

2020

# EUROPEAN MEETING of ISMPP

**PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE**



21-22 January, 2020 | London, UK

# #WinWithNewPartnerships

## Achieving Precision Communications through Novel Publication Partnerships

*Moderator: Norbert Brunhuber, Vertex Pharmaceuticals*

# Your host and moderator

*Norbert Brunhuber, PhD, ISMPP CMPP*  
*Vertex Pharmaceuticals*

Any opinions expressed are strictly my own

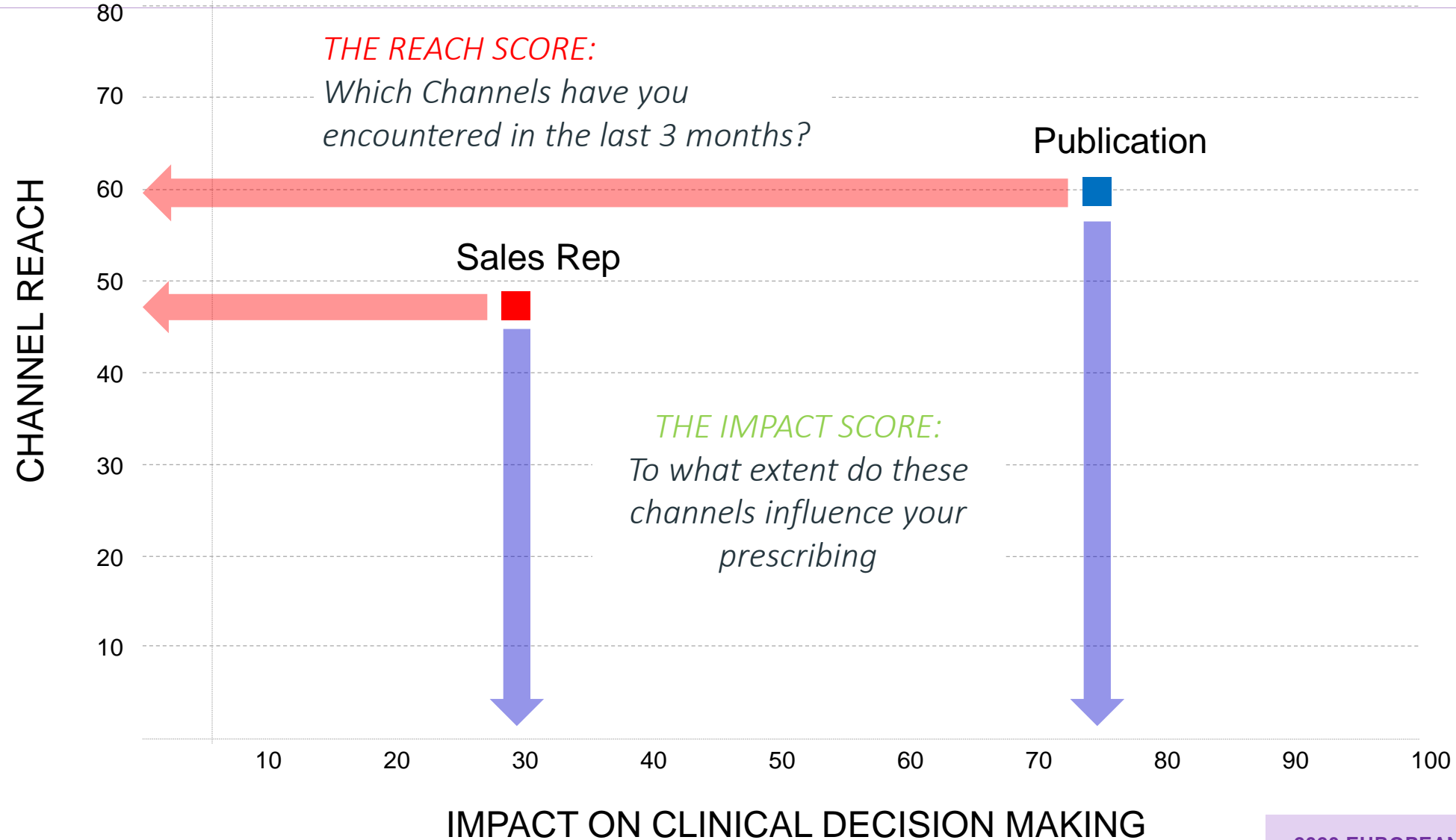


2020 EUROPEAN MEETING OF ISMPP

# ARE WE MEETING THE COMMUNICATION NEEDS OF OUR AUDIENCES?

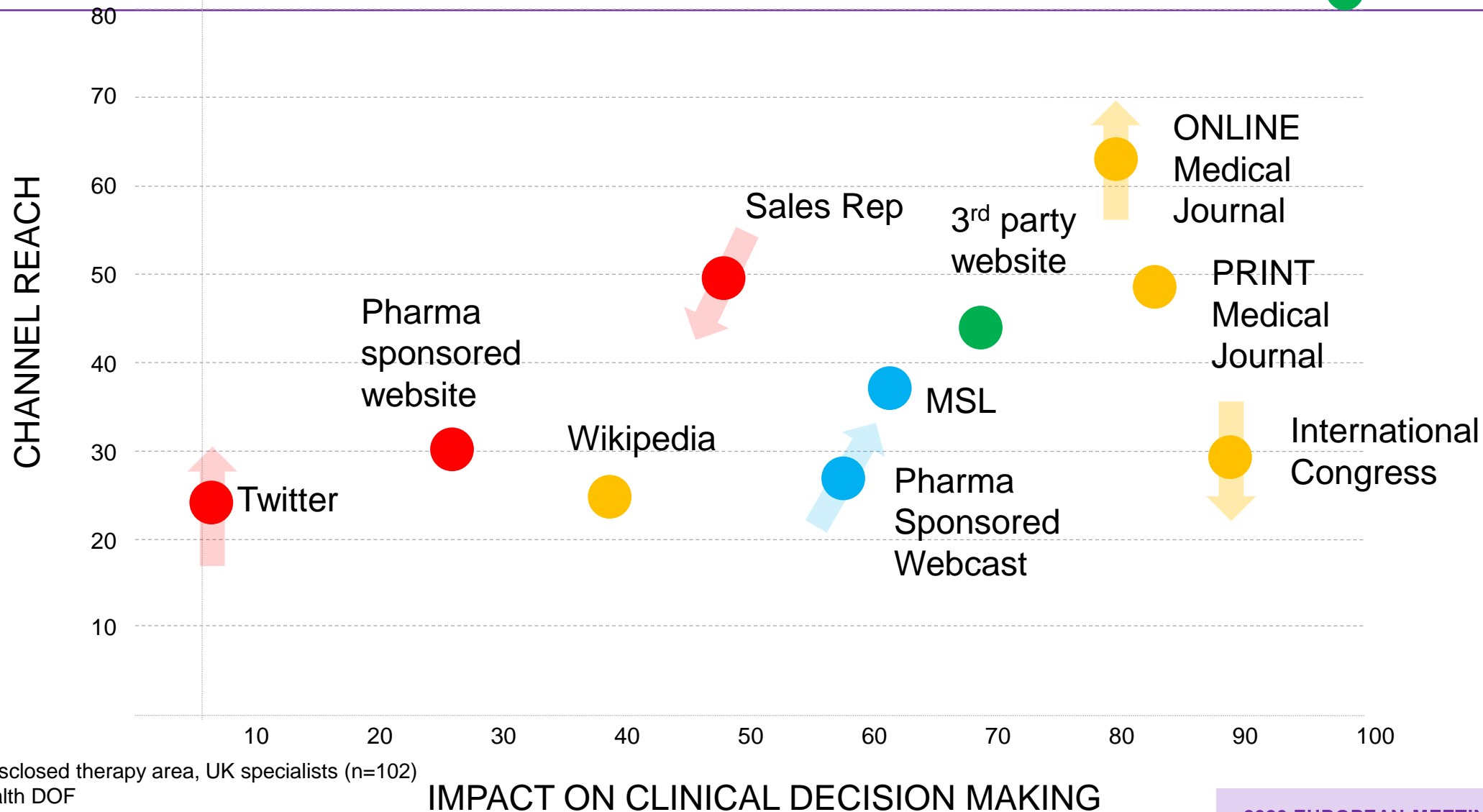
---

# THE BASICS ARE STILL MAKING AN IMPACT



# BUT COMMUNICATION PREFERENCES ARE CLEARLY EVOLVING

- Pharma Commercial Channels
- Pharma Medical Channels
- Earned Channels
- 3<sup>rd</sup> Party Channels

