Greetings to all as we prepare to spring forward and leave behind this year’s cold and for many of us exceptionally snowy months of winter. For those of you I have not yet met I would like to introduce myself. I am Kevin Farberow and am proud to serve as your 2011 Pharmaceutical Health & Technology Division (PHTD) Chair. Over the last few years I have been a member of the Special Library Association and through discussions with clients and colleagues was encouraged to become directly involved with PHTD. As a division we are privileged to have a strong legacy of leaders and to our benefit our past chair, Margaret Basket, continues to serve. As the Chair-Elect, Alexander Feng is a name familiar to many of you as he continues as an advocate and leader on the board. Barbara Wetzel keeps our finances in order as we continue to offer services and resources to our members.

I would especially like to thank all the division committee members for their contributions.

News and Noteworthy Items:

- If you are not currently subscribed to the ListServ sign up to stay informed on all forthcoming activities. Our 2011 spring meeting is scheduled to be held at the brand new Hilton Bonnet Creek Resort (http://www.hiltonbonnetcreek.com/), Orlando, FL from April 10th-12th. While I know everyone will be busy learning from the terrific sessions and networking, the hotel with golf and a spa is surrounded on 3 sides by Walt Disney World Resort. Registration is open, so be sure to sign up. The agenda has been posted on the division’s website so take a look at the scheduled CE course, sessions and reception details.
- There has been interest among our membership in creating a section within the Pharmaceutical & Health Technology Division focused on Medical Devices & Diagnostics. While there is no cost associated with becoming a member, to move forward in creating this section at least 15 individuals need to sign the electronic petition available at: http://www.surveymonkey.com/s/N3CY7QD
- During the SLA Annual meeting, our division will lead or cosponsor a number of programs. Given the current state of health care reform in the United States, one of our speakers will be Dr. Bill Trombetta, Professor of Healthcare & Pharmaceutical Marketing at St. Joseph’s University, Philadelphia. The annual conference is a great opportunity to learn and share with colleagues both in the PHTD as well as across other industries.
- SLA Europe is offering the Early Career Conference Award (ECCA) in partnership with the Business & Finance, Leadership & Management, Legal, and Pharmaceutical & Health Technology divisions. SLA Europe is delighted to be offering four opportunities for current European library and information science students and new professionals (those who have been working in the field for less than five years) to attend the 2011 SLA Conference. The lucky four will each benefit from an expenses-paid trip to the SLA Conference, to be held in Philadelphia, 12-15 June 2011.

Opportunities continue to be an option for individuals who would like to support the Divi-
Over the past 15 years, BizInt Smart Charts software has helped pharmaceutical, chemical and other high tech companies create, customize and deliver high-quality drug pipeline and patents reports.

The latest BizInt Smart Charts 3.4 software adds support for new databases (TotalPatent, Orbit.com, USGENE on STN, and ClinicalTrials.gov) and a new “Generate Common Trial ID” tool.

We’re also working hard on BizInt Smart Charts Reference Rows™, with an exciting new capability to combine data from different records into a single “Reference Row” row in your report.

Thank you to all our customers and partners for your support over the last 15 years — we look forward to working with you in the years to come!

For more information, go to www.bizcharts.com or see us at the 2011 DPHT Spring Meeting in Orlando!
continued from page 1

Please consider nominating your colleagues or even yourself for the upcoming elections. Nominations should also be submitted for the awards. Those of you interested in participating on division committees are invited to join us. With an active blog if your preference is to participate by blogging, I encourage you to communicate directly with Alex at alexander.h.feng@gmail.com.

Please feel free to contact or communicate directly with me as I appreciate and look forward to your feedback and suggestions. I can be reached at kfarb001@gmail.com.

I am looking forward to seeing and meeting everyone at our spring meeting or over the summer at the annual meeting.

Best Regards,

Kevin Farberow

---

Save the Date!

SLA Annual Conference
June 12-15, 2011
Philadelphia
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Division Award Nominations
Now Open!

One of the highlights of the Division business meeting in Philadelphia will be the announcement of the winners of the Division Horizon and Distinguished Member Awards. You can participate in this process by nominating worthy individuals to win these awards.

The Horizon Award (also known as the new member award) honors a PHTD member who has been a member for five (5) or fewer years who has shown the 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 consideration is given to contributions to the PHTD. The winner of the Horizon Award receives a certificate and $500. Here is a list of the recipients of the Horizon Award for the previous five years:

- 2010  Patrice Costa
- 2009  Heather Blaine
- 2008  Alexander Feng
- 2007  Jillian Amaral
- 2006  Paul Ziegler

The 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. The winner of the Distinguished Member Award receives a certificate and $750. Here is a list of the recipients of the Distinguished Member Award for the previous five years:

- 2010  Bob Kowalski, Robyn Smith, Praveena Raman
- 2009  Susan Gleckner, Wendy Hamilton
- 2008  Peggy Burnett, Claudia Cuca
- 2007  Karen Mirabile
- 2006  John Carey, Stephanie Fitch, Bonnie Snow, Larry Walton

Any member of the PHT Division can nominate a person for an award. 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 inform the nominee or your Division colleagues of the name you have submitted. After the Committee’s deliberations, all documents are destroyed except those needed for preparing publicity releases.

