

# Why Peer-Reviewed Publications Matter to Your Business

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The Only Supplier of  
Scientifically Valid  
Patient Records Research

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**Peer-review publications can be important to pharmaceutical clients for a number of reasons:**

**Whether your product is in:**

- an early study phase
- a pivotal study phase
- a post-approval study phase

**Whether your product objectives are to prove:**

- superiority
- equivalence
- efficacy
- cost-effectiveness

**You need study findings that have influence.**

Your clinical and marketing research must compel numerous **external** and **internal audiences** to take desired product-supporting actions.

- regulatory agencies
- payors
- physicians
- patients
- investors
- internal decision makers



**Peer-reviewed journals are the greatest influencers**

Peer-reviewed articles are judged by an impartial panel of experts in the field on

- factual accuracy
- extent to which
  - new and valued information is provided
  - rigorous editorial standards are met.



**Your pharmaceutical marketing research needs to be of peer-review quality whether or not you intend it for publication**

For you to get the most from your marketing research expenditures, every study that is intended to influence your target audiences should be of **peer-review quality** for two reasons:

- reduction of perceived risk for taking product-supportive action, e.g.:
  - earlier adoption of product by physician practitioners for usage in physician's practice;
  - earlier coverage of product by payors.
- increased expectation that patients AND themselves will benefit from the product, e.g.:
  - greater clinical responsiveness by patients who receive the product;
  - greater likelihood of patient satisfaction;
  - greater profit/financial reward for HCPs, their practices, and payors.