Message from the Chair

Mary Chitty, Chair, PHTD 2013-2014

I’m pleased and excited to be your Chair this year and grateful for the experience of being Chair Elect in 2012. I’m particularly grateful for the extra help I received last year after I broke my ankle and was housebound for three months. Thanks to Alex Feng who went to Leadership in my place, picked up pieces and has done so much for the Division; and to Jeanie Fraser for being an extraordinary Annual Meeting Program Planning Chair and for volunteering to do so again for Vancouver in 2014!

I want to share my thoughts on priorities for the Division this year and ask for your feedback. I look forward to seeing many of you at the Spring Meeting in Philadelphia, April 14-16 and at the Annual Meeting in San Diego, June 8-10.

1. Employment

We know that a number of companies have closed their libraries and that pharma is struggling to re-invent itself, as it is not just librarians who are under siege but R&D in general. Our membership includes people from CROs, hospitals and a number of independent information professionals.

Our strategic plan includes “Facilitate independent information professional/contractor opportunities.” To this end, Cindy Shamel will be speaking as part of our business panel discussion in San Diego and addressing how we can best add high value to the services we offer. I want to be sure we are doing everything possible as a Division to connect Pharmaceutical & Health Technology information professionals and their wealth of experience with new opportunities — including collaboration with other divisions such as Business & Finance, Competitive Intelligence and Legal.

I am cautiously optimistic about the future health of the pharmaceutical and biopharmaceutical industry. 2012 saw the largest number of new drug approvals in 16 years — 39. At the same time, 2012 also saw the largest loss of revenue from expiring patents — an estimated $33 billion according to the Jan 2013 Nature Reviews Drug Discovery.

Progress in being able to stratify patients and the increasing ability to exclude drug non-responders and toxic responders in clinical trials should eventually lead to faster, cheaper, more definitive clinical trials and truly breakthrough therapies. Our skills in dealing with unstructured data, bridging silos between the multiplicity of ontologies and taxonomies, and expertise in query formulation at a time when people find it difficult to articulate what they want and need to know, all have great relevance today.

2. Collaboration with and outreach to other divisions and local chapters

I’m convinced that the most interesting pharma and biotech developments are at the intersections of disciplines and that no lifetime is long enough to learn everything needed to get a drug or device to market and keep it there. Part of our mission should be to remind people that we’re dealing with bleeding-edge science which no one has figured out yet. Separating what we don’t know from what nobody knows yet is an important part of keeping from being overwhelmed by our jobs.

I’m so pleased we are participating in the All Sciences poster session at SLA San Diego. We have people working on posters about Information Resources in Medical Devices and in Molecular Diagnostics. I hope others will join these.

I also want to encourage local PHT chapter Meetups, particularly people from divisions such as Biomedical & Life Sciences, Business and Finance, Legal and IT. We’ve allocated some budget to support Meetups and also included funds for member travel awards. Face time is important, and people are hungry...
More than Document Delivery

For more than 20 years Infotrieve has brought people, process and technology solutions to libraries and information centers around the world. We can help your organization be more productive and efficient with proven software and service solutions.

**Mobile Library™** - The award-winning, cloud-based content management solution used by more than 7,000 organizations in over 80 countries including more than 50% of the Fortune Global 500.

- Simply and securely access all content in one place, from anywhere, at anytime
- Easily share and collaborate with colleagues
- Automatically update content across devices

**Leading provider of highly skilled library and information management professionals with a wide range of expertise to augment staff in:**

- Corporate libraries
- Good manufacturing practice (GMP) and other regulatory libraries
- Government research centers and academic libraries

And of course, the industry’s largest pay-per-view catalog of scientific, technical and medical (STM) content, with millions of documents supplied annually.

Visit us at [www.infotrieve.com](http://www.infotrieve.com) to learn more.

Infotrieve is the global leader in developing business service solutions that improve access to e-content and inspire collaboration through secure social networking tools.
to talk with others who can provide fresh, new insights and encouragement. Think globally and act locally seems like good advice at a time when both budgets and time are in short supply.

3. Figuring out how to deliver “just in time” information

This was a revelation to me from a Spring PHT meeting some years ago. Someone noted that their patrons didn’t want to know about new resources or titles — until they needed them and then they wanted them 24/7/365. I’d been trying to figure out what “just in time” information delivery is, and am still trying to figure out how to do it effectively. The web is certainly an integral part of that process. I too get overwhelmed by email and am looking into more scalable alternatives and collaboration technologies. I have to fight my own tendencies to be relentlessly informative and try to work on how to edit and prioritize what I offer people.

Are there other important priorities we ought to focus on or consider? I’d love to hear from you.

Mary Chitty
mchitty@healthtech.com

Meet the Executive Board

Chair: Mary Chitty

Mary Chitty, Library Director & Taxonomist at Cambridge Healthtech in Needham MA, is the author of Federal Information Sources in Health and Medicine (Greenwood Press, 1988) and a number of book reviews. She’s on the board of the newly formed Taxonomy division of SLA and was previously Head of Reference at the Library of the Massachusetts College of Pharmacy, Boston MA and supervised the Air Pollution Technical Information Center at the US EPA Library, Research Triangle Park NC. She has an MSLS from the University of North Carolina – Chapel Hill and a BA (Anthropology) from Yale.

Chair Elect: Richard Campbell

Richard Campbell is Director of the Library at Novo Nordisk, Inc. in Princeton NJ. He has worked at Novo Nordisk in roles of increasing responsibility since 2001 and as head of the information function since 2005. Richard holds an MLIS from Drexel University and an MA in English from The College of New Jersey. He also earned a master’s degree in Medical Business Strategy from CBS-SIMI of the Copenhagen Business School in Denmark. Richard was previously Program Planning Chair for the division, responsible for programming at the 2012 national SLA conference in Chicago, and is a member of the Pharma Documentation Ring (P-D-R). Richard lives in central NJ with his wife, Jennifer, and their two children, Nathaniel and Harper.
Introducing

**Pipeline Plus**
[A whole new way of managing drug pipeline intelligence]

Never struggle with drug pipeline research again!

Reconciled Results – Up to 10x Faster!

LIVE DEMO
Visit our booth at the PHT Spring Meeting or contact info@infodesk.com for your free PipelinePlus overview and online demo today! www.infodesk.com
Past Chair / Awards Chair / Strategic Planning Chair: Alexander Feng

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

Treasurer: Rick Raske

Rick Raske’s professional career in information started in the late 1970s at Baxter Healthcare (Travenol Laboratories at the time). Previously, his “formative years” were spent working in the periodicals bank of the former North Suburban Library System outside Chicago during college. In the 1990s he worked for Clintec Nutrition and then Nestlé Clinical Nutrition. Rick has expertise in competitive intelligence, market research, pharmacovigilance, and drug & device pipelines. He manages collaboration, knowledge management, pharmacovigilance, and other programs and projects, and also curates an internal Innovation blog.

