

CapLits

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Message from the Chair

Alex Feng, Chair, PHTD 2011–2012

Hey, did you hear the latest joke — what’s the difference between autumn and the PHT Division librarian?



They both go through a season of change, but only one truly suffers a “fall!”

Ok, ok—corny joke. But I bring it up to reinforce one of our best traits. We are constantly in the midst of change around us and though we may stumble, we always wind up more resilient (and wiser) than ever.

And this time of year is an example of that as we think about our work lives. You know what I’m talking about:

- In January we start the year enthusiastically with a fresh budget and a long list of goals.
- By the time summer is halfway through, we’ve attended our professional education activities (Spring Meeting and/or SLA Annual Meeting, right?) and work is piling on and we march right on through, focused on the tasks at hand.
- By the time fall rolls around, we get a brief bit of rest between the chaos of summer and the upcoming craziness from Thanksgiving thru the new year. But that’s tempered by the fall changes—budget adjustments and/or company-wide changes depending on performance and business circumstance.

I think for most of us, this year is no exception. While the good news is that the economy hasn’t suffered another recession, our economies are still laboring to recover, which adds uncertainty to our lives and challenges to our businesses. And yet, just as the sun rises every day, so we will adapt.

Whether it’s doing more with less, or even starting over—life goes on and we will end up more resilient.

That’s one key thing to remember: we have significant and valuable skill sets. Skill sets that we can (and should) brag about (market) whenever possible. And also skill sets that we can use in many different roles—not just as traditional librarians.

Between Spring Meeting, SLA Annual Meeting, and all the professional education activities offered by PHT Division and SLA, I hope you have been taking advantage of the many opportunities to sharpen your skill set. We need to continue showing off the great value of what we do.

At the same time, it’s not just each of us at an individual level who should be doing the bragging. We can also be doing marketing as an organization. And I’m excited that we are. Thanks to the generous sponsorship of InfoDesk, this month we will be starting a series highlighting the value of pharmaceutical information professionals. The intent is to show our coworkers how valuable a librarian can be. So in these you will see your colleagues showing off the value we can provide. So go ahead and invite your colleagues! But if they don’t join, I urge you to—you might be able to pick up some best practices you can use immediately as continuing education!

I also just wrote about skill sets for different roles. This is a theme that we’ve heard in many venues, whether it’s at conferences or simply in online musings. And yet it’s so true. While technology has changed our traditional jobs dramatically, it has also opened avenues for new opportunities and roles we may not have even dreamed of a few years ago.

The rise in competitive intelligence (CI) and knowledge management points to that, as do some of the job positions we’ve seen lately. Hopefully you have also been reading our “Alternative Careers” series, and as the months pass, we will be posting new interviews of people who have done different things with

Pharmaceutical & Health Technology Division



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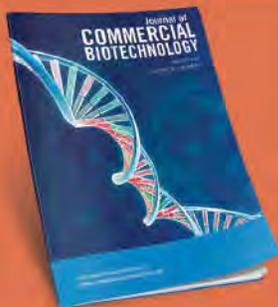
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their MLS. Because while the traditional jobs may not be where we used to find them, there are more opportunities if we know how to position our skills and keep them sharp.

Speaking of sharpening skills, educational opportunities are not stopping for the year with Spring and Annual Conferences. We are continuing to post the latest webinars for your development. Check our website for the current month (thanks to our awesome Professional Development chair, Magan Stephens).

Please hold the date for December 19, as we will be the lead chapter for a one-day winter virtual professional education conference—the first of its kind and something we are VERY excited about! What a way to finish the year: Prof Ed, Turkey Day, Prof Ed, then End of Year festivities. What more could you want?

If I seem excited, I am. And there's a lot more we can do, so feel free to contact me or next year's chair, Mary Chitty, if you want to get involved!

One last thing—a huge “thank you” to Praveena Raman, who has been managing our CapLits issues throughout the year. It is a (mostly) thankless job and requires a lot of cat herding—thank you Praveena!

Cheers,
Alex

Alexander Feng is the Director of Strategic Research at the dd+p group, a medical device, diagnostics, and pharmaceutical consultancy. He lives in Cincinnati, Ohio with his fantastic wife Laura and their three little ones: Hannah, Timothy, and Phoebe.

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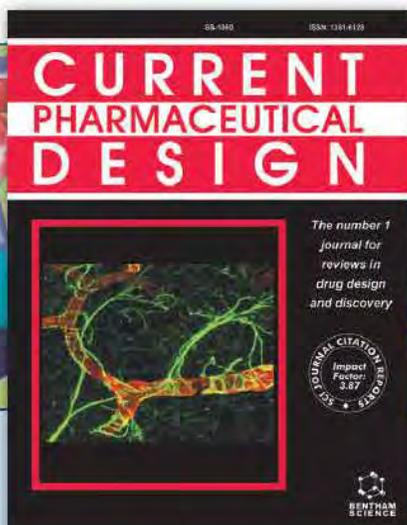
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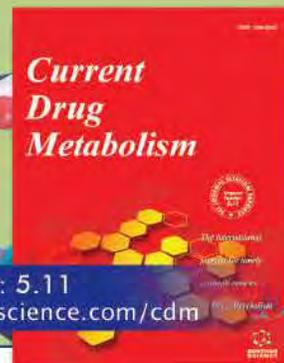
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Librarians in Adjacent Careers

A New Series by Alex Feng



Rebecca Armitage

Current Position: Emergency Medicine Information System Specialist / Change Agent

Most Recent Library Position: Pfizer, Inc. (2010)

How did you get into the job you're in

today?

My position was eliminated amidst a round of layoffs at the end of 2010.

