



Customized Newsletters

Strategies to Improved Current Awareness

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Customized Newsletters - Strategies to Improved Current Awareness

Abstract

Keeping up-to-date is essential in today's business. The strategy to support main projects and disease areas with current awareness information was implemented by producing customized newsletters. These contain data aggregated from different sources and filtered according to customer's needs and are delivered directly to the customer's desktop. Sources aggregated in the newsletters contain different types of information e.g. news, scientific literature or patents. Customized group newsletters have advantages over individual alerting. Techniques of customization will be presented together with limitations.

Current Awareness

Novartis Knowledge Center

The Novartis Knowledge Center globally serves all units of Novartis with a core of licensed Scientific, Technical, Medical and Business information resources.

Current Awareness Services

- To enable fast access to latest news and new publications that fulfill all kind of current awareness needs.

Current Awareness

Novartis Knowledge Center

“...fulfill all kind of current awareness needs.”

Basic needs

of individual associates

Specific needs

of groups and project teams

Current Awareness

3 Tier Model

Tier 1: Alerts by end-users

Alerts in information systems

- fulfilling information needs of an individual associate
- using standard functionality provided by vendor of system
- using standard channels for delivery of results
- created and maintained by end-user

Current Awareness

3 Tier Model

Tier 2: Alerts by knowledge manager/information specialist

Alerts in information systems

- meeting information needs of individual customers/small groups
- using standard functionality provided by vendor of systems
- using standard channels for delivery of results
- Created and maintained by consultancy specialist
- established via search request

