

Business Resources and Strategies

Understanding and using business information tools and strategies can equip administrators, health service planners/providers, and personnel managers with an additional pool of resources to make informed decisions. The business literature encompasses company and industry information for such areas as biotechnology, pharmaceuticals, insurance, and other industries that have a direct impact on the provision of health services. Business resources also cover management, human resources, public relations, and marketing -- areas which can inform the processes involved in running a medical practice or major healthcare organization. Drawing from a variety of news, journal, and government sources, business resources provide a useful perspective on medicine and healthcare that is often missing from the medical literature.

Strategies

General Strategies

1. Think outside the topic.
Ex. analgesics
pain relief, pain treatment, oral, topical, specific types, etc.
2. Think inside the discipline.
Situating the product in an industry
Company names?
Brand names? Generics?
Other uses?
3. Let the literature be your guide. Examine the complete records of items that look like they may be related to your topic, even if they only cover one aspect. Examine relevant results for additional keywords and appropriate subject headings.
4. Document all searches and strategies before and after you go online.
5. Read the database help information.

Specific Strategies

If you start with...	Resources	Tips	Next Steps
Company Name Ex. Glaxo Wellcome	1. Directories 2. Reports 3. Company Website 4. News Sources	<ul style="list-style-type: none"> • Try to find the company's SIC/NAICS code. • Make a list of important people and areas of research for follow up searches. • Make a note of primary contact information. • Find out how any database you use accommodates phrase searching. • Be sure that you/others compare companies using the same criteria. 	<ul style="list-style-type: none"> • Find industry information for context. • Examine "credentials" of important company execs. • See what news sources have to say. • Private companies may require a phone call, and even then may not give you the kind of information you are seeking.
Industry Ex. Biotechnology	1. References Sources 2. Directories 3. Business Databases 4. News Sources	<ul style="list-style-type: none"> • Use SIC/NAICS codes for searching if available. • Identify important companies and individuals in the industry. • Make sure to note criteria for rankings. • Consult more than one source. • Read all of the footnotes. 	<ul style="list-style-type: none"> • Pursue information about companies and individuals for a more complete picture.

Individual Ex. name of a CEO, or other company official, or a researcher's name	<ol style="list-style-type: none"> 1. Directories 2. Business, Biographical, Medical Databases 3. News Sources 4. Website(s) 	<ul style="list-style-type: none"> • Try to find a middle initial if possible. • Look for good and bad news. • Perform database searches to locate additional publications. 	<ul style="list-style-type: none"> • Look for company reports. They often contain additional biographical information. • For private companies, a website or phone call may be the only things that yield any information.
Topic Ex. hospital rankings, drug name, device name, management topic	<ol style="list-style-type: none"> 1. Reference Sources 2. Databases 3. News Sources 4. Website(s) 	<ul style="list-style-type: none"> • Reference sources are often best for basic information. • Websites may provide you with more up to date information. • Remember books especially for management topics. • Make a note of how your topic is indexed in the database for additional search strategies. 	<ul style="list-style-type: none"> • Look for company and industry information. • Look for information about individuals; experts, PIs, CEOs, etc.

Reference Materials

Medical & Healthcare Marketplace Guide

Philadelphia, PA: IDD Enterprises, L.P.
MED Ready Ref - HD9994.U5 M42 2003 v. 1 - 2

Medical Device Register

Greenwich, CT: DSI, c1981-
MED Reference - R856.48 .M42 2004 v. 1 - 2

D&B Healthcare Reference Book

Bethlehem, PA : Dun & Bradstreet Corp., c1997-
MED Reference – HD9994 .U5 D95 + years
(Previously Dun's Healthcare Reference Book)

2001 Health Care Business Market Research Handbook

Norcross, Ga. : Richard K. Miller and Associates, Inc., c2001
MED Reference - RA410.56 .W24 2001

Health Care Almanac and Yearbook

New York, NY: Faulkner & Gray's Healthcare Information Center, c1996-
MED Reference - RA421 .H43 1999

Health and Health Care 2010: the Forecast, the Challenge

San Francisco : Jossey-Bass, 2003
MED Reference - RA445 .H3364 2003

Statistical Abstract of the United States

Washington : G.P.O., 1879-
MED Ref - HA 202 .U5a + year
Also available online via Lexis-Nexis Statistical file, and in PDF via the U.S. Census Bureau back to 1878 (with a few gaps) - <http://www2.census.gov/prod2/statcomp/index.htm>

To locate additional materials, use **MEDCat** (<http://medcat.med.nyu.edu>), the Library's online catalog. Select a **Standard Number** search, and look up the call number from one of the books in the list above. There will be other materials on the same topic in the same call number area.

You can also perform a **Keyword Search** for a topic and then add one or more of the following: business*, device*, economic*, industr*, instrument*, market*, supply & distribution, utiliz*; OR consult a reference librarian for other suggestions.

Databases

ABI/Inform (via ProQuest)

ABI/Inform is generally considered to be the standard database for business literature. Generally, this database provides access to business information not typically found in national news sources, and focuses on local and regional business news coverage of large corporations, privately held companies, local start-ups, executive profiles, marketing, finance, and industry news. It contains news and analysis, information on local markets, and more gathered from major business tabloids, magazines, daily newspapers, wire services, and city, state, and regional business publications.

EBSCOhost Business Source Premier

Available via Bobst Library, this database provides full text for more than 7,400 scholarly business journals and other sources, including full text for nearly 1,100 peer-reviewed business publications. Coverage includes virtually all subject areas related to business. This database provides full text (PDF) for more than 350 of the top scholarly journals dating as far back as 1922. This database is updated on a daily basis.

