Message from the Chair

Alex Feng, Chair

As we start a new calendar year, our theme — “doing great things together” — should be somewhat familiar. It was a theme that we first introduced at the 2011 SLA Annual Meeting and one that we are continuing in 2012 — because we have a lot of great, audacious things planned, and I certainly believe it will be an awesome year — with plenty of opportunities to learn and grow for PHT Division members!

By now I hope that you have registered and are planning on joining your colleagues at the 2012 Spring Meeting in Baltimore, Maryland, from March 18-20. If not, COME JOIN US! Robyn Smith & Margaret Basket have been hard at work planning a fantastic set of sessions and Praveena Raman has lined up a great CE course on how we can use text mining as a valuable tool for us. The Spring Meeting is going to be a great time — to network and to spend enriching ourselves professionally, so that we can all take our knowledge to the next level and be invaluable to our organizations! (Go to http://www.regonline.com/pht2012 to find out more)

And then there’s the 2012 SLA Annual Meeting in Chicago (July 15-18), for which Rich Campbell has been our planner, doing a great job in coordinating our sessions so that we have some great learning opportunities. Keep an eye out for early bird registration which opens in late February!

But wait — there’s more. A lot more. (We’re doing great things, remember?) Here are just a few things on our list (go to http://bit.ly/pht2012 for our 2012 grand ambitions)

• Making continuing education more available and more frequent. We will be live webcasting the Spring Meeting (the first division to do so!), and not only that, we are partnering with local chapters to make in-person events available to those groups throughout the country.

• Making continuing education year-round — by creating a master professional education directory to see what’s available — even including events NOT sponsored by the PHT Division.

• Showing how our skills successfully transfer into adjacent professions through colleagues who have made that transition. We librarians are great, and not just as “librarians”! Look out for this not only in upcoming issues of CapLits, but also on the listserv and blog.

“Chair” continued on page 3
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“Chair” continued from page 1

- Moving our website to the WordPress platform. This should be done by Spring Meeting and should allow for more updated content with no downtime—and more ways to learn and connect for you!

And this is not including all of the resources that already exist, such as the listserv and LinkedIn group. Make sure to plug in, as these are primary vehicles for not only peer growth, but also job opportunities and for your leadership to communicate division news! (See ‘Key PHT Division Resources’ on page 12.) Excited yet? I am! This is shaping up to be an exhilarating year with many things to shoot for—join in, participate, and let’s do great things together!

Meet the 2012 PHTD Board

Alex Feng, Chair

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 Daiichi 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.

“Meet the Board” continued on page 5
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Mary Chitty, Chair Elect

Mary Chitty is Library Director & Taxonomist at Cambridge Healthtech in Needham MA. She wrote the chapter on Genomics, Proteomics and Bioinformatics for Using the Pharmaceutical Literature, Taylor & Francis, 2006. She is the author of Federal Information Sources in Health and Medicine (Greenwood Press, 1988) and reviews biotech and medical books for Library Journal. She was also on the executive board of SLA’s Taxonomy Division. She 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. Starting out as a picture researcher and fact-checker in the US and England, she has an MLS from the University of North Carolina – Chapel Hill and a BA in Anthropology from Yale, as one of the first class of undergraduate women. Her interests include pre-competitive collaboration, fostering communication among biologists, chemists, clinicians, IT, business and legal people, late 19th century American theater, and medical and pharmaceutical history.

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 three physical centers and a staff of four. An SLA member since 1999, Sidney has been active in the B&F and PHT Divisions as well as the local Boston Chapter.

Richard Raske, Treasurer

Rick Raske’s professional career in information started in the late 1970s at Baxter Healthcare (Travenol Laboratories at the time). Previously, his “formative years” were spent working in the periodical bank of the former North Suburban Library System during college. In the 1990s he worked for Clintec Nutrition and then Nestle Clinical Nutrition. Rick has expertise in competitive intelligence, market research, pharmacovigilance, and drug & device pipelines. He manages collaboration, knowledge management, pharmacovigilance, and other programs and projects, and also curates an internal innovation blog.

In addition to participation in the Special Libraries Association, he volunteers in his community at a central-city health clinic and at cultural, 4-H, and Wisconsin Horse Council events.

Meet the Board continued from page 3
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2012 Elections — Call for Nominations for Chair-Elect & Secretary

The Pharmaceutical and Health Technology Division is identifying candidates for Chair-Elect and Secretary for the 2012 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 Summit 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.

The duties for each position are explained below (excerpted from the Division Policies and Procedures Manual):

**Chair-Elect**

In 2013, the Chair-Elect is responsible for learning as much as possible about the operation of the Division, so that when he/she assumes the Chair the following year (2014), the transition will be smooth and the Division will continue to operate efficiently and in accordance with the Division Governing Guidelines and the procedures outlined in the Division Policies & Procedures manual.

