2013 Spring Meeting
Agenda

Schedule as of March 5, 2013

	Sunday			Monday		Tuesday
7:30am – 8:30am				**Breakfast**		**Breakfast (8-9am)** Exhibit Hall
8:30am - 9:00am				**The Global Information Manager: Creating Strategic Value** Deb Hunt		
9:00am – 10:00am	**CE Course: An Introduction to the Growing Field of Systems Biology - Tools, Techniques, and Trends to Embrace** Ally Perlina, Senior Scientific Solution Specialist, Thomson Reuters			**Data Analytics and the Information Professional** William Hayes, SVP, Selventa		**Key Trends to Embrace: Supporting "Big Data"** Edd Dumbill, Editor in Chief, Big Data
10:00am – 10:30am				**Snacks** Exhibit Hall		**How I Did It: Semantics and the Information Professional** James Morris, Astra Zeneca
10:30am – 11:00am				**Key Trends to Embrace: Biomarker Databases at NIH** Medha Bhagwat, National Institutes of Health (NIH)		
11:00am – 11:30am						**New Tools to Know** A "Speed Dating" session (various)
11:30am – 12 noon		**Registration**	**Exhibitor set-up**	**Lunch** Exhibit Hall		
12 noon – 1:00pm						**Lunch** Exhibit Hall
1:00pm – 2:00pm	**PHT Division Open board meeting**			**How I Did It: The Value of Decentralizing Budget to Maximize Information Return** Mindy Beattie and Bob Kowalski, Pfizer		
2:00pm – 3:00pm				**Key Trends to Embrace: Bioinformatics and the Information Professional** Panel; facilitated by John Chu (Gilead Sciences)	**Web Scraping Technology as a Cost-Effective Solution for News Alerting** David Breiner, Boehringer Ingleheim	**How I Did It: A Case Study of Full Text Patent Mining** Yun Yun Yang, Senior Patent Analyst II, Bristol Myers Squibb
3:00pm – 3:30pm				**Snacks** Exhibit Hall		**A View from the Executive Level: What the Info Pro Needs to Know** Mark Burfoot, VP Novartis
3:30pm – 4:00pm				**Information in Asia: What Are We Missing And How Do We Find It** Norah Xiao, Chinese Research Liaison, ACS	**Making Social Media a Competitive Asset** Ed Silverman, Editor, Pharmalot	
4:00pm – 4:30pm						**Closing Remarks**
4:30pm – 5:00pm						
5:00pm – 6:00pm				**Free time**		
6:00pm – 6:30pm	**Sunday Evening Dinner Gala**					
6:30pm – 7:00pm				**Monday Night Social Event: Dinner on the Delaware**		
7:00pm – 8:00pm						
8:00pm – 9:00pm						
9:00pm – 10:00pm						

Scheduled time	**Optional Activities** *Additional fee*

Join your colleagues from companies such as:

- Astellas
- AstraZeneca
- Bain & Company
- Boehringer Ingelheim
- Bristol Myers-Squibb
- Covance
- Covidien
- Daiichi Sankyo
- the dd+p group
- Genzyme
- Gilead Sciences
- Johnson & Johnson
- LEK Consulting
- Mallinckrodt
- Merck
- Merial
- Novartis
- Novo Nordisk
- Onyx Pharmaceuticals
- Otsuka America
- Parexel
- Pfizer
- Purdue Pharma
- Shire Pharmaceuticals
- Teva Pharmaceuticals

Register & full info at www.regonline.com/spring2013

Sunday

9:00am – 1:00pm

CE Course: An Introduction to the Growing Field of Systems Biology - Tools, Techniques, and Trends to Embrace

Ally Perlina, Senior Scientific Solution Specialist, Thomson Reuters

Understanding the processes, roles and needs related to the systems biology area in the development of new therapies will be crucial in the near future for Pharma information professionals.

This course will review the development process in relationship to the roles of individuals in those processes, the information needs they have, and the methods and means by which they can fulfill these needs. Emphasis will be placed on the role of information professionals in supporting the systems biology. Tools from the Thomson Reuters systems biology solutions MetaCore™, the EZ™ search functionality, plus the Integrity Biomarker™ Integration will be discussed. Additionally, similar tools from other vendors such as Ingenuity's Ingenuity Answers and Ariadne's MedScan will be mentioned as well. Information professionals' expertise in building/maintaining/deployment of systems biology taxonomy/ontology/thesaurus and knowledge/text mining will also be covered.

This CE course serves as a complement to a similar NIH course offering: http://www.ncbi.nlm.nih.gov/education/librarian/

11:00am – 4:00pm

Registration

1:00pm – 3:00pm

PHT Division Open board meeting

6:00pm – 9:00pm

Sunday Evening Dinner Gala

Monday

7:30am – 8:30am

Breakfast - Exhibit Hall

8:30am - 9:00am

The Global Information Manager: Creating Strategic Value

Deb Hunt

The 2013 president of SLA will discuss the emerging role of the global information manager, and the direction that SLA is taking to support this evolving position in today's Pharmaceutical and Health Technology environment.

