Greetings fellow PHT members!

We’ve hit three important milestones so far this year. After many hours of hard work by dozens of our Division members, we had an outstanding and successful PHT Division Meeting in Las Vegas. We have also begun the introspective work to put together a revised Strategic Plan for your review under the guidance of Past Chair Alex Feng and Chair-Elect John Chu. In addition, Robin Fogel and her Program Planning Committee have produced an excellent lineup of PHT programs and networking events for the Annual Conference scheduled to take place in Boston from June 13 – 17.

We had some major successes in fundraising for the PHT Division Meeting as well as for the Annual Conference. Robyn Smith is to be commended for a record-breaking year in this area. A special thank you goes to our vendor sponsors who made all of this possible with their generosity and support.

Kudos to all for your patience with the endless emails and queries and for your decision-making abilities. Well done!

Activities planned for the third quarter include revisions to the Policies & Procedures Manual, development and distribution of a Membership Survey, distribution of the revised Strategic Plan for your approval, and planning continuing education for future meetings and throughout the year via virtual programs – webinars.

It is heartwarming to see the progress we have made this year. Teamwork was the underlying factor in all of these successes. As always, I encourage anyone interested in joining the effort to contact me. Thanks again to all.

Best wishes for good weather and good spirits wherever the next few months take you!

Janet
DrugPatentWatch.com

Competitive intelligence on small-molecule drugs and the 80,000 patents covering them

DrugsPatentWatch concentrates critical information on small-molecule drugs. Quickly and easily find information on drug patents, their expirations, patent challenge, regulatory exclusivity, suppliers, formulations, and more. See how DrugPatentWatch can improve your portfolio management, drug supply management, and competitive analysis.

Visit www.DrugPatentWatch.com or contact info@DrugPatentWatch.com

International Patents • Suppliers • Formulation • Daily Updates
Pharmaceutical & Health Technology Division Officers 2015

EXECUTIVE BOARD
Chair: Janet Cooper Weiss
jweiss@dsi.com
Chair Elect: John Chu
chair-elect@pht.sla.org
Past Chair / Vacant
Secretary: Melissa Brown
melissa.brown@bms.com
Treasurer: Stephen Cox
treasurer@pht.sla.org

ADVISORY BOARD AND COMMITTEE CHAIRS
Archivist:
Paul Ziegler: paul_ziegler@merck.com
Awards:
Mary Chitty: mchitty@healthtech.com
CapLits Committee:  
Editor: Mark Domke: mdomke@prescottmed.com  
Assistant Editor: Hanna Schmillen: hllaramee@gmail.com  
Advertising Manager: Eric Stubbs: eric.stubbs@otsuka-us.com
Career Guidance/Student Relations Chair:  
Rochelle Stern: rcls@novonordisk.com
Discussion List Administrator:  
Julia Parker: juliadp@uw.edu
Employment Relations Chair:  
Cynthia Crane: cindy.crane@takeda.com
Medical Devices & Diagnostics Section, Chair:  
Marjorie Greer: marjorie.greer@av.abbott.com
Membership Chair:  
Rosalind Young: rosalind.young@otsuka-us.com
Networking Chair:  
Tony Landolt: tony.landolt@gmail.com
Nominating Committee Chair:  
Christine Geluk: christine_geluk@eisai.com
Professional Development Chair:  
Magan Stephens: magan.stephens@gilead.com
Assistant Professional Development Chair:  
Kimberly Flanagan-Bouchard: kflanagan-bo@dsi.com
Public Relations Chair:  
Cynthia Crane: cindy.crane@takeda.com
Webmaster:  
Earl Smith: earl@wonderment.net
Assistant Webmaster:  
Andrew Clark: andrew.clark@ucb.com

“Boston” continued from page 1

DPHT Co-hosted Programming:

