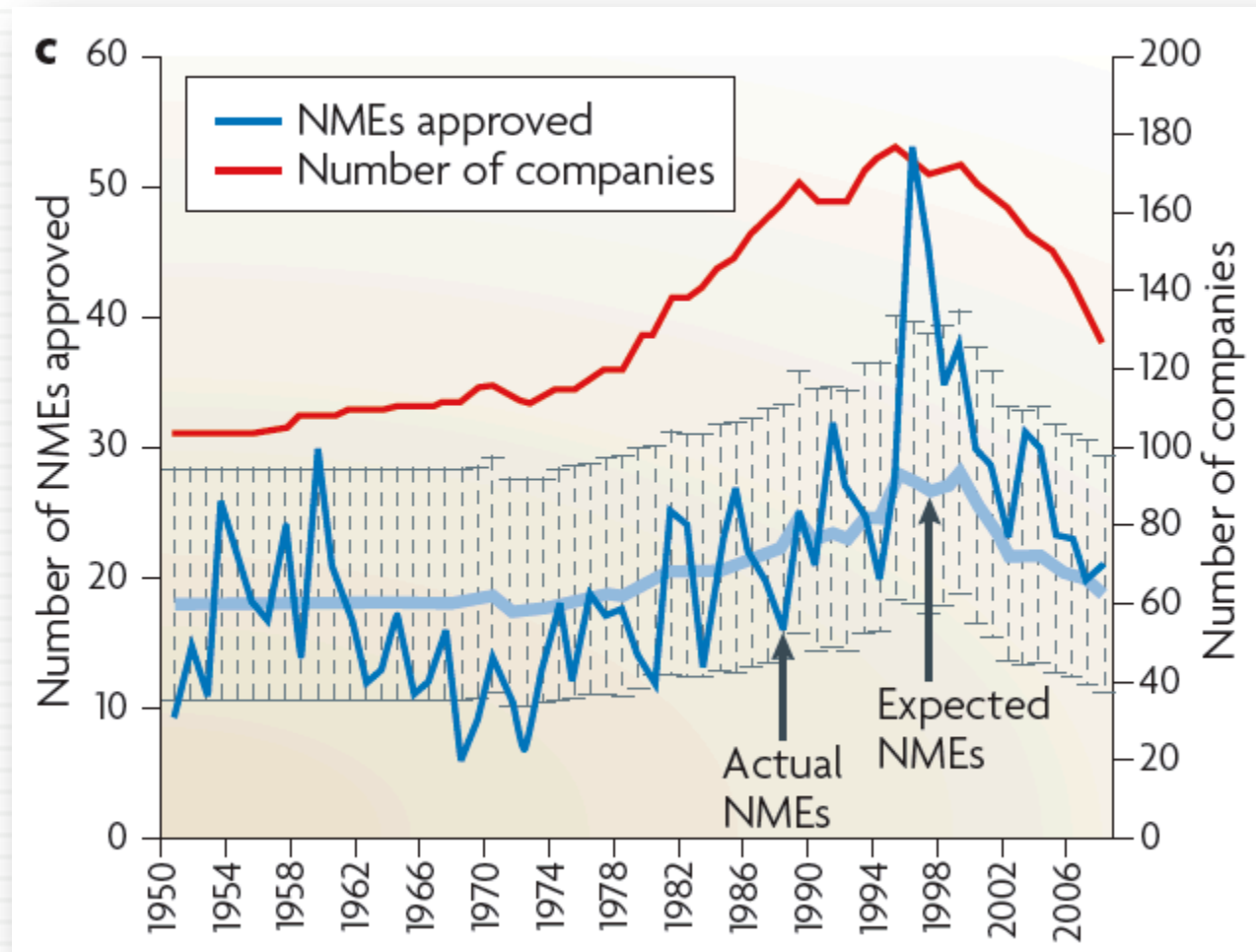


Welcome to CSHALS 2010

The 3rd International Conference on Semantics in
Healthcare and Life Sciences



Why Are We Here?



From Munos, 2009, Lessons from 60 years of pharmaceutical innovation. *Nature Reviews* 8 (2009): 959-968.

The Real Product of Pharma R&D

Drug Facts

Active ingredient (in each tablet)	Purpose
Chlorpheniramine maleate 2 mg	Antihistamine

Uses temporarily relieves these symptoms due to hay fever or other upper respiratory allergies:
■ sneezing ■ runny nose ■ itchy, watery eyes ■ itchy throat

Warnings
Ask a doctor before use if you have
■ glaucoma ■ a breathing problem such as emphysema or chronic bronchitis
■ trouble urinating due to an enlarged prostate gland

Ask a doctor or pharmacist before use if you are taking tranquilizers or sedatives

When using this product
■ You may get drowsy ■ avoid alcoholic drinks
■ alcohol, sedatives, and tranquilizers may increase drowsiness
■ be careful when driving a motor vehicle or operating machinery
■ excitability may occur, especially in children

If pregnant or breast-feeding, ask a health professional before use.
Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.


Directions

adults and children 12 years and over	take 2 tablets every 4 to 6 hours; not more than 12 tablets in 24 hours
children 6 years to under 12 years	take 1 tablet every 4 to 6 hours; not more than 6 tablets in 24 hours
children under 6 years	ask a doctor

Other information store at 20-25° C (68-77° F) ■ protect from excessive moisture

Inactive ingredients D&C yellow no. 10, lactose, magnesium stearate, microcrystalline cellulose, pregelatinized starch

So?



If our product is information,
then *we must innovate in
information technology.*

Innovation: Semantic Technologies



- CSHALS is about being practical
 - Faster
 - “Schemaless;” no silos; Linked Data
 - Cheaper
 - Time is money; standards and open source
 - Better
 - Semantics provide meaning

Thank You to Our Logistical Organizers



- **Steven Leard**, ISCB Conferences Director
- **BJ Morrison McKay**, ISCB Executive Officer

CSHALS Organizing Committee



- **Mike Bevil**, Merck & Co.
- **Lee Feigenbaum**, Cambridge Semantics
- **Joanne Luciano**, Predictive Medicine, Inc.
- **Eric Neumann**, Clinical Semantics Group
- **Ted Slater**, Boehringer Ingelheim Pharmaceuticals
(Conference Chair)

Using Wireless Internet



- Join the WiFi network “Sonesta Function”
- Use the password “cshal” (no ‘s’ at the end!), all lower case.
- You may have to browse to a “generic” website, like <http://www.google.com/>, in order to arrive at the sign-in page

The Revolution Will Be Live-Blogged



Read and contribute to the CSHALS 2010 live (micro) blog on 

<http://friendfeed.com/cshals-2010>

Tweeting?



Use the **twitter**[™] tag **#cshals**.



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