

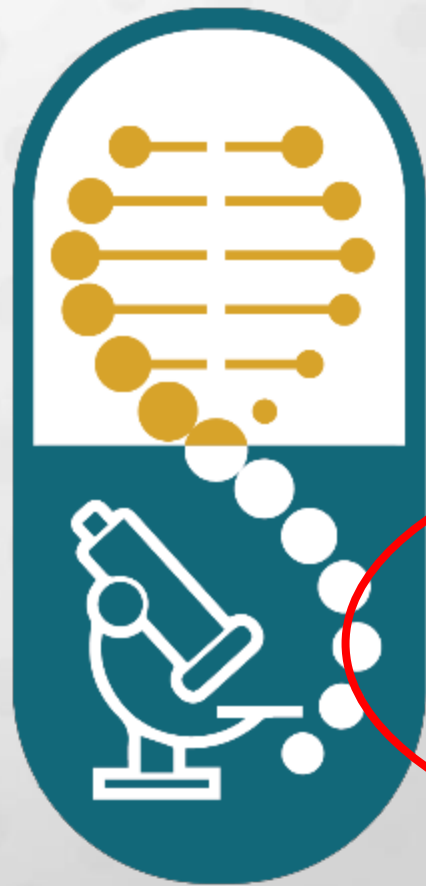
Focusing Attention

In a World of Too Much Information

Diane Webb
BizInt Solutions

PhMTI Fall Seminar

28 October 2025



PhMTI

Pharma & MedTech
Information

Pharma & MedTech
Information

There is
too much
of it

1993

Pipeline



1998

Patents

DERWENT

2025

Pipeline

 CITELINE

 Adis

 **Cortellis**TM
A Clarivate Analytics solution

 GlobalData.

 patsnap

2025

Patents

CAS 

Questel

 **Derwent**TM
A Clarivate Analytics company

 **Cortellis**TM
A Clarivate Analytics solution

 **minesoft**
global patent solutions

Aptean GenomeQuest

 patsnap

2025

Clinical Trials

ClinicalTrials.gov

 **CITELINE**

 **Adis**

 **Cortellis**TM
A Clarivate Analytics solution

 **GlobalData.**

2025

Biomedical Literature

DialogSolutions

Part of **Clarivate**

Ovid[®]

CAS 
STNext

 **SCIFINDER**ⁿ
A CAS SOLUTION

PublMed

Human attention is limited



THE SIRENS' CALL

HOW ATTENTION BECAME THE
WORLD'S MOST ENDANGERED RESOURCE

CHRIS HAYES

NEW YORK TIMES BESTSELLING AUTHOR

- Information is infinite, but...
- ...**attention** is limited.
- Value derives from scarcity, which is why **attention** is so valuable.
- Information is the opposite of a scarce resource: it is everywhere and there is always more of it.

THE SIRENS' CALL

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- **Voluntary attention:** when we choose to focus on something.
- **Involuntary attention:** something grabs our attention and disrupts our focus.
- **Social attention:** we pay special attention to *people*.
- *It is easier to grab attention than to hold it.*

The Waterfall



From a distance

The Waterfall

When you're in it



Is this how
Portals and
Dashboards
feel?



KPI = Key Performance Indicator

Is A.I.

“...a revolutionary improvement in our ability to instantly process enormous amount of information and reduce it to small, digestible outputs that preserve our attention?”

-- Chris Hayes, “The Siren’s Call”

“GenAI is also
very good at, well,
generating
information.”

Resisting AI

Maybe it's not a good solution
for Biotech CI and IP?

Diane Webb, BizInt Solutions

February 2025

www.bizint.com

bizint.com/slides

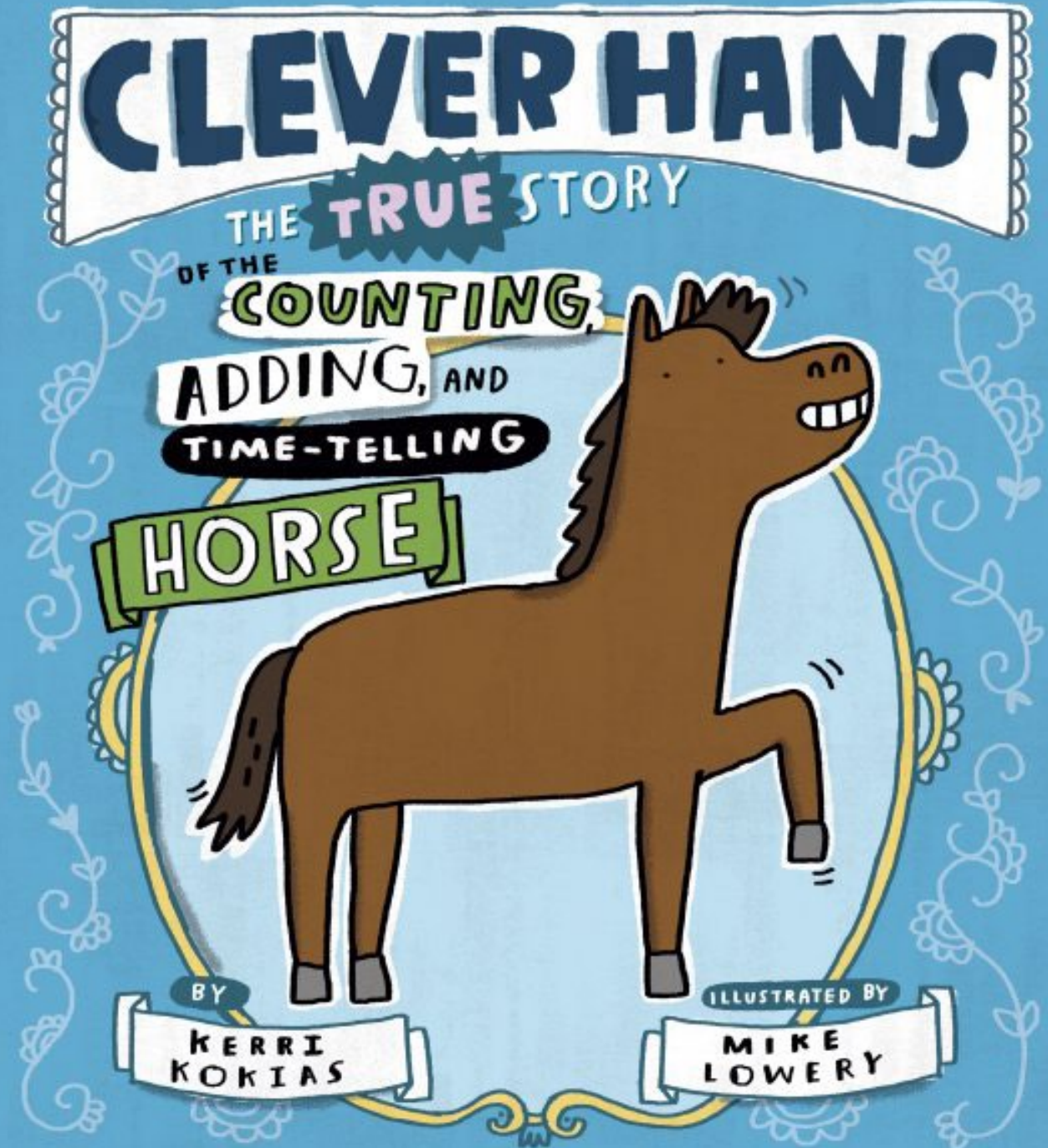


"Think of the output display of ChatGPT as an illusion, or a magician's tool...Even when we know we're watching a magic trick, it can still feel very real."



