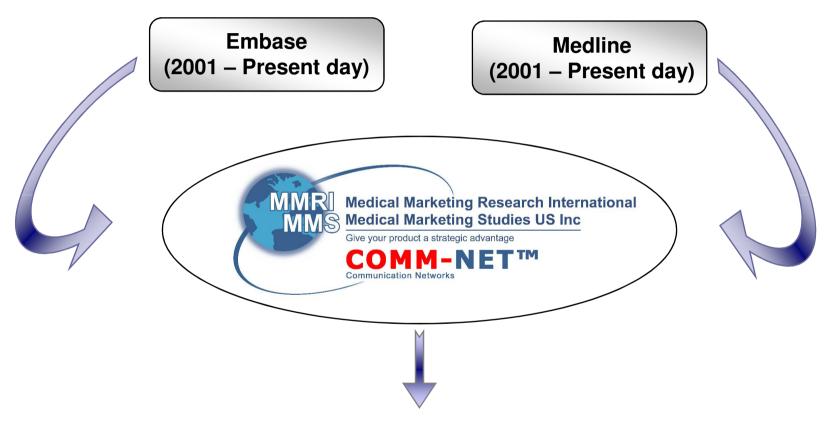




An incisive aid to KOL mapping and publication planning?



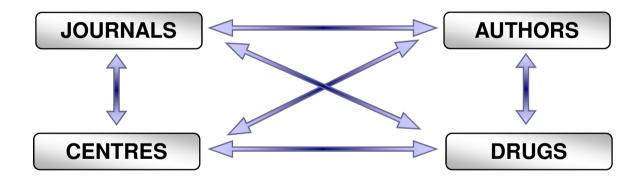


Bespoke access to over 7 million unique records encompassing Review Articles, Editorials, Clinical Trials related Articles and Drug related Articles. Updated with over 14,000 articles per week



COMM-NET™ Methodology

Integrated – Dynamic – Network Linking



Based on evaluation of ALL medical publications related to a specified DISEASE or THERAPY AREA over the specified TIME PERIOD.



COMM-NET™ - Requirements Acquisition

Access to:

ALL <u>PUBLICATIONS</u> related to a disease or therapy area -Indexed by Article Type: article, review, editorial, conference paper...etc

Including:

ALL CLINICAL TRIAL related articles within the disease area ALL specific <u>DRUG</u> related articles within the disease area

Presented as:

ALL publications originating from any one **CENTRE**

ALL publications originating from any one <u>AUTHOR</u>

ALL publications appearing in any one **JOURNAL**



COMM-NET™ - Standard Features

Powerful Analytical Tool:

- Allows user to define disease or therapy area to reflect precise requirements. e.g. broad 'Psychosis' or more specific 'Bi-polar Disorder'
- Provides comprehensive Primary Research saving time and resources
- Generates country specific Author or KOL target lists
- Enables user to rank Authors, Journals and Centres based on frequency of publications and profile in terms of: Articles, Editorials, Reviews, Conference Papers, Clinical Trial related articles and Drug related articles
- -Allows user to search all the data via Boolean logic search engine



COMM-NET™ Additional Features

Depth of information:

Ability:

- To view summary information of Authors and Publications by publication type
- To view abstract, bibliographical data and co-authorship network
- To Search Authors, Journals and Centres by Country
- To Search all data dynamically via direct linking of data areas
- To access publication contact details for all Authors and Centres



The Power & Flexibility of COMM-NET™

- Determine who is working most prolifically in a specific area of interest
- Gain information on those Authors/Trialists/Researchers whom clients may want to approach for collaboration on publication strategies, clinical trials and conference presentations
- Determine which Journals are publishing most frequently in a therapeutic category
- Understand which Centres are conducting ongoing research, trials and activities relevant a product/franchise
- Establish a competitive landscape by referring to the key drugs in a therapeutic area of interest, together with the associated Authors and Centres



COMM-NET™ Capabilities

User friendly platform:

Fully interactive – to provide effortless access to all data, allowing user to interrogate data from many focal points (Authors, Journals, Centres or Drugs)

Easy to use – new users are immediately at ease with COMM-NET™; no in depth training required

Web based – allowing multi-user, multi-site access

Delivery:

- Web-based deliverable
- Within 3-5 days



COMM-NET™ Advantages

A Powerful Primary Research Tool.....