Current Awareness

3 Tier Model

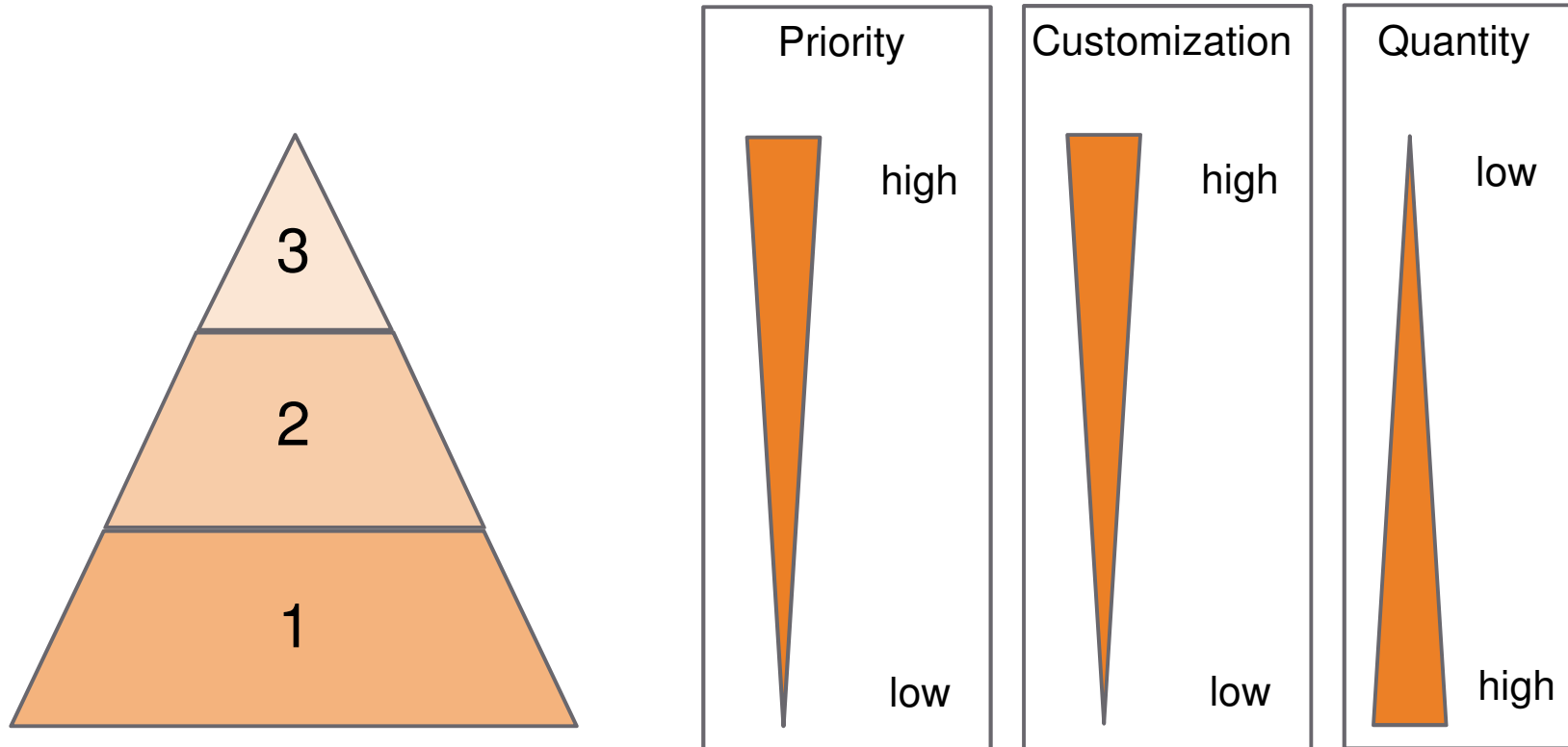
Tier 3: Customized solutions

Customized alerting solutions

- supporting projects/teams
- using tool for aggregating of information from different sources, filtering and sorting
- providing customized channels for delivery of results
- created and maintained by consultancy specialist
- established via alerting project

