



November 6-7, 2002 - Hotel Le Meridien, Nice, France

# Knowledge Management

## Everybody talks about it - but what is it?

### Programme Co-Chairpersons

Susanne Wedderkopp, Novo Nordisk A/S, Denmark

James Kelleher, Generis Consulting, USA

For pharmaceutical companies it is of critical importance to manage the most valuable asset we have - knowledge. But how do we do that, and what actually lies behind the buzzwords "Knowledge Management"? Come and share your experiences and learn how different companies have approached this issue - the aim is to learn from shared successes as well as lessons learned.

The program will examine both the "people" and the "systems" sides of the Knowledge Management (KM) challenge. "People" aspects include how networks are supported, how knowledge is kept within the company and how to ensure that the entire company benefits from the knowledge each person has. We will discuss the "systems" (both in terms of IT and of business processes) required to support Knowledge Management, and how multiple systems can be integrated to move from document management to true Knowledge Management. Finally, we will have a look towards the future and discuss how we can best share knowledge with the regulators as well as changing our own systems to cope with new regulatory developments.

The workshop will spend half a day on each of the following proposed areas:

- Capturing the knowledge in your most important asset - your staff
- Using and protecting the knowledge you capture
- Knowledge systems - the "knowledge integrating organization"
- How to continuously evolve - keeping knowledge growing within regulatory compliance

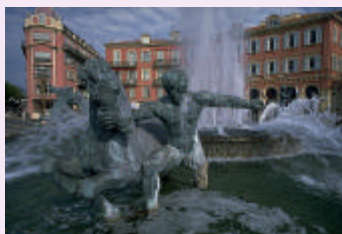
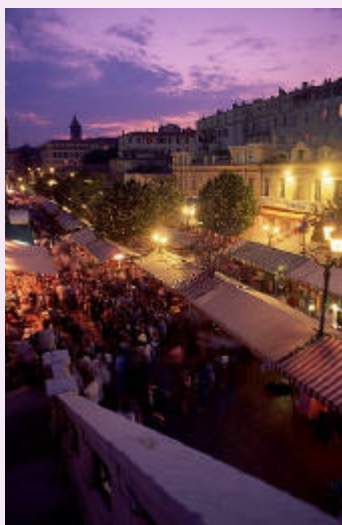
Topics to be covered within these areas include:

- How do you handle KM? Some examples of KM initiatives.
- How to encourage networking
- Organising for KM
- Systems to support KM
- Perspectives of KM
- KM - what's next?

Each session will include presentations followed by interactive sessions with the chance to share experiences and network.

### Who Should Attend?

Senior Managers, Directors, Vice President, Presidents, R&D Staff, Marketing Staff, people involved in Regulatory Affairs, Project Management, Clinical Development, Medical Department, Library Staff, Clinical Safety & Pharmacovigilance, Information technology, Data Management, Medical Communications, Statistics



### Workshop Cancellation Policy

On or before **November 1, 2002**:  
An administrative fee will be deducted from the registration fee:

Member and Nonmember =  
EURO 200.-  
Government & Academia  
(Member/Nonmember) =  
EURO 100.-

Registrants who do not cancel by the date above and do not attend, will be responsible for the full registration fee. Registrants are responsible for cancelling their own hotel reservations. Cancellations must be in writing. You may transfer your registration to a colleague at any time. Please notify DIA of any such substitutions as soon as possible. DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for airfare, hotel or other costs incurred by registrants.



## Tuesday, November 5, 2002

19:00 Registration

## Wednesday, November 6, 2002

08:00 Registration

08:30 Welcome Coffee

09:00 Session 1

### DIFFERENT APPROACHES TO KNOWLEDGE MANAGEMENT

Session Chairperson:

Susanne Wedderkopp; Novo Nordisk A/S, Denmark

Releasing the Essential Knowledge Needs of Official Process Participants from Underground Processes: Definition and Implementation of a Process-Oriented Concept of Knowledge Management

Aliah Blackmore; Swisscom Mobile Ltd, Switzerland

- Knowledge management must relate directly to official organisational workflow and constituent processes
- Know-how cannot be captured in the same way as knowledge
- Excluding relevant know-how from official processes degrades workflow value
- Knowledge should be employed to integrate relevant know-how into the official workflow

Adapting Knowledge Management to an Anarchistic/Innovative Organisation?