- Identification of prolific authors / KOLs
- Strategic publication planning (identifying "gaps" in published materials)
- Competitor analysis
- Co-authorship networking
- Pitch aid

....Saving company time and resources?





Web-Deliverable

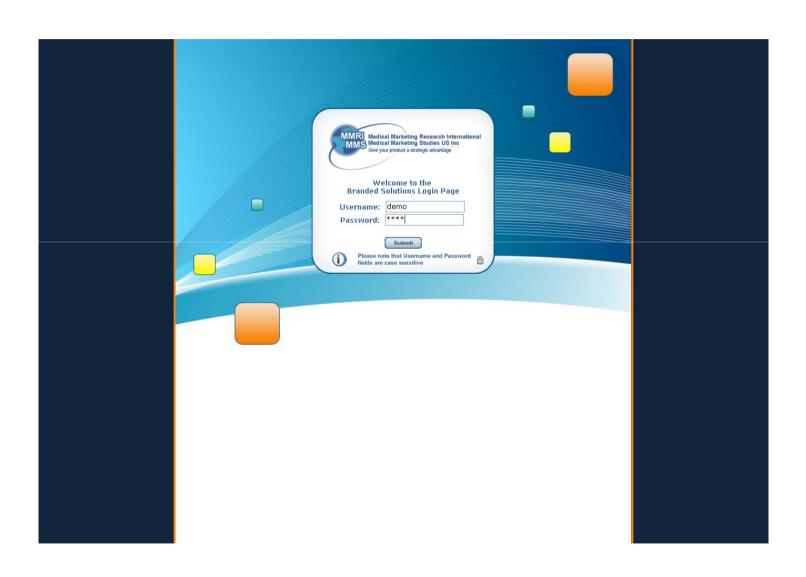
Online Web Deliverable Demo:

http://clients.mms-usinc.com/

User name: commnet Password: demo

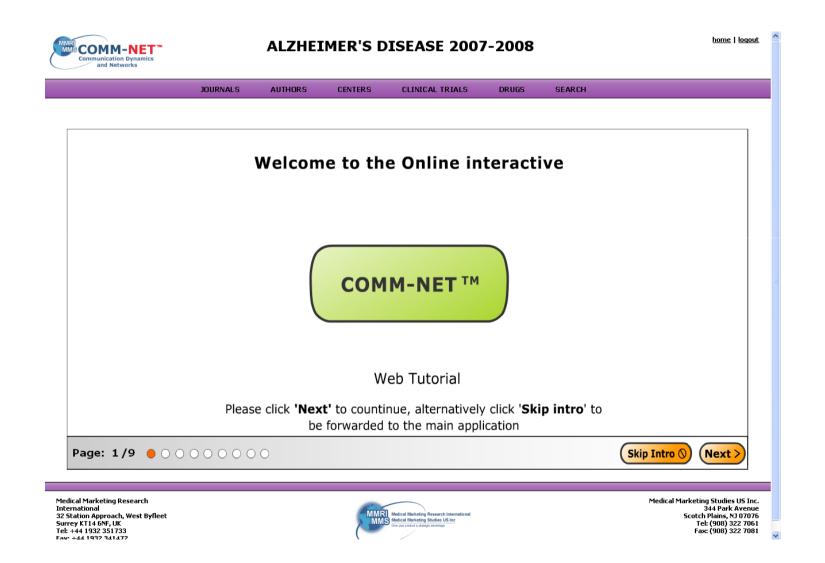


Secure Log-In





Introduction Page



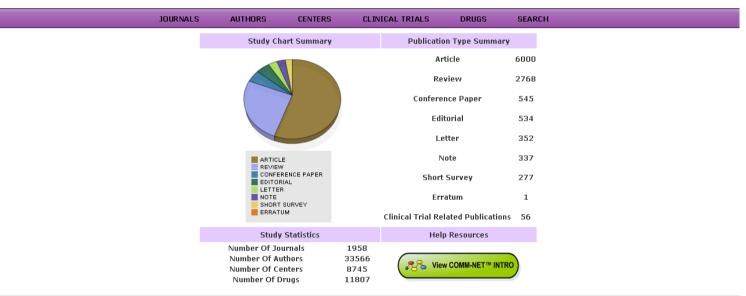


Topic Overview



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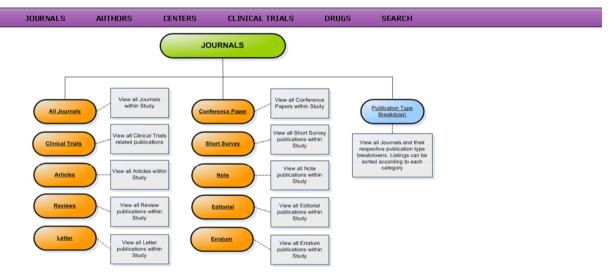


Journals Overview



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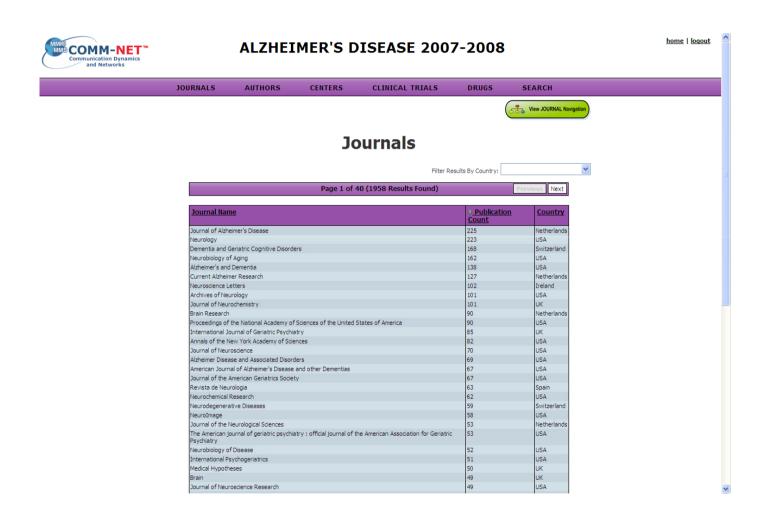
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All Journals



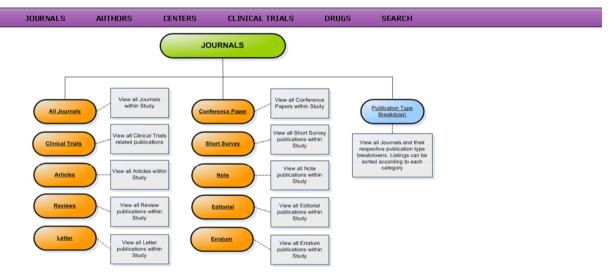


Journals Overview



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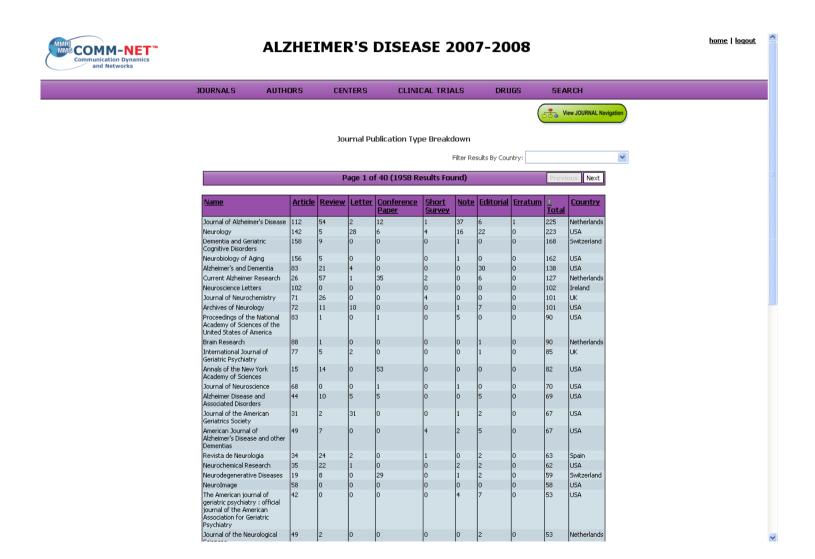


