Greetings! I hope 2008 finds everyone well. It is unbelievable that we will be entering the month of May this week. In the event you had not realized it, you are reading a combined Winter/Spring issue. With all the business and personal activities that happened early in the year, we made the executive decision to combine the issues. I am hoping that you were happy to be kept informed about the Division, and the Spring & Annual Meetings through the discussion list and e-mail.

2008 has already shown to be a good year for SLA, our Division and even me. Is there any better way to kick-off a year in January than a honeymoon in Mexico when you live in New England? My first activity and responsibility as Chair was to participate in the Leadership Summit which was held in Louisville, Kentucky between January 24 and January 25. It was exciting being in Kentucky representing our Division but I was thrilled as a baseball fan to visit the Slugger museum at the networking reception on Thursday night.

Futurist Andy Hines from Social Technologies opened the conference with a session on anticipating the future. Andy talked about change and how we may use how things change to foresee the future. It may be a matter of seeing what is affecting the change. He discussed techniques such as framing, scanning, forecasting, visioning, planning and acting. One of the main agenda topics was the introduction of the Strategic Alignment Project. This is a year and half long study that will be conducted by a team which will include Fleishman-Hillard, Andy Hines and Outsell, Inc. Using the words of Stephan Abrams, the current SLA president, “the project will help librarians and info pros align their knowledge, experience and skills with the evolving expectations of the organizations of tomorrow while ensuring that SLA continues to provide the right tools and services to empower you for success”. The results from this study are expected during the Centennial in 2009. If you are interested in any of the sessions from the Summit, the slides are available from the SLA website at http://www.sla.org/content/resources/leadcenter/LeadershipSummit/08leadsummit/handouts.cfm.

Also discussed in Kentucky were the many (free) member services that we have at our disposal from Headquarters. For example, did you know that there is a free ClickU course each month and there are more than 1,000 leadership & management e-books available for free through eBrary? Also Headquarters will be developing “Innovation Lab” which may give us access to hundreds of software applications and thousands of tutorials and user guides.

Also, it is important to note that Headquarters is leading the membership to support the Green initiative with various (or lack of) activities throughout the year. Instigated by former Vice President Al Gore’s opening keynote in Denver last year, this initiative embraces the many little things that we can do to preserve the precious world we live in. To streamline the financial activities of the Divisions and Chapters, Headquarters is looking into online banking where all the divisions and chapters may use the same bank. The “when” and “how” this will be done has yet to be decided. Finally in 2007, the largest Division and Chapter are the Legal Division and Illinois Chapter, respectively.

Though I may be the Chair in 2008 and lead the division, I do not work alone. It is a collective effort from the Executive and Auxiliary Board. I could not do it without the following people:

Judith (Judy) Blaine
as Division Chair-Elect

Continued on page 3
International Patent Searching

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Margaret Basket as Professional Development Chair
Meredith Ritchie as Public Relations Chair
John Carey as Division Archivist and "CapLits" Production Editor
Bonnie Snow as Networking Chair
Damiet Hayden as Business Manager for "CapLits"
Cindy Geremia as Division List Owner
Paul Ziegler as Webmaster
Heather Blaine as Program Planning Chair - Annual
Claudia Cuca as Program Planning Chair - Spring
Bullitt Darlington as Fundraising Chair (Annual)
Robyn Smith as Past Chair and Awards Chair
Wendy Hamilton as Nominating Committee Chair
Ari Kleiman as Student Relations Chair

Before, during and after the Leadership Summit in Kentucky, Claudia and I were busy planning the Spring 2008 Conference. Claudia and I are grateful to Karen Mirabile who was instrumental with the selection of the beautiful hotel we stayed at. As you may know, Claudia and I were originally planning to have the meeting in the Washington DC area. Unfortunately, we encountered difficulties and were unsuccessful. Nonetheless, Karen came to our rescue and found the Hilton. Thanks, Karen! Karen’s contributions did not stop there. As the “unofficial” Spring Conference party planner, she enabled us to be guests of Wolters Kluwers Health on the Starlight Princess Cruise on Monday night. It was a beautiful evening of food, dance, and networking where we even saw a family of dolphins!

The Spring conference was a success. This year’s theme was: “Crossing Borders – Between Disciplines, Roles and Institutions”. For those who attended, can you recall the parallel theme of “Your SLA Librarian may vary” that was printed on your badges? There was a pre-conference workshop on effective communication given by SLA Chief Communication Strategist, Tom Calcagni. Tom gave an abbreviated session on this topic in Kentucky and he will be taking it on the road in Seattle. We opened the conference with an address from Michael Steiner of RegentAtlantic Capital that was similar to a white paper that he published in December 2007. Nancy Sansalone, the Chief Financial & Operating Officer of SLA, closed the conference talking about the strategic alignment project. To support our theme, you may have realized that speakers on Monday were from outside of our profession and those who spoke on Tuesday were from inside of our profession.

Continued on page 5
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April was exciting. We had great luck with the weather; but then again, we were in Florida so the odds were in our favor. We had the financial support from our Major Sponsors: Wolters Kluwer Health, Elsevier, New England Journal of Medicine and BizInt Solutions. There were a record number of 50 exhibitors at this year’s conference and there were 153 people in attendance. We could not have done it without any of our sponsors. To support the “Green” initiative, the program was double-sided and contained only the abstracts with blank pages for notes. Many of the presentations were available on the website during the conference. You may review them at http://units.sla.org/division/dpht/meetings/spring2008/spring2008main.shtm. All Spring 2008 conference participants can also anticipate an electronic survey that will ask for their comments and suggestions for future Spring conferences.

I look forward to seeing many of you in Seattle where the mother and daughter team, Judy and Heather Blaine has put together an excellent program of sessions for you. You may read more about it on pages 10-13.

During my sojourn, I am here to help you and the Division. If there is anything that you want to see changed or added, I welcome your emails and telephone calls. I leave you with this final thought for the Winter/Spring issue that the only constant is change. Be flexible and enjoy what you do.

Christine Geluk
PH&T Chair
April 28, 2008

Student Travel Award Winner:

The Corporate Library:
a Collaborative space for Innovation

An essay by Natalie Clairoux, second-year graduate student, École de bibliothéconomie et des sciences de l’information, Université de Montréal

Address: 426 Bishop, Beaconsfield, Québec, Canada H9W 1V6;
Phone 514-630-7958; Email: natalie.clairoux@umontreal.ca

SLA Conference expectations:

This conference is the perfect opportunity to begin my career as an information specialist, as I will graduate in the next few weeks. First, if I attend, I plan to meet other members of the P&HT Division, so I can initiate networking on a regular basis (as there are only three students with a Life Sciences background in my class, we feel quite lonely). I have learned through my participation at SLA events so far that although theory is important, nothing beats talking to people to understand reality, exchange ideas and discover new perspectives. Next, I have attended a few international meetings as a Microbiology graduate student, and have found them to be an essential complement to our training. Lectures are given by the main actors in the field, on subjects that are vital for the evolution of the profession. Attending the SLA meet-

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Continued from page 5

...would thus be an opportunity to learn more about the major trends in information science. One of the subjects that matters to me is how the relationship between librarians and information seekers is evolving in the Web 2.0 era. Finally, the Exhibit Hall would also be very interesting to visit. During our MLS courses, we quickly browse through the information resources and services available, focusing on just a few. Walking from one booth to another, I would thus have the chance to discover the products that I am interested in, such as medical information sources and content management solutions, not to mention resources that I am not even aware of.

The corporate library: a collaborative space for innovation

While I was recently boxing away nearly half of the bound serials in the library of a major pharmaceutical company, in order to make space for the construction of a high-tech video-conference room, I wondered how library managers are coping with the rapid evolution of the definition of the library as a physical place. Increased electronic access to publications such as journals results in a reduction in print collections. Reference librarians now answer most inquiries by making the best use of resources that are available through the Internet and intranet, and design their own Web or intranet pages to facilitate access to these resources. The main consequence of the users’ research habits as well as usage of new tools and technology is a marked decrease in the number of visitors in the premises.