**Duties:**

Serves on the Division Executive Board. With the Chair, represents the Division at Division Cabinet meetings at the Annual Association meeting and the Leadership Summit. Assists the Chair as required in the performance of his/her duties. Shall be responsible for planning and execution of the Division’s Programming at the Annual Meeting held in the year as Chair and for the appointment of any Committees or liaisons in relation to this meeting. In the event of the absence or resignation of the Chair, shall assume the duties of the Chair. Makes plans for the following year, including preparing a tentative outline of the program plans and meeting locations, lining up Committee Chairs and editors, identifying special projects to be presented to the Board, and developing his/her approach to supervising the activities of the organization.

Attends the planning meetings for the Annual Meeting, held at the Leadership Summit, during their year as Chair-Elect in preparation for planning the Annual Meeting to occur approximately eighteen months later. Undertakes special assignments as requested by the Chair. Assumes the position of Chair in 2014 and Past Chair in 2015.

**Secretary**

The Secretary is elected for a two-year term (2013-2014) and is responsible for most of the recording and circulating tasks in the Division. The position requires a person with good writing skills who is willing to commit to attending all Division meetings.

**Duties:**

Serves on the Executive Board. Takes attendance at Executive Board/Advisory Council meetings, listing those present in minutes. Records minutes of all meetings of the Division and the Executive Board/Advisory Council and distributes all minutes to Division Board, Division Archivist and to all Division members via the Division Website/Wiki, Division Bulletin (optional), and Division Blog (optional).

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.
Division Award Nominations Now Open!

One of the highlights of the Division business meeting in Chicago will be the announcement of the winners of the Division’s 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 PHT Division 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 PHT Division. 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:

- 2011 Sandra Baker
- 2010 Patrice Costa
- 2009 Heather Blaine
- 2008 Alexander Feng
- 2007 Jillian Amaral
- 2006 Paul Ziegler

The Distinguished Member Award honors a PHT Division 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 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:

- 2011 Janet Weiss
- 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 http://bit.ly/pht_awards and click on the Awards link to find the nomination forms (look under the description of each award). Nominations are due to Margaret Basket (dpht@mac.com) on or before June 11, 2012.

Member News:

**SLA-PHTD Member Elected SLA President-Elect**

Deb Hunt stepped into the SLA President-Elect office on January 1, 2012 and looks forward to meeting more members and leading SLA during challenging times, both economically and for our profession. Deb is an independent information professional and Principal of Information Edge, which specializes in value-added research, knowledge services, enterprise content management, and library creation and automation. She is an active member in the Association of Independent Information Professionals (AIIP) and served on its Board of Directors from 2001-2003.
High Value Knowledge Discovery with Text Mining — Realizing the Full Potential of Your Information Resources

Business and research organizations face a huge challenge in the form of overwhelming quantities of information contained within internal documents and external literature. The challenge is to unlock the meaning within this text so that it can be used for decision making. By extracting structured information from unstructured text, we can answer questions, find trends, and discover hidden knowledge, combining evidence from multiple documents and document silos. We can also use the relationships extracted from the text to enhance and to connect existing databases.

Addressing this challenge requires advanced information extraction methods that go beyond both information retrieval (IR) approaches familiar to search engine users and traditional information extraction (IE) approaches that are programmed for a limited set of questions. In particular it is key for users to have the ability to ask arbitrary questions and to get back results quickly, similar to using a search engine, combined with the ability to provide very precise results including facts and relationships in a standardized, structured format ready for further analysis and integration.

The Business Case for Text Mining

There is a huge amount of information available to organizations in the form of unstructured text. This can comprise internal documents, such as research reports, electronic patient records, meeting minutes, and also external literature collections. For example, the MEDLINE database of scientific papers relevant to the life sciences contains over twenty million abstracts, and continues to add citations at the rate of over one thousand per day.

Furthermore, taking the pharmaceutical industry as an example:

- around 90% of drug targets are derived from the literature and most research for drug discovery is produced external to any individual company. This makes mining of external literature crucial for discovery companies;
- surveys have suggested that half of all potentially therapeutic compounds fail due to safety concerns, and around half of these had some indication of toxicity in the literature that was not noticed until after experimental evidence arose;
- 80% of information generally available to an organization is in the form of unstructured text, rather than data that is tabular or stored in a database and this information is rarely exploited to its full potential.

The life sciences domain provides just one example area where there is an ongoing requirement for high performance text mining. Within the business intelligence arena, business and media analysts also now have almost unlimited riches in their source material, with live news feeds and on-line reports. But this wealth can be as much of a headache as a help when the need is to answer specific questions quickly and accurately — such as “what licensing opportunities are there for a particular technology?” or “what companies are our competitors doing business with?” The volume of available data can actually act as a barrier to knowledge and effectiveness.

IDC has estimated that an enterprise employing one thousand knowledge workers wastes nearly $2.5m per year simply due to an inability to locate and retrieve information, resulting in lost opportunities and diminished competitiveness.