In addition to participation in the Special Libraries Association, he volunteers in his community at a central-city health clinic, and at cultural, 4-H, and Wisconsin Horse Council events.

Secretary: Cindy Crane

Cindy Crane currently works in the Knowledge and Information Center at Takeda Pharmaceuticals. Her main responsibilities include current awareness services, supporting the business development function and the CNS therapeutic area, managing contractors, and participating in content evaluations. In the summer when she is not working, she can be found with her husband on their Nacra sailing the mercurial Lake Michigan waters.

Medical Devices & Diagnostics Section:
Chair: Peggy Burnett
Novartis
Tel: 510 923-7749
Email: peggy.burnett@novartis.com

Membership Chair: Open

Networking Chair: Open

Nominating Committee Chair: Christine Geluk
Eisai, Inc.
Tel: 978.837.4838
Email: Christine_Geluk@eisai.com

Professional Development Chair:
Magan Stephens
Gilead Sciences, Inc.
Email: Magan.Stephens@gilead.com

Program Planning Chair I – Annual 2013: Jeanie Fraser
Email: cacurlytop@mac.com

Program Planning Chair II – Spring 2013: Tim Hoctor
Email: t.hoctor@elsevier.com

Program Planning Chair III – Annual 2014: Jeanie Fraser
Email: cacurlytop@mac.com

Program Planning Chair IV – Spring 2014: Open

Public Relations Chair: Sean Smith
InfoDesk
Email: sean.smith@infodesk.com

Sponsorship Chair: John Chu
Gilead Sciences, Inc.
Email: John.Chu@gilead.com

Web Master: Paul C. Ziegler
Merck & Co., Inc.
Tel: 267.305.8944
Email: paul_ziegler@merck.com

Past Chair / Awards Chair / Strategic Planning Chair: Alexander Feng

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

Treasurer: Rick Raske

Rick Raske’s professional career in information started in the late 1970s at Baxter Healthcare (Travenol Laboratories at the time). Previously, his “formative years” were spent working in the periodicals bank of the former North Suburban Library System outside Chicago during college. In the 1990s he worked for Clintec Nutrition and then Nestlé Clinical Nutrition. Rick has expertise in competitive intelligence, market research, pharmacovigilance, and drug & device pipelines. He manages collaboration, knowledge management, pharmacovigilance, and other programs and projects, and also curates an internal Innovation blog.

In addition to participation in the Special Libraries Association, he volunteers in his community at a central-city health clinic, and at cultural, 4-H, and Wisconsin Horse Council events.

Secretary: Cindy Crane

Cindy Crane currently works in the Knowledge and Information Center at Takeda Pharmaceuticals. Her main responsibilities include current awareness services, supporting the business development function and the CNS therapeutic area, managing contractors, and participating in content evaluations. In the summer when she is not working, she can be found with her husband on their Nacra sailing the mercurial Lake Michigan waters.
How is the Patent Cliff Affecting Generic Drug Uptake across Global Markets?

Generic drug usage varies considerably across the developed and emerging markets. The United States has one of the highest generic uptakes in the world. In the United States, when a prescription drug’s exclusivity is lost, branded drug sales usually drop by at least 90% as generic products replace the brand. Generic versions of a drug cost much less, typically a quarter the price of the original. High patient drug co-pay programs coupled with successful policies giving financial incentives to physicians to prescribe and pharmacists to deliver generics are the reason for that dramatic change.

In the EU and emerging markets, there are different things happening when brand patent exclusivity is lost. According to the OECD, Germany and the United Kingdom are large pharmaceutical markets with strong cost containment measures and high physician acceptance of generics. In both countries, over 80% of all prescriptions written are for generics. Japan, France, Spain, Italy, Austria, Switzerland, the Netherlands and Ireland have much lower generic drug uptakes in terms of volume. Patients and physicians in countries with low generic uptake typically have high brand loyalty. Low acceptance of generics is frequently attributable to concerns regarding efficacy and safety of the generic product. In Brazil, Russia, India, China (BRIC) and Turkey, generic drugs are the almost the only drugs available. Brand drugs are so expensive; they are out of reach to most.

The US, Germany and the UK, physicians routinely write prescriptions using the International Non-proprietary Name (INN), or generic name. Generic substitution at the pharmacy level is extremely common. In the US, all 50 states have laws allowing for generic substitution, with 15 states mandating delivering a generic unless requested otherwise by a physician. Large pharmacy chains receive substantial financial incentives to distribute generics.

In Germany, physicians have very explicit controlled drug budgets. Physicians are fined if they go over budget. Therefore, German physicians are less inclined to opt out of the generic substitution program by prescribing another patented brand. The UK Department of Health (DOH) has considered requiring generic substitution. DOH ultimately decided against it in order to respect physician prescribing decisions. Physicians in France, Spain, Italy, Austria, Switzerland, the Netherlands and Ireland, have been reluctant to prescribe generics due to the trivial price differences between brand and generic in those countries. There are no incentives or requirements to write prescriptions using the INN in those countries either. Prescriptions are therefore usually written with the brand names.

Free pricing in the US, Germany and UK has resulted in astrospheric pricing for brand drugs. Cost savings in drug budgets are done via reduction of the use of branded products. In price controlled markets, 24 out of the 27 EU member states and in Japan, external “price referencing,” a money saving measure, is used to negotiate prices by the country’s health system authority. This is first done at the formulary level, where strict regulations require extreme discounts to nearly generic price levels, before the brand is ever included on the registry. In several of these countries, branded drugs also have a requisite mandatory price cut when a generic equivalent is launched. Then, both brands and generics have mandatory price cuts at different time intervals going forward.

Recent health system reforms in the EU are encouraging or requiring physicians to prescribe using the INN. These measures are expected to save millions of Euros. In most countries of the EU and emerging markets, patients pay out-of-pocket for their prescription drugs; one would therefore expect generic use to increase. Brand loyalty where prices are low due to reference pricing is, however, affecting the uptake and use of generic drugs regardless of the loss of exclusivity of the brands.

References:


Barbara Gilmore-Halliwell currently works as a Senior Analyst consultant for several biotech, pharmaceutical & venture capital clients.
OvidSP – your complete online research solution – delivers exciting productivity tools that allow users to effectively manage their strategies, results, and research projects.

- Access premier resources covering core areas in pharmacology, including drug development, toxicology, pharmaceutical science, drug pipeline news, and more
- Get tips on how to utilize My Projects to manage and organize your research projects
- Use Ovid’s proprietary lexicons to enrich search recall
- Learn about how OvidMD can help to meet clinical needs
- Search hundreds of ebooks, 100% non-embargoed full-text journals, and relevant databases with a single search query

Contact your Ovid representative to learn about new content, features and customization options to offer greater value for your users!

www.ovid.com
Time is Money—InfoDesk PHT Survey Quantifies Costs of Drug Pipeline Research

Any way you look at it, drug pipeline data management and research is expensive. To help information professionals get a handle on and quantify these costs, InfoDesk recently conducted a survey of PHT members to find out what types of research they are doing, what resources they use, and how much time they are spending on drug pipeline data searches.

