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The Pharmaceutical Institute Launches the Largest Single Library of Pharma and Biotech Information & Educational Resources

October 10, 2005

Today marked the launch of the Pharmaceutical Institute (PI), the leading provider of special knowledge for pharma and biotech professionals. The company is building the world's largest library of industry-related information and educational resources. While many resources, such as industry reports, books, and training materials can be found through various sources, the Pharmaceutical Institute is the first and only company providing this breadth and depth of information in a centralized point of access. The company is based in Raleigh, NC.

The Pharmaceutical Institute comprises two key components: the Education Center and the Research Center. The Education Center provides both live and Internet-based applied education, including courses, customized educational programs, and learning infrastructure development services. The Research Center offers both Web-based and live support for clients seeking information relevant to their strategic and operational needs, including books, syndicated market research, and customized research services available through a team of knowledge managers and library scientists. By leveraging the PI's expertise, companies can spend more time productively applying knowledge tailored to their needs and less time searching for knowledge resources.

Dan Blue, Executive Director, has led the development of the Pharmaceutical Institute from the ground up over the past year. Prior to launching the PI, Mr. Blue served in the healthcare investment banking group at Bear, Stearns & Co. Inc in New York.

"Our team worked over several months to survey the universe of available resources and evaluate those most useful to the industry overall. Then we made these resources easily searchable through a single online portal and we've built new resources, such as functional area courses, to meet industry needs," Blue commented. "Our offering fulfills a critical industry need for reliable information that is easily accessible. By leveraging PI's expertise, pharma and biotech companies—as well as those serving the industry—will be able to maximize effectiveness, spending less time searching for information and more time applying it," Blue continued.

The Pharmaceutical Institute was created by Campbell Alliance, the leading management consulting firm specializing in the pharmaceutical and biotechnology industries. Campbell Alliance provides resources and expertise to maximize the Pharmaceutical Institute's effectiveness.

"Through our consulting practices at Campbell Alliance, we've found a lack of centralized information and educational resources available to the pharma and biotech industry. We helped build the Pharmaceutical Institute to bridge this gap, and to provide an invaluable resource for industry professionals," remarked John Campbell, CEO of Campbell Alliance.

To learn more about the Pharmaceutical Institute, visit www.pharmainstitute.com.

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