



CapLits

Bulletin of the Pharmaceutical and Health Technology Division

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Winter 2005

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Message from the Chair

Karen Mirabile, P&HT Chair

First let me wish everyone a Happy New Year! I had mentioned in our fall issue that this year was going to be a very exciting year.

Let me start by telling you about our fantastic Spring Meeting (see pages 14-15) coming up in Las Vegas! The meeting is being held April 3rd to 5th, 2005 at the Westin Casuarina Hotel in downtown Las Vegas, Nevada. Cheryl Schairer and her team have really outdone themselves with the programs this year. The title of the meeting is "Dynamics in the Information Industry: Expanding Roles and Relationships".

Our Keynote Speaker, Neil Mahoney – President, Global Business Management Concepts, will be kicking off our first day with a presentation entitled "Pharmaceutical Industry Dynamics that drove the formation and growth of the Competitive Intelligence function". We are very happy that Neil has agreed to join us in Vegas.

Since our Professional Development Workshop was such a huge success last year, we thought we would schedule one for Sunday, April 3rd (see page 4). Thanks must go out to Maude Lethiecq-Normand for once again coming up with a fantastic Professional Development Workshop. This course will be led by Mickie Piatt, Chicago-Kent, College of Law, Illinois Institute of Technology, to discuss 'Shifting the Copyright Paradigm from Seed Pots to Printing to Electronics'.

We will also be holding an opening night reception and Exhibit kick-off on Sunday night so all of you can have a chance to

interact with all of our wonderful sponsors and network with each other. I would like to thank our sponsors for hosting our Sunday night reception. I would also like to give my thanks to Christine Leyva and Barbara Boyajian for doing a great job with obtaining all of our sponsors.

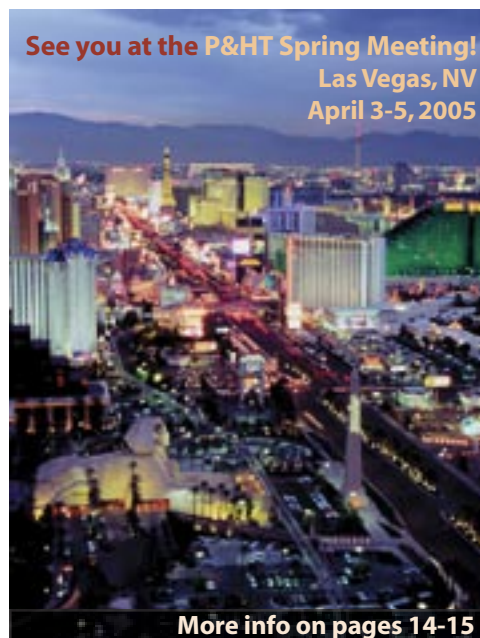
Well the fun doesn't stop there!

I would like to take this time to thank our major sponsor for the Spring Meeting - Wolters Kluwer Health - which encompasses Ovid Technologies, Adis International & IFI CLAIMS Patent Services. Ovid, Adis and IFI CLAIMS have additionally agreed to host our Monday night event, "A Night at the Aladdin". This includes dinner and a show, "V: The Ultimate Variety Show", considered one of the best shows in Vegas! Please make sure you sign up for this wonderful event when you register.

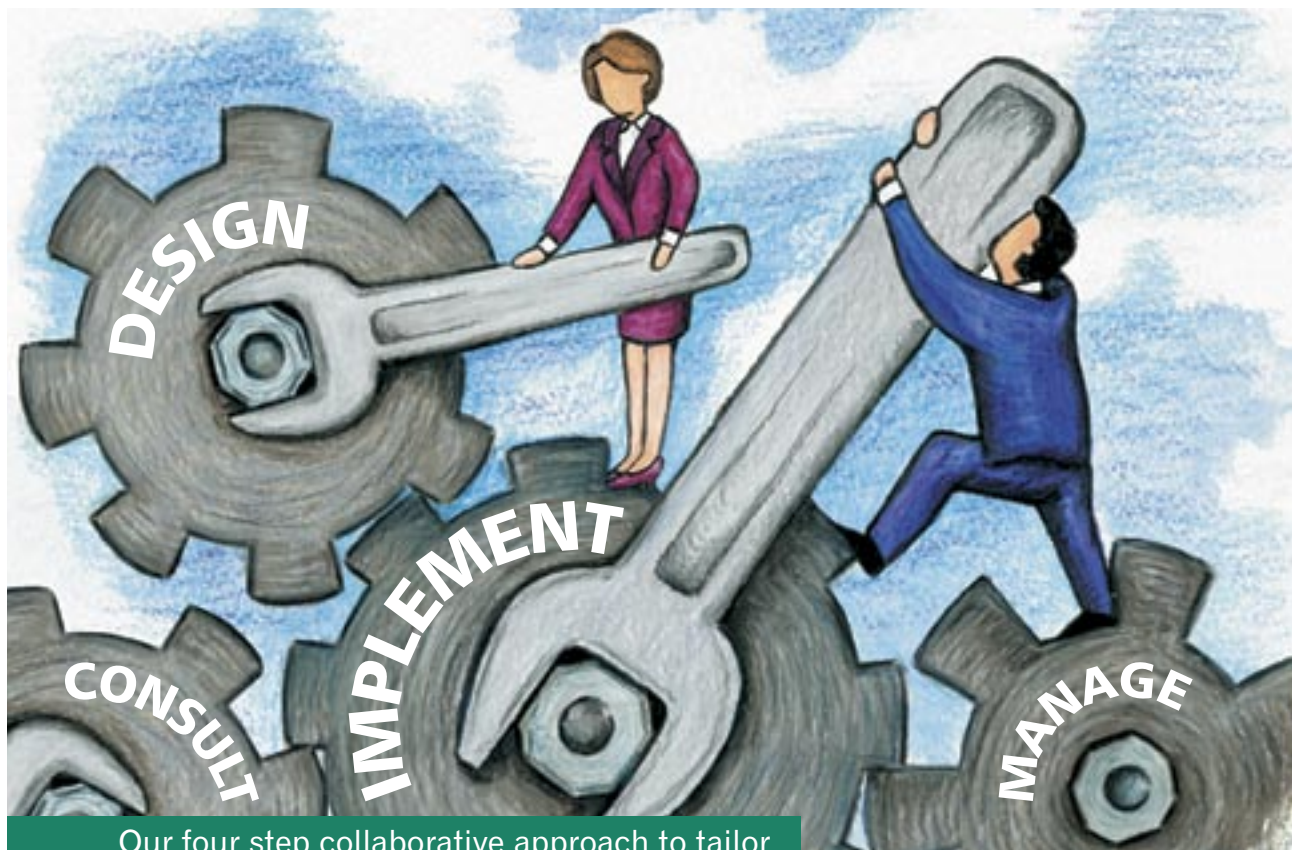
Continued on page 3.



See you at the P&HT Spring Meeting!
Las Vegas, NV
April 3-5, 2005



More info on pages 14-15



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Continued from page 1.

And just when you thought it couldn't possibly get any better, Janice Lachance, Executive Director of the Association has once again agreed to open Day Two of our meeting. There are quite a few exciting things that are happening with our Association and Janice would love to chat with us about where the Association is heading. Last year we had 240 attendees at our Spring Meeting in Philadelphia. This was the highest number we have ever had. Let's make this year even better. Please feel free to pass on the registration and invite your colleagues. If you have any questions about the Spring Meeting please feel free to contact Cheryl or myself and we would be more than happy to help.

