Spring 2009

CapLits

Volume 25 Issue 2

Bulletin of the Pharmaceutical & Health Technology Division of the Special Libraries Association

In this issue

Save the Date!

PHTD 2010 Spring Meeting

April 10-13, 2010

Philadelphia

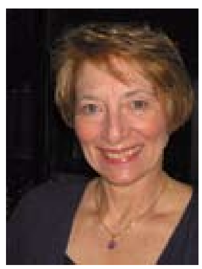
SLA Connecting People and Information

SLA's 100th Anniversary!

Annual Conference —June 14-18, 2009 Washington, D.C.

Message from the Chair

Judy Blaine, PHTD Chair



Happy Spring everyone! Here in New England it seems to take forever for the flowers to dare to bloom – they so often get walloped by late snow or ice storms. However, many of us had a chance to enjoy spring early at our annual division meeting. The 2009 PHTD meeting took place March 22nd-24th in Napa, California, and, judging from the overwhelmingly positive feedback to Heather Blaine, the meeting planner, and me, it was a great success. Given the sour state of the economy and members' job uncertainties, Heather and I were gratified that so many members were able to attend and avail themselves of the valuable program sessions, exhibits, and networking opportunities of the meeting, the theme of which was "On the Horizon: Information Tools and Resources for Your Evolving Needs."

Before I go any further, I'd like to thank all the people who contributed to the success of the meeting. Thank you to past and future Chairs and meeting planners Claudia Cuca, Robyn Smith, Christine Geluk, Karen Mirabile, Margaret Basket, and Patrice Costa for the benefit of their experience, advice, and encouragement. Thanks to Geeth Vijay-Rao for helping to secure vendor sponsorship

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and support. Thank you to Diane Webb of Bizint for printing the program books. Thank you to all of you who manned the registration tables outside the exhibit and meeting halls. Thank you to Rya Ben-Shir, for planning, coordinating, and moderating not one, but two panel sessions. Thank you to Cindy Crane for so ably (and coolly!) stepping in at the last minute to present material for panel speakers who could not attend. Thank you to Patrice Costa, for suggesting a first for our meeting, the breakout sessions, and to John Chu, Alex Feng, Pam Kiser, Lynn Siegelman, and Courtney Smiles-Haggerty who served as moderators. A special thank to all of our wonderful speakers, many of whom are Division or SLA members. I am always greatly impressed by the expertise and generosity that exists within our division. Finally, thanks once again to Peggy Burnett, John Carey and Damian Hayden for producing this great issue of *CapLits*.

In keeping with the conference theme, the pre-meeting continuing education class was on the latest trends in biomedical literature search. The class drew 35 attendees, and generated a good deal of interesting and informative discussion. Slides from the course can be found on the division website, along with many of the meeting sessions.

The conference opened officially with a reception in the exhibit hall, generously sponsored by Elsevier. Along with good food and conversation we had our now traditional raffle of terrific prizes that had been kindly donated by exhibitors. My daughter Heather delighted in embarrassing me by having everyone in the hall sing "Happy Birthday" as a hotel waiter brought me a little surprise birthday cake (which was delicious!).

Continuing the theme of the meeting, Monday opened with a keynote talk on one of the Web's more controversial information sources. Ed Silverman, who had been the author of the well-regarded industry blog Pharmalot, shared a journalist's view of how industry bloggers think and how and where they get the information they write about, and gave suggestions for blogs to follow.

In addition to the breakout sessions mentioned above (and described elsewhere in this issue), another first at this meeting was the use of instant surveying technology by Ian Palmer, of Reprints Desk, during his presentation. It was fun to see our answers tallied immediately after voting on a variety of questions (the accompanying music was fun too!). This might be an interesting tool for benchmarking at future sessions (contact me or Margaret if you have further ideas for any future sessions).

We were also lucky to have an emissary from SLA, Cindy Hill, speak to us about SLA's ongoing alignment project. Cindy and Roger Strouse, of Outsell (and a session presenter) are both working on the Alignment Project and were able to answer some of our members' questions.

We had close to forty vendors represented at the meeting, with ample opportunities for attendees to visit the exhibits, learn about new and updated services and products, develop and nurture business relationships, and renew friendships.

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I could not end this recap of the meeting without effusive praise for Monday night's social event, held at the Domaine Carneros winery and generously sponsored by Wolters Kluwer Health. The fabulous setting was fitting for learning about wines and for the magnificent food and drink that followed. Thanks again to Karen Mirabile, who always outdoes herself for this event… this year was no exception.

View from our spring meeting – The Meritage Rosert and its vineyards in the beautiful Napa Valley

Other Division news…

Prompted by one of the breakout sessions, Division Secretary Alex Feng has crafted a survey (via Survey Monkey) to learn more about our members' needs. Your board has to know your needs in order to meet them, and this will be one good way of telling us what your needs and wishes are. I hope to have results to report at the annual business meeting in June in Washington, D.C. The survey link is on both the PHTD website and blog, and will be up from May 19 through June 19.

Another suggestion from Alex, perhaps inspired by our Spring meeting keynote speaker, is for a division blog – which is now up at ***http://phtd.wordpress.com***. Look for an announcement on the discussion list and web site, and PARTICIPATE!

This year the board received five entries for the division travel awards. Thank you to all entrants for your well-thought-out project submissions. Award winners will probably have been notified by the time this issue is published, and will be announced at the annual business meeting.

SLA Annual Meeting and Centennial Celebration

June is almost here, and for many of us, that means a trip to Washington , D.C. to attend SLA's Annual Meeting and 100th birthday. For those of us coming early and/or staying late, you will be able to start or end your conference experience by relaxing and socializing with fellow members at Division "dine-arounds." We will also have our customary networking breakfasts on Monday and Tuesday mornings, and our Divi-

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Nighttime Napa photographs are courtesy of the Meritage Resort. Liberty Bell photo is by Andrea Golod for the Philadelphia Convention & Visitors Bureau.

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http:/units.sla.org/division/dpht/CapLits/caplits.shtml

sion reception Tuesday night. Margaret Basket and Patrice Costa have been working long and hard on Division programming, and have a host of first-rate sessions planned for you. Look elsewhere in this issue for descriptions of Division-sponsored sessions and CE courses. Sunday's opening keynote speaker will be former Secretary of State General Colin Powell.

You will have two opportunities at the conference to meet with your Board members. The Annual Business Meeting and Luncheon will take place on Tuesday, June 16th, from 11:30 to 1:00 PM. Please register for this meeting if you have not already done so. This is your chance to meet and greet your Board members and to recognize and congratulate Division award winners. It is also the best opportunity to find out what's new in the Division and to learn of (or suggest) ways you can contribute to it and your fellow members. The outgoing Board meeting will take place Wednesday, June 17th, from 7:00 to 8:00 AM and is open to all Division members, and is another opportunity to make your concerns and wishes known. Division officers and Committee chairs present their annual reports at this meeting, so it is an excellent way for you to learn how our Division works.

I look forward to seeing many of you next month in Washington, and to hearing from you both before and after, with your ideas and suggestions to make your Division be its best for you.

Cheers,

Judy

Save the Date!

PHTD Spring Meeting 2010
April 10-13, 2010
Philadelphia

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Minutes of the PHTD Board Meeting

Napa, March 22, 2009

Attendees:

- Margaret Basket
- Heather Blaine
- Judy Blaine
- Peggy Burnett
- John Carey
- Patrice Costa
- Alexander Feng
- Susan Gleckner
- Damian Hayden
- Bob Kowalski
- Christine Geluk (via teleconference)
- David Midyette (via teleconference)
- Karen Mirabile
- Geeth Rao
- Bonnie Snow (via teleconference)
- Paul Ziegler (via teleconference)

Margaret Basket made a motion to approve agenda as originally printed. Seconded by Karen Mirabile.

Approved with no objections by vocal consensus.

Christine Geluk made a motion to approve both sets of minutes: 2008 PHTD Annual Conference Business Meeting & 2008 PHTD Annual Conference Outgoing Board Meeting. Motion was seconded by Karen.

Approved with no objections by vocal consensus

Judy Blaine welcomed the new officers. Since the meetings in June, the only new officer is Julia Parker, who is taking over from Cynthia as list administrator.

Robyn Smith will be planner for 2010 Annual meeting.

Paul Ziegler wanted Julia's information to update the officers' list. Judy has the information and can provide it.

Judy asked everyone to review the latest CapLits and check the listings for accuracy; get back to Judy/Paul with any corrections.

Spring Meeting 2010:

Judy mentioned that there were questions as to whether or not it should be held. John, speaking as a member, thought that perhaps it's time to scale back a little, maybe have it in a more traditional location like NY/Philadelphia, because it's easier to reach as a day trip, and therefore there's less expense. For the 2009 Spring Meeting, Heather and Judy related that they did a survey and the San Francisco area was the overwhelming first choice of the survey. Philadelphia was a distant second.

Karen asked how many of the people who said on the survey that they would come to San Francisco actually showed up. No one was sure, but John mentioned that there should be as many people as possible showing up.

Christine mentioned that this might be an unusual year because of the centennial celebration.

Paul opined that the surveying of members as far as destination was correct and should continue, and that the timing was bad because the economic downturn hit after the survey. He mentioned that another idea might be to allow for East Coast members to come for only one day.

Heather agreed with having the meeting in the East Coast / Philadelphia / New York City area, but also mentioned that some people are coming for the day to this Spring meeting in Napa.

Bob mentioned that even if the economy gets better, that doesn't necessarily mean that more people will be able to come - because pressures such as only being able to attend one conference a year will remain. He opined that only a small number of members are active out of a larger membership. He asked how many new people are joining the division.

Paul mentioned that the attendance is good at the Spring 2009 meeting, and that there are a lot of unrecognized names. Thus, potentially there is a different group of people attending this meeting, which is a good thing. Paul suggested asking people more specific questions in the survey like "Will your company send 6 people or 1", "Have you attended a SLA or PHTD meeting in the last three years?", "Do you plan to go to the Annual in New Orleans?" - maybe expand the questions a little bit.