How can we redefine and optimize the traditional corporate library’s environment? One answer may be the concept of Information Commons, which is gaining increasing popularity in academic libraries. The phrase Information Commons refers to our shared knowledge-base and the processes that facilitate or hinder its use, whereas the term commons refers to the land (or common grounds) that villagers shared for grazing purposes in simpler times (Canadian Library Association, 2008). Bollier (2004) associates the concept of Information Commons with 1) openness and feedback, where the community is more likely to discover flaws and debate different options; 2) shared decision-making; 3) diversity, which, when combined with openness, can yield phenomenal creativity and innovation; and 4) sociability. In short, the concept may be used to give a new definition to the library environment: a meeting place where collaboration is encouraged.

Academic libraries have adopted the concept of Information Commons and are increasingly remodeling and renovating existing facilities or unoccupied spaces, so they can offer, all in a centralized area: individual and group computer workstations, wireless networking, collaborative rooms, and a combination of library reference services, resources, technology consultants and, sometimes, even a multimedia production lab (Albanese, 2004). Many libraries now also offer on-site a center for computer training, technical assistance and repair. The results of these transformations are often spectacular: some libraries who have created Information Commons have reported a 20% increase in walk-in usage in the library. “It appears that some students, who perhaps would not go out of their way to stop into a separate library building, find it convenient to stop in and ask for assistance with a research question while they are in the Information Commons for some other purpose. The unplanned and fortuitous learning that occurs in the building as a whole is palpable and powerful” (Gibson, 2007).

How is the Information Commons concept currently implemented? Here are a few pointers:

- Designing a collaborative meeting space, where users can sit and talk as they collaborate, without disturbing researchers in the main reading room (Gabbard, 2007). Information sharing is indeed noisier than traditional library behavior, so zones must be clearly defined;
- Converting part of the library space to a coffee /snack bar. Cafeteria staff may bring fresh coffee and tea mixings, sometimes accompanied by donuts or pastries. Users can then leave payment on the honor system, then drink and eat while they work (Allmang, 2005);
- Setting up computer workstations that can accommodate 4 to 6 people, with a table configuration and a screen large enough (or even multiple screens) so that everyone can comfortably follow the work in progress. The software installed could include a visual tool for brainstorming and planning, such as Mind Manager (www.mindjet.com) (Gabbard, 2007);
- Circulating wireless laptops for use anywhere in the...
library, provided with a QuickStart guide, with instructions for connecting to the wireless network and for emailing, saving work, checking battery life, and printing wirelessly (Allmang, 2005);

- Combining circulation and reference areas and operations, to make staff coverage, asking questions, borrowing wireless laptops, and charging out materials easier and more convenient for user and staff alike (Allmang, 2005). This process also improves the visibility of the services offered;
- Offering training courses on the various Information Commons resources, that have transitioned from demonstration-based to hands-on experience;
- Adding personal digital assistant (PDA) infrared beaming hardware and software to workstation computers. This permits users to save results of library catalog and database searches directly to their PDAs (Allmang, 2005);
- Using an instant messaging client such as Trillian (http://www.trillian.cc/) to send and receive user questions (Allmang, 2005).

Most authors point out that the planning and developmental stages are critical to the success of the Information Commons. Steps may include running study and focus groups, or scenario building. The whole process should evidently be focused on meeting the needs of users. Lippincott (2006) stresses that “developing facilities in a collaborative mode can help address the balkanization of services that is evident in many organizations. However, as libraries plan technology-rich spaces, they need to think in advance about the skills required by staff and consider collaborating with other units, such as IT, to offer services in the new facility”.

Bringing together different types of professional groups in collaborative facilities may mean addressing different organizational and work styles, which may in itself be a challenge. As Lippincott (2006) further points out, “in regard to partnerships between librarians and information technologists, while there is recognition that they need to work together, there is also a deep, visceral division that must be overcome as these professionals begin to see each other in very different ways, recognizing what each brings to the partnership. Achieving this understanding of the value of the skills that each group brings to a partnership is a hallmark of successful collaboration”. As one librarian at Mt Holyoke’s Williston Library pointed out, “From a technology point of view, you really can’t do anything by yourself anymore. You need content, expertise, design, software. Each of us at the Information Commons brings an expertise to the table, and together we realize a finished product that is worthwhile and lasting” (Albanese, 2004). I agree, and from my point of view, the numerous computer skills that information professionals now acquire in LIS schools should definitely allow us to fill the everlasting gap between technology and users, and working in partnership with IT services to achieve that goal seems perfectly logical to me.

Introducing the concept of Information Commons to the library “transforms the physical space from a static, passive study area into a lively, user-friendly space for researchers Continued on page 8
to utilize new technologies and work collaboratively. New physical arrangement encourages the exchange of ideas and facilitates the use of technologies essential for today’s digital communications” (Allmang, 2005). This modern view of the library’s space, role, and relationships emphasizes the continuing value of the library as “place” and the increased need for outreach and partnerships with other business units. Libraries in the pharmaceutical industry could evidently benefit from such an approach. Information commons in the workplace where I was an intern could begin by viewing the addition of a videoconference room to the library as an opportunity to attract users and to develop new services, rather than perceiving it as a threat.

References


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SLA 2008, Seattle, WA
June 15-18, 2008
Plans are well underway for an exciting, interesting and informative conference in Seattle. As you will see, we’ve partnered with a variety of divisions on everything from Coffee (it is Seattle after all!) to After-Action Reviews to Blogs and Podcasts. And of course it won’t be all work, there are plans for a no-host dinner, Division reception and the Thursday tour! Mark your calendar and we’ll see you in Seattle!

Heather Blaine, Program Planner (heather.blaine@prenax.com)
Judy Blaine, Chair-Elect (blaine@silentspring.org)

Saturday, June 14th

1:00pm – 5:00pm

CE Course
Content Management Jumpstart
Location: Convention Center, Room 606 — Ticketed Event #310
$199/$299 SLA Members/Non-members

This course introduces the concepts, strategies, guidelines, processes, and technological options required for a successful content management implementation. This workshop will cover the value of content management, how to analyze your content lifecycle, and ROI development. We’ll review content management information architecture and provide guidelines for selecting tools and technology. We’ll also discuss the changing roles and processes that result when a content management solution is implemented and provide strategies for managing that change.

Sunday, June 15th

8:00am – 5:00pm

CE Course
”-Omic” Medicine: A Survey Course on the Role of Advanced Bio-Information in Personal Medicine
Location: Convention Center, Room 618 — Ticketed Event #410
$299 / $399 SLA Members/Non-members

Personalized medicine using “-omic” data (i.e. genomics, proteomics, transcriptomics, metabolomics) is here!

This course is a survey of the growing area of personalized “-omic” data. Class content will include an overview of the concept of personalized medicine, a discussion of the molecular and genetic definitions of diseases in the “-omic” context, a survey of free and licensed information resources and how they support the discovery and development of “-omic” based diagnoses, treatments and pharmaceuticals.

5:00pm – 7:00pm

Opening General Session
Speaker: Dr. Vint Cerf, vice president and chief internet evangelist for Google, interviewed by television journalist Charlie Rose

Vinton G. Cerf is vice president and chief Internet evangelist for Google. In this role, he is responsible for identifying new enabling technologies to support the development of advanced, Internet-based products and services from Google. He will also be an active public face for Google in the Internet world.

Emmy award winning journalist Charlie Rose has been praised as “one of America’s premier interviewers.” He is the host of Charlie Rose, the nightly PBS program that engages America’s best thinkers, writers, politicians, athletes, entertainers, business leaders, scientists and other newsmakers. USA Today calls Charlie Rose, “TV’s most addictive talk show.” New York Newsday says, “Charlie’s show is the place to get engaging, literate conversation... Bluntly, he is the best interviewer around today.”

7:00pm

No-Host Dinner
Details on the time and place will be emailed to the Division list and posted on the division web site around June 1st.

Please send any restaurant suggestions to Heather Blaine at heather.blaine@prenax.com
Did you know that every day over 11 billion cups of coffee are drunk, making coffee the number two beverage consumed here on Earth? That coffee is also the second most valuable commodity after oil? This talk will examine the fascinating history of coffee from its beginnings in prehistoric time, interesting mythologies, and the reasons for its popularity in various cultures. The botany of the coffee plant, its cultivation in over 50 countries, the chemistry of the coffee bean, and the roasting process will be discussed. We will examine some of the more than 1000 chemical compounds that give coffee its aroma, taste and potential health properties. Caffeine, an important ingredient, will be scrutinized as to its positive and negative attributes. The biochemistry of the polyphenolic antioxidants in coffee will be featured and related to disease. Finally the health aspects of this amazing and complicated beverage will be discussed which will include mental acuity, physical performance, and disease prevention. Some important questions about coffee will be answered. Should I take it before a test? Will it help me be better in exercise and sports? Is coffee good for me, and how much is too much?

