Altmetric Data – What can it Mean for You?

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What we'll cover

- Definition of altmetrics
- Why altmetrics; why now?
- Why altmetrics matter to Pharma
- Who we are – where you see our data
- How we do it & What we track
- Examples and Demo

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What are altmetrics? In the broadest sense they measure...

- Attention
- Immediacy (snapshot NOT time lapse)
- Non-academic engagement
  - Beyond scholarly academic publishing
- Non-traditional sources
  - Beyond academic journals
- Non-traditional research outputs
  - Provide data for all outputs, not just research articles (code, data, software, images, etc)

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What are they not?

- Web analytics
  - Searches/sessions/platform performance
- Quality indicators
  - Kim Kardashian versus Nelson Mandela
- Proxies/predictors for citations
- Social media monitoring
  - Hootsuite, etc
- Media media monitoring
  - Cision, Meltwater, etc..

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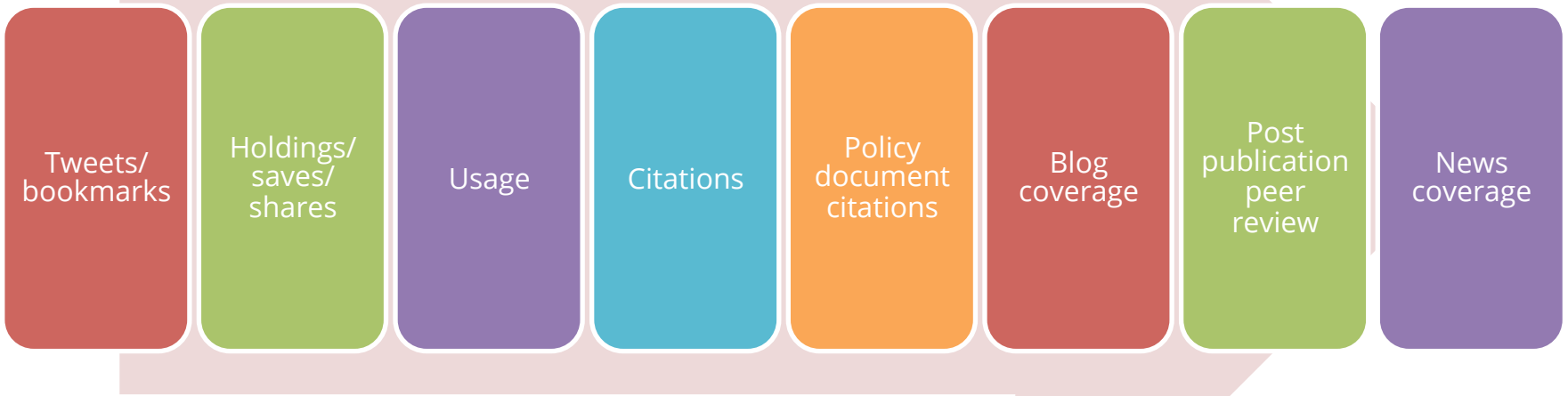
What do they indicate? Attention/engagement on a ***spectrum***

- Superficial
- Article may or may not have been read
- Many potential readers but few actual
- Cost-light (er)



- Article more likely to be read
- Cost-heavy (ier)
- Readers = practitioners (?)
- Actionable (?)

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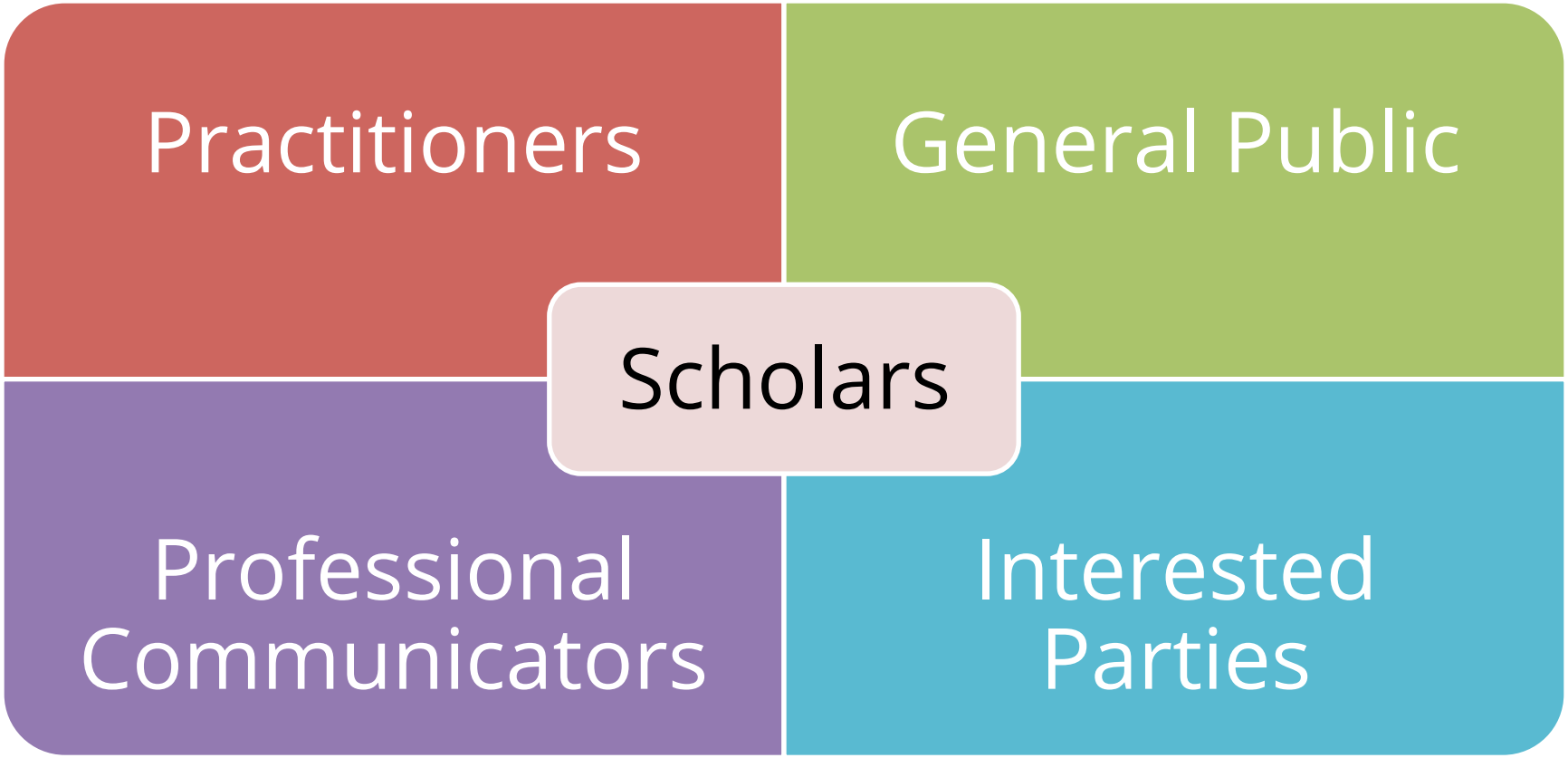
What ***audiences*** are they indicators for?



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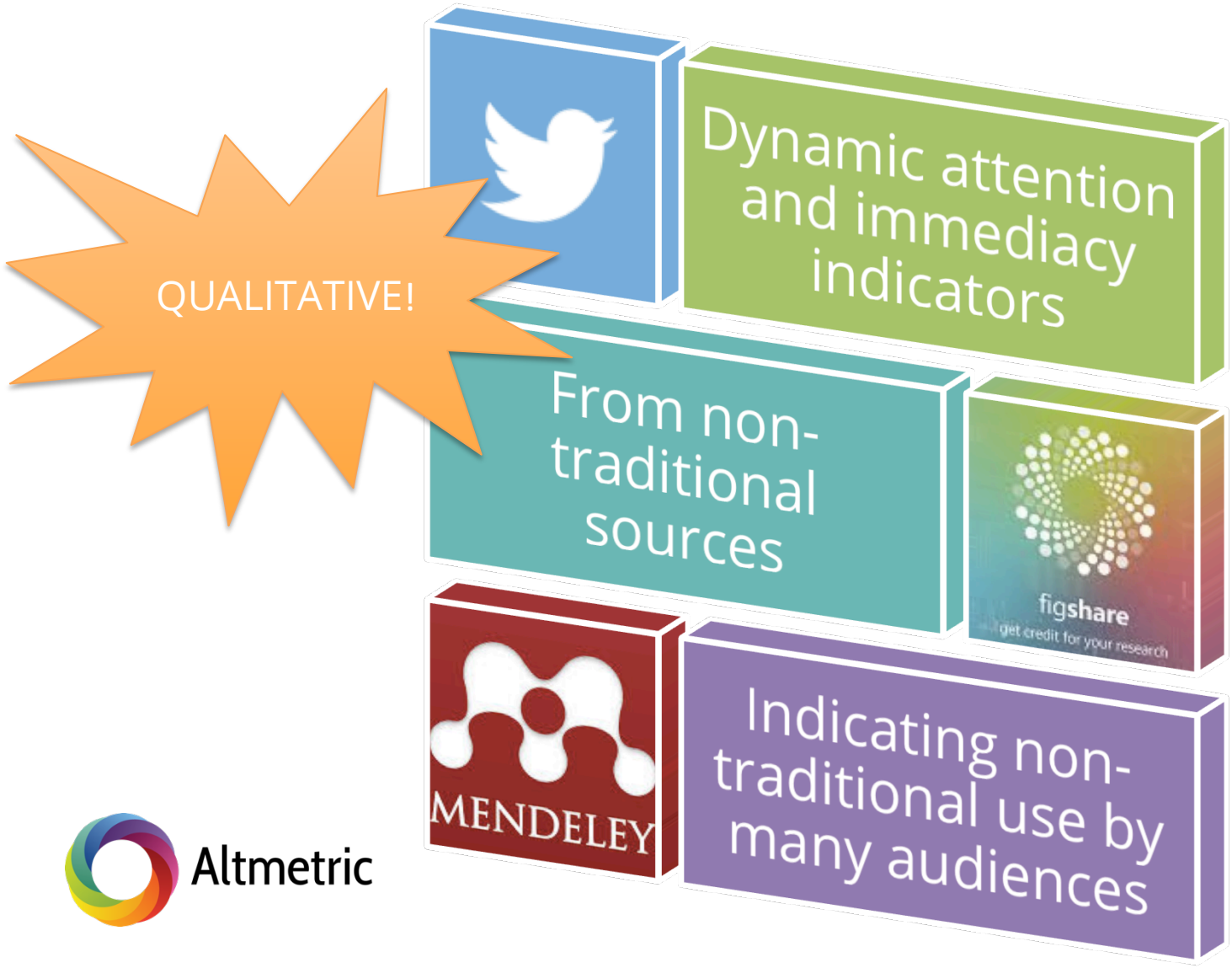
In a nutshell? Altmetrics are…



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Why altmetrics and why ***now***?