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Journal Publication Type Breakdown





Single Journal Breakdown

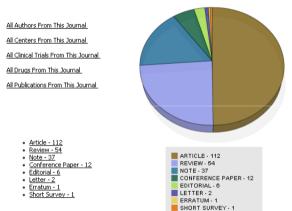


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JOURNALS AUTHORS CENTERS CLINICAL TRIALS DRUGS SEARCH

Journal Information - Journal of Alzheimer's Disease

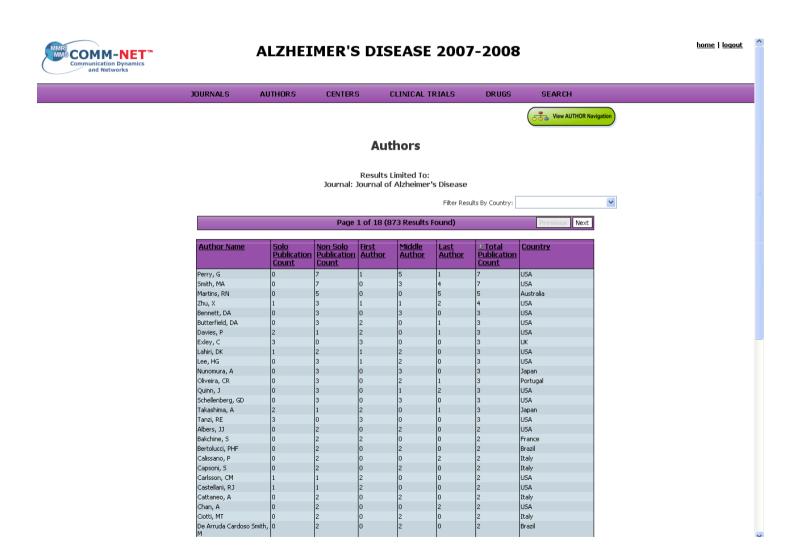


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Authors Publishing in a Journal



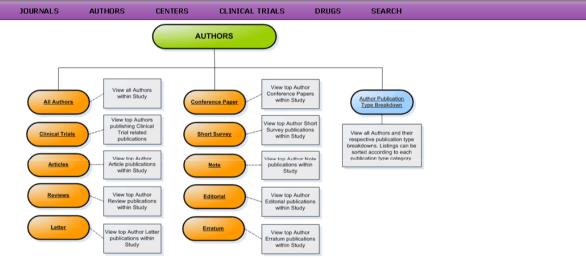


Authors Overview



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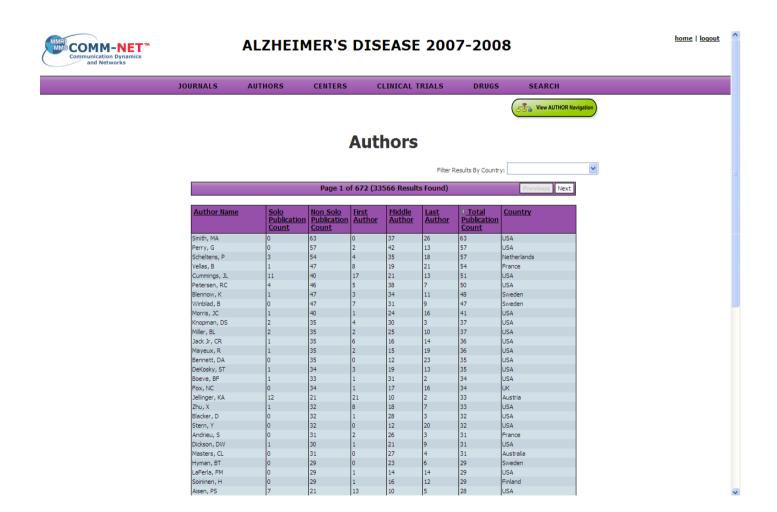
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All Authors



