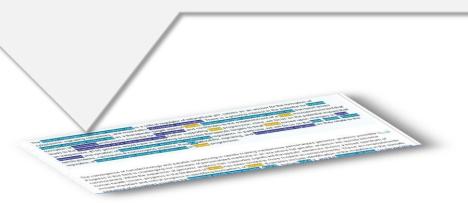
Enriching Content with Semantic Tagging



ICIC 2013, Vienna

Molecular Connections, Bangalore, India www.molecularconnections.com



Outline

- Introduction to MC
- Content Enrichment Concept
- Content Enrichment Use Case
- Key Take Aways



About MC

CORPORATE

- Established in 2001
- Executive team backed by renowned informaticans & strong advisory board -~ 1000 strong
- Scalable & state of the art infrastructure
- Global footprint
- Core Values: Customer focused,
 Quality, Ethics, Excellence,
 Accountability

OPERATIONS

- Information curation and annotation expertise
 - work with leading R & D Institutions , STM publishing & IP Search & Law Firms
- Right mix of human resources and scale
 - LifeScience (Bio Chem), Engineering, IP, information and technology background
- Established workflow and processes to ensure quality and on time delivery
- ISO 27001: 2005 Certified knowledge management platforms and workflow systems

Verticals

Text mining & Informatics

Life Sciences companies

Publishing, R & D Institutions



- ✓ MCPaIRS
- ✓ MCDESIGN
- ✓ Patent Search Services

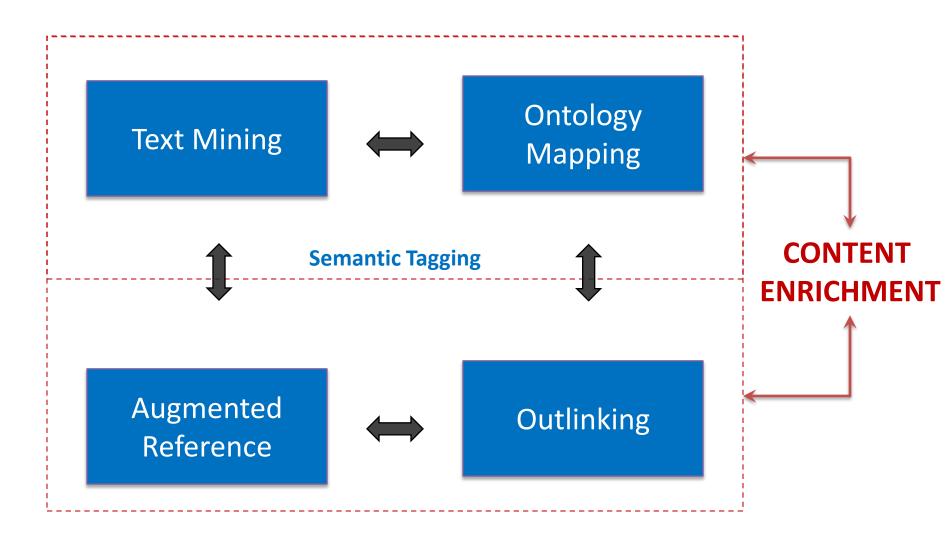


MC - Solutions



Over 3500 Man Years of expertise

Enriching Content



Why CE?

- Enables deeper knowledge discovery from diverse sources like patent, databases, journal etc.
- Semantic tagging ensures that different names of an entity are mapped to standard name and hence, searchable by any name.

For Instance: Discoverability is a challenge in pharma patents as entities of interest may be named differently in different patents by different authors.

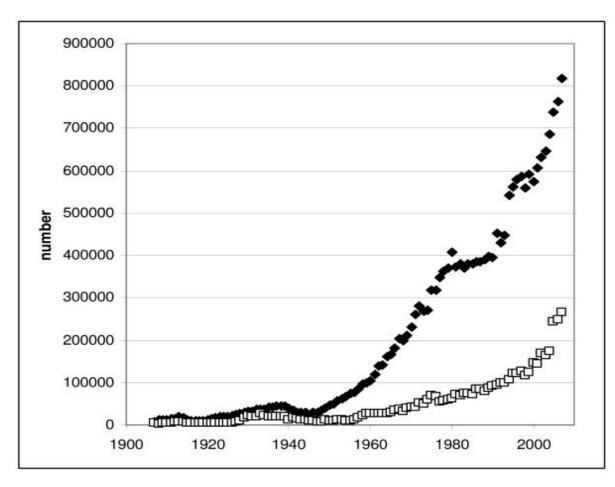
Publishers are quick to adopt CE, time to adopt it for patents?







