

Monday, 1 October

Exhibition Hall Open

The Exhibition Hall is an integral part of the education that takes place at the Conference. The exhibits give attendees the opportunity to hear about the latest products services, technologies and methodologies, and then get hands-on opportunities to see these innovations in action. The Exhibition Hall is open during all networking breaks.

09:00 - 09:15



Welcome Remarks

Ford Khorsandian, Pharma-Bio-Med Organisation



Session Chair

Judith Shiloni, Information Department Manager, Teva Pharmaceutical Industries Ltd.

09:15 - 09:55

The Future of Reimbursement for Diagnostics - A Collaborative Case Study to Maximise the Skills and Competencies of Scientific Information and Competitive Intelligence Experts to Anticipate Future Outcomes

Karen Jendro, Scientific Information Services, Roche Diagnostics

Monika Giese, Founder and Principal, ICOCI



In investment intensive industries decision makers are often faced with high levels of uncertainty, the fast pace of change requires them to think ahead of time, anticipate potential outcomes and consider their strategic investments wisely, taking into account as much relevant information as possible.

We have taken one of the hot topics in Pharma and Diagnostics and put our skills to the test:

- What published information/sources are available to us that will help identify the issues and challenges?
- What published information/sources are available to indicate trends?
- What are the perceptions/assumptions of competitors in that matter? How are they tackling the challenge?
- Which external factors will influence the future of reimbursement?
- Who are the key players in this scenario and who will have the biggest influence?
- Who would be the interesting thought leaders and parties to talk to?
- Which tools/techniques are required to develop, realistic scenarios?



Our intention is to take the audience through such a project from kick-off to delivery by focusing on the individual contributions from both, scientific information and competitive intelligence, sharing our learning's and revealing the added value of such a successful collaboration.

09:55 - 10:25

A Case for Role Reversal? – The End-User as Information Supplier

Andrew White, Competitive Intelligence Manager, Novartis Institutes for Biomedical Research



These days, finding information is getting easier and easier- anyone can do it. As such, the role of the information professional within our organisation is evolving; whilst the need for an expert searcher remains, this is not our primary role, and there is a greater need for efficient management of information and turning raw data into actionable intelligence. Avoiding information overload and focusing on providing the most relevant, high quality data remain as key objectives.

Our organisation is moving towards a culture of cross-functional creative project teams with greater freedom and shared responsibilities. This initiative has helped us to change the perception of the end user that the information professional is an owner and manager of information, and not just the supplier; and that the end user is a valuable partner in the information management process- it is a team effort and not the responsibility of just one person.

Secondary sources of information, such as pipeline databases are widely available across the organisation; but these sources alone will never give us the full picture or answer all of our critical questions- there is a need for additional primary

intelligence as well to fill in the gaps.

With closer interactions between the information professional and the end user, coupled with use sharing tools such as SharePoint, we can focus on primary information gathering, for example from conferences. We see a role reversal, where the end user becomes the information supplier to the information professional.

Engaging more with our end users and influencing their behaviour is beginning to bear fruit- this more collaborative model of data gathering and sharing is helping us to deliver the right information to the right people at the right time.

10:25 - 11:10

Converse & Refresh

Take time to refuel and relax. Get the energy boost you'll need to make the most of the many opportunities that surround you! All refreshment breaks are located in the Exhibition Hall.



Break Sponsor

11:10 - 11:35

The Role of Information Tools in Accelerating Drug Pipelines

Dr. James Phimister, VP Pharma Marketing Pharma and Biotech Group, Elsevier



Effective pipeline decisions are achieved through the careful aggregation and evaluation of internal company-generated information in conjunction with reliable and relevant external sources. In this presentation we will explore how corporations value information sources, what information sources are applied to different pipeline decisions, and what are emerging content and content delivery needs. The presentation will draw from two Elsevier-sponsored studies performed in collaboration with pharmaceutical customers, as well as showcase examples to illustrate emerging trends.