Towards Interactive Information Extraction

IR systems, such as Google, appeal because they are easy to use and, for tasks such as finding a review of the latest laptops, they perform very well. However, when the task is not to locate a third-party resource (such as a web site or document), but to answer a question, to find a relationship between two entities, or to understand gene-disease relationships, they fall short. Even if the correct documents are found, the user then has to find the information within the document, and deduce a comprehensive answer. This can be a very long and sometimes error-prone process.

Advanced information extraction (IE) provides a solution. It uses natural language processing (NLP) to extract relationships and facts rather than simply returning lists of documents. It provides these results in a convenient, structured form for easy review and further analysis, for example in a spreadsheet or

“Text Mining” continued on page 10
a database. It performs a linguistic analysis of documents so that searches can be both more flexible and more precise than simply using keywords, and hence more powerful.

The challenge is to develop methods that blend the best of the IR and IE approaches. The rest of this article explores this challenge and the way it has been met via interactive text mining technology.

Input and Output
We have already said that there is a limitation with IR, but in fact the problem is twofold: the query input and the results output. Input to an IR system is typically a “bag of words” to be matched against all of the documents that the system knows about. The output is a list of the documents which best match the input words (according to some relevance ranking).

The input can be a problem when, for example, the user wants to search for types, or classes, of things rather than instances (e.g. for “any search company” rather than for “Google”) or when one particular meaning of a word with multiple meanings is intended (e.g. “associate” as a noun rather than as a verb).

The output is a problem when the user wants structured results rather than a list of documents on some subject. For instance, discovering which proteins interact with which other proteins (information which is very useful in the life sciences) would be very time-consuming using an IR engine. Not only would the user need to come up with a list of proteins and all the different ways they can be expressed in the literature (their synonyms), they would then have to read all of the documents returned by the IR engine and pick out the interactions by hand. And there is no guarantee that a document which mentions a protein describes its interactions with another protein.

Some systems try to boost performance by providing semantic expansion of keywords. For example, consider if you are interested in finding “companies operating in the United Kingdom.” Expansion of “company” may provide the keyword “corporation” as well as “organization”. However, it will not find documents that only mention a particular company, such as “IBM”. There are only a small number of synonyms for most individual words, but there can be many thousands of members of a class.

Other systems add categorization or classification (where results are clustered for easier browsing) but the underlying approach of inputting words and returning documents remains.

Information Extraction
Information extraction methods solve these problems, allowing users to create more sophisticated queries and applying NLP methods to extract more specific and relevant information into a format ready for further processing or presentation.

See Figure 1: The Information Extraction Process
Typical IE systems are not designed for interactive use. Query patterns are developed by experts in both NLP and the domain. These are then run over the data, sentence by sentence. This lack of interactivity means that typical IE systems are only appropriate for predictable queries. Development of queries is also much slower which can affect the quality that is achieved.

Interactive information extraction combines NLP technology and search technology to give a very different experience, where users can iteratively develop their own high quality queries over large-scale data sources including millions of documents.

Incorporating Domain Knowledge
Natural language processing can incorporate knowledge sources, such as employee lists, lists of product names, or terminologies which capture the “language” of a domain. Traditional information extraction systems allow just a few concepts or classes, e.g. people, companies, genes and diseases. In contrast, interactive information extraction can deal with hundreds of thousands of different classes, arranged in complex hierarchies or directed graphs. Users can include their own terminologies or large scale public external resources such as the SNOMED clinical terminology, MedDRA medical dictionary, or the Entrez Gene database.

Integrating domain knowledge into the system creates a very powerful search tool. Simple expressions of domain knowledge – such as staff or project lists – can be turned into classes (concepts or entities), to provide more targeted search.

The language used in a domain such as life sciences is usually more than mere terminology, as captured in a dictionary. It also expresses the categorization of, and relationships between, the concepts it describes. For example, in life sciences we need to know not simply what “MEK” or “protein kinase” means, but also that MEK is a protein kinase. We also need to know, for example, that “phosphorylation” is a type of direct relationship that can occur between two proteins. This description of entities, concepts, their synonyms and relationships is an ontology.

Making a system open to importing ontologies means that its power can be quickly and easily deployed in any domain, with no need to “reprogram” the core system.

Case Study: The Pharmaceutical Sector
We have discussed some of the issues surrounding text mining, investigated the need for interactive information extraction, and reviewed some of the technical issues involved in delivering it. Let’s close by looking at a real example of its use.

We began with the example of the life sciences industry, where spotting blind alleys and finding productive avenues for research as early as possible are critical for reducing the multimillion dollar cost of developing a drug. We saw how the volume of research data is growing exponentially. Some tools that are commonly available for keeping up with this data within this industry are:

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“Text Mining” continued from page 10

• Tools for searching/mining/sequencing database information.

The discussion above has described the limitations of such approaches when most of the available information is in the form of unstructured text. Interactive information extraction has saved weeks to months spent on unnecessary experiments and unproductive literature reviews by rapidly extracting the information required.

