

**COLLABORATION TO PROMOTE LEARNING AND CONTINUING PROFESSIONAL EDUCATION:
THE GIDIF, RBM EXPERIENCE**

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GIDIF,RBM is the acronym for Italian Group of Documentalists working in the Pharmaceutical Industry and Biomedical Research Institutes. GIDIF,RBM is a no-profit trade association whose aims are to promote, update, and extend the professional skills, knowledge, deontology, and ethics of health information professionals.

Five members of the Pharmaceutical Industry and one from the University of Milan, Faculty of Pharmacy, founded GIDIF,RBM in the Mid-80's, when new job skills in biomedical information area began to be required.

GIDIF,RBM plays a constant and precise role in spreading new technologies and trains members to evaluate and use them properly. Since 1985 GIDIF,RBM has been organising annual congresses and workshops in which expert speakers are invited to present and discuss hot topics and explore new venues.

The collaboration between colleagues coming from different milieux —academies, pharmaceutical industries, hospital and biomedical research institutes — has been very positive. We have faced transverse topics to match the emerging professional profiles and the new trends and needs in searching, selecting and delivering information; in evaluating new information sources, especially with the coming of the “*internet age*”; and in marketing and communicating our services.

GIDIF,RBM, in its role of continuing professional education and promotion of health information professionals, participated in the Italian CERTIDOC start-up. Working with other Italian information professional associations such as AIDB for patent, IAML for music, and AIDA for documentation, GIDIF,RBM is engaged in the recognition of our profession.

Taken together, all these activities provide evidence of the effort we have made to spread knowledge on the job evolution. Therefore, GIDIF,RBM can be read also as **Good Information is Development and Investment for the Future** of health information professionals.