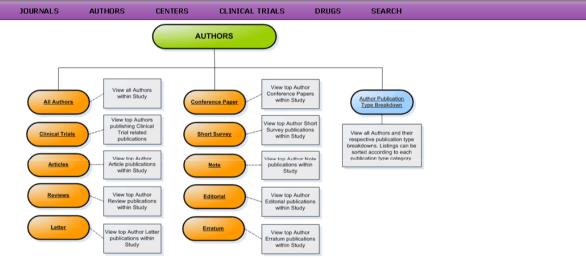


Authors Overview



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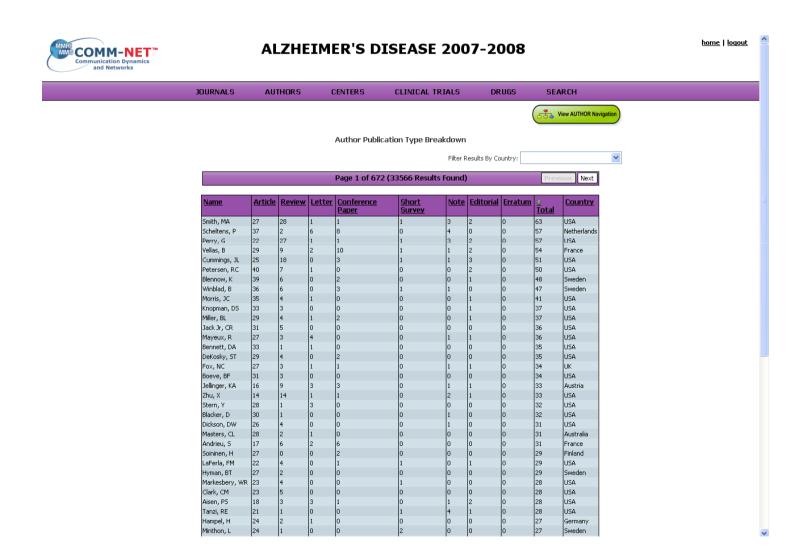
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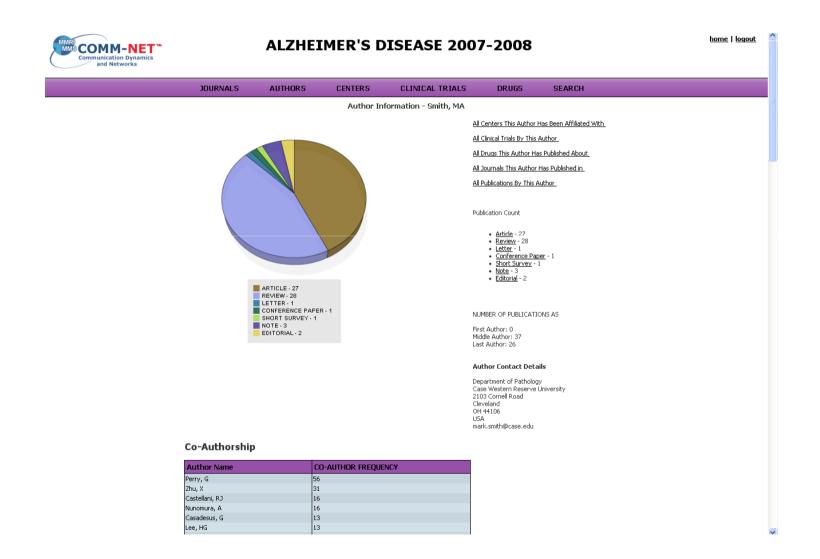


