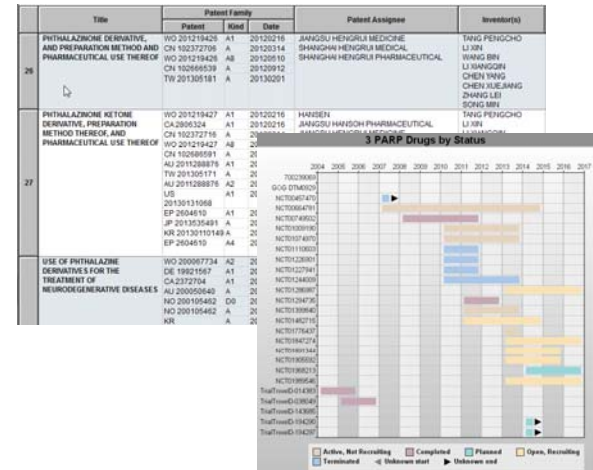




Software for  
Business Intelligence

# BizInt Smart Charts



Panel: Creating Reports and Visualisations to Facilitate Competitor Intelligence, Drug Target Analysis and Clinical Trial Planning

9 September 2014  
Pharma CI USA, Parsippany NJ

Moderator: Diane Webb, BizInt Solutions

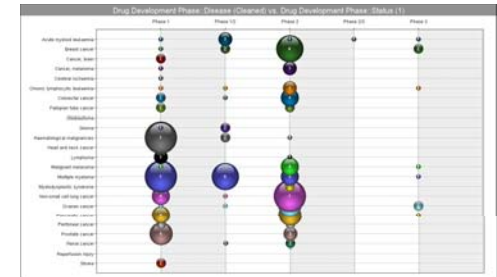
# Panelists:

- **Christine Geluk, MSLIS**  
Senior Information Specialist  
Eisai Inc.
- **Monica Weiss-Nolen**  
Patent Information Scientist  
Sanofi Pasteur
- **Karalee Sheaffer**  
Information Scientist  
Sanofi Pasteur



# Three case studies showing:

- How skilled searchers can create information-rich reports and visualizations based on multiple sources.
- How information specialists can collaborate with CI analysts to answer questions such as:
  - What can we learn from failed competitor clinical trials?
  - How can we more easily monitor competitor patents?
  - How can we better assess the drug pipeline?



**vantage**  
point  
Smart Charts Edition



# Visualizing Outcome Measures in Clinical Trials

By:

Christine (Chrissy) Geluk, MSLIS

Senior Information Specialist

Library & Information Services

Intellectual Property, Law & Government Affairs



DATA  
VISUALIZATION

- **Search Example: Trials Using the FEV1 Marker**
- **Analyzing the Results through Visualization**
- **Observations from the Analysis**

# Search Example: Trials Using FEV1 Marker



- **Forced Expiratory Volume in 1 second (FEV1) is a common marker in the development for the treatment of asthma , chronic obstructive pulmonary disease (COPD) and other respiratory conditions**

- Have any clinical trials failed using this endpoint?

**“..While physicians believe clinical trials will continue to assess FEV1, they would like to see increased use of more patient-centered end points, including symptom scores and quality of life...” (Decision Resources, Pharmacor, 4 Oct 2012)**

- Are there other opportunities?

