



CapLits

Bulletin of the Pharmaceutical and Health Technology Division

Volume 21 Issue 2

Spring 2005

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Message from the Chair

Karen Mirabile, P&HT Chair

It seems like only yesterday that I was in the Nashville bubble starting my tenure as the Division Chair. It has been an honor to help guide this Division this year. I am very proud to be a part of a Division that has so many talented and dedicated members. I have had a lot of fun (and hard work) this past year. We are not finished yet! The SLA Annual Meeting in Toronto is fast approaching us.

It also seems hard to believe that we were at the Spring Meeting a month ago! Time sure does fly. I would like to take this time to congratulate Cheryl Schairer and her team for hosting such a fabulous meeting! The sessions, food and venue were great. We had 226 attendees plus 39 vendor exhibits. Write-ups of all the sessions are included in this issue of Caplits (see pages 12-21).

We will be posting the PowerPoint presentations and the questions and answers from our Town Hall Meeting (E-Journals) on our division website over the next couple of weeks. We will also be posting photos of some celebrities who stopped by our meeting. We even had a visit from Elvis himself! For those who could not join us, in addition to the great sessions you might have missed you also missed my Las Vegas stage debut! I think a star is born!

Also inside this issue, you will find details of the projects our successful applicants for the 2005 P&HT Student Travel



Awards (see page 6). I am happy to announce that we are giving away three travel awards this year to Tanisha Foster, Abby Heath & Peggy Shin. All three will be attending the Annual Meeting in Toronto as a result of winning these awards and will be present at our Annual Business Meeting. Please introduce yourself to them and congratulate them!

Annual Meeting in Toronto

In just a few short weeks we will all be heading to Toronto Canada for the SLA Annual Meeting. We have some exciting sessions and social events in store for you. The sessions being hosted by the P&HT Division are all detailed in this issue (see pages 26-29). Here you will find a description for each session as well as ticket prices for our CE Courses and our Annual Business Meeting and Luncheon. We will also be having a P&HT Reception on Tuesday June 7th, which has been graciously sponsored by Thomson Dialog.

Continued on page 3.



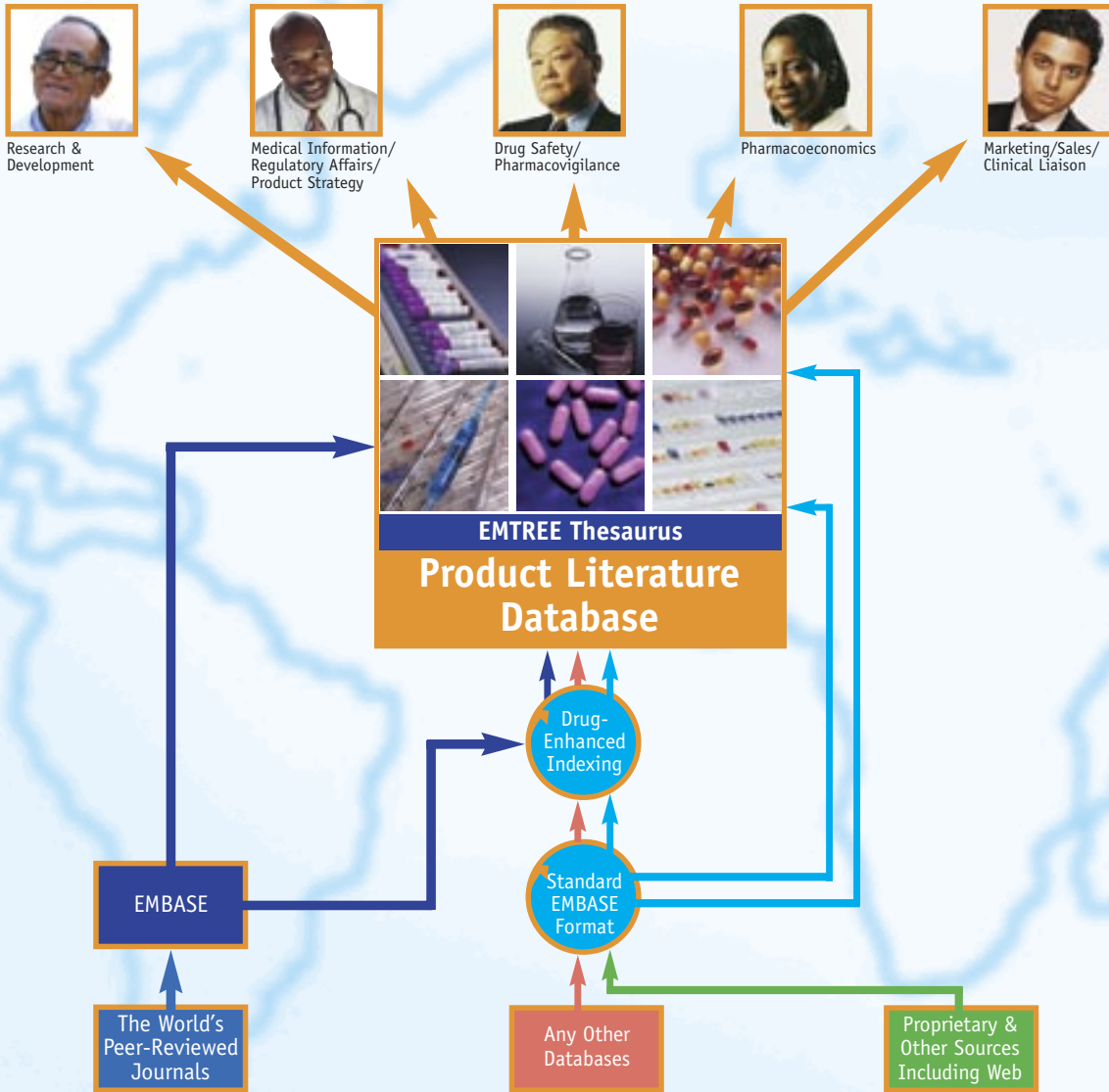
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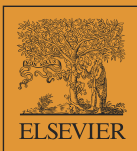
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Continued from page 1.

I would like to thank my Annual Meeting Planner, Sarah Schweer for doing a fantastic job for the Toronto meeting.

Please make sure you register for the Annual Business Meeting and Luncheon where we will be announcing the election results and also recognizing our outstanding contributors within our Division.

I hope to see you in Toronto! If you won't be able to join us, fear not. We will be taking notes and posting the slides on the Division website.

Division News

I just wanted to keep everyone informed about some changes within SLA Headquarters. SLA will be changing the Governance Year from June to June to a calendar year by 2007. How does this effect our Division you might ask?? It means that in a few weeks when I hand the crown over to Cheryl Schairer she will be the Chair of the P&HT Division from June 2005 to December 2006. The incoming Chair Elect will also run during the same term.

As you may or may not know, the Chair Elect's main duty is the Division Spring Meeting and the Chair's main duty is the sessions at the SLA Annual Meeting. Since the Division Spring Meeting has grown well above our expectations, and since the Governance Year will be from January to December

each year, it was necessary to switch the roles of the Chair and Chair Elect as it pertains to the Division Spring Meeting and SLA Annual Meeting. So starting in 2006, the Chair will now be responsible for the Spring Meeting. This means that Cheryl Schairer will have to top her own meeting! Given the job that she has done in Vegas I am sure she is up for the challenge. I know she will have the same amount of dedication leading this Division starting in June!

I will still be around handling some duties as Past Chair and helping out with the Social Event at the next Spring Meeting. You know that since I am a star now, many more doors are open for planning receptions for our Division!!!

I hope to see you all in Toronto and thank you again for allowing me the opportunity to be a part of this fabulous Division!

Karen Mirabile (kmirabile@ovid.com)

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CapLits is published three times a year by the Pharmaceutical and Health Technology (P&HT) Division of the Special Libraries Association and is sent to over 700 Division members as a benefit of membership. Special Libraries Association assumes no responsibility for any of the statements and opinions advanced by the contribution to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of advertisements does not imply endorsement of the product by Special Libraries Association.

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P&HT News

2005 SLA Annual Conference

The 2005 SLA Annual Conference will be held June 4-9, 2005 at the Toronto Convention Center in Toronto, Ontario, Canada. The P&HT Division has a full program planned, including two CE courses (see below), a Tuesday night Networking Reception, two Networking Breakfasts, the Annual Business Meeting and Luncheon, several excellent sessions, and a farewell to Toronto dinner at Joe Badali's Ristorante!

Sponsors for the P&HT Division program at SLA 2005 include: Thomson Dialog, BizInt Solutions, New England Journal of Medicine, Springer, Wolters Kluwer Health, Ovid, British Library, Elsevier, Swets Information Service, Thomson Scientific, American Chemical Society and DataMonitor.

