Objective

The purpose of this project was to categorize and compare the features offered on large pharmaceutical company medical information websites.

Methods

The top 15 pharmaceutical companies by revenue in 2014 were identified and their respective medical information websites were evaluated and scored based on the following criteria:

- Presence of search function leading to results including prescribing information (1 point)
- Medical letters (1 point)
- Presence of hotlines (1 point)
- Presence of electronic submission forms (1 point)
- Presence of search function leading to results including prescribing information (1 point)
- Presence of medical leadership database (1 point)
- Presence of clinical trials listing (1 point)
- Presence of contact for early (1 point)
- Presence of contact for company website (1 point)
- Presence of online chat feature (1 point)
- Presence of 24/7 telephone hotline (1 point)
- Directly linked to indigent care info (1 point)
- Presence of clinical trials listing (1 point)
- Presence of search function (1 point)
- Presence of 24/7 telephone hotline (1 point)
- Presence of 24/7 hotline (1 point)
- Presence of search function. (1 point)

A composite Medical Information Value (MIV) score based on the aforementioned criteria was assigned to each company website.

The evaluation was conducted in March 2015 and updates were made in September 2015.