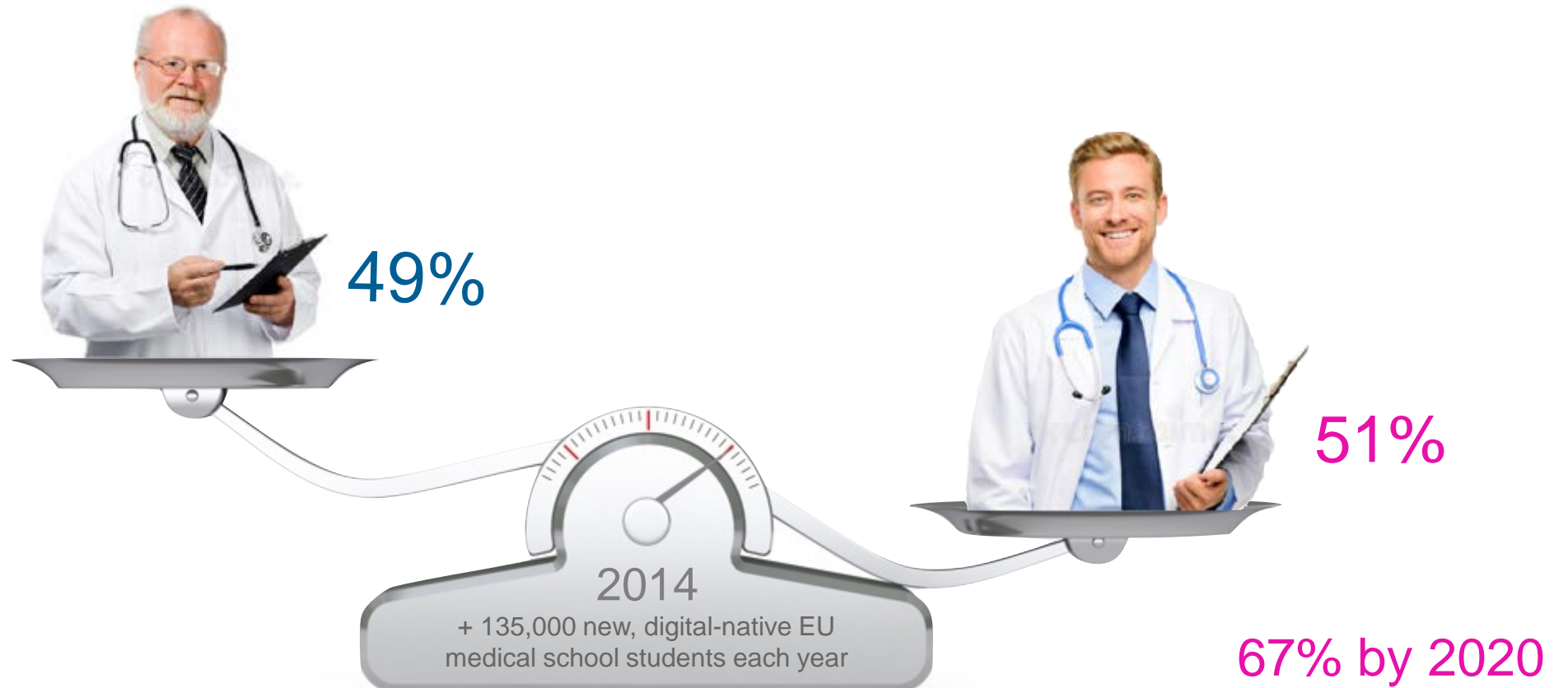


\*2019 Undisclosed therapy area, UK specialists (n=102)  
 Across Health DOF  
 Arrows show delta since 2015

# WHY THE CHANGE IN BEHAVIOUR?




---

# HCPS HAVE BECOME DIGITALLY NATIVE....





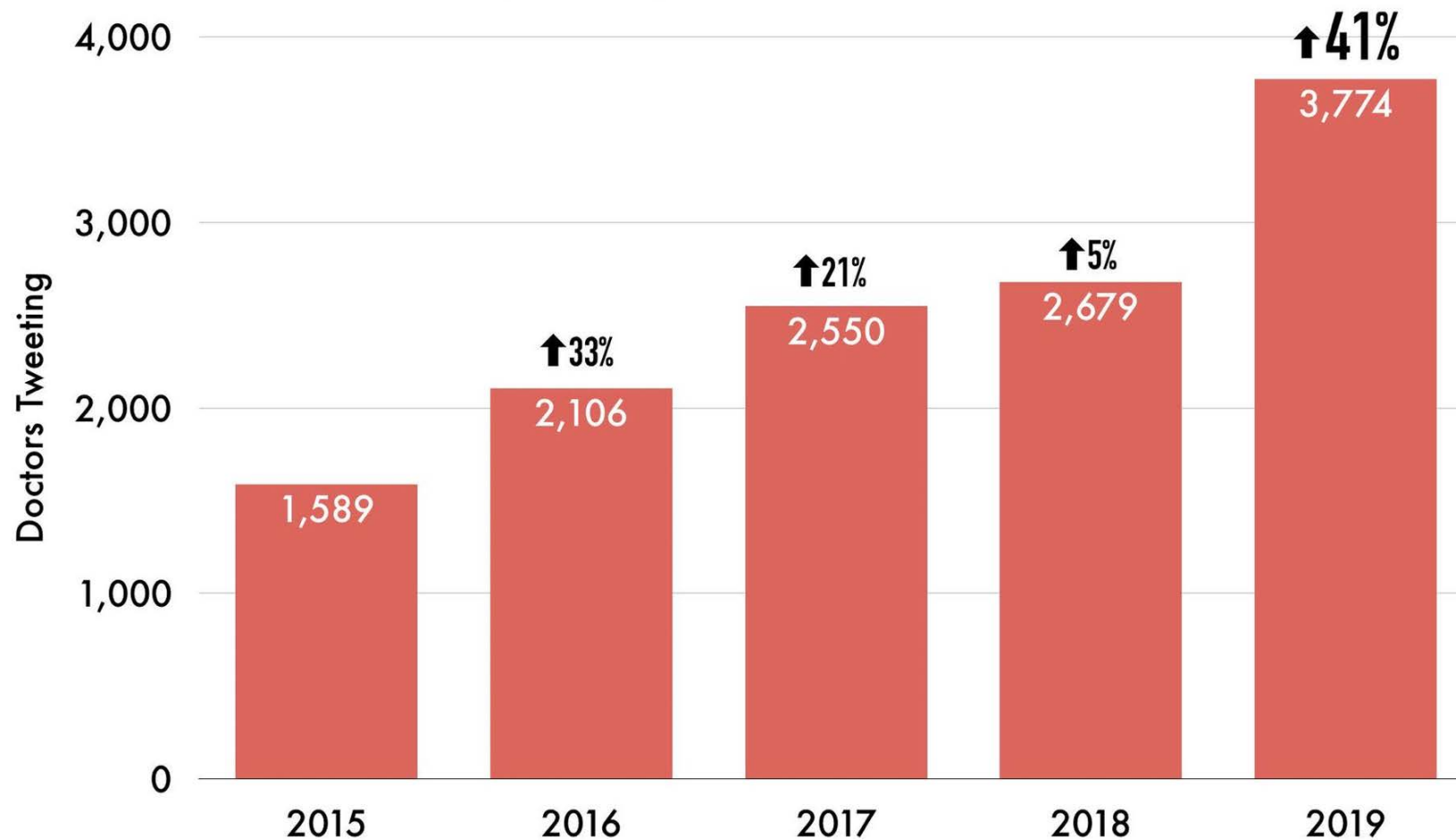
# DIGITAL NATIVE HCPS HAVE OTHER EXPECTATIONS OF “DIGITAL”

