<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
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<tbody>
<tr>
<td>7:30am – 8:30am</td>
<td>Breakfast</td>
<td>The Global Information Manager: Creating Strategic Value</td>
<td>Breakfast (8-9am)</td>
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<tr>
<td>8:30am - 9:00am</td>
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<td>The Global Information Manager: Creating Strategic Value</td>
<td>Exhibit Hall</td>
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<tr>
<td>9:00am – 10:00am</td>
<td>CE Course: An Introduction to the Growing Field of Systems Biology -</td>
<td>Data Analytics and the Information Professional</td>
<td>Key Trends to Embrace: Supporting “Big Data”</td>
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<td></td>
<td>Tools, Techniques, and Trends to Embrace</td>
<td>William Hayes, SVP, Selventa</td>
<td>Edd Dumbill, Editor in Chief, Big Data</td>
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<tr>
<td>10:00am – 10:30am</td>
<td>Ally Perlina, Senior Scientific Solution Specialist, Thomson Reuters</td>
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<td>How I Did It: Semantics and the Information Professional</td>
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<td>10:30am – 11:00am</td>
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<td>James Morris, Astra Zeneca</td>
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<td>11:00am – 11:30am</td>
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<tr>
<td>11:30am – 12 noon</td>
<td>Registration</td>
<td>Lunch</td>
<td>New Tools to Know</td>
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<tr>
<td>12 noon – 1:00pm</td>
<td>Exhibitor set-up</td>
<td>A “Speed Dating” session (various)</td>
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<tr>
<td>1:00pm – 2:00pm</td>
<td>PHT Division Open board meeting</td>
<td>How I Did It: The Value of Decentralizing Budget to Maximize Information Return</td>
<td>Lunch</td>
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<td>2:00pm – 3:00pm</td>
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<td>Web Scraping Technology as a Cost-Effective Solution for News Alerting</td>
<td>Exhibit Hall</td>
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<td>3:00pm – 3:30pm</td>
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<td>Key Trends to Embrace: Bioinformatics and the Information Professional</td>
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<tr>
<td>3:30pm – 4:00pm</td>
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<td>Information in Asia: What Are We Missing And How Do We Find It</td>
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<td>4:00pm – 4:30pm</td>
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<td>Making Social Media a Competitive Asset</td>
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<td>4:30pm – 5:00pm</td>
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<td>Closing Remarks</td>
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<td>5:00pm – 6:00pm</td>
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<tr>
<td>6:00pm – 6:30pm</td>
<td>Sunday Evening Dinner Gala</td>
<td>Free time</td>
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<td>6:30pm – 7:00pm</td>
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<td>7:00pm – 8:00pm</td>
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<td>8:00pm – 9:00pm</td>
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<td>Monday Night Social Event: Dinner on the Delaware</td>
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Join your colleagues from companies such as:
- Astellas
- AstraZeneca
- Bain & Company
- Boehringer Ingelheim
- Bristol Myers-Squibb
- Covance
- Coviden
- Daiichi Sankyo
- the dd+p group
- Genzyme
- Gilead Sciences
- Johnson & Johnson
- LEK Consulting
- Mallinckrodt
- Merck
- Merial
- Novartis
- Novo Nordisk
- Onyx Pharmaceuticals
- Otsuka America
- Parexel
- Pfizer
- Purdue Pharma
- Shire Pharmaceuticals
- Teva Pharmaceuticals

Register & full info at [www.regonline.com/spring2013](http://www.regonline.com/spring2013)
Sunday
9:00am – 1:00pm
CE Course: An Introduction to the Growing Field of Systems Biology - Tools, Techniques, and Trends to Embrace
Ally Perina, Senior Scientific Solution Specialist, Thomson Reuters
Understanding the processes, roles and needs related to the systems biology area in the development of new therapies will be crucial in the near future for Pharmaceutical and Health Information professionals.
This course will review the development process in relationship to the roles of individuals in those processes, the information needs they have, and the methods and means by which they can fulfill these needs. Emphasis will be placed on the role of information professionals in supporting the systems biology tools. This course will review systems biology solutions MetaCero™, the EZ™ search functionality, plus the Integrity Biomarker™ Integration will be discussed. Additionally, similar tools from other vendors such as Ingenuity’s Ingenuity Answers and Ariadne’s MedScan will be mentioned as well. Information professionals’ expertise in building/maintaining/deployment of systems biology taxonomy/ontology/thesaurus and knowledge/test mining will also be covered.
This CE course serves as a complement to a similar NIH course offering: http://www.ncbi.nlm.nih.gov/education/librarian/