Authors Publication Type Overview



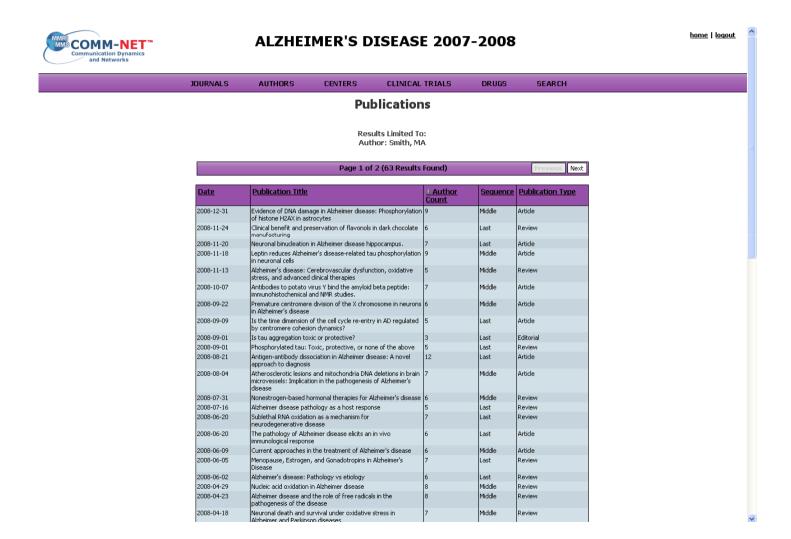


Author Profile and Co-Authorship





Author Publication Breakdown





Author Publication Overview



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<u>home</u> | <u>logout</u>

JOURNALS AUTHORS CENTERS CLINICAL TRIALS DRUGS SEARCH

Evidence of DNA damage in Alzheimer disease: Phosphorylation of histone H2AX in astrocytes

Journal: Age Contact: Myung, NH Department of Pathology Case Western

Reserve University 2103 Cornell Road Cleveland OH 44106

USA

Publication Type: Article Volume/Page: 30(4): 209-215

Phosphorylation of the histone family is not only a response to cell signaling stimuli, but also an important indicator of DNA damage preceding apoptotic changes. While astrocytic degeneration, including DNA damage, has been reported in Alziver disease (AD), its pathogenetic significance is somewhat unclear. In an effort to darify this, we investigated the expression of YHZAX as evidence of DNA damage in astrocytes to elucidate the role of these cells in the pathogenesis of AD. In response to the formation of double-stranded breaks in chromosomal DNA, series in 139 on HZAX, a 14-kDa protein that is a member of the HZA histone family and part of the nucleosome structure, becomes rapidly phosphorylated to generate YHZAX. Using

H2A histone family and part of the nucleosome structure, becomes rapidly phosphorylated to generate yH2AX. Using immunocytochemical techniques, we found significantly increased levels of yH2AX in astrocytes in regions know to be vulnerable in AD, i.e., the hippocampal regions and cerebral cortex. These results suggest that astrocytes contain DNA damage, possibly resulting in functional disability, which in turn reduces their support for neurons. These findings further define the role of

astrocyte dysfunction in the progression of AD. © 2008 American Aging Association.

Author List							
Author Name	Sequence						
Myung, NH	1						
Zhu, X	2						
Kruman, II	3						
Castellani, RJ	4						
Petersen, RB	5						
Siedlak, SL	6						
Perry, G	7						
Smith, MA	8						
Lee, Hg	9						

Abstract:

Drug List
Drug Name
double stranded DNA
histone H2AX

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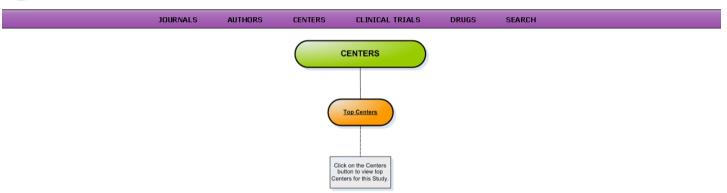


