

Search Solutions – The Path to Successful Search



Search for market share information on a drug

TOPIC: Finding market share data on products is easy on ProQuest Dialog™ by using databases that contain trade literature. Search four files from the pharmaceutical and biomedical industry group: Gale Group PROMT®, Gale Group Health Periodicals Database®, Gale Group PharmaBiomed Business Journals® and Pharmaceutical and Healthcare Industry News Database (PHIND).

This Search Solution illustrates how to find market share information for Prilosec and Zantac using both brand and generic terms.

COMMAND SUMMARY – ADVANCED SEARCH

Databases: Gale Group PROMT®, Gale Group Health Periodicals Database®, Gale Group PharmaBiomed Business Journals® and Pharmaceutical and Healthcare Industry News Database (PHIND)

Search Strategy

Click Change to select databases; choose View by industry and Deselect all database checkboxes. Check the four databases [under the pharmaceutical and biomedical industry group] and press Use selected databases .	
Click Advanced Search	
Enter search terms: Row 1 Row 2	omeprazole or prilosec or zantac or rantidine [AND] “market share” or “market size”
Under Date range drop-down box to qualify to date range	Last 3 years
Under Limit results by , click Statistics/Data report	
Under Sort results by , click Most recent documents first and press Sort	
From the results list, click Detailed view	
Check record checkboxes and press Selected items	

SOLUTION – ADVANCED SEARCH

<p>1. Click Change at the top of the screen.</p> <p>Click Select all to remove all checks from the databases.</p> <p>Click View by industry.</p>	<p>The screenshot shows the ProQuest 'Select Databases' page. At the top, there is a search bar and a 'Change' button circled in red. Below the search bar, there are options for 'View by name' and 'View by industry', with 'View by industry' circled in red. A 'Select all' checkbox is also circled in red. The main area displays a list of databases with checkboxes, and various filters like 'Full Text Included' and 'Pricing' are visible.</p>
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2. Check the **Pharmaceutical & Biomedical industry.**

Select Databases

Select databases to search, then click **Use selected databases** to go to the search form.

[Use selected databases](#)

Brief view | Detailed view View by name | View by industry

Select all Full Text Included Pricing ID

<input type="checkbox"/>	<input type="checkbox"/> Aerospace & Defense databases	Search Aerospace & Defense industry
<input type="checkbox"/>	<input type="checkbox"/> Automotive databases	Search Automotive industry
<input type="checkbox"/>	<input type="checkbox"/> Chemistry databases	Search Chemistry industry
<input type="checkbox"/>	<input type="checkbox"/> Diagnostics & Medical Devices databases	Search Diagnostics & Medical Devices industry
<input type="checkbox"/>	<input type="checkbox"/> Education databases	Search Education industry
<input type="checkbox"/>	<input type="checkbox"/> Energy & Environment databases	Search Energy & Environment industry
<input type="checkbox"/>	<input type="checkbox"/> Engineering & Technology databases	Search Engineering & Technology industry
<input type="checkbox"/>	<input type="checkbox"/> Food & Agriculture databases	Search Food & Agriculture industry
<input type="checkbox"/>	<input type="checkbox"/> Healthcare databases	Search Healthcare industry
<input type="checkbox"/>	<input type="checkbox"/> Pharmaceutical & Biomedical databases	Search Pharmaceutical & Biomedical industry

2. Check off the boxes for Gale Group PROMT®, Gale Group Health Periodicals Database®, Gale Group PharmaBiomed Business Journals® and Pharmaceutical and Healthcare Industry News Database. Click the **Use selected databases** button to search.