Christine also suggested adding the question: "Are you planning to go to the SLA Annual and/or PHTD Spring Meeting"?

Peggy had two questions: 1) How many people were needed to break even for Spring? 2)Have we ever considered a day of our programming before the Annual meeting, which might allow more flexibility + cut down on # of trips?

Judy mentioned people might have difficulty being away for a combined Division only pre-Annual meeting plus the Annual meeting. Heather mentioned it might be a struggle for the vendors. Peggy suggested not having the vendors come to the Division only pre-Annual meeting. Karen mentioned that this is the key meeting for PHTD and that wouldn't make sense.

Karen mentioned that it's the chair's choice where the meeting is, but suggested that the Spring meeting should be in Philly because of attendance. For the last few years, attendance has been low and that the number of attendees needs to be higher - 100+ for it to make sense for vendors.

Christine mentioned that the Philly meeting has had the highest numbers historically.

Karen suggested, in order to get the numbers up and to see the impact of the economy, to move the next Spring meeting to the East Coast.

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PHTD Schedule at the 2009 SLA Annual Conference in Washington D.C.

Annual Meeting 2009 Preview

The 2009 Annual Meeting is sure to be memorable! In addition to celebrating SLA's Centennial Anniversary, PHTD and the other divisions are working hard to plan a stellar program in Washington, D.C. The official meeting dates are June 14-17; the CE courses are scheduled for June 13-14.

The meeting officially kicks off with the opening of the exposition Sunday afternoon, and the SLA Awards Ceremony and opening keynote by General Colin L. Powell, our nation's 65th Secretary of State, Sunday evening. PHTD will continue with the tradition of hosting a Networking Breakfast Monday and Tuesday and a fabulous reception Tuesday evening. We also have Division "dine arounds" planned on Saturday and Wednesday evenings and a tour to Annapolis booked for Thursday for those of you who plan to stick around to do some sightseeing.

Conference planner Patrice Costa and "planner emeritus" Claudia Cuca have worked hard to bring you fantastic sessions, highlighted below. Kudos to Claudia for exploiting her network at the FDA to secure Dr. Douglas Throckmorton, Deputy Director of CDER, as a featured speaker. Props to Patrice for coordinating and negotiating with other divisions to plan intriguing panel sessions that are sure to be informative.

How can you contribute?

- We'll be putting out a call soon for volunteers to moderate and scribe at Division sponsored sessions. Keep your eye on the listserv and volunteer!
- Support our sponsors! Stop by their booths and thank them for their contribution to our Division.
- Register for the Annual Meeting on the SLA Web site and plan your visit to D.C. using the wiki created for attendees:

  http://wiki.sla.org/display/SLA2009/Welcome+to+the+2009+Annual+Conference+Wiki!

The full descriptions for the sessions led by PHTD are shown below. Check out the Annual Meeting planner to pre-plan which sessions you'll attend: ***http://www.sla.org/content/Events/conference/ac2009/planner/plannernav.cfm***

The White House, at 1600 Pennsylvania Avenue, N.W.

Saturday, June 13

1:00pm - 5:00pm

CE Course: Publish or Perish: Producing Fabulous e-Newsletters

Location: Convention Center 209A

Sponsor: FOI Services

Presented by Mary Ellen Bates, President and Founder, Bates Information Services

Information centers and libraries face the never-ending need to communicate their value within the organization. One of the most effective ways of establishing a strong reputation with their various constituencies is to publish e-newsletters. This lively half-day workshop gives participants all the skills they need to produce internal electronic newsletters — how to use them as powerful marketing tools, templates for creating attractive and professional e-newsletters, and best practices from the info pro perspective. This workshop assumes that you aren't already a newsletter expert, a writer or a marketing whiz. We will cover topics such as:

- What's the Point? Building brand awareness, promoting internal information resources.
- What Will It Look Like?
- What Will Be In the E-Newsletter?
- What Other Issues Should You Consider?
- How Do I Promote My E-Newsletter?

7:00pm

Division No-Host Dinner

Location: Busboys and Poets, 2021 14th Street, N.W., Washington, DC 202-387-7638
http://www.busboysandpoets.com

Please email Patrice Costa at ***pcosta@nejm.org*** if you plan on joining us

Sunday, June 14

8:00am - 12:00pm

CE Course:
Dangerous Documents: Communication in Regulated Industries

Location: Convention Center 143B

Sponsor: FOI Services

*Presented by Nancy Singer, Compliance-Alliance LLC (**http://www.compliance-alliance.com**)*

Documents tell the story of your corporate culture of compliance. This interactive session will examine the potential legal implications of the words you use in your daily written communications. Stories of corporations and organizations forced to produce their employees' e-mails and other documents during the discovery process of a lawsuit are legendary. Often, these documents contained inflammatory statements that embarrassed the companies, forcing them to enter into expensive settlements. In an era where information professionals are collaborators, advisors and leaders within their organizations, this course will offer us important skills to avoid pitfalls related to documents and communication and in many cases save money and increase our value within our organizations. This session will focus on regulations (including written communications) with respect to FDA in the drug and device industry, but the basic tenants are applicable to other industries as well.

Here is a link to an article from the *St. Petersburg Times* about the Nancy Singer presentation in Orlando on "Dangerous Documents". This is essentially the content of this CE course: ***http://www.tampabay.com/news/business/article973694.ece***

A hot breakfast will be served.

The Marine Corps War Memorial, also known as the Iwo Jima Memorial, is in nearby Arlington, Virginia, and offers a commanding view of the Washington Monument and U.S. Capitol

1:00pm - 5:00pm

CE Course:
FDA and Clinical Trials: Inspections, Investigations, Submissions

Location: Convention Center 143B

Sponsor: FOI Services

Presented by Marlene Bobka, Vice-President, FOI Services, Inc.; Mark Elengold, President, FDA Strategies, LLC

Gain an inside view of the FDA, with a focus on clinical trials. Course content will cover information on inspection, investigation and submissions, including researching information on pivotal trials. Discussion will review information that is and is not legally available and how to research more fugitive topics not addressed on FDA's website Course content includes:

- Inside FDA – A look at the workings of the FDA, investigations and inspections, clinical trials and fraud in clinical trials, submissions, and more. Covers what happens where/when/how/why for FDA & clinical trials.
- Researching pivotal Clinical Trial information at the FDA, FOI and other resources
- Future of FDA and Clinical Trials – discussion about combinations e.g. animal/vegetable/mineral--drug/device/biologic or combination and primary mode of action and changes that are in the horizon

Monday, June 15

7:00am - 8:30am

Pharmaceutical & Health Technology Division Networking Breakfast

Location: Convention Center 202B

Sponsored by MarketResearch.com

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9:00am - 10:30am

Expert Databases: Leveraging for Success

Location: Convention Center 147A

Sponsored by Timely Data Resources

Moderated by: Gayle Lynn-Nelson, Senior Librarian Relations Consultant, LexisNexis

Speaker(s): Monica Ertel, Director of Global Information Services, Bain & Co., San Francisco, CA; Catherine Monte, Chief Knowledge Officer, Fox Rothschilda; Medha Devare, Bioinformatics and Life Sciences Librarian, Albert R. Mann Library, Cornell University, Ithaca, NY

Presented With: Knowledge Management Division (Lead), Competitive Intelligence Division

From internal to external Expert Databases, learn the goals, methodologies, best practices and tools which practitioners are applying to grow and manage these systems.

Open Access Mandates: From the Front Lines

Location: Convention Center 142

Sponsored by Swets

Speaker(s): Neil M. Thakur, Ph.D., Special Assistant to the Deputy Director for Extramural Research, National Institutes of Health; Amy Brand, Program Manager, Harvard University

Presented With: Biomedical & Life Sciences Division (Lead)

National and institutional open access mandates will be discussed by Neil M. Thakur, PhD, Special Assistant to the Deputy Director for Extramural Research at the National Institutes of Health, and Amy Brand, Program Manager, Harvard University. Get the inside scoop and hear success stories and lessons learned from key players in this critical development of scholarly communication.

1:30pm - 3:00pm

Conversation, Collaboration & Community: Web 2.0 Has Something for Everyone

Location: Convention Center 147A

Sponsored by LexisNexis

Moderated by: Gail Stahl, Lead Researcher, Strategy and Industrial Goods, The Boston Consulting Group, Atlanta, GA

Speakers: Kent Anderson, Executive Director, Product Development and International Business Development, The New England Journal of Medicine; Marie Kaddell, Senior Information Professional Consultant, LexisNexis

Presented With: Knowledge Management Division

Collaborate with a community of like-minded individuals who share your interests. Contribute to the continuous dialogue and converse in ways never before possible. Social media and blogs have created new and rich information sources. Today, blogs have become an important part of the information flow, transcending traditional communication barriers, unearthing expertise not otherwise realized. Blogs encompass transparency, community, and dialogue building; creating an environment of information sharing and open learning. The session speakers will share their experience incorporating Web 2.0 technologies into their own professional environments. You will leave this session confident that you can champion a forum for open communication and create a user community within your own workplace.

3:30pm - 5:00pm

The New Face of the Special Librarian: Embedded Librarians

Location: Convention Center 143C

Sponsored by Nature

Moderated by: Jacalyn C. Spoon, Cornell Lab of Ornithology

Speakers: Mary Talley Garcia, Information Management Consulting Services; Josh Duberman, Informationist/Research Librarian, National Institutes of Health; Barb Zinter, Corporate Librarian, Suncor Energy

Presented with: SOLO Librarians Division (Lead), Business and Finance Division

Embedded librarians share their experiences and reveal current research findings.

Tuesday, June 16

7:00am - 8:30am

Pharmaceutical & Health Technology Division Networking Breakfast

Location: Convention Center 202A

9:30am - 11:00am

90 Minutes with the FDA: What Do We Need to Know?

Location: Convention Center 152B

Moderated by: Claudia Cuca, Senior Research Consultant, Campbell Alliance

Speaker: Douglas Throckmorton, M.D., Deputy Director, FDA

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Join us for an open discussion with an Information Professional from the FDA. Topics to be discussed include: the role of data sharing and management in efficient drug regulation, the need for better information acquisition, storage strategies (Sentinel, common CRF, JANUS), better data sharing (Critical path), better analysis (MedWatch, OMOPS), and fuller data sharing.