In this issue you will also find a review of the SLA Leadership Summit that Cheryl and I attended at the end of January in Tampa, Florida (see page 22). As you all might know, I live on the East Coast right outside of Philly where we have been freezing and dealing with a bit of snow over the last month. So I am all excited about going to the Leadership Summit for 2 reasons: one is the program and the other is warmer weather. I get off the plane in Tampa and it is 50 degrees. I am wondering what I did to deserve this weather! With that said, there are a lot of exciting things that are happening at Headquarters over the next year that you will be very interested in. So please make sure you read the review in

this issue. In this issue you will also get a sneak preview of the Division programming for the Annual Meeting in Toronto (see page 26). I would like to personally thank Sarah Schweer, Division Planner 2005 for having every session filled and every speaker confirmed for our exciting sessions this year. I am very proud to have her as my planner.

Please enjoy this issue of our newsletter and I hope to see you in Las Vegas and Toronto!

Who knows maybe we will have a special guest at our Vegas meeting!

Karen

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P&HT News

P&HT Spring Meeting in Las Vegas

The 2005 P&HT Spring Meeting will be held from Sunday, April 3 to Tuesday April 5th at the Westin Casuarina Hotel, in Las Vegas, Nevada. The theme of this meeting is "Dynamics in the Information Industry: Expanding Roles and Relationships".

Details are available on the P&HT website <http://www.sla.org/division/dpht/> and on pages 14-15 in this newsletter. You can register online or use the registration form enclosed with this newsletter. Please contact Cheryl Schairer (clschairer@yahoo.com) for more information.

P&HT Professional Development at the Spring Meeting

The SLA Pharmaceutical & Health Division is delighted to announce its 2005 Professional Development workshop for the Spring meeting in Las Vegas:

Shifting the Copyright Paradigm: from Seed Pots to Printing to Electronics

When: Sunday April 3rd 2005 from 9 AM to 1 PM

Number of participants: 40-60 (mandatory registration)

Fee: \$75.00 (members) \$100 (non-members) includes a continental breakfast

This workshop is a practical "how to" course that will enable participants to take away actionable knowledge. It's the kick-off event of the Spring meeting and is always designed to introduce the theme, which is "Expanding Roles and Relationships."

PROGRAM:

- Baseline Knowledge Requirements for Copyrights Management with a Focus on Corporate Environment
- Copyright ability Requirements
- Exclusive Rights: Reproduce, Prepare Derivative Works, Display, Perform, Distribute
- Fair Use Paradigm
- Copyrights and the online world
- Relationship to Licensing
- Corporate/Organizational Copyright Policy: Writing & Implementing
- Update on New Legislation and Trends

Reserve your place on your meeting registration form: <http://www.sla.org/division/dpht/Spring2005/spring05info.htm>

For any questions, please contact Maude Lethiecq-Normand, P&HT Professional Development Chair, at : maude_ln@yahoo.ca.

P&HT Nominating Committee

The P&HT Nominating Committee will nominate a Chair-Elect and a Treasurer for this year's election. If you are interested in learning more about either position or if you would like to become or recommend a candidate, please contact the Nominating Committee Chair, Bernadette Ewen ([Bernadette.ewen@aventis.com](mailto:ewen@aventis.com)). Ballots will be mailed out just before the Spring Meeting. Please take the time to vote. Your participation in the election process is vital to continued success of the P&HT Division.

Welcome to new division members!

Jackie Aldridge
Jillian Amaral
Adriana Azuri
Gordon Bedford
Christophe Beguel
Sheila Bennett
Anne Marie Clift
Janette Cross
Elaine Fadden
Wendy Flannery
Marcy Gascoine
Mina Ghajar
Ingrid Guentert
Robert Guerrero
Paul Holden
Carmen Huddleston
Amy Knehans
Rengin Konuk
Jacqueline Madison
Gregory Martin
Jessica McGillivray
Kelly McNamara
Scott Mulka

Ann Nista
Clifford Perry
Sharon Rhodes
Meredith Ritchie
Terri Romberger
Kyoko Sato
Meghan Serrano
Julia Shulyak
Michael Sidlofsky
Cathy Silverman
Michelle Sinotte
John Smith
Andrea Spender
Thomas Stafford
Glenn Steinke
Cindy Stenstrom
Karen Stesis
David Thew
Anne Tucker
Barbara Verble
Gill Wareing
Patricia Wyszynski
Jennifer Yoakum

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Available in print and online, *Molecular Pharmaceutics* concentrates on the integration of applications of the chemical and biological sciences to advance development of new drugs and delivery systems. With an emphasis on fundamental molecular concepts in chemistry and biology as applied to drug and drug delivery system activity, the journal showcases emerging technologies used to advance the drug development process.

Molecular Pharmaceutics includes the following scientific areas as they relate to drugs and drug development:

- physical and pharmaceutical chemistry
- biochemistry
- molecular and cellular biology
- polymer and materials science

Gordon L. Amidon

Charles R. Walgreen Jr.
Professor of Pharmacy
and Professor of
Pharmaceutical Sciences at
the University of Michigan



Molecular Pharmaceutics
2005 Volume 2, 6 issues
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Web Edition ISSN: 1543-8392
North America: \$1,185
Outside North America: \$1,217

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P&HT Division Officers and Committees

The Pharmaceutical and Health Technology Division offers members opportunities to step into leadership roles or volunteer to serve in a variety of appointed roles dedicated to work on special projects. An Executive Board of elected officers is responsible for Division governance, assisted by an Advisory Council of Committee Chairs and other individuals holding appointed positions. If you are interested in becoming more involved in planning Division activities, contact the Division Chair.

Pharmaceutical and Health Technology Division Officers 2004-2005

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Chair-Elect: Cheryl Schairer
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Secretary: Molly Bernard
Treasurer: Larry Walton

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Fundraising Chair I: Christine Leyva
Fundraising Chair II: Barbara Boyajian
International Relations Chair: OPEN
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Networking Chair: Susan Gleckner
Nominating Committee Chair: Bernadette Ewen
Past Treasurer: Denise Fobare-DePonio
Professional Development Chair: Maude Lethiecq-Normand
Program Planning Chair I (annual): Sarah Schweer
Program Planning Chair II (spring): Rebecca Miller
Public Relations Chair: Kimberley Poelman
Strategic Planning Chair: Stephanie Fitch
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Lester Crawford, FDA Acting Commissioner, FDLI Annual Meeting, April 2004

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Tips from the DPHT Discussion List

Does anyone know where to find profile information about medical journals, that is, information such as readership, time to publication, is the publication peer-reviewed, and any fees charged to the author for publishing?

In October, new DPHT member Janette Cross (XenoPort, Inc.) posted the responses she received to this question:

1. Peerview, Inc (www.ePeerView.com) – Journal Selector

This resource provides all of the information requested (and more) in table form in the record for each journal, except whether or not fees are charged to the author; they offer a free demo.

Customers who subscribe have given it high praise for usability, and responsiveness of support and sales staff.

2. Envision Pharma – Datavision (www.envision-pharma.com)

This resource was suggested as having all of the requested info, but had not yet been evaluated.

