

Northern Light Benefits

Pharmacovigilance:

WHO defines pharmacovigilance as "the science and activities relating to the detection, assessment, understanding and prevention of adverse effects or any other medicine-related problem".

Grey Literature:

"Information produced on all levels of government, academia, business and industry in electronic and print formats not controlled by commercial publishing i.e. where publishing is not the primary activity of the producing body." 1

Useful for Competitive Market Intelligence:

Maintain current awareness of competitive presentations and grey literature pertaining to competitor product, drug and other research

1. ICGL Luxembourg definition, 1997 - Expanded in New York, 2004



Northern Light

- More than 2.5M abstracts and posters from over 3500 global life sciences conferences
- Abstracts and posters are loaded and searchable within 3 weeks or less of the information being posted on conference sites, and often years before publication in a peer-reviewed journal
- 100% copyright-compliant
- Conferences span 2010-present; new conferences added as abstracts are posted
- Updated weekly!
- Multimedia content Posters include data tables, graphs, images, video, and audio
- Uses MESH subject vocabulary variant on the Ovid Platform
- Information is drawn directly from conference websites Summaries of conference abstracts and author information remain in the database even when the conference links expire





Northern Light Leading Edge Research

Northern Light delivers abstracts and posters from over <u>3500 conferences</u> and is updated weekly

Conferences are often the sites of early publishing – an author will discuss at a conference ongoing research or early findings **before a trial or study** is published, or they may also be important because authors may discuss trials and studies where the results are less favorable. **Many studies are never published** at all if the results don't meet early promise, and yet these are interesting to researchers.

Northern light focuses on **medical conferences in diseases, drugs and medical devices** and where possible linking takes you from a searchable record to a summary and to the original website.

Different than the conference publications which appear in EMBASE that often appear later in a journal or journal supplement.



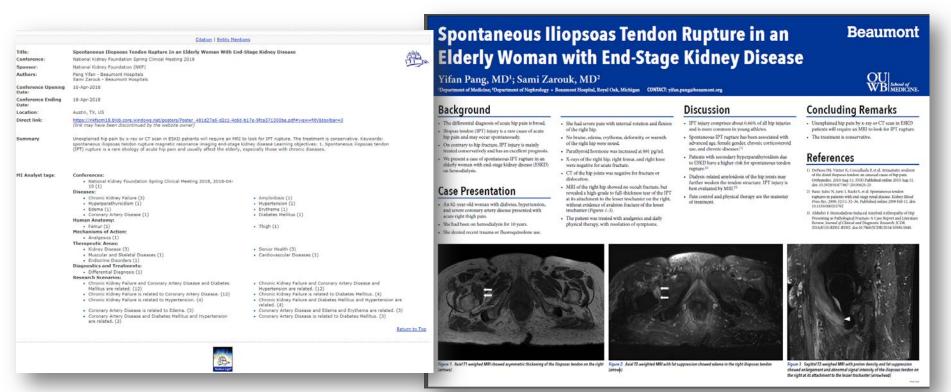
Grey Literature

"Less than half of all studies, and about 60% of randomized or controlled clinical trials, initially presented as summaries or abstracts at professional meetings are subsequently published as peer-reviewed journal articles. An important factor appearing to influence whether a study described in an abstract is published in full is the presence of 'positive' results in the abstract. Thus, the efforts of persons trying to collect all of the evidence in a field may be stymied, first by the failure of investigators to take abstract study results to full publication, and second, by the tendency to take to full publication only those studies reporting 'significant' results. The consequence of this is that systematic reviews will tend to over-estimate treatment effects." ¹

Scherer RW, Langenberg P, von Elm E. Full publication of results initially presented in abstracts. Cochrane Database of Systematic Reviews 2007, Issue 2. Art. No.: MR000005. DOI: 10.1002/14651858.MR000005.pub3.