The results have been tallied and the findings suggest the need for a far simpler and more cost-effective way of conducting complex drug pipeline research across multiple databases, (including internal data). That said, the results also underscore the continuing demand for information professionals with drug pipeline research expertise.

What are they searching for?

To understand how drug pipeline databases are commonly being used, respondents were asked to indicate what types of research they do. Nearly all said they conduct pipeline and corporate research, as well as monitoring competitor activity. Roughly half said they analyze pipeline performance or other more specific types of research. (See Figure 1)

“My most common use of the pipeline databases is to look at the competitive landscape for a particular target or mechanism of action,” said Matt Eberle, an independent information professional formerly with Sunovion Pharmaceuticals and Pfizer, who responded to the survey. “I also look at broader therapeutic areas. Sometimes I’m trying to see what’s available for potential in-licensing and that’s often a very broad search.

“There are also a whole host of specific uses that I have encountered once or twice,” said Eberle, “such as looking for a specific drug delivery technology used regardless of Method of Action (MoA) or therapeutic area. These searches require a more creative approach because you’re searching the database for something it wasn’t necessarily designed for.”

Other uses mentioned by respondents included:

- Monitoring sales forecasts, adverse events, finding and tracking clinical investigators and trial sizes, and reviewing meeting notes.
- Studying why some drugs fail in the pipeline.

As one survey respondent said, “The questions go on and on.”

Which pipeline databases and other resources are they using?

One of the biggest expenses companies face when it comes to drug pipeline research is the price of database subscriptions. Yet most companies appear to maintain subscriptions to nearly all of the big commercial databases, as well as some additional resources. (See Figure 2)

To defray the high cost of databases, many companies have had to scale back their licenses. As one large pharmaceutical respondent commented, “We used to have about three global licenses, but over the years we have had to go with personal subscriptions.” Nonetheless, all of the respondents reported using Adis and Citeline, while 90% reported using ThomsonReuters, and 40% reported using IMS Health. Interestingly, only 40% reported using internal data sources, whereas 60% reported using other sources, including BioPharm Insight, EvaluatePharma, Inteleos, Medtrack and ClinicalTrials.gov. Additional sources mentioned were BioMedTracker, analyst reports, The Pink Sheet, SCRIP, competitor web sites, and some European trial databases.

“You can never count on one source to provide the complete picture,” said one respondent. “That is why we have to search all of them when we are conducting a competitor landscape.” Nonetheless, despite the recent buzz around “big data,” internal data was one of the least used resources. As one respondent said, “I really haven’t seen it used much to look at internal programs, although it can be illuminating to see what’s known about our own drugs.” This may be due to the tendency to focus on external or competitor pipelines. More likely, it is reflection on the inability of the commercial databases to incorporate internal data resources.

How much time are they spending on pipeline databases?

Respondents were asked to estimate the number of hours per month they and their colleagues spend searching/using databases. Personal search time responses varied widely from...
as few as 1 hour per month to as many as 80 or more hours per month. The average of the responses was 20 hours per month (240 hours per year). “This is my main job so I spend 25 to 30 hours per week searching different databases,” said one respondent. “If you are talking just about the pipeline databases, maybe 10 to 15 hours per week. The problem with competitive landscapes is they are outdated as soon as they are published.”

Respondents were also asked to estimate the amount of time their colleagues spend searching/using pipeline databases. Not surprisingly, respondents were somewhat reluctant to speculate about the amount of time their colleagues spend on such work. Nonetheless, responses ranged from as few as 3 hours per month to as many as 160 hours per month. The average of the responses was 40 hours per month (480 hours per year). Add the average respondent search time (20 hours per month) to the estimated colleague search time (40 hours per month), to estimate the total average of 60 hours per month that information professional teams spend using/searching pipeline databases. Over the course of a year that amounts to a total average of 720 hours. However, even the combined estimate of 720 hours per year is likely to be conservative because several participants did not provide an estimate for how much time their colleagues spend searching/using databases. On the other hand, the highest combined estimate from one pharmaceutical company was 2,880 hours per year.

How much time does it take to search, export, reconcile and present data?

With pipeline database research, the devil is definitely in the details. Respondents were asked to estimate the total amount of time (per search) it takes to export, compare and reconcile results for presentation. They were also asked to provide two estimates, one for simple searches and one for more complex ones. Although we did not define exactly what a simple search was, the respondents consistently agreed that it takes from 15 minutes to four hours, with an average response of 2 hours. In the words of one respondent, “If you are just looking at a single compound maybe 3 hours to do the comparison within the pipeline databases that we own.”

For complex searches, the answers were much less consistent. As one respondent said, “What disease states are you talking about? The more drugs in the pipeline the more time it takes. If we are talking about orphan drugs, maybe not too long. If we are talking about cancer drugs it might take a week or more to reconcile the data for each compound.” On the low end one respondent estimated as little as one and a half hours, while on the high end one respondent said, “Could be as many as 40 hours.” The average response was between six and ten hours to search, export, reconcile and present data.

About the survey and respondents

It is worth noting that InfoDesk conducted the survey through a short questionnaire sent to the PHT list serv, directed at information professionals who work for pharmaceutical companies (directly, as contractors or consultants) who are responsible for using commercial and/or internal drug pipeline databases on a regular basis.

InfoDesk received ten completed responses from PHT members who are information professionals. Eight of the respondents were or are with large pharmaceutical companies, one is with a medical device company and one is at a contract research organization.

Some of the respondents indicated that conducting and/or overseeing drug pipeline research is one of their primary responsibilities, while others said it was only part of their job or something they used to do more of in the past. Except where explicitly allowed, all responses are confidential.

Given the self-selecting nature of the responses, this survey is not statistically representative. Rather, it provides valuable benchmarks and insight about pipeline database usage patterns from which readers are free to draw their own conclusions.

Please contact Sean Smith at sean.smith@infodesk with questions or comments about this survey. Download “How to Evaluate Drug Pipeline Data from Multiple Sources.”

A complimentary 10-page InfoDesk White Paper is online at: http://hub.am/SyTdfg

Sean Smith
Vice President of Marketing at InfoDesk

Sean Smith is veteran information marketing professional and Vice President of Marketing with InfoDesk. Sean is an active PHT member currently serving as PR Chair and helping the current Chair to develop new webinar events. Sean is also a huge fan of social networking and accepts LinkedIn requests from all PHT members. www.linkedin.com/in/infosean/
Providing you with the best and most diverse choice of medical information

RSC Drug Discovery Series
This two-volume set collects some of the most promising examples of new drugs currently under pharmaceutical development that will reach the Alzheimer's drug market over the next few years as disease-modifying therapeutics.

