



**PHARMA
MATTERS**

WHO'S MAKING THE BIGGEST SPLASH?

JANUARY–MARCH 2008

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*SM.



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 Reuters 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.

For more information on the
Thomson Message Mapping System, visit
scientific.thomsonreuters.com/products/tmms
or email **ts.pharma@thomsonreuters.com**

Our findings

The organizations that have made the biggest impact in the leading sources of information on medical research (January–March 2008).

Rank	Sponsor	Number of Sources ¹	Thomson Source Score (%) ²	Thomson Institutional Recognition Score ²	Ranking During Previous Quarter
1	Eli Lilly	62	76	4712	2
2	sanofi-aventis	50	75	3750	7
3	Novartis	50	74	3700	6
4	Bristol-Myers Squibb	39	73	2847	1
5	GlaxoSmithKline	37	75	2775	4
6	Pfizer	37	75	2775	3
7	AstraZeneca	34	77	2618	5
8	National Institutes of Health	28	69	1932	10
9	Roche	24	78	1872	NR ³
10	Merck	20	75	1500	9
11	Shire Pharmaceuticals	17	83	1411	NR ³
12	Novo Nordisk	17	69	1173	8
13	Takeda	15	77	1155	11
14	Janssen-Cilag	13	82	1066	NR ³
15	Centocor	15	68	1020	NR ³

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 **Our methodology** section
- 3 Not ranked in the top-tier last quarter

Commentary

As we've seen consistently in *Who's 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. The top 10 placings are evenly split between US- and EU-based companies.

As usual, we see the same organizations jostling for the top spot in our list. Only Roche has made inroads into the top 10 this quarter, while Takeda has dropped out of it. With a Thomson Institutional Recognition Score of 4712, Eli Lilly tops the list, though this trails far behind the 10000 notched up by GlaxoSmithKline a year ago.

As a general assessment parameter, *Thomson Source Scores* of 75% or greater represent well-written articles based on solid science. During this quarter, 10 of our top 15 organizations reached or exceeded this score. This is among the highest proportion of high-scoring companies of any quarter so far.

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 January and March 2008, the *Thomson Source Score* for the literature sponsored by non-commercial bodies was 72% (325 articles), compared with 76% (543 articles) for that sponsored by the industry. The difference in average quality score is highly statistically significant, in favor of articles supported by the pharmaceutical industry, and the average score for pharma-support articles exceeded our standard of 75% for a well-written article.

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 Reuters has developed a systematic means of identifying this key subset of resources with the *Thomson Message Mapping System*. This applies inclusion criteria to identify the articles, abstracts and posters most likely to shape professional opinions about particular drugs and therapies.

Through these methodologies, Thomson Reuters can also evaluate the quality of the material included in its analyses:

1. Thomson Reuters 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 Reuters assigns each study a score (called the *Thomson Source Score*) ranging from 0% to 100%. 75% 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 Reuters 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 Reuters 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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WHO IS MAKING THE BIGGEST SPLASH

Reviews the leading sources of information on medical research.

ABOUT THE THOMSON MESSAGE MAPPING SYSTEMSM

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 the Scientific business of Thomson Reuters, including the *Thomson Message Mapping System*, with information from other Thomson Reuters 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 and deals data, chemical information, sequence data and drug target information, enhanced with value-added content resources and powerful search tools.

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Our Scientific knowledge and information is essential for drug companies to discover new drugs and get them to market faster, for researchers to find relevant papers and know what's newly published in their subject, and for businesses to optimize their intellectual property and find competitive intelligence.

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Eoin Bedford
Phone: +44 20 7433 4691
Email: eoin.bedford@thomsonreuters.com

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For further information, please contact
your regional Scientific head office

Americas

Phone +1 800 336 4474
+1 215 386 0100

Europe, Middle East and Africa

Phone +44 20 7433 4000

Japan

Phone +81 3 5218 6500

Asia Pacific

Phone +65 6879 4118

scientific.thomsonreuters.com/contact

