

# BEAM™ Framework Reveals Article Impact Is Not Limited by Journal Impact Factor

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Shaping the future



Saurabh Gagangras,<sup>1</sup> Diana Lily La Torre,<sup>1</sup> Thomas Turpin-Jelfs,<sup>1</sup> Joannie Lortet,<sup>1</sup> Lisa Sullivan,<sup>1</sup> Curtis Widmer,<sup>2</sup> Darren Fleetwood,<sup>2</sup> Josefine Lindroos Christensen<sup>1</sup>  
Corresponding author: Saurabh Gagangras, SYGG@novonordisk.com

<sup>1</sup>Scientific Publications, Global Medical Affairs, Novo Nordisk A/S, Søborg, Denmark  
<sup>2</sup>Madano Partnership Ltd., London, UK

## Research question

Isn't it time we recognized scientific excellence in data reporting as a function of article-level impact, rather than Journal Impact Factor (JIF) alone?

## Conclusion

High impact factor journals do increase the likelihood of achieving higher BEAM scores, but JIF alone does not necessarily indicate the impact of an article in terms of data reach.

## BEAM scores

Use a combination of metrics, including JIF, to quantify the impact and reach of clinical data in published articles.

Help to demonstrate the value of scientific publications.

Help prioritize journal options that are more accessible to non-specialists and Large Language Models, potentially increasing reach and impact.



## Background

Academia shapes our perceptions of the value of a publication according to journal-level metrics such as impact factor and CiteScore™.<sup>1</sup>

Clinical studies may have a broader target audience than preclinical studies.

Subsequent publications cite earlier works, amplifying data visibility.

However, journal-level metrics often do not tell the whole story of the potential impact of an article on healthcare beliefs and practice and on patient outcomes.

Increased media interest in 'first-in-class' candidates or those which develop the treatment landscape.

Diseases with greater prevalence may have wider audience interest than rare diseases.

BEAM (BEtter Article Metrics; provided by Madano Partnership Ltd., London, UK) is 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.

BEAM generates a defensible impact score that reflects who engaged with published articles, how they engaged and whether the featured data reached the audiences that matter.



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.

In this study, we evaluated how BEAM can measure article impact beyond the scope of JIFs.

