

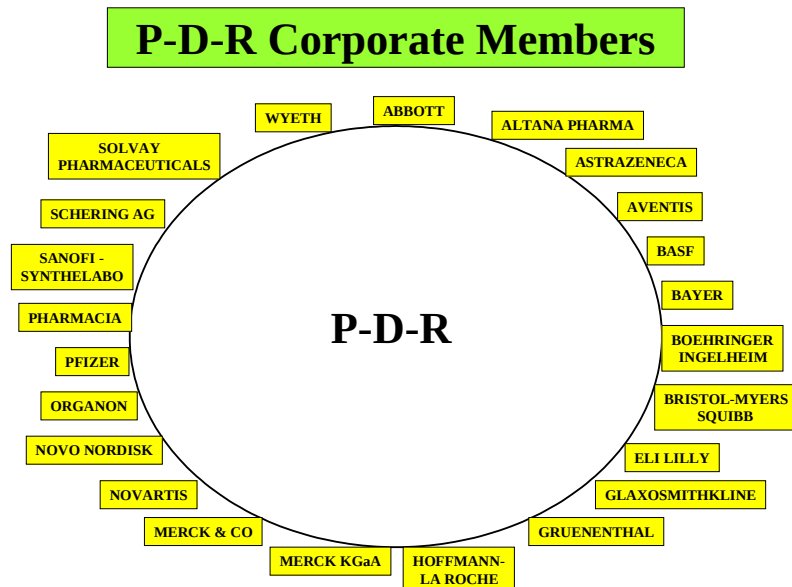
Press Release



Information and Knowledge Management in the International Pharmaceutical Industry

45th Annual General Meeting of the P-D-R 2003

The Pharma Documentation Ring (P-D-R) held its 45th Annual General Meeting (AGM) in Thame, near Oxford, UK from the 24th – 26th September 2003. The P-D-R is an association whose members represent the scientific information departments of the leading international R&D-based pharmaceutical corporations. The 22 corporate members account for approximately 60% of the total global turnover of ethical drugs (approximately \$430 billion); by far the majority of top 20 global pharmaceutical companies are P-D-R members.

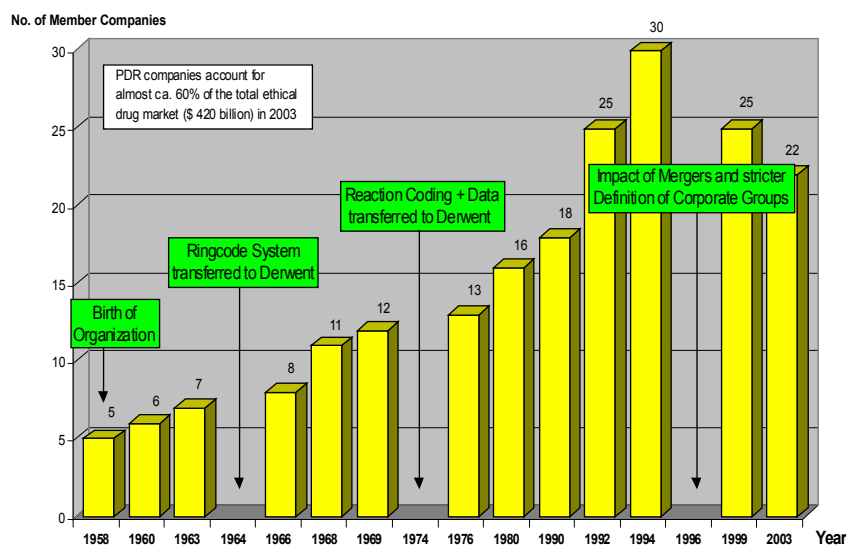


Status: March 2003

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38 delegates from 11 different countries in Europe and North America attended this year's meeting, which was ably hosted by Wyeth Research. An informal reception for delegates prior to the official opening of the meeting was organised by Robert Kimberley of Biosis.

Growth in Corporate Membership of the P-D-R 1958-2003



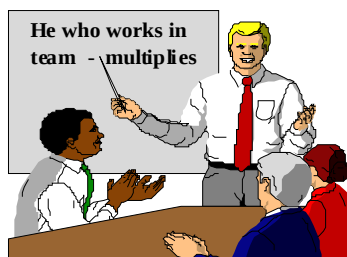
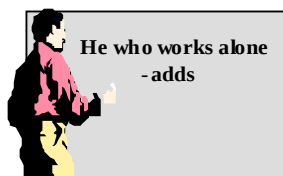
Status: September 2003

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In his opening address, Sandy Mullen (Bayer AG), President of the P-D-R, reported on the success of the P-D-R Special Meeting on Taxonomy and Text Mining that had been held in Mainz, Germany. The meeting was attended by 38 delegates including P-D-R Company representatives and invited external speakers and consultants.

He also reported that the P-D-R had been approached to prepare an article on information and knowledge management activities for publication in the Japanese journal *Joho-Kanri*. The requested article will be published in November 2003.