3:30pm – 5:30pm

**Embedded Librarianship:**

**Background and Overview**

Location: Convention Center, Room 619

Speakers: David Shoemaker, School of Library and Information Science, Catholic University & Susan Whitmore, NIH Library, U.S. National Institutes of Health

As a follow up to the popular and well-received session in Denver, this varied panel will provide an overview and background of embedded librarianship, as well as specifics of several programs. Presentations will discuss context, subject expertise, implementation and elements for success, providing a ‘lessons learned’ perspective

**Tuesday, June 17th**

7:00 am – 8:30 am

**Breakfast and Division Business Meeting**

Location: Sheraton Hotel, Grand Room D — Ticketed Event #715

Sponsored by New England Journal of Medicine

9:00am – 10:30am

**Cyberinfrastructure:**

**Informatics across the Biological Sciences**

Location: Convention Center, Room 608

Moderated by: Ruth Gustafson, Reference Librarian, University of California, Davis

Speaking: William Michener, University of New Mexico; Catherine Norton, Director, MBL/WHOI Library & Neil Rambo, University of Washington Libraries; Quentin Wheeler, Vice President and Dean, Arizona State University
Scientists across a range of fields need to manage large quantities of data. This program will explore issues in informatics and bioinformatics—and what librarians can offer.

11:00 am – 12:30pm

**Panning for Gold: Using Blogs, Podcasts, and Newsgroups for Competitive Intelligence Research**

*Location: Convention Center, Room 603*
*Speaker: Cynthia Cheng Correia, Knowledge inForm, Inc.*
*Presented With Competitive Intelligence and News Divisions*

Cyberspace abounds with prolific bloggers and chatters; some of them may be (or know) your competitors. How can you identify and monitor reputable sources of information from the blogosphere? This session will highlight effective techniques and tools for mining blogs, podcasts, and newsgroups for CI research.

3:15pm – 4:45pm

**Taming the Information Tiger: Tools for Monitoring Competitor News**

*Location: Convention Center, Room 3 AB*
*Speakers: Joanne Lustig, Outsell, Inc.*
*Presented with Competitive Intelligence Division*

Scanning the environment for significant competitor activities is an essential task, but can be overwhelming even for the most seasoned CI professional. This session will review key tools for monitoring news about your competitors and highlight features that make it easier to analyze and report your results.

**Educating the Next Generation of Knowledge Managers: How Library Schools, I-Schools, and the Profession are Meeting the Challenge**

*Location: Convention Center, Room 2 AB*
*Speakers:*
  - Dr. Thomas Froehlich, Professor, School of Library and Information Science, Kent State University, Kent, Ohio
  - Dr. Robert Mason, Associate Dean for Research, The Information School, University of Washington, Seattle, Washington
  - Dr. T. Kanti Srikantaiah, Professor, Director of the Center for Knowledge Management, Dominican University, River Forest, IL
  - Dr. Suliman Hawamdeh, Professor and Program Coordinator, School of Library and Information Studies, University of Oklahoma, Tulsa, OK
  - Dr. Adeline Du Toit, Chairperson, Department of Information and Knowledge Management, Johannesburg University, South Africa
  - Guy St. Clair, Consulting Specialist for Knowledge Services, SMR International, New York, New York
*Presented With Knowledge Management Division*

Session with representatives from different schools, but also from different orientations: interdisciplinary programs (e.g., IAKM), LIS orientations, business school orientations and public policy orientations will explore how they have designed their curricula, are marketing their programs, recruiting students, and keeping their programs contemporary with new KM directions.

7:00pm – 10:00pm

**Members Networking Reception**

*Location: Sheraton Hotel, Metropolitan Room A — Sponsored by Thomson Scientific*

**Wednesday, June 18th**

8:00am – 10:00am

**Drug Portfolio Analysis**

*Location: Convention Center, Room 201*
*Speakers: Barbara Gilmore-Halliwell, KAI Pharmaceuticals & Diane Webb, Biz Int Solutions*
*Sponsored by Biz Int Solutions*

12:15pm – 1:45pm

**Can You Keep a Secret? How to Keep Your Competitors from Learning What You Know**

*Location: Convention Center, Room 2 AB*
*Speakers: Kevin Desouza, The Information School, University of Washington & Harry Markopolos, Whistleblower Recruiter/Fraud Investigator*
*Presented With Competitive Intelligence Division*
*Sponsored by Thomson Scientific*

Human source data collection is often done indirectly. By the time a CI professional starts contacting human sources, he/she has a very focused list of questions...and some creative ways to get the answers. Learn how CI professionals use elicitation techniques to glean competitive information from the unwary, and how to protect the secrets that you keep. This session also will cover tips and techniques for maintaining good cyber security when working at home or traveling on business.
Sharing Knowledge with After Action Reviews
Location: Convention Center, Room 612
Speakers:
Mary Durham, Genzyme Corporation & Dr. Dale R. Steinhauer, Director, Research Division, Center for Army Lessons Learned, Ft. Leavenworth, KS
Presented with Knowledge Management and Military Divisions

After Action Reviews (AARs) or Lessons Learned can help groups reflect on a specific experience or project by using a series of planned questions to ask about what happened, why it happened, what went well, what needs to be improved, and what was learned. AARs were originally developed by the US Army as a means of learning from training experiences. They are now widely used by many corporations for the purpose of learning, reflection and continuous improvement. Reviews can take just a few moments, or many hours, depending on the significance of the experience or project, and the need to document the learning experience. Documenting these sessions and sharing can lead to better planning or work flow improvements, or can simply bring closure for the participant. AARs can be a powerful way to develop habits of reflection by building learning into the employee’s everyday work routine.

2:00pm – 4:30 pm
Closing General Session
Speaker: Seth Godin

Business Week’s “Ultimate Entrepreneur for the Information Age,” Seth Godin is a best-selling author, entrepreneur and agent of change. He is the author of Permission Marketing, a New York Times best seller that revolutionizes the way corporations approach consumers. Fortune named it one of their Best Business Books, and Promo magazine called Godin “The Prime Minister of Permission Marketing.”

Thursday, June 19th
7:00am – 6:00pm
Mt. Rainier Day Trip
Meet at the Convention Center, Convention Place Tunnel, Coach Load Zone. Cost: $80 (Tickets required)

Mount Rainier National Park encompasses 235,625 acres ranging in elevation from 1,610 to 14,410 feet above sea level. The park contains pristine old-growth forests, sub-alpine flower meadows, spectacular alpine scenery, and great opportunities for outdoor activities. The park features the greatest single-peak glacial system in the United States. Mt. Rainier, with an elevation of 14,411 feet, was named by Captain Vancouver of the English Navy in 1792 for his friend, Admiral Peter Rainier.

Our visit will begin by entering Mt. Rainier National Park through the Nisqually Entrance. The first stop will be the Longmier Hotel which has a museum and gift shop for guests to peruse. At the Longmier Hotel lies the entrance to the Shadow Trail. This 25 minute trail hike is flat and relaxing. We will then travel to the Paradise Visitor Center boasting panoramic views and a movie presentation on the park and its history. The final stop on the tour is Box Canyon, which is one of the more interesting features of the park. We will travel comfortably by motor coach and lunch is included.
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Minutes of the P&HT Board Meeting
Sunday, April 6, 2008, St. Petersburg, FL

In attendance: Margaret Basket, Heather Blaine, Judy Blaine, Barbara Boyajian, Claudia Cuca, Christine Geluk, Susan Gleckner, Bob Kowalski, Karen Mirabile, Meredith Ritchie, Bonnie Snow, Paul Ziegler

Chair Christine Geluk (née Leyva) called the meeting to order.

Changes to the Agenda

Christine asked if there were any changes to the agenda. A motion to accept the agenda as is was made by Karen Mirabile, and seconded by Bob Kowalski.

