



Building to Empowerment: A New Library that Encourages User Independence

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Agenda

- Introduction
- History of Knowledge Management Services
- Building Process
- User Empowerment
- Analytics

Foundation of Knowledge Management Services

- Informal library services had been divided amongst three divisions at Alkermes (R&D, IT and Regulatory)
 - Internal library repository, there were no enterprise journal subscriptions, all articles were purchased through document delivery
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- In 2014, Alkermes made the commitment to create a formal Knowledge Management Services department by hiring a professional librarian
 - Major Objectives: Create centralized repository, reduce duplication of ordering articles

KMS Historic Timeline

Prior to 2014

Discussion and exploration of a dedicated Knowledge Services department

2015

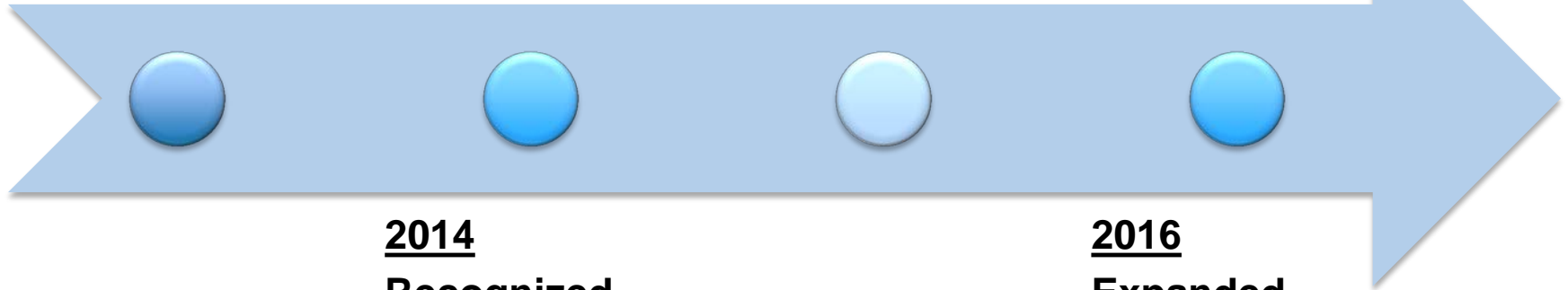
Established Alkermes KMS Initiatives

2014

Recognized need for a more formal department

2016

Expanded Alkermes KMS Initiatives



THEN

- Access to information was difficult – no official centralized holding
- Citation Management - supporting Regulatory citations – ad hoc repository
- Limited access to important data -no enterprise subscriptions/resources
- Waste - duplicate orders of articles