<input checked="" type="checkbox"/>	Gale Group Health Periodicals Database (1983 - current)	Pricing	1008254
<input checked="" type="checkbox"/>	Gale Group PharmaBiomed Business Journals (1990 - current)	Pricing	1008284
<input checked="" type="checkbox"/>	Gale Group PROMT® (1972 - current)	Pricing	10000139
<input type="checkbox"/>	IMS Company Profiles	Pricing	1008262
<input type="checkbox"/>	IMS New Product Focus (1982 - current)	Pricing	1008264
<input type="checkbox"/>	IMS Pharma Trademarks	Pricing	10000142
<input type="checkbox"/>	IMS R&D Focus (1994 - current)	Pricing	1007820
<input type="checkbox"/>	IMS R&D Focus Drug News (1995 - current)	Pricing	1008265
<input type="checkbox"/>	Incidence & Prevalence Database (1994 - current)	Pricing	1008256
<input type="checkbox"/>	Inspec® (1898 - current)	Pricing	10000135
<input type="checkbox"/>	International Pharmaceutical Abstracts (1970 - current)	Pricing	1007819
<input type="checkbox"/>	KOSMET: Cosmetic Science (1968 - current)	Pricing	1008268
<input type="checkbox"/>	Lancet Titles (1988 - current)		1007631
<input type="checkbox"/>	MEDLINE®	Pricing	10000136
<input type="checkbox"/>	New England Journal of Medicine (1985 - current)	Pricing	1008247
<input type="checkbox"/>	PASCAL (1984 - current)	Pricing	10000137
<input checked="" type="checkbox"/>	Pharmaceutical and Healthcare Industry News Database (1980 - current)		10000138

[Use selected databases](#)

3. The top line now shows you are searching 4 databases. Click **Advanced Search** from the drop-down box or above the search box.

You are searching: 4 databases ([See list](#) | [Change >](#)) [0 Recent searches](#) | [0 Selected items](#) | [My Research \(Rev\)](#) | [Exit](#)

Basic Search | **Advanced** | Command Line Cost Estimate | Preferences | English | Help

Advanced Search
Find Similar
Look Up Citation

ProQuest
Dialog® DataStar®

Advanced search [Search tips](#)

Full text

Search industries: Image view

4. Enter search terms in Row 1: **omeprazole or prilosec or zantac or rantidine**

Enter search terms in Row 2: **“market share” or “market size”**
Place two-word terms in quotes to search as phrases.

Connect the two rows with **AND** from the drop-down box.

Use the Date range drop-down box to qualify to **Last 3 years**.

Click **Search**.

You are searching: 4 databases (See list | Change >)

0 Recent searches | 0 Selected items | My Research (Rev) | Exit

Basic Search | Advanced | Command Line

Cost Estimate | Preferences | English | Help

ProQuest
Dialog | DataStar

Advanced Search

Look Up Citation | Find Similar

Field codes | Tips

omeprazole or prilosec or zantac or rantidine in All fields + text

AND "market share" or "market size" in All fields + text

AND in All fields + text

Add a row | Remove a row

Preview result counts **Search** Clear form

Search options | 0 Recent searches

Limit to: Full text Abstract included

Date range: All dates
Last 7 days
Last 30 days
Last 3 months
Last 12 months
Last 3 years
On this date...
After this date...

Search by industry

Use search forms customized for each industry.

Aerospace & Defense
Automotive

5. Under **Narrow results** by limit results by **Document type**.

Under **Document type** limit to **Statistics/ Data Report** to get statistical data.

ProQuest
Dialog | DataStar

(omeprazole or prilosec or zantac or rantidine) AND ("market share" or "market size")

Full text Additional limits - Date: Last 3 years

Modify search | Tips

184 Results* Search within

Create alert Create RSS feed Save search Download all results

0 Selected items [Clear] Save to My Research Email Print Cite Export/Save

Select 1-20 Brief view Detailed view

1 [Two new OTC proton-pump inhibitors may bring Rx users to OTC side of pharmacies.](#) Pricing
(Jun 29, 2009) Found in Gale Group Health Periodicals Database (1983 - current)

2 [P&G, GSK hold their own in crowded antacid aisle.](#) Pricing
(Dec 13, 2010) Found in Gale Group PROMT® (1972 - current)

3 [Reportlinker Adds Gastrointestinal Pharmaceuticals: Technologies and Markets.](#) Pricing
(Nov 3, 2009) Found in Gale Group PROMT® (1972 - current)

