AMERICAN STATISTICS INDEX

The U.S. Government is a prolific publisher of statistics. Federal agencies produce a continual flow of facts and figures on virtually every aspect of American life in and matters of worldwide concern.

American Statistical Index (ASI) is considered to be a master guide and index to all U.S. Government statistical publications. It was created as a single source to locate data currently collected by the federal government on a particular subject.

Specifically, ASI performs the following functins:

1. Identify the statistical data published by the federal government;
2. Catalog the publications in which these data appear with full bibliographic information;
3. Announce new publications;
4. Describe the contents of these publications; and
5. Index this information in subject detail.

ASI Monthly Supplements: To assure prompt coverage, ASI publishes Monthly Supplements containing full abstracts and indexing for newly issued statistical publications. These include wholly new publications, new reports in continuing series, articles, or special features in periodicals, and updates or new editions of annuals, semiannuals, or other publications covered in previous ASI editions.

ASI Annual and Multiple Year Cumulations: The Monthly Supplements abstracts and indexes are cumulated and enhanced to produce separate Annual Abstracts and index volumes. They supplement ASI's base 1974 Annual and Retrospective Edition.

The Annual index volumes, in turn, are cumulated into multiple year indexes.

ASI includes all federal publications that contain primary data of research value or secondary data collected on a special subject, and also special studies and analyses or other statistics-related materials.

Today, six large federal statistical agencies, each in a specialized field, have as their major function the regular collection, analysis, and publication of such data. They are:

1. Bureau of the Census;
2. Bureau of Labor Statistics;
3. Crop Reporting Board, Department of Agriculture;
4. Energy Information Administration;
5. National Center for Health Statistics; and
6. National Center for Education Statistics.

BIOMEDICAL BUSINESS INTERNATIONAL

Biomedical Business International (BBI), published 24 times per year, is a perceptive analysis of the healthcare industry and marketplace, focusing on new technology. Each issue covers a variety of market, technology, and industry updates, business developments, and advances in the medical field. It contains considerable market data in dollars, shares, and competitors when discussing topics. The two semiannual indexes provides a convenient way to locate topics and market data from back issues. There is a separate listing of the companies referred to in BBI and a section containing the subjects covered. The 1986 subscription rate is $545 (annual).

BBI offers an information service, MARKET DETAIL, for those who need rapid access to detailed market data and do not want to spend a lot of time or money conducting lengthy research or purchasing costly reports.

Packages are custom-designed to meet specific needs. Information is drawn from BBI's data base and includes material from market reports, surveys, seminar proceedings, company files, and other information.

Packages are available on a wide range of health care topics. Other topics can be covered upon request.

A typical MARKET DETAIL package includes:

1. Market environment;
2. Market size;
3. Market growth and trends;
4. Major companies and market shares;
5. New products and technologies; and
6. Company product information

Each report contains 20-40 pages and costs $850 per topic. This information can be delivered in as little as 48 hours.

The main headings of the information "on the shelf" are as follows: (Under each main heading are some specific areas.)

1. Anesthesiology/Critical Care/Respiratory Care;
2. Audiology;
3. Cardiology/Cardiothoracic Surgery/Vascular Surgery;
4. Clinical Testing Equipment;
5. Diagnostic Imaging;
6. Drug Delivery/TV Therapy;
7. Healthcare Services Environment;
8. Laser/Endoscopy;
9. Nephrology;
10. Neurology;
11. Obstetrics/Gynecology;
12. Oncology/Hematology;
13. Ophthalmology;
14. Orthopedics/Surgery;
15. Plastic/Reconstructive Surgery;
16. Primary Care/General Care; and
17. Surgical Products/Disposables.

BIOSCAN -- BIOTECHNOLOGY CORPORATE DIRECTORY SERVICE (continued)

4. Stock offerings and financial development;
5. Major investors and investments;
6. Subsidiaries;
7. Agreements and joint ventures;
8. Business strategies;
9. Products in development and on the market; and
10. R&D activities.

Contact: ORYX PRESS
2214 North Central at Eneanto
Phoenix, AZ 85004
1-800-457-ORYX

Price: #395 in U.S., Canada, and Mexico (if purchased by October 1, 1986).

BRS/SAUNDERS COLLEAGUE

The BRS/Saunders Colleague data bases focuses on searching medical literature.

