

Do Information Professionals Provide the Right Information?

Strategies for Leading the Way

Shaida Dorabjee

Information Consultant

Pharma-Bio-Med 2006

sdorabjee@sdis.demon.co.uk

The R&D Process



← 10 - 15 years →

← \$800m - \$1.7bn →

The R&D Process



Probability of success to market

10%

18%

69%

96%

No. of ASs needed to achieve one marketed AS

10

5.56

1.45

1.04

10 - 15 years

\$800m - \$1.7bn

(10,000+)

10

1

Long, expensive, regulated, risky, complex, and information-hungry

The changing R&D Process



Learn (Discovery to proof of concept)
Confirm (Proof of concept to submission)

Build (Discovery to proof of concept)
Confirm (Provisional approval)
Expand (Updated safety data and clinical outcome)

Basic Research (Understanding biology and disease)
Translational Research (Concept to clinical evaluation)
Critical Path Research (Improving product development)

**Pre-clinical
research**

Phase I

Phase II

Phase III

**Regulatory
Review**

Market

Operational information:

Developing and maintaining best practice
'Running the same race better'

Strategic information:

Ensuring sustainable competitive advantage
'Running a different race'

**Pre-clinical
research**

Phase I

Phase II

Phase III

**Regulatory
Review**

Market

Operational information

Business objectives

Internal performance

Staff resources

Project management

Financial management

Benchmarking

Best practice

The R&D Process



Strategic information:

Ensuring sustainable competitive advantage
'Running a different race'

Information activities



Market
Prescribing practices
Demographics
Economics
Portfolio management
Regulations
CI



Patents
Market
Regional
Economic trends



CI
Pricing
NHS activities
Regional



Demographics
Prescribing practices
Regulatory changes
Patents
New/emerging technologies
New requirements
Next generation

Information functions

- R&D Information
- Medical Information
- Knowledge Management
- Content Management - taxonomies, etc
- EDRM
- E-learning
- Competitive Intelligence
- IT
- Market and Marketing Information
- Corporate affairs
- Planning

“Working together, irrespective of departmental boundaries, is the most important factor for fast drug development”

The IP

- Increase awareness:
 - external environment, changing development models
 - business objectives
 - types of information
 - other players
- Now what:
 - The Market: users' opinions and requirements
 - The Product: the information service

Users

Don't know why I am providing this

Can't see where the Info Dept can help

Wish we had one database to avoid duplication

No-one else needs this information

Yes, we have a Library - I think

Wish this was available electronically

I have everything I need

I'm OK - I can search Medline, or use Google

Don't know where to look for this

Short-sighted

Blinkered

Seekers
.....Enlightened

Information/Knowledge Audits

Improve information management in line with business objectives



- Define objectives and scope
- Questionnaires, discussion groups, interviews
- Users and non-users

Information to collect

- Individual and business needs
- Information resources used
- Usefulness, quality
- Creation and maintenance
- The journey

- **Asset Register**
 - List of resources – hard and soft
 - Responsibilities
 - Location
 - Quality
- **Workflow**
 - Map the journey
 - Identify bottlenecks
 - Identify gaps

Audits: some outcomes

- Clear view of the state of the information environment
- Identify gaps, duplication, redundancies, barriers
- Identify good practice
- Re-purpose existing information and knowledge
- Prioritise value vs costs
- Guide IT investment and strategy
- Develop a strategy in line with business requirements and drive future evidence-based information policy

SWOT analysis of a run-of-the-mill IP

- Strengths
- Weaknesses
- Opportunities
- Threats

Strengths

- Science-based knowledge
- A information-hungry sector
- An inquisitive mind
- Traditional skills re-emerging
 - **metadata and taxonomy**
 - **searching and evaluating**
- Hidden skills:
 - **Negotiating**
 - **Managing projects**

Weaknesses

- The name/image
- Support service
- Competitors
- Confidence
- Marketing/Selling
- Risk-averse
- Soft skills

Threats

- IT is the solution
- Others fill the gap
- Knowledge Management
- DIY information
- Targeted products by suppliers
- Outsourcing

Opportunities

- A receptive audience
- Facilitate communication
- Information disorder
- Our information cousins:
 - Knowledge Management
 - EDRM
 - Information systems
- New Roles
 - Consultancy, advice, training
- Evidence-based everything
- Partnerships:
 - e-learning, b-learning

Providing the right information

