

# Pfizer Australia Information Centre

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## Providing the right information @ the right time

The Pfizer Australia Information Centre is located at West Ryde and Caringbah, NSW. Apart from more traditional library role, we undertake extensive literature searches to support some of the key functions of the Medical Department within the company. We have developed a searching hierarchy of databases to ensure that the literature review is fully covered.

These searches support Medical Information Associates, usually pharmacists, who provide researched answers to queries about Pfizer products from health professionals and consumers. The associates perform end-user searches, and the Information Centre provides backup as well as training and coaching on search strategies and database selection to ensure that they are accessing the best information for their searches.

Another area where the Information Centre plays a role is the provision of information to the marketing department to ensure that claims are evidence based. This is seen as an important role, as health professionals are increasingly looking for evidence in marketing claims.

When Pfizer presents submissions to the Pharmaceutical Benefits Advisory Committee (PBAC) seeking inclusion of a drug in the Pharmaceutical Benefits Scheme, it is required

that a formal literature search be undertaken to gather all relevant randomised controlled trials for evaluation and inclusion (or not) as evidence to the submission. PBAC guidelines are strictly observed by the Information Centre searchers to include a detailed description of the search strategies used. These can then be repeated by the PBAC to ensure the validity and reliability of the submission claims.

Drug Safety and Compliance (DS&C) is another Pfizer responsibility which utilises the skills of the Information Centre staff. All relevant Australian databases are searched on a monthly basis with an established search strategy, to pick up reports in the literature which require review by DS&C professional staff.

Hard copy and electronic literature is retrieved both from the Information Centre's extensive collection and via various national and international document delivery services including GRATISNET, and sometimes direct from author. The Information Centre staff are planning a database which will allow for easier organisation and retrieval of this material. Pfizer Australia staff are to be consulted on the parameters for the database, and we hope to make it directly accessible to all staff.

*Sheelagh Noonan, Medical Information Services, Pfizer Australia*

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