12TH ANNUAL MEETING OF ISMPP

ENHANCED CONTENT:
PROS, CONS, PROCESSES AND TRENDS

April 12, 2016 • National Harbor, MD, USA
Disclaimer

The opinions expressed by the presenters are their own and do not necessarily reflect those of their individual employers or of ISMPP.
Faculty

- **Neil Adams, ISMPP CMPP™**, Publishing Manager, Springer Nature
- **Grahame Conibear, BSc**, Senior VP, Integrated Communications, Adelphi Communications
- **Catherine Skobe MPH, MT(ASCP)**, Director, Publications Management, Pfizer
- **Moderator: Terry Materese**, Executive Publisher, Health & Medical Sciences, Elsevier
Session Goals

• Gain insights into why there is a need to create digital and enhanced content
• Learn about new trends in content development and be able to describe characteristics of a great digital/enhanced content product
• Be knowledgeable about key considerations as well as the publication process recommended for enhanced content
AUDIENCE QUESTION

How much are you currently utilizing enhanced content in a journal submission or poster presentation?

A. Often
B. Some of the time
C. Rarely
D. Never

Bar graph represents raw n’s
AUDIENCE QUESTION

How familiar are you with augmented reality?

A. Very familiar
B. Somewhat familiar
C. Not at all familiar

Bar graph represents raw n’s
ENHANCED CONTENT: THE WHAT, WHY AND HOW?

Grahame Conibear, BSc
Physicians Still Prefer Print for Info

Top Ways Physicians Prefer to Receive Pharma Information

<table>
<thead>
<tr>
<th>Most Preferred</th>
<th>Least Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td>HCP WEBSITE</td>
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<tr>
<td></td>
<td>DIRECT MAIL</td>
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<td>EMAIL</td>
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<td></td>
<td>SMARTPHONE/TABLET APP</td>
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<td>EMR</td>
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<td>SOCIAL MEDIA</td>
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<td>TEXT MESSAGE</td>
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</tbody>
</table>

59% used print media for information about clinical trials

Source: SSCG Media Group Dec 2015 MapMD™ Study (Survey Size: 1,650 healthcare professionals across 11 Physician specialties)
Insights re Newly Launched Products

Also a top source used for newly launched products

Source: SSCG Media Group Dec 2015 MapMD™ Study (Survey Size: 1,650 healthcare professionals across 11 Physician specialties)
Multimedia in Medical Journals

Printed & Website

- Table & Chart
- Image

Website Only

- Audio (i.e. audio interview)
- Video (i.e. video roundtable, video interview)
- Interactive Media (i.e. map, graphic, timeline, medical case)

http://www.nejm.org/
How to Access Multimedia

1. See a link in printed journal

2. Go to the website
   >> Multimedia Section
   >> Search for specific journal

3. Find a specific multimedia

http://www.nejm.org/
**Slide Show**

**Interactive Media**

**Audio**

**Interview with Dr. Scott Podolsky on the history of weak oversight of homeopathic remedies in the United States and what the future may hold.**

Supplement to the N Engl J Med 2016; 374:201-203

Scott Podolsky is an associate professor of global health and social medicine at Harvard Medical School.

Stephen Morrissey, the interviewer, is the Managing Editor of the Journal.
Augmented Reality (AR): Enhanced, Interactive Publication Feature

AR is a live view of a real-world environment whose elements are augmented by computer-generated input. AR software uses object recognition through a phone's camera and/or GPS capabilities to gather information about the surrounding area.
PROCESS & BEST PRACTICES

Catherine Skobe MPH, MT(ASCP)
Enhanced Publication Guidelines at Pfizer

In 2012, when we initiated the Evolution of Publications from Print to New Media Workshop at the ISMPP Annual meeting, our foremost concern was medical integrity and accuracy.

- Worked externally with publishers to understand their process
- Worked internally to develop best practices and procedures

Established these guidelines:

- All content must be within the underlying publication. No editorializing, no additional opinions, and no visual material or information outside of that publication
- No patients or patient identifiable information may be included in the recording or other digital media
- Relevant disclosures should be included
- Sunshine Act Transfer of Value must be assessed for agency support
- Approvals from the Pfizer Publication Owner, Presenting Author and Corresponding Author. Product Attorney is informed
Enhanced Publication Experiences at Pfizer

- Journal podcast
- Audio Slides
- Video abstract
- Audio file for iPoster
- Author video
- Augmented reality poster – Blippar app
Animation
Animation

• Produced with support from Boehringer Ingelheim

• Content is editorially independent of the sponsor

• Fully peer-reviewed

• NPG holds the copyright to this animation
Interactive infographic
Interactive infographic

Treating IBS
(Irritable bowel syndrome)
By Will Stahl-Timmins
Reviewed by Yuri A Saito

Pharmaceuticals
- Chloride channel activators
- Guanylate cyclase C agonists
- Serotonin receptor antagonists
- Antibiotics

CNS therapies
- Guanylate cyclase C agonists

Potential IBS therapies

Sources:

12TH ANNUAL MEETING OF ISMPP
Video abstracts
Augmented Reality (AR)

- The journal introduced AR into its pages in 2012 to enhance the reading experience
- Uses the Layar app (part of the Blippar group)
- This paper appeared in a supplement to Neurosurgery
**Key takeaways: Publisher’s view**

**PROS**
- Can increase the educational value of journal content
- Encourages readership (app-based journals)
- Highlights journal innovation and new technology
- Enhances readership experience

**CONS**
- Authors don’t seem to care much about enhanced publications
- Cost to produce not accounted for in journal budget
- Not always appropriate for journal content
- Copyright problems?
AUDIENCE QUESTION

If you have never included enhanced content in a journal submission or poster presentation, what’s been the main reason for this?

