



# Navigating the Constantly Evolving Information Landscape

## 2019 PHT Spring Meeting Agenda

**Sunday, April 14, 2019 – Tuesday, April 16, 2019**

**Hilton Penn's Landing, Philadelphia, PA**

Registration and lodging link: <https://www.regonline.com/builder/site/?eventid=2543078>

### Sunday April 14, 2019

Start	End	Session	Location
8:00 AM	9:00 AM	CE Course Breakfast	Columbus A
9:00 AM	1:00 PM	<b>CE Course:</b> <i>Hands-On Data Visualization in Tableau:</i> Doug Joubert, Informationist / Biomedical Librarian, National Institutes of Health ( <a href="#">see below for description and details</a> )	Columbus A
11:00 AM	4:00 PM	Registration (Attendees & Exhibitors)	Grand Ballroom Foyer
11:00 AM	4:00 PM	Exhibitor Setup	Grand Ballroom
2:00 PM	4:00 PM	<i>Open Board Meeting</i> – Candace Norton, 2019 PHT Chair, Moderator	Columbus A
6:00 PM	8:30 PM	Dinner & Exhibits Kick-off	Grand Ballroom

### Monday April 15, 2019

Start	End	Session	Location
8:00 AM	8:50 AM	Breakfast and Exhibits	Grand Ballroom
8:50 AM	9:00 AM	Opening Remarks	Columbus Ballroom
9:00 AM	10:00 AM	<p><b>Keynote:</b> <i>Unlocking the Potential Value for Your Business: Building Partnerships Through Understanding Promotional Review</i></p> <p>Jimmie Overton, PharmD, Associate Vice President of Global Medical Scientific Information and Library for Allergan's Chief Medical Office and Janet M. R. Gottlieb, Ph.D., Executive Director, Medical Communications at Allergan.</p> <p><b>Abstract:</b></p> <p>Promotional review is more than ensuring materials meet regulatory, legal, and scientific requirements: there is an art to the communication and relationship-building to foster a collaborative environment that will increase efficiencies. Functions typically outside of the traditional Steering Committee are in the unique position of adding value to their business partners by capitalizing on their particular strengths to bring fresh insights and perspectives through their understanding of the promotional review process.</p>	Columbus Ballroom

Start	End	Session	Location
		This interactive presentation will relay the principles and tenets of medical review of promotional materials and articulate how to maximize communication in this discipline to develop and build critical business partnerships.	
10:00 AM	10:30 AM	Snacks & Exhibits	Grand Ballroom
10:30 AM	11:15 AM	<i>Semantic Enrichment: Introduction and Use Case at AbbVie:</i> Helmi Fournier, Manager, Ontologies and Content Operations, AbbVie  After explaining the meaning and benefit of semantic enrichment, the speaker will cover the process of building and applying a domain ontology to auto-classify scientific literature.	Columbus Ballroom
11:15 AM	12:00 PM	<i>Managing the Assets of Your Library/Information Center Amid Mergers, Acquisitions, Divestitures and Spin-Offs:</i> Fran Goodling, Head, Library and Knowledge Management Center, Takeda Pharmaceutical Company; Wendy Hamilton, Associate Director, AbbVie Library, AbbVie and Jill Shuman, Director, Product Engagement, Copyright Clearance Center  A merger happens when two companies become one; an acquisition occurs when one company takes ownership of another. While both can provide great opportunities for the companies involved, it can also be disruptive to business and a roller coaster ride for employees. Aside from all the legalities that happen behind the scenes, what happens or begins to happen on and after Day 1? The presenters will share their experiences covering the following integration topics leaving plenty of time for questions and participation from the audience: Resources, Services and processes, Platforms, Systems and Staffing	Columbus Ballroom
12:00 PM	1:00 PM	Lunch & Exhibits	Grand Ballroom
1:00 PM	2:00 PM	<i>Pipeline &amp; Clinical Trials Intelligence Town Hall -- How Do Editorial Policies Affect Content and Coverage?</i> Panelists: Karen Currie, Executive Director, Editorial, Citeline, Informa Pharma Intelligence; Romeo Radman, Product Manager, Clarivate Analytics; Glenn Whiteside, Editorial Product Specialist, AdisInsight, Springer. Moderator: Diane Webb, President, BizInt Solutions.  In this reprise of the Pipeline Town Hall held at the 2011 PHT Spring Meeting, representatives from three of the leading pipeline and clinical trials databases will offer insight into how their editorial policies affect search results and content. The discussion will include examples of similar searches across the three pipeline databases, with panelists providing explanations for discrepancies and differences. Panelists will also discuss how clinical trial data is integrated with their pipeline data. Attendees are invited to submit questions in advance and there will be time for questions from the audience as well.	Columbus Ballroom
2:00 PM	2:30 PM	Snacks & Exhibits	Grand Ballroom