Interactive information extraction has been used in the pharmaceutical industry for over 8 years in a wide variety of applications. One example of its use at AstraZeneca was to mine the MEDLINE database and EMBASE data sources for nuclear receptor cofactors – typical of the information sought in drug discovery projects. Before using NLP, the process involved finding the most relevant looking abstracts using standard search, followed by reading of the abstracts. Approximately one hundred abstracts could be manually analyzed for cofactors in one person-day. By using NLP around 8,000 abstracts were analyzed, and cofactors were extracted and checked, in 2 hours. The results closely paralleled the results from hand analysis, and showed a 10-fold reduction in overall person-hours. Moreover, the system also discovered new cofactors not in the standard set.

Summary

The interactive information extraction approach enables users across the enterprise to find sophisticated relationships within unstructured text, and allows the production of relevant, usable results in a structured format. It can do this with unparalleled speed allowing ad-hoc or validated queries over millions of documents. Having a graphical interface provides for ease of use, opening up advanced natural language-based search to non-linguists and non-programmers.

With appropriate knowledge sources, the technology can be deployed in almost any area. For example, with knowledge about companies, it can be used as a business intelligence tool; with knowledge about people and your internal projects it can be used to build a database of who worked on which projects – and be kept up to date by running over your internal reports.

References:


To learn more about text mining, register for the CE course “Applying Text Mining Techniques for Scientific Literature and Patent Search and Analysis” at the PHTD 2012 Spring Meeting.

Dr. David Milward

Chief Technology Officer, Linguamatics Inc.

David has 20 years experience of product development, consultancy and research in natural language processing. He is a co-founder of Linguamatics, and designed the I2E text mining system which uses a novel interactive approach to information extraction. He has been involved in applying text mining to applications in the life sciences for the last 10 years, initially as a Senior Computer Scientist at SRI International. David has a PhD from the University of Cambridge, and was a researcher and lecturer at the University of Edinburgh. He is widely published in the areas of information extraction, spoken dialogue, parsing, syntax and semantics.
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2012 Spring Meeting
Baltimore, Maryland – March 18-20

Sunday, March 18
9:00am-1:00pm  **CE Course:** Applying text mining techniques for scientific literature and patent search and analysis: A Workshop – Dr. David Milward Chief Technology Officer, Linguamatics Inc.
2:00-4:00pm  **PHTD Board Meeting** (open to all)
6:00-9:30pm  **Exhibitor Opening Reception** (dinner is provided)

Monday, March 19
8:00-9:00am  **Breakfast**
9:00-9:15am  **Welcome from PHTD Chair**
10:30-11:00am  **Break**
11:00-11:45am  **Practical Steps to Reinvent the Corporate Information Center** and demonstrate value. Blanca Chou and Eric Stubbs, Otsuka Pharmaceuticals
11:45-12:30pm  **Managing Data and Providing Competitive Insights** from clinical trials databases using BizInt Smart Charts. Diane Webb (BizInt) and Jennifer Friend-Huizer (J&J)
12:30-2:00pm  **Lunch**
2:00-2:45pm  **Mobile Devices and the Information Professional** – where do I fit in? Andrew Clark, UCB
2:45-3:30pm  **Librarians as Internal Consultants** Josh Duberman, Partner, Pivotalinfo LLC
3:30 – 4:00pm  **Break**
4:00-4:45pm  **KOLs – Who Are They, Where Are They, and How Do You Find Them?** Ben Weintraub, Wolters Kluwer InThought
4:45-5:15pm  Big Projects Need Big Solutions – Utilizing OvidSP and QUOSA for AdComm Prep. Natalie Rainford, Astellas Pharma Global Development

6:30-10:00pm  Social Event – National Aquarium, Baltimore

Tuesday, March 20

8:00-9:00am  Breakfast

9:00-9:15am  Remarks by PHTD Chair

9:15-10:30am  The Rise of China: Implications for Pharma and Pharma Librarians. Josh Berlin, Elsevier Business Intelligence

10:30-11:00am  Break

11:00-11:45pm  Biosimilars and Biopharmaceuticals
Ronald A. Rader, Biotechnology Information Institute

11:45-12:45pm  Vendor Panel – Discovery Services, EBSCO, Ex Libris, and Serials Solutions; Moderator: Karin Ross, AstraZeneca

12:45-2:00pm  Lunch

2:00-3:00pm  Breakout Sessions

1. Challenges of globalizing contracts II

2. Managing of copyright – reactive/responsive use

3. Should I know what cloud computing is?

4. What was your library’s role in the BRIC expansion?

3:15-3:35pm  Breakout Sessions Summaries

3:35-3:50pm  Closing Remarks
Did You Know That Biotechnology is Cuba’s Third Largest Export?

According to the U.S. Department of State, Cuba’s biotechnology exports are third only to nickel and oil products, and Cuban biotechnology is used all over the globe. Biotechnology is a major source of income for Cuba, with 2009 exports of biotechnology and pharmaceuticals valued at over $520 million.

