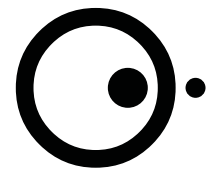


#### CREDITED AUTHORS

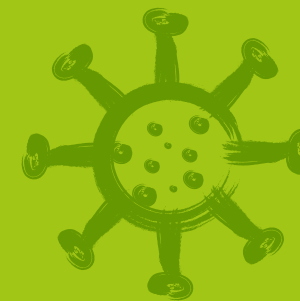
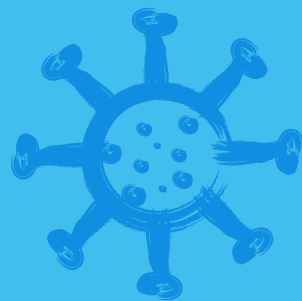
Josh Abbott, Account Manager  
Clair Fisher, Senior Account Manager  
Moamen Hammad, Medical Writer



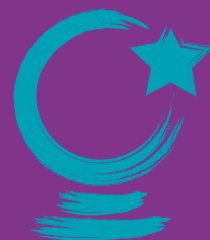
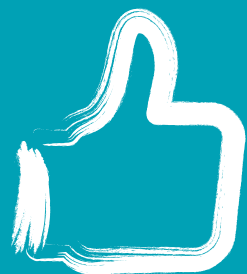
Prime  
Global  
insights



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from  
ISMPP U  
April  
2020

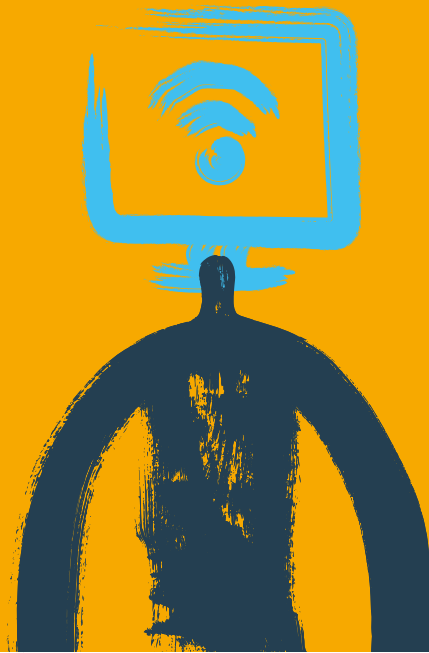


COVID-19:  
Its impact on  
publication  
planning

### Authorship insights



### Congress insights



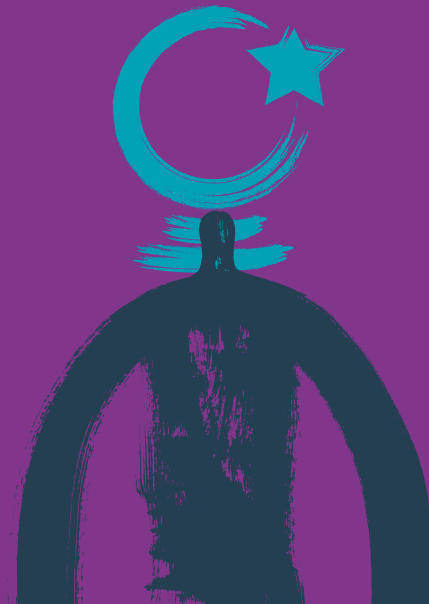
### Agencys insights



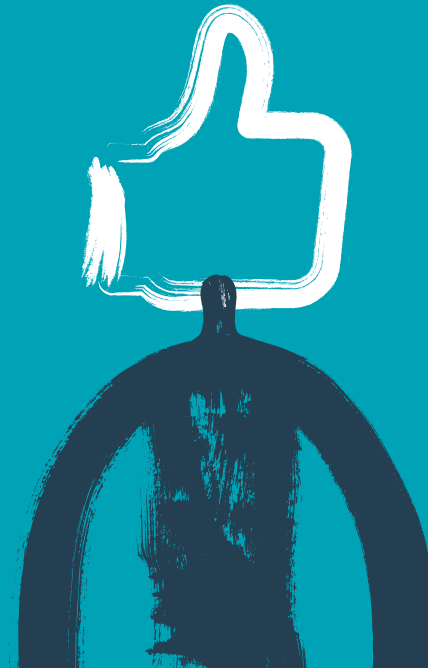
### Publisher insights



### Future predictions – A changing landscape?



### Silver linings



At Prime Global, we are experiencing first-hand the evolving landscape of medical communications in the current climate of COVID-19. We were eager to hear more about the impacts this virus has had on our industry, so we attended an ISMPP webinar on the topic.