I'm in a geographically challenged area of the country (Rhode Island), and with three library schools within a hundred-mile radius, I knew I had to get creative. So I started with my circle of contacts and worked outwards, doing informational interviewing for other potential positions that would be a fit. I ended up doing 36 informational interviews around the state in three months.

One day I got a phone call from a friend of mine who said, "I just posted a position and I don't know if you qualify but I know you're smart."

To be honest, if I had read it alone online, I probably wouldn't have posted for it because it's very IT-sounding. But when I spoke with her, I realized that it's a brand new role in an area that I heard about a lot in my informational interviewing—health IT, a liaison position between the emergency department and the IS/IT department.

Tell us about the current job.

This role requires a tremendous amount of communication. They needed somebody who not only understands IT but can also communicate with healthcare providers.

That's where I come in. The big project right now is adding a module on to the emergency department information system. In library-speak, it's the catalog. One of the big items is a module that was added for electronic charting or physician documentation. It's a huge step to go from paper documentation to electronic and we just went live last week with the first roll-out. I am not the project manager, but I handle all other aspects of it dealing with the emergency department—the training, scheduling the training, getting feedback and working on edits.

Aside from understanding the back end and being able to communicate with both the IT department and end users, what are other key skills for success?

The reference interview—requirements gathering in IT-speak. Seeing the larger picture. Being detailed oriented and organized. Training people in change. And being the point person for information.

"Rebecca Armitage" continued on page 7

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“Rebecca Armitage” continued from page 5

Is this something you feel that librarians can easily slide into?

I’m giving an emphatic yes, because I’ve been to symposia and conferences where the speakers have actually said that as part of health IT, we need information workers who can do exactly what I’m now doing. To give you an example, my supervisor was called by another physician group who said, “I hear you have a new role, tell me about it.” She did—and they then said “we want one of her.”

What would you say to librarians interested in a similar job?

Information science—that’s the selling point. It’s not the library, it’s the word “information.” Instead of saying, say, the Voyager ILS system, you can say it’s a relational database (using the IT wording). We can use our knowledge of an ILS as a relational database to understand that it’s specific data that is held in tables in a different way—just patient-specific data, for example.

It’s a really exciting time. It’s a little bit scary to move out of your comfort zone, out of an information center; I know it was scary for me. But the support I’m getting from the information community is great, whether it’s SLA or some of my local information groups.

What I’ve discovered is that anybody that has a job that’s hard to describe (the position I’m in now) is often doing something that they weren’t initially trained to do. Most companies have roles which require good people who can be responsible, who can try to deliver on time and who are willing to step back and see what needs to be done and be OK with uncertainty.

Full interview available at the PHT website: <http://pht.sla.org>

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 Patricia Dawson
 Karen Mirabile
 Mariann Lucas
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 Pia Jeppesen Hansen
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 Penny Coppemoll-Blach
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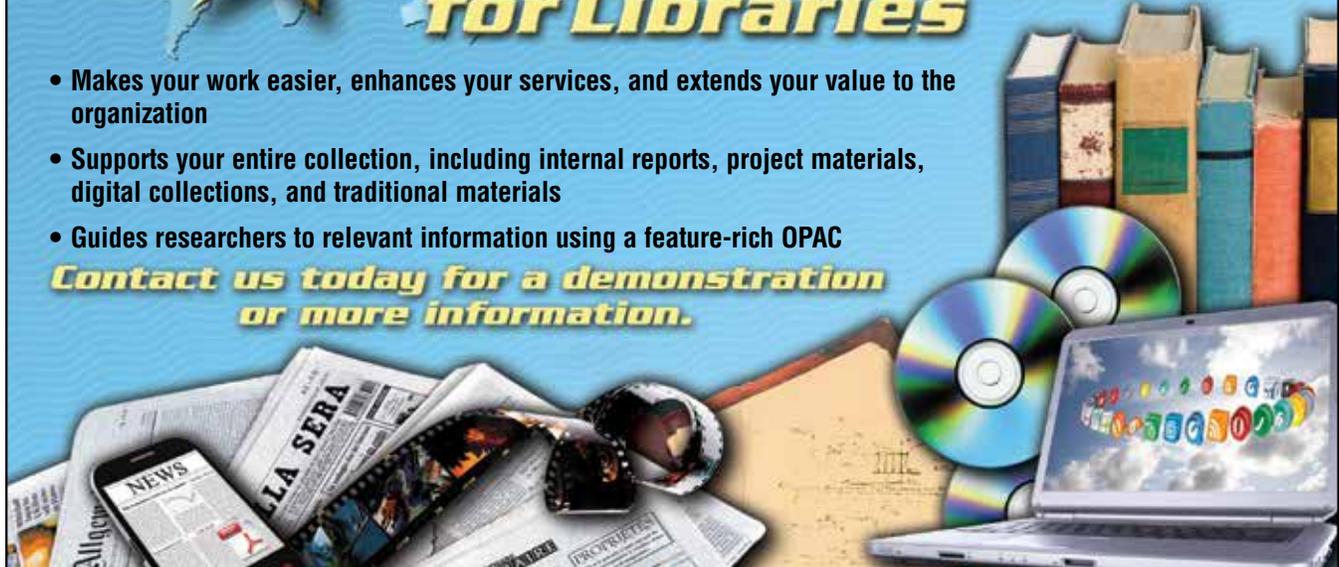
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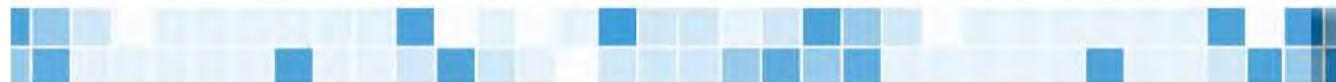