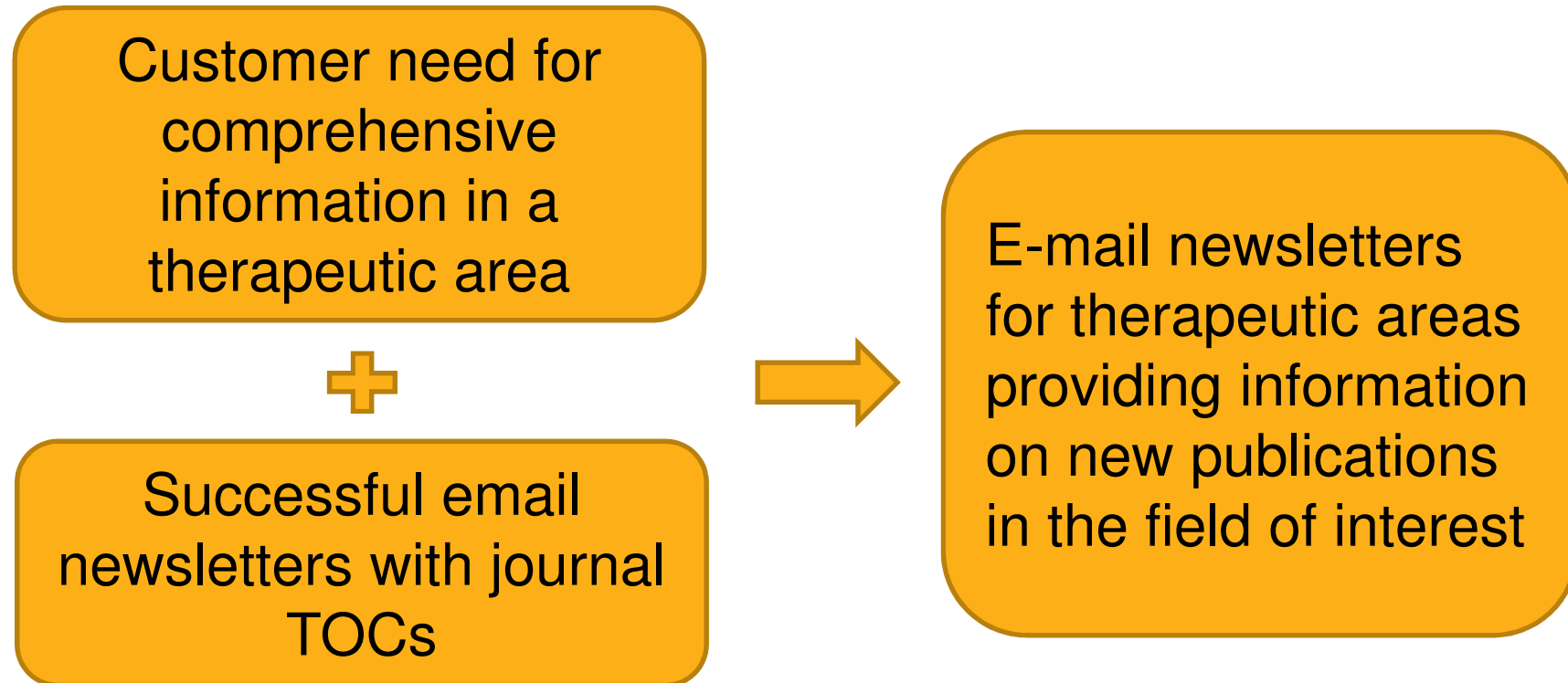
Current Awareness

3 Tier Model



Customized Solutions

Concept



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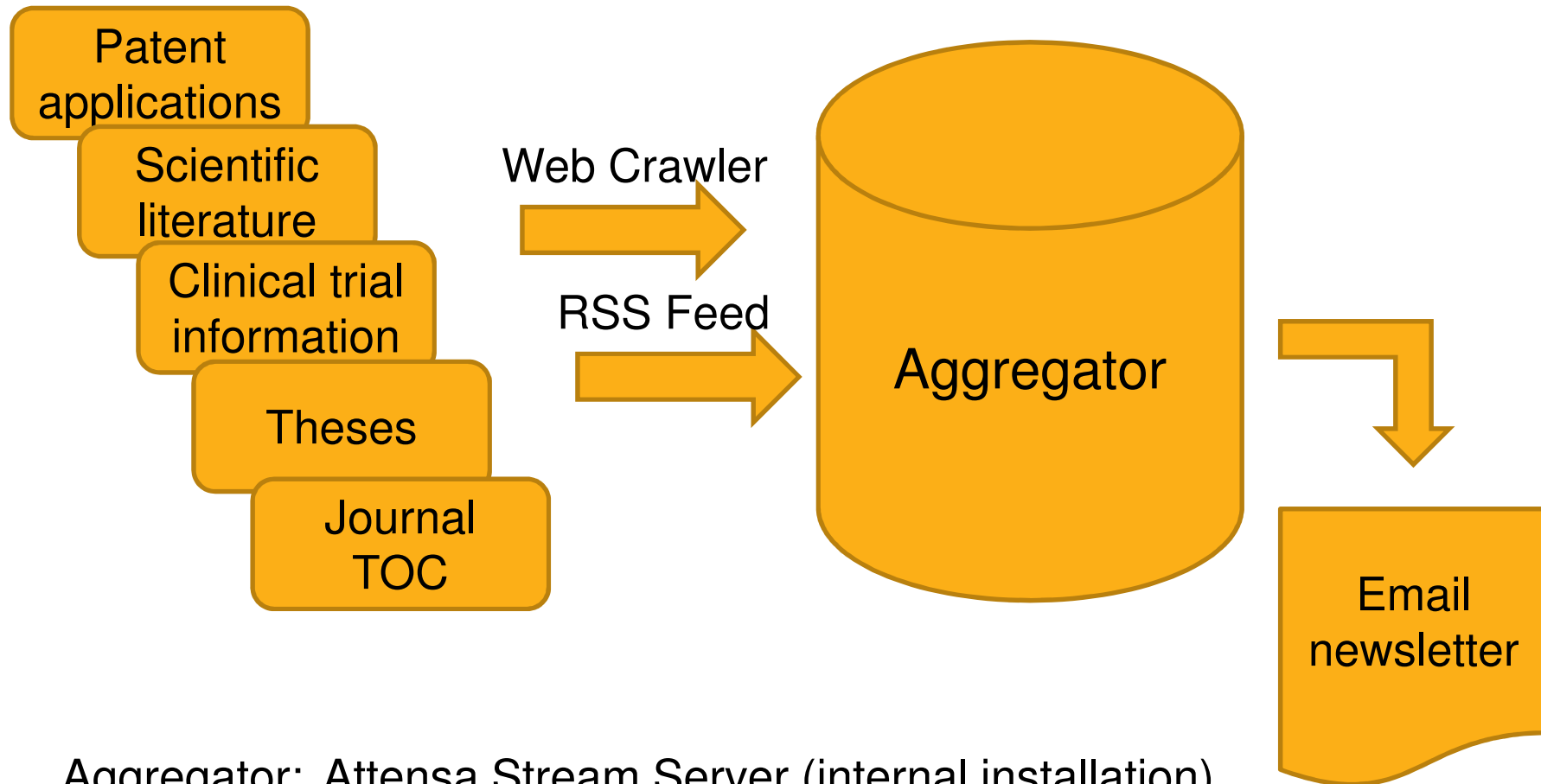
Type of Information