A One-Trick Pony?

“The story of Clever Hans is surprisingly analogous for how large language models trick us into believing they’re smart.”



"AI boosters are falling all over themselves to share their fantasies of how their tools will replace workers.

And they have to be: that promise needs to be true for massive valuations of tech companies to be worth it."



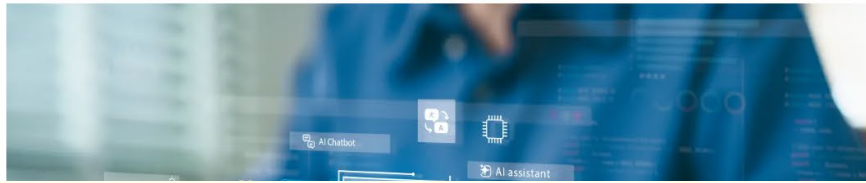
MIT report: 95% of generative AI pilots at companies are failing



BY SHERYL ESTRADA
SENIOR WRITER AND AUTHOR OF CFO DAILY

[Add us on](#)  

August 18, 2025 at 6:54 AM EDT



ARTIFICIAL INTELLIGENCE

AI Use at Large Companies Is in Decline, Census Bureau Says

A dip in corporate AI adoption isn't a great sign for an industry hellbent on world domination.

BY LUCAS ROPEK PUBLISHED SEPTEMBER 9, 2025

READING TIME 2 MINUTES



WORK IN PROGRESS

Just How Bad Would an AI Bubble Be?

The entire U.S. economy is being propped up by the promise of productivity gains that seem very far from materializing.

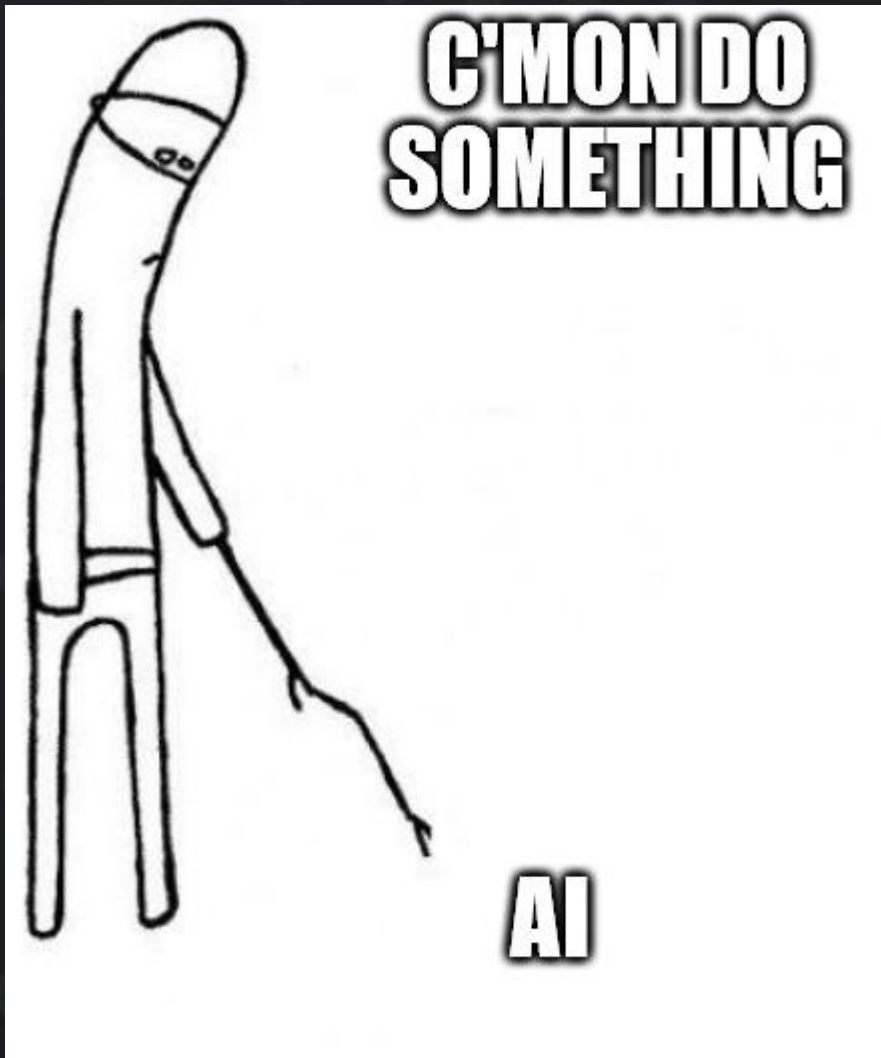
By Rogé Karma



The AI Bubble's Impossible Promises

EDWARD ZITRON / OCT 10, 2025 / 34 MIN READ

Not that...



And there's another problem

"This isn't merely the age of the abusive outsized platform; it's the age of the *sick, collapsing* abusive outsized platforms. It's the Enshittocene."

Enshit- tification

Why Everything
Suddenly Got
Worse and What
to Do About It



Cory Doctorow

How can we give people:

- the information **they need**,
- **when** they need it,
- in a way that **captures** and **holds their attention?**