A. Author(s) not interested in it
B. Commercial and/or marketing concerns
C. Not appropriate for submission or poster
D. Not a priority (question the value of it)
E. Not worth the cost/ROI
F. No budget for it

Bar graph represents raw n’s
“A lot of times, people don’t know what they want until you show it to them.”

Steve Jobs (1998)
CASE EXAMPLE:
Pfizer Augmented Reality Poster
Via Blippar

Catherine Skobe MPH, MT(ASCP)
Blippar Access Features

- Scan from paper (handout, letter, etc.), computer monitor, projector screen, Twitter image
- Save the image as a favorite
- Share via Twitter, Facebook, and Email
Metrics of campaign success!

- Total number of blipps
- Unique users
- Average blipps per user
- Tap-through rates
- Direct responses
- Timeline of when users blipped
- Heat map where users blipped
• Presented poster at Drug Information Association Annual Meeting in Washington, DC
• Research objectives were to present the functionality of two new alternative metric tools
  – To gauge the article-level impact of publications
  – To explore the potential advantages and limitations
  – To determine their ability to assess uptake in social media
• Embedded interactive AR content to enhance the article level metrics
  – Video introduction
  – Provide additional data (i.e., Altmetrics and Plum Analytics)
  – Conduct survey
  – Email/Contact
AR Value: Transforming static communication into a dynamic experience

To experience the benefits of AR technology:
- **Download** the Blippar App on your smart phone or tablet
- **Scan** the full poster image above
- **View interactive features** (also noted by phone icon)
Challenges

• Reader/viewer needs smartphone or ipad
• Reader/viewer needs to download app
• Wifi access
• Recommend limiting the number of AR features added to a poster
• Lightning Cable
  – Ability to view AR in presentation mode, but not via WebEx
Augmented Reality FAQs

Do I need a wifi connection for Blippar to work?
• Blippar requires a 3G, 4G or WiFi connection

Where is the info housed for the AR elements?
• It is housed on a secure cloud based server. Blippar uses AWS (Amazon Web Services), which is very secure.

How long can an AR initiative be maintained?
• It can be on the Blippar server as long as you want it to be

Can I limit user access to a certain audience?
• Yes, Blippar allows for an access code to be entered to view the additional content
Nature Publishing Group’s (NPG) AR Experience with Blippar

AR poster is located at NPG HQ in London
Key Takeaways

- Identify value added uses for augmented reality that are medically driven and not commercially bent
  - Multi-lingual video abstracts
  - MOA videos
  - Additional tables and figures
    - Drill down into the data
- Ensure transparency through disclosures
- Consider Sunshine Act TOV
AUDIENCE QUESTION

Have you had any AR experiences or seen it employed in other ways?

A. Yes
B. No

Bar graph represents raw n’s
AUDIENCE QUESTION

If YES, did you find it improved the content or learning experience?

A. Yes
B. No

Bar graph represents raw n’s
AUGMENTED REALITY EXAMPLES

Grahame Conibear, BSc
What is Augmented Reality?

Users can see all this with a smartphone device which almost everyone has one already.
AR in Pharmaceutical Area

Education / Training

Diagnose / Surgery

Publication / Congress
For reliability and quality, our roots go deep

At Amgen, we pour commitment, passion, and a drive for perfection into every biologic medicine we make.

From innovative biotechnology to extensive experience in biologic manufacturing, see how Amgen strives to deliver on its commitment to your patients.

Take a deeper look at our reliability and quality
visit biotechnologybyamgen.com
Download the LAVAR app on your smartphone and scan this page.

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Blippar in People Style Watch

1. Download Blippar App
2. Scan on a page
3. Click on a button
4. Start to shop
“a visual search engine for the world.”

Ambarish Mitra
Blippar chief executive
How to Access Multimedia

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2. Go to the website
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http://www.nejm.org/
Key Takeaways

• Print journals will remain our most effective way of informing HCPs and enhanced media will increasingly be used to improve education and understanding.

• New technologies (like AR) can dramatically accelerate the availability and convenience of access to additional information.

• Transparency and medical integrity when implementing enhanced publication content is paramount to ensure a line is not crossed into promotional.

• It’s a question of when we seize these opportunities to better inform our audiences - not if.

• Make sure your authors understand the need for the enhanced content and the benefits that will result from it.
THANK YOU