

*Providing instant access to vital product information  
for researchers, doctors and hospitals*

## PHARMACEUTICAL COMPANY CHOOSE SOUTRON FOR INFORMATION MANAGEMENT SOLUTION



### CHALLENGE

As one of the world's leading pharmaceutical companies now employing over 54,000 employees, AstraZeneca Pharmaceuticals makes enormous demands upon its medical information department. Medical information officers must respond to hundreds of enquiries from researchers, doctors and hospitals - all of whom are seeking vital facts before prescribing one of AstraZeneca's products.

The quantity of data to be managed is vast and not surprisingly, AstraZeneca turned to database technology to ensure fast and accurate retrieval of information. Over the years, teams of medical information scientists have built up an impressive collection of published references to their products. These are catalogued in a database known as MEDLEY (MEDical Literature Easily Yours), which has traditionally had only been accessible via an online service.

Despite the high quality of its data, the MEDLEY database was not being fully utilised. Not only could the online service be expensive to use, but AstraZeneca also discovered that the some medical information staff felt uncomfortable with the level of expertise required to retrieve records.

As a result of these findings, AstraZeneca wanted a solution that would provide them with a simpler route to information as well as having the capability to produce a user-friendly version of the database on CD.

### SOLUTION

Soutron delivered this capability which offers a unique combination of database and powerful text retrieval functionality. In addition, it is also flexible in the amount of data that it can manage - a critical factor for a department handling well over 120,000 references! But most importantly for AstraZeneca Pharmaceuticals, it offered the ability to make free copies of complete databases on CD-ROM.

### RESULTS

"It soon became clear from our discussions with Soutron that their solution would quickly cover what we needed to achieve", said Bryn Bardsley, Information Science Project Manager. "The main criteria for our decision", Bryn explained, "was to find an off-the-shelf product able to produce CDs that was easy and not intimidating to use".

With its graphical user interface and Windows point and click functionality, the Soutron solution met these requirements.



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Bryn Bardsley, Information Science Project Manager

