

EHS Connection

Effective Collaboration on a Budget

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The Wyeth logo is displayed in a large, bold, red serif font, positioned in the bottom right corner of the slide.

Agenda

- **Wyeth Overview**
- **Situation**
- **Options**
- **Solution**
- **Results**

Key Themes

- **Collaborate for a very reasonable investment (time and money)**
- **Leverage linkages**
- **Take a multi-channel approach**
- **Take some chances**
- **See the value in each interaction**

Wyeth Overview (wyeth.com)

- **World-class, research based pharmaceutical company**
- **2004 sales = ~\$17 billion**
- **Major products**
 - ▶ Effexor – anti-depressant
 - ▶ Enbrel – rheumatoid and other types of arthritis
 - ▶ Prevnar – pneumococcal vaccine
 - ▶ Protonix – proton pump inhibitor
 - ▶ Women’s health products – OC and HRT
 - ▶ Zosyn – antibiotic for serious infections
 - ▶ Consumer products – Advil, Alavert, Centrum, Chap Stick, Dimetapp, Robitussin
- **50,000+ employees in over 100 countries**
- **90 “Significant” locations**

Wyeth Overview (wyeth.com)

- **Major Divisions**

- ▶ Wyeth Pharmaceuticals
- ▶ Wyeth Research and Development
- ▶ Wyeth Consumer Healthcare
- ▶ Fort Dodge Animal Health

- **Approximately 200 EHS professionals globally**

- **EHS microsite on wyeth.com – www.wyeth.com/ehs**

Situation

- **EHS Strategic Plan - Team EHS pillar**
 - ▶ The right people in the right places doing the right things
 - ▶ Focus on building and maintaining the team
- **Original Project Scope** - Complete a list of EHS professionals, their CVs and areas of expertise
- **Key Scoping Question** - Are people really just looking for an expert or are they looking for resources to solve a problem they are working on?
- **Business Requirements Drivers**
 - ▶ Connect people with people
 - ▶ Connect people with information
 - ▶ Reuse information in a 1:n manner
 - ▶ Communicate more effectively

Situation

- **Other Drivers**

- ▶ Wyeth's Values (www.wyeth.com/about/mission.asp) - Collaboration
- ▶ EHS Business Process Management Framework
- ▶ User acceptance
 - Ease-of-use
 - Integrated with e-mail
 - Non-intrusive

Options

- **Commercial Software**

- ▶ Emerging space
- ▶ Generally smaller players
- ▶ Interesting technology/approaches
- ▶ Budget cuts took this off the table

- **Now what?**

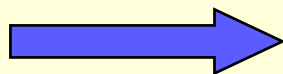
- ▶ Wyeth Web Development Center using a discussion forum as a knowledgebase for developers and code library
- ▶ Open source
- ▶ Virtually free
- ▶ Discussion forum, email integration, lightweight profiling, forum search, application administration

Solution - EHS Connection Was Born

Out-of-the-box

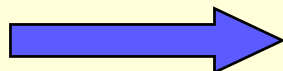
End Product

Lightweight profile



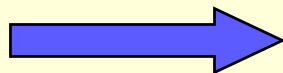
2 Profile options - non-EHS (short) and EHS (detailed)

Discussion forums

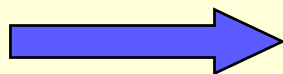


As-is

Discussion forum search



As-is



New - Expert search

Email integration

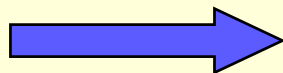


As-is

Application sign-on -
username and password



Integrated with intranet SSO



New - Communication
distribution module

Demo

Wyeth

Outcomes

Better Aim?

- Too many forums
- Forum organization - do we have the right groupings? Does it matter?
- Not all EHS professionals registered
- Better way of identifying when users leave Wyeth or EHS
- Federated search from EHS intranet site

On Target

- Easy to use
- Connecting people with people
- Connecting people with information and reusing
- Email notifications “reach out”
- Cost effective
- Easy to monitor - forum moderators and admin
- Leveraged 5 times by other functions
- Positive feedback

Key Themes