Colleague consists of three data bases:

1. Medical Search Service -- Current Listings;
2. Medical Search Service -- PDQ (for Cancer Information); and
3. BRS General Search Service -- Current Listings.

Available from: BRS/Saunders Colleague
1290 Avenue of the Americas
New York, NY 10104
(800) 468-0908

The Medical Search Service -- Current Listings: Contains 39 journals and periodicals, about 40 medical texts and reference books, 6 indexes and abstracts including MEDLINE, the on-line version of Index Medicus produced by the National Library of Medicine.

The Medical Search Service -- PDQ (Physicians Data Query): Newly developed by the National Cancer Institute, PDQ allows immediate access to three types of constantly updated information.

The NCI developed PDQ to aid physicians, whose primary focus is not cancer care, in keeping up-to-date with current cancer information:

1. PDQC (the cancer information file) contains prognostic and treatment information on all major cancers. Each tumor summary provides up-to-date information on prognosis, relevant staging, and a description of comparable treatment options which are considered to be "state-of-the-art";

Each corporate profile includes:

1. Name, address, and phone;
2. Business description;
3. Private or public status;
4. Subs. div./or independent status;
5. Year of incorporation;
6. Names, titles, and departmental responsibilities of up to eight key executives;
7. Number of employees (by range);
8. Annual revenues (by range); and
9. Product information categorized.

Also, available as a data base.

The CorpTech data base offers users the data from the CorpTech Directory that runs on a PC using CorpTech's software. It supports searching on over 20 different criteria in any combination, mailing list and form letters production, statistical analysis and is updated quarterly.

These products were developed for those who monitor and track high-tech companies for the purpose of research and development, strategic planning, market, and/or competitive analysis and mergers/acquisitions.

NOTE: Depending upon the technology that parallels your licensing operations ... this Directory may have more applications than a set of Thomas Registers.

DIALOG

The DIALOG Information Retrieval Service has been in operation since 1972. More than 250 data bases in a broad scope of disciplines are available on the system.

The data bases on the system contain over 120 million records.

DIALOG data bases offer subject coverage in science, business, technology, chemistry, law, medicine, engineering, social sciences, business, economics, current events, and more. In addition, they provide indexes to book reviews and biographies; directories of companies, persons, and associations; and access to the complete text of articles from newspapers, dozens of journals, and other original sources.

Data bases are regularly updated providing the most recent information. Many DIALOG data bases are exclusive ... not available on-line anywhere else.

BIBLIOGRAPHIES -- BOOKS AND MONOGRAPHS [8]

Books in Print

Updates: Monthly
Provider: R. R. Bowker, New York, New York

The major source of information on books currently published and in-print in the United States. The data base provides the record of forthcoming books, books-in-print, and books out-of-print. Scientific, technical, medical, scholarly, and popular works.

BUSINESS -- PUBLIC COMPANIES [12]

Moody's Corporate Profiles

Updates: Weekly
Provider: Moody's Investor Services, Inc., New York, New York

Provides descriptive and financial information on important publicly-held U.S. companies. The file covers all companies on the New York and American Stock Exchanges, and approximately 1,300 of the most active, emerging companies traded over the counter.

BUSINESS -- CORPORATE DIRECTORIES [12]

D&B -- Dun's Market Identifiers

Updates: Quarterly reloads
Provider: Dun's Marketing Services, Parsippany, New Jersey

Presents detailed information on more than 2 million U.S. business establishments which have 10 or more employees or companies with $1 million or more in sales. DMI contains current address, product, financial, and marketing information for each company.

BUSINESS -- INTERNATIONAL COMPANIES [6]

Foreign Traders Index

Updates: Three reloads per year
Provider: U.S. Department of Commerce, Washington, DC

A directory of manufacturers, service organizations, agent representatives, retailers, wholesalers, distributors, and cooperatives in 130 countries outside the U.S. The data provided on each firm includes the nature of its business activity (e.g., manufacturing, retailing) as well as the product or service it handles.

BUSINESS -- PRODUCT LISTING AND ANNOUNCEMENTS [5]

Thomas Register On-Line

Updates: Annual reload
Provider: Thomas Publishing Company, Inc., New York, New York

Contains information on what is made in the U.S., where it is made, and who makes it. The file covers approximately 123,000 U.S. manufacturers, with over 50,000 classes of products. The file includes the current listings for more than one million individual product and service sources.