Reclaiming our Minds

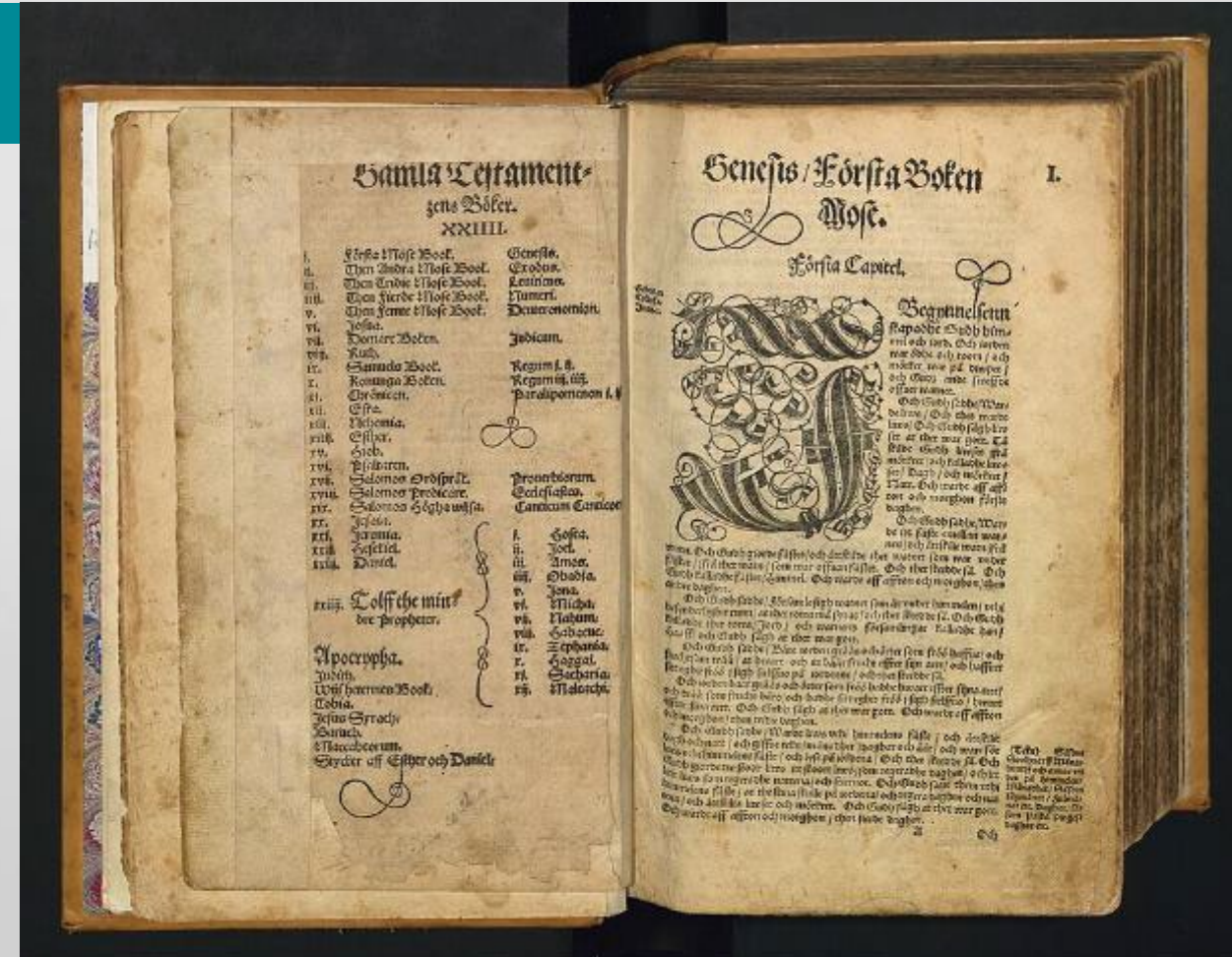
“It may seem utterly blinkered to try to **resurrect a defunct technology from the past** to save us from the tyranny of the current attention markets we’ve built, but I think some useful models in other domains suggest these forms of escape are going to become more and more popular and even lucrative in the coming years.”

-- Chris Hayes, *“The Siren’s Call”*



Books

- Tables of Contents
- Footnotes (links to sources)
- Indexes



Tables

Everyone understands how to read rows and columns!



All	W	L	PCT	GB	WOB	LD	STR	BB	SA	DP	XBL	HOM	AWY	>100	Real Score
NY NY Yankees	y	89	69	811	-	-	5-5	L2	807	967	+240	106-56	57-24	42-39	90-43
T Toronto	w	82	70	568	7.0	+0.0	7-3	W1	775	679	+96	91-71	47-34	45-36	45-49
TB Tampa Bay	w	80	76	531	13.0	-	2-8	L5	695	614	+81	87-75	51-30	35-46	41-48
B Baltimore		83	78	512	16.0	3.0	4-6	L1	674	688	-14	78-83	45-36	38-43	42-47
B Boston		78	84	481	21.0	8.0	5-4	W3	735	787	-52	75-66	45-38	35-46	47-45
All Central	W	L	PCT	GB	WOB	LD	STR	BB	SA	DP	XBL	HOM	AWY	>100	Real Score
C Cleveland	y	92	70	568	-	-	7-3	W2	898	834	+64	88-74	49-35	46-35	34-34
CH Chi White Sox		81	81	500	11.0	5.0	5-5	L1	686	717	-31	78-84	37-44	44-37	31-35
MIN Minnesota		78	84	481	14.0	8.0	4-6	W1	696	694	+12	82-80	46-36	33-48	28-53
D Detroit		69	90	407	26.0	20.0	5-4	L3	557	713	-156	55-69	35-46	35-50	32-55
KC Kansas City		65	97	401	27.0	21.0	3-7	L2	640	810	-170	54-88	38-42	26-55	34-58
All West	W	L	PCT	GB	WOB	LD	STR	BB	SA	DP	XBL	HOM	AWY	>100	Real Score
H Houston	z	106	56	854	-	-	7-3	W2	737	518	+219	106-56	55-28	51-20	42-27
SD Seattle	w	90	72	556	16.0	+4.0	7-5	W3	690	623	+67	89-73	46-36	44-37	38-33
LA Angels		73	89	451	33.0	13.0	7-3	L3	623	668	-45	76-86	40-41	33-46	34-58
T Texas		68	94	420	38.0	18.0	3-7	W2	707	743	-36	77-85	34-47	34-47	30-57
O Oakland		60	102	370	46.0	26.0	4-6	W4	558	770	-212	55-100	29-51	31-51	33-60

27



Solutions in
Business Intelligence
BizInt Smart Charts

Tables in Excel and Word



PROS:

- easily sort and manipulate data
- can do big “sheets”

CONS:

- can't display images and tables within cells
- can't mix tables and text (records)
- limited text formatting and display of links



PROS:

- can include tables with images and tables in cells
- can include tables and text (records) within the same document
- can format text and include multiple links

CONS:

- can't sort and easily manipulate data
- large tables don't print well or fit within pages.

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PROS:

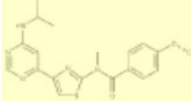
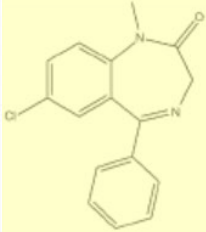
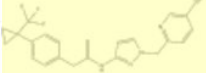
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- can include tables and text (records) within the same document
- can format text and include multiple links

CONS:

