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Portal Content through Dialog Portals

Recent estimates by Forrester Research, Merrill Lynch, the META Group and others conclude that by 2006, nearly 90% of the top 2,000 global companies will deploy at least one enterprise portal. Portal deployment, however, is by no means exclusive to large global companies; smaller firms in the 1,000 to 2,500 employee range are leading users of portals according to portal vendors Plumtree and Vignette. As more and more companies invest in the creation of enterprise or departmental portals, the need to integrate relevant, trusted content from external sources alongside internally generated content becomes critical for creating a single resource that business professionals can turn to each day.

With the recent launch of Dialog Portals, enterprise portal administrators can now seamlessly integrate business news and information, industry-focused articles, market data and even weather forecasts. Dialog Portals is a suite of Web-based easy-to-integrate content modules or portlets that deliver critical news and information to employees, key user groups and management. Future content enhancements will include access to science and technology, intellectual property, market research, and legal information.

DIALOG PARTNERS WITH LEADING PORTALS PROVIDERS

Dialog Portals can be integrated quickly within your portal environment. Because Dialog hosts the application, deployment is easy and IT support requirements are minimal. Further, Dialog Portals has been tested and optimized to work within leading portal platforms, including ATG; BEA WebLogic; Computer Associates CleverPath; IBM WebSphere®; Microsoft SharePoint; Oracle 9iAS; Sun ONE; Plumtree Corporate and Vignette Application portals.



Targeted News within your Portal

By providing a variety of content, Dialog stands as the pre-eminent vendor to support news and information needs within the portal environment. The content you receive in each portlet is personalized to provide users with the most germane information to be better informed and more productive. Available Dialog Portals include:

Editors' Picks

This news portlet delivers industry-specific general business and company news updated daily. Dialog expert editors review thousands of stories, then select and prioritize the most important for each Editors' Pick. With more than 2,000 Editors' Picks to choose from, this portlet provides an unparalleled selection of focused, relevant news, with the ability to access real-time updates for each selected Editors' Pick.

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FROM THE EDITOR

New products, content and enhancements to current products have made 2003 an exciting, productive year for Dialog. Highlights of the year prove this point. Dialog has enhanced several products: new channels for energy, patents, trademarks and engineering on DialogPRO for small businesses, additional content and functionality for Dialog Company Profiles and a new database—World News Connection, a news service focused on non-U.S. news. And, Dialog Portals enables companies to integrate their information resources. Moreover, content has increased: additional sources for Dialog Profound, including 20+ new information providers in the areas of information technology, pharmaceuticals and more; the launch of the Domain Names database (File 225) bringing a whole new area of research about the Internet to Dialog; the addition of pre-grant patent applications to patent files, new titles to Dialog Interactive Alerts and the availability of CAS® abstracts in DialogWeb—Guided Search. In addition, Quantum has named InfoStars and provided scholarships to information professionals in all regions of the world and Web-based training, new training materials and Knowledge Center expertise worldwide continue to provide quality support to our customers. These are just a few of the highlights during this year.

In addition to the 2003 achievements, Dialog plans many innovations for 2004. Your *Chronolog* will bring you details about new Dialog offerings in the coming year. We, at Dialog, value your support and appreciate your comments. Please send your suggestions for making the *Chronolog* the newsletter that is most important to you to chronolog@dialog.com.

Happy Holidays!

COMPANY UPDATE

InfoStars: A Year in Review

The Dialog InfoStar community has continued to grow in the past year. Regardless of their level within the organization, InfoStars are enthusiastic and positive about the value and future of information services. These individuals are drawn from the information professional community and act as role models for creativity and innovation. Awards were presented in Europe, Australia and New Zealand and North America for 2003.

In Europe InfoStar awards were presented in December 2002 at International Online to **Yulia Aspinall**, information officer for Cambridge Antibody Technology (U.K.); **Carol O'Driscoll**, regional research director for Russell Reynolds Associates (U.K.) and **Ylva Fernvall**, manager of Scientific Information for Biovitrum AB (Sweden). In Australia and New Zealand in January **Lorraine Tremain**, a knowledge navigator team leader at the Fonterra Research Centre, in Palmerston north New Zealand and **Karen Tempest**, manager of information services for CSL Limited, based in Parkville, Victoria, Australia received their awards at ALIA. In North America awards were presented in June at the Special Libraries Association conference (SLA) to **Richard Huffine**, national program manager for the Environmental Protection Agency's library services, **Vincent Mariano**, an information specialist at the New York City law firm Darby & Darby and **Lucy Park**, library manager of the Headquarters Library in Washington, D.C. of the ASRC Aerospace Corporation, a company that is contracted by the Environmental Protection Agency.

The InfoStars award winners were chosen for these key characteristics:

- ▶ Strategic involvement in their organizations
- ▶ Proactive relationship building
- ▶ Innovative information services
- ▶ Continuous change and development

See the online *Chronolog* for a description of each winner's accomplishments.