### Identifies wider online reporting of the published data via:

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

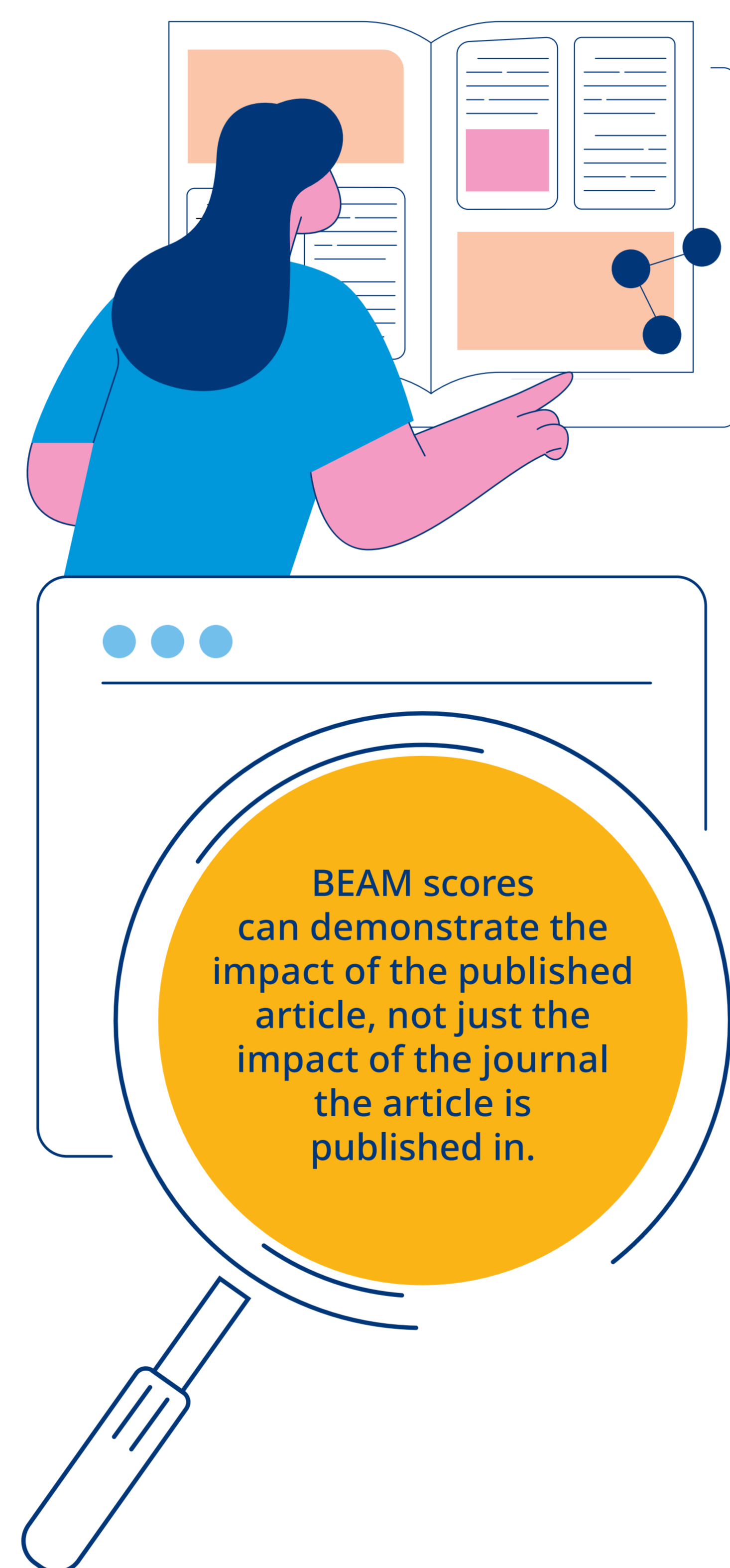
These insights feed directly back into your next strategy, creating a continuous cycle of optimization.