Shared Knowledge in Firms that Care and Cure (12 Noon Monday) – Liz Arnold from Celgene and Mark Burfoot from Novartis (with DKM)
Lead Division: Knowledge Management Division. Co-hosting division: Pharmaceutical & Health Technology Division

Master Class: Analytical Tools that Deliver Value: War Gaming (not the revolutionary kind) (12 Noon Monday) – Zena Applebaum from Bennett Jones LLP and Derek Johnson from Aurora WDC
Lead Division: Competitive Intelligence Division. Co-hosting division: Pharmaceutical & Health Technology Division

All Sciences Poster Session (5-7 p.m. Monday)
Lead Division: Science-Technology Division. Co-hosting division: Biomedical & Life Sciences Division, Physics-Astronomy-Mathematics Division, Pharmaceutical & Health Technology Division, Food, Agriculture & Nutrition Division, Engineering Division, Chemistry Division

Master Class: Science of 3D Printing (2 p.m. Tuesday) – Claudia Clayton, Maureen Festa from MIT, Margaret King from InfoRich Group
Lead Division: Chemistry Division – Material Research & Manufacturing Section. Co-hosting Divisions: Biomedical & Life Sciences Division, Science-Technology Division, Pharmaceutical & Health Technology Division, Information Technology Division, Food, Agriculture & Nutrition Division, Engineering Division

PHT Social Programming:
• Dine Around with DPHT (Saturday Night)
• DPHT Networking Social (Sunday Night)
• DPHT Monday Networking Breakfast
• DPHT Tuesday Networking Breakfast

CapLits is published three times a year by the Pharmaceutical & Health Technology Division (PHT) of the Special Libraries Association and is sent to Division members as a benefit of membership. Special Libraries Association assumes no responsibility for any of the statements and opinions advanced by the contribution to the Association’s publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of advertisements does not imply endorsement of the product by Special Libraries Association.

Editor: Mark Domke
Assistant Editor: Hanna Schmillen
Production Designer: Jay Fraser
Advertising Editor: Eric Stubbs

Adverting Rates 2015 (per issue)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$600</td>
</tr>
<tr>
<td>Half Page</td>
<td>$350</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$200</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$600</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$650</td>
</tr>
<tr>
<td>Outside Back</td>
<td>$700</td>
</tr>
</tbody>
</table>

If you are interested in advertising in CapLits, more information can be found at:
http://units.sla.org/division/dpht/CapLits/caplits.shtml
The US Pharmaceutical Market: Looking Back and Looking Ahead
Keynote Speaker: Doug Long, Vice President, IMS Health, Danbury, CT

Overview:
• 13% revenue growth in 2014. Much of the growth was driven by new Hep C and MS drugs, and this growth rate is not expected to continue this year.
• Gilead is now bigger than Pfizer by revenue, mainly from Sovaldi sales.
• Most generic companies now make more money from brand name drugs.
• HEOR is a primary driver in business planning.
• 1% of patients incur 26% of healthcare cost. 5% incur 51% of cost.
• Cost of dementia care to pass cancer costs by 2020
• Cost to develop a biosimilar is estimated at $200 million

Some notable and disruptive influences in 2014:
• Cancer – global spending on treatment reached $100 billion
• Controlled substances – elevation of opioid drugs to schedule II
• Affordable Care Act (Obamacare)
• Generitization and price inflation
• $340B Drug Pricing Program requires drug companies to provide certain organizations’ drugs at a reduced cost.

Predictions and questions for 2015 and the future:
• FDA organizational shifts
• Not enough dollars are going around to make people better. Price controls are on the horizon
• Fewer generics to mask the rise of healthcare costs
• First biosimilar approval and many drug patents expiring within the next decade. How to discount biosimilars?
• If Hep C is singular growth area then what would a cure for Alzheimer’s look like in the market?
• Significant growth in MS and oncology.
• Mergers and more mergers
• New brand spending shifted to specialty; orphan drugs are high in cost but not sustainable. Spending up 23%
• Harvoni (also Hep C, Gilead) could be top drug in revenue for 2015.