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PHTD Award Winners, 2012

Distinguished Member Award

Jeanie Fraser

Jeanie has been an active member of SLA and the Pharma Division at least from 2003 if not before. She has actively participated and volunteered at the local Silicon Valley/SF chapters as well as the national organization. Through the years, Jeanie has volunteered for different sessions at both the SLA Annual conference and the Spring meetings by helping the moderators with the sessions, recording breakout sessions and writing up sessions for CapLits. In 2006, she co-authored the SLA Crisis Action Plan which was mandated by the IPAND task force to help libraries in disasters. In 2005 while at Genentech, she organized and hosted the Solo Librarians meeting and visit to the Genentech Library. In 2008 she was part of the Special Libraries Association delegation to China, and in 2011 she was part of the delegation to Cuba. In both these instances she wrote articles about the trip and of libraries in these countries for CapLits. In 2006, Jeanie received the President's Award from the San Andreas Chapter of SLA for her volunteer work in that chapter. She has been part of the contributed papers committee for the 2012 SLA Annual Meeting and in 2013 she has volunteered to be the Pharma Division Lead conference planner. Jeanie more than deserves to be recognized for the breadth and depth of her work and efforts toward the Division and the profession.



Horizon Award

Andrew Clark, UCB

Andrew has been a terrific asset to the Division and our profession in his short time as a SLA member. He is bold and willing to help us as information professionals think differently, learn new things and take challenges. This member has presented posters at multiple SLA Annual Conferences and recently spoke at the SLA DPHT Spring Meeting. He is highly engaged with SLA Europe and I believe the youngest member of the P-D-R (Pharma Documentation Ring). While unaffiliated with SLA, P-D-R is very prominent and influential within our industry. This winner continues to thrive in his role as Group Leader of Library Services at UCB by rolling out new services, developing training programs for end-users and internal marketing campaigns to engage users, all in an effort to align library services with the overall goals of the company. Andrew's energy is infectious and his quest for continuous improvements, enhancements and solutions keeps us all on our toes, especially his vendors.



Andrew's nominator envisions a future with Andrew at the helm of a large info organization, challenging his peers and teammates to take risks, supporting their bold ideas and bringing them up the ladder, all the while taking none of the credit. When thinking of the future of information service, Andrew's nominator is confident Andrew will continue to lead.



Christine Geluk

Christine has been an active member of PHTD since 2004 as the fundraising chair from 2004 through 2006 for the Las Vegas, Memphis and Baltimore meetings. In 2007, she was elected to be the chair-elect and the year after served as the Chair of the Division. She has been the awards chair in 2008 and 2009 and the nominating committee chair in 2010 and 2011. Besides serving as a leader of the Division, she also co-authored a case report on pipeline products published in CapLits in 2011. Christine is a member of the Chemistry, Biomedical and CI Divisions and a member of ASIST, PIUG, MLA and ACS. Christine is an active member of the meeting planning committee of PIUG and a webmaster for Information Technology. She is a Senior Information Specialist at Eisai.

Pharmaceutical & Health Technology Divisions

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- ✓ Professional Education Events Calendar
<http://pht.sla.org/events>

Summaries from SLA 2012 Annual Conference, Chicago, July 15–18

PubMed for Experts

Jeanie Fraser

PHTD experimented with a new education format by offering a 90-minute PubMed update taught by Holly Burt from the National Network of Libraries of Medicine. The session was very well attended, with participants from as far away as Europe and Japan.

Some tips that were shared with the audience include:

- Be sure to search the title and abstracts for the most recent information (citations designated as “in process.”)
- A new subject heading is being added to MeSH in 2012: Patient Safety



- Remember that phrase searching (with quotes) turns off the term-mapping function
- “My NCBI” is a good tool for bibliography sharing
- The “Hazardous Substances Data Base”—a part of NLM’s Toxnet service—is more complete than the MSDS and is free!
- NLM has posted PDFs of some very useful user guides on their website, and all are open access.

Pharma Chatter: Capturing and Managing Non-Traditional Information for Competitive Advantage

Rachel Bates Wilfahrt

Moderator Craig McHenry referenced the definition of chatter as “talking continuously in a fast, informal way,” which is an apt description for the non-traditional information resources that are becoming increasingly important to pay attention to in the industry. Chatter is important to notice in regard to

overall volume and frequency of flow, and also to which sources are active and information-dense during particular periods of time.

Pharma chatter is comprised of multiple sources including digital elicitation, RSS feeds, social media (particularly Twitter and LinkedIn), company websites, and patient blogs. These resources complement the traditional resources used by CI professionals, such as news, pipeline databases, and annual reports. Key intelligence questions have consequently shifted from “who is planning what?” to “how well or how fast are they going?” Chatter is shifting the conversation from news of “what has happened?” to intelligent estimates of “what will happen?” Effective analysis must now mine the volume of data available in social media channels and integrate this unstructured data for audiences including those in the C-suite, research and development, and sales and marketing.

Building on the theme and structure put in place by McHenry, Heather Bjella analyzed the concept of pharma chatter within a legal context, paying particular attention to trade secrets. Trade secrets by definition are valuable because they are secret, and the legal issues surrounding them are positioned on the continuum of low risk (news monitoring) to medium risk (intelligence gathering at trade shows and events) to high risk (human intelligence). To stay within the realm of fair and honest means of CI, it was recommended to use a corporate



Dine-around at Lou Malnati’s

CI policy with a systematic approach, which is the most likely to ensure compliance.

Lisa Orgren highlighted the additional perspective of the life sciences industry and medical devices, and how pharma chatter is being used within those sectors. Devices are different from pharma in that they are not directly marketed to consumers, have no pipeline databases, and have shorter development time and lifecycles. They are also more frequently produced by smaller organizations or subsidiaries. All of these factors make it necessary to rely on non-traditional sources for CI. Social media is critical for confirming rumors and presenting questions to investigate, while job web sites are useful for spotting trends and priorities for companies of interest. Another area of CI within the devices industry is using traditional sources non-traditionally. Information professionals have begun using patent information to create their own pipeline databases, augmenting that information with conference proceedings and clinical literature to paint a portrait of the competitive landscape.