	Website	Email	Teledetailing	Online MD network	Webcast
Digital Native HCP AGE <35 	— —	— —	+ +	+ +	+ +
AGE 35–50 	+	—	—	+	—
Digital Immigrant HCP AGE >50 	+	+ +	— —	— —	— —

# Dramatic Growth in Doctor Engagement at ASCO 2019

Unique doctor accounts participating on Twitter during the American Society of Clinical Oncology Annual Meeting.

Data from the Healthcare Social Graph® – Symplur. 2015-2019.



symplur

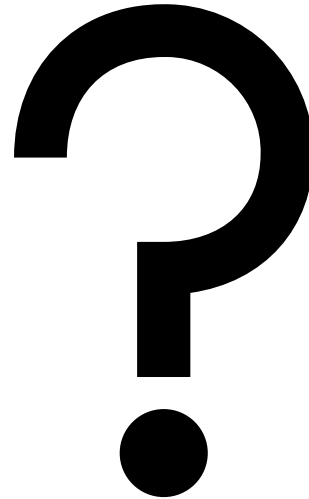
# TODAY'S HCPS ARE LOOKING FOR MORE

RICHER  
CONTENT

CONVENIENCE  
OF ACCESS

HIGHER  
REACH &  
FREQUENCY

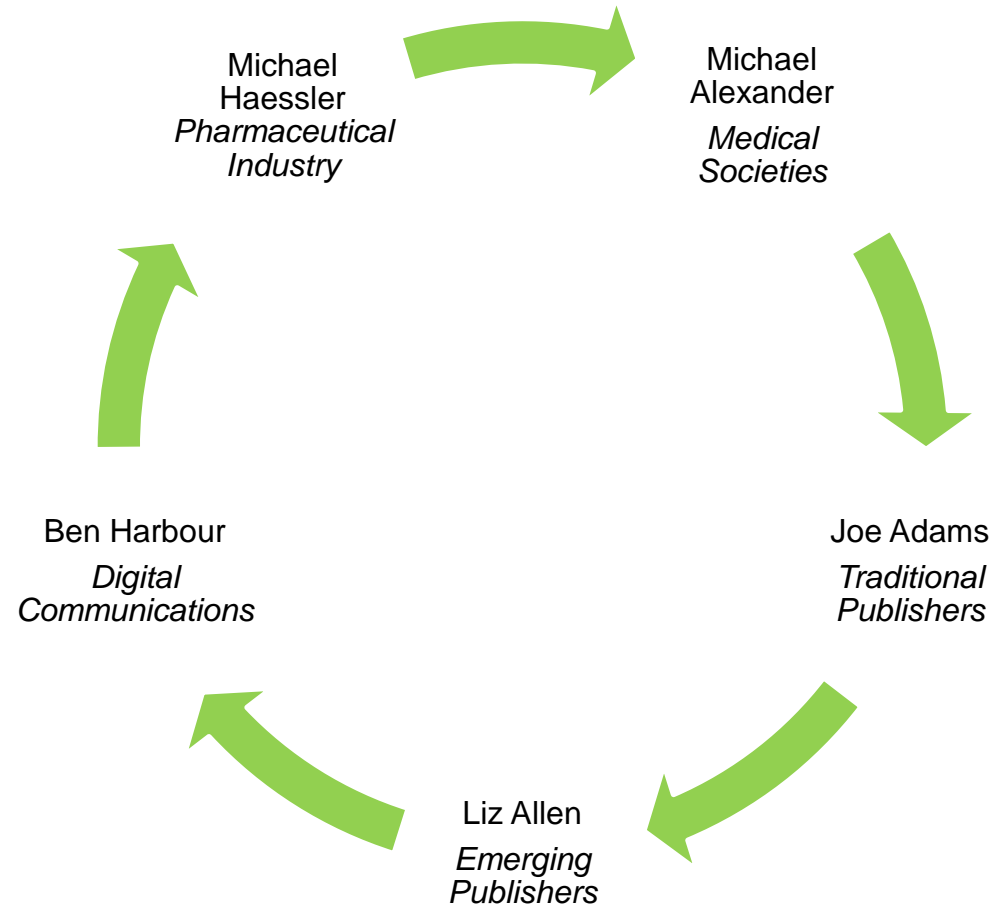
VALUE  
ADDED  
SERVICES



Are we meeting the  
evolving needs/desires  
of our audiences?

# TODAY'S PANEL

---



# BUT LET'S HEAR FROM YOU FIRST

---



2020 EUROPEAN MEETING OF ISMPP

2020

# EUROPEAN MEETING of ISMPP

**PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE**



21-22 January, 2020 | London, UK

# Opportunities and challenges of digital publication formats beyond manuscripts

*Michael Haessler, PhD, ISMPP CMPP*

*Group Director Scientific Communications, Roche*

Any opinions expressed are strictly my own.



# OUTLINE

---

- Academic publishing dates back to 1665. Since then, core responsibilities of the academic publishing community have remained the same