Start	End	Session	Location
2:30 PM	3:15 PM	<p><i>CAS: Perspectives on the Future of Scientific Information and the Researchers Who Use It</i></p> <p>Kurt Zielenbach, Marketing Strategy, Scientific Solutions, CAS, a division of the American Chemical Society</p> <p>The sheer volume and complexity of available information makes it almost impossible to discover the connections and insights that may be available to the unassisted human mind. This certainly holds true in the world of scientific discovery where the corpus of chemical and biological innovation is astronomical. How can we effectively harness computer intelligence to best serve the human scientist in creating novel, safe and cost effective molecular innovations? In this talk, we discuss our short and long term vision for SciFinder-n, the most advanced search solution available from CAS, and how we expect it to address some of the most vexing problems facing research productivity.</p>	Columbus Ballroom
3:15 PM	4:00 PM	<p><i>Copyright &amp; Reuse from the Front Lines</i>, Anna Rothman, Information Manager, Vertex</p> <p>Are colleagues coming to you with questions on compliant re-use of published materials in external presentations, publications, or marketing communications? For many of our multinational organizations, the Library/Information Management role is seen as a natural ally in establishing copyright and reuse process and strategy. How do you get started? What common hurdles do we all face? We will talk about best practices for managing licensing of copyright permissions, share some decision points for your organization on Open Access, and swap tips on the project management and cost/time savings aspects of working on permissions projects.</p>	Columbus Ballroom
4:00 PM	4:45 PM	<p><i>From Apples to Oranges: Using Trusted National Library of Medicine Resources to Inform Comparative Effectiveness</i>: Elaina Vitale, Academic and Data Services Coordinator, National Network of Libraries of Medicine, Middle Atlantic Region (NNLM MAR), Health Sciences Library System / University of Pittsburgh</p> <p>Comparative effectiveness research allows physicians to determine what treatment works best for which patient, and under what circumstances. This kind of patient-centered outcomes care is rigorous, and requires the backing of extensive evidence-based research. Librarians play a critical role in navigating the body of evidence-based research by finding relevant published research, and uncovering research still in progress. The National Library of Medicine has a number of trusted resources to support and promote comparative effectiveness research. In this session, attendees will learn about the National Information Center on Health Services Research and Health Care Technology (NICHSR) and Health Services Research Projects in Progress (HSRPROj), and how each can help make sense of the comparative effectiveness of one intervention compared to another. Attendees will also learn how well known resources like PubMed and ClinicalTrials.gov can</p>	Columbus Ballroom

Start	End	Session	Location
		provide provider and patient information to illuminate what interventions might work and what might not.	
4:45 PM	5:00 PM	Closing notes—logistics for evening event	Columbus Ballroom
5:00 PM	6:00 PM	Free time for networking	
6:00 PM	9:30 PM	<b>Social Event</b> – National Constitution Center, <a href="https://constitutioncenter.org/">https://constitutioncenter.org/</a> <b>Transportation will be provided</b>	National Constitution Center

## Tuesday April 16, 2019

Start	End	Session	Location
8:00 AM	4:00 PM	Registration (Attendees & Exhibitors)	Grand Ballroom Foyer
8:00 AM	8:50 AM	Breakfast and Exhibits	Grand Ballroom
8:50 AM	9:00 AM	Opening Remarks	Columbus Ballroom
9:00 AM	9:45 AM	<p><b>Keynote:</b> <i>The Evolving Pharma Landscape: Current Industry Trends and What They Could Mean for the Future</i></p> <p>Jon Moser, Head of Product Development, Evaluate Ltd.</p> <p><b>Abstract:</b></p> <p>The pharma industry is under constant pressure to predict the changing market, in order to make the best business decisions today. This data-driven session will highlight the key trends and growth drivers that can be observed in the current landscape, as well as the challenges that may lay on the horizon, in order to explore how those factors may shed light on the future of the industry.</p>	Columbus Ballroom
9:45 AM	10:45 AM	<p><i>What Got You Here Won't Get You There. Career Advancement Panel on How to Expand and Transition into Roles Beyond an Info Pro:</i> Matt Eberle, Product Specialist, BizInt Solutions, Alex Feng, Sr. Director, Medical Information &amp; Analytics, Chief of Staff, CMR from Novo Nordisk and Stephanie Fitch, Sr. Director, Marketing Operations, Karyopharm Therapeutics. Session will be moderated by Sue Gleckner.</p> <p>Hear a trio of info pros reveal the paths they charted, the skills they leveraged, <b>and the risks they took</b> to advance their careers. These three speakers are now leaders in expanded or altogether different jobs, working in small, medium, and large companies that operate in the pharma space. This session is in response to the PHTD membership's requests for management topics, as well as practical tips and/or case studies.</p>	Columbus Ballroom