Emerging Drugs and Targets for Alzheimer's Disease
Volume 1: Beta-Amyloid, Tau Protein and Glucose Metabolism
ISBN: 9781849730631
Price: $232.00

Volume 2: Neuronal Plasticity, Neuronal Protection and Other Miscellaneous Strategies
ISBN: 9781849730648
Price: $232.00

Set | ISBN 9781849730457 | $352.00

Other titles in the series

New Therapeutic Strategies for Type 2 Diabetes
ISBN: 9781849734141
Price: $256.00

Anti-Inflammatory Drug Discovery
ISBN: 9781849734134
Price: $256.00

Drug Discovery from Natural Products
ISBN: 9781849733618
Price: $256.00

Rapid communication of research in medicinal chemistry

MedChemComm is a peer-reviewed journal publishing medicinal chemistry research and is the official journal of the European Federation for Medicinal Chemistry (EFMC).

- Covers medicinal chemistry, drug discovery, pharmacology, and pharmaceutical research, including traditional areas of the chemical sciences together with topics at the interface with biology and physics
- Relevant to readers from both academia and industry
- Publishes review articles and primary research

Go online to find out more
I was hired into a newly created position that was envisioned to be about 50% standard research instruction position, 50% marketing and outreach for the library. I had reference desk hours, I taught instruction sessions, worked on keeping our instruction guides up to date and those typical sorts of things that a reference librarian would do. The other half of the position was intended to do marketing and outreach for the library onto the campuses and I was also responsible for scheduling some of our meeting rooms and for helping to plan some of our special events. I did that for about 3½ years and that was my very first job out of library school and my first job as a librarian. I think it set me up really well for what I’m doing now.

Now I’m in an adjacent career. I’m a step back from the students in that I interact mostly with other librarians these days, showing them how to get the most out of APA’s databases like PsycINFO and PsycARTICLES. I do training sessions mostly online. I give a lot of webinars, walking people through how records in PsycINFO are created and then doing a few demo searches to highlight the things that we talk about during the introductory portion of the webinar. I also get to go to conferences and do a training presentation. I’ve done those at several different conferences now and it’s really fun.

**How did you wind up making that transition?**

One of the big things for me was that I didn’t actually like being a reference librarian. It wasn’t exactly what I was looking for when I was job searching at the end of library school but most of the public relations/marketing & outreach positions that I was seeing at that point were hybrid positions. What I wound up learning over the course of those 3½ years was that I didn’t actually like the captive audience for questions about the bathroom and the printers was not for me. It was typical undergraduates working on papers for their classes who needed to find peer-reviewed empirical journal articles on the topic they had chosen. For me I just found that constantly answering different versions of that same question burned me out.

So when I thought about what I liked and disliked about that job and other jobs I’d had, I decided to look for something that kept the training aspect but subtracted the reference desk part of it. As I looked at job descriptions over the course of probably about a year, what I found was that in most libraries — with the exception of some of the really, really large research systems — if you were an instruction librarian you also had reference duties and responsibilities. So I started expanding what I was looking for a little bit more and I think I actually found out about the job at APA on LIS Jobs, because while the MLS wasn’t required by the position, they were really looking to hire a librarian so that they could have someone who had that experience and perspective right in the office next door.

When you first saw the position, a librarian was “preferred.” Now that you’re in the job, what do you feel that a librarian can bring that somebody else equally qualified wouldn’t be able to bring?

What I had was that insider knowledge of libraries and of what exactly happens on campus. I have co-workers who will come to my office to ask me questions related to things like link resolvers and discovery services because these are things that we all have to deal with, but they’ve never really used them. In theory they know what a link resolver is and they know what it looks like when it’s broken when they are going to some library’s web page to see if they can help them figure out what’s gone wrong, but they don’t necessarily know exactly what should happen when you click that button. I’m sort of there to act as a clearing house for all those sorts of questions.

In meetings I like to try and make sure that I’m really thinking from the perspective of librarians and students about whatever it is we’re talking about regarding new initiatives or new products. I try to bring out anything that I think might be something a librarian would look at and say “that’s really not going to work for us” or “we don’t like this restriction” because typically I’m the only librarian in the room when we’re having these discussions. There are other librarians who work at APA but just not in my particular area.

You mentioned that you’re pretty much the only one who has a library background. What are the typical backgrounds of people who don’t?

There are four of us who have the same position of training specialist that I’m in. We have someone who used to do training for another database publisher. We have two people who have worked at APA for a very long time, who transferred to my department from working in the APA journals division.

“Alison Cody” continued on page 12
“Alison Cody” continued from page 11

They were both copy editors and I think one of them worked on the publication manual at one point so they have a lot of the knowledge of the organization of who to go to with a particular question. I think it works pretty well to have a mix of people from different backgrounds in my department.

Objectively, what are the key skills that you think are necessary to succeed as a trainer?

You definitely need to be comfortable presenting, both online and in-person. I’d never given a webinar before. I had attended webinars, but that was a new medium for me. I found that ultimately it wasn’t that much different than being part of a classroom in front of a group of 20 extremely uninterested undergraduates where you don’t really get any kind of reaction or feedback from the audience as you’re going along. People can call in and ask questions as they’re listening, and people can use the chat box but typically we don’t get a lot of questions during those sessions, especially if there are only four or five people in on them. I think for me once I learned how to use the software that we license for webinars it wasn’t that much different, because you’re used to barreling onward as long as people aren’t stopping you with lots of questions.

Another thing I do that I think is important is customer service. I help answer email and telephone inquiries from librarians and also from members of APA, some of whom subscribe to the database. That can involve everything from “I can’t log in,” to “I’m doing this really complex search for a paper that I’m working on in our programming for this year. I think those are the major things so far at the moment, this week at least. Right now the big focus is on putting together the presentations for the Lunch & Learn that we will do at ALA Midwinter. That involves trying to make sure that I have the correct statistics from different people, in terms of how many articles are actually in the database right now and how many journals are added to PsycARTICLES last year. I’ve spent a lot of time taking screenshots of the search demos I’ve planned in case they were added to PsycARTICLES last year. I’ve spent a lot of time writing articles for that, which can sometimes involve talking to other people around APA. Other times it’s just synthesizing information available elsewhere. This has been a very long-term project, but I’ve been working on a series of screencasts about one of the databases that will cover what it is, what’s in it, how to use it and showing off some of the different features. I wrote scripts for that and got them approved by all of the people who need to approve them. I finished recording one of them recently and got that posted online and will start on the next one soon.

Can you help me figure out what I’m not doing correctly?” Being able to talk to people and figure out what they’re really asking is important. As is the case with the reference desk, sometimes people aren’t asking the questions that they really want answered, and being able to figure that out is extremely helpful.

Also, it’s important to have good knowledge of how people access the Internet and all of the different things that go into that. If someone is having a problem accessing PsycINFO, it could be anything from the platform being momentarily down, to a bug, to basic tech support. When troubleshooting, it’s important to figure out if it’s something on their end with their connection or browser or what have you. So having at least some knowledge of those kinds of concerns is definitely helpful.

The other thing that I found very helpful is time management skills and being able to have multiple balls in the air in terms of different projects. I’ve got several different things going on right now, and what I’m working on the most in any given week depends on which deadline is coming up sooner, which projects appear to be more important based on what I’m hearing from my supervisor and from her boss, plus keeping that awareness within the department about what else is going on, and if the priority has shifted from last week.

