



***Maximizing quality and efficiency of
patent information in a divisionalised,
global pharmaceutical company***

Robert Poolman

ICIC Conference 2012 - Berlin



Agenda

**Introduction
and
Background**

**Practice
Team
creation**

**Successes
and
Challenges**

Learnings



Introduction and Background



Novartis IP and Patent Information

- Each division has a Legal/IP function
- Each Legal/IP function has a patent search and analysis team
 - Focussed on supporting the needs of that function
- Historically, there was little communication/collaboration between patent search and analysis teams



Patent and Technical Information Practice Team (PTIPT)

Mission Statement

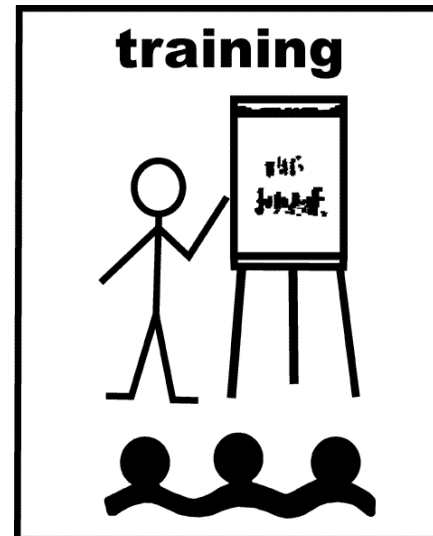
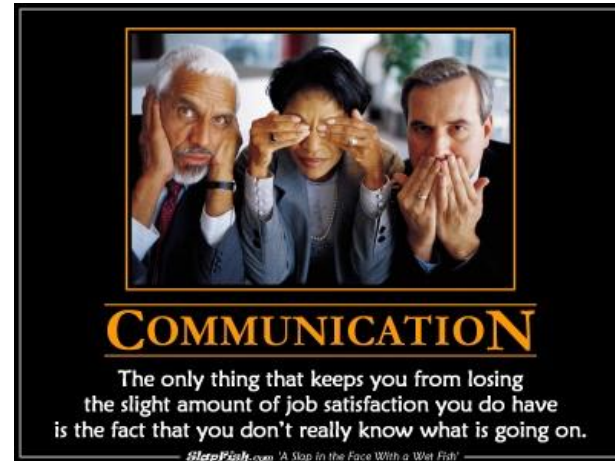
Patent and Technical Information Practice Team (PTIPT) will develop and implement best practice for all aspects of searching and analysing patent-related information within Novartis



Scope of the PTIPT

- To ensure comprehensive, high quality and value-added searching and analysis occurs across all divisions
- To ensure a coherent and consistent approach to patent searching (e.g. guidelines, quality control and benchmarking)
- To allow better flexibility in aligning resources to support the changing needs of the business
 - Providing the opportunity for greater variety of work for analysts
 - Eliminating duplication of effort
- To review outsourcing to ensure that appropriate types of work are being outsourced and that costs are minimized
- To allow for better knowledge sharing and to better leverage the broad spectrum of expertise that currently exists.

PTIPT – Workstreams



Achievements of the PTIPT - Quality

- Best Practice and Quality Control
 - 12 Best Practice Guidelines created and approved
 - E.g. Biotech, Chemistry, Formulation, Patentability, FTO, Patent watches
 - Quality Control guidelines created and approved
 - Over 70% of the patent analysts in all divisions involved in creating the guidelines
 - All guidelines reviewed and implemented in each division
 - All guidelines stored on SharePoint
 - All guidelines updated annually

Achievements of the PTIPT - Communication

- Break down silos
- Cross divisional practice team
 - Representation from all divisions
- Bi-annual analysts meeting – Face to Face or Halo
- Cross divisional project teams
 - Best Practice guidelines
 - Training
 - Benchmarking
- Individual professional development for patent analysts
 - Cross divisional working, Leading teams, Organising/delivering training
- Increase the visibility of our roles to the wider Legal community
- Patent searchers forum

Patent Searchers Forum

NIBR Network My Links | Robert Poolman |

News & Events | Departments | Pipeline Projects | **COMMUNITIES** | Science & Research | Local News & Services | About NIBR |

Patent Searchers Forum

NIBR Space > Communities > Patent Searchers Forum

Surveys Tags help

- Cross-Divisional Project Suggestion
- First Patent Analysts Collective Meeting Feedback
- Feedback on 'Topic of the Month' Pilot

Discussions

- Topic of the Month

Chemistry Discussion Group

Patent Searching News

Documents

- Patent Searching Guidelines
- Patent Analyst Training Presentations/Training Materials
- PTIPT Stall FAQ for GLC 2011
- Collective Patent Searching Community
- Topic of the Month Summaries

Resources

- Canned Search Strategies
- Conferences/Training Events
- Educational Opportunities
- Patent Information Resources

Remember links and classify the page. Notes are public comments. Tags and notes post to your news feed and work across different sites.

Announcements

NIBR S&A authors published in the Pharmaceutical Patent Analyst by Robert Poolman	8/6/2012 12:11 PM
James Grant and Kim Miller have two articles published in the latest issue of the Pharmaceutical Patent Analyst. James' article, entitled "Chemistry and the Law", is an overview of the "Chemistry and the Law" portion of the 2012 American Chemical Society...	
Improvement of IPAIRS by Reiner Grabowski	6/22/2012 3:08 AM

Calendar (EST)

There are currently no upcoming events. To add a new event, click "Add new event".