11:35 - 12:05

Web 2.0 Technologies in Use - A Novartis Case Study on Enterprise Microblogging as a Tool for Information Exchange

Francesc Roig, Medical Information Officer, Novartis Farmaceutica S.A.



Much has been said about 2.0 technologies and its promises for companies: they are supposed to empower employees to be more productive and successful, enabling easy collaborative work and inducing smarter and faster decisions. Proponents of microblogging see it as a way to improve information exchange and social networking opportunities within corporations through brief, real-time messages that could be broadcasted and accessed from anywhere. However, there are few empirical data about experiences and lessons learned when these technologies have been implemented in real business environments, specifically in pharma industry. We present a case-study of use of an Enterprise microblogging platform in a pharmaceutical company where participation, use and interactivity are described.

12:05 - 12:20

Thriving in the Age of Empowered Users

Tessa Heffernan, Information Consultant, International Customer Service, Dialog



Researchers think that all the information they need is available for free on the web, while unaware that web search results are often incomplete and may be biased by personalisation or advertisers. The databases that cover research literature are trying to encompass new publishing models including open source. Many library and information centre budgets are flat or shrinking. Many information professionals are looking to redefine their service offering and their value proposition.

In this short presentation we hope to give some perspectives on the key drivers of change and where professional services excel. We hope to give some practical examples of the focus and services needed by organisations in order to address these challenges. We will also present the views of thought leaders, who foresaw the paradigm shift which would be created by the development of online information services, on the new opportunities brought by these market forces.

12:20 - 12:30

Preparing Data for Analysis and Visualization Using BizInt Smart Charts for Drug Pipelines

Diane Webb, President, BizInt Solutions, Inc.



To create meaningful drug pipeline reports and visualizations from multiple databases, data must first be normalized and deduplicated. New BizInt Smart Charts capabilities – BizInt Smart Charts Reference Rows and the Vantage Point -- BizInt Smart Charts Edition – help you prepare your data for analysis and visualization. This presentation will show how analysis results change when using data from multiple databases, then normalized data from multiple databases, and finally when deduplicated, normalized fields are used.

12:30 - 12:35

Conference Announcements

12:35 - 14:00

Networking Lunch

Enjoy the local cuisine in this buffet style lunch which offers the opportunity to meet new people or spend time with old friends.



ELSEVIER

Lunch Sponsor

KnowledgeExchange™ Sessions: 14:00 - 15:30

KnowledgeExchange™ Sessions (*round table discussions*)

Learn what approaches other information and CI professionals have taken to solve problems within their organisations. Summaries from each KnowledgeExchange™ discussion group will be shared with all delegates during the conference plenary session.

TRACK 1: Competitor Intelligence

A) Effective Analysis for Competitive Intelligence

TRACK 1: Competitor Intelligence

B) Synthesis and Reporting for Competitive Intelligence

TRACK 1: Competitor Intelligence

C) Sources Used for Competitive Intelligence

TRACK 1: Competitor Intelligence

D) Legal and Ethical Issues in Competitive Intelligence

TRACK 1: Competitor Intelligence

E) Broadening Your Skill-Set for Competencies in Competitive Intelligence

TRACK 1: Competitor Intelligence

F) The Validation Step in Competitive Intelligence

TRACK 2: General Pharma-Bio-Med

G) The Information Analyst's Toolbox – Which Tools to Use and Why?

TRACK 2: General Pharma-Bio-Med

H) New and Emerging Technologies and Delivery Platforms for Bioscience Information

TRACK 2: General Pharma-Bio-Med

I) Text Mining and Visualisation – Practical User Experiences and Outcomes

TRACK 2: General Pharma-Bio-Med

J) Managing Content – Copyright and Other Rights Management Issues

TRACK 2: General Pharma-Bio-Med

K) Use of Social Networking Solutions – Who is Doing What? And the Benefits Are?