For the uninitiated, one might say all you do is train people. What else is there that goes on that people may not be aware of?

One of the things I’ve been working on in the last couple of weeks is producing a newsletter that updates people on what’s happening with the databases. I’ve spent some time writing articles for that, which can sometimes involve talking to other people around APA. Other times it’s just synthesizing information available elsewhere. This has been a very long-term project, but I’ve been working on a series of screencasts about one of the databases that will cover what it is, what’s in it, how to use it and showing off some of the different features. I wrote scripts for that and got them approved by all of the people who need to approve them. I finished recording one of them recently and got that posted online and will start on the next one soon.

Make the most of your SLA membership and enhance your career through unique and valuable member benefits, including:

- Information Outlook Online – access Information Outlook anytime, anywhere. The online version of SLA’s magazine has a new look and improved functionality. Check it out today.
- Click University™ offers most of its online content at no charge as an exclusive membership benefit. Included are twice-monthly Webinars and WEBPATHs of recorded Webinars, SLA Online Libraries, access to e-exhibits, recorded Annual Conference continuing education courses, 20 Things, and the SLA Innovation Lab.
- Webinars, and discussion lists allow you to share information and advice with your colleagues. Explore and expand your networking opportunities. Get the latest information on everything from your chapter or division to the SLA Centennial Celebration.

For more information and to view a full list of SLA member benefits, visit www.sla.org and click Membership/Member Benefits. New benefits, services, and discounts are added frequently.

Invest in SLA and invest in your future!
Are there any certifications or educational pieces that are useful to have?

I don’t know that there are standards really, but there are definitely skills that are useful. I mentioned webinars and being able to troubleshoot when something is going wrong with the webinar software. I guess having a relaxed attitude towards technology — “if I poke around with this long enough I can hopefully figure it out, I’m not going to break this by trying to do the search in this way” — is really helpful. I know in our case we do a lot of screencasts so being really good with screencasting software is important for us, whereas for another organization, if they’re not doing that kind of work then that wouldn’t be as much of a concern for them. But I think for someone who wants to be a trainer, the most important thing to focus on is your presentation skills and being comfortable getting in front of a bunch of people, whether it’s virtually or in person. Also, knowing that even if you aren’t the subject expert, you’re the expert on helping them to get to the information they need. Having both the confidence to plough forward and show off what you need to show off while at the same time having the willingness to say, “now I don’t really know a whole lot about this subject so I don’t know if the search results are super relevant, you’re going to have to tell me that.” If they are, then that’s great, we’ll move on to the next thing that you need to learn how to do; if they’re not we’ll keep poking at this until we get you what you need to be looking at.

I also find that it really helps to try to have a relaxed style to my presentations. I know some people are more comfortable with a more formal style, but I think taking some time and doing presentations in maybe a less high-pressure environment like library school is a really great way to figure out how to make sure that you are comfortable in front of a roomful of strangers. I pushed myself way out of my comfort zone in library school presentations to my classmates, and that really took my career in a different direction. If you had told me 10 years ago that I would be standing up in front of 50 strangers at a library conference and giving an hour-and-a-half presentation I would have looked at you like, “what are you talking about?” But just knowing that you’ve made the plan, they’re there to hear you talk about whatever you said you were going to talk about, and being able to roll with the punches through any kind of technical difficulties is really important.

In my experience, the longer your presentation is the more likely it is that something will not work the way it’s supposed to work or the way it worked when you tested it the night before. Everybody understands that, especially instruction librarians. Everybody knows I ran through it yesterday but no, it’s not working today. Being able to say, “I don’t know why, it will probably work in half an hour when we’re done here” and not letting that derail you is very important. I don’t know if it’s a skill or a mindset, but you’ve got to see if you can quickly figure it out and if not, move on and offer to come back to this later. If anybody really wanted to see it, then you can try it again.

Finally, if somebody came up to you and was interested in learning more about this role, what would you recommend to that person to learn more about what this is like?

I guess if someone really wanted to research what it’s like to be a trainer in different places, I would say all of us are very much open to answering questions. That’s part of our job, so you could certainly call or email and ask to talk to someone. I think for someone who is interested in doing this kind of work, it’s important to have more of the ability to teach and learn quickly than it is to have a really deep knowledge of one particular subject area.

For example, I don’t know that much about psychology, though I’m definitely learning more about it in the course of whatever is going on in my organization. There are presentations and things over lunchtime sometimes, and of course I’m in the databases all the time, so I’m occasionally reading bits and pieces of articles, but there is not an expectation at all that I would be a subject matter expert or that I would become a subject matter expert. What they were looking for from me was the ability to teach the experts how to get what they need as quickly as possible. I would say just being comfortable in terms of online searches, being comfortable navigating around different interfaces, being able to figure out where to go to get the information you need, plus that willingness to play around and try things out to see what happens when I do this or that is really helpful. Just focusing on those sorts of skills rather than on specific knowledge is probably the most important thing.

Alexander Feng

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

- Scientific/Technical
- Competitive Intelligence
- Regulatory & Medical
- Legal/IP

Where can you find the most comprehensive team of industry experts for your scientific and business literature searches?

Rely on the search team at TPR that understands the pharma and bio industry from the inside, and brings the essential mix of scientific knowledge, subject matter expertise, and hands-on experience to every search.

Need expert help on a search? Request an estimate today.

+1•858•592•9084
www.TPRinternational.com
searches@TPRinternational.com
Meeting Users’ Expectations

I recently read an article in Information Outlook from November/December 2012 that inspired me to set some new ambitious goals. The first goal is to launch a new user-friendly library site on SharePoint 2010. The second goal is to improve training and usability for end users so they can effectively use the resources that help them each day. As a new solo research librarian for a company, I quickly learned the important aspects of my job are working with people to help them meet their deadlines. Every day since I started this job last March I opened up my email and start answering the stream of unique questions and requests. At the end of the day I usually have a pile of sticky-notes reminding me of things to complete or follow up on the next day. The article “Meeting Users’ Expectations” by Stuart Hales points out that skills, passion, and focus help you meet and exceed the expectations of users.

The ultimate goal of meeting user expectations is often daunting and difficult for me to achieve because I have a variety of different customers to please. This article on user expectations got me thinking about my skills, passion, and focus. I usually begin the day with literature searches and the more difficult questions because I lose my focus and desire to search in the afternoon. Most of my job requires focus and thinking to search for cancer articles and research, but sometimes it just takes skill. I often get questions from pathologist asking me to search for something that they have already searched. This is when my skills come into play and I can develop more complex search strategies or follow the trail of previous research to find exactly what they need. It takes skill and focus to answer tough questions, but passion also plays a role. I love to help people and I love my job. I know that I can meet the expectations of my users and accomplish my goals by continuing to focus on the end user experience. I believe that libraries (digital and physical) should give the end user an awesome experience. I want you meet and exceed the expectations of users.