For more information, see the online story at support.dialog.com/publications/chronolog/200311

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Portal Content through Dialog Portals

Editors' Updates

The Editors' Updates portlet offers general and industry news, updated as news breaks. Editors' Updates cover news from around the globe including Europe, the Americas, Asia and the Middle East/Africa. These topics, reviewed by industry-expert editors, offer business professionals a global perspective for making better decisions and gaining a competitive edge.

News Search

The News Search portlet allows creation of simple keyword and advanced Boolean searches against Dialog's metadata to retrieve critical news and information. In addition, saved searches can be created.

Company Information

The Company Information portlet delivers market data, company-specific news and information. You can create a personal company watch list for monitoring companies and organizations relevant to your business or job function. The Company Information portlet provides news, stock quotes, price and volume charts, financials, filings and profile information.

Weather

The Weather portlet brings weather forecasts into the portal environment and customization of the Weather portlet makes it easy to track current weather conditions and five-day forecasts for more than 1,500 cities worldwide. The weather information is updated hourly for U.S. cities and four times per day for other cities around the world.

Dialog & Dialog DataStar Search Forms

Leveraging the Dialog Intranet Toolkit, the breadth and depth of Dialog and Dialog DataStar content is now accessible in the portal environment. Custom-built search forms let users retrieve authoritative information, such as science and technology, intellectual property and market research.

Full Source/Premium Wire

The Full Source/Premium Wire portlet offers cover-to-cover content of a single publication within the portal environment. Users can perform simple keyword and advanced searches against the licensed publication.

Custom Editors' Picks

This portlet offers the ability to create a custom topic, reviewed daily by expert editors, to provide unsurpassed relevancy and the most pertinent information portal users require.

Dialog NewsRoom

Offering access to nearly 8,000 news sources from 1998 to the present, Dialog NewsRoom provides a broad range of news on diverse topics including financials, market information, mergers and acquisitions, industry developments and engineering breakthroughs.

The integration of Dialog Portals into a portal environment provides access to valuable Dialog content, alongside key internal content, in a single interface.

With Dialog Portals, essential business information can be viewed, analyzed and acted upon faster and more efficiently.

For more information about Dialog Portals, contact your Dialog representative or register for a free Dialog Portals trial at www.dialog.com/promotions.



Mergers & Acquisition Search Form

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TRADE SHOWS

November 3
Ede, The Netherlands
NVB-Congress

November 10-12
Kirchberg, Luxembourg
EPIDOS 2003

December 2-4
London, United Kingdom
Online Information 2003

December 4-5
Sydney, Australia
Competitive Intelligence 2003

February 24-27, 2004
New Delhi, India
International Conference on
Digital Libraries

NEW ON DIALOG

Online Drug Pipeline Database Course

To learn more about how to use the drug pipeline databases on Dialog, sign on to the “Key Drug Pipeline Databases on Dialog” online course at training.dialog.com/onlinecourses/drug_pipeline.

SEARCH TIP

USING THE SETTINGS MANAGER ON DIALOGWEB – GUIDED SEARCH

Did you know that you can control a number of default options for DialogWeb using the Settings Manager? Click the “Settings” button on the Guided Search Menu bar, and you can select your default DialogWeb mode (Guided or Command Search). Choose a number of display preferences, including cost notification, default numbers of records to show in each picklist, and preferred default output format (FREE, SHORT, FULL, etc.). Changes to settings take effect when you next log in to DialogWeb. Additional settings changes can be made through the Settings menu to customize DialogWeb to your preferences.

Searching the Drug Pipeline Databases

For those looking for information about drugs in the pipeline, Dialog offers a comprehensive collection of drug pipeline databases including databases from Adis, IMS, Pharmaprojects and Prous. With so many choices it is often difficult to know where to start. What are pipeline databases? What information do they contain? Is one better than another? Should you be searching all of them for comprehensive retrieval?

Put simply, drug pipeline databases provide information on drug compounds as they progress through the research and development pipeline. They also provide information on launched and discontinued products. Within the pipeline databases, each record focuses on one compound, gathering and analyzing all the information on that compound and putting it into one record. This will usually include scientific, legal and regulatory, and commercial information gathered from a variety of sources, including journal articles, annual reports, direct contact with companies, conferences, news, patents, broker reports and so on. This type of information is useful for competitive intelligence, market opportunities or finding out more information about the clinical trials for a compound.

DATABASES AND INFORMATION AVAILABLE

Dialog provides access to five pipeline databases from four sources via Dialog or Dialog DataStar. These are Adis R&D Insight, IMS R&D Focus, Pharmaprojects from PJB Publications, Prous Science Drug Data Report and Prous Science Drugs of the Future.

A typical pipeline record contains the generic names and synonyms for the compound in question, as well as information about the indications and therapeutic applications, the company or licensees behind the drug, information about the development phases of the drug and some sort of clinical summary. Depending on the database, the record may also include patent details, a commercial summary, information about the phases of development in each country and a detailed development history of the drug so that you can track the development milestones.

