



The Pharma Documentation Ring (P-D-R) Launches "Insights For Inspiration" (i4i)

The **Pharma Documentation Ring (P-D-R)** is excited to announce the launch of "**Insights For Inspiration**" (i4i), a new member-driven initiative aimed at increasing the benefits derived from our pre-competitive group. This initiative, facilitated by the P-D-R, provides a platform for members to engage with topic workstreams and renowned external speakers from the information services industry.

The inaugural i4i event took place on April 22, 2024. P-D-R members from various backgrounds came together to share their needs, pain points, and ideas surrounding **Fit for Purpose Licensing**. As information service departments play a crucial role in biopharmaceutical research and development pipelines, **licensing key information is essential for scientific discoveries, product development, and post-market support**.

During the event, team members identified **significant restrictions and unmet needs** regarding journal content usage in GenAI. Corporate information centers are supporting compliance by driving license conversations and enabling technical integrations. However, negotiations to finalize licenses often lead to **fragmentation of terms and permissions**, resulting in seat-based or use-case-restricted agreements. The group recognizes the importance of aligned license terms and **desires** negotiations that result in **comprehensive and flexible licensing**.

Use cases discussed during the event ranged from focused, specific projects to **more explorative, open licensing**. Limited budgets and expertise were identified as challenges, particularly for smaller companies. Participants agreed that meaningful usage metrics to **calculate return on investment (ROI)** and more comprehensive, flexible licensing would help make the case for onboarding additional resources.

Moreover, P-D-R members acknowledged **their roles as business translators**, bridging the gap between user needs, data science and IT organizations, and vendor value propositions. Requirements often change during the course of an initiative, and may benefit from already available data or a broad initial license.

The success of the first i4i event **demonstrated its significant value to participants**, thanks to the diligent preparation by the team members. Future editions are already in the works, featuring vendor presentations and internal conversations on critical topics set by the P-D-R's workstreams, including skills development, Generative AI, its applications, and Licensing. We're looking forward to hosting the Copyright Clearance Center (CCC) in our upcoming May event.

About Pharma Documentation Ring:

The Pharma Documentation Ring (P-D-R) is a vibrant, forward looking group of information, data and knowledge managers from more than 25 of the leading R&D focused pharma companies in the world, facilitating collaboration and knowledge exchange among its members. With a focus on pre-competitive initiatives, the P-D-R aims to enhance innovation and drive advancements in the field of biopharmaceutical research and development.

Learn more about the Pharma Documentation Ring:

<https://www.p-d-r.com/> and https://en.wikipedia.org/wiki/Pharma_Documentation_Ring