Cynthia Crane
Outsell on Strategic Planning
Presenter: Jim Hydock, Outsell, Burlingame CA

Outsell needs assessment methodology consists of surveys, interviews and benchmarking. Outsell’s objectives are to measure time and money saved by information resource management departments. The overall goal is to determine and communicate the value of information resource management departments to their organizations. One primary measure of value is “user recommend” rates. Loyalty is a powerful and therefore important characteristic to use to quantify value. Identifying unmet needs through this process reveals opportunities where loyalty and value can be enhanced.
Establish your brand and your market by delivering “Wow” experiences. This requires that research and information services be consultative, not merely transactional. The reference interview is central to consultative service. Learning and speaking your stakeholders’ language, be it marketing, chemistry, finance, etc., enables and enhances this effort. Infographic usage is increasing and often the key to creating a “Wow” experience. Other practices for creating “Wow” include:

- Increase alignment of information resource management departments with critical business functions and strategies.
- Improve awareness and marketing throughout the organization.
- A relationship was defined as an emotional association. Strengthen relationships with users not only to show value to them but also so that users spread the word.
- Remember yours is a business within a business.
- Conduct a needs assessment, quantify information consumption, and identify obstacles. For example, use these findings to assess what information portals do. Are users satisfied with their content?
- Understand that knowledge workers spend ten hours per week gathering or analyzing information.

Realize that users’ biggest concern besides time is difficulty in determining information’s credibility.

Mark Domke

“Spring Meeting” continued on page 6

The High Roller from Bally’s, the PHT host hotel.
Let the Right One In: Seamless Single Sign-on at Pfizer

Presenter: Cara Evans, Library Systems Manager, Pfizer, Groton, CT

Mrs. Evans shared her team’s story of delivering a Single Sign-On (SSO) experience for the entire organization. Her team is part of the R&D Business Technology group, and part of the broader Finance & Business Operations function at Pfizer. Like many other information and library service centers, her team is responsible for connecting information experts and business leaders to relevant information to enable high-quality decision-making.

Pfizer’s recent uptick in mergers and acquisitions activity made it more challenging to deliver information to a growing user base in a compliant manner. The key business driver came in 2013 when Pfizer spun off its Animal Health unit forming Zoetis. Zoetis would operate as a standalone company but remained on the Pfizer IT network. It was apparent that Pfizer needed to do something to simplify and improve their access management capabilities to information products.

Her team knew SSO would allow the organization to manage and provide access in a compliant manner. The team went through an RFP process and selected TDNet—an OpenAthens reseller—as their partner and set out to meet an aggressive 3-month timeline. Key internal stakeholders included HR to ensure that the solution was compliant and did not expose personal identifying information and IT Infrastructure. OpenAthens had to integrate with Pfizer’s federated identity management tool, PingFederate and BlueCoat, a web security tool.

After meeting the 3-month timeline, the benefits of SSO are already apparent with granular usage metrics and a seamless workflow for users. She shared some of their key takeaways including the need for more time, avoiding the busy licensing period, and failing to consider all of the possible methods that a user could access an article. Another issue included publisher sites that required a pop-up to authenticate; these required additional work.

Christopher Mundy

Essential Ways to Make SharePoint Work for You

Presenter: Greg Cohee, Pharmica Consulting, Oak Ridge, NJ

Mr. Cohee gave a great summary on effectively using SharePoint to increase productivity. It allows the users to be the drivers and in today’s modern workplace, with the increasing collaboration needs of partnerships and global organizations, SharePoint can be used as a communication tool where access to documents and workflows can be gained anywhere. Since the workplace is so dynamic in nature, anyone working on large projects with others can gain access to SharePoint on personal devices, tablets, smart phones, browsers and desktops. Recently SharePoint has also introduced social media to its platform including IM, video, documentation collaboration and community portals, which has further enhanced its collaborative capabilities.