Centres



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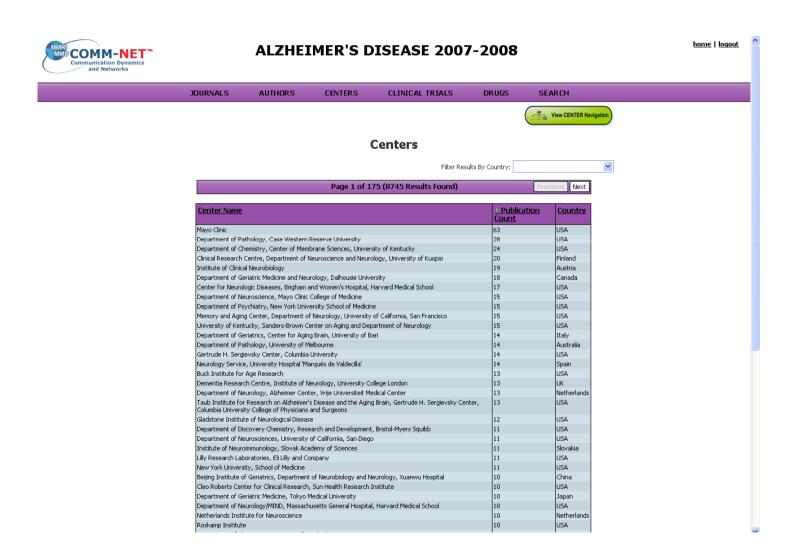
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Centres Overview





Centre Information



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	JOURNALS	AUTHORS	CENTERS	CLINICAL TRIALS	DRUGS	SEARCH					
Center Information - Mayo Clinic											
	All Authors From This Cent										
	All Drugs From This Center										
	All Journals From This Cen										
	All Publications From This G	<u>center</u>									
	Article - 36 Review - 21 Letter - 1 Conference Paper Short Survey - 1 Editorial - 3	;-1									
	Center Contact Details Mayo Clinic 200 First Street SW, Roch USA			ARTICLE - 36 REVIEW - 21 LETTER - 1 CONFERENCE PAPER - 1 SHORT SURVEY - 1 EDITORIAL - 3							

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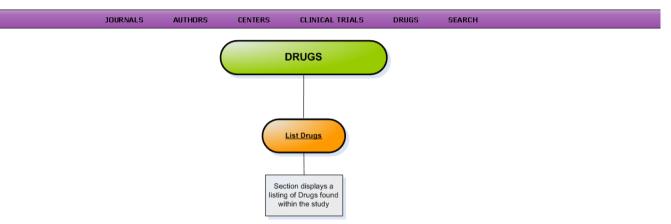


Drugs



ALZHEIMER'S DISEASE 2007-2008

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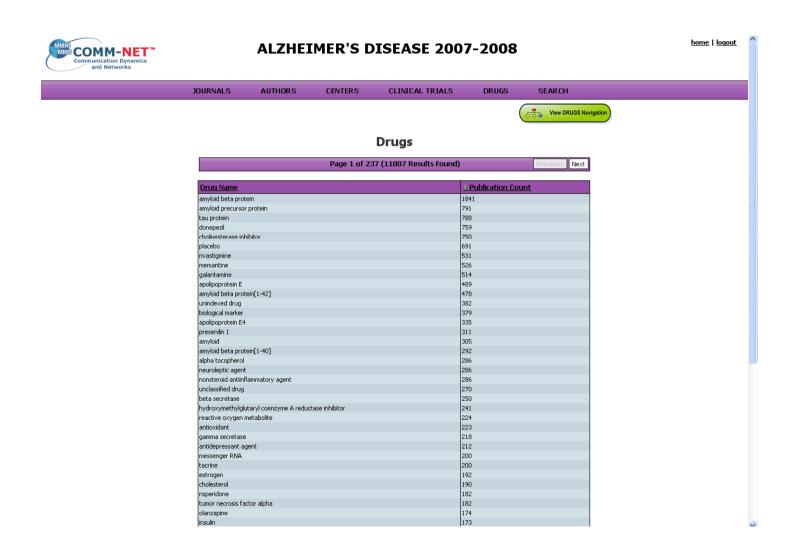
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Drugs Breakdown