Old Business

Approval of Minutes:

• Annual Division Business Meeting, Denver, June 4, 2007
  A motion to approve these minutes, on the condition that outstanding reports referred to in the minutes are submitted to Secretary Susan Gleckner and Archivist John Carey, was made by Claudia Cuca, and seconded by Paul Zeigler.

• Annual Outgoing Board Meeting, Denver, June 6, 2007
  A motion to approve these minutes was made by Karen and seconded by Meredith Ritchie.

2008 Open Positions

Christine welcomed Judy Blaine as new Chair-Elect, and Heather Blaine as the Program Planner for the upcoming Annual SLA meeting in Seattle and the PHTD Spring Meeting in 2009. Christine asked that new officers and board members send her their contact information, as well as a signed copy of the SLA Leadership Code of Responsibility. Chris reported that all positions on the Board are filled; there are no open positions. She noted, however, that as of January 2009 Bulletin Editor will be vacant as Peggy Burnett has told Christine of her intention to step down from that position.

Judy asked how the Chair-Elect can possibly plan for a meeting that will take place only six months later, referring to the Annual Meeting. Judy attended the 2009 SLA Meeting Planners’ meeting. Other Division Chairs at that meeting were planning for the following Annual Meeting, in 2010. These comments provoked a discussion about the “synchronization” of taking office and the associated meeting planning responsibilities.

Karen pointed out that the Annual Meeting is much easier to plan than the Spring Meeting. Claudia said that Chair-Elect appoints the Planner, and that the Military Librarians – the only other Division to hold a separate meeting like PHTD’s Spring Meeting – stages theirs in the Fall, the timing of which is easier. Karen suggested that the Division move forward its
CapLits – Winter & Spring 2008

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elections to late in the calendar year (instead of late Spring of the “following” year) so officers are more in synch with their meeting planning duties. She called for an action item that we review the timing of how we elect officers and appoint Board members, and come up with suggestions on how to remedy this situation, to better align with the timing of SLA’s Leadership meetings. One suggestion was to have a Chair-Elect and a “Chair-Elect-Elect.”

Bob suggested asking SLA HQ for advice (Christine agreed to do so), or asking the Military librarians how they do it (Paul agreed to do so). It’s also important to pick the Spring Meeting venue a year ahead. Claudia agreed, noting that networking at the SLA Leadership meeting is crucial. She also noted that other divisions have whole committees who handle planning. Karen wondered if the situation stemmed from the Division not having its “rules” written down. The idea with the PHTD’s timing of elections for June is that, theoretically, new planners have six months to learn from their predecessor.

Christine assigned all Board members to come up with solutions to this issue and she will set up an online meeting for May 6 for all to participate. Bonnie also suggested that the issue be posted on the list serve to get suggestions from the membership.

2008 Spring Meeting

This meeting has 147 individual registrants, with a ratio of about two vendors to every one member. There are a record 50 companies/organizations exhibiting, some new to this meeting. Key Sponsors are:

<table>
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<th>Sponsor</th>
<th>Item</th>
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<tr>
<td>Wolters Kluwer</td>
<td>Monday Social Event</td>
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<tr>
<td>Elsevier</td>
<td>Sunday open bar</td>
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<tr>
<td>Elsevier</td>
<td>Monday breakfast</td>
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<td>New England</td>
<td>Monday breaks</td>
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<td>Journal of Medicine</td>
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<tr>
<td>BizInt</td>
<td>Produced the program</td>
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Bonnie thought the number of registrants was low. Christine replied that it was average for this event.

As a green initiative, the evaluation for the meeting will be conducted afterwards online.

Treasurer’s Report for the Spring Meeting

Treasurer Bob Kowalski reported that Division has a healthy balance when compared to last year at this time, but is a little off due to the later date of this year’s Spring Meeting (last year’s was in March, rather than April). Judy asked if having a positive balance as a non-profit organization is normal. Yes; but we usually lose some money at the Annual Meeting. Karen will provide the costs to Bob for Monday’s social event. Bonnie noted that the income from the CE courses was not shown in the Treasurer’s Report.

Paul asked how many registrants used PayPal. Bob said it was about half; some issues still exist in using PayPal.

A discussion ensued that details and history about the Spring Meeting should be documented. A suggestion was made to use a wiki, which some other Chapters use (e.g., Toronto, Boston, Princeton-Trenton).

Meredith asked about the Division’s membership numbers. Bonnie replied that it is steady. Bonnie recalled a time when the Spring Meetings drew 250 (e.g., Philadelphia). Christine suggested that budget issues prevent members from attending, and noted that we do advertise the Spring Meeting to other divisions and organizations. Judy asked how vendors might react if the member attendance continues to diminish. Heather suggested that the next locale be chosen to try to draw walk-ins. Claudia theorized these reasons for the low turnout this year, in order of importance: the venue had to be moved late, nailing down the speakers took a while, and so did nailing down a theme. Judy and Heather will poll the membership to gauge next year’s location. Sue suggested it be held where pharmaceutical librarians are located (e.g., New Jersey). Karen said the meeting needs to be held in a city. Heather solicited other questions to be asked in this Spring Meeting survey.

Update on Revisions to Procedures Manual

Karen and Stephanie Fitch went through the existing Division Procedures Manual line-by-line, resulting in a revised first draft for review. She would like to see it made available electronically in one place. Stephanie and Karen moved some items from the Strategic Plan to Procedures. One position/procedure missing is that of Spring Planner/Spring Meeting. Heather motioned for Karen and Christine to review the Procedures Manual with the Board Officers; Meredith seconded.

Judy made a motion to establish a communications task force to document the procedure for planning the Spring Meeting. Karen seconded. Volunteering for this task force were: Judy, Karen, Claudia, Bonnie, and Christine.

Margaret, with Bob, will investigate getting the division started using a wiki.

Bonnie asked if the Membership Directory was going to be published. It was noted in the Denver Meeting Minutes that it would not. David Midyette is serving as a combined Membership/Employment Chair, per an executive decision made by Christine. Basically it’s one person doing two jobs. Paul noted that two positions are shown as “open” on the Division’s web site: CapLits Editor II and Fundraising Chair II. The list of Officers and Chairs on the web site should match what’s on the back of the printed Spring Meeting Program.

2008 Annual Meeting Program – Seattle

Judy and Heather, Planners, are joining with other Divisions for some program sessions. Some attendees have already registered for the two PHTD classes being offered. There will be two networking breakfasts, including Tuesday’s which will also serve as the Annual Business Meeting. This is a change

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- Journal of Child and Adolescent Psychopharmacology
- Journal of Computational Biology
- Journal of Endourology
- Journal of Interferon & Cytokine Research
- Journal of Medicinal Food
- Journal of Neurotrauma
- Journal of Ocular Pharmacology and Therapeutics
- Journal of Women’s Health
- Lymphatic Research and Biology
- Metabolic Syndrome and Related Disorders
- Microbial Drug Resistance
- Obesity Management
- Oligonucleotides
- OMICS: A Journal of Integrative Biology
- Pediatric Asthma, Allergy & Immunology
- Rejuvenation Research
- Stem Cells and Development
- Sustainability: The Journal of Record
- Tissue Engineering, Parts A, B, and C
- Thyroid
- Vector-Borne and Zoonotic Diseases
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from the past when the business meeting was traditionally held on Tuesday; SLA HQ has blocked off lunch times during the Conference as no-compete exhibit time. Monday’s breakfast has a sponsor, so it should not have been a ticketed event during on-line registration for the conference. Heather will investigate how to get this rectified. Karen reminded Heather to have “moderator” packs ready for volunteers who moderate, count attendance, write up summaries, and collect evaluation forms at each session. Bonnie warned that it needs to be determined ahead which Division’s evaluation form will be used. The Division is hosting a tour to Mount Rainer. Barbara Boyajian asked why the early bird registration this year was moved up an entire month earlier. Heather was not sure.

2009 Spring Meeting Program

A discussion took place for possible locations. The biggest driver is that a large room is needed for the vendor space, and that hotels look for an associated guaranteed number of sleeping rooms. West Coast? San Francisco? Chicago? Philadelphia? The Division needs to go where its members are. Also consider where the Annual Meeting is being held in 2009 (Washington, DC), 2010 (New Orleans), 2011 (Philadelphia), and 2012 (Chicago). Sue cautioned that we be aware of other events going on in the chosen city at the same time as the Spring Meeting (e.g., a Grand Prix race and the Women’s NCAA Final Four are taking place in the St. Pete area this same week), which may prevent the availability of additional conference-priced rooms before and after the Spring Meeting. It was suggested when polling the membership that locations be clustered by region. Heather gave a deadline of April 11, 2008 for suggesting other questions and CE courses for the membership survey.

