

# Press Release



## Information and Knowledge Management in the International Pharmaceutical Industry

### 48th Annual General Meeting of the P-D-R 2006

The Pharma Documentation Ring (P-D-R) held its 48th Annual General Meeting (AGM) in Bracknell, UK from the 26<sup>th</sup> – 29<sup>th</sup> September 2006. The P-D-R is an association whose members represent the scientific information departments of the leading international R&D-based pharmaceutical corporations. There was no change to the number of corporate members during the previous 12 months. The 21 member companies continue to account for approximately 60% of the total global turnover of ethical drugs (approximately \$500 billion); by far the majority of the top 20 global pharmaceutical companies are P-D-R members.



39 P-D-R Company delegates, attended this year's meeting, which was expertly hosted by Eli Lilly. In addition, there were 10 guest speakers from

Bristol-Myers-Squibb, CAS, Elsevier, Glaxo SmithKline, Outsell Inc., Sanofi-Aventis, Stuttgart University and Thomson Scientific. Elsevier hosted an informal reception for delegates, prior to the official opening of the meeting.

In his opening address, Henning Nielsen (Novo Nordisk), President of the P-D-R, commented on the continuing consolidation within the information industry, with primary as well as secondary publishers involved in mergers, acquisitions and integration. He added that this consolidation had been accompanied by the development of some proprietary platforms and new business models that prevented information users fully exploiting the knowledge embedded in the collective sum of information in the industry.

He stated that the P-D-R will have an increasingly important role to play as a forum for dialogue with the information providers.

Henning reported that copyright and licensing had been important areas for the P-D-R during the year. A special meeting of the P-D-R on copyright was held in Berlin in the spring of 2006 and this was followed by a joint meeting with the Society for Scholarly Publishers in Baltimore in June. The global nature of Pharmaceutical Companies and the availability of advanced technologies for analysing and sharing information presented P-D-R members with significant challenges in ensuring copyright and licence compliance.

As in previous years, two of the principal highlights of the meeting were the discussions on the two strategic topics that had been identified prior to this meeting. The two selected topics for 2006 were

- Text Mining the Published Literature
- Information Group Organisation & Reporting

In the 'Text Mining the Published Literature' strategic topic session, Dr Jasmin Saric of EML Research and Stuttgart University gave an introductory talk on the approaches that had been used for the retrieval of information in the Life Sciences. He provided practical examples of information retrieval, entity recognition, natural language processing, semantic search, and text mining.

Jabe Wilson of Elsevier described the collaboration projects that Elsevier had entered into with a number of semantic technology vendors. A number of prototype systems had been developed to evaluate the different technologies available. Elsevier, in addition to offering tools for text mining, is also investigating the opportunities for licensing Elsevier content for text mining.

Two P-D-R representatives from Roche and Bayer then described the approaches being explored within their respective companies. In these presentations the use of the text mining and visualisation tools Biovista, Insuma, Aureka and Temis was discussed. A P-D-R representative also described the Open Text Mining Initiative (OTMI) from the Nature Publishing Group that proposed a standard for e-journal content. A survey of P-D-R members confirmed that text mining was still in an exploratory phase with demonstrable benefits still to be realised.

In the second strategic topic on Information Group Organisation & Reporting, Joanne Lustig, Vice President of Outsell gave a keynote address on 'Organisational Reporting in Pharmaceutical Information Management'. Her presentation was based on analytics from Outsell surveys completed by Pharmaceutical client companies. These showed that there had been a considerable move towards global reporting within the Information Management function and that most Information Management functions report into either R&D or IT. Independent P-D-R data confirmed this finding but also indicated that the number reporting into R&D was falling. Joanne then discussed the factors that were driving organisational change. She also presented data that indicated that the internet was becoming the principal source of information for all categories of user, with the relatively newer approaches for delivering and sharing information, including blogs, videocasts, podcasts and RSS feeds, enjoying high levels of support. Failure rates for finding information by end users was still high at about 35%.

Representatives of Bristol Myers-Squibb and AstraZeneca then described the organisational design of their respective Information Groups together with the underlying rationale for the design chosen.

In the other sessions, speakers from GlaxoSmithKline and Bristol-Myers Squibb discussed the need to ensure global consistency and accuracy in the provision of medical information to health personnel and the approaches their respective companies had taken to deliver it.

A representative of BASF described their experiences with the federated search software Interence. This successfully lowered the barrier for end users to search across multiple databases, since they only had to learn one search language, but a disadvantage of the approach was the lack of a de-duplication capability.

Two independent analyses of the different pipeline databases by P-D-R representatives confirmed that no single pipeline database provides comprehensive coverage, though Prous Integrity was emerging as a key information source with particularly strong coverage of pre-clinical development compounds.

Cindy Poulos (Thomson Scientific) provided an update on recent developments with the Patentweb, Delphion, Thomson Patent Store and Aureka products and then discussed Thomson Scientific's plans and strategy for replacing these overlapping legacy products with a more powerful and integrated solution in 2007.

A representative of Sanofi Aventis described the work the Biotechnology Working Group of the Patent Documentation Group had been doing in comparing the content of different gene sequence databases with respect to sequences occurring in patent applications. It was found that none of the sources evaluated provided comprehensive coverage, with all databases

having unique hits. Nearly 90% of sequences were published in PCT or US applications. Findings had been discussed with the individual providers.

The P-D-R board makes a special award each year – the Jane Whittall Award for Excellence - in memory of Jane Whittall, a popular P-D-R member who died of cancer in 2003.

In announcing the award for 2006, Henning Nielsen said that it gave him great pleasure to make the award to Hans-Ulrich Haussermann of Abbott for his outstanding contributions to the collaborative work of the P-D-R. Hans' contributions included creating and developing the P-D-R website as well as the P-D-R News. These are now major professional channels of communication for external as well as internal knowledge sharing within the P-D-R.

The 49<sup>th</sup> P-D-R AGM will be held in Philadelphia, USA from the 25<sup>th</sup> - 28<sup>th</sup> September 2007 and will be hosted jointly by Bristol-Myers Squibb and Merck. This is the first time the AGM will be held outside of Europe and reflects the growing involvement of US based companies in the activities of the P-D-R.

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