KMS Then and Now

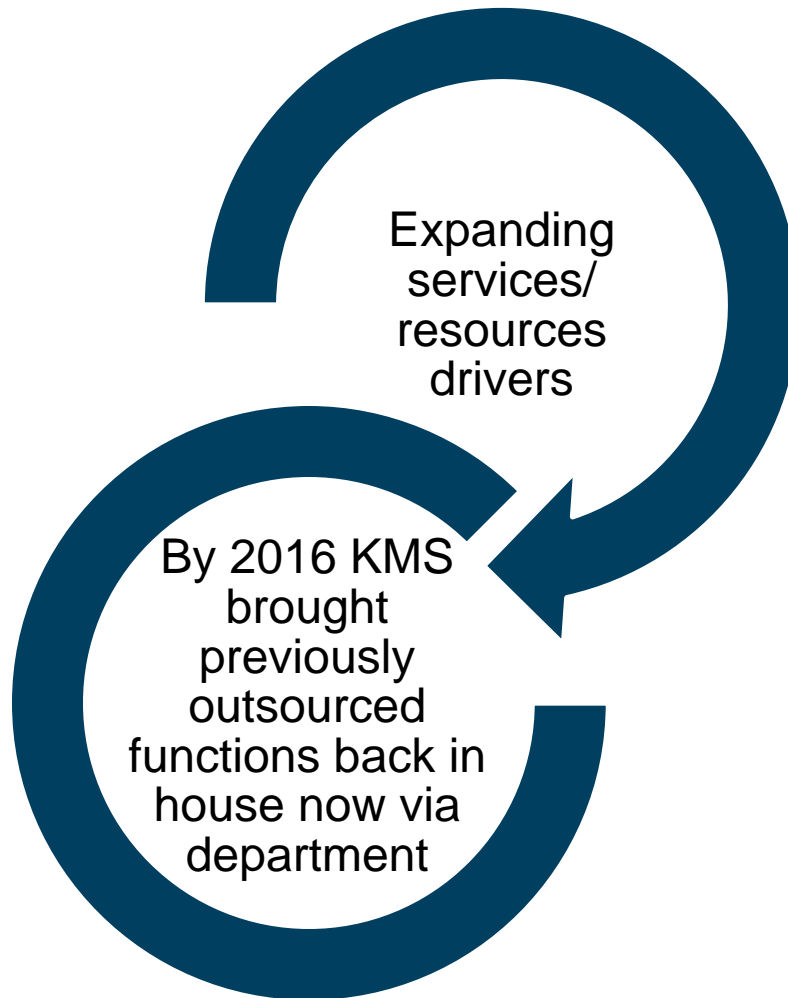


Knowledge Management Services

NOW

- Centralized management by professional librarians
- Content Management System
- Citation Management System
- 3000+ subscriptions
- Centralized databases, and reference sources
- Tools reducing duplicate purchasing

KMS Progression



Drivers

- Potential for long term relationships
- KMS networking capabilities
- Vendors watching, waiting and wanting to partner with Alkermes

KMS Today

Resources

- Global content management system
- Citation management system
- Comprehensive global clinical trials database
- Global enterprise-wide intelligence solution
- Business intelligence
- PubMed/Medline
- Scientific literature databases
- Chemistry database
- Pharmaceutical drug database
- Regulatory resources
- Patent resources
- 3000+ global enterprise journal subscriptions

Services

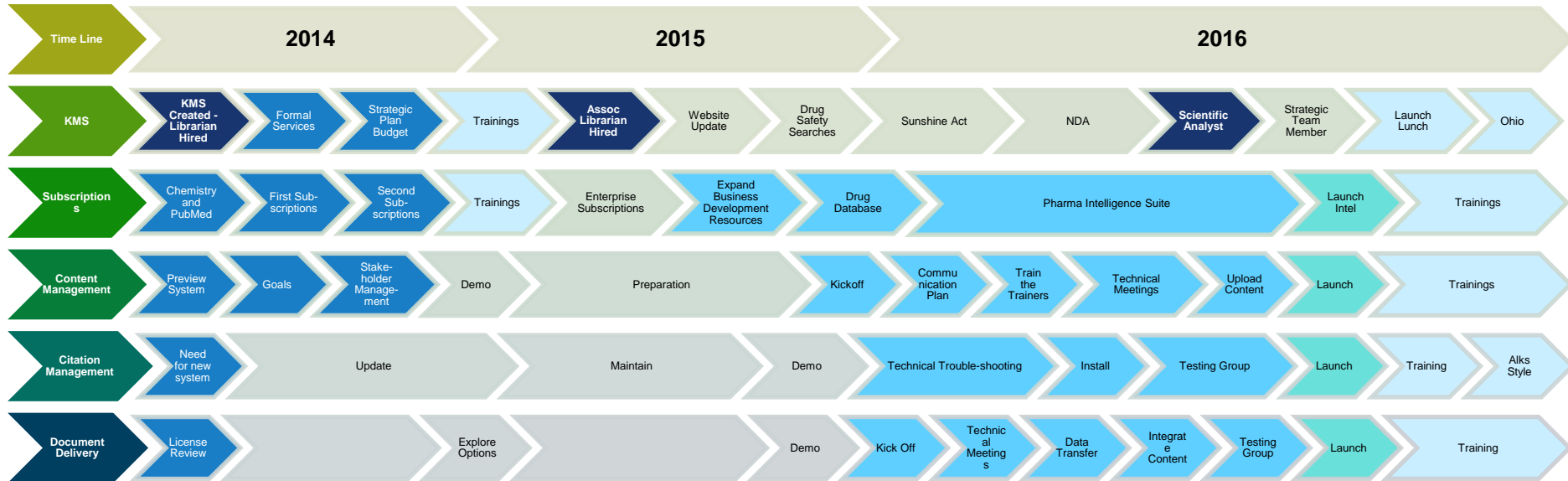
- Research: Med Affairs, R&D, Commercial, Business Development
- Trainings: Global training for services, databases and resources
- Literature searches: Med Affairs, R&D, Legal, Commercial
- Document delivery
- Literature & Clinical Trials surveillance
- Regulatory: Literature and citation support for all submissions
- NDAs: In house literature searching and support
- Drug Safety: AE literature surveillance, AE lit support, DSUR
- Dossier: Literature surveillance & article procurement

