

# Who is Making the Biggest Splash?

Thomson Scientific Reviews the Leading Sources of Information on Medical Research



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MANAGEMENT

Expert, measured insight into organizations that helped to shape professional opinions on drugs and therapies during December 2006 to February 2007.

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The international pharmaceutical industry is among the most important sponsors of scientific research, so it is understandable that some of the most widely published authors of scientific articles are affiliated with, or sponsored by, pharmaceutical companies.

In this quarterly review of the scientific literature on drugs and therapies, Thomson Scientific has assessed the quantity and quality of the materials published by pharmaceutical companies, research institutions and other non-commercial bodies in the last three months to identify which organization has made the biggest splash.

## About the *Thomson Message Mapping System*<sup>SM</sup>

The *Thomson Message Mapping System* provides focused analyses of influential scientific information to assist brand managers, publication planners, and competitive intelligence department to make informed decisions based on independent assessments of these sources.

## About *Thomson Pharma*<sup>®</sup>

*Thomson Pharma* was developed to help pharmaceutical companies make better decisions faster. It integrates information from Thomson Scientific, including the *Thomson Message Mapping System*, with information from other Thomson sources, including the Financial, Healthcare and Legal and Regulatory groups. *Thomson Pharma's* core content areas include drug information, intellectual property data, literature and news, company data, chemical information, sequence data and drug target information, enhanced with value-added content resources and powerful search tools.

## Our findings

Yet again this quarter, GlaxoSmithKline (GSK) tops the chart. Researchers affiliated with the firm issued 125 articles, abstracts or scientific posters between December 2006 and February 2007, more than doubling the 53 identified in the previous quarter. The quality of those articles was enough to continue GSK's prime position in terms of the impact it has made.

### The organizations that have made the biggest impact in the leading sources of information on medical research (December 2006-February 2007)

Sponsor	Number of Sources <sup>1</sup>	Thomson Source Score (%) <sup>2</sup>	Thomson Institutional Recognition Score <sup>2</sup>	Ranking During Previous Quarter
GlaxoSmithKline	125	80	10000	1
AstraZeneca	121	79	9559	3
Merck	121	74	8954	6
Pfizer	100	80	8000	5
Eli Lilly	102	78	7956	4
Bristol-Myers Squibb	89	76	6764	12
Novartis	73	76	5548	2
National Institute of Mental Health	51	79	4029	7
Boehringer Ingelheim	43	78	3354	NR <sup>3</sup>
Sankyo	42	70	2940	10
Janssen	37	76	2812	NR <sup>3</sup>
Wyeth	34	78	2652	8
Sanofi-Aventis	30	79	2370	NR <sup>3</sup>
Schering	28	83	2324	NR <sup>3</sup>
Sepracor	25	84	2100	NR <sup>3</sup>

Notes:

- 1 These analyses span the more than 25 active therapeutic areas currently covered by the *Thomson Message Mapping System*<sup>SM</sup>
- 2 For the meanings of these terms, see methodology on page 4
- 3 Not ranked in the top-tier last quarter

## Commentary

Big Pharma continues to feature prominently in our rankings: the first seven entries on the list are among the world's leading pharmaceutical companies. The quality of the literature backed by Schering, GlaxoSmithKline and Pfizer has been particularly high, with Thomson Source Scores of 80% or greater.

Of note are the smaller, more focused companies that have also made their mark. While the volume of their publication activity was lower than that of Big Pharma, Sepracor achieved the highest average Thomson Source Scores for their publications of all the companies on our chart.

The National Institute of Mental Health (NIMH, one of the 27 research centres operating under the umbrella of the NIH) sponsored an impressive 51 articles and abstracts during this period with an average Thomson Source Score (79%) that rivals that of Big Pharma.

As in the past, we have taken our analysis a stage further by comparing the Thomson Source Score for all the articles, abstracts and scientific posters sponsored by the pharmaceutical industry with the Scores for those sponsored by individuals, research institutes or other non-commercial organizations. Between December 2006 and February 2007, the Thomson Source Score for the literature sponsored by non-commercial bodies was 72%, compared with 76% for that sponsored by the industry. Because of the large numbers of articles reviewed during this quarter (847), this difference in average quality score was highly statistically significant, in favour of articles supported by the pharmaceutical industry.

## Our methodology

Clearly, no healthcare professional has enough time to review all the information that comes his or her way – in the form of medical journals containing thousands of articles, and abstracts or conferences at which researchers present their findings – but some publications and scientific posters carry more weight than others.

Thomson Scientific has developed a systematic means of identifying this key subset of resources with the *Thomson Message Mapping System*<sup>SM</sup> (*TMMS*). The *TMMS* applies inclusion criteria to identify the articles, abstracts and posters most likely to shape professional opinions about particular drugs and therapies.

Through the methodologies of the *TMMS*, Thomson Scientific can also evaluate the quality of the material included in its analyses:

1. Thomson Scientific assesses each article, abstract and poster in terms of its scientific content, the appropriateness of the methods used by the investigators and how well the information has been presented.
2. Thomson Scientific assigns each study a score (called the Thomson Source Score) ranging from 0% to 100%. 70% or more generally indicates a well written, thoughtfully designed, scientifically-valid study.

This unique model has been independently tested on a wide range of clinicians to ensure that it reflects the ways in which they think and assess the value of the information they receive.

In this way, Thomson Scientific can analyse both the quantity and the quality of the scientific information being published. It can also analyse the activities of individual companies or research institutions. This is done by identifying the number of articles, abstracts and posters they have sponsored in key journals and at key conferences which meet the assessment criteria, and then calculating the average Thomson Source Score for all these materials.

However, the impact a particular organization makes on the healthcare community is likely to be a product of both the *quantity* and the *quality* of the publications it issues. Thomson Scientific has therefore multiplied the number of each organization's published articles, abstracts and posters in our system by the average Thomson Source Score for those materials. The resulting *Thomson Institutional Recognition Score* provides an objective, quantitative measure of the impact the organization has made, and is used as the basis for the rankings in this document.

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