

Building a **bigger** picture

The Altmetric Advantage



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Foreward

“Altmetrics measure the influence of research from the moment it is published, allowing researchers to understand not only how their work is being used, but how people are interacting with it, in real time. Using this unique data, researchers can find out exactly who is discussing or expanding upon their work, and where.

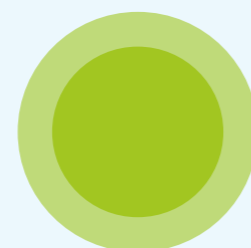
“Essentially, altmetrics serve as a sort of virtual breadcrumb trail for researchers to follow, watching as their work travels through and connects diverse group of people. With tools and insights that act as a complement to traditional, citation-based metrics, Altmetric provides a comprehensive picture of the attention and engagement that occurs throughout the research process. Armed with this data, it's possible for the World's leading research-driven organizations to understand and express the influence of research in a meaningful and nuanced way.”

Kathy Christian, CEO, Altmetric

“The pharmaceutical sector is an industry that is increasingly interested in understanding the online behaviour of Healthcare Professionals (HCPs) and patients. This information is vital for strategic understanding of Key Opinion Leader (KOL) influence and Share of Voice analysis of competitive therapies.

“Altmetric is a tactical, interactive tool that does all of the above for pharmaceutical brands. It is at once a record of attention, measure of dissemination and indicator of influence. The speed at which this data can be accessed enables pharmaceutical companies to make quick decisions, based on evidence, to ensure maximum ROI from their medical communications and marketing activities. Altmetric distils down essential information, reducing time and effort for those in charge, and offering valuable insights, enabling biopharma companies to better track and understand the effectiveness of their engagement strategies.”

Greg Timbol, VP Corporate Sales, Digital Science



The rise of the Digital Opinion Leader

Mike Taylor, Head of Data Insights, Altmetric

Key Opinion Leaders (KOLs) have always played an important role in drug discovery and development, as well as delivery to the market. A valuable resource for clinical and medical insights, KOLs are trusted on the grounds of demonstrable experience and expertise – they're often specialist medical practitioners or leading researchers in specific fields, such as epidemiology or oncology.



They shape opinions and, crucially, guide the treatment decisions of diverse stakeholders, from individual healthcare providers, health authorities and representatives to patient groups, caregivers and clinicians. Identifying and engaging with opinion leaders is essential for marketing and wider communication strategy in the pharmaceutical sector. KOLs play a vital role in the development and successful launch of novel products and, due to their interaction with both medical specialists and patients, they can also help companies identify needs and gaps in the market that could provide new opportunities. However, with the rise of digital communications and media, a new type of opinion leader has emerged.

Digital first

Even before Covid-19 pushed so many of the world's interactions online, digital transformation was shaking up the ways in which pharma and healthcare brands traditionally operate. Patients were being empowered to play a more active role in their care with assistive technologies, whilst AI implementation had begun to increase the productivity and efficiency of healthcare delivery.

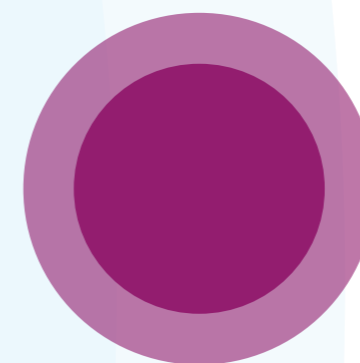
Then the pandemic hit, forcing companies across the globe to virtualise their relationships, as they cancelled conferences and shifted to online-only activities. Though challenging, it gave the industry

an opportunity to redefine itself at pace and many anticipate that a digital-first, hybrid approach is here to stay. Arguably, the pandemic has become the catalyst that will power pharma's globally connected future.

KOLs play a vital role in the development and successful launch of novel products and, due to their interaction with both medical specialists and patients, they can also help companies identify needs and gaps



In this new landscape, the importance of Digital Opinion Leader (DOL) has been magnified. Brands must work harder to identify and engage with these individuals – but who are they and how can pharmaceutical companies build a relationship with them? The pandemic has dramatically highlighted the importance of how pharmaceutical companies communicate vital information to patients.



What is a DOL?

Like KOLs, DOLs are experts in their fields and exert significant influence in the sector. It's their digital-first mentality that sets them apart: DOLs have mastered the use of online channels and can quickly share or amplify information, sparking conversation amongst their followers and reaching a wider audience in the digital sphere.