TEAMWORK



(Arabian Proverb)

Sandy Mullen reported that the P-D-R website (www.p-d-r.com), the main platform for P-D-R activities, had been restructured and further enhanced

during the year. The publicly accessible Pharma Business Information section now contained a wide range of useful material kindly provided by MarketLetter, PJB Publications, Prous, Thomson Current Patents and Wood Mackenzie. Member company Press Releases continued to be reported on the site via an effective daily webspider service from Reg123. The 'members only' area of the website had also been enhanced.

Major highlights of the meeting were the discussions on two strategic topics that had previously been identified as being of paramount interest to P-D-R members. These were

- The Business Impact of Information Services
- Customised Integration of Different Data Sources

During the 'Business Impact of Information Services' session, Joanne Lustig, a consultant with Outsell discussed Outsell's approach to quantifying the business benefits from information services. The methodology involved identifying the financial benefits that could be attributed to each information service provided. During the same session, a speaker from Novartis discussed the way that Novartis was using key performance indicators (KPIs) and balanced scorecards to assess the impact of the different information services available within the Company.

During the second topic session 'Customised Integration of Different Data Sources', representatives from different PDR companies gave six short 'flashlight' presentations. The topics addressed different aspects of data integration including intranet integration of data sources, adding value to a commercial alerting service by incorporating user annotations, linking to electronic journal articles, and the use of a taxonomy and search engines to classify and search multiple data sources. In the final part of the session, the results of a P-D-R survey of the vision of the future integrated world in 2010 were presented.

Other important developments that were discussed during the meeting included update reports on

- The discussions with publishers on the use of electronic articles for marketing purposes
- The Counter Project, which is concerned with the capture of electronic journal usage statistics by publishers
- The discussions within Europe on the certification of patent information scientists
- The activities of other national and international information groups

A hot topic each year is the Company Reports' sessions. Most members reported that during the year they had continued to increase their electronic journal holdings at the expense of hardcopy subscriptions. A number stated that they intended to transfer completely to electronic journals in the short to medium term and had set an ambitious target date (2003-2005) for completion of this changeover. Some reported that their libraries had already been downsized and former shelf space re-utilised for other purposes.

Several representatives expressed considerable concern at the large price increases being proposed by a small minority of publishers for their electronic journals in 2004.

The Company Reports' sessions also confirmed that Intranet portals continue to be the primary means of delivering literature and information services to the end users within P-D-R companies. A wide range of different commercial search engines have been incorporated into the portals and some companies have combined these with taxonomy products, such as those available from Factiva and Skila. Several companies reported that they had implemented improved electronic systems for handling requests for literature articles from their customers.

Several companies reported that they had recruited additional patent information searchers to handle the increased demands for this challenging work. Two companies reported that they had begun to implement electronic laboratory notebook systems to improve the opportunities for data capture and research productivity.

As the terms of office of all the current members of the P-D-R Board were due to expire at the end of 2003, a Board Election was held for the period 2004 - 2005. Henning Nielsen (Novo Nordisk) was elected as the next President (from 1st January 2004). Sandy Mullen (Bayer AG) and David McNeillie (AstraZeneca) were elected Vice-Presidents and Ernst Mernke (Roche Diagnostics) was elected secretary.

Sandy Mullen reminded representatives of the sad death of Jane Whittall, a popular and active member of the P-D-R, who had organised the AGM in 2003. He announced that following discussions with Glaxo Smith-Kline and Jane's family, the P-D-R Board had decided to commission a silver salver to be engraved in Jane's memory. The salver – The P-D-R Jane Whittall Award for Excellence - would be awarded on an annual basis to the P-D-R member who had contributed most to P-D-R activities in the previous 12 months.

In summary, it was a highly successful and interactive meeting and a survey conducted amongst attendees indicated there had been, once again, a very high level of relevant and quality presentations by P-D-R members and invited speakers. The meeting continues to be regarded by most participants as the major annual event of its type for the international pharmaceutical industry.



The 46th P-D-R AGM will be held in Bürgenstock, Switzerland from the 5th - 8th October 2004 and will be hosted by F Hoffmann-La Roche Ltd.

The PDR web site can be found at <http://www.p-d-r.com>.

Recent (published November 2003) Japanese language publication on the P-D-R:

Information management challenges in the European Pharmaceutical Industry
D. McNeillie and A. Mullen

JOHO KANRI (Journal of Information Processing and Management)
Vol. 46 (2003) , No. 8, p.518-529

After briefly reviewing the information explosion and the emergence of the information industry in Europe, this paper discusses, in depth, current topics relating to information/knowledge management in the pharmaceutical industry as illustrated by the activities of the P-D-R (Pharma Documentation Ring) Group of companies - a corporate organisation devoted to exchanging/sharing experience in these areas. The overwhelming majority of the top 20 multinational pharmaceutical companies are P-D-R members. The P-D-R is a powerful driver for high standards in commercial information and associated services as well encouraging the introduction of new ones. To this end, the organisation maintains intensive contact with all major players of the international information industry relevant to healthcare. Some highlights from the recent work of the P-D-R are presented to help depict its impact on the scientific information scene in Europe and beyond.

English Abstract

http://www.jstage.jst.go.jp/article/johokanri/46/8/46_518/_article

Japanese Abstract

http://www.jstage.jst.go.jp/article/johokanri/46/8/46_518/_article/-char/ja/