

CapLits

Volume 25 Issue 1

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Bulletin of the Pharmaceutical & Health Technology Division of the Special Libraries Association

Message from the Chair

Judy Blaine, PHTD Chair

Hello everyone. Thank you all for the honor and responsibility of being your new Chair. I'd like to take this opportunity to thank our outgoing board and welcome the new. Sue Gleckner did an excellent job as secretary, writing minutes that provided the Division with a detailed, accurate record of Board actions and decisions, and contributing many thoughtful comments to Board deliberations. Alex Feng is following in Sue's footsteps as division Secretary after having been a past Career Guidance/Student Relations Chair. Jennifer Ferguson will be this year's Student Relations Chair. Cynthia Geremia has been a real trooper as Discussion List Moderator, being technically adept, firm where necessary but also always tactful with list participants. I look forward to a fun and productive year with the new board: Margaret Basket, Chair-elect, Bob Kowalski, returning as Treasurer, Christine Geluk, returning as Past Chair, and all the 2008 committee chairs who are continuing this year. Thanks again to you all.



One of the goals I have set for my term as Chair is to use the newest tools available to us to bring some virtual programming to our division. Many of you already use these tools to educate and inform your staff and your patrons. Your division colleagues would love to see and hear what you've done. Please email me if you have a program you would like to present or have ideas on what you would like to see offered.

My first responsibility as Division Chair was to attend the SLA Leadership Summit in Savannah, GA in January and report

back to you. The Summit is a wonderful forum where several hundred enthusiastic and eager leaders of our profession and our professional organization, along with our dedicated SLA staff, meet to exchange ideas and learn from each other.

I learned of several new and significant member benefits that are already in effect, and of some that are still being developed. Margaret Basket, our Chair-elect, has already communicated some of these to you via our discussion list, but they are worth repeating here.

First, the Association's dues structure has been changed to allow anyone earning less than \$18,000 to join or renew as a full member for just \$35 (this is a change from the "one-year-only" discount for anyone who was unemployed at the time of renewal).

Second, Click U Live seminars and Click U Live replays are now free to members. Click U Certificate courses are now discounted 50%. Discounts are also available for online graduate courses at many universities.

The alignment project, which Margaret also mentioned, excited me most. The project's definition of alignment is...

- A discipline that guides the way an organization thinks, acts and communicates.
- Focus and cohesion around who you are, what you stand for, what you deliver.
- Communicating with clarity, credibility, consistency.

Preliminary research-based evidence tells us that we need to refresh our professional image and that the term "special librarian" is meaningless to those outside the profession. The alignment project will give us the vocabulary and other tools we need to convey our value to our organizations in proven terms that management understands. I strongly encourage you to look at the presentations given in Savannah. The url for the presentation with

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speakers' notes is: http://www.sla.org/pdfs/FH_Positioning-SLA0113090-Notes.pdf. For more information on the whole alignment project, go to <http://www.sla.org/content/SLA/alignment/index.cfm>.

Following up on the alignment project theme, Jill Strand and SLA President-elect Ann Caputo talked about improving the public image of information professionals. Jill posed the question "Why aren't we information royalty?" We are, but we don't say it loudly enough or correctly. She then described some tools that SLA is developing to help. This centennial year is a wonderful opportunity for us to promote our profession. SLA has a Centennial Toolkit (<http://wiki.sla.org/display/SLACTK/Home>) with promotional ideas, templates, and guides for how to phrase your promotional materials. SLA is also developing speech templates for members making presentations to their departments or to company-wide meetings.

Margaret and I also attended the Division Cabinet meeting, chaired by SLA President Gloria Zamora. Gloria would like each of us to assess the current division structure and see if we need a better model. Are there too many divisions? Not enough divisions? Are there redundancies or gaps? One division suggested characterizing divisions as either of two types: subject-specific (such as our PHTD) or non-subject-specific (such as Solo or Leadership and Management divisions), and allowing members to choose one of each as part of their SLA membership. Of course there would be financial considerations to consider along with any structural changes. Please e-mail me (or our discussion list) with your thoughts and suggestions on this topic. Gloria would like our feedback by June. Other Division Cabinet news includes the establishment of a new division, the Academic Division, and a warning that the Non-traditional Careers Caucus needs to find a Convener by March 1st or it will be disbanded.

You may have heard about SLA's Information Centennial Showcase, which made its debut at the Leadership Summit. We will try to have this fascinating display available at our spring meeting, but in any case it will be prominently featured at the annual meeting in D.C. The display includes a continuously changing digital picture frame for which divisions and chapters may submit images. So if you have any great pictures from division events, please send them to me and I will forward them to the Centennial Committee. In case you can't get to Napa or D.C., the Information Centennial Showcase will also have a virtual presence.

This issue should reach you shortly before we travel to California for our Spring meeting at the Meritage Hotel in Napa. My very capable planner, Heather Blaine (who is my daughter, by the way!), and I have created a mix of forward-looking, informative, and practical sessions that will help you stay ahead of the newest trends in knowledge and information management and bring more value to your organizations. We are trying something new this year that will give you a chance to brainstorm with each other on topics of your choice. I'm excited to see what new ideas emerge from those sessions.

I look forward to seeing many of you soon.

Cheers,

Judy



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PHTD Horizon & Distinguished Member Awards

Now is the time to submit your nominations for this year's recipients. Please remember that current Executive Board members and Award Committee members are ineligible for nomination. The winners of the Horizon and Distinguished awards will receive \$500 and \$750, respectively, and each will receive a certificate of appreciation. You can find the previous winners and more information on the awards at http://units.sla.org/division/dpht/division_infolawards.shtml.