Ironically, the U.S. embargo in the early 1960’s may actually have spurred on the rush towards science because Cuba now needed to develop its own medicines to replace those that were no longer available to the country. Since the 1960’s Fidel Castro has emphasized the importance of science to the future of Cuba, and has made sure funding and equipment is available for the pursuit of innovative technology and science. Cuban science has quietly become the third “pillar” of Cuba – behind its more widely acknowledged health and education programs.

Biotechnology in Cuba

Cuba’s biotechnology program began in 1991 with the collapse of the Soviet Union and the need for Cuba to develop its own independent economy, as well as the impact biotechnology could have on public health.

Fidel Castro predicted the importance of biotechnology to the Cuban economy, and funded a large biotechnology program, in the Scientific Pole area near the University just west of Havana. In the now named Bioclust, there are over 50 scientific institutes that are developing projects in the areas of vaccines, AIDS, monoclonal antibodies, oncology, and infectious diseases. The pharmaceutical and medical developments in Cuba are focused on what is most needed by the Cuban people – hence the successful development and sale of vaccines for dengue fever, meningitis B, and Haemophilus influenzae type B – the first human vaccine to contain a synthetic antigen.

Currently Cuba holds over 500 patents, including more than 25 granted by the U.S. And in true socialist fashion, their patents are shared with all and are not enforced.

An interesting comment on the success of Cuba’s biotechnology program is that the U.S. considers Cuba to be a credible power in the development of bioweapons, despite the 1992 “Cuban Democracy Act” which prohibits the export from the U.S. to Cuba anything that might aid in the development of biotechnology. While there is controversy about the Cuban biotechnology industry, there is something to be said about developing pharmaceuticals and medical products in “closed cycle” that stresses collaboration, thorough research, not probable economic success.

The Library Connection

I was part of a recent visit to Cuban libraries by a group of 15 U.S. and Canadian librarians. We visited more than 10 libraries in 5 days, including a visit to INFOMED, the hub of biomedical information in Cuba.

INFOMED supports the entire Cuban medical system – all the provincial centers of information as well as the medical centers and medical school. It is the central node, both electronic and intellectual, for medical information for the nation. It is the reference center supporting all medical professionals and hospitals in Cuba. Additionally, it is a publishing house for 24 journals of medical sciences, as well as books written by Cuban medical professionals. INFOMED also collects and maintains a bibliography of medical articles written by Cuban authors, published both domestically and internationally.

Hampered by the U.S. blockade, INFOMED is blocked from accessing many websites – and those that are not blocked are not widely available: the shared bandwidth for the entire country is 16MB. Electronic access to PubMed is available, and electronic journal subscriptions are purchased through HINARI, and other programs for developing countries. It was clear to us that the professional staff at INFOMED performed minor miracles on a daily basis.
What's Next?

It’s clear that change is on the horizon for Cuba. There have been political changes in both the U.S. and Cuba which are slowly allowing greater scientific exchange between the two countries. There are movements afoot in Cuba which foster a greater entrepreneurial spirit. European and Chinese partnerships with Cuban biotechnology firms continue to grow and prosper, and Cuba is focusing many resources on combating Dengue fever – which is a major health concern worldwide. No matter where you stand politically, one has to admire the dedication of the Cuban scientists and the advances they have made. The future of biotechnology is Cuba looks bright, and the potential contributions to worldwide healthcare cannot be underestimated.

Expand your horizons by exploring the following websites. You do not need to know Spanish to explore – you will find many familiar resources.

INASP and PERii: http://www.inasp.info/
INFOMED: www.sld.cu

World Health Organization: http://www.who.int/en/
HINARI: http://www.who.int/hinari/en/
PanAmerican Health Organization: http://new.paho.org/

I found the following articles very helpful in learning more on Biotechnology in Cuba:


Jeanie Fraser

A long-time PHTD member, Jeanie is an independent information professional in the Bay Area of California. When she’s not traveling overseas, she likes to visit Hawaii, and currently is learning to play the ukulele.
BizInt Solutions is thrilled to announce the release of BizInt Smart Charts Reference Rows™ 1.0!

BizInt Smart Charts Reference Rows offers the ability to create a “reference row”—a single row combining information from different sources. Related source records representing the same drug, patent family, or clinical trial are presented in a single row, and each cell in the reference row is selected based on a database ranking and column rules which you define.

BizInt Smart Charts Reference Rows is a separate application which is downloaded and installed on each BizInt Smart Charts user’s desktop. It is included in all BizInt Smart Charts licenses, and available for customer and trial downloads from our website: http://www.bizcharts.com/ReferenceRows

For more information, go to www.bizcharts.com
Pharmaceutical and Device Social Media – Special Challenges

The social media universe is expanding logarithmically. Facebook, LinkedIn, blogs and Twitter use is at an all-time high. According to Nielsen, Americans are spending more time on Facebook than any other website. Facebook’s mission “make the world more open and connected” is providing large challenges to the highly regulated pharmaceutical industry’s commercial marketing and corporate communications personnel.