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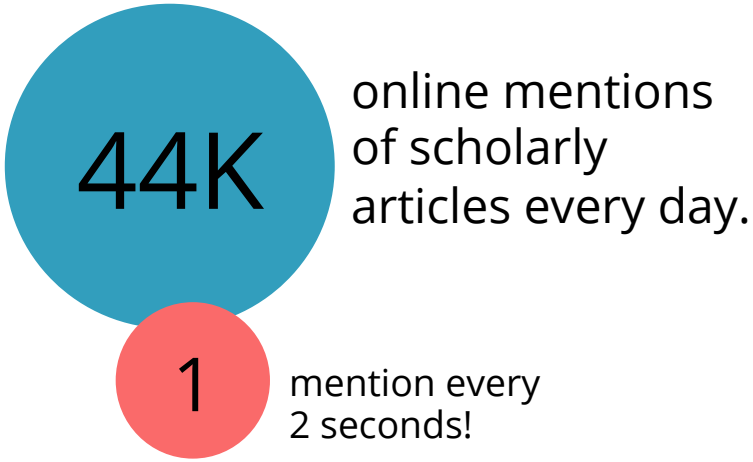
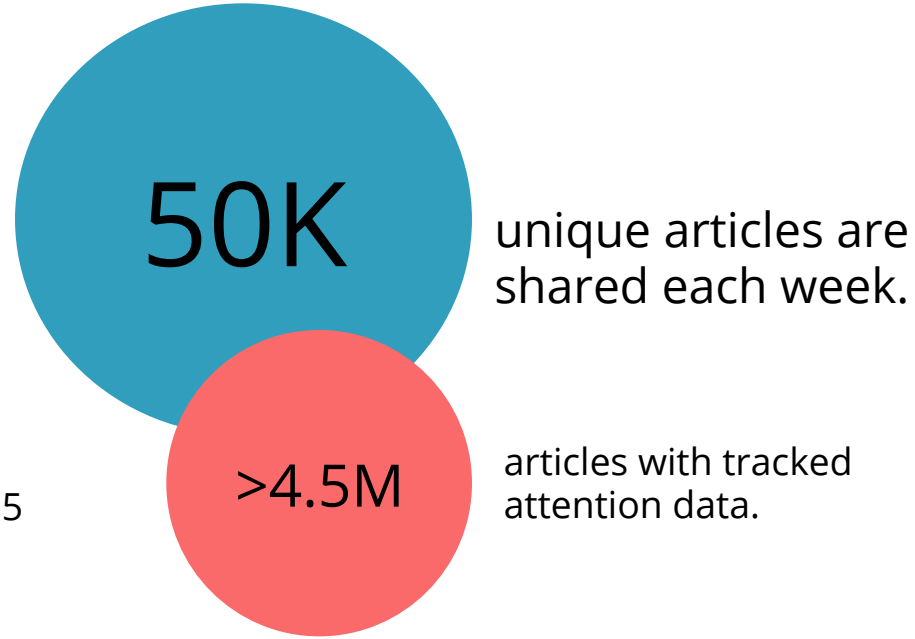
Digitally native research is openly available...***Everyone,*** not just researchers, ***can read research...and talk about it***





Source: Altmetric internal data, November 2015

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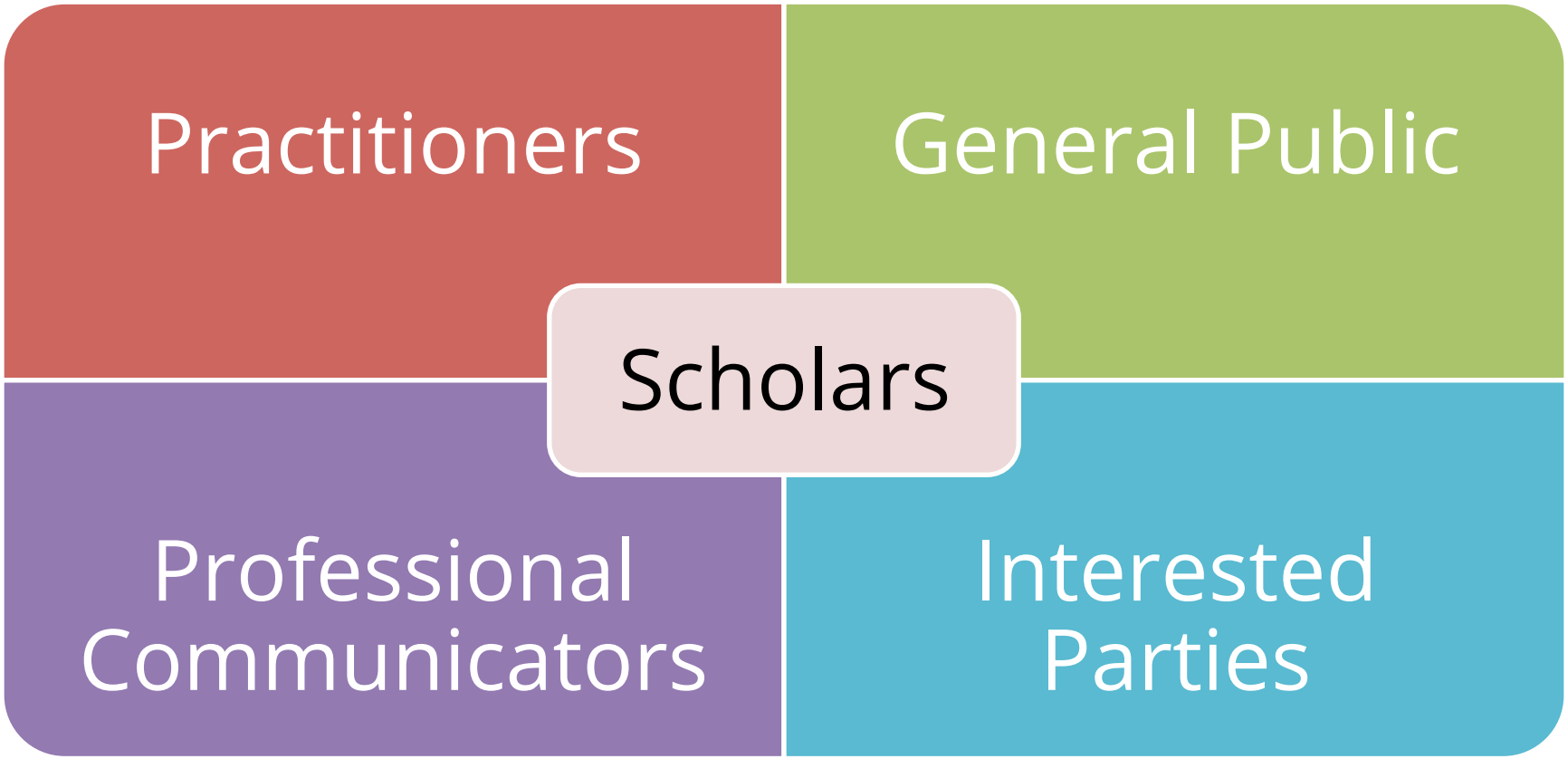
Democratization of information: ***Everyone*** can read peer-reviewed research



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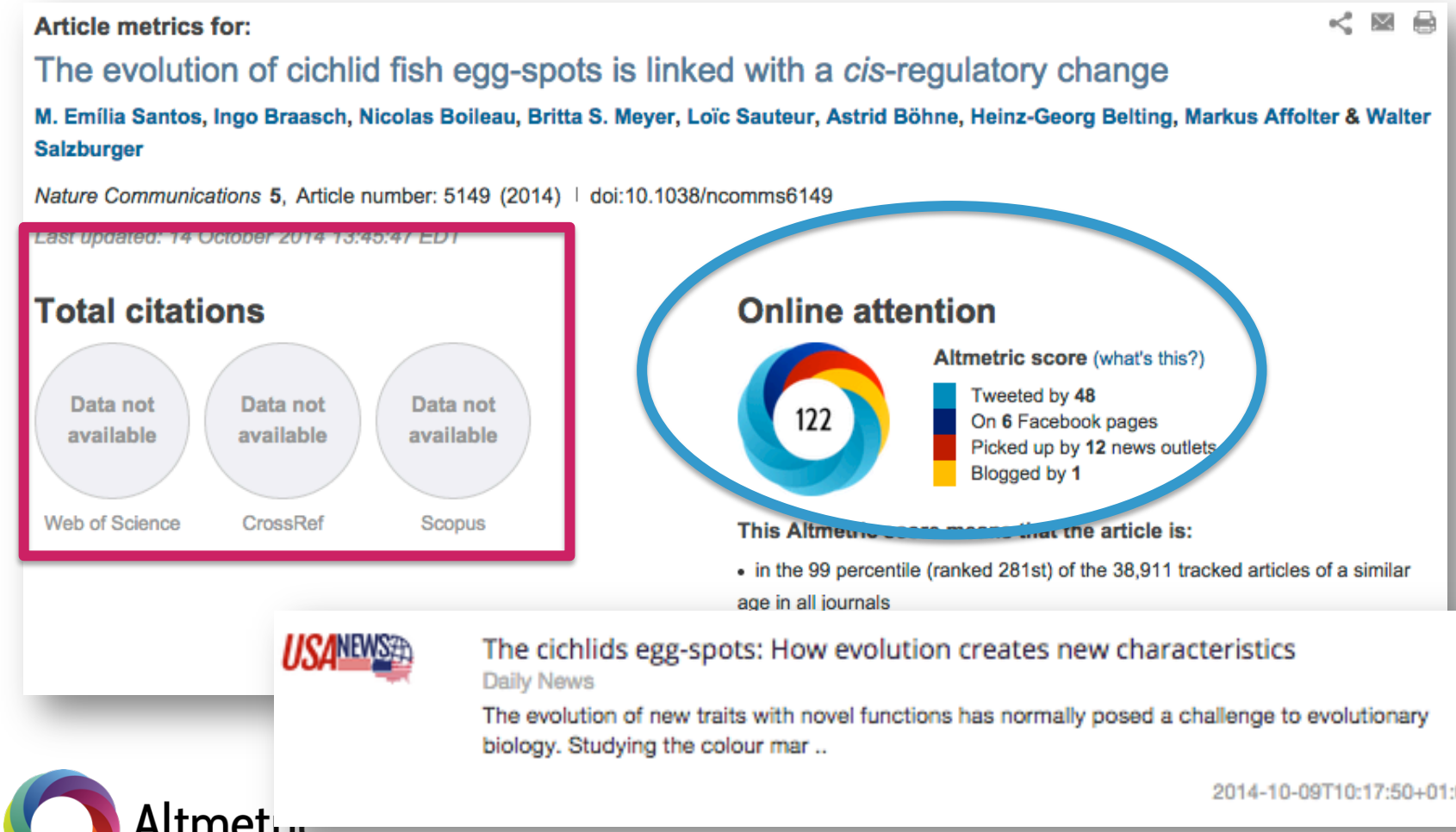
Print based paradigm in a digital age: ***Lagging indicators***



