

PHARMA  
MATTERS

# WHO'S MAKING THE BIGGEST SPLASH?

**Thomson Scientific's expert review** of the organizations that are helping to shape professional opinions on drugs and therapies, using the unique insights of the *Thomson Message Mapping System*<sup>SM</sup>.



## Section I: Introduction

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.

## Section II: Our findings

Overall, there has been little movement this quarter—though the placings change, our list contains the same top 10 as last quarter. Novartis has, however, finally dropped from the pole position it held in the last two quarters to 6th place.

With a *Thomson Institutional Recognition Score* of 5621, Bristol-Myers Squibb tops the list, though this trails behind the heady activity of the first quarter of the year, when GlaxoSmithKline notched up 125 sources for a *Thomson Institutional Recognition Score* of 10000 and both AstraZeneca (9559), Merck (8954), Pfizer (8000) and Eli Lilly (7956) had outstanding Scores.

The Organizations that have made the biggest impact in the leading sources of information on medical research (October–December 2007)

Rank	Sponsor	Number of Sources <sup>1</sup>	Thomson Source Score (%) <sup>2</sup>	Thomson Institutional Recognition Score <sup>2</sup>	Ranking During Previous Quarter
1	Bristol-Myers Squibb	73	77	5621	5
2	Eli Lilly	72	75	5400	2
3	Pfizer	67	76	5092	6
4	GlaxoSmithKline	65	75	4875	4
5	AstraZeneca	61	75	4575	3
6	Novartis	57	73	4161	1
7	sanofi-aventis	58	71	4118	7
8	Novo Nordisk	54	73	3942	10
9	Merck	44	72	3168	8
10	National Institutes of Health (US)	47	67	3149	9
11	Takeda	40	78	3120	11
12	Wyeth	27	74	1998	NR <sup>3</sup>
13	Genentech, Inc	27	71	1917	NR <sup>3</sup>
14	Amylin Pharmaceuticals	21	76	1596	13
15	Amgen	21	72	1512	NR <sup>3</sup>

### Notes:

- 1 These analyses span the more than 30 therapeutic areas currently covered by the *Thomson Message Mapping System*<sup>SM</sup>
- 2 For the meanings of these terms, see methodology on the next page
- 3 Not ranked in the top-tier last quarter

## Section III: Commentary

We continue to observe the generally robust nature of the scientific materials published in the leading information resources that healthcare professionals read. Our analyses continue to find that many pharmaceutical companies and research institutions convey their scientific results in a comprehensive and thoughtful manner.

As we've seen consistently in *Who is Making the Biggest Splash?*, Big Pharma continues to feature prominently—the world's leading pharmaceutical companies represent all our top entries except for the US National Institutes of Health, while the only biotechnology company is Amylin Pharmaceuticals, 14th on our list. The top 10 placings are evenly split between US- and EU-based companies, while only one Japanese company breaks the hold of these regions on our listings.

As a general assessment parameter, *Thomson Source Scores* of 70% or greater represent well-written articles based on solid science. Of note this quarter is that every pharmaceutical company on our list exceed this quality marker.

The National Institutes of Mental Health, one of the 27 research centers operating under the umbrella of the US National Institutes of Health, sponsored 47 articles that met our criteria for assessment. However, the organization's average *Thomson Source Score* (67%, up from 63% last quarter) again trailed slightly behind that of Big Pharma. This is especially surprising given the 82% average score observed for the Institutes during the fourth quarter of 2006.

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 October 2007 and December 2007, the *Thomson Source Score* for the literature sponsored by non-commercial bodies was 71%, compared with 75% for that sponsored by the industry. Although this difference is almost identical to that of the previous quarter, because of the exceptionally large number of articles analyzed during this quarter (3564, up from 1045), this difference in average quality score was highly statistically significant, in favor of articles supported by the pharmaceutical industry.

## Section IV: 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 analyze both the quantity and the quality of the scientific information being published. It can also analyze the activities of individual companies or research institutions. This is done by first identifying the number of articles, abstracts and posters they have sponsored in key journals and at key conferences which meet the assessment criteria. We then calculate 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.

### How the *Thomson Message Mapping System* works

The *TMMS* applies inclusion criteria to identify the articles, abstracts and posters most likely to shape professional opinions about particular drugs and therapies. In addition, Thomson Scientific uses the methodologies of the *TMMS* to 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%. 80% or more generally indicates a well written, thoughtfully designed, scientifically-valid study.

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

## About 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.

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