Mr. Cohee addressed how to use it effectively and suggested thinking of it as “visual file cabinet” for information and document management. Information and documents can be organized together mimicking the way people work rather than embedded inside folders. Frequently overlooked is SharePoint’s capability to use metadata and tagging features which allows users to easily find documents using sort, filter, grouping and search. SharePoint also offers a secure place to keep documents and provides features that allow permission
and access to certain items, down to the individual document level. If permission to certain documents is not established, then others cannot even see that the document exists, which is very useful for targeting a particular audience. However, to help people discover information, site and document maps are often used to show users that content exists and where it is located, so they can request access.

Not only will SharePoint allow the user to maintain documents, tag information and secure access, but it also allows searching capabilities in external repositories and shared drives. It also allows end users to create and edit website content ... used for a variety of project management tools. Essentially, SharePoint can be a landing place for managing multiple projects, where a team can view documents and see calendars, deadlines, and action items all in one, centrally located view. It also has features for announcements, newsletters and discussion forums for sharing information quickly. Everyone involved in a project can see any changes or edits to content and make comments, in real time. It works with MS OneDrive to allow for desktop connection and syncs with SharePoint. Therefore when opening an MS Office document, you can save documents directly into the project document library of SharePoint without having to navigate to the collaboration site through your web browser. It’s a tool that can provide ease of workflow and document management for multiple users and effectively provide secure access to all end users.

Jennifer Martin

What Happens in Vegas Stays in Vegas: Keeping the Odds in Your Favor for Your Career

Presenter: Susan Gleckner, Associate Director, Information Services, Johnson & Johnson Consumer & Personal Products Worldwide

Susan Gleckner shared her personal story of surviving at Johnson & Johnson over the past 20 years, or to borrow a phrase from her, she’s a “Suevivor.” This was one of a handful of sessions that showed the need to challenge ourselves and reinvent our roles as information professionals. Like other organizations, Johnson & Johnson (J&J) used to have a large centralized library team that was downsized many times over the years. Eventually, the library function was dismantled and what was once a team of over 20 professionals is now Susan with the support of a few contractors. There are another eight information professionals embedded within functions across three other divisions of J&J.

Over the years, Susan has reported in to 11 different departments as the library team was reorganized and reassigned to other functions. In 2012, Susan was facing poor odds as her budget and resources continued to dwindle. Her spark came from her manager who told her that she needed to stop acting like a victim and find ways to demonstrate her value back to the business.

Susan developed a strategy for the library and implemented a chargeback model, requiring her customers to pay for her team’s services. To use Sue’s analogy, her team provided basic cable to their customers but customers would now be required to pay for the premium channels. She also set out to market herself through a variety of channels including an “InfoWatch” newsletter and weekly updates to her management.

Her efforts have paid off in dividends as management continues to support the chargeback model. Over time, she has been able to transfer some of the funds from her customers to her budget. Susan pointed to SLA for teaching her how to demonstrate her ROI, the importance of being strategic, and the lessons she gained from all of the connections she has made through SLA.

Christopher Mundy

“A Spring Meeting” continued on page 9

Chair Janet Weiss congratulates Travel Award Winner Christopher Mundy.
INTELLIGENCE WITH A GLOBAL PERSPECTIVE

HAVE YOU SEEN OUR SPECIAL REPORT SERIES?