3. The products listed below contain some but not all of the information needed:

- Medical College of Ohio, Instructions to Authors in the Health Sciences (www.mco.edu/lib/instr/libinsta.html)

This web site provide links to instructions for authors for over 3,500 journals in the health and life sciences. All links are to “primary sources” – i.e. publishers and organizations with editorial responsibilities for the titles.

- Serials Directory from EBSCO (www.epnet.com/corporate/serialsdirectory.asp)
- Ulrich’s Periodical Directory (www.ulrichsweb.com/ulrichsweb)
- CINAHL (www.cinahl.com)

Lists 1243 journals on their website under “peer reviewed”. Coverage is primarily nursing and allied health journals.

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Putting the "Target" Back in Target Marketing

At Outsell, we've been receiving many questions from information managers on the topic of organizational "fit" and strategy, and a major element of these questions is often: Which workers should we target

with our higher-value solutions and services? Should we define our user market broadly, or be selective? Underlying these questions is the need to understand which potential users gain or could gain the most value from the information function's assistance, and whether marketing to those who are currently non-users will provide a recognizable payoff.

Outsell defines a three-pronged marketing philosophy that includes:

- Know who you are (strategic assessment).
- Know your customers or target markets (target market assessment).
- Know what you will do (product and service portfolio assessment).

Where many information managers get stuck is in selecting target markets and then pinpointing which user attributes justify actively pursuing (or not pursuing) those markets. In particular, marketing to non-users is often a haphazard affair that springs from a mindset of "more is better," following a paradigm that says simply getting more users increases our value proposition.

Strategic information managers are moving away from this scattershot approach and toward identifying and using the characteristics that make a particular user group worth serving. They're also looking at the directions their organizations are moving in and targeting users who are the likeliest movers and shakers in the future, not just the present. They're taking into account a potential user group's relative influence and importance when making these determinations.

Market Assessment: Differentiating Library Users and Non-Users

Outsell's research shows that in the realm of information gathering, the "experts" represent a user market that is largely satisfied, is highly independent, and doesn't see value in intermediation on everyday research tasks. Expert users are best identified as a target market by information managers who have a broader, centralized role in content management, since those users find the most value in direct access to information sources and tools. On the other hand, information functions with a narrower mission, and particularly those focused on intermediated research, usually will not find the payoff in targeting expert users.

With respect to information preferences and problems, our data shows no pronounced differences when objectively com-

paring library users to non-users, with the exception of the time they spend on information tasks (8.7 hours per week for users, compared with 10.7 hours per week for non-users). When making decisions on target markets, information managers will want to understand the return on investment (ROI) element of time spent and why such a striking difference exists between time spent by users and non-users (two hours in Outsell's benchmark data). Outsell suspects that in many cases, the fact that the library is not used drives up the number of hours required, and this may provide a compelling reason to target a particular market of non-users.

Beyond that distinction, the decision about whom to target with high-touch services really comes down to individuals' preferences and personalities. While this makes the target marketing decisions more subjective, it also frees information managers to choose service markets based on the value of the library's services to users and the value of users to the library.

Target Marketing Decisions: Attributes to Look For

When deciding which user markets to target, it's helpful to look for certain characteristics that reveal openness to or need for your services, as well as the possibility that you will also benefit from serving the target market.

In Outsell's December 2003 publication, *Content User Profile: Update on Corporate Information Users' Habits, Preferences, and Needs* (Volume 6, Number 31, December 12, 2003), we calculated library-use ROI by various functional groups, on the metrics of time saved and money saved. We concluded that professionals in Purchasing, who reported the greatest ROI on both metrics, were underserved by libraries in relation to the value they receive. Other functions that seemed similarly underserved were Finance, Information Systems, and Sales. Looking at the traits of individuals in these functions, and the functions themselves, provides insight into why they report high ROI when they use the library and why they might be good user markets to tackle.

- First and foremost, these functions typically have a good deal of power within their organizations. It makes little sense to spend time and energy targeting non-users in functions that are not in a position to support the library. Information professionals, by their very nature, want to serve, but value is a two-way street, and information managers must ask themselves what's in it for them when they target a new group of users. The functional groups that hold sway with executives may vary from organization to organization, so a hard examination of the power structure within an enterprise is step one. Seek out new users who can lend legitimacy to the library and possibly even provide direct funding. Needs assessments that Outsell conducts usually include executive interviews to flush out exactly this type of information.
- Additionally, some degree of knowledge of funding capability can arise from research on users themselves. For example, Outsell user data shows that individual buyers

Continued on page 12.

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Continued from page 10.

spend the most on scientific and technical content (any medium) and books (any topic) when making non-centralized purchases. If cost-saving is a strong driver in your organization, targeting buyers of these content types might make sense, particularly when the content function has an organization-wide scope of responsibility.

- Targeting high-level individuals for high-touch services often makes sense. Outsell research shows that the older workers are, the more likely they are to consider their own information skills as "novice." Corporate knowledge workers ages 55 or older are four times more likely to use the physical library than those ages 24 or younger. Older workers are more likely to be in higher-level managerial or executive roles, and therefore to consider information gathering as a task to be handed off to the library or to more junior workers within their own function.
- Information Systems (IS) professionals provide an example of another reason to target a particular user group. IS workers are notoriously independent when it comes to information gathering, and consider themselves experts; yet our research shows them to derive high ROI from the library – revealing that they also recognize their limitations. Your organization may have functional professionals, IS or otherwise, who exhibit these characteristics, and they're a good bet for new target markets.

In Outsell's Opinion

More users do not necessarily add up to a better value proposition for the information function, which is why Outsell

recommends focusing on the "target" in "target marketing." Carefully selecting which user groups to serve, and not to serve, will go a long way toward enabling information centers to build real value into their services and deliverables. The content function's mandate will heavily influence what can or should be considered the target market, but in Outsell's experience, nearly every information center has some degree of control over where to focus its efforts. Remember, too, that specific parts of your product and service portfolio may be explicitly targeted to different markets.

Deciding specifically what groups of users to target involves examining a number of user attributes, some of which are based less on quantitative, explicit needs, and more on "personality" factors or non-quantifiable traits. It is important for information managers to remember that power, influence, and funding capability are legitimate factors to use in making these decisions, but underlying specific needs must also be apparent in order to deliver good value. Look at how your organization is evolving and what the next hot services or functions are, and "skate to where the puck is going."

