

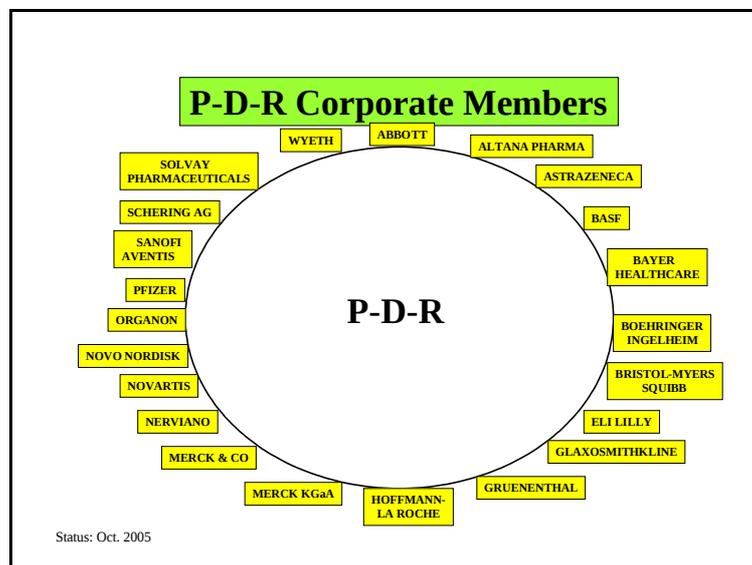
Press Release



Information and Knowledge Management in the International Pharmaceutical Industry

47th Annual General Meeting of the P-D-R 2005

The Pharma Documentation Ring (P-D-R) held its 47th Annual General Meeting (AGM) in Bad Nauheim, near Frankfurt, Germany from the 4th – 7th October 2004. 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 20 member companies continue to account for approximately 60% of the total global turnover of ethical drugs (approximately \$500 billion); by far the majority of top 20 global pharmaceutical companies are P-D-R members.



40 delegates from 9 different countries in Europe and North America attended this year's meeting, which was expertly hosted by Sanofi Aventis. An informal reception for delegates prior to the official opening of the meeting was organised by Swets Information Services.

In his opening address, Henning Nielsen (Novo Nordisk), President of the P-D-R, reported on the high level of activity amongst P-D-R members during the

year with more than 13 surveys covering a wide range of topics, including Information Services Budgeting, Physical Library Space Utilisation, Google, and Clinical Trial Databases, being conducted during the year. Henning also reported that the P-D-R continued to work with information providers and had held a joint meeting with Thomson Scientific on the T-Pharma product, had published the P-D-R Quality Requirements for STM e-journals at the Elsevier User Meeting in London in December 2004, and had gained a useful presence on the Elsevier Life Sciences Advisory Board.

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. This year the two selected topics were

- Information Services Futures
- Technology Futures

In the Information Services Futures session a speaker described the new organisational structure and roles which had been introduced within the information department of AstraZeneca to support the significant changes that were taking place in the internal and external information environment. A second speaker from Novo Nordisk described how scenario planning could be used to assist an organisation to anticipate and prepare for future changes in the information landscape.

In the Technology Futures session, Riccardo Vieira of DesignMuster gave an interesting presentation on some of the major information related developments that had taken place in the past and used this as a basis for predicting likely future developments. An Abbott representative described the implementation of an innovative news portal that operated in a similar way to the Wikipedia Internet application, in that any Abbott user could submit items directly to the Abbott Wikilog news portal.

In addition to the strategic topics, other noteworthy sessions included

- three presentations from different P-D-R companies on the approach that each was taking to the publication of clinical trial data. Most Pharmaceutical Companies now publish the results of the clinical trials they conduct on publicly accessible internet sites, usually on both a Company clinical trial results portal and on third party sites such as www.clinicalstudyresults.org and www.ifpma.org/clinicaltrials.
- a presentation by speakers from the WHU on a possible approach to measuring the impact of the Information Department on R&D success, including an invitation to the P-D-R to participate in such a study.
- P-D-R Company practical experiences with new product offerings including STN Anavist and MDL's Chemistry Patent Database

In the short company reports, common themes to emerge included the development of in-house copyright policies within many P-D-R member organisations to assist all staff to comply with national copyright laws, and licensing conditions from Publishers and collective licensing organisations,

the continuing growth of e-journal subscriptions, and a reduction of physical library space in member Companies.

The P-D-R Executive Board elections, which take place every 2 years, were held during the meeting. Sandy Mullen (Bayer) a former President of the P-D-R stepped down from the Board. In announcing Sandy Mullen's retirement from the P-D-R, Henning Nielsen paid tribute to the considerable contribution that Sandy had made to the development of the P-D-R over many years. Henning Nielsen (Novo Nordisk), Ernst Mernke (Roche) and Dave McNeillie (AstraZeneca) were re-elected and Matthias Gottwald (Schering AG) joined the Board as vice-president.

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 2005, Henning Nielsen said that it gave him great pleasure to make the award to Matthias Gottwald of Schering for his outstanding contributions to the work of the P-D-R, while the main coordinator of the Library Affairs & Copyright Topic Group.

Henning highlighted Dr. Gottwald's leading role in the working group creating the *P-D-R Proposal for Quality Standards of Electronic STM Journals* which was published in 2004 and his earlier contributions to the joint P-D-R / Publisher task force producing the *Pharmaceutical Industry / Publishers' Working Group Report and Guidelines on External Distribution of E-Content*.



The 48th P-D-R AGM will be held in Bracknell, UK from the 26th - 29th September 2006 and will be hosted by Eli Lilly.

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