

Who is Making the Biggest Splash?

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BRAND
MANAGEMENT

Thomson Scientific Reviews the Leading Sources of Information on Medical Research

Expert, measured insight into organizations that helped to shape professional opinions on drugs and therapies during September to November 2006.

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*SM

The *Thomson Message Mapping System* is a unique strategic and tactical tool designed by Thomson Scientific to assist global pharmaceutical companies. By independently assessing the potential impact of published scientific information on the clinical practices of healthcare professionals, it can help brand managers, publication planners and competitive intelligence departments to make faster, more informed decisions.

About *Thomson Pharma*SM

Thomson Pharma integrates information from across the range of solutions offered by Thomson Scientific, including the Financial, Healthcare and Legal and Regulatory groups, to create a single inclusive workflow solution for all stages of drug discovery, development and marketing. Its core content areas include drug and chemical data, intellectual property, literature and news, and competitive intelligence, enhanced with powerful search tools. Additional add-on modules expand the scope of *Thomson Pharma* further into brand management (incorporating the *Thomson Message Mapping System*), generic drugs and regulatory affairs.

Our findings

For the second quarter in a row, GlaxoSmithKline (GSK) is top of the chart. Researchers affiliated with the firm issued 53 articles, abstracts or scientific posters between September and November 2006, even more than the 34 in the previous quarter. The quality of those articles was enough to continue GSK's prime position in terms of the impact it made.

The organizations that have made the biggest impact in the leading sources of information on medical research (September–November 2006)

Sponsor	Number of Sources ¹	Thomson Source Score (%) ²	Thomson Institutional Recognition Score ²	Ranking During Previous Quarter
GlaxoSmithKline	53	80	4240	1
Novartis	41	74	3034	12
AstraZeneca	38	79	3002	2
Eli Lilly	38	76	2888	3
Pfizer	36	79	2844	4
Merck	36	73	2628	6
National Institute of Mental Health	23	82	1886	10
Wyeth	20	78	1560	NR ³
Lundbeck	15	81	1215	NR
Sankyo	17	70	1190	NR
Millennium Pharmaceuticals	13	86	1118	NR
Bristol-Myers Squibb	13	78	1014	5
Celgene Corporation	12	84	1008	NR

Notes:

- 1 These analyses span the more than 20 active therapeutic areas currently covered by the *Thomson Message Mapping System*SM
- 2 For the meanings of these terms, see methodology on page 4
- 3 Not ranked in the top-tier last quarter

Commentary

Predictably, Big Pharma features prominently again this quarter: the first six entries on the list are among the world's leading pharmaceutical companies. The quality of the literature backed by GlaxoSmithKline and Lundbeck has been particularly high, with Thomson Source Scores of more than 80%.

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, Millennium Pharmaceuticals and Celgene Corporation 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 23 articles during this period with an average Thomson Source Score (82%) that also exceeded 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 September and November 2006, the Thomson Source Score for the literature sponsored by non-commercial bodies was 76%, compared with 78% for that sponsored by the industry. Unlike the previous quarter, where the results were highly in favour of information sponsored by the pharmaceutical industry, this quarter the difference was not statistically significant.

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 have good grounds for saying what they say, and say it rather well.

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*SM (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 by:

1. Identifying the number of articles, abstracts and posters they have sponsored in key journals and at key conferences which meet the assessment criteria
2. 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.

About the Thomson Corporation

The Thomson Corporation (thomson.com) is a global leader in providing essential electronic workflow solutions to business and professional customers. With operational headquarters in Stamford, Conn., Thomson provides value-added information, software tools and applications to more than 20 million users in the fields of law, tax, accounting, financial services, scientific research and healthcare. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC).

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