Two major initiatives for Knowledge Management Services for FY2016

Create a new library landscape with content management system core

Provide global enterprise pharma, clinical trial, R&D and business intelligence

Process Timeline



Goal 1: Content Management System

Building the Story

- Message to Management

Preparation

- Insuring that we had the time, resources, and manpower to build a complex system

Implementation

- Months of working with IT and Customer Service Teams
- Uploading Content and Testing

Training

- Learning the System
- Message to Users

Launch

- Soft Launch to begin
- Trained Groups and Users
- Slow Uptake

Citation Management Transition

Identify Needs

- System with Technical Support
- Needs of Users
- Comparing Systems

Test

- Testing Group
- Administrator Testing
- Technical

Launch

- Launch in Conjunction with Content Management System
- Weekly → Monthly Trainings

Integrate

- Build into User Work Flows
- Developed Company Output Style

Integrating New Resources

Migrating Repositories

Archive to Cloud

FTP Transfer

Building Input Style

Testing

Document Delivery

Content Management

Importing and Exporting to/from each System

Subscriptions

Subscription Management

Integrating into Systems

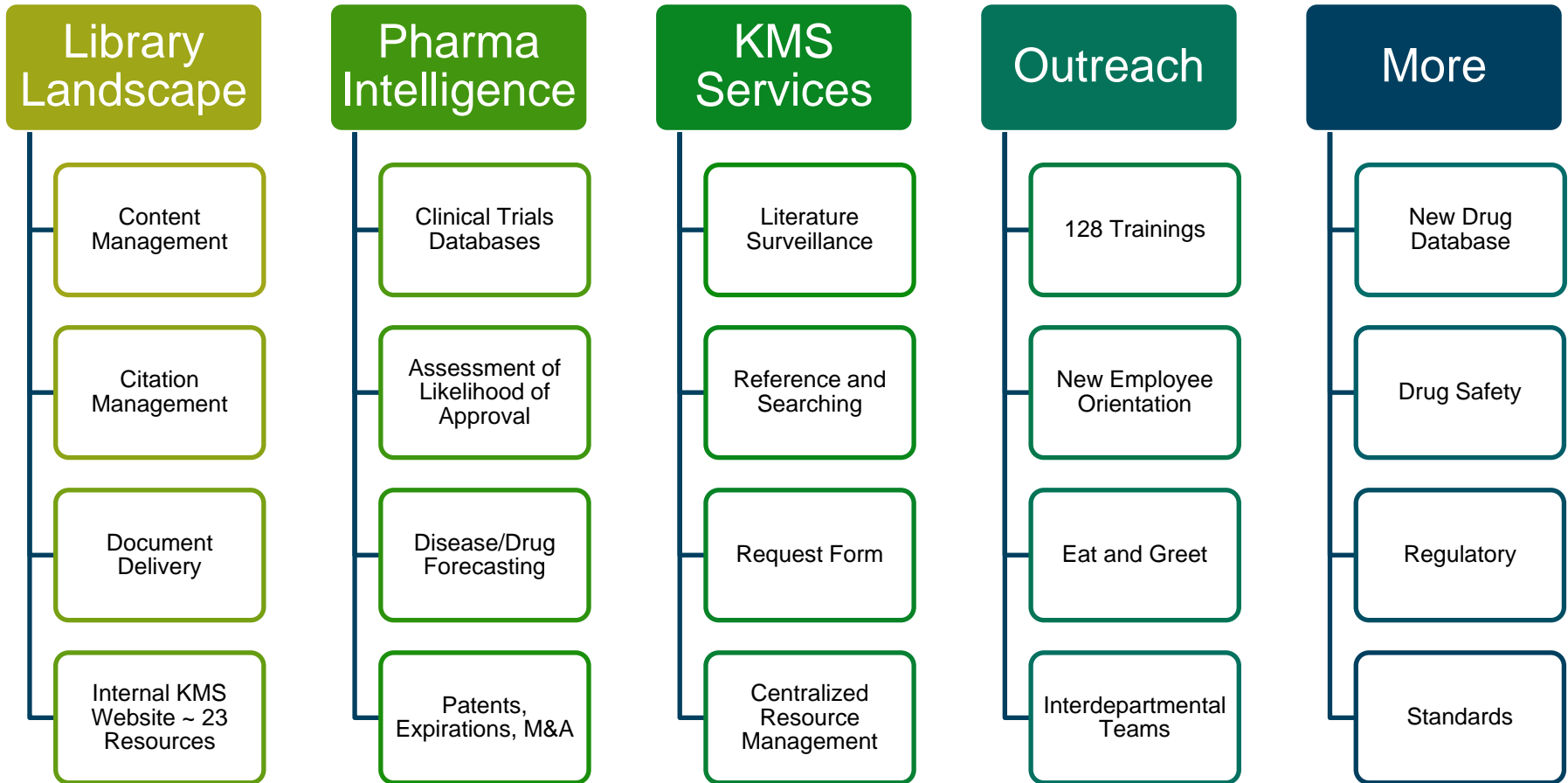
Simultaneous Updating

Goal 2: Pharma Intelligence

- ▶ Supplement existing resources with a suite of pharma and clinical trials intelligence resources
 - Delivers enterprise intelligence resources – where other existing resources are limited to specific department or number seat
 - Provides staff more information and expert analysis for comparison and forecasting
 - Multiplies primary sources of information via product
 - Expands clinical trial awareness
 - Compliments business intelligence information sources
 - Grows existing regulatory and technical intelligence
 - Offers a snapshot of awareness of what others know about us
 - Reduces staff information gathering, research and analysis time