Each database also has its own strengths:

- ▶ Adis R&D Insight (File 107/ADRD) delivers detailed records containing very good clinical information including clinical trials, pharmacology, adverse effects and a commercial summary.
- ▶ Pharmaprojects (File 128/PHAR) provides a detailed development history section and is excellent for setting up Alerts to keep track of major changes in a compound's development.
- ▶ IMS R&D Focus (File 445/IPUR) offers detailed information on company names including parent companies and licensee information.
- ▶ Prous Science Drug Data Report (File 452/PRDR) is unique in providing information on compounds at the biological testing stage of development, as well as detailed patent information.
- ▶ Prous Science Drugs of the Future (File 453/PRFU) contains very detailed records including information on synthesis pharmacological activity, pharmacokinetics and clinical trials. Only drugs of major clinical significance are included.

The detailed indexing behind each of these databases in Dialog or Dialog DataStar lets you search easily through this extensive information to find the answers to a great variety of questions. For example, you may be interested in finding out the development stage of a product or the complete product pipeline for a company. Perhaps you need to know the drugs in development for an indication or therapeutic class. Maybe you want to link the therapeutic area to a phase of development to find out, for example, what Alzheimer drugs are in phase III of development. You can locate detailed information about a company's pipeline in a particular area giving you clues as to what that company is about to bring to market, or indications of a new focus in a different therapeutic area. Other search fields let you find out whether a drug is available for licensing, when it became available, or when a compound moved to a different phase. You can also find out about the possible commercial potential of a compound, the adverse effects or pharmacokinetics of a compound or see the patent family.

WHICH DATABASES SHOULD YOU USE?

Each of these databases gathers together information on a compound. However, each database does not provide exactly the same information so carrying out the same search in a number of databases will usually result in a different set of results.

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Enhanced USPTO Trademark Data Reloaded to TRADEMARKSCAN® – U.S. Federal

As a result of major changes at the United States Patent and Trademark Office, (USPTO) and additional changes made by Thomson & Thomson, TRADEMARKSCAN – U.S. Federal (File 226) has been reloaded to incorporate significant new trademark legal status detail. Some of the highlights are:

► Enhanced detail in TTAB information

Format 12 has been added to allow users to display just the TTAB information. This includes extensive details of opposition, cancellation, concurrent use and interference actions, status updates of both the plaintiff and defendant, and the prosecution history. Additional TTAB-related information includes ExParte appeals, where the examining attorney has refused the application, as well as “extension of time to oppose.” New fields PL=Plaintiff and CT=Cited Trademarks can be searched across all TTAB actions. The new TA=Type of Action index is designed to assist the user in retrieving trademark records that include information about specific actions such as cancellations, interferences, and more.

► More information on the application process

More detail has been made available by the USPTO including an affidavit section description, correspondence data, domestic representation (under filing correspondent) and foreign registration renewal data. The use of /DESIGN in a search indicates that the trademark contains a design. Including the RT=IMAGE term in a search guarantees that retrieved records will contain an image of the trademark.

► USPTO changes in assignments

The USPTO has moved and grouped some fields to the Assignor rather than the whole assignment. The new searchable field RK (Reassignment Kind labeled as the Brief) allows you to determine the type of reassignment whether the reassignment is for security interest (usually to a bank), a transfer reassignment or a name change. The date each assignor signed is also included.

Effective immediately the USPTO is using international classification codes exclusively. All references to the formerly-used U.S. classification codes have been removed. This will make searching with international classes more focused since they will only reflect the actual classification associated with the mark.

INPADOC Legal Status Changes

Starting with week 40/2003, the coverage of legal status information in the INPADOC database (File 345) has been modified. The change, instituted by the European Patent Office (EPO), is the result of their conversion of legal status data into an XML format. Pre-publication legal status, consisting of application, publication and priority data, is being removed from INPADOC. Dialog is retaining any historical pre-publication legal status already present in family records. For a complete list of all legal status codes being retained or dropped, check the INPADOC Web site at www.european-patent-office.org/inpadoc/inpadoc_faq.htm.

Japanese Company Data Added to Kompass

Kompass Asia Pacific (File 592) and Kompass Middle East, Africa, Asia-Pacific and Americas (KPWO) now contain Japanese company data.

The file currently includes 4,200 Japanese companies, focusing essentially on manufacturers who export and/or import, mainly located in the Tokyo Metropolitan region. More companies, located in Tokyo but also in the Western cities such as Nagoya, Kyoto, Osaka and Kobe will be added. The file will include 10,000 companies in 2003, 14,000 in 2004 and 30,000 in 2006.

Companies are codified against the Kompass hierarchical classification of products and services, which lists 53,000 products by economic sector.

SEARCH TIP

To retrieve and display Trademark Trial & Appeal Board (TTAB) information, use the /TTAB limit option to identify marks with TTAB activity (e.g., `s s1/ttab`). Use Format 12 to display only TTAB-related data.