Go to the Division awards page to obtain the appropriate form to make a nomination: [http://units.sla.org/division/dphtdivision_info/awards.shtml](http://units.sla.org/division/dphtdivision_info/awards.shtml)

Nominations are due to Margaret Basket (dpht@mac.com) on or before May 6, 2011.
Meet the 2011 PHTD Board

Kevin Farberow, Chair

Kevin is a candidate for Doctor (Dr) of Health Sciences, in Global Health, from A.T. Still University and a Primary Clinical Research Investigator. He brings more than sixteen years of global experience which includes working with scientific data subscription services and custom clinical consulting. Kevin’s focus is on translational medicine, medical informatics, health outcomes, knowledge management, primary and secondary market research, and analysis of global health issues. He has a Masters in Business Administration (MBA) in Knowledge Management and Health Sciences. His experience includes leadership roles at Jobson Healthcare Information (JHI), Rogers Medical Intelligence Solutions, and IMS Health. Kevin is Senior Vice President Global Sales and Marketing for MedMeme.

Alexander Feng, Chair Elect

Alexander Feng is the Director of Strategic Research at the dd+p group, a medical device, diagnostics, and pharmaceutical consultancy. His previous experience includes roles in Information Management, Information Technology, Sales, Research & Development, and Business Development at Daichi Sankyo, Ethicon Endo-Surgery, a Johnson & Johnson company, SirsiDynix and Hologic. He lives in Cincinnati, Ohio with his fantastic wife Laura and their three little ones: Hannah, Timothy, and Phoebe.

Sidney McNab, Secretary

Sidney McNab has been with L.E.K. Consulting as long as she has been in the information profession, starting part-time in 1998 while still a student in Simmons College’s GSLIS Master’s program. L.E.K. Consulting is a 600+ global management consulting firm that assists companies in a wide range of industries, including a substantial Life Sciences practice. Currently Sidney is the Director of U.S. Information Centers, overseeing 3 physical centers and a staff of 4. An SLA member since 1999, Sidney has been active in the B&F and PHT Divisions as well as the local Boston Chapter.

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. She received her MLIS from the University of Washington; her BS (Housing Studies) is from the University of Minnesota-Twin Cities.

Margaret Basket, Past-Chair

Margaret joined SLA in 2002 while a student at the School of Information at the University of Michigan. She has served as Student Relations and Professional Development Chairs, Chair-Elect and Chair of the Division. She has the distinction of planning two consecutive Spring Meetings (2010 and 2011). 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. With an interest in creating information tools for researchers, she elected to pursue a non-traditional path within the realm of medical librarianship. 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 PHTD members meet their goals using QUOSA products. In her spare time, Margaret enjoys being crafty (knitting, creating beaded jewelry), exploring Wisconsin, the occasional yoga class, and biking. As she lives in Wisconsin where it’s been an epic year for football, she cheers for the Badgers and the Packers.

2011 Elections – Call for Nominations for Chair-Elect & Treasurer

The Pharmaceutical and Health Technology Division is identifying candidates for Chair-Elect and Treasurer for the 2011 election. 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. 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.

Membership Survey

The PHTD executive board is conducting its biannual (every 2 years) survey of the membership to make sure the board is properly aligned with the membership. The survey requests information on demographics, current practices, the “state of the library/profession”, what’s working and what’s not in PHTD, as well as gathering ideas for webinars & annual/spring meetings. Please make sure you participate in the survey by going to the following link: http://tinyurl.com/phtsurvey. Your input is very important.
Conference Notes: 
Pharma-Bio-Med Conference

I attended the Pharma-Bio-Med conference in Seville, Spain in November 2010. Besides being fortunate enough to visit this culturally and historically inspiring city, I benefitted from a rich event program and valuable networking time where many hot topics were raised. Here are a few of the highlights from my observations and discussions:

- Attendee profiles varied with some information professionals now coming from scientific or procurement backgrounds, and with many traditional librarians expanding their services to serve post-commercialization groups such as medical information, sales and marketing groups in their companies in addition to research teams.

- Attending information professionals seemed to be grappling with the rapid pace of change in their work environments and the information resources they provide, exacerbated by many platforms and services that seem to come and go (e.g., ConnectBeam).

- Increased awareness and confusion both seemed to exist in regards to understanding and educating the corporate workforce about copyright do’s and don’ts, and identifying legitimate tools to extract more value from content rights. These challenges and the challenges of “applied rights management” seemed amplified as companies seek the efficiencies and cost-savings from global consolidation of procurement of information services and tools.

- Adoption of web 2.0 technologies to impact information workflows appeared to be a common belief shared by many.

Scott Ahlberg  
Head of Corporate Services, Reprints Desk
Comparing R&D Pipeline Databases: A Case study

Searching R&D pipeline databases for drug information can often be a complicated and time-consuming procedure. There are several databases (e.g. pipeline-specific databases and other databases containing pipeline information) available which can be costly to access. It is not always clear which ones represent the best options for the searcher. The authors thought it might be instructive to take a look at many of these databases on the market today by doing a sample search in each and examining the results for comprehensiveness, search features and content differences. All databases were accessed via the publisher’s platform.

For the purposes of this study ten databases were searched for compounds targeting phosphodiesterase (PDE) inhibitors for the treatment of asthma in active development (e.g. preclinical through launch). We have elected to include all activity worldwide but will note when there is a capability to limit geographically. The results were analyzed for degree of overlap versus unique records, content and searchable fields and each database’s area of focus, was examined.