- However, the way we disseminate and consume information has constantly changed, most rapidly over the past two decades
- New digital formats offer a huge potential and opportunity for **precision communication**:
  - ✓ matching the right content to the right audience
  - ✓ enhance knowledge uptake and retention
- **Questions to be discussed:**
  - Do we have an optimal framework to maximise to the full potential of digital publication technology?
  - How can we partner up and improve?



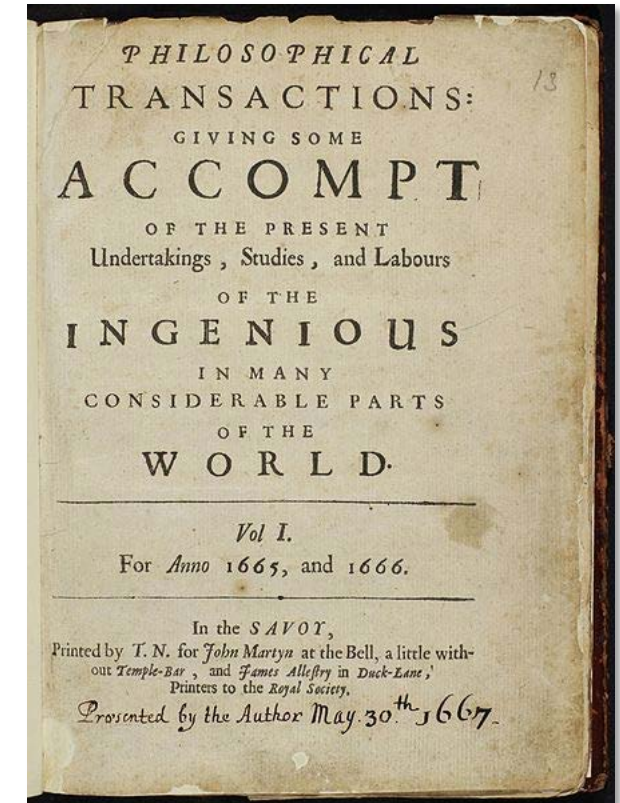
# ACADEMIC PUBLISHING DATES BACK TO 1665<sup>1</sup>

- Philosophical transactions of the Royal Society, first science journal in the world
- Core responsibilities have remained constant since then<sup>1</sup>:

1. Register 2. Certify 3. Preserve 4. Disseminate

The way we disseminate and consume information has drastically changed over the past two decades:

- Accessibility
- Reading behaviour
- Digital formats



1. Chi Y, J Korean Med Sci 2013; 28: 1120-1121  
2. Philos Trans Royal Soc 1665; 1

# DISSEMINATION AND CONSUMPTION OF SCIENTIFIC PUBLICATION CONTENT - CURRENT TRENDS (KEY OBSERVATIONS FROM MY POINT OF VIEW)

---

## Dissemination

Massive proliferation of available channels and formats for the dissemination of scientific research over the past two decades.