11:30am - 1:00pm

Pharmaceutical & Health Technology Division Business Meeting Luncheon

Location: Convention Center 146C

Sponsored by New England Journal of Medicine

1:30pm - 3:00pm

Spotlight Session: Practical Strategies for Improving ROI

Location: Convention Center 146B

Sponsored by Dow Jones

Moderated by: Gayle Gossen

Speakers: Karen Kreizman Reczek, Senior Manager, Bureau Veritas; Vicky Platt, Willamette Management Association; Nancy Anne Brydges, Statistics Canada; Steve Lastres, Director of Library and Knowledge Management, Debevoise & Plimpton

Presented With: Division of Business and Finance (Lead), Knowledge Management Division, Leadership and Management Division, Legal Division

This interactive session is filled with practical strategies that attendees can take back to their workplace for implementation. Karen's focus will be on value added services, business alignment, and revenue generation (fee based services for our external clients.) Vicky will explain how qualifying and quantifying your value to a firm/library in turn adds value to your own career. The goals & objectives she accomplished in 2007 created opportunities to highlight how she provided an excellent ROI to her firm. Nancy Anne will focus on the reporting aspects, data gathering improvement, and communicating/translating to government managers ROI with respect to funding of programs. Steve will discuss finding better distribution channels to leverage and distribute existing electronic content in a streamlined & personalized, daily e-mail update that fuses the best information from important sources, premium publisher content, and the web. In addition, he will discuss cost recovery tools.

7:00pm - 11:00pm

Pharmaceutical & Health Technology Division Open House

Location: Renaissance Hotel, 999 9th St., N.W. (at K St.) Congressional Hall C

Sponsored by Thomson Reuters

Join your fellow SLA members for a fun evening filled with great conversation, food, and cocktails.

Wednesday, June 17

7:00am - 8:00am

Pharmaceutical & Health Technology Division Board of Directors Meeting

Location: Convention Center 303

8:30am - 10:00am

Corporate Medical Librarianship 101

Location: Convention Center 153

Moderator: TBD

Speakers: Alex Feng, Senior Information Specialist Ethicon Endo-Surgery, Inc.; Andrea M. Oliver, Senior Reference Librarian, Intelligencenter, Takeda Pharmaceuticals North America, Inc.

Information professionals representing the pharmaceutical and medical device industries will share their perspectives on working in a highly regulated, secretive and secure environment. They will discuss the challenges faced by corporate medical librarians, as well as their roles, responsibilities, and the resources they use. In addition to clarifying the difference between a medical librarian, a corporate medical librarian, and a STM librarian, they'll compare the roles and responsibilities of the information professional in the pharmaceutical and device industry.

7:00pm

Division No-Host Dinner

Location: To Be Determined

Please email Margaret Basket at *margaretb@quosa.com* if you plan on joining us

Thursday, June 18

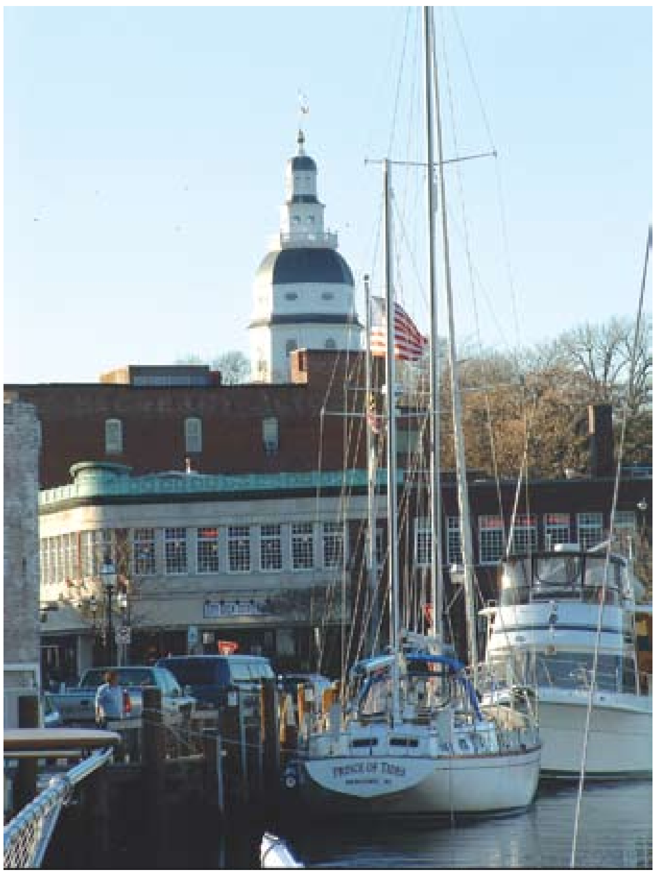
9:00am - 3:00pm

Tour: Annapolis

Location: Convention Center South Building, L Street Entrance

Ticket Price: $75.00 – includes admission fees, tax and gratuity – lunch is on your own.

Join your fellow PHTD members on June 18th and experience a true jewel of a city – Annapolis, Maryland. Annapolis is the charming and waterfront capital of the state of Maryland.



Annapolis Docks and the State House, Maryland's capitol

The motorcoach will pick us up at 9:00 a.m., and after the tours feel free to spend a couple of hours on your own to enjoy lunch and shopping along the beautiful waterfront. We will arrive back in D.C. at 3:00 p.m.

Our guide will conduct a walking tour of the narrow, tree-lined streets of this colonial area. You'll walk past Annapolis' exquisitely designed buildings, many of which pre-date 1800, and along the charming waterfront. You will visit the Maryland State House, the oldest Capitol building still in use in America today, followed by a stop at St. John's College, one of the oldest colleges in the United States.

The chapel at the Naval Academy in Annapolis

From here, it's on to tour the United States Naval Academy, one of the most beautiful campuses along the eastern seaboard, which was built on the site of Fort Severn in 1845. Your guide will give you an extremely up close and personal tour of this very impressive military institution – you'll even be taken to the boarding quarters to see just how incredibly clean, orderly and exact their surroundings and personal items must be kept. You'll be taken to the Chapel, crypt and to the Naval Academy's museum. Weather permitting; you may see the midshipmen in Noon Formation marching into Bancroft Hall – an impressive sight indeed!

After the Academy, you will be taken past Government House, Hammond-Harwood House and the Chase-Lloyd House.

Lunch is not included in the price of the tour, so feel free to take advantage of an outdoor café or a wonderful crab cake sandwich. Following lunch, you will be able to browse through the many unique and popular shops along Annapolis' cobblestone streets. Weather permitting, you might want to stroll down Main Street to the waterfront and enjoy the lovely scenery of the Chesapeake Bay.

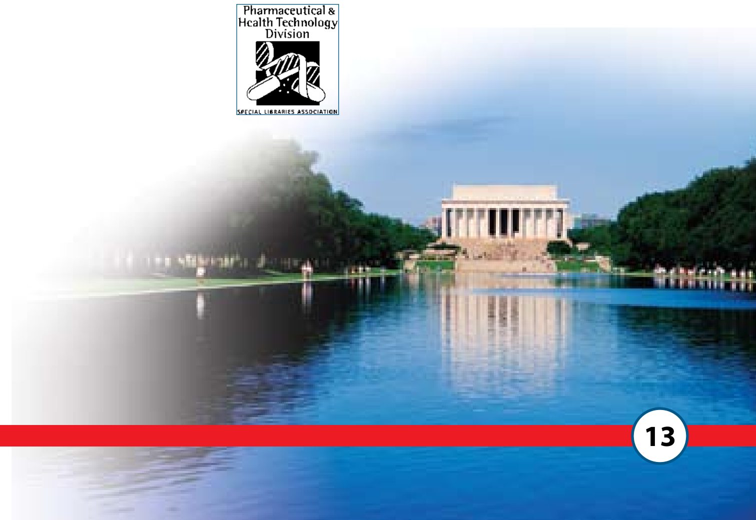
For this very relaxing and enjoyable day, comfortable walking shoes are strongly recommended!

Tour Stops Include:

- Maryland State House
- St. John's College
- United States Naval Academy
- Riverfront

Pharmaceutical & Health Technology Division

SPECIAL LIBRARIES ASSOCIATION



Report of the Pharmaceutical & Health Technology Division 2009 Spring Meeting

The Meritage Resort and Bouchaine Winery, Napa, California
March 22-24, 2009
"On the Horizon: Information Tools and Resources For Your Evolving Needs"

Sunday, March 22

CE Course

Text, Tags and Thumbnails: Latest Trends in Bioscience Literature Search

by Dr. Marti Hearst, Associate Professor, School of Information at the University of California, Berkeley

(PowerPoint and PDF versions of Dr. Hearst's presentation are available at ***http://biotext.berkeley.edu/****. Select the tab "Talks & Tutorials").*

Dr. Hearst explained she is primarily a computer scientist who has taken an interest in the problems of retrieving biosciences information.

Marti's book Search User Interfaces (Cambridge University Press) will be available free online when it's published. Meanwhile Marti will send chapters awaiting editorial approval to anyone who requests them.

Her talk about user centered design principles for search interfaces emphasized:

- Reduce memory load (repeat the searcher's search expression on subsequent pages)
- Speak the user's language
- Provide helpful suggestions (e.g. Google search term and phrase suggestions)

She recommends setting good search defaults – for example, for the IRS tax filing website, set the default to the current tax year 2008 rather than 2009.

When doing a search interface design, do a task analysis as follows: characterize what steps the users need to take, create scenarios of actual use, and then decide which uses and tasks to support. Build paper mock-ups of the design, as users are more apt to suggest changes for a temporary paper design than a computer prototype. Have a third person take notes on when the user is confused. Design is iterative: design --> prototype --> evaluate --> redesign, etc.

