Message from the Chair

Cheryl Schairer, P&HT Chair

I hope 2006 is starting off well for all of you. We have another exciting and busy year ahead of us for P&HT!

Our fabulous Spring Meeting, “Collaboration: Combining Efforts for Improved Results”, will be held March 26-28, 2006 in Memphis, TN at The Peabody Hotel (see pages 5, 14-15.) Sidney McNab & I and many other division members have been busy planning programs and social events, so we hope to see you all in Memphis. With a rich history of luxury and Southern hospitality, the Peabody is known as “The South’s Grand Hotel.” And, of course, the famous Ducks make their walk twice a day at The Peabody. Please register and reserve your hotel room at The Peabody early, to make sure you receive our special rate of $150/night, while rooms are available. http://www.sla.org/division/dpht/meetings/spring2006/spring2006ann.htm.

Our opening keynote speaker, Eric Lesser, Associate Partner with IBM’s Institute for Business Value, will be presenting, “Collaboration and Social Networking: Critical Capabilities in the Knowledge Economy”. I’m very pleased to announce that this year we also have a second keynote speaker on Tuesday, Clifford Kalb, Vice President, Life Sciences from Wood Mackenzie. Cliff will be discussing, “Mergers: Miracles or Madness?” We are very excited that both Eric and Cliff will be joining us in Memphis, for what I’m sure will be intriguing and thought-provoking presentations.

Back by popular demand, we have scheduled another Professional Development Workshop this year on Sunday, March 26th (see page 6). Sandra Knowles, from Sunnybrook and Women’s College Health Sciences Centre, will be discussing, “ADRs 101: A Primer on Adverse Drug Reactions”. Maude Lethiecq-Normand brought this session together, sprouting from Dr. Neil Shear’s very popular Drug Safety session in Toronto. Great work, Maude! We are eagerly awaiting Sandra’s course.

We will once again be hosting an opening night reception and Exhibit Kick-off on Sunday night. This is a fun opportunity to meet all of our sponsors and attendees as we start the Spring Meeting with a bang! Thank you to all of our sponsors for hosting this gala reception and to Christine Leyva for organizing our sponsorship!

Continued on page 3.
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VISIT US AT THE SLA P&HT SPRING 2006 MEETING FOR A DEMO AND RECEIVE YOUR FREE GIFT
Continued from page 1.

While we’re talking about fun events, our Monday Night Social Event this year is, “A Night with the King”, sponsored by Ovid Technologies, a Wolters Kluwer business and Quosa Inc. I would like to thank Ovid and Quosa for sponsoring this fun evening, which includes a private dinner, and tour of Graceland. Thanks to Karen Mirabile, for organizing this event! Please make sure you sign up for this special evening event when you register for the Spring Meeting. It will be a great night and I hope you can join us.

Continuing the topic of upcoming meetings, Robyn Smith and Liz Perry have excellent Division programming scheduled for the Annual Meeting in Baltimore this June (see page 26.) Maude Lethiecq-Normand organized two CE Courses, “Online Resources for Previewing Clinical Trial Results”, by Bonnie Snow, and “Immunology for Health Information Professionals”, by George McGregor. Many, many thanks to Robyn, Liz, and Maude for all of their work.

I was fortunate to attend the SLA Leadership Summit in Houston, TX this January, which is open to all SLA members who would like to become better leaders in their profession and organization. Highlights of the Summit are discussed below:

At the Summit, we were reminded that registration for the Annual Meeting in Baltimore in June is open and hotels are filling up, so please make sure you register and make your travel plans soon, http://www.sla.org/content/Events/conference/ac2006/index.cfm. Attendance is expected to be very high this year, due to location and easy access.

Planning had already started for the 2007 Annual Meeting in Denver, CO. It should be an exciting location, especially for outdoor enthusiasts, so I’m sure we can look forward to some interesting activities in Denver. Our own Bernadette Ewen is one of the Denver Program Committee members, so our Division and several others will be working with Bernadette closely during the next 18 months. One Division programming note, for many years, we have had our Annual Business Luncheon on Tuesday, but for Denver, Tuesday lunchtime will be in a no-conflict time, so we will have to move our Business Luncheon to another time. We’ll announce the new day and time when it’s been determined.

At the Leadership Summit, Doug Lipp, formerly of Disney Studios and author of several business and customer service books, gave the Keynote, “Even Monkeys Fall from Trees”, in which he discussed highs and lows of organizations, and how leadership facilitated or hindered those highs and lows. He also discussed how individual employees can make a difference in their organizations. The overall thought was: we can be an expert in our fields, but we all make mistakes—what you do with that information even the mistakes, makes the difference. For example, do you blame others or wallow? Or…do you learn from your mistakes and improve not only yourself, but those around you? Of course, we strive for the latter. Doug gave examples of how we can encourage and foster an environment for improvement, wherever we are.

We met with the candidates for SLA elections, for which e-voting and biographies can be found on www.sla.org. Please take time to read about each candidate and cast your ballot. Your involvement and your thoughts on what you would like SLA to do in the future are vital for the success of SLA.