Charlotte Lex; Novo Nordisk A/S, Denmark

- Getting things done in the right sequence
- Dealing with an innovative organisation and the implication this has on the implementation of knowledge management
- Adapting knowledge management to existing practices, habits and cultures

Knowledge Management Strategies for Pharma and Biotech Corporations

Stefano Vincenti; Novo Nordisk IT/ AS, Denmark

- Critical success factors behind implementation of knowledge management IT systems
- Practical examples for IT system for knowledge management in big pharma
- Where are big pharma and biotech firms heading in the knowledge management space?

Enhancing Knowing in R&D, A Case from AstraZeneca

Jonas Roth; Chalmers University of Technology, Sweden

- What is needed to share best practice?
- The knowledge facilitator - the catalyst to make it happen!
- How to manage the unmanageable knowledge?

10:30 Coffee Break

11:00 Round Table Discussion  
With speakers from the previous session

12:30 Lunch

14:00 Session 2

### KNOWLEDGE MANAGEMENT TOOLS

Session Chairperson:

James Kelleher; Generis Consulting, USA

A System Based Perspective in Pharmaceutical Quality

James C. Lyda; Client Management Services Group of KMI, Switzerland

- How knowledge management can be applied to the design and re-design of the quality programme systems in the modern industrial pharmaceutical manufacturing environment
- Regulatory enforcement and good manufacturing practice trends and how they relate to knowledge management
- Potential benefits and savings to be realised

Definition and Installation of Knowledge Based Engineering Tools

Bruno Bensimon; dataPROXIMA, France

- Case Study : an example of knowledge based engineering in a major industrial group
- The knowledge based system techniques used
- Transposition in the pharmaceutical industry

Incorporating Knowledge Based Concepts in System Development

Uday Karnik; Bristol-Myers Squibb, USA

- Systems should no longer be built as 'separate islands' of information
- True leverage of business advantage comes from integrating these systems
- At the base of such integrated systems has to be a knowledge-based information exchange

15:30 Coffee Break

16:00 Round Table Discussion  
With speakers from the previous session

18:00 Reception

## Thursday, November 7, 2002

09:00 Session 3

### INTEGRATING SYSTEMS

Session Chairperson:

James Kelleher; Generis Consulting, UK

People and Databases: Good Systems May Emerge Through Complex Interactions

Christian Hauck; Novartis Pharma AG, Switzerland

- Find a complex solution to a difficult design problem
- How the executive information system dEIS came into existence
- Find a simple solution to a difficult negotiation problem

The Knowledge Integrating Organisation: Converting Knowledge to Action

James Averbach; Bristol-Myers Squibb, USA

- Highly productive organizations integrate the innate knowledge of their people into the normal business process
- Documentation and the activities to produce it are essential drivers of knowledge integration
- We will explore the business case for knowledge integration and the role of document management in converting knowledge to action



#### Leveraging Information Assets

Ben Azvine; Btexact Technologies, United Kingdom

- Uses intelligent agent technology to help locate people and deliver information more quickly by building a user profile
- Suggests relevant documents and contacts by observing the users current activity
- Flexibly schedules tasks and meetings according to user preferences

#### The Middleware Solution

Richard Backhouse; New Information Paradigms, UK

- Knowledge management - more than just a search engine and workflow process
- Methods and software to support business processes
- How the knowledge middleware layer adds value

10:30 Coffee Break

11:00 Round Table Discussion  
With speakers from the previous session

12:30 Lunch

14:00 Session 4

### KNOWLEDGE MANAGEMENT AND THE FUTURE

Session Chairperson:

Susanne Wedderkopp; Novo Nordisk A/S, Denmark

Meeting the Knowledge Management Challenges of Transitioning to the CTD and eCTD

Jim Cook; CDC Solutions Ltd., UK

- Examination of the CTD and eCTD and their impact on business process and workflow
- Benefits and challenges to agencies and to industry of adopting new submission paradigms
- How to make eSubmission practices align with knowledge management initiatives within the organisation

Knowledge Integration for Innovation and Competitive Advantage in Healthcare and Pharmaceuticals

Rob Abbott; Boots Healthcare International, UK

- Knowledge integration - a frequently overlooked component of knowledge management
- Impact on innovation and monitoring of the competitive environment
- Practical applications for improving organisational intelligence

Knowledge Management: The Bottom Line

James Kelleher; Generis Consulting, UK

- How can you make knowledge management provide financial rewards for your company?
- How can knowledge management increase your bottom line?
- How do you effectively account for knowledge management as an asset that your business possesses?

15:30 Coffee Break

16:00 Round Table Discussion  
With speakers from the previous session

17:30 End of Workshop

## Hotel & Travel Information



Le MERIDIEN  
NICE

The DIA has blocked a number of rooms at the:  
Hotel Le Meridien, 1 Promenade des Anglais, 06046 Nice, France.



