

Special Interest Group - Organizer: Susie Stephens

Gaining Efficiencies through Open Innovation

The growth in volume and heterogeneity of life sciences data over the last decade is requiring information technology to play a more fundamental role in gaining insights, enabling decision making, and capturing and sharing knowledge for the organization. However, enabling the full power of information technology is difficult due to the large size and complexity of the domain, rapid advances in knowledge, increasing need to share data, and pressure to reduce cost. As it is no longer possible for an individual pharma to do it all, we have to be selective as to the projects that we embark on and the new technologies that we embrace. Can the pharmaceutical industry leverage the kind of success other industries have achieved using Open Innovation to achieve our goals? I.e., can we achieve more together, through sensible collaborations, than we could on our own?

This Special Interest Group will provide an introduction to the benefits of open collaborations and will discuss some of the potential challenges. The meeting will conclude with a call to action for all participants.

PRISM Special Interest Group
Tuesday 7th October 2008
Hosted by Daiichi Sankyo at the
Sheraton Suites, Weehawken, NJ