The Distinguished Member Award honors a PHT member for notable and enduring contributions and service to the Division and the profession. The award represents a cumulative evaluation of an individual’s career and emphasizes sustained division leadership and activity of an exemplary nature. The winner of the Distinguished Member Award receives a certificate and $750. Here is a list of the recipients of the Distinguished Member Award for the previous five years:

- 2012 – Jeanie Fraser, Christine Geluk
- 2011 – Janet Weiss
- 2010 – Bob Kowalski, Robyn Smith, Praveena Raman
- 2009 – Susan Gleckner, Wendy Hamilton
- 2008 – Peggy Burnett, Claudia Cuca
- 2007 – Karen Mirabile

Any member of the PHT Division can nominate a person for an award. Self nominations will be accepted. Current Executive Board members and Award committee members are ineligible for nomination. Nominations do not carry over from one year to the next. This is a confidential process, so do not inform the nominee or your Division colleagues of the name you have submitted. After the Committee’s deliberations, all documents are destroyed except those needed for preparing publicity releases. The nomination forms can be accessed at http://pht.sla.org/awards/. Nominations are due on or before June 1, 2013 to past-chair@pht.sla.org.
Annual Reviews intelligently synthesizes critical literature in the Biomedical, Life, Physical, and Social Sciences, including Economics. Our editors and authors are premier researchers in their fields. Your patrons can rely on Annual Reviews to assess the available research and deliver the ideas that matter, to cut out the noise, and to meet their research needs efficiently.

NEW JOURNAL NOW AVAILABLE:
ANNUAL REVIEW OF ANIMAL BIOSCIENCES
http://animal.annualreviews.org
Complimentary online access to the first volume will be available for the first year.

ANNUAL REVIEWS AVAILABLE ON MOBILE DEVICES. USERS CAN NOW:

- Connect to library resources
- Browse journals and articles
- Search journals by keyword, author or title
- View abstracts
- Read full-text articles (personal or institutional subscription required)
- Read forthcoming articles (personal or institutional subscription required)
- View and search references and related links

Visit www.annualreviews.org from a mobile device to learn more.

SECURE ACCESS FOR YOUR PATRONS TODAY.
Visit www.annualreviews.org or email sales@annualreviews.org.
NOT ALL DEALS DATABASES ARE THE SAME!

Rely upon the pioneer in deal making intelligence – Strategic Transactions. With over 20 years of global M&A, financing and alliance activity, the top pharmaceutical firms and leaders in medical devices, diagnostics, finance and consulting already do.

See what you’ve been missing!
Available via annual subscription.
Request a FREE personal demonstration TODAY!

www.elsevierbi.com/STDEMO

Looking for a quick custom survey of life sciences deals?

Then Deals On Demand is for you!
Let our expert Deals Analysts get you the information you need promptly, from the best available source of life sciences deal making intelligence, Strategic Transactions. We’ll provide you with a custom report based on your specifications.
SUNDAY

9:00am – 1:00pm

CE Course: An Introduction to the Growing Field of Systems Biology — Tools, Techniques, and Trends to Embrace

Ally Perlina, Senior Scientific Solution Specialist, Thomson Reuters

Understanding the processes, roles and needs related to the systems biology area in the development of new therapies will be crucial in the near future for pharma information professionals. This course will review the development process in relationship to the roles of individuals in those processes, the information needs they have, and the methods and means by which they can fulfill these needs. Emphasis will be placed on the role of information professionals in supporting systems biology. Tools from the Thomson Reuters systems biology solutions MetaCore™, the EZ™ search functionality, plus the Integrity Biomarker™ Integration will be discussed. Additionally, similar tools from other vendors such as Ingenuity’s Ingenuity Answers and Ariadne’s MedScan will be mentioned as well. Information professionals’ expertise in building/maintaining/deployment of systems biology taxonomy/ontology/thesaurus and knowledge/text mining will also be covered.

This CE course serves as a complement to a similar NIH course offering: http://www.ncbi.nlm.nih.gov/education/librarian/
MONDAY

7:30am – 8:30am
Breakfast
Exhibit Hall

8:30am – 9:00am
The Global Information Manager: Creating Strategic Value
Deb Hunt
The 2013 president of SLA will discuss the emerging role of the global information manager and the direction that SLA is taking to support this evolving position in today’s Pharmaceutical and Health Technology environment.

9:00am – 10:00am
A View from the Executive Level: The Evolution of Information Professional Groups
Mark Burfoot, Executive Director, Novartis
A senior executive will expand on his views of current trends and specifically the impact to information professionals of the emergence of large datasets (“big data”). This discussion will include a review of key tools and technologies, and what skills will be required for an information manager to develop in the coming years.

10:00am – 10:30am
Snacks
Exhibit Hall

10:30am – 11:30am
Key Trends to Embrace: Biomarker Databases at NIH
Medha Bhagwat, National Institutes of Health (NIH)
With the increasing focus on biomarkers, the NIH is increasingly involved in, and providing contributions and tools to help searchers. Medha Bhagwat of NIH will provide details of both existing NIH databases and ongoing efforts. She will focus on the current NIH Bioinformatics Support Program and her responsibility in serving NIH research scientists working in bioinformatics: http://nihlibrary.nih.gov/Services/Bioinformatics/Pages/default.aspx

11:30am – 1:00pm
Lunch
Exhibit Hall

1:00pm – 2:00pm
Key Trends to Embrace: Bioinformatics and the Information Professional
Panel Discussion; facilitated by John Chu, Gilead Sciences
A panel discussion on the growing role of bioinformatics and what information professionals in Pharma should know and should be doing to get ahead of the curve and bring value to their company. Invited participants include thought leaders from Thomson / GeneGo, Ingenuity, and Elsevier / Aridadne.

continued on page 20
2:00pm – 3:00pm

How I Did It: The Value of Decentralizing Budget to Maximize Information Return

Mindy Beattie and Bob Kowalski, Pfizer

Following significant reductions in resources, the Library Team worked with their Business Technology (BT) leaders to decentralize the content budget from BT to stakeholders in R&D and other primary business line users.

As part of the solution, the team partnered with Pfizer’s Network Services Department to utilize an existing network monitoring system to capture usage of licensed resources, then analyzed and mapped it to its primary division. Several funding scenarios were reached whereby cost would be allocated to business lines based on a percentage of usage; or cost would be fully paid by majority user divisions (a “phone bill” option).

Participants will learn: How to augment supplier statistics with internal usage, making data more relevant for the Library Team and leadership; what questions the executive leadership team members will ask and what level of detail they expect to see; and how to get a ‘seat at table’ with the business line stakeholders now holding the budget, which empowers collective decision making on content.