TRACK 2: General Pharma-Bio-Med

L) The Surge of Science in Asia

15:30 - 16:15

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Session Chair

Alison Attard, Scientific Information Specialist Ipsen Biopharm Ltd

16:15 - 16:30

Latest developments from Springer for Pharma

Elwin Gardeur, Licensing Manager, Springer



During our presentation we would like to inform you about the Springer Pharmaceutical Content Solutions. Springer Content Solutions are an ideal resource for corporate clients, providing simple access to a comprehensive library of information in a single location with Springer's industry leading tools and features. Springer's Pharmaceutical Collection includes a range of authoritative eBooks and eJournals, SpringerProtocols, SpringerImages, AdisInsight Databases. We will give you an update about our newly launched corporate platform rd.springer.com which provides access to over 5.4 million research documents, optimized for corporate users.

16:30 - 17:00

New Career Dimensions - Adding New Capabilities and Gaining New Work Experiences

Helen Malone, Content Portfolio Manager, GlaxoSmithKline



Gaining additional capabilities through either formal qualifications or experiencing new roles is one way of broadening your skills and developing your career. This presentation will highlight how a professional qualification in marketing has helped to enhance an information role. It will also share how new work experiences such as facilitating senior leadership meetings and leading a communications team at GSK has helped to broaden knowledge and expertise.

17:00

Close of Day

18:00 - 21:30

Monday Night Gala Dinner & Networking Event

All attendees are invited to be a part of this very special evening. The Gala Dinner offers an opportunity to connect with peers on the first night of the conference. Coaches will be provided to transport delegates to and from the venue.

Tuesday, 2 October

Exhibition Hall Open

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Session Chair

Michele Blondel, Senior Scientific & Competitive Intelligence Manager, Danone Research

09:00 - 09:30

The Dreaded Inspections and Audits - Leveraging These Positively to Minimise Risk and for Opportunities to Enhance Service Quality

Janet Davies, Director, Medical Information and Medical Affairs Project Management, Gilead



External inspections by regulatory authorities are a fact of life for professionals working in fields like clinical research, pharmacovigilance and medical affairs. There is scrutiny of pharmaceutical company activities to ensure that risk is minimised and that medicines are used in a safe and effective way. In Europe there is a focus on pharmacovigilance regulations, with recent changes placing an even greater emphasis on promoting and protecting public health. In the US a number of companies have signed Corporate Integrity Agreements after being fined for having marketed medicines by off-label promotion. These agreements require changes and greater control of business processes.

Inspections and audits are part of this focus on medicines safety and risk minimisation. For those of us who experience inspections and audits first-hand, they can be a daunting experience. It is easy to feel that you are personally under investigation and that being inspected is something to dread. However, inspections and audits can be used as an opportunity to identify improvements and to enhance processes and improve service quality.

In this presentation we will look at inspections and audits and learn how to utilise them to drive quality and continuous improvement. The perspective of medical information services will be used to provide real-life examples of how to develop a positive mindset that can be applied in any service environment.

09:30 - 09:55

Improving Product Literature Workflows

Michael Rai, General Manager of Quosa, Elsevier



Product Literature Databases (PLDs) are currently being used by a broad array of teams and groups within life sciences by users who need to access public information related to their company's and, in certain cases, competitor products. Although PLDs may be managed different ways, comprehensiveness, timeliness, and ease of use are considered key criteria for content management and workflow productivity. Learn how Elsevier, through the acquisition of QUOSA, is serving the specific needs of users in pharma, biotech and medical device companies by improving workflows associated with capturing and managing product literature.

09:55 - 10:25

Integrated Information via a Virtual Team – Supporting the Business Strategy in a Mid-Sized Organisation

Ivaldi Silvia, Information Manager, Chiesi Farmaceutici Spa



It's well established that Intelligence Activity in our companies begins with the retrieval and analysis of information. This process normally involves different functions within the organisations (e.g. Information Management, Competitive Intelligence, Regulatory Intelligence, Patents, R&D people...)

