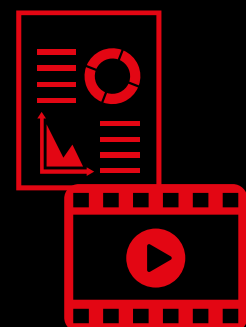


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## Objectives

- Publication extenders such as infographics and video abstracts can be used to distribute research beyond a standard journal publication
- We aimed to understand how the use and relative importance of these tools are perceived by publication professionals in the pharmaceutical and biotechnology industries



## Research design and methods

- We created a survey to assess the use of, and general attitudes towards, publication extenders among pharmaceutical and biotechnology industry global publication leads

### The survey consisted of 11 questions in total

These comprised **multiple-choice, multiple-selection and open-ended questions**

A copy of the survey can be accessed via the QR code below



## Limitations

These data are representative of a short survey distributed to 12 publication professionals within the pharmaceutical and biotechnology industries. Additional research is needed across a greater sample size of publications professionals working in other companies to draw conclusions across the whole industry. Responses were anonymised, and no questions were asked about level of experience/years working in publications, so we are unable to draw comparisons between experience level and level of knowledge of working with, or attitudes towards, the use of publication extenders.



## Results

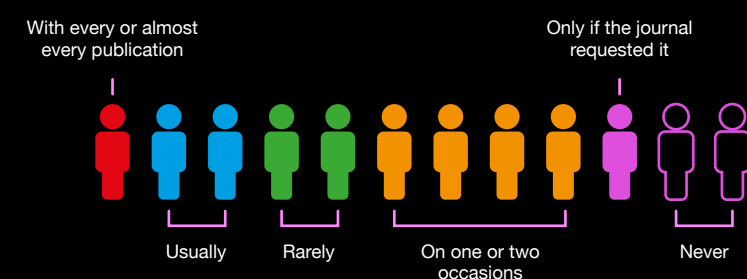
- In total, we surveyed 12 publication professionals, 11 of whom responded; nine (82%) worked at a pharmaceutical company and two (18%) worked at a biotechnology company

### Publication extender frequency and type of use

- Ten respondents (91%) reported using publication extenders in the past
- Two respondents indicated that they had not used publication extenders in the past year

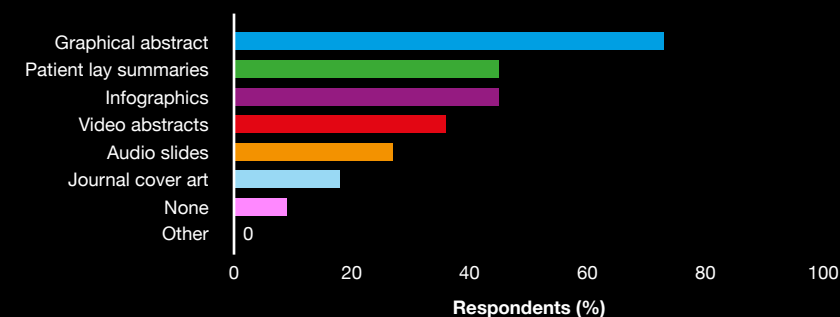
### How often have you made use of publication extenders when publishing manuscripts in the past year?

Answered: 11 Skipped: 0



### Which of the following types of publication extenders, if any, have you used in the past? Please select all that apply

Answered: 11 Skipped: 0



Respondents could select more than one option

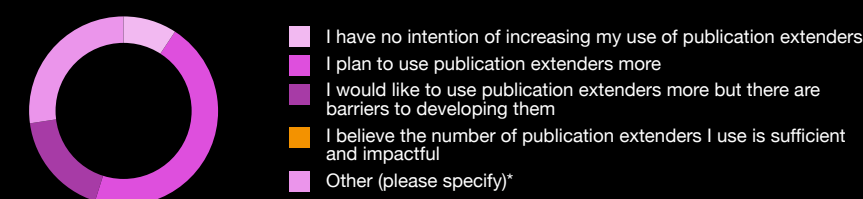
- Respondents reported that, in the past, they had used graphical abstracts (8/11), patient lay summaries and infographics (5/11 each) most frequently. Journal cover art was reported to be used the least

### If you have a company policy regarding use of publication extenders, please include details in the free text box



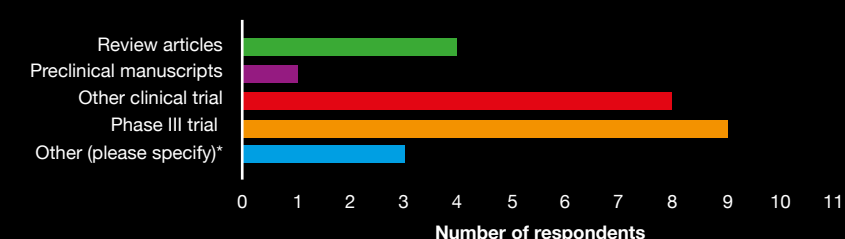
- Overall, 64% (7/11) of respondents reported that they planned or would like to use publication extenders more in the next 2 years
- Two further respondents (18%) specified that they anticipated greater use of publication extenders going forward, depending on congress or journal specifications, target audience, available budget and author agreement
- Two respondents (18%) reported that, although they would like to use publication extenders more, they face barriers to developing them

### Do you foresee your use of publication extenders increasing in the next 2 years?



\*Respondents specified that use would depend on author agreement and congress specifications, company guidelines and processes, specific journal formats, the target audience and the available budget