Introduction

Asthma is one of the most common chronic diseases in the world, and its prevalence has increased significantly in recent decades. According to Decision Resources’ PatientBASE there are 65 million prevalent diagnosed cases of asthma in the seven major world markets today, and the numbers continue to grow. Recent studies have shown that phosphodiesterase inhibitors such as PDE4, which are expressed by inflammatory cells, may be useful in treating asthma (Thomson Reuters Integrity Asthma Disease Briefing).

Methodology

The following pipeline databases and other databases containing pipeline information were searched using the criteria mentioned above:

<table>
<thead>
<tr>
<th>Pipeline-Specific Databases</th>
<th>Other Databases Containing Pipeline Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adis R&amp;D Insight (RDI)</td>
<td>BioPharm Insight from Infinata (BPI)</td>
</tr>
<tr>
<td>IMS R&amp;D Focus (RDF)</td>
<td>EvaluatePharma (EP)</td>
</tr>
<tr>
<td>PharmaProjects (PHAR)</td>
<td>Inteles from Elsevier Business Intelligence (INT)</td>
</tr>
<tr>
<td>Thomson Pharma (TPHARM)</td>
<td>Medtrack from Life Science Analytics (MT)</td>
</tr>
<tr>
<td>Thomson Reuters Integrity (INTE)</td>
<td>PharmaCircle (PC)</td>
</tr>
</tbody>
</table>
The results were downloaded, imported and formatted by BizInt Smart Charts for Drug Pipelines 3.4 and Bizint Smart Charts for Reference Rows Alpha#3 for analysis. In cases where the databases were not compatible with Smart Charts, the results were downloaded to Microsoft Excel for analysis.

### Database Comparison Charts

These charts are not meant to be exhaustive with respect to all of the content and features available in each database. All products are accessible via a web browser to the publisher’s platform except for Pharmaprocesses (PHAR) which requires a client desktop application.

<table>
<thead>
<tr>
<th>Database</th>
<th>Coverage</th>
<th>Unique Content</th>
<th>Special Feature</th>
<th>Region</th>
<th>Alerts</th>
<th>Bizint Compatibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>RDI</td>
<td>&gt;25,000 drug records</td>
<td>inThought Approvability Index and Worldwide Revenue Forecasts</td>
<td>Link to its clinical database (CTI)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>RDF</td>
<td>&gt;28,000 drug records</td>
<td>Estimated launch date</td>
<td>Search parameters: IS/ISLIKE/CONTAINS</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>PHAR</td>
<td>&gt;35,000 drug records</td>
<td>Biological and chemical information</td>
<td>Trend Analysis tool allows you to visualize trends since 1995</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>TPHARM</td>
<td>&gt;33,000 drug records</td>
<td>Clinical trial protocols and outcomes</td>
<td>Visualisation tools like metadata fingerprints</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>INTEGRITY</td>
<td>&gt;320,000 drug records</td>
<td>Disease Briefings</td>
<td>Ability to filter results by non-searchable fields graphically</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Biopharm Insight</td>
<td>&gt;36,000 drug records</td>
<td>Individual sales forecasts to 2018 from 125 brokerage firms</td>
<td>Link to its PharmaWire Intelligence news</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Evaluate Pharma</td>
<td>&gt;10,000 drug records</td>
<td>Historical (back to 1986) + forecasted consensus sales</td>
<td>Ability to search and display for sales by indication</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>INTELEOS</td>
<td>&gt;3,000 pharmaceutical &amp; biotech cos.</td>
<td>Clinical trial information</td>
<td>Interactive tools for graphical and numerical analysis</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>MEDTRACK</td>
<td>&gt;100,000 drug records</td>
<td>Global patent data coverage with legal status and Orange Book listings</td>
<td>Interactive tools like Patent Wizard, R&amp;D Spending and Merger Tool</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>PHARMCIRCLE</td>
<td>&gt;19,000 drug records</td>
<td>Detailed formulation/delivery technology/route/excipient information</td>
<td>Interactive &amp; dynamic charting of results</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

*continued on page 10*
Results

Pipeline-Specific Databases

An analysis of these five databases show there are 38 drugs that target PDE in active development for asthma. Despite the overlap of records, two thirds of the results came from the unique records in each database.

Other Databases containing Pipeline Information

An analysis of these five databases shows that there are 40 drugs that target PDE in active development for asthma. 70% of the total came from unique records. However, eight of the 28 unique records were represented in INTEGRITY, RDF, PHAR, RDI or TPHARMA. Thus, half of the results from this data set were unique records not seen anywhere else as drugs targeting PDE inhibitors in active development. This could mean that the drugs below were listed as inactive (e.g. kw-4490, tofimilast etc) in the pipeline-specific databases or they were actually unique (e.g. indus82010). The list of these drugs is enumerated at right:

Furthermore, it should be noted that the results from MedTrack presented a unique situation. In reality, there were 209 drug records from the search in MedTrack for PDE inhibitors targeting asthma in active development. However, 94% of the results represented generic pharmaceuticals from outside of the United States. Thus many of the same MedTrack records referred to the same drug. The screenshot on page 13 illustrates this:
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Conclusions

There is value from each of the databases examined. The authors believe that if the goal is comprehensiveness, then it is critical to search more than one database. The databases selected would depend on the question the search is answering. Each database provides unique content, for example: (1) forecasting data from RDI, (2) commercial and patent data from RDF, (3) chemical and physical properties from PHAR, (4) clinical trial information from TPHARM, (5) Disease Briefings from INTEGRITY, (6) financial analyst data from Biopharm Insight, (7) sales data from Evaluate Pharma, (8) clinical and regulatory information (e.g. REMS) from Inteleos, (9) worldwide generic drug information from MedTrack and (10) drug delivery information from PharmaCircle.