Partnering with other departments and roles in the organisation is fundamental to ensure a unique and well integrated system that could efficiently support company's strategic needs.

What is the specific role of Information Department in this process? How information specialists can work together with other roles maintaining their own specificity?

In this presentation we would like to show you how in Chiesi Farmaceutici, a middle size Pharmaceutical Company, we are working to set up a "virtual team", a multifunctional team with well-defined roles, processes and tools to answer to specific strategic needs that can affect company's plans and decisions.

10:25 - 10:40

TPR as a Strategic Partner – Collaborating with Corporate Pharma Information and Knowledge Management Departments

Mike Gulker, Business Development, TPR International



This brief talk will examine the strategic search partnership between TPR and the information departments of some top pharmaceutical companies. With TPR meeting the search needs of busy departments, we will show how this particular collaboration is helping to enhance the value and marketability of the companies' information departments by enhancing expertise and capacity through fully customized biomedical, business and pharmaceutical CI search solutions.

10:40 - 11:25

Converse & Refresh

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Break Sponsor

11:25 - 11:55

From Medical Information to Medical Knowledge - Evolving Role of a Key Contributor to Business Success

Ines Andres, Health Outcomes Research & Medical Knowledge Head, Novartis Farmaceutica S.A.



Medical Knowledge Department in Novartis Spain manages scientific evidence, promoting strategies to improve identification, access and diffusion of scientific information, fully supporting the needs of other areas of the company.

With active participation in medical and business departments and involvement in new technologies, Medical Information Officers have become a professionalized function, executing effective strategic communication of medical evidence while keeping highest standards in medical information to external customers.

From classical "information provider", Medical Information role has evolved with progressive assumption of scientific communication and knowledge management as main responsibilities, becoming a proactive contributor to business success, increasing scientific knowledge both internally and externally, facilitating the explicit of the tacit knowledge, releasing resources while increasing efficiency, and improving quality by specialization.

11:55 - 12:01

The Convergence of Scientific Software & Services

Peter Derycz, President and CEO, Reprints Desk, Inc.



The evolution of scientific software and services landscape has evolved much like the Big Bang theory – expanding rapidly in its infancy, then cooling and forming what we recognize today as the standard offerings for buyers within the STM information industry. A major convergence involving scientific literature tools and workflows is now taking place, driven by efficiencies in user workflows and spending. This presentation will explore this shift and discuss how Reprints Desk's 'all-in-one' scientific document management system Bibliogo and similar solutions are emerging to deliver these efficiencies.

12:01 - 12:07

Managing Copyright Compliance in the Workplace

Kate Alzapiedi, Business Development Director, RightsDirect



In business there are no geographic boundaries. Employees exchange information regardless of where they are located. Yet copyright obligations often vary from one country to the next, creating a complex set of challenges for global organizations with employees working in different countries, to use published content responsibly. From responding to medical information requests to sharing the latest published research findings with colleagues, the intersection of content use and copyright has the potential to expose organizations to unintended infringement risk.

This presentation is focused on the challenges multinational companies face in managing copyright compliance as well as practical suggestions to address these challenges, including licensing options, employee training and guidelines for the creation of a copyright policy.

12:07 - 12:17

Conference Announcements

12:17 - 13:45

Networking Lunch

Enjoy the local cuisine in this buffet style lunch which offers the opportunity to meet new people or spend time with old friends.



Lunch Sponsor

Tutorials Sessions

Each tutorial will run in two parallel sessions. Delegates will be able to attend two out of the three options available.

Tutorial Session 1: 13:45 - 14:45

Transition Break: 14:45 - 14:55

Tutorial Session 2: 14:55 - 15:55



TUTORIAL (A): Primary Intelligence

Monika Giese, Founder and Principal, ICOCI GmbH

A compulsory component of intelligence work is the utilisation of Primary Intelligence (or Human Intelligence sources. It stands for information gathered through any form of communication with an individual, a direct conversation, a telephone interview, a comment made in a group discussion, a tweet etc.