E-mail newsletters for therapeutic areas providing information on new publications:

- Patent applications
- Scientific literature
- Clinical trials
- Theses
- Journal table of contents (TOC)

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Technology



Aggregator: Attensa Stream Server (internal installation)
Marketscape MS 4 platform (external provider)

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Legal Constraints

- Internal redistribution of licensed content
 - Adjustment of license terms

- Handling of licensed content by external provider
 - Explicit consent by information provider/owner
 - Without explicit consent licensed content has to be handled in-house

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Email

The screenshot shows an email interface with the following details:

- Header:** Sent to Me
- From:** basel, nkc (Gen)
- To:** Kuery, Dieter
- Cc:**
- Subject:** DMP Altavista LMW 20130402_1348
- Sent:** Di 02.04.2013 13:49

The email body contains the following content:

- NovartisKnowledgeCenter**
Innovation through information
- DMP Altavista LMW**
- Keep Me Up-to-Date**
- Attachments:** dmpplmw.html (with an Internet Explorer icon)
- Links:**
 - [DMP Altavista LMW unsubscribe](#)
 - [Feedback \(Add/Remove Journal or Target\)](#)
- Contact Info:** NKC Basel: +41 61 324 49 99

Three callout boxes on the left point to specific elements:

- Link to open newsletter:** Points to the [DMP Altavista LMW unsubscribe](#) link.
- Link to unsubscribe:** Points to the [Feedback \(Add/Remove Journal or Target\)](#) link.
- Feedback link:** Points to the [Feedback \(Add/Remove Journal or Target\)](#) link.

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Newsletter

Sections by type of information

Topics e.g targets, journal title

Buttons to expand/collapse

The screenshot shows a web browser window displaying the 'DMP Altavista LMW' newsletter. The page header includes the Novartis KnowledgeCenter logo and the date '2. April 2013'. A navigation bar on the left contains expandable sections: 'DMP LMW Targets - Patents', 'DMP LMW Targets - Scientific Publications', 'DMP LMW Targets - Theses', 'Journals', and 'Blood (14 hits)'. The main content area features two article entries. The first article, 'A Biocompatible Ligation Reaction and Its Application for Noninvasive Bioluminescent Imaging of Protease Activity in Living Mice', has a 'Read more...' link and a 'Get it...' button. The second article, 'Small Molecule Regulation of Protein Conformation by Binding in the Flap of HIV Protease', also has a 'Read more...' link. Callouts from the left point to these elements: 'Sections by type of information' points to the left navigation bar; 'Topics e.g targets, journal title' points to the article titles; and 'Buttons to expand/collapse' points to the expand/collapse icons in the navigation bar. A callout from the right points to the 'Get it...' button with the text 'Link to fulltext'.