Janice Lachance, SLA CEO, and Pam Rollo, SLA President, discussed many of the highlights of 2005.

- The Annual Meeting in Toronto was a huge success, with over 5,200 attendees and the INFO-EXPO was the largest since 1997.
- Click University was launched, the first and only online learning system designed for the global community of information professionals. For example, Drexel and Syracuse Universities now provide discounted access to certificate and degree programs
- Electronic voting was approved by member vote
- Many Task Forces were launched, among them the Natural Disasters Task Force
- SLA ended 2005 with a surplus, for the 3rd consecutive year
- Janet Lachance represented SLA and the United States library community at the World Summit on the Information Society – Janice will write up her experiences at this important Summit, hopefully in a future Information Outlook issue.

Continued on page 4.
Back from Houston, it’s time to nominate fellow Division members for awards -- the Horizon Award, given to a new member for outstanding contributions to Division activities, and the Distinguished Member Award, given for outstanding contributions to the leadership of the Division and our profession. For more information, go to http://www.sla.org/division/dpht/awards.htm and please cast your vote! Many people invest time and energy into our Division to make it one of the most active and productive in SLA, and we want to recognize them and encourage others to become more involved in our Division.

I hope you enjoy CapLits and thank you to all of our sponsors and members for their contributions, especially to Claudia Cuca and Diane Webb, for making sure CapLits happens. I look forward to seeing you all in Memphis and Baltimore and hope to hear from you throughout the year. Let me or anyone on the Board know what we’re doing well and how you would like to help the Division improve. Please step up and volunteer; we need your support and enthusiasm.

Until then, be energized and, be at peace.

Cheryl

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P&HT Spring Meeting in March 2006

The P&HT Spring Meeting will be in Memphis, Tennessee from March 26th-28th. Our theme is: Collaboration: Combining Efforts for Improved Results. See pages 14-15 for the agenda and more information.

2006 Spring Mtg registration is now open. The registration forms for both attendees and exhibitors as well as the agenda are now available on the DPHT Web site at: http://www.sla.org/division/dpht/meetings/spring2006/spring2006ann.htm

Register now for the Spring Mtg, and reserve your room at The Peabody Memphis to guarantee availability and your special rate of $150/night. Call 1-800-PEABODY, Press 2 for Peabody Memphis, Press 1 for Groups/Conventions, then mention “Special Libraries Association”.

For more information, contact Program Planning Chair Sidney McNab (s.mcnab@lek.com) or Division Chair Cheryl Schairer (clschairer@yahoo.com)

SLA Annual Meeting in June 2006

An early look at the agenda for P&HT programming at the Annual Meeting in Baltimore is on page 26. This year promises to be very exciting with many co-sponsored sessions on new topics, with some old standards still included like a Pipeline Vendor update. There will be a dine-around and a lovely division reception, as always. Please join us and support P&HT’s participation in the Annual Meeting.

The SLA Pharmaceutical & Health Division is delighted to announce two half-day CE courses at the SLA Annual Meeting in Baltimore, focusing on 2 cutting-edge issues for our industry. See page 6 for more details.

Welcome to new division members!

ADIS Intl, Ltd
FDC Reports, Inc.
Christine Bassett
Bonnie Chaney
Anita Chiodo
Vida Cohen
Fannie Gervais
Virgen Gonzalez

Jason Gretencord
Rachel Knapp
Anne Kulak
John Larrier
Carol Maxwell
Susan McClelland
Bridge Michaud
Andrea Oliver
Brad Sietz

P&HT travel awards to Annual Meeting

The PH&T Division plans to give away up to three travel awards of $1,500 each to serve as a financial support for library science students or members of the P&HT Division to attend SLA’s 2006 Annual Conference in Baltimore. This award is targeted towards students enrolled in accredited library science programs with an interest in practicing as information professionals in the pharmaceutical or health technology industries and to non-student P&HT Division members. Qualified applicants must submit a project by March 1, 2006. Please see the announcement on our web site for complete details:


Peggy Shin (peggy.shin@tacl.org)

Upcoming Elections: from the P&HT Nominating Committee

The P&HT Nominating Committee is identifying candidates for Chair-Elect and a Secretary 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). Ballots will be mailed out to you just before the Spring Meeting in March. Please, take the time to vote. Your participation in the election process is vital to continued success of the Pharmaceutical and Health Technology Division.