SEARCH TIP

UPDATE INFORMATION IN TRADEMARKSCAN FILES

For the latest update information, TYPE 9999999/23 (seven nines). This works in all TRADEMARKSCAN files with the results provided in File 226:

```
9999999/23
DIALOG (R) File
226:TRADEMARKSCAN (R) -US FED
(c) 2003 Thomson & Thomson.
All rts. reserv.

Current update is
UD=20030902
Official and
preliminary
applications added
in this update are
in AP=20030903 (or
AP=9999)

Official Gazette (Published)
Registrations and
applications
published for
opposition through
September 02, 2003

Official Applications
(Pending)
All filings through
August 08, 2003
plus additional
filings through
August 21, 2003
```

DON'T MISS...

Swiss companies also added to Kompass. More information on page 9.

SEARCH TIP

E-MAILING A TABLE OF CONTENTS

When e-mailing a Table of Contents from a market research report, always set up the e-mail address before viewing reports using the REPORT TITLES command. A sample search looks like this:

b 545
s disney and clothing
set addr XXX (the name of the e-mail address)
report s#/titles

Follow the menu prompts to send the Table of Contents.

To view the complete search, see the online version of the *Chronolog*.

Knowledge Center

[For more information, see the online story at support.dialog.com/publications/chronolog/200311](http://support.dialog.com/publications/chronolog/200311)

NEW ON DIALOG

New In-Depth Disease Data on Dialog

Three new databases provide unique disease content on Dialog: HIP: Hospital Inpatient Profiles (File 462), HOP: Hospital Outpatient Profiles (File 463), and ER: Emergency Room (File 454).

Timely Data Resources specializes in epidemiological databases and is the provider of Incidence and Prevalence (File 465/IAPV), a key healthcare file on Dialog and Dialog DataStar. HIP, HOP and ER complement the Incidence and Prevalence file by providing more detailed statistical information on disease control.

All three files contain information on diseases and hospital procedures in the United States. More specifically, HIP, HOP and ER provide the following information:

- ▶ *Hospital Inpatient Profile (HIP)* – provides the top six related diseases and procedures, payment source, discharge status and more for over 7,100 diseases and procedures.
- ▶ *Hospital Outpatient Profile (HOP)* – provides the top drugs prescribed, diagnostics given, providers seen, visit characteristics, payment source, disposition and more for over 2,400 diseases.
- ▶ *Emergency Room (ER)* – provides the top drugs prescribed, diagnostics given, providers seen, visit characteristics, payment source and more for over 2,600 diseases.

WHO SHOULD USE HIP, HOP AND ER?

The databases will be an invaluable tool for healthcare professionals engaged in market research, new business development, information management and R&D. The files will also interest:

- ▶ pharmaceutical and biotech industries to establish which drugs have been used to treat patients and for what condition and to evaluate the size of the patient population for a particular disease
- ▶ diagnostics and devices industries to establish what equipment has been used to diagnose patients' conditions
- ▶ advertising and government agencies for raising awareness of certain conditions and avoidance of common accident and emergency incidences
- ▶ investment firms to establish which conditions are high risk or result in the highest number of deaths in hospitals; or which conditions report the highest numbers of Medicare or self-pay patients
- ▶ consulting firms that may need information on any of the applications mentioned above depending on their client base

For further guidance on how to search HIP, HOP and ER, consult the Bluesheets or contact your nearest Knowledge Center.

[For more information, see the online story at support.dialog.com/publications/chronolog/200311](http://support.dialog.com/publications/chronolog/200311)

Major Enhancements Now Available for BIOSIS Previews on Dialog

New enhancements to BIOSIS Previews (Files 5, 55) add more information and greater consistency to the database resulting in more consistent search results.

The primary enhancements providing more information-rich records are:

- ▶ Addition of more than nine million CAS® Registry Numbers and more than 6,300 sequence data accession numbers to the 1969-1992 data
- ▶ Addition of BIOSIS Major Concepts over the entire range of the database

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Major Enhancements Now Available for BIOSIS Previews on Dialog

Other improvements to the file include:

- ▶ Unified revised lists of Super Taxa, Taxa Notes, Biosystematic Codes and Concept Codes across all years
- ▶ Enhanced mapping of Medical Subject Heading (MeSH) disease terms from 1998 to the present, resulting in the addition of many more MeSH terms
- ▶ Significant enhancement and standardization of bibliographic data, including remapping of Document Types across the file, as well as checking of publication year, volume, issue and pagination data
- ▶ Streamlining of patent indexing across all years

Refer to the Bluesheet for Files 5 and 55 if you need help searching for CAS Registry Numbers and sequence data accessions numbers from the Enzyme Commission. This data will appear in a new field: Enzyme Commission data (EC). A new series title field (TI) has also been created.

A number of minor BIOSIS Previews fields are discontinued and others have been merged.