4 [P&G Reports Fourth Quarter and Fiscal Year-End Results; Q4 Volume Growth Accelerates to +8%, Market Share Growing, EPS In-Line With Targets.](#) Pricing
(Aug 3, 2010) Found in Gale Group PROMT® (1972 - current)

5 [GERD market pumped with treatments.](#) Pricing
(Aug 23, 2010) Found in Gale Group Health Periodicals Database (1983 - current)

6 [Switch Hitters.](#) Pricing
(Jun 22, 2009) Found in Gale Group PROMT® (1972 - current)

Sort results by: Relevance Sort

Duplicate document settings

No settings applied Change

Narrow results by

Publication title

Document type

Article (123)

Statistics/Data Report (30)

Company Profile (21)

Transcript (12)

Feature (4)

More options...

6. When the Results list displays, under **Sort results by:** select **Publication date most recent first.**

Click **Sort**.

ProQuest
Dialog DataStar

(omeprazole or prilosec or zantac or rantidine) AND ("market share" or "market size")

Full text Additional limits - Date: Last 3 years

Modify search | Tips

23 Results* Search within Create alert Create RSS feed Save search Download all results

0 Selected items [Clear] Save to My Research Email Print Cite Export/Save

Select 1-20 Brief view | Detailed view

Narrowed by

Document type: Statistics/Data Report

1 [P&G, GSK hold their own in crowded antacid aisle.](#) (Dec 13, 2010) Pricing Preview
Found in Gale Group PROMT® (1972 - current)

2 [Antacid tablets.](#) (Feb 16, 2009) Pricing Preview
Found in Gale Group Health Periodicals Database (1983 - current)

3 [O-T-C health care.](#) (May 25, 2009) Pricing Preview
Found in Gale Group Health Periodicals Database (1983 - current)

4 [Digestives companies prep for season of heartburn.](#) (Aug 23, 2010) Pricing Preview
Found in Gale Group Health Periodicals Database (1983 - current)

5 [O-T-C sales.](#) (May 24, 2010) Pricing Preview
Found in Gale Group Health Periodicals Database (1983 - current)

6 [Antacid tablets.](#) (Jan 17, 2011) Pricing Preview
Found in Gale Group Health Periodicals Database (1983 - current)

Sort results by:
Publication date (most recent first) Sort

Duplicate document settings

No settings applied Change

Narrow results by

Publication title

Document type
Statistics/Data Report (30)

Subject

Company/Organization

Location

Database

Date

7. From the Results list, click **Detailed view** to provide a window of text about the terms and make the list easier to read.

ProQuest
Dialog DataStar

(omeprazole or prilosec or zantac or rantidine) AND ("market share" or "market size")

Full text Additional limits - Date: Last 3 years

Modify search | Tips

23 Results* Search within Create alert Create RSS feed Save search Download all results

2 Selected items [Clear] Save to My Research Email Print Cite Export/Save

Select 1-20 Brief view **Detailed view**

Narrowed by

Document type: Statistics/Data Report

1 [Extinguishing holiday heartburn.](#) (Dec 12, 2011) Pricing Preview
...turkey drive. The second featured **Prilosec** OTC and comedian Larry the Cable Guy ... **Prilosec** OTC 59.0 -1.3 Prevacid 24HR 25.3 -3.3 Turns 21.5 23.3 **Zantac** 150
Found in Gale Group PROMT® (1972 - current)
Brief citation Full text LINK to Full Text

2 [Top 10 products worldwide.](#) (Oct 2011) Pricing Preview
... Rank Brand (Company[dagger]) Type Sales * 1 **Zantac** (Glaxo, Sankyo, Merck)
Found in Gale Group PROMT® (1972 - current)
Brief citation Full text LINK to Full Text

3 [Top therapeutic areas.](#) (Oct 2011) Pricing Preview
...Class Sales * Top Three Products 1 Anti-Ulcerants \$7,436 **Zantac**, Tagamet,
Found in Gale Group PROMT® (1972 - current)
Brief citation Full text LINK to Full Text