Northern Light Abstracts and Copyright Compliant Posters





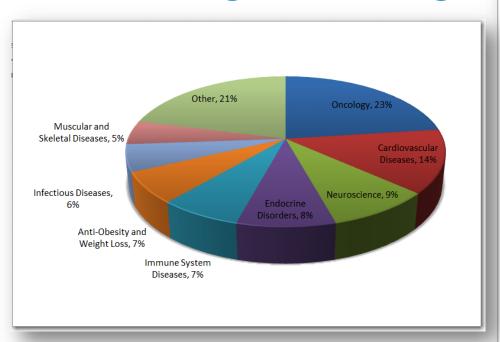
Northern Light Breadth of Content

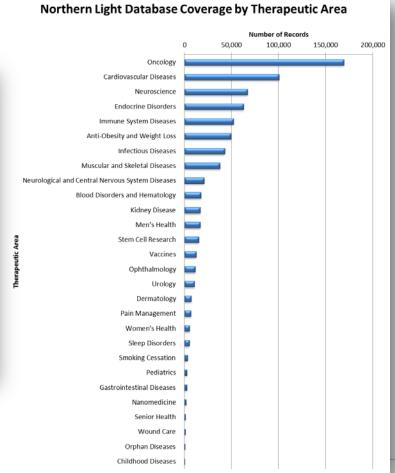
Northern Light covers over 25 therapeutic areas, including:			
Neuroscience	• Immune System Diseases	Orphan Diseases	• Sleep Disorders
Oncology	• Vaccines	 Dermatology 	 Nanomedicine
Men's Health	 Muscular and Skeletal Diseases 	• Pediatrics	Ophthalmology
Cardiovascular Diseases	 Neurological and Central Nervous System Diseases 	• Blood Disorders and Hematology	• Gastrointestinal Diseases
• Endocrine Disorders	• Stem Cell Research	Smoking Cessation	• Childhood Diseases
• Infectious Diseases	• Women's Health	• Pain Management	Wound Care
 Anti-Obesity and Weight Loss 	• Urology	Kidney Disease	Senior Health

...focuses on medical conferences in diseases, drugs and medical devices



Northern Light Coverage







Northern Light Indexing and Thesaurus

Using MeSH-base taxonomy in 14 concept areas Search Northern Light on Ovid by:

- Author
- Clinical Trial
- Conference name
- Generic Drug
- Brand-name drugs
- MeSH Words
- Disease

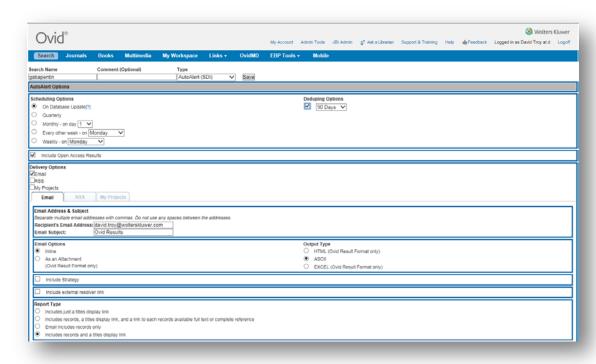
- Human anatomy
- Conference Sponsor
- Therapeutic area
- Medical Device
- Research scenario
- Diagnostic and treatment

- Conference date
- Other



Pharmacovigilance and Current Awareness

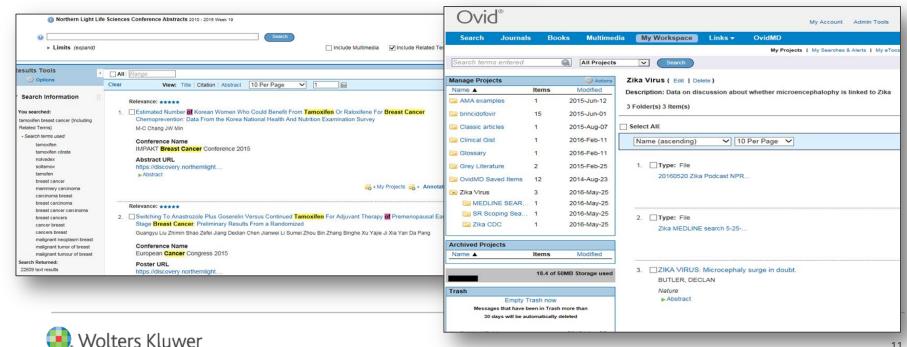
- Northern Light works with Ovid to add conferences and research areas of interest
- Targeted searching—use those Ovid search commands and save time
- International in scope
- Basic and Advanced search modes
- Can use Search Tools or Multi Field Search
- Can use as a current awareness search tool
- Emerging pharmacotherapy
- New interventions
- Leading researchers/institutions





Grey Literature

- #1 It's required! Systematic review standards require searching of grey literature
- #2 Contains conference abstracts and posters that are NOT published in journals
- #3 Source of negative and or unpublished clinical trials = reduced bias

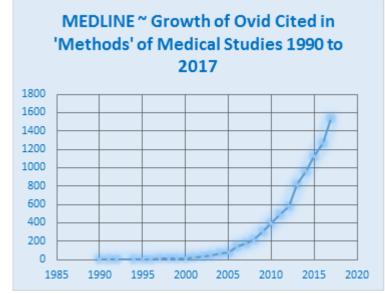


Ovid for Advanced Research & Systematic Reviews

Ovid's research platform is reliable and consistently delivers content, tools and services that distinguish it from other Platforms

Ovid benefits:

- Search operators and fields designed to improve results; ADJ, .ab, .mp, etc
- Multi-file Search across multiple databases saving time and improving efficiency
- Reliability and consistency; PubMed and others can be hard to reproduce and predict results
- Save, modify, and edit searches without having to recreate the entire search strategy
- Inline Search Strategy modifications
- Create a custom Expert Search
- Ovid Rigor for Animal versus Human searches
- Database duplicates can be removed via DOI deduping
- Ovid consistently exports results and research strategy with a push of button, making it easy for publication





Ovid Resources for Grey Literature & Research





Thank you

Northern Light for Pharmacovigilance, Grey Literature, and Useful for Competitive Market Intelligence

Visit Wolter Kluwer at **SLA Booth #827** for more information on Northern Light or to learn about Ovid's Pharmacovigilance Tool: OvidPV or our other Resources