[Add new event](#)

Internal Sites of Interest

- Group IP Team Site
- NIBR Patents Search and Analytics
- V&D Search and Analytics
- Patent and Technical Information Practice Team (PTIPT)
- Pharma Patent Related Information Anal Team (PRIAN)
- Novartis Online SharePoint training
- Group IP Training Offerings

[Add new link](#)

Vendor Training Links

- CAS Learning Solutions
- EPO - Learning & Events
- STN E-seminars
- STN Recorded Events
- STN Workshops

[Add new link](#)

Surveys

Cross-Divisional Project Suggestion

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Improvement of IPAIRS
by Reiner Grabowski

6/22/2012 3:08 AM

The site of the Indian Patent office has been improved. See:
<http://124.124.193.245/patentsearch/search/index.aspx>

Achievements of the PTIPT – Maximising Efficiency

- Reduced outsourcing of patent searching by \$150K in 2011
 - In-sourcing patent watches (>\$100K saving)
 - **Maximising internal resources across all divisions (>\$50K saving)**
 - Benchmark analysis of external providers completed and Top 3 providers identified
- All divisions logging requests in central database and storing search reports in SharePoint
- Online database training sessions on cost effective searching

Achievements of the PTIPT – Training

■ Patent Analysts

- Survey completed to identify training needs
- Patent law seminars:
 - Examples:
 - » Novelty considerations in Chemistry and Biotechnology inventions
 - » Inventive Step considerations in Chemistry and Biotechnology inventions

■ Legal community

- Survey completed to identify training needs
- Training webinars
 - Examples:
 - » Bioinformatics tools available to attorneys
 - » Use of Competitive Intelligence Information in patent analysis

Time to take a step back.....

- 18 months from the initiation of the PTIPT.....
- Is the structure of the Practice Team meeting the needs of the community?
- Feedback
 - Increase sense of engagement within the wider search community
 - Remove the perception of a hierarchy
 - Reduce the number of projects worked on
 - Try something different as the current set up is not ideal.....

And try something new!

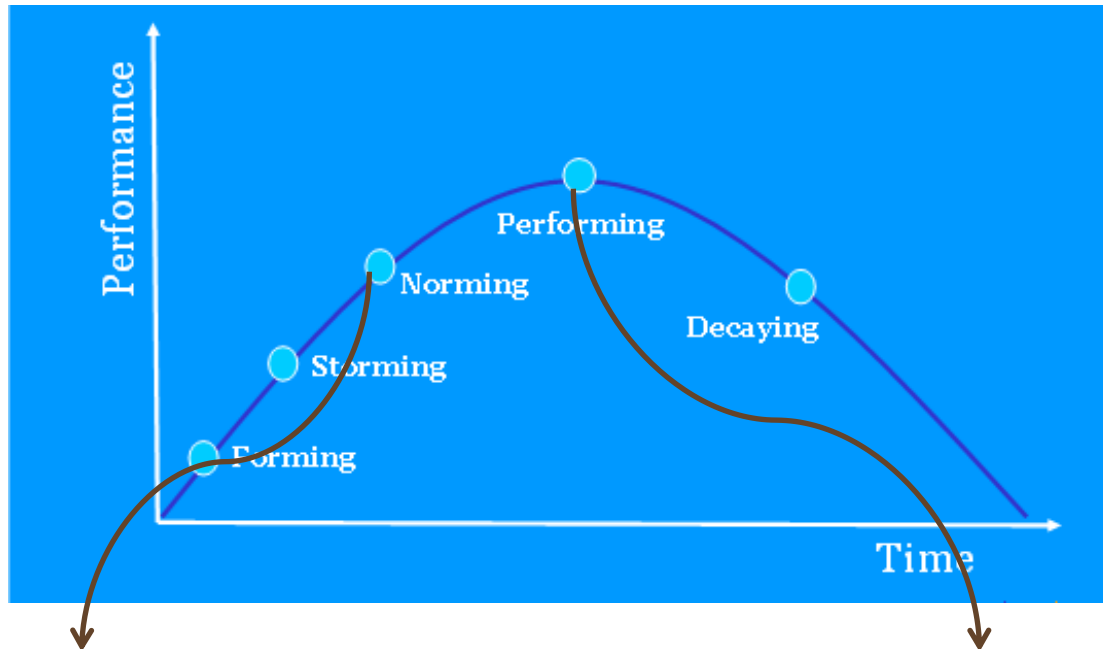
■ Core Team

- One representative per division
- High level management and strategic decisions
 - Efficiency savings, Secondments, Database negotiations

■ Collective Patent Searching Community

- Consists of **ALL** the Novartis patent analysts
- Deals with **functional/operational** management
- Identifies key projects to work on cross-divisionally
- Focus Areas:
 - Cross divisional projects, Knowledge Sharing
 - Training of analysts and legal community
 - Best in Class – professional associations, external presence
- Twice yearly meetings

Learnings



- Clear business need, vision and mission
- Managerial support
- Strong advocates from each division
- Strong leadership and clear objectives

- Step back and challenge yourselves
 - What value are we providing?
- Ask for feedback
- Reinvigorate and try something new

Acknowledgements

- John Endacott
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- Diana Lee
- Erich Lutz
- Reiner Grabowski
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- All Novartis patent analysts