- Huge opportunities for true precision communication
- Digital technologies have made content more accessible than ever

## Consumption

But trend on spending less time per article<sup>1</sup>

1. Johnson et al 2018; STM report, 5<sup>th</sup> edition

# “ARTICLE OF THE FUTURE”<sup>1</sup>

## Augmentation formats and features (non-exhaustive)

### Manuscripts<sup>2</sup>



- Enhanced HTML-based formats (dynamic figures and data visualisations)
- Visual abstracts + videos and animated figures
- Enhanced PDFs / 3D PDFs (feature-rich, web-connected)
- Article versions
- Dynamic live figures (based on data stored with article)
- Annotation (interactive commentary and discourse; questions, e.g. allows creation of a dynamic online Q&A)

### Congress abstracts



- QR-codes (source, methodology...)
- Augmented reality layers
- Digital posters / touchscreens
- Linked booth discussions with authors and networking

- **Huge heterogeneity of digital offerings across publishers and congresses**
- **Advanced metrics usage statistics beyond number of clicks needed**

1. Term specifically used by Elsevier for their online format of scientific articles  
2. Johnson et al 2018; STM report, 5<sup>th</sup> edition

# QUESTIONS TO THE AUDIENCE

---

- Are we using the right channels and formats to adapt to the reading behaviour of all users?
  - Are metrics on digital assets openly available to facilitate continuous improvement?
- Do we have the right framework in place to support authors in the content development of new digital formats?
  - Journal responsiveness
  - Timelines and processes
  - Should we explore the standardisation of a few key digital assets across publishers?
- How to avoid bias based on buying power?

2020

# EUROPEAN MEETING of ISMPP

PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE



21-22 January, 2020 | London, UK

# Medical societies and congresses

*Michael Alexander – European Society of Cardiology  
Publications Team Manager*



2020 EUROPEAN MEETING OF ISMPP





**100,000**

scientists,  
clinicians,  
nurses &  
allied professions

## What is the ESC?

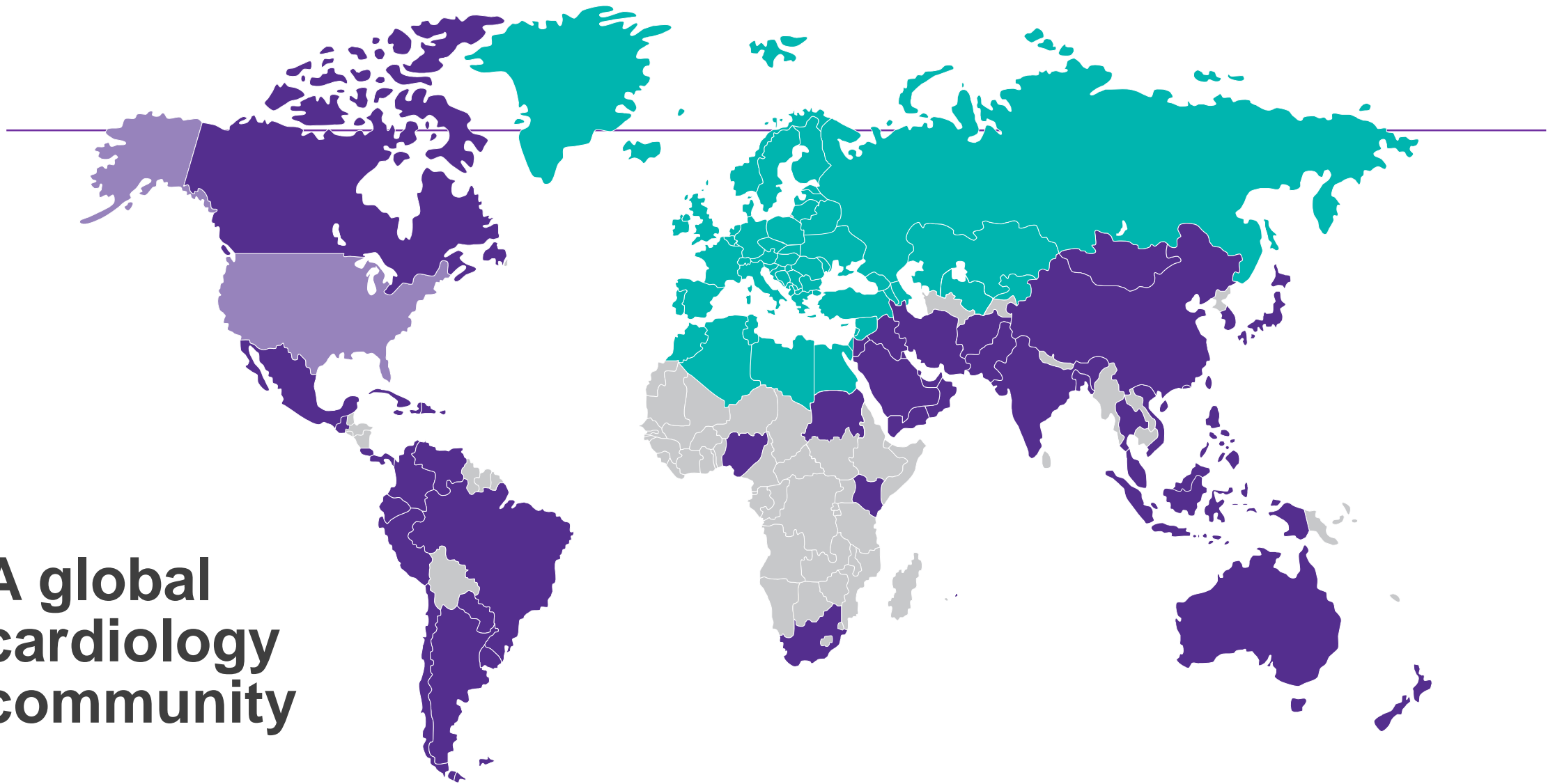
- › A **volunteer led**, not-for-profit medical society
- › Our members are **health care professionals**
- › A source of **high quality**, evidence-based **science**
- › Ensures **objectivity, transparency** and **integrity**