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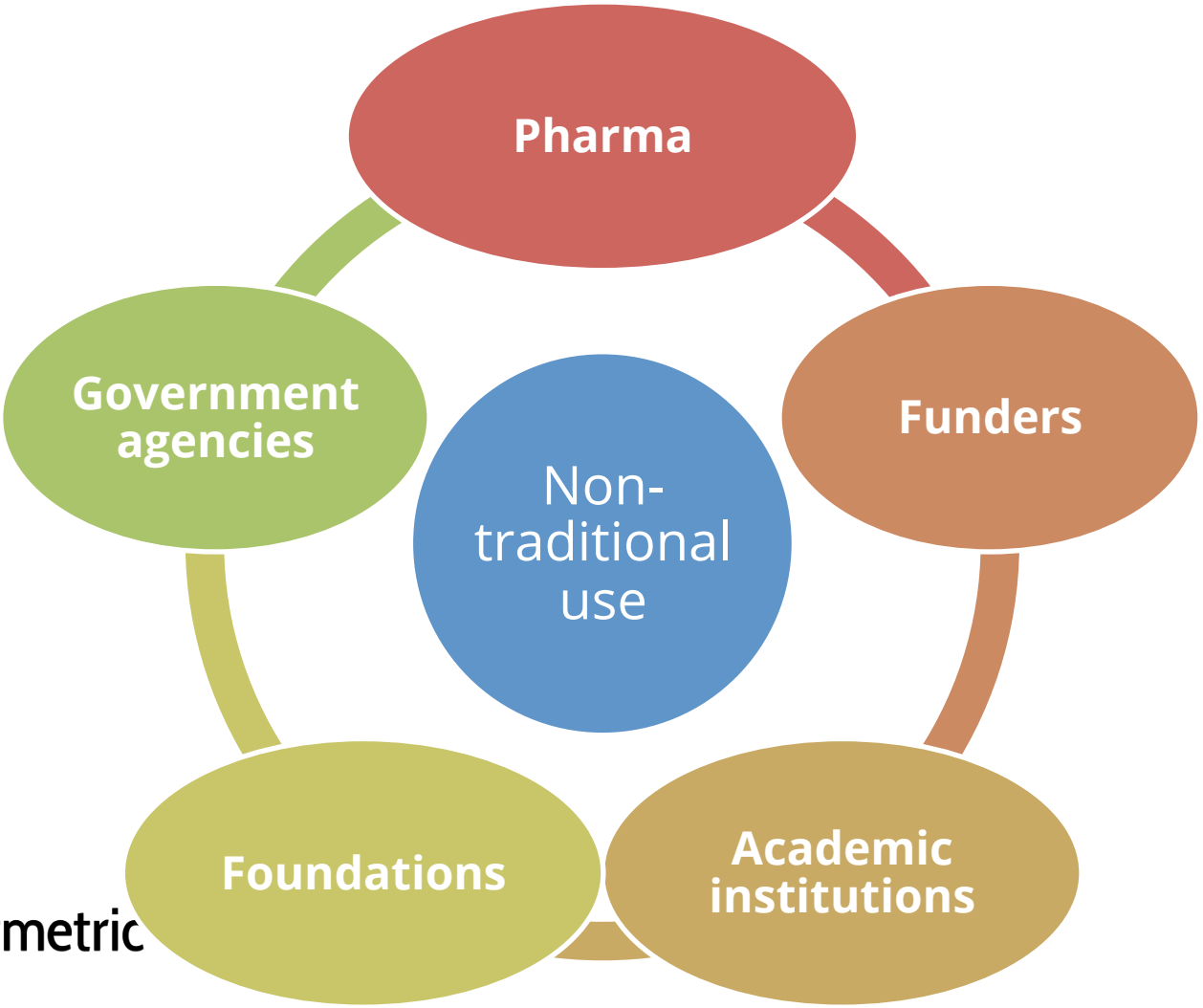
Traditional metrics = scholarly use



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Why altmetrics should matter to ***pharma***

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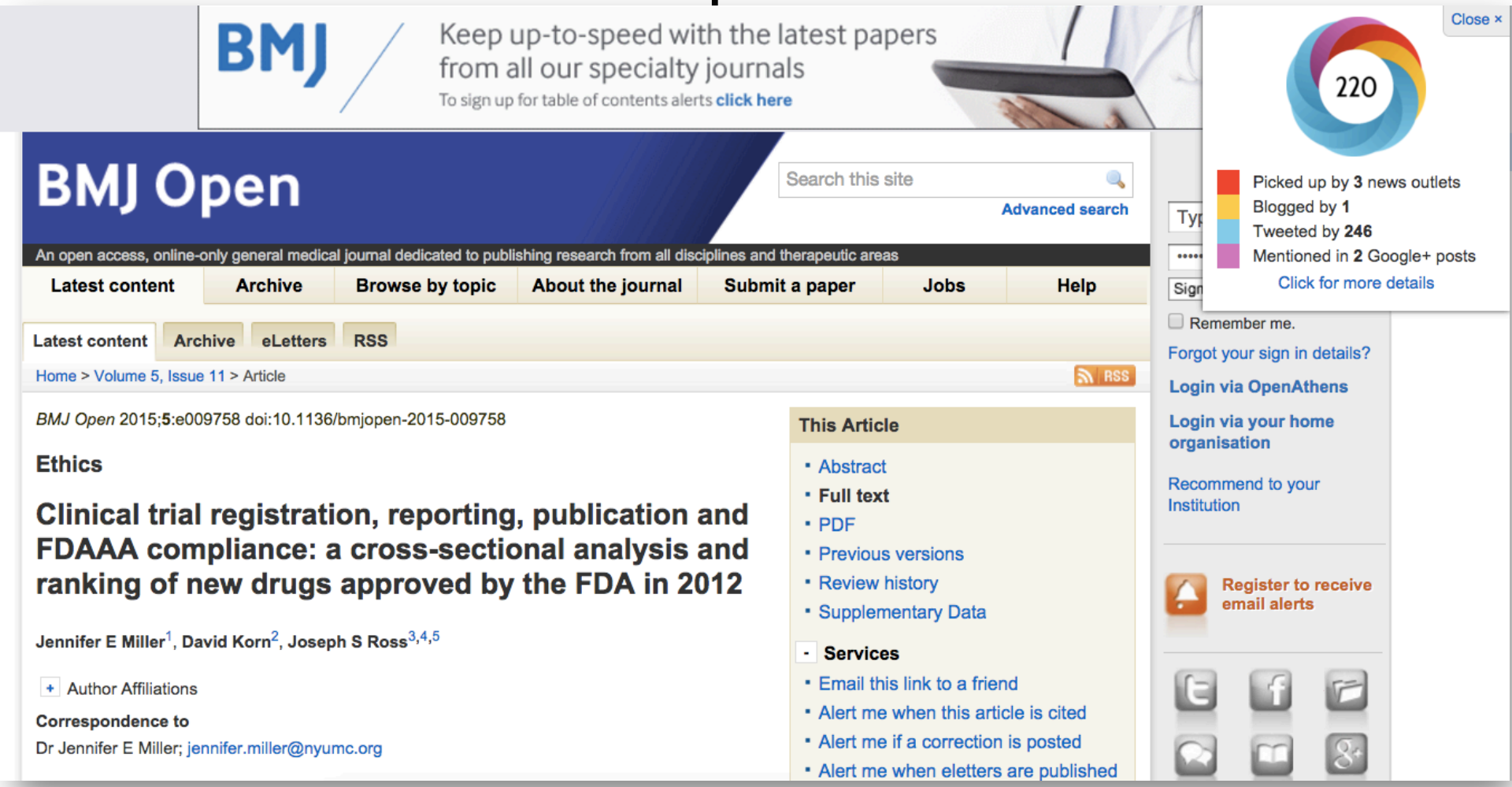
A sector with unique needs



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How can we help?

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Who are we?

Altmetric is a **data science company** that **tracks attention** to research outputs, delivering **output level metrics** via visually engaging, intuitive interfaces.

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Where will you see our data? **Publishers**

ELSEVIER

THE WORLD BANK
IBRD • IDA

WILEY

ROYAL SOCIETY OF CHEMISTRY

MICHIGAN PUBLISHING
UNIVERSITY OF MICHIGAN PRESS

THE COCHRANE COLLABORATION®

Wolters Kluwer
Health

SAGE

nature publishing group

Springer

THE NATIONAL ACADEMIES PRESS

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Institutions: reputation management, fundraising, funding evaluation/ compliance

Where will you see our data? **Other metrics providers**

Impactstory

Scopus

KUDOS Make an impact.