Details are available on the P&HT website: <http://www.sla.org/division/dpht/> and on pages 26-29 of this newsletter. Please contact Karen Mirabile (kmirabile@ovid.com) or Sarah Schweer (sschweer@pharma.wkhealth.com) with any questions.

Please note that the location of these conferences and events is subject to change—check the final program to confirm the room, and in some cases hotel, assignments.

Professional Development Workshops sponsored by DPHT at SLA 2005

New Drug Delivery Technologies: Online Information Sources & Search Strategies

Sunday, Jun 05, 2005 — 8:00 AM - 12:00 PM
Location: Toronto Convention Ctr, Room 202C

Recent advances in drug delivery involve combinations of drugs or biologics with medical devices. Searching for information to support the development of new hybrid products and assessment of their business implications is challenging. This course surveys the broad spectrum of online databases likely to be needed, including bioengineering and biomaterials, clinical, competitive intelligence, and regulatory information sources. Techniques for constructing search strategies when very little standardized indexing vocabulary is available will also be discussed.

Speaker: Bonnie Snow, Director, Pharmaceutical Markets, Dialog

Ticket #305 Price: \$199 mbr/\$299 nmbr

Overview of the Global Oncology Market - Future Trends, Challenges and Rewards

Sunday, Jun 05, 2005 — 1:00 PM - 5:00 PM
Location: Toronto Convention Ctr, Room 202C

Today, recent understandings of the driving forces underlying cancer are opening up new better-targeted treatments and approaches. The course will give participants a detailed knowledge of the current and future cancer pharmaceutical market (types, treatments, major players, risks and opportunities) highlighting the challenges facing drug developers and marketers across other disease types and focusing on the information needed to support the development and launch of such new exciting products.

Speaker(s): Sarah Terry Johnston, Director, US Healthcare Consulting, Datamonitor and Nish Saini, Senior Oncology Analyst, Datamonitor

Ticket #355 Price: \$199 mbr/\$299 nmbr

Sponsor: Datamonitor

Welcome to new division members!

Doreen Alberts
Heather Artusio
Amy Barlet
Shelby Bush
Sarah Brown
Charles Carroll
Janet Czachura
Patti Corbett-Bregman
Catherine Devion
Rhonda Everett
Alexander Feng
Julie Fernandes
Tanisha Foster
Robbie Frazer
Linda Golian-Lui
Pamela Gollis
Ami Hargis
June Hauck
Vicki Hendricks
Kristin Henslee
Jim Hoon
Denise Horan

Mary Howkins
Cheryl Jacocks-Terrell
Zachary Kerns
Janice Lester
Lorna Mabunda
Linda McDonald
Robin Merrill
Jennifer Murphy
Erika Prange
Gail Preslar
Sylvia Savage
Sara Schmitt
Janet Schneider
Kara Lee Sheaffer
Peggy Shin
Katharine Slack
Matthew Smith
Gary Stone
Marie Varelas-Bojnowski
Ivy Weston
Vivian Woo
Rosalind Young

ACS offers you an essential collection of the most cited journals in medicinal chemistry.

Available in print and online, *Molecular Pharmaceutics* concentrates on the integration of applications of the chemical and biological sciences to advance development of new drugs and delivery systems. With an emphasis on fundamental molecular concepts in chemistry and biology as applied to drug and drug delivery system activity, the journal showcases emerging technologies used to advance the drug development process.

Molecular Pharmaceutics includes the following scientific areas as they relate to drugs and drug development:

- physical and pharmaceutical chemistry
- biochemistry
- molecular and cellular biology
- polymer and materials science

Gordon L. Amidon

Charles R. Walgreen Jr.
Professor of Pharmacy
and Professor of
Pharmaceutical Sciences at
the University of Michigan



Molecular Pharmaceutics
2005 Volume 2, 6 issues
Print Edition ISSN: 1543-8384
Web Edition ISSN: 1543-8392
North America: \$1,185
Outside North America: \$1,217

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2005 P&HT Student Award Winners

This year, the Division has awarded travel stipends to three students to attend the annual conference in Toronto.

Tanisha Foster will graduate this spring with a Master's in Library and Information Studies from the University of California, Los Angeles (UCLA). She also holds a Bachelor's degree in Electrical Engineering from San Diego State University. Tanisha has been an active member of UCLA's student chapter of SLA. Her background includes an internship at Amgen, in which she worked on redesigning the library's web page and assisted with cataloging and collection development tasks. She currently works as a multimedia and technology laboratory assistant at UCLA's Department of Information Studies, where she develops curriculum and instruction for HTML, Dreamweaver and RefWorks and assists with collection maintenance.

Tanisha's submission for the travel award was a website entitled "Response to California's Stem Cell Initiative: The Impact of Proposition 71 is Felt Across the Country", <http://polaris.gseis.ucla.edu/tfoster/DPHT/index.htm>.

Tanisha's website gives an overview of what stem cells are and explains the potential applications of stem cell research to developing cell-based therapies. It explains other states' responses to the initiative, including those that are in the process of passing similar legislation in an effort to attract biotech companies to their state, and those that have taken steps to prohibit the use of state funds for stem cell research. According to Tanisha, the site "hopes to serve as a source of information for members of the general public interested in stem cell research."

Abby Heath is currently a student at the University of Kentucky, Lexington and will receive her MLIS degree in December. She also holds a Bachelor of Science in Agricultural Education, Communications, and Leadership from the same university. Abby currently works as a graduate student assistant at the university's Agricultural Information Center where she provides reference and circulation services, assists with collection development, and works on the development team for FindIt!, the university's online tutorial program. Abby has also worked in the university's law and architecture libraries and as a research assistant at the university's Tobacco and Health Research Institute.

Abby's submission for the award was a website <http://sweb.uky.edu/~anheat0/rfid.html> which describes radio frequency identification (RFID) and its potential benefits to the pharmaceutical industry as a means to track and control drugs as they move through the supply chain.

Abby argues that this ability could have many benefits for patients, pharmacies, and drug makers, including the ability to detect counterfeit drugs, manage inventories, prevent theft,

and reduce the occurrence of drug errors that can result in adverse events. The site also addresses barriers to the implementation of RFID such as cost and privacy concerns.

Peggy Shin is currently a student at the University of California, Los Angeles and will earn her MLIS in December with a specialization in informatics. Peggy got her bachelor's degree in business administration from the University of Texas, Austin. Peggy is currently working as a project intern at Amgen, where she is assisting with the design and implementation of the library portal internal page, dismantling the current page, and investigating the file structure reorganization of the internal server. Peggy also works in UCLA's multimedia and information technology lab as a graduate assistant, where she troubleshoots software and hardware problems, provides user support, designs databases, and updates the department web site. Previously, Peggy worked as a library intern at Cedars-Sinai Medical Center, as a technical writer, and as a website production assistant.

Peggy's submission for the travel award was an essay entitled "Electronic Health Records (EHR): The Benefits of/ Barriers to EHR and Implications for Health Librarianship."

Peggy argues that EHR has the potential to improve the quality of healthcare in the United States, both on the patient level and on a public health level. However, there are several barriers to implementation, such as cost, interoperability issues, and privacy concerns. Peggy sees an opportunity for health sciences librarians to support adoption of EHR through promotion and training activities and taking an active role in developing and linking EHR data.

Congratulations to the winners of these Student Awards!

Rebecca Lasswell (lasswell@sciosinc.com)





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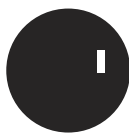
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The Goods on Google

Joanne Lustig, Vice President & Lead Analyst, Outsell Inc.

Lately it seems like you can't check your RSS feeds, open a newspaper, turn on the news, or attend a conference without the topic of Google popping up. With its heady goal to "organize the world's information and make it universally accessible and useful," Google is moving quickly and in many directions simultaneously to realize its vision, and users are going along for the ride. Outsell's Buyer Market research contains some sobering data for librarians: 77 percent of users feel that Internet search engines provide the information they need, and 73 percent use the Internet primarily as a research tool. In 2005, 65 percent of Outsell's surveyed users chose Google first among Internet search engines, compared with 7 percent in 2001, and 74 percent of those who do use Google give it a satisfaction rating of very good or excellent.

During the last quarter of 2004, Google announced three new projects, Google Print, Google Scholar, and Google Library, that shifted attention from Google as Web search tool to Google as ersatz library because they expand the Google engine's universe by providing access to scholarly and rich content. These developments in particular have rippled through the library world, causing many to wonder about their own libraries'

futures and roles as Google becomes the "uber-gateway" to an increasingly deep and diverse world of content.

Storage and access are the two primary library functions. With its easy search and recent moves to provide access to more and more content, Google threatens to eclipse the enterprise library. The firm's recent developments, and the continuing discourse in the popular press, increase pressure on traditional libraries and information management (IM) functions whose existence is already being called into question in the digital age.

