

Management Summary of the Third Meeting of The PRISM Forum

1. Overview

At its third meeting, the Pharma Research Information Systems Management Forum (The PRISM Forum) welcomed three new companies. PRISM members noted that six further companies have expressed their intention to join but were unable to attend this particular meeting. At the second meeting PRISM had recognised that the long-term value of such a group could only be achieved by expanding the membership to embrace a wider representation of the pharmaceutical industry. The status of companies contacted is included at the bottom of this summary.

2. Benchmarking

The group continued and extended its benchmarking activities, comparing organisational information across the companies. The group was able to contrast the effectiveness of its own form of benchmarking with that provided in a recent survey conducted by an independent consulting company. The group agreed unanimously that the interactive possibilities provided at PRISM provided much the more meaningful information exchange.

Several companies expressed particular satisfaction with the comparisons made which were of immediate benefit to their own budgeting and planning.

There was strong agreement to extend certain benchmarking comparisons in a consistent fashion for the next meeting.

3. Data Mining and Visualisation

The Forum invited presentations from IBM and from Silicon Graphics of a non-marketing nature with the aim of reviewing the current and future possibilities of these potentially important discovery tools. The presentations and the discussion that followed clearly opened the way for a further level of review and comparison at a future meeting.

4. Data Architecture

At the second PRISM meeting it was universally recognised that the future success of pharmaceutical companies is dependent on their ability to exploit their massive repositories of data - captured at various stages in the research process - and the relationships within that data. Given the drive towards globalisation, and the need to embrace information from distributed research sites, it was believed that all companies are considering the data architecture required to enable global information sharing.

An external consultant, Arthur Thomas, was invited to the forum to facilitate and structure an exchange of information on the possible approaches to the implementation of such a data architecture. His talk produced a very thought-provoking session, which demonstrated the need to revisit this topic at a future meeting allowing more time for companies to present their own approaches.

3. Business Session

Sheldon Ort (Eli Lilly) was elected as Chairman as of January 1999. Sheldon was able to thank the outgoing Chairman, Robin Breckenridge (Roche), for excellent work in founding and chairing the forum though its initial year. The attendees also thanked the Secretary for the inaugural year, Chris Jones, and asked him to continue for 1999. The next meeting will take place at CERN, Geneva, Switzerland on April 21st and 22nd 1999 and will take as its theme "Strategies for the integration of Discovery and Pre-clinical data". The meeting will include a report from the PRISM sub-group on "Non-Clinical Safety and Efficacy subject expert group".

The fifth meeting is planned for November 2nd and 3rd 1999 in Wyeth Ayerst at Princeton.

17th November 1998

Founding Companies of the PRISM Forum

Astra AB
British Biotech Limited
F. Hoffmann-La Roche
Eli Lilly & Co
Merck KGaA
Novartis Pharma AG
Pharmacia & Upjohn
Zeneca Pharmaceuticals
Wyeth Ayerst Pharmaceuticals

New Companies joining the Forum at the third meeting

Bristol-Myers Squibb
Hoechst Marion Roussel
Pfizer Inc.

Companies which have announced their intention to join the Forum

Glaxo Wellcome
Janssen Research Foundation
R.W. Johnson Pharmaceutical Research Institute
Merck Research Laboratories
Rhone-Poulenc Rorer
SmithKline Beecham