The majority of the databases examined in this article continue to make enhancements to each of their products such as: (1) a companion web application from Thomson Reuters for TPHARMA, (2) expanded content and more searchable scientific information fields for INTEGRITY, (6) financial analyst data from Biopharm Insight, (7) sales data from Evaluate Pharma, (8) clinical and regulatory information (e.g. REMS) from Inteleos, (9) worldwide generic drug information from MedTrack and (10) drug delivery information from PharmaCircle.

Acknowledgements: The authors wish to thank Hesham Attalla and Andrea Mancini of Elsevier Business Intelligence, Sam McDonald of Infinata Inc, and Jennifer Lowe-Pappas of Life Science Analytics Inc, for providing data from their respective databases.

Robin L. Merrill is currently Associate Director at Elan Pharmaceuticals where she manages the Library & Intelligence Services group and provides business research services. Formerly she served for many years as a research specialist and information center manager for a number of professional services firms including Digitas, Gemini Consulting, and Bain & Company. She holds an MLS from Simmons College and a BA (German) from Smith College.

Christine Geluk is Senior Information Specialist in the U.S. Library & Information Services group at Eisai Inc; a U.S. subsidiary of Eisai Co Ltd. In addition to managing the external content subscriptions and the library website, Christine provides scientific, medical, business and patent information to individuals throughout the company. She earned her B.S. in Mathematics from Fordham University in the Bronx, NY and her MLS from Simmons College in Boston, MA.
PHTD Spring Meeting
Orlando, Florida
April 10-12, 2011

Tentative Agenda
(subject to change)

Sunday, April 10

9:00am – 1:00pm

CE Course:
Measuring Your Impact:
Using Evaluation for Library Advocacy

Instructor: Michelle Malizia, Associate Director, National Network of Libraries of Medicine, South Central Region, Houston Academy of Medicine-Texas Medical Center Library

Library users and stakeholders will recognize and value the importance of their library’s services and of the librarian to the organization. The outcome for the class is that librarians will be able to show the value of their library’s services. Participants will become familiar with an evaluation process and will use and take away methods and tools for assessment, evaluation planning, creating logic models, data collection, data analysis and reporting. The workshop will feature exercises that move participants through the steps of an evaluation process.

2:00–3:30pm

PHTD Board Meeting

Open to all PHTD Members.

5:30–6:30pm

Opening Keynote:
The Road to the $1,000 Genome and Personalized Medicine

Kevin Davies PhD, Chief Editor, Bio-IT World & Author of The $1000 Genome

6:30-9:30pm

Exhibit Opening Reception

Monday, April 11

9:00–10:00am

Thinking Strategically & Critically:
Seeing Possibilities

Rebecca Jones, Principal, Dysert & Jones

10:30–11:30am

Towards a Concept-centric Digital Library:
Why Abduction Can Be Good, and How to Support It

Ted Slater, Senior Director, Head of Knowledge Management Services at Merck Sharp & Dohme

12:00–1:30pm

Lunch
1:30–2:45pm

**Best Practices: News and Newsletter Dissemination**

*Panel of PHT Division Members*
- Blanca Chou, Otsuka America Pharmaceutical, Inc.
- Dawn Lynn, Abbott
- Elena Padilla, Takeda Pharmaceuticals America, Inc.

3:15–4:30pm

**Breakout Sessions**

Break into groups by topic to discuss relevant information issues with your colleagues! Attendees will be surveyed prior to the meeting to select key topics for discussion.

6:00pm

**Monday Night Social Event: Typhoon Lagoon Beach Party**

Sponsored by Wolters Kluwer Health (Ovid Technologies and Adis) and QUOSA, Inc.

---

**Tuesday, April 12**

9:00–10:00am

**Future Ready with Medical Devices – Innovations, Challenges and Changes**

*Sandra Baker, UBM Canon & Marlene Bobka, FOI Services*

10:30–11:45am

**Pipeline Database Town Hall**

*Moderated by John Chu, Gilead Sciences*

Hear the strategies of selected vendors providing pipeline databases covering the entire spectrum from early discovery through patent expiration

11:45am–12:00pm

**Blueprint of an Ideal Corporate Information Center**

*Henning Nielson, Director, Novo Nordisk Library & President, P-D-R*

12:30–2:00pm

**Lunch**

2:00–3:15pm

**Best Practices: Measuring ROI**

*Moderator: Bob Kowalski, Pfizer*
- **Visualizing Library Data** by Hilary Davis, North Carolina State University Libraries
- **Creating an ROI Dashboard** by Springer Science + Business Media LLC

3:15–4:30pm

**Breakout Sessions**

Break into groups by topic to discuss relevant information issues with your colleagues! Attendees will be surveyed prior to the meeting to select key topics for discussion.

