

## **The rise and rise of Thomson Pharma: the new model for pharmaceutical and biotechnology information**

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*Thomson Pharma broke new ground in January by giving customers web-based access to integrated scientific, patent, healthcare and financial content from across the spectrum of Thomson businesses. The success of this solution within the industry can be attributed to close consultation with customers throughout the development process, and to the powerful content and expertise available within Thomson.*

### **Building the new model**

The development of *Thomson Pharma* grew from the recognition that Thomson held extensive, powerful pharmaceutical and biotechnology information within separate databases, representing different points in the drug development pipeline. This information was highly valued by different customers, often within the same organizations, but required multiple subscriptions to access it, with inconsistent search and retrieval methods. The Thomson vision was to give customers a single interface for all these databases, backed up with analysis and collaboration tools that would empower them to work faster and smarter. By enabling a new way of information access and sharing, we would help our customers innovate and attain outstanding research and business results.

Development started in 2003 with the employment of consultants to canvass the opinions of information users across the industry. Rachel Buckley, Director of Product Development, Thomson Scientific, comments:

“Even at this very early stage, we talked to a cross-section of customers — not just large companies — to ensure we had an accurate picture of their content and functionality needs. This was no easy task: a multinational pharmaceutical R&D team can typically consist of more than one hundred different disciplines across the whole of the drug development pipeline!”

This consultation identified seven must-have content areas: drugs, intellectual property, literature and news, companies, chemistry, targets and sequences. Some of this content was already available in existing Thomson Scientific databases from Derwent and ISI; other content was bought in — for example Thomson’s acquisition of Current Drugs added the powerful drug, patent, company and meetings information available in *Investigational Drugs database (IDdb)*.

The *Thomson Pharma* development team then set to work, using cutting edge Oracle technology and the Thomson information resources to create a single, consistent, and highly-configurable interface. This now includes information from more than 40 resources including Current Drugs, Derwent, ISI, MedStat, Micromedex and Thomson Financial.

### **Customers first**

Customers had their first look at a live version of *Thomson Pharma* at London's Online Information conference and exhibition in December 2004. Further consultation followed during 2005 in customer meetings and seminars in Europe, Japan and the USA.

Thomson Scientific sales managers have worked closely with existing and new customers throughout this year to facilitate and support their access to *Thomson Pharma*, exceeding expectations with more than 100 subscriptions in place by September. One of the first companies to sign up was Davos Chemical Corporation:

"Our customers are emerging and multinational pharmaceutical companies, whose requirements range from producing gram quantities of Active Pharmaceutical Ingredients (API) for preclinical studies to supplying tons for post launch," said Brian Robins, vice president of Davos Chemical Corporation. "*Thomson Pharma* is a best in class database, providing access to the most complete data available in an efficient search engine. *Thomson Pharma* enables us to keep up-to-date with the latest developments in our customer's pipelines as well as to find potential new customers. We regularly mine the database to find, patents, competitive intelligence and new opportunities," concluded Robins.

### **Views and reviews**

Searcher Magazine's review<sup>1</sup> of *Thomson Pharma* (published in October 2005) praised the choice of search options — quick, guided, form or expert — to help diverse user groups. *Thomson Pharma* is described as an "admirable end-user interface" that takes "the value of integrated content to a new level".

Outsell Inc's September 2005 report on Compliance and Productivity<sup>2</sup> introduces *Thomson Pharma* as a "hard to beat" (for scope and ambition) workflow tool for the information needs of a pharmaceutical company. In Outsell's opinion ". . .The depth of the content offering and the end-user-friendly way the content is pulled out with a minimum of traditional searching are impressive; they will surely serve as a model for how complex information can be simplified without oversimplifying and ultimately "dumbing down" access. And the access method allows the content to serve all teams in the drug development process from discovery to post-launch."

## **Bigger and better**

In recognition of the key role that customer feedback played in the successful development to date, a Customer Values Manager, Rachel Irvine, was appointed in May. Rachel works within the Product Development team and meets regularly with customers to collate and interpret their feedback. This helps to fine tune and further develop *Thomson Pharma* to meet customer needs, and is a 360° process, with customers receiving responses and progress reports direct from the development team.

The latest enhancements, based on customer feedback, have included functionality enabling users to:

- Quickly get an understanding of a drug's market position by viewing the SWOT Analysis section
- Link to the full text from the literature content of journals they subscribe to
- Navigate and easily link to the latest company and drug news
- Structure search using the expanded Literature and News Form Search
- Track an innovation going forward and back in time with links to cited and citing references within the Intellectual Property report
- Access weekly updated synthetic methods information based on reports in key literature
- Export in a number of ways including MicroSoft Excel® and MDL® ISIS for Excel.

You can keep up to date with the latest enhancements via the *Thomson Pharma* Update e-mail, which also includes hints and tips, case studies and user scenarios. You can register to receive the e-mail via the *Thomson Pharma* web site [www.thomsonpharma.com](http://www.thomsonpharma.com)

## **Looking forward to 2006**

2006 will see more giant leaps in the information and analysis tools within *Thomson Pharma*. One example is the Brand Management module: this is derived from the *Thomson Message Mapping System*<sup>SM</sup>, a strategic tool for the global pharmaceutical industry to measure key clinical findings in scientific literature, from the point of view of the prescribing clinician. Generics Competition and Regulatory Affairs modules will also be introduced — look out for details in future issues of KnowledgeLink.

*If you are attending the 2005 Online Information exhibition in London, you can preview our 2006 initiatives for the pharmaceutical and chemical markets — and have lunch on us! On Wednesday 30<sup>th</sup> November at 1pm Rachel Buckley will host a champagne lunch on our stand (248) to present our plans. We hope you can join us there.*

### **Further reading**

1. Searcher Magazine volume 13, number 9, October 2005 (Searcher magazine web site: <http://www.infoday.com/searcher/>)
2. Outsell Inc HotTopic Report: Compliance And Productivity: Research Development Performance Solutions Needed To Ease Pharma's Pain Points  
Available to purchase and download at [http://content.outsellinc.com/coms2/summary\\_0245-2341\\_ITM%203](http://content.outsellinc.com/coms2/summary_0245-2341_ITM%203).
3. Thomson Message Mapping System: <http://scientific.thomson.com/tmms/>
4. Thomson Pharma web site <http://www.thomsonpharma.com>