Analyses show 5 users are about the optimum (in terms of cost vs. benefit) for design evaluations.

Although full-text search of biology articles is often offered on a small subset of articles by publishing groups (such as Nature, Science, Highwire, Science Direct) and recently Google Scholar, progress in text mining has been hampered by intellectual property restrictions. Thus, Marti and others developed the BioText Search Engine ***http://biosearch.berkeley.edu*** (with NSF funding) to search abstracts (plus titles, author names and other metadata), or figure captions, or tables of the 300 open access journals at PubMed Central. Search examples such as "pcr" or "western blot" show how searching captions or tables enhances retrieval over searching only titles, abstracts, and metadata. The Biotext search code is freely available for others to use.

The NextBio database uses gene, tissue, disease and compound ontologies to search across publicly available literature and data. Queries dynamically suggest further term specifications. For example a search for Huntington suggests authors and disease terms. Tabs display results as experiments, disease literature, clinical trials, news, and "more".

Small design details matter. Length of help suggestions (such as spell check suggestions) and their placement on the page are critical because people skim their search results.

Marti then discussed how a faceted classification gives users greater control and flexibility for browsing and searching than other classifications, such as hierarchical systems. (A faceted classification system allows the assignment of multiple classifications to an object, enabling the classifications to be ordered in multiple ways, rather than in a single, pre-determined, taxonomic order).

The last part of her talk demonstrated how user contributed web content is exploding. For example anchor text resulting from tags by many people can be more helpful than metadata supplied by the author. More click-throughs can be used to elevate links in search results. Auto-suggests can be based on other users' queries for the same topic.

Social tagging can be used to assign meta-data without having the author laboring on it. However, haphazard tagging can lead to problems of synonymy, homonymy, and unpredictability. Because of the sloppy nature of tags, people are working on algorithms to clean up tags after they are assigned. Tags are usually used for direct access. Software like Castanet, which is used to create faceted navigation, can improve browsing ability with tags.

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Next Marti discussed her research and thoughts on why people use tag clouds, which are a visual representation of social tags, organized into paragraph-style layout, usually in alphabetical order, where the relative size and weight of the font for each tag corresponds to the relative frequency of its use. Marti's opinion is that tag clouds violate good principles of design – to her, a straight alphabetical list with frequency would be easier to read. She thinks authors use them to represent the gist of a site and because they are easy to implement. They can also be a self-reflection representing the author's key or current interests.

Lastly Marti mentioned she thinks social media is reflecting a relinquishing of control of website development to users. An example is a highly successful website called slideshare (www.slideshare.net) which was developed by one of her students where the organization was largely developed by the users.

Peggy Burnett
Novartis

Heather Blaine, this year's spring meeting planner, takes a well-deserved break in the California sun

Monday, March 23

Keynote Address

Ed Silverman, Bureau Chief for In Vivo *and* The Pink Sheet, *formerly of the Pharmalot Blog*

"A few years ago, blogging had a negative connotation. To some, the word was associated with pajama-clad pundits launching divisive opinions or spreading misinformed diatribes. Now, though, blogs come in all shapes and sizes and, as a result, have the potential to become important and useful conduits of information, especially in the business world. And the pharmaceutical industry is no exception, despite limitations – real and perceived – imposed by regulators. After all, most everyone wants to know what's going on inside their own company, their rivals, Washington DC, Wall Street and the world at large. Blogs can offer a window, and do so with a sense of immediacy and intimacy that offers fresh perspective." – Ed Silverman

The following blogs are recommended by Ed Silverman based on their level of expertise or timeliness. These blogs are created by trained journalists and are based on factual information:

- BNET Pharma
- WSJ Health
- In the Pipeline
- Eye on FDA
- PharmaGossip
- Drug and Device Law
- DrugChannels
- DrugWorks
- KevinMD
- Furious Seasons (antipsychotics only)
- GoozNews
- Pharma Blog Review
- Shearlings Got Plowed
- MediaBloggers.org is a site that summarizes recent legal rulings and actions on blogging/bloggers.
- CafePharma is an example of a site that should be taken with a grain of salt; the sources of information are questionable yet entertaining.

Remember, when evaluating the value of a blog, consider the comments based on who is making them. Is it a proven reputable source?

Sandra Baker
Canon Communications

Where do we want to be? The library's role in information management and knowledge discovery

Katya Mantrova, Biogen Idec

This session focused on the tools and technologies deployed by Biogen Idec to fulfill their mission: the delivery of high-quality information and information management capabilities to customers to support their decision making. The process of transforming the library substantially beyond the traditional role was clearly shown by Katya's slides. Thus, the organization clearly adds significant value by doing much more than providing access to information resources, supplying document delivery, acquiring resources, and conducting online search services with light duty content analysis.

Even within what may be considered traditional library operations, the Biogen Idec library also manages laboratory notebooks, which is not a routine responsibility among the majority of DPHT members.

Katya first showed Biogen Idec's library portal (slide 4). The unique feature here is the ability for an end user to customize the user interface according to his or her expertise and also to customize the downloading and output options again according to the end user's requirements.

Examples of such value added operations and tools included Biogen Idec's specific and relevant taxonomy, hierarchical thesaurus, ontology (slide 8), natural language processing and text mining technologies (slide 9).

Another example showed innovative competitive intelligence facilitation via innovative technology tool based displays (thus allowing facile analysis) of traditional R&D pipeline contents (slides 12, 13, 14).

Katya also explained at great length the library's involvement in Biogen Idec research projects and teams, where the library is an integral part of the development of new projects and routinely develops custom content and deploys new technologies and tools for them. This involvement is much more comprehensive than providing embedded librarians or dedicated literature searches to R&D project teams, which has been practiced by many PHTD member libraries

One clear outcome of such a close partnering with R&D is the reduced threat of having library operations or staff outsourced, as has happened with several of the Bio Pharma libraries. Thus slide 11 eloquently makes the case for combining internal expertise (of people and subjects) with high value added services (such as text mining and visualization tools) as a hedge against being outsourced.

Some of the Biogen-Idec tools covered by Katya included:

- Quosa Virtual Library (slide 16) which the library uses to automatically collect and disseminate scientific literature content of interest (both bibliographic and full text) to project teams

Tough job: vendor representatives play bocce ball during exhibit schedule breaks

- NewsGator (slide 18), which the library uses to consolidate news from different sources, categorize feeds by their terminologies, and disseminate them (slide 8).
- Focused pushing of alerts from multiple sources in multiple formats out to multiple platforms.

Another notable example was the use of Wiki technology to disseminate essential content such as research reports to management (slide 22).

Inforsense is another tool being deployed to its maximum capability within Biogen Idec to optimize workflow and RSS content management (slide 23).

For knowledge discovery, Katya covered the deployment of tools and concepts involving Swanson and SWAN tools (slides 24-26) that enable the discovery of new and unique relationships among concepts and terms that may appear unrelated at first glance (thus Knowledge Discovery).

Lastly but most importantly, Katya concluded her presentation by emphasizing the critical key skill sets and conditions responsible for Biogen Idec's success. They include library/information science knowledge, scientific domain expertise, operational excellence and a collaborative environment (slide 27).

Note: *Slides for this presentation will be found on the PHTD website:* ***http://units.sla.org/division/dpht/meetings/spring2009/spring2009main.shtml***

Writer's Added Note: *This is the third presentation by Biogen Idec for this audience in recent years: the 2006 one (Memphis) on Text Analytics by Phoebe Roberts and the 2007 one (Boston) on Literature Informatics by William Hayes. Both previous presentations made a lot of impact and generated considerable discussion among the attendees. This one at Napa follows the same pattern. Their trail blazing and pioneering accomplishments are worthy of further analysis and possible emulation by all of us.*

John Chu
Gilead Sciences

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Hoosiers in Napa: Indianapolis members Donnett Ekwerike (L) and Pam Kiser flank a minor Roman goddess

Getting Out of a Tight Spot Part 1 – Newsletters to Know About – Essential to Your Organization as it Emerges and Evolves

Moderated by Rya Ben-Shir, Takeda Pharmaceuticals

Slides for this presentation are on the Division website.

Scientific publications on Web 3.0: Emergence of tools for enhanced knowledge sharing

Sudeshna Das, Ph.D. Senior Program Manager, Iniative in Innovative Computing, Harvard University

Web 3.0 is emerging as a tool to enable scientific collaboration and knowledge sharing. On Web 3.0 the semantics of information and services are well defined via standards such as the Resource Description Framework (RDF) of subject, predicate, and object. Information is machine interpretable, enabling data capture and information organization, and facilitating knowledge exchange. Dr. Das described some examples of Web 3.0 applications, including the open access, online only journals: PLosOne, WormBook, and Nature Stem Cell reports.

Dr. Das is a member of the team that is developing the Science Collaboration Framework (SCF) (www.sciencecollaboration.org). SCF is based on Drupal, an open source content management system. Some features of SCF include: publishing of online content; member profiles that include a research statement and general information on research interests of the member; comments and discussion forums; biological resources; semi-automatic text mining and annotation; linked data; growth of scientific social communities. StemBook, a Web 3.0 project of SCF that is already functioning, is a comprehensive, open-access collection of original peer-reviewed articles on stem cell research. Some other Web 3.0 projects are PDOnline, for Parkinson researchers, and Alzforum, the "CNN for Alzheimer researchers."

Judy Blaine
Silent Spring Institute

Tuesday, March 24

Evolving User Preferences: Implications for Information Managers

Roger Strouse, Outsell

Some of the themes Roger Strouse discussed were: what makes users information seeking behavior more efficient, and where has institutional investment in new information technologies produced a ROI (return on investment)?

Some of the trends he mentioned are:

- Online networking is exploding – particularly LinkedIn
- Uptake of mobile devices is increasing – particularly in pharma
- Delivery modes are diversifying – it's now about how the content comes to the users in whatever format they want… it's no longer acceptable to send results via email.
- Information must be in the workflow
- Value is in the eye of the beholder
- Alternatives abound
- IM resources are limited – "flat is the new growth"

The trend since 2004 is that time spent looking for information has dropped precipitously from 6.9 hours a week to 4.6 hours a week. Likewise the time spent using and analyzing the information has increased from 3.2 hours per week to 5 hours a week.