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BizInt Smart Charts

Drug Development Suite

	Drug Name	Database	Developer	Drug Development Phase			Structure	Product Description
				Disease	Status	Country		
1	11C-ITMM	Cortellis from Clarivate Analytics	Tokyo Metropolitan Institute of Gerontology	Epilepsy	Phase 2 Clinical	Japan		Tokyo Metropolitan Institute is developing 11C-ITMM, a PET radioligand that binds to metabotropic glutamate receptor type 1 (mGluR1) in the brain for the potential imaging of epilepsy [1722482], [1722489], [1722480]. In December 2015, a phase II trial was initiated in patients with epilepsy. In March 2019, the trial was ongoing [1722480].
2	Diazepam buccal soluble film - Aquestive Therapeutics	Adis R&D Insight	MonoSol Rx (Originator)	Seizures	Preregistration	USA		A buccal soluble film formulation of diazepam is being developed by Aquestive Therapeutics, previously called MonoSol Rx, utilising its PharmFilm drug delivery technology, for the treatment of epilepsy and seizures. Diazepam is an antiepileptic, benzodiazepine that acts by stimulating the GABA-A receptor, producing sedative and anxiolytic effects. [CONT.]
				Epilepsy	Phase III	USA		
				Epilepsy	Phase II	USA		
				Epilepsy	Phase I/II	USA		
				Epilepsy	Phase II	Germany, Denmark, France		ACT 709478 is an oral brain-penetrating, selective triple calcium T-channel blocker, being developed by Neurocrine Biosciences, under a license from Idorsia Pharmaceuticals, for the treatment of epilepsy. The compound has shown efficacy after oral administration in two animal models of generalised epilepsy. Clinical development is underway in Czech Republic, Denmark, France and Germany. [CONT.]
				Epilepsy	Phase I	Czech Republic		
				Absence seizure	Phase 2 Clinical	France		Advicenne Pharma is developing ADV-6770, a granular formulation of ethosuximide, for the potential treatment of absence seizures in pediatric patients [1426686]. In October 2016, a phase II trial was initiated in pediatric patients with absence epilepsy [2075750]. In July 2019, phase I data were presented [2175686].

Sort Rows

Columns:

Actions (All)
 Active Development
 Active Development
 Adverse Events
 Antimicrobial Activity
 CAS Number
 Cellular Mechanism
 Chemical Name
 Chemical/Biological Class
 Companies (All)
 Companies (Roles)
 Company (Key)
 Comparative Efficacy
 Complete Record
 Confidence Rating
 Database
 Delivery Medium
 Delivery Technology
 Drug Descriptor

Add >>

Remove

Descending

Sort Order:

 Developer
 Common Drug Name

Sort

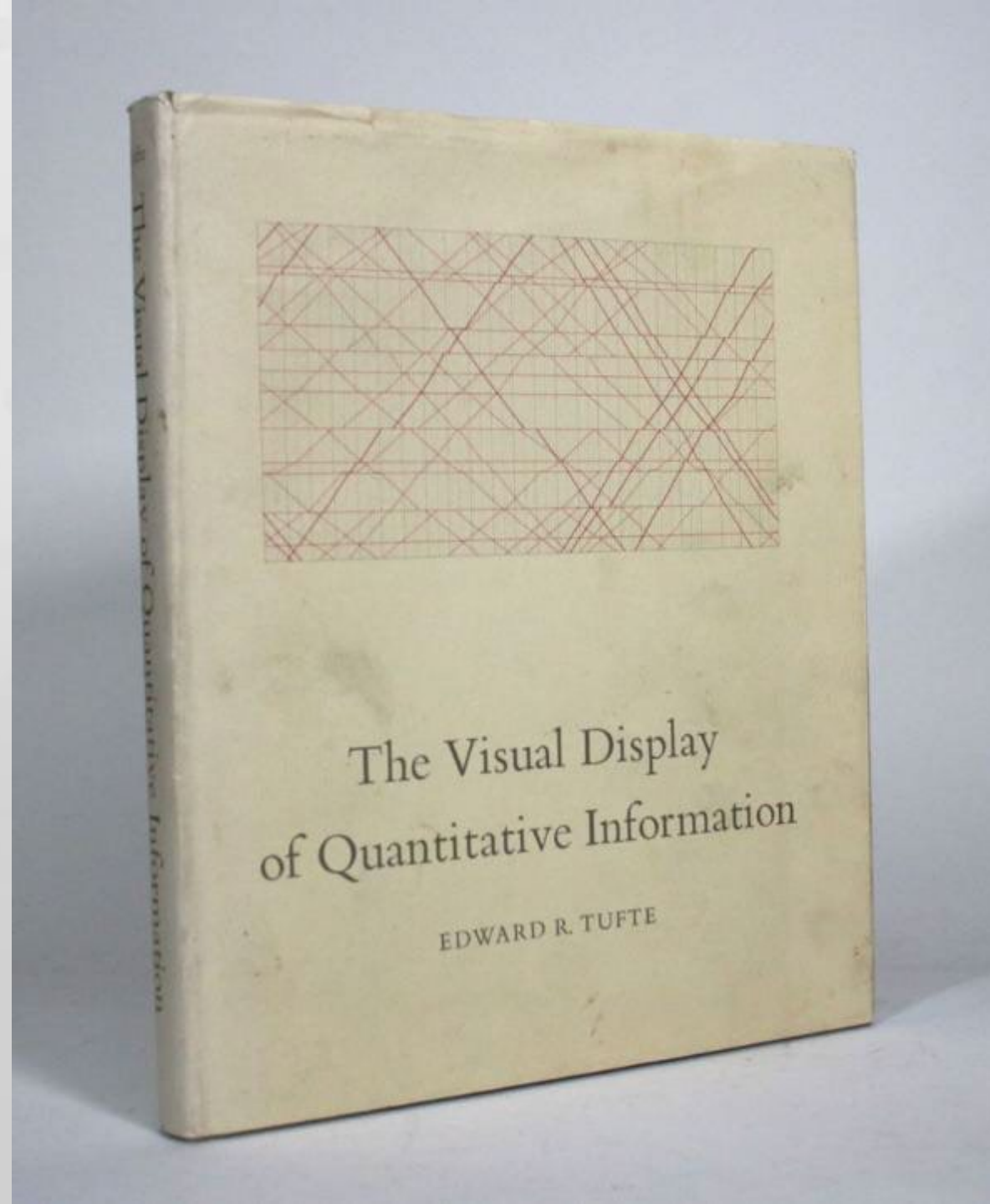
Cancel

Help...

