April 2010

CapLits

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Message from the Chair
Margaret Basket, PHTD Chair

Warm greetings to everyone, especially those of you who have endured brutal winter storms with historic snowfalls. I hope you are all settling comfortably into the new decade, on track to meet your personal and professional goals. If we haven’t yet met, my name is Margaret Basket, and I’ll be chairing the Pharmaceutical & Health Technology Division (PHTD) in 2010. I became active in the Division in 2003 as a student in graduate school and am excited to accept the challenge of leading the Division into the next decade.

PHTD has continuously excelled at the mission of an SLA Division—to serve their members’ special interests and the interests of the Association by planning meetings and programs, issuing publications (such as bulletins and/or newsletters), maintaining online discussion lists and web sites, and engaging in special projects (e.g. organizing professional institutes or seminars and cooperating with other library and professional groups in their respective subject areas)1.

Over the course of our history, we at PHTD have certainly planned our share of exceptional Annual Meeting CE courses and sessions; CapLits is an informative and useful publication; the PHTD blog and listserve both serve as a forum for exchanging ideas and sharing tips and news; and our Annual Spring Meeting is unique within the SLA community (very few Divisions have an annual meeting outside the yearly SLA Annual Meeting). I am personally very proud to be a member of this Division.

But the times, they are a’changin’. How can we, as a community of practice for information professionals in the Pharmaceutical and Health Technology industries, best organize to face the professional and organizational challenges faced by so many of our members? Your 2010 PHTD officers are committed to ensure that your membership in this Division is providing value and meeting your needs. We are interested in hearing your ideas about how we can help each of you survive and thrive in these changing times.

Barbara Wetzel, Alexander Feng, and I attended the Leadership Summit in St. Louis in January. In addition to attending the first planning meeting for the 2011 Annual Meeting in Philadelphia, one of our assignments as unit leaders was to brainstorm how the results of the SLA sponsored Alignment Project should be put into action. Mary Ellen Bates, 2010 Division Cabinet Chair-Elect, will lead a committee to develop a toolkit based on the findings of the Alignment Project. If you have ideas, Mary Ellen would appreciate hearing them. You may contact her directly or send your feedback through your PHTD officers.

The Alignment Project will also influence the 2011 Annual Meeting. One of the most interesting challenges presented to planners was to generate ideas for a “Go Local” session where we would invite business leaders from the Philadelphia metropolitan area to the Annual Meeting. The objective would be to reach out to these potential consumers of our services and “demonstrate our worth”. Do you have ideas for a “Go Local” session sponsored by this Division?

There was, unfortunately, a dose of reality in the form of a disappointing update from SLA headquarters delivered during the Leadership Summit. Revenues were down 20% for SLA in 2009, which lead to a 25% reduction in staff at headquarters. Janice Lachance emphasized that no programs or services were cut. In 2010 the revenue projections are “a lot more con-
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continued from page 1

servative” and the Board of Directors is optimistic that those projections will be reached. A task force has been formed to look at structural changes to revenue models so that SLA can be self-sustaining in the future.

Alex Feng (Division Secretary) is doing excellent work to keep you informed on the Division blog at http://phtd.wordpress.com. He has posted summaries for each day of the Leadership Summit, including materials from keynote speaker James Kane, a “loyalty strategist”, who spoke about creating and maintaining loyal relationships. Reading his summaries at http://en.wordpress.com/tag/sla-leadership-summit/ is the closest thing to attending the meeting and I encourage you to check them out. The full transcript of the presentation by SLA CEO Janice Lachance is here: http://www.sla.org/content/SLA/governance/bodsection/ceocorner/10speeches/10summit.cfm

Don’t forget that YOU can become a regular contributor to the PHTD blog. If you’d like to expand your social networking experience and credentials, contact Alex at alexander.h.feng@gmail.com. We’ll also be seeing folks tweet and blog the Spring and Annual Meetings. If you don’t know what this means, we’ll give you an orientation and set you on your way.

Spring Meeting, April 11-13, 2010, Philadelphia, PA

Patrice Costa, our amazing Spring Meeting Planner, and I are very excited about the upcoming Spring Meeting at the Sofitel in City Center Philadelphia from April 11-13, 2010. Inspired
by the Alignment Project, the theme is “Demonstrating Your Value: What’s in Your Toolbox?” The CE course on Sunday, “Geeks Bearing Gifts”, offered by Gregg Headrick, Technology coordinator from the National Network of Libraries of Medicine, will offer attendees a hands-on exploration of Web 2.0 technologies and tools. Please come early on Sunday and participate in this session. We’ve kept the cost low to encourage maximum participation. Bring your laptop, roll up your sleeves, jump on the Internet and be prepared to learn through guided exploration. You may register for the CE course on the Division Website.

The sessions on Monday and Tuesday, April 12 and 13, are designed to highlight social technologies and best practices in networking and problem-solving by our own Division members and well-respected external speakers. Our opening keynote speaker, Larry Hawes, is the Lead Analyst in Collaboration & Social Media Practice with the Gilbane Group (now a division of Outsell, Inc.) We are thrilled that SLA President-Elect Cindy Romaine will be attending the entire meeting. She is in the process of defining her platform for her year of SLA leadership in 2011, so this is a great opportunity to share our priorities and learn where she plans to focus.

Karen Mirabile, Philadelphia native and our Monday night social planner extraordinaire, will pull out all the stops on her home turf at the National Constitution Center. During this event, sponsored by Ovid Technologies and Adis International, we’ll enjoy the current exhibits at the Center (including Ancient Rome & America) and feast on delicious Philly-inspired delicacies. The social is a ticketed event, so be sure to purchase your ticket on the Website when you register at http://units.sla.org/division/dpht/meetings/spring2010/spring2010main.shtml.

The Division Board Meeting will be held on Sunday, April 11 from 2-3:30 p.m. – all are welcome to attend. The Opening Night Gala and Exhibition Kick-Off, sponsored by Elsevier, will commence on Sunday night at 6:00 p.m. As a Division, we are fortunate to have the continued support of our exhibitor sponsors, and this year is no exception. We look forward to this meeting and the opportunities it offers for knowledge sharing and networking.

Officers & Advisory Council Update

We welcome Kevin Farberow (Chair-Elect) and Barbara Wetzel (Treasurer) to the executive board. We are thrilled that you have elected (and were elected) to assume a leadership position as an executive board member. Thank you to Christine Geluk, who completes her three-year tenure as Chair-Elect, Chair, and Past-Chair. I’m happy that she will continue her service to the Division as chair of the Nominating Committee. It seems like Bob Kowalski has been on the executive board forever as Treasurer, and we thank him for his service as he steps down this year. Thanks also to members who have completed their tenures as committee chairs, including Wendy Hamilton (Nominating Committee Chair), David Midyette (Membership Chair and Employment Relations Chair), and Peggy Burnett (CapLits Editor I).

Some members have returned to the Advisory Council or taken on new key roles, including Praveena Raman (CapLits Editor I and Professional Development Chair), Anne Callas (Career Guidance/Student Relations Chair), and Kimberley Poelman (Public Relations Chair). We welcome you on board and look forward to working with you.

The complete list of officers and advisory council members is posted on the Division Website at http://units.sla.org/division/dpht/division_info/divinfo.shtml

We are fortunate to have an energetic and dedicated Executive Board and Advisory Council, and I am grateful to each of them for volunteering their time and efforts. We do have openings on the Advisory Council, including Employment Relations Chair, Fundraising Chair I, Advertising Manager and Membership Chair, and we are seeking a Program Planner for Spring 2011. If you are interested in these positions or would like more information, please email me at margaretb@quosa.com.

I very much look forward to seeing many of you at the Spring Meeting in Philly and/or at the Annual Meeting in New Orleans. In the meantime, do not hesitate to reach out to me with questions or suggestions.

Best Regards,
Margaret

1Recommended Practices - Divisions document, retrieved February 21, 2010 from http://www.sla.org/content/resources/leadcenter/leadresourindex.cfm
**Interview with Cindy Romaine, SLA President-Elect**

Cindy Romaine (CR), President-Elect of SLA, graciously agreed to give Alex Feng (AF) a 30 minute interview for CapLits. Cindy is the principal of Romainiacs Intelligence Research, an information consultancy that provides in-depth research solutions to corporate clients. Prior to that, she worked for 16 years at Nike, Inc. as the director of the Design Library and as Corporate Archivist.

Cindy will be speaking at the 2010 PHT Division Spring Meeting in Philadelphia, PA.