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Newsletter

ChemTOC **Novartis KnowledgeCenter**
Innovation through information
02.04.2013 08:02

Accounts of Chemical Research

-Phosphonebenzenesulfonate: A Superb Ligand for Palladium-Catalyzed Coordination-Insertion Copolymerization of Polar Vinyl Monomers

Dr. Akifumi Nakamura received a Ph.D. from The University of Tokyo in 2012.
[Read more](#) 01.04.2013 22:21:23- Kilde:ACS Publications

Direct (Hetero)Arylation: A New Tool for Polymer Chemists

Lauren G. Mercier was born in Calgary, Alberta, Canada. In 2006 she completed a B.Sc. at the University of Waterloo, where she held a research position in the laboratory of Prof. Eric Fillion. She then headed back to Alberta to carry out graduate work at the University of Calgary. She joined the lab of Prof. Warren Piers and studied conjugated organoboron and organosilicon small molecules. Lauren completed her Ph.D. at the end of 2011 and started as a postdoctoral fellow in the laboratory of Prof. Mario Leclerc at Université Laval in 2012. She is currently investigating DHAP and its application to thiophene-based monomers. She was awarded an Alexander von Humboldt Postdoctoral Fellowship and will commence research in the laboratory of Prof. Dr. Peter Bäuerle at the beginning of 2013. Her research interests are focused on the design and preparation of conjugated organic materials with applications in electronics.

[Read more](#) 01.04.2013 18:37:06- Kilde:ACS Publications

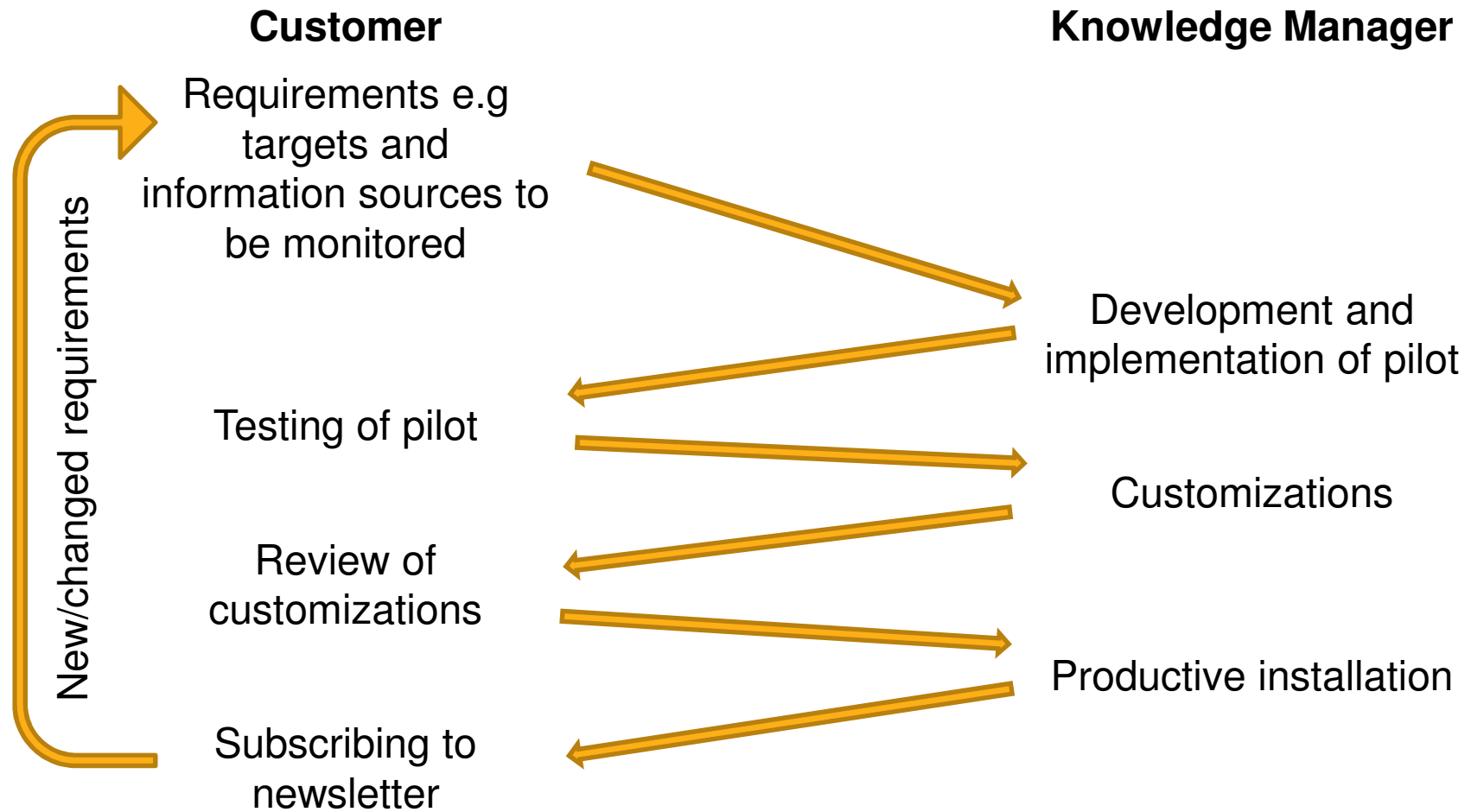
Bioorganic and Medicinal Chemistry Letters