---

Lake Eola fountain and Buildings in Downtown Orlando
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A Few Thoughts from the 2010 SLA Annual Meeting (Student Report)

My first annual meeting was a week filled with new ideas and valuable information. For instance, the opening and closing addresses imparted thought provoking ideas about the current state of information in general. The idea that we live in a time where information quantity is oft substituted for quality resonated with me. James Carville compared information to a lamppost, often utilized for support rather than illumination. Nicholas Carr offered insights on the trend of information overload to promote “skimming” vs the analysis and reflection that sustains quality news and comprehensive understanding. Both talks were wonderful touchstones for the myriad presentations, discussions and information products throughout the conference and beyond.

James Carville’s question, “look at how much more information people have; are they more knowledgeable?” was, I thought, an apt question to open a meeting of information professionals. James Carville observed that gossip and opinion are cheap, whereas well researched, integrated information, expensive. Mr. Carr described studies suggesting that web based multi-tasking may be “re-wiring” our neural capacities resulting in the loss of ability to concentrate. These ideas were, I thought, cogent reminders of what I have witnessed in fields even as information dependent as biotechnology. That being the increased utilization of ubiquitous internet based information sources vs the dedicated services of trained information professionals. The quick utilization of quantity over quality information resources by technologists and decision makers has many reasons; increasing workloads, shrinking budgets, the dearth of understanding scientists and information professionals have of each other’s roles, and, of course, the mounting volumes of information generated by scientists themselves. A key question, especially for newly minted information professionals might be how to “get into scientist’s shoes” to craft services allowing them to reap the full benefits of the information they need and are generating. The conference provided me with a variety of different answers to that question.

The presentations and discussions throughout the conference gave me far too many ideas and insights to be able to recount in these notes. In fact, I am now the grateful owner of a whole notebook of them! Quite a valuable and perfectly timed “information resource” for one newly entering this field. The discussions and presentations on current practices, challenges, and tools for librarians and information professionals were quite fascinating and informative. I also appreciated the resources the conference provided for getting an overview of current practice. These presentations ranged from the ways information professionals have created to identify and reach out to their user communities to the variety of innovative services they have created for their users once identified. Exposure to some of the “real life” professional tools utilized by institution based librarians such as current databases and marketing strategies were both fascinating and applicable. On the other side of the spectrum, the strategies, practices, and information sources solo information professionals utilize were a novel, valuable perspective. The opportunity to delve “in-depth” into vendors products and services at the Information Expo; how they work, what issues they address, future developments, was an entire education in itself.

I enjoyed the opportunity to gain perspective on the roles of professionals across the information spectrum generously contributed by SLA member ranging from librarians to intelligence analysts, data managers, web information architects, curriculum designers, career coaches, to global thinkers and strategists. The conference was a priceless introduction to the diversity and possibilities of this profession furnished by some of the most knowledgeable, experienced professionals themselves.

All in all the conference was highly informative, thought provoking and inspiring. I am most grateful to PHTD for funding my attendance and look forward to future conferences.

Jim Schroeder

Following on 20+ years in Biotechnology and other technology applications in positions ranging from bioprocess engineer to project manager, Jim Schroeder received his MLIS from the University of Rhode Island in December 2010. He is now a Science Librarian and digital repository coordinator at Cold Spring Harbor Laboratory, Long Island, NY. He can be reached at jschroed@cshl.edu or james.schroeder39@yahoo.com

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The RSC Drug Discovery Series

Emerging Drugs and Targets for Alzheimer’s Disease
Edited by Ana Martinez | Medicinal Chemistry Institute–CSIC, Spain
ISBN: 9781849730167
Price: £220.00
A comprehensive 2-volume set that collects some of the most outstanding examples of new drugs currently in pharmaceutical development or new targets currently under the validation process that will reach the Alzheimer’s market in the next few years as disease-modifying therapeutics.

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Edited by Dennis A Smith | Pfizer Global R & D, UK
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Animal Models for Neurodegenerative Disease
This book provides up-to-date information on the use of transgenic mouse models in the study of neurodegenerative disorders such as Alzheimer’s and Huntington’s disease. The editors have extensive knowledge and experience in this field and the book is aimed at undergraduates, postgraduates and academics.

Neurodegeneration: Metallostatics and Proteostasis
Price: £121.99 | ISBN 9781849730501
This book provides up-to-date information on key developments in this fast moving field. Topics covered emphasize the importance of metals and oxygenation chemistry to neuroscientists as well as providing a wider, multidisciplinary background to chemists who are attracted by these fascinating subjects.

To order any of these titles please email books@rsc.org or visit the website!
Member News

In August 2010, Peter Derycz, President and CEO of document delivery supplier Reprints Desk, was named to the PharmaVoice100 list of most inspiring people in the Life Sciences. Peter was selected for his contributions at Reprints Desk, which he founded in 2006. Reprints Desk is pioneering breakthroughs related to the use of journal articles in research, regulatory submissions, medical affairs, marketing, and sales.

In January 2011 Praveena Raman received the 2010 Outstanding Published Member award from the Silicon Valley Chapter, Special Library Association

The Early Conference Career Award

The purpose of the Early Conference Career Award (ECCA) is to provide the opportunity for early career, European-based librarians to attend the SLA Annual Conference. This award is coordinated by the SLA Europe Chapter and supported by partner SLA divisions such as Business & Finance and Leadership & Management.

This year, the Pharmaceutical & Health Technology Division is pleased to report that we are also sponsoring and will select one recipient of this award.