LATEST REPORTS INCLUDE:

• Spotlight on Biosimilars
• EMA: Marking the 20th Anniversary of the European Medicines Agency
• Reimbursement Unravelled
• Compliance Corner 101: A Medtech Professional’s Guide
• Anti-Inflammatory Drug Development & Deals
• Spotlight On PD-1: Where Development Stands Going Into ASCO
• Sizing Up The PD-1 Competition: Bristol, Merck, Roche & AstraZeneca
• Immuno-Oncology: What The Future Holds

For more information, please contact:
+1 (212) 520-2765 | PharmaNewsSales@Informa.com
www.informa.com
Our Mobile Journey: Developing a Pharma Information App

Presenters: Blanca Chou, Associate Director, Information Resource Center, Otsuka Pharmaceuticals and Amanda Adams, Information Specialist, Information Resource Center, Otsuka Pharmaceuticals, Rockville, MD

In 2012, Otsuka Pharmaceutical’s Information Resource Center (IRC) set out on the path of creating a mobile application that could offer the IRC’s resources to Otsuka employees who relied upon their mobile devices. The decision to embark on this journey was part of a greater move within Otsuka towards the use of mobile devices. Fortuitously, at the same time, a reorganization landed the IRC under the purveyance of the IT department. The greater reliance on mobile technologies, and the position of the library within the IT department, became driving forces which allowed for the creation of the Otsuka Information Resource Center Mobile App.

The development of the app did not happen overnight. In order to develop a mobile strategy, the Otsuka IRC staff began with a fact-finding mission and reached out to pharma and non-pharma corporate libraries to see what they were doing for mobile access. It quickly became clear that mobile apps are not common amongst corporate libraries, so the Otsuka team turned their attention to what public and academic libraries were doing. Additionally, the team met with library vendors to discuss authentication options for mobile devices, including VPN, proxy, and SSO (see New Technology – Let the Right One In: Single Sign-on at Pfizer). Finally, the team also engaged with the Otsuka Innovation Team for help with their mobile app project.

While developing their mobile strategy, the IRC also sought to build its business case for the app, and to find friends in the IT department who could make this happen. A survey was distributed to discover how Otsuka employees use mobile technology; which determined that the easy retrieval of articles and database access were the top demands of users. During this time, IRC staff began making connections in the IT department who were then invited to join in the discussions with library vendors in order to make sure they could understand the goals of the app and what they hoped to build.

With the IT department on board, the team began addressing some of the challenges in creating a mobile app. These included whether or not to create a custom app or to use an out-of-the-box solution, security concerns when using a mobile VPN, which authentication option to use, how to create an app that could be mobile-friendly on different devices and in different environments, how to bring all of the library vendors into one site for easy access rather than simply linking out to multiple vendor apps, the integration of the final app product into Otsuka’s mobile store and finally, the lack of other corporate library apps upon which all of this could be modeled.

In order to accommodate IT issues involved with creating an app that provided one secure location for easy access to all library resources, it was decided that a custom solution was required. In 2014, the Otsuka IRC selected LiquidHub to help with the app design and development. Together, the IRC staff, IT department members, and Liquid Hub created a mobile app that allowed access to databases, journals and eBooks, and included features such as favorites, “share via email,” a research request form, “my account,” the ability to save PDFs and hide/show options. Additionally, the app allows for feedback from users via a “contact the IRC” button and contains a metrics and admin tool which can create usage reports.

After a rigorous testing process, in 2014, the mobile app was made available to all employees, and was heavily promoted via email announcements, push notifications, intranet articles and more. The IRC offered demo events and training sessions; they also presented the app at an all-employee meeting. Even today, the app is mentioned in the signature line of all IRC-sent emails. Going forward, the IRC intends to continue promoting the app and to gather feedback and connect with users in order to prepare for future upgrades.

Twenty-five percent of Otsuka employees have downloaded the app so far, a number which already justifies the cost of creating the app. Tracking data has shown that usage of the IRC resources by employees “on the go” has increased, proving that the mobile app offers an alternative method to use content and has not become simply a replacement for the IRC services.

Jessica Garinger

How to Develop a Bulletproof User Engagement Strategy

Presenter: Sean Smith, Vice President of Marketing, InfoDesk, Tarrytown, NY

“I send out a press release when I blow my nose,” said Mr. Smith. And what a schnoz it is – at least in Vegas. Donning Groucho Marx glasses, nose and mustache, Sean declared, “You may not have known me before this conference, but you will remember me after.”