Systematic and targeted Primary Intelligence collection results in the most current, up to date information and allows to , for example, better understand indicators of change or how the competitor actually thinks, thus supporting superior and sustainable competitive advantage for your own organisation.

The basis for successful Primary Intelligence is the building and maintenance of networks, which, together with the complimentary intelligence professional skills of elicitation, validation, analysis and synthesis of intelligence findings will deliver superior knowledge and insights.

In details, the tutorial will aim to cover the following (anticipated) topics:

- Legal and ethical implications for Primary Intelligence collection
- Building and maintaining networks, both inside and outside your company
- Outsourcing Primary Intelligence Collections
- Elicitation: Primary Interviewing Techniques and their value
- Example via a Project specific approach
- Why Primary Intelligence?
- Which primary sources to connect to?
- What to do with the collected intelligence?
- How will the primary sources be contacted?
- Delivery of Primary Intelligence findings

This tutorial aimed at all professionals planning to integrate PI into their skill portfolio, to those that want to built PI collection capabilities within their organisations and all others interested in the subject matter. The tutorial's primary goal is to be as interactive as possible, first priority is to answer all incoming questions from the audience.



TUTORIAL (B): Effectively Marketing the Library - The Steps from Customer Engagement to Measuring Impact based on Lessons Learned with GSK Initiatives

Helen Malone, Content Portfolio Manager, GlaxoSmithKline

GlaxoSmithKline (GSK) has a significant investment in a diverse portfolio of published information resources accessible to GSK staff through The Library portal. It is therefore critical that GSK staff are aware of the wealth of information resources available to them at their desktop. This presentation will outline GSK's approach for marketing The Library from initial customer engagement activities, tools and techniques for promoting The Library, lessons learnt and measuring the impact of The Library's marketing activities.



TUTORIAL (C): Reimaging Information Management - Informing Business Decisions in a Very Different World

Chris Shilling, Innovation Agent, Newhow Knowhow, (Formerly with Novartis and Pfizer)

The emerging sector of not-for-profit pharmaceutical businesses offers an opportunity to evaluate alternative approaches to Research & Development. Operating in a fast-changing, uncertain regulatory environment, not-for-profit organizations rely on networks of researchers, donors and corporate sponsors to uncover new therapeutic opportunities and secure funding to prosecute them. This workshop will explore:

- What new approaches to Information and Knowledge Management might best support this evolving world
- How these new approaches might also have an impact in established life sciences R&D

15:55 - 16:35

Converse & Refresh

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16:35 - 17:10

Pharma-Bio-Med Competitor Intelligence Open Forum

With a focus on competitor intelligence, this will be an informal, interactive, open discussion forum encouraging participation from all delegates.

17:10

Close of Day

Wednesday, 3 October

Exhibition Hall Open

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Session Chair

Chris Shilling, Innovation Project Manager, Newhow Knowhow

09:00 - 09:40

Elicitation Techniques – Getting Primary Information from Peers and Competitors

Gloria Reyes, Reyes Consulting



You have exhausted all your secondary sources: databases, Internet, public records, and still the answer to your vital question about your competitor escapes you. But no wonder: most of the information we seek resides in the heads of so-called Know How carriers. These can be experts within your own company – sales reps, researchers, event planners. Or they can be at your competitors or their environment, such as trade organisations, suppliers, customers.

How do you approach them? We shall present accepted legal and ethical methods called Elicitation Techniques to assist you in making calls and conducting face-to-face interviews. You will learn how to structure an interview, to win trust and disguise your real intent. The techniques are easily learned, but require lots of practice!

09:40 - 10:10

Implementation of a Digital Copyright License – The Impact on the Service Users

Agnes Díaz Fort, Medical Information Officer, Novartis Farmaceutica S.A.