At the recent Leadership Conference, our chair-elect (and past PHTD Student Travel Award recipient), Alex Feng, had an opportunity to speak with the current SLA Europe President (and past ECCA recipient), Sara Batts. An excerpt of the interview follows; the full interview will be available on the PHTD blog (http://phtd.wordpress.com)

Alex: Sara, would you mind by describing your background and your involvement with the ECCA program?

Sara: Sure. I work in London and am a law firm librarian at Reed Smith. I’ve been there for about three years. Before that, I was in a completely different career running conferences. I became involved with the SLA via the Early Career Conference award. There was a call-out on one of the listservs, and I had been to local UK library events, and it seemed like a good opportunity for me; I was fortunate to be one of the four to be picked in 2009. One of the ways it is set up is that the division will set us up with a mentor, who will help us pick out programming to go to and show us where to go. It was a great introduction; I had been to English library conferences with about 200 people, and coming here to a conference with thousands of people, nothing compares to it.

Alex: How did the conference help you as a second career person?

Sara: I obviously had known about legal librarians, and I knew there some financial people around. I came to SLA, and suddenly there was this whole world of other special librarians around. To see across that spectrum was really helpful – it kept it clear to me that I don’t need to specialize in a particular area – that my job can change. And I also had some real conversations around what people’s challenges were around different users and different subject matter.

For more information on the Early Career Conference Award, see the SLA-Europe website at http://www.sla-europe.org/awards/early-career-conference-award/

Alex Feng

Reviewing Articles for Safety Issues – What a Waste of Time!

Summary

This two-part article, based on observed real-life practice in well-resourced large pharmaceutical firms, raises the topic of the unnecessary amount of time spent on relatively low-level data entry and data manipulation tasks versus the time spent using intellectual input to make important decisions about drug safety aspects in the published literature. Part 1 focuses on the processes we see in practice and part 2 looks at the considerable efficiency savings and added effectiveness that can be realized through automation and workflow re-engineering.

The Issue

It’s a fact of working life that we usually have to live within our means at the workplace; to use the tools available to us and just get on with the job. It is astonishing, however, to see just how cumbersome some work processes around the review of literature for drug safety issues really are in practice. We have been consulting with a number of the large pharmaceutical companies and, as part of our general product literature remit, have found ourselves in the area of pharmacovigilance specialists - hearing what their objectives and tasks are, which tools and processes they are using in order to accomplish them, and how, in an ideal world, they would like these workflows to look.

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Mostly, what we see is these professionals doing their best with inherited tools and processes that have evolved in the department. Maybe there is a nagging suspicion that “there must be a better way to do this” although, when we are all busy, it’s often too big a nettle to grasp at the expense of getting through the waiting pile of incoming references. Backlogs are not uncommon, it seems, and it’s a challenge sometimes to be able to review all the references within the time-from-receipt desired by the authorities.

Some groups, on the other hand, have become aware of the shortcomings of their present systems and are actively exploring the “better way”, perhaps because an additional portfolio of drugs is coming their way or because of another issue that has highlighted the unsustainability of their present way of working.

The Tasks and Objectives

We are told that the crux of the job relating to published literature is as follows:

(Apologies in advance if, because of the scope limitations of this article, this underestimates some elements the important role of pharmacovigilance professionals)

- Review literature for safety aspects which may be linked to our products and decide whether a reference contains a safety issue or not
- Document the nature and severity of the safety issue as determined by company or department procedure
- Make preliminary decisions as to the relevance of the safety aspect to functions within our company (i.e. who needs to be alerted internally)
- Collate relevant references and generate reports on those items containing safety aspects for sending to other parties

So, is this actually what they are spending all of time doing? From what we have seen, it is not, because the intellectual tasks of understanding and identifying safety issues and decision-making often go hand in hand with a plethora of data management steps. These are often not organised as efficiently as they could be.

The Processes We See

- The setting up of Alerts on online hosts
  - there can be several hundreds of these in a single company with a large drug portfolio, often individually managed
- The updating of the Alerts
  - if a change is required it is often required to be done for each & every drug/Alert
- User logs in to Online host to locate and view Alert results
- Copies references from Alerts into a reference management tool or spread-sheet
- Classifies references from each Alert into batches, reports or other method of filing
- Reviews the list of references for safety issues for each Alert
- Annotates each reference – this varies from:
  - A simple “Yes” or “No” for safety-relevant/not safety-relevant to documenting numerous reasons for relevance or non-relevance
  - Descriptive free-text annotation to predefined controlled terminology
  - Determining the context of the safety relevance: PSUR, Case Study Report, whether or not it needs to go to someone else and to whom
  - Simply noting the initials of the person responsible for the review to a more formal recording of person, date, time, action taken, etc.
- Obtains full-text article for some references
- Ordered through order form or semi-automated procedure
- Person needs to be notified or otherwise needs to know if/when full-text has arrived
- Re-review references requiring full-text
- Some companies require a marked up copy of the full-text paper
- Each full-text article needs to be named, stored, linked to the corresponding reference
- Some groups require a clean copy PDF for regulatory purposes with the same steps required as above

In Part 2 of this article we look at the downsides and risks of these lengthy processes and go on to describe the steps that can be taken to reduce unnecessary work and to streamline the approach through smart automation. This creates more time available for the necessary high-intellect parts of the tasks, aids quality and compliance through automated annotation and audit trails and increases effectiveness and job satisfaction.