Joanne Lustig
Vice President & Lead Analyst
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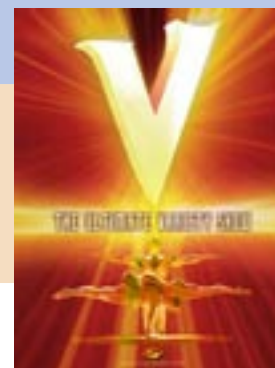
SLA Pharmaceutical & Health Technology Division Spring Meeting**April 3rd - 5th, 2005****Westin Casuarina Hotel, Las Vegas, Nevada*****"Dynamics in the Information Industry:
Expanding Roles and Relationships"*****Sunday April 3rd 2005**

8:00 am	9:00 am	Workshop Registration and Continental Breakfast
9:00 am	1:00 pm	Professional Development Workshop: Shifting the Copyright Paradigm from Seed Pots to Printing to Electronics Mickie Piatt (<i>Chicago-Kent, College of Law, Illinois Institute of Technology</i>)
11:00 am	4:00 pm	Vendor Registration and Setup
2:00 pm	4:00 pm	PH&T Board Meeting <i>Karen Mirabile, Chair</i>
4:00 pm	6:00 pm	Attendee Registration
6:00 pm	9:00 pm	Opening Night Gala Reception & Exhibit Kick-Off

**Monday April 4th 2005 "Changes in the Healthcare Industries"**

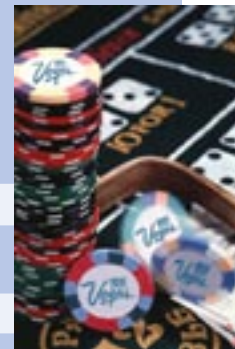
7:30 am	8:45 am	Attendee Registration/Breakfast/Exhibits Open
8:45 am	9:15 am	Introduction and Welcome Cheryl Schairer, Chair-Elect
9:15 am	10:30 am	Keynote: Pharmaceutical Industry Dynamics that drove the formation and growth of the Competitive Intelligence function Neil Mahoney (<i>President, Global Business Management Concepts, Inc. (GBMC)</i>)
10:30 am	11:00 am	Break/Exhibits
11:00 am	12:30 pm	The Growth and Future of Specialty Pharma David Mays and Dan Mertz, (<i>Shire Pharmaceuticals</i>)
12:30 pm	2:00 pm	Lunch and Exhibits
2:00 pm	3:00 pm	You say VCR, I say TiVo: Generations in the Workplace Gayle Lynn-Nelson, (<i>LexisNexis</i>)
3:00 pm	3:30 pm	Break/Exhibits
3:30 pm	4:30 pm	Drivers for Change, Part I: Hot Topics in Records Management Sylvia Diaz (<i>BMS</i>) and Steve Gens (<i>Booz Allen</i>)
4:30 pm	5:30 pm	Drivers for Change, Part II: Industry Trends and Directions Joanne Lustig (<i>Outsell</i>)
6:30 pm	11:00 pm	Social Event – "A Night at the Aladdin" includes dinner & show "V: The Ultimate Variety Show" \$30 fee required at registration.

*Sponsored by Wolters Kluwer Health (Ovid Technologies,
Adis International, and IFI CLAIMS Patent Services)*



Tuesday April 5TH 2005 "Changes in Content Development"

7:30 am	8:30 am	Attendee Registration/Breakfast/Exhibits Open
8:30 am	9:15 am	Keynote: SLA Janice R. Lachance (<i>Executive Director, Special Libraries Association</i>)
9:15 am	10:45 am	Town hall –Ejournals: Changes in pricing models, packaging and user interfaces Moderator: Barbara Boyajian (<i>Johnson & Johnson</i>) Panel: Kerry Simpson (<i>Wolters Kluwer Health – Adis International</i>) Tina Feick (<i>Swets Information Services</i>) Daviss Menefee (<i>Elsevier</i>) Christopher McKenzie (<i>John Wiley & Sons</i>) Geoff Worton (<i>Nature Publishing Group</i>)
10:45 am	11:15 am	Break/Exhibits
11:15 am	12:00 pm	RSS and potential applications Darlene Fichter (<i>Univ. of Saskatchewan, Northern Lights Internet Solutions</i>)
12:00 noon	1:30 pm	Lunch and Exhibits
1:30 pm	2:30 pm	Open Access – a Fad or a Fact of Life? And What You Can Do About It Michael Leach (<i>Harvard University, Physics Research Library and the Kummel Library of Geological Sciences</i>)
2:30 pm	3:30 pm	Survival Tactics in the Medical Device Library Cindy Meisner (<i>Ethicon Endo-Surgery</i>)
3:30 pm	4:30 pm	From the Trenches: Virtual Library Experience Robert Guerrero (<i>GlaxoSmithKline</i>)
4:30 pm		Wrap-Up and Closing Remarks Cheryl Schairer



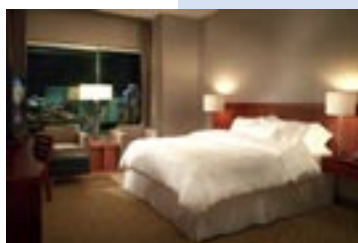
Registration for the Spring Meeting

Fill out the enclosed registration form or register on the PH&T website at:

<http://www.sla.org/division/dpht/Spring2005/spring05memberform.asp>

Payment must accompany advanced registration and be received by March 18th, 2004. After this date please register at the meeting.

Questions? Please contact Meeting Chair Cheryl Schairer (email: clschairer@yahoo.com) regarding Spring meeting details. For questions about vendor sponsorships, please contact Christine Leyva (email: christine_leyva@eri.eisai.com).



Las Vegas photos courtesy of the Las Vegas News Bureau/LVCVA

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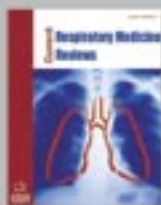
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The Westin is providing SLA with a special hotel room rate of \$139/night for all Spring Meeting attendees and vendors for Thursday March 31 through Wednesday April 9.

Call the Westin at (866) 837-4215 and mention "Special Libraries Association". The deadline until which the special rate will be honored is **March 18, 2005**.

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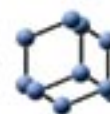
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More tips from the DPHT Discussion List

Providers of pharma competitive intelligence

Posed to the listserv by Mary F. Fanslow (Eastman Chemical Company): Do you have recommendations or comments about competitive intelligence sources in the pharma and generic arena apart from pipeline databases such as IDDB, Pharmaprojects, Synthline, or Pioneer? What companies provide strategic business and patent analysis, evaluation, and intelligence about pharma/generic competitors and pharma market trends?

Below are the many responses I received, broken down into two categories: (1) responses from librarians, searchers, information scientists and (2) responses from vendors who picked up my query from a listserv. Responses are not listed in any particular order within the category.

Responses from librarians and searchers:

- "Espicom is a well known source in the industry for this type of information." <http://www.espicom.com/web.nsf/structure/home?OpenDocument>
- "Try <http://www.imshealth.com>, producer of the IMS reports for Market Research departments. Datamonitor, Decision Resources and AD Little all have consulting services which handle this kind of thing too."
- "You might try ISIS [Integrated Strategic Info. Svcs. Inc.]-I've worked with them a bit, and they seem to have the rigor it takes to get things right (<http://www.isis-global.com>.)"
- "We subscribe to a service called Newport Vision Sourcing, (part of Thomson <http://www.newportstrategies.com/home/home.php?siteType=about> which provides worldwide patent expiry data, including for products, e.g. biologicals and antibiotics, not listed in the Orange Book - it's come in handy a few times. I'm not sure what it costs, because I don't deal with the subscription, but I suspect it's on the pricey side."
- "We have Newport here, but I rarely use it. It's fine to look at who has what DMF (Drug Master Files), or is manufacturing a given chemical. The DMF information is on the FDA website (at <http://www.fda.gov/cder/dmf/>) but in a messy format. Newport makes it "pretty". As far as using it for CI, well I don't. We tend to use it to find a supplier of a chemical."

Responses from vendors:

- Two vendors mentioned the Association of Independent Information Professionals (AIIP). Several of its independent information professionals are pharma CI specialists. They can be found by searching the member-

ship directory at www.aiip.org. They also have a referral program whereby you can call AIIP headquarters and ask for an expert in your area of interest.