This may also reflect that people don't have much time to find information, they may be satisfied by less, they are lowering their standards of need, and they are overwhelmed by the information resources available.

Problems from the user's point of view

- Not enough budget to pay for information resources (17%)
- Not enough time to find information (16%)
- Hard to determine the quality of information (11%)
- Lack of support for information tasks (8%)
- Don't know what's available (8%)
- Information is too hard to find (8%)

It looks like users are turning away from the open Web and are relying more on the resources available through the corporate intranet – including the Virtual Library resources.

Priorities for Information Management – User's Opinions

- Information at the desktop
- Competitive intelligence tracking
- Conducting research
- Training and advice
- Evaluating and purchasing information
- Physical library
- Suggesting information sources
- Analyzing research results

These results are generational – the older researchers wanted personalized help whereas people younger than their mid-30's didn't expect any help – they feel that they are on their own.

There are a number of disconnects between priorities of the users and those of the information managers… particularly around competitive intelligence, training and purchasing information. These items appear to be more important to the users than they do to the information managers. It also appears that scientists in pharma and biotech do their own analysis and rely less on the analytical skills of the library than other industries. (This may be due to lack of "domain expertise" of library staff….)

Newer information media

- Email 76%
- Blogs 52%
- Intranet postings 43%
- RSS feeds 41%
- Podcasts 31%
- Videocasts 19%
- Audio blogs 15%
- Vlogs 15%
- Virtual Worlds 9%

Question: do users think they are getting quality information from blogs? It appears that scientists like getting information from other scientists, and blogs fit this habit. Also, as long as the quality of information is good, blogs are only another delivery mechanism. It also appears that scientists like to have information pushed to them rather than having to go look for it.

New media delivery methods as seen by Information Managers actually align quite well with the users' preferences.

Aside: user uptake of SharePoint seems to have leveled off.

Workplace applications of handheld Devices

- iPods 50%
- Blackberries 27%
- Handheld PCs 14%
- iPhone 11%
- Other 48%

The beautiful pool area of the Meritage Resort was just outside the meeting rooms

Work-related content on handhelds

- Email/texts 71%

Large pharma tends to rely on free information for day-to-day decisions, but then prefer fee-based resources for critical decisions. In fact, 16% of people surveyed actually spent their own money on information resources. A lot of this spend seems to be market research and expensive journals that are specific to just a handful of people.

Imperatives for Information Managers

- Know your own users. Make fact-based decisions
- Prioritize activities with measurable impact
- Deliver information into users' existing workflow
- Align user and information management priorities; rationalize the differences.

Slides for this presentation are on the Division website.

Jeanie Fraser

SLA Alignment Project

Cindy Hill

A description of the SLA Alignment Project can be found on the SLA website at: ***http://www.sla.org/pdfs/FH_PositioningSLA0113090-Notes.pdf***

Getting Out of a Tight Spot Part 2: Niche Databases to Help You Help Your Organization as it Emerges and Evolves

Moderated by Rya Ben-Shir, Takeda Pharmaceuticals

Slides for this presentation are on the Division website.

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The Role of the Information Center in Mission Critical Regulatory Submissions: A Pharmaceutical Case Study

Ian Palmer, Reprints Desk

This presentation focused on the advent of the Open Standard electronic Common Technical Document (eCTD) and how it provides opportunities for Libraries to reinforce their value in regulatory compliance matters.

The presenter provided real time graphical display of audience feedback to questions pertaining to their knowledge of this new trend and/or involvement in regulatory compliance issues. The information was captured using electronic handheld devices, and aggregate anonymous responses were tabulated.

Regulatory submission formats and processes are changing. The old NDA (paper format) was prepared immediately prior to submission. The new "eCTD" way (electronic format) is prepared continuously from the start of clinical trials. eCTD is a specification that was designed by the International Conference on Harmonization (ICH) and represents a common organization structure for the submission of regulatory information to worldwide health authorities. It is comprised of the five modules : Administrative Information & Prescribing Info, Common Technical Document Summaries, Quality, Non-Clinical Study Reports and Clinical Study Reports.

Full text peer reviewed journal articles are now being used as supporting evidence within submissions. They are included as references with multiple sections and require digital document formatting either compiled in bulk or individually as needed. These articles are compiled either at one time in advance, in progression with R&D phases, or immediately prior to submission.

The presenter suggested that libraries should assume primary responsibility to centralize eCTD journal article services as the library is a) where the best domain expertise exists for managing information b) provides a global view into content procurement/usage and c) consolidates procurement for increased bargaining power.

Steps recommended for getting involved include 1) research eCTD & eCTD article services 2) connect with Regulatory Affairs and IT departments 3) formalize role for early phase I involvement 4) source an eCTD article service provider 5) integrate eCTD article service with document delivery system and 6) promote your services.

Although 44% of the respondents reported that they currently support regulatory submissions, 49% had no awareness of the eCTD specification and trends and 50% were not sure if their current document delivery provider offered an eCTD article service. Interestingly, 35% reported that it is very likely that they will explore a role in supporting regulatory affairs with eCTD submissions this year. This audience feedback represents a small sub-segment of the conference audience that attended this session, which occurred late on the last day of the conference.

The best one liner in the presentation was "wherever the article flows is an opportunity for the library to be involved".

Lauren Harrison, PhD
Roche Pharmaceuticals

Beautiful California weather allowed the breakout sessions to be held outdoors

Breakout Session Reports

The current economic environment and implications for libraries, librarians, and our Division

Summary from a group discussing the impact of the current economic environment…

Current Conditions

- US unemployment 8.1%; may exceed 10%
- 4.4MM jobs lost in February
- PHT membership down 22% since Feb 2007

But…

- Our industries are traditionally "recession-proof" – now "recession-resistant"?
- Are current situations more influenced by recession or consolidation?
- Other factors: FDA changes, new president

The Macroeconomic View:

- Healthcare / Pharma growth has slowed

- New administration is looking to limit costs – pharma, devices, diagnostics; may be slowed by competing priorities
- At the same time, FDA is scrutinizing applications more, increasing hurdles, including asking for better data –increasing cost to development

Implications – What We Are Seeing:

Information Professionals

- Forced to do more with less
  - o Budget cuts
  - o Asked to broaden service
  - o ROI, ROI, ROI
- Consolidation effects
  - o Job cuts
  - o More users / combining different user groups

Vendors

- Consolidation on this side as well – uncertain effects
- Trying to deliver more value (continuing to innovate)

Opportunities for Information Professionals and Vendors

- Information Professionals
- Improve sharing of industry news (layoffs, cuts)
- Use LinkedIn PHTD group for flexible staffing needs

Alex Feng & Heather Blaine

How have virtual libraries affected training to end-users? What new technologies are being used for training? How much training is provided?

Training, Tools, Technologies, Techniques used –

Training

- Make sure users know how to connect and know where you are physically located
- Outreach – focus on specific customers
  - o Focus on group needs, not everything
  - o Get invited to staff meetings
  - o Survey customers to understand their needs in certain areas
  - o Get connected to their newsletters
  - o New employees – give handouts and presentations
  - o Set up training calendar for the year
  - o Use what is available from vendors – links, etc. (don't reinvent the wheel)
  - o Deliver as much as possible directly to the customers
  - o Pipeline databases – use your company's drugs in development to show currency

Tools

- Camtasia for remote training for short 5-10 minute training sessions (audio + video); outreach – put on website, clients can learn on their own
- Ex. Rightsphere
- Focus on how to get the task done
- Based on frequent questions, what do we need to train most
- Podcast – audio, no visual
- RSS feeds, Mobile RSS feeds
- Sharepoint
- Blogs, Newsletters
- Wikis
- Spotfire – visualization tool
- WebEx trainings – can use WebEx to show how to use something remotely – take over desktop to show how to find things (for one-on-one training)
- PDF self help guides - handouts – basic information
- *23 things from SLA – practiced on library staff*
- *Newsletters*

Lynn Siegelman
Sanofi-Aventis

Building bridges between commercial, business and research departments: sharing unfamiliar and underutilized resources

This breakout session focused on resources that have a natural audience in R&D like MEDLINE alerts, or a natural audience in commercial departments like news and market research, which could potentially have a much wider audience than their core user base.

- One company in the Bay Area drove R&D usage of market research reports published by Decision Resources and Datamonitor by having their R&D staff suggest new reports and report updates to the vendors. Thus, the vendors approached this company to solicit key stakeholders for their preferences for future topics within a therapeutic area, and/or recommendations for KOLs (Key Opinion Leaders) within the therapeutic area and the interview questions they should be asked in preparing the report.

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The outcome was: the library learned customers could provide input on topics to be covered by future market research reports; Decision Resources got a list of questions to be answered (QTBA) in their reports, and DataMonitor held a two hour teleconference. Through this exercise, non-traditional users (i.e., R&D) became more involved in the production process of reports thereby making the reports more useful to them. The library expects this to become a standard process with these vendors. Thus the library will no longer have to be concerned about pushing information towards the R&D "non-traditionals".

- Another Midwest corporate library organized all their relevant resources on their information portal by therapeutic areas. This included their newsletters dedicated to all drugs in Phase III and beyond and non-R&D resources (including Managed Markets, Alliances and Government Affairs). Included in these vertical slices were resources like newsfeeds and clinical alerts. The newsletters are used across the organization by R&D, Business Development, Marketing, etc. This vertical organization is popular with the audience because it saves them time, Users don't have to review multiple newsfeeds and newsletters, etc. anymore.. The library does the curating and culling for them.

Beyond the above two distinct and notable examples, there was a lot of discussion about having the Information Center/Library assume licensing responsibilities for the entire organization. Again, the two libraries mentioned above were very well advanced in this area.