**AF:** To start off, would you mind describing your background?

**CR:** My background - I’ve been in academic, public and special libraries. I knew when I went into library school that I wanted to go into special librarianship as I had worked in an engineering library in Portland and found that special libraries use high technology tools and deliver against real problems in the real world.

Most recently, I worked at Nike for 16 years, heading up the design library – we had 400 designers throughout the world. It was my responsibility to make sure that we had the information tools for those designers. I also managed the Nike archives for 3 years. I wanted to change their focus from a repository to a resource and we were effective at doing that.

Management wanted to encourage creativity and innovation within the design community so we developed information tools and deliverables to encourage creativity. The staff really responded to that and understood we were filling a gap.

Within the library, we thought of information resources as broadly as possible. Besides magazines and databases, I worked with the trends researcher and the person responsible for creative conferences so we could pool our talents to reinforce each other.

We developed resources—exhibits, an experience space, a materials resource—to engage designer’s senses because they are visual community.

**AF:** From your perspective, what was your biggest success and biggest challenge?

**CR:** Always the biggest challenge is getting everything dialed just right. Remember in the epic Ulysses, when he comes home from Troy his task is to shoot an arrow through 10 circles in order to win his wife back? For managers and information professionals those 10 circles are marketing, corporate initiatives, budgeting, conflicting priorities, etc. If you get it through those 10 circles, it’s magic. Stuff works. People respond. You get exposed and your organization gets exposed in ways you couldn’t have predicted. So getting things dialed just right is critical.

*continued on page 6*
AF: From a larger perspective for the corporate librarian, what are two or three of the things a corporate librarian should be doing now?

CR: It’s so situational. I was part of a group called ITIMG (Industrial Technology Information Managers Group) which is composed of information managers in large companies. Many of the managers in that group were aligning with their IT departments. At Nike, that would never work. IT had been outsourced. If it were to align with IT, I would not have obtained the resources, the exposure, and the connection that were necessary to delivering to a creative clientele. But in some companies, it’s the way to go.

AF: So it sounds like, if there is a generalization to be made for the corporate librarian, it’s to be adaptable and to listen?

CR: That’s a great way to put it. So one of the things I’ll focus on in 2011 is being Future Ready, that is being adaptable, flexible, confident and resilient.

I’ve been talking to people in the sustainability sector, and it turns out they are focused on similar ideas – adaptability, flexibility, and resilience. In that sector it is an advantage to have alternative pathway rather than optimizing in order to achieve results. Similarly, we need alternative pathways to success.

AF: You talked about a toolbox. Would you mind elaborating?

CR: I’ve had many conversations with people inside and outside the information industry to get the context of the skills people need to be Future Ready. Here’s what members and others need to be in their toolbox.

- Know how to contribute to your company
- Communication tools
- Risk taking and dealing with uncertainty
- Being able to work in a chaotic environment
- A sense of curiosity
- Synthesis
- Collaboration to engender synthesis
- Empathy
- Creative confidence
- Customer service skills
- Management skills:
  - How to create a community
  - Coaching
  - Building context
  - Courage
  - Willingness to fail
  - Leading a team and participating in a team
  - Strategic planning
  - Organizational management
  - More contractors & less employees

AF: Previously you had mentioned your experience at Nike. Would you mind talking about your transition – how you wound up transitioning from Nike to your current role and the things you’ve learned in the process?

CR: Right now I’m focused on information intensive projects – research, information flow, needs assessment, and authoritative sourcing - related to business needs. I’m starting to work with a consulting group around green products and processes. In this, project management, marketing, and branding yourself are important. There is a huge information landscape that I’m always trying to be appropriately in touch with.

Daniel Pink wrote a book titled Free Agent Nation, written with the premise that we’re a series of independents, who come together, collaborate, and dissipate as the project moves on. It’s constantly challenging and I enjoy that.

AF: Where do you see the profession going and the role of the IP going? And what can information professionals do now?

CR: I want to say not so much what they’ll be doing, but how to address it – you’ve got to be willing to do what the project demands and even to look outside your area of expertise.

I spoke with a member who is taking a class on career management. There are four steps to it. The first step is around exploration where you’re finding out about expectations and how to be effective within them. The second stage is solidifying your area of expertise. In this stage “we know what we know.” Most people are comfortable in this stage and operate at a high level. She also said, though, that companies expect you to move past that now.

The next level is collaboration, where you work outside of your specific area to share responsibility for results. Collaboration works on many levels allowing you to understand the perspectives of marketing, IT, engineering, or legal. The final step is sharing the vision. In my SLA role, that’s one I’m playing with now-- to ascertain a vision and how to make it move forward.

AF: To clarify something you touched on earlier - it sounds like in general, not just for librarianship - work is going in the direction that you can’t just do one thing and that’s it. You have to essentially be a businessperson and think of it in the broader perspective and be more collaborative.

CR: The world is such that no one can know everything. So collaboration is a great pathway to learn and deliver at a high level.

AF: One final question – as you look at SLA in general, where do you see the role of SLA in helping the information professional and the role of divisions and chapters?

CR: We need to work toward making our community even more robust and energetic. Recently, I read an interesting
article by Chip and Dan Heath in Fast Company where they talk about “bright spots” and shifting our frame of reference to the activities and concepts that are working. We have a lot of really bright people in this organization. We can use them as exemplars and scouts.

I think a successful career path must include a broad skill set. We mentioned management earlier, and I would also include leadership, coaching, fiscal responsibility, procurement, and understanding legal implications of your work.

AF: Any other final thoughts?

CR: Our community is rich in many ways with many generous people. I have gained from stepping up to the plate and I get to talk with smart, engaged, caring people. I would recommend members in the Pharmaceutical & Health Technology Division consider stepping up as it will help their career by learning project management, collaboration, and networking.

AF: Wonderful, thank you for your time and we look forward to hearing you at the PHTD Spring Conference.

Alex Feng
alexander.h.feng@gmail.com

Alex Feng currently leads the research & information services team at the dd&P group, a medical device consulting firm based in Cincinnati, Ohio. Alex has been in the medical industry for over ten years, having first started as a design engineer but also having been a product manager, software engineer and sales manager at companies such as Johnson & Johnson, Daichii Sankyo, and Hologic.

Time Management for Information Professionals:
Applying Proven Project Management Principles While the Clock is Ticking

The conscientious researcher wants to do a perfect job, but time is of the essence for the scientist client who is squeezed to meet a deadline for a grant application. The information center manager wants to accommodate the demands of 13 departments equally, but those demands are about to collide. And, it is 4 p.m. on a Friday afternoon, and that fair-minded manager is about to flip a coin to determine who will receive their data first.

Managing time is about the principles of managing priorities, managing choices, and managing relationships. These principles often are challenged in classes when I discuss how to negotiate with internal customers regarding the scope, quality, and duration of, for example, a research assignment. One participant will swear that he or she must obey without question what the Big Honcho (B.H) demands. Curiously, some-
PHTD Spring Meeting
Sofitel, Philadelphia
April 11-13, 2010

Demonstrating Your Value: What’s in Your Toolbox?
Note: Schedule is subject to change without notice.

Sunday, April 11
8:00 – 9:00am
CE Course Registration
9:00am – 1:00pm
CE Course
Geeks Bearing Gifts (a hands on exploration of Web 2.0 technologies and tools)
Gregg Headrick, Technology Coordinator, National Network of Libraries of Medicine.
Please bring your wireless enabled laptop. We will supply T-Mobile wireless access cards.
Breakfast is also included in this session.
11:00am – 4:00pm
Exhibitor Registration and Setup (must be completed by 4:00pm.)
2:00 – 3:30pm
PHTD Incoming Board Meeting (Everyone is Welcome)
3:00 – 6:00pm
Registration
6:00 – 9:30pm
Opening Reception and Exhibits
Sponsored by Elsevier

Monday, April 12
7:45 – 8:45am
Registration, Breakfast & Exhibits

8:45 – 9:00am
Opening Remarks
9:00 – 10:00am
Opening Keynote
The Changing Role of Information Professionals: New Opportunities Created by Enterprise 2.0
Larry Hawes, Principal, Dow Brook Advisory Services & Lead Analyst, Collaboration & Social Media Practice, Gilbane Group.
10:00 – 10:30am
Break & Exhibits
10:30 – 11:30am
The Role of Social Media in Business Research
Ken Sickles, Global Director of Solutions Strategy, Dow Jones.
The use of social media by business professionals is growing rapidly. As a result, social media content can benefit more than just public relations professionals. Learn how you can take advantage of social media while doing business research and competitive intelligence for your enterprise.
11:30am – 12:00pm
Report from the PHTD Board
12:00 – 1:30pm
Lunch & Exhibits
1:30 – 2:15pm
Semantic Search Engines for Health Information
Dr. Tom Doszkocs, NLM
2:15 – 3:30pm
Best Practices: Managing Journal Article Archives and Getting Content to Users
Moderator: Alex Feng, the DD&P Group
Panel: Valeria de la Calle, Astellas Pharmaceuticals; Amyas Huston, Cubist Pharmaceuticals; Bernadette Ewen, Sanofi Pasteur; Jane Burke, Pfizer; and representatives from IEOnline, Infotrieve, QUOSA, PI2, CCC & Reprints Desk
In the course of business, a health care company will retrieve hundreds, if not thousands of journal articles per month for various uses, including clinical reprints, outcomes analysis, and adverse events. Most of these articles wind up on individual users’ desktops and not effectively shared. While enterprise subscriptions are somewhat helpful in sharing and reducing costs, it is not comprehensive and does not address the larger issue of legal & effective sharing, plus there is still a great deal of redundancy (lost dollars in repurchased articles).
This session will provide case studies of effectively sharing and using journal articles at the enterprise level, including process steps implemented to make it as seamless as possible to the user. There will also be time for vendors to chime in with their solutions to this age-old dilemma.