- ▶ *Discontinued*: Summary language (SL); Coden (CD); Illustrations (IL); Size, for example, computer file size (SZ); Print Number (PR) and Book Distributor (DI).
- ▶ *Discontinued fields – data merged with other existing fields*: Named Persons (NP) and Industry (IN) fields will no longer appear. The information will be added to the Miscellaneous Descriptors (MI) field. Also included in the Miscellaneous Descriptors (MI) field are Company names (CO). The CO field will continue to exist but will specifically contain Patent Assignee data.

All changes are documented in the Bluesheet. If you need help editing your Alert or have other questions about the changes, do not hesitate to contact your nearest Knowledge Center.

BIOSIS REVISED BIOSYSTEMATIC CODES

Current enhancements have resulted in a revised list of Biosystematic Codes and Organism Classifiers. In particular, many codes and classifiers for viruses were restructured. Outdated codes, i.e., codes only used from 1969-1972 were replaced with current codes. The outcome is consistent application of the Biosystematic Codes throughout all of BIOSIS Previews.

Searchers depend on the Biosystematic Codes for searching and many of you use them in Alerts and saved searches. If you currently hold a Dialog BIOSIS Alert, you should already have been informed of the specific changes that might affect your search statement.

We encourage you to check the lists of old and changed codes and terms at support.dialog.com/searchaids/dialog/f5_codes/ to ensure that you are using the correct Biosystematic Codes. As mentioned, the Virus section has experienced change and if you are likely to use the Virus codes, you should check that your search statements are accurate.

These major content-related enhancements will have significant effects on subject retrieval and the accuracy of search results and are expected to be implemented on Dialog DataStar (BIOL) before the end of 2003.

Domain Names Database Enhancements

The Domain Names database (File 225) now includes the following enhancements:

- ▶ The Rotated Domain Name index TR= has been restructured to provide faster and more comprehensive searching of strings of characters contained in a domain name (excluding the extension).
- ▶ The record date, i.e., the date on which the information provider retrieved the domain name information, is now displayed as part of predefined output formats, with the exception of Formats 6 and 8.

More details on these enhancements are available online by typing HELPNEWS 225.

NEW ON DIALOG DATASTAR

FINECON on Dialog DataStar

FINECON (ECON), the database for finance and economics, presents information on current trends in business and economics, finance and politics in a wide range of articles in the area of national and international economics, such as country, sector and market analyses, E-Commerce and M-Business, business management and policy, corporate finance, environmental issues, and more. FINECON is a highly esteemed knowledge base in the fields of financial markets, securities business, derivatives and stock exchanges, banking and finance, innovative financing techniques and risk management.

Current Drugs Fast-Alert on Dialog DataStar No Longer Updating

Content Drugs Fast-Alert (CPBM/CPBA) on Dialog DataStar is now closed. The archive will continue to be available. As an alternative use CA Search®: Chemical Abstracts® (CHEM/CHZZ) for current awareness of pharmaceutical patent filings or the patent databases on Dialog.

Enhancements to Dialog DataStar

Several enhancements have been implemented on Dialog DataStar as a result of customer comments and suggestions.

PERSONALIZED FRONT PAGE IN PDF

Dialog DataStarClassic on the Web now offers the ability to create a personal front page in PDF format for Alerts and DELIVERs. Go to the Options screen to create the page. See Figure 1.

- ▶ Under #3, enter the URL address where the HTML page can be found. It must reside on a publicly accessible Web server (e.g., www.datastarweb.com/~webbase/dsdepriv/info/title.html)
- ▶ Click HTML or PDF to test how the page will look
- ▶ Under #4 define on which page the PDF file should be opened (e.g., front page, table of contents page or first chapter page).
- ▶ Click the **Set Options** button.



Figure 1

By following these steps, you can design a cover with a logo, contact information or any additional comments for the PDF output in Alerts and DELIVERs. The cover can then be used on Alerts and DELIVERs created on any interface.

Note: When saving documents, it is also possible to have a personal front page for PDF output in DataStarWeb. In this case it is handled by a customized DataStarWeb and not by User ID.

PURGE SEARCH STEPS IN DATASTARWEB

Previously it was possible to hide search sets in Advanced search on DataStarWeb but you could not purge steps or search strategies. Now you can delete all search sets and start again with Set 1 by clicking the new link [Delete All Search Sets](#). A screen displays so you can confirm the deletion before proceeding with the new search.

“NEXT DOCUMENTS” IN DATASTARWEB

You can now define the number of documents that will display when you click the **Advanced Documents** button. Previously, only one document displayed.

On the Options page, select the number of documents to display from the drop-down box. The default setting is one. See Figure 2.

