

BEAM

BETTER Article METRICS

ISMPP Poster Supporting Material
April 2026

BEAM (BEtter Article Metrics)

A powerful intelligence platform and strategic partner, designed for publications and medical affairs professionals responsible for planning, delivering and proving the value of scientific communications

The platform assembles a comprehensive dataset drawing on:

 OpenAlex

 PubMed

 Crossref

 Mendeley

Generates a defensible impact score that reflects:

- ✓ Who engaged with published articles
- ✓ How they engaged
- ✓ Whether the data reached the audiences that matter

BEAM database

BEAM draws insights from over **250 million** peer-reviewed publications in your chosen therapeutic area since 2016, identifying where they are shared, cited and discussed online

Identifies wider online reporting of the published data via:

- Clinical and specialist trade media
- Leading congresses and events
- Social and news media
- Policy papers and grey literature
- Associations and patient advocacy groups
- Scientific and medical conversations from across the Internet

Offers the opportunity to analyze what worked, and what didn't

- Which keywords improved discoverability?
- Were key messages faithfully communicated, or were they diluted or misrepresented?
- Did your target audience engage, and how?

These insights feed directly back into your next strategy, creating a continuous cycle of optimization

BEAM methodology

Scientific communications is evolving. Citations and journal impact factor are no longer enough to measure the impact of scientific publications.



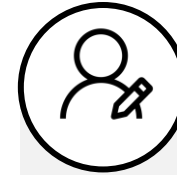
Types of engagement captured:

- Citations
- Collation and sharing
- Linking and discussion of content



Weighting approach is based on:

- Importance
- Frequency
- BEAM compares articles of a similar age in the same therapy area



Tailored measurement:

- Combines the best metrics available to capture progress towards your scientific and publications goals