

## 如何紧密跟踪竞争对手的最新研发信息？ – Smart alert -

您是否常常希望紧密跟踪竞争对手的最新研发信息？Thomson Pharma 的 Smart Alerts 是一种方便实用的工具，可以帮您对行业内第一次出现的新闻消息设置跟踪，让您第一时间掌控行业内刚刚发生的事件。例如，某公司第一次对某产品申请专利，某公司第一次报道某靶标的分子作用机制等等。这些第一次发生的事件，往往会带来行业内大的变化，而您可以通过 Smart Alert 轻松掌握。

例：当您希望监测治疗阿兹海默疾病药物的新靶标时，您可以

步骤 1: 请按照如下操作进行:

The screenshot shows the Thomson Pharma Smart Alerts interface. A red box highlights the 'Home' button in the top navigation bar, with a callout box containing the text '1. 点击 Home'. Another red box highlights the 'Competitive Intelligence' link in the left sidebar, with a callout box containing the text '2. 点击 Comparative Intelligence'. A red arrow points from this callout to the 'Smart Alerts' panel on the right. The 'Smart Alerts' panel is highlighted with a yellow border and contains a list of events recorded since 13-MAY-2009. One event, 'First-time link of a target with a therapy area on a patent (914)', is highlighted in yellow. A callout box with the text '3. 找到靶标首次应用于某治疗领域的条目，点击数字' points to the number '914' in the event title.

步骤 2: 最近有首次靶标应用的所有治疗领域都显示在这里

The screenshot shows the results for the Smart Alert 'First-time link of a target with a therapy area on a patent (914 items)'. The number '914' is circled in red. Below the title is a table with columns: Target, Patent Owner, Therapy Area, Patent Class, and Patent. Two items are listed:

Target	Patent Owner	Therapy Area	Patent Class	Patent
<input checked="" type="checkbox"/> <a href="#">CDH5 gene</a>	<a href="#">SurModics Inc</a>	Tachycardia	Drug discovery & screening, genetic screening and combinatorial, Biotechnological therapy	<a href="#">US-20090123434</a>
<input checked="" type="checkbox"/> <a href="#">TEK gene</a>	<a href="#">SurModics Inc</a>	Tachycardia	Drug discovery & screening, genetic screening and combinatorial, Biotechnological therapy	<a href="#">US-20090123434</a>

步骤 3: 过滤 Alzheimers disease 治疗领域相关的记录

**Filter alerts**

Time: 7 days

Target

Therapy area  
"Alzheimers disease"

Patent class

Patent Owner

Saved patent results

Saved company results

Saved target results

Limit to first therapy area/target combination in the entire therapy area tree branch

Remove Filters **Go**

步骤:

1. 点击 Therapy area 检索框右边的树状图标
2. 在弹出窗口的检索框输入 *Alzheimers disease*, 然后点击 Find 按钮;

**THERAPY AREA**

Look up: Alzheimers disease **Find**

3. 展开治疗领域词表, 相应的条目以粗体形式显示, 点击 Alzheimers disease;

**THERAPY AREA**

Look up: Alzheimers disease **Find** **Clear**

Click on one or more terms below

- [Andrology](#), Drugs: 907, Patents: 7678, Deals: 466, Protocol: 1539
- [Cardiovascular disease](#), Drugs: 4748, Patents: 44065, Deals: 1285, Protocol: 3961
- [Degeneration](#), Drugs: 1271, Patents: 15197, Deals: 496, Protocol: 945
- [Aging](#), Drugs: 1264, Patents: 14885, Deals: **Alzheimers disease**, Drugs: 878, Deals: 584, Protocol: 305

4. Alzheimers disease 自动转入 [Filter alerts] 检索框
5. 点击[Filter alerts]右下角的 Go 按钮。

步骤 4: 检索结果只显示和Alzheimers disease相关的记录。您可以很容易看到符合条件的专利和药物细节。

**First-time link of a target with a therapy area on a patent (10 items)**

First-time link of a target with a therapy area on a patent These patents highlight new connections between targets and diseases. Whilst this table is based on selective indexing, where our analysts are trying to capture "real" therapeutic applications rather than hypothetical ones, it should be borne in mind that patent claims are often staked very widely, without real evidence for a target/disease link. To exclude those patents where targets have previously been disclosed in the context of related therapy areas, use the filter option that limits the table to the first target disclosure for an entire therapy area tree branch (eg Cardiovascular disease, Infection etc)

Select/unselect all

Target	Patent Owner	Therapy Area	Patent Class	Patent
<input checked="" type="checkbox"/> <a href="#">Neuronal pentraxin receptor</a>	<a href="#">Johns Hopkins University</a>	Alzheimers disease	Drug discovery & screening, genetic screening and combinatorial	<a href="#">US-20090123940</a>
<input checked="" type="checkbox"/> <a href="#">Stromal cell-derived factor 1 ligand</a>	<a href="#">Ono Pharmaceutical Co Ltd</a>	Alzheimers disease	Formulation	<a href="#">WO-2009060608</a>
<input checked="" type="checkbox"/> <a href="#">Unspecified calcium channel</a>	<a href="#">Glaxo Wellcome plc</a>	Alzheimers disease	Product (Macromolecule); Drug discovery & screening, genetic screening and combinatorial	<a href="#">WO-00121791</a>

步骤 5: 设置Alert

**Process alerts**

- [Print](#)
- [Export](#)
- [Send](#)
- Alert** 点击
- [Save](#)
- [Convert](#)

**SAVE EMAIL ALERT**

Send me an email when a selected filters will be applied to the Alert

Enter a name for your alert: alzheimer disease **输入 Alert 名称**

Include colleagues:

Choose a folder: Project 1/Home Page Alerts

**Clear** **Next** 点击

例:

Alert 名称: alzheimer disease  
保存至文件夹: project1/Home Page Alerts  
输入后点击 Next 按钮

**SAVE EMAIL ALERT**

Send me an email when **Smart Alert Table** is updated.

Email address  输入接收 email 的邮箱地址

Email frequency  Daily  Weekly  4-Weekly

Notify me if zero results

点击

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**SAVE EMAIL ALERT - Setup complete**

**Alert setup complete**

\*注\* 您可以对显示的结果进行过滤。Alert 的过滤设置不仅包括治疗领域，还包括专利持有者，专利类别等方面的过滤。