PHTD business meeting

Finally, Jordan Frank wrapped up the session by concentrating on the evaluation of pharma chatter in the context of credibility of online resources. Frank recommended evaluating everything with a "grain of salt," noting that 40% of online reviews have been found to be phony or biased and 5–6% of Facebook users are not real. Building on the theme of critical evaluation, he used the analogy of following the breadcrumbs in regard to monitoring LinkedIn for hiring patterns and connections among people in the industry for intelligence gathering. He also referenced the use of trend monitoring with available data to determine and confirm or invalidate assumptions about patterns.

Overall, pharma chatter was demonstrated to be a critical source of information for CI professionals, as it amplifies and lengthens the news cycle and provides complementary content and greater context for traditional sources of information. When monitored and analyzed, chatter is a key component in the activities of CI within the industry.



Soldier Field and Burnham Harbor

From Info Pro to Info Hero: 5 Easy Ways to Turn Information into Insight

Susan Gleckner

Presented by these Divisions: News, Pharmaceutical & Health Technology, Solo Librarians

Sponsored by: ProQuest & Dialog, Springer

Slide deck can be found at: BatesInfo.com/extras (38 slides)

The witty and urbane, yet straight-shooting speaker Mary Ellen Bates has a knack for putting her finger on the pulse of what we do as information professionals. She is insistent that info pros add value for their customers.

Bates commanded two other sessions in Chicago besides this one: "The Art of Negotiation," and "Marketing for the Rest of Us: A Guide for Introverts." Mary Ellen's presentations make us stop to ask, "Am I doing that?"



Buckingham Fountain in Grant Park

"SLA 2012" continued on page 13

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“SLA 2012” continued from page 11



Cloud Gate a.k.a “The Bean” as seen from underneath

She pointed out that information used to be a scarcity, but since it’s now a commodity, we need to distinguish what we deliver. In this session she presented five techniques for providing more insight and value:

1. THE REFERENCE INTERVIEW

Out with the old parlance, in with the new: “Client Information Needs Assessment.” Determine what the customer is really looking for by asking questions like: How could I make this more useful for you? What can I do to help you accomplish that? What else can I do to make this more valuable? Expose FUD to the customer (Fear, Uncertainty, and Doubt—a sales tactic): “You use Google for that project? Hmmmmmm.”

2. BUILD AS YOU GO

Track what is found on the way to the answer—it will lead to more details. Note what’s not there and tell the client. Tag your retrieval on the fly in a spreadsheet + plot it = instant analysis and added value.

3. KNOW YOUR AUDIENCE

How does the customer actually use the research you provide? Format it in the manner to which they are accustomed. Like any package, the format your deliverable takes indicates its value.

4. TELL A STORY ... WITH PICTURES

Find the narrative, use word clouds and analyze search results. For instance, word frequencies (through [Wordle.net](#),

[WordItOut.com](#), or [Tagxedo.com](#)) can serve as great search prep. Make deliverables interactive.

5. BUILD A VALUE-ADDING COLLECTION

Use charts and summaries. Draw a picture and explain. But, a chart or table has little value if the customer has to work to figure it out. Experiment with visualization tools; keep the ones that make the most sense in your arsenal.

Bonus tip from Mary Ellen: she never sends her customers out to the web in her deliverables. This prevents her output from looking like Google results.

By the way, the prolific Bates told me that she develops all her presentation topics and titles herself, and then pitches them to conference organizers. She creates a market.

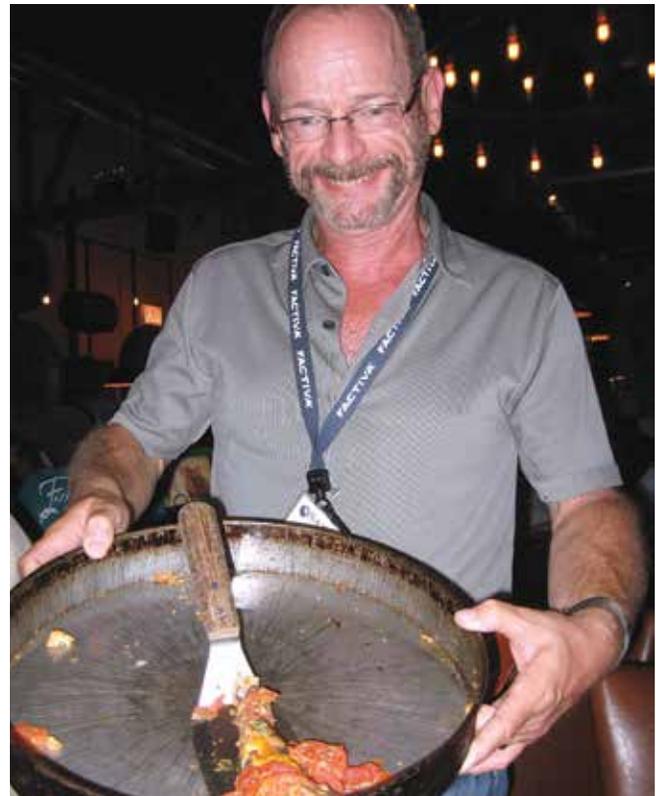
I can’t recall which question or comment she said this in reference to, but I especially like a guiding quote from Mary Ellen, “I deserve to have a business that brings me joy.”

Find more ideas at [MEBaddsValue.com](#)

Thriving in the Age of Empowered Users

Jeanie Fraser

A distinguished panel of information managers discussed how information professionals can continue to remain a relevant and critical part of the information equation as more and more resources are being accessed directly by end users.