 - Keeps Alkermes competitive in a competitive market

Fostering Empowerment through Intelligence

- ▶ Empowering users via pharma and clinical trial intelligence resources
 - Previewed products with stakeholders prior to implementation
 - Discussion with departments regarding existing resources marketing new product as an addition not an exchange
 - Global onboarding and account creation prior to launch
 - Launch with onsite trainings by department, product, and interest
 - Opened cross functional discussions with similar goals
 - Integrated KMS created alerts into existing weekly disseminated reports with direct links
 - Marketed resources and links via email and incorporated into the internal KMS website
 - Information used and sources cited in daily regulatory intelligence
 - Presented at all new hire trainings



Outreach Goals

Engagement

- Building users with confidence
- Reaching out to repeat users

Empowerment

- Education
- Insourcing literature searching for Regulatory and Drug Safety

Messaging

- Linking to resources
- Include educational links
- Acknowledgement

Response

- Expected response time
- User satisfaction

Engagement Examples

User	Action	Result
Technology Phobic	Librarian 1:1 Training	"I did it myself"
Confident Researcher	Attended Library Training	"I don't know how I did my job without you"
Information Seeker	Intelligence Dense Training	Finds answers in a few key strokes

Empowerment Examples

Group	Topic	Empowerment
Team	Clinical Library	Searchable, collaborative, product specific library
Department	Safety Searches	Drug Safety approached KMS for internal searching
Company	NDA Literature Searches	KMS encouraged Regulatory to change model

Messaging

Answering Queries

- Link to resources
- Include educational links
- Message of empowerment

Literature Surveillance

- KMS gathers information
- Integrated new systems
- Required users to use KMS resources
- Format for users to access information in resource

