

# THOMSON MESSAGE MAPPING SYSTEM<sup>SM</sup>

MEASURE AND COMPARE THE POTENTIAL IMPACT OF PUBLISHED SCIENTIFIC INFORMATION



## CAN HELP YOU TO

- Plan your research and publication strategies
- Differentiate your products in the market
- Determine which messages are reaching your key target audience
- Monitor your communications programs
- Benchmark your product's messages against market leaders
- Focus on literature that has a critical impact
- Respond swiftly to competitive threats

## WHO CAN BENEFIT

- Professionals at all stages of drug development
- Pharmaceutical companies with existing products in the market
- Innovators making the transition from Phase II to Phase III
- Pharmaceutical companies preparing to launch

## PROVIDING A CLINICAL PERSPECTIVE

Clinicians typically have approximately three to four hours per week to digest key information. So it's essential to ensure they are receiving balanced information about your products.

The *Thomson Message Mapping System*<sup>SM</sup> measures the potential impact of published scientific information on the clinical practices of healthcare professionals by ranking it in a way that reflects their selection and reading processes.

You can critically evaluate how the information published about your products, in scientific literature or at major medical meetings, supports or detracts from the key clinical concepts and messages associated with those products.

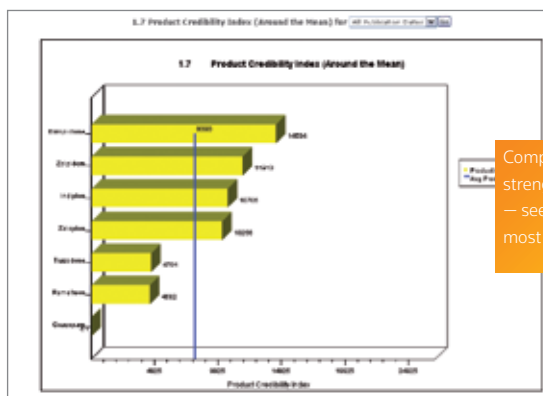
You can understand the role and impact of key scientific publications on clinical practices and ascertain how messages about your product are being perceived from the point of view of the prescribing clinician.

## HOW THE THOMSON MESSAGE MAPPING SYSTEM WORKS

The *Thomson Message Mapping System* utilizes a patented process by which the key ideas and messages published about a product in journal articles, abstracts, monographs, posters, and more, are identified, categorized, and quantitatively scored. The results can then be used to assess the impact these messages will have.

- An in-house analyst identifies the resources most likely to be read by, and be an influence on, the target audience
- The analyst performs an evaluation of each information resource, spanning 32 therapeutic areas
- A qualitative and quantitative score is calculated for each source, as well as for each individual message that's being disseminated
- An evidence-based Credibility Score is assigned to each message, based on the following criteria:
  - **Science** — is the underlying scientific methodology and data relevant and clear?
  - **Evidence** — how well is the message supported by the article?

Each message is analyzed and the strength of the message as perceived by the clinician is calculated.



Compare the total message strengths for each product — see which product has the most credibility.



- **Format** – is the data comprehensively presented?
- **Quality** – what is the credibility and reach of the publication?

The scores are uploaded and presented via a user-friendly, Web-based interface with a question-driven format that quickly guides you to the information you need. They can be presented to colleagues and management with the aid of more than 50 tabular and graphic formats.

The message analyses are enhanced with detailed analyses of the products, audiences, study characteristics, author characteristics, and sponsorship.

**MEDICAL AFFAIRS AND PUBLICATIONS PLANNING**

- Access critical information on the clinical themes, concepts, and messages that are being disseminated in scientific literature
- Conduct focused and effective publication planning using key strategic and tactical information tools
- Identify prominent authors and investigators working in a therapeutic area
- Ensure manuscripts under development maximize the ROI from your communications budget

**MARKETING, BRANDING AND POSITIONING**

- Identify gaps in your messaging and that of your competitors
- Identify specific competitive product weaknesses and turn them into positives when positioning your product
- Monitor scientific literature and key medical meetings to identify new competitors
- Obtain feedback on the strength, diversity, and value of the messages your target audience is receiving about your products

**COMPETITIVE INTELLIGENCE**

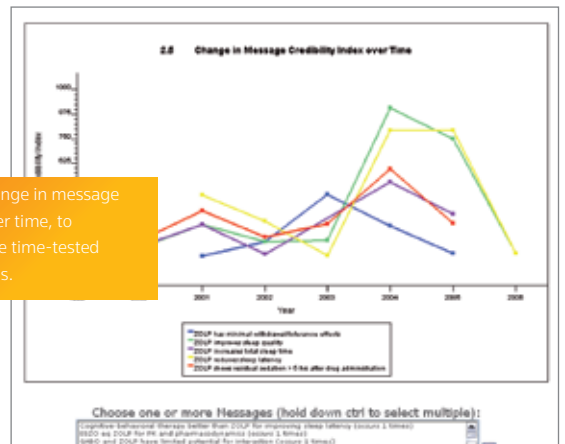
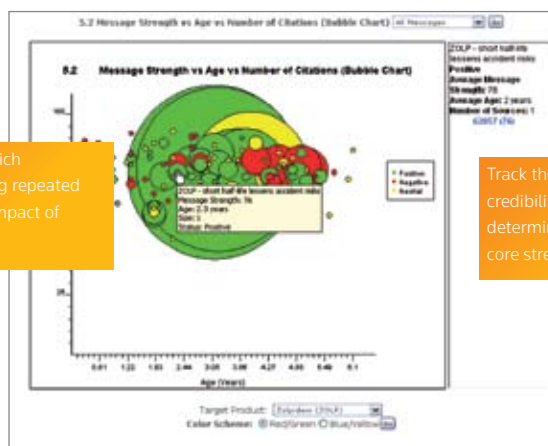
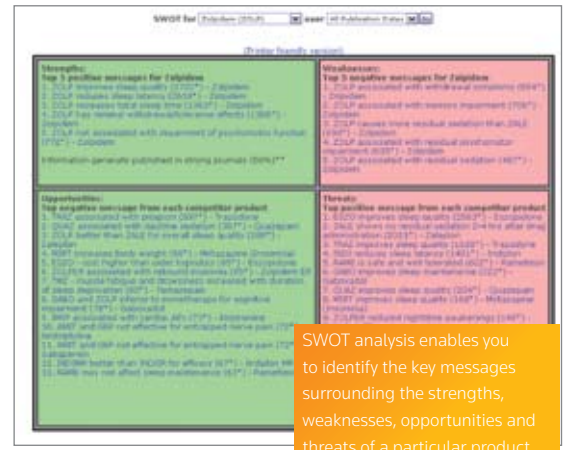
- Enhance your product positioning by receiving key intelligence about your competitors
- Stay alert to competitive threats and obtain the information you need to respond quickly and effectively
- Respond quickly to new messaging strategies from your existing competitors

**BUSINESS DEVELOPMENT AND LICENSING**

- Identify new opportunities in the market place
- Benefit from more than 60 tabular and graphic reports to guide and support investment, licensing, and other product and business development efforts

**REGULATORY AFFAIRS AND CLINICAL DEVELOPMENT**

- Access critical information that will inform the planning of clinical trials for products in development or pre-launch



**Scientific Head Offices**

**Americas**  
Philadelphia +1 800 336 4474  
+1 215 386 0100

**Europe, Middle East and Africa**  
London +44 20 7433 4000

**Asia Pacific**  
Singapore +65 6411 6888  
Tokyo +81 3 5218 6500

For a complete office list visit:  
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