Please peruse the Division Award Forms included in this Bulletin. Nominate candidates you think are worthy of these awards. There are previous award winners:

P&HT Horizon and Distinguished Member Awards

Now is the time to submit your nominations for this year’s recipients. The winners of both the Horizon Award and the Distinguished Member Award will each receive $500 and a certificate of appreciation. Previous winners include:

<table>
<thead>
<tr>
<th>Year</th>
<th>Horizon Award Winner</th>
<th>Distinguished Award Winner</th>
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</thead>
<tbody>
<tr>
<td>2001</td>
<td>Ellen Wells</td>
<td>Julia Urwin</td>
</tr>
<tr>
<td>2002</td>
<td>Shannon Wally</td>
<td>Regina Maxwell</td>
</tr>
<tr>
<td>2003</td>
<td>Sandra Caddell</td>
<td>Barbara Boyajian</td>
</tr>
<tr>
<td>2004</td>
<td>Maude Le Thiecq-Normand</td>
<td>Diane Webb</td>
</tr>
<tr>
<td>2005</td>
<td>Margaret Basket</td>
<td>Bernadette Ewen</td>
</tr>
</tbody>
</table>

The awards nomination form can be found inside the newsletter or at: http://www.sla.org/division/dpht/awards.htm
Professional Development Workshop at the 2006 P&HT Spring Meeting

The SLA Pharmaceutical & Health Division is delighted to announce its 2006 Professional Development Workshop at our Spring Meeting in Memphis.

Following the success of Toronto’s presentation on drug safety and the high interest raised by this topic, the division has decided to offer a 4-hr continuing education course on drug safety:

**ADRs 101: A primer on adverse drug reactions**

**Date:** Sunday, March 26 2006  
**Time:** 9:00am - 1:00pm  
**Speaker:** Sandra Knowles, BScPhm, Sunnybrook & Women’s College Health Sciences Centre

Our CE courses are given by dynamic speakers, all well-recognized specialists with extensive experience in their field. Our program is designed to help you support your executives and team members’ information needs and position yourself as true knowledge expert on those key topics, as it enables both informative and practical skills acquisition.

Reserve your place now with your meeting registration form. For any questions, please contact Maude Lethiecq-Normand at maude.lethiecq-normand@pfizer.com

**Course Description**

Adverse drug reactions (ADRs) are not uncommon and have a significant impact on patient’s future therapy. Despite the frequency of ADRs, much of the information available in common resources is not necessarily based on current scientific knowledge.

This case-based workshop will arm participants with the scientific background needed to evaluate ADRs. This will include a discussion on the epidemiology and classification of ADRs, reporting of ADRs to national ADR centers, and cross-reactivity among various drug classes (e.g., sulfonamide antibiotics, beta-lactam antibiotics, aspirin and other non-steroidal anti-inflammatory drugs).

**Speaker’s Biography**

Sandra Knowles graduated with a Bachelor of Science in Pharmacy (BScPhm) degree. She completed her hospital residency and went on to fulfill numerous clinical roles including specialties in geriatrics, psychiatry and drug information. Since 1992, Sandra has worked as the Drug Safety pharmacist at Sunnybrook and Women’s College Health Sciences Center (Canada). Sandra also works with members of the Patient Safety Service, which promotes patient safety through improved drug prescribing and system changes. Sandra has been invited to present at numerous national and international conferences on various topics related to adverse drug reactions. As well, she is a regular lecturer for the University of Toronto. For over ten years, Sandra was the editor of the Continuing Education Program for Pharmacy Practice, a national pharmacy journal. She continues to write a monthly column for Pharmacy Practice. In addition, Sandra has published extensively in peer-reviewed journals and contributed to various book chapters, with over 80 publications to date.

P&HT Continuing Education at the 2006 SLA Annual Meeting

The SLA Pharmaceutical & Health Division is pleased to announce its 2006 Continuing Education Program at the SLA Annual Meeting in Baltimore.

This year CE courses are both half-day sessions. Our program focuses on 2 cutting-edge issues for our industry:

- New advances in immunology  
- Gathering information on ongoing clinical studies

Our CE courses are given by dynamic speakers, both well-recognized specialists with extensive experience in their field. Our program is designed to help you support your executives and team members’ information needs and position yourself as true knowledge expert on those key topics, as it enables both informative and practical skills acquisition.

Continued on page 8.
You May Think You Know Annual Reviews...

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Professional Development, continued from page 6.

Reserve your place now with your meeting registration form at http://www.sla.org/content/Events/conference/ac2006/index.cfm both sessions have limited places. For any questions, please contact Maude Lethiecq-Normand at maude.lethiecq-normand@pfizer.com

**Immunology for Health Information Professionals**

Date: Saturday, June 10, 2006  
Time: 1:00PM – 5:00PM (Course Level: Intermediate)

Speaker: George F. McGregor; Director, Information Services (recently retired), Chiron Corp

This course covers basic concepts in immunology including the specialized cells and organs of the immune system, innate immunity, adaptive immunity, diseases of the immune system, and relates these concepts to the types of questions clinicians, researchers, and students may ask of health information professionals. This course will provide an overview to the field of immunology, related vocabulary, how the immune system works, and key research areas to watch out for in collection development.

George McGregor retired in 2004, after 25 years, from his position as Director, Information Services, at Chiron Corporation. The instructor has experience as a librarian, as a biologist and as an instructor, and is ideally suited to promote the exchange of ideas among a group of information specialists. McGregor taught immunology to the Chiron sales force and lectured in the company’s Science Made Simple series. George has also served as an instructor for the Medical Library Association, teaching MLA CE 459: Online Biochemical Searching, and MLA CE 851: Immunology: Concepts and Resources.