## Results

This analysis was conducted in November 2025 and included a total of

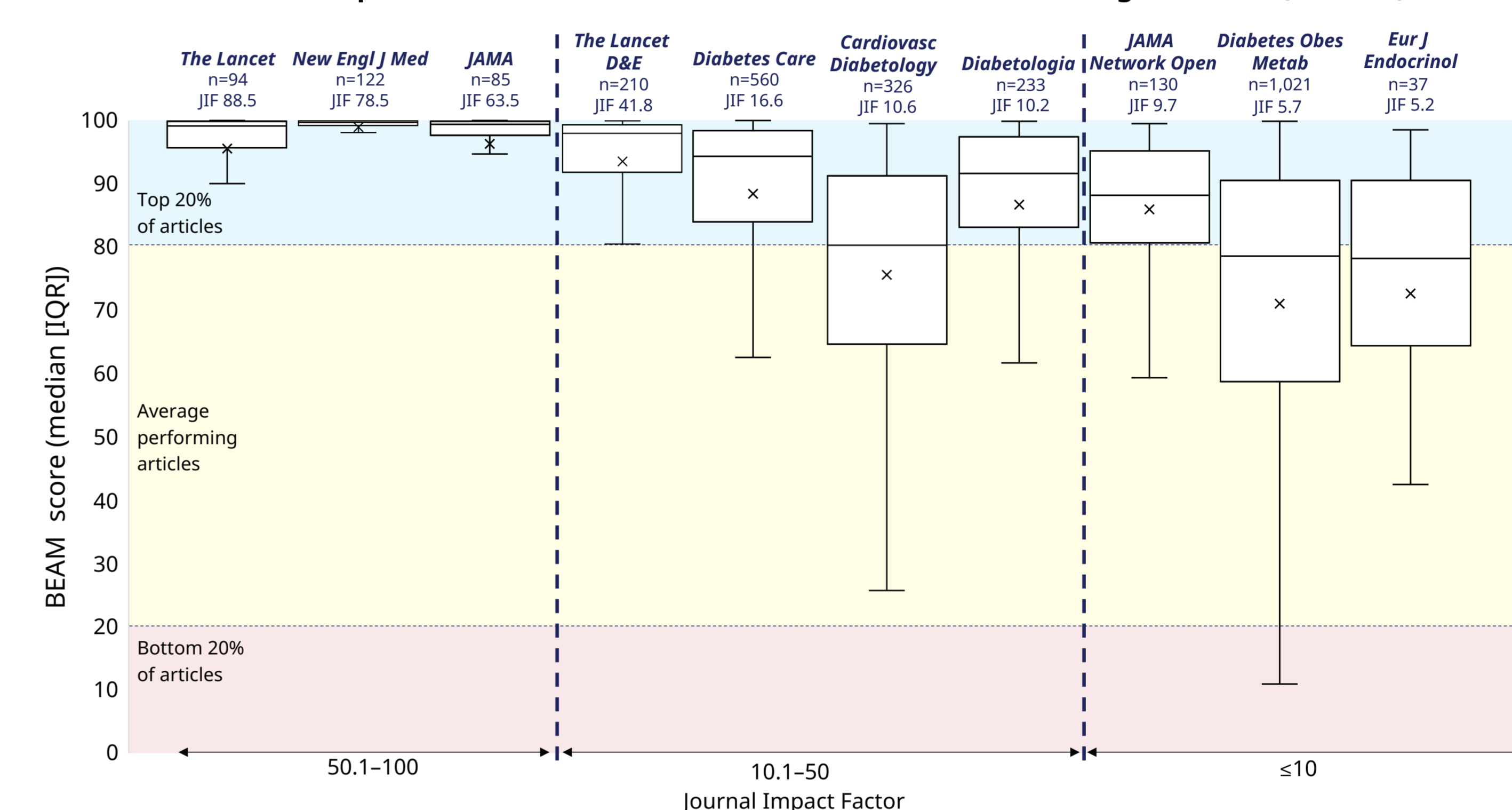
# 4,839 eligible publications

(diabetes, n=2,818; cardiovascular medicine, n=2,021).