DOLs are actively engaged on social media and well-connected to researchers, doctors and other Healthcare Professionals (HCPs). They build strong online communities through relevant knowledge sharing and by starting and facilitating topical discussions that involve their followers. When new information becomes available, DOLs are the first to communicate this. They catch the attention of HCPs, cutting through the noise with the most relevant updates in a therapeutic area.

DOLs are also distinct from KOLs in another key way. In the past, only certain people could become KOLs, those whose voices resonated in the scientific community. They established themselves as trustworthy experts with publications in respected medical journals and by presenting clinical data at conferences. DOLs, however, can make their voices heard through the sheer power of their digital communication. By cutting through the digital noise and conveying key points in an impactful way, DOLs make the lives of HCPs easier. They take the facts and turn them into a compelling story that resonates with diverse audiences.

Why are DOLs important?

The pandemic has dramatically highlighted the importance of how pharmaceutical companies communicate vital information to patients. The appearance of a virus that has become a daily talking point for the whole world puts a spotlight on the need for brands to be aware of how their messages are being received – and acted upon –

beyond the specialist community. DOLs provide a key conduit for this activity, and their importance will only increase as new platforms appear and existing channels expand and evolve to increase digital reach in the dissemination of medical information, connecting peers and facilitating cross-industry collaboration.

DOLs can help pharmaceutical companies achieve communication objectives, particularly in terms of product perception.

Engaging with DOLs

DOLs can help pharmaceutical companies achieve communication objectives, particularly in terms of product perception, right from highlighting early research findings through to commercialization on both the medical and patient sides. DOLs can also provide key input to clinical trial recruitment and shape perspectives on particular conditions that will, in turn, influence which treatments are chosen. More than this, DOLs influence the work of advisory boards as well as patient advocate groups – and they can provide insightful feedback on marketing messages. The fact that DOLs operate so effectively online also means they are able to reach a far more diverse range of people than those using more traditional platforms and means of communication.