- "For marketed biopharmaceutical products, check out BIOPHARMA: Biopharmaceutical Products in the U.S. Market, 654 pages, the only reference/info. resource concerning biopharmaceuticals, further unique with its emphasis on products' biotechnology (technical) and commercial aspects. Further information, including reviews and a free database of basic info./partial entries is online at <http://www.biopharma.com>

Ronald A. Rader Author/Publisher

E-mail: biotech@biopharma.com

Web site: www.biopharma.com

- "DOLPHIN, our database of all pharmaceutical inventions, does just that. You can see some basic info at: http://www.cp-dolphin.com/dolphin_examples/

Peter Steele, Director, Current Awareness Pharma/Chemistry Markets, Thomson Scientific

E-mail: peter.steele@thomson.com

- Thomson also provides the SDDb, Strategic Drugs Database, as a possible tool.

- Sara Furie [tadan1@netvision.net.il], chemist and an information specialist of Teva, runs her own consulting company, "BioData to the chemical /pharmaceutical / BioTech communities in Israel and several Eastern markets. Among many things that I do (write a regulatory update newsletter) I have also presented at the CINP division CAS annual meeting NY Sept 2003 on "Managing the Pharmaceutical Technical Intelligence Puzzle " - where I have described an analytical model to evaluate generic candidate products relative attractiveness. I can provide you with an in-depth evaluation of the process to get all the patent /exclusivities, expiration dates polymorphs solvates salts etc"

- "Try <http://www.PatentValuePredictor.com>, which provides the only completely objective automated validation of patents, at least as far as I know. You can use the portfolio valuations to compare one company to another."

Rick Neifeld, Ph.D. Patent Attorney

President, Neifeld IP Law, PC and StockPricePredictor.com, LLC

Email: rneifeld@neifeld.com



Continued on page 21.

Advice for Working with Recruiters - II

Continued from the Fall 2004 issue

This article was created from the results of a 2000 recruiter survey. It was used as a company press release, and as the basis for one of my training seminars.

Very quickly, here is what I tell individuals about contacting recruiters.

1. In the subject line of the email, put your profession or title and industry/company you worked in. (Example: "Senior HR, pharmaceutical industry" or "Molecular Biologist, Merck").
2. If you have a reference, put in that name. (Example: "Betty Judd suggested we should talk".) Referrals can be powerful aids to reach a recruiter.
3. In the body of the email, put your profession, industry/company you worked in, and compensation. (Example: "I am a research professional who has worked in the aerospace, telecommunications and outplacement industries. I was the Research Director for Manchester Inc., an international career change counseling and outplacement company. My compensation over the last three years was between \$63,000 and \$67,000".) Compensation includes base salary, individual performance bonuses, year end bonuses, etc. Don't put down anything about where you want to work. This is a time for

facts, not an introduction about your very positive qualities. The recruiter will ask you more when he calls you.

4. Paste your resume in the body of the email. An attachment that is another step the recruiter has to go through to read about you, so don't do that. Recruiters are very worried about computer viruses carried in attachments.
5. If the recruiter wants a Word version of your resume, he will contact you and ask for it. If he sees your resume on a jobsite, he will ask for a Word version because he does not want to bring a plain text resume into a company. Recruiters get hundreds of resumes named "resume". Give your resume your name: e.g., Carpenter Dale 07042004.doc. When the recruiter saves it on his/her computer, it will be easily found. In the future, when you change jobs, it will be easy to locate the most current resume version.
6. Check what your resume and cover letter looks like by sending both plaintext and the Word version to several friends by email. Have them print these out and send (or give you) those copies. This is the only way to know what your resume and cover letter will look like when sent electronically.
7. Some recruiters will automatically bounce your email and tell you to go to their website and post your resume into their resume database.



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8. Make a habit of sending your unfolded resume in the mail, as well.

I have additional statistics, which I can supply upon request, but of more use are the recruiter comments, edited for brevity.

General advice on ways to approach a recruiter

"Listen to an agency's specialization and send ONLY targeted resumes." "We receive about 100 resumes a day of which about 2 fit our recruiting specialties." "Take the time to identify the fields in which the recruiters work." "When someone sends an unsolicited email with a generic cover letter and a resume as an attached document we most likely will not even look at the resume." "Visit our Web site prior to resume submission." "We do not have the time to assist people out of our field of expertise."

Contacting recruiters: the all important first impression

"Identify yourself clearly or the message will be deleted before being opened." "Always indicate subject in subject line, otherwise it is automatically purged from email." "Subject line gives as much info as possible, particularly position title or function, industry, compensation level, whatever." "Prefer to see a 2 line summary of type of position desired, industry, compensation range and geographical location or preferences."

"As with networking in general, referrals to search firms are powerful ways for candidates to get in the door. I will always go out of my way to provide whatever assistance I can to referrals from people who have been of help to me over the years."

"Forget about the 'new Internet profile/accomplishments/keywords format' as these formats are complicated and filled with useless grandiose statements. These are difficult to process and are useless for keyword searching. In the final analysis everything gets stripped out but the chronological part."

"The biggest problem with resumes is that people don't describe the company. List the company name and the length of time worked for the company. Then describe the company: size, products, markets, etc. List the various job titles and the length of time held. For each job title briefly describe duties & responsibilities...and then list the accomplishments achieved in that position, what kinds of projects did you do, how many people did you supervise, etc."

"Indicate experience but not tell a detailed story, that is what the interview is for. No one hires a resume, No one hires without an interview. Focus on getting in front of the hiring manager." "The more information we have about a candidate, the better." "Actions verbs help to show a doer, 'hands on' self start" etc." "A summary paragraph at the top of the page is time efficient but may not be possible for everyone's career." "Keywords should already be incorporated into the body of the written resume, which is fully searchable. Facts and figures are essential." "No follow up telephone call asking 'did you get my resume?'"

Their worries about attached files

"Scan document so that you are not transmitting viruses." "We routinely scan all incoming e-mail for viruses; when we detect a virus, we delete the file."

"But there is one basic rule: No Attachments. No extra files to try to open."

If you do mail a resume "We use OCR to convert and store resumes in our files. This allows high speed detail searching of the resumes. Since OCR software is not perfect as yet, we hope for the following things in resumes that are mailed or faxed to us."

An unfolded original mailed resume with a type font of at least 10 points, preferably one with no serifs. No italics. No pictures. No fancy fonts.

If you want to attach fancy stuff or words make them supplemental to the resume, not a part of it. Some items, such as pictures, can be sent via email. Usually, these are not needed.

Happy Hunting!