- **Search Parameters**

- Source: ClinicalTrials.gov

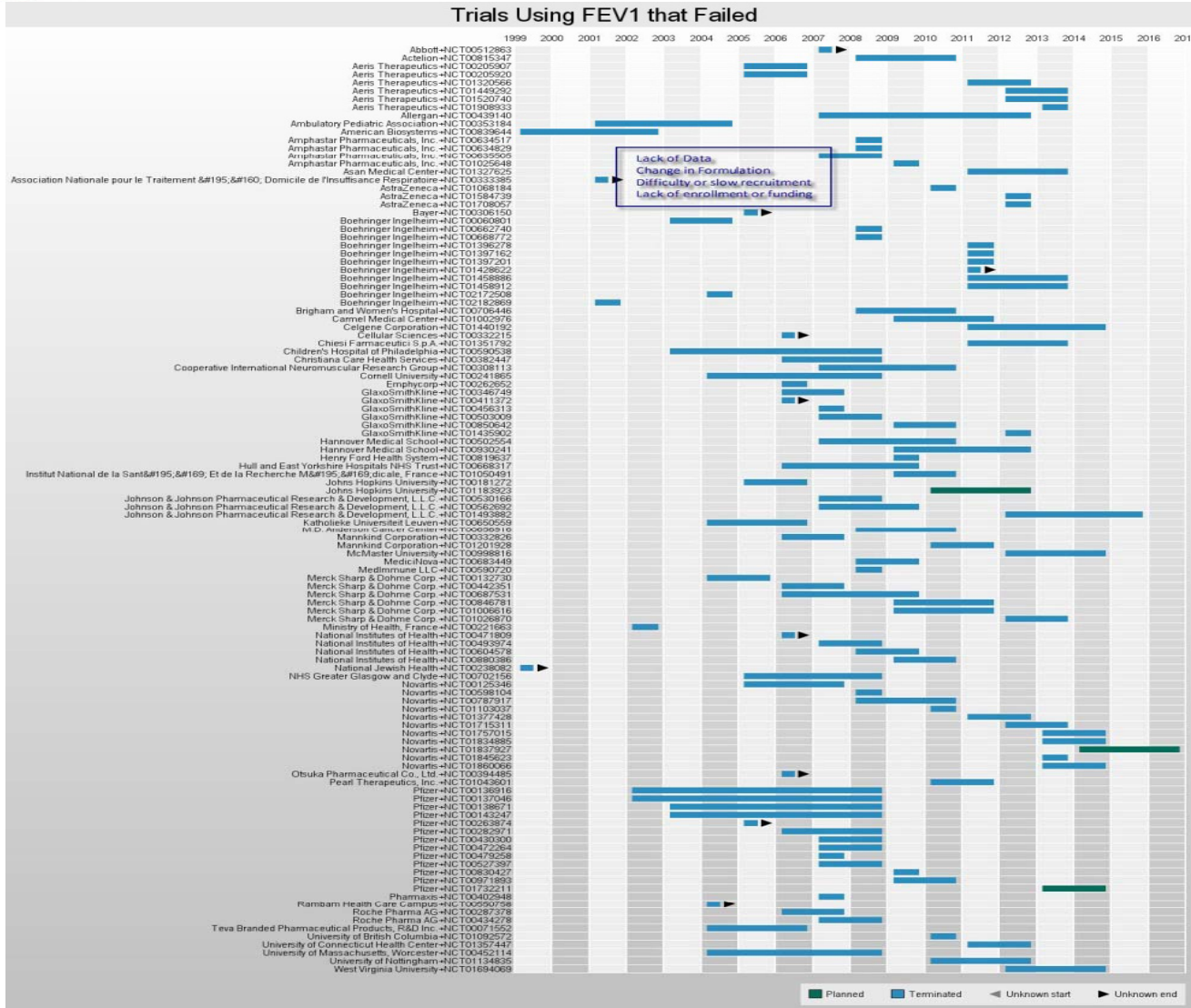
- Strategy: FEV1 or Forced Expiratory or Forced Exploratory as an Outcome Measure

- Results: 1,627 Trials Using/Used FEV1 as Marker (~7% terminated, withdrawn, suspended)

- Tools: BizInt SmartCharts for Drug Pipelines/Reference Rows, VantagePoint-SCE



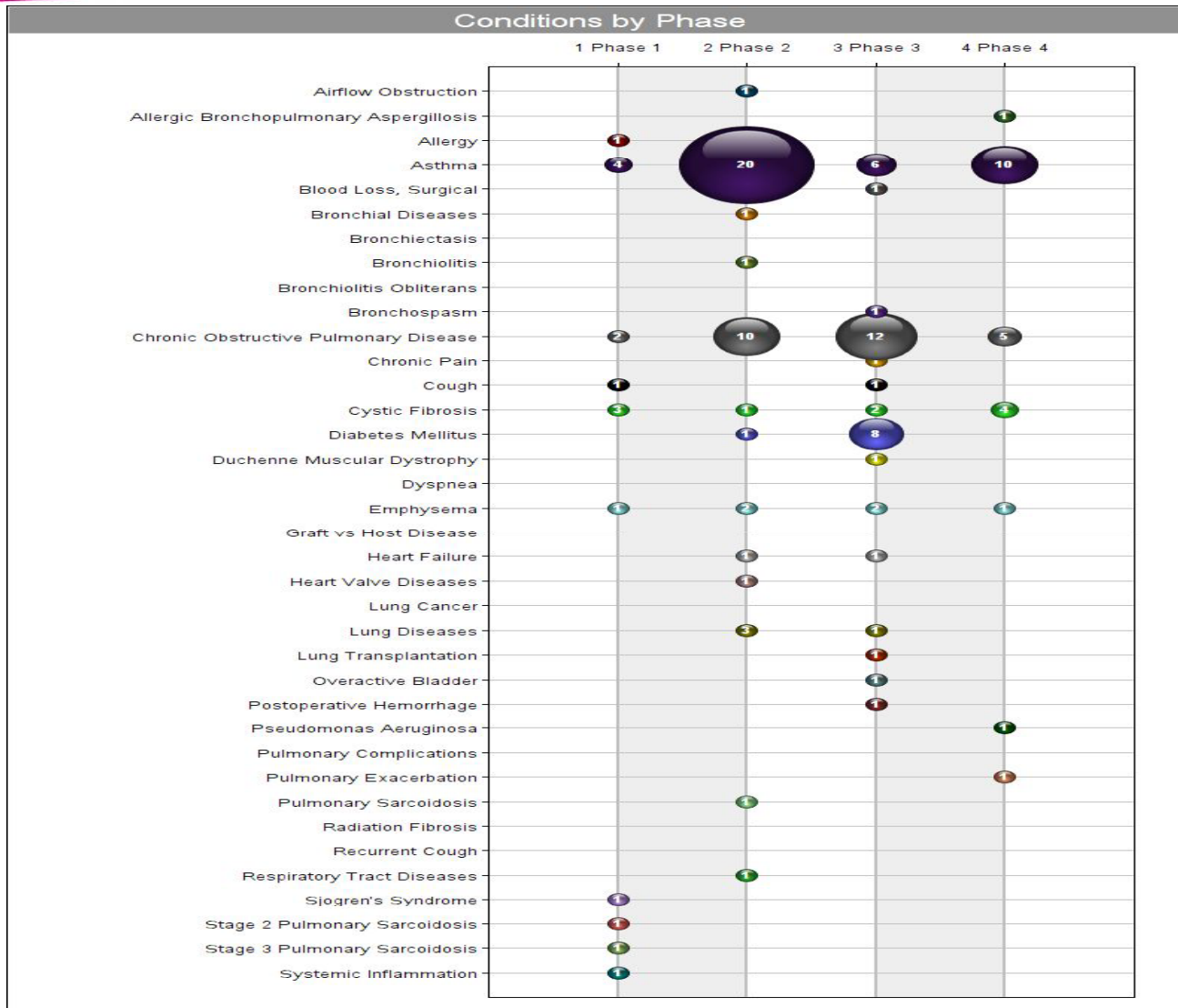
# Analyzing the Results through Visualization



