BMJ Impact Analytics

Advancing real-world impact of health & medical research through collaboration
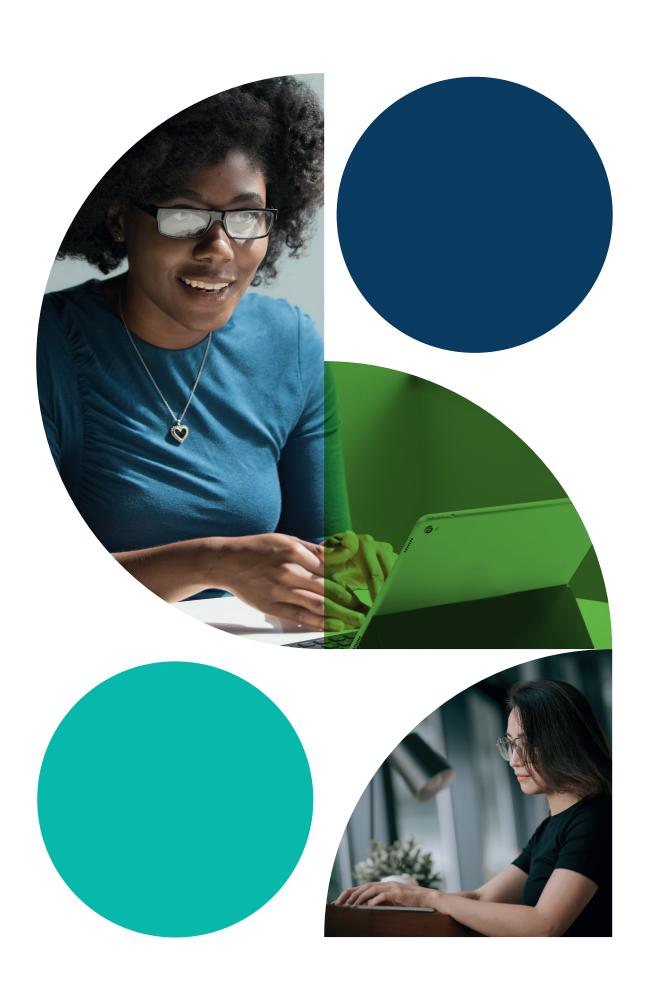
BMJ and Overton collaborate to launch **BMJ Impact Analytics**, the first research impact tool focused on health and social care.

In collaboration with

overton

What is BMJ Impact Analytics?

BMJ Impact Analytics is the *only* impact tool focused on health and social care. It helps funders, academic institutions, and corporate organisations discover where their research has been cited in clinical guidance and health policies worldwide. It shows direct links to patient outcomes (decision support tools) and provides citations in context.

What makes it unique?

- **Specifically created for the medical research community —** The only tool in the market focused on health and social care.

- **Its focus on medicine helps provide more breadth and depth of content in the field:**

  - It's the **most up-to-date and comprehensive tool covering the greatest breadth of health policy and clinical guidance content**, BMJ has brought their health expertise to find and assess the best sources of health policy and clinical guidelines worldwide.

  - **Contextualises citations and shows further links between policy documents**, which provides even greater insight into how research is being used by policymakers worldwide.

  - **It shows the impact that is closest to the patient —** BMJ Impact Analytics tracks citations in local guidelines and BMJ Best Practice, which is ranked as one of the best clinical decision support tools for health professionals.

- **Big data techniques help advance how real-world impact is measured** — BMJ Impact Analytics tracks documents from 30,000+ global organisations in over 1,440 health-related sources and 175+ countries, classifying them into topics and subject areas and identifying and providing citations in context. This saves time for users as it allows them to easily see not only where their research has been cited but also how it's been cited.

- **Developed in collaboration with medical departments and funders —** Offering the impact data and features of the most value to this community.

How was it developed?

Research that improves patients' lives matters deeply to the funders, institutions and researchers who dedicate their resources to medical and health research.

As part of our vision for a healthier world, BMJ engaged with the medical and health research community about the evidence that demonstrates genuine real-world impact and how it can be discovered. In the course of this research, many research managers in health and medicine shared the related challenges that they face with information overload, time, and data quality.

It became apparent that AI and Machine Learning can help with finding and tracking vital evidence of real-world impact and also answering questions about research performance and strategies. **BMJ began collaborating with Overton to create a prototype that was tested extensively with funders, institutions and researchers.** This deep user research and engagement fed directly into the development of BMJ Impact Analytics.

About our collaboration

BMJ and Overton are well suited to deliver an innovative impact solution: BMJ has been at the heart of the research community, publishing research for over 180 years, and is known for its innovation and user-centred product development. **Overton** is a pioneering technology start-up founded by Euan Adie, whose previous work helped to define altmetrics, and whose mission is to support evidence-based decision-making across the world.

Our co-development combines Overton's data knowledge and BMJ's health expertise with our user-centred product development process. BMJ Impact Analytics has been extensively tested with its core audience and developed in partnership with medical departments at universities and funders of medical research. BMJ Impact Analytics is easy to use and supports an impact culture.

About BMJ

At BMJ our vision of a healthier world drives what we do. We have been at the heart of the research community, publishing research for over 180 years, and we are known for our innovation and user-centred product development

Find out more at **bmj.com/company**

About Overton

Overton is a pioneering technology start-up whose mission is to support evidence-based decision-making across the world by tracking the reach and impact of research in policy. Their database enables universities, think tanks, IGOs, NGOs and policy-makers to understand the influence and evolution of ideas.

Find out more at **overton.io**