

# Conquering Competitive Intelligence

## RESEARCH DONE RIGHT

Competitive intelligence is critical for pharmaceutical companies to successfully introduce a new drug to market. As any good researcher knows, this can be a long and difficult process. To make it easier, EBSCO has outlined the steps needed to help any pharmaceutical professional conduct competitive intelligence research.



### PRELIMINARY RESEARCH

- First, you must determine that there is an unmet need in the industry.
- Explore diseases where there is currently no appropriate medicine available; or there is medicine available but the side effects are too severe.
- Research the disease further on a molecular level and choose the biological target for the prospective medicine.
- Utilize EBSCO's [Biotechnology Source™](#) to find thousands of full-text biotechnology and pharmaceutical journals, as well as the largest collection of full-text content indexed in MEDLINE, EMBASE and BIOSIS, to help you begin your research.



### DEEPER DIVE

- Once you've identified your target, it is time to begin competitor research.
- Identify pharmaceutical companies that already offer a drug for your target disease or companies that are working towards the same drug with [Biotechnology Source](#).
- Gather in-depth research on these companies such as case studies, SWOT analyses, reviews, key executives, profit, etc.
- Access competitor information in one central location with EBSCO's [Business Source® Corporate Plus](#).



### REMAIN INFORMED

- Stay up-to-date on current news regarding your industry, competitors and disease target.
- Create RSS feeds and email alerts so that you never miss an update on what's important. As changes occur in your industry, revise your strategy and research to ensure that you are staying ahead of the curve.
- Access ongoing updates from news sources such as the Associated Press, CNBC, CNN, NPR, Reuters and BusinessWire through [Business Source Corporate Plus](#).



### ENTER THE MARKET

- The information that you've gathered throughout your research will help you to enter the market with confidence.
- Use your research to help decide how your new drug will be positioned in your market. For example, are you addressing a rare disease: a disease with no known drug, a disease which has been in the news recently? Consider all aspects.
- Consolidate all useful information into a go-to-market plan that will help you to organize your research.



EBSCO's databases make pharmaceutical research easier than ever. [Biotechnology Source](#) offers the industry-specific information needed to begin your analysis, while [Business Source Corporate Plus](#) helps you dive deeper and stay updated on your market. Contact a sales representative today to learn more about how these products can help you conquer competitive intelligence research.

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