



# Corporate Medical Librarianship 101

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# Four Housekeeping Items...

- Goal
  - To provide a broad overview of our industry & our jobs for those exploring the area
  - “What it’s like” – warts and all
- Format
  - Conversational, so not everything will be on the slides
  - Ask questions anytime
- Disclaimer
  - These are only our experiences at two companies (your mileage may vary)
- About Us

# Topics

- Industry Overview
- What We Do
- Key Skills & Competencies
- Career Paths

# Our industry

- Drugs & Devices save lives, improve quality of life, control epidemics
  - From 1980 to 2000: 15% decline in mortality, 22% decline in disability rates, 56% decline in hospital days, and 3.2 year increase in life expectancy<sup>1</sup>
- Heavily regulated (FDA, NICE, CHMP, EPAR, ISO, AAMI)
- Estimated cost of getting a drug to market is over \$1 B, up from \$802M in 2003<sup>2</sup> (Tufts)

<sup>1</sup> <http://advamed.org/MemberPortal/About/industryprofile.htm>

<sup>2</sup> JA DiMasi J Health Econ 2003 Mar;22(2):151-85 and Nov/Dev 2006 Tufts CSDD Impact Report v8n6

Industry Overview



# **MEDICAL DEVICES**

# Medical Devices: Definition

- "an instrument, apparatus, implement, machine, contrivance, implant, in vitro reagent, or other similar or related article, including a component part, or accessory which is:
  - recognized in the official National Formulary, or the United States Pharmacopoeia, or any supplement to them,
  - intended for use in the diagnosis of disease or other conditions, or in the cure, mitigation, treatment, or prevention of disease, in man or other animals, or
  - intended to affect the structure or any function of the body of man or other animals, and which does not achieve any of its primary intended purposes through chemical action within or on the body of man or other animals and which is not dependent upon being metabolized for the achievement of any of its primary intended purposes."

Industry Overview



# **PHARMACEUTICALS**

# Pharmaceuticals: Definition

- Ethical Drugs:
  - Drugs marketed directly to physicians, hospitals, and other healthcare professional groups, as opposed to those marketed directly to the consumer. Ethical drugs can be either prescription or non-prescription products. The term originated in the 1900s, to distinguish between drugs obtained from reputable practitioners and the less reliable “patent medicines” distributed by others. More recently, ethical is sometimes used as a synonym for “legally authorized” (i.e. approved) drugs.

# Example: Obesity

- Obesity is a national health concern
  - 75% of adults overweight & obese by 2015(1)
  - 300,000 deaths/yr associated with obesity (2)
  - Comorbidities include hyperlipidemia, CV disease and hypertension, asthma, diabetes, osteoarthritis (3)
  - Economic cost of obesity: ~\$117B (2)

1: The Obesity Epidemic in the United States. Epidemiologic Review. The John Hopkins Bloomberg School of Public Health. 2007

2: Surgeon General. [http://www.surgeongeneral.gov/topics/obesity/calltoaction/fact\\_glance.html](http://www.surgeongeneral.gov/topics/obesity/calltoaction/fact_glance.html)

3: CDC Obesity at a glance 2009 <http://www.cdc.gov/NCCDPHP/publications/AAG/obesity.htm>

# Example: Obesity - Solutions

- Pharma
  - Prescription weight loss:
    - Xenical™ (orlistat), Meridia™ (sibutramine), Acomplia™ (rimonabant) –EU only, Phentermine, Benzphetamine
  - OTC Pharmaceuticals: Alli™ (orlistat)
- Devices
  - Bariatric Surgery
  - Gastric stimulation systems, Volume reduction surgery, Malabsorption

# Case study

The recent death of a 24-year-old healthy volunteer in a research study at Johns Hopkins University (see *Lancet* 2001; **358**: 2130) has highlighted many potential weaknesses in the clinical research process. One criticism made of the study, ... was the inadequacy of the literature search that under-pinned the protocol. The US Office of Human Research Protections specifically noted that “the investigators and the [Hopkins] IRB failed to obtain published literature about the known association between hexamethonium and lung toxicity. Such data was readily available via routine MEDLINE and Internet database searches, as well as recent textbooks on pathology of the lung.”