In the corporate sector, physical libraries are disappearing, downsizing, or being repurposed – largely due to digitization of content and archives and the simple fact that the need for storage space is diminishing. It's surely not Google's fault, yet the *notion* of Google as library substitute or alternative is tied into users' minds and amplified by the popular press. Furthermore, the waning visibility of the library pushes the function even further out of users' awareness.

By and large, publishers of premium content still rely on subscriptions and transactional models, whether they're selling electronic content or print. Google already enables transactions by crawling premium content, bringing searchers to the "front door," where they then pay to view content (à la Google Scholar). But Google's impact and reach offer potential exposure for advertisers that makes some publishers wonder if ad-based models can do it all. In Outsell's opinion, it is impera-

Continued on page 11.

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Continued from page 9.

tive for IM executives to plan for a world where Google is the InfoMart – an information superstore for the masses. Its unparalleled reach dominates everything. In this world, publishers of all kinds have exchanged subscription-based and transactional models for ad revenue by opening up their content to Google crawlers, banking on the traffic that Google will send to their sites. The result for the end user – your end user – is that much content, popular and scholarly, is free and “on Google.” Librarians become irrelevant as content procurers and deployers for the enterprise because the enterprise no longer has to collect information. What’s your survival plan?

In Outsell’s opinion, traditional library models will not serve the enterprise in the long term. We have said that the future of the library is that there is no library – at least not as we know it today. Google’s disruptive force is exploding the status quo, and the always-on Millennial generation is knocking on the workforce door in ever-increasing numbers, with expectations that are further rocking the floorboards of the enterprise library. We believe it is imperative for information managers to:

- *Embrace change.* Whether it’s Google or some other force pushing the boundaries and changing the landscape, it’s clear that the traditional library faces irrelevance and obsolescence in the Millennial enterprise. Librarians have to evolve. Crawl out of the water, exchange your gills for lungs, and breathe the air!
- *Focus on what’s best for the enterprise, not for IM.* Leverage your stakeholder, user, and organizational knowledge to identify what future scenario will best serve the enterprise,

and build to that. Knowing where to go next hinges on knowing your organization’s direction and drivers, but be careful not to interpret the future with a bias toward protecting your own status quo.

- *Realize you may have to obliterate your past to create your future.* Evolution means turning into something else to adapt to a new environment. Be the one to design and implement what happens next, including the possibility of dissolving your organizational model and creating other ways of bringing IM talent to the enterprise:
- You can plant IM expertise into vertical markets within the enterprise – for targeted and specific information support which could be research, analysis, product development, portal development, process analysis, and/or targeting content to workflow.
- Other talent might disperse to work alongside IT, putting expertise to work in areas like taxonomy, enterprise search, architecture, and enterprise content management.
- You might create a “stable” of information experts that are quite disbanded throughout the organization, but that stay hooked together through a community of practice, which serves to promulgate and knit together larger IM issues and best practices.
- *Have fun!* When the status quo is changing, it can be a perfect time to experiment and invent. Let the unknown refresh your thinking, and enjoy the invigoration of change.

Joanne Lustig (jlustig@outsellinc.com)



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Pharmaceutical and Health Technology Division Spring Meeting

Las Vegas, Nevada

April 3rd to April 5th, 2005

Dynamics in the Information Industry: Expanding Roles and Relationships

Synopsis of the Monday April 4th Sessions

This year's thought-provoking and energizing meeting began with Monday's Keynote speaker, Mr. Neil Mahoney of Global Business Management Concepts, Inc., who delivered an intriguing history of the competitive intelligence functions in the pharmaceutical industry. Neil Mahoney's session was followed by 5 sessions, which concentrated on some changes in the healthcare industries, namely the growth and future of specialty pharma, understanding differences among generations in the workplace, and several viewpoints of drivers of change in information management.

Cheryl Schairer (clschairer@yahoo.com)

Keynote: Pharmaceutical Industry Dynamics that drove the formation and growth of the Competitive Intelligence function. Neil Mahoney (President, Global Business Management Concepts, Inc. (GBMC))

Neil Mahoney's keynote presentation resembled a handbook on the essentials of a CI function within the pharmaceutical company setting. Speaking from both the "inside" perspective (as a former Novartis executive) and as the current head of an independent consulting firm, he stressed that effective CI should project the future competitive environment and serve as a guide for strategic and operational planning.

Mahoney began with a data-driven analysis of how government regulation of the drug approval process from the 1960's to the present has influenced how profits are reinvested and led to the need for strategic planning and allocation of resources. His examples of current trends such as in-licensing, consolidation and mergers, and a shifting focus of discovery efforts toward the rare blockbuster drug demonstrated how the industry has responded with improved efficiency.

Today our CI activities have progressed beyond early efforts to provide actionable market research. Those efforts were inadequate for portfolio planning because they were based on a static view of the current market, and did not anticipate emerging technologies, competitive segments, process improvements or the impact of healthcare reform. In the late 80's and early 90's Pharma managers recognized the need for broader analyses, and skilled individuals from areas encompassing science, commercialization, and finance, to perform them.



This brief history set the platform for a detailed "CI Work Process Model" beginning with a combination of database search strategies and "human collection" using internal knowledge management networks as well as outside consultants, followed by analysis, value assessment of the information, and then reporting and recommendation segments. To this he added the need for counterintelligence efforts such as staff education and awareness of how to identify proprietary or critical information and prevent leaks. Mahoney provided the rational and a blueprint for developing integrated cross-functional CI that would inherently support better decision making.

Alice Goshorn (goshorna@amgen.com)

The Growth and Future of Specialty Pharm: Shire Medical Information, David Mays and Dan Mertz (Shire Pharmaceuticals)

Shire Pharmaceuticals deals with a limited number of later stage products. It acquires or merges with mainly UK companies with drugs in late stage development and takes them through to submission. Some examples are: Adderall XR, Equetro, and Carbatrol. Their relatively small-scale sales force focuses on specialist physicians.

David Mays, who has both an MBA and a doctorate in pharmacology, is responsible for the medical review of Shire-promoted products. Dan Mertz, with degrees in biology and medical technology, manages the information system needs of Shire's medical information group.

Mertz described Shire's Medical Information Group. Its staff is comprised of health care professionals, pharmacists, nurses, and medical technicians. They support all Shire products and concern themselves with off-label information and collection of unbiased references about the products. They do literature searching, medical review writing, retrieval, dissemination, and archiving of medical information. The group has an on-site library and a variety of commercial databases as well as a Ref Manager database of articles (these can be printed but not electronically transferred).

The group is in the process of converting its library from print to virtual. Mertz contends that this, combined with maintaining a library without a librarian, is a great challenge. Their goal is to create a centralized virtual library and article-finding system to which the entire company will have access and which will use Google-type searching. Please contact Dan Mertz for more details about this ambitious project.

Phoebe Adams (mladams@amgen.com)

You say VCR, I say TiVo: Generations in the Workplace, Gayle Lynn-Nelson (Lexis Nexis)

Each generation in the workforce responds differently to training. In order to have the best chance of success in training our clients and end-users, we need to be flexible and able to adapt our training styles to appeal to different age groups. This was the message of Gayle Lynn-Nelson, MLS, JD, and Senior Lead with the Librarian Relations Group at LexisNexis™. Gayle knows whereof she speaks.

Gayle shared much of what she has learned about generational differences in training and offered practical tips on how to meet these differing requirements at the April 2005 meeting of the Pharmaceutical & Health Technology Division of SLA, held in Las Vegas.

Although earlier generations (the Veterans -- now beginning to retire, Boomers and GenX'ers) have their own learning styles, the newest group entering the workforce may present our biggest challenge not only in training but as our newest crop of employees. This new group, which Gayle calls the "Millennials" are those born since 1980. This group already numbers 70 million and represents 10% of the U.S. workforce.

Millennials come to us as the most technologically savvy of any group we have ever encountered. This cohort will respond best to fast-paced, interactive training using a variety of activities in quick succession. Gayle urges us to skip introductory materials and let these young people jump right into training, even if they make mistakes. Millennials may have short attention spans – keep each activity to 20 minutes or less.

Add as many videogame-like flourishes as possible; remember this group has had computers almost since birth!

As our newest generation of employees, Millennials are very self-confident and will question everything. Managers will have to earn their respect. This generation will want their managers to be their partners, not just their bosses. This means giving them choices or options rather than orders. However, they will need structure and a strong management style, since they haven't been taught organization skills. Coaching in interpersonal skills may be needed as well.

For more of Gayle Lynn-Nelson's suggestions and thoughts about dealing differently with different generations in the workplace, do read her excellent article, "The Millennial Invasion," co-authored with John J. DiGilio, in the November 2004 issue of Information Outlook. This article has just been recognized with SLA's H.W. Wilson Award given to the best article of the year written by an SLA member and published in Information Outlook.