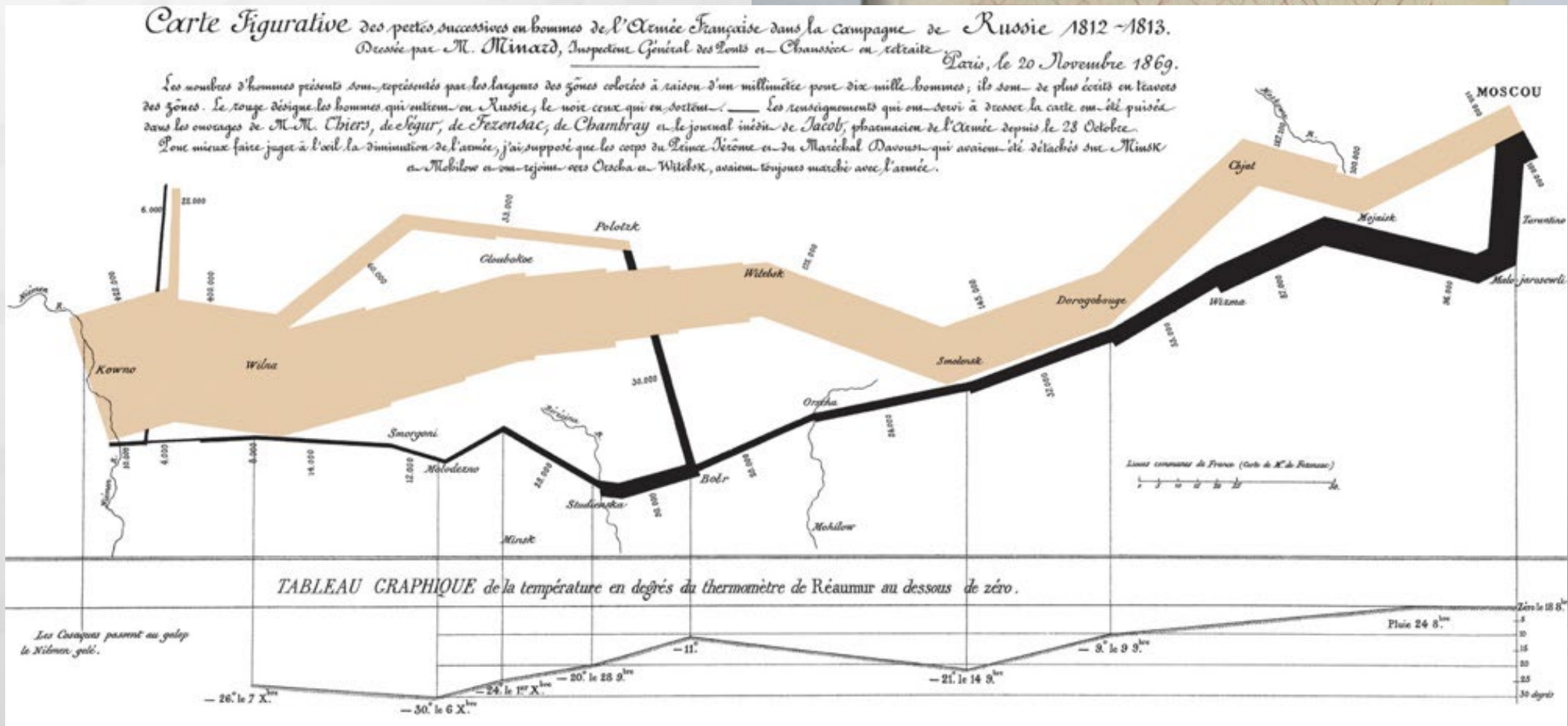
☒ Alternate row shading when primary sort key changes

A picture is
worth a
thousand
words.

Described by *The New York Times* as the “**Leonardo da Vinci of data**,” and *Bloomberg* as the “**Galileo of graphics**.”



Best data visualization ever?