**3:30 – 4:00pm**
Break & Exhibits

**4:00 – 5:00pm**
**Career Agility**
Christian Gray, Reprints Desk

Concepts like, “who moved my cheese?” and “pack your parachute before you need it” have informed strategies for senior management for decades. Discover what other information professionals like you have done to re-create themselves and find a flexible path to greater success, not just survival. Learn how to weave specific methods into an agile career and find new motivation for networking 2.0, non-profit/association leadership, mentoring, and continuous career development.

**6:30 –10:30pm**
Reception: National Constitution Center  
Sponsored by Ovid Technologies, Adis, and QUOSA

Transportation leaves the hotel lobby at 6 p.m.

**Tuesday, April 13**

**7:45 – 8:45am**
Registration, Breakfast & Exhibits

**8:45 – 9:00am**
Opening Remarks

**9:00 – 9:45am**
**Pharmaceutical Documentation Ring (PDR) & their direction: what are they trying to accomplish and what does it mean to you?**
Henning Nielsen, Head of the Library & Information Centre at Novo Nordisk and President of the PDR

**9:45 – 10:45am**
**Break-Out Sessions**
Gather in small groups and discuss issues relevant to you! Topics include:
- Best Practice Managing External Article Distribution Requests
- Product Literature Database - How are you handling it?
- Online News Information Aggregation & Dissemination
- Handheld & Mobile Device Information Delivery
- Table of Contents Service

**10:45 – 11:15am**
Break & Exhibits

**11:15am - 12:45pm**
**Pipeline Database Town Hall**

Moderator: Diane Webb, BizInt Solutions
Panel: R&D Insight - Adis International/Wolters Kluwer Pharma Solutions - representative TBD; Thomson Pharma & Thomson Pharma Partnering - Thomson Reuters - Rachel Blair-Davies; Integrity - Thomson Reuters - Ann Westcott; R&D Focus- IMS Health - representative TBD (unconfirmed)

While the leading drug pipeline databases cover the same population of compounds under development, we all know that there can be significant variation between databases in content and records retrieved from the same search. Representatives from the leading pipeline databases will discuss their editorial policies and processes and how these affect content and coverage decisions. Panel members will respond to questions from pipeline database users and analyze specific examples demonstrating content and coverage variation. We expect a lively and informative session!

**12:45 – 2:00pm**
Lunch & Exhibits

**2:00 - 3:15pm**
**Best Practices: Internal Marketing & Outreach**
Moderator: Mindy Robinson-Paquette, sanofi-aventis US, Inc.

**Small Marketing Programs with Large ROI**
Blanca Chou & Jessica Bland, Otsuka American Pharmaceuticals, Inc.

**Marketing and Outreach of Electronic Resources at Shire**
Fran Mozloom Goodling, Rob Haran & Gen Stoudt, Shire

**Marketing Ourselves, Our Expertise and Our Services**
Mindy Robinson-Paquette, sanofi-aventis US, Inc.

**3:15 – 4:30pm.**
**Position Yourself High and to the Right**
Cindy Romaine, SLA President Elect

**4:30 – 4:45pm**
Closing Remarks & Meeting Adjournment
one else from the same department or institution will report successful negotiations with the same B.H.

“I asked the B.H. how I should treat her requests if someone in marketing has a tight deadline and I have time only to do one search well. We decided that the labs have first priority, then marketing, and then strategic planning and the President’s office.”

“We worked out a code for when a quick draft was more important than a thorough search.”

“I have learned to ask for time and budget considerations. The resource-conscious managing partner now starts conversations: What can you do in two hours? Send me what you got, and I will decide if I want to ask for more.”

Even though information professionals support work that does save lives, that does not mean an urgent request is a crisis. Even in the emergency room of a hospital or at the scene of an accident, where decisions are life-and-death, medical personnel make fast choices according to resources, time, staffing, and the condition of the patient.

So how do these three principles work, in theory and practice? Fortunately, the project management universe provides tools to tame the clock.

Managing Priorities

In the ideal world, your institution or department would have a written plan that clarifies operational and strategic priorities. And, if you are fortunate, your library’s written plan reflects these priorities and spells them out for you and your colleagues.

Operational priorities translate into the everyday workflow that keeps the organization that the library serves running. Strategic priorities are those big-picture goals that are in addition to (and sometimes on top of) what might be called the “normal” work. For example, what if your organization is, for the first time, moving into nanotechnology? Does this mean that the new nano division, even though it is tiny (small pun), has priority over the established research division, which is slowly being phased out?

What if your larger organization does not have an explicit (and understandable) set of priorities? Sometimes priorities are patched together by consulting with the executives in the organization. Sometimes, if the leadership in the information center has the influence and/or authority, those priorities are set internally. However, without some kind of sorted list, making choices about whose work to finish first can degenerate into caving to the emotional threats of workplace bullies.

Managing Choices

Once priorities are set in terms of delivery of services to your institutional customers, information professionals need to address the ratio among three criteria: cost, time (also defined as convenience), and quality. These bottom lines affectionately are called Cheap, Fast, and Good, and, in our Age of Instant Gratification: Free, Now, and Perfect.

The mistake that information professionals make is to plunge in before asking themselves an important question:

“Given all of the assignments I have agreed to accomplish, and reviewing my priorities, as well as my resources, (which include the speed of my Internet access, the depth of my collection, and my skill at complex searches), what can I actually do in the time I have?”

“If you want it perfect, I can do this much perfectly with the resources I have,” should be the mantra of the information professional.

Managing Relationships

To successfully manage priorities and choices means investing in ethical workplace politics: managing relationships and building influence. If I devote myself to becoming an accomplished informational professional—a subject matter expert who starts with raw content and creates value for my customer—I still might not have the clout necessary to bargain with the head of human resources about protecting my department from layoffs this quarter. The irony is that to be a successful information professional means leaving the information center and not doing your job.

You volunteer for the leadership committee of the hospital, and become the new CEO’s best workplace buddy when your poster wins a national award.

You referee a dispute between departments because of your perceived objectivity; your new library ends up with big windows and the latest technology.

You interview the head of finance to determine his strategic priorities, and he invites you to present the information center’s case to the board of directors.

What is the measure of workplace influence?

“Maria, would you be able to accept delivery on the report at 5 pm instead of 10 am? Thanks; will send over that shipment of extra dark chocolate pronto.”

“Lee, could you and Dr. Sydney coordinate who has first dibs on the high-speed color copier?”

The time to begin to build better workplace relationships is before you need them, not when civility is frayed and you are tired and angry.

Time management can’t depend on your institutional colleagues spontaneously deciding to treat the information center personnel better; it requires information professionals to actively invest in what is called sometimes called project management overhead. Without the structure of strategic priorities and the ability (and courage) to negotiate, it won’t matter how good you are as a P&HT professional.

Pat Wagner
pat@pattern.com

Pat Wagner and her husband Leif Smith own Pattern Research, Inc., a 35-year-old research and training business, which serves innovators in the public, private, and nonprofit communities. Pat has consulted for special libraries since 1978 and is a frequent presenter at state and national library meetings.
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SLA Annual Meeting, June 12-16, 2010
New Orleans

PHTD sponsored CE Courses

In response to the feedback we received from our members we will be having two workshops by Pat Wagner in the area of Project Management. These workshops will focus on negotiations, communications, managing relationships and projects. Pat had presented the time management principles as a session at last year’s SLA annual meeting in D.C. She has graciously written an article on the same topic in this issue of CapLits kicking off the Project Management series of workshops and articles. The following two courses can be taken individually or as one full day course.