According to Harris Interactive, though users appreciate the transparency of the Internet, they ultimately want to be responsible for their own privacy. The highly regulated pharmaceutical industry could not be more concerned about posted content. In many respects, the desire for content control from the pharmaceutical company perspective contradicts the inherent goal of social media—of being an open forum for two way social conversations. We have entered the “Age of the Customer.” Empowered customers have on-demand expectations, and the use of social media is fueling the process. Pharmaceutical companies are trying to balance the enormity of the FDA promoting and reporting compliance regulation challenges with return on investment (ROI) of social media use external to the company.

The FDA has not issued any direct guidance on social media. That has not stopped them from citing pharmaceutical companies that violate existing promotional regulations related to website, Facebook and YouTube use. Twenty four percent (5/21) of the notices issued in the first three quarters of 2011, by the FDA’s Office of Prescription Drug Promotion (OPDP) formerly known as DDMAC, related to the inappropriate use of social media. One such notice went to Novartis regarding the company’s use of a Facebook “widget” for sharing information that was “both incomplete and misleading.” Unbranded websites are not exempt from FDA oversight. Novartis also received a warning letter from OPDP related to two unbranded websites that included disease-state information and clinical data about GI stromal tumors and chronic myeloid leukemia. OPDP concluded the websites had promoted the use of Gleevec despite the fact that the websites did not specifically mention the drug. Pharmaceutical companies are required to adhere to FDA guidelines in the realm of “adverse event reporting.” If a company discovers a consumer complaining about the side effects of a drug, even if those side effects are well known to be associated with that drug, they must report the complaint to the FDA. The FDA guidelines only require that events be reported if the person making the complaint is identifiable; a username like Wizard007 doesn’t meet that requirement.

On December 27, 2011 the FDA issued a “draft” guidance that helps clarify its expectations for firms regarding communications employing social media that discuss off-label use of approved products. This guidance makes it clear that companies are not to be promoting or discussing off-label uses of their products through social media. In January 2012, FDANews published “Social Media Strategies for Drug & Device Companies” which includes full text appendices of publicly posted industry FDA guidelines including:

- FDA “Draft” “Presenting Risk Information in Prescription Drug & Medical Device Promotion” (May 2009)
- DDMAC “Help Seeking” and Other Disease Awareness Communications by or on Behalf of Drug and Device Firms (Jan 2004)
- FDA “Draft” “Guidance for Industry: Responding to Unsolicited Requests for Off-Label Information About Prescription Drug and Medical Devices” (Dec 2011)

One publication also addresses concerns the FDA has related to the use of YouTube, Twitter and blogs. There are suggestions for presenting balanced promotions and safety information using social media. It is important for information professionals in the pharmaceutical and device industries to understand the big picture, so that we can best help our internal customer groups grappling with regulatory concerns related to social media.

References:

4. FDANews (2012) Social Media Strategies for Drug and Device Companies
6. FDA (2011) Guidance for Industry Responding to Unsolicited Requests for Off-Label Information About Prescription Drugs and Medical Devices
7. FDANews (2012) Social Media Strategies for Drug and Device Companies

Barbara Gilmore-Halliwell

Barbara Gilmore-Halliwell currently works as a Senior Analyst consultant for several biotech, pharmaceutical & venture capital clients.
The CCC’s Recent Bold Moves

The CCC, Copyright Clearance Center (http://www.copyright.com) made two announcements in the past few months which represent a shift in the direction at the minimum and possibly a sea change with potentially maximal impact for us PHT Division members (more below).

As information managers, most of the PHT Division members are either aware of or have dealt with published literature copyright matters in general and more specifically have dealt with the CCC. Furthermore, many of us have the CCC’s Annual Copyright License (ACL) and/or Multinational License (MNL) in place. These specify the terms and conditions of re-use or distribution of legally acquired contents such as journal articles.

Some of us have supplemented the CCC licenses with regional or local Reproductive Rights Organization (RRO) licenses as required by business conditions and operations. One example is the UK Copyright Licensing Agency (CLA) (http://www.cla.co.uk/) for the specifically industry focused Digital Pharmaceutical License (DPL).

Furthermore, many of us have signed individual, specific publisher-based external distribution of the contents under limited conditions. One example is the NEJM (New England Journal of Medicine) Reactive Use amendment granted by the Massachusetts Medical Society.

The first major announcement came in the Fall of 2011. It covers what is known as “responsive rights.” The announcement specifically states, “…the CCC…acquired new external digital rights…” Heretofore, the ACL and the MNL mentioned above were mostly focused on the internal use of contents. By expanding the rights to a very expansive external distribution, it is certainly a very big change and a shift in the direction of licensing and distribution.