Sean based his talk on an article he penned...
for FreePint (Find it on LinkedIn -- https://www.linkedin.com/pulse/how-develop-bulletproof-user-engagement-strategy-sean-smith). He asserts that “the success or failure of your information project rests on your ability to influence user behavior.” Start by creating a plan that will “break down the mountain into small rocks:"

• Set goals and expectations
• Identify ownership and execution
• Pinpoint efforts and a timeline
• Establish benchmarks and ROI

Sean’s Seven Elements of Successful Marketing Promotions:

1. Headline - Avoid cute; indicate action required
2. Personalization - Brand yourself
3. Cut to the chase - Why are you writing?
4. What’s in it for me?
5. Call to action - Make it clear, easy and prominent.
6. Urgency - Why now? Due date?
7. Close

Example: Email announcing the availability of a new product

Make recipients aware of product, tell them to register for it (take an action); state that you’ve paid for xxx seats. Repeat the message in subsequent emails. The measure of success of this email will be all 250 seats filled. Consider having an “influencer” (e.g., upper management) send out the email. Always use the word “new” – it is proven to get a response.

The marketing campaign for a product never ends: the first stage is awareness, the second is training, the third is growing users, and the fourth is to measure return on investment.

Sean also covered how to design surveys and ROI presentations.

Susan Gleckner

What You Really Need to Know About the Sunshine Act

Moderator: John Chu, 2015 Chair-Elect
Panelists: Ian Palmer, Reprints Desk; Ben Beit-Zuri, Wolters Kluwer Health; Donna Simcoe, Simcoe Consultants

This interactive session started with the moderator’s overview/primer of the Physicians Payments Sunshine Act or the Open Payments Act (part of the Affordable Care Act or Obamacare) as it applies to published literature (text books and published journal articles). Other topics covered were the myriad of difficult issues raised by the Act, encompassing value of an article, educational or CME (Continuing Medical Education) based exemption, the definition of a the HCP (Health Care Professional) recipient, reporting process, interpretation of the CMS database findings, and dispute resolution on the accuracy of the reports.

Next, the session touched upon the compliance challenges in both reporting and tracking the published literature distribution to HCP’s, with an emphasis on the need for a policy and a process.

Lastly, the session covered the key results of the survey conducted a month before the meeting. While the number of respondents to the survey was not high (15), it did represent a wide spectrum of departments and about a quarter of the meeting attendees from the biopharma companies. Topics discussed included demographics, implementation status, workflow, departments & roles (of the information professionals) for the Act at each respective company. Emphasis was made on reprints (ad hoc and bulk) and e-prints as they apply to the Act. Their formats (paper vs. digital), media (memory stick or cloud), and devices (computer or tablet) were also covered.

A case study of an implemented policy and its process at an unnamed company was covered in some detail with several screen shots of the deployed system. It ended with a slide outlining the streamlined process achieved by the system. The system was considered to be a good compliance, tracking, and reporting tool by the company.

While this was not exactly a mainstream topic for the majority of the members, it has nevertheless occupied the attention and required action from experts in the publishing community, the document delivery community, and in the publication planning realm as represented by the panelists. The interaction of the moderator, panelists and the audience was active throughout the session, and varied opinions were expressed, thus reflecting the relevance and controversy of the topic.

John Chu

At the Neon Museum, Las Vegas, NV
Be a Super Chef!

The Cookbook of Reports & Visualizations will help you use BizInt Smart Charts tools to create tailored reports and visualizations supporting product lifecycle planning and portfolio management.

- Integrate data from the leading drug pipeline or clinical trials databases and extract the information you need for your analysis.
- **COMING THIS SUMMER!** Support for EudraCT and WHO ICTRP trial databases in the new BizInt Smart Charts for Clinical Trials.

