

FUSION LIFE SCIENCES

CASE STUDY: THOMSON PHARMA® BRINGS WORLD-CLASS CONTENT TO INTERNATIONAL LIFE SCIENCES CONSULTANCY



"I've been impressed with Thomson Pharma from the very beginning," said Tim Grogan, co-founder of Fusion Life Sciences. "In our industry, we must remain competitive with ready access to detailed, diverse and up-to-date information about commercial and scientific opportunities. Thomson Pharma is what enables Fusion to take advantage of these opportunities and, in my opinion, much earlier than we would have otherwise."

CASE SUMMARY

Fusion Life Sciences' wide range of services for its myriad customers requires a robust research solution. Using *Thomson Pharma*, Fusion Life Sciences has the ability to support its customers every step of the way — from due diligence, to market intelligence, to product development and business planning, to investor and stakeholder communications.



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As a provider of business management and transactional services to clients in the life sciences, pharmaceutical and biotech industries, Fusion Life Sciences relies on the unrivaled breadth and depth of information found within *Thomson Pharma*.

BUSINESS ISSUE

A 10-year industry veteran, Tim Grogan understands the need for high-quality, reliable data. That is why, since its inception, *Thomson Pharma* has been Fusion Life Sciences' most trusted source of pharmaceutical information.

"Ultimately, our work within Thomson Pharma involves two important concepts, competitive intelligence – particularly the crossover of commercial and scientific information found within it – and the in-depth analysis of products currently in development across the globe."

Simple and speedy access to high-quality information is essential to decision making, meeting business challenges and keeping abreast of the pharmaceutical industry.

Thomson Pharma is Fusion Life Sciences' "one-stop" shop for this essential content. The backbone of *Thomson Pharma* is a comprehensive pharmaceutical database, with more than 3 million unique chemical structures, 24,000 drug monographs, 5 million unique gene sequences and 10,000 drug targets.

Within *Thomson Pharma* also resides in-depth competitive intelligence — drawn from 12 million basic inventions and 23 million patents — including detailed pipeline, financial and marketing profiles of more than 7,500 companies.

"Ultimately, our work within *Thomson Pharma* involves two important concepts," said Grogan. "Competitive intelligence – particularly the crossover of commercial and scientific information found within it – and the in-depth analysis of products currently in development across the globe."

"Information is currency in the biotech and pharmaceutical industries"
- Tim Grogan, co-founder of Fusion Life Sciences



USER-DRIVEN DESIGN

Thomson Pharma has taken integrated content to a whole new level, simplifying its users' research by offering data from Thomson's extensive collection of scientific, healthcare and financial information databases on one easy-to-use platform.

"With Thomson Pharma, you can very rapidly hone in on the information you're looking for."

Although the product contains multiple search and customization options, it remains a simple integrated solution. Users design their own homepages, create customized email alerts and tailor the product to match their organisations' way of working.

"With Thomson Pharma, you can very rapidly hone in on the information you're looking for," said Grogan. *"The platform is user-friendly and tailoring the information you want is easy. The search mechanism allows you to configure many fields, leading to a more refined search."*

While the level of customization provided by *Thomson Pharma* remains unmatched, *Thomson Pharma's* appeal is about going beyond intuitive user-focused design.

CONCLUSION

Above all, Fusion Life Sciences praises the quality and timeliness of the data: *"It's very high-quality data, very up-to-date and very comprehensive,"* said Grogan. *"When we search within Thomson Pharma, we're confident we're getting back results that comprise the leading-edge, best available information. This is a critical assumption when researching biotech or pharmaceutical information, and the confidence we have using data found in Thomson Pharma is perhaps the product's greatest benefit."*

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