This announcement by the CCC was covered and discussed in a public forum at the November, 2011 joint PHT Division- NJ Chapter event which was a popular one thanks to the tremendous effort by our PHTD Chair Alexander Feng to make this into a virtual event beyond the local coverage. We should also thank the NJ President-elect, Ben Beit-Zuri, for collaboration and manning the NJ controls to make this meeting presentation go smoothly.

The second major announcement came a few weeks ago. As many of us should know by now, it was about the acquisition of PubGet by the CCC:


Some of us are probably familiar with PubGet (www.pubget.com). It is a service and solutions provider focused on accelerating access and use of life sciences published literature contents. While the details and plan for this acquisition of are evolving, the clear implication here is that the CCC can now offer not only a more precise and accurate article citation level searching, but also PDF article delivery service with the requisite copyright permission. It allows PHT Division members and their respective end-users a faster, more facile way to reach and re-use the end point content, i.e., PDF articles from science technology medicine (STM) journals.

Lastly, further interactive discussions will be held during the forthcoming March PHTD Meeting in Baltimore as one of the Breakout Sessions. I will be moderating the session. Please plan to attend if you are interested on this important topic.

If you have more thoughts, please send me an email directly to john.chu@gilead.com.

NOTE: The contents of this article reflect the personal opinion and observation of the writer and do not represent the position or view of Gilead Sciences.

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Life Sciences Brown Bag Lunch, October 13, 2011

MIT Whitehead Institute: “What do we know that we don’t know”

This Life Sciences Brown Bag gathering, the first SLA Boston Chapter and PHTD Division Pharmaceutical and Health Technologies gathering for the Life Sciences/Pharmaceutical Librarians community, attracted an encouraging response. About 15 attendees braved the downpour and traffic for an opportunity to discuss relevant Life Sciences topics and to network with people from business, finance, legal, medical, scientific, engineering and other areas.

Organizer Mary Chitty noted, “we deal with all of these disciplines and know that greater collaboration and judicious sharing are all keys to thriving—and surviving—in today’s challenging times.”

A wide range of firms and organizations were represented including, in addition to Whitehead and Quosa, Elan, Genzyme, Lincoln Labs, Ovid Technologies, Tufts, Harvard, and Linguamatics, and information professionals with an interest in learning about and contributing to the Life Sciences discussion.

Special Thanks to Dave Richardson of Whitehead/Broad Institutes for arranging for the venue, and Nancy Berners-Lee of Quosa who provided drinks and cookies.

The format was informal yet collegial and informative. While many of the topics emerged from the discussion were pertinent to the biosciences including: Working with Publishers around issues of supplementary data, Data Management/Data Mining, and new NSF requirements for data management plans.

Additional topics of interest such as Data Curation, Organizing and Tagging, Records Management, Information Governance, collaboration initiatives, Language & Translation and Authors’ Standards, are applicable to any realm of information work. The group was in agreement that the key goal, ultimately, is to prevent loss of data and ensure accessibility. They also were very enthusiastic to continue and expand the discussion.

Mary Chitty

Welcome to the Pharmaceutical & Health Technology Division!

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<tr>
<th>Name</th>
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<td>Laura Archer</td>
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<td>Rachel Wilfahrt</td>
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(List compiled from information supplied by SLA, Sept-Dec 2011)

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This meeting, which was well represented by Medical Communications/Medical Affairs people from the different pharmaceutical and biotech companies in California, covered topics on Innovations and Technology (Med Comm), Comparative Effectiveness Research and interaction with Field Personnel. There was also a discussion on the latest FDA Guidance on unsolicited requests. There were two things of particular interest to Information Specialists that I would like to share with you.

In the panel on Innovation and Technology, Suzana Griffin from Amgen mentioned the importance of literature surveillance in Medical Communications. She said that previous use of contract professionals to monitor Literature Alerts did not completely meet their information needs. They now have a contract with WebMD which provides them not only with timely, relevant articles but also an added blinded expert opinion. This helps them with their internal training needs and continuing education. In the same panel, Rick Kulkarni from WebMD described the mechanism by which they select the articles. WebMD has identified about 300 core journal titles that are relevant to the subject of interest and they monitor them for important articles. Once the articles are selected they are sent to a core set of KOLs (Key Opinion Leaders, such as prominent authors and so on) who then give their opinion of the paper. These KOLs are blinded for Amgen. Rick also mentioned that Amgen was their first corporate venture. Of course relevant pricing is not shared and probably will not be affordable by many. When Suzana was asked specifically why she was not using the Information Specialists, she mentioned that there were delays in receiving articles and sometimes important articles were missed. Also the expert opinion was an added value that they found with WebMD. In talking to Rick who is an MD, it was very apparent that he was not aware of services like Faculty of 1000 nor had he thought about partnering with Information Specialists. This discussion made me wonder if doing relevant and specific searches and alerts using aggregate vendors for clinical departments diminishes in value due to the tardiness of the information getting into the vendor databases. I also wonder if adding an internal subject expert to analyze key scientific articles would be one way of increasing our value to these departments.

