

Scopus®

DRUG DISCOVERY & DEVELOPMENT

Case Study: Gaining a Competitive Edge in Drug Discovery & Development

A medical affairs executive shares how access to Scopus can help his company gain an edge over competitors and make his team more efficient.



Summary

A medical affairs executive at a large pharmaceutical company, shares how Scopus helps his company gain an edge over competitors and makes his team more efficient. By providing easy access to complete information about key experts, new research areas, and the competitive landscape, Scopus enables his team to shorten timelines throughout the discovery and development process.



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—Mark Collin, Medical Affairs Executive



The race to be first

Pharmaceutical companies face unrelenting pressure to get their drugs to market quickly. Being late, even if only by a few months, can dramatically shift the entire competitive landscape. “Getting to approval first is critical, and anything that can shorten our timelines and reduce drug failure rates gives us a competitive advantage,” explains Mark Collin, a medical affairs executive at a large biopharmaceutical company.*

The financial stakes are high. “If you are second to market with a less differentiated drug, you may not be able to get approval or receive reimbursement,” he stresses. “Earlier approvals mean additional revenues for the company, and in some countries the annual submission deadline is a prerequisite for receiving reimbursement for the entire next year.”

To address this time pressure, Collin uses Scopus. His key responsibilities include building a network of external experts for potential preclinical and clinical collaborations and for support in new therapeutic areas, along with keeping competitive insights up-to-date. To succeed, he must understand current research in different therapeutic areas and detect the latest trends that point to where the science is heading.

“We need to understand who is publishing what. It is absolutely critical that we work well with the literature,” he explains. The ability to quickly and easily collect this valuable knowledge helps drive productivity in his company and equips it to stay at the forefront of innovation and ahead of its competition.

Finding experts and monitoring competitors

“We rely on Scopus to engage with external experts for potential preclinical and clinical collaborations,” he says. “With Scopus, we look at the publication landscape to assess the most-cited authors according to their work, experience and affiliations. We get important insights on what they are doing, which clinical programs they are involved with, which competitors they are working with and which direction they’re moving into. Then we determine whom we need to partner with and involve in our medical education and clinical development programs.” This approach allows Collin’s team to better engage with the most relevant experts.

He also explains how Scopus helped his company be successful by accessing new knowledge and quickly getting his team up to speed. “When we moved into a new therapeutic area a few years ago, we needed some external medical and scientific support quickly to understand different patient populations and answer why some patients were harder or easier to treat than others. Scopus was critical to helping us find and build relationships with the experts who specialized in these areas,” he says.

Using Scopus with structured approaches also helps Collin’s team understand where and how competitors’ programs are developing and which experts are involved in those programs. “We have a list of competitive clinical programs, and we do a monthly update of where they stand,” he explains. “We built a work process with certain saved searches; we run them, add components, and visualize the results on a routine basis. This is where Scopus really shines.”

*For confidentiality purposes, names have been changed.

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– Mark Collin
Medical Affairs Executive

