

Pharmaceutical

SmithKline Beecham

The web medium is an ideal delivery channel for news. Newsletters can bring together business communities that are dispersed around the globe. SmithKline Beecham have been publishing their Research and Development Newsletter since the 1990's. They required an online companion that was searchable and offered an accessible archive.

Verve designed and developed R&D News Online, which is their global journal for Research and Development. The site integrates with a printed newsletter, and offers a back catalogue of 34 issues. The site had to be robust and scalable. We developed a style template and built the first two issues.

Verve advised that online readers prefer less text and bulleted information. The online version of the Newsletter uses edited versions of the news stories with the option of selecting the full text.

The success of any site depends on its upkeep. We trained staff at SmithKline Beecham to update the site. The site is now updated in-house and is being populated with back issues to offer a full archive.

NEWSLETTER HOMEPAGE



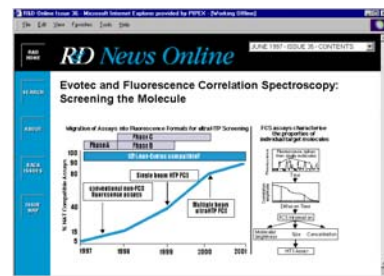
NEWSLETTER CONTENT



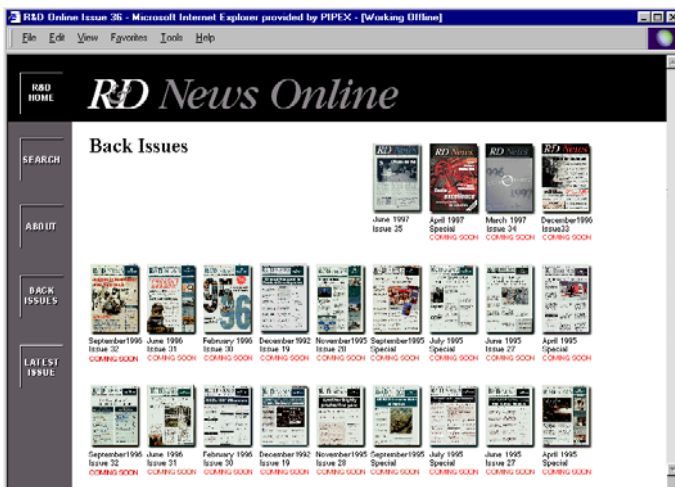
NEWSLETTER HOMEPAGE



NEWSLETTER CONTENT



NEWSLETTER BACK ISSUES



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SmithKline Beecham appointed Verve to help them develop a process chart for Research and Development. Scientists use the R&D process to determine lead times for the development of new products. The process had previously been made available as a printed chart. This was a complicated reference with limitations.

Verve had already worked with SmithKline Beecham to produce an online newsletter for R&D at Harlow. We were asked to make the R&D process available online. This would make it accessible at all times.

The R&D process is not a linear route and can be likened to Snakes and Ladders. There are often setbacks encountered on the route to developing a product. The online chart had to be clear and intuitive to use.

We suggested the analogy of a tube map. Zones are used to denote phases in the process and stations to pinpoint actions. The approach lifts the subject matter without trivialising the content.

RESEARCH AND DEVELOPMENT PROCESS ROUTE

Microsoft Internet Explorer
File Edit View Favorites Tools Help

Key to R&D Process

- Process Stage
- Decision Point
- ▬ Process Phase
- ▬ Process Route

Determine feasibility of testing hypothesis practically
Functions involved:

- Chemical and Cellular Sciences
- Biopharmaceutical R&D
- Pharmaceutical Sciences
- Neurosciences
- Microbiology
- Bioinformatics

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Formulate Hypothesis Decision Point Determine Feasibility Decision Point Test Hypothesis Dec Po

Exploratory Research Phase 6-18 Months Feasibility Study 6-24 months Fe

RESEARCH AND DEVELOPMENT PROCESS