Treasurer Rick Raske showing a job well done at Lou Malnati’s, plus leftovers!

“SLA 2012” continued on page 14

“SLA 2012” continued from page 13

Mary Ellen Bates talked about how information professionals are part of the value proposition—it’s our insights that set us apart from other information resources. We know that information is only valuable when it’s important to requestors, and as information professionals we are able to discern the nuances that add value to results.

She encouraged information professionals to drive dissatisfaction with Google by talking about an experiment in which she compared 40 different results from a simple Google search. With only about a 2% overlap amongst the results, info pros know how to process the results and surface the insights. It’s by knowing the right questions to ask that we can best assist our end users.

Roger Summit discussed how we need to establish ourselves as information experts and to be sure we maintain contact with our end users, even if they want to do their own searching. Roger encouraged increased contact because Convenience is King, and we need to be convenient to our potential users.

Roger also talked about the Query Interview, and how now it’s more important than ever to have compassion for the end user. By helping them discern what their real question is they can be more empowered.

Roger stressed remaining relevant by knowing our companies, including knowing what information is valued. In this way we can add even more value to that information. He had a nice equation:

Usefulness of Information + Analysis or Insight = Success

Betty Edwards talked about how it continues to be important to proactively meet users’ needs; being reactive isn’t enough. She also encouraged infopros to show ROI on an annual basis. (Note: NNLM has some great ROI calculators.)

Blanca Chou told us how important is it to take advantage of opportunities as they arise and to continue to look forward. At present she and her staff are looking at the difference between information mobility (from one device to another) versus



mobile information (for gathering information) in the age of the Cloud.

Questions from the audience were thought-provoking:

- Recommendations on how to effectively integrate internal and external search results. How can we leverage what the company already knows about a topic with what the world knows? And how do we effectively manage and maintain that knowledge?
- Directed to Mary Ellen Bates: what can we do to avoid the customization of results by Google that leads to a lack of reproducibility of search results? Answer: use a service such as Startpage.com that offers an “anonymized” version of Google.

The panel seemed optimistic about the future of info pros in this era of empowered users. By creating more opportunities for end user self-service through training and outreach, we can create even more empowered end users. Then we can focus on adding value through our understanding of the information industry, searching and then combining that with our insights to add significant value to the organization.



SLA Chicago Recap

Susan Gleckner



Margaret Basket (left) presenting Travel Award to Susan Gleckner

As a recipient of a PHTD Travel Award, I was asked to write up my experiences at the conference.

Compared to past SLA Annual Conferences, this one seemed to be a bit low-key, a bit quiet. Maybe it was the logistics, with hotels 2.5 miles from McCormick Place, sessions spread throughout the big convention center, and other events far afield. Maybe it was the fewer vendors and SLA members present, or maybe it was seeing more displaced information professionals and hearing that vendors are concerned about the market.

About 3,500 people attended, down from 4,300 in 2011. More individual members attended this year, but there were 20 fewer exhibiting organizations. A sign of the times, vendors cut back on booth size, and some consolidated multiple products under a single booth. (See accompanying chart on Attendance.)

Since M&A (mergers & acquisitions) in pharma are reducing the number of customers and thus market growth, vendors seem to be more judicious with their marketing dollars. I heard this firsthand from more than one vendor.

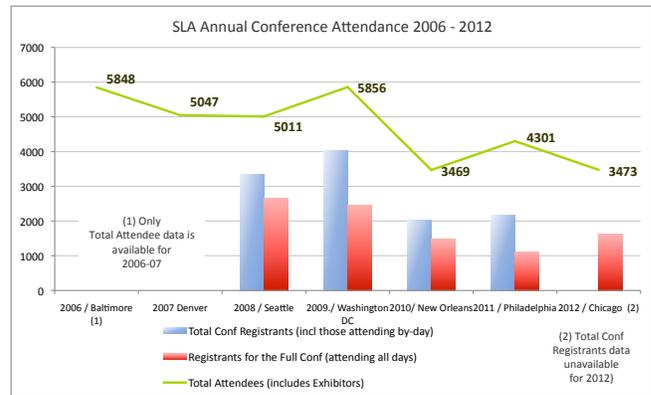
There was a total of 250 total sessions/meetings. Competitive intelligence was hot, as well as text mining and analysis, and career development.

I attended two sessions by the always solid Mary Ellen Bates, with practical advice: “From Info Pro to Info Hero: 5 Easy Ways to Turn Information into Insight” and “Marketing for the Rest of Us: A Guide for Introverts.”

In the tradition of past sessions on consumer products, (coffee, chocolate) I also attended “The Science of Beauty Care,” presented by a scientist from BASF, a company that does business with mine.

One development that stood out for me in the exhibit hall is the seeming recognition by vendors that, despite having potential access to lots of info, we still need to be able to find and analyze it, while also bringing in content that isn’t necessarily produced by that same vendor—all in a simple way, without having to manage a lot of moving parts.

One example is a single-platform strategy from Thomson Reuters. The Cortellis platform was developed for access, search, and analysis of all of its content. It appears that one



driver behind this approach is to save Thomson the development and maintenance costs associated with separate platforms for each of its many different existing products.

Another example is emergence of IHS as a bigger player in the content world. A Silver Level Conference Sponsor, IHS provides info solutions to a wide-ranging span of industries. IHS just purchased Invention Machine, which markets Goldfire, a software tool that lays on top of IHS and engineering content, as well as the customer’s own internal and external content.

As for fun, I took an architectural boat tour on the Chicago River and Lake Michigan, and had real deep-dish pizza at the PHTD dine-around at Lou Malnati’s (delicious). I also mentored the European Travel Award winner, Giles Lloyd-Brown. All-in-all, a good conference.