KMS Branding

- Email signature
- Template
- Links to KMS internal website

Response

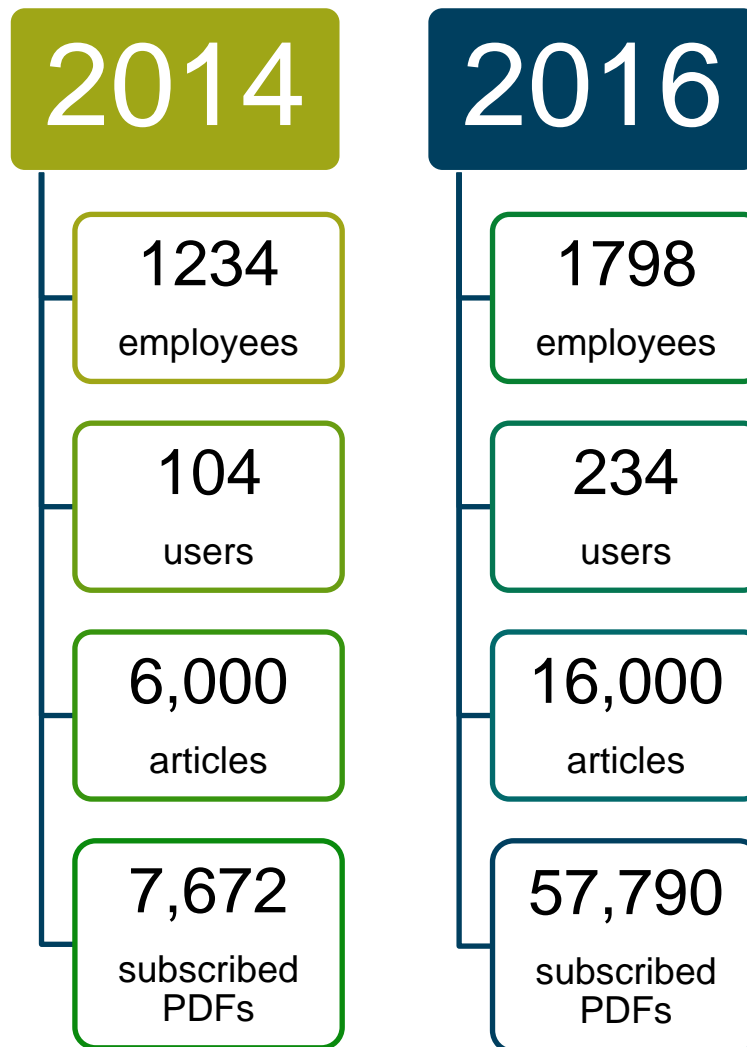
Request Form

- User drives and sets parameters
 - Type of request
 - Time of deliverable
 - Level of depth
 - Purpose

User Satisfaction

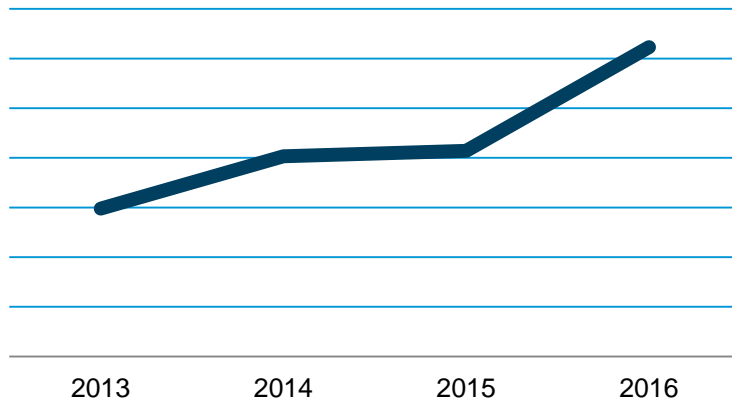
- Acknowledgement that requests are received
- Follow up on deliverable
- Reference interview