BUSINESS -- GENERAL BUSINESS INFORMATION [5]

Management Contents

Updates: Monthly
Provider: Information Access Company, Belmont, California

Data base provides current information on a variety of business and management related topics to aid individuals in business, consulting firms, and educational institutions in decision-making and forecasting. Articles from over 120 U.S. and international journals.

BUSINESS -- BUSINESS NEWS [8]

McGraw-Hill Business Backgrounder

Updates: Weekly
Provider: McGraw-Hill, Inc., New York, New York

Provides the complete text for five major McGraw-Hill publications (Business Week, Aviation Week & Space Technology, Chemical Week, Enginnering News Record, and Electronics). The data base covers not only general business but also specific industries.

BUSINESS -- INTERNATIONAL BUSINESS INFORMATION [5]

PTS Prompt

Updates: Weekly
Provider: Predicasts, Cleveland, Ohio

Abstracts all significant information appearing in thousands of newspapers, business magazines, government reports, trade journals, bank letters, and special reports throughout the world. Provides the following kinds of information: acqusitions, capacities, end uses, environment, international trade, marketd data, new products, production, regulations, and technology.

EDUCATION [5]

Electronic Directory of Education

Updates: Semiannual reloads
Provider: Market Data Retrieval, Inc., Westport, Connecicut

Contains directory information on over 100,000 U.S. schools, 15,000 school districts, 3,000 colleges and universities, and 15,000 public libraries. Records also contain critical demographic data such as enrollment, expenditures, and special facilities.

ENERGY AND ENVIRONMENT [14]

Enviroline

Updates: Monthly
Provider: EIC/Intelligence, Inc., New York, New York

Covers the world's environmental information. Included are such fields as: management, technology, planning, law, political science, economics, geology, biology, and chemistry as they relate to environmental issues. Also included are rulings from the Federal Register and patents from the Official Gazette.

LAW AND GOVERNMENT [17]

Patlaw

Updates: Monthly
Provider: Bureau of National Affairs, Inc., Washington, DC

Covers the sources of intellectual property decisions of the U.S. Supreme Court, the U.S. Court of Appeals, the District Courts of the U.S., the U.S. Court of Customs and Patent Appeals, the Commissioner of Patents and Trademarks and associated Appeal Boards, the U.S. International Trade Commission, and selected decisions from U.S. state courts. Contains abstracts of reported judicial and administrative decisions pertaining to parents, trademarks, copyrights, and unfair competition law.

MATERIAL SCIENCES [9]

Chemzero

Updates: Irregular
Provider: DIALOG Information Services, Inc., Palo Alto, California, and Chemical Abstracts Service, Columbus, Ohio

A nonbibliographic dictionary file containing those chemical substances for which there are no citations in the CA SEARCH files.

SOCIAL SCIENCES AND HUMANITIES [22]

Information Science Abstracts

Updates: Bimonthly
Provider: IFI/Plenum Data Company, Alexandria, Virginia

Covering the literature on information science and related areas. Includes indexing and abstracts for journal articles, patents, proceedings, monographs, government documents and reports, series, and other publications.

DIRECTORY OF ON-LINE DATA BASES

The Directory is designed to help subscribers identify data bases of particular interest and provide a direct link to the suppliers of those on-line data base services. Also, this Directory helps subscribers keep abreast of the vast amount of information contained in on-line data bases -- computer-readable collections of data -- available for interactive access by users from remote computer terminals and microcomputers. These data bases contain numeric, textual combinations of numeric and textual information, or software, in a wide range of subject areas that can be used to meet both general and specific information needs.

Published by: Cuadra Associates, Inc.
2000 Wilshire Boulevard
Suite 305
Santa Monica, CA 90403
(213) 829-9972

The criteria applied in selecting a data base for inclusion is:

1. Available on-line for use in an interactive mode;

2. Available to the public or to organizations that can establish their eligibility through subscriptions, membership, or other stated qualifications; and

3. Accessible through an on-line service organization connected to one or more international telecommunications networks and/or to networks that serve one country or a limited set of countries.

The Directory is organized as follows:

1. Descriptions: This main section is arranged alphabetically by data base name. If a data base is not found in this section, it may be in the Master Index. The uniformly formatted entries are organized according to the fixed set of headings. They include name, type, subject and contents, and updating schedule;

2. Compact DISCLOSURE is a single compact disc that contains all information currently in the DISCLOSURE data base. For a flat annual fee, this includes cumulative quarterly updates. This disc makes PC into a powerful data base of public company information.

