Shared Knowledge in Firms that Care and Cure
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Special Libraries Association
15-June-2015
Committed to Improving the Lives of Patients Worldwide

At Celgene, we seek to deliver truly innovative and life-changing drugs for our patients. Our vision as a company is to build a major global biopharmaceutical corporation while focusing on the discovery, the development, and the commercialization of products for the treatment of cancer and other severe, immune, inflammatory conditions.
2008

- Library function in Medical Information
- Primarily supported call center, responses to requests from healthcare providers
- Celgene had 1600 employees
- 275 active library users
- 8 journal subscriptions
- 3 database licenses
- Reference Manager database used as “catalog” in addition to citation management for response documents
- Knowledge and Strategic Intelligence Center function (KSIC) formed
- Medical Affairs Portal launched

2015

- Team moved to Scientific Communications within Corporate Medical Affairs
- We support global Celgene
- 6600 employees
- ~1900 active library users
- ~2500 journal subscriptions
- 23 databases
- Currently phasing out Reference Manager
- Move to a self-service model - implemented Quosa and eLibrary site in 2012
- Additional headcount in 2014
First departmental site on Celgene’s Intranet

Users required to take brief training to get permission to access the site

Goal is to make key resources/data available within 1-2 clicks

One of the most highly used web sites

Available to anyone in the company except Sales
History Books

- History of all publications related to Celgene sponsored trials
- Custom fields in Quosa (study IDs, disease, drug)
- Quosa dynamic links to continuously update
Compiled Medical Publications and Study Summaries - bi-weekly publication
Celgene employees are “literature intensive” – as soon as something is published/posted it needs to be available

Up to date information – congress abstracts, oral presentations, poster presentations

Work with Scientific Communications and Medical Information to obtain author permissions

Integration with RightSphere for specialized permissions (e.g. reactive or responsive use)

Custom fields for curation purposes (product specific)

Literature alerts – moved to server based alerts in 2015
Build awareness

- Training
- “Road shows”
- “Elevator speeches”
- Re-branding
- Cultivate C-Suite, upper management
What Works – Knowledge & Strategic Intelligence Center as a Center of Excellence

- KSIC as a go to resource
- Copyright
- Taxonomy
- Content management
- Licensing & negotiation
- Technology
- Records Management
- Change agents
Lessons Learned

- NDA updates – tagging for inclusion in annual report
- Response document tagging
- Drug Safety & Product Literature Database
- Dynamic links – be careful how they are constructed
- Upfront collaboration with IT
Opportunities

- Medical Information and other team workflows
- Work with CCC to expand copyright permissions for non-standard documents (e.g. NCCN Guidelines)
- SharePoint – partner with IT
- Enterprise search/taxonomy
- Big Data – analytics & text mining
- Experts database
- Business development/custom information services
- Power users utilizing QIM to manage alerts/personal libraries
- Shared team libraries (e.g. MSLs, therapeutic teams)
- Mobile apps
Opportunities continued

- Participation in industry groups – P-D-R, Outsell Information Advisory Council
- Knowledge Center Advisory Board
- Funding models to sustain centralization of resources
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