Lexis Nexis Academic Universe

Lexis-Nexis™ Academic Universe provides full-text access to over 5,600 news, business, legal, medical and reference publications. News sources include international, U.S., state, regional, and local newspapers, magazines, wire services, and broadcast transcripts. Business publications are drawn from business and financial news sources, as well as government and private publications, market research, industry reports and SEC filings. Medicine and health are covered from the perspective of the extensive news, business, and legal collections with an added collection of full-text and abstracted journal literature.

ProQuest Direct News Files

In addition to ABI/INFORM, ProQuest Direct includes a variety of news sources covering both national and international publications, and provides access to independent and alternative publications. ProQuest Direct also contains a collection of databases providing access to historical periodicals such as the New York Times, Washington Post, Los Angeles Times, Wall Street Journal, and Christian Science Monitor. ProQuest is the only online source providing full-text coverage of the Wall Street Journal, 1982 – present. The material types and time period covered will vary from database to database. Providing a uniform search interface, business and news sources can be searched together or separately.

MEDLINE and EMBASE

The medical literature can provide additional useful information on business-related topics. A search of the medical literature may yield a preliminary list of company names, researchers, or drug or device names which can then be explored in the business and news resources to find more complete information. Medical databases are an excellent source for access to published research on drug and device trials which can help you develop a more complete picture of a company or individual.

Websites

General Sites

EDGAR

Online at: <http://www.sec.gov/edgar/searchedgar/webusers.htm>

Description: EDGAR is a Web database of Securities and Exchange Commission company filings. All types of forms are included, so some digging is usually required to get at the good stuff. As you become more familiar with the forms available you will be able to perform more targeted searches. In most instances you can at least expect to find complete contact information for a company. The Archive goes back to 1993. The SEC also has a list of the Standard Industrial Classification codes available at <http://www.sec.gov/info/edgar/siccodes.htm>.

GuideStar: The National Database of Nonprofit Organizations

Online at: <http://www.guidestar.org>

Description: GuideStar is a Web database of financial information about nonprofit organizations from the IRS 990 forms. Organizations included can be national, regional or local. General searches require a simple registration. Access to additional resources (funders, grantees, and people searches) requires a subscription. Typically you can find three or more years of financials, but coverage varies by organization.

NYU Virtual Business Library

Online at: <http://www.nyu.edu/library/bobst/vbl/>

Description: The NYU Virtual Business Library provides access to the electronic business resources and services available through Bobst Library. Although the focus of this site is online access, it may still be necessary to consult the excellent print and microform collections available at Business and Government Documents Reference Center of Bobst Library when electronic resources are not available or adequate.

Science, Industry, and Business Library (NYPL)

Online at: <http://www.nypl.org/research/sibl/index.html>

Description: A research library collection open to the general public, AND in the neighborhood! 188 Madison Avenue New York, NY 10016, (212) 592-7000. SIBL has a full complement of the major directories, reference materials, and databases, as well as a general business collection.

Business News/Corporate Intelligence

Many organizations and government agencies monitor news sources for relevant stories, and some of them offer free newsletters or notification services. Check out the site of an organization in your area of interest to see what is available.

American Medical News

Online at: <http://www.ama-assn.org/amednews/>

Description: Online version of the AMA's print publication, *American Medical News*. Contents of the print and online versions vary with the online version including fewer images and omitting summaries of AMA and JAMA press releases. The online version includes supplemental materials and articles not published in the print version. Limits to news of regional interest are available. The site is updated with new content on Monday morning the week prior to the printed issue date. Online archive back to 1995, Ehrman Library also has online access through InfoTrac back to 1981. (Search "American Medical News" as a title in MEDCat.)

America's Health Insurance Plans (AHIP)

Online at: <http://www.ahip.org>

Description: Organization site with a news section, and quick links to health insurance plan sites, and a free industry newsletter, *AHIP Solutions Smartbrief* (registration required).

BlueCross BlueShield Health Issues

Online at: <http://bcbshealthissues.com/>

Description: From one of America's major insurance providers, this site has major section covering news, legislative and healthcare policy issues, and research reports and search tools for healthcare topics, particularly insurance coverage.

Healthcare Intelligence Network

Online at: <http://www.hin.com/daily.html>

Description: Covers 50 newspapers and business publications; free registration to search article archives; there is a fee to obtain the full-text of articles retrieved. (You can use the Ehrman Medical Library to obtain the full-text of articles free of charge from sources to which the Library subscribes.)

HospitalConnect

Online at: <http://www.hospitalconnect.com/hospitalconnect/index.jsp>

Description: News and information from the American Hospital Association (AHA) and state hospital associations; only about one-third of content is restricted to members only; also a portal to sites for other organizations of interest to healthcare providers.

Hospital Network

Online at: <http://www.hospitalnetwork.com/>

Description: Primarily a "marketplace for industry professionals," this site is aimed at hospital staff and executives. It lists current headlines from a variety of news sources, and also provides an easy way to sign up for free industry newsletters and trade publications.

For More Information

As the main library for the University's business school, the Bobst Library maintains the primary collection of business materials. NYU Medical faculty, staff, and students have access to these resources both online through Ehrman Library and onsite at Bobst.

Business & Documents Reference Center

Address: Elmer H. Bobst Library, 70 Washington Square South, Sixth Floor

Phone: 212-998-2600 **Website:** <http://www.nyu.edu/library/bobst/vbl/>

Hours: (September–May) Monday – Friday, 12pm – 6:45pm; Saturday, 11am – 5:45pm; Sunday, 1pm – 6:45pm

See also the Bobst Library's

Company & Industry Research Guide
<http://library.nyu.edu/research/rg3.html>

Marketing Research Guide
<http://library.nyu.edu/research/rg62.html>

Management Research Guide
<http://library.nyu.edu/research/rg39.html>