# ~~A day in the life~~

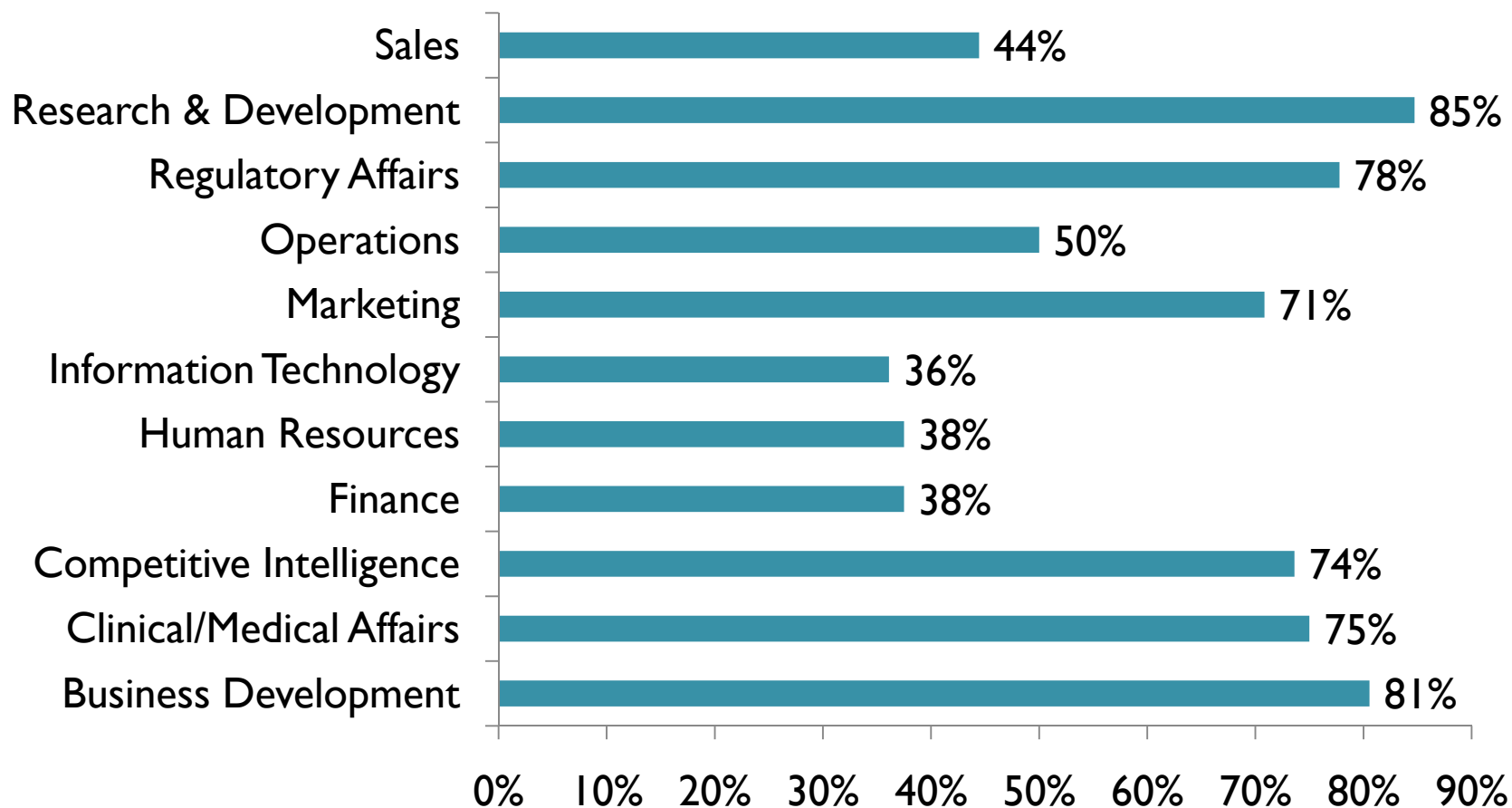
# What we do

- Top 4 activities:
  - Conduct research on behalf of users
  - Make information available to the desktop
  - Training & Education
  - Competitive Intelligence
- But also includes:
  - Regulatory & Quality Support
  - Knowledge Management

**... it's never predictable (on a daily basis)**

# Who we serve

*“Love all, serve all”*



Pharmaceutical & Health Technology Division Survey, 2009. Preliminary data.

*\*By Sector, Devices & Diagnostics were significantly more broad-based, while Biotech & Pharma were more selective.*

# Skills

- Masters prepared librarians
  - Skills are transferable; varied backgrounds welcomed
- Customer service ethic
  - Mission critical
- Search skills
  - Science background or experience a plus but not a requirement
  - A lot of clinical searching
- Adaptability
  - Broad knowledge base needed, but not expected

# Career Paths\*

- In house librarians
  - Number in each library varies significantly
  - Consultative role with clients
  - Ready reference
  - Overall management
  - Training
- Librarian Contractors
  - Increasingly used
  - In depth research
  - Overflow / backup

# Challenges

- Educating
  - “Everything I need to know I learned from Google... and it’s all free & full-text”
- Demonstrating Value
  - Value versus management consultants
  - “It’s not valuable unless I pay lots of money...”
- Budget & Turf Management
- Copyright police
- IT Challenges