Go to www.bizint.com/Cookbook

Software for Business Intelligence

BizInt Smart Charts

1.714.289.1000  ■  www.bizint.com

SEE US IN BOOTH #912 AT SLA IN BOSTON!
BioIT World, April 21-23 2015, Boston, MA

This year’s BioIT conference had much talk of real world clinical data, highly dimensional data, the need for data curation and provenance (and the general difficulty of keeping track of where all that data is) and standards. Tools for data visualization and analytics are better than ever, and standards are improving, but the challenges of data variety, integration and quality are definitely challenging. Emphasis on unstructured data, search, ontologies, text mining and natural language processing seems to hold real opportunities for information professionals.

Opening plenary keynote speaker Philip Bourne, NIH Associate Director of Data Science and founding editor of PLOS Computational Biology, talked about the mission of NIH’s Office of Biomedical Data Science being to foster an open ecosystem that enables biomedical research to be conducted as a digital enterprise, and as a vision that will be central to the new Precision Medicine Initiative. People are spontaneously building communities, including the Global Alliance for Genomics and Health (GA4GH) http://genomicsandhealth.org/ and NIH’s Big Data to Knowledge (BD2K) https://datascience.nih.gov/bd2k and others. Earlier in April, NIH approved cloud hosting for dbGaP data.

At a time when the pharmaceutical industry is struggling to come up with sustainable business models while unsustainably spending more and more on R&D for fewer new drugs, it is good to see more collaborations, as well as reasons for cautious optimism. The Pistoia Alliance http://www.pistoiaalliance.org/ is devoted to pre-competitive collaboration

A second keynote by Chris Sander, chair of the Computational Biology Program at Memorial Sloan Kettering Cancer Center in New York focused on models of cancer to predict drug resistance with combinatorial therapies. While targeted therapies have done amazingly well since 2000, with “Gleevec as the poster child of actually addressing the genetic alteration... the bad news is that these cancers often develop resistance... The idea is to use more than one drug, more than two, and block the exits before the cancer escapes.” Sander’s “perturbation biology” is analogous to “perturbation physics” and he looks into the key protein pathways playing a disproportionate role in tumors. His group has predicted multiple drug combina-
tions which have been validated in preclinical studies. They are hoping to move some into clinical trials. At the same time he advised keeping things simple and warned against overfitting.

A panel on Data Custodians Patient Advocates included representatives from the Empowered Genome Community (likened to a Match.com for genomic information), the Open Medicine Institute, and PatientsLikeMe. There was much talk in this panel and elsewhere about wearable sensors (and smartphones) making it more possible than ever to collect medical data and the value of patient engagement and participation in the research process. Patient groups are proving to be a key source of participants in clinical trials.

A Predictive Analytics workshop chaired by Mark Burfoot of Novartis spoke of the growing utility of semantic natural language text mining tools and pointed out that knowledge engineering – “What can be connected and why – isn’t an IT problem.” (Mark Burfoot and Liz Arnold of Celgene will speak at the SLA annual meeting June 15 in a session called Shared Knowledge in Firms that Care and Cure.)

I was interested to talk to a number of vendors looking in particular at products for analytics and machine learning. I was intrigued by the search engine Sinequa http://www.sinequa.com/ Exaptive https://exaptive.com/, Content analyst http://www.contentanalyst.com/, and Tamr http://www.tamr.com/ for data aggregation and deduplication. IBM Watson Health goes way beyond Jeopardy. The irony of pharmaceutical big data is we don’t have enough of it – and the constraints of data security and privacy are still important barriers – but we are on the verge of needing to manage and keep track of more data than ever.