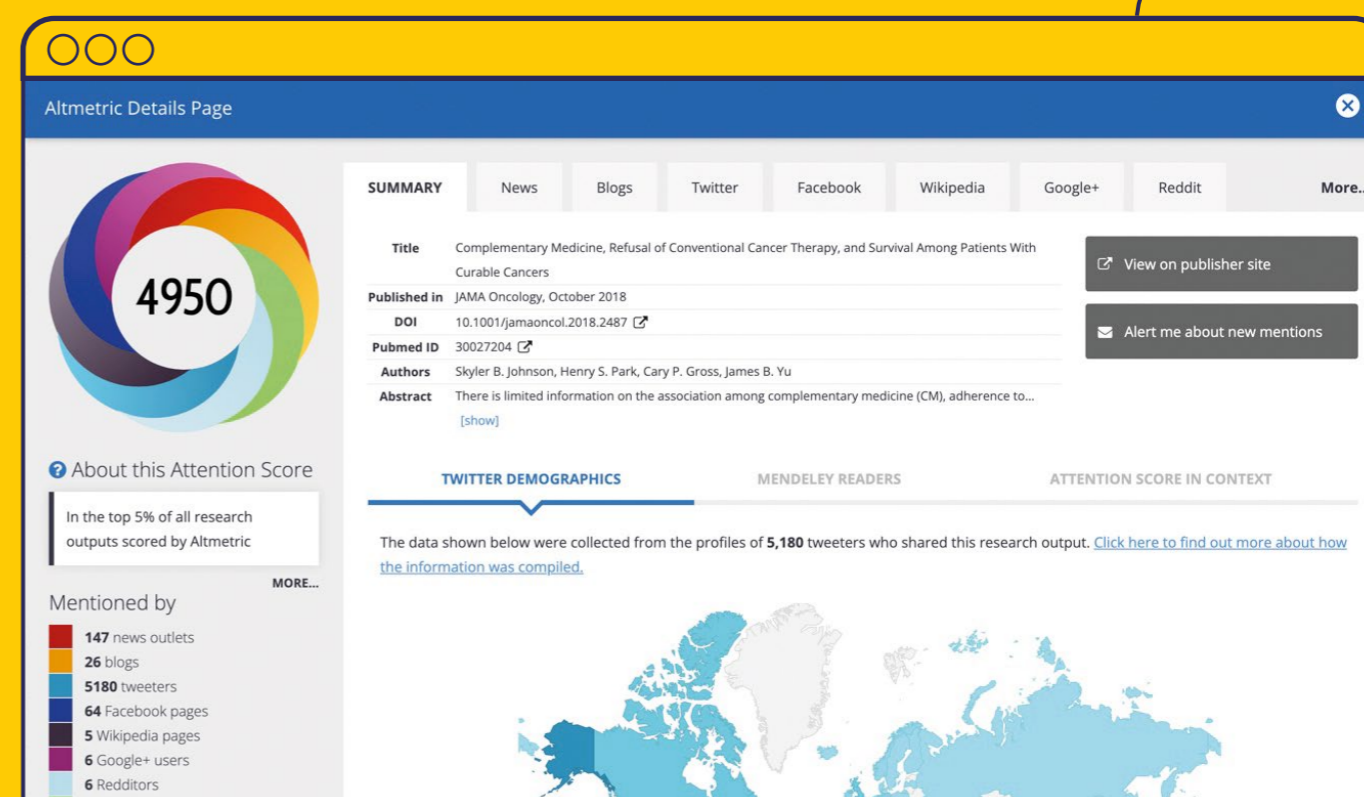
Maximizing impact with Altmetric

With digital communication here to stay, the industry now needs new tools and processes to meet changing requirements. Altmetric offers a way of understanding how research and clinical trials are being exchanged, propagated and delivered to decision makers and hospitals, as well as to clinicians who are working with patients.

Altmetric data lets pharmaceutical brands understand the effectiveness of their different communication strategies – from working with different hospitals, universities and researchers – and how well that research translates into social conversations and news coverage. It's able to track the origins of conversations, from the laboratory to the broader population.

Altmetric can indicate whether DOLs are talking exclusively about a specific product or brand, as well as how widely a particular topic or therapeutic area is being discussed. This can help companies to identify relevant DOLs and engage with them on their preferred platforms, all the while monitoring what they are saying and how they are influencing perception.

Pharmaceutical companies can also use Altmetric to refine their list of potential DOLs, based on follower count, but also on depth of engagement and influence. All of this will ensure they work with true thought leaders in the digital space. By monitoring and classifying online mentions in an intelligent manner and providing a combination of raw data and qualitative insights, Altmetric empowers pharma to build and maintain trusted relationships and strengthen their medical affairs outreach.



Measuring Share of Voice in a digital age

It's undeniable that the pharmaceutical landscape has experienced huge change in recent times. The pandemic served to accelerate the industry's digital transformation timeline, forcing businesses everywhere to re-examine their strategic direction and activity. For key stakeholders such as those in medical affairs, scientific communications and research development, this has sharpened the desire to better understand online behaviour of healthcare professionals (HCPs), as well as patients and the general public.



In a sector defined by constant growth and evolution, pharma companies have always had to be adaptable, swiftly responding to external pressures and market shifts. Now more than ever, they must pick up the pace and seize the opportunities digital adoption can bring. Here, advanced analytics that identify how, when and where people are talking about you and your research play an essential role. They allow brands to understand their perceived image and customer sentiment, as well as any unmet needs or potential sources of dissatisfaction, and act on these with speed. Today's decision makers crave this kind of contextual insight – the ability to find out not only how much people are talking about their research but also the context in which it's being discussed, which is far more nuanced. For example, analysing the response to a publication, is someone critiquing the article itself? Are they critiquing the company's drug within that article? Or is it the role the pharmaceutical company has played in sponsoring the article that's being questioned?

papers, plus medical conference reports. Extra weight accrued if mentions come from recognised Key Opinion Leaders (KOLs). Yet in an era of digital transformation for the pharma industry, this manifestation of SSoV misses key audiences – such as Health Care Professionals (HCPs) and patient advocate groups. These individuals are likely to engage more with social media and other emerging online channels, rather than simply interacting in the world of peer-reviewed specialist outlets.

In this more digitally aware view of reach and influence, the impact of Digital Opinion Leaders (DOLs) becomes important, and through them increased prominence for a broader range of factors, such as the 'tone' of online conversation around a product, or a company itself. As such, supplementary metrics are required that provide insights into the non-traditional publication arenas having an ever-increasing influence on wider perceptions – this includes digital platforms such as Twitter, Facebook, online news, blogs, forums, podcasts and YouTube.