3. MicroDISCLOSURE is software linking a PC to DISCLOSURE On-Line. This "user friendly" gateway software opens up financial information for any of the public companies.

4. Electronic Company Filing Index is a data base index updated every 24 hours with lists of which companies have filed reports with the SEC. Access to the data base may be made through a PC.

5. MicroSCAN/DISCLOSURE each month provides selected financial information from the DISCLOSURE On-Line data base and sends it to you on diskettes. This eliminates on-line fees.

6. DISCLOSURE/Spectrum is an on-line data base of corporate ownership information for approximately 5,000 companies. This data base is also available through numerous on-line vendors.

7. DISCLOSURE Tape Leasing provides in-house access to information. With the magnetic tape, you load the most current DISCLOSURE data base information into your own mainframe computer, with periodic updating. There is a special leasing plan for universities.

Contact: DISCLOSURE
5161 River Road
Bethesda, MD 20816
(301) 951-1300

DOCUMENT RETRIEVAL -- SOURCES AND SERVICES

Scope: This directory is international in scope ... listing suppliers in the U.S. and other countries.

The term DOCUMENT is used to describe any sort of nonbook publication, not strictly a government or legal document. Identified are sources of all types of documents: papers, journal articles, patents, legal documents, conference proceedings, and any published, nonbook materials.

The document retrieval field meets the burgeoning need for documents that can not be obtained by traditional sources such as interlibrary loan. Our information society demands more and more timely information. Each source strives to provide the library, business, industrial, and legal communities with access to documents delivered quickly with a minimum effort on the part of the requester.

Companion volumes give access to other organizations:

1. Vol. 2: Geographic and Executive Indexes: The Geographic Index enables you to approach questions about association activities on a geographic basis. It lists in state and city order all the associations that are arranged in Vol. 1 by subject. Included are addresses, telephone numbers, names of executives, and Vol. 1 entry numbers.

   The Executive Index lists all the executives mentioned in Vol. 1, followed by their titles, names of their organizations, complete addresses, and telephone numbers;

2. Vol. 3: New Associations and Projects: Entries describe newly formed and newly found associations not listed in Vol. 1. These new groups tend to be concerned with new problems not adequately covered elsewhere (Price $210); and

3. Updating Service to Vol. 1: Reports approximately 10,000 major changes (association name, telephone number, address, executive officer, and mergers and other changes in status) between editions for some 4,000 major associations listed in Vol. 1 (Price $175).

Contact: Gale Research Company
Book Tower
Detroit, MI 48226
1-800-223-GALE

FEDERAL DATA BASE FINDER

A directory of free and fee-based data bases and files available from the federal government. It is published by:

Information USA, Inc.
12400 Beall Mountain Road
Potomic, MD 20854
(301) 983-8220

The federal government is the world's largest supplier of computerized data bases and data files. The government collects volumes of information on almost every subject imaginable. The Finder is designed to identify sources of information and shows how to get them. It identifies over 3,000 data bases and files and contains three sections:

1. Government Controlled Data Bases: Data bases searchable directly on-line or through federal agencies, their contractors, or designated centers;

2. Commercial Data Bases: Government supplied data and available to the public through commercial data base vendors; and

2. Once you are certain of what you need, locate a government agency responsible for that subject. One probably exists. The nationwide offices of the Federal Information Center (FIC), listed in your telephone book under "U.S. Government," exist primarily to help track down appropriate government contacts, programs, agencies, resources, etc. If a FIC number is not listed in your telephone book, contact:

   Federal Information Center Program
   General Services Administration
   18th and F Streets, NW,
   Washington, DC 20405
   (202) 566-1937

   Two helpful directories for locating sources are: Information USA (by Matthew Lesko) and The United States Government Manual, published annually by the U.S. Government Printing Office. Both may be in your library;

3. Unless a government official is a computer specialist, they may "freeze" when you mention the words "computerized data base." To prevent this, tell the official you are looking for information on whatever it is you need. The employee will probably start to give suggestions ... then you can ask if a data base exists. Often the officials have obtained their working data from such a data base, but tend to think in terms of information, not computers;