Mary Chitty, Cambridge Healthtech, Needham, MA

---

**Advertisers in this Issue**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Reviews</td>
<td>15</td>
</tr>
<tr>
<td>Bizint Solutions</td>
<td>11</td>
</tr>
<tr>
<td>Copyright Clearance Center</td>
<td>16</td>
</tr>
<tr>
<td>Informa Business Information</td>
<td>8</td>
</tr>
<tr>
<td>ProQuest Dialog/Pi2 Solutions</td>
<td>13</td>
</tr>
<tr>
<td>Think Biotech (DrugPatentWatch)</td>
<td>2</td>
</tr>
<tr>
<td>Wolters Kluwer / OVID</td>
<td>14</td>
</tr>
</tbody>
</table>

---

**PHARMA’S ULTIMATE LITERATURE MANAGEMENT SOLUTIONS**

The latest products from ProQuest Dialog and Pi2 make information management even easier for pharmaceutical researchers.

- **Pinpoint™** and **Pinnacle™** – literature management systems that help researchers focus on specific concepts in the literature key to their company’s own products.

- **Drug Safety Triager™** – revolutionizes how companies screen and report pharmacovigilance information, saving time, money and resources.

Feed Pi2’s custom solutions with industry-leading content from **ProQuest Dialog™** – including Embase®, MEDLINE®, Current Contents, BIOSIS Previews®, Chemical Business Newsbase, IMS R&D Focus, Adis R&D Insight, Derwent Drug File, SciSearch®, and more. Searchers of all skill levels can search biomedical literature, conference abstracts, clinical trial data, and patient/provider reports using a single interface.

Pi2 is now a part of ProQuest. For information on Pi2 or ProQuest Dialog products and how they work seamlessly together to meet your pharmaceutical information needs, contact us at customer@dialog.com.
Fuel Innovation and Get Products to Market Faster with Content from Ovid

• Access critical information that you can’t afford to miss when submitting to the FDA and EMA with leading databases—Ovid MEDLINE®, Embase® and BIOSIS® Previews

• Grey literature from Northern Light database—over 1.6 million abstracts and posters from 2,200+ medical and life sciences conferences and meetings

• Full text content in key therapeutic areas including Diabetes, Hepatitis C, Oncology, Immunology, Orthopedics, Ophthalmology and more

• Leading titles such as Journal of the American Academy of Orthopedic Surgeons, Spine, JBJS, Journal of Trauma, American Journal of Sports Medicine, New England Journal of Medicine and many more

• Cost-effective clinical pharmacology and pharmaceutical science collections that support drug discovery and development

• Content covering drug adherence, toxicology, drug pipeline—plus coverage of current issues in regulatory affairs, quality assurance, clinical trials, biotechnology, and more

• Additional offerings from American Psychological Association, Derwent, FX Conferences, IMS Health, Lippincott Williams & Wilkins and more

www.ovid.com
SPARK A CONNECTION
Scientific progress crosses borders and boundaries. Annual Reviews journals promote the sharing of relevant ideas and research through intelligently synthesized literature review articles. Our hand picked experts cut out the noise and save scholars valuable research time.

NEW IN 2015
• Annual Review of Linguistics | January
• Annual Review of Vision Science | September

Complimentary online access is available to the first volume for the first year.

NOW AVAILABLE FOR PURCHASE
• Annual Review of Organizational Psychology and Organizational Behavior
• Annual Review of Statistics and Its Application
• Annual Review of Virology

Purchase Volume 2 in 2015 to secure permanent data rights to both Volumes 1 and 2.

SECURE ACCESS FOR YOUR PATRONS TODAY
Visit www.annualreviews.org
or email sales@annualreviews.org.
RightFind™

The fastest way to find, share, and manage content

Search > Get > Buy > Check > Track

Learn How
The RightFind content workflow solution connects your colleagues to the full range of high-value copyrighted information they want – anytime, anywhere.

RIGHTFIND CONTENT WORKFLOW SOLUTION
• Streamlines research
• Simplifies copyright compliance
• Saves you money
• Makes content management more efficient

www.copyright.com/RFdemoCapLits