Scientific Share of Voice

One well-used key metric has been Scientific Share of Voice (SSoV) – an analysis that looks at the appearances in research literature for one company's products in comparison to its competitors. The focus in the past has also been the dissemination of clinical data in what could be seen as a silo of specialist abstracts and journal

“With altmetrics, pharma can gain a better measure of the broader societal impacts of their research and products.”



Supersizing Share of Voice

Tracking and measuring conversations on digital platforms is now accepted as vital in measuring a pharmaceutical brand's influence. With altmetrics, pharmas can gain a better measure of the broader societal impacts of their research and products. Altmetrics take the familiar concept of Share of Voice and widen its scope by exploring new facets related to digital communication styles. These include:

- Social Share of Voice: based on original social media content, shares and followers
- Viral Share of Voice: based on how far the content has been shared
- Media Share of Voice: based on high profile media coverage, the status of media outlet and its readership
- Blog Share of Voice: the reach of any blog content

Agility is also ingrained into this approach, driven by an awareness of the constant flux that marks digital media. New platforms can appear and gain prominence overnight (such as the recently

launched and widely discussed ClubHouse audio only app), while others start to lose their power and relevance, or vanish altogether (remember MySpace?).

Share of Voice that uses altmetrics data recognises the influence of different platforms, whilst analysing specific types of engagement, such as original posts, shares, likes and comments, which all indicate differing degrees of interest.

As a result, it presents a clearer picture of how a pharmaceutical company's brand is perceived. It can identify whether or not recent research publications have been well received, and the extent to which specific demographics are aware of a brand's products or indeed those of their competitors'. All of this can help companies map the overall effects of their outreach efforts and redefine their strategic objectives accordingly.

Improved forward planning

One major benefit of using Social Share of Voice for publication planning teams is that it offers more targeted information on the audience receiving and engaging with a pharma company's message. It pinpoints DOLs and reports how each one, in a specific therapeutic area, is talking about a company's research – and whether they are promoting it or critiquing it.

This type of insight not only helps in the planning of new campaigns, it also enables medical affairs teams to better measure ROI. They can see exactly where a message has landed, where it's been shared, and its relative influence. It's much more difficult to measure the impact of investment in traditional conferences and publishing.

brands have the power to shift the conversation in their direction: they can understand their current position in the market and which messages are landing, as well as any potential challenges or critiques that require a swift response.

There's no doubt that social media and online conversations will play an increasingly important role in building understanding, knowledge and credibility for new pharma research and products. As we get smarter at tracking those conversations and their influence, every brand will see the contribution they are making to specialist therapeutic debate. This is crucial for any forward planning, to ensure budget and attention is focused where it's most needed.

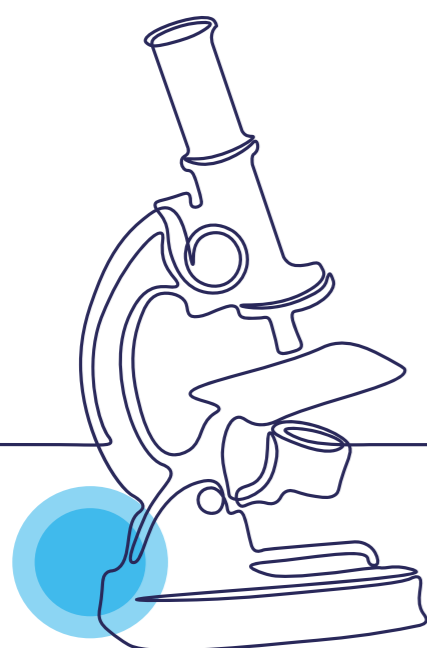
Deeper insights

Beyond this is the increasing ability for altmetrics data to detect the tone of conversations, known as sentiment analysis. On platforms like Twitter, negative opinions often appear to dominate the space, especially when those delivering them use strong language and 'shout the loudest'. Sentiment analysis offers a way to delve deeper into this dialogue, getting under the skin of some of this information. Armed with in-depth qualitative data, pharmaceutical



The evolution of tardive dyskinesia research

How Neurocrine Biosciences used altmetrics to measure success.