2013 Spring Meeting: Philadelphia, April 14-16



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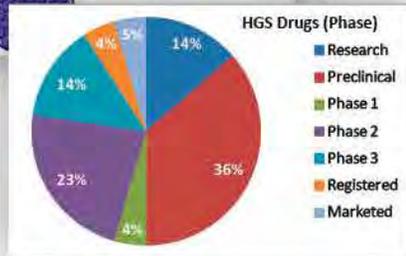
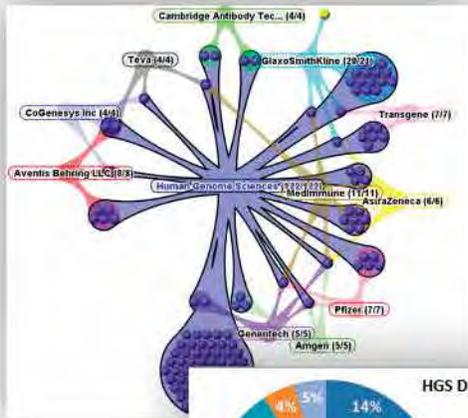
2013 SLA Annual Conference: San Diego, June 9-11





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PHTD Discussion List Highlights

Welcome to our newest PHTD-List subscriber / members! We have maintained a relatively constant level of subscribers since February, 2012 (529 as of 10/10/2012—a growth of 2%)

Number of Posts over past 8 months: 265

Number of Job Announcement Posts: 39

*To post to the PHTD discussions, email
SLA-DPHT@sla.lyris.net*

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

The discussion list over the past 8 months has been full of professional encouragement and items to boost your professional toolkit. The PHTD List can be depended upon as a regular source for job postings, a multitude of professional development and training opportunities from vendors, colleagues and other chapters/divisions. The list also includes conference announcements and functions as an instant source for rush document requests. Over the past several months the List has proved valuable for many additional reasons/purposes, including benchmarking applications (May 2012 post about current nomenclature within the corporate pharma setting), competitive intelligence sources, how to obtain regulatory filings, navigating the FDA and how to get started when you're in completely new uncharted territory. Whatever your topic, use the list to get input from colleagues who are subject experts across a large range of topics.

Notable Posts

Blanca Chou, Associate Director, First Databank, Inc., Otsuka Pharmaceutical (Rockville, MD) recently polled the List to determine if colleagues had adopted "Custom Mobile Device Apps for the Corporate Information Center." She shared the numerous responses she received and compiled them into a 3-page listing of sources and contacts on 10/2/2012, noting that the development of corporate information center apps is "still at a very early-stage," though a few companies have piloted and/or implemented solutions.

Judith W. Mills, Knowledge Manager Librarian (Sunnyvale, CA), noted and shared numerous interesting references and resources to the List over the past summer.

Among these is an article from the InformationWeek's July 5, 2012 issue, 11 Super Mobile Medical Apps by Stacey Paterson:

<http://www.informationweek.com/news/galleries/healthcare/mobile-wireless/240003081>

A video was made available by the FDA on Patents and Exclusivity. Whereas patents are granted by the U.S. Patent and Trademark Office, exclusivity is a statutory provision granted by the FDA to a New Drug Application (NDA) applicant, if statutory requirements are met. The provision provides exclusive marketing rights: <http://www.fda.gov/Drugs/Resources/ForYou/HealthProfessionals/ucm315504.htm>

Netiquette Best Practices Reminder

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

Thanks to all of our gate-keepers—those of you who take the time to share with the rest of us. If you're in need of brushing up on a skill set, search the archives for posts about slide decks and video captures from past webinars that you may have missed. And, remember to keep your ideas flowing ... and the Discussions lively!