Horizon Award

The Horizon Award (also known as the New Member Award) honors a PHTD member of five or fewer years who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and division activities. Particular attention should be given to involvement and contributions to the P&HT Division. Nominees should excel in one or more areas:

- Leadership in the Division, at meetings, and in committee work
- Special or notable service to the Division, such as participation in special projects
- Participation in seminars, teaching courses, and public speaking activities

- Publication or editorial contributions to the professional literature
- Innovations at the work site
- Mentoring activities or student sponsorship
- Extracurricular activities which provide the professional and/or the Division with commendable publicity and acclaim

Distinguished Member Award

This award honors a PHTD 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. Nominees should excel in one or more areas:

- Outstanding leadership in the Division, at meetings, and in committee work
- Special or notable service to the Division, such as holding office(s)
- Participation in seminars, teaching courses, and public speaking activities
- Publication or editorial contributions to the professional literature
- Promotion of the role of special librarians in the management of information and knowledge

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- Other achievements indicating noteworthy dedication to the profession
- Contributions made by the candidate should be made over an extended period of time
- Contributions made by the candidate should have an enduring effect on the Division and/or the profession.

Previous winners include:

Year	Horizon Award	Distinguished Member(s)
2008	Alex Feng	Claudia Cuca & Peggy Burnett
2007	Jillian Amaral	Karen Mirabile
2006	Paul Ziegler	John Carey, Stephanie Fitch, Bonnie Snow, Larry Walton
2005	Margaret Basket	Bernadette Ewen
2004	Maude LeThiecq-Normand	Diane Webb

Christine Geluk
christine_geluk@eri.eisai.com

PHTD Travel Awards

The Pharmaceutical and Health Technology Division (PHTD) plans to give away up to three travel awards of \$1,500 each to serve as a financial support for library science students or members of the P&HT Division to attend SLA's 2009 Annual Conference in Washington, D.C., June 14-17, 2009.

This award is targeted towards students enrolled in library science programs with an interest in practicing as information professionals in the pharmaceutical or health technology industries as well as to non-student PHTD members.

Qualified applicants must submit a project by April 1, 2009. Please see the announcement on our web site for complete details: http://units.sla.org/division/dpht/division_info/awards.shtml.

Jen Ferguson
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Upcoming Elections from the Nominating Committee

The SLA Pharmaceutical and Health Technology Division Nominating Committee is identifying candidates for Chair-Elect and Treasurer for the 2009 election.

If you are interested in learning more about either of these positions, or if you would like to recommend (or become) a candidate, please contact the Nominating Committee Chair Wendy Hamilton at wendy.hamilton@abbott.com.

Your participation in divisional governance and the election process is vital to the continued success of the Pharmaceutical and Health Technology Division!

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Meet the 2009 PHTD Executive Board

Judy Blaine, Chair

Judy Blaine has been an information specialist in the pharmaceutical/health care industry since 1992, when she first established information services at Procept, a small biotech company that focused on AIDS research. She then moved to ArQule, a chemistry-based oncology drug discovery research company, where she again started and managed its library. Currently Judy is looking at health care from a different angle as the information specialist at Silent Spring Institute, a small non-profit group researching women's health and the environment.



Judy received her BS in mathematics from Brooklyn College of CUNY, and her MS in Library and Information Science from Simmons GSLIS in Boston, where she was elected to Beta Phi Mu. She served as editor of the Simmons Librarian, the GSLIS alumni newsletter, from 1992-1996. Her first library job was at the reference desk at Northeastern University in Boston.

Judy has been a member of SLA since 1991, when she joined as a student after enjoying her "Day on the Job" at a special library. She joined the P&HT Division a few years later. As a member of the Boston Chapter she recently completed a term as Secretary. She was the editor/publisher of Flying Solo, the Solo Division newsletter, from 1999-2003, and has been a speaker at Solo Division annual conference programs. Judy has found her membership in the P&HT Division to be an invaluable resource and a deep well of professional camaraderie and friendship.

Margaret Basket, Chair Elect

Margaret joined SLA in 2002 while a student at the School of Information at the University of Michigan. She attended her first Annual Meeting in New York City in 2003 and checked out the DPHT board meeting (which started at 7 a.m. in 2003, if memory serves correctly), where she was promptly recruited (by 7:15 a.m.) to be the chair of the Student Relations committee. Since that fateful day, she has risen in the ranks, serving as Professional Development Chair and now Chair-Elect. She received the Division's Horizon Award in 2005.



After graduating with her MS in Information, Margaret entered the Associate Fellowship program at the National

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Library of Medicine, spending one year in Bethesda followed by one year in upstate New York at the University of Rochester Edward G. Miner Library. With an interest in creating information tools for researchers, she elected to pursue a non-traditional path within the realm of medical librarianship (and once she renews her SLA membership and joins the "Professional Librarians in Non-Traditional Careers" Caucus, she will be the Convener for that caucus). Margaret worked as a Technical Product Manager at Knovel before joining QUOSA as a Customer Relationship Manager. At QUOSA, she enjoys the daily reward of helping many DPHT members meet their goals using QUOSA products. In her spare time, Margaret enjoys being crafty (knitting, creating beaded jewelry), exploring New England, doing yoga and taking salsa dance classes.

Christine Geluk, Past Chair

Christine is currently a member of a three-person information team at a multi-national pharmaceutical company in the United States. Christine and her colleagues support the patent, business and library needs of the U.S. operations. Christine earned her B.S. in mathematics from Fordham University and just recently completed her M.S. from Simmons College Graduate School of Library & Information Science. Christine is a self-confessed "tech geek" who loves programming and coding. Her favorite courses in library school were web development, information architecture and XML. She enjoys helping the P&HT Division and has held the positions of Fundraiser, Chair-Elect and Chair. Christine spends some of her spare time salsa dancing with her husband and playing Lexulous on Facebook with her husband, family and friends.