Intellectual property legislation forbids distribution of scientific publications in electronic format subjected to copyright without permission of publisher. According to previous license with the Spanish Centre for Reprographic Rights (CEDRO), Medical Department had to answer medical unsolicited requests attaching paper copies of publications, investing time and resources on irrelevant tasks such as printing, labeling and shipping.

Novartis is the first pharmaceutical company in Spain in signing a “Digital License” agreement with CEDRO that covers distribution of scientific publications in electronic format.

We present the results of a satisfaction questionnaire delivered to service users to evaluate the change towards electronic answers.

10:10 - 10:40

What’s in the News? - Web Scraping Technology as a Cost-Effective Solution for News Alerting

David A. Breiner, Senior Knowledge Scientist, Product Discovery, Boehringer Ingelheim



Over the past decade, many news resources have become freely and widely available on the Internet. As a result, the need to subscribe to premium news services has become less important, while the need to streamline and effectively manage news is greater than ever. In addition, many web tools have become extremely reliable for performing various data tasks including extraction, processing, and presentation. Therefore, an interface utilizing web scraping capabilities was developed at Boehringer Ingelheim Pharmaceuticals for news alerting purposes in order to achieve maximum value with minimal expense and manual curation time.

Poster Session & Refreshment Break

10:40 - 11:40

Poster Session & Refreshment Break

Enjoy an unique and interactive poster session. Browse the posters on display and gather around the presenter for an unstructured discussion. Get more in-depth and propose questions. This session is sure to get your mind flowing and your networking going with this interactive forum!

POSTER: Searches, Alerts, Results - Integrated System for related Workflow-Management The Trend Towards Customized Solutions

Karen Jendro, Scientific Information Services Roche Diagnostics



Based on our STAR-System (Cuadra) our department implemented a system to streamline the incoming orders for literature-, patent- and business searches, including the archiving of orders and the management of the complete workflow related to those searches. The poster will show how this basic tool can be used to build highly customized portals to support our customers. E.g., such solutions could be the provision of data to restricted user groups, enriched with extended indexing (taxonomies) or the integration of the handling of our alerts, including the maintenance of the distribution list of addressees and the automated delivery of results. As a side effect the system also allows the tracking of orders and financial controlling by offering some analytical functions (to generate statistics on costs, initiating department, effort etc.)

Some of the most interesting features under development are the semi-automated generation of search reports out of the system, including upload and parsing of search results, highlighting (kwic), selection of publications and export into PDF format

POSTER: Making Product Literature Accessible

Andrew Carver, Senior Product Manager, QUOSA



Users of Product Literature Databases want the easiest possible ways of accessing the articles relevant to their immediate task. That means that the articles must both be up to date and appropriately qualified. Overall, this gives rise to three main challenges:

- Automating the inclusion of the latest articles
- Qualifying new content so that it is appropriately categorized
- Getting the right user interface

This poster will show both the interfaces and the “publishing and curation” processes that are available with Elsevier’s QUOSA solution to assure a highly efficient and also user friendly solution to these challenges



POSTER: HER2 Breast Cancer – A Competitive Landscape Analysis

Daniela Ranzani, Client Services Executive, Springer

This presentation will provide an overview of current treatment practice, identify upcoming catalysts, and predict potential changes to the standard of care. A SWOT analysis will highlight unmet needs. A longitudinal pipeline analysis will provide insight into global drug development. A clinical trial map will graphically compare trial and development activity across a selection of compounds. Licensing status, regulatory activity, and summaries of efficacy and tolerability data will be included to provide the audience with a complete understanding of the competitive environment in HER2 breast cancer.

KnowledgeExchange™ Report Backs 11:40 - 12:40

KnowledgeExchange™ Report Backs

Summaries from each KnowledgeExchange™ discussion group will be shared with all delegates during the conference plenary session.