Sharon L. Mosenkis (SLM4@ix.netcom.com)



Drivers of Change in Information Management Three Different Views

Part I. A Macro View: External Forces Shaping Change in the Biopharmaceutical Environment, Steve Gens (Booz Allen Hamilton)

Steve Gens began his presentation outlining how much and by which factors the pharmaceutical industry has undergone enormous change. These included the growing complexities of: dwindling pipelines, developing new compounds to meet increasing stringent global regulations, increased pricing pressures and a worsening legal environment. Within this environment, information managers also have to contend with the challenges of developing new "community systems" for larger sectors of our companies as they merge and morph; the pressure to use new technologies to enable cost savings and improve quality and access to information while the sources of information has exploded in abundance, sources, type, complexity and cost as well as the pressure to outsource our work. As a possible solution for cooperation between all interested parties, he described the National Cancer Institute Cancer Biomedical Informatics' Grid called "caBIG", as a new community focused model where government, industry and academia all collaborate to solve pressing health care concerns.

In this model, information management professionals play a pivotal role in getting information from the bench into practice and meet the needs of all parties. He outlined a linchpin role for information professionals provided that they remain open to constant change, are abreast of regulatory and privacy initiatives, expert in their information sources, and remain aware and open to all possible options available.

Part II. An Inside View: User Evolution Spells Change for Information Management, Joanne Lustig (Outsell)

Joanne Lustig began her presentation describing how the information industry had changed from the 1980's to the present and the forces that shaped those changes. As our services are shaped by the changing needs of our users, she used Outsell's survey data to illustrate how much pharma users' patterns of use had shifted to self service and that their preferred source of information had shifted radically from the free Internet to the company's Intranet. As per the survey data from our clients, our most important role is to make information available on their desktops. Considerably less important responsibilities are the more traditional roles of searching on their behalf or maintaining a physical library. As our clients' needs continue to evolve, in order for us to fit into their resources, we will need to evolve into more strategic thinkers and better strategic marketers. A number of viable recommendations were made that capitalize on our expertise and bring value to our companies, like information education and training, content procurement, and and some intermediated searching.

Rya Ben-Shir (rbenshir@tpna.com)

Part III. A Real-Life View: Case Study: Changes in Content, Sylvia Diaz (Bristol-Myers Squibb Company)Deployment

Sylvia Diaz, Director of Records Management for Bristol-Meyers Squibb, presented a case study on the "Drivers of change in Information Management / A Real Life View." The first, technological and content change emphasized an annual information growth rate somewhere between 700 and 2,400 terabyte, one-fifth in published materials and the remainder in office documents! These unpublished documents represent a 200% growth rate in unstructured information and huge opportunity for inefficiencies on top of an already complex array of issues that surround maintaining digital records.

The second of two change drivers was cultural, ethical and legislative factors. A brief rundown of high profile - Enron / Arthur Andersen ...et al - corporate misconduct was given and Sylvia high-lighted the fact that with the 2002 Sarbanes-Oxley Act record management misconduct is now a criminal offense.

Within the context growth of unstructured documents and new regulatory and government polices, Sylvia went through the need for Records Management to align with the external the changing external dynamics. With the same fundamental building blocks (retention schedules, vital records and disaster recovery programs), there was awareness that Records Management combines both Risk and Information Management functions - necessitating a core change through "collaboration and partnerships with enablers and key stakeholders" (i.e. Legal/Compliance, IT, Knowledge Management and Risk Management.) Sylvia closed with an emphasis on a great opportunity that moving from either an Information or Records Management Professional to a Strategic Information Management Professional is, making a positive difference in your organization and providing a path to the most senior levels.

Bob Kowalski (bkowalski@wyeth.com)

Tuesday April 5th, 2004 Sessions

Synopsis of the Tuesday April 5 Sessions

Day Two proved to be just as invigorating as Monday's sessions with 6 highly energized presentations focusing on changes in content deployment. Janice Lachance, Executive Director of SLA, began the day with the second keynote speech, followed by an interactive Town Hall session on ejournals. The remaining sessions were an intriguing and educational mix of RSS applications, Open Access, Survival Tactics in a medical device library and the GlaxoSmithKline's Virtual Library. Each session was thought-provoking and generated much discussion, and not to be soon forgotten.

Cheryl Schairer (clschairer@yahoo.com)

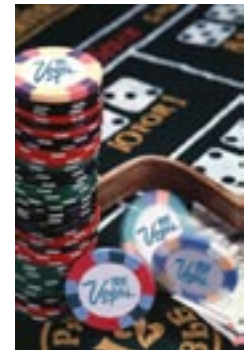
Keynote Day 2—Clicks and Culture – The Future of the Information Professional, Janice R. Lachance (Executive Director, Special Libraries Association)

Janice Lachance's inspirational presentation on the future of the informational professional gave us the opportunity to question what we, as librarians and information professionals, are doing today and where we want to be in the future - will we survive or will we thrive? She posed some thought provoking questions: Is the library dead? Is this information revolution a good thing? How do we find stability in this ever-changing environment? According to Janice, being prepared and adaptable to change are two key factors to our thriving future. She discussed the importance of being strong leaders, great communicators, decision makers, and strategic planners. Janice encouraged us to seek out new ideas and practices and to challenge the way things are done today. She dared us to make bold moves and embrace risk. Increasing our visibility is also vital to a successful future. Janice wrapped up by mentioning the new initiative undertaken by the SLA, which is their new online university, and it will be launched at the SLA Annual General Meeting in Toronto in June. Librarians and information professionals will go forward into the thriving future, not blindfolded (as Karen was at the "Night at the Aladdin Variety Show") but with our eyes wide open and ready for the next change.

Fiona McNaughton (mcnaugfi@wyeth.com)

Town Hall: Ejournals: Changes in pricing magels, packaging and user interfaces. Moderator Barbara Boyajian (Johnson and Johnson)

The purpose of this panel discussion was for representatives from some of the prominent scientific, medical and news publishers to answer questions from P&HT members and discuss some key issues involving ejournals. The representatives were Ezra T. Ernst (Wolters Kluwer Health/Medical Research), Tina Feick (Swets Information Services), Daviess Menefee (Elsevier), Christopher McKenzie (John Wiley & Sons), Geoff Worton (Nature Publishing Group) and Michael Magoulias (FDC Reports). This interactive session, moderated by Barbara Boyajian (Johnson & Johnson), consisted of questions that were compiled from members prior to the Spring Meeting and questions from the audience. This forum provided a means for info pros and publishers to discuss issues surrounding use and availability of ejournals and to exchange ideas to better understand and improve ejournal offerings for everyone concerned. Some questions concerned pricing models (e.g., usage-based, FTEs), archiving, usage statistics, working (or not) with aggregators, and Google Scholar. The list of questions asked and notes on the answers will be posted on the P&HT web site in upcoming weeks for more details.



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Cheryl Schairer (*clschairer@yahoo.com*)

RSS and Potential Applications., Darlene Fichter, (University of Saskatchewan and Northern Lights Internet Solutions)

In this intriguing session, Darlene Fichter explained what RSS is and discussed how it is currently used and potential future applications. RSS (Rich Site Summary; Really Simple Syndication) is a relatively new sharing technology, which allows easy access to syndicated news, RSS feeds offer an easy way to receive news headlines and automated updates of various Web site changes. What you see on CNN, Yahoo!, MSNBC, NPR, Salon.com, New York Times, etc. are RSS feeds. Before RSS, syndication was in the hands of a few wire services and a few channels, but now with RSS, anyone can be a “news” publisher, including bloggers. More Web sites and Blogs are offering RSS feeds, keeping the a website current with fresh news and updates, thus expanding readership and awareness. Search results can be set up as RSS feeds, as well as table of contents and other ejournal information. Info pros can incorporate RSS into your Intranets and Web sites to increase efficiency, usability and effectiveness. Make sure to read the fine print for each RSS feed service for proper use – some are restricted for personal or corporate use only. See <http://www.allrss.com> for more information. RSS is just really starting to gain popularity and should continue to be adopted and used in new ways we haven’t even explored yet.

Cheryl Schairer, (*schairercl@yahoo.com*)

Open Access -- a Fad or a Fact of Life? And What You Can Do About It, Michael Leach (Harvard University, Physics Research Library and the Kummel Library of Geological Sciences.)

Open Access is the opposite of “toll-pays.” Currently if you want to read, you pay. Author payment vs. Subscription payment. Open access promises access for all, especially for developing countries, increased use of current scholarship (increased impact factor), which solves the serials crisis. It is good for democracies (patient/advocacy groups).

There are Green Roads and Gold Roads to Open Access Publishing: The Green Road is essentially two-fold publishing, where current subscription based journals allow authors to self archive. The Gold Road is a true open access publishing, which is only at about 5% of all publishing.