Alex Feng, Secretary

Alex has been involved with medical devices & pharma since 1998, starting out with Ethicon Endo-Surgery, Inc. as an R&D engineer, then progressing to various positions in Business Development and Field Sales for J&J and other healthcare companies (Cytoc Corporation, Sankyo Pharma). Prior to returning to Johnson & Johnson, he was a product manager for portal products at SirsiDynix and received his MSLIS from Drexel with dual specializations in Competitive Intelligence and Digital Librarianship. He was also a PHTD Travel Award recipient (2006) and a past PHTD Student Relations Chair (2007).



Bob Kowalski, Treasurer

Bob has been an SLA member for 13 years and is a long time member of both PHTD and the Boston Chapter. In early 2006 he was elected Treasurer of the Division.



As a Senior Librarian at Wyeth Research, Bob co-leads the team managing globally licensed electronic resources (i.e. electronic books, journals and newsletters.) In addition to vendor relations, collection development, link resolution and the virtual library portal, Bob is currently working on custom and federated search initiatives.

Bob received his MLS from Simmons College in Boston and Bachelors from Keene State College.

When not at work or balancing the division's checkbook, Bob enjoys BBQ, reading (and yes, playing videogames) with his six year old son Maxwell and listening to an ever growing jazz collection.



Professional Development Workshop at the 2009 Spring Meeting

Dr. Marti Hearst, an associate professor in the School of Information at the University of California, Berkeley, will present a workshop entitled "Text, Tags and Thumbnails: Latest Trends in Bioscience Literature Search". Her research interests include user interfaces for search, information visualization, and natural language processing, with an emphasis on applications to bioscience literature.

Prof. Hearst has just completed a book called "Search User Interfaces" and is Principle Investigator of the NSF-sponsored BioText project, whose goals are to develop new methods and tools to improve how bioscience researchers search for and synthesize information from textual descriptions of bioscience research.

Prof. Hearst received BA, MS, and PhD degrees in Computer Science from UC Berkeley and was a member of the research staff at Xerox PARC from 1994 to 1997. She is the recipient of an NSF CAREER grant, two Excellence in Teaching awards, has served on the advisory panel for NSF's CISE (Computer & Information Science & Engineering) directorate, and is currently co-chair of the revamp of the CACM (Communications of the Association for Computing Machinery) website.

FOIA (the Freedom of Information Act)

Retrieval should get easier, but not just yet

In keeping with his stated campaign pledge of conducting a more transparent government, President Obama, on his first full day in office, issued a memorandum on the Freedom of Information Act (FOIA) which, in time, should make the work of research professionals easier and more efficient than it has been in a long time.

This memorandum to all executive department and agency heads stated forcefully and repeatedly that FOIA “...should be administered with a clear presumption: in the face of doubt, openness prevails.” And, “In responding to requests under the FOIA, executive branch agencies should act promptly and in a spirit of cooperation, recognizing that such agencies are servants of the public.”

“... The presumption of disclosure should be applied to all decisions involving FOIA.”

“The presumption of disclosure also means that agencies should take affirmative steps to make information public. They should not wait for specific requests from the public. All agencies should use modern technology to inform citizens about what is known and done by their Government. Disclosure should be timely.” http://www.whitehouse.gov/the_press_office/FreedomofInformationAct/

Note the words “promptly” and “timely” in the President’s memorandum. These are words to make information professionals cheer, because their intent is to reverse a decade-long trend toward ever greater restrictions on the release to the public of information collected by the U. S. government.

Shortly after 9/11, amidst the general effort to increase national security, FOIA fell victim to government terrorist fears. In October 2001, the then Attorney General John Ashcroft issued a memorandum to all federal agencies which stated, in effect, that where there was any imaginable situation in which the release of information, including unclassified information, could conceivably cause harm, that information should not be released. [For a concise explanation of previous administrations’ actions on FOIA, see Fred Kaplan’s article, “A Presumption of Disclosure: Obama revives the Freedom of Information Act,” *Slate.com*, January 23, 2009, <http://www.slate.com/id/2209524/>.

The result of the Attorney General’s action, and of subsequent memoranda reinforcing it, was to slow the already painfully cumbersome existing procedures for obtaining government data under FOIA even further.

Now there is cause to hope. I am particularly cheered by the statement in President Obama’s memorandum ordering federal agencies to “...take affirmative steps to make information public. They should not wait for specific requests...”

Thus, the expressed intent of the new Administration is to speed up release of information. Before this happens, however, much has to change in both attitudes and processes,

which will take time. In addition, access to many FDA documents (the agency of most concern to *CapLits* readers) will still be limited and redacted when available, due to intellectual property and privacy concerns.

Respondents to Susan Gleckner’s recent poll of DPHT list members report that obtaining documents under FOIA, whether directly or through an intermediary agency, can still take up to several years.

Certainly, part of the problem – understaffing of FOI offices and less-than-the-most-modern-technology – will continue to cause delays, at least in the short-term. And, even if more modern technology solutions are implemented, as ordered in the President’s memo above, speedier document release could still be many months away.

What do we do in the meantime?

Until new procedures are in place in FOIA offices, continue to structure your FOIA requests as carefully as possible in order to avoid misunderstandings and delays. Here is a brief review of basic factors to keep in mind when requesting FOIA documents. Although every government department is required to have an office and a method for responding to FOIA requests, for the purposes of this article, we will only deal with the FDA here.