Lastly, we’d really like to add more real-life scenarios to our knowledge pool. If you have experiences to share which concur or diverge from the above we’d love to hear from you. Correspondence should be addressed to the author at n.johnson@pi2solutions.com.

Nigel Johnson

Director and one of the founder members of Pi2 Solutions Ltd., Nigel’s career has been inextricably linked with the biopharmaceutical industry for several decades, initially in the laboratories of the Wellcome Foundation in the UK. He went on to pharmaceutical sales and marketing and then medical communications for over 12 years. Nigel headed up an international medical communications group of companies with responsibility for offices across Europe and Asia for a number of years before revitalising the databases division of a major STM publisher. 2002 saw the setting up of Pi2 Solutions Ltd., initially specialising in global Product Literature Databases, Pi2 has become one of the leading companies helping companies drive efficiency in their literature workflow through smart automation and streamlined business processes.
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Information Management Benchmarks

Outsell’s most recent (2010) trends and benchmarks study underscores the fact that information management (IM) functions are at an important and risky juncture. IM functions’ scope of service and reach are growing, they are increasingly working with internally generated content, and their modes of content deployment are changing radically. Yet IM resources are not keeping pace with the amount of work that needs to get done. Add to these the emerging issue of measuring and articulating value, and you’ve got a perfect storm brewing. Information functions can survive this storm, however, by taking a strategic approach.

The key findings from Outsell’s 2010 research resulted in these five imperatives for IM functions:

Embrace Globalization

IM functions are becoming more global in terms of scope of responsibility, and this means that they must think very broadly about processes, standards, and policies. The advancement of the centralized IM function phenomenon has been dramatic over the past three years. Well over one-third (36%) of information managers report that in 2010 their function has global or enterprise-wide responsibility (vs. 29% in 2007). Leading the charge is the corporate sector, where nearly half (48%) of IM groups have this broad scope of responsibility.

There is a clear need to account for increasingly diverse user profiles and geographic needs and regulations, while still remaining within the boundaries of what is feasible. As IM functions globalize, they may need to allow for, or facilitate more self-sufficiency for regional user populations. IM functions cannot simply take the services or products they offered before and make them available to the world, because in most cases staff and budgets are not scalable to that degree. Instead IM functions will need to create broad-based information services that can deploy to a new and more diverse user population. Further, enterprise level content acquisition initiatives result in strong outcomes: in 2010, of those respondents that say they achieved savings through global contracts (vs. multiple non-centralized ones), the average savings per contract was 21%.

With the now common emphasis among all types of organizations on operational efficiency (as well as on further globalization through consolidation in the corporate sector), Outsell expects to see even more centralization of IM services. IM groups must think globally when establishing processes, standards, and policies, recognizing and accommodating the habits, preferences, languages, cultural norms, and laws and regulations of multiple geographies.

Expand and Explore Strategically

It’s crucial for IM groups to have a strategy that drives service and product portfolios. It’s obvious from Outsell’s research that IM functions are stressed in terms of budgets and staffing levels, yet they are still expanding their lists of services, content domains, and user markets. Outsell’s 2010 survey results show that information professionals are participating in a

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PHTD ListServ Highlights

Use the ListServ to stay connected with fellow members, outside of our Spring meeting and the annual conference. I welcome our newest PHTD-List subscribers – current subscriber count is 520 (as of 2/20/2011), up 1% over the past quarter.

Important: Take time to provide a follow-up summary of responses whenever you post to the LIST, so that others can benefit from all replies; many responses are received off-list and the valuable “answers” to the questions are never seen. This also ensures the information will be available to you when you need to refer to it, on our List archive.

Did you know: only SLA members can subscribe to our PHTD Discussions?

Tip: When planning to be away from the office for a lengthy time period, unsubscribe from the list to prevent email overload. Upon your return, you have two ways to re-join: visit http://www.sla.org/content/community/lists/joinlists.cfm to access the new web-based request form, or send an email request to re-join or update to a preferred email address (see http://www.sla.org/content/community/lists/index.cfm)

Visit the LIST-archive http://sla.lyris.net/read/login/ to review any discussions you’ve missed while off-list, and read CapLits, published 3 times annually, to review the Best of the List! Amidst a plethora of new job announcements that have been posted over the past few months, a couple related there are new publications coming in 2011:

The U.S. Pharmacopeia (USP) has announced plans to debut a database of “Counterfeit essential medicines”, targeted at regulators and organizations to better monitor counterfeit and substandard drug trends. Biopharmaceuticals, a new peer-reviewed journal from Landes Bioscience will cover all aspects of biopharmaceuticals, including R&D, manufacturing, clinical trials, regulatory, IP, and marketing.

Evidence that SLA is responding to the changing needs of information professionals: recent proposals include the formation of a “Medical Devices & Diagnostics” section within our own PHT Division and a possible new organizational caucus aimed at a better understanding of the “User Experience” (UX).

Discussion Highlights:

The following is a summary of the exchange on a couple of List discussions, which greatly benefited from the solicited expertise of our members.