Libraries and Open Access: Points to consider.

1) Collection Development and Open Access: The serials crisis is solved? Library collection budgets may decrease or disappear. But...will this become “no need for selection/ collection development” for open access serials? Selection becomes relevant with institutional memberships. Changing fiscal models occur with the institutional memberships and a fiscal aggregator model occurs where payments are handled like ILL.

- 2) ILL and Open Access: ILL will decrease with open access, but will not disappear.
- 3) Reference and Open Access: information literacy becomes critical.
- 4) Technical Services and Open Access: is there a need to catalog open access material?
- 5) Systems and Open Access: do we add open access journals to library portals?

Continued on page 19.

Snapshots from the 2005 P&HT Spring Meeting in Las Vegas

Town Hall: Ejournals



Barbara Boyajian moderates the Ejournal panel.

Exhibits



Bertha Adamson (right) answers questions in the exhibit hall.

Sunday reception in the exhibit hall.



A surprise visitor at the Sunday reception.



Guess who showed up to help give away door prizes at the Sunday night reception?



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THE UNTAPPED RESOURCE

This is a new column highlighting resources that may not be obvious resources for information, but may be useful for pharmaceutical information professionals to add to their cache of research tools.

AMAZON.COM "SEARCH INSIDE THE BOOK" FEATURE

Most information professionals are aware of the Amazon.com Web site. The site continually adds new search features and content to lure searchers. One search feature that may be of particular interest to pharmaceutical information professionals is the "search inside the book" feature.

The feature searches for keywords within the pages of a given book. The publisher, however, must agree to this access by sending a physical copy of their book(s) to Amazon.com to scan. The searcher can then see the physical pages of the book which match his or her keywords. Amazon.com promotes this feature to publishers as helping to sell books.

For the pharmaceutical information professional, this resource may be beneficial in many ways:

- Tracking how often a particular drug is being mentioned in the latest-published books
- Seeing if there is a pattern of context about the drug (positive; negative; incorrect side effects/indications/precautions etc. listed)
- Tracking if one drug is being promoted over another for a particular indication
- Tracking off-label mentions of drugs

How to do a "Search Inside the Book" search on Amazon.com

1. Point your Web browser to Amazon.com and go to the drop-down search menu for "books," typing in the branded or generic drug name of your choice.
2. The immediate hits you see will be books that include the drug names in the title. In order to view the titles where the keywords are in the context of the book you need to scroll through the entire list of initial hits. At the end of the hits, you'll see the phrase "click here to see additional results."
3. The next list you see will be the books which have the searched drug name in the content of the book. Depending on your needs, you can sort the list by publication date, relevance, best selling, and a number of other ways.

Of course, one of the weaknesses of this search is that not all publishers are putting their content on the "search inside the book" feature.

*Patty Wood, Boehringer Ingelheim
(pwood@rdg.boehringer-ingelheim.com)*



Spring Meeting Report, continued from page 17.

6) Marketing/Public Relations and Open Access. What is the role of the library in institutions? Training and literacy? What does it mean for the physical library space?

7) HR and Open Access Professional development, new skill sets will be needed. Will there be reductions in library staff? For certain, management of change will be critical.

Summary: Some problems with open access will remain. We need to experiment and try it, and see if the market will bear it. Some issues have been identified and others are still emerging. Initially for libraries, they will need dual support. There is the potential for long-term, radical change in libraries. The likely outcome will be mixed models.

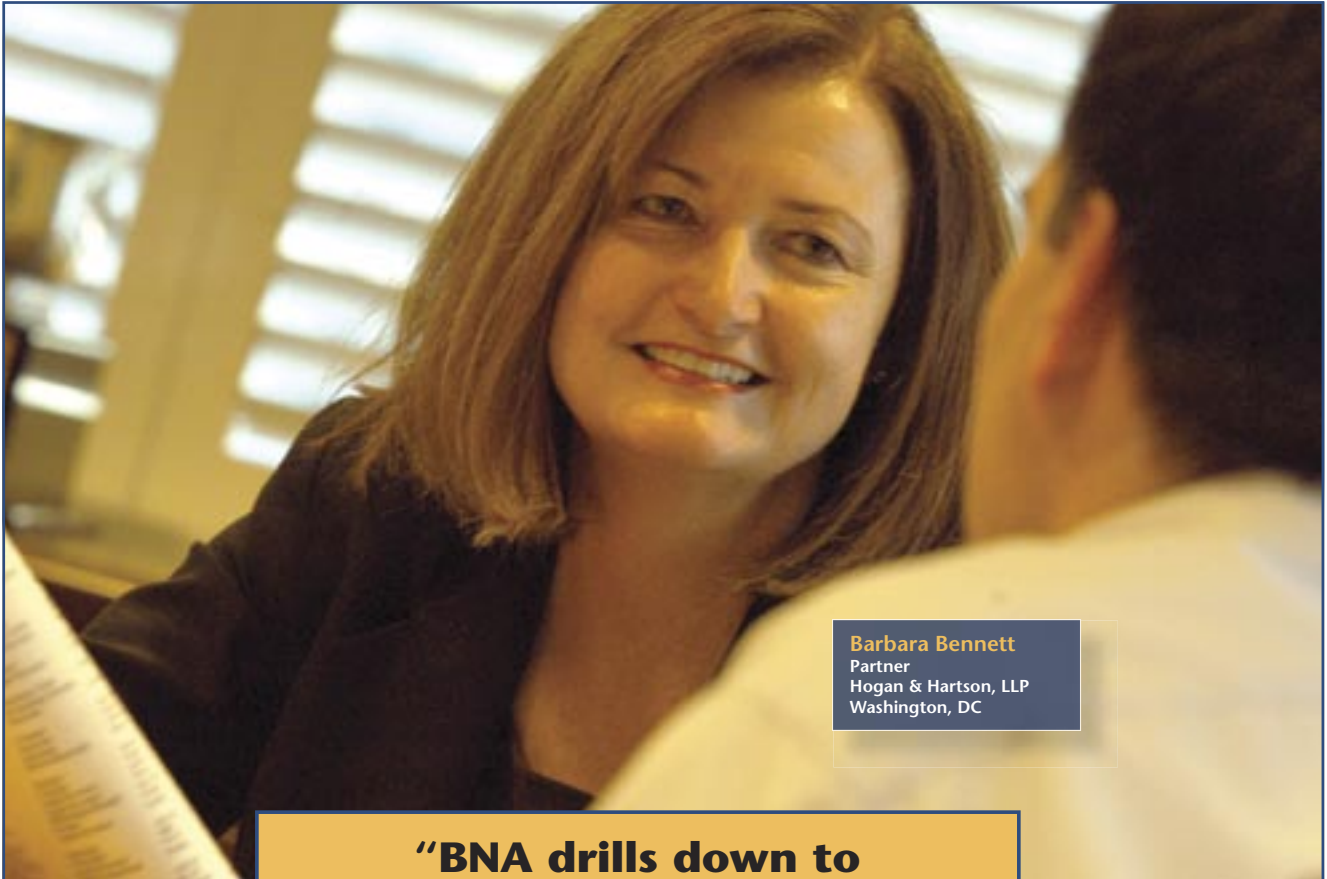
Gina Addona (gina.addona@bms.com)

"Survival Tactics at Ethicon Endo-Surgery", Cindy Meisner (Ethicon Endo-Surgery)

Ethicon Endo-Surgery has faced numerous challenges over recent years, some of the same challenges encountered by so many others in this profession and industry. Intense scrutiny, headcount and budget reductions and increased competition have forced outsourcing on many information centers.

At Ethicon Endo-Surgery, Cindy Meisner has taken control by adapting to these external influences from the corporate environment. Cindy created solutions so she could continue and improve services to clients. Her solutions included outsourcing services, eliminating low-value services, transition to a virtual environment, branding, and differentiation and aligning with client processes. She had to examine skill sets, roles and responsibilities and make changes, such as, creating the new roles of Business Relationship Manager, the Information

Continued on page 21.



Barbara Bennett
Partner
Hogan & Hartson, LLP
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Spring Meeting Report, continued from page 19.

Technology Specialist and the Graphic Artist. The services to clients included a virtual library, custom research, monitoring & alerting, training, programming and consulting.

This reorganization resulted in only two full-time employees and a Consultant Network, known as the "Inner Circle". This "Inner Circle" is comprised of four research consultants, a technical consultant, and a graphic designer. Consultants do require an investment, and Cindy made sure they received an EES email address, access to the EES/J&J network, laptop with remote access, passwords for premium sources, full-time work and 30 hours of professional development. For non-remote consultants, office space is provided. Team meetings and team building events are held periodically, with some being face-to-face so relationship building can develop and grow. This investment has its own brand of ROI (return on investment), namely, loyal and committed partners, knowledge of the business, fast turnaround and professional camaraderie.