Analytics of Empowerment

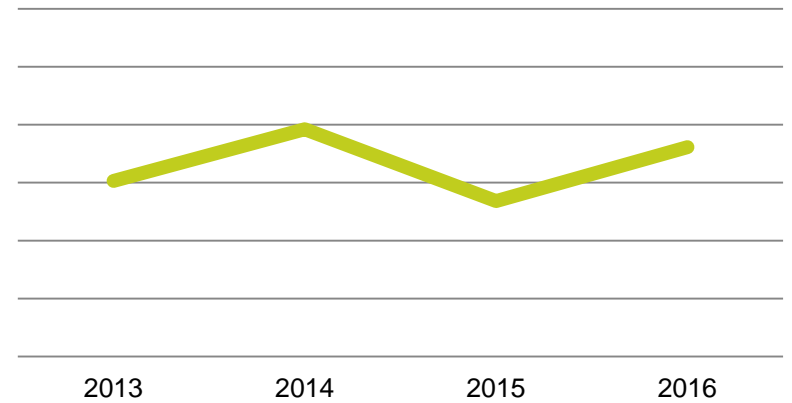


Article Analytics

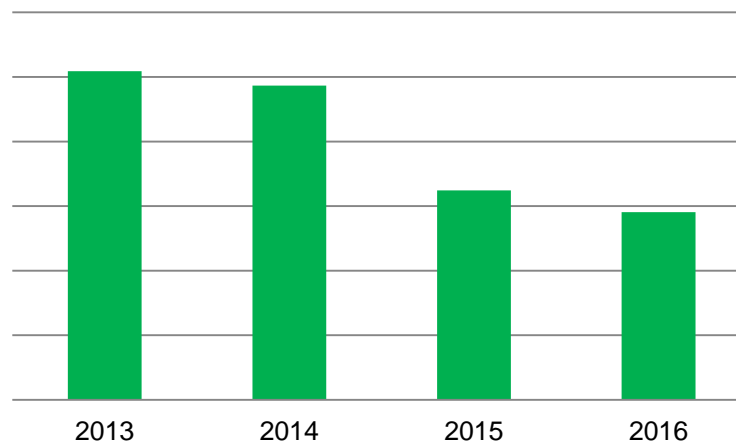
Document Delivery Orders



Document Delivery Cost

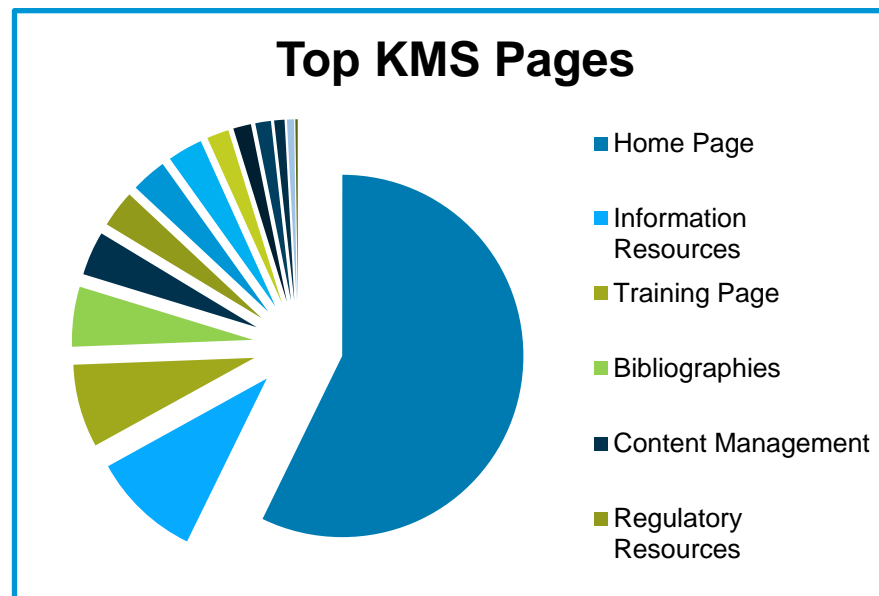


Average Article Cost

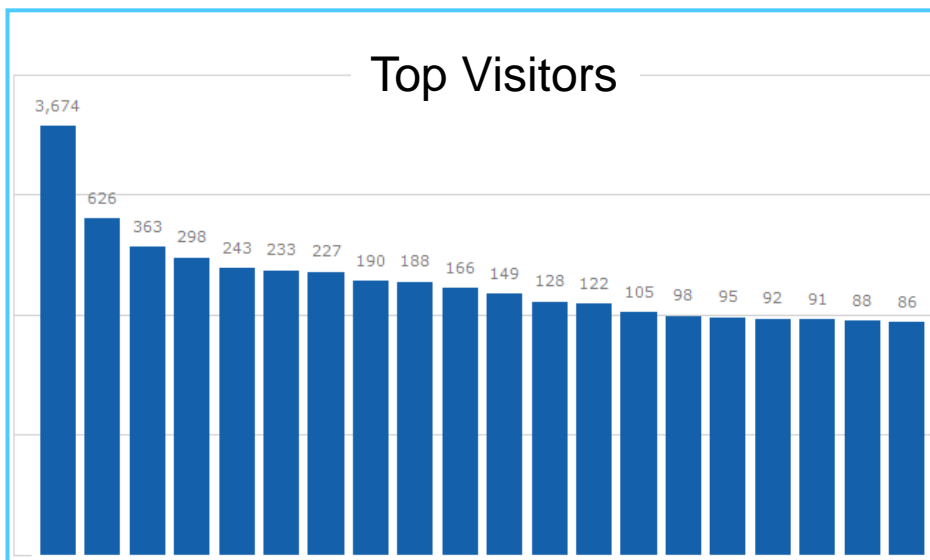