How are companies with globally-marketed products handling requests for distribution of print/electronic full-text published literature, related to unsolicited medical information needs of health care providers (HCPs)?

posted by Nancy L. Muir, MedImmune, Gaithersburg, MD

Response from companies who predominantly herald their HQ’s in EU countries practice/recommend: obtaining a CCC license to pay copyright fees for print/electronic articles; the inclusion of a reactive clause (e.g., P-D-R model license) in licenses with publishers, which allows provision of articles in response to Medical Information queries; providing a list of the publishers/journals that utilize the reactive clause to Med Info staff for fulfilling requests (only upon request, not routinely). None of the responders could identify a Third party vendor for processing orders in cooperation with DDS. A few are using Medical Information Request systems to capture data on articles sent to HCPs, and one company is in the process of adding a direct link from their IRMS to their document delivery vendor to track articles sent. The Physician payment Sunshine requirement has caused speculation that legal departments will look hard at determining the “cost of articles (with or without copyright fees) and report it as “gifts to HCPs”.

Aside from searching analyst reports, industry news and trade pubs such as the Gray Sheet, is there a “pipeline” database for medical devices in development?

posted by Barbara Silverbush, Interpublic Group, New York, NY

Our division has sponsored numerous sessions at annual meetings over the years to address medical device resources. Five product platforms were identified: UTEK device-specific db, Espicom (Thomson), Life Science Intelligence db, Medical Device Register and the Health Devices Sourcebook. Dialog has long been the definitive aggregator tool (has a OneSearch Category of 24 publications/databases that include Medical Device coverage). Additional news sources include Espicom Pharmaceutical & Medical Device News, the Elsevier Business Intelligence suite (FDANews, Medtech Insight, In Vivo), NewsRx Weekly Reports, and (PHIND), [subscribers only].

NOTE: The List archive includes the complete response summaries, web-links and the text of the P-D-R reactive clause. As always, thank you for your participation in our division’s discussions. You make it the valuable membership resource that it is. Our collective expertise is powerful - a tangible benefit of your SLA membership! Contact me with any problems/questions regarding the use of the ListServ.

Julia Parker
ListServ 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.
notably broader spectrum of “content domains” than they were in 2007. While responsibility for externally procured content remains the core role for IM functions, 32% more information professionals responding to this year’s survey are managing internal content today than were in 2007, and 59% more count KM within their current responsibility. Management of training content, customer data, and portal/web content are also on the rise. Similarly, IM functions are adding a wide array of specific service and activity components to their plates.

In the face of the heavily cited resourcing challenges, this suggests to Outsell that IM functions are adding new services or trying new things without looking strategically at the overall mission and the value propositions of individual service components. Many respondents to Outsell’s survey (46%) do not even have a business plan or formal strategy, and for those that don’t, creating one is the first step. For those that do have a strategic plan, it is critical to use it as a roadmap and to be ruthless in eliminating activities that don’t support it. IM functions must experiment, be willing to manage non-traditional content sets, and adopt internal as well as external content management roles in order to best position themselves as true managers of enterprise information environments. In today’s organizations, efficient workflow is the holy grail of information management, and that means that much of this content must play well together to foster efficient integration.

Get On Board the Device Train

Mobile content consumption is the hottest trend among information users, and IM functions that are ignoring the device phenomenon are falling behind. Thirty-seven percent of IM functions currently deliver content to some type of handheld, and Outsell expects this figure to rise rapidly over the next year or two based on the conversations we’re having with the IM marketplace, and driven by rapid user adoption rates. That said, currently almost two-thirds of IM functions (63%) are doing nothing to support these devices! We recommend IM functions pay attention to creating gateways for mobile device users, partner with information providers that offer mobile platforms, pressure those that don’t to develop them, and to integrate the content that users need in a way that’s suitable for consumption on a handheld device.

Outsell knows from recent conversations with the marketplace that iPads are hot in the enterprise, and quite notably that their use in the executive suite is leading the adoption wave. While the tablet business is currently consumer-driven, as more business-oriented publications like the Wall Street Journal for iPad come online, we expect IM functions to get more focused on this important deployment medium. Market Value, Not Just Services

Marketing and promoting IM services IM (both the IM function, per se, and the broader philosophy of strategically managing the organization’s information) is cited as a significant challenge by information professionals in Outsell’s 2010 study, and it’s only going to get harder as IM functions become more global, more virtual, and more integrated, behind the scenes, into user workflows. When we talk to information professionals about marketing, we mostly hear about promotion of various services or products. It’s time to move up a notch and market value and benefits – not just of the library or IM unit, but also of big picture information management – rather than services and activities.

Funders and other stakeholders are increasingly focused on ROI and other cost-benefit measures, yet precious few IM functions (21%) assess their services in this way. Marketing must become about what IM does for the enterprise – benefits, outcomes, impacts – and less about simply touting services or resources. While needs assessment and user satisfaction research (performed by 51% and 44% of respondents, respectively) can be very useful measures for IM groups, ROI or cost-benefit is likely to make a stronger statement to management.

Take an Enterprise-Level Perspective on Spending

Relative to the globalization and enterprise scope-of-service trends, IM is increasingly responsible for understanding the big picture of enterprise spending on, and management of information. This typically extends beyond the IM function’s budget and beyond its own direct, hands-on information management activities. For example, given the wide variety of information funding models that are in use, simply benchmarking IM content budgets is not adequate for understanding and comparing overall enterprise spending. Outsell applauds the efforts we have seen to measure and track information spending and information management across the entire enterprise, for this truly constitutes information leadership above and beyond the IM function itself. We strongly recommend IM functions stepping up to this role.

Joanne Lustig
VP & Lead Analyst
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“...[Infotrieve’s] new iPad offering is the equivalent of iTunes for STM.”
Outsell, Inc. Insights Report, September 28, 2010

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