New Business

There was no new business.

Judy motioned that the meeting be adjourned; Claudia seconded.

Susan Gleckner, Secretary

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SLA Pharmaceutical & Health Technology Division  
2008 Spring Meeting  
April 6-8, 2008  
Hilton Carillon Park, St. Petersburg, FL  
“Crossing Borders – between disciplines, roles and institutions”  

Opening Keynote: Evolution of the Pharmaceutical Industry  

Speaker: Michael Steiner, RegentAtlantic Capital LLC  

Michael Steiner offered a unique perspective on the pharmaceutical industry. His background in wealth management, particularly for many pharmaceutical executives, provided us with insights into our own careers and impending changes.

Mr. Steiner provided copies of a December 2007 study written with his colleagues at RegentAtlantic Capital LLC titled “The Continuing Evolution of the Pharmaceutical Industry: Career Challenges and Opportunities.” The focus of this paper was how the “colluding” forces reshaping the industry are affecting its employees. Not having included information professionals in the study, Steiner asked us to provide him any feedback on how industry changes are affecting our profession and our roles within pharmaceutical companies.

Overall, the industry is moving away from its paternalistic employer – employee relationship. The industry is also becoming more risk averse, shifting responsibility to individual employees. These changes present opportunities for independent contractor positions (“portable expertise”) and roles in smaller companies, e.g., biotech.

Mr. Steiner said there are parallels between how to repurpose drugs, a current industry trend, and repackaging ourselves, the pharmaceutical company employee. He recommended that we do a self-assessment of our strengths and weaknesses, and personal, financial and lifestyle goals. He emphasized networking, especially with information technology vendors as our potential allies. Payers were also mentioned as organizations that we could consider future employment with.

The RegentAtlantic Capital report lists ‘Seven Highly Valued Skill Sets,’ several of which relate to some of the information-related work many of us are doing now, such as:

- Ability to Manage Decentralized Intellectual Capital Resources  
- Ability to Work in Joint Ventures and Across Divisions, Cultures and Countries  
- Ability to Integrate an Understanding of Intellectual Property Laws, Scientific Expertise and Business Strategy  
- Knowledge and Insight on the Decision-Making Dynamics of Payers

In closing, Mr. Steiner stated that industry changes will create both risk and opportunities. He urged us to be proactive, and said his research indicated that pharmaceutical industry employees were more “patriotic” about our industry than other employees. He warned us not to let this blindside us, and to embrace the coming changes. “Inertia has the lowest likelihood of success.”

Judi Walter, Federal Health Affairs, Eli Lilly and Company

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Re-purposing the Information Specialist  

Speakers: Layne Johnson & Stephanie Fitch, Millennium Pharmaceuticals  

As Claudia Cuca aptly commented at the end this session, “This was exactly what we (the DP&HT attendees) needed to hear.” Please refer to the slides on the D&PHT website, as the details will not be covered in this document.

Having known both speakers personally for many years, this writer could not help but notice the contrast and variations in their expertise, experience, and career path, especially when placed side-by-side. Both are success stories and great examples for the SLA DPHT members.

Layne, with a PhD in Microbiology, gradually expanded his responsibility from heading up library related functions at Lederle Laboratories, a mid-sized pharma company owned by American Cyanamid, to becoming a Senior Director at Pfizer, where he was responsible for more than a dozen sites. Along the way he was in charge of library operations at Wyeth and Pharmacia-Upjohn. His “repurposing” exemplified his success in surviving several mergers and acquisitions.

Stephanie, with her MLS, migrated from heading up a function within the library in a major biopharma (Abbott) to becoming responsible for much more than the library at a

Continued on page 22
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mid-sized biotech (Millennium). Currently as one of two Senior Directors of Commercial Operations at her site, she has a broad spectrum of responsibilities including library related functions, competitive intelligence (CI), sales operations and commercial compliance.

Both speakers presented excellent material in a dynamic way. Layne provided a high level strategic perspective from the viewpoint of someone in transition, whereas Stephanie used a more tactical approach to describe her expansion beyond the library.

Thus Layne mentioned the macro level need for monitoring, assessing, and acting on trends and opportunities affecting the company and the entire industry. He did it in a comprehensive manner with historical and technological context (slides 3, 4, 11). He also specified the need to form partnerships with other groups (users, vendors, and other departments).

Both speakers emphasized the importance of ultimately aligning the roles of information professionals with the business goals of the corporation. The difference was Layne spoke from the perspective of the library, whereas Stephanie looked beyond the library. She used an org chart to show how information professionals with MLS’s are functioning successfully across her organization even OUTSIDE of the library.

Both speakers covered the need to create roles and/or sponsoring functions outside the traditional library setting. Layne brought up an interesting notion of “in sourcing” exemplified by his success in internalizing document delivery from an external vendor to an in-house operation. Stephanie made a strong point about carefully monitoring and actively canvassing external opportunities. This enabled her to ultimately centralize CI operations under her aegis.

Layne paid special attention to and professed his strong belief in “the power of networking”. He demonstrated this by polling the audience to assess their familiarity with and usage of Linked In. He also displayed some fascinating slides (13, 14) on network visualization.

Throughout his presentation he gave many useful suggestions based on his experiences. The most notable ones (for this writer) were:

1. Focus only on, and always look for value added services.
2. Always be prepared to outsource operations (even before they ask you).
3. Be proactive, not reactive.
4. Take care of yourself (career, department, staff, etc.)
5. Stay close to the decision makers.

Stephanie’s slides provided a good contrast and showed the evolution of her roles and responsibilities within Millennium (4, 5). Lots of personal golden nuggets of lessons learned (8, 10, 12) were given. Her thought-provoking questions on slide 14 were especially valuable (to this writer) for career guidance.

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Stephanie’s career at Millennium was not exactly all smooth sailing. She had 8 bosses in 6 years. She saw Millennium shrinking in the past few years and had to lay off staff. She voluntarily “gave up” the physical library space even before she was asked (which led to the opportunity to enhance digital content). To her tremendous credit, she not only overcame the adversity and survived, but actually thrived by expanding her horizons beyond merely being a “library manager”. She saw the adversity as actually “an opportunity to innovate”.

Stephanie paid special attention to and has a strong conviction in “mentoring”. She was mentored by and mentored others within Millennium. In addition, she also mentors externally young female non-information professionals.

Stephanie also had lots of recommendations based on her experiences. The most notable ones (for this writer) were:
1. Embrace diversity (of people).
2. Manage your workday effectively.
3. Regard adversity as opportunity.
4. Network beyond SLA and the library related community.
5. The MLS degree is not critical but the MLS skills are, e.g., “expertise in organizing information”.

It is interesting to point out that by design or coincidence, Layne had 15 slides. Stephanie had 16.

John Chu, Gilead Corporation

Building Blocks (and the Devil) in Commercial Assessment and Planning

Speaker: Richard W. Martin, President and COO, The Mattson Jack Group

Many elements go into the assessment and planning processes for new drugs and it is important to get each element right. One element that has tripped up several assessments is a too simplistic approach when looking at epidemiology. Of course epidemiology is important as it represents the potential market size. But just discovering the incidence rate for a particular indication or condition is not enough. For chronic conditions the prevalence rate, how many afflicted patients there are at one time, becomes important. As many diseases affect a certain age group more heavily than another, changes in demographics must also be considered and an age-adjusted disease rate calculated. Finally double and triple counting of potential patients can take place if co-morbidity has not been taken into consideration. Respiratory disease (asthma, COPD, allergic rhinitis) and psychiatric illness (depression, anxiety, others) as well as when there are multiple indications for a single product are areas where co-morbidity is likely to trip up a strategy. Example: if the product is already used to treat depression and plans are to get approval for the treatment of anxiety, it needs to be recognized that a certain percentage of those with anxiety also have depression and therefore have already been counted in the potential total market size.

