

Meeting Report



PIPA Information Management Meeting, 20 March 2007

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Summary

This module consisted of seven sessions covering different aspects of information management. After our facilitator Cyndy Simon introduced the program and delegates, our first session began.

Internet: Miracle Or Myth? John Barber, Alliance Pharma

The main objective of this opening presentation was to dispel the myths surrounding the internet and the endless sources of information available on it, which is a tall order in just 45 minutes. John presented some helpful hints and tips on what types of information can be found through various search engines and directories, and also outlined how to determine which sites are potentially reliable sources and which are not. This session was invaluable as John gave us some very helpful guidance on the potential pitfalls of searching on the internet!

Information Management. John Endacott, GSK

This session covered the "art of searching" and information services, providing a very useful overview on the information professionals bread and butter activities. John pointed out that as busy information professionals there are certain elements of the searching process that, when carried out, can save valuable time and resource.

Quality vs Quantity of information was covered with an in depth look at the principles of planning in order to execute an effective and timely search. I found John's presentation a helpful refresher on best practice in searching.

External And Biomedical Databases. *All you ever wanted to know...* Sheila Bennett, Elsevier

We then moved on to the presentation by Sheila Bennett, "External Biomedical Databases. All you ever wanted to know". With 20 years experience with DataStar, Dialog and now Elsevier and an MSc in Information Science there aren't many people better placed to give a review of currently available resources. Sheila's presentation offered a keen insight into the strengths and weaknesses of various databases and the value of the database thesaurus! This session provided an encouraging reminder that there are various databases available for us to use, rather than relying on our old trusted favourites.



Claire Cherry

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Interactive Session: Getting The Best Out Of Searching. Cyndy Simon, Eisai Pharma

The always challenging session after lunch was facilitated by Cyndy Simon. The idea of the session was to consolidate the information presented during the morning and make us think about how we construct our searches. The main theme that emerged from this session was that planning is key to an effective search. It was interesting for delegates to share ideas, techniques and previous experience.

Datapharm Services. Julie Hayden, Datapharm Communications

The next session was presented by Julia Hayden. Julia outlined the Datapharm services currently available and those in the pipeline. I found this session of particular interest as, apart from the EMC, I was unaware of the extensive services offered by Datapharm. Of particular interest were the changes in processes within Prescription Pricing Division and a patient materials project being worked on by Datapharm and the RNIB. All in all a very informative session.

Competitor Information: Free Versus Fee. Yulia Aspinall, CAT

Yulia gave a very interesting and animated talk on competitive intelligence. Differences between the classes of information available, their value and usefulness were outlined. The various resources available for pipeline, corporate and financial information were discussed and various methods for the dissemination of the material were covered. Yulia did a great job of demystifying the subject!

Interactive session. Putting it all together. Cyndy Simon. Eisai Pharma

This purpose of the session at the end of the day, was to use what we had learned during the day in three different scenarios. Again, it was useful to work in groups and draw on each others experience and ideas. We had learned a lot during the day and absorbed a lot of information, so it was helpful to be able to use what we had learned in situations that we all come across every working day.

Conclusion

Cyndy did a great job as facilitator for the day and ensured everything ran smoothly. Overall it was an enjoyable day well spent and I am sure that all the delegates, whatever their background, went away feeling that they had learnt something valuable.

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