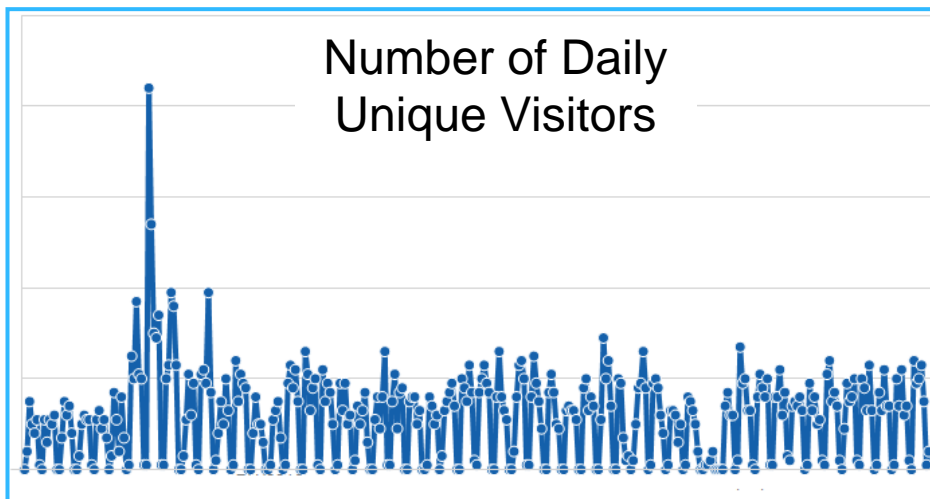


Website Analytics

Annual Statistics	2016	2015	% ↑
Total Page Views (per year)	13,444	10,056	34%
Average Page Views (per day)	37	28	32%
Average Unique Visitors (per day)	11	5	120%
Total Referrers (per year)	4,658	2,056	127%
Average Referrers (per day)	13	6	117%