9:00am – 10:00am
Data Analytics and the Information Professional
William Hayes, SVP, Sevenda
In the closing keynote, Dr. Hayes will cover how he and his colleagues at Biogen IDEC created a cutting edge data analytics capability, and more recently, his role in developing a “big data” analytics engine that integrates molecular information from thousands of patients to identify biomarkers linked to disease-driving processes.

10:00am – 10:30am
Snacks - Exhibit Hall

10:30am – 11:30am
Key Trends to Embrace: Biomarker Databases at NIH
Medha Bhagwat, National Institutes of Health (NIH)
With the increasing focus on biomarkers, the NIH is increasingly involved and providing contributions and tools to help searchers. Medha Bhagwat of NIH will provide details of both existing NIH databases and ongoing efforts. She will focus on the current NIH Bioinformatics Support Program and her responsibility in serving NIH research scientists working in bioinformatics: http://nihlibrary.nih.gov/Services/Bioinformatics/Pages/default.aspx

11:30am – 1:00pm
Lunch - Exhibit Hall

1:00pm – 2:00pm
How I Did It: The Value of Decentralizing Budget to Maximize Information Return
Mindy Beattie and Bob Kowalski, Pfizer
Participants will learn: How to augment supplier statistics with internal usage, making data more relevant for Library Team and leadership; what questions the executive leadership team members will ask and what level of detail they expect to see; and how to get a “seat at table” with business line stakeholders now holding the budget, which empowers collective decision making on content.

2:00pm – 3:00pm
Key Trends to Embrace: Bioinformatics and the Information Professional
Panel Discussion; facilitated by John Chu (Gilead Sciences)
A panel discussion on the growing role of bioinformatics and what information professionals in Pharma should know and should be doing to get ahead of the curve and bring value to their company. Invited participants include thought leaders from Thomson/GenoGo, Ingenuity, and Elsevier/ Ariadne.

Tuesday
8:00am – 9:00am
Breakfast - Exhibit Hall

9:00am – 10:00am
Key Trends to Embrace: Supporting “Big Data”
Ed Durrell, Editor in Chief, Big Data
Organizations are being presented with a tremendous opportunity - maximizing larger and larger data sets. Ed will present the global effect of managing and disseminating larger data sets, what new skills the librarian will require, and what information sources will be needed for the next generation of information managers.

10:00am – 11:00am
How I Did It: Semantics and the Information Professional
James Morris, AstraZeneca
With the increase of data and information being managed at a high organizational level, there is an increasing need for a core librarian skills, specifically supporting both taxonomies and semantic applications. James will discuss these opportunities and the optimal ways in-house librarians can support these.

11:00am – 12 noon
New Tools to Know
A “speed dating” session (new information vendors)
New exhibitors and exhibitors with new tools will get an opportunity to give a brief overview of their products and key values to the pharma information community. This is your chance to learn something and support the growth of our vendor community!

12 noon – 2:00pm
Lunch - Exhibit Hall

2:00pm – 3:00pm
How I Did It: A Case Study of Full Text Patent Mining
Yun Iyon Yang, Senior Patent Analyst II, Bristol Myers Squibb
The speaker will review techniques and insights using knowledge mining in patents, and focus on the growth of information being published and the role of the library in deriving and disseminating the greatest amount of value from this growing data source.

3:00pm – 4:00pm
A View from the Executive Level: What the Info Pro Needs to Know
Mark Burfoot, Executive Director, Novartis
A senior executive will expand on his views current trends and specifically the impact to information professionals of the emergence of large datasets (“big data”). This discussion will include a review of key tools and technologies, and what skills will be required for an information manager to develop in the coming years.

4:00pm
Closing Remarks