Naturally epidemiology is an important component, but there are many others. Some are very basic, but easy to overlook such as whether a patient would in some way be embarrassed by the product and other patient behavior factors. Others are more obvious, such as the competitive environment, pricing and reimbursement and study requirements. Further along in the process there are also considerations of partnering, logistics and supply, taxation and exchange rates. So like the devil, the successful outcome of commercial assessment and planning is indeed in the details.

Sidney McNab, L. E. K. Consulting

The Brave New World of Information Professionals

Speaker: Robyn Merrill, Elan Pharmaceuticals

Robyn originally was a business researcher, with a MLS from Simmons and a BA in German (always a good thing if you’re dealing with Beilstein...or chemists in general). While she did not have a lot of pharmaceutical experience to begin, she attracted the attention of a SVP (now the EVP of Corporate Strategy, Branding, Commercial Operations, and Branding) because she understood business needs and information. The now EVP came with the CEO from Merrill Lynch. Robyn is now embedded in the Corporate Strategy Department, with a virtual library. She is on monthly conference calls, attending quarterly and annual offsite meetings. She’s well-read on the therapeutic areas of her company and understands what these meetings mean to the success of Elan. No doubt some of this expertise happened as a result of a weekly newsletter she edited which covered her company specific therapeutic areas, company and partner information, and corporate financials and events, such as meetings, conferences, Wall Street earnings reports, and additional listings important to her company. Robyn manages the budget and the licensing for subscriptions and databases. Her group “partners” with the Library (a peer department), Communications, Marketing, Legal, IT, and R&D, IR (International Relations).

In 2004/2005, Tysabri for MS was pulled off the market for AEs and the stock lost 90% of its value. That’s 90%! Departments were all scrutinized for cost consolidation. “Legacy Operations” were eliminated. Each department had to justify tasks and positions. Cost savings occurred with global licenses and a hard look at corporate needs.

Robyn was named the Library Manager in June 2007. Her group also attends science group meetings, gets user feedback and R&D managers’ feedback for additional information expenditures. Her staff works with new employees to orient them properly, and delivers WebEx training, when and where necessary, to use what Elan’s already licensed. Her department works with the Intellectual Property (IP) initiative on archiving corporate documents and uses Quosa software for content management initiatives.

Robyn’s last slide was a good sketch of the new cafeteria and Library which will be adjacent to each other. The Library will have a pool table and games area, (and offices, too!) club chairs for comfy reading, knowledge-sharing with a quiet room which can also be used for meetings, an area with

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workstations, and lapped tables. A nice touch to an updated Library!

Looking at what previous speaker Michael Steiner suggested, several highly valued skill sets are seen in what Robyn’s group does currently:

- Manages decentralized capital resources
- Works across divisions and countries (Ireland to US)
- Integrates business strategy, scientific goals and IP
- Spurs creativity while managing commercially (content management, cross content understanding though selective meeting attendance, understanding the day-to-day news which impacts Elan).
- Creates and encourages creativity in the people she employs across the country (Boston and South San Francisco).

**Speaker: Judi Walter, Federal Health Affairs Associate, Eli Lilly and Company**

Judi holds a bachelor’s degree in political science and attended Indiana University of Library and Information Science. She worked on an online Union List of Serials at IU and a serials conversion project at the University of Miami. She became a solo technical librarian at Ernst & Young with varied responsibilities, including introducing this office to online information resources. She worked with the IT, Health Care, Corporate Strategy and Business Reengineering Groups of Ernst & Young. Judi also worked for Resorts Condominiums, Inc (RCI) and developed a CI function for them. By the time Judi moved to Eli Lilly, she had developed enough background in business processes that she served as a business information liaison to support Corporate Strategic Planning. She edited a daily business newsletter, taking it from focusing on R&D to a newsletter also read by colleagues in Marketing, Strategy, and Business Development, since it also covered competitive and business intelligence, directed to Lilly’s areas of concern.

Judi moved on to a Marketing Associate position (not an easy move to make in many companies) at Lilly, coordinating project deliverables from outside consultants. In many companies, being on time with these outside projects is vitally important; these projects can represent significant financial investments both prior to launch and in continuing projects. Judi and colleagues from the IT Department developed a Marketing Resource Portal. In short, Judi learned a great deal about business process requirements at Lilly, in the process becoming known as a “change agent”.

Now, as a Federal Health Affairs associate, she monitors US federal healthcare regulations and she disseminates the changes to decision-makers and colleagues to keep them on top of the information. Judi supports educating/mobilizing cross-functional colleagues and has developed and maintains an Intranet website, a collaboration initiative.

Judi suggests:

1. Continuously learn about your company. Be “in the know” on products, JVs, new R&D, areas you know people are thinking about.
2. Know your company goals and objectives.
3. Be Proactive
4. Summarize, synthesize, and customize those reports!
5. Develop and maintain relationships with customers
6. Selectively volunteer to take on projects.

Judi’s Highly Valued Skill Sets:

- Manages decentralized intellectual capital resources.
- Works across divisions
- Integrates scientific and business strategy expertise
- Has expertise in the functions and decision-making of regulatory agencies.
- Spurs creativity and manages commercially (change agent roles).
- As a solo Information Professional, works across divisions.

**Speaker: Jeff Baker**

Jeff has worked for a number of years for Perdue Pharma, and he has a commute most of us can only dream of…11 seconds…from his kitchen to his office. However, with the increasing cost of gasoline, we may be seeing more of this kind of work, especially since the telecommuting may not be 5 days/week but one or two/week, to allow for meetings at office locations.

Jeff commented that upwards of 20% of the US workforce telecommutes one or more days/week. He also commented that the numbers go both up and down for US companies, with increasing and decreasing telecommuting options, depending on management issues. In any case, telecommuting requires communication and collaboration on many fronts. Several things have to mesh, including the corporation’s culture and IT infrastructure to allow the telecommuting. The manager involved must be convinced this is a good thing and trust in his/her staff, managing by results, not by “face time”. The job’s responsibilities must also allow this work to take place in an isolated environment. Lastly, the employee must be self motivated, able to think proactively, and able to work independently, all the while communicating with managers and the internal departments needed. The proof is in the results: the telecommuter should meet and frequently beat the timing for completing projects.

Jeff also commented on the loneliness of the telecommuting day. One of the rewards of working with people is the social interaction obtained. This is missing from a solitary job. In addition, it is very easy to become overworked, not knowing when to “turn the job off”.

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Last, but not least, in a time of corporate restructurings, some telecommuters fear that the person who is not physically present is the first one to be pink-slipped. So, it is important to keep in touch with people at the home office, whether by phone call, email, or frequent “enough” visits for meetings and networking.

Jeff’s Highly Valued Skill Sets:

- Works independently across divisions and distances.
- Understands his company and its needs.
- Proactively works to answer problems before they become problems.
- Has worked with Human Resources to design evolving job characteristics for a changing world and an evolving industry.
- Delegates.

Closing Keynote:
Positioning the Information Profession and SLA For Success in an Evolving World of Technology

Speaker: Nancy Sansalone, SLA

Nancy Sansalone, SLA’s Chief Operating & Financial Officer, discussed the Alignment Project and the profession’s changing landscape.

SLA is undergoing an Alignment Project to plan for change in advance and rectify the image problem of being seen as an umbrella organization for many different types of groups. With the exponential growth of Internet use and the 2.0/social networking competition with traditional media, information professionals need to constantly stay up to date. The organization is partnering with Outsell and looking to answer the “what can our customers expect from us” question.

Review of landscape: membership, technology and opportunity. Membership is a top priority for the organization, “sweeping technological changes are challenging the role and perceived value of information professionals” and SLA has the “opportunity to position itself as premier association for information professionals.”

Alignment Key Objectives are to examine, explore, develop, align and identify.

In looking to define strategic issues it was found that a “formal mechanism is needed to ensure all extensions of SLA are thinking, communicating and behaving as one enterprise.” To define knowledge gaps the organization needs to look to senior executives, younger audiences (LIS students and new members,) and related professionals.

The Alignment Project is coinciding with the upcoming centennial celebration, where SLA will celebrate the past and look to the future in Washington, D.C. next year. SLA will be positioning itself as premier association for information professionals and SLA.”

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The Alignment Project is coinciding with the upcoming centennial celebration, where SLA will celebrate the past and look to the future in Washington, D.C. next year. SLA will be looking to establish a “shared vision of the future for information professionals and SLA.”