4 [Blockbuster Drugs.](#) (Oct 2011) Pricing Preview
...Sales * 1 **Zantac** Anti-Ulcerants \$2,642 2 Renitec ACE Inhibitors Plain 1,448
Found in Gale Group PROMT® (1972 - current)
Brief citation Full text LINK to Full Text

Sort results by:
Publication date (most recent first) Sort

Duplicate document settings

No settings applied Change

Narrow results by

Publication title

Document type
Statistics/Data Report (30)

Subject

Company/Organization

Location

Database

Date

2009 - 2011 (years)

8. From the Results list, you can preview records by clicking the **Preview** link.

You can look at full records by clicking titles, or by clicking **Selected items**.

Email, print, cite, export or save selected records by clicking the corresponding icon. You can also easily create a Saved Search, Alert or RSS feed based on your search strategy.

23 Results* Search within Create alert Create RSS feed Save search Download all results

2 Selected items [Clear] Save to My Research Email Print Cite Export/Save

Select 1-20 Brief view | Detailed view

Narrowed by

Document type: Statistics/Data Report

1 Extinguishing holiday heartburn (Dec 12, 2011) Pricing Preview

...turkey drive. The second featured **Prilosec** OTC and comedian Larry the Cable Guy ... **Prilosec** OTC 59.0 -1.3 Prevaoid 24HR 25.3 -3.3 Turns 21.5 23.3 **Zantac** 150

Found in Gale Group PROMT® (1972 - current)

Brief citation Full text LINK to Full Text

2 Top 10 products worldwide. (Oct 2011) Pricing Preview

... Rank Brand (Company[dagger]) Type Sales * 1 **Zantac** (Glaxo, Sankyo, Merck)

Found in Gale Group PROMT® (1972 - current)

Brief citation Full text LINK to Full Text

3 Top therapeutic areas. (Oct 2011) Pricing Preview

...Class Sales * Top Three Products 1 Anti-Ulcerants \$7,436 **Zantac**, Tagamet,

Found in Gale Group PROMT® (1972 - current)

Brief citation Full text LINK to Full Text

Sort results by: Publication date (most recent first) Sort

Duplicate document settings Change

No settings applied Change

Narrow results by

- Publication title
- Document type
- Statistics/Data Report (30)
- Subject
- Company/Organization
- Location
- Database

9. A Display format for selected items appears.

Click the radio button for the format you want and press **Display**.

ProQuest Dialog DataStar (omeprazole or prilosec or zantac or rantidine) AND ("market share" or "market size")

Full text Additional limits - Date: Last 3 years Modify search Tips

23 Results* Search within Create alert Create RSS feed Save search Download all results

2 Selected items [Clear] Save to My Research Email Print Cite Export/Save

Select 1-20 Brief view | Detailed view

Narrowed by

Document type: Statistics/Data Report

1 Extinguishing holiday heartburn (Dec 12, 2011) Pricing Preview

...turkey drive. TH ... **Prilosec** OTC S

Found in Gale Gro

Brief citation

2 Top 10 products worldwide. (Oct 2011) Pricing Preview

... Rank Brand (C

Found in Gale Gro

Brief citation

3 Top therapeutic areas. (Oct 2011) Pricing Preview

...Class Sales * Top Three Products 1 Anti-Ulcerants \$7,436 **Zantac**, Tagamet,

Found in Gale Group PROMT® (1972 - current)

Brief citation Full text LINK to Full Text

Display format for selected items

Items selected: 2

Choose how you wish these items to be displayed.

Include: (where available)

- Results listing only
- Brief citation (partial indexing)
- Full text (full indexing, abstract, full text, images)

Display Cancel

Sort results by: Publication date (most recent first) Sort

Duplicate document settings Change

No settings applied Change

Narrow results by

- Publication title
- Document type
- Statistics/Data Report (30)
- Subject
- Company/Organization
- Location
- Database