We sat down with Chirag Shah, PharmD, Head of Publications Strategy and Office of Grants/Education at Neurocrine Biosciences, to find out more about the valuable insights altmetrics provided within the therapeutic area of tardive dyskinesia.

Could you tell us a little more about Neurocrine Biosciences and the work you do?

Of course. 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. Our portfolio includes FDA-approved treatments for tardive dyskinesia, Parkinson's disease, endometriosis, uterine fibroids and clinical programs in multiple therapeutic areas.

What led to you using altmetrics, and Altmetric? Like most pharmaceutical companies, we used to rely heavily upon traditional bibliometrics like Journal Impact Factor, H-index and citation analysis. Guided by these metrics, we would decide which journals to select and be better informed regarding our research engagement strategies. We were aware that altmetrics could offer powerful insights to enhance our strategic planning, but we simply didn't know enough about them.

As time went on, our need to understand our influence in specific therapeutic areas grew, as did our need to see where we fit in the wider healthcare landscape. 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. Crucially, Altmetric offered a custom solution that not only allowed

us to measure our influence, but also to see how it had evolved over time. Using altmetrics, we're now able to better understand our publications, communicate our influence, and benchmark against our competitors.

Could you tell us about some of the key benefits?

For one thing, the data offered us much-needed qualitative insight into our publications, specifically in the area of tardive dyskinesia (TD). There's only a small community of researchers who publish about TD, but it's a huge priority for us. From a quantitative perspective, we knew we had a high publication volume, but felt additional context would be helpful. We were interested in gathering insights and attitudes that may have been shaped and impacted by our research. This helped validate a lot of our thinking and allowed us to see how our circle of influence grew as the business matured. We were also able to see our global influence, which really helped us appreciate the breadth of our research impact and educational efforts.

The article-level subject classifications allowed us to benchmark against our competitors and understand how they were communicating in this landscape. We could see how they strategically disclosed some of their data and whether this was in conjunction with a clinical trial readout. From this, we were able to understand more about our competitors' successes or struggles, which was quite informative.





“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.”

How did these insights help support publication planning?

In many ways, they allowed our publication planning team to continue to do their jobs. Obviously the pandemic dramatically shaped how we plan as publication professionals – it demanded a new approach. At the same time, healthcare professionals were not able to connect with us in the same way, they were suffering from “zoom fatigue” and information overload. We needed to shift, both in terms of creating a virtual conference roadmap and by ensuring that the manuscripts themselves could easily be digitally distributed and consumed.

For us to secure more budget and plan, we needed to be able to show our management teams that we were using our current budget well and also demonstrate the kind of influence our publications were having. Having Altmetric’s data enabled us to see that the money we were spending went beyond simply adding research to the TD community - we were in fact shaping that community.

We’ve used visualisations of the data in all our recent presentations – it proves that we’re choosing the right journals, reaching the right audience and that our influence is tangible. This is essential for us to do our job.

Are there any other examples where Altmetric’s data led to better decision making or validated those you had already made as a business?

As with anything, the more relevant data you’re able to gather, the more intelligent decisions you’re able to make. One really important area that using altmetrics helped bolster was our strategy for working with Key Opinion Leaders (KOLs). Using altmetrics, we could identify the researchers we already had strong relationships with and work to maintain and foster those collaborations.

On top of this, we were able to identify KOLs who were also Digital Opinion Leaders (DOLs), or whose research was highly discussed online. As a result, we developed online outreach strategies to engage with them. By informing these KOLs regarding our educational priorities,

we can extend our reach on social and in the digital sphere. The best part is that we’ll be able to use altmetrics to understand the success of our online engagement strategies and optimize our tactics over time.

What else helped to shape a fuller picture of your position in the TD landscape?

In addition to the data from Altmetric, we also received insights from their sister company Dimensions. On top of the altmetrics data, we were able to view citation data for individual publications - everything from citation count to performance metrics such as our Field Citation Ratio (FCR) and our relative influence on specific research areas. We could also see which patents were being filed and granted across the globe within the TD landscape. In addition, the Dimensions team created a heatmap of the most used keywords in tardive dyskinesia research, which enabled us to see which words were most leveraged in both our own publications and those of our competitors. Through this type of lexicon

analysis, we could validate our work while seeing the direction the field was heading and how we wanted to advance research.

From an efficiency standpoint, how did utilising Altmetric’s data support Neurocrine Biosciences?