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Where will you see our data? **Platforms**

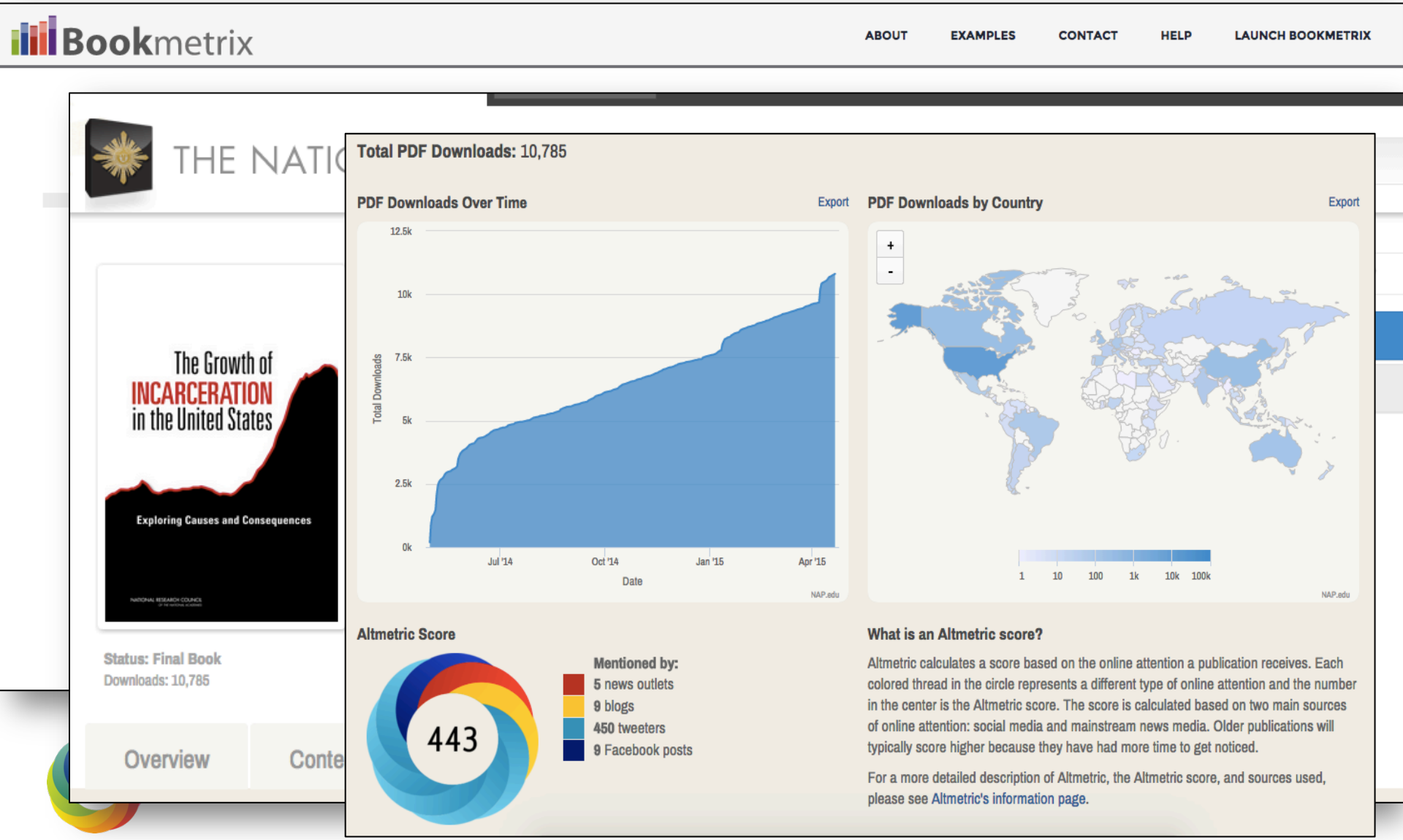
Recommendation Engine Integration for Medical research Apps

Integrating Altmetric service into publishing platform

Altmetric Integration for JAMA and others to monitor research impact

Integrates Altmetric data for over 1 million articles

Where will you see our data? **Books**



Altmetrics are about ***reach:*** A robust strategy can…

- Help identify optimal user/platform targeting
- Help you understand segments of attention
  - Regions
  - Therapeutic areas
  - Practitioners, etc
- Mitigate PR crises/fires
- Identify new journals, communities, audiences, practitioners, target outlets
- Identify pockets of misinformation

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So how do we do it?

The Altmetric database:
Tracking 4.5M articles and growing

How do we populate our database? ***3 things needed***

An ***output*** (journal article, dataset, etc)

An ***identifier*** attached to the output (DOI, NCT, PubMed etc)

Mentions in a ***source we track***

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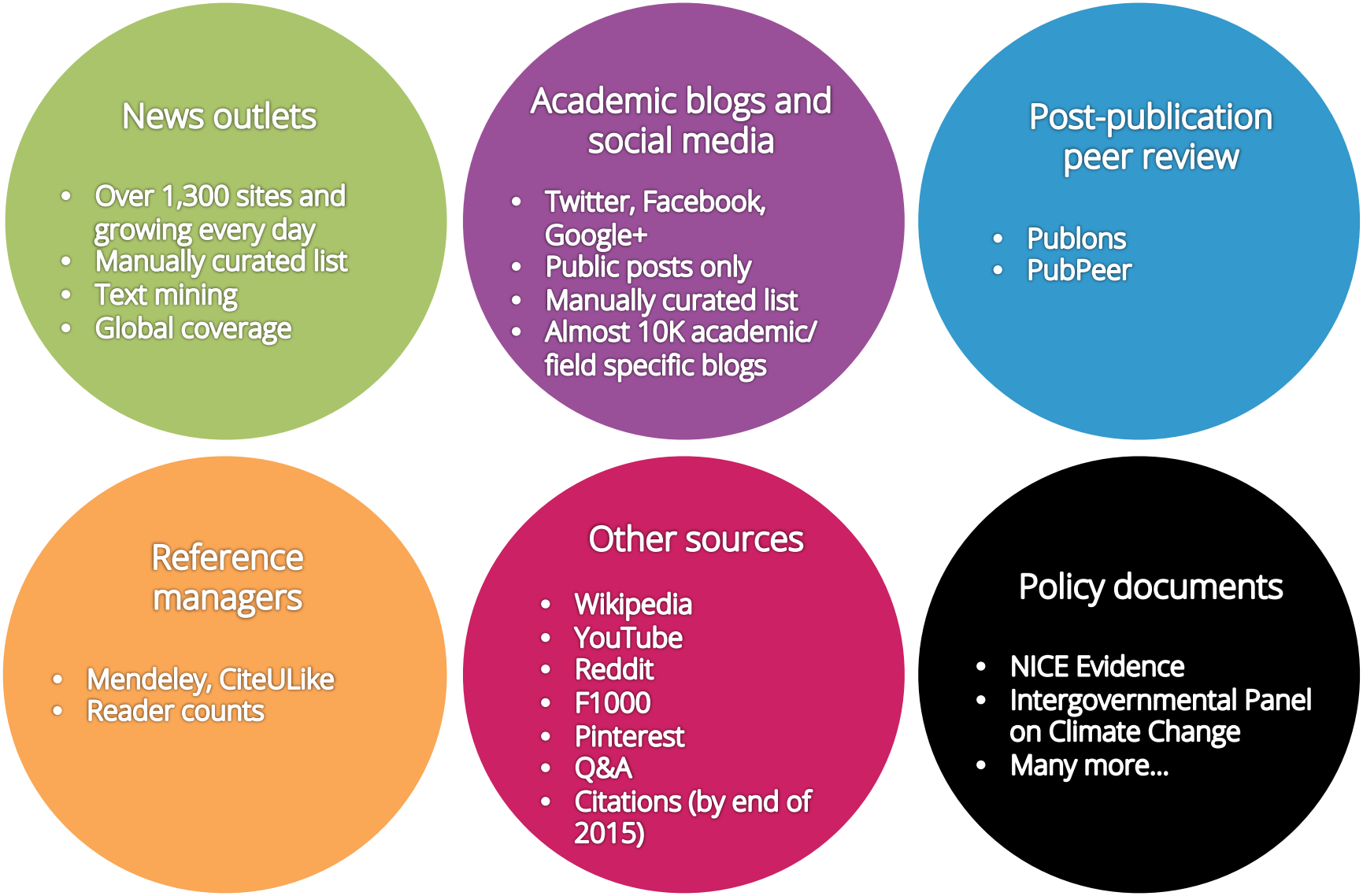
Sources we track...***MORE*** than social media



Unique IDs we track...***MORE*** than DOIs

DOIs	General
PubMed ID	Health Sciences
arXiv ID	Physics, Mathematics & Computer Sciences
ADS ID	Astrophysics data system
SSRN ID	Social Sciences
RePEC ID	Economics
Handles	General
ClinicalTrials.gov Records	Medicine/biomedical

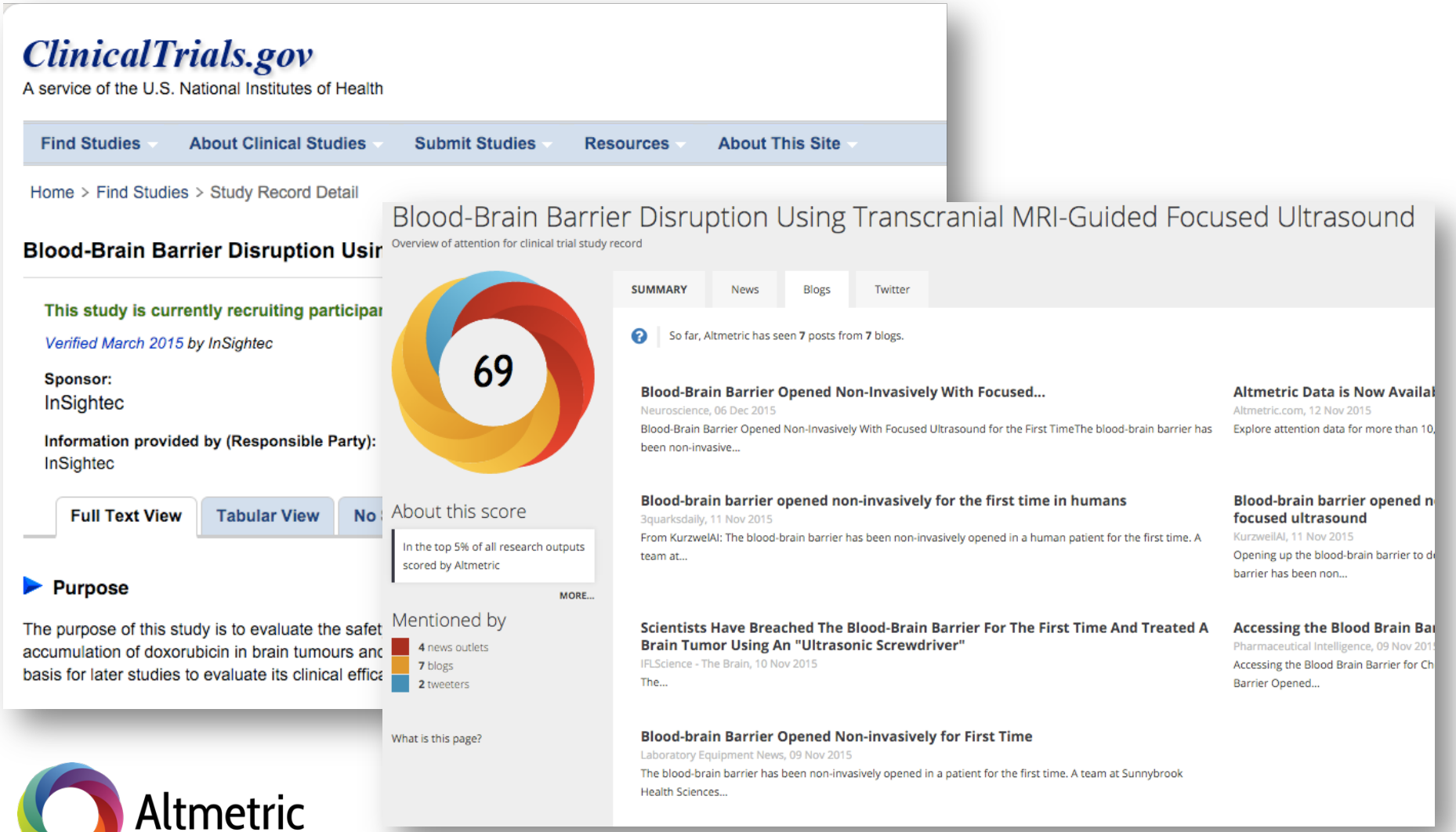
Visuals we provide...***More*** than just numbers