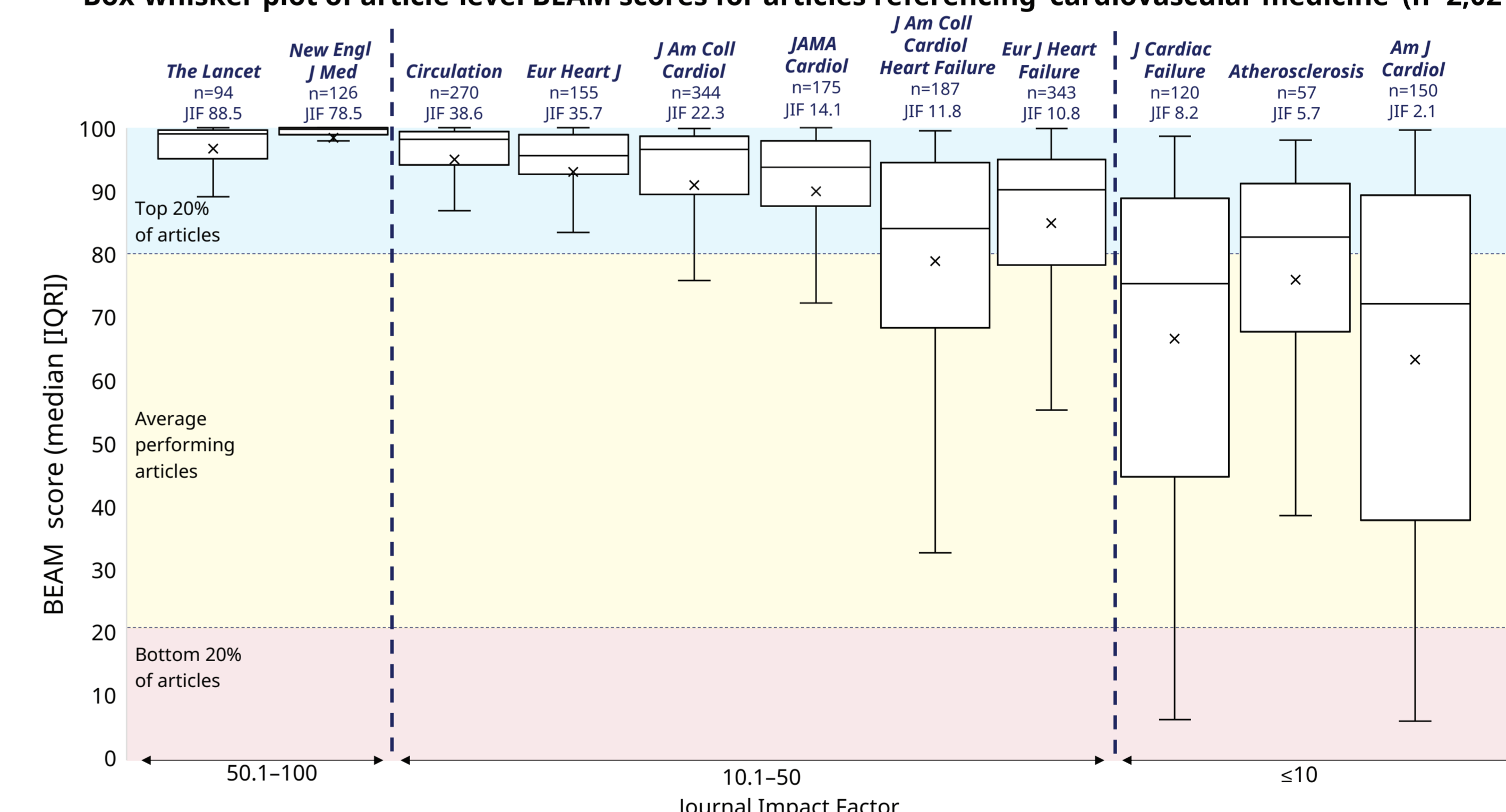


BEAM scores can demonstrate the impact of the published article, not just the impact of the journal the article is published in.

Box-whisker plot of article-level BEAM scores for articles referencing 'diabetes' (n=2,818)



Box-whisker plot of article-level BEAM scores for articles referencing 'cardiovascular medicine' (n=2,021)