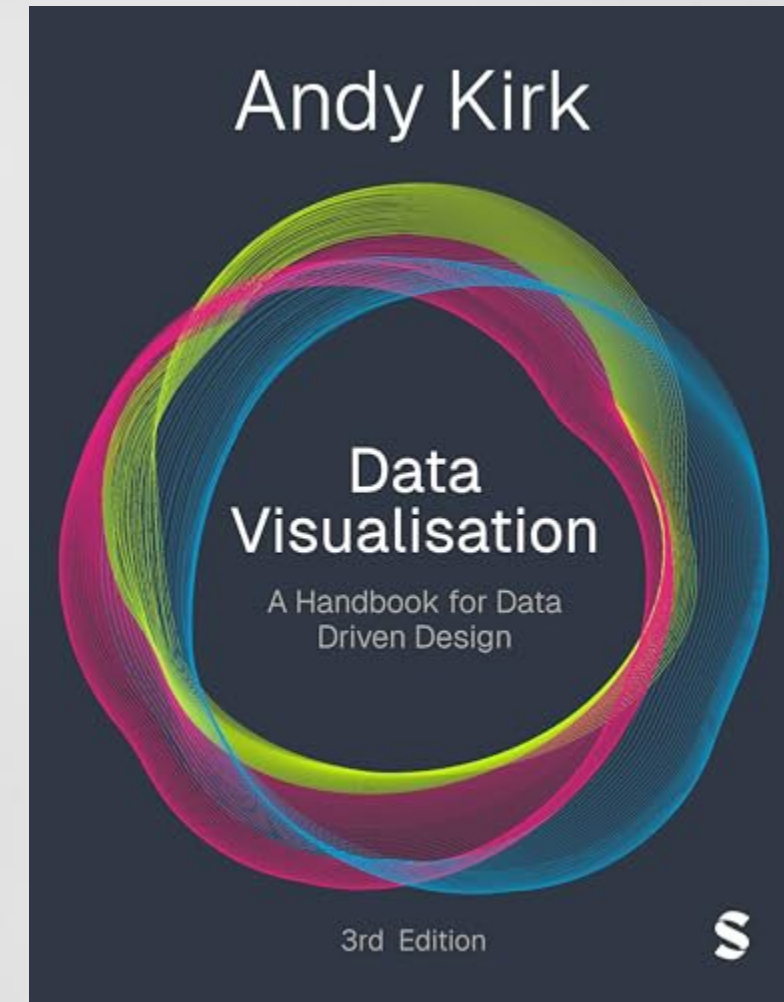


Purpose of visualizations

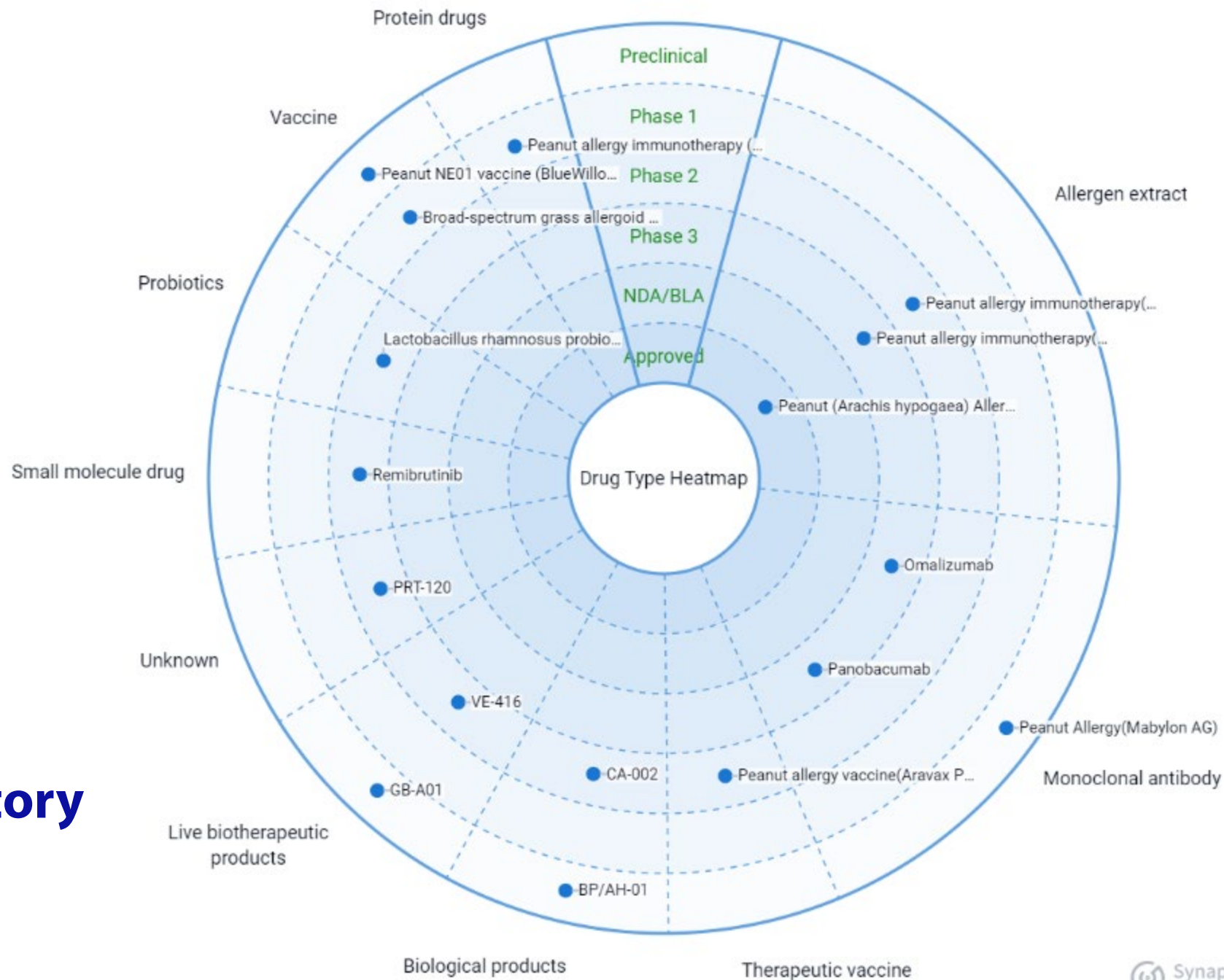
Exploratory visualizations

help the user explore the data, letting them unearth their own insights.

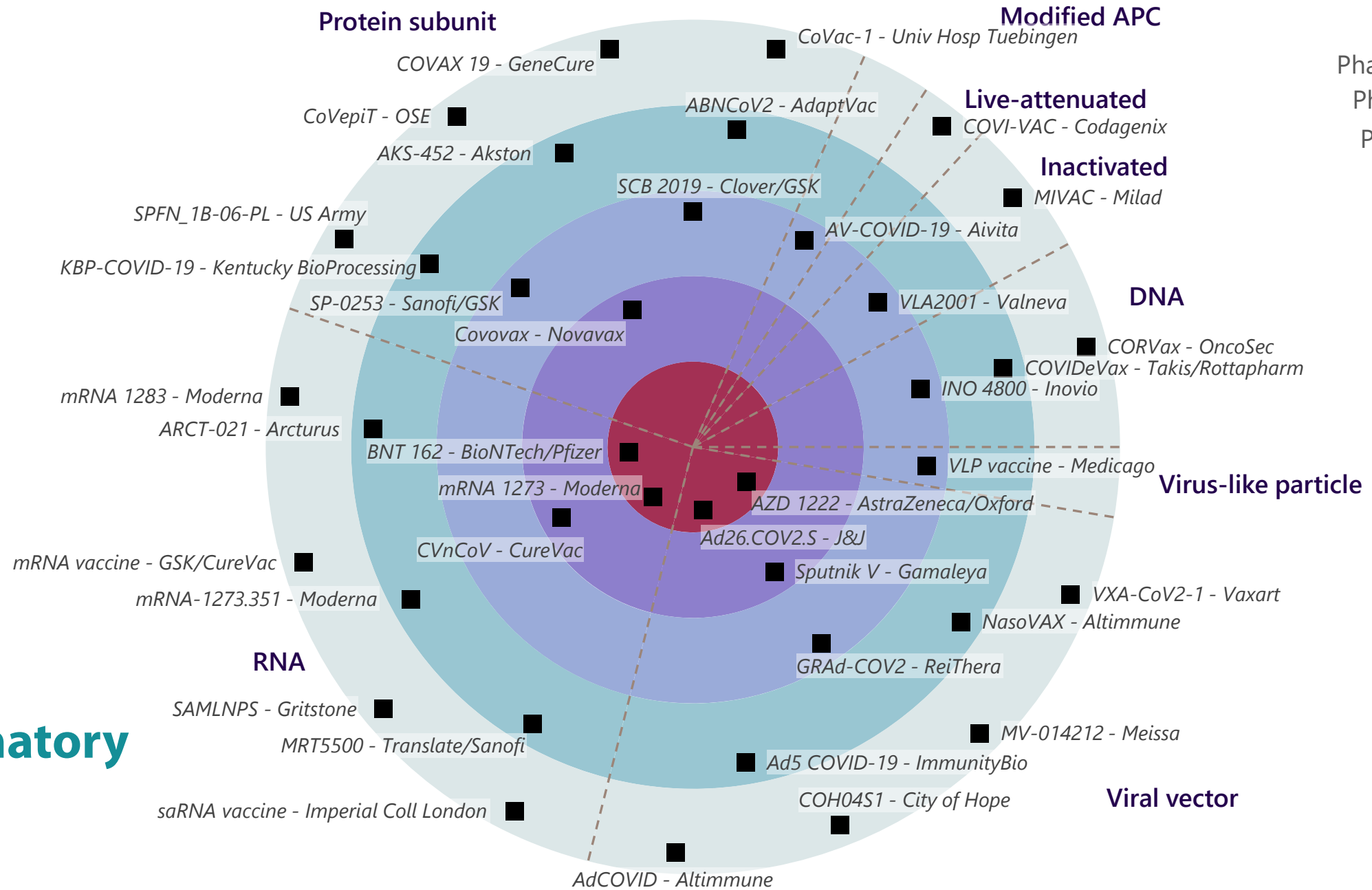
Explanatory visualizations tell a story. They are focused, editorially driven works that aim to highlight key findings.