Volume	Sources	Authors
The score for an article rises as more people mention it.	Each source category contributes a different base amount to the final score.	Assess the author of each mention in terms of their reach, promiscuity and bias.

Tweeted by **293**
Blogged by **4**
On **200** Facebook pages
Mentioned in **6** Google+ posts
Picked up by **1** news outlets
Mentioned in **1** LinkedIn forums
Reddited by **2**
On **1** videos

166 readers on Mendeley
1 reader on Connotea
3 readers on CiteULike

A sector with unique needs



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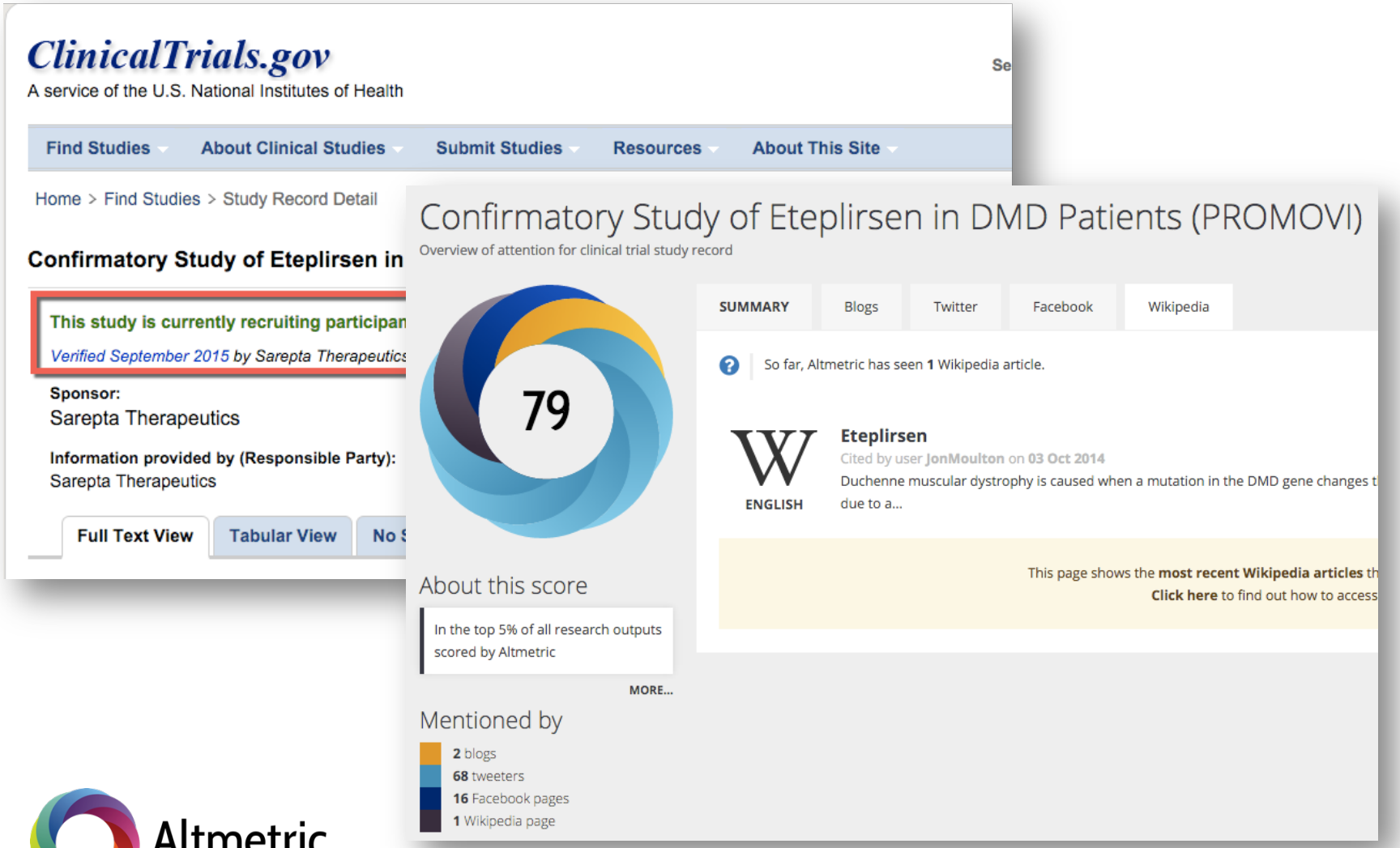
Trial Run by InSightec

A sector with unique needs



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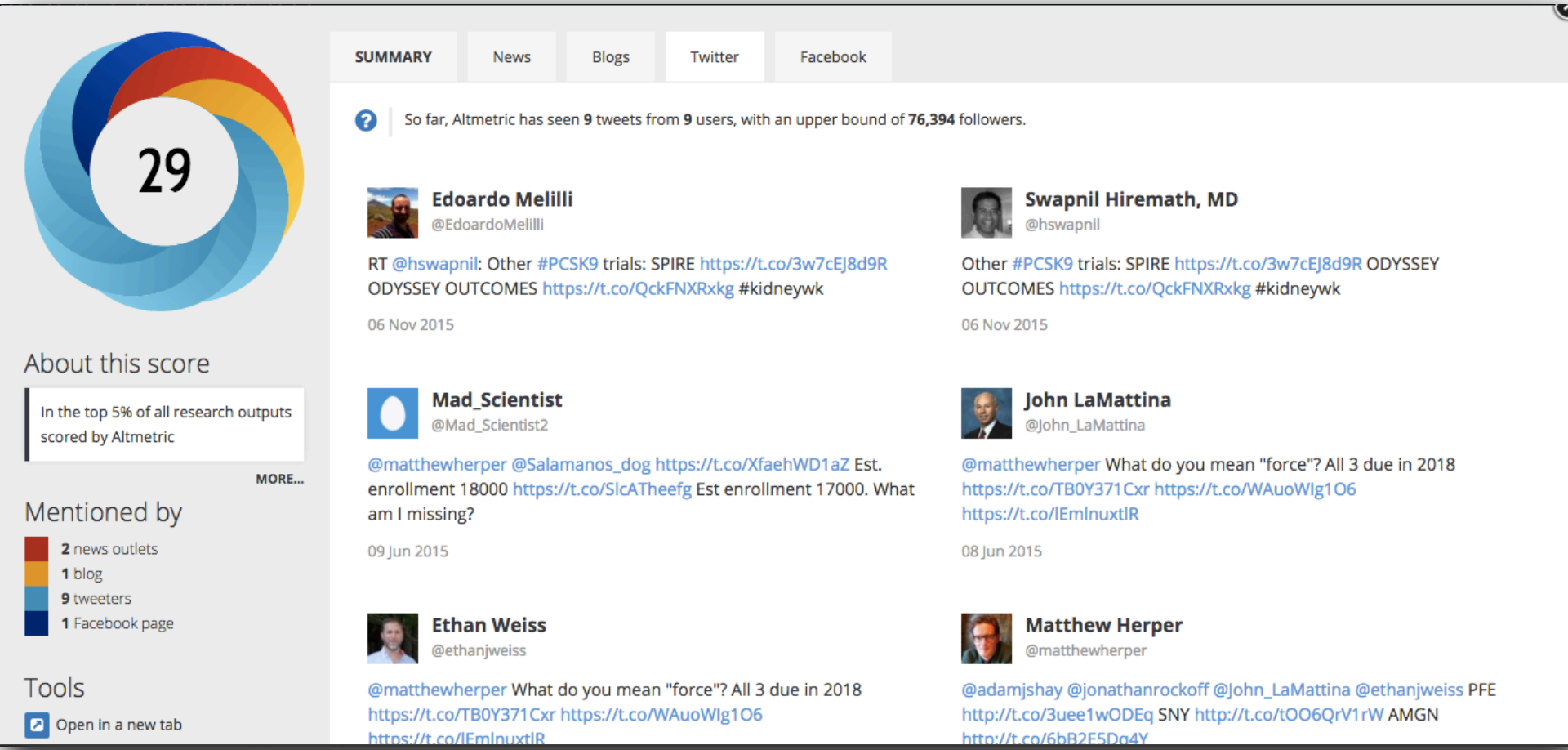
Trial run by Sarepta Therapeutics

Data we provide…***MORE*** than just numbers; ***auditable data***



Using the Altmetric database

Explorer for Institutions

- Reporting from article level to entire organization
  - Therapeutic area? Drug? Region? Phase?
- Visualizations/alerts
- *Access to full Altmetric database*
  - ~4.5M+ articles including competitor data
- Easy implementation; little reliance on researcher maintenance
- Custom reporting
- Access to complete Altmetric database (not just your/your firm/company's data)