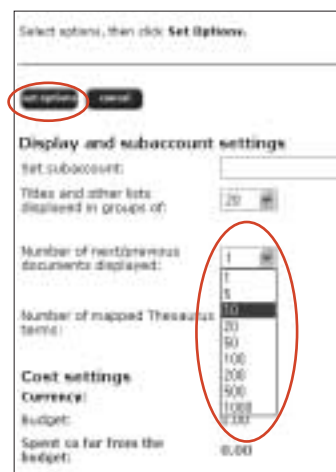


Figure 2

Cinahl® on Dialog DataStar Enhanced to Include an Online Thesaurus

Cinahl (NAHL) on Dialog DataStar now includes an online thesaurus consisting of Cinahl’s 11,000 Subject Headings. Cinahl covers all aspects of nursing and allied health disciplines. The online thesaurus will help you make quick decisions on the best search terms to use. When searching the Cinahl database, search the thesaurus using ..THES to find appropriate Cinahl Subject Headings. The thesaurus terms will also be made available in the standalone Cinahl Vocabulary database (NVOC), which contains all the Subject Headings and Subheadings along with their scope notes and background information. A database guide for Cinahl and its vocabulary file is available in BASE; search for BASE-NAHL or BASE-NVOC.

Swiss and Liechtenstein Company Data in Kompass

The Kompass Europe database (File 590/KPEU) now includes company data for over 50,000 Swiss and 200 Liechtenstein companies, bringing the total number of companies in the file to 1.5 million. Other versions of Kompass Europe are available on Dialog DataStar with the same companies as in KPEU, but with the business activity codes in French (KPEF), German (KPEG), Italian (KPEI) and Spanish (KPES). There are several official languages in Switzerland: Company profiles are in German, French or Italian depending on the company geographical location. Geographical selection can be made by cantons (Switzerland has 26 cantons), plus Liechtenstein.

SEARCH TIP

Liechtenstein companies are displayed with "Switzerland" as a country name and users can retrieve them by selecting FURSTENTUM LIECHTENSTEIN in the county/region list (or CU in the command search). For further information, refer to the Bluesheet and Datasheet.

DIALOG NEWSROOM

NEW ON DIALOG NEWSROOM

Searching Down Under: Australian Sources on Dialog NewsRoom

Whether you are focusing on information about Australia or conducting a search globally and want to include Australian publications, Dialog NewsRoom contains an impressive list of sources. Major providers of news from Australia include John Fairfax Holdings and News Limited. John Fairfax Holdings Ltd., the market leader in providing news, commentary and opinion in Australia, heads the list providing access to two years of historical perspective on business, economic, political and social developments from Australia and around the world in *The Sydney Morning Herald*, *The Age*, *The Australian Financial Review* and others. Fairfax also publishes financial and consumer magazines.

News Limited offers a national news focus in *The Australian*. Regional and local perspectives appear in the Leader newspapers in Victoria and the Messenger newspapers in south Australia. Market research and analysis about this corner of the world are available from the collection of IDC technology business reports and newsletters and Asia Pulse, providing a good market overview. In addition, AAP offers newswire information.

Some tips may help in searching these sources.

- ▶ To locate articles from specific news sources, search on the Journal Name
- ▶ To obtain specific company data, for instance, analysis by the global research group IDC, limit to the Company Name field and combine it with keywords on the topic of interest
- ▶ To search for information about Australia, limit to Australia as the Geographic Name
- ▶ To find articles from Australian publications, restrict to the Journal Region

You can also find out what Australian sources are covered in Dialog NewsRoom by searching the Publication List at www.dialog.com/sources/newsroom/. You can search by publication title, region, industry and ISSN number. For example, by entering "Australia" in the region and title boxes, you retrieve a list of over 200 publications that contain information about Australia, indicating whether you will receive fulltext or abstracts.

You can obtain a comprehensive look at political, social, and economic events in Australia from a national, regional or local perspective, as well as, market information, using Dialog NewsRoom on DialogClassic, DialogWeb, Dialog DataStar, Dialog Profound, Dialog NewsEdge and Dialog1.

Dialog NewsRoom

More Australian Titles

The Advertiser

Business Review Weekly

Daily Telegraph

The Illawarra Mercury

The Newcastle Herald

Personal Investor Magazine

Shares Magazine

The Sunday Age

SEARCH TIP

- ▶ To see a list of all Messenger or Leader titles: `e jn=messenger or e jn=leader`
- ▶ To obtain good market overview information from Asia Pulse, try: `s jn=asia pulse s (australia and profile?)/tis s1 and s2`

SEARCH TIP

USING INDEXING TERMS IN
WORLDSEARCH

Did you know you can look for similar reports using indexing terms at the bottom of a table of contents or a report? Scroll to the bottom of the screen displaying the table of contents or the report section. Click the relevant market sector(s), location(s) and/or scope(s). A new list of titles using the requested parameters will display.

SEARCH TIP

MULTIPLE REPORT
PUBLICATIONS IN
WORLDSEARCH

Any report over 6,000 lines is split into multiple documents, usually into two and only very occasionally into three documents. On average less than five percent of the reports in Dialog Profound are over this limit. Each split section of the publication is referred to as a “report” on WorldSearch. These reports make up the whole publication and are referred to as a “series.”