Saturday, June 12

8:00am – 12:00pm

The Information Specialist’s Changing Role: How to Negotiate for Resources, Influence, and Authority

Instructor: Pat Wagner

With the changing roles and responsibilities Information Specialists often have to convey their value and negotiate to be active participants in their organizations. The ability to stand up in a public meeting and address key political and economic decision-makers effectively requires more than intelligence, experience, credentials, and competence. Planning and practice can help even the shyest information specialist speak up, and speak well.

This class addresses some of the most difficult issues faced in communication, negotiation and making presentations e.g. how to deal with stage fright and negative audiences, how to create a formal presentation that might have three different endings, how not to rely on PowerPoint presentations, and what to do when you have three hours of materials – and 45 minutes to deliver. Participants will have the chance to prepare for a real event and practice their workplace presentations skills with a colleague in class.

Course Outline:

- Introduction to designing a program from the audience’s issues.
  1. Poll the participants on why they came to the class; demonstrates whenever possible, presenters should interact with the audience.
  2. Review of types of formal and informal presentations and negotiations
  3. Exercise: Participants discuss in small groups what makes presenting and negotiating difficult. Individual concerns discussed in larger group.
  4. Exercise: Participants pick their topic and audience for their presentation or negotiation; begin their written plan.

- Creating a script
  1. What can you actually do in the time given: the need for transitional moments, interaction with audience, polling audiences, and providing content.
  2. How to present content for executive decision-makers.
  3. Exercise: Participants pick something they know how to do that they can teach in five minutes, write out the steps, and present it to a partner.
  4. Exercise: Debrief audience after exercise about what worked.

- Improving presentation skills.
  1. With volunteer, demonstrate exercise for improving presentation skills.
  2. Put participants in pairs, and have them coach each other.
  3. Debrief participants on what worked.

- Preparing for a presentation or negotiation
  1. Review of how to deal with disasters
  2. Preparing script for real presentation and/or negotiation
  3. Review of session.

1:00pm – 5:00pm

The Information Specialist’s Changing Role: How to Manage Relationships and Projects

Instructor: Pat Wagner

Information specialists prove their value by their decisions and actions—from their users’ points of view. Do the specialists align themselves with the larger mission? Are they seen and heard, every day, as contributing to the accomplishments of individual, group, and strategic goals? Project management skills create the reliable structures and strong lines of communication that ensure successful workplace relationships. Learn how to demonstrate your value in how you serve your customers.
Project management principles are the foundation for getting work done that involves more than one person or department. These principles connect the information specialist with the larger institution they serve. They are necessary for building trust and respect within the organization. Unfortunately, competent and intelligent information specialists sometimes disparage them as taking time away from their “real” work. As a result, the information specialist might get the job done, but does not invest in creating workplace relationships. One consequence is that the information specialist remains politically invisible to the institution. This class provides those key principles and demonstrates how accepted project management practices are also an investment in political relationships in the organization.

Course outline:

- Introduction
  1. Poll the participants
  2. Introduction to the project management map: why information specialists need to spend time creating structures and communication lines outside their immediate organizations. Focuses on the differences between the skills of the information specialist versus the skills of the manager and leader in institutions.

- Setting Goals
  1. Introduction to the three kinds of goals: descriptive, quantitative, and strategic, and how to use them to communicate with institutional customers, and understand what the customer really wants.
  2. Exercise: How to apply these goals to participant-created case studies.

- Project Management as Political Strength
  1. Introduction to the Influence Model: Rapport, Information, Action.
  2. Rapport: Investing in and building workplace relationships
  3. Information: Specificity and the use of concrete nouns
  4. Action: Triage: What does the customer really want?

- Applying the Principles
  1. Typical mistakes project managers make.
  2. Creating a plan for project management: participants will discuss, write, and verbally share their real plan for improving current projects.

Sunday, June 13

8:00am – 12:00pm

Genetic Resources: From Chromosomal Location to 3-D Structure

Co-sponsor: Pharmaceutical & Health Technology Division

Instructor: Medha Bhagwat, NLM

With the changing in roles and responsibilities and often as part of project teams, information specialists/librarians in the pharmaceutical/biomedical arena often have to search for and sometimes analyze sequences and related molecular biology information in the patent and scientific literature. This course will give a good background and equip them with the information and skills needed to perform this type of research.

continued on page 14
Participants will learn to obtain an exhaustive amount of information for a human gene such as its mRNA and genomic sequence, promoter sequence, gene structure (exon-intron locations), function and phenotypes associated with mutations. They will also learn how to determine whether the SNPs in the coding region of a gene are known to alter the function of the protein product. Participants will be able to display and manipulate the 3-D structure of the protein or a similar protein. This course covers practical applications of NCBI resources such as Entrez Gene, CDD, OMIM, dbSNP, Biosystems and Cn3D.

Course Outline
This course will provide clear step-by-step instructions on how to obtain information about a human gene such as

1. Chromosome location and genomic, mRNA and protein sequence
2. Alternative spliced products
3. Exon-intron locations and their sequences
4. Function of the protein
5. Protein-protein interactions
6. Conserved domains in the protein
7. Phenotypes caused by the mutations
8. Pathways in which the protein is involved
9. Single nucleotide polymorphisms and their locations
10. 3-D structure of the protein

8:00am – 5:00pm

Protecting Library Collections Before Disaster Strikes: Preparedness, Response & Recovery

Co-sponsors: SLA/EPRAC, Pharmaceutical & Health Technology Division, and Museums, Arts, & Humanities Division

Instructor: Julie Page, Co-Coordinator, California Preservation Program (CPP) and Western States & Territories Preservation Assistance Service (WESTPAS)

When the pipe breaks, the fire starts, the hurricane or earthquake hits, what will you do? The effectiveness of your response and the success you have in restoring services and protecting collections will be the result of how well you have prepared. Learn what you should do and who should be involved before faced with a disaster, in order to protect people, prevent damage, and provide the best possible outcome. This course will help membership in the protection and lifecycle management of the dynamic collection that an institution builds by planning for a disaster and getting trained in how to respond and recover with minimal damage to the resources. This will be key in planning for business continuity.

Key Takeaways:
• Complete a disaster plan for your library
• Learn how to train staff to implement your plan effectively
• Set pre- and post-disaster action priorities for your collections
• Learn how to use practical decision-making skills during an emergency

Praveena Raman
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SLA/EPRAC Advisory Committee Member
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Novo Nordisk Library Alignment

At 3 a.m. EST in Novo Nordisk’s US Library, the online Help Desk starts bustling, but we’re still sleeping. By 9:00 a.m., our staff is physically in place at the Library in Princeton, New Jersey, and dozens of localized questions and retrievals already have been resolved – thanks to an ongoing alignment project with our colleagues at the company’s Library in Denmark. By the end of the work day, the combined Library staff will have worked a 14-hour day without skipping a beat.

Libraries Working Together

The long, high-quality workday is possible thanks to the combined efforts of both staffs. Between the two sites, a total staff of approximately 45 is working towards pure global alignment – the progressive goal of merging our Library services and online tools into one system, for the better good of the internal and international “global” customer.

“We have decided to unite our two libraries as far as possible to avoid redundancies by aligning and combining resources and expertise. The alignment of the two libraries’ global and local focus into one truly globalized service is a challenging but rewarding exercise, and we can only see benefits in doing it,” says Henning P. Nielsen, director of the company’s library in Bagsværd, Denmark.

Aligning Resources Process

Our team’s vision of alignment with Denmark’s resources started in 2007, when we realized the benefits of streamlining processes while continuing to offer expert information services, in consideration of our fast-growing number of customer requests. Between 2006 and 2009, our US home and field office staff grew more than 50%, and we were consuming too much time on reactionary information functions, rather than on proactively targeted information products.

The alignment vision was led by our Library Associate Director, Rich Campbell, and Denmark’s Library Director, Henning P. Nielsen. The Library in Denmark is embedded in Research & Development, while the U.S. Library tends to the post-marketing and therapeutic product areas. However, both libraries realized the potential benefits of aligning strategies, targets, services, and resources.

This vision was the catalyst for the first in-person global Library Alignment Seminar in January 2009. At that time, the initial strategies for combining both Libraries were drafted and evolved over the 2009 year. The steady guiding vision is “Information in Context,” defined as proactively seeking the information needs of our customers, and in effect, generating knowledge-driven delivery of services and sources.

