Clarivate™

Enhancing the visibility of a medical school's research output and talent

Customer
Medical school in the United States.

Challenge
Medical school leadership needed an in-depth understanding of their faculty's research output, and a way to facilitate student participation in research by helping trainees find research mentors.

Solution
A disambiguated author data set, researcher profile creation services and analytics based on Clarivate's Web of Science publication and citation data.

Outcome
The medical school populated researcher profiles to better publicize faculty talent and advertise achievements to prospective patients, students, employees and investors.

"Clarivate had a solid grip on what we wanted the system to be able to do, and were able to make it so."

**Manager of Research Operations
and Development Research**

A regional medical school has been providing first class patient care, medical research and education for nearly a half-century, but in today's highly competitive environment, academic medical centers need to tell their own story to stakeholders, from prospective patients and students to investors.

In order to raise their visibility in the medical research community, the school set out to build public-facing profiles of their research faculty, including their published research. In order to do so, the school needed to understand not just what studies their researchers had published but how those studies had performed.

Using a custom data set built from Clarivate's Web of Science citation database, harmonized with their own existing data, the client was able to build out a detailed map of their faculty members' research and to benchmark that research by citations and other measures by specialty area and department. As a certified VIVO service provider, Clarivate assisted the school in implementing VIVO profiles for their researchers. The medical school's Research Data Analyst noted:

"During the initial phases of our VIVO development and deployment, Clarivate was able to leverage our existing data collection tools (REDCap) to help populate the initial deployment. We were able to distribute electronic surveys to the researchers and Clarivate pulled the submitted information directly into VIVO."

The resulting profiles gave the medical school a powerful means of showcasing their faculty and their contributions to medical research. The project also afforded leadership a much deeper understanding of their researchers' impact and how their accomplishments compared to those of other institutions, informing not only marketing but strategic decision-making.

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