4. Most government data bases, unless they are commercial vendors, can not be directly accessed by the public due to Privacy Act restrictions. Therefore, be sensitive to the government employee's hesitation about helping get access to the data base. When this happens, explain that you would like to know if the staff could do a search, as you realize there may be restricted material in the data base. This is important. Many federal officials automatically assume you want direct access, and they will deny your request, when in reality a compromise may be possible; and

5. Given the fact that government data contains restricted information, you may be told that a Freedom of Information (FOIA) request is necessary to secure data. Don't panic and drop your request. Simply ask to speak directly with the FOI officer. After explaining your request, they may tell you that an FOI letter is not really necessary. If this is the case, have the FOI officer clear the way to get the materials needed. Sometimes you are asked to submit such a request primarily because a staff person assumes you'll never bother to write the letter, and then be spared a search. Should an FOI letter actually be required, don't despair. The letter is easy to write. Chances are you'll get the information you need (although you will be charged for staff time).

More than 11,000 reports from over 500 U.S. and non-U.S. research publishers are included in the latest edition.

FINDex is an annual service with a midyear supplement. It is produced from a computerized data base of market and industry reports and is continually updated. In addition, you can call the Update-by-Phone Service to inquire whether the data base contains reports more current than those found in print.

FROST & SULLIVAN

Frost & Sullivan, Inc., formed in 1961, is a business research company providing marketing reports to industry. The marketing reports forecast the hardware, services, customers, suppliers, technology, and economics of emerging and established industries.

Frost & Sullivan publishes 200-400-page industry forecasts of European, American, and World markets prepared by industrial consultants. Each report includes a forecast of market size by product, market share by company and by end use, and financial developments. The reports analyze segments of the data processing, telecommunications, office automation, defense, aerospace, chemicals, health, plastics, electronics, automated manufacturing, instrumentation and controls, paper, energy, food, consumer products, and financial services. The reports generally give some market size information and table of contents in the flyer sent to promote the studies.

Frost & Sullivan markets Wall Street Research reports prepared by investment research firms. Frequently up-dated, they focus in detail on individual companies or specialized markets.

The Wall Street Research reports are complementary to Frost & Sullivan's Research reports, and are particularly useful for competitive analysis.

Contact: Frost & Sullivan
106 Fulton Street
New York, NY 10038
(212) 233-1080

GTE TELENET MEDICAL INFORMATION NETWORK

Through the American Medical Association's AMA/NET services, the GTE Telenet Medical Information Network brings a new dimension to the way health care professionals can keep abreast of the latest information.

AMA/NET information services place a wide range of professional resources at fingertips, such as clinical, administrative, and medical practice information as well as references to current medical literature.

- Economics
- Education
- Ethics
- International Relations
- Legislation
- Medical Practice
- Political Science
- Psychology
- Public Health
- Sociology
- Statistics

GUIDE TO U.S. GOVERNMENT PUBLICATIONS

The current edition (1985) is comprised of two volumes, published by DOCUMENTS INDEX, McLean, Virginia.

Volume 1 covers all current agencies as of July 1, 1984, as well as those agencies abolished or changed during the period since January 1, 1980. Also included are the Agency Class Chronology, the Agency Index, and the Title Index (published on an annual basis).

Volume 2 covers agencies abolsihed or changed prior to January 1, 1980 (published every five years).

The basis of the classification is the grouping together of the publications of any government author (the various departments, bureaus, and agencies being considered the authors). In the grouping, the organizational structure of the U.S. Government is followed; i.e., subordinate bureaus and divisions are grouped with the parent organization.

The Superintendent of the Document Classification System was formed in the Library of the Public Documents Department at the turn of the century. Like other classification systems in use for many years, this one has expanded as the federal government has grown, and has changed in some details and methods of use, although still retaining the principals upon which it is based. The System's very complex outline is beyond the scope of this handout. The details are included in the front pages of the Guide.

HEALTHCARE FORECASTING

Healthcare Forecasting specializes in forecasting and planning studies for the pharmaceutical and medical supply industries. The company produces Pharmaceutical PROSPECTS, a multiclient forecasting service, as well as custom studies for clients.

The PROSPECTS service is multiclient which provides 120 forecasts to the year 1995 describing forces for change in the pharmaceutical industry. It covers sales of over 40 therapeutic categories, health statistics, industry performance, retailing, demographics, and health economics. The forecasts are based on historical trends, trend impact analysis, on-going

An Example: Table 54 pertains to diagnositc and other nonsurgical procedures for inpatients discharged from nonfederal short-stay hospitals, according to sex, age, and procedure category: United States, 1979 and 1983 (data are based on a sample of hospital records). A few of the types of procedures included are: CAT scans, spinal taps, contrast myelograms, radioisotope scans, endoscopy of small and large intestines.