The EES customers benefit with this reorganized structure because this model saves time and money provides turn-key service, consistent and high quality results. Challenges remain, such as, recruiting and selecting the right team, developing efficient and effective processes, managing relationships and the never ending, communication.

Cindy prophetically concludes that employee headcount will not increase, the number of consultants will likely increase, and the company information function will remain.

Joanne Freeman (joanne.freeman@bms.com)

GSK Virtual Library: from the Trenches, Robert Guerrero (Glaxo SmithKline)

The last presentation of the spring meeting entitled "GSK Virtual Library: from the Trenches" was presented by Robert Guerrero. Robert discussed the reasons behind the plan to close the 14 GSK physical libraries in 2003. The primary reasons for closing the libraries were due to the decline in the use of the physical libraries as well as the increased availability of electronic resources. As a result of the closures, GSK implemented their virtual library. The GSK virtual library was able to provide enhanced electronic delivery of published information, a streamlined document delivery service and an enhanced library website. In addition, 3 document delivery centers with closed stacks were established in the United Kingdom, Pennsylvania, and Italy.

Robert also discussed several implications of the virtual library. There was an increase in e-content purchases as well as an increase in overall spending. Licenses were negotiated globally so that all of GSK would have access to content. Robert also indicated that there was a reduction in head count as result of the library closures.

Melissa Brown (melissa.brown@bms.com)



Save the date for the South Atlantic Regional Conference

Please make plans to attend the South Atlantic Regional Conference (SARC) to be held in Williamsburg Virginia, September 28-October 1, 2005. This is the third SARC conference hosted by the Virginia, North Carolina, South Carolina, Georgia and Florida & Caribbean Chapters of SLA.

Our conference theme, "Experience A Timeless Information Journey: Revolution and Evolution Continue," will allow us look at how our lives as information professionals have rapidly changed and at what we can expect if we are to stay on the cutting edge of the 21st century.

The conference includes a day of professional development workshops on Wednesday and two days of content sessions. The content sessions are organized in six topical tracks: Thursday – Content Connections, People Connections, & Technology Connections; and Friday – Past Connections, Present Connections and Future Connections.

Keynote Speaker David Seaman, founding director of the Electronic Text Center at the University of Virginia Library, will discuss issues of digitization and their implications for libraries. Since 2002, he has been the director of the Digital Library Federation, a consortium of academic libraries. He has published widely on humanities computing and digital libraries.

The Woodlands Hotel & Suites, Colonial Williamsburg is the conference site. The hotel is offering a special SLA hotel rate of \$99/night for a double room.

With today's tight budgets, this regional conference offers a great return on your money. Attendance and positive feedback from the previous two SARC conferences encouraged the chapters to sponsor a third one. This conference offers a program with great content in a great location. Early fall is a beautiful time of year in Williamsburg. Please visit the SARC website to review the preliminary conference program.

Early registration: through 8/15/05
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Registration includes the opening reception on Wednesday evening, two deluxe continental breakfasts, breaks, and lunches on Thursday and Friday. It also includes a Colonial Williamsburg pass. To get more information, the preliminary program and a registration form, please visit our web site: http://www.sla.org/conf/conf_sar/index.html

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SPECIAL LIBRARIES ASSOCIATION

Minutes of the April 2005 Division Board Meeting

DPHT Spring Meeting
Las Vegas, NV
Sunday, April 3, 2005

In Attendance: Bertha Adamson, Molly Bernard, Barbara Boyajian, John Carey, Claudia Cuca, Diane DeSante, Bernadette Ewen, Pam Gollis, Rebecca Lasswell, Sidney McNab, Karen Mirabile, Mary Jane Ning, Liz Perry, Barbara Petersen, Katrina Reiling, Cheryl Schairer, Sarah Schweer, Jennifer Schwing, Robyn Smith, Larry Walton, Diane Webb, Marcia Zingman

Karen Mirabile called the meeting to order at 2:15 p.m. A motion by Liz Perry to approve the agenda was approved.

Old Business

Review of Minutes

John Carey moved to approve the minutes of two board meetings and the annual business meeting held during the 2004 SLA Annual Meeting. The minutes were approved.

Reports/Updates

2005 Spring Meeting

Cheryl Schairer announced that 226 attendees including vendors and several non-members had registered for the conference currently underway. The meeting includes thirty-nine exhibitors. Seventy-two people attended the professional development workshop.

Treasurer's Report

Larry Walton distributed copies of the Treasurer's Report and announced a current balance of \$120,602. He noted that additional income is expected for CapLits advertising.

2005 Annual Meeting

Sarah Schweer distributed a preliminary DPHT program brochure for the Toronto meeting. Speakers are in place, and moderators will be contacted shortly about their assigned sessions. Two division CE classes are planned for June 5th, but it is too early to comment on enrollment. A no-host dinner has been scheduled for Wednesday, June 8th. Dialog will sponsor a division networking reception on Tuesday evening. Nine sponsors have committed \$14,000 for the annual meeting. Four program sessions still lack sponsors. Members are asked to refer potential sponsors to Barbara Boyajian. Last year, revenue from the division's two CE classes at the 2004 annual meeting covered the balance of annual meeting expenses not covered by registrations and sponsorship.

2005 Awards

Rebecca Lasswell received five entries for student travel awards. Up to three winners will be announced in the spring issue of CapLits and will be introduced at the 2005 Annual Business Meeting. The Horizon award submission forms have been updated on the division website, and the deadline for submission is May 1, 2005.

Listserv Update

Robyn Smith said she has not been granting requests for listserv access from applicants who claim corporate SLA membership but who are not identified as individual SLA members in the online SLA directory. The recent listserv discussion about appropriate subject lines prompted her to review the listserv guidelines. Robyn will submit a new version to the board in a few months.

Caplits Update

Diane Webb reported that the new advertising rates have gone into effect and no advertisers have withdrawn their support. It is projected that 2005 CapLits will break even. The next issue will be mailed around May 15, and the last 2005 issue will be mailed in late fall. The pros and cons of distributing CapLits by e-mail were discussed. Electronic production and distribution would cost less than print, but CapLits could lose advertisers, since people can choose not to print ads; also, some firewalls will block an attachment the size of CapLits. Several divisions have returned to print after trying electronic distribution.

Membership Update

Barbara Petersen suggested that the expertise section of the division membership directory would be well suited to electronic format on the DPHT website because it could be updated frequently. The recent directory cost over \$4,000 to produce and mail. The \$4,000 was supported thanks to our two sponsors: the American Chemical Society Publications and ThomsonPDR/ThomsonMicroMedex.

Website Update

Bertha Adamson updated the forms for this spring meeting on the division website. The annual meeting sponsorship form was not able to be corrected, so Barbara Boyajian is calling sponsors. A new webpage has been added for the Employee Relations Committee, and the awards announcement was updated. Old presentations on the website will be archived. Future SOPs will include transition between webmasters, as lack of documentation has made updating challenging.

2005 Elections

Bernadette Ewen mailed the 2005 Ballot for two open board positions to members on April 1. Ballots should be returned by May 6, 2005. Robyn Smith is running for Chair-elect, and Bob Kowalski, Sidney McNab, and Larry Walton are candidates for Treasurer.

New Business

2006 Annual Meeting Program

Planning is underway for the division program and events for the Annual Meeting in Baltimore. The board invites members' ideas for programs, speakers, and CE topics, and feedback forms from recent meetings will be consulted as well.

2005/2006 Board Positions

Karen Mirabile is in the process of filling committee chair assignments. Anyone interested in serving on a committee should contact Karen.

Position Description Project

The P&HT division is one of two SLA divisions granted funding from SLA Headquarters. Margaret Basket's proposal for a Position Description project was awarded funding to hire a consultant who has already contacted several members and invited them to submit job descriptions.

The consultant will create representative job descriptions members can use for career development and hiring. A focus group meeting for this project will be held at the 2005 annual meeting.

New Governance Year

Karen Mirabile provided a handout that outlined the ways in which SLA's new governance year could affect the P&HT Division. SLA's switch to a January-December governance year was announced at the 2005 SLA Leadership summit. SLA divisions have until January 2007 to conform to the calendar year. This means that the 2005/2006 P&HT Executive Board and committees will serve from June 2005 through December 2006.

A change in timing of the PH&T meeting, CapLits issues, board elections, and awards was discussed. The disruption that would be caused by moving the spring meeting to the fall, along with realigning issues of CapLits to a new meeting schedule, convinced members that the spring meeting and CapLits schedule should remain unchanged.