Pyrrolidine analogs of GZ-793A: Synthesis and evaluation as inhibitors of the vesicular monoamine transporter-2 (VMAT2)

Available online 2 April 2013 Publication year: 2013 Bioorganic & Medicinal Chemistry Letters Source: Central heterocyclic ring size reduction from piperidinyI to pyrrolidinyI in the vesicular monoamine transporter-2 (VMAT2) inhibitor GZ-793A and its analogs resulted in novel N -propane-1,2(R)-diol analogs 11a-i . These compounds were evaluated for their affinity for the dihydrotetrabenazine (DTBZ) binding site on VMAT2 and for their ability to inhibit vesicular dopamine (DA) uptake. The 4-difluoromethoxyphenethyl analog 11f was the most potent inhibitor of [3 H]-DTBZ binding (K_i =560 nM), with 15-fold greater affinity for this site than GZ-793A (K_i =8.29 μM). Analog 11f also showed similar potency of inhibition of [3 H]-DTBZ binding (K_i =45 nM) compared to that for GZ-793A (K_i =29 nM). Thus, 11f represents a new water-soluble inhibitor of VMAT function. Graphical abstract

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Project Management



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Limitations

- No consent by provider for handling by external partner
 - Licensed content cannot be included in newsletter
 - Switch to parallel handling on internal aggregator

- Size of newsletter
 - Split large newsletters
 - Enable individualized newsletters by providing opportunity for individual selection of topics to customers

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Advantages of Therapeutic Area Newsletters (I)

Knowledge Center perspective

- Technical handling by specialist (knowledge manager or information specialist)
- Selection of best information sources
- Setup and implementation of search strategy and queries by search specialist
- Maintenance and quality control

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Advantages of Therapeutic Area Newsletters (II)

Knowledge Center perspective

- No duplication of work

One comprehensive solution available to all scientists in therapeutic area instead of supporting various individual alerts

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Advantages of Therapeutic Area Newsletters (III)

Customer perspective

- Newsletter available to all scientists in therapeutic area
- One stop shop providing all information relevant for projects
- Easy subscribe/unsubscribe via link on Knowledge Center portal

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Conclusions

With customized newsletters the Knowledge Center

- A. facilitates same level of information for all members of therapeutic area.**
- B. provides a current awareness solution for exploratory/discovery projects not supported by regular competitive intelligence, due to limited resources**

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Acknowledgements

Karin Grabs

all colleagues in Novartis Knowledge Center

my managers