Unlocking Small Data to Big Data



















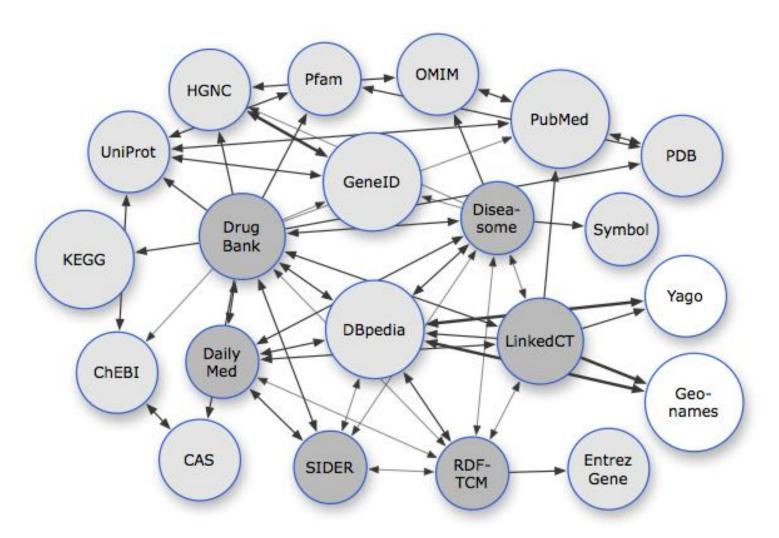
Number of articles (diamonds) and patents (open boxes) abstracted annually by *Chemical Abstracts Services*

Bachrach Journal of Cheminformatics 2009 1:2 doi:10.1186/1758-2946-1-2

Need Smarter Content



Leveraging Linked Data





Implementation - Content Enrichment Levels

Entity

- Author/Assignee, Protein, Gene, Drug, Chemical, Disease, Reaction, Organism, Technology, Organization

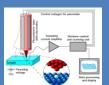
Document

- Journal article
- Patent
- Book chapter



Others

- Image
- Table
- Multimedia
- News links



conpany	d-sun	secto	Total
Otral Conbred Corpory	30% Conbried Division	1004 Condered Sector	14625
accin	55nl_Conbried_Sween	100nl Contined Sector	10125
Apple	hadowe	Doni Contined Sector	4500
apple	hardware	bures	1350
spole	hadres	conquirer	3150
Accid	software	. 00rd_Contined_Sector	5625
spole	sofonave	busess	+160
spele	software	circurer	- 675
microsoft.	00rd_Continued_Division	00rd_Conbined_Sector	4500
relevanil.	Nardware	00%, Continued, Sector	3990
National	hardware	buren	105
monant	hardware	contine	1008
Parent	software	2014_Contined_Sector	2616
Parcent	software	burress:	101
recourt.	software	Distance	1295





Content Enrichment – Use Case



MCPaIRS TM (Proprietary Indian Patent Database)

Molecular Connections Patent Information Retrieval System

"Expertly, Manually Curated, Fully Searchable, Value Added Knowledgebase" of Full Text of Indian Granted and Applied Patents

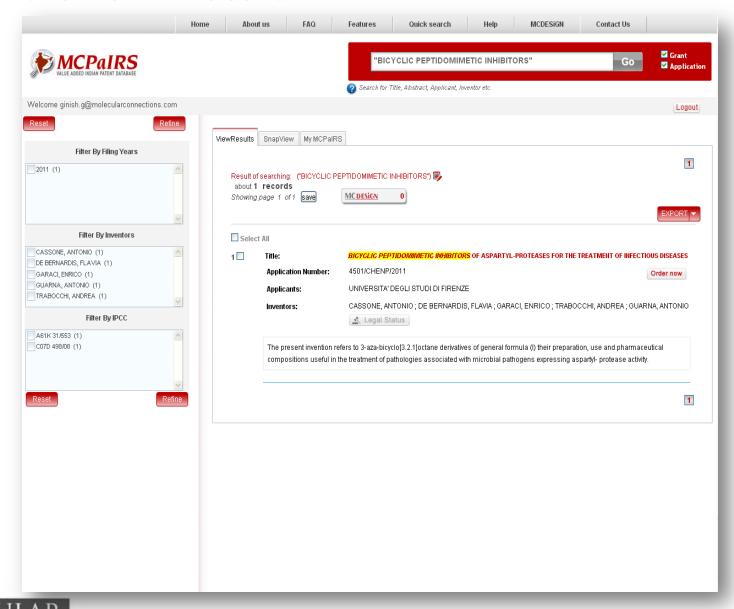
Caters to a diversified user-base of bench Scientists, Engineers, R&D Managers & Business Professionals.