The heaviest impact of this 18-month transition will be felt by the current Chair-Elect and the incoming Chair-Elect, who oversee planning for the annual and spring meetings. Both Cheryl Schairer and Robyn Smith said that they would be willing take on this extra work, in order for the division to avoid the aforementioned disruptions during the transition to SLA's new governance year.

Karen noted that in recent years, the spring meeting has been assigned to the Chair-Elect, as 'practice' for overseeing the larger Annual Meeting, once this individual assumed the Chair. However, spring meeting planning is currently the larger responsibility.

Following a brief discussion, Diane Webb made a motion that beginning in 2006, the Chair of the division plan and run the division spring meeting, and the Chair-Elect plan and run the Annual Meeting. The motion was passed.

The meeting was adjourned at 3:30 p.m.

Molly Bernard, Secretary (bernardm@zgi.com)



Pharmaceutical & Health Technology Division



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Pharmaceutical & Health Technology Division



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P&HT Continuing Education Courses at the 2005 SLA Annual Conference in Toronto

The SLA Pharmaceutical & Health Division is delighted to announce its 2005 Continuing Education Program at the SLA Annual Meeting in Toronto.

This year CE courses are both half-day sessions held Sunday, June 5th. Our program focuses on 2 cutting-edge issues for our industry:

- The increasing development and use of medical devices
- The fast evolving world of oncology therapies

Our program is designed to help you support your executives and team members' information needs and position yourself as true knowledge expert on those key topics, as it enables both informative and practical skills acquisition. Our CE courses are given by dynamic speakers, all well-recognized specialists with extensive experience in their field.

Reserve your place now on meeting registration form at <http://www.sla.org/content/events/conference/ac2005/index.cfm>, both sessions have limited places.

For any questions, please contact Maude Lethiecq-Normand: maude.lethiecq-normand@pfizer.com

New Drug Delivery Technologies: Online Information Sources & Search Strategies

Date: Sunday, June 5, 2005

Time: 8:00 a.m. - 12:00 p.m.

Speaker: Bonnie Snow, Director, Pharmaceutical Markets, Dialog

Course Level: Intermediate

Course Description: Recent advances in drug delivery involve combinations of drugs or biologics with medical devices. Searching for information to support the development of new hybrid products and assessment of their business implications is challenging. This course surveys the broad spectrum of online databases likely to be needed, including bioengineering and biomaterials, clinical, competitive intelligence, and regulatory information sources. Techniques for constructing search strategies when very little standardized indexing vocabulary is available will also be discussed.

Bonnie Snow has extensive and successful experience as an online educator and public speaker. She is currently employed as advanced subject specialty trainer and consultant supporting pharmaceutical and health technology industry customers worldwide. Bonnie is widely recognized as a subject specialist and expert searcher familiar with industry applications, demonstrated through published writing, reviews, and awards.

Ticket #305 Price: \$199 mbr/\$299 nmbr



Overview of the Global Oncology Market - Future Trends, Challenges and Rewards

Date: Sunday, June 5, 2005

Time: 1:00 p.m. - 5:00 p.m.

Speaker: Sarah Terry Johnston, MPH, Director, US Healthcare Consulting, Datamonitor, Datamonitor Plc and Nish Saini PharmD, Senior Oncology Analyst, Datamonitor UK

Course Level - Intermediate

Course Description: Today, recent understandings of the driving forces underlying cancer are opening up new better-targeted treatments and approaches. The course will give participants a detailed knowledge of the current and future cancer pharmaceutical market (types, treatments, major players, risks and opportunities) highlighting the challenges facing drug developers and marketers across other disease types and focusing on the information needed to support the development and launch of such new exciting products.

Ms. Johnston areas of expertise include portfolio management, strategic assessment of licensing opportunities, utilization and compliance as it relates to chronic disease and other health care conditions. She also has a prodigious background in data capture and management methods.

Mr. Saini has extensive experience as a specialist oncology pharmacist. He has direct experience of clinical, regulatory and reimbursement issues related to the approval and launch of new anticancer agents. He has published in various oncology publications and spoken at specialist conferences.

Ticket #355 Price: \$199 mbr/\$299 nmbr



SPECIAL LIBRARIES ASSOCIATION 2005 ANNUAL CONFERENCE

June 5th - 8th ■ Toronto ■ Canada

P&HT Division Program at the 2005 SLA Annual Conference in Toronto

Sunday, June 5th, 2005

DPHT Outgoing Board Meeting

Sunday, Jun 05, 2005

6:00 PM - 8:00 PM

Location: Fairmont Royal York

All members of the Pharmaceutical and Health Technology Division are welcome to join the final Board meeting of the 2004-2005 Board.

Audiences: Members Only

Speaker(s): Karen Mirabile, Ovid Technologies

Monday, June 6th, 2005

DPHT Networking Breakfast

Monday, Jun 06, 2005

7:30 AM - 9:00 AM

Location: Toronto Convention Ctr

Room: 206D

The Pharmaceutical & Health Technology Division invites those who have an interest in any aspect of healthcare to join us for breakfast, to network with some existing members and to find out what we have planned for Toronto.

Audiences: All attendees

Sponsor: Swets Information Services, New England Journal of Medicine

Ongoing Competitive Clinical Trials Information: Mining for Gold

Monday, Jun 06, 2005

11:30 AM - 1:00 PM

Location: Toronto Convention Ctr

Room: 205A

This session will focus on the sources that can be used to compile a clinical trial profile as well as how this information can facilitate strategic decision making. Examples of sources include web sites, SEC filings, medical meetings and third-party vendors. Strategic utilizations include benchmarking, forecasting, portfolio management and competitive intelligence. A snapshot of the current clinical trial Registry movement (WHO, PhRMA) will also be provided.

Audiences: All attendees

Speaker(s): Zorba Lieberman, Citeline, Inc. and Robyn Smith, Manager, Information Analysis, Millennium Pharmaceuticals
Sponsor: Springer, Infotrieve, Inc.

New Paradigms in Drug Safety: Challenges for Information Management

Monday, Jun 06, 2005

3:30 PM - 5:00 PM

Location: Toronto

Convention Ctr

Room: 202B

An overview of Drug Safety from preclinical studies, early human pharmacology, and clinical trials, and postmarketing surveillance will be discussed in an interactive and case-based format. Participants

will be better prepared to understand the language and issues of drug safety, learn how drug safety concerns are managed, gain insights into the different perspectives including patient, prescriber, regulatory agency and manufacturer concerns.

Audiences: All attendees

Speaker(s): Dr. Neil Shear, Helen and Paul Phalen Professor & Chief of Dermatology, University of Toronto

Sponsor: Wolters Kluwer Health

Tuesday, June 7th, 2005

DPHT Networking Breakfast

Tuesday, Jun 07, 2005

7:30 AM - 9:00 AM

Location: Toronto Convention Ctr

Room: 206D

Join fellow members of the Pharmaceutical & Health Technology Division for an informal networking breakfast. Catch up with old friends, welcome our new members and share insights gathered from attending thus far.

Audiences: All attendees

Sponsor: Elsevier

DPHT Annual Business Meeting and Luncheon

Tuesday, Jun 07, 2005

11:30 AM - 1:00 PM

Location: Toronto Convention Ctr

Room: 205D

We will review the year past, recognize outstanding contributors, welcome new members and outline plans for the new year. All Division members are encouraged to attend.

Audiences: Members Only

Speaker(s): Karen Mirabile, Ovid Technologies

Ticketed Event #575, Price: \$40

Sponsors: British Library, Thomson Scientific



Generic Pharmaceuticals: Develop a Crystal Ball to Craft Product Portfolio

Tuesday, Jun 07, 2005
 1:30 PM - 3:00 PM
 Location: Toronto Convention Ctr
 Room: 201D

Young relative to passage of the 1984 Hatch-Waxman amendments, the generic pharmaceutical sector has experienced rapid maturation. Over the last 20 years, both Brand and Generic sectors have consistently raised the stakes, adapting respective tactics to counter the other. Sophisticated information sources and predictive techniques used to be luxuries of the largest generic organizations, but the past several years have seen these processes become more widespread. Increase your understanding of key trends impacting the generic pharmaceutical sector and the primary inputs used to predict and adapt to these changes.

Audiences: All attendees
 Speaker(s): Mr. Michael Kopp, Global Marketing Director, Cardinal Health

DPHT Networking Reception

Tuesday, Jun 07, 2005
 7:00 PM - 11:00 PM
 Location: Fairmont Royal York Hotel
 Room: Manitoba Room

Come and join your P&HT Division members for a mid-conference reception. Have a drink with old friends, welcome our new members and share insights gathered from attending the sessions thus far.

Audiences: All Attendees
 Sponsor: Dialog

Wednesday, June 8th, 2005

DPHT Incoming Board Meeting

Wednesday, Jun 08, 2005
 7:00 AM - 9:00 AM
 Location: Toronto Convention Ctr
 Room: 201E

Join the new chair of the Pharmaceutical & Health Technology Division as she welcomes new Board members to their first session. Drop by and listen in on the plans for the upcoming year and learn about opportunities for getting involved.