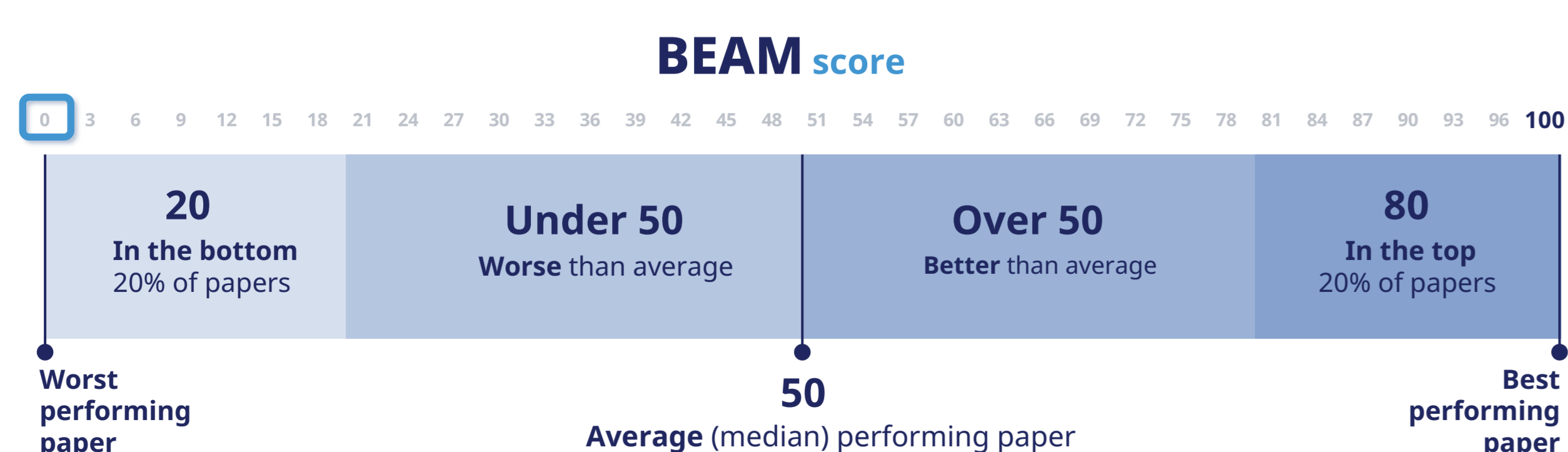
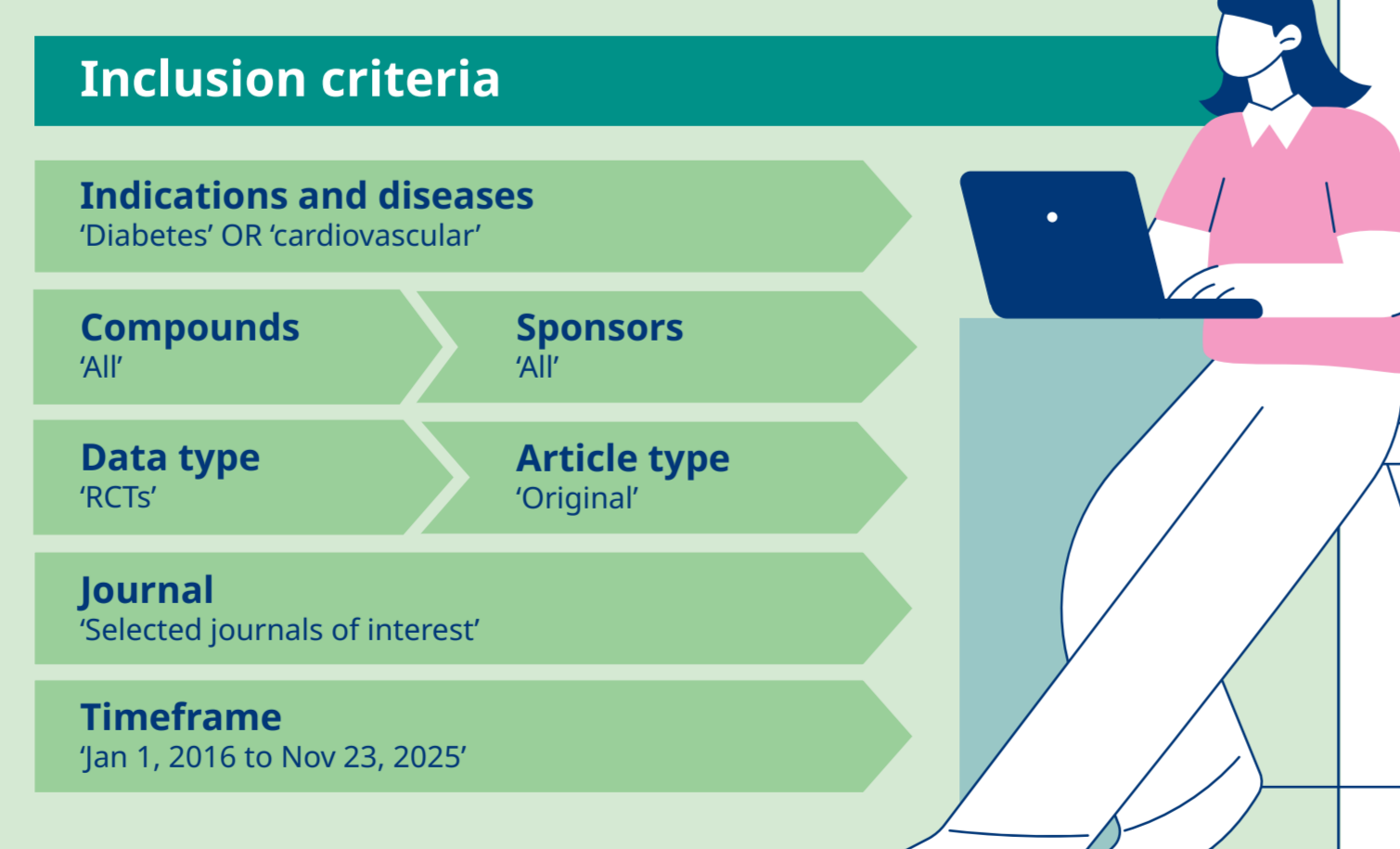
Boxes represent the interquartile range; whiskers indicate variability. Outliers not plotted. JIFs as reported on the journal website at the time of poster development (March 2026). IQR, interquartile range; JIF, Journal Impact Factor.