Attendees must make their own hotel reservation by using the **Hotel Reservation Form on the last page exclusively**.

A deposit payment for one night must be made to secure the reservation by providing, with signature, the name, number and expiry date of your credit card.



**IMPORTANT:** To be assured of accommodation in the Hotel Le Meridien Nice, registrants are recommended to complete their reservation, if possible, by September 16, 2002.

#### Single Occupancy:

- Patio Room: Euros 140.-
- City with Balcony: Euros 190.-
- Sea & Garden Balcony: Euros 220.-



#### Double Occupancy:

- Patio Room: Euros 160.-
- City with Balcony: Euros 210.-
- Sea & Garden Balcony: Euros 240.-

*The above rates include buffet breakfast, tax and service. (Excluding local tax, currently Euro 1,07 per day and person.*

Le Méridien Nice is located at N°1 Promenade des Anglais, a mythic address in Nice, in the heart of the city, facing the Mediterranean sea, only 10 minutes from Nice International Airport.



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DIA Workshop on: Knowledge Management

Please note: This booking form must be completed and returned before  
[September 16, 2002](#)

To Event Office: Fax: +33 4 97 03 44 48

## Personal Details

Mr  Mrs

Last Name: \_\_\_\_\_

First Name: \_\_\_\_\_

Company: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

Phone N°: \_\_\_\_\_

Fax N°: \_\_\_\_\_

E-Mail: \_\_\_\_\_

## Accommodation Details

Arrival Date: \_\_\_\_\_ (Check in from 2pm)

Departure Date: \_\_\_\_\_ (Check out at 12am)

### Single Occupancy:

Patio Room: Euros 140.-  City with Balcony: Euros 190.-  
 Sea & Garden Balcony: Euros 220.-

### Double Occupancy:

Patio Room: Euros 160.-  City with Balcony: Euros 210.-  
 Sea & Garden Balcony: Euros 240.-

The above rates include buffet breakfast, tax and service. (Excluding local tax, currently Euro 1,07 per day and person.)

Special Request: \_\_\_\_\_

## Payment Details

Type of credit card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Exp. date: \_\_\_\_\_

Your card will only be debited for one night's stay in case of cancellation less than 21 days prior to arrival or in case of no show or anticipated departure.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

### FOR HOTEL USE ONLY

Reservation Number: \_\_\_\_\_

Date & Signature of the Reservation Agent: \_\_\_\_\_

# Workshop Registration Form



Workshop on Knowledge Management - I.D. Code # 02124

Hotel Le Meridien, NICE, France - November 6-7, 2002

Please consider this form an INVOICE - Registration will be accepted by mail, fax or email

## REGISTRATION FEE\*\*

Member\* EURO 1'200.-   
Nonmember EURO 1'325.-   
Government & Academia (Full-Time), Member \* EURO 600.-   
Government & Academia (Full-Time), Nonmember EURO 725.-

\* If DIA cannot verify your membership, you will be charged the nonmember fee  
\*\* Registration includes workshop material, coffee-breaks and luncheons

**Fax or mail your completed registration form to your nearest DIA Office**

Please tick the applicable category:

Academia  Government  Industry  CSO  Student

## Registrant

Professor  Dr.  Ms.  Mr.

Last Name \_\_\_\_\_

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Affiliation \_\_\_\_\_

Job Title \_\_\_\_\_

Street Address / P.O. Box \_\_\_\_\_

Postal Code \_\_\_\_\_ City \_\_\_\_\_

Country \_\_\_\_\_

(\*)Telephone \_\_\_\_\_ (\*)Telefax \_\_\_\_\_

E-Mail \_\_\_\_\_

(\*) A telephone and fax number are required for faxed confirmation

## Payment

Cheques should be made payable in EURO to: Drug Information Association. Mail your cheque together with the registration form to facilitate identification of attendee to: **DIA, Postfach, 4002 Basel, Switzerland.**

Bank transfers should be made in EURO to:

UBS, Postfach, 4002 Basel, Switzerland - DIA Account Number: 233-635384.60C

Your name and company must be included on the transfer document to ensure payment to your account.

Credit card payments by VISA, Mastercard or American Express can be made by completing the relevant details hereunder.

Visa  MC  AMEX

Card Number \_\_\_\_\_ Exp. date: \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Please indicate method of payment:  Cheque  Bank transfer

[www.diahome.org](http://www.diahome.org)



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