**Online Resources for Previewing Clinical Trial Results**

Date: Sunday, June 11, 2006  
Time: 8:00AM – 12:00PM (Course Level – Intermediate)

Speakers: Bonnie Snow, Director, Pharmaceutical Markets, Dialog.

Before their publication in biomedical journals, clinical trial results can be difficult to find online. Which databases offer the timeliest and substantive reports of outcomes? This session will compare sources for tracking recently released data, focusing on coverage of company communications to the media and on conference papers or poster presentations at professional meetings where first results are likely to be announced. Both fee-based and relevant free Web resources will be highlighted.

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. She is widely recognized as a subject specialist and expert searcher familiar with industry applications, demonstrated through published writing, reviews thereof, and awards.

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Horizon Award (New Member Award)

Margaret Basket  
Associate Fellow, NLM

On Tuesday June 7th, 2005, during the Annual Business Meeting of the Pharmaceutical and Health Technology (P&HT) Division, it was announced that the New Horizon Award had been won by Margaret Basket, MLS.

Margaret is currently an Associate Fellow with the National Library of Medicine based out of Bethesda, Maryland but currently working at the University of Rochester in Health Sciences Libraries and Technologies conducting projects related to usability, information architecture, content and knowledge management, and taxonomies and ontologies.

The Horizon Award (also known as the New Member Award) honors a member of five years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual’s work and participation in professional and division activities. Particular attention being given to involvement and contributions to the P&HT Division.

In 2003-2004, Margaret assumed the role of Student Relations Chair and in that role made huge impact by not only actively soliciting applications for the annual Student Travel Awards but also by encouraging individuals to apply and by advertising the availability of the awards at almost all library schools across the country. As a direct result, several very high quality applications were received and, with Margaret facilitating the whole process, two travel awards were granted – our first in several years!

The following year, after graduating with her MLS, Margaret then took on a new challenge and is currently Employment Relations Chair for the Division. In this new role, Margaret spear-headed an initiative to apply for an SLA development grant with a view to using that money to ‘some-how’ create generic position profiles for our members – a need long expressed by many. In November 2004, we learned that we has been awarded the grant applied for and since that time Margaret has been working very closely with our consultant, Carol Bekar to create these job descriptions. This huge project is now nearing its close and these job descriptions, tools that we can all use, will shortly be available to all Division members via the P&HT website.

Margaret has been a member of SLA and of the P&HT Division for only a short-time but in that time has had huge positive impact. If there was ever a year when there was debate about who should get the Horizon Award, 2005 was not it. Margaret’s energy, enthusiasm, hard-work and commitment made her a ‘slam-dunk’ with all her fellow Committee members. Well done!

Distinguished Member Award

Bernadette Ewen  
Global Director, Library & Information Services, Sanofi Pasteur

The Distinguished Member Award honours a P&HT 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.

A member of the P&HT Division since 1990, Bernadette has played a major role in shaping the Division and in setting the very high standards to which we now hold ourselves accountable.

Bernadette currently holds the role of Chair of the Nomination Committee, a position which she has held for the past three years and one in which she has shown dedication, creativity and tenacity – and she certainly deserves a great deal of the credit for recruiting the very high calibre Executive Committee members of recent years!

But it is Bernadette’s leadership skills that truly earned her this award. When she assumed the role of Chair Elect for the Division in 2000, she was tasked with organising the Spring meeting and in accepting this responsibility drove the stan-
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Continued from page 10.

dards of that meeting to a whole new level. For our newer members, our Spring meetings have taken on a life of their own in recent years. The quality of the sessions, the degree of vendor involvement, the social events, the food! Bernadette was the first person to set herself the goal of turning what might simply be a networking and vaguely educational event in to a substantial and professional association meeting. Bernadette’s quest for the best job she could do attracted both members and vendors to the event, and those of us who followed her in the Chair-Elect role merely had to build on the foundations that she laid.

Outside of SLA, Bernadette is now the Global Director of the group she first joined before Sanofi purchased Aventis and is the mother of two small girls. Perhaps tangible proof that indeed, you can have it all? Congratulations Bernadette – and thank-you!

Now is the time to submit your nominations for the 2006 award recipients!

The awards nomination form can be found inside the newsletter or at: http://www.sla.org/division/dpht/awards.htm

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- US, Intl., EPO Classifications
- Full Text Patent Databases
- INPADOC
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- Chemical Structures/Markush
- Chemical Reactions, Beilstein
- Biotechnology, Biosequences
- Medline, Biomedical Files
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- IBM, Bell Labs. Disclosures
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- British Science Ref. Library
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## SLA Pharmaceutical & Health Technology Division 2006 Spring Meeting

