Evidence-Based Approach to Publication Planning: a Scientific Understanding

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Abstract

Methodology: Searches

All Four Market Scenarios

Methodology: Analysis of Publication Data

Results: Comparison Between Agents That Are First-to-Market and Later-Entry

Summary

Results: Publication Activity Has Increased Over Time

Results: Comparison Between Agents That Are First-to-Market and Latvia-Entry

Further analyses from other therapy areas (data not shown) also demonstrated that first-to-market agents tend to have less publication activity than later-Entry agents

Further analyses from other therapy areas (data not shown) also demonstrated that first-to-market agents tend to have less publication activity than later-Entry agents

In some cases, the later-Entry agents had a significantly different pattern of publication activity than the first-to-market agents

In some cases, the later-Entry agents had a significantly different pattern of publication activity than the first-to-market agents

Conclusions of Our Analysis

More Research

Objective of the Analysis

By identifying a set of publication-scenario models we are now able to identify techniques that allow us to recommend more successful education plans and to define the key drivers of successful educational publication planning

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Compare the results of these studies with similar studies of other disease areas and we continue to refine the key drivers of successful educational publication planning for different indications

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In some cases, the later-Entry agents had a significantly different pattern of publication activity than the first-to-market agents

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For First-to-Market products, representation data shows First-to-Market and Later-Entry products in different therapeutic areas

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