1. First check FDA websites to see if your document has been posted. All documents which have been requested three times or more are required to be posted, so if your topic is a popular or controversial one, the relevant documents may already be freely available on the web.
2. Decide how confidential your search needs to be. If your organization name must, at all cost, be left out of the search, have the request placed by a third-party service.
3. Make sure your request states that you are making it under the Freedom of Information Act.
4. Include complete contact information should the FOI office need to contact you for clarifications.
5. Vagueness is fatal to your search. Take the extra time to gather as many details as possible about what you want to know. What type of document is it likely to be in? Include date ranges rather than specific dates. Give alternate product names, chemical names, generic or scientific names. And, given the frequency of mergers and takeovers, check for the possibility of filings under prior company ownership.
6. Remember the differences in how drugs, devices and biologics are handled by the FDA. Each category has its own types of documents. Some newer products may combine both drug and device characteristics as with some stents. Narrow your query to the FDA center(s) most likely to have the responsibility for your area of interest: CBER, OCP, CDER, CDRH, CDC, etc. Be aware that the FDA oversees veterinary medicines as well.

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7. Consider mining older documents for clues. An EIR (Establishment Inspection Report) that seems quite old may alert you to ongoing problems of interest, such as the reasons behind recent manufacturing difficulties. Older inspection reports may also give your company's production experts valuable insights as to manufacturing capacities which will continue to impact new products produced at the same plant.
8. Explore documents related to a product class or category such as advisory committee minutes in addition to the predictable documents dealing with a specific product, company or plant. These reports covering broader topics may give you insights into the current thinking of specific advisory panels and may help shape your organization's own filing packages or responses to FDA inquiries more effectively.

There is a great deal more that can be learned from FDA documents than can be covered here. For many creative uses of these documents, see <http://www.devicelink.com/mddil/archive/07/02/019.html>, originally published as Bobka, Marlene & Singer, Nancy; "Freedom of Information Act Requests: A Primer." in MDDI Medical Device & Diagnostic Industry, February 2007.

Finally, here is one personal suggestion based on painful experience: manage your clients' expectations down. Let them know that a response might be years in coming and that the information they are most desirous of having may be completely deleted ("redacted") from the document they eventually receive!

Yet, there is good reason to be hopeful. The new administration appears to truly understand that open government is part of the bedrock foundation of a democratic society. In his FOIA memorandum cited above, President Obama quoted legendary U.S. Supreme Court Justice Louis Brandeis who wrote, "sunlight is said to be the best of disinfectants." Let us hope that with greater transparency will come greater speed of document access.

Many thanks to Marlene Bobka, of FOI Services, Inc., for sharing her time and her more than 20 years of FOIA expertise so generously.

Sharon L. Mosenkis
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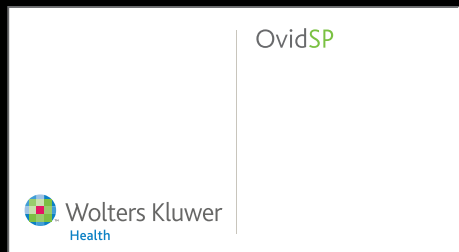
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Going to the SLA Pharmaceutical
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2009 Meeting?

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2009 Spring Meeting Agenda

“On the Horizon: Information Tools and Resources For Your Evolving Needs”

Sunday March 22, 2009

8:00am – 9:00am	Registration
9:00am – 1:00pm	CE course – “Text, Tags and Thumbnails: Latest Trends in Bioscience Literature Search” Instructor: Dr. Marti Hearst, Associate Professor, School of Information at the University of California, Berkeley
2:00pm – 3:30pm	Board meeting
3:00pm – 6:00pm	Registration
6:30pm – 9:30pm	Opening Reception & Exhibits

Monday March 23, 2009

8:00am – 9:00am	Registration, Breakfast & Exhibits
9:00am – 9:30am	Opening remarks
9:30am – 10:30am	Keynote Address: Ed Silverman, Bureau Chief for <i>In Vivo</i> and <i>The Pink Sheet</i> , formerly of the Pharnalot Blog
10:30am – 11:00am	Break & Exhibits
11:00am – 12:00pm	“Where do we want to be? The library’s role in information management and knowledge discovery” by Katya Mantrova, Biogen Idec
12:00pm – 1:00pm	Lunch & Exhibits
1:00pm – 2:30pm	“Getting Out of a Tight Spot Part 1 - Newsletters To Know About - Essential to Your Organization as it Emerges and Evolves.” Moderated by Rya Ben-Shir, Takeda Pharmaceuticals
2:30pm – 3:30pm	Breakout Session*
3:30pm – 4:00pm	Break & Exhibits
4:00pm – 5:00pm	“Scientific publications on Web 3.0: Emergence of tools for enhanced knowledge sharing” by Sudeshna Das, PhD. Senior Program Manager, Initiative in Innovative Computing, Harvard University
6:00pm – 10:00pm	An Evening In Wine Country – Details TBA (\$40/ticket)

Tuesday March 24, 2009

8:00am – 8:45am	Breakfast & Exhibits
8:45am – 9:45am	“Evolving User Preferences: Implications for Information Managers,” by Roger Strouse, Outsell
9:45am – 10:30am	SLA Alignment study interim results, speaker TBD
10:30am – 11:00am	Break & Exhibits
11:00am – 12:30pm	“Getting Out of a Tight Spot Part 2: Niche Databases to Help You Help Your Organization as it Emerges and Evolves” Moderated by Rya Ben-Shir, Takeda Pharmaceuticals
12:30pm – 2:00pm	Lunch & Exhibits
2:00pm – 3:00pm	“The Role of the Information Center in Mission Critical Regulatory Submissions: A Pharmaceutical Case Study,” by Verna Goodloe, Information Technical Services, Allergan and Ian Palmer, Reprints Desk
3:00pm – 4:00pm	Breakout Session wrap up & group presentations*
4:00pm	Closing Remarks
4:30pm	Meeting Adjourned – Safe travels and see you in D.C.!