## Methods

A BEAM score is a weighted composite of 10 article-level metrics normalized for factors including therapy area and article age.

- Indexed against other articles published in a similar time-frame and in the same therapy area.
- Allows evaluation of an article's impact in the context of other publications.
- Articles with the highest impact achieve a BEAM score of 100.

This analysis compared the impact, measured using BEAM score, of articles in selected journals of interest reporting data from randomized clinical trials in patients with diabetes or cardiovascular disease.



The BEAM score compares articles of a similar age in the same therapy area

## Case study 1

Publishing in a journal with a high JIF doesn't ensure high impact for the data in your article.

Publications in *The Lancet* (JIF 88.5) considered to have a relatively low impact (BEAM score 65.8 and 67.1) in comparison to similar articles.<sup>2,3</sup>



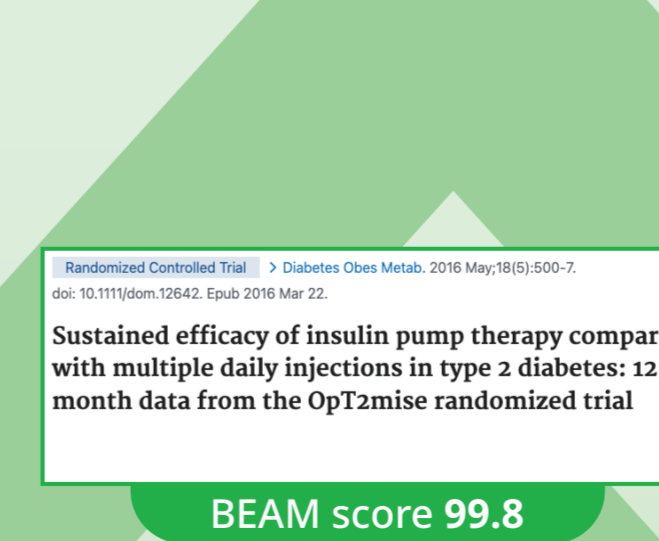
### Potential factors

- The Lancet is not an open access journal, restricting audience reach.
- The study did not meet the primary endpoint.<sup>2,3</sup>

## Case study 2

Publication in a journal with a lower impact factor does not mean that your data will not achieve a high impact.

This publication in *Diabetes, Obesity and Metabolism* (JIF 5.6) is an example of data reaching a wide audience and achieving a high level of impact (BEAM score 99.8).<sup>4</sup>



### Potential factors

- Open access publication – available to all interested parties and to Large Language Models.
- Data that resulted in a change in the treatment landscape.
- Cited in guidelines multiple times, in addition to several other citations.

## Strengths

- BEAM uses an unbiased automated weighting algorithm, customized to value different aspects of article-level metrics to suit the needs of authors and study sponsors.
- BEAM measures article impact even in the immediate period after publication – no need to wait for papers that cite your article to be published.

## Limitations

- Selection, accessibility and confirmation biases could contribute to higher BEAM scores.
- This analysis included a limited sample size of articles based on timeline and therapy area filters, from journals selected as of interest to Novo Nordisk.
- BEAM metrics reflect Novo Nordisk's publications objectives; metric weighting may differ for other authors and study sponsors.

## References

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## Disclosures

SG, DLLT, TTJ, JL, LS, and JLC are employees of Novo Nordisk. CW and DF are employees of Madano Partnership Ltd.