**March 26th-28th, 2006**  
The Peabody Memphis, Memphis TN

**“Collaboration: Combining Efforts for Improved Results”**

### Sunday March 26th 2006

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Workshop Registration and Continental Breakfast</td>
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<tr>
<td>9:00 am</td>
<td>Professional Development Workshop: ADRs 101: A Primer on Adverse Drug Reactions</td>
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<tr>
<td></td>
<td>Sandra Knowles (BScPhm, Drug Information Pharmacist; Sunnybrook and Women’s College Health Sciences Centre, Toronto, Ontario, Canada)</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Vendor Registration and Setup</td>
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<tr>
<td>2:00 pm</td>
<td>PH&amp;T Board Meeting</td>
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<td></td>
<td>Cheryl Schairer, Chair</td>
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<tr>
<td>4:00 pm</td>
<td>Attendee Registration</td>
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<tr>
<td>6:00 pm</td>
<td>Opening Night Gala Reception &amp; Exhibit Kick-Off</td>
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### Monday March 27th 2006

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Attendee Registration/Breakfast/Exhibits Open</td>
</tr>
<tr>
<td>8:45 am</td>
<td>Introduction and Welcome</td>
</tr>
<tr>
<td></td>
<td>Cheryl Schairer, Chair</td>
</tr>
<tr>
<td>9:15 am</td>
<td>Keynote: Collaboration and Social Networking: Critical Capabilities in the Knowledge Economy</td>
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<tr>
<td></td>
<td>Eric Lesser (Associate Partner, IBM’s Institute for Business Value)</td>
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<tr>
<td>10:30 am</td>
<td>Break and Exhibits</td>
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<tr>
<td>11:00 am</td>
<td>Electronic Lab Notebooks 101</td>
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<td></td>
<td>Richard Lysakowski (Ph.D. Chief Science and Technology Director &amp; Consultant; Collaborative Electronic Notebook Systems Association, Global Electronic Records Association)</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Lunch and Exhibits</td>
</tr>
<tr>
<td>1:15 pm</td>
<td>Collaboration in the Text Mine: Finding Nuggets of Knowledge in Unstructured Text</td>
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<td></td>
<td>Pam Kiser (Associate Information Consultant, Eli Lilly and Company)</td>
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<td></td>
<td>Kate Lavengood (Associate Information Consultant; Eli Lilly and Company)</td>
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<tr>
<td>2:15 pm</td>
<td>Turn Stop Words into Go Words and Paragraphs into Graphs: The Power of Text Analytics</td>
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<td></td>
<td>Phoebe Roberts (PhD., Scientist, Library and Information Services; Biogen Idec, Inc.)</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Break and Exhibits</td>
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<tr>
<td>3:30 pm</td>
<td>Fostering Collaboration in the Virtual Environment: Case Studies in Wikis, Blogs and Beyond</td>
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<td>Melida Busch (Ethicon-Endo Surgery)</td>
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<td>Martha Ellison (3M)</td>
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<tr>
<td>6:00 pm</td>
<td>Social Event: A Night with the King</td>
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<td>Includes dinner and a tour of Graceland.</td>
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_Sponsored by Ovid Technologies (a Wolters Kluwer business) and Quosa, Inc._
Tuesday March 28th 2006

7:30 am 9:00 am Registration/Breakfast/Exhibits Open

8:45 am 10:15 am Mergers: Miracles or Madness?
Clifford Kalb (Vice President, Life Sciences; Wood Mackenzie)

10:15 am 10:45 am Break and Exhibits

10:45 am 12:00 pm Town Hall – Patents (Changes in Models, Services, Pricing, etc.)
Moderator: Diane Webb (President; BizInt Solutions)
Panelists will be representatives from: IFI CLAIMS Patent Services,
Dialog, Thomson Scientific/Derwent, Questel-Orbit, CAS

12:00 noon 1:30 pm Lunch and Exhibits

1:30 pm 2:30 pm Who Ya’ Gonna Call?: How to Contact, Contract, and Collaborate with an Independent Info Pro
Cynthia Shamel (Principal; Shamel Information Services)

2:30 pm 3:30 pm Why Are They Hiring a Management Consultant? How Consultants Interact With and Contribute to
Client Companies
Denise Boldt (Manager, Research Services; Campbell Alliance)

3:30 pm 4:30 pm International Copyright: Issues of Access, Regulation, and Management of Intellectual Property in
the Pharmaceutical Industry
Bruce Funkhouser (Vice President, International & Business Operations; Copyright Clearance Center)

4:30 pm Wrap-Up and Closing Remarks
Cheryl Schairer

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Central Time.

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/meetings/
spring2006/spring2006ann.htm

Payment must accompany advanced registration and
be received by March 10th, 2006. After this date please
register at the meeting.

Questions? Please contact Meeting Chair Cheryl
Schairer (email: clschairer@yahoo.com) or Sidney
McNab, Spring Meeting Planner (s.mc nab@lek.com)

For questions about vendor sponsorships, contact Christ-
tine Leyva (email: christine_leyva@eri.eisai.com).

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Memphis offers you an authentic and vibrant desti-
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Photos courtesy of Memphis Convention & Visitors Bureau
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You spend thousands of dollars a year acquiring and subscribing to the right online research resources for your library. With so many different databases and vendor reports, it seems impossible to really know the value of each site. How many users are truly utilizing each resource to its fullest extent? How do you effectively manage the value and subscription costs of online resource acquisitions?