**Breakout Sessions: For these exciting afternoon sessions we will have 4 or 5 topics that members can choose from for lively discussion and debate. Each group will then have the opportunity to report its findings, conclusions and/or suggestions back to the larger group. While we have a preliminary list of topics, suggestions or requests for topics will be warmly welcomed!*

Interested in PHTD sponsorship opportunities?

Register as an Exhibitor or as a Sponsor for the 2009 Spring Meeting of SLA’s Division of Pharmaceutical and Health Technology: “On the Horizon: Information Tools and Resources for Your Evolving Needs”.

This will be held on March 22-24, 2009 at the Meritage Resort, Napa, CA.

Please take advantage of the Silver, Gold, and Platinum sponsorship levels. You can also sponsor social events, raffle items and prizes during networking events.

For more information on the Spring meeting, please access:
<http://units.sla.org/division/dpht/meetings/spring2009/spring2009main.shtml>

For more information on sponsorship levels, contact:

Geeth Vijay-Rao
 858-605-6397
gvijay_rao@hotmail.com

Looking for an additional opportunity to network with clients? Sponsorship opportunities are also available for the SLA Annual Meeting which will be held in Washington, D.C from June 14-17, 2008. Contact Geeth for additional information.





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- Transporter-Metabolism Interplay
- siRNA Delivery
- Image-Guided Therapeutics

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Sneak Peek: PHTD Schedule at 2009 SLA Annual Meeting in Washington, DC

The 2009 Annual Meeting is sure to be memorable! In addition to celebrating SLA's centennial anniversary, PHTD and the other divisions are working hard to plan a stellar program in Washington, D.C. The official meeting dates are June 14-17; the CE courses are scheduled for June 13-14.

The meeting officially kicks off with the opening of the exposition Sunday afternoon, and the SLA Awards Ceremony and opening keynote by General Colin L. Powell, our nation's 65th Secretary of State, Sunday evening. PHTD will continue with the tradition of hosting a Networking Breakfast Monday and Tuesday mornings, and a fabulous reception Tuesday evening. We also have Division "dine-arounds" planned on Saturday and Wednesday evenings and a tour to Annapolis booked for Thursday for those of you who plan to stick around to do some sightseeing.

Conference Planner Patrice Costa and "Planner emeritus" Claudia Cuca have worked hard to bring you fantastic sessions, highlighted below. Kudos to Claudia for exploiting her network at the FDA to secure Dr. Douglas Throckmorton, Deputy Director of CDER, as a featured speaker. And Patrice has coordinated and negotiated with other divisions to plan intriguing panel sessions that are sure to be informative.

How can you contribute?

- We'll be putting out a call soon for volunteers to moderate and scribe at Division-sponsored sessions. Keep your eye on the listserv and volunteer!
- Support our sponsors! Stop by their booths and thank them for their contribution to our Division.
- Register for the Annual Meeting on the SLA Web site and plan your visit to D.C. using the wiki created for attendees: <http://wiki.sla.org/display/SLA2009/Welcome+to+the+2009+Annual+Conference+Wiki!>

The full descriptions for the sessions led by PHTD are shown below; other sessions where only the title is shown are co-sponsored with other divisions. Check out the Annual Meeting Planner to pre-plan which sessions you'll attend: <http://www.sla.org/content/Events/conference/ac2009/planner/plannernav.cfm>

Monday, June 15, 2009

7:00 - 8:30am

PHTD Networking Breakfast

9:00 - 10:30am

Communities of Practice & Expertise Databases

Open Access Mandates



The White House, at 1600 Pennsylvania Avenue, N.W.

1:30 - 3:00pm

Conversation, Collaboration & Community: Web 2.0 Has Something for Everyone

Kent Anderson, New England Journal of Medicine
& Marie Kaddell, Lexis-Nexis

Collaborate with a community of like-minded individuals who share your interests. Contribute to the continuous dialogue and converse in ways never before possible.

Social media and blogs have created new and rich information sources. Today, blogs have become an important part of the information flow, transcending traditional communication barriers, unearthing expertise not otherwise realized. Blogs encompass transparency, community, and dialogue building; creating an environment of information sharing and open learning.

The session speakers will share their experience incorporating Web 2.0 technologies into their own professional environments. You will leave this session confident that you can champion a forum for open communication and create a user community within your own workplace.

3:30 - 5:00pm

New Face of the Special Librarian: Embedded Librarianship

continued on page 16



continued from page 15

Tuesday, June 16, 2009

7:00 - 8:30am

PHTD Networking Breakfast

9:30 - 11:00am

90 Minutes with the FDA: What Do We Need to Know?

Dr. Douglas Throckmorton, Deputy Director of the Center for Drug Evaluation and Research (CDER), FDA

Join us for an open discussion with the Deputy Director of CDER at the FDA, Dr. Douglas Throckmorton. Topics to be discussed include: the role of data sharing and management in efficient drug regulation, the need for better information acquisition, storage strategies (Sentinel, common CRF, JANUS), better data sharing (Critical path), better analysis (Medwatch, OMOPS), and fuller data sharing.