# Caveat Emptor

- “Special librarianship will not be a profession for the faint of heart, for those lacking in intellectual stimulation, for those unwilling to commit themselves to continued self-education and improvement, and for those looking for a nice quiet place to retire immediately upon graduation”

# How we do it (and so can you)

*as in any library, know our stuff, learn theirs*

- Attend relevant conferences (SLA, MLA, PHT)
- Find the tools (e.g. *Drug Information – Bonnie Snow*)
- Learn your users' processes & interests (Tufts CSDD, DIA, AHA, APA)
- Network in-house



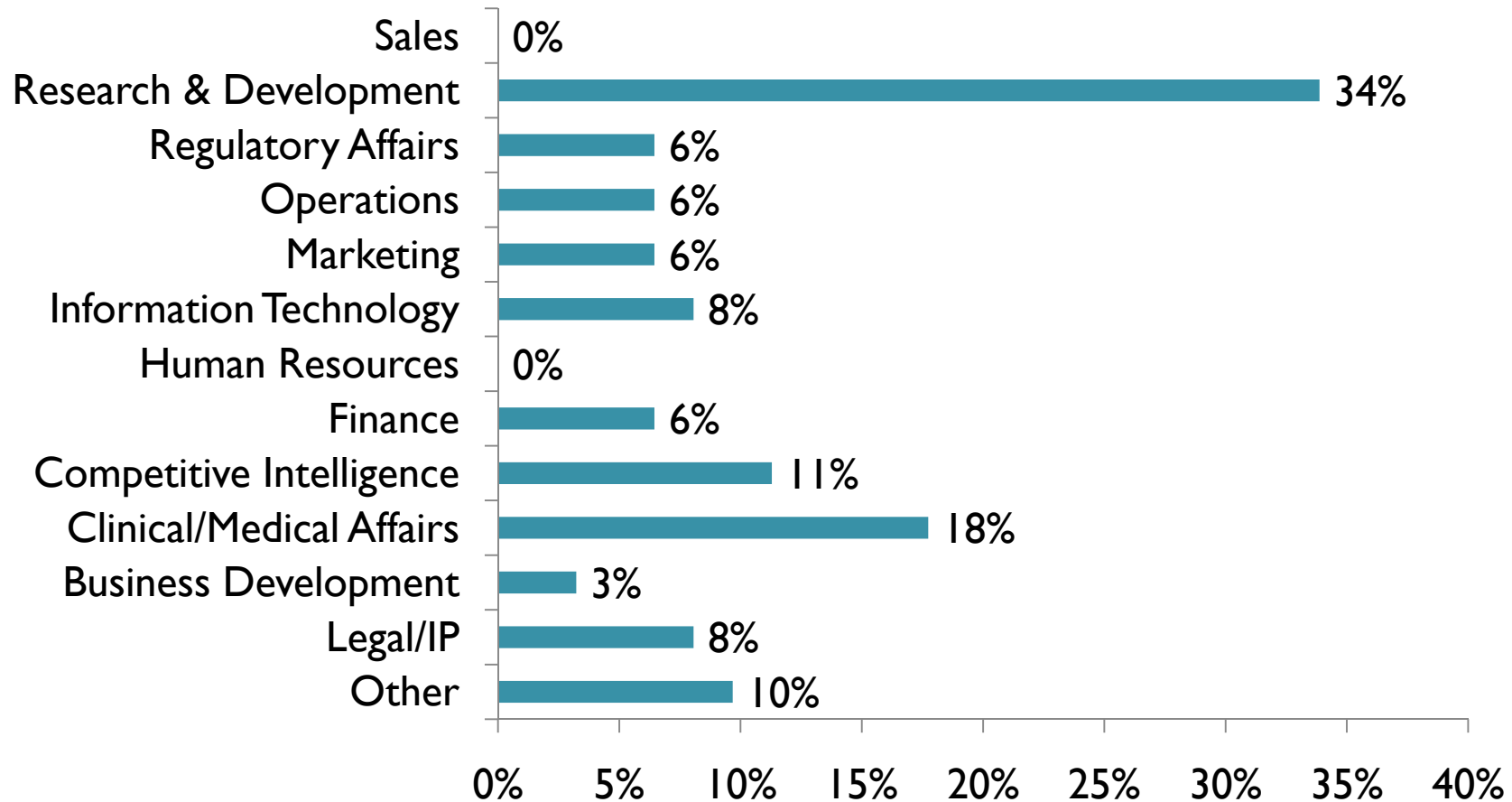
Thank you!

Questions?



backup

# Department (Reporting)



Pharmaceutical & Health Technology Division Survey, 2009. Preliminary data.

Other: Project Management, Licensing & Claims, Health Policy, Consulting, Communications, Strategic Development