

The evolution of tardive dyskinesia research

How Neurocrine Biosciences used altmetrics to measure success



Profile

Neurocrine Biosciences is a neuroscience-focused, biopharmaceutical company dedicated to discovering, developing and delivering life-changing treatments for people with serious, challenging and under-addressed neurological, endocrine and psychiatric disorders.

For nearly three decades, Neurocrine Biosciences has specialized in FDA-approved treatments for tardive dyskinesia, Parkinson's disease, endometriosis, uterine fibroids and clinical programs in multiple therapeutic areas.

Objective

Like most pharmaceutical companies, Neurocrine Biosciences traditionally relied upon bibliometrics like Journal Impact Factor, H-index and citation analysis to make key choices about publication planning and inform research strategies.

As the company grew and the healthcare landscape changed, they recognised a need to enhance their strategic planning by obtaining a better understanding of their influence in specific therapeutic areas and their position in the wider healthcare community.

Altmetric offered a custom solution that would deliver the powerful insights Neurocrine Biosciences needed, allowing them to measure influence in real-time as well as over longer periods.

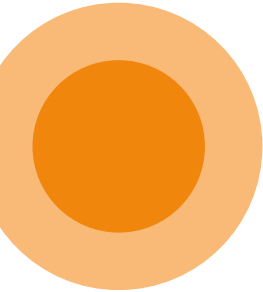
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Altmetric Case Study



Global influencing: how altmetrics helped shape tardive dyskinesia research

For Chirag Shah, Head of Publications Strategy and Office of Grants/Education at Neurocrine Biosciences, altmetrics were particularly helpful in the therapeutic area of tardive dyskinesia (TD). As part of a small community of researchers that publish articles and data about TD, the company had quantitative data that showed they were a major contributor but felt greater qualitative insight into their publications would be beneficial.

By offering access to insights and attitudes surrounding their publications, altmetrics demonstrated the breadth of the research impact and showed how their circle of influence grew as the business matured. They were not just adding information to the TD community, they were shaping that community and had global reach. Chirag explains: "Altmetrics offered the missing piece of the puzzle – a real-time measure of attention and qualitative data that could show how we were positioned and how we could maximize our performance."

In addition to monitoring their own success, the article-level subject classifications allowed them to benchmark against competitors and understand how and when others were communicating. It

helped them understand more about their competitor's successes and struggles.

The information provided in the Altmetric report not only validated their efforts but facilitated the creations of visualisations to demonstrate impact and audience insight, helping them secure budgets for future research. Chirag can now plan a cohesive strategy for conferences and publications about TD, strategically selecting the right journals and engaging the most influential individuals to extend their reach and allow them to educate in the digital sphere.

Staying one step ahead:

For Chirag, the benefits of a wider range of metrics are clear. He explains: "Scientific Communication professionals need to be nimble and adapt to external circumstances, so having consistent, real-time data to inform your medical strategy is vital. With altmetrics, we can better understand if we're having the right influence, reaching relevant audiences and engaging effectively with both internal and external stakeholders. At a high level, it helps us to see the playing field, where we fit and where the gaps are. This means we can act quickly, jumping on opportunities or adapting where needed. Altmetrics can help us to cut through to the truth - and that is a very powerful thing".



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