3:00pm – 3:30pm

Snacks

Exhibit Hall

3:30pm – 4:30pm

Breakout discussions:

Web Scraping Technology as a Cost-Effective Solution for News Alerting

David Breiner, Boehringer Ingleheim

Over the past decade, many news resources have become freely and widely available on the Internet. As a result, the need to subscribe to premium news services has become less important, while the need to streamline and effectively manage news is greater than ever. In addition, many web tools have become extremely reliable for performing various data tasks including extraction, processing, and presentation. Therefore, an interface utilizing web scraping capabilities was developed at Boehringer Ingelheim Pharmaceuticals for news alerting purposes in order to achieve maximum value with minimal expense and manual curation time.

Information in Asia: What are we missing and how do we find it?

Norah Xiao, Chinese Research Liaison, American Chemical Society

This roundtable session will focus on how research librarians can be made aware of and can leverage, increased published research out of China. Additionally, the roundtable will address where that research is being published and through what resources it can be best accessed. Also included will be discussion of topics such as local language research, identification of experts, and other items requested in advance by attendees.
4:30pm – 6:30pm
Free time

6:30pm – 10:00pm
Monday Night Social Event: Dinner on the Delaware

TUESDAY

8:00am – 9:00am
Breakfast
Exhibit Hall

9:00am – 10:00am
Key Trends to Embrace: Supporting “Big Data”
Edd Dumbill, Editor in Chief, Big Data
Organizations are being presented with a tremendous opportunity in maximizing larger and larger data sets. Edd will present the global effect of managing and disseminating larger data sets, what new skills the librarian will require, and what information sources will be needed for the next generation of information managers.

10:00am – 11:00am
How I Did It: Semantics and the Information Professional
James Morris, AstraZeneca
With the increase of data and information being managed at a high organizational level, there is an increasing need for a core librarian skills, specifically supporting both taxonomies and semantic applications. James will discuss these opportunities and the optimal ways in-house librarians can support these.

11:00am – 12 noon
New Tools to Know
A “Speed Dating” Session (various vendors)
New exhibitors and exhibitors with new tools will get an opportunity to give a brief overview of their products and key values to the pharma information community. This is your chance to learn something and support the growth of our vendor community!

continued on page 22
12 noon – 2:00pm
Lunch
Exhibit Hall

2:00pm – 3:00pm
How I Did It: A Case Study of Full Text Patent Mining
Yun Yun Yang, Senior Patent Analyst II, Bristol Myers Squibb
The speaker will review techniques and insights using knowledge mining in patents. The focus will be on the growth of information being published and the role of the library in deriving and disseminating the greatest amount of value from this growing data source.

3:00pm – 4:00pm
Data Analytics and the Information Professional
William Hayes, Senior Vice President, Selventa
In the closing keynote, Dr. Hayes will cover how he and his colleagues at Biogen IDEC created a cutting edge data analytics capability, and more recently, his role in developing a “big data” analytics engine that integrates molecular information from thousands of patients to identify biomarkers linked to disease-driving processes.

4:00pm
Closing Remarks

Registration and full info at www.regonline.com/spring2013
OpenBel

At the Winter Virtual Conference in December, William Hayes and Ted Slater gave a fascinating talk about OpenBEL, an open source language for representing biomedical facts. If you were unable to attend or missed a presentation, I encourage you to check out the slides and presentations from the day on the division web site. What grabbed my attention was the idea that beyond delivering literature search results, we should be building a knowledge base.

Whether this makes sense for every request I’m not sure. Certainly I’ve often been asked questions that build on previous requests, so it could be useful to fit the results from multiple searches together into a coherent whole. Text mining tools provide a way to extract relationships between entities from text; so if we can extract information with text mining, and a tool like OpenBEL provides an interoperable way to store it, then incidental information found in one search could contribute to another. Many organizations have internal repositories of previously requested articles. Depending on the software, the repository is searchable to a greater or lesser degree. Organizations often maintain a bibliographic database of literature relevant to their products. These databases are searchable and can incorporate internally created taxonomies. So if we can create bibliographic databases and full-text databases, should we, in fact be creating knowledge bases of information extracted from that literature?

I asked Ted to elaborate on what these knowledge bases built by information professionals would look like and how we might get there. The goal is something that we can certainly identify with: bringing information from disparate sources together, whether from literature, gene databases, or experimental data. Currently the information is in different domain-specific databases with different formats for representing information, or buried in the text of journal articles and meeting abstracts. OpenBEL was built to be able to represent many different types of relationships between many different types of entities along with context and citation. BEL statements take the form of semantic triples: expression of protein A is positively correlated with disease X. Critically, BEL also incorporates the specific context, such as tissue or model organism, as well as citing the source publication.

Tools like Ariadne Genomics’ Pathway Studio can do something similar, but in a proprietary format and without the flexibility to represent so many types of entities and relationships. Another initiative working toward a similar goal is the concept of a nanopublication, the “smallest unit of publishable information: an assertion about anything that can be uniquely identified and attributed to its author.” More information is available at nanopub.org. Besides publishing assertions independent of journal publication, Ted suggested journal articles could also include a graph of the information presented in the article. As Barend Mons says, if the purpose of publication is to share information, “why bury it first and then mine it again?”

Ted says he definitely sees a role for information professionals contributing to these knowledge bases. If we already extract the answers from the literature to build tables or graphs or PowerPoint slides, adding to a knowledge base seems feasible and OpenBEL a potentially handy (and free) tool to use.

To those interested in exploring OpenBEL, there’s quite a lot of information available in a number of different forms including a web site (openbel.org), wiki (wiki.openbel.org), LinkedIn group and discussion lists. Using the Quick Start guide (openbel.org/quick-start), I was able to download Cytoscape and the KAM Navigator plugin to start querying the sample knowledge base and generate simple graphs within a few minutes. Writing BEL statements and compiling them into a knowledge base requires installing additional tools as well as learning the syntax of the language. However, if we can become fluent in MeSH and registry numbers and the like, what’s one more system? And as Linguamatics’ I2E can already generate BEL statements, other vendors may soon follow suit.

Is this the natural evolution of search results delivery from printed reports to e-mail to a queryable and computable knowledge base?

“OpenBel” continued on page 24
edge base? Of course, it all depends on what works for our clients, otherwise it’s like having a videophone in 1997: great technology but nobody to call. I do know that in searching the literature in response to a request, I am hoping to uncover answers and not just a list of articles. So I think at least the idea of a database of those answers is an idea worth exploring, especially with the tools available to make it accessible to anyone.

