAINING, RECORDS MANAGEMENT, LIBRARY SYSTEMS INTEGRATION, DATA ANALYSIS & REPORTING, COLLECTION DEVELOPMENT, SEARCHING & ALERTING, SERIALS MANAGEMENT, REFERENCE & RESEARCH, CIRCULATION & ILL SERVICES, CONTRACTS & VENDOR MANAGEMENT, E-CONTENT MANAGEMENT, and DIGITAL INITIATIVES. The clock hands are positioned to show approximately 10:10. The clock is set against a background of horizontal grey bands.

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P&HT Division Schedule at SLA 2006

June 11-14, 2006

Baltimore, Maryland



	Saturday (6/10)	Sunday (6/11)	Monday (6/12)	Tuesday (6/13)	Wednesday (6/14)
7:30			Division Programming	Division Programming	Division Programming
8:00			7:30-9:00am Networking Breakfast <i>All Welcome</i> Location: Convention Center, Room 339-340	7:30-9:00am Networking Breakfast <i>All Welcome</i> Location: Convention Center, Room 309	7:30 - 9:00am Incoming Board MTG <i>All Welcome</i> Location: Hyatt Regency, Frederick Room
8:30		8:00 - 12:00pm CE Course #2 Online resources for previewing clinical trial results <i>Bonnie Snow</i> Location: Convention Center, Room 311			
9:00					
9:30			9:30 - 11:00am Developing Leaders <i>Ken Haycock</i> Location: Convention Center, Room 308-309	Annual Business MTG 9:30 - 11:00am	9:15 - 10:45am Where can your skills take you? <i>Susan Zalenski and others</i> Location: Convention Center, Room 310
10:00			9:30 - 11:00am Demystifying Open Access <i>Donna Okubo</i> Location: Convention Center, Room 324		
10:30					
11:00			11:30-1:00pm Job descriptions as strategic tools for career advancement <i>M. Basket and C. Bkar</i> Location: Convention Center, Room 316	11:30 - 1:00pm Division Annual Meeting and Luncheon Ticketed event Location: Convention Center, Room 309	Closing Keynote 11:00 - 12:30pm
11:30					
12:00		Exhibits Open 12:00 - 6:00pm			
12:30					
1:00	1:00 - 5:00pm CE Course #1 Immunology for Health Information Professionals <i>George McGregor</i> Location: Convention Center, Room 318		Info-Expo Networking 1:30-3:00pm	1:30 - 3:00 pm Understanding the Language of Early Warning Intelligence Systems Location: Convention Center, Room 309	1:00 - 2:30pm Competencies needed to build an effective information team <i>Stephanie Fitch and Rya Ben-Shir</i> Location: Convention Center, Room 341
1:30					
2:00					
2:30					
3:00					
3:30			3:30 - 5:00pm Vendor Update - Pipelines Location: Convention Center, Room 308	Info-Expo Networking 3:30 - 5:00pm	
4:00		Exhibitor Reception 4:00 - 6:00			
4:30					
5:00	5:00 - 7:00 Outgoing Board MTG <i>All welcome</i> Location: Hyatt Regency, Chesapeake B				
5:30					
6:00					
6:30		Opening Keynote 6:30 - 8:00			
7:00	7:00 - 9:00 No-Host Dine-around Dinner <i>All welcome</i> Amicci's Restaurant			Pharmaceutical & Health Technology Division Reception 8 - 10pm Location: Hyatt Regency, Baltimore-Frederick Rooms	
7:30		Awards Gala/PD Fundraiser 8-11pm			
8:00					
8:30					
9:00					
9:30					



**We're
listening...**

...to your needs for updating pipeline reports.

Asti photo by Bobby Palmer Images.

BizInt Smart Charts *for Drug Pipelines*

will help you quickly create reports combining data from the leading drug pipeline databases—Pharmaprojects, R&D Focus, R&D Insight, IDdb and Integrity. The Generate Common Drug Name feature helps you quickly identify similar compounds from different databases.

One of the most requested enhancements to BizInt Smart Charts is the ability to **detect and highlight changes** in updated drug pipeline reports. Version 3.2 identifies new and updated records and color codes fields which contain new information for easy review. You can also **highlight (in color)** cells and rows in the chart.

Both automatic and user highlighting can be displayed in your printed reports or in reports exported to HTML, Word and Excel.



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