Library Workshop Activities with Presented Targets

Our most recent in-person meeting was held January 20-22, 2010 in Denmark, with over 40 staff members in attendance. Appropriately, the theme of the seminar was “From Strategies to Daily Work.” Presentation of a finalized Library Alignment Charter and 2010 discipline targets represented a landmark year. Collaborative break-out sessions included searching and analysis, document delivery, collection development, continued on page 16
and internal communication and training. Each working group identified areas of opportunity for collaboration and subsequently reported back to the full group.

The critical question posed to each breakout group was, “How do we work as one group, despite our geography, to provide the best possible services and resources to the organization?” Our responses during that meeting will mutually foster our working relationship, in addition to augmenting quality service for our customers.

Launching the Alignment

Upon our return home, a combined online Help Desk went live, and it pleasantly took us off guard. It was only a year and a half ago that the vision, for both our libraries to align and globalize, was born. Our libraries had been working together via email, phone conferences, WebEx, and individual travel, to bring to fruition the merging of our systems.

By February 20, the two separate library intranet pages merged into one. Among the joined webpage elements are a vast electronic journal/book collection, databases, reports and analyses, and, most importantly, a robust team of information experts. Duplicate efforts are now being completely eliminated in order to spend more time on value-added activities. “Now our teams are even more focused, allowing us to provide improved services globally,” explains Rich Campbell.

Navigating Differences and Lessons to Learn

With combining efforts come lessons learned and bumps to navigate. Potential pitfalls to such collaboration include geography, time zones, cultural differences, technology, and language. However, we have found that the benefits of this type of work – both for us and for the company we serve – far outweigh the challenges.

With every new online system there are “bugs,” and learning curves with which to contend. Because we decided upon the U.S. Help Desk system as the framework for the new combined system, there has been a learning curve for the Danish librarians and hundreds of customers who are using the system for the first time. Likewise, the Danish Library’s article retrieval system is the foundation for the new combined version, and we are the ones being trained by our Danish colleagues.

We are also aware of future prioritization challenges as we work together going forward. Denmark’s library is nestled in Novo Nordisk’s headquarters, whereas the U.S. library is housed in one of its affiliates. The two groups report to different line management and need to ensure that the alignment provides clear benefits to all parties, without compromising local information needs.

The Future of Novo Nordisk Libraries

We look forward to providing better and faster services for our international customers via globalization and alignment of our common literature and research request system. Will we ever provide 24-hour literature service? We are looking towards this goal in the future with our Chinese affiliate. For now, we have much work ahead of us in taking our combined efforts forward.

by Rochelle L. Stern, MLIS
Novo Nordisk Information Scientist, Princeton, NJ

Contributors: Associate Jennifer Corbo, US Medical Information Center; Karen Birgitte Trock, Denmark Librarian; Henning P. Nielsen, Denmark Library Director; Richard Campbell, US Library Associate Director.

Tools for Information Professionals: Vendor Portfolio Decision Matrix

From all corners of the marketplace, we hear that the current economic climate is putting intense pressure on vendor portfolio managers to deliver value and cut costs. In many cases, information managers have to make snap decisions about portfolio changes and may not have all of the information they need to make the best choices. Those who are faring best have firm processes in place that enable them to make fast, yet informed and rationalized decisions about changes to the suite of resources they provide.

Applying tenets of investment portfolio management for rationalizing content decisions can help to maximize return while managing the risk of the organization’s investment in third-party information sources and services. The goal of this approach is to balance strategic fit of resources and services with the degree of risk associated with a product’s or vendor’s performance and stability.

Together with other measures, such as strategic assessment and needs assessment, portfolio management shows how information content aligns with business needs to demonstrate the value of that information to the enterprise and to support evidence-based decision making about changes to the content portfolio. Vendor portfolio managers who adopt this
approach have in-hand a continuous process and method for making rational decisions about renewing, modifying, or cancelling contracts in tandem with the ebb and flow of funding, shifts in business direction, and changing user requirements. A decision matrix methodology and tool (available free of charge) encompassing these measures, has been devised by Outsell, which managers can use to identify, prioritize, rank, and rationalize decisions about the resources and services in their existing portfolios.\(^1\)

**Good Information In Yields Good Information Out.**

It is critical to keep in mind that the portfolio decision matrix does not stand alone. It works most effectively when populated with continuously collected information. The elements of strategic fit and performance are essentially “roll ups” of information that is collected through a variety of methods and instruments.

Good information into the decision matrix will yield good information out. Often information professionals apply their own input into vendor scorecards or substitute their perceptions of users’ needs. Certainly, information professionals’ opinions are a key input into the data collection process. However, while this input alone can perhaps apply in a pinch, it might not adequately represent the full spectrum of organizational opinion or need. Hence vendor portfolio managers are encouraged to get rigorous about ongoing data collection from all necessary parties for a more valid, business- and user-centric test of portfolio importance and performance.

Using the Portfolio Decision Matrix: Determining Content Strategic Fit

Information about user needs, content requirements, and business drivers are the key feeders into the elements of the content decision matrix that constitute strategic fit. It is recommended that this information be captured in continuous cycles through a variety of methods:

- **User needs assessment.** This is the foundation for understanding the organization’s content requirements and assuring that the market’s needs and preferences drive portfolio development.

- **Customer satisfaction and loyalty measures.** Satisfaction measures how well pleased (or not) users are with elements of product performance, such as accuracy or depth and breadth of coverage, or overall perceptions about a product.

- **Stakeholder input.** Talking with executives and key influencers among user groups is imperative for understanding overall business direction, goals, and drivers so that information content can be aligned to support key strategies, initiatives, and organizational intent.

Using the Portfolio Decision Matrix: Evaluating Vendor Performance and Risk

Vendor due diligence and performance are the key determinants of risk and include such elements as the vendor’s financial health, the viability and stability of a vendor’s products, competitive threats to the vendor, pricing, licensing issues, and changes in vendor strategy or direction. This information can be gleaned in a variety of ways:

- **History with vendor and products.** Information managers can examine their own interactions with particular vendors and products over time to review pricing history, any issues with contract terms and conditions, relationship with and performance of account representatives, and overall ease of doing business. Other sources of historical information include internal scorecard data and measurements against service level agreements. Vendor portfolio managers who work in concert with their colleagues in procurement or legal departments will want to check in with those partners to glean opinions about vendors. End-users may also have valuable perceptions to share if they’ve had direct contact with suppliers, whether for training, customer support, or because of a direct purchasing relationship.

- **Third-party information.** External sources are required for due diligence on suppliers’ financial health, strategy, and direction such as vendors’ annual reports for public companies as well as market reports, investment analyst reports, and general news sources. Communities such as lists, blogs, social networks, and professional associations can be rich sources for other buyers’ views. Finally, it is essential to talk to the suppliers themselves to understand their strategies, plans, markets, and goals.

The vendor portfolio management model discussed here provides a framework for minimizing risk and ensuring strategic alignment to optimize investments in third-party information services. By adopting a tool like the portfolio decision matrix and using it together with other assessment methods, vendor portfolio managers can assure continuous insight into vendor performance and content fit. Such a rational, fact-based, business-centric approach to content decision making is an essential business practice for vendor portfolio managers, and its value becomes especially critical during periods when economic conditions force continued cuts.

\(^1\)Vendor Portfolio Decision Matrix can be downloaded free of charge from [http://www.outsellinc.com/contact_us/vendor_portfolio_decision_matrix](http://www.outsellinc.com/contact_us/vendor_portfolio_decision_matrix)

Joanne Lustig
Vice President & Lead Analyst
Outsell, Inc.
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Creative Outreach Topic at “3 By the Sea” MLA Tri-Chapter Meeting, October 5-8, 2009

The concept of “outreach” and how to best reach our customers was a hot topic at this regional MLA Chapter meeting, held Oct. 5-8 at the historic Resorts International, Atlantic City, NJ.

Several posters addressed various outreach approaches that have been successful at academic medical center, hospital and corporate libraries. A common theme was the need to find the “breakthrough” needed to gain support for these projects – a key customer, new funding (grant or internal), or an alignment of celestial bodies.¹

Projects ranged from creation of consumer health literacy collections to partial-embedded Clinical Librarian services that evolved into a satellite library.² As information professionals, we see the need, and want to find solutions to the perceived information deficit – access, content, or location.