Time is money: it’s simple, but it’s true. Being able to strategically select the right journals and engage the most influential individuals in the TD space, without the need for additional research, has saved our team huge amounts of time. It also means less trial and error which again saves us time in the long run.





Are there any other opportunities that altmetrics have opened up for you?

By cultivating relationships with relevant DOLs we can connect with patients and practitioners interested in TD innovations. Given that TD is an under-recognised area in healthcare, we have a real opportunity to be a first mover here, building meaningful relationships and encouraging deeper engagement with our research.

The data also showed a continued lack of engagement across a variety of areas, another opportunity to be a first mover ahead of our competitors.

Looking to the future, what would you like to achieve and how do altmetrics fit in with this?

The power of altmetrics lies in the immediateness of the data. Prior to the pandemic, in an ideal situation, we'd plan up to 24 months in advance. Given how quickly the landscape is shifting, even planning a year in advance is becoming more of a challenge.

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.

Finally, we're all living in a time of aggressive public misinformation. Altmetric's data offers qualitative insight that allows us to understand what people are saying about us and our research: positive or negative, accurate or false. With this information, we can make plans to disprove lies, educate audiences and increase public awareness of our work.

Essentially, altmetrics can help us to cut through to the truth - and that is a very powerful thing.



Applying altmetrics: how to measure value and maximize reach

Stacy Konkiel, Senior Data Analyst, Altmetric and Sharon Hayes, Director of Medical Affairs, IMPRINT Science

How can medical affairs professionals and publication planners in the pharmaceutical industry measure the value of their work? A collaboration between Altmetric and dedicated publications and medical affairs agency, IMPRINT Science. It's one thing to count citations, but in today's digital world reach goes far beyond the scope of such traditional bibliometrics. Now, it's possible to know who is talking about your research and where, as well as the quality of these discussions, providing a more complete picture of the attention that your work has received.

Altmetrics complement traditional indicators like time to publication and citation analysis; they track online sources in real time to measure engagement. This makes it easy for pharma brands to identify Key Opinion Leaders (KOLs), and perhaps more importantly, Digital Opinion Leaders (DOLs). Potential DOLs include patient advocacy groups, physicians, policy-makers and entrepreneurs. Using Altmetric's data, pharmaceutical brands can see how these communities are using their research, what they're saying about it and how that compares to competitor offerings. It's at once a means to measure and maximize influence and a way to manage your reputation.

“Our sources include public policy documents, mainstream media, social media, blogs, patents, Wikipedia & other online platforms.”



Practical benefits

By incorporating altmetrics with traditional analysis methods, medical affairs teams can improve their publication planning efforts with ease, ensuring that key scientific statements reach a diverse audience. Immediate insights into the degree and type of engagement in both the scientific community and wider public sphere facilitate better refinement of upcoming strategies.

What patients, clinicians, health care providers (HCPs) and others are saying about a company's research will never be reflected by citation counts or journal-level impact metrics alone. With altmetrics, pharma companies can monitor the ripple effects of their work online, going far beyond the academic realm, which is what makes the data so valuable.

What's more, altmetrics can be added to a researcher's resume to bolster their reputation, showcasing engagement efforts for promotion and tenure. Similarly, institutions can use altmetrics to provide additional evidence when applying for funding.

Data-led insights

Previous applications of altmetrics have helped shed light on how organizations can enhance their publication planning strategies to maximize reach, increase influence in their therapeutic area and attract greater public attention. The first lesson learned? Leading authors do not always have a strong influence online. Those researchers who publish highly-cited papers often have little authority with broader, non-academic audiences who use social media and other online platforms to learn about a disease state or therapeutic area. Such authors tend not to share their articles online, whilst HCPs, patient advocacy groups and other individuals are in discussion and sharing ideas on 'open' online forums like Twitter and Facebook. With altmetrics, it's possible to find out exactly who's saying what, and where, making it easy to find DOLS who are talking about your specific area of influence and including them in your communications strategy.

Strategic plans built on engagement

Effective publication planning requires an understanding of not only who has seen your work, but also those who have read and are actively engaged with it. Citation analysis provides a limited perspective which ignores the subtleties found in wider digital discourse. To gain a more accurate measure of influence, publication planners and medical affairs teams should explore both qualitative and quantitative data. Altmetrics can show which companies and what drugs are dominating online discussion – this also has important implications when it comes to Share of Voice (SOV) and attention from physicians.