Audiences: Members Only
 Speaker: Cheryl Schairer
 Sponsor: American Chemical Society

Device and Pharmaceutical Reimbursement Concepts

Wednesday, Jun 08, 2005
 11:30 AM - 1:00 PM
 Location: Toronto Convention Ctr
 Room: 201F

Reimbursement is critical to the success of life sciences companies, but the rules, regulations and data are difficult to obtain and complex to manage. This session will provide an overview of key reimbursement issues and concepts. We will discuss: 1. The principles of reimbursement. 2. How companies integrate reimbursement planning into their overall business strategy. 3. The use of information to support both the planning and implementation of a successful reimbursement strategy. 4. Current sources of reimbursement data and information, including the impact of the new Medicare Modernization Act.

Audiences: All attendees
 Speaker: Steve Lefar, Medi-Regs

Vendor Update: Medical Device Resources

Wednesday, Jun 08, 2005
 1:30 PM - 3:00 PM
 Location: Toronto Convention Ctr
 Room: 104C

Hear from major providers of medical device information about their data and about their plans for further development in 2005/6.

Audiences: All attendees

Speaker(s):

- Bonnie Snow, Dialog
- Peter Perkons, Windhover
- Anthony Montagnolo, COO & EVP, ECRI
- Kimberely Poelman, Ovid

Sponsor: Ovid

Canadian Pharmaceutical Information Sources: Find information for a Small Market

Wednesday, Jun 08, 2005
 3:30 PM - 5:00 PM
 Location: Toronto Convention Ctr
 Room: 202B

Learn everything about the Canadian pharmaceutical and biopharmaceutical industry and how to find information in hidden resource settings. This session will focus on Canadian information sources with an extensive overview of the recent changes, trends and challenges this market is facing.

Audiences: All attendees

Speaker: Maude Lethiecq-Normand, Account Director and Senior Analyst, Innecto, Inc



DPHT No Host Dinner

Wednesday, Jun 08, 2005 6:00PM – 9:00PM

Location: Joe Badali's Ristorante, Toronto

Join other Division members staying over Wednesday evening for a farewell dinner. Say 'good-bye' to Toronto and share in a relaxing evening before heading back to the office.

Audiences: Members Only

Joe Badali's Italian Restaurant Bar

<http://www.toronto.com/infosite/146694/>

156 Front St. W.

Toronto, ON M5J2L6

At Joe Badali's not only the food is prepared from scratch. The 100-year-old, 17,000-square-foot brick and stone building has also been done up to create a homey feel with several distinct rooms topped by two-storey-high ceilings and 13-foot-high windows. Gourmet lunch and dinners are served on white tablecloths in the dining room. The bar's casual woody setting, with a centrepiece fireplace, offers plenty of elbowroom for sitting back and relaxing. And what about the food? Pizza, naturally. Likewise pasta plates such as penne pollo al olio with chicken, sundried tomatoes, and fresh mushrooms in an olive oil, garlic and herb sauce. Among the numerous appetizers, there is fried calamari, and don't forget their famous tiramisu for dessert. (Restaurant profile from Toronto.com)



Review: I have dined at Joe Badali's about 10 times and it is one of my favourite restaurants in downtown Toronto. The food is excellent and the service is superb. I have sampled everything from their different pizzas to the wonderful pasta dishes. I hope that you all will enjoy it just as much as I have. – Pam Casey, CTT+



SPECIAL LIBRARIES ASSOCIATION 2005 ANNUAL CONFERENCE

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Position Description Focus Groups at SLA

In November 2004, the P&HT Division received an SLA Endowment Grant to develop "position profiles" (generic job descriptions) for information professionals in the healthcare industries. When completed, they will be available for all Division members to use within their organizations - as starting points for writing your own descriptions or job ads, as prompts for career discussions, as tools for creating job ladders, as benchmark aids - the possibilities are many.

To date, we have collected over 85 job descriptions from you, our members and are now in the process of compiling these into 8-10 'generic' position descriptions.

But will they be useful to you? Why not come and tell us at the Annual Meeting in Toronto!

If you are willing to give 45 minutes toward this important Division project, please sign up by emailing Margaret Basket (mbasket@mac.com) by Friday, May 13. Please send the following information:

- Name
- Email address
- Position title

Focus Groups (45 minutes each)

Monday, June 6, 2005

5:45 – 6:30 p.m. or 6:45 – 7:30 p.m.

To be facilitated by Carol Bekar, Independent Consultant and former Senior Director of Knowledge Integration Resources, BMS

As you know, focus groups work best when they are well planned with a fixed number of participants, so participation will be by prior sign-up only. Once assigned to a group, you will receive an invitation with details approximately two weeks before the annual meeting. All participants will receive advance copies of the draft position profiles for review prior to their focus group.

Please contact Margaret Basket (mbasket@mac.com) with any questions.

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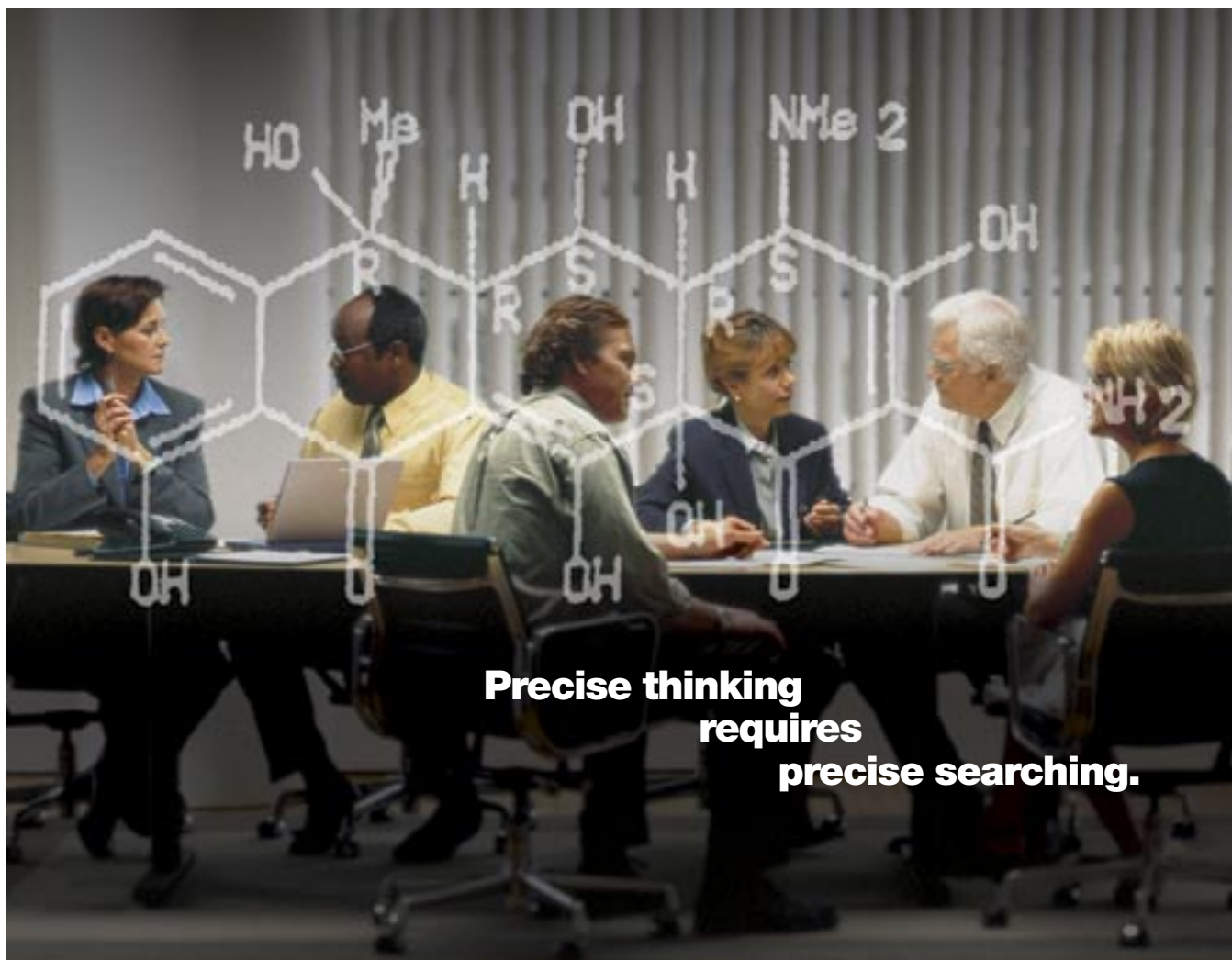
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