Gaining support of management and key support departments plus creating a viable proposal were addressed in a lively CE course “Librarians: Let’s Escape the Box”. Taught by Diane G. Wolf, a long-time hospital librarian who now runs her own information business following retirement, we received strong reinforcement of our desire to do something more for those potential customers who may not know how we can help them. The opportunity to brainstorm and devise proposals in breakout groups was exciting, and I hope to hear about my colleagues’ successful outcomes.

Atlantic City’s famed beach and boardwalk.

To quote one of my customers, a physician who manages several clinical trials in my institution, “Mindy, your SILS satellite [library] has been a welcomed addition here in the US CRU. I do not have to go to the central library for most of my hard copy journals thereby saving me precious time. You have also been most helpful in training my staff and I on how to navigate the SILS Portal along with the proper regulations around copyright materials. This has really enhanced our ability to perform our jobs in clinical research. The electronic library is a virtual plethora of excellent resources. Additionally, I appreciate that you have stepped up on several occasions to lend direct support to my teams for information gathering which has been very beneficial to them.” Brian Bock, DO, Medical Director. [To establish this rapport took time, effort and having a key customer who became the new department head. She has made the library training “highly recommended” in the departmental objectives.]

¹Posts and their abstracts and other meeting content are available at http://3bythesea.pbworks.com.

²The proposal for outreach that evolved into a satellite library is posted on the Library Marketing SIG/MLA webpage http://www.library-marketing-sig.mlanet.org .

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Mindy Robinson-Paquette has been a Clinical Librarian for more than 30 years, with experience in public, hospital, medical school and Pharma/biotech libraries. She has held numerous leadership positions in MLA and SLA, and is currently Convener of the Library Marketing SIG/MLA. The SIG’s e-mail discussion list is open to all, even non-MLA members: http://www.library-marketing-sig.mlanet.org . She is also Membership Chair and incoming Secretary/Treasurer of the International Cooperation Section/MLA, and Book Review Editor for the Leadership & Management Section/MLA. LinkedIn profile http://www.linkedin.com/profile?viewProfile=&key=9704391&locale=en_US&trk=tab_pro

What do you offer that your customers can’t find on Google? Expertise, including the ability to save them time by finding the right information at the right time. You have the opportunity to have an impact on patient care, length of stay and your institution’s bottom line. Demonstrate that by holding Brown Bag Lunch & Learn sessions in your library, with subjects that target specific customers by featuring the databases, e-journals and e-books they should be using.

Atlantic City’s Resorts International Hotel & Casino, site of the “3 By the Sea” meeting.

If starting an outreach service seems out of reach (pun intended), start small – attend Grand Rounds or Morning Report, offer to present a training session at that venue or perhaps at an upcoming medical staff meeting. Don’t forget the secretarial staff – they often are assigned to find information by their busy physician bosses. Do they understand how to use the great collection – both print and electronic – that you have at your fingertips? They can become some of your most vocal advocates. Do you alert your administrators to new articles in their area of interest? Schedule an interview with top managers, to determine what they see as vital topics for their business needs. Is your institution working toward Magnet status? You can play a vital role in reaching that goal.
**Taxonomy**

**SLA’s newest division**

As Taxonomy Division Chair Marjorie Hlava noted in the Aug 2009 SLA Blog announcement of the Taxonomy Division “Taxonomies are widely used and increasingly proven to cut search time by more than 50 percent, increase worker productivity up to seven fold, and allow for location and application of mission-critical information throughout an organization.”

I was very excited to learn about an organizational meeting to discuss the possibility of creating this division just before I left for Washington DC and the 2009 annual meeting in June. I’ve had a glossary and taxonomy on the web since 2000, and found that the best argument I can make for taxonomies is that search works better IF you know that what you’re looking for exists and that you know what to call it if it does. Neither is necessarily true in the pharmaceutical space, and I’m convinced that we need both new vocabularies and new ways of thinking about concepts at the biochemical and molecular levels to fully understand the way medicine, diagnostics and the pharmaceutical industry is being reorganized beyond the traditional franchises. I’ve also come to the conclusion that no lifetime is long enough to learn everything necessary to get new drugs to market successfully and keep them there.

The breadth of experience represented at the Sunday afternoon June 2009 meeting was exciting and impressive. Talking with organizers of DC’s Taxonomy Tuesdays, and other people with a wealth of experience was exactly what drew me and made me eager to sign the petition. I was honored to be asked to serve on the board, and have learned much from the hard working leaders and active committees.

Despite an initial deadline right around the time the Division became official the Program Committee has come up with a full program for the 2010 New Orleans conference.

A number of these sessions are jointly sponsored with other divisions. The opportunity for interdisciplinary collaborations and conversations is one of the most compelling possibilities of the Taxonomy Division for me.

**Boston SLA Chapter Nov 2009 meeting on Ontologies for Knowledge Management and Discovery**

Brandy King, Information Specialist, Center on Media and Child Health (CMCH), Children’s Hospital, Boston and author of “Finding the Concept not just the Word: A Librarian’s Guide to Ontologies and Semantics” Woodhead Publishing, Ltd. talked about her book which includes case studies including her own on ontology building for the CMCH database on media and child health; drug discovery research and text mining at Biogen Idec; semantic technologies for clinical decision support at Partners Healthcare; and ontologies for bioterrorism intelligence gathering and sharing.

Matt Johnson, Research Associate at Harvard Medical School’s Center for Biomedical Informatics is part of a team developing an ontology for autism spectrum disorders, to aid in relating genetic markers and candidate autism genes.

MIT startup software company Hivefire also gave a brief talk and demo. Tom Clark, Information Services, Mitre Corp has been using them to create technology specific eNewsletters. HiveFire products start with an email newsletter/lead generation tool and web archive of editor curated content, which can be supplemented by slide decks, video, categorization of content, entity and photo extraction, and more. “HiveFire specializes in leveraging advanced technology to provide powerful means of managing information tools for corporate executives. HiveFire engineers and scientists work with machine learning, natural language processing, information retrieval and human computer interaction technologies.” HiveFire Newsletter examples include Carl Zeiss Eye on OCT Optical Coherence Tomography and Green Data Center News.

**PHTD April meeting in Philadelphia**

I met with Judy Blaine last week to talk about organizing a meeting in Boston for Pharma Division members -- and other related divisions. Judy and I will both be in Philadelphia for the Spring meeting and look forward to talking about what people are thinking about, working on and finding challenging. We started compiling a list of interesting local Boston people and projects which includes

**Semantic Web HealthCare and Life Sciences Interest Group**

The mission of the Semantic Web Health Care and Life Sciences Interest Group part of the Semantic Web Activity, is to develop, advocate for, and support the use of Semantic Web technologies for biological science, translational medicine and health care. These domains stand to gain tremendous benefit by adoption of Semantic Web technologies, as they depend on the interoperability of information from many domains and processes for efficient decision support.

**CIMIT Center for Integration of Medicine and Innovative Technology**

Weekly forum Tuesdays 4-6 pm, Boston locations

What’s going on in your Chapters?

References:

5. [https://cbmi.med.harvard.edu/lenya/cbmi/live/research/ctsc.html](https://cbmi.med.harvard.edu/lenya/cbmi/live/research/ctsc.html)
In his plenary talk Corey Goodman, former president, Pfizer-BBC, spoke about the need for a new model for drug discovery and development as even with the high potential for breakthrough medicines to solve unmet medical needs and the availability of a wide variety of tools, technologies and targets for drug discovery very few new drugs are being produced. The model he suggested is the three-legged stool model with academia, biotech and pharma (representing the three legs) collaborating together and each bringing their strengths to advance prevention and treatment for unmet medical needs. Pharma is facing new challenges with money making drugs coming off patents. They are responding to this challenge by acquiring other companies to advance their pipeline and laying off talent that would have otherwise advanced innovation. There is also a dearth of dollars to make new drugs especially with the high costs involved in clinical trials. As innovation usually occurs in smaller labs in academia and biotech firms partnering with them will provide a more viable solution than acquisitions. Goodman recommended the following two articles where the authors analyze the problem and offer different solutions.1,2

Besides the scientific sessions an interesting addition was a talk given by Nature Biotechnology Business editor, Brady Huggett on their Bioenterpreneur portal connecting scientists and helping them market their research. The portal is a treasure trove of information with free articles, meet the author invitational events, a forum for discussion and upcoming conferences and other meetings.3 The entire day was packed with information and networking with the added challenge of making people understand what expertise do Information Specialists bring to the table. It was interesting to note that not much has changed in the Personal Medicine area since the talk that was given at a PHTD session at Denver. Besides the sessions the organizers also managed to pack in a speed networking event and a career workshop. The breadth of information and networking opportunities were valuable enough for me to return next year.