### For which types of publication would you be most likely to consider developing extenders? Please select all that apply

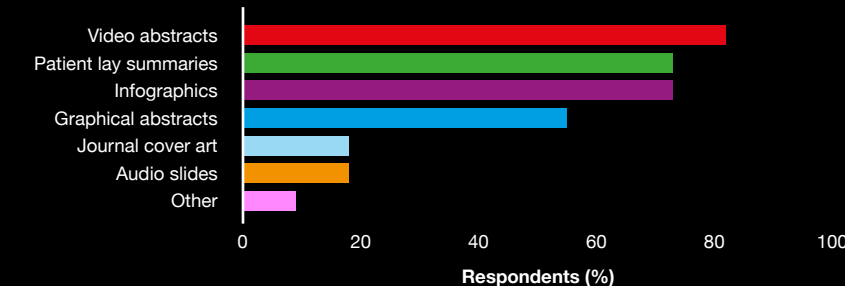


\*Respondents also specified that they would use publication extenders for health economic outcomes research, patient-reported outcomes publications and congress materials, or that it would depend on the content rather than study type or phase

- Publications of phase III clinical trials (n=9) and other clinical trials (n=8) were most likely to be considered for publication extender support by the respondents. Only one respondent would consider developing publication extenders for preclinical manuscripts (9%)
- The most commonly used item from the list of publication extender types was graphical abstracts (8/11). However, video abstracts (n=9), patient lay summaries and infographics (n=8 each) were considered by the respondents to be the most impactful

### Which of the following types of publication extenders do you consider likely to be the most impactful?

Answered: 11 Skipped: 0



Respondents could select more than one option

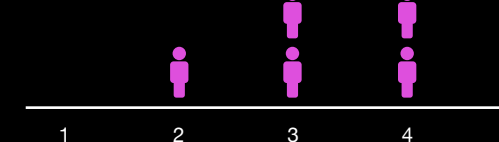
### Perceived usefulness of publication extenders

- Over 90% of respondents believed that publication extenders were at least somewhat useful for increasing the reach/visibility of their manuscripts

### On a scale of 1 to 5, how useful do you believe publication extenders to be in increasing the reach and visibility of your manuscripts?

(1 = not at all useful; 5 = extremely useful)

Answered: 11 Skipped: 0



## 82%

- 82% of respondents stated that they had never received any metrics on the benefits of publication extenders

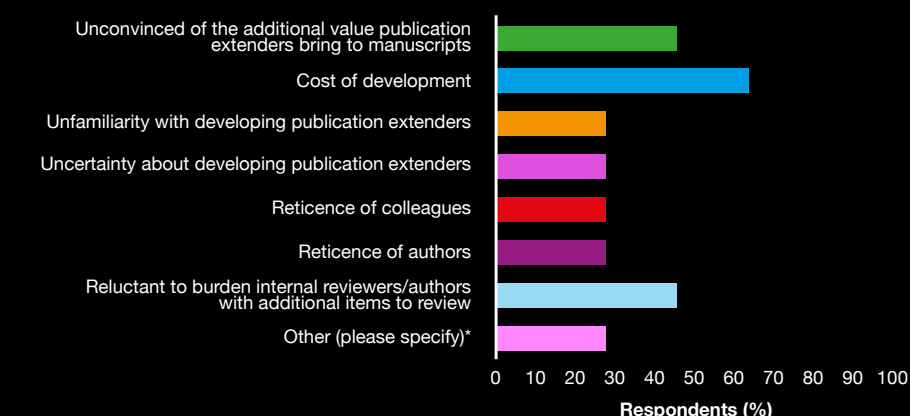
- When asked to share their thoughts regarding the usefulness of publication extenders, multiple respondents cited a lack of data demonstrating their utility, which makes it difficult to quantify their impact. However, most respondents also recognised their potential in extending the reach and increasing the visibility of publications

### Barriers to using publication extenders

- The cost of development (64%), reluctance to burden internal reviewers/authors with additional items to review (45%) and uncertainty of additional value (45%) were considered key barriers to developing publication extenders
- In addition, some respondents indicated that their management team is less supportive of their use due to the lack of clear benefits

### What do you consider to be the greatest barrier(s) to developing publication extenders for your manuscripts? Please select all that apply

Answered: 11 Skipped: 0



Respondents could select more than one option

\*Respondents specified that time constraints, lack of support from conservative management and finding journals that publish extenders more visibly than in the supplementary materials were also considered as barriers to using publication extenders

*'I like that they can add more colour to original publications and can potentially attract greater viewing, but the jury is out for me as to whether they provide a significant return on the time and financial investment.'*

*'They can act as easy summaries for people browsing the online version of a journal to garner someone's attention, but don't add a huge amount to tell the full story. They're often too short and high level to convey anything meaningful of substance.'*

*'I am still learning how the extenders are used by readers. I think visual abstracts are useful, based upon conversations with scientists and clinicians.'*

## Conclusions

- Overall, in our small sample, pharmaceutical and biotechnology industry publication leads believe that publication extenders have the potential to improve the reach and visibility of their data
- However, further research should be conducted to better assess the effectiveness of publication extenders and alleviate some of the uncertainty around their added value

## Disclosures

MUM, SB, ROM, KA and VM are all employees of Prime Global.

To access an animated version of the poster scan the QR code