MCPaIRS [™] – Homepage



MCPaIRS [™] – Search



MCPaIRS TM – View Patent



Demo of actual full text document

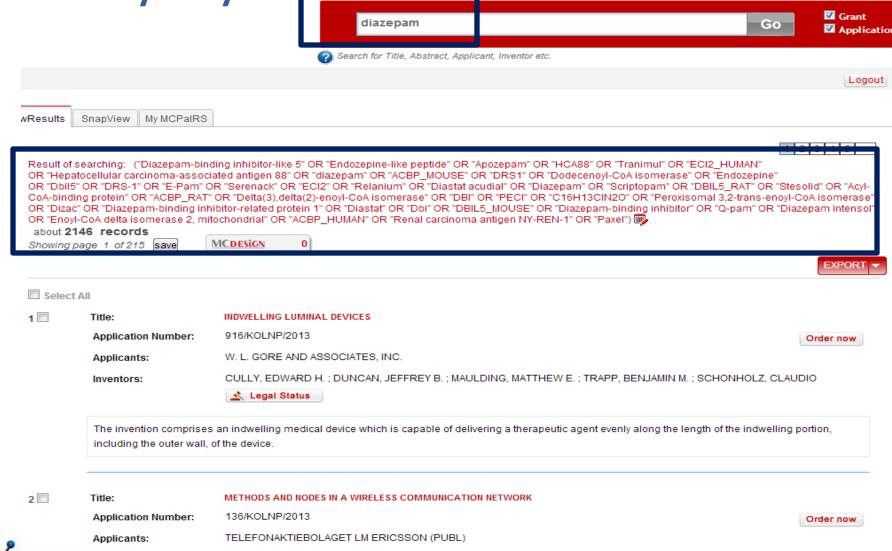


Benefits of Semantic Search Cartridge Enabled MCPaIRS TM

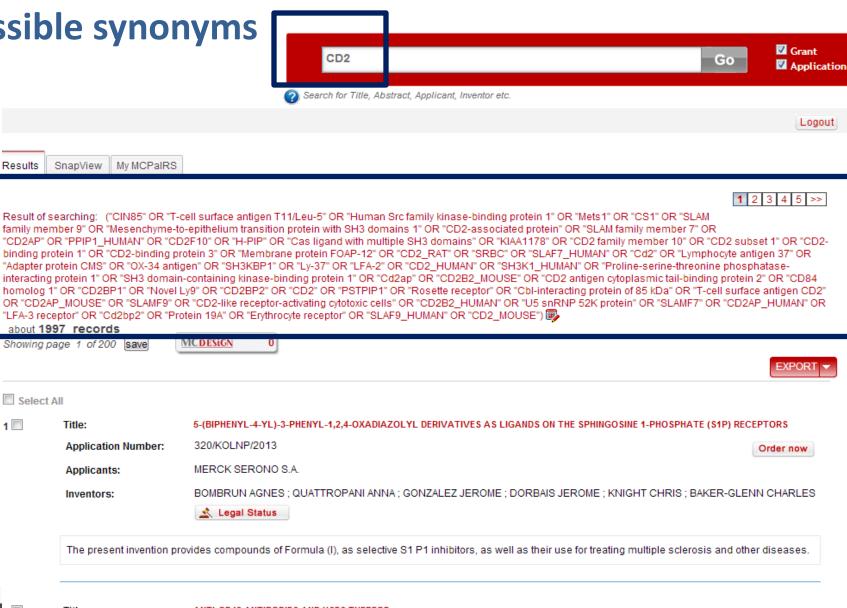
- ✓ All results in a single query
- ✓ Automatic Expansion of the query with all possible synonyms
- ✓ Broadening of the search query
- ✓ Complex search queries possible
- ✓ All the synonyms highlighted



Automatic Expansion of the query with all possible synonyms



Automatic Expansion of the query with all possible synonyms





Title: ANTI-CD48 ANTIBODIES AND USES THEREOF

832/KOLNP/2013 Application Number:

Multiple key-words highlighted for the search: VEGF

Select All

Title: DUAL INHIBITORS OF ME

METASTASES

Application Number: 998/KOLNP/2013

Applicants: EXELIXIS, INC.

Inventors: SMITH, DAVID; HUSSAIN, MAHA

📩 Legal Status

This invention is directed to the treatment of cancer, particularly castration-resistant prostate cancer and osteoblastic bone metastases, with a dual inhibitor of MET and VEGF.

TREATMENT OF CASTRATION- RESISTANT PROSTATE CANCER AND OSTEOBLASTIC BONE

Title: ROCK2 AND RC :K3 TWO NEW GAIN-OF-FUNCTION VARIANTS OF THE CYTOKININ RECEPTORS AHK2 AND AHK3

Application Number 424/CHENP/201

Order now

Order now

Order now

Applicants: FREIE UNIVERSITAT BERLIN

Inventors: SCHMULLING, THOMAS; WERNER, TOMAS; BARTRINA Y MANNS, ISABEL; BRAUN, HELEN

📩 Legal Status

The present invention relates to two new gain of function variants of the cytokinin receptor proteins AHK2 and AHK3 namely rock2 and rock3 to transgenic organisms comprising at least one of said new gain-of-function cytokinin receptor variants and to a method for the manufacturing of a transgenic plant comprising at least one of the new gain-of-function variants.