The other information that would be of interest to us, might affect some of us and where we might be able to have a say concerns one of the guidance outlined in the new FDA Guidance on Unsolicited Requests. The Guidance can be found at http://www.fda.gov/downloads/drugs/guidancecompliance-regulatoryinformation/guidances/ucm285145.pdf. In talking about responses from Medical Communications, line 268 of the document states that “The response should include complete copies of scientific reprints, technical literature, or other scientific and medical information responsive to the request, not just summary documents or abstracts prepared by the firm.” Medical Communications Responses, such as Standard Response Letters, Unique Response Letters, usually contain a list of references at the end of each document. This list can often be very long. Currently companies provide reprints only when the health care provider requests it. If this guidance goes into effect then, even though the language here says “should” (which by the FDA’s own definition is not binding), reprints should always accompany the letters. The attendees at the conference mentioned that failure to do so could result in a warning letter by the FDA as it has done so in the past. This becomes an issue as the costs associated with getting reprints, and the appropriate copyright permissions could be very large. The costs for reprints and copyrights are often absorbed by the Med Comm departments in many companies. However, in other companies where the library is still a big presence, the costs are absorbed by the Library/Information Center.

Iris Tam from Genentech mentioned that there has been a precedence in a previous guidance (for commercial purposes) where a year after the guidance went into effect, the language “scientific reprints should be given” was qualified with “upon request.” As the FDA is accepting feedback on this new Guidance until the middle of March, it was suggested that everyone ask their Regulatory departments to let the FDA know that they would like the language “Scientific Reprints should be given” to be qualified by “upon request.” I wanted to share this with you so that all of you can look into this and give this feedback to the appropriate person in your Regulatory Department. If the FDA hears from a lot of people then there will be a greater chance of the language being changed and budgets not being drastically affected.

Praveena Raman
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I extend a warm welcome to our newest PHTD-List subscribers! We have maintained a relatively constant number of current subscribers since Autumn (520 as of 1/26/2012).

Number of Posts: 130
Number of Job Announcements: 18

To post to the PHT-D discussions, email SLA-DPHT@sla.lyris.net.

View/Search the Archives by logging into http://sla.lyris.net/read/login/

On January 16th, the Lyris ListManager software was upgraded to version 11, providing faster response times and greater stability to the back-end. Please let me know if you have experienced any problems since the upgrade. The discussion list over the past 4 months has been full of professional encouragement and items to act upon. Not only have a number of publications been highlighted, including the article in the Sept-Oct issue of Bio-IT World entitled “Reevaluating the Role of the Research Librarian,” but regional meetings and free webinars have been posted weekly, that allow our division members to keep current or re-equip themselves for new demands and directions that our profession is taking. Recent topics have included Project Management, Conflict Management/Importance of Communication skills, Using Social tools in Research, Digital Copyright, the Open Access publishing model, Sales and Marketing departments as sources for Competitive Intelligence, Health Information Search Boosters, Tech Trends, Job Search for Librarians, Best Practice Dialogues, Measuring the Outcome and Value of Libraries, Communicating your Brand, as well as vendor-based trainings and forums. Thanks to all of our gate-keepers who take the time to share with the rest of us.

Netiquette Best Practices Reminder

Our member vendors are vital to the division, but solicitation is inappropriate within the context of the Discussion List. Keep topics to a professional level of inquiry — never use the list to promote or disparage a particular resource or to solicit new clients.

Besides getting input for quick reference requests, best practices, ideas for additional resources to explore and having an expert audience at your fingertips, our discussion list is another forum for SLA Leadership to solicit input and communicate milestones and new directions of the association, including the new Strategic Vision that was announced at the end of the year. One of the more lively discussions over the past several months resulted when SLA President-elect, Deb Hunt, San Leandro, CA, requested feedback regarding “a database that could tell how many prescriptions were written last year for a particular drug or related market information like total sales for the past year?” See her summary to the prescription data question in the List Archives (11/16/2011). In addition, our division has compiled 2 new resource lists, based on feedback from members/surveys that could save you a lot of time in attempting to reproduce. These include:

- A list of Pharma/device/diagnostics/biotech manufacturers with information professionals/libraries (check the 12/14/11 post by Alex Feng — available in the List archives)
- PHT Independent Contractor & Consultant Directory, available on the division website.

The many quick tips and ideas that flow through our Discussion List can jump-start new ideas for you to explore within your organization, making you a more valuable asset.

I look forward, along with you, to all the presentations that are currently being planned for the 2012 PHTD Spring Meeting. In the meantime, keep the ideas flowing … the Discussions lively!

Julia Parker
Discussion List Admin, PHTD

Comments/Questions? – biosleuth@gmail.com
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“The Gold Sheet”
Insightful analysis to help you comply with U.S. and international pharmaceutical manufacturing QA/QC requirements.

“The Silver Sheet”
In-depth news and analysis of FDA’s interpretation and enforcement of the Quality System Regulation.

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