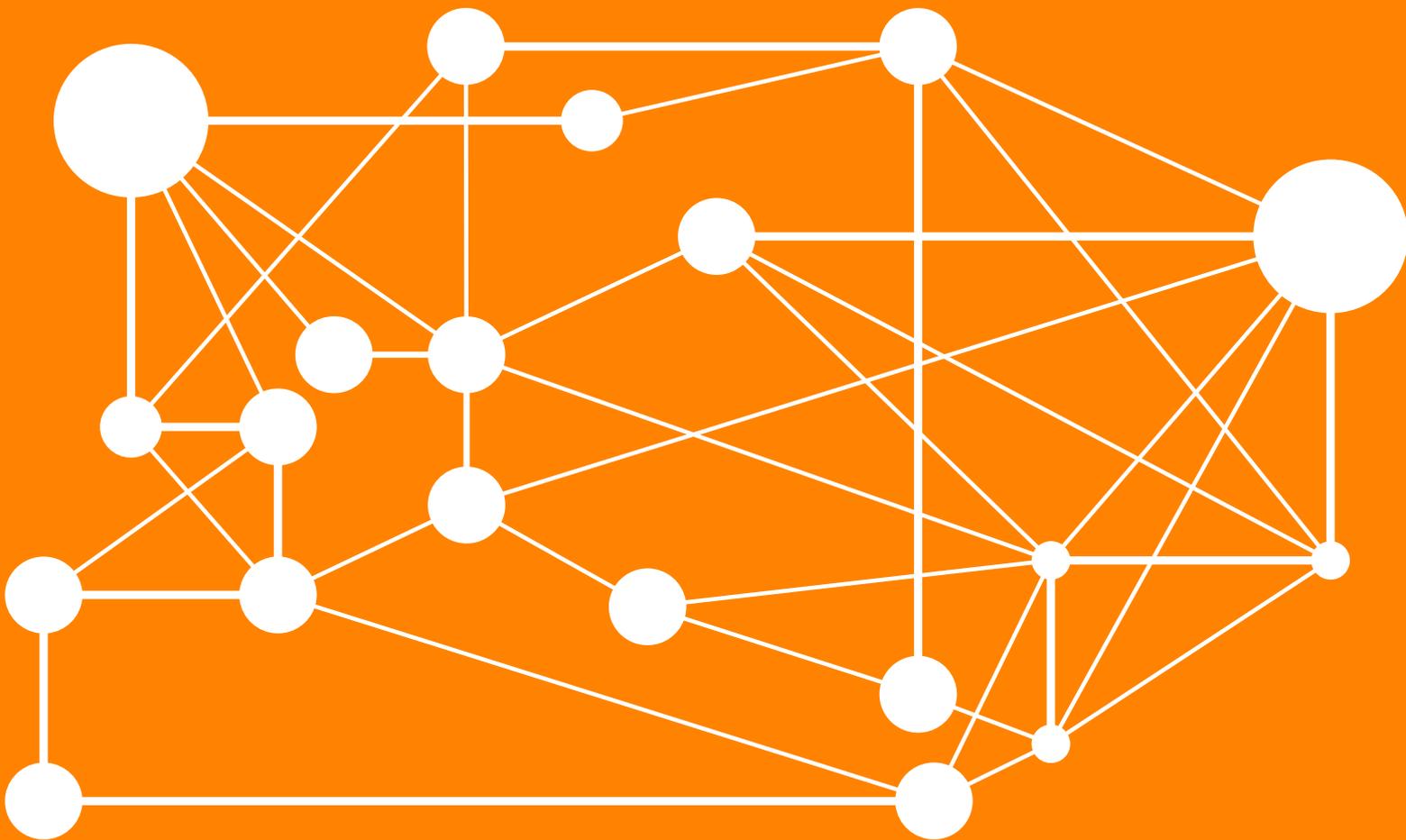
Not just fast, but fast and complete

Companies must be fast, but they must also avoid the risk of overlooking any important information. Collin appreciates that Scopus lets him access information quickly and provides high-quality hits that ensure completeness. “We need to be able to do the literature part quickly, so there’s enough time to brainstorm and assess different things before making decisions,” he explains. “Scopus helps us get from point A to point B in the most efficient and quickest way. We are also confident from our experience that we’re not missing anything.”

The ability to build an expert network more quickly than the competition helps the company keep a step ahead of their rivals. “Using Scopus makes us more efficient and helps us to do everything in one step, as opposed to taking three steps to get there,” he says.

“Going forward, I anticipate that the time pressure will become increasingly critical, not only regarding a drug’s clinical attributes but also regarding how efficiently we develop these drugs. It is vital that we work well with the literature,” he adds.

Collin is convinced that Scopus helps him do his job confidently and efficiently. “I definitely recommend Scopus to others, because it is well established and complete,” he emphasizes. “Scopus minimizes the chances of missing something and adds efficiency to your work, because it’s going to get you to that final expert map more quickly.” For a pharmaceutical company, this just might be the competitive edge needed to finish first.



Scopus

Scopus enables pharma companies to identify experts and potential research partners, benchmark fundamental research competencies, and generate new business opportunities based on scientifically validated breakthrough technologies.

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ASIA AND AUSTRALIA

Tel: + 65 6349 0222

Email: sginfo@elsevier.com

JAPAN

Tel: + 81 3 5561 5034

Email: jpinfo@elsevier.com

KOREA AND TAIWAN

Tel: +82 2 6714 3000

Email: krinfo.corp@elsevier.com

EUROPE, MIDDLE EAST AND AFRICA

Tel: +31 20 485 3767

Email: nlinfo@elsevier.com

NORTH AMERICA, CENTRAL AMERICA AND CANADA

Tel: +1 888 615 4500

Email: usinfo@elsevier.com

SOUTH AMERICA

Tel: +55 21 3970 9300

Email: brinfo@elsevier.com