IMS AMERICA

IMS data has long been relied upon by the pharmaceutical, hospital, laboratory, and other related areas for accurate information on markets and products. The timely results of their studies are extensively used by industry. For specially defined areas, the results may be valuable in your technology licensing concerns.

Listed below is a short description of some of their services. For more complete information contact:

IMS America Ltd.
Ambler, PA 19002
(215) 643-0400

1. The National Disease and Therapeutic Index (NDTI) is a continuing compilation of statistical information about the patterns and treatment of disease encountered in medical practice in the Continental United States. The vast amount of data available from the physician panel doctor-patient contact reports precludes regular publication of information on all of the variables. Also, there is a multiplicity of cross relationships among these variables that may bear upon client problems. The servces of IMS' analytical staff are available for consultations and to arrange for special computer tabulations not appearing in the standard reports;

2. The U.S. Pharmaceutical Market (Drug Stores) is a continuing monthly report on the volume, in dollars and in units, of ethical pharmaceuticals, proprietary pharmaceuticals, and diagnostic products purchased for resale by retail outlets of the Continental United States;

3. The U.S. Pharmaceutical Market (Hospitals) is a continuing monthly report on the purchases of ethical pharmaceuticals, proprietary pharmaceuticals, and diagnostic products by hospitals in the Continental United States. This audit enables the user to analyze any significant market data based on dollar volume, market snare, and percentage change information. IMS staff specialists prepare customized analyses of the U.S. Hospital Pharmaceutical Market -- and assist clients in obtaining tailored computer tabulations not appearing in the printed reports;

The Semiannual Audit of Laboratory Tests identifies markets by revealing:

- o The kinds of tests employed;
- o The quantity of tests performed by kind; and
- o The relationships among kinds and numbers of tests, and the kinds of facilities that employ them;

11. Feed Additives Market is a continuing quarterly report on the dollars and units of feed additives used in the manufacture of livestock and poultry feeds in the U.S. Market projections included in the reports cover all the major classes of feed additives: antibacterials (antibiotics, nitrofurans arsenicals, etc.), anti-oxidants, hormones, coccidiostats, anthelmintics, phosphates, trace minerals, amino acids, urea, and vitamins. All major channels of distribution whereby these types of products reach the livestock producer are monitored including feed manufacturers, feed dealers, co-op supply stores, poultry integrators, and large cattle feedlots; and

12. The Toiletry and Beauty aids Markets is a continuing monthly report on the projected national volume, in dollars and in units, of toiletries, cosmetics, and beauty aids purchased for resale by retail outlets of the Continental United States. These national projections are estimates of purchases made by drug stores, proprietary stores, proprietary stores, and discount houses.

INFORMATION ACCESS COMPANY

Information Access Company (IAC) is a leading supplier of periodical indexes. They access over 3 million articles from over 2,500 journals, tabloids and newsletters, and 12 newspapers. They are on-line and in microfilm.

Contact: Information Access Company
11 Davis Drive
Belmont, CA 94002
(800) 227-8431

The on-line data bases are:

1. Magazine Index: Covers current affairs, business, education, consumer information, home and leisure activities, performing arts, science, and travel. It also includes information on government relations, journalism, public relations, market research, food and nutrition, and social sciences;

10. Management Contents: Provides current information on a wide variety of business and management topics. Cover-to-cover indexing and abstracts of more than 700 business journals, newsletters, tabloids, proceedings, books, research reports, and self-study courses; and

11. Computer Data Base: Provides information on computers, telecommunications, and electronics. Designed to provide answers to questions regarding hardware, software, peripherals, and high-tech fields such as robotics, satellite communications, and videotex.

The above on-line data bases are also available on Mead Data Control's LEXIS and NEXIS reference service.

IAC makes available full text microfilm services.

BUSINESS INDEX: A unique comprehensive indexing of key journals, including Barron's, The Wall Street Journal, and the business and financial sections of The New York Times: news items, product announcements, mergers, acquisitions, and corporate promotions. To find articles at the push of a button, just press a button and find citations on the easy-to-use automated microfilm viewer.

