

Who is Making the Biggest Splash?

Thomson Scientific Reviews the Leading Sources of Information on Medical Research



BRAND
MANAGEMENT

Expert, measured insight into organizations that helped to shape professional opinions on drugs and therapies during April to June 2007.

THOMSON Pharma[®]

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* 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*[®]

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

This quarter Novartis gained pole position in our analysis, knocking GlaxoSmithKline off the top spot for the first time in the last year. Researchers affiliated with the firm issued 82 articles, abstracts or scientific posters between April and June 2007, more than the 73 identified in the previous quarter. The company maintained its solid Thomson Source Score of 76. In addition, three of the other organizations at the top of our list (AstraZeneca, GlaxoSmithKline and Eli Lilly) were also in the top five last quarter.

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

Sponsor	Number of Sources ¹	Thomson Source Score (%) ²	Thomson Institutional Recognition Score ²	Ranking During Previous Quarter
Novartis	82	76	6232	7
AstraZeneca	67	79	5293	2
Eli Lilly	62	77	4774	5
GlaxoSmithKline	64	74	4736	1
Bristol-Myers Squibb	53	76	4028	6
Pfizer	55	73	4015	4
National Institute of Health	43	66	2838	NR ³
Merck	34	79	2686	3
Janssen-Cilag	33	80	2640	11
sanofi-aventis	34	75	2550	13
Novo Nordisk	16	79	1264	NR
Takeda	18	68	1224	NR
National Institute of Mental Health	16	76	1216	8
Boehringer Ingelheim	16	73	1168	9
Abbott Laboratories	16	66	1056	NR

Notes:

- 1 These analyses span the more than 30 therapeutic areas currently covered by the *Thomson Message Mapping System*SM
- 2 For the meanings of these terms, see methodology on page 5
- 3 Not ranked in the top-tier last quarter

Commentary

Predictably, Big Pharma features prominently again this quarter—they represent all our entries except for the two US National Institutes of Health. The first six entries in the list are among the world’s leading pharmaceutical companies. This is a change from previous quarters when at least one discovery or biotechnology company was represented, but is indicative of our findings for the last year as a whole.

Comparison of top positions in the last year, in order of highest overall listing

Sponsor	June–August 2006	September – November 2006	December 2006 – March 2007	April–June 2007
GlaxoSmithKline	1	1	1	4
AstraZeneca	2	3	2	2
Eli Lilly	3	4	5	3
Pfizer	4	5	4	6
Novartis	12	2	7	1
Merck	6	6	3	8
Bristol-Myers Squibb	5	12	6	5
National Institute of Health	11	7	NR	7
Boehringer Ingelheim	7	NR	9	14
sanofi-aventis	13	NR	13	10

As a general assessment parameter, Thomson Source Scores of 80% or greater represent well-written articles based on solid science. While several companies approach this value, none of the companies in the top 15 list this quarter exceeded the 80% mark.

The National Institute of Mental Health, one of the 27 research centers operating under the umbrella of the US National Institutes of Health, sponsored 16 articles that met our criteria for assessment, a substantial decrease from the 51 articles and abstracts during the previous quarter. The organization’s average Thomson Source Score (76%) was similar to that of Big Pharma. Of interest was the comparatively weak Thomson Source Score for materials sponsored by the US National Institutes of Health itself (66%), which was among the lowest scores for the quarter.

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 April 2007 and June 2007, the Thomson Source Score for the literature sponsored by non-commercial bodies was 71%, compared with 76% for that sponsored by the industry. Because of the large numbers of articles reviewed during this quarter (830), this difference in average quality score was highly statistically significant, in favor of articles supported by the pharmaceutical industry.

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 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 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 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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