Julia Parker

Discussion List Admin, DPHT

Comments/Questions? – biosleuth@gmail.com



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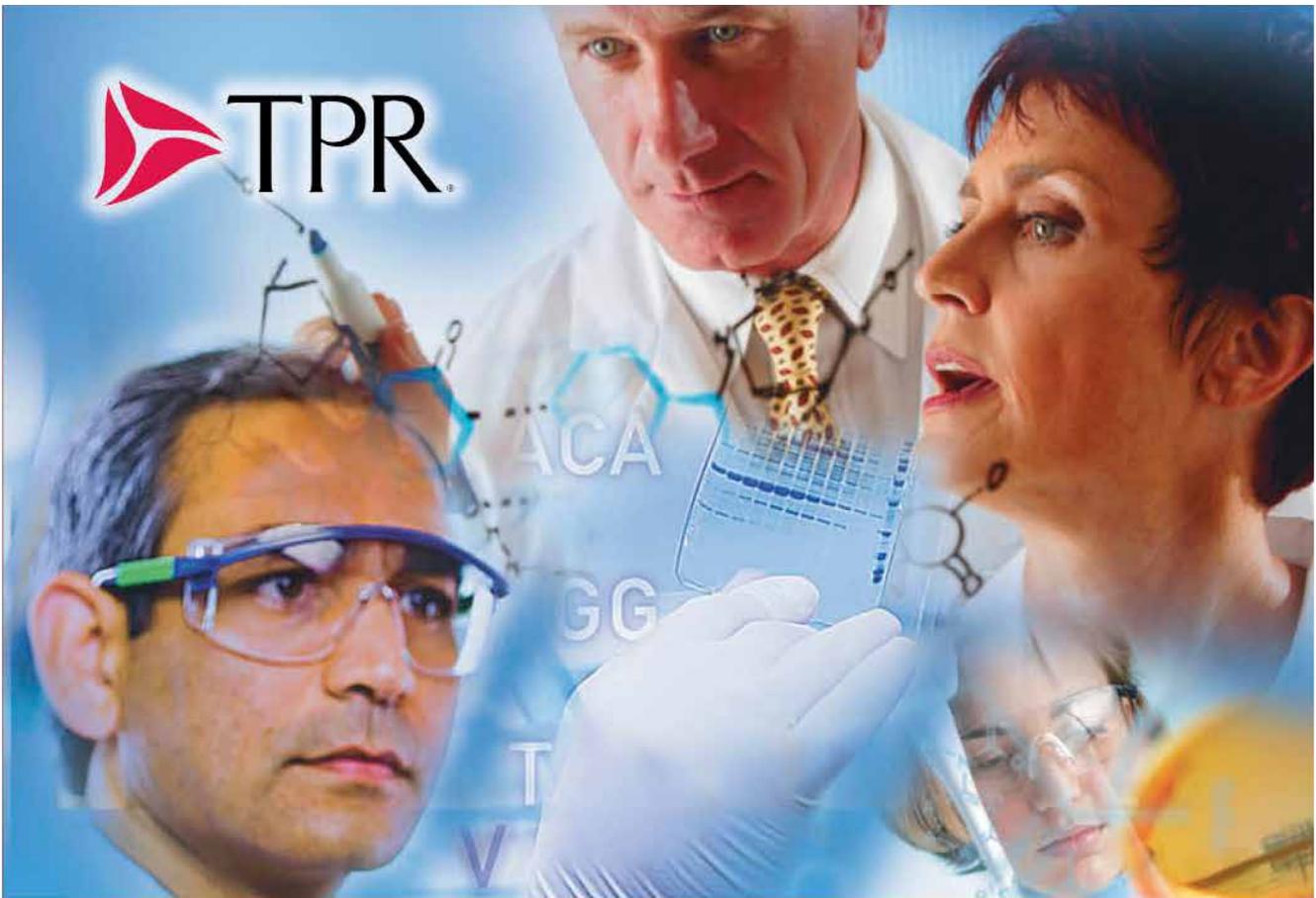
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BioIT report 2012 April 24-26

Mary Chitty

Key messages were:

- Use modular and reusable components for IT, and aim for interoperable, agile and sustainable.
- Don't build complex monolithic enterprise applications. Sharing, collaboration, breaking down silos and reducing cycle times were mentioned over and over.
- Integrating diverse data types is increasingly important, and a major challenge.
- Big data is growing exponentially – but don't expect IT staff to grow at the same rate.
- Cloud computing is here to stay and pharma is learning to be more comfortable with the security aspects. Open source is also becoming more prevalent.
- Text and patent mining came up again and again. Mining of unstructured data can be invaluable for drug repurposing, for prioritizing the most promising drug targets and for drug safety.
- Don't reinvent failed compounds.

There are jobs in text mining – and librarian skills such as query formulation are certainly relevant. One of the greatest challenges is gaining experience.

A new patents database SureChem (<http://www.surechem.com>) is in beta testing with Nature Publishing. It is available in a free version as well as professional. Patents are from CLAIMS, with full text available, but chemical structures have yet to be added. I'm having a good time exploring this resource for patent mining.

Ontologies were also prominent in sessions and the exhibit hall. I went to the workshop "Challenges of Resolving Drug Names Against the Data Landscape or Resolving the Linkage Spaghetti Between Semantic Names, Structures, Bioactivity and Mixtures," with speakers from DrugBank, ChEMBL and the FDA's Substance Registration System (SRSID). They made clear how this longstanding issue is more relevant than ever as people struggle to integrate disparate data and disambiguate drug names. Workshop observations include:

The most valuable information is often the most badly organized. Drug combinations have a bright pharmacological future but a difficult informatics one.

The Pistoia Alliance <http://www.pistoiaalliance.org/> co-located their annual meeting with BioIT. They are "a global, not-for-profit, precompetitive alliance of life science companies, vendors, publishers, and academic groups that aims to lower barriers to innovation by improving the interoperability of R&D business processes. Their projects include a Vocabulary Services Initiative. I've joined as a [free] individual member

and talked with them about the possibility of having someone speak in San Diego.

Clinical applications continue to increase. This is important not only for ongoing medical care, but in making possible the use of longitudinal clinical data (suitably de-identified) for both pharmaceutical R&D, biomarkers, drug safety and pharmacovigilance and other areas. Despite the huge amounts of (largely) unstructured data, we need even more.

Keynotes

Eric Perakslis, FDA CIO urged "failing faster" aggregating and federating data sets. He noted that 22 cents of every dollar spent in the US is regulated by the FDA.

Bio-IT World

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BioIT World 2012 Panel: Trends and challenges in Cancer Research http://youtu.be/_y3y8SmySDA (43 minutes)

Participants are Kevin Davies, editor BioIT World moderator; John Quackenbush, Dana Farber Cancer Institute; Julian Adams, Infinity Pharmaceuticals; Sir John Burn, Institute of Genomic Medicine, Newcastle University; Jose Baselga, Mass General Hospital.

Discussed is the "death of the blockbuster," with the question shifting from "is the model right?" to "Is the model useful?" In addition, repurposing of drugs and patient stratification/companion diagnostics brings the promise of faster, cheaper, more definitive clinical trials. A memorable quote came from John Quackenbush, "I have a six year old. I'm sure his genome will be sequenced before he's 15. I just don't want it on Facebook." Similarly, Sir John Burn replied to the following, "10 years ago we were all enthusiastic about genomics and proteomics. Clinical colleagues want meaningful use and actionable items. But we aren't there yet." Said Burn, "Not there yet" is a good phrase. I've got grandchildren and three minutes into a journey they ask "Are we there yet?" 10 years is a short time considering the timelines of drug development. Also noted was that genomicists are coming back to monogenic diseases because these were early wins.