Based on citation count alone, a pharma brand might think their scientific statement was considered important to industry sponsors – but altmetrics might tell a different story, where in fact, the message fell flat, and no one was talking about it online. Altmetrics, therefore, uncover new facets of influence and attention beyond those traditional measurements, offering a clearer understanding of how to improve publication planning efforts.

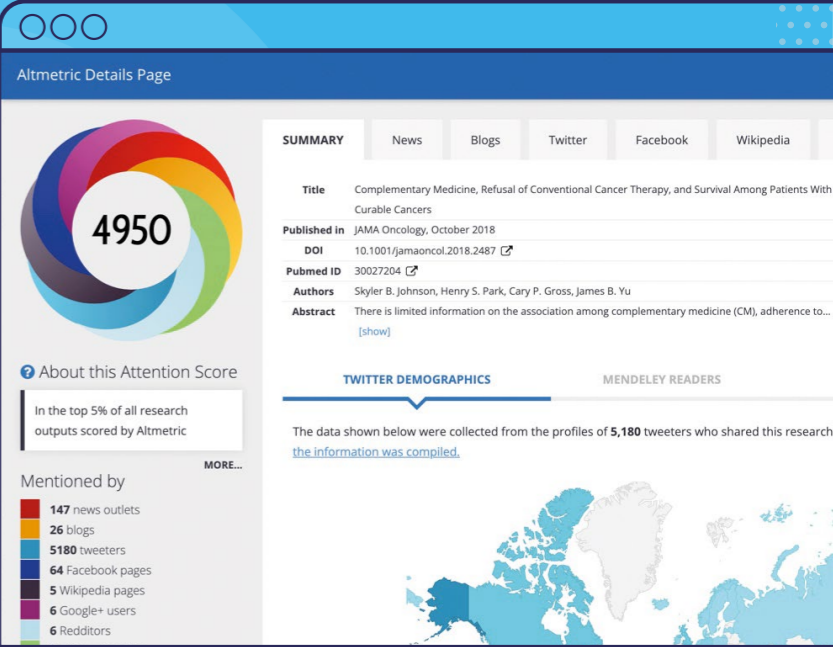
Ensuring maximum return on investment

Altmetrics data has uncovered that, surprisingly, industry-sponsored research doesn't necessarily correlate with the overall volume of attention that it receives online. Moreover, that the sponsorship status of research doesn't negatively affect the degree of attention that research

receives is reassuring for medical publication professionals, as it may demonstrate an increase in public trust in industry-sponsored research. This demonstrates the benefits of following good publication practices when communicating sponsored medical research. By promoting transparency and staying accountable, pharmaceutical organizations can protect their integrity and improve public perception of their brand, using altmetrics to stay on track. To sum up... there's hard proof that altmetrics can help pharmaceutical brands to find unique DOLs, illuminate the growth of therapeutic areas, measure influence and test assumptions about industry-sponsored research. An essential counterpart to citation counts and other quantitative measures, altmetrics are an invaluable source of insights for organizations to measure value and maximize reach.

Data visualizations

The data gathered using altmetrics can be translated into a visual context, making it easily understandable and shareable amongst teams. Heatmaps and bubble charts can be used to visualize the data, along with citation counts and institutional affiliation data, all of which will support publication planners in choosing target publications and potential opinion leaders to collaborate with. In addition, altmetrics data visualizations can also demonstrate the growth of therapeutic areas and analyse the influence of past research.





Thousands of conversations about pharmaceutical research and clinical trials happen online every day. Altmetric tracks a range of sources to capture and collate this activity, providing you with essential, real-time insights about your work and the work produced by others in your field.

Why choose Altmetric?

- ✓ Take a strategic approach to publication planning, based on evidence
- ✓ Capture real-time insights about your organization in seconds
- ✓ Build and manage your brand reputation
- ✓ Connect with key stakeholders across the globe and identify opportunities for collaboration.

* Measure your influence

Track, evaluate and report on the broader influence of your published research and clinical trials. Altmetric lets you browse by author, group or department to explore the attention your published research is receiving.

* Find out who's saying what and where

Follow online conversations and shares to find out who is engaging with your content and that of your peers. With Altmetric you can explore specific topic areas and regions to see which outlets and individuals you should be getting your work in front of, using the data to inform your strategy and expand your reach.