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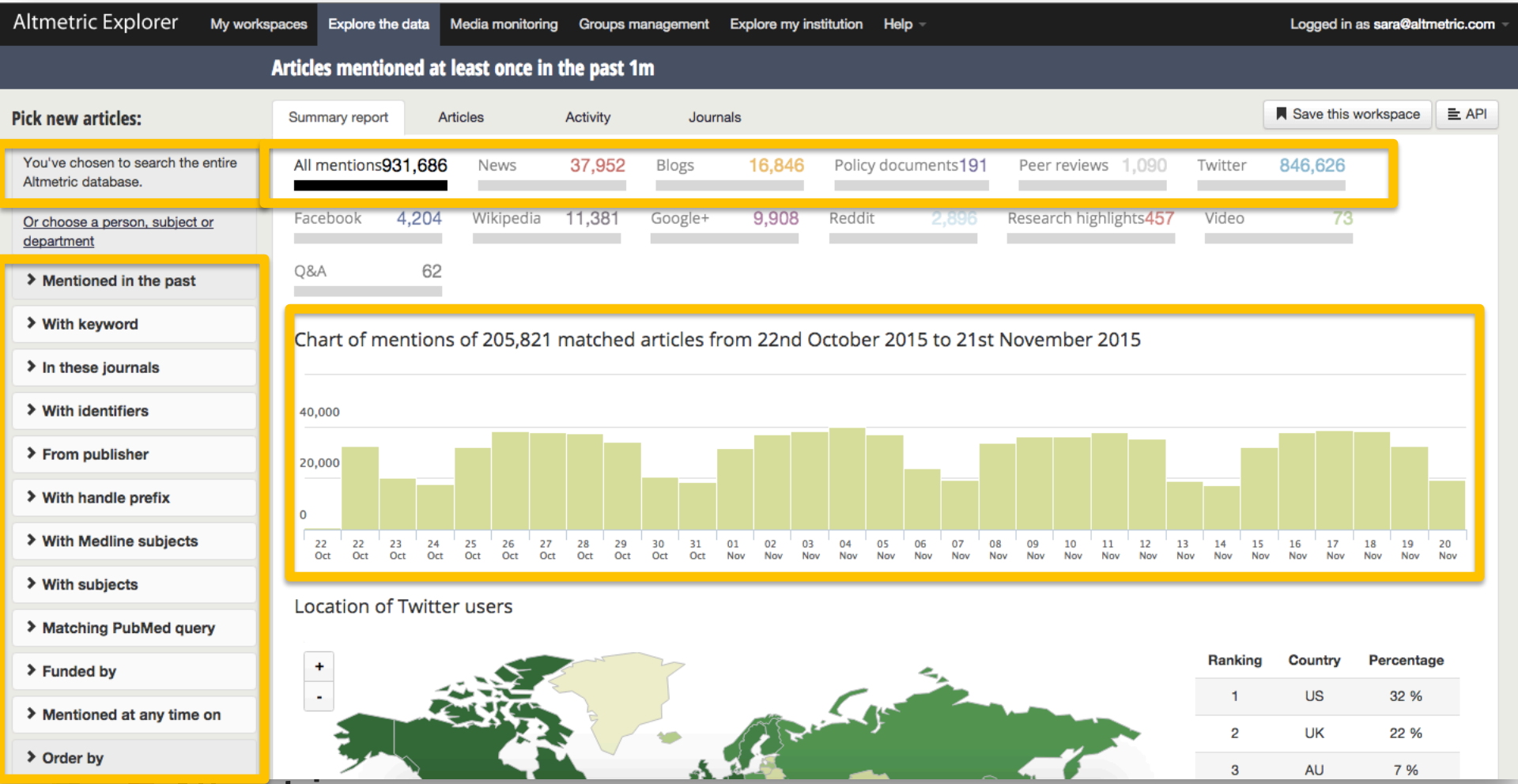
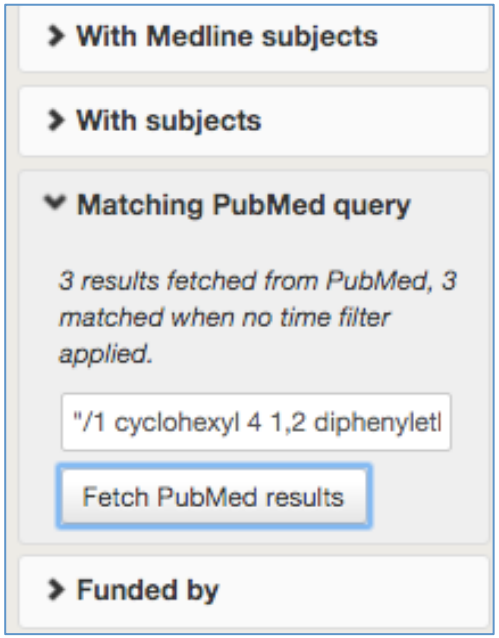
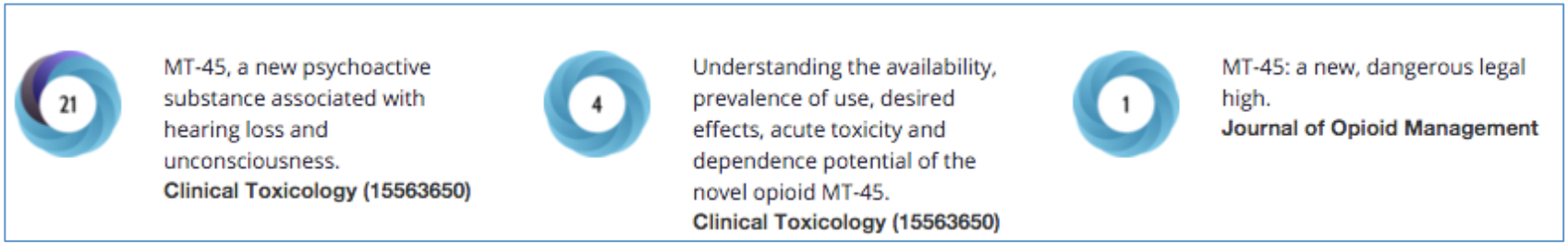
Competitive benchmarking: Altmetric database retains data for 4.5M+ growing



Integrated PubMed Advanced Search





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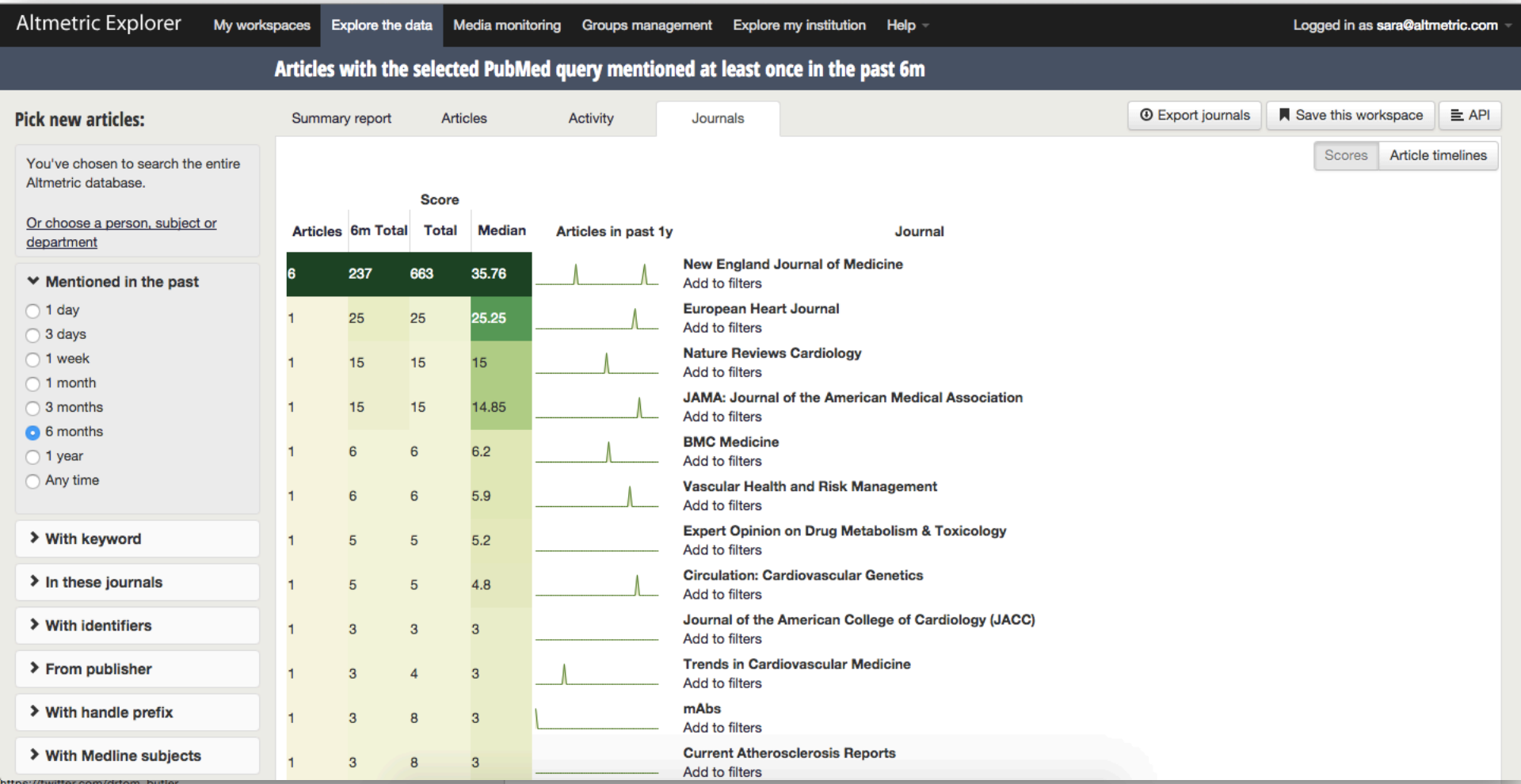
Competitive benchmarking: Filter by Pubmed query for “Alirocumab”