11:30am - 1:00pm

PHTD Business Meeting & Luncheon

1:30 - 3:00pm

Practical Strategies for Improving Your Library's ROI

7:00pm

PHTD Reception

Wednesday, June 16, 2009

7:00 - 8:00am

PHTD Board Meeting

8:30 - 9:30am

Corporate Medical Librarianship 101

Alex Feng, Ethicon Endo-Surgery, Inc. & Andrea Oliver, Takeda Pharmaceuticals Northamerica, Inc.

Information professionals representing the pharmaceutical and medical device industries will share their perspectives on working in a highly regulated, secretive and secure environment. They will discuss the challenges faced by corporate medical librarians, as well as their roles, responsibilities, and the resources they use. In addition to clarifying the difference between a medical librarian, a corporate medical librarian, and a STM librarian, they'll compare the roles and responsibilities of the info pro in the pharma and device industry.



The Marine Corps War Memorial, also known as the Iwo Jima Memorial, is in nearby Arlington, Virginia, and offers a commanding view of the Washington Monument and U.S. Capitol

Thursday, June 17, 2009

9:00am - 3:00pm

Tour: Annapolis

Join us for a day in Annapolis, including a guided tour of the beautiful Naval Academy and the colonial area. Enjoy lunch on your own while taking in some shopping or relax with afternoon coffee in an outdoor cafe. Round trip transportation is included, lunch is additional.



The magnificent Jefferson Memorial is sited on the banks of the Tidal Basin, where one can rent paddle boats.

The Pharmaceutical and Health Technology Division is sponsoring three CE courses at the 2009 Annual Meeting in Washington D.C. that you won't want to miss! Praveena Raman, Chair of the Professional Development Committee, has conceived and organized these exciting sessions based on your input and feedback from surveys and brainstorming sessions. Please consider arriving early to D.C. to pick up new skills that you'll be able to apply immediately within your organization. These are the PHTD sponsored CE courses:

CE Courses

Publish or Perish: Producing Fabulous e-Newsletters

Mary Ellen Bates, President and Founder,
Bates Information Services

Saturday, June 13, 2009, 1:00 - 5:00pm

Members and Students: \$199; Non-Members: \$299

Information centers and libraries face the never-ending need to communicate their value within the organization. One of the most effective ways of establishing a strong reputation with their various constituencies is to publish e-newsletters. This lively half-day workshop gives participants all the skills they need to produce internal electronic newsletters, and addresses issues including how to use them as powerful marketing tools; templates for creating attractive and professional e-newsletters; and best practices from the info pro perspective. This workshop assumes that you aren't already a newsletter expert, a writer or a marketing whiz. The course will cover topics such as:

- What's the point: Building brand awareness and promoting internal information resources
- What will it look like?
- What will be in the e-newsletter?
- What other issues should I consider?
- How do I promote my e-newsletter?

Dangerous Documents: Communication in Regulated Industries

Nancy Singer, President, Compliance-Alliance LLC
<http://www.compliance-alliance.com/>

Sunday, June 14, 2009, 8:00am - 12:00pm

Members and Students: \$199; Non-Members: \$299

Documents tell the story of your corporate culture of compliance. This interactive session will examine the potential legal implications of the words you use in your daily written communications. Stories of corporations and organizations forced to produce their employees' emails and other documents during the discovery process of a lawsuit are legendary. Often, these documents contained inflammatory statements that embarrassed the companies, forcing them to enter into expensive settlements. In an era where information professionals are collaborators, advisors and leaders within their organizations, this course will offer us important skills to avoid pitfalls related to documents and communication and in many cases save money and increase our value within our organizations. This session will focus on regulations (including written communications) with respect to FDA in the drug and device industry, but the basic tenets are applicable to other industries as well.

Thanks to FOI Services, Inc., for sponsoring this session.



The Pentagon, completed in 1943, is still the world's largest office building.

FDA and Clinical Trials: Inspections, Investigations, Submissions

Marlene Bobka, Vice-President, FOI Services, Inc.
& Mark Elengold, President, FDA Strategies LLC

Sunday, June 14, 2009, 1:00 - 5:00pm

Members and Students: \$199; Non-Members: \$299

Gain an inside view of the FDA, with a focus on clinical trials. Course content will cover information on inspection, investigation and submissions, including researching information on pivotal trials. Discussion will review information that is and is not legally available and how to research more fugitive topics not addressed on the FDA website. Course content includes:

- Inside the FDA – A look at the workings of the FDA: investigations and inspections, clinical trials and fraud in clinical trials, submissions, and more. Covers what happens where/when/how/why for FDA and clinical trials.
- Researching pivotal clinical trial information at the FDA-FOI and other resources
- Future of FDA and Clinical Trials – discussion about combinations, e.g.: animal/vegetable/mineral – drug/device/biologic or combination and primary mode of action and changes that are in the horizon.

Thanks to FOI Services, Inc., for sponsoring this session.



Accessing the PHTD Discussion List

PHTD Website:

<http://www.sla.org/division/dpht>

Subscribing to the Discussion List

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-DPHT [your email address]
"[FirstName LastName]"
e.g. Subscribe SLA-DPHT jdoe@xyz.com "Jane Doe"

To Send a Message to the List

1. Send your message to: SLA-DPHT@LIST.SLA.ORG
2. Put a meaningful subject in the subject line.
3. Type your message in the body of the email.

To Search the List Archives

1. Go to <http://sla.lyris.net/read/login>
2. Enter your e-mail address, click OK
3. Enter your password, click OK (if you don't have a password leave this field blank and click OK)
4. A list of all the discussion lists you subscribe to will appear
Click on the forum name (SLA-DPHT) to begin browsing or searching.