Not only did the corporate library in the Bay Area expand their usage of market research reports but they also expanded their usage of financial databases (RECAP, VentureSource), chemical databases (Symyx, Reaxys) and also intellectual property databases (Delphion, MicroPatent).

The Midwest library was able to consolidate vertically across the entire corporation including their parent corporation, subsidiaries, geographical sites, and sister companies.

The session then covered many interesting subtopics dealing with optimal usage of and funding for information resources.

Suggestions for positioning the library to play a key licensing role included:

- Seek vendors' help. Get the most useful terms such as global access with liberal access, distribution, and reuse.
- Identify and designate the Information Center/Librarian to be the primary negotiator for information resource licenses. This tends to happen when the Information Center/Library has the reputation for licensing expertise.

Funding generated lots of discussion . Funding models varied from user departments paying for their own resources yet willing to allow wider access, to multiple departments sharing the costs, to the library paying the entire license and then charging back according to usage. The importance of tracking metrics was also discussed as a key tool to validate justification for purchase.

One disadvantage of centralized purchasing is the difficulty of knowing when to cancel. This is especially true when the originally interested or sponsoring department no longer finds the resource helpful but doesn't necessarily tell the library.

Some of the major reasons why the library is not selected as the central purchasers are:

- Individual departments retain the licensing function so nobody else knows what's available or what could be available
- Information departments don't communicate, or have duplicate functions within the organization (could be due to M&As). Examples are:
    - o One company has Business Intelligence, Regulator Intelligence, Scientific Intelligence, Bioinformatics, and other departments all with their own budgets for information resources.
    - o Two different libraries are each under different lines of authority within the organization.
    - o There are dangling information centers with unclear aegis.

A medical communications company (serving the traditional Big Pharmas) indicated that they cannot afford many resources and they cannot use their client companies' resources because of contract violations. Vendors typically do not provide contractor use in their licenses. Client libraries are somewhat reluctant to give contractors access to their licensed resources because it can be considered an outsourcing of services thus potentially a conflict of interest.

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How can the SLA DP&HT help?

- Work with other SLA divisions
    - o Science Technology Division
    - o Chemistry
    - o Biomedical and Life Sciences Division

Co-sponsor sessions at Annual conference on topics of mutual interest like the human genome project or use of advanced technology.

- Work with other organizations outside of the SLA.
    - o Patent Information Users Group (PIUG)
    - o Pharmaceutical Documentation Ring (PDR)

John Chu
Gilead Sciences

Robin Fogel
Quosa

Pipeline databases: how many are enough and why?

The PowerPoint presentation will be on the Division website.

How is your information service making use of new technologies such as collaboration tools, social media, visualization tools, etc?

While many companies are trying to integrate these tools into their information centers, there were still many of the same old issues regarding IT roadblocks and corporate barriers to new technologies. Additionally, some corporations are concerned about the legal issues (discoverability) of tools such as blogs and IM.

RSS feeds: most of the organizations represented are using RSS feeds to some degree. Some are experimenting with mobile RSS feeds. One info center wanted to try mobile delivery but was unable to obtain a corporate Blackberry to try it with.

SharePoint: Most organizations represented were not using SharePoint yet but it does seem to offer potential for new ways of delivering information. Its strengths seem to be its flexibility and the ability to collaborate with others.

Blogs: These are being used and are noted for their ease of use for things like publishing newsletters. Blogs have a bad rap in some companies which led to a discussion around how what you call something can impact its adoptability (i.e. call it a "newsletter" rather than a blog or "use cases" instead of a wiki).

Wikis: These are also easy to use and have the advantage of allowing many to edit. In this group, these are more frequently being used internally by library staff rather than in customer facing applications.

Experts database: A database of internal experts and content owners. Similar to an internal "Linked In" for researchers. Shows graphics of social networks, co-publishers, molecules, etc.

IM: Used not so much with customers as between researchers. In some companies there are legal restrictions.

Visualization Tools: Some felt that although these products look interesting at first, they end up not being used much. They often validate the big picture or what people already know. One person had received a comment from a customer that the visualization looked good but when she probed more he said that it didn't really help him to better understand the data.

Team collaboration area: One company had an internal collaboration site for researchers where they have the ability to make comments on articles. You can search the site for articles most commented on.

The Sun Learning Exchange, a searchable YouTube for the Sun Corporation, was cited as an example of using new technologies.

On people's technology wish list... an Amazon-like recommended/related articles and books list.

Suggestions for future Division sessions:

- Hands-on sessions on "How to start a blog/wiki", "Uses of SharePoint", or Adding tags (follow up to Sunday's CE course by Dr Marti Hearst)
- Show real life applications of some of these technologies
- Session on How to bridge the gap between IT and the IC

Pam Kiser
Eli Lilly

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Peggy suggested looking into videotaping / make it possible for people to remotely attend using technologies such as virtual conferencing. Agreed by Heather.

Damian mentioned that not everybody attends every year, so he asked about the possibility of a biannual conference. John mentioned that it might cause DPHT to lose momentum. Karen and Patrice mentioned that from the vendor standpoint, yearly makes more sense. Karen mentioned that another organization with a triennial meeting had low attendance. Judy mentioned that a biannual meeting still has the same inherent conflict when there is another meeting the same year.

Bob suggested that another consideration might be associating with other organizations which are not having their meeting that year because of common vendors. They are currently invited but including them more would result in a different conference.

Heather mentioned that the comment she heard the most from attendees in the academic market (where there was a successful biannual meeting) was that the sessions were slightly outdated because of planning two years out. She suggested that keeping momentum is important. That there are 131 people here at this meeting in a bad economy stresses the value of this meeting.

Peggy asked how many people attended who were not Division members. Heather mentioned 5 or fewer. Peggy had publicized to the local universities and SLA groups.

Damian suggested continually surveying / finding out about members and their feelings. John mentioned that a lot of people don't come, but they will answer the survey. Bob mentioned that we have attendance records of the past few meetings and we could survey those people. Heather suggested maybe two surveys, one for those who have come and another for those who have not come. Paul suggested that another option is to take advantage of a PHTD social to hand out paper surveys then.

Bonnie wanted to emphasize that a Philadelphia meeting should be in the city, not in the suburbs.

John motioned to have the Spring meeting in 2010 and to have it in Philadelphia, Center City pending finding an appropriate venue. Bonnie seconded the motion.

Approved with no objections by a vocal consensus.

Committee Reports

Treasurer's Report: Bob reported that total assets are $97,563.75, approximately $20,000 higher than the same time last year, as of 19 March. Sponsorships for the Spring meeting come to $97,717.84. Of that, over $52,000 has been received. Bob mentioned that the remainder has been invoiced. Judy asked how the revenue compares to previous meetings. Bob reported that this is actually better. Bob reported that now he has an email trail to follow up for better tracking as compared with last year.

Bob reported that the amount outstanding from last year's spring meeting is less than $5,000. He reported all attendees paid.

Bob reported that for the sponsorships from last year's annual meeting, there are still some amounts outstanding, including Dialog. Bonnie mentioned that there needs to be clarification as far as who needs to be invoiced on this because of the Dialog transfer of ownership. Bonnie mentioned that this might be a problem for next year's budget. Karen suggested putting a deadline for 2008 monies. Bob will touch base with Heather in two weeks for last year's items, and expect to have the money by April 30 for last year's Annual monies. If there are issues, Bob will make a note to that extent.

Bob mentioned that one person could not attend this meeting because of medical reasons, so projected income will change slightly. Projected expenses for this meeting is based on averages from last three meetings.

Heather mentioned that we have 20 fewer vendors this year as compared with last year, which helps explain why the net income for this year is less than last year.

Karen mentioned that the goal of the Spring meeting is to make money to help cover costs for the Annual meeting. John reported that last year, we lost almost $14,000 for the Annual meeting, so the $17,000 will help cover costs.

Karen suggested that the fundraising person should ask Spring sponsors about sponsoring both Spring and Annual meetings. Geeth says she will take full responsibility for that in the next months. Margaret mentioned that we just missed our deadline for sponsors to the planner. We can still get sponsors, but it will just not be visible in the SLA planner.

Bob mentioned that he should follow up on expense/income for CapLits; Currently it looks like we are making some money on CapLits. John mentioned he was able to reduce costs for CapLits from approx. $8,000 to approx. $4,500.

Judy would like to thank all the *CapLits* people for a well done effort.

Awards Chair Report: Christine mentioned that she will wait until the end of this week to send out the email soliciting nominations for the awards.

Networking Chair Report: Bonnie Snow had no new news to report. She confirmed we will continue to have the networking reception at the Annual.

Fundraising Chair Report: Geeth reported Swets and Nature confirmed sponsorship for the Annual meeting. She still needs to follow up with Ovid and QUOSA. Lexis-Nexis will sponsor the session cosponsored by the KM division. Carson Expert Databases will also be a sponsor. Swets is doing the Practical Strategies sponsorship. Geeth will follow up with the other cosponsor of that session to make sure there's no overlap in sponsorship.

2009 Spring Meeting

Judy reported 33 people attended the CE program. She will have a tally of the evaluations after the meeting, but that it seemed generally very positive.

Heather reported 129 (Heather to check on number) total attendees, and it's close to 1:1 ratio between members and sponsor attendees. The number of exhibiting companies is 35, which is significantly down from last year (52 last year).

Heather reported that we will be doing a couple of new sessions: One is breakout sessions - 5 topics - discussions will be going on concurrently; there will be a moderator for each session. Each group will have a flipchart and marker to brainstorm and take notes. Part 1 is Monday and part 2 is on Tuesday. A moderator is to report out to the larger group. Exhibitors/Sponsors are welcome to attend. Signup is tomorrow (Monday) morning. Heather also reported that the other new session is the library's role in mission-critical clinical submissions. The presenter will bring an interactive survey tool to permit real-time results and interactivity. In addition to these, other main sessions of interest will be the update of the SLA alignment survey and Outsell's latest survey results.

Karen reported on logistics for the Spring meeting evening outing.

Heather reported that the meeting logistics in general have been going well with good hospitality by the hotel.