Opportunities

Pharmaceutical R&D is essentially an informatics challenge since there isn't enough matter in the universe to make all possible compounds. But while there are enormous challenges there are also opportunities. A shortage of people with experience in data science, analytics and curation is widely noted. Can information professionals make a convincing case that we have skills to offer in these areas?

Call for Posters Pharmaceutical & Health Technology Division

SLA Annual Conference San Diego CA All Sciences Poster Session

Monday, June 10, 2013 6:00 -7:30 pm
Followed by PHTD Open House

Theme: Innovation and Collaboration

The Pharmaceutical and Health Technology Division of SLA is looking for case studies or practical applications on a wide range of issues including:

- *Information Resources for Devices, Diagnostics, Pharmaceuticals, or Biobusiness*
- *Unusual collaborations that have resulted in unexpected successes*
- *Novel approaches to tracking competitors*
- *New tools, technologies, or resources you can't live without*
- *Worst Practices & Lessons Never Learned*
- *Remaining relevant in a time of rapid change*
- *Low-cost or no-cost reputable information resources*

Help your colleagues learn from your work and share the results of your efforts.

Guidelines for materials and layout of poster presentations are available at <http://chemistry.sla.org/documents/poster-session-guidelines/>

The deadline for abstract submissions is March 12, 2013.

Please submit your name, institution, fax, email address, poster title, and description (250 words or less) . Submissions and questions to Mary Chitty, Library Director & Taxonomist, Cambridge Healthtech, 250 First Ave, Suite 300, Needham MA 02494 781-972 5416 mchitty@healthtech.com

All applicants will be notified no later than April 16, 2013 as to whether or not their proposal has been accepted.

Multiple authors welcome. Please identify lead poster author in submission.

The All Sciences Poster session is sponsored by BIO, CHE, ENG, PHT and SciTech



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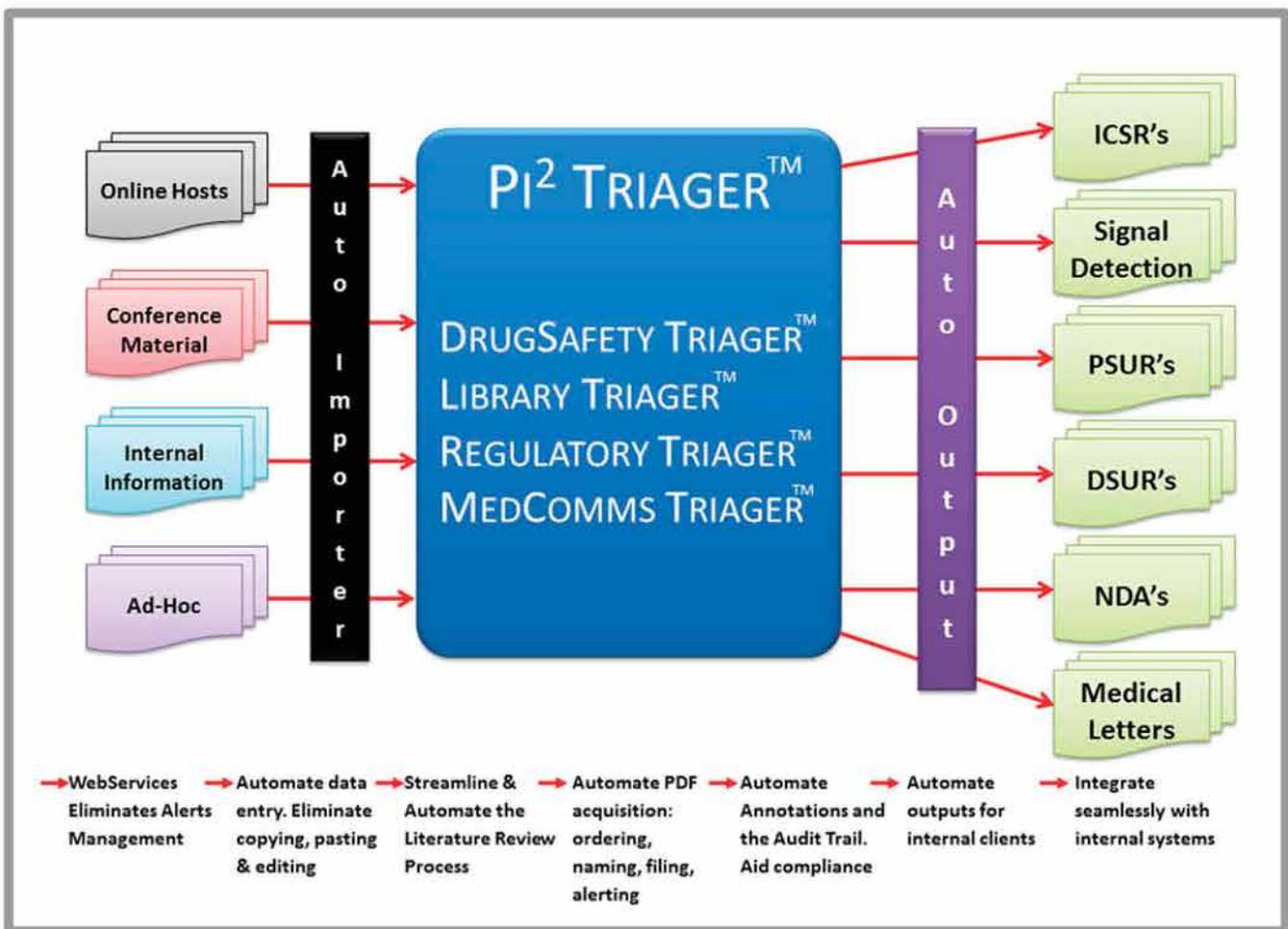
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