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Interested in DPHT sponsorship opportunities?

Register as an Exhibitor for the 2006 Spring Meeting on March 26-March 28, 2006 in Memphis, Tennessee at the historic Peabody Hotel.

Please take advantage of the Gold, Silver, and Platinum sponsorship levels. You can also sponsor social events and raffle items during networking events.

For more information on the location, access: http://www.sla.org/division/dpht/spring2006/spring2006ann.htm

For more information on sponsorship levels, contact: Christine Leyva
Eisai Research Institute
Phone: (978-837-4838)
Email: christine_leyva@eri.eisai.com

Unable to attend the Spring Meeting, or looking for an additional opportunity to network with clients?

Sponsorship opportunities are also available for the SLA Annual Meeting which will be in Baltimore, Maryland from June 11-14, 2006. Contact Christine Leyva for additional information.

Pharmaceutical and Health Technology Division
2005 - 2006 Officers

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.

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Submit your questions to patents vendors for the Town Hall at the 2006 Spring Meeting!

Following in the footsteps of the very successful Drug Pipeline and E-Journal Town Halls at recent DPHT Spring Meetings, the 2006 Spring Meeting will feature a “Town Hall - Patents (Changes in Models, Services, Pricing, etc.)” on Tuesday morning, March 28th 2006.

Panelists will represent IFI Claims, Dialog, Thomson Scientific/Derwent, Questel*Orbit and Chemical Abstracts Service (CAS).

If you have a question you’d like answered during the Town Hall please send it to Panel Moderator Diane Webb (email: diane@bizcharts.com) by Wednesday, March 22.
Tips from the DPHT Discussion List

One of our clients has asked us to determine how many pharmaceutical companies there are worldwide.

Here is the summary of responses received from my posting regarding resources to obtain the number of pharmaceutical companies worldwide. Although I thought it was an impossible question to answer I was amazed by the number of people who commented that they have been asked the same thing. Thank you so much to the members of this list - you are a great resource!

• From a Dialog account representative: I would search one or more of the company directory files in Dialog. Limit search via Industry Codes, SIC codes. Note that you will end up with subsidiaries of parent companies, etc. and a HUGE number. Therefore you may wish to further limit your search.

• Searching on the SIC code for "manufacture of pharmaceutical preparations" gave me over 18,000 hits in DUNS International File - file 518 (not including US and Canada!). Limiting to Headquarters location, I received 1924 entries. Alternately, limiting to the Ultimate Parent, I received 1200 or so entries.

• One option is to use a company database like Dun & Bradstreet’s Million Dollar Disc and search by the SIC for pharmaceutical preparations, 2834 (which also pulls up the equivalent NAICS code hits). A search of 2834 listed as either primary or secondary business brings up 1,904 companies. Limiting that to primary business brings it down to 1398, but that drops out a lot of companies who are considered pharmaceutical companies — including J&J (whose primary business is listed as SIC 3842, orthopedic, prosthetic surgical appliances and supplies).

• I have had this question, also, actually, our Corporate Marketing Research department was working on it for the Executives. They used the totals from the pharmaceutical pipeline databases produced by PJB (PharmaProjects), Adis (R&D Insight) and IMS (they have one, too). I believe we called each of these three vendors and spoke with a customer service contact person for assistance. They provided the information as a special report for which we were charged.

• How about trying PhRMA?

• I had a similar question and also had the same difficulties in finding a statistic mentioned in an article, etc. What I ended up doing was using the Dun & Bradstreet directory database on Dialog and searching by the SIC code for pharmaceutical, biotech, etc, to get a number. This database only covers the U.S., so it would not get you the total internationally.

• I just had this questions asked of me a week or so ago. I searched high and low, and came up empty on my own. I did have someone from PharmaProjects search the Scrip Pharmaceutical Companies Fact File and that provided us with a number. I then had someone in my Market Research group run a query in an IMS database (not sure which one) and came up with completely different numbers. I gave both to the client so he could review them himself.

Liz Arnold, i3 (lzard53@aol.com)
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<td>• Medicare drug reimbursement binder series with print and online access</td>
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<td>• From F-D-C Reports and the law firm Arnold &amp; Porter comes the definitive, year-round Medicare drug reimbursement compliance resource developed specifically for the pharmaceutical and biotechnology industry</td>
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Would anyone happen to know where I might get an overall list of FDA approved indications?

Many thanks to Claudia Cuca, Dana Benini, and Ronald Radar for their suggestions of using the pipeline database for indications as well as sources such as Drugs.com for currently approved drugs. Unfortunately, at this time there are no approved drugs for this indication, and only 2 of the 4 pipeline database I checked had listed my indication.

So, after searching through many links & docs, I found a name and a number for someone in the FDA CDER’s Neuropharmacological Drug Products (HFD-120) department. So -- I called Robbin, and....he answered the phone on the second ring at 4 p.m. and then told me I could call back with any other questions about this or anything else!