SEARCH TIP

TRACK EMERGING
TECHNOLOGIES IN
WORLDSEARCH

To track emerging technologies within an industry, use the following search strategy:

- ▶ Choose a Market Sector such as “communications technologies”
- ▶ In the title field type: new or emerg*

NEW ON DIALOG PROFOUND

Highlight: New Market Research Sources on Dialog Profound
Focus on Technology

Access to global information trends and competitor activity in a wide variety of industries is significantly enhanced by content from premier information providers recently added to Dialog Profound. This brings the total of market research reports on Dialog Profound to over 200,000. The new sources either provide global coverage for their respective markets or write industry reports directly from the region they represent. Two examples of the latter are Asia Pulse Research, which writes about industries and business opportunities in the Pacific Rim and Lafis, which covers 27 industries and 100 markets in South America. All of the new reports are provided in PDF format. Twenty of the twenty-one new sources accommodate purchasing segments of the reports, as well as purchase of the entire report.

Though the new reports cover a variety of industries and markets, one particular area of emphasis is the technology arena. The new collection includes more than 4,000 reports from nine technology-focused sources. For example, Gartner, Inc. is one of the world’s foremost providers of research on information technology (IT) topics, such as semiconductors, computer systems, interactive information systems and corporate networks. Over 3,000 reports from Gartner provide integrated, worldwide market share and forecast information to help evaluate the current size and growth potential of IT markets. The reports date from January 2001 to the present and Alerts can be set for the latest reports from Gartner.

The Yankee Group specializes in telecom and IT topics, such as e-commerce, wireless computing and enterprise applications. Yankee Group research studies provide in-depth assessments of industry trends, market structures, products, services and technologies around the globe. About 250 reports from Yankee Group are available. Sample titles are “Sluggish Climb Out of the Manufacturing IT Spending Abyss, 2001-2007” and “Strategic Assessment of Fixed Satellite Services in Latin America.”

The Aberdeen Group is a leading supplier of studies on information technology, user needs, technological innovations and market developments, providing up-to-the-minute global IT market insights in more than 25 IT market segments. Research practices focus on emerging market opportunities, market growth rates, important industry trends and customer buying patterns internationally. Alerts can be set for Aberdeen reports and reports may be purchased in sections. A sample report title is “Technology Forecasting Consortium: 2003 User Buying Intentions.”

Recca Larson
U.S. Knowledge Center

SEARCH TIP

TECHNIQUES TO REFINE SEARCHES IN DIALOG PROFOUND

Here are some tips to help you find relevant articles and look up potential authors of articles.

- ▶ To search for terms in the lead paragraph of a document, type your search in the Freetext box beginning with “thestart&” command (e.g., **thestart&Eminem**).
- ▶ In WorldSearch when searching for phrases using the “Near” operator (ampersand), put quotation marks around the phrase. For example, to find the phrase “foreign trade” within four words of “importers,” enter: **“foreign trade” & importers**. *Note:* The default for the “Near” operator is within 20 words. You can adjust the proximity by putting a colon with the number (up to 50) after the phrase, (e.g., **“foreign trade” & importers:4**).

Phrases must also be enclosed in quotation marks when limiting a search to the lead paragraph (thestart). For instance, to search for “George Bush” in the lead paragraph, enter: **thestart&“George Bush”**.

Training Schedule

Training classes on Dialog's services are held throughout the world. New classes are always being added, so for the most current schedule and for registration information for all locations, check the Dialog Web site at www.dialog.com/training. Highlighted in this issue are the United States, the United Kingdom, Italy and Germany.

UNITED STATES

Philadelphia, Pennsylvania

- 11/17 Basic Skills Review for Classic Dialog Searchers
- 12/1 Biomedical Information Seminar
- 12/15 Fast Start to Dialog Profound

New York, New York

- 11/13 Fast Start to DataStarWeb
- 11/18 Fast Start to Dialog Profound
- 11/20 Dialog Applications Briefing: Biotechnology
- 11/25 Basic Skills Review for Classic Dialog Searchers
- 12/2 Introduction to Dialog: Featuring DialogWeb—Command
- 12/9 Fast Start to Dialog1
- 12/17 Market Intelligence
- 12/18 Basic Skills Review for Classic Dialog Searchers

Arlington, Virginia

- 11/11 Patent Research Basics
- 11/12 Introduction to Dialog Featuring DialogWeb
- 11/19 Company Intelligence
- 11/25 Patents Prior Art
- 12/2 Introduction to Trademark Searching
- 12/3 Basics Skills Review for Classic Dialog Searchers
- 12/9 Introduction to Dialog Featuring DialogWeb
- 12/10 Chemical Searching for Non-Chemists

Cary, North Carolina

- 7/13 Biomedical Information Featuring DialogClassic
- 12/4 Company Intelligence
- 12/11 Introduction to Dialog Featuring DialogWeb
- 12/18 Chemical Searching for Non-Chemists

Atlanta, Georgia

- 11/11 Company Intelligence
- 11/18 Introduction to Dialog Featuring DialogWeb
- 12/2 Introduction to Dialog Featuring DialogClassic
- 12/9 Introduction to Trademark Searching
- 12/16 Patent Research Basics