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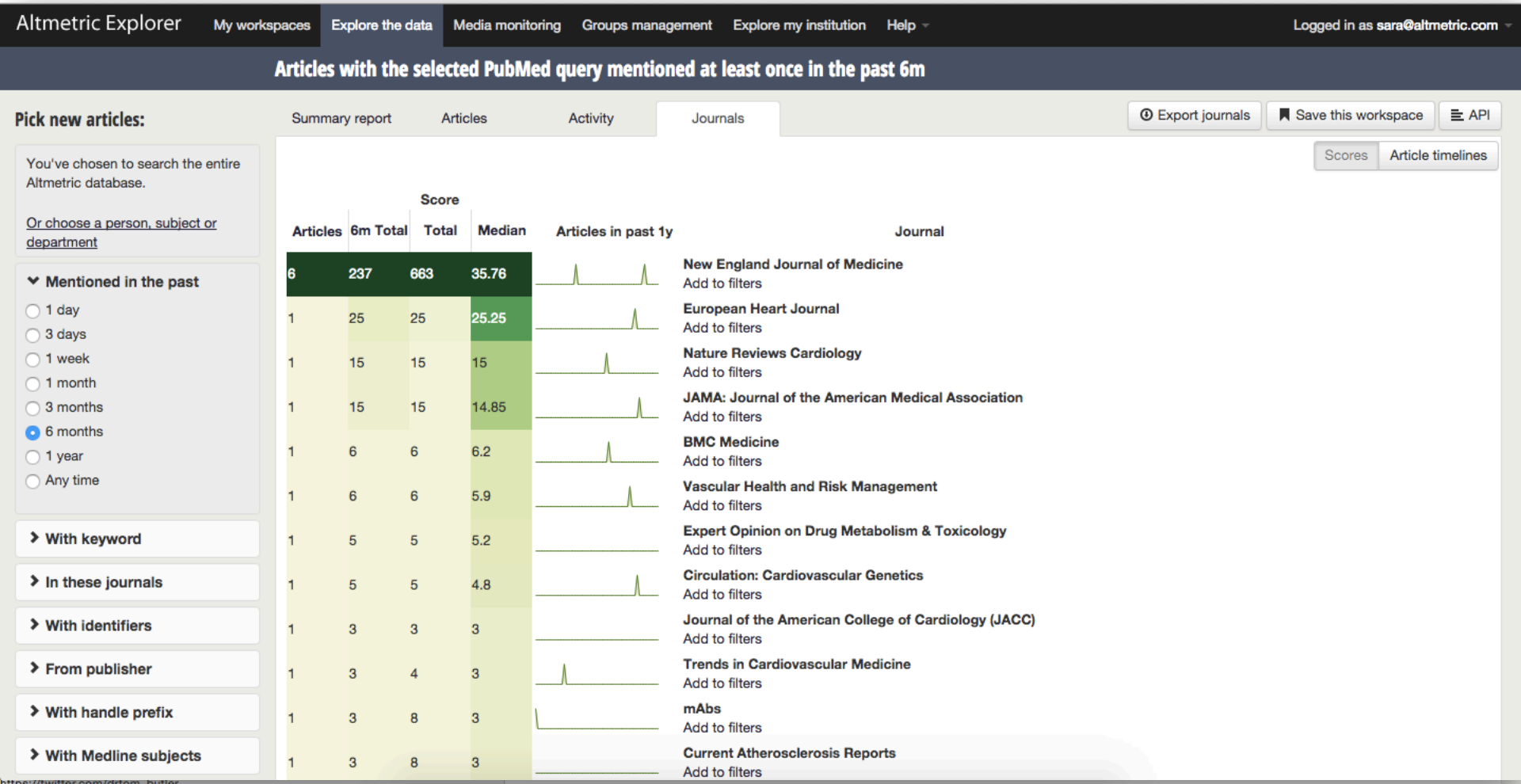
Competitive benchmarking: Filter by Pubmed query for “Alirocumab”



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Comparing Publicly-funded vs Industry-funded trials

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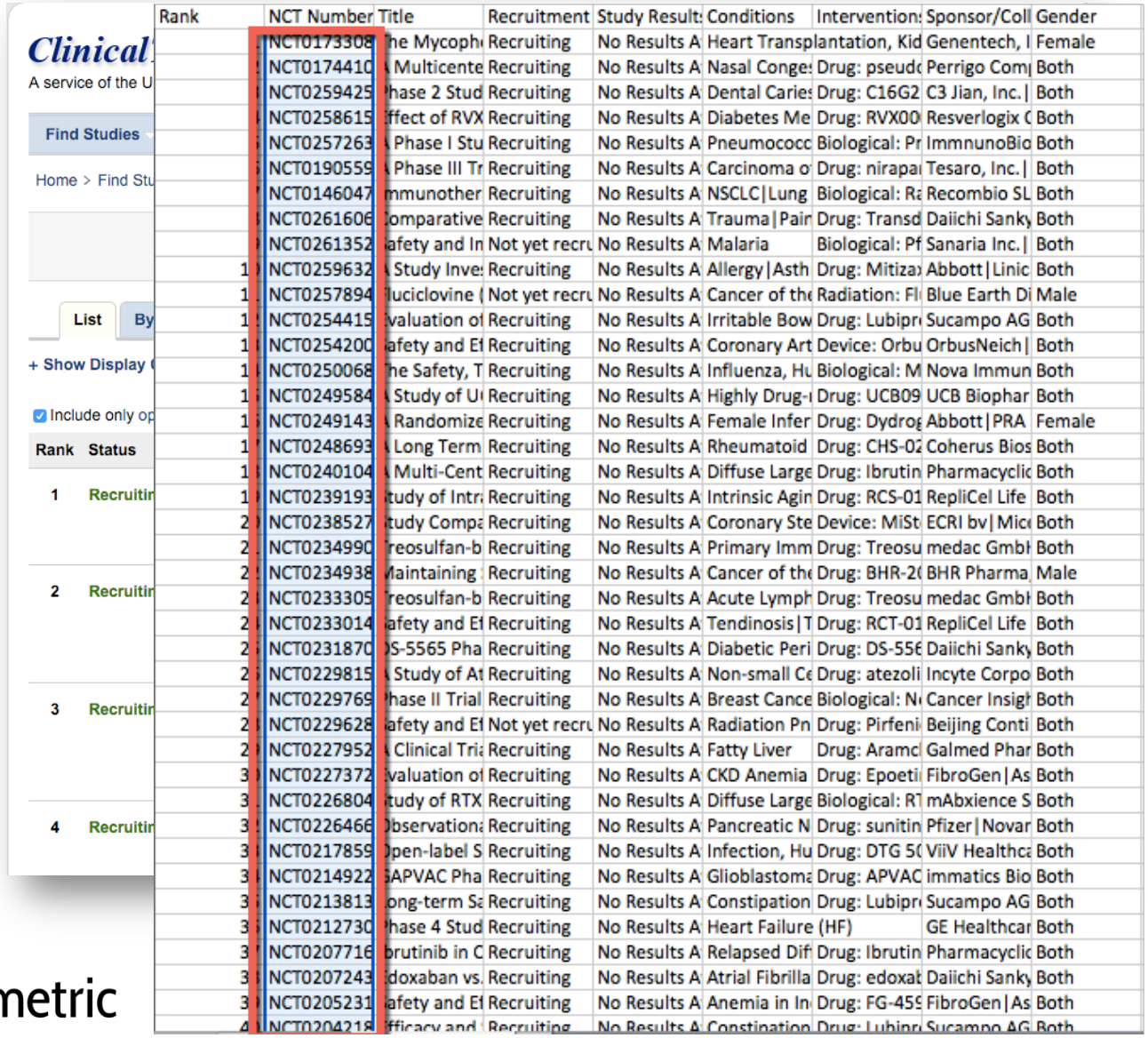
Reg.Compliance: Tracking ClinicalTrials.gov NCT records



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Rank	NCT Number	Title	Recruitment	Study Result:	Conditions	Intervention:	Sponsor/Coll	Gender
	NCT0173308	he Mycoph	Recruiting	No Results A	Heart Transp	lantation, Kid	Genentech, I	Female
	NCT0174410	A Multicente	Recruiting	No Results A	Nasal Conge	Drug: pseudo	Perrigo Com	Both
	NCT0259425	Phase 2 Stud	Recruiting	No Results A	Dental Caries	Drug: C16G2	C3 Jian, Inc.|	Both
	NCT0258615	ffect of RVX	Recruiting	No Results A	Diabetes Me	Drug: RVX00	Resverlogix C	Both
	NCT0257263	A Phase I Stu	Recruiting	No Results A	Pneumococc	Biological: Pr	ImmunoBio	Both
	NCT0190559	A Phase III Tr	Recruiting	No Results A	Carcinoma o	Drug: nirapa	Tesaro, Inc.|	Both
	NCT0146047	mmunother	Recruiting	No Results A	NSCLC|Lung	Biological: Ra	Recombio SL	Both
	NCT0261606	Comparative	Recruiting	No Results A	Trauma|Pain	Drug: Transd	Daiichi Sanky	Both
	NCT0261352	afety and In	Not yet recru	No Results A	Malaria	Biological: Pf	Sanaria Inc.|	Both
1	NCT0259632	A Study Inve	Recruiting	No Results A	Allergy|Asth	Drug: Mitiza	Abbott|Linic	Both
1	NCT0257894	fluciclovine (	Not yet recru	No Results A	Cancer of the	Radiation: Fl	Blue Earth Di	Male
1	NCT0254415	valuation of	Recruiting	No Results A	Irritable Bow	Drug: Lubipr	Sucampo AG	Both
1	NCT0254200	afety and Ef	Recruiting	No Results A	Coronary Art	Device: Orbu	OrbusNeich|	Both
1	NCT0250068	The Safety, T	Recruiting	No Results A	Influenza, Hu	Biological: M	Nova Immun	Both
1	NCT0249584	A Study of U	Recruiting	No Results A	Highly Drug-r	Drug: UCB09	UCB Biophar	Both
1	NCT0249143	A Randomize	Recruiting	No Results A	Female Infer	Drug: Dydrog	Abbott|PRA	Female
1	NCT0248693	A Long Term	Recruiting	No Results A	Rheumatoid	Drug: CHS-02	Coherus Bios	Both
1	NCT0240104	A Multi-Cent	Recruiting	No Results A	Diffuse Large	Drug: Ibrutin	Pharmacyclic	Both
1	NCT0239193	tudy of Intr	Recruiting	No Results A	Intrinsic Agin	Drug: RCS-01	RepliCel Life	Both
2	NCT0238527	tudy Compa	Recruiting	No Results A	Coronary Ste	Device: MiSt	ECRI bv|Mic	Both
2	NCT0234990	reosulfan-b	Recruiting	No Results A	Primary Imm	Drug: Treosu	medac GmbH	Both
2	NCT0234938	Maintaining	Recruiting	No Results A	Cancer of the	Drug: BHR-2(	BHR Pharma,	Male
2	NCT0233305	reosulfan-b	Recruiting	No Results A	Acute Lymph	Drug: Treosu	medac GmbH	Both
2	NCT0233014	afety and Ef	Recruiting	No Results A	Tendinosis|T	Drug: RCT-01	RepliCel Life	Both
2	NCT0231870	DS-5565 Pha	Recruiting	No Results A	Diabetic Peri	Drug: DS-556	Daiichi Sanky	Both
2	NCT0229815	A Study of At	Recruiting	No Results A	Non-small Ce	Drug: atezoli	Incyte Corpo	Both
2	NCT0229769	Phase II Trial	Recruiting	No Results A	Breast Cance	Biological: N	Cancer Insigh	Both
2	NCT0229628	afety and Ef	Not yet recru	No Results A	Radiation Pn	Drug: Pirfeni	Beijing Conti	Both
2	NCT0227952	A Clinical Tri	Recruiting	No Results A	Fatty Liver	Drug: Aramc	Galmed Phar	Both
3	NCT0227372	valuation of	Recruiting	No Results A	CKD Anemia	Drug: Epoeti	FibroGen|As	Both
3	NCT0226804	tudy of RTX	Recruiting	No Results A	Diffuse Large	Biological: RT	mAbxience S	Both
3	NCT0226466	Observationa	Recruiting	No Results A	Pancreatic N	Drug: sunitin	Pfizer|Novar	Both
3	NCT0217859	Open-label S	Recruiting	No Results A	Infection, Hu	Drug: DTG 50	ViiV Healthca	Both
3	NCT0214922	GAPVAC Pha	Recruiting	No Results A	Glioblastoma	Drug: APVAC	immatics Bio	Both
3	NCT0213813	ong-term Sa	Recruiting	No Results A	Constipation	Drug: Lubipr	Sucampo AG	Both
3	NCT0212730	Phase 4 Stud	Recruiting	No Results A	Heart Failure (HF)		GE Healthcar	Both
3	NCT0207716	brutinib in C	Recruiting	No Results A	Relapsed Dif	Drug: Ibrutin	Pharmacyclic	Both
3	NCT0207243	doxaban vs.	Recruiting	No Results A	Atrial Fibrilla	Drug: edoxab	Daiichi Sanky	Both
3	NCT0205231	afety and Ef	Recruiting	No Results A	Anemia in In	Drug: FG-459	FibroGen|As	Both
4	NCT0204218	fficacy and	Recruiting	No Results A	Constipation	Drug: Lubipr	Sucampo AG	Both

