



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 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	
9:00 AM	1:00 PM	CE Course: Hands-On Data Visualization in Tableau: Doug Joubert, Informationist / Biomedical Librarian, National Institutes of Health (see below for description and details)	
11:00 AM	4:00 PM	Registration (Attendees & Exhibitors)	
11:00 AM	4:00 PM	Exhibitor Setup	
2:00 PM	4:00 PM	<i>Open Board Meeting</i> – Candace Norton, 2019 PHT Chair, Moderator	
6:00 PM	8:30 PM	Dinner & Exhibits Kick-off	

Monday April 15, 2019

Start	End	Session	Location
8:00 AM	8:50 AM	Breakfast and Exhibits	
8:50 AM	9:00 AM	Opening Remarks	
9:00 AM	10:00 AM	<p>Keynote: Unlocking the potential value for your business: building partnerships through understanding promotional review</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>Abstract:</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</p>	

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		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. 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	
10:30 AM	11:15 AM	Semantic enrichment: Helmi Fournier, Manager, Ontologies and Content Operations, AbbVie	
11:15 AM	12:00 PM	Mergers, Acquisitions and Integrating the Library/Info Center: Fran Goodling, Interim Director, Library and Knowledge Management Center, Takeda Pharmaceutical Company, and Wendy Hamilton, Associate Director, AbbVie Library, AbbVie	
12:00 PM	1:00 PM	Lunch & Exhibits	
1:00 PM	2:00 PM	Pipeline & Clinical Trials Intelligence Town Hall -- How Do Editorial Policies Affect Content and Coverage? Panelists: Karen Currie, Executive Director, Citeline, Informa Pharma Intelligence, Adis/Springer (panelist TBA), Cortellis/Clarivate (TBA). Moderator: Diane Webb, President, BizInt Solutions.	
2:00 PM	2:30 PM	Snacks & Exhibits	
2:30 PM	3:15 PM	<p>CAS: Perspectives on the future of scientific information and the researchers who use it</p> <p>Kurt Zielenbach, Marketing Strategy, Scientific Solutions, CAS, a division of the American Chemical Society</p> <p>Abstract draft: 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>	

Start	End	Session	Location
3:15 PM	4:00 PM	Copyright & Reuse from the Front Lines, Anna Rothman, Information Manager, Vertex	
4:00 PM	4:45 PM	From Apples to Oranges: Using Trusted National Library of Medicine Resources to Inform Comparative Effectiveness: 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	
4:45 PM	5:00 PM	Closing notes—logistics for evening event	
5:00 PM	6:00 PM	Free time for networking	
6:00 PM	9:30 PM	Social Event – National Constitution Center https://constitutioncenter.org/	

Tuesday April 16, 2019

Start	End	Session	Location
8:00 AM	8:50 AM	Breakfast and Exhibits	
8:50 AM	9:00 AM	Opening Remarks	
9:00 AM	9:45 AM	<p>Keynote: The evolving pharma landscape: current industry trends and what they could mean for the future</p> <p>Jon Moser, Head of Product Development, Evaluate Ltd.</p> <p><u>Abstract:</u></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>	
9:45 AM	10:45 AM	Transitioning from info pro to other roles: Matt Eberle, Product Specialist, BizInt Solutions, Alex Feng, Sr. Director, Medical Information & Analytics, Chief of Staff, CMR from Novo Nordisk and Stephanie Fitch, Sr. Director, Marketing Operations, Karyopharm Therapeutics (Session will be moderated by Sue Gleckner)	

Start	End	Session	Location
10:45AM	11:15 AM	Snacks & Exhibits	
11:15 AM	12:00 PM	Copyright Compliance for Commercial Use; Identify, Educate, and License: Christina Sontag, Life Sciences Licensing Manager and Meghan Carey, Life Sciences Licensing Manager Springer Nature	
12:00 PM	12:45 PM	Rising Through the Ranks panel session. What to Expect at Different Phases of Management: Meaghan Muir, Information Manager, Vertex; John Aubrey, Associate Director, Information Sciences/Business Intelligence, Vertex Pharmaceuticals and Mindy Beattie, Sr. Director, Gilead Sciences, Inc.	
12:45 PM	2:00 PM	Lunch & Exhibits	
2:00 PM	2:45PM	Systems Thinking in Decision Making: Alfred A. Reszka, PhD, Executive Director and Head, Strategic Business Intelligence, Merck	
2:45 PM	3:30 PM	Leveraging Your Existing Skills to Maximize Your Employability: 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: Jill Shuman, Director, Product Engagement, Copyright Clearance Center, Jennifer Ferrara, Sr. Manager of Managed Services, Copyright Clearance Center	
3:30 PM	4:15 PM	Adapting & Adopting Ontologies for BioPharma NLP Applications: a focus on adapting ontologies to support searching & text annotation & metadata summaries for sources that already have their own ontologies, as well as those with none (unstructured text) in a federated search environment. Bonnie Snow, Director, InfoDesk PharmaIntelligence	
4:15	4:30 pm	Closing notes—meeting concludes	

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](#)