*The ESC operates a strict Declaration Of Interest (DOI) policy. Some 2,000 ESC volunteers are required to complete an annual DOI. This policy can be reviewed at [www.escardio.org/DOI](http://www.escardio.org/DOI)*



**Our mission: To reduce the burden of cardiovascular disease.**

# A global cardiology community



57 Member National Cardiac Societies



47 Affiliated Cardiac Societies



Collaboration with other learned societies



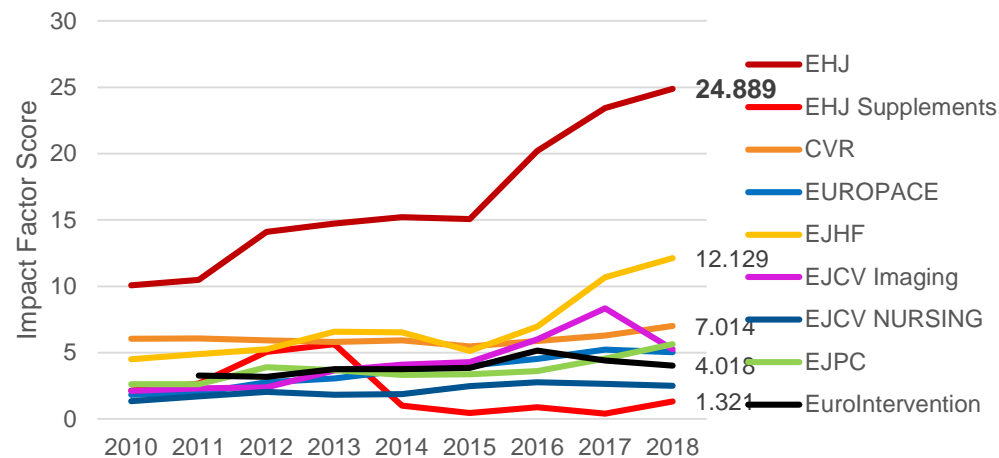
# MEET OUR PUBLICATIONS FAMILY

## ESC Journal Family

New look, same quality content

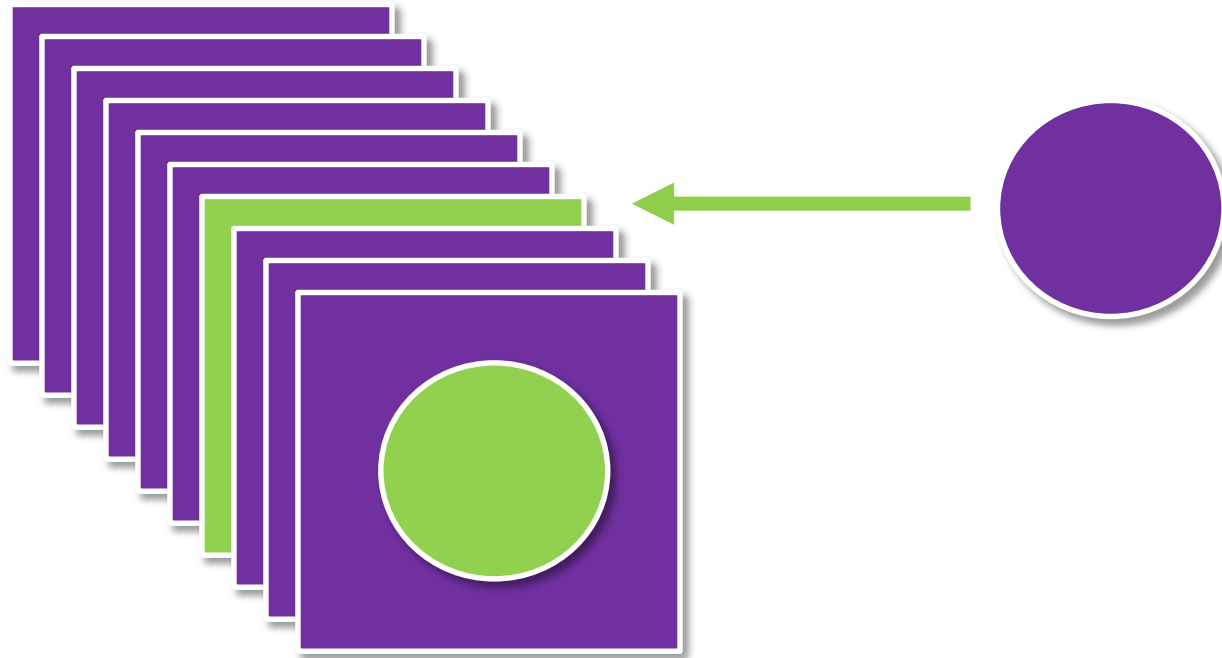


- 13 ESC owned academic journals + 2 external titles
- Manuscript sharing facilities between all
- 20 books in or soon to be published
- **Main work: ESC Textbook of Cardiovascular Medicine 3<sup>rd</sup> Edition**
  - Online version “ESC CardioMed”
  - Regularly updated
  - 800+ collaborators / 180+ institutions worldwide
  - BMA Award Best in Cardiology 2019



# Give the audience what they want: Improve pertinence

---



## **Pertinence**

- Gender
- Ethnicity
- Cultural
- Regulatory
- Financial

# Help the audience understand: Improve clarity

---

## Clarity

- Language