Tips from the PHTD Discussion List

Idea generation for improving pharma information services in 2009

As we are coming into the new year, I thought it might be interesting to exchange ideas of how we may be planning to improve our library and information center services for 2009. Below are some ideas that we plan to implement. Please send your ideas and plans for 2009 improvements to me and I will summarize for the list. Of course, you can describe your ideas as broad concepts so as to not describe any proprietary business information.

*Patty Wood, Scientific & Corporate Information Services
Boehringer Ingelheim Pharmaceuticals, Inc.*

I received some very interesting and innovative ideas of what our industry colleagues are planning or aspiring to attain in 2009. The goal of this posting was to inspire others with ideas that may greatly improve our services to our clients. Below are the ideas that our SLA division's colleagues are considering to improve their services for 2009. (All names and affiliations of the originators of the ideas have been removed.)

- 1) Create an end users/ambassadors committee in order to have discussions on their needs, suggestions, perceptions, etc.
- 2) Continue to develop a relationship with our manufacturing and research sites and plan to travel to each of them a couple of times this year (reviewing relevant products during these visits and hosting orientations for new employees).
- 3) Continue a campaign to meet with senior management to determine information needs and deliver customized solutions.
- 4) Move to a new platform for our product literature database (converting our legacy data to the new platform and quality checking the records). The new platform will allow us to use our link resolver with the product literature database (a huge productivity gain). In addition we will expand the user group for the database with the new interface.
- 5) Begin work on an updated taxonomy for the Product Literature Database and will explore the use of technology to manage it.
- 6) Update the portal on our intranet for delivering news. The new design will incorporate more "push" features and expand search capabilities.

List Administrator: Cynthia Geremia
Cynthia.Geremia@pharma.com



- 7) Think about visualization tools and how we might implement ideas in this area.
- 8) Find ways to speed the creation and dissemination of customized newsletters to our clients by interfacing content sources (Lexis, Factiva, NewsEdge, Pubmed, etc.) with our delivery mechanisms (WORD newsletter templates, customized E-mails, etc.), auto-populating the newsletters with content that just needs minor editing.
- 9) Have a monthly library newsletter email distribution list whereby we highlight new databases, services, handy search tips.
- 10) Put all of our company's purchased market research reports into the library catalog so that we have one uniform place to verify and find a report.
- 11) Offer an open invitation to other departments to invite an information professional to their department staff meeting to give a 15 minute library overview.
- 12) Investigate purchasing more E-books and less physical books in order to save shelf space and improve access to content.
- 13) Evaluate the utility of portable media readers in a pharma environment.
- 14) Continue to strive for capturing 100% of relevant news and literature for our clients by using the best search terms and vendors available.
- 15) Explore data mining solutions for the analysis of full text literature and news retrieval.
- 16) Increase the use of Netmeeting and similar programs to reach out to off-site employees for individual and small-group training.

Sources for Determining Drug Shelf Life

What sources list drug shelf life 100% of the time?

Patty Wood, Scientific & Corporate Information Services
Boehringer Ingelheim Pharmaceuticals, Inc.

UK's Electronic Medicines Compendium - This free resource has a standard listing for shelf life in each drug's SPC profile. (I checked five separate drugs, and all five had shelf life listed: Viagra, Crestor, Flomax, Nasonex, Plavix). Of course, if you are searching for a US drug, you would need to check that the drug formulation and milligram dosage listed in this resource would be the same formulation/dose as in the US. <http://emc.medicines.org.uk/>

Sources that list the shelf life of a drug occasionally:

- 1) Drug's own label
- 2) Approval package of drug found on the Drugs@FDA Web site (once you isolate the drug in question, click on the "Approval History, Letters, Reviews, and Related Documents" link, then open the approval document and do a keyword search for "shelf") <http://www.accessdata.fda.gov/scripts/cder/DrugsatFDA/>



What Executives Think About Information Management

Information managers continuously search for the best ways to measure and communicate the function's value to the organization. They are often cognizant of their users' needs

but find it challenging to connect to the upper echelons of the organization – despite knowing that the perspective of organizational leaders is imperative for aligning the information management (IM) function for the greatest impact and value.

In Outsell's opinion – which is supported by our research and conversations with executives – information professionals who aim to bolster their value proposition need to focus on channels and opportunities for better communication with executives, increased integration into the business, and tighter alignment with organizational imperatives.

Yet, IM leaders in general do not actively pursue strategic management practices that help them get closer to executives. Our research on IM functions shows that fewer than one-quarter (21%) of information managers use executive advisory boards – with the least activity (14%) occurring in the corporate sector (executive advisory boards are used as forums for communication, feedback, and action at the policy or strategic level, compared with user advisory groups that focus more tactically on content and services). In lieu of executive advisory boards, information managers overall are slightly more likely (26%) to reach out to stakeholders specifically about decisions on content spending, most likely since IM relies on them for funding. Although 44% of information professionals create formal plans for their functions, the apparent lack of stakeholder or executive connection may mean that such plans are not especially well-aligned to greater business needs and direction, resulting in a potential value gap between IM and the executive levels of the organization.

The best way to unearth specific opportunities for IM is to go out into the organization and understand requirements by talking to executives, and those who are close to them. Developing ongoing relationships – through mechanisms such as regular stakeholder meetings or the creation of an executive advisory group – will enable information professionals to identify and stay in step with their organizational leaders and specific issues and needs.

In the meantime, Outsell's research on executives' preferences for and behaviors with information reveals some other avenues to consider:

- Go mobile. Eighty percent of executives in Outsell's Information Markets & Users Database use wireless handheld devices – more than any other type of worker. And, while the majority of use is for phone calls or text messages, a full 22% of executives receive news and other media on their devices – a number we expect to grow. Matching up an executive's business focus and requirements with

a targeted news feed delivered to her PDA is a customized and easy way to put real time, critical information literally in the hands of a decision-maker whenever and wherever she needs it.