Bonnie asked how the general membership will receive reports about the break-out sessions. Heather mentioned people will get summaries of all discussions. Ian will write up a paper about the interactive session and will post it on his site, to which we can link from the Division website. Also all presenters' slides will be posted.

Margaret asked the purpose of the breakouts - what is the deliverable? Heather responded that these are topics that members wanted to discuss; and that it varies by discussion. Margaret suggested emphasizing to the moderators the potential deliverable of: how can PHTD help? -- since there is a potential for a lot of good follow-ups from these. Sue suggested perhaps doing a follow-up on this at another meeting to see how / if things have changed. Patrice mentioned that the breakout sessions help maximize people's time as well, helping them focus their time on things of value. Sue mentioned that this could be helpful in benchmarking for members' management. Margaret said that this could be a springboard to follow-up surveys of the memberships.

Rules for Speaker Reimbursement

Karen mentioned that there is a policy for speaker reimbursement, but it is part of the Policy & Procedures Manual, which has not yet been published. Karen reported that the past chair is responsible for updating the manual, but the current chair, chair-elect, and past chair need to review it to make sure that

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it is accurate. Karen urged a collective review, to be followed by a separate set of documents focusing on the Spring meeting.

Bob reported that we do have space on HQ servers for a wiki, so that could serve as a central place to post the manual.

Karen mentioned she would send out the latest draft to the current chair, chair-elect, and past chair. This manual replaces the bylaws as the governing document. Karen mentioned that she still needs to work separately on the Spring Planner document.

Christine agreed to review the current manual and add her suggested changes (using Track Changes) by the end of April. (April 30) The notes will then go to Judy, after which it will go to Margaret by the 21st of May. Margaret and Karen will fine tune it to present it at this year's Annual meeting.

Karen reported by that by and large, for the Spring meeting, speakers are not reimbursed, but in special cases, the total possible travel reimbursement is up to $1,000. And that the complimentary room nights with booking can be used for the speakers.

If the speaker will not come without a stipend, the decision needs to be approved by the chair and/or board, depending on the amount.

SLA Centennial

Judy mentioned the SLA Centennial virtual display of archived photographs. John reported that our archives don't currently have photographs. Judy reminded the board to send reports, pictures, flyers to the archivist.

2009 SLA Annual Meeting Update

Patrice reported that we have planned 10 sessions (the maximum), including the Networking Breakfast. Programs include:

* FDA - the role of data sharing in management of drug regulation (PHTD only)
* Conversation, Collaboration and Community (co-sponsored; NEJM is presenting)
* New Face of the Special Librarian: Embedded Librarianship (Part 3)
* Open Access Mandates

CE courses:

* Publish or Perish: Why producing an e-newsletter matters
* Dangerous Documents: Avoiding landmines in FDA records
* FDA and Clinical Trials

Accessing the PHTD Discussion List

List Administrator: Julia Parker
juliadb@u.washington.edu

PHTD Website:

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

Subscribing to the Discussion List

1. Send your message to: *lyris@sla.lyris.net*
2. Leave the subject line blank.
3. In the body of the message, type:

   Subscribe SLA-DPHT [your email address] "[FirstName LastName]"
   e.g. Subscribe SLA-DPHT jdoe@xyz.com "Jane Doe"

To Send a Message to the List

1. Send your message to: *SLA-DPHT@LIST.SLA.ORG*
2. Put a meaningful subject in the subject line.
3. Type your message in the body of the email.

To Search the List Archives

1. Go to *http://sla.lyris.net/read/login*
2. Enter your e-mail address, click OK
3. Enter your password, click OK (if you don't have a password leave this field blank and click OK)
4. A list of all the discussion lists you subscribe to will appear

Click on the forum name (SLA-DPHT) to begin browsing or searching.

Margaret suggested that if you are planning to go, please consider attending the CE courses.

John mentioned that the Dangerous Documents CE Program is typically a for-fee program, and has been very well received in the past.

Patrice reported that we will have a Division reception.

Margaret reported that we will have two Division dine-arounds.

Christine reported that EvaluatePharma is interested in potentially sponsoring an award with PHTD and CID. Margaret will discuss it with them.

Margaret reported the Thursday trip is to Annapolis.

Website Content/ Membership

Paul reported that there is a lot of content that exists on the website (esp. Division Information) that needs to be updated / revised. The resources page has been thin and all information is over 5 years old. The Division Information Strategic Plan is out of date, and the Employment Committee job descriptions report is dated. Paul urged a review of the website.

Paul and Judy will coordinate review.

Paul has not gotten recent usage statistics and lamented the lack of general support from HQ.

Bob suggested looking at other SLA division websites for content. Sue asked if there was a need for a content editor. Damian suggested that a blog might be helpful for reporting, especially at the meetings. There was general discussion that a separate editor might be explored.

David echoed the lack of support from HQ, especially about membership issues, and reported that he has not gotten a new members report since last Fall - but that he thinks HQ has gotten everything together.

John reported that the membership as reported by SLA mailing lists has fluctuated significantly.

Employer Relations Chair Report

David reported that we haven't done much on this recently, but inquired if we want to continue doing this again.

David mentioned that the Southern California chapter recently got rid of their newsletter and went to an all-blog format using Blogger. He reported that it has generally gone well and that the newsletter editor approves postings to help deal with potentially deleterious blogs. He mentioned that the challenge is really in generating content.

Judy mentioned that we will have to take this up at the June meeting and might send something out on the discussion list for further volunteering / discussion.

Judy also mentioned that she would like to do more virtual programming this year, so she would like suggestions on speakers / programs.

Margaret Basket moved to adjourn. Christine Geluk seconded.

Approved without objections by vocal consensus.

Submitted by Alexander Feng, Secretary

Tips from the PHTD Discussion List

List Administrator: Julia Parker
juliadb@u.washington.edu

Tips this month cover issues related to clinical development resources and document delivery services. Thank you to those who post and participate -- keeping the discussions lively and pertinent.

Julia Parker
Discussion List Admin, PHTD

Question: What online self service document delivery companies/products do you use and recommend?

Katie Luedecke
Alcon Research Ltd., Fort Worth, TX

Summary of responses:

Responses referred to the following document supply companies:

Information Express *www.ieonline.com/aboutie.html*

Infotrieve *www.infotrieve.com/*

Reprints Desk *www.reprintsdesk.com/main/home.aspx*

Biodox Document Delivery Service *www.biodox.com*

CISTI *cisti-icist.nrc-cnrc.gc.ca/eng/services/cisti/document-delivery.html*

Comments:

1) We have implemented Information Express (IEOnline) at multiple sites within our company. About 2½ years ago, we migrated to an unmediated document delivery service for our clients (and we've never looked back!) It has worked out very well and we are very pleased with Information Express. It is also convenient since we integrate the ordering option within the databases that the clients access (i.e. Ovid, PubMed and SciFinder).

PS: I have also heard good things about Reprints Desk and Infotrieve. CISTI also has recently implemented an unmediated option as well. We have our customers order and pay for their own articles (with a credit card) using an interface to access Infotrieve.

2) We use Infotrieve and Reprints Desk. Employees can order their own articles and have them delivered. Both have data on our holdings loaded into our account systems so employees cannot order something to which we have subscription access. The system is based on our IP address and employees can self-register for individual accounts. There is the ability to include departmental cost codes for individual dept billing. Both systems are also enabled with SFX linking so that when a user is searching within Ovid, Scopus or PubMed, there are links which will automatically start the document delivery input screen and fill in the blanks with the document citation information.

3) We used Infotrieve at the past 2 companies I worked at. You can set up your "holdings" for all your subscriptions and which allows your staff seamless e-delivery, plus have all your document delivery coming from one place, which makes billing simpler. I also liked the fact that I could run reports anytime myself, to determine where my biggest DDS expenses were going, when it came time to do journal renewals.

4) I highly recommend Reprints Desk for self-serve doc del. You could also consider going directly to the publisher for articles and save the middle man doc del costs which run between $7-10 per article (processing fee).

5) I've had good luck with Infotrieve.

Question: We would be interested in knowing if you have tried any databases other than SiteTrove, Biopharm Insight and Adis Clinical Trials Insight for locating potential clinical trial investigators.

Peggy Burnett
Novartis, Emeryville, CA

Summary of responses:

All answers are incorporated into the chart at right and on the following page -- adapted from resource handout prepared and provided by Mindy Robinson-Paquette, US Scientific Information & Library Services, sanofi-aventis Inc., Malvern, PA.

Clinical Investigators Quick Tips

Looking to identify new investigators or sites? Google is NOT the first place to look! Here are both open access & paid subscription sources for information on investigators, sites, and clinical trials.