Dale Carpenter MLS
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973-647-6099
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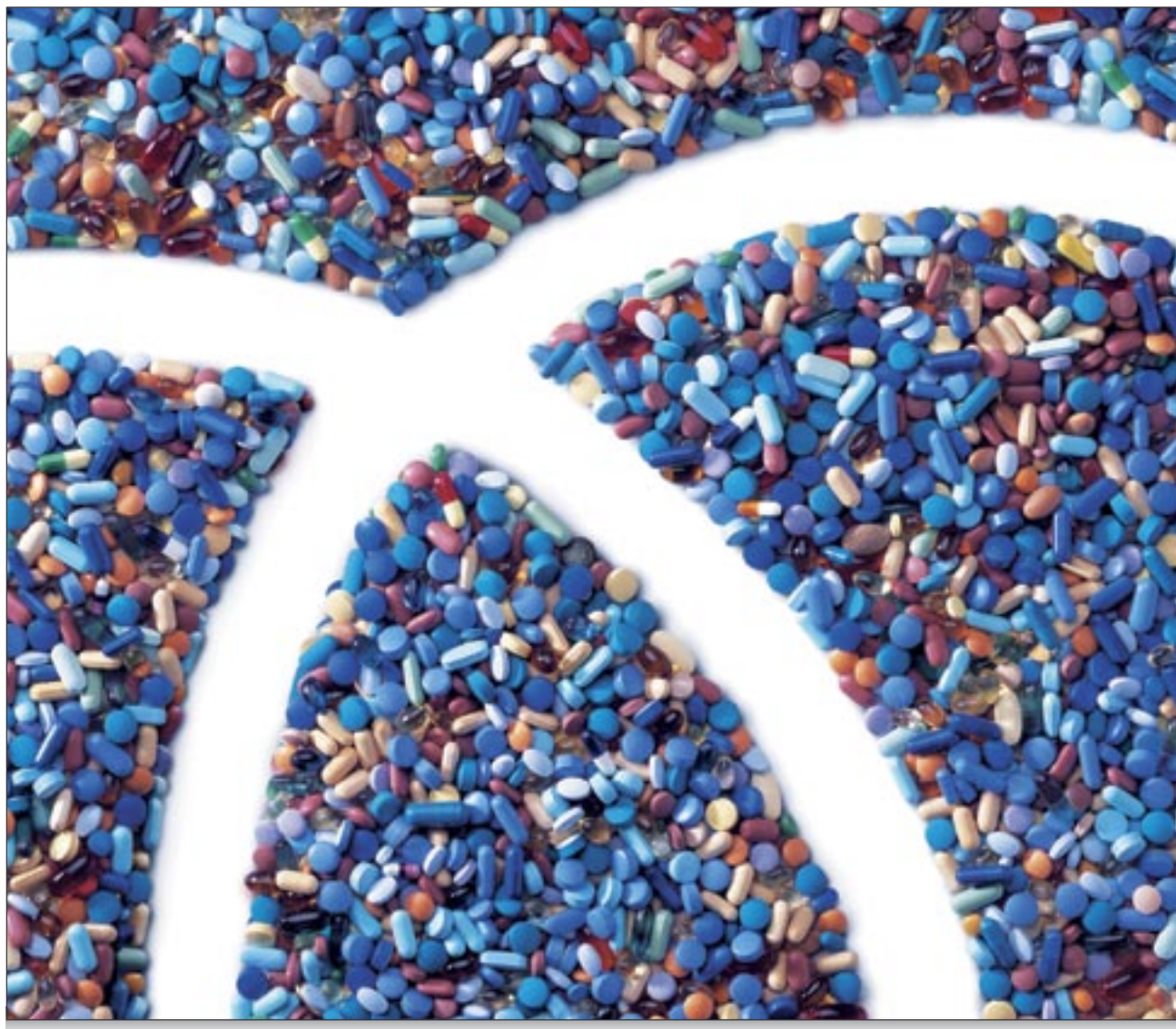
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Pharmaceutical &
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1. Send your message to: LISTS@LISTS.SLA.ORG
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2. Put a meaningful subject in the subject line.
3. In the body of the message, type your message.

More tips from the DPHT Discussion List (cont.)



Continued from page 17.

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SLA News

Leadership Summit Meeting

Tampa, Florida January 26th – 29th, 2005

As you are probably all wondering what the Leadership Summit is, this is the meeting that was formally called the SLA Winter Meeting. It was changed to the Leadership Summit because some of our members from down under informed HQ that in January it is their summer!!

They had 240 attendees at the Leadership Summit this year and the Pharmaceutical & Health Technology was represented by Cheryl Schairer and myself.

On Wednesday, January 26th we attended the 2006 Baltimore Conference Planning Session. The theme of the 2006 conference will be "Baltimore 2006 – Where Tradition and Transformation Converge". The planners for 2006 are trying to think outside of the box by looking at the following:

- Convergence of values as we imagine new professional horizons
- Past and future; reflection and renewal
- Where we have been influences where we are going

One of the major changes they will implement in 2006 is moving the opening Keynote Speaker on the Sunday of the meeting. The two keynote speakers this year will be Gwen Ifill and Walter Mossberg. Please check the website www.sla.org for more information as it becomes available.

If anyone has any ideas for sessions for 2006 please send them to Cheryl Schairer.

On Thursday, January 27th they kicked the meeting off with a keynote speaker, Gary Heil, Founder, Center for Innovative Leadership who spoke to us about "For the Love of the Game: The Art of Leading an Inspired Team". Gary was a very inspirational speaker giving us a lot of information on how to be a better leader. He covered the following talking points:

- Authenticity – leaders must change themselves before expecting their teams to change
- The Naked Truths – guidelines for leaders of every level
- Honesty – innovation stems from a climate of addressing problems and proposing new ideas
- Reality – seeing things as they really are, not as you wish they were
- Engagement – building inspired teams that are passionate about learning and improving

SLA introduced a new format at the meeting where we had a member forum to discuss issues being considered by the Board of Directors. SLA added the forum so the members would have a chance to voice any concerns they might have prior to the Board Meeting. Several Division and Chapters commented on professional development, the need for help from HQ regarding attracting more students, etc. This forum was very productive and helpful for both Divisions and Chapters.

We were then invited to Meet the Candidates for 2005 at a luncheon. Each candidate had a chance to give a short presentation stating their cases as to why we should vote for them and what their priorities are for the Association should they be elected. You should have received your ballots by now. The biographies of the candidates can be found at www.sla.org/2005election. One of the most important things we can do as a member is to vote, please make your voices heard.

Day One with sessions that were geared towards helping the members become leaders. They had concurrent sessions for Beginners, Mid-Career Professionals and Experienced Leaders. They also held sessions on Leadership skills specific to SLA, Your Role as an SLA leader and how to communicate with Headquarters.

On Friday, January 28th the Leadership Summit continued with some news that I am sure you will all find very exciting. We had a presentation from John Lowery and Learn.com to show us the new website for SLA UNIVERSITY. This new website should be live by June 2005 and you will be able to take CE Courses, Virtual Seminars, Professional Development Courses (like Microsoft & Office Courses) and we will be able to host our own Division Courses!

Discussions have begun on some very exciting potential partners for SLA University to allow you to obtain a degree (MLS, MBA, etc.) They are Drexel University, Syracuse University and University of Toronto to name a few.

The University will keep track of all of your courses you have taken but we could also post all of our Division sessions for those folks who can't join us at our meetings. Please keep checking the SLA website for more information on this great tool.

Following the session on the SLA University we participated in the Division Cabinet meeting. There was one major topic that was discussed at length at this meeting. SLA announced that they will be changing the Governance Year to a Fiscal Year. The changes will start over the next year to be implemented in January 2007. This has several implications for the Divisions. Some of the issues/concerns are: Elections, Terms of Office, Finances/Reporting and Conferences and Conference Planning. But fear not! Your Executive Board has already had a conference call to look at each and every issue and we are optimistic that we will be able to conform to the new fiscal year. Stay tuned over the next couple of months. We might be surveying our members on some of the issues. I would encourage you to join us at our Board Meeting in Las Vegas to get an update on these changes.