- Blog your way onto executives' radars. A surprising number of executives (44%) count blogs among the way they consume information. Do you know what blogs your CEO follows – and why? By getting a handle on your top executives' blog preferences and sources you have the opportunity to connect them to other, similarly valuable voices and communities that they may not know about (you can use the specialized blog search engine Technorati to identify authoritative bloggers on any topic). Another consideration is to determine how executives are consuming blog information. Are they receiving RSS feeds, as 35% of executives we surveyed do? What blog reader do they use? Think about adding value to their experience by integrating their preferred blog feeds into a dashboard or other targeted platform for executive information.
- Monitor and report on the competition. Forty percent of executives – across all segments and industries – cite the lack of competitive information as their No. 1 information gap. This should be a “no brainer” for information professionals. It is critical to understand the business and the competitive landscape in order to deliver “the right stuff” to the organization. Once you've structured what to deliver, applying widgets and feeds into executive dashboards is one easy approach to channeling targeted competitive information into executives' workflow. Note that some executives we talked with feel overwhelmed by the volume of available information. For the “less is more” crowd, IM has an additional opportunity to pump up the value of competitive tracking by summarizing, synthesizing, and providing analysis in an easily digestible format.
- “Do for” may be the ticket. Executives average more time per week (12 hours) on information tasks than do workers in all other functions combined (10.5), and spend 14% more time looking for information than others do. Although fewer than one-fifth (17%) of executives report major problems in getting the information they need, those who do report difficulties cite lack of staff support (that is, people who can search for information on their behalf) as the biggest obstacle. Information professionals might consider a specially designed, high-touch, highly customized tier of service to drive down wasted time and ratchet up productivity around executive information consumption.
- What's the internet got that you haven't? Only 13% of executives turn to their organizations' intranets or portals when seeking information, compared with 22% of workers in all other functions. Sixty-five percent of executives use the internet as their first choice, compared with 52% of other workers. If executives are not using the portals and platforms that IM spends good money and time to develop, and if they perceive the internet as the

go-to source, it's no wonder that IM funding is increasingly hard to maintain. It is imperative for information professionals to differentiate their role and value within the competitive information landscape and articulate that value to executives through increased visibility, promotion, and awareness.

Executives we talked with are clear about the importance and value of information, and tend to agree that the best way to prove value is to show it, rather than to tell about it. Our conversations with executives indicate that if there's one magic bullet when it comes to metrics, it's to tie IM deliverables to business impact, both short-term and long-term. But, our research can serve only as a gateway to real knowledge about your own executives' views. Only by engaging your own leaders can you understand the unique goals, perspectives, and cultural boundaries of your organization. Use this knowledge specifically to guide your function's direction, strategies, and plans.

Joanne Lustig
jlustig@outsellinc.com

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A Custom Google Search Engine Created for Pharmaceutical Industry Searches

Searching for pharmaceutical information through the Google.com search engine can be time consuming and cumbersome. The most useful websites in the results list can be on the first screen or on the fifteenth screen of potentially thousands of hits. Unwanted advertisements or “junk hits” are common.

Google now has a free beta service that allows users to create their own custom Google search engines. The “Pharma Business Federated Search Engine” was created on this platform. This search engine was created to search only quality, respected pharmaceutical-oriented websites. Such resources as *Pharmaceutical Executive*, *The Journal of Pharmaceutical Marketing & Management*, *Applied Clinical Trials*, and *Windhover's In Vivo* were selected to be searched by this search engine. Many other journal, newsletter, and blog websites are also indexed in this custom search engine.

The goal of the creation of this search engine was not to yield daily news articles but to find substantial review articles on major topics in the pharmaceutical industry like in-licensing, outsourcing, and medication adherence. This search engine is a work in progress, and new websites can be continuously added or deleted from its indexing. By using this search engine instead of traditional Google.com, a searcher may have a speedier and more fruitful search experience. A curious researcher may also want to do the same search in this custom search engine and in regular Google in order to compare the quality of the results lists.

The website for the “Pharma Business Federated Search Engine” is: http://google.com/coop/cse?cx=005586388653923909616%3A_da8mtxpjqk

You can create your own custom Google search engine by going to this website: <http://www.google.com/coop/cse/>

Feel free to send suggestions of websites to add to the indexing of the “Pharma Business Federated Search Engine” by emailing Patricia Wood at Boehringer Ingelheim Pharmaceuticals: patricia.wood@boehringer-ingelheim.com

Patricia Wood

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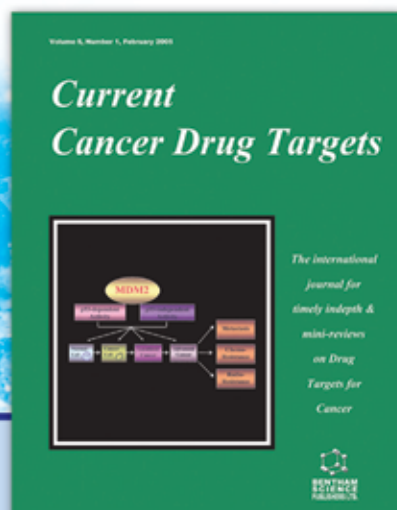
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We are working hard on Version 4.0, with an exciting new capability to create “reference rows” combining information from different databases into a single row in your report. You can select between conflicting data elements or supplement pipeline data with related data such as clinical trials or sales forecasts.

Visit our website or see us at the DPHT Spring Meeting to review the latest developments in Version 4.0.

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