Drug Information



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JOURNALS AUTHORS CENTERS CLINICAL TRIALS DRUGS SEARCH Drug Information - donepezil All Authors That Have Published About This Drug All Centers This Drug Has Been Afiliated With All Clinical Trials With This Drug All Journals This Drug Has Appeared In All Publications With This Drug Publication Count Article - 317
 Review - 207
 Letter - 38
 Conference Paper - 49
 Short Survey - 22
 Note - 23
 Editorial - 23 ARTICLE - 317
REVIEW - 287
LETTER - 38
CONFERENCE PAPER - 49 SHORT SURVEY - 22 NOTE - 23

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EDITORIAL - 23

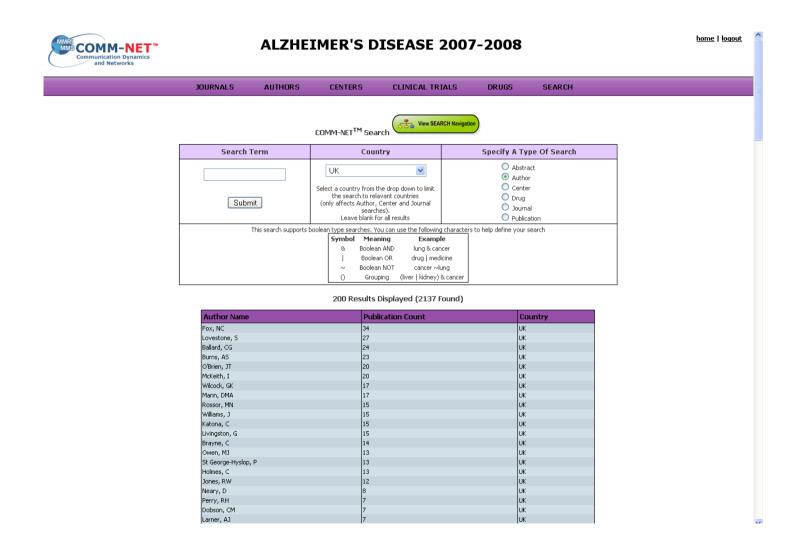


Search Functions

COMM-NET** Communication Dynamics and Networks		ALZHEIMER'S DISEASE 2007-2008						
	JOURNALS	AUTHORS	CENTERS	CLINICAL TRIAI	.S DRI	JGS	SEARCH	
			COMM-NET TM Sea	rch View SEARCH	Navigation			
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	donepezil	nit	Select a country from t the search to rel (only affects Author, seard Leave blank f	avant countries Center and Journal nes).		Abstract Author Center Drug Journal Publication		
			Symbol Mea & Boolea Boolea Boolea Ground	n AND lung & cancer an OR drug medicin n NOT cancer ~lung	ancer			
	Date	Publication Ti	itle		Author Cour	nt Publica	ation Type	
	2007-03-23		eimer's disease: What to e utine clinical setting	expect after 3 years of	28	Article		
	2008-07-14	Novel donepezil-b		and butyrylcholinesterase d aggregation	18	Article		
	2007-10-19		treatment of agitation in		18	Article		
	2007-10-11		treatment of agitation in		18 14	Article	P	
	2007-05-23	Alzheimer's disea:	nodifiers in the assessmen se: Challenges for the fut	ure	14	Conrerer	nce Paper	
	2008-11-12	Effect of phenser amyloid in Alzhein	ine treatment on brain fu ner's disease	nctional activity and	13	Article		
	2008-06-12	Effect of phenser amyloid in Alzhein	ine treatment on brain fu ner's disease.	nctional activity and	13	Article		
	2008-03-26	a4β2-nicotinic red Methods of scan	eptor binding with 5-IA in analysis	Alzheimer's disease:	12	Article		
	2007-01-15	Recommendation disease in manag		treatment of Alzheimer's	12	Article		
	2008-10-01	modifying therap	and biomarker findings of y for Alzheimer's disease; ebo-controlled trial	PBT2 in targeting Aβ as a a phase IIa, double-blind,	12	Article		
	2008-06-05		tinic receptor binding with	n 5-IA in Alzheimer's	12	Article		
	2008-02-18	combination of be	npairment without apopto eta-amyloid oligomers and tylcholine release in rats	sis induced by the cerebral ischemia is related	11	Article		



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