Text Mining SIG

Tentative meeting agenda

Day one: Tuesday, October 6 2004

08:00   Breakfast

08:30   Transport from Hotel to Novartis Institute for Biomedical Research (NIBR), Cambridge, MA

09:00   SIG Morning Session Commences

       Chairman's Welcome and Participants' Introduction

09:45   Keynote: Text Mining: Definition and Current State of the Art
       Bruce Gomes, Ph.D, AstraZeneca

10:30   Coffee

11:00   Delegate presentations (Presentation Outline provided)

12:00   Lunch

13:00   Delegate presentations (Presentation Outline provided)

14:00   Summary of Current State and definition

14:30   Map the current state to the value chain

15:00   Tea

15:30   Brainstorm: Where do we need to be?

- How could text mining tools be applied in R&D to deliver competitive advantage (including taxonomy-based techniques)

- How could text mining help create new opportunities or breakthrough results for the business?

- How could text mining approaches automatically find information that has high collaborative value (detect that someone is working in a particular area, who else is working in a similar area or has expertise) and "pushing" it at someone

- How important are the "humans in the loop" to successful text mining approaches? Where is the break-even point on ROI when you add knowledge experts to the mix to guide the automated tools and their application?

- How do we find the right academic collaborator?

- Can text mining deliver benefits in clinical development?

- What priority should text mining have in the contemporary biopharmaceutical industry informatics portfolio?

- How should information that has been mined be presented to the user to support information navigation (User interface and visualization requirements)

- What are the different ways to mine dynamic information vs static. (Dynamic information has high value only when timely e.g. today's stock price in contrast to information whose value changes little over time e.g. encyclopaedic information)

17:30   End of SIG day one, transport to hotel

Day two: Wednesday, October 7 2004

08:15   Transport from Hotel to NIBR, Cambridge MA site

08:45   Enterprise or Silo: Building the Business Case for Text-Mining?

- What are the benefits to the organization?

- What is the risk of introducing the technology into the organization?

- What is the effort of introducing the technology into the organization?

- Where does it fit in the portfolio? (Nice to have/Useful to have/Must have)

- What is the required infrastructure?

- How to implement?

10:30   Coffee

11:00   Continue discussion

         Create slides for PRISM Forum

12:30   Working lunch

13:00   NIBR Presentation

14:00   Presentation to PRISM Forum from SIG delegates

         Joint discussion/Conclusions/Next Steps

15:30   Coffee

15:45   Close of SIG Meeting, SIG delegates free to leave