TRACK 1: Competitor Intelligence

A) Effective Analysis for Competitive Intelligence

TRACK 1: Competitor Intelligence

B) Synthesis and Reporting for Competitive Intelligence

TRACK 1: Competitor Intelligence

C) Sources Used for Competitive Intelligence

TRACK 1: Competitor Intelligence

D) Legal and Ethical Issues in Competitive Intelligence

TRACK 1: Competitor Intelligence

E) Broadening Your Skill-Set for Competencies in Competitive Intelligence

TRACK 1: Competitor Intelligence

F) The Validation Step in Competitive Intelligence

TRACK 2: General Pharma-Bio-Med

G) The Information Analyst's Toolbox – Which Tools to Use and Why?

TRACK 2: General Pharma-Bio-Med

H) New and Emerging Technologies and Delivery Platforms for Bioscience Information

TRACK 2: General Pharma-Bio-Med

I) Text Mining and Visualisation – Practical User Experiences and Outcomes

TRACK 2: General Pharma-Bio-Med

J) Managing Content – Copyright and Other Rights Management Issues

TRACK 2: General Pharma-Bio-Med

K) Use of Social Networking Solutions – Who is Doing What? And the Benefits Are?

TRACK 2: General Pharma-Bio-Med

L) The Surge of Science in Asia

12:40 - 14:00

Networking Lunch

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Session Chair

Derek Sharp, Information Specialist, British American Tobacco

14:00 - 14:30

Competitive Information and Discovery Targets of Interest – Working with the Scientists

John Wickenden, Information Scientist, Eli Lilly



The early stage research teams exploring new Targets of Interest have not normally explored the Competitive environment in detail. They usually look at the molecular biology and bioinformatics aspects, and perhaps look at the journal literature and may also discover other groups looking at the target. In an attempt to further validate good targets, and to ensure invalid targets are killed off quickly before too much money is wasted, Competitive Information is now a key tool.

Being part of the LIS group and closely aligned to the Competitive Information group ensures that I can provide appropriately scaled CI to the local discovery scientists. The CI group provides detailed Competitive Information to later stage projects at key decision points and do not have the resources to support early discovery phases.

Being part of a medium sized Discovery site I am able to work closely with the discovery scientists. I am now part of two early stage groups a TOI Forum and a Target enablement group. I will detail the support I give to the teams and advantages gained.

14:30 - 15:00

Leveraging Your Best Assets for Competitive Intelligence - Developing and Implementing a Tool for Gathering, Storing and Sharing CI from Employees

Denise Carter, Associate Director, Head of Knowledge Analytics, Merck Serono



A good Competitive Intelligence (CI) strategy includes building on known secondary data by developing a comprehensive primary competitive intelligence program developing the right key intelligence topics and questions. However this primary CI activity is usually directed externally to the company. Another huge asset in getting a complete CI picture is to leverage knowledge from employees – exploiting their networks with the external world through key contacts, congresses, etc. The presentation will take a step-by-step look at developing a tool to systematically gather that data from employees and enable it to be shared and used to build a complete CI picture. Focus will also be made on how we made the tool compliant with the ethical and legal guidelines governing good CI practice.

15:00 - 15:10

Closing Remarks

Pharma-Bio-Med Organisation

Educational Workshops

Sunday, 30 September

Educational Workshops (offered free of charge to registered delegates)

Further professional development and learning opportunities are available through educational workshops. Attendance at these workshops is open to all registered delegates and is included in the registration fee. Workshops take place on Sunday 30 September 2012.

