



**Generation Open**

# Open Access Publishing

## Digital Repositories



<http://uknowledge.uky.edu/>

# Effectively Managed Author Rights



# **Local, National and International Open Access Policies**



# How does this change research?



# What about federal funding?





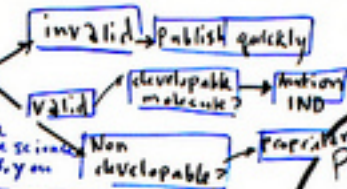






Proposal  
Private-Public  
Novel molecules  
take to patients  
Open IP

Pre-competitive efforts  
will catalyze competitive ones



Modeling & simulation  
is key for success

Massive experiments  
too costly

Patients will  
help  
recruit  
for trials

Unprecedented  
input from  
regulators

Were Academic  
We give everything  
away

The best people  
want  
to work for us

NEW MODEL TO REDUCE  
WASTE IN CLINICAL DEV

OPEN ACCESS  
COLLABORATION

Drug discovery  
is high risk

Post-research  
Publish quickly

JQ1 inhibits tumors

250 labs

We pay our  
academics nothing

JMJD3 inhibits TNF release  
kills breast cancer cells  
And more

USING MODELING &  
SIMULATION AS A  
DISRUPTIVE  
QUANTITATIVE  
TOOL

NOVARTIS

- BIO
- PHARMACOLOGY
- Modelers in same group
- SASS team

Modeling across  
every activity



This failure  
is dulbeated

It's immoral, ineffective to work in  
secret & in parallel

FDA  
Response  
Viruses  
Regulators  
etc looking



Human Relationships  
cluster leaders  
Interpersonal communication  
Training

- not familiar to Physicists
- Focus on knowledge integration
- Focuses quant. decision making
- drives transparency of assumptions
- Structures decisions
- Hard to execute due to special skills



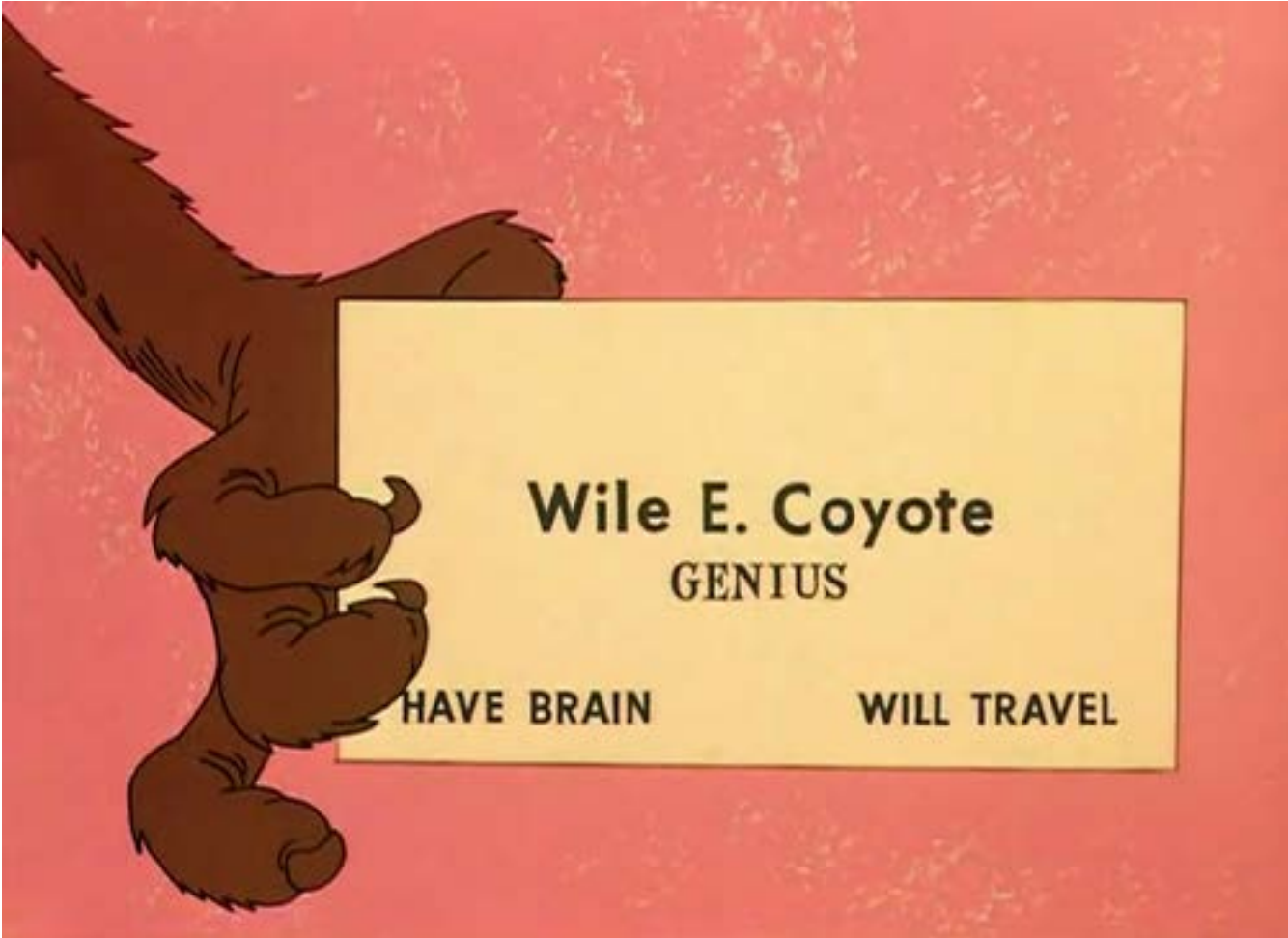
- Flat
- efficient
- Cross functional
- Client focused

We do our  
modeling in house.  
It's cheaper.

Current Model  
Exploratory → confirm-  
atory

Modeling  
Snowball  
Knowledge





**Wile E. Coyote**

**GENIUS**

**HAVE BRAIN**

**WILL TRAVEL**