We have created a short snapshot of what was discussed with some interesting insights revealed.

**Select each insights card to find out more!**



# Authorship insights

Journal delays

Author non-responsiveness

Congress cancellations and changes

In some specialties there has actually been an increase in author responsiveness now that travel commitments have been cancelled



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# Congress insights

Cancelled meetings with no time to switch to a virtual format

Repurposing programmes into online materials, meaning that meeting content is more easily available

Some abstracts are accepted by congresses and publication later postponed – can the abstract be encored to an earlier meeting so as not to delay publication?

Access to congress metrics through virtual meeting technology



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# Agency insights

The virtual congress format will improve over time due to the inevitable acceleration of usage

Delays in manuscript submissions are to be expected, but there is also an increase in the number of offerings and updates of digital publication enhancements

For the face-to-face component, short audio clips alongside poster presentations have been used

Congresses are missing the scientific-exchange element, so future use of blogs, Twitter, chatrooms and other channels is needed for communication

Increase in dissemination of data due to some congresses making content available to all, not just delegates. There is a need to balance this 'open-to-all' approach as it may inadvertently promote unlicensed drugs to patients



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# Publisher insights

Increase in average publication times have taken longer due to:

- Reviewer and author delays
- Internal delays with typesetters and global print supply chain
- Need to increase number of digital offerings

High-tier journals have been most impacted, such as the *British Medical Journal*, the *New England Journal of Medicine* and *The Lancet*

There has been an increase in non-COVID-19 submissions, as healthcare professionals who are not on the front line have more time

Journals are more mindful that further data may not always be generated in the short timeframe requested at peer review



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# Future predictions – A changing landscape?



Consider that tools and solutions taken up now may become embedded in the future if successful

International travel is unlikely to return to prior level for some time

Going forward, congresses might offer virtual attendance as an option, which would greatly benefit low-income countries

Enrolment in clinical studies has slowed down, labs have been closed, researchers have been sent home and stats support has decreased. This may impact future timelines

There will be a need for real-world evidence measuring the impact of COVID-19 on patients with comorbidities

Efficacy reporting from patient-reported outcomes studies will be affected

There is likely to be a increase in flexible working and work-life balance in our industry

There is a general increase in awareness of mental health and social responsibility

Current limitations will drive innovation in work technology and the sharing of scientific communication, towards cost-effectiveness and sustainability

Usage of preprints may increase for non-COVID-19 research if target journals are overwhelmed

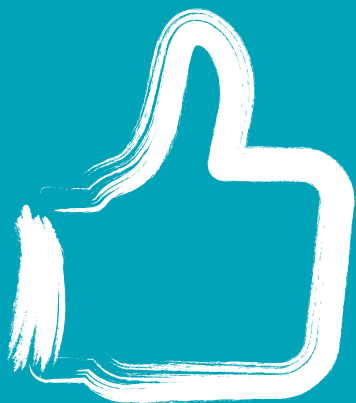
Agencies undertaking novel solutions for the first time should ensure these are of a high quality – ask ‘can we do this in house, or do we need to use a supplier?’

Peer-reviewed data still a vital reference for many other activities – publications may innovate but the need for peer-review of data will not change much



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# Silver linings

Encouraging creativity and innovation in our industry

Reducing environmental impact

Acceleration of plans for virtual options

Increased awareness of the importance of publications and transparency

Greater attendance at virtual meetings than in person

More respect for healthcare professionals, which enhances our industry's reputation

The 'new world' will have some of the old and some of the new



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