15:00 - 15:25

Translational Medicine Initiatives and Innovative Opportunities for the European Pharmaceutical Industry

Eileen Bernadette Moran, Director, Corporate Relations, AAAS/Science

Kiki Forsythe, M.L.S., Senior Publisher Relations Specialist, AAAS/Science



The AAAS/Science workshop will concentrate on the international translational medicine initiatives forming as a result of public sector and pharmaceutical industry partnerships. The speakers will provide a brief review of last year's workshop, which described the challenges facing the pharmaceutical industry, before showcasing the broad-sweeping programs that have recently been initiated to spur innovation. For example, a recent Science and Health Policy Commentary in the journal Science Translational Medicine presented the fact that infectious diseases continue to pose major public health challenges. As a result, the European Academies Science Advisory Council is setting priorities for European surveillance of the potential threats from these diseases. The Commentary discuss how translational medicine can bridge these global issues by helping to mobilize resources between academia, industry, health care services, and policymakers. The speakers will discuss other progressive programs including ADITEC (Advance Immunization Technologies), IMI (Innovative Medicines Initiative), TransCure (transporter protein research for new medicines), and the USA NCATS (National Center for Advancing Translational Sciences).



15:30 - 15:55

Creating Accurate and Useful Visualizations of Pipeline and Clinical Trials Information with the BizInt Smart Charts Product Family

Diane Webb, President, BizInt Solutions, Inc.

John Willmore, Product Support Manager, BizInt Solutions, Inc.



This workshop will demonstrate how to use new features in BizInt Smart Charts for Drug Pipelines, BizInt Smart Charts Reference Rows, and VantagePoint - BizInt Smart Charts Edition to create accurate and useful visualizations of multi-database drug pipeline and clinical trials information.

We'll show how you can:

- create reports combining data from different pipeline or trials database and identify related records across databases, using BizInt Smart Charts for Drug Pipelines;
- clean-up, normalize, and transform data from different database using tools in VantagePoint - BizInt Smart Charts Edition;
- summarize data from related records into a single row using BizInt Smart Charts Reference Rows.
- export reports in HTML, Word, Excel, and Acrobat, with links to backing records and related information;
- analyze and visualize your normalized and de-duplicated data in VantagePoint - BizInt Smart Charts Edition.



16:00 - 16:35

Enabling Life Science R&D: Elsevier Solutions Spanning Drug Discovery and Development

Fabienne Evans, Product Solutions Specialist, Elsevier



Within the last two decades of drug discovery and development, costs and time to commercialization of new drugs have increased disproportionately, approaching nearly US\$2 billion per successful launch.

This changing business environment needs more than ever, a focus on Return-On-Investment and business productivity. In this challenging and competitive market, access to relevant scientific and medical knowledge at every stage of the drug cycle, plays therefore a key role.

At Elsevier, we facilitate the bio-pharma R&D process by delivering essential information for target finding and validation, molecule design, model validation, clinical trial, regulatory compliance and post-marketing surveillance- allowing our customers to find the answer they need quickly.

This workshop will highlight the latest developments in the Elsevier's portfolio.

16:40 - 17:15

Embase Email Alerts; How They Work and How to Use Effectively

Daan de Jong, Pharma and Biotech Group, Elsevier



Around 4,000-5,000 new records are added to Embase every day. Flexible email alert options in Embase allow you to focus on only the records which matter to you and effectively track drugs, devices or research developments in the scientific literature.

In this workshop we will:

- Show you how the Embase email alert system works and when new records are sent
- Outline some tips and tricks for setting up the most effective email alert search strategies
- Demonstrate how you may receive email alerts via the Embase API
- Test drive the new Embase 'Alerting Center' together

17:15 - 18:00

5-Minute Networking Mixer

Don't know anyone at the conference? Looking to network? The 5-minute mixer is designed to give you the chance to meet other conference delegates to make one-on-one connections. It's truly a one-of-a-kind networking opportunity where you get to mix and meet with other professionals in the industry. You will get to spend a total of 5 minutes with each new person on a rotating basis.

18:00 - 19:30

Conference Welcome Reception in the Exhibition Hall

Usher in the conference in style! Make sure to arrive in time to see old friends and make new connections at the official Welcome Reception on Sunday night. Meet the exhibitors while you enjoy hors d'oeuvres and beverages.