

## Press Release

### 54<sup>th</sup> Annual General Meeting of the P-D-R 2012



The Pharma Documentation Ring (P-D-R) held its 54<sup>th</sup> Annual General Meeting (AGM) in Königswinter, Germany, from 18<sup>th</sup> – 21<sup>st</sup> September 2012. The P-D-R is an association whose members represent the scientific information departments of the leading international R&D-based pharmaceutical corporations. The 20 member companies continue to account for 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. Thirty delegates attended this year's meeting, which was hosted by CSL.

In his opening remarks, Henning Nielsen (Novo Nordisk), President of the P-D-R, began the meeting by re-stating challenges faced by our industry including the continued downsizing of our organizations and the effects of increasing costs of drug development. He called for the members to view these not as threats but as opportunities if we choose to actively define our roles and be innovative leaders. If we agree that information is an indispensable asset directly linked to innovation and adding value to our businesses, we need to proactively and consistently market our services. He went on to define the transforming role of the information manager as partners and consultants enabling the discovery, analysis and visualization of expertly sourced information now needing to be pushed into contextual workflows through a variety of devices. Information Management is more than just data.

Trends in 2011/12 have been characterized by moves towards centralization, outsourcing of well defined services and needing to focus on services which offer competitive advantage. We need to continue to follow the growth areas in our businesses and support them with their information needs. The presentations and discussions over the three days reflected our need to address those challenges and focused on the two strategic topics of marketing and mobile.

The highlights of the meeting were case studies on how some of the members had successfully approached their marketing campaigns including sharing our campaign materials and the benefits of having a visual eye-catcher. We also heard case studies on members' mobile strategies and achievements. The Hot Topics session gave the group opportunities to discuss their most current issues including the complexities of content access, outsourcing strategies, doing more with less, mobile technologies and changing funding models.

Each of the P-D-R's seven topic groups presented throughout the three days on developments made during the year. This year, they included many presentations listed here:

- Barbara Endler-Jobst, F.Hoffmann-La Roche AG on comparisons between drug pipeline data sources. As well as the Roche drug pipeline, it included analysis from Joanne Mallory for Pfizer, Nancy Falbo for Eli Lilly and Wolfgang Ludwig for Merck KGaA.
- Dale Stanley, Gilead and Barbara Endler-Jobst, F.Hoffmann-La Roche AG on InfoArmy – a crowd sourced business model
- Andrew Clark, UCB, Helen Malone, GSK, Claudia Körner, Bayer Healthcare on their experiences of introducing mobile technology and applications to their customers.
- Andrew Clark, UCB, Michelle Sparks Kuo, Merck & Co, Deborah Juterbock, Novartis on their experiences with showing return on investment.

- Helen Malone, GSK gave an overview on the approach to a marketing campaign followed by Claudia Körner summarizing the results of a survey amongst P-D-R members on their marketing strategy. A number of case studies were given by Joanna Woodward, Pfizer, Heinz-Gerd Kneip, BASF, Hans-Ulrich Häußermann, Abbott, Andrew Clark, UCB, Deborah Juterbock, Novartis, Nola Heyns, Eli Lilly.
- Hans-Ulrich Häußermann, Abbott on the collaboration features within the new P-D-R members' website.
- Michelle Sparks Kuo, Merck & Co on the life-sciences application strategy from Pistoia.
- Matthias Staab, Sanofi gave an overview on how clinical trials resources are used and positioned within P-D-R member companies.
- Henning Nielsen, Novo Nordisk presented their innovation project for the next generation information services interface.
- Sven Vogt, F.Hoffmann-La Roche presented their Reaxys content integration project.
- Heinz-Gerd Kneip, BASF presented their faceted search portal.

Within the reviews of information developments in each of the member companies, the recurring themes continue to be downsizing, alliances and collaborations resulting in changes in staffing models and decreasing or flat budgets. There were also common themes around the migration to Sharepoint 2010 for Library portals increasing their functionality and the focus of training for customers to self-serve information services.

The meeting closed with Henning Nielsen thanking the members for their active involvement and to Ulrike Friebertshauer and Karen Tempest (CLS) for being our host. The 55<sup>th</sup> P-D-R meeting will be held in Chicago, USA from September 24<sup>th</sup> to 27<sup>th</sup>, 2013 hosted by AbbVie.

September 2012

**P-D-R Board Members**

Henning Nielsen, Novo Nordisk, President  
 Claudia Köerner, Bayer, Vice President  
 Matthias Staab, Sanofi, Vice President  
 Andrew Clark, UCB, Alternate Board Member  
 Joanna Woodward, Pfizer, Board Secretary

The P-D-R Website can be found at <http://www.p-d-r.com>