Exploratory



COVID-19 Vaccines – US, UK, & Europe

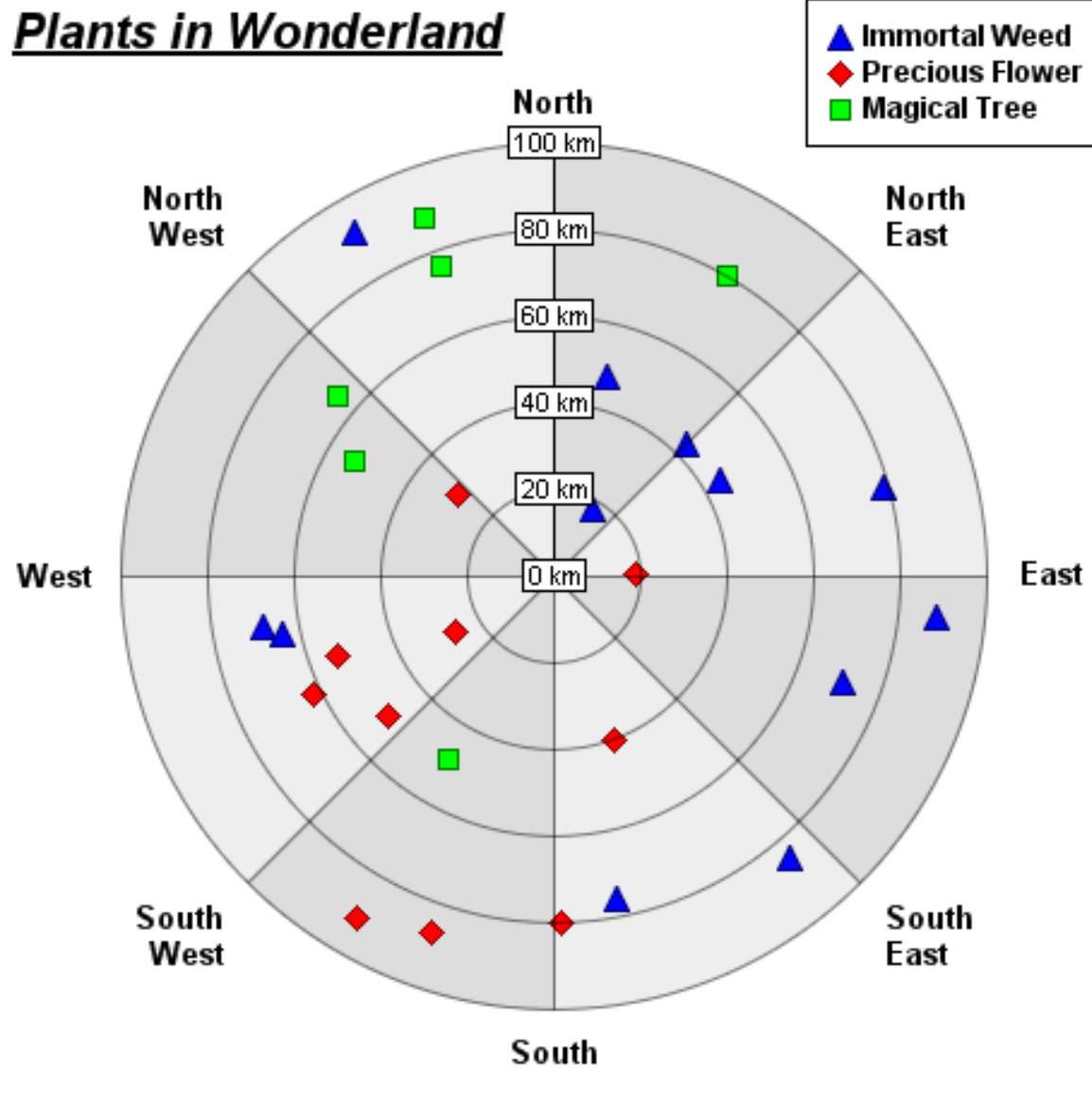


Explanatory

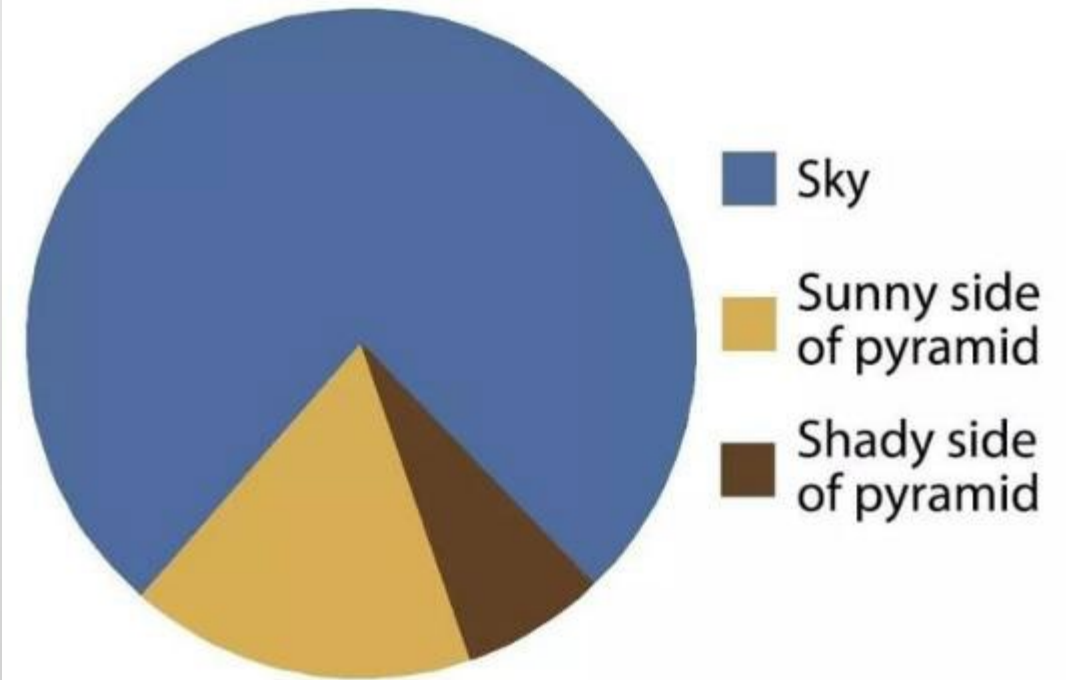
Polar Scatter Chart

+

Pie Chart

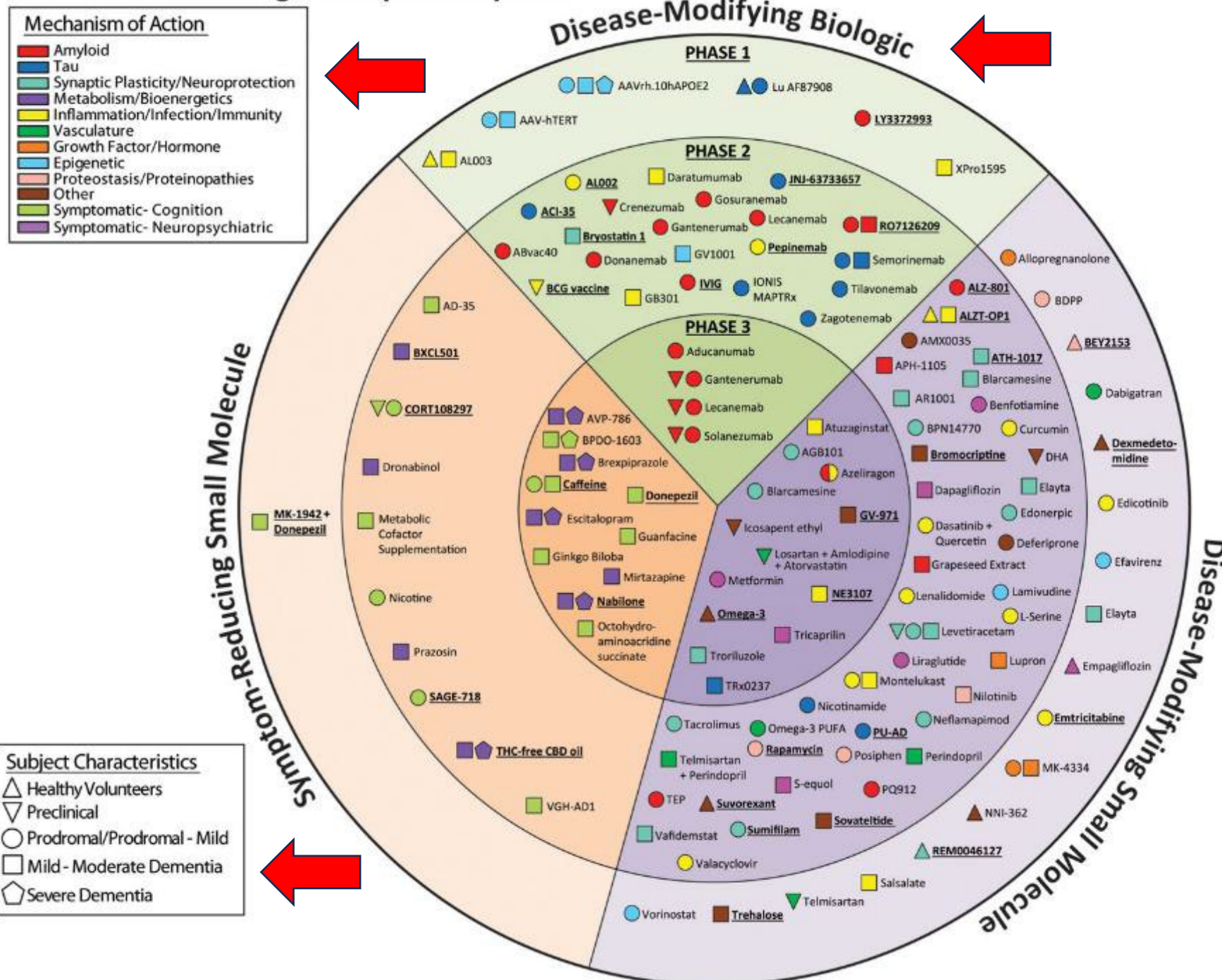


Pyramid Pie Chart



Beware the waterfall

2021 Alzheimer's Drug Development Pipeline



Humans



- Can only keep about 6-8 categories in their minds
- Can only distinguish between 6-10 colors
- Attach cultural meaning to color
- Some are color blind