Continued on page 24.



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- What implications FDA initiatives in risk management/drug safety, good review management, and systems quality are holding for drug development programs and new drug reviews.
- How the FDA's pending reorganization will affect drug reviews going forward.
- What ways the common technical document (CTD) format and electronic submissions are reshaping marketing applications in the United States now that they have gained significant momentum.

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Continued from page 22.

We then attended the Joint Cabinet Meeting where SLA announced a motion to the members regarding a new Dues Structure plan. Apparently, SLA has not had an increase in dues in 5 years. There were 2 proposals that were discussed and the Board asked which proposal we would recommend. As there were still questions concerning each proposal, the group asked the Board to take another look before voting on either proposal.

So after two Cabinet Meetings and two very serious discussions, we attended a luncheon where we had a chance to listen to Ethel Salonen, President SLA, and to also hear a presentation from Janice Lachance, Executive Director SLA, regarding her vision for the future of SLA.

The afternoon closed with several sessions on the following topics: Envisioning the Future, Running and Participating in Effective Meetings, Working Together – The team approach, and The Creativity Challenge.

After a long day with a lot of information given to us to think about, Cheryl and I welcomed the chance to network with our fellow members at the Leadership Reception.

Karen Mirabile, P&HT Chair



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SPECIAL LIBRARIES ASSOCIATION

P&HT Continuing Education Courses at the 2005 SLA Annual Conference in Toronto

Sunday, June 5, 2005

New Drug Delivery Technologies: Online Information Sources & Search Strategies

Date: Sunday, June 5, 2005

Time: 8:00 a.m. - 12:00 p.m.

Speaker: Bonnie Snow, Director, Pharmaceutical Markets, Dialog

Course Description: Recent advances in drug delivery involve combinations of drugs or biologics with medical devices. Searching for information to support the development of new hybrid products and assessment of their business implications is challenging. This course surveys the broad spectrum of online databases likely to be needed, including bioengineering and biomaterials, clinical, competitive intelligence, and regulatory information sources. Techniques for constructing search strategies when very little standardized indexing vocabulary is available will also be discussed. Course Level: Intermediate

Bonnie Snow has extensive and successful experience as an online educator and public speaker. She is currently employed as advanced subject specialty trainer and consultant supporting pharmaceutical and health technology industry customers worldwide. Bonnie is widely recognized as a subject specialist and expert searcher familiar with industry applications, demonstrated through published writing, reviews, and awards.

Overview of the Global Oncology Market - Future Trends, Challenges and Rewards

Date: Sunday, June 5, 2005

Time: 1:00 p.m. - 5:00 p.m.

Speaker: Richard Faint MBA PhD, Director of Oncology, Healthcare, Datamonitor Plc

Course Description: Today, recent understandings of the driving forces underlying cancer are opening up new better-targeted treatments and approaches. The course will give participants a detailed knowledge of the current and future cancer pharmaceutical market (types, treatments, major players, risks and opportunities) highlighting the challenges facing drug developers and marketers across other disease types and focusing on the information needed to support the development and launch of such new exciting products.

Course Level - Intermediate

Richard Faint has worked for more than 10 years in the pharmaceutical and biotech industry specializing in the development and launch of cancer therapies. He has incredible knowledge of all the new trends, opportunities and challenges the health industry is experiencing and will have to face related to the oncology field. He has a unique vision integrating both his experience in the scientific and the commercial side of the business. As the head of oncology and healthcare products at Datamonitor, the world market research leader, Mr. Faint will provide a deep understanding of the topic. He also has extensive and successful experience as a public speaker. It will be his first appearance as a SLA speaker.

Reserve your place with your meeting registration form.

For any questions, please contact Maude Lethiecq-Normand at maude_ln@yahoo.ca.

Interested in sponsorship opportunities?

Register as an Exhibitor for the 2005 Spring Meeting on April 3-5, 2005 at the Westin Casuarina Hotel & Spa in Las Vegas, and take advantage of the Silver, Gold and Platinum sponsorship levels. You can also sponsor social events or raffle items.

For more information access Exhibitor Information:
<http://www.sla.org/division/dpht/Spring2005/spring05vendinfo.htm>

Sponsorship at the SLA 2005 Annual Meeting

Sponsorship opportunities are also available for the SLA Annual Meeting in Toronto, June 5-8, 2005.

For more details, see:
<http://www.sla.org/division/dpht/Annual2005/vendorinst.htm>

If interested, contact Barbara Boyajian at 908-704-4109 or email Bboyajia@prdus.jnj.com to reserve an event.