Reference:

Matt Eberle, Independent Consultant

Matt Eberle is an information professional with twelve years experience, ten spent in the pharmaceutical industry. Prior to that, he was a librarian for The Forsyth Institute, an independent oral health research center. He’s been called librarian, information scientist, information analyst, and consultant, all the while working to connect people with the information they need to solve problems and make decisions. His first library job was working at the Vanderbilt law library transferring serials records to a new ILS before the old system finally expired. Despite obscure Russian journals and inescrutable error messages, he later got his MSLIS from Simmons College in Boston. Currently seeking new opportunities, Matt is always interested in talking search strategies or new sources. Connect with him on LinkedIn or by e-mail at matt.eberle@gmail.com

Book Review:


Biological warfare remains a threat, after twenty years and billions of dollars have produced almost no new anthrax (or other) vaccines. Dartmouth Medical School professor Kendall Hoyt’s book on vaccine innovation is important both for national security and public health, with important lessons as the pharmaceutical industry struggles to find ways to improve innovation and productivity. Reviewing incomplete FDA data on vaccine licenses, Hoyt argues that organizational processes were crucial for the dramatic WWII and post-war vaccine successes. Post-9/11 industry responses to government funding were strong but lacked national coordination and leadership. Regulations further increasing cost and risk, and limits on international collaboration are major disincentives. Pharmaceutical companies are increasingly exiting the vaccine business. Small biotechs lack the infrastructure for later stage vaccine development and manufacturing. My only criticism is that coverage is much broader than the subtitle indicates. R&D innovation and the importance of vaccines to public health — second only to clean water — are vital issues and amply covered. Verdict: Recommended for all collections, particularly for medical and business libraries. Informed citizens all need to know more about these subjects.

Mary Chitty

Are you taking full advantage of all the PHT Resources?

- PHT Division website
  http://www.sla.org/division/dph

- PHT Division Listserv
  Subscribing instructions:
  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-DPH [your email address] [FirstName LastName]" e.g. Subscribe SLA-DPH jdoe@xyz.com "Jane Doe"

- CapLits, the Division newsletter
  http://tinyurl.com/pht-caplits

- PHT Division LinkedIn Group
  http://tinyurl.com/phtd-linkedin

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

2013 Spring Meeting: Philadelphia, April 14-16

Save the Date!

2013 SLA Annual Conference: San Diego, June 9-11
Consumer Genetics Conference (Cambridge Healthtech)
Oct 3-5, 2012, Boston MA

The $1,000 genome sequencing price continues to drop, exceeding the rate of Moore’s law. The $1,000,000 genome interpretation cost is dropping too but not as quickly. For all of the concern about “big data,” the biggest challenges are not in the informatics infrastructure. Data storage has become a commodity, particularly with cloud computing.

Another major challenge is clinician education. A recent survey of physicians cited high percentages agreeing that genetic testing had a role to play in clinical practice, though much lower percentages of these clinicians had ordered any genetic tests in the past year. Coffee breaks at this meeting buzzed with anecdotes of personal experiences of family or friends being unable to persuade physicians into genetic testing with unfortunate results. Warfarin, with a narrow therapeutic dosing window and genetic variations creating highly variable rates of drug metabolism, was mentioned particularly. Professional associations are struggling with how to educate and get their members up to speed.

While oncology is a major focus of genetic testing, the fastest growing area is prenatal screening. Maternal blood can now be sequenced for prenatal diagnostics and offers the possibility of replacing the more invasive amniocentesis.

With increasing emphasis on pharmacogenomic testing to stratify patients appropriately for clinical trials, there is concern about inadequate numbers of patients for trials, and a fair amount of talk about “N of one” clinical trial strategies. Patient advocacy groups are playing an important role.

What is most lacking is good reproducible clinical data, both from patients and “normal” people. The growth of electronic medical records (EMR) could help, but privacy laws make utilization of clinical data challenging. There are still many genetic variations of unknown function and significance.

On a lighter note, a speaker from Ancestry.com talked about non-medical uses of DNA testing and the challenge of explaining the science to users without using terms like haplotypes or single nucleotide polymorphisms.

Mary Chitty

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
PHT-D Discussion List Highlights – Winter/Spring 2013 CapLits

I welcome the newest subscriber/members to the List of the PHT-D! We have maintained a relatively constant level of subscribers since October (525 regular members as of 02/15/2013).

Number of Posts over the past quarter: 96
(Our LIST averages 20-30 posts per month)

Over the past 3 months the PHT-Division List has served as a source of information for questions and problems our members regularly encounter in the workplace, as well as a fabulous source for professional development/training opportunities in the form of convenient webinars, upcoming conference announcements and occasional job postings.

Notable Posts

Over this past quarter you have prompted discussions for finding sources of global drug sales data, sources for drug stability information, sources for NDA filings by indication, availability of document delivery services outside the U.S., especially in Japan, and market size of specific populations within a therapeutic area. Barbara Wetzel (PNNL Technical Library, Richland WA) posed the question that stimulated a lively discussion involving the largest participation by our members this past quarter, “Does your library produce [or distribute] a newsletter for your company/users?”

Various suggestions were made including the development of a short, informal survey of staff to find out what they are interested in; posting short, weekly strategic or even fun “newsbites” on your organization’s intranet portal to stimulate interest in the value of the library to the organization and to cross-market other services offered; and even to involve subject matter experts (SMEs) from R&D to collaborate with the library in the production of an internal newsletter.

Read More:

“Value and Sustainability,” CapLits Summer 2012 (vol. 28, iss. 2), starting on p. 28

Review the PHTD Spring Meeting 2011 Session slides on “Newsletters” http://units.sla.org/division/dph/meetings/spring2011/spring2011main.shtml

Thanks to all of our gatekeepers – 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. Watch the LIST for news and announcement pertaining to the upcoming division and annual meetings. And, as always, keep your ideas flowing … and the Discussions lively!

To post to the PHT-D discussions, email SLA-DPHT@sla.lyris.net

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

Julia Parker
Discussion List Admin, PHT-D
Comments/Questions? – biosleuth@gmail.com

Advertisers in this Issue

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Reviews</td>
<td>16</td>
</tr>
<tr>
<td>BizInt Solutions</td>
<td>27</td>
</tr>
<tr>
<td>Elsevier</td>
<td>17</td>
</tr>
<tr>
<td>InfoDesk</td>
<td>4</td>
</tr>
<tr>
<td>Infotrieve</td>
<td>2</td>
</tr>
<tr>
<td>Ovid</td>
<td>7</td>
</tr>
<tr>
<td>Pi2 Solutions</td>
<td>28</td>
</tr>
<tr>
<td>Royal Society of Chemistry</td>
<td>10</td>
</tr>
<tr>
<td>TPR</td>
<td>14</td>
</tr>
<tr>
<td>We Buy Books</td>
<td>6</td>
</tr>
</tbody>
</table>
Welcome to the newest member of the BizInt Smart Charts family!

VantagePoint – BizInt Smart Charts Edition helps you normalize, filter, analyze and visualize data from the leading drug pipeline, clinical trial, patent and sequence databases.

Designed for use with the BizInt Smart Charts product family, VantagePoint – BizInt Smart Charts Edition (VP-SCE) provides exciting new capabilities to BizInt Smart Charts users. For example, you can filter patent families by authorities, or extract the highest phase for a specific indication.

And, you can create accurate and useful visualizations from multi-database reports.

To learn more and request a free trial, go to www.bizcharts.com/vpsce
Pi² DrugSafety Triager™
Minimize Data Manipulation - Maximize Efficiency & Utilization

Transform your literature review processes to reduce the workload and improve compliance

Call now to organize a demonstration

Contact Pi² Solutions: info@pi2solutions.com | +44 1707 659966 | www.pi2solutions.com