Each month the library receives a new reel of microfilm, including citations compiled as recently as 10 days ago. Three years are cumulated on one microfilm reel.

INTERNATIONAL DATA CORPORATION

For over 22 years, International Data Corporation (IDC) has been analyzing, tracking, and forecasting those market developments that have propelled both the business and consumer worlds into the information age.

IDC offers a wide spectrum of services and data for the information industry. A couple of areas that may be the most applicable to a technology licensing concern is their Information Systems Research File and the Consulting Group.

By selecting a statistically valid sample from the Information Systems User File, IDC can establish a "research data base" designed to maintain specific information on market share to system penetration. The Research File will gather the specific data necessary to produce market analysis, forecasts, and projections.

IDC offers consulting and custom research capabilities. The Group is a separate division dedicated to solving individual client problems. The staff combines research and strategic planning capabilities with industry experience, offering a knowledgeable perspective in addressing the issues important to its clients.

Contact: International Data Corporation
Five Speen Street
Framingham, MA 10701
(617) 872-8200

MEDLINE (MEDLARS)

The National Library of Medicine (NLM) first began to experiment with on-line bibliographic search services in 1967. Prior to that time, NLM had been using a computerized system for the production of Index Medicus and for individualized "demand searches" of the Index Medicus data base which were processed in batches against the entire file. This computer system, called MEDLARS (Medical Literature Analysis and Retrieval System), had been expanding with the growth of biomedical literature and with the increasing number of demand searches processed. (The term MEDLARS still refers to the entire NLM system.)

Considerable upgrading has taken place to make available MEDLINE (MEDLARS ON-LINE). The first problem to be resolved in developing MEDLINE was to find a better and less expensive communications system. TYMNET and TELENET provided such a system. In 1974, all current citations from Index Medicus and a "special list" of journals were merged into one file: MEDLINE. At that time, the TOXLINE and CHEMLINE data bases were added to the NLM system.

TOXLINE (TOXicology Information On-LINE) contains citations dealing with toxicology, adverse effects of drugs and chemicals, environmental pollution, and industrial health and safety. CHEMLINE is an on-line chemical dictionary for the chemical substances uniquely identified by Chemical Abstracts Service (CAS).

Other data bases are available through the NLM on-line network: CLINPROT (Clinical Cancer Protocols) and RTECS (Registry of Toxic Effects of Chemical Substances); HISTLINE (History of Medicine On-Line), BIOETHICS (the Health Planning & Administration file), and POPLINE (Population Information On-Line).

MEDLINE can be accessed directly with, of course, the proper authorization and also through the DIALOG system (see page 7).

A Service Desk is staffed at NLM to answer questions about the on-line system. The telephone numbers are (301) 496-6193 and (800) 638-8480.

For general assistance contact:
MEDLARS Management Section
Bibliographic Services Division
National Library of Medicine
8600 Rockville Pike
Bethesda, MD 20209

PDS -- PHARMACEUTICAL DATA SERVICE

For particulars contact:
Pharmaceutical Data Services
9060 East Via Linda
Scottsdale, AZ
P.O. Box 52115, Phoenix, AZ
(602) 951-4741

PREDICASTS

Predicasts Terminal System (PTS) is one of the largest on-line sources of business information. Its data bases contain more than four million article summaries, forecasts, and statistical series prepared from over 2,400 international business, trade, defense, and government periodical publications.

PTS offers data on virtually every subject relating to the world of business and industry organized to save the time normally involved in tedious manual research. This electronic library is a good place to start when searching for information related to companies, products, and technologies.

Available from: Predicasts
11001 Cedar Avenue
Cleveland, Ohio 44106
(216) 795-3000

The Predicasts Terminal Systems consists of the following on-line data bases:

Hard copy references are also available in most university libraries covering a wide spectrum of the same information.

1. PROMT

   PROMT (Predicasts' Overview of Markets and Technology) is a most complete on-line data base covering company and product information.

   PROMT is a place to start business research for information on markets, technologies, companies, products, capacities, and other key industry activities.

   Updated weekly. Most of this information is not available from any other single data base;

2. F&S INDEX

   F&S (Funk & Scott) Index offers broad coverage of business subjects. In addition to industries and products, it is unique in its coverage of international companies, business, and financial activities, demographics, government regulation, and economics.