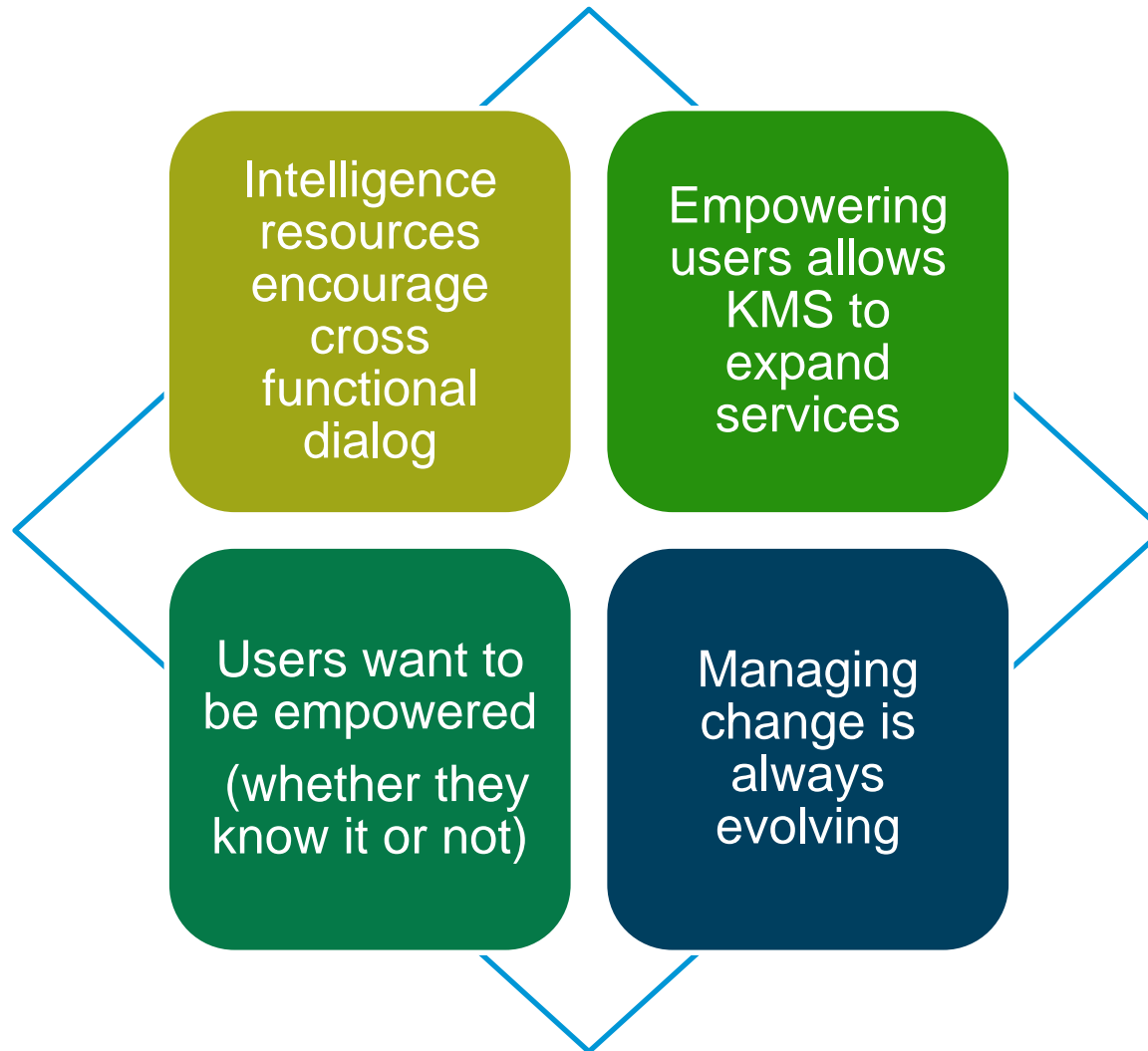


Fun Analytics



Browser	Number of Instances
IE 7	10,846
Safari	1,824
IE10	641
Mozilla11	65
Netscape3	48
Unknown	10
IE9	6
IE8	3
Netscape4	1

Takeaways



Challenges and Solutions

Technical
Issues

Moving Parts

Education

Time

Staff

Budget

Engaging
Users

Resistance

Fear

Next Steps

Internal Marketing

- New avenues for advertising

Continued Outreach

- Product anniversaries

Developing Education

- Moving from training format to workshop format

Information Audit

- One year assessment

Redesign Website

- Highlight resources

Q&A





www.alkermes.com