Title: BIOLOGICAL MARKERS FOR MONITORING PATIENT RESPONSE TO VEGF ANTAGONISTS

Application Number: 58/MUMNP/2012

F. HOFFMANN-LA ROCHE AG (CH)

Applicants: F. HOFFMANN-LA ROCHE AG (CH)

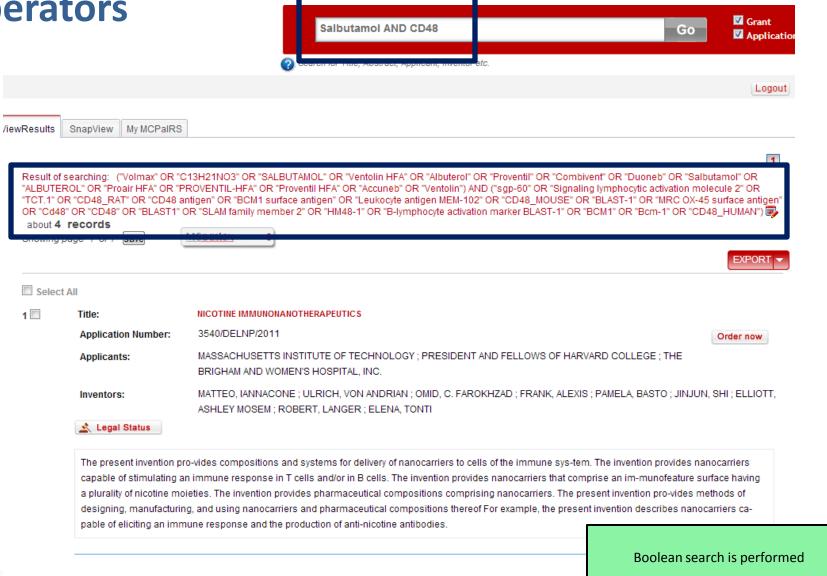
Inventors: BAIS, CARLOS; BRAUER, MATTHEW; KAMINKER, JOSHUA; SINGH, MALLIKA

Legal Status

The invention provides methods and compositions to detect expression of one or more biomarkers for monitoring the effectiveness of treatment of with VEGF antagonists. The invention also provides methods for identifying and treating patients who are likely to be responsive to VEGF antagonist therapy. The invention



Complex Queries can be performed by using operators



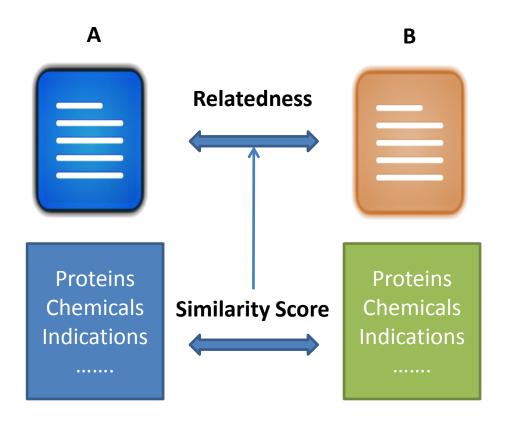


Sample queries with Semantic Search Cartridge

No	Query	No of results in iPairs	No of results in mcpairs	No of results in mcpairs with semantic search cartridge
1	Salbutamol	27	1560	2548
2	Amethocaine	0	58	954
3	Diazepam	4	1725	2146
4	Valsartan	84	1372	1429
5	Imatinib	65	1703	1999
6	Tamoxifen	16	3950	4190
7	Aspirin	61	5679	6427
8	Paracetamol	74	1161	3696
9	MyoD	2	130	138
10	Pax3	1	49	56
11	Sox9	0	39	58
12	FGF10	0	43	131
13	VEGF	192	4808	6058
14	BMP2	5	137	214
15	Salbutamol AND CD48	0	0	4



Benefit - Identifying Related Patents





Content Enrichment Approaches

- Manual
 - √ high quality, costly, not scalable, slow
- Automated
 - √ fast, quality below par, cost effective, scalable
- Hybrid
 - √ high quality, cost effective, scalable, reasonable speed

Molecular Connections is a pioneer in the use of hybrid approach to content enrichment



Key Takeaways

- ✓ Content Enrichment can improve search and retrieval immensely
- ✓?? CE can be looked at various levels
 - Biology / chemistry / both / authors etc.
- ✓ You can bring the Web into the document through CE
 - e.g. Augmented reference cards
- **✓** Growing Adoption of Content Enrichment
 - Publishing (Early adopters)
 - Patents





Thank You

Molecular Connections

www.molecularconnections.com