References:

Praveena Raman
Currently serves as co-editor of EPPIC newsletter launched in 2010. She is also serving as CapLits Editor and Professional Development Chair for PHTD and is on the SLA EPRAC Advisory Committee. She is a Senior Information Specialist at Elan Pharmaceuticals.

Mary Chitty, Library Director & Taxonomist at Cambridge Healthtech in Needham MA is the author of Federal Information Sources in Health and Medicine (Greenwood Press, 1988) and a number of book reviews. She’s on the board of the newly formed Taxonomy division of SLA and was previously Head of Reference at the Library of the Massachusetts College of Pharmacy, Boston MA and supervised the Air Pollution Technical Information Center at the US EPA Library, Research Triangle Park, NC. She has an MLS from the University of North Carolina - Chapel Hill and a BA (Anthropology) from Yale.
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For more information, visit Ovid at the 2010 SLA P&HT Meeting
April 11-13, 2010 = Philadelphia, PA

www.ovid.com
SLA Leadership Summit 2010
St. Louis – January 28, 2010

Keynote Presentation

Building and Maintaining Loyal Relationships – Jim Kane

Jim Kane is a loyalty strategist who helps organizations build and maintain unbreakable relationships. The author of two books, The Loyalty Switch and Virtually Loyal, he is a frequent speaker to major business forums, senior executive groups, and civic and non-profit organizations worldwide. He helps professionals understand the elements that are responsible for creating true loyalty – the kind that results in the enduring devotion one has to an organization, an individual, or a cause. Jim shared with us specific tactics and examples showing how we can earn loyalty as information professionals.

When dealing with your “customers”, the most important point to remember is: It’s about them, not us.

Trust is a necessary component in developing loyalty. You need to be competent, consistent, moral, honest, ethical, and have the capacity to do what you say you will do.

Do you know who your customers are or what their preferences are or do you see them as just a number? Can you anticipate their wants or needs and offer solutions before being asked? Being proactive is critical in creating loyalty.

Be open, don’t be afraid to share information about yourself; help your customer find a similarity between the two of you. If your customer believes you share some similarities, they will then assume that you must share some values as well.

Finally, go out of your way to include your customer, make them feel wanted and needed.

Consider amazon.com, they are excellent examples of how to build loyalty and they do it all online. Have you ever placed an order on amazon.com? I have and I continue to do so, why? Because they make it so easy for me, they appreciate me, they know me, and they know what I like and may need or want. When I log in, what do I see first – Welcome Sandra Baker, then they show me a list of recommended products for me, Sandra Baker! Occasionally I receive a friendly email informing me of a new product I may be interested in or want or need. amazon.com makes me feel as if it’s about me.

Remember, it’s about them. Loyalty will help us be stronger and help us survive.

SLA Leadership Summit 2010

St. Louis, MO, here we come, the librarians have arrived. The 2010 Leadership Summit was held in the renovated Union Station in St. Louis, MO, formerly known as the gateway to the west. We all found the famous Gateway Arch and people of St. Louis welcoming and the Union Station was beautiful!

We attended a reception at the Cardinals’ stadium, tried toasted ravioli and came home with great ideas and new connections from our networking events.

Each day, sessions started at 8 a.m. and covered such topics as Moving Forward with Alignment, Building and Maintaining Loyal Relationships, Chapter and Division highlights, useful suggestions for recruiting and retaining members, and how to get people to say “Yes” to leadership! That’s a lot to pack in 2 days.

This was the second Leadership Summit I’ve been privileged to attend, and after each summit is over, I’m heard to say “Wow, that was great, the benefits received from attending this summit far outweigh the costs”. The sessions are extremely beneficial to us professionally and personally and you couldn’t be with a better group of people!

Sandra Baker

With 20 years experience in analyzing, compiling, modeling, and extrapolating information from data, Sandra currently works with the data and content team of Canon Communications in their Newtown, Pa. office. Her team is responsible for finding and updating pharmaceutical, biotechnology and medical device industries statistical data and competitive intelligence for internal and external use.

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Top Quality Bioscience Journals

**MedChemComm** - focusing on medicinal chemistry research, including new studies related to biologically-active chemical or biochemical entities that can act as pharmacological agents with therapeutic potential or relevance. The journal will publish monthly issues from mid 2010 and will contain a mix of vibrant and concise research and review articles. Free access available!  
www.rsc.org/medchemcomm

**Also of interest**

**Molecular BioSystems** - a journal with a focus on the interface between chemistry and the -omic sciences and systems biology.  
www.molecularbiosystems.org

**Organic & Biomolecular Chemistry** - an international journal covering the breadth of synthetic, physical and biomolecular chemistry.  
www.rsc.org/obc

**Natural Product Reports (NPR)** - a critical review journal which stimulates progress in all areas of natural products research.  
www.rsc.org/npr

**Integrative Biology** - focusing on quantitative multi-scale biology using enabling technologies and tools to exploit the convergence of biology with physics, chemistry, engineering, imaging and informatics.  
www.rsc.org/ibiology

**Metallomics** - covering the research fields related to metals in biological, environmental and clinical systems.  
www.rsc.org/metallomics

**Photochemical & Photobiological Sciences** - publishing high quality research on all aspects of photochemistry and photobiology, encouraging synergism between the two areas.  
www.rsc.org/pps

The new **RSC Drug Discovery Series** is a suite of professional reference books providing comprehensive coverage of the drug discovery process with an emphasis on learning and critical evaluation.  
www.rsc.org/drugdiscovery

The RSC **Biomolecular Sciences series** provides an authoritative insight to research at the interface between chemistry and biology. The titles will be of particular interest to researchers in the fields of structural biology, chemical biology and biophysical chemistry.  
www.rsc.org/biomolecularsciences

www.rsc.org/publishing

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Meet the 2010 PHTD Executive Board

Margaret Basket, Chair
Margaret joined SLA in 2002 while a student at the School of Information at the University of Michigan. She attended her first Annual Meeting in New York City in 2003 and checked out the DPHT board meeting (which started at 7 a.m. in 2003, if memory serves correctly), where she was promptly recruited (by 7:15 a.m.) to be the chair of the Student Relations committee. Since that fateful day, she has risen in the ranks, serving as Professional Development Chair, Chair-Elect and now Chair of the Division. Margaret received the Division’s Horizon Award in 2005.

After graduating with her MS in Information, Margaret entered the Associate Fellowship program at the National Library of Medicine, spending one year in Bethesda followed by one year in upstate New York at the University of Rochester Edward G. Miner Library. With an interest in creating information tools for researchers, she elected to pursue a non-traditional path within the realm of medical librarianship (and once she renews her SLA membership and joins the “Professional Librarians in Non-Traditional Careers” Caucus, she will be the Convener for that caucus). Margaret worked as a Technical Product Manager at Knovel before joining QUOSA as a Customer Relationship Manager. At QUOSA, she enjoys the daily reward of helping many DPHT members meet their goals using QUOSA products. In her spare time, Margaret enjoys being crafty (knitting, creating beaded jewelry), exploring Wisconsin, doing yoga and taking salsa dance classes.

Kevin Farberow, Chair-Elect
Defining and supporting the ongoing research and intelligence requirements of clients, our new Chair-Elect Kevin is engaged globally through his work with organizations across the life sciences. Experienced across multiple therapeutic areas, he frequently collaborates with cross-functional teams applying custom, client centric solutions, that integrate proprietary data and analysis to solve multifaceted initiatives. Previously working for IMS Health, he was responsible for managing customer relations and partnering with internal and external teams collaborating on complex, clinically focused, business driven solutions. Kevin is completing his Doctorate of Health Sciences, Global Health, from A.T. Still University. He has a Masters in Business Administration in Knowledge Management focused on health services. He leads the global sales and marketing organization for Medical Intelligence Solutions.

Judy Blaine, Past Chair
Judy Blaine has been an information specialist in the pharmaceutical/health care industry since 1992, when she first established information services at Procept, a small biotech company that focused on AIDS research. She then moved to ArQuile, a chemistry-based oncology drug discovery research company, where she again started and managed its library.

Judy received her BS in mathematics from Brooklyn College of CUNY, and her MS in Library and Information Science from Simmons GSLIS in Boston, where she was elected to Beta Phi Mu. She served as editor of the Simmons Librarian, the GSLIS alumni newsletter, from 1992-1996. Her first library job was at the reference desk at Northeastern University in Boston.