- Structure
- Illustration
- Interactivity
- Format



# Allow the audience to believe: Improve authority



## **Authority**

- Editorial evolution
- Methodologists
- Systematic statistical review
- Ethics Committees
- Improved balance
- Open collaboration

# MAJOR ACTIVITIES ADDRESSING THE EVOLVING INFORMATIONAL NEEDS/HABITS OF OUR AUDIENCE

---

- Uni-message – Multi-channel
  - Journal article
  - Congress presentation
  - Newsletter item
  - Social Media mentions
  - Live broadcast
  - Website update
- Interactive 3D visualisations
- Graphical abstracts
- Key illustrations
- eTOCs

2020

# EUROPEAN MEETING of ISMPP

PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE



21-22 January, 2020 | London, UK

# Traditional publisher perspective

*Joe Adams – Wiley*



2020 EUROPEAN MEETING OF ISMPP

# LEVERS FOR SUCCESS

---



Reach into a  
community



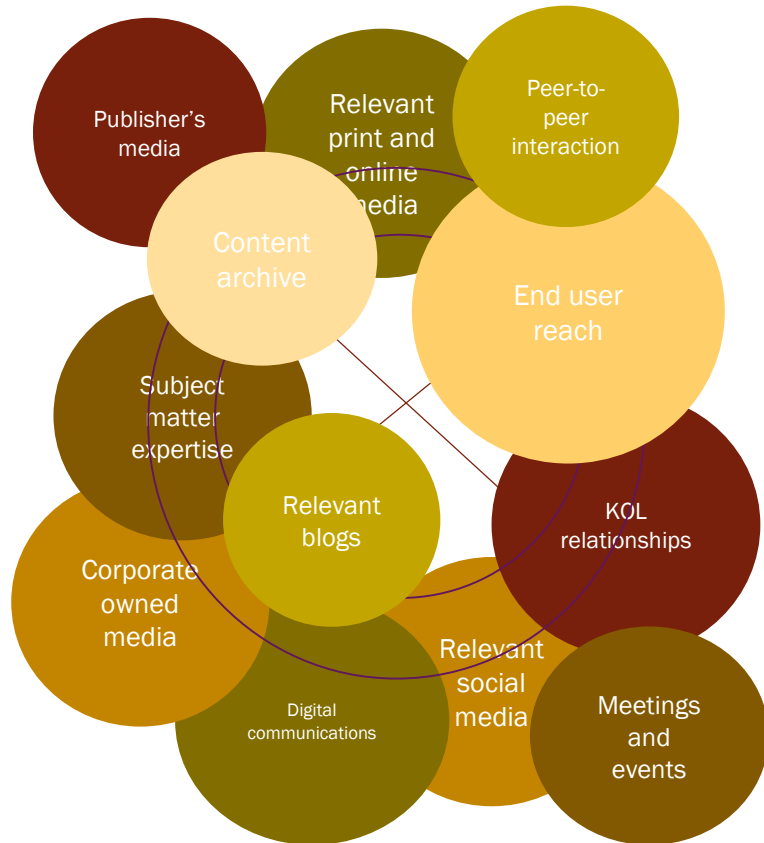
Relevant content



The right  
communication  
vehicles



# PARTNERING FOR SUCCESS



Relevant content

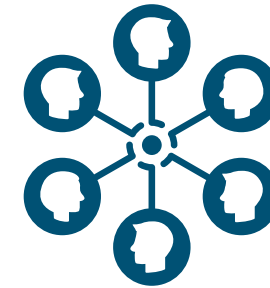


The right  
communication  
vehicles

# PARTNERING FOR SUCCESS



Reach into a  
community



The right  
communication  
vehicles