In short: the FDA does not produce a list of approved therapeutic indications. Ever.

However, just because the FDA has not approved a drug in a given indication does not mean that they will not consider a drug approval for that indication, provided efficacy, etc. is met. They are not pro-actively creating a list of indications, that’s all.

He did tell me to look for dockets and meetings; if a committee has gone to the trouble of holding a session (regardless of WHEN), it’s “obvious that other people are asking the same question” and therefore is more likely that the FDA will consider an indication to be valid.

Tara Breton
TMB@Healthadvances.com

Recovering Information Center Costs

Does your information center charge back or recover costs in any way?  A resounding Yes!

How did you determine which services/resources would be affected?

- Document delivery is an obvious and relatively easy one with tools such as Virtual Library from Infotrieve.
- Some charge back only for resources that are not considered to be corporate (i.e. used by only one dept/team/customer).
- Some charge back all everything and anything Library needs to purchase on the customer’s behalf including ILLs, Dialog searches, books and journal subscriptions.
- Some charge back for resources/services when the customer has a budget allocated for the request (i.e. articles required for NDA submission to FDA)
- Some charge back for staff time via 15-minute increments at variable rates depending on the “level” of information professional involved.
- Trying to get depts. to split costs for expensive licenses/services such as Datamonitor has not been as successful.
- Some charge back partially for certain resources/services (flat rates) and top up with Library budget to prevent customers from not being able to afford the information (or at least to prevent them from thinking they can’t!).

How did you “sell” the idea to your customers and/or upper management, and what has been their reaction?

- No need to sell the idea in many cases (i.e. decision was mandated by Finance; or necessitated by diminishing Library budget/personnel).
- It helps if there are precedents in your company (i.e. if other service depts. charge back, then it tends to make it more accepted).

How did it impact the use of the affected services/resources?

No negative impact - in some cases, use of charged back services/resources actually increased over time.

What are the pros/cons?

- Pros: frees up Library budget for more value-added activities; Library value demonstrated; impacts Library status; necessitates Library involvement in projects where information needs are to be analyzed/factored into budget planning; increases awareness of the cost

Continued on page 22.
“Tips”, continued from previous page.

of information; controls instilled; eliminates casual users; identifies key users of information and of what kinds of information

- Cons: can be very time-consuming (i.e. all the background research, tracking usage, trends analyses, financial account-
ing details, meetings with customers/key stakeholders); service level agreements are especially difficult to manage.

What are the critical success factors?

Do your homework first; metrics; continuous customer edu-
cation/support/follow-up; buy-in from Finance/VPs/Direc-
tors; convenience for the end-user; provide clear and obvious justification; organize regular stakeholder meetings; over-
communicate; use everything you can!

What impact does it have on the Library’s allocated budget?

No negative impact (unless resources from Global are charged back to all countries then off course the Library is impacted for the resources/services it uses on behalf of its customers - this of course is an obvious time for the Library to consider charge-backs to end users. In some cases, charging back can allow the Library to use allocated budget in more value-added ways (i.e. KM initiatives) rather than on simple yet volumi-
nous transactional requests for ILLs, for example.

Wendy Blue, Novartis Pharmaceuticals Canada Inc.
wendy.blue@novartis.com

List of Advertisers in this issue:

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Note to self... I’ve got to get over to their table to register for this free iPod Shuffle!
Journals Impacting Science

Bentham announces NEW journals:

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- Recent Patents on Anti-Infective Drug Discovery
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- Recent Patents on CNS Drug Discovery
- Current Stem Cell Research & Therapy
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- Current Drug Safety
- Current Drug Therapy
- Current Clinical Pharmacology
- Current Bioinformatics
- Current Signal Transduction Therapy

Dr. Ryoji Noyori, the Nobel Prize winner in Chemistry 2001, on the Patent journals:

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What’s IM Worth?

Metrics continue to be a top concern for information management (IM) functions. And yet metrics that truly measure the performance and value of this function are elusive. For managers who “get it right,” metrics can underpin value propositions, support strategic decisions, and provide a foundation for resource allocation choices that might otherwise be made in a vacuum. Therefore, it’s critical to the success of any IM metrics program that the right metrics are chosen for the right reasons.

Respondents to Outsell studies, and IM managers we speak with regularly, report that they focus on two categories of metrics:

Value metrics, which reflect successes, outcomes, or efficiencies, have a strategic orientation and are most important to executive management. We get a strong sense from the marketplace that the way these kinds of metrics are used to illustrate value is highly dependent on corporate culture: what says “value” in one organization might not in another, regardless of how solid the metrics are. Beyond just corporate culture, another factor in relating metrics to value is the explicit key mission of a particular IM function: Is it primarily to manage content contracts? Provide research support? Manage internally generated content? The most common ways that metrics are used to create a value proposition are to focus on outcomes, drive efficiencies, and illustrate quantitative return on investment (ROI).

Management metrics, on the other hand, focus on “counting” or workflow metrics, and underpin the IM function’s decisions about resource allocation and other operational matters. Some ways we see metrics working for IM directors are to illustrate work to management, inform capacity planning, rationalize service and content portfolios, and quantify individual and departmental performance.

