

# Balancing Confidentiality and Knowledge Sharing

in Pharmaceutical Research and Development

Prague

11th & 12th  
February 2004

“FOSTERING  
INNOVATION  
through knowledge management”



**Finding the middle ground  
between isolated effort and free  
flow of ideas and information.**

Learn from global case studies how:

- **BAYER HEALTHCARE** optimally meets the knowledge and information needs of end-users in a constrained economic climate
- **HOFFMAN LA-ROCHE** supports decision-making by knowledge management initiatives
- **AMERSHAM HEALTH** integrates technologies into working practices
- **BOEHRINGER INGELHEIM** employs e-tools to facilitate collaboration and knowledge sharing
- **AVENTIS PHARMA** ensures user retention and satisfaction with their KM Expertise Locator System
- **ASTRAZENECA** manages knowledge sharing with external partners
- **NOVARTIS** minimises the security risk in knowledge sharing
- **JOHNSON & JOHNSON PHARMACEUTICAL R&D** improves bioinformatics knowledge space
- **NV ORGANON** overcomes the heterogeneity of information

Benchmark with the cross-industry leader how:

- **SIEMENS** develops and nurtures “Communities of practice” to facilitate knowledge sharing

Gain expert knowledge on:

- Capturing the business potential of knowledge management initiatives
- Regulatory and intellectual property issues

Do not miss this unique opportunity to:

- Maximise exchange of experience and innovative ideas in highly interactive panel discussions
- Network with top management delegates from your industry facing the same challenges

Your Eminent Life Sciences  
Speaker Panel:

**Alexander Mullen**  
Director, Information Acquisition,  
Pharma Research Centre  
**BAYER HEALTHCARE AG**

**Stephan M. Laage**  
Global Head of Document and Content Management,  
Pharmaceutical Division, Global Informatics  
**F. HOFFMANN-LA ROCHE**

**Astrid Hilde Myrset**  
Knowledge Practices Manager  
**AMERSHAM HEALTH AS**

**Martha R. Matteo**  
Director of Knowledge Management  
and R&D Planning  
**BOEHRINGER INGELHEIM  
PHARMACEUTICALS, INC., USA**

**Jürgen Oldigs-Kerber**  
Head of DI&A Knowledge Management  
**AVENTIS PHARMA DEUTSCHLAND**

**Caroline Austin**  
Alliances Manager, Respiratory and Inflammation  
**ASTRAZENECA RESEARCH  
AND DEVELOPMENT**

**Christian Hauck**  
Knowledge Management and Competitive Intelligence  
**NOVARTIS PHARMA**

**Abdelazize Laoui**  
Head of ChemInformatics,  
Lead Generation Informatics Department  
**AVENTIS**

**Andrew Stubbs**  
Head of Bioinformatics  
**JOHNSON & JOHNSON PHARMACEUTICAL  
RESEARCH AND DEVELOPMENT**

**Jacob de Vlieg**  
Executive Director, Molecular Design and Informatics  
**NV ORGANON**

**Mathew Woodwork**  
Associate Director of Bioinformatics  
**ASTRAZENECA**

Comparative Industry Case Study:

**Janina Kugel**  
Vice President, Business Transformation  
**SIEMENS INFORMATION &  
COMMUNICATION NETWORKS**

Expert Panel:

**Thomas Schneider**  
Senior Manager, Health Care Practice  
**ARTHUR D. LITTLE**

**Matthew Bell**  
Manager, Health Care Practice  
**ARTHUR D. LITTLE**

**Simon Smith**  
Partner  
**TAYLOR VINTERS**

**Liviu Cotoră**  
Founder and Chairman  
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conferences

life sciences series

11th February 2004

- 08:30 Registration and Coffee
- 09:00 Opening Remarks from the Chair

### KNOWLEDGE MANAGEMENT STRATEGIES IN A COST-CUTTING ENVIRONMENT

- 09:10 **Capturing the Business Potential of Knowledge Management Initiatives**
- Creating a solid KM business case (including costs, benefits and net present value)
  - Designing and establishing performance measurement solutions
  - Setting performance indicators for KM input, throughput and output
  - Using business case and performance measurement for monitoring, steering and communication

**Thomas Schneider**

Senior Manager, Health Care Practice

**ARTHUR D. LITTLE**

**Matthew Bell**

Manager, Health Care Practice

**ARTHUR D. LITTLE**

- 09:55 **Case Study:**  
**Challenges to Knowledge and Information Management in a Constrained Economic Climate**
- Designing corporate intranets to optimally meet the KM and information needs of end-users
  - Assessing the range of electronic information services available to end-users in industrial, pharmaceutical R&D
  - How to approach licensing commercial products
  - Tracking the usage and ultimately deciding on the need, taking budget constraints into account
  - What is essential and what is luxury for the scientist in industrial R&D

**Alexander Mullen**

Director, Information Acquisition, Pharma Research Centre

**BAYER HEALTHCARE AG**

- 10:40 Morning Coffee and Networking

- 11:10 **Case Study:**  
**How Knowledge Management Supports Informed Decision Making**
- Structuring information based on a common information architecture
  - Enabling knowledge sharing within cross-functional and global project teams based on good practices and information management solutions
  - Separating relevant from non-relevant information in order to prepare for informed decision making
  - Providing a single point of access to relevant, well structured, and high quality information
  - Supporting the decision making process with information management tools

**Stephan M. Laage**

Global Head of Document and Content Management,  
Pharmaceutical Division, Global Informatics

**F. HOFFMANN-LA ROCHE**

- 11:55 **Case Study:**  
**Fulfilling Specific Goals for the R&D Department Through Knowledge Management**
- Understanding information needs of employees
  - Improving working practices with focus on time, cost and quality
  - Integrating technologies into working practices

**Astrid Hilde Myrset**

Knowledge Practices Manager

**AMERSHAM HEALTH AS**

- 12:40 Luncheon

### WIN-WIN STRATEGIES TO FACILITATE KNOWLEDGE SHARING AMONG EMPLOYEES

- 14:10 **Case Study:**  
**Integrating Knowledge Across Diverse Geographical Locations and Functions**
- Benefits and challenges of knowledge integration: legal, regulatory, security issues from the regional and global perspective
  - Employing e-tools to facilitate collaboration and knowledge sharing both within teams and with external partners
  - Allowing individuals to aggregate data from multiple applications

**Martha R. Matteo**

Director of Knowledge Management and R&D Planning

**BOEHRINGER INGELHEIM PHARMACEUTICALS, INC., USA**

- 14:55 **Case Study:**  
**User Retention and Satisfaction During Deployment of a KM Expertise Locator System to Foster Knowledge Sharing Behaviour**
- Implementation in context of a model for planned organisational change
  - Internal market penetration, usage, success measures and levels of measurement
  - Identifying challenges and strengths of the approach from a user's perspective: Methodology and results

**Jürgen Oldigs-Kerber**

Head of DI&A Knowledge Management

**AVENTIS PHARMA DEUTSCHLAND**

- 15:40 Afternoon Tea and Networking

- 16:10 **Comparative Industry Case Study:**  
**Developing and Nurturing "Communities of Practice" to Share Knowledge**
- Making knowledge management practical
  - Siemens' strategic approach to extracting value from communities of practice
  - Tying communities into the improvement of business processes

**Janina Kugel**

Vice President, Business Transformation

**SIEMENS INFORMATION & COMMUNICATION NETWORKS**

- 16:55 **Interactive Panel Discussion:**  
**Are the Needs and Expectation of Company Management, Designers and Users of KM Tools Different?**

**Participants:**

**Jürgen Oldigs-Kerber**

Head of DI&A Knowledge Management Germany

**AVENTIS PHARMA DEUTSCHLAND**

**Janina Kugel**

Vice President, Business Transformation

**SIEMENS INFORMATION & COMMUNICATION NETWORKS**

**Martina Rudolf**

Science and Regulatory Affairs Advisor

**INFOTEHNA**

- 17:25 Questions and Chairman's Closing Remarks

- 17:30 End of Day One

Speakers and delegates are cordially invited to attend a networking **COCKTAIL RECEPTION** sponsored by:

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Day 2

12th February 2004

08:30 Re-Registration and Coffee  
09:00 Opening Remarks from the Chair

#### LEVERAGING INFORMATION AND KNOWLEDGE WITH EXTERNAL PARTNERS

09:10 **Regulatory and Intellectual Property Issues in Knowledge Management**

- Know how and intellectual property rights – Spot the difference
- Intellectual property contamination and how to avoid it
- Building effective confidentiality envelopes
- Contrasting the European and US approaches to database rights and data protection in Europe

**Simon Smith**  
Partner  
**TAYLOR VINTERS**

09:55 **Case Study:**  
**Sharing Knowledge with External Partners in the Research and Development Process**

- Identifying where academic research partners can benefit the R&D process
- Assessing the main challenges of sharing knowledge with external partners
- How knowledge is shared with collaborators in AstraZeneca R&D
- Evaluating criteria for a successful collaboration

**Caroline Austin**  
Alliances Manager, Respiratory and Inflammation  
**ASTRAZENECA RESEARCH AND DEVELOPMENT**

10:40 Morning Coffee and Networking

11:10 **Case Study:**  
**Balancing the Value of Knowledge Sharing with Increased Security Risk**

- Uncertainty as a source of value creation (opportunity) and value destruction (risk)
- Creative use of notorious knowledge management issues to minimise risk
- Design approaches to monitor, influence, and control a huge complex company

**Christian Hauck**  
Knowledge Management and Competitive Intelligence  
**NOVARTIS PHARMA**

11:55 **Maximising Knowledge Transfer Through Mergers & Acquisitions or a Networking Environment**

- Identifying the partner's internal value creation cycle and matching it with yours
- Create synergies with your partner for competitive advantage, brand and core production to boom your value creation process
- Planning the value contributions between the value creation centres of your organisation and your partner's and fixing the value reference systems with your partner
- Building the multi-value balanced scorecard of your partnership and measuring the total partnership value impact on your corporate value

**Liviu Cotora**  
Founder and Chairman  
**INTEGRATOR**

12:40 Luncheon

I would like to thank everyone who has assisted with the research and organisation of the event, particularly the speakers for their support and commitment.

**Ivana Svojtikova**, Conference Producer  
Email: ivanas@marcusevanscz.com

## Booking Line

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#### KEEPING PACE WITH THE GROWING VOLUME OF DATA

14:00 **Case Study:**  
**Integrated Research Informatics and Knowledge Sharing Along The Drug Discovery Value Chain**

- Organising and integrating data to excel at identifying essential information from explosively growing databases
- Developing new drug discovery informatics solutions to deal with challenges arising from the volume, diversity and variable quality of data
- Integrating bio- and chemoinformatics into a single team to exploit synergies such as common analytic approaches and shared strategies for data representation
- In silico modelling study cases illustrating the trend towards a more knowledge driven approach for drug discovery

**Abdelazize Laoui**  
Head of ChemInformatics, Lead Generation Informatics Department  
**AVENTIS**

14:45 **Case Study:**  
**Finding Targets from our Genomes: Strengthening Efficiency of Data Handling**

- Overcoming difficulties of heterogeneous data mining
- Improving bioinformatics knowledge space to accelerate R&D
- Facing up to the intricacies of distributed computing and knowledge integration

**Andrew Stubbs**  
Head of Bioinformatics  
**JOHNSON & JOHNSON PHARMACEUTICAL RESEARCH AND DEVELOPMENT**

15:30 Afternoon Tea and Networking

15:50 **Case Study:**  
**Overcoming the Heterogeneity of Information to Speed up R&D Processes**

- Managing and translating internal and external data into useful knowledge
- Integrating project views to bring data, ideas and people together
- Developing from traditional linear to 'hyperlinked' drug discovery research processes

**Jacob de Vlieg**  
Executive Director, Molecular Design and Informatics  
**NV ORGANON**

16:35 **Case Study:**  
**Establishing a Corporate University to Foster Internal Training in Informatics**

- Competencies of R&D staff needed to optimise the use of knowledge and information assets
- Delivering training together with the informatics tools to maximise the return on investment
- How to successfully launch a new training programme in a distributed organisation
- Evolving a programme to fit customer needs – Reduce the "time to competence"

**Mathew Woodwark**  
Associate Director of Bioinformatics  
**ASTRAZENECA**

17:20 Chairman's Closing Remarks

17:30 Close of Conference

# Balancing Confidentiality and Knowledge Sharing

in Pharmaceutical Research and Development

Please write in **BLOCK CAPITALS**

AM1081

**CONFERENCE:** BALANCING CONFIDENTIALITY AND KNOWLEDGE SHARING  
**DATE(S):** 11TH & 12TH FEBRUARY 2004  
**VENUE:** PRAGUE, CZECH REPUBLIC  
VENUE TO BE CONFIRMED ONE MONTH PRIOR TO THE EVENT

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