Sneak Peek at the P&HT Division Program

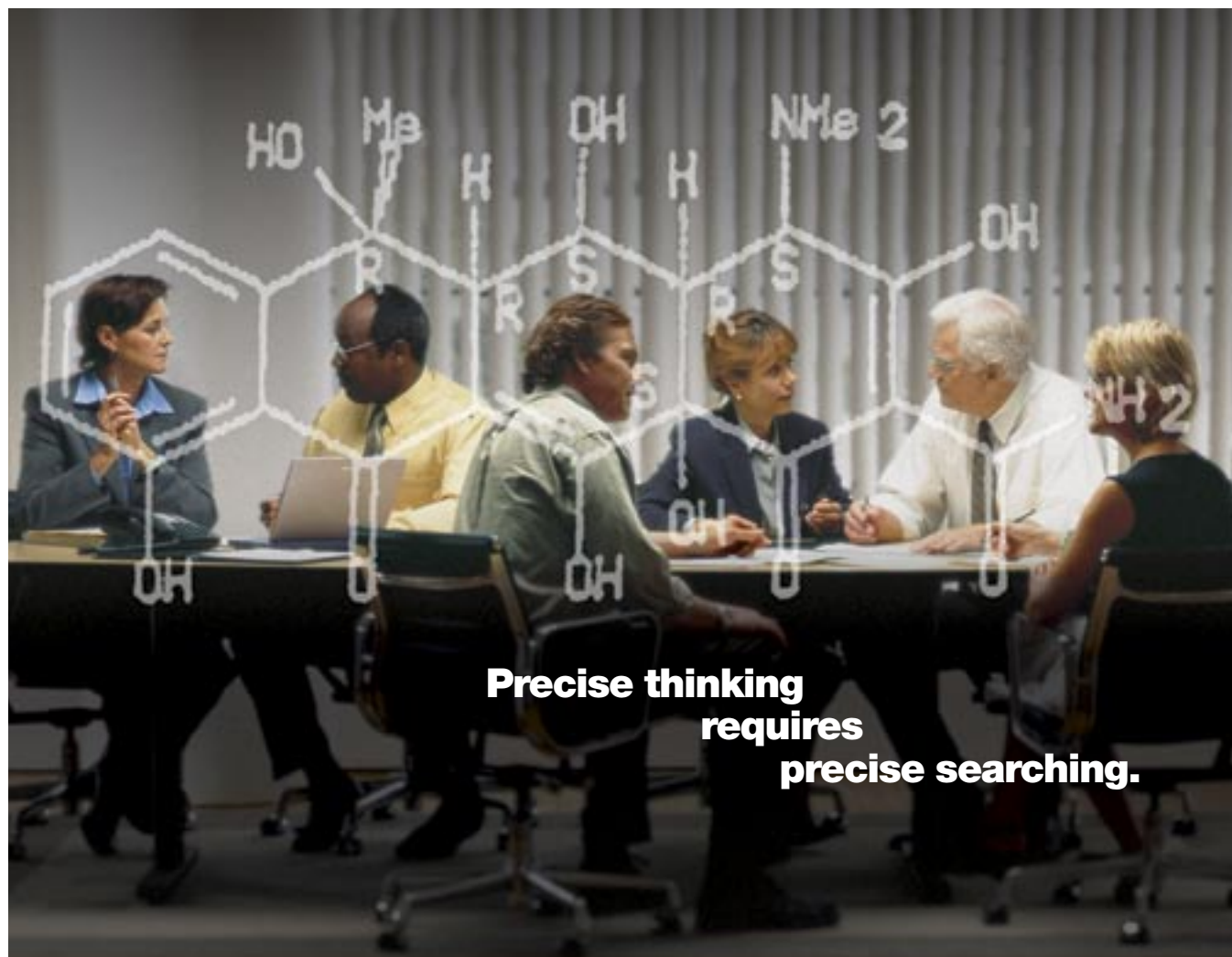
SLA 2005 Annual Conference

Toronto, Canada, June 5-8, 2005



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	Sunday, June 5th	Monday, June 6th	Tuesday, June 7	Wednesday, June 8
7:00				DPHT Incoming Board Meeting 7:00 - 9:00
8:00	CE Course	DPHT Networking Breakfast 7:30 - 9:00	DPHT Networking Breakfast 7:30 - 9:00	
9:00	New Drug Technologies: Online Information Sources & Search Strategies			
10:00	Bonnie Snow - Dialog 8:00 - 12:00			
11:00		Ongoing Competitive Clinical Trials Information: Mining for Gold Robyn Smith - Millenium Zorba Lieberman - Citeline 11:30 - 1:00	Annual Business Meeting Luncheon Karen Mirabile - DPHT Chair 11:30 - 1:00	Device Pharmaceutical Reimbursement Concepts Steve Lefar - Medi-Regs 11:30 - 1:00
12:00				
1:00	CE Course			Vendor Update: Medical Device Resources Bonnie Snow - Dialog Anthony Montagnolo - ECRI Kimberley Poelman - Ovid Peter Perkons - Windhover 1:30 - 3:00
2:00	Overview of the Global Oncology Market - Future Trends, Challenges and Rewards Richard Faint Datamonitor 1:00 - 5:00	INFO-EXPO Networking (Free time for Exhibits) 1:30 - 3:00	Generic Pharmaceuticals - Developing a Crystal Ball to Craft Product Portfolio Michael Kopp - Cardinal Health 1:30 - 3:00	
3:00				
4:00	Networking Reception in the Exhibits Hall 4:00 - 6:00	New Paradigms in Drug Safety: Challenges for Information Management Neal Shear - University of Toronto 3:30 - 5:00	INFO-EXPO Networking (Free time for Exhibits) 3:30 - 5:00 <i>Last chance for exhibits- Exhibits close at 5 pm</i>	Canadian Pharmaceutical Information Sources: How to Find Information for a Small Market Maude Lethique-Normand 3:30 - 5:00
5:00				
6:00	PH&T Outgoing Board Meeting 6:00 - 8:00			
7:00			P&HT Division Reception Sponsored by Dialog 7:00 - 11:00	
8:00				
9:00				
10:00				



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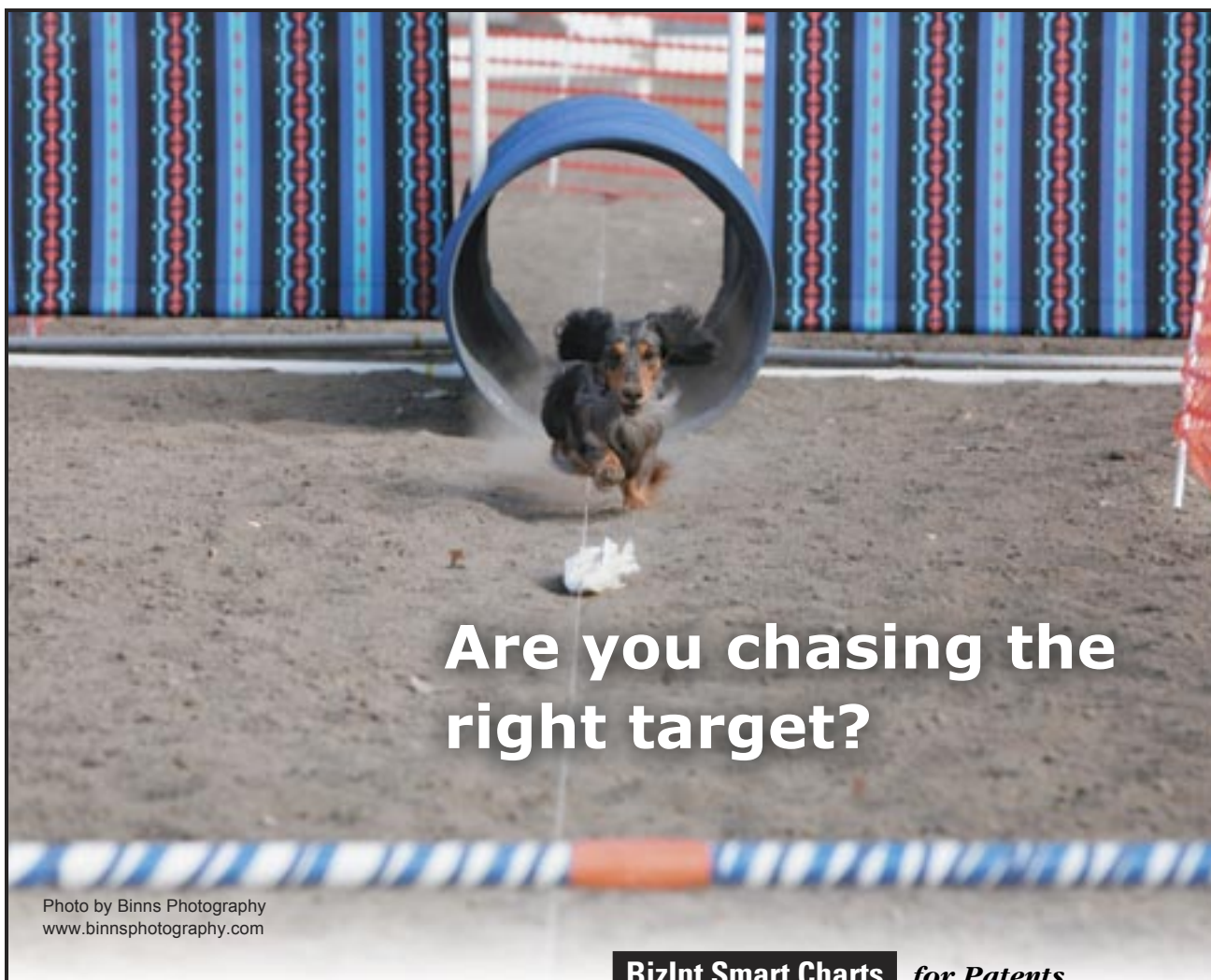


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