Judy has been a member of SLA since 1991, when she joined as a student after enjoying her “Day on the Job” at a special library. She joined the P&HT Division a few years later. As a member of the Boston Chapter she recently completed a term as Secretary. She was the editor/publisher of Flying Solo, the Solo Division newsletter, from 1999-2003, and has been a speaker at Solo Division annual conference programs. Judy has found her membership in the P&HT Division to be an invaluable resource and a deep well of professional camaraderie and friendship.

Alex Feng, Secretary
Alex Feng currently leads the research & information services team at the dd&p group, a medical device consulting firm based in Cincinnati, Ohio. Alex has been in the medical industry for over ten years, having first started as a design engineer but also having been a product manager, software engineer and sales manager at companies such as Johnson & Johnson, Daichii Sankyo, and Hologic.

Barbara Wetzel, Treasurer
Barbara Wetzel was the business librarian at ZymoGenetics, before being laid off in December 2006. She has been an SLA member since 1998, and in Pharma since 2002; and has served as PNW chapter treasurer and president. Currently she is seeking new employment opportunities (open to relocating). She received her MLIS from the University of Washington; her BS (Housing Studies) is from the University of Minnesota-Twin Cities.
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Accessing the PHTD Discussion List

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.

List Administrator: Julia Parker
biosleuth@gmail.com

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Besides the at times lively discourse on the SLA alignment project leading up to the vote at the end of the year, the following is a summary of some of the many discussion topics/questions raised amongst listserv members, over the past several months. I applaud our members on maintaining a professional tone and constructive commentary throughout the alignment process discussion, which reflects upon your personal integrity & ability to discern the challenges faced by our profession and the difficult position our leadership found itself in, as the discussion within the organization heated up.

Reminder: please continue to take the time to provide a follow-up summary of responses when you post questions to the LIST, so that others can benefit from our collective expertise and we can include them in future issues of this column. So many of us find our collective knowledge indispensable!

1) Question: “Any ideas where I might be able to locate drug sales by therapeutic indication before the year 2000? Not drugs within a class, but one drug’s individual sales broken out by various therapeutic indications (preferably over a 10+ year period)…. we are looking for an option that is less than $15,000 and can turned around within a week. Analyst reports have only been useful for drugs within the same class as each other.”

Tara Breton
Health Advances, LLC, Weston, MA

Summary of responses:

EvaluatePharma and BioPharm Insights might yield the info if it was reported in the public sources upon which each relies for data. This includes analyst reports, conference call transcripts, and press releases.

Cowen Therapeutic Outlook and similar analyst reports: Zeroing-in on highly relevant tables and pages in those reports was doable using proximity searching features on Profound/MarketResearch.com, and then displaying in the KWIC format OR by using the Investext/FirstCall systems.

IMS, WoltersKluwer, and SDI all offer expensive options but word on the street from actual users is “they couldn’t adequately link sales to therapeutic category, if the drug was in more than one category.” Quality from each varies as does the price, up into the tens of thousands.

SEC filings for Public companies may have the data listed. This will only work for smaller companies that might break out individual drug sales. Be sure to read the entire document for hidden data in paragraphs.

Market research: seeing what historical data comes from vendors such as Datamonitor, Frost & Sullivan, Global Industry Analysts, and BCC.

Searching literature: conference calls, press releases, lawsuit filings and presentations given at conferences might provide individual snippets over time if you can get them before 2000.

2) Question: “What resources/databases do you use for sources of health economics information?”

Janice Lester
Lowe Healthcare, Parsippany, NJ

Summary of responses:

Cochrane’s Health Economic Evaluations database (available from multiple vendor hosts)

The NHS Economic Evaluation Database (NHS EED) assists decision-makers in the world of professional health care by providing information on the costs and effects of drugs, treatments and procedures. Economic evaluations - the cost-benefit analysis of two or more different medical treatments - from around the world are systematically identified, described and appraised for quality while their relative strengths and weaknesses are explored and highlighted. The database contains over 6,000 abstracts of quality-assessed economic evaluations and more than 21,000 total records. NHS EED is produced by the Centre for for Reviews and Dissemination (CRD) at the University of York, UK.

- NHS Economic Evaluation Database [http://www.crd.york.ac.uk/crdweb/]
- NH EED (is part of the Cochrane Library hosted on Wiley Interscience) [http://www3.interscience.wiley.com/cgi-bin/mrw/home/106568753/ProductDescriptions.html?nhseed]
- HEED (Health Economic Evaluation Database) [http://www.brainshark.com/wiley/heed]
- OVID-hosted TRIP Database [http://www.tripdatabase.com]

Ebscohost:

- Health Business Fulltext Elite -- provides comprehensive journal content detailing all aspects of health care administration and other non-clinical aspects of health care institution management.
- Health Policy Reference Center
Thomson-Gale databases
ABI/Inform
Biosis Previews
CINAHL (economics titles from the Health Policy database are included)
EMBASE
Health Reference Center Academic
Medline

3) Question: “Identify chemical supplier directories which can be used to compare and contrast the features of various chemical suppliers.”

Pam Gollis
Biogen Idec, Cambridge, MA

Summary of responses:
Suggestions included:
• Available Chemicals Directory
• emolecules.com
• ChemCats

Julia Parker
Discussion List Admin, PHTD
Comments/Questions? – biosleuth@gmail.com

Julia is currently working as an independent research professional after working 20+ years in the biopharmaceutical/technology sector, originally on the bench, and later as an information professional within both corporate and non-profit R&D organizations including Amgen, Chiron, The Biomembrane Institute and SRI International. With Biosleuth Consulting Services, LLC on her shingle, she conducts research of scientific, medical, business and patent information and provides on-call reference services. She has a BS in Microbiology, MS in pathophysiology and an MLIS. Originally from the Midwest, she resides in the greater Seattle area with her husband, daughter who is planning a 2010 summer wedding and 3 cats.
Honor a Worthy Division Member!

Now is the time to submit your nominations for this year’s Division award honorees.

The winner of the Horizon Award will receive $500 and the Distinguished Member Award winners will each receive $750. All winners will be presented with certificates of appreciation.

The Horizon Award (also known as the New Member Award) honors a PHTD member of five (5) years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual’s work and participation in professional and division activities. Particular attention should be given to involvement and contributions to PHTD. Recent past winners were:

- 2009 Heather Blaine
- 2008 Alex Feng
- 2007 Jillian Amaral
- 2006 Paul C. Ziegler
- 2005 Margaret Basket

Distinguished Member Award honors a PHTD member for notable and enduring contributions and service to the Division and the profession. The award represents a cumulative evaluation of an individual’s career and emphasizes sustained division leadership and activity of an exemplary nature. Recent past winners of this award are:

- 2009 Susan Gleckner, Wendy Hamilton
- 2008 Peggy Burnett, Claudia Cuca
- 2007 Karen Mirabile
- 2006 John Carey, Stephanie Fitch, Bonnie Snow, Larry Walton
- 2005 Bernadette Ewen

Any Division member can nominate a person for an award. To nominate an appropriate individual, complete the PHTD Award Nominations Form and return it to Judy Blaine (judyblaine@comcast.net), Awards Committee Chair, no later than May 1, 2010. Self-nominations will be accepted. Current Executive Board members and Award committee members are ineligible for nomination. Nominations do not carry over from one year to the next. This is a confidential process, so do not either inform the nominee or your Division colleagues that you have submitted a name.

2010 Elections - Call for Nominations for Chair-Elect and Secretary

The Pharmaceutical and Health Technology Division is identifying candidates for Chair-Elect and Secretary for the 2010 election. If you are interested in learning more about either of these positions, or if you would like to become or recommend a candidate, please contact the Nominating Chair Christine Geluk at Christine_Geluk@eisai.com.

Becoming a PHTD officer doesn’t mean you’ll be working alone. You have the help of the current and past Division officers, and a host of hard working division members. You may also be eligible for financial support from the Division to attend meetings like the Leadership and Annual meetings.

Your participation in divisional governance and the election process is vital to the continued success of the Pharmaceutical and Health Technology Division.

Laissez les bon temps roulez!

SLA 2010 Annual Conference
New Orleans, June 13-16, 2010

Come join us in New Orleans for SLA’s 2010 Annual Conference. Keynote speakers will be political analysts Mary Matalin and James Carville. Closing speaker will be Nicholas Carr, author of the book, “Does IT matter?”

We are planning a lot of pharma/health technology specific sessions in response to member feedback, including emerging markets, social media in pharma, and nanotechnology.

As always, volunteers will be needed, so please let myself or Margaret Basket know if you can help.

It should be nice and HOT in the Big Easy!!! We hope to see you there!!

Judy Blaine
PHTD Program Planning Chair – Annual SLA 2010

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