   The F&S Index complements the PROMT file for company and product information, and data bases for other business searches. In addition to trade and business journals, it covers additonal sources -- business and financial newspapers, bank letters, and economic publications;

TIME SERIES (continued)

Each series contains an average of 15 years of data in a readable format.

Updated quarterly, the series are extracted from statistical sources, including U.S. and international publications;

7. MARKETING AND ADVERTISING REFERENCE SERVICE

Marketing and Advertising Reference Service (MARS) offers access to information on advertising and marketing of consumer products and services. MARS provides information on new products and marketing strategies, advertising techniques, and consumer research; and

8. NEW PRODUCT ANNOUNCEMENTS

New Product Announcements (NPA) offers access to the full text announcements of new products and technologies. News releases typically contain the latest new product information and usually include product descriptions, specifications, availability and distribution, applications, market data, and contacts.

Predicasts receives news releases from a broad range of industries and companies. Updates are added weekly.

CATALOG OF PUBLICATIONS OF THE NATIONAL CENTER FOR HEALTH STATISTICS

Data from the surveys and studies conducted by the National Center for Health Statistics are presented in a variety of publications. Many of the reports are part of the Vital and Health Statistics series, which now includes over 500 individual publications grouped into several subseries.

Other Center data are published in Advance Data from Vital and Health Statistics as a means for early release of selected findings from Center surveys. Most Advance Data reports are followed by detailed publications in the Vital and Health Statistics series.

The Center also issues periodicals such as the Monthly Vital Statistics Report. Center data are presented in special publications as well; they are identified as "Other Publications of the National Center for Health Statistics."

Out of print reports can be purchased from the National Technical Information Service (NTIS) in microfiche or hard copy. A listing appears at the end of Part I of the Catalog.

Contact: National Technical Information Service
5285 Port Royal Road
Springfield, VA 22161
(703) 487-4650

R&D DATA BASE HANDBOOK

A worldwide guide to key scientific and technical data bases.

Published by: Technical Insights, Inc.
P.O. Box 1304
Fort Lee, NJ 07024
(201) 568-4744

The listings provide the scope of the data, the producer (address and telephone number), and the related information.

The R&D Data Base Handbook is designed specifically to meet the informational search and retrieval needs of R&D professionals. The Handbook contains listings of science and technology data bases scattered through other data base directories. It is intended to alert the scientist and engineer, as well as the information professional who works with them, to the type of information that is available, to the location of this information, and how to access it. Also, it is not intended as an instruction guide to transform scients and engineers into an on-line information retrieval professional overnight.

SRI INTERNATIONAL

SRI International is a problem-solving organization that provides research and consulting under contract for clients in business and government throughout the world.

For private commerical and industrial clients, SRI engages in management consulting and corporate strategy determination, technoeconomic, market, and operational studies, new product process, and equipment development. A significant percentage of SRI's professional staff have had a number of years of major responsibility in business prior to joining SRI.

Telos Development Corporation was formed to bridge an acknowledged gap inherent in the commercialization process.

Telos combines innovative, commercially viable technologies, many from academic or institutional sources, with entrepreneurial, product-oriented management, and private sector financing to carry out a value added commercialization program. The objective is to develop proprietary technologies to a point where they are essentially ready for subsequent clinical evaluation or commercialization.

Telos' charter is to screen technologies originating from academic, institutional, and other (e.g., commercial) sources, select those with significant commercial potential, organize the development (e.g., product design, animal studies, and clinical trials) required to bring them to the stage of commercial viability, and arrange for commercialization in a manner appropriate to each specific technology and the markets it will serve.

Typical services provided by Telos and relationships formed with partners in the worldwide health care industry include:

1. Development Projects in which Telos organizes, implements, and manages the process of product development from the idea state to animal and human clinical trials as appropriate or desirable;

2. Licensing Arrangements that provide new products in varying stages of development from industrial as well as academic sources;

3. R&D Partnerships to fund and manage development of promising new compounds or technologies under mutually optimized partnership conditions; and

4. Formation of New Companies where appropriate for promising compounds or technologies whose commercial potential is such to justify full commercialization and marketing.

Contact: Telos Development Corporation
95 South Market Street, Suite 300
San Jose, CA 95113
(408) 279-0478

NOTE: This group is not a market research firm but has an extensive background in the medical area ... therapeutic as well as diagnostic. Such a group may have a place in the technology transfer goals of a university licensing group.