9:00am – 10:00am

Data Analytics and the Information Professional

William Hayes, SVP, Selventa

In the closing keynote, Dr. Hayes will cover how he and his colleagues at Biogen IDEC created a cutting edge data analytics capability, and more recently, his role in developing a "big data" analytics engine that integrates molecular information from thousands of patients to identify biomarkers linked to disease-driving processes.

10:00am – 10:30am

Snacks - Exhibit Hall

10:30am – 11:30am

Key Trends to Embrace: Biomarker Databases at NIH

Medha Bhagwat, National Institutes of Health (NIH)

With the increasing focus on biomarkers, the NIH is increasingly involved and providing contributions and tools to help searchers. Medha Bhagwat of NIH will provide details of both existing NIH databases and ongoing efforts. She will focus on the current NIH Bioinformatics Support Program and her responsibility in serving NIH research scientists working in bioinformatics: http://nihlibrary.nih.gov/Services/Bioinformatics/Pages/default.aspx

11:30am – 1:00pm

Lunch - Exhibit Hall

1:00pm – 2:00pm

How I Did It: The Value of Decentralizing Budget to Maximize Information Return

Mindy Beattie and Bob Kowalski, Pfizer

Participants will learn: How to augment supplier statistics with internal usage, making data more relevant for Library Team and leadership; what questions the executive leadership team members will ask and what level of detail they expect to see; and how to get a 'seat at table' with business line stake holders now holding the budget, which empowers collective decision making on content.

2:00pm – 3:00pm

Key Trends to Embrace: Bioinformatics and the Information Professional

Panel Discussion; facilitated by John Chu (Gilead Sciences)

A panel discussion on the growing role of bioinformatics and what information professionals in Pharma should know and should be doing to get ahead of the curve and bring value to their company. Invited participants include thought leaders from Thomson/GeneGo, Ingenuity, and Elsevier/Ariadne.

Web Scraping Technology as a Cost-Effective Solution for News Alerting

David Breiner, Boehringer Ingleheim

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.

3:00pm – 3:30pm

Snacks - Exhibit Hall

3:30pm – 5:00pm

Information in Asia: What Are We Missing And How Do We Find It

Norah Xiao, Chinese Research Liaison, American Chemical Society

This roundtable session will focus how research librarians can be made aware of, and can leverage, increased published research out of China. Additionally, the roundable will address where that research is being published and through what resources it can be best accessed. Also included will be discussion of topic such as local language research, identification of experts, and other items requested in advance by attendees.

Making Social Media a Competitive Asset

Ed Silverman, Editor, Pharmalot

5:00pm – 6:30pm

Free time

6:30pm – 10:00pm

Monday Night Social Event: Dinner on the Delaware

Tuesday

8:00am – 9:00am

Breakfast - Exhibit Hall

9:00am – 10:00am

Key Trends to Embrace: Supporting "Big Data"

Edd Dumbill, Editor in Chief, Big Data

Organizations are being presented with a tremendous opportunity - maximizing larger and larger data sets. Edd will present the global effect of managing and disseminating larger data sets, what new skills the librarian will require, and what information sources will be needed for the next generation of information managers.

10:00am – 11:00am

How I Did It: Semantics and the Information Professional

James Morris, Astra Zeneca

With the increase of data and information being managed at a high organizational level, there is an increasing need for a core librarian skills, specifically supporting both taxonomies and semantic applications. James will discuss these opportunities and the optimal ways in-house librarians can support these.

11:00am – 12 noon

New Tools to Know

A "speed dating" session (new information vendors)

New exhibitors and exhibitors with new tools will get an opportunity to give a brief overview of their products and key values to the pharma information community. This is your chance to learn something and support the growth of our vendor community!

12 noon – 2:00pm

Lunch - Exhibit Hall

2:00pm – 3:00pm

How I Did It: A Case Study of Full Text Patent Mining

Yun Yun Yang, Senior Patent Analyst II, Bristol Myers Squibb

The speaker will review techniques and insights using knowledge mining in patents, and focus on the growth of information being published and the role of the library in deriving and disseminating the greatest amount of value from this growing data source.

3:00pm – 4:00pm

A View from the Executive Level: What the Info Pro Needs to Know

Mark Burfoot, Executive Director, Novartis

A senior executive will expand on his views current trends and specifically the impact to information professionals of the emergence of large datasets ("big data"). This discussion will include a review of key tools and technologies, and what skills will be required for an information manager to develop in the coming years.

4:00pm

Closing Remarks