SLA is also enhancing career development and technology with the addition of Knowledge Management and Copyright Certification programs, a management and leadership online library (ebrary) and the development of the Online Innovation Laboratory, where members can test new technologies in a sandbox setting.

Bob Kowalski
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Recently, these questions were posed to our colleagues on the Pharmaceutical and Health Technology Division discussion list:

We are looking for a source or sources that have individual drug prices by each individual EU country, both generic and brand.  
Cindy Crane, Takeda Pharmaceuticals, North America, Inc., Deerfield, IL

Responses:

Global Insight’s Pharmaceutical Pricing and Reimbursement Services product is very strong and comprehensive in terms of EU coverage: http://www.globalinsight.com/ProductsServices/ProductDetail1058.htm

MIMS (subscription service) [is] also available as hard copy - 12 issues a year: http://www.healthcarrerepublic.com/mims/?fusaction=ICR.eMIMS.Home

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Chemist and Druggist Price List - branded and generic. Chemist and Druggist is a weekly publication for UK pharmacists: http://www.cddata.co.uk/index.asp

NHS Electronic Drug Tariff - Go to Part VIII - Basic Prices of Drugs Product List - appears to be generics only: http://www.ppa.org.uk/edit/December_2007/minindex.htm

Drug Tariff (but generics and branded generics only). Requires registration: http://www.drugtariff.com

Responses:

I have received a question about the allowable prescribing information, like an approved dosage for the physician to use in a particular country, for a drug. Here in the US, we have the PDR. Canada has the Compendium of Pharmaceutical Specialties, and both are available electronically... Does anyone know of an international drug information resource or database... that has this granular a level of information? In particular, I need this for Europe.  
Lorene Connolly, Covance Inc., Princeton, NJ

Responses:

Global Insight’s Pharmaceutical Pricing and Reimbursement Services product is very strong and comprehensive in terms of EU coverage: http://www.globalinsight.com/ProductsServices/ProductDetail1058.htm

MIMS (subscription service) [is] also available as hard copy - 12 issues a year: http://www.healthcarrerepublic.com/mims/?fusaction=ICR.eMIMS.Home

BNF: http://www.bnf.org/bnf/ Also available as a hard copy - twice a year - March and September - subscription required

Chemist and Druggist Price List - branded and generic. Chemist and Druggist is a weekly publication for UK pharmacists: http://www.cddata.co.uk/index.asp

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Drug Tariff (but generics and branded generics only). Requires registration: http://www.drugtariff.com

Responses:

Do you know a resource for finding the numbers of surgeries/year in the US by type? For example, number of bilateral knee replacements/year? Number of hysterectomies/year? Number of bilateral oophorectomies/year? Number of bilateral salpingo-oophorectomies?  
Claudia B. Cuca, Organon, a part of Schering-Plough Corporation, Roseland, NJ

Responses:


You will need ICD-9 codes for the procedures you are interested in. The most recent years were 2005 (hcupnet) and 2004 (NCHS), respectively, for the statistics. I presented both to my patron. I think the hcupnet stats were a little more inclusive, with additional information from certain hospitals (like VA, etc., not as much of a factor in my need).

This database uses ICD-9 codes, so you will need to use the Researcher aspect, choose Specific Procedures by ICD-9, and enter the range of codes for your procedures, under the All Listed Procedures. Choose the data items you want, and the numbers appear. You have the option to export the whole shebang into Excel if you want. Then - and this is the coolest part - if you want other years, just click on “Repeat this query on another database.” Choose another year, and wait for the results.

The National Center for Health Statistics, from the National Hospital Discharge Survey (http://www.cdc.gov/nchs/about/major/hdasd/nhdstab.htm). These are 2004 statistics, with highlights first, but by using the ICD-9 codes, you can go further into the document for more detailed statistics.

Responses:

EudraPharm — http://eudrapharm.eu

EudraPharm is a directory of product information for medicines authorized for marketing in the European Union under the Centralized Registration scheme effective from 1995 forward... The search interface enables users to restrict queries to human versus animal products and accepts keyword entries of brand or nonproprietary drug names, companies (marketing authorization holders), anatomic/therapeutic/chemical codes (ATCs), dosage forms, route of administration, and combinations thereof. Alphabetical browse-and-select product name lists are an alternative way to access the EudraPharm database. Hyperlinked product names in search results lead to concise summaries of basic data, such as formulation and presentation (packaging) details, legal status (prescription or OTC), and initial authorization date, as well as renewal date (when applicable). The product summary page

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also provides hyperlinks to further information, including the official Summary of Product Characteristics (SPC) written for healthcare professionals, a patient-oriented Package Leaflet, and labeling. Each of these documents is offered in English and is usually also available in a selection of other European languages.

MRI - European Product Index —
http://www.hma.eu/mri.html

The Head of Medicines Agencies (HMA) Web site hosts a European Product Index for medications approved under the Mutual Recognition scheme (codified in law in 2001) and its newer alternative, the Decentralized Procedure (effective 2005 forward). A Quick Search query box provides direct access to product lists when either a brand name or a nonproprietary name is entered. The interface also offers several options for viewing data, including alphabetical product lists by proprietary name or by specific country of registration. Users can qualify country product lists by specifying a Reference Member State (RMS that originally evaluated the approval application and authorized marketing) and/or a Concerned Member State (CMS) that has granted local (national) marketing clearance based on the RMS decision. Results of searches identify product brand names, dosage forms and strengths, and active ingredients. Brand names link to further information about each drug, including marketing authorization holder (company), pertinent approval dates, and domestic product names in each country where the medication has been approved. Many (but not all) product records provide hyperlinks to a Summary of Product Characteristics (SPC), which includes essential prescribing information for healthcare professionals. Links to Patient Information Leaflets (PILs) are sometimes also provided. The MRI European Product Index currently covers 9,365 products and is updated weekly.

European Pharmacopoeia provided by EDQM (European Directorate for the Quality of Medicines and Healthcare) —
http://www.edqm.eu

WHO International Pharmacopeia

Ellen Cooper (Solvay Pharmaceuticals) has an article scheduled to be published in the next issue of MEDICAL REFERENCE SERVICES QUARTERLY. It is called “Online Drug Information Resources: Free Alternatives” and one of the sites she includes is:


Open the “Human Medicines” tab at the top of the page and then click on the “PARS for Authorized Medicines” link on the left to find an A-Z listing that provides product summary and labeling information in more than a dozen languages.

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Belgium (in French)
http://www.cbip.be/

Denmark (English front page, but monographs in Danish)
http://www.dkma.dk/visUKLSArtikel.asp?artikelID=1481

France (in French)
http://agmed.sante.gouv.fr/htm/l/amm/amm0.htm

Germany (in German)
Rote Liste - registration required —
http://www.rote-liste.de/

Italy (in Italian)
http://www.salus.it/farmacopea/index.asp

Portugal (registration required - in Portuguese)

Sweden (in Swedish)
SPC databases - lists human medicinal products approved for use in Sweden — http://www.mpa.se/eng

Rest of the World

New Zealand (in English)

Australia (in English)
Australian Prescription Products Guide - Include prescription and non-prescription drugs marketed in Australia. Free registration is required to access the database —

Hong Kong/China (in English)

Japan (in English)
The Japan Pharmaceutical Reference - A database of approved drugs in Japan provided by the Japan Pharmaceutical Manufacturers Association — http://www.e-search.ne.jp/~jpt/

South Africa (in English)
South Africa: South Africa Electronic Package Inserts - A partial compilation of electronic package inserts of drugs available in South Africa. —
http://home.intekom.com/pharm/

Central and South America & Mexico (in Spanish)
Listing medication names from PDR-equivalent references in Argentina, Brazil, Central America and the Dominican Republic, Chile, Colombia, Ecuador, Mexico, and Peru — http://www.plmlatina.com/

Lorene would like to thank the following people for taking the time to provide their valuable assistance:

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- Rochelle Stern, Novo Nordisk
- Bonnie Snow, Thomson Scientific
- Kathryn Walsh, Purdue Pharma LP

Accessing the DPHT Website and Discussion List (Listserv)

DPHT website:
http://www.sla.org/division/dpht

**new**

1. Send your message to: lyris@sla.lyris.net
2. Leave the subject line blank.
3. In the body of the message, type:
   Subscribe SLA-DPHT [your email address] “[FirstName LastName]”
e.g. Subscribe SLA-DPHT jdoe@xyz.com “Jane Doe”

To send a message to the list
1. Send your message to: SLA-DPHT@LIST.SLA.ORG
2. Put a meaningful subject in the subject line.
3. Type your message in the body of the email.