Start	End	Session	Location
10:45AM	11:15 AM	Snacks & Exhibits	Grand Ballroom
11:15 AM	12:00 PM	<p><i>Copyright Compliance for Commercial Use; Identify, Educate, and License.</i> Christina Sontag, Life Sciences Licensing Manager, Springer Nature.</p> <p>In order to understand the complex landscape of copyright compliance in the landscape of corporate / commercial use subscriptions, we must first understand how researchers can gain access to published content. This session will walk through how researchers are accessing content and why these access options can sometimes be problematic. The end goal is to identify risk mitigation, cost mitigation, productivity optimization, and understand why copyright compliance is important for customers and prospects.</p>	Columbus Ballroom
12:00 PM	12:45 PM	<p><i>Rising Through the Ranks. What to Expect at Different Phases of Management:</i> Meaghan Muir, Information Manager, Vertex; John Aubrey, Associate Director, Information Sciences/Business Intelligence, Vertex Pharmaceuticals and Mindy Beattie, Sr. Director, Gilead Sciences, Inc.</p> <p>This panel will provide key elements to managing people and a function at different career stages. Meaghan will discuss the challenges and successes of being new to pharma, John will cover key elements of being mid-career and nurturing your team while providing information science services and Mindy will review leadership and management competencies expected for those in a senior role.</p>	Columbus Ballroom
12:45 PM	2:00 PM	Lunch & Exhibits	Grand Ballroom
2:00 PM	2:45PM	<p><i>Systems Thinking in Decision Making:</i> Alfred A. Reszka, PhD, Executive Director and Head, Strategic Business Intelligence, Merck &amp; Co., Inc.</p> <p>The successful CI professional needs an influencing strategy in order to maximally affect the executive strategic decision-making process. The executive decision journey includes active times of high-energy, rigorous (System 2) thinking where intelligence can be most easily factored into the end decision. It also includes much longer periods of more instinctive, automatic and heuristic-based (System 1) thinking where CI professionals must leverage enhanced influencing skills to create sufficient impact. This session will explore the two major systems of thinking that surround decisions and different strategies that are tuned to create impact in each system. In this session you will learn: 1.) The characteristics and limitations of the System 1 and 2 thinking framework as part of the Decision Journey; 2.) Different communication strategies that can be leveraged to maximize impact on decisions at each stage and 3.) Personal success factors unrelated to intelligence that can influence System 1 thinking (about you) and increase your odds of generating influence</p>	Columbus Ballroom
2:45 PM	3:30 PM	<i>Leveraging Your Existing Skills to Maximize Your Employability:</i> Jill Shuman, Director, Product Engagement, Copyright Clearance	Columbus Ballroom

Start	End	Session	Location
		<p>Center, Jennifer Ferrara, Sr. Manager of Managed Services, Copyright Clearance Center</p> <p>Panelists will review their own career trajectories, offer tips for identifying and marketing your transferable skills, and recommend networking opportunities to maximize your professional presence and your prospects:</p>	
3:30 PM	4:15 PM	<p><i>Adapting &amp; Adopting Ontologies for BioPharma NLP Applications:</i> Bonnie Snow, Director, InfoDesk PharmaIntelligence.</p> <p>The increasing use of natural language processing to support biopharma literature research has prompted re-examination of controlled vocabularies developed long before the Web/NLP/’Big Data’ era. NLP requires subject-domain-specific ontologies to achieve effective relevance filtering, which relies on automated recognition of potentially relevant terminology embedded in the text of documents scanned. Standardized vocabularies originally created for indexing specific sources and data types typically require extensive adaptation to provide a more robust knowledgebase for machine learning. This presentation will outline characteristic revisions typically needed in ontologies to provide better support for federated searching across a much broader and diverse collection of publications. Examples will also illustrate the practical effects of these revisions on automated text annotation, metadata summaries, and semantic search platforms.</p>	Columbus Ballroom
4:15	4:30 pm	Closing notes—meeting concludes	Columbus Ballroom

# Data Visualization Workshop

Doug Joubert, Informationist / Biomedical Librarian, National Institutes of Health

## Summary

This hands-on workshop introduces students to the basic principles for visualizing quantitative and qualitative data to facilitate managerial decision-making. Instructors use both data visualization best practices and practical hands-on lessons in Tableau Public. Instructors will draw on their own experience to demonstrate how these principles are useful in real-world situations. Students must bring a laptop.

## Objectives

- Provide an overview and brief history of the practice of data visualization
- Introduce students to the key design principles and techniques for visualizing data
- Develop an understanding of the fundamentals of communication and alignment around concepts that are required for effective data presentation
- Provide an overview and develop an introductory level of competency on the use of Tableau Public
- Develop a visualization in Tableau Public using a case study

## Prerequisites

- General computer skills and a familiarity with charting tools like Microsoft Excel are necessary.
- Direct access to a computer on which the student can install software is required (see Required Software below)
  - Students must bring a laptop
- An understanding of basic charting and statistical terms and practices will be helpful, but not required.

## Student Outcomes

After taking this workshop, students should be able to collect and process data in Tableau Public, create an interactive visualization, and use their visualization to provide insights from the case study.

## Required Software

A significant amount of time that students spend completing their assignments will involve the use of Tableau Public. This software must be installed **before the workshop**.

- Microsoft Excel (Win 2007/Mac 2008 or Win 2010/Mac 2011 or Win 2013)
- [Tableau Public](#)