After speaking with “best practice” organizations, we offer up the following top methods and measures that IM leaders are using to understand and articulate their contribution and value to their organizations. Aside from the more traditional (and in many cases, less compelling) measures like activity counts (e.g., number or articles delivered or inquiries received), usage statistics, cost recovery, turn-around time, project completion, customer satisfaction, and balanced scorecard, some newer and more innovative practices are being adopted:

- **Costs-Per-User/Costs-Per-User Over Time.** Many IM managers use some form of costs-per-user, and a few look at this over time for trend lines. Because it speaks to the bottom line and ROI, this metric can make a big impression on executives if it demonstrates improvements especially where centralized purchasing of content is a stated goal.

- **Audits.** These metrics include Sarbanes-Oxley or internal compliance measures and records management activities such as records added to the system, pages scanned, and use of records management (RM) systems. As IM functions increasingly take on records management, copyright, and other compliance-related responsibilities, successful audits are an emerging metric.

- **Vendor/Contract Management.** This metric may entail cost-per-vendor, trending of per-vendor spending, time-spent per contract, number of contracts managed, consolidation of contracts, savings realized vs. retail costs, or contract value-per-user. As centralized content management becomes more prominent, Outsell sees formulating metrics to show value for this “invisible” function as imperative. Since centralization is usually about driving down costs, creating efficiencies, and eliminating redundancies, vendor management metrics should show value in those areas.

- **System Reliability.** “Up-times” for systems are increasingly used with outside vendors, and Outsell sees this as a metric that will become more important for internal systems as well. If you expect 99-percent up-time for external vendors, why not apply that to internal systems?

- **Outcomes.** Through systematic feedback loops, IM functions gauge success and relevance of deliverables relative to user needs. This is sometimes referred to as “success rates.” This metric may apply to intermediated or non-intermediated activities. A variation on this concept is to track projects or categories of projects that IM supported. It’s all about tying activities to what value they provide.

- **Cost-Benefit/ROI Analysis.** Nearly all who use this metric described it as challenging to gather and communicate. The market is mixed in its view of how successful user-reported ROI can be in communicating value to management, but Outsell believes it is important to be able to assign a dollar value to IM, and ROI is a way to do that.

In Outsell’s Opinion

A key success factor to a meaningful metrics portfolio is selecting the kinds of measures that speak directly to organizational values and culture, and balancing quantitative data with qualitative examples. It is important to focus management metrics reports on the outcomes that IM supported, not simply report on activities with no context of why they matter. Outsell also recommends including data on ROI or loyalty (a broad spectrum of drivers that lead users to come back and use the IM function repeatedly, contribute to IM-sponsored systems or products, and recommend the IM function to their peers) in the mix of measurements of IM performance.

**Relate metrics to organizational values.** Measurements for the IM function must speak to the values and needs of stakeholders and executives, so look for metrics that will resonate for them. Take your lead from the expressed core values of those who control funding.

Explicitly ask your management for buy-in, and make an
agreement on what you’re going to measure and why it’s important. Define in advance the impact of not making your numbers, for example. So don’t wait to be asked; proactively gather and report what management considers critical to keeping or growing your function. When communicating metrics to management, borrow language from organizational mandates and mission statements. While some metrics are fundamentally “counts” of activity, those will typically be primarily of interest to IM management itself, not for executives – if they don’t spell value, don’t report them up the chain of command unless asked.

Report outcomes, not activities. While activities ideally result in value, reporting on activities alone does not communicate value. The most powerful and successful metrics measure outcomes and explicitly relate “activities” to how they support the core mission. Connect the dots for management and funders, rather than leaving them to draw their own conclusions.

Balance qualitative and quantitative metrics. The most successful metrics programs combine quantitative measures, such as ROI or types of projects supported, and qualitative ones, such as user feedback or illustrative stories. Metrics reports to management can include examples of how each activity supported an organizational goal or supported an important decision. IM function managers can make their business case by tying an organizational win to services IM provided. Telling interesting stories behind the metrics, and injecting humor or human interest, makes metrics reports more compelling reading for busy executives, and reduces ambiguity about what the metrics mean to the organization. Rolling up (summarizing) and adding user testimonials underscores the data-intensive metrics.

Make reports to management easy to digest. Put the bottom line up front, and make commentary short and to the point. Executives want reports that cut to the chase. Back up your points, recommendations, or commentary with details and numbers, but do that only after you’ve provided the executive summary.

Consider adding ROI surveys or loyalty studies to your metrics program. ROI and loyalty research puts some meat on the bones of a metrics system, so consider adding one or both to your program if you haven’t already. ROI surveys can result in powerful quantitative data to support investment in IM, while loyalty studies provide deep data on what keeps users coming back.

Joanne Lustig
Vice President & Lead Analyst
Outsell, Inc.
jlustg@outsellinc.com
Sneak Peek: P&HT Division Schedule at SLA 2006
June 11-14, 2006
Baltimore, Maryland

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