To search the archives
1. Go to http://sla.lyris.net/read/login
2. Enter your e-mail address, click OK
3. Enter your password, click OK (if you don’t have a password leave this field blank and click OK)
4. A list of all the discussion lists you subscribe to will appear
   Click on the forum name (SLA-DPHT) to begin browsing or searching.
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Book Review

“Epidemiology and Biostatistics Secrets”

Author: Robert Nordness, MD
Publisher: Mosby

A slender book with volumes of information, this text provides the novice and the expert with sample questions and answers on common epidemiology and biostatistics questions. As one of the Secrets Series®, this book provides easy-to-read descriptions, concise lists, mnemonics, and tables. Such topics as survival analysis, probability and sampling, and evidence-based medicine are covered. The book is perfect for the person who asks for a “basic” or “introduction” to medical/epidemiology statistics. Additionally, a statistical professional will also find the text useful for quick referrals. Useful Web sites are also included in the book for further research on the topic of biostatistics and epidemiology. This is a handy book to have in any medical/pharmaceutical library or on one’s personal bookshelf.

Patricia Wood, MLS
Boehringer Ingelheim Pharmaceuticals, Inc.
Ridgefield, CT

Student Travel Award Winner:

Project:
Gel, a Digital Library of Molecular Biology Lab Techniques

by Jennifer A. S. Ferguson, 654 Central Street, Holliston, MA 01746; Phone: 508-875-6978; Email: j@jasf.us, Web: http://jasf.us

Many molecular biology techniques are difficult to adequately describe in lab manuals and challenging to visualize. One misstep can easily ruin an experiment, and can even at times be dangerous. Carefully watching an experienced person carry out an experiment is the best way for novices to learn these techniques, and has traditionally been the method used for passing on this knowledge in research settings. Unfortunately, this approach is difficult to accomplish in anything other than an internship-like situation. It is nearly impossible in the large laboratory classrooms where these techniques are often taught.

The field of molecular biology is growing exponentially. Recent completion of the sequencing of the human genome with all its potential for future medical treatments, ethical and legal ramifications of DNA fingerprinting and forensics, and perhaps even the popularity of certain television shows have contributed to growing interest in this area. Enrollment in molecular biology courses and programs is on the rise

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(Oliver, 2005; U.S. Department of Education, 2000). This rise in enrollment is compounded by the need for workers with molecular biology backgrounds in industries such as health care, pharmaceuticals, and biotechnology.

To address these needs, the author proposes the development of Gel, a digital library that allows students to first watch someone carry out these techniques before attempting them themselves. Gel is a play on the word jell, meaning to become cohesive and take on a definite form, and also references the gel electrophoresis techniques commonly used in molecular biology. Gel will consist primarily of digital photos and short movies of an experienced person executing basic molecular biology lab techniques. Experimental procedures such as agarose gel electrophoresis, SDS-PAGE gel electrophoresis, and various blotting techniques will be included. These are very common methods with a high probability of being used in any molecular biology lab course. These visual resources will be particularly valuable for students without much lab experience, for students in classrooms with large student to teacher ratios, and for students who are hesitant to ask questions or request additional help.

Gel will also include a few movies and photos depicting what-if scenarios, since students are often curious to know what happens if, for example, they accidentally transfer their Western blots backwards. These what-if resources can be done in a humorous way to help keep students engaged.

In addition to the visual resources, Gel will incorporate a few interactive features aimed primarily at engaging educators using the resource. Gel’s interactive area will include a message board for educators to trade tips and share ideas, and also a wiki area for collaboration. The wiki will serve as one means of soliciting suggestions and user feedback for the digital library in an ongoing program of evaluation, and can eventually become a place for educators to post their own content for possible inclusion in Gel.

Clearly there is a need for this type of resource, as there are a few existing molecular biology lab-related educational websites (Bacon Schneider, n.d.; Dellis, n.d.; Ramirez, Johnson, & Paul, 2004) despite rising course enrollments and interest in the field. However, existing sites were usually designed to meet the needs of one specific class, and often include only a few still photographs to illustrate techniques. These resources are helpful, but the short movies featured by Gel will better fulfill users’ information needs, and will also have the advantage of being more universally applicable to any molecular biology course.

References


Measuring Library Value

Understanding the return on investment (ROI) for organizational libraries, both quantitative and qualitative, is a key component of justifying the information management (IM) function’s budget. Outsell has written extensively about methodologies for measuring and reporting library ROI and recommends that IM managers make the effort to gather this data within their own enterprises in an ongoing fashion rather than waiting until a crisis arises.

If your enterprise is like many of the ones that we survey, taking pains to implement a continuous program of ROI measurement will yield impressive results. Outsell’s ongoing research on information end users shows that those with access to an enterprise library or IM function realize substantial benefits when they use it. The benefits we study are time saved, direct costs saved, decision support, and revenue generation.

In Outsell research from the spring of 2007, users reported substantial, quantifiable benefits from involving the library in their information gathering. Library ROI was highest for the corporate and government sectors, but also positive for healthcare and education. Benefits of library use included:

- **Time Saved:** Government sector users topped this metric, reporting that each interaction with the library saved them 12.2 hours on average. Corporate users came second, saving 9.4 hours per use. Education (8.4 hours) and healthcare (4.6 hours) round out the segments. The overall average time saved for all sectors combined was 9.0 hours per interaction.

- **Dollars Saved:** Corporate sector end-users saved the most money by taking advantage of their enterprises’ libraries. In direct costs for information, they saved about $3,107 per use, while government users report $2,575 in savings. Even the lower two segments, healthcare ($966) and education ($683), report notable savings. All segments combined reported an average $2,218 in savings per use.

- **Revenue Generated:** Not surprisingly, the corporate sector showed the highest revenues generated with the help of the library, at $6,570 per use, followed by the other revenue-oriented segment, healthcare ($1,900). Though revenue support figures are notoriously difficult to track and verify, the fact that users perceive this level of revenue support from the library in itself should encourage information managers.

- **Decision Support:** Two-thirds (65%) of users across sectors used library-provided information to support decisions, actions, and strategies. In this regard, government end-users were the most reliant on library information (72%), followed by healthcare (69%) and corporate (68%). As would be expected, in education a lower number (55%) reported using library-provided information to support a big decision, since more typical library use would center around assignments and research.

Given the time that end users spend on information tasks (now around 11.6 hours per week on average) and the increasing costs of content, the data above makes a powerful argument in favor of enterprise and institutional libraries. While information professionals can use this data as proxy ROI for their own reports to management about their operations’ value, Outsell recommends that IM leaders gather their own user data to accurately depict information center value in their own organizations. Armed with ROI facts and figures, information managers have a solid basis for making the case for continued funding. We recommend keeping the following imperatives in mind:

1. **Include Quantitative and Qualitative Elements to Show the Total ROI Picture**

Outsell encourages information managers to include both data-based measures and open-ended feedback in their ROI statements and other value reports. The data, such as presented here, provides hard numbers that are often welcomed by decision-makers. Qualitative feedback from users further illuminates the data and provides the “whys and wherefores.” The two types of metrics together form a more solid resource justification than either piece can alone.

2. **Keep It Simple**

Executives and funders don’t need to see all the calculations that go into the quantitative ROI methodology. These can always be provided if they ask, but most won’t. Simply providing information about the benefits of an average user interaction with the library should suffice. Keep the reporting as simple as possible.

3. **Start Now: It’s Too Late to Begin ROI Research When the Shoe Is About to Drop**

If there is no measurement and metrics program in place, start one now. Benchmark data, such as that presented here, is great, but there is no substitute for organization-specific research. It takes time to conduct user research, so don’t wait until executives ask. “I’ll get back to you in a couple of months” is not usually an acceptable response and only underscores the fact that IM isn’t being run as a business.

Joanne Lustig  
Vice President & Lead Analyst  
Outsell, Inc.  
jlustig@outsellinc.com
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