- ❖ 114 Trials
- ❖ 1999 – 2017
- ❖ Some Reasons Why Failed:
  - ❖ Lack of Data
  - ❖ Change in Formulation
  - ❖ Recruitment Challenges
  - ❖ Enrollment Challenges
  - ❖ Funding Challenges
- ❖ Typical Players:
  - ❖ Pfizer
  - ❖ Boehringer Ingelheim
  - ❖ Novartis
  - ❖ GSK
  - ❖ NIH
  - ❖ Merck
  - ❖ AstraZeneca
  - ❖ Etc.



# Observations from the Analysis



- ❖ Conditions other than Respiratory:
  - ❖ Allergy
  - ❖ Pain
  - ❖ Diabetes
  - ❖ Cancer
  - ❖ etc.
- ❖ FEV1 is useful yet potentially lacking for respiratory conditions
- ❖ Can FEV1 be useful for other conditions?
  - ❖ Possible next steps: evaluate 'successful' trails using FEV1 for non respiratory conditions

“Confusion and clutter are the failure of design, not the attributes of information.”

- Edward R. Tufte

inspireUX



What is design? It's where you stand with a foot in two worlds - the world of technology and the world of people and human purposes - and you try to bring the two together.

(Mitchell Kapor)

1zquotes.com

# Infectious Disease Biologics Pipelines: Normalization and Visualization

Karalee Sheaffer



# Problem and Goal

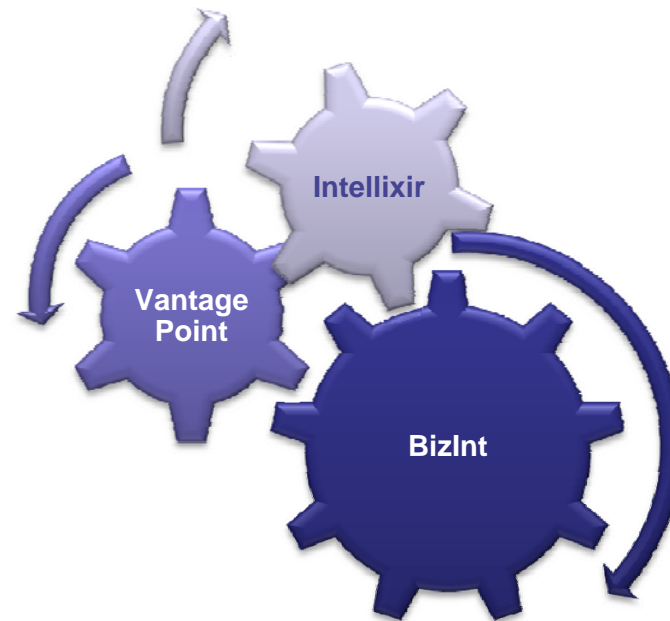
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- **Problem**

- Manual process for extracting and normalizing the biologics information
- Time consuming
- Subject to interpretation and error
- Limited visualization options

- **Goal**

- Use tools to combine, extract, and normalize the biologics information from the pipeline data
- Increase efficiency
- Reduce error
- Enhance visualization







# Value & Required Skills

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- Value
  - Less manual review
  - Saves time
  - Systematic, organized format
  - Enhanced visualization
  - Easy review
- Required Skills
  - Extensive knowledge of pipeline databases
  - Skills with text analytics tools
  - Knowledge of additional resources that may provides answers to the problem