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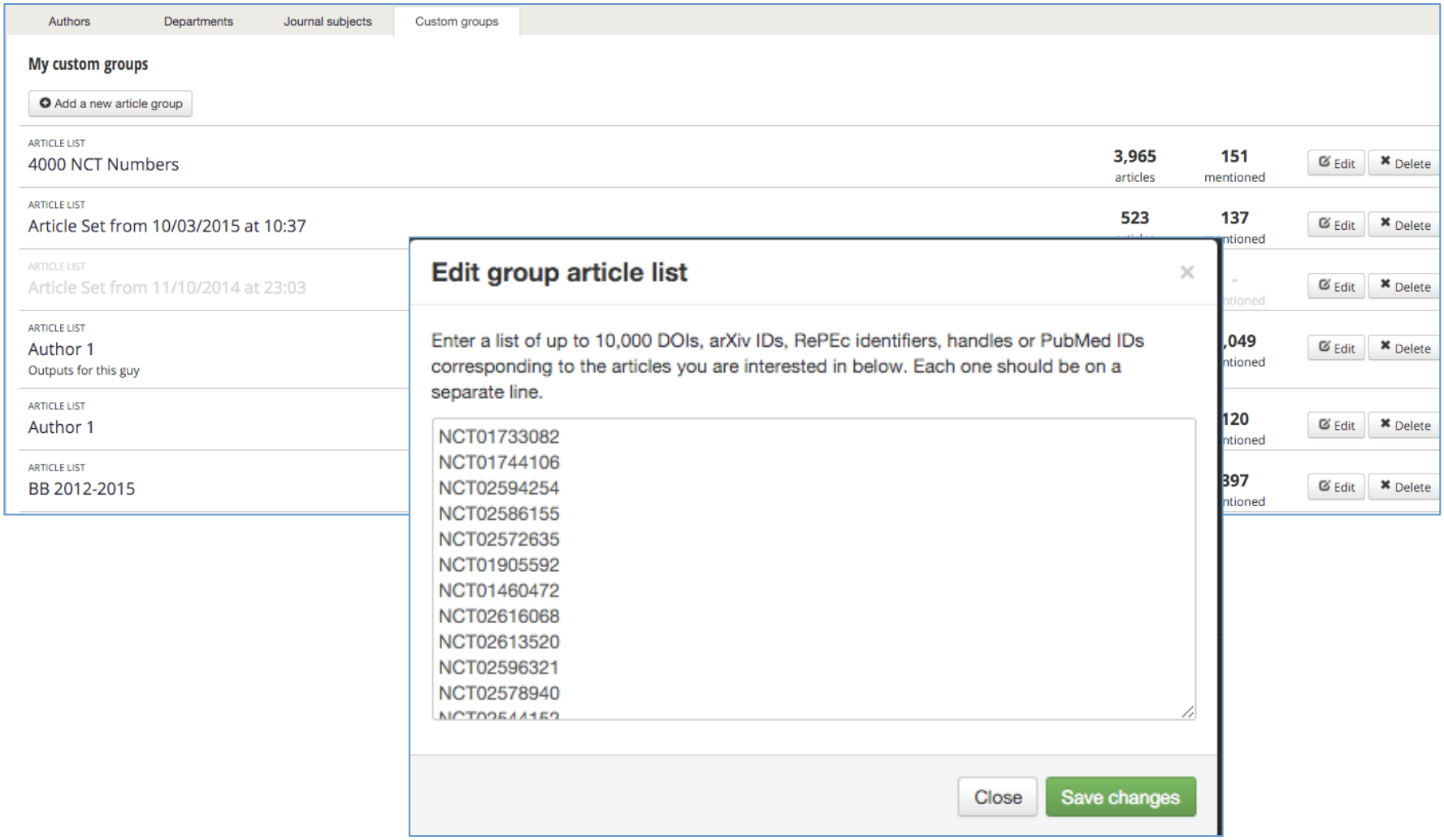
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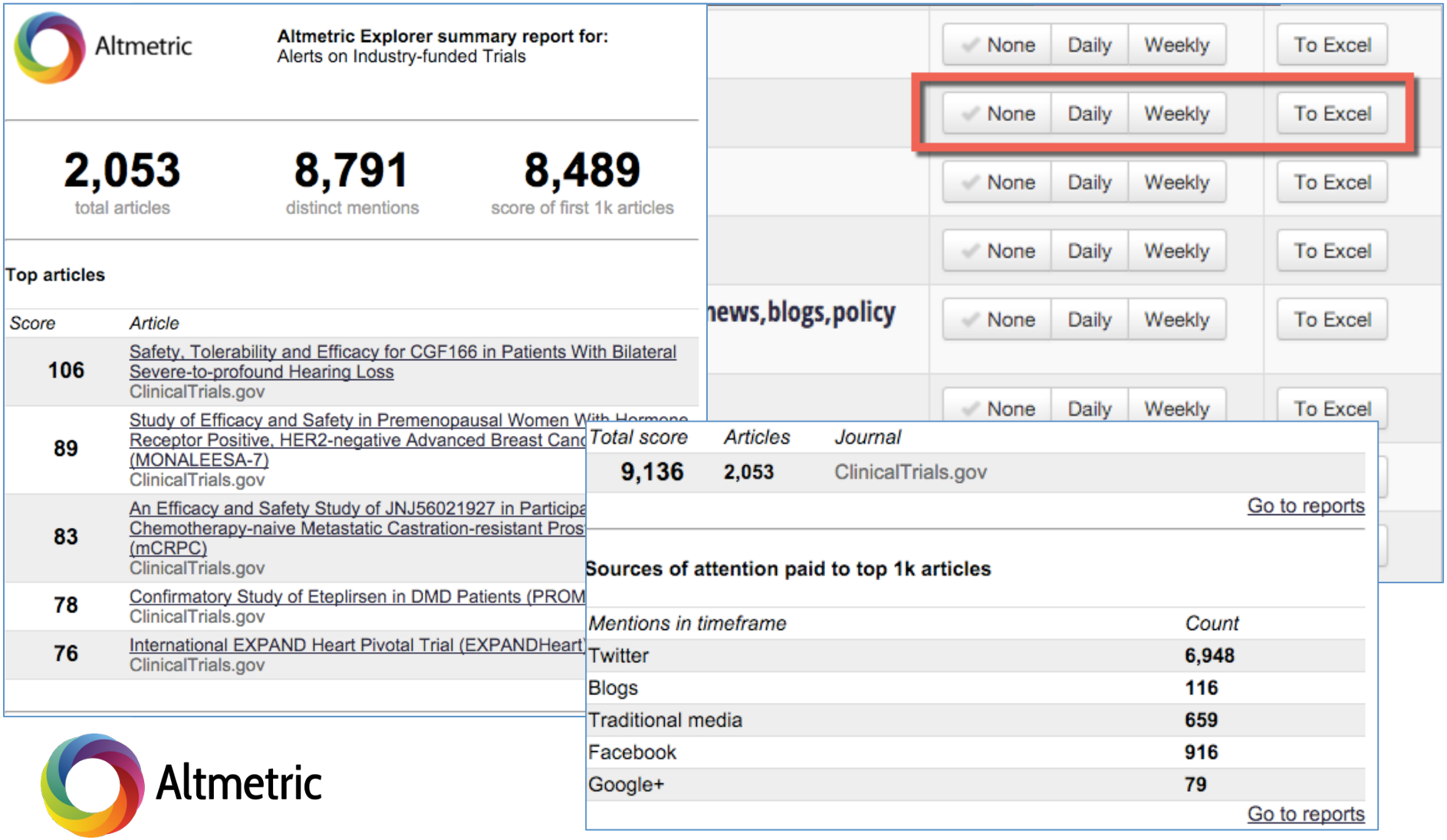
Competitive analysis: Custom reporting/ alerts



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Thanks!

(Questions?)

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