* Build relationships and grow your network

Altmetric tracks and collates mentions from thousands of sources in real-time, so you can determine who is drawing attention to your research and driving the discourse. This makes it easy to identify not only Key Opinion Leaders, but also their online counterparts, Digital Opinion Leaders, and successfully engage with them.

* Manage your reputation

With Altmetric, you can track the activity and discussion surrounding ongoing clinical trials and monitor public response to your research as soon as it's published, facilitating proactive and effective reputation management.

* Maximize the value of your research

Measure the outcomes of communication campaigns and engagement activities and benchmark this against your competitors. Gathering in-depth insights with Altmetric results in effective and strategic publications planning.

* Stay up to date

Search and filter real-time attention data for over 23 million research outputs – including; articles, books, clinical trials, datasets, and more. The immediacy of Altmetric's data makes it possible to identify emerging trends and topics whilst monitoring the broader research landscape at the same time.

* Easy data visualization

Heatmaps and bubble charts can be used to visualize your data, making it even easier to analyse and assess your performance, and share the results with your organization so that everybody understands the bigger picture.

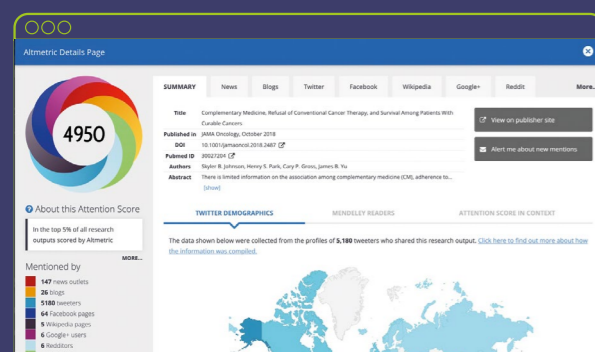
* Plan ahead

Make data-driven decisions to ensure maximum ROI from your publishing and marketing activities. Insights gathered with Altmetric not only serve as evidence of success in reporting to key stakeholders but can also be used to inform future plans and budget allocations.



Ways to work with Altmetric

Our mission is to track and analyse the online activity around research and clinical trials. There are several ways we can help your business:

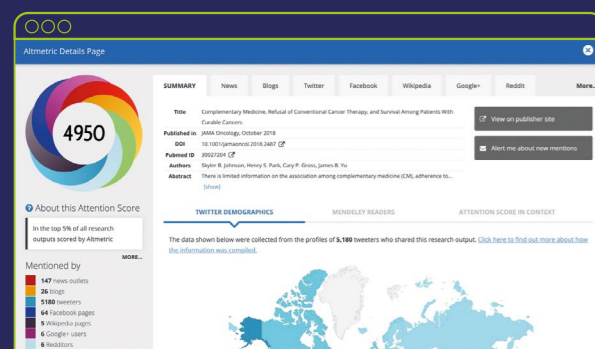
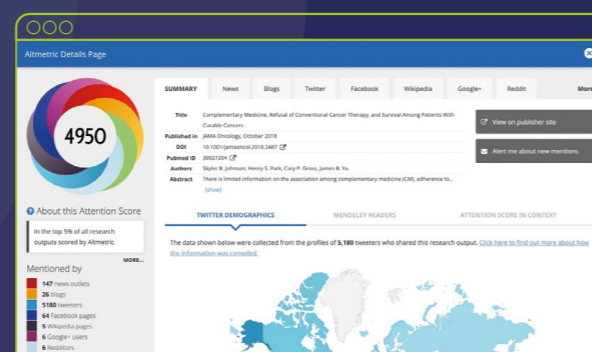


1.

Our Explorer tool enables you to search and report on attention data at the author, department and organizational level.

2.

Our powerful APIs and badges let you explore and display our attention insights in custom, visually-engaging ways, for your internal teams or external audiences.



3.

The Altmetric Data Insights team works closely with your team to interpret the data and provide up-to-the-minute intelligence to help inform your business decisions.

We help you monitor influence as it happens with a full picture of the attention surrounding your research – and help you identify the voices that are carrying the most influence in the world of pharmaceuticals.

Get in touch at info@altmetric.com, or explore our tools and services at <https://www.altmetric.com>



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