Dallas, Texas

- 11/12 Introduction to Dialog Featuring DialogWeb
- 11/19 Basic Skills Review for Classic Searchers
- 12/3 Introduction to Dialog Featuring DialogWeb
- 12/10 Basic Skills Review for Classic Searchers

Cleveland, Ohio

- 11/21 Basic Skills Review for DialogClassic Searchers
- 12/12 Developing Dialog Searching Expertise, Power Searching

Chicago, Illinois

- 11/12 Introduction to Dialog: Featuring DialogWeb—Guided
- 11/12 Basic Skills Review for Classic Dialog Searchers
- 12/10 Introduction to Dialog: Featuring DialogWeb—Command
- 12/10 Patent Research Basics

Los Angeles, California

- 11/12 Introduction to Dialog Featuring DialogWeb
- 11/12 Basic Skills Review for Classic Dialog Searchers
- 12/11 Basic Skills Review for Classic Dialog Searchers
- 12/11 Patent Research Basics

Seattle, Washington

- 11/18 Introduction to Dialog Featuring DialogWeb
- 11/18 Basic Skills Review for Classic Dialog Searchers

Mountain View, California

- 12/3 Basic Skills Review for Classic Dialog Searchers
- 12/3 Biomedical Information Featuring DialogClassic

San Francisco, California

- 12/4 Basic Skills Review for Classic Dialog Searchers
- 12/4 Patent Research Basics

UNITED KINGDOM

London

- 12/2 Dialog Profound
- 12/3 Dialog DataStarWeb
- 12/16 DialogWeb—Command Search
- 12/17 DialogWeb—Guided Search

ITALY

- 12/2 TradStat
- 12/3 Introduction to DialogWeb
- 12/4 Introduction to Dialog DataStarWeb
- 12/9 Introduction to Dialog Profound

GERMANY

Frankfurt

- 12/2 Dialog DataStarWeb
- 12/2 Advanced Dialog DataStarWeb
- 12/3 DialogWeb—Guided Search
- 12/3 DialogWeb—Command Search
- 12/4 Dialog Profound

U.S. Web-Based Training

For more information or to register for any of the following national U.S. Web-based classes, visit our Web site at www.dialog.com/webtraining.

- 11/11 Getting Started on Dialog DataStarWeb
- 11/12 Patent Research Basics
- 11/12 Dialog NewsEdge
- 11/13 Getting Started on Dialog1
- 11/18 Introduction to Dialog Featuring DialogWeb—Guided Search
- 11/18 Dialog NewsEdge
- 11/19 Getting Started on DialogSelect
- 11/20 Pharmaceutical Business Information
- 11/25 Pharmaceutical Science Information
- 12/2 Introduction to Dialog Featuring DialogClassic
- 12/3 Dialog1 – Business & Marketing Topics
- 12/4 Company Intelligence
- 12/4 Dialog1 – Pharmaceutical Topics
- 12/9 Chemistry for Non-Chemists
- 12/10 Basic Skills Review for Classic Dialog Searchers
- 12/11 Getting Started on DialogSelect
- 12/16 Getting Started on Dialog DataStarWeb
- 12/16 Dialog NewsEdge
- 12/17 Introduction to Dialog Featuring DialogWeb—Guided Search
- 12/18 Getting Started on Dialog Profound

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Searching the Drug Pipeline Databases

There are a number of reasons why this would be. First, a compound may be known by a number of different names. Since every file does not have the same list of synonyms, you may miss records if you only look in one database. Another difference is in the company name indexing. Some databases give parent, subsidiary and licensee names; others do not index all three. Searches that miss one of these names may miss records.

Therapeutic class searching can also be tricky when searching across databases. There are three different standards of therapeutic class indexing. Adis, IMS and Pharmaprojects all use coding based on European Pharmaceutical Marketing Research Association (EPHRA) codes but they may have been modified slightly for their own use. Adis also uses WHO ATC codes, which are similar, but sometimes more detailed. The Prous databases use their own system. You have to be sure that you are using the right coding for each database.

Care should also be taken when searching for indications. Terms may vary between databases and indications may not yet be assigned if a compound is at a very early stage in the pipeline. Therapeutic classes and indications may also be country specific. For example, a drug could be in phase II in one country for one indication, but in another phase in another country for a different indication.

Databases will also have different country coverage and will make different decisions about when to start or stop tracking a drug. They also update at different times and gather information from different sources all of which affect the number of records that you retrieve in a search.

It is important to remember that these records are comprised of data from lots of different sources and that there is a process involved in analyzing and writing up these records that can vary between databases.

CONCLUSIONS

Which database is best? None really. All provide valuable information. The databases you choose to use may come down to personal preference or may depend on the type of question you are trying to answer. Study the Datasheet or Bluesheet for each database. This shows you a sample record that can help you decide which of the databases you prefer. There are also practice databases available for some of these files that show you the available functionality.

What is certain is that if you only search in one pipeline database, you are going to get an incomplete picture. If a comprehensive search is important to you, be sure to include as many databases as possible.

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