2008

Name and Website	Focus	Description & Best Uses
Research Investigator's Source www.clinicalinvestigators.com **Clinical Investigator's Directory** http://www.idataserv.com/clinicalinvestigators/onlinedir.htm	✓ Contact information ✓ Experienced investigators ✓ Board certification and specialties	Free database with physician and facility profiles. Includes contact information, board certification, & years of experience. Investigators pay to become members of this directory. Click on the Sponsor tab to access investigator and site information. Free registration for this site is required. Coverage: US, Canada, UK
Clinical Trials.gov www.clinicaltrials.gov	✓ Sponsor, Disease, Drug, Location searching	Free U.S. government resource for sponsor, investigator and patient information
Investigator Location Services, Inc. www.invlocate.com	✓ Match studies with investigators	Free access to over 20,000 experienced US & Canadian Investigators
OsNET, Inc. " A Clinical Trials Research Alliance" http://osnet.org/	✓ Investigator CVs ✓ Central IRB-ready	Over 20 US research centers, both freestanding and academic, located throughout 16 states. Investigator contact information and CVs for Rheumatology, Obesity, Women's Health, COPD and more.
CenterWatch Clinical trials Listing Service http://www.centerwatch.com/professional/proflist.html	✓ Patient information ✓ Industry information	Profiles of centers conducting clinical research, listed by therapeutic and geographic areas. Mostly US-based, searchable by disease, drug, and research facilities. Investigator names are searchable in the "search entire site" keyword field.
International Federation of Pharmaceutical Manufacturers and Associations www.ifpma.org/clinicaltrials.html	✓ Position papers ✓ Pediatric trials	Comprehensive database of ongoing (registry) and completed (results) clinical trials. March 2008 added Pediatric trials search capability.
Adis Clinical Trials Insight (Subscription service)	✓ Trial details ✓ Business intelligence ✓ Create personalized settings	Monitor ongoing studies, and all studies presented at the top 100 meetings and published in the top 100 journals. Create and save personal search settings. Search by therapeutic area.
Association of Clinical Research Professionals (ACRP) www.acrpnet.org	✓ Investigator certification	International association, must use member login to access PI certification information (subscriber limited)
OvidSP (Medline, EMBASE) (Subscription service)	✓ Create Alerts ✓ Published trial results	Database platform available with multiple databases Search by disease or therapeutic area; authors are potential investigators!
Trial Trove (Subscription service)	✓ Competitors' trial details ✓ Create Alerts ✓ Create personalized settings	Real time world-wide clinical trials intelligence. Search by disease, protocol, trial phase, create alerts and share records with your team. Editorial Note: Have found that ***investigators' search is not always reliable.***
CRISP (Computer Retrieval of Information on Scientific Projects) http://crisp.cit.nih.gov	✓ NIH grant records 1972 to present ✓ Verify grant details on CVs	Database of federally funded biomedical research projects, 1972 to present. Search by contact information, diseases and emerging trends. Click on "Go to CRISP Query form" icon on left side to get started.
MontanaLifeScience.com http://www.montanalifescience.com/patient	✓ National network of biotechnology and life sciences facilities	Another perspective on clinical trials – patient and clinical professional information, plus advertising and recruiting opportunities. All US and 100+ countries, including translation links.

This resource handout was prepared and provided by Mindy Robinson-Paquette, US Scientific Information & Library Services, sanofi-aventis Inc., Malvern, PA.

Medtrack http://www.medtrack.com/research/default.asp **(Subscription service)**	✓ Provides only CRO's - not principal investigators	Use it to supplement BioPharm Insight
Critical Population Research http://www.inclinix.com/PopulationResearch.aspx	✓	CRO database
Additional Recommendations:	✓	✓ **Institutional Review Boards** – at local hospitals and **county or state medical societies** may recommend interested investigators. 
	✓	✓ **MEDLINE** -- conduct a literature search and identify frequent publishers

~How to Identify Complaints Against Investigators or Sites

Need to know about warning letters or possible disbarment proceedings? Look at these sites:

The FDA's Clinical Investigator Inspection List	www.accessdata.fda.gov/scripts/cder/cliil/index.cfm
Notice of Initiation of Disqualification Proceedings and Opportunity to Explain (NIDPOE)	www.fda.gov/foi/nidpoe/default.html
Investigators disqualified, restricted, removed	www.fda.gov/ora/compliance_ref/bimo/dis_res_assur.htm
Warning Letters	www.fda.gov/cder/warn/warn2006.htm & www.accessdata.fda.gov/scripts/wlcfm/recertifies.cfm
RegSource – full text of warning letters	www.RegSource.com

~How your Information Professional Can Help:

- **Expert searchers** identify the best source to fulfill your request through knowledge of database content, including strengths and weaknesses of various resources
- **Ability to identify and search resources** beyond electronically available published literature
- **Value added** through filtering of search results to best meet your criteria

This resource handout was prepared and provided by Mindy Robinson-Paquette, US Scientific Information & Library Services, sanofi-aventis Inc., Malvern, PA.

Collaboration Platforms

In the world of information management (IM) today, it's unusual to go a day without hearing some discussion of collaboration platforms. Collaboration platforms have been described as portals on steroids. In the sense that collaboration platforms are merely all-inclusive, highly robust portals, there is little difference. A collaboration platform is one kind of portal, with the specific intent of facilitating group interaction. Existing enterprise portals may already contain some elements of collaboration.

In Outsell's opinion, traditional enterprise intranet sites tend to provide one-way communication only, with comparatively static content being presented to users. They typically do not facilitate user interaction or user contribution but instead are owned by an individual or small group that selects and controls the content.

Users of traditional intranet sites are not participants so much as they are purely consumers.

In practice, one distinguishing feature of collaboration platforms is that administrators tend to make full use of the robust functionality for managing access rights and privileges. While traditional portals and intranets tend to be come-one, come-all affairs, where rights are typically granted at the large group, department, or enterprise level (at best), collaboration platforms usually apply more granular micro-management of "view/read" and "contribute/edit" privileges at the individual user and individual document level.

The State of IM's Support for Collaboration

Outsell research shows that enterprise IM functions are already heavily involved in the foundational activities related to collaboration platforms. About half (49%) manage portals, intranets, and other web content. Two-fifths (40%) manage their enterprise's internal documents, and about one-third (32%) are responsible for enterprise knowledge management. These are all key elements of most collaboration schemes.

Some IM functions are taking it to the next level, filling the role of collaboration administrator. Outsell knows of a few different ways that information professionals have gotten into collaboration platform coordination roles. We believe these are the typical pathways to collaboration leadership:

- A collaboration platform is the right tool for the job. In some instances, IM is already supporting collaborative workgroups and simply needs a better tool to support collaboration and sharing activities. This is perhaps the most organic way that information professionals get into collaboration platform management. IM decides to adopt a collaboration platform (typically SharePoint) as its infrastructure and by default becomes the in-house guru or expert.
- IM is mandated from outside (from above) to lead this effort. The information function is sometimes drafted to "do something" with collaboration platforms that their organizations have already bought and now want to implement. In these scenarios, IM is identified as the logical owner of this role as an extension of their larger remit for knowledge management, even though it is not their own initiative.
- An information professional introduces the need for collaboration platforms to the organization. In this admittedly rare situation – we know of one instance – an information professional made a business case to his company's organizational development management team that information support would be better structured as collaboration support and that he was the best internal candidate to lead this transition. He made the case through an objective examination of the way information flowed and was shared around the organization.

It is clear that IM functions already possess many of the hard skills necessary to make the leap to collaboration platform management. As collaboration takes off in enterprise environments, Outsell advises IM leadership to ensure that it has the requisite knowledge and experience in the various elements of leading portal and platform development to position their teams to take the reins when the opportunity arises. This will include soft skills such as:

- Cooperation and collaboration mindset
- Ability to provide strong leadership while still empowering participants
- Persuasion skills
- Project management and can-do orientation
- Willingness to accept imperfection
- Strong and fluid communication
- Ability to "read" people and find common ground
- Understanding of usability and human factors

Collaboration Leadership Tips and Best Practices

In speaking with collaboration leaders, Outsell has garnered some key success factors in making collaboration portals work. We suggest keeping these tips and best practices in mind while developing and managing collaboration sites.

- Work with the collaboration that already exists. A good way to ensure the success of a collaboration site is to leverage pockets of collaboration behaviors within the organization and offer up platforms that simply make that collaboration more facile. In Outsell's opinion, collaboration portals are most effective when the potential participants are predisposed to information sharing but not so effective when sharing behaviors do not exist organically.
- Be needs-driven, not technology-driven. Real opportunities for collaboration platforms exist when there are information-sharing problems in search of a solution, not when there's a technological solution in search of a problem. Implementing technology for its own sake is a formula for failure.

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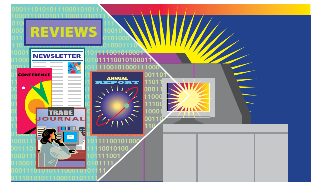
- Think about information policies and document lifecycle management right from the start. Collaboration portals that aren't actively managed run the risk of becoming just another document dumping ground. The most thoughtful implementations include a policy about how documents and other content will be managed and weeded.
- Have a content strategy upfront. Plan for what content is to be collected and how it is to be organized in order to prevent the collaboration platform from becoming mish-mash of content with no value or standards. Recognize that not all content is useful and therefore does not need to be included. For the same reason, formulate a strategy for tagging content with source, date, contributor, topic, and other key metadata.
- Realize that at the end of the day, collaboration management is not a technology job. It's an information- and people-management job. Some IM leaders Outsell has spoken with are reluctant to take on responsibility for collaboration platforms because they view them as being about the technology. But we've seen numerous instances of successful collaboration facilitation by information professionals who are not technology wizards. New collaboration platform technologies make it relatively easy to manage the day-to-day tasks associated with portal operations. Furthermore, support is readily available for the more hard-core technology requirements in the form of both internal network administrators and outside contractor-consultants. In Outsell's opinion, what information professionals bring to the table is a deep understanding of information architecture, taxonomy development, content savvy, and the business applications of information.

Collaboration is hot, and we believe that information professionals will be increasingly expected to understand the capabilities and applications of collaboration portals, even if they don't manage them. Collaboration has become a primary component of knowledge management, and as such it is rapidly becoming a core competency for anyone supporting teams and departments. Read up, attend webinars, take a class, and talk to peers to get informed.

Joanne Lustig
Vice President & Lead Analyst
Outsell, Inc.

Advertisers in this Issue

Book Review



The Pharmaceutical Regulatory Process (2nd edition, 2008)

Publisher: Informa Healthcare

The second edition of this useful resource covers the spectrum of regulatory issues in the pharmaceutical industry. Written by FDA regulators and leading industry professionals, an array of topics are covered including drug safety reviews, compliance, pharmacovigilance, the Hatch-Waxman Act, and regulatory issues surrounding generic and OTC drugs. New material in this edition includes chapters on the marketing of unapproved drugs, legal issues regarding sourcing foreign APIs, and dealing with the increasing numbers of counterfeit drugs. For just under $250, this book is a useful addition to the shelves of a pharmaceutical library, legal department, or any regulatory affairs department.

Patricia Wood, MLS
Boehringer Ingelheim Pharmaceuticals, Inc.

Save the Date!

PHTD Spring Meeting 2010
April 10-13, 2010
Philadelphia

“Remy” photo by CameraAnimal.com