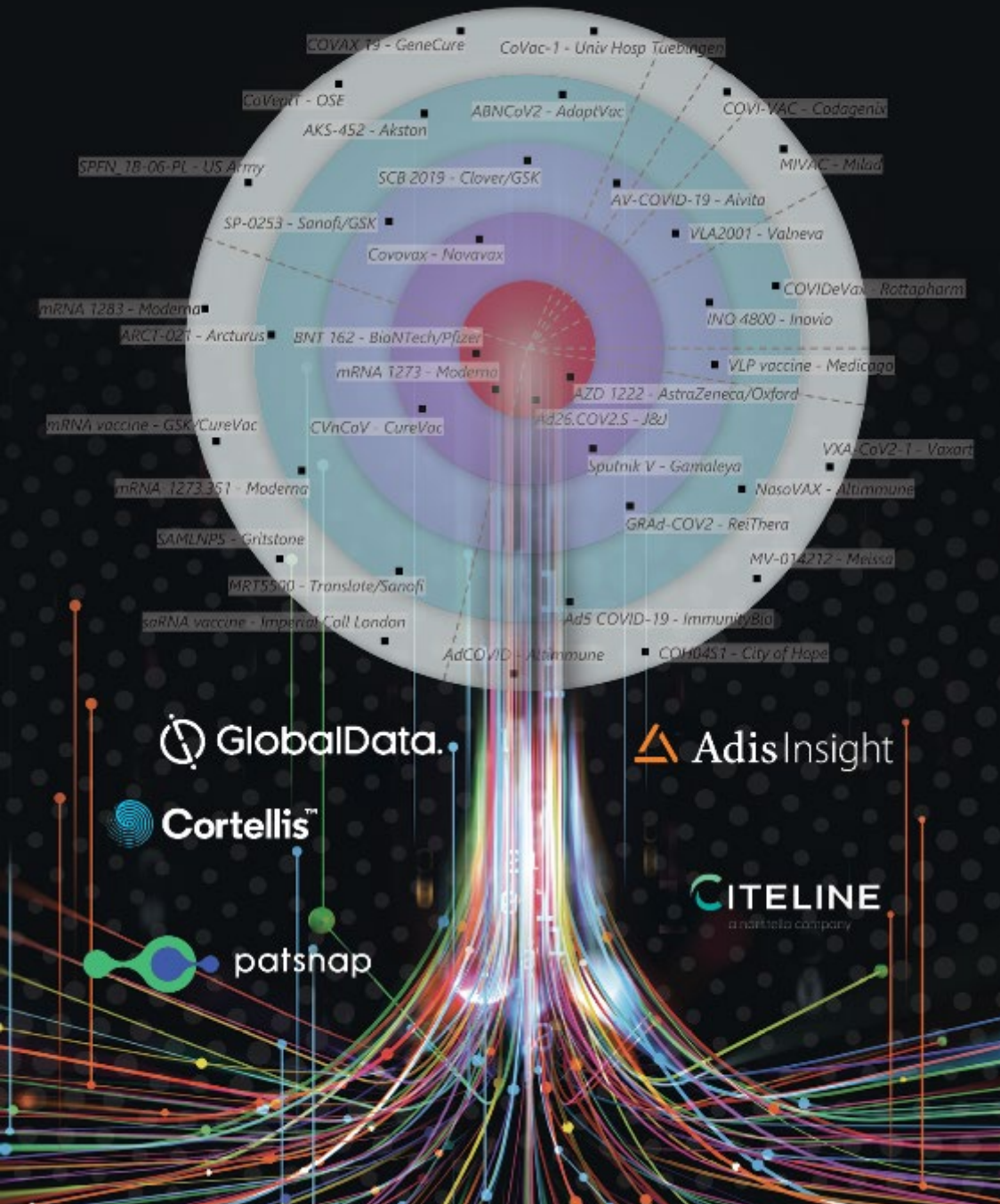
Adapt
to
Succeed

BizDash | Drug Landscapes

A new service offering fast creation of drug landscapes integrating data from your key databases

Think of us when your company needs drug landscapes!

bizint.com/bizdash



Focusing Attention

In a World of Too Much Information

- Information is infinite, but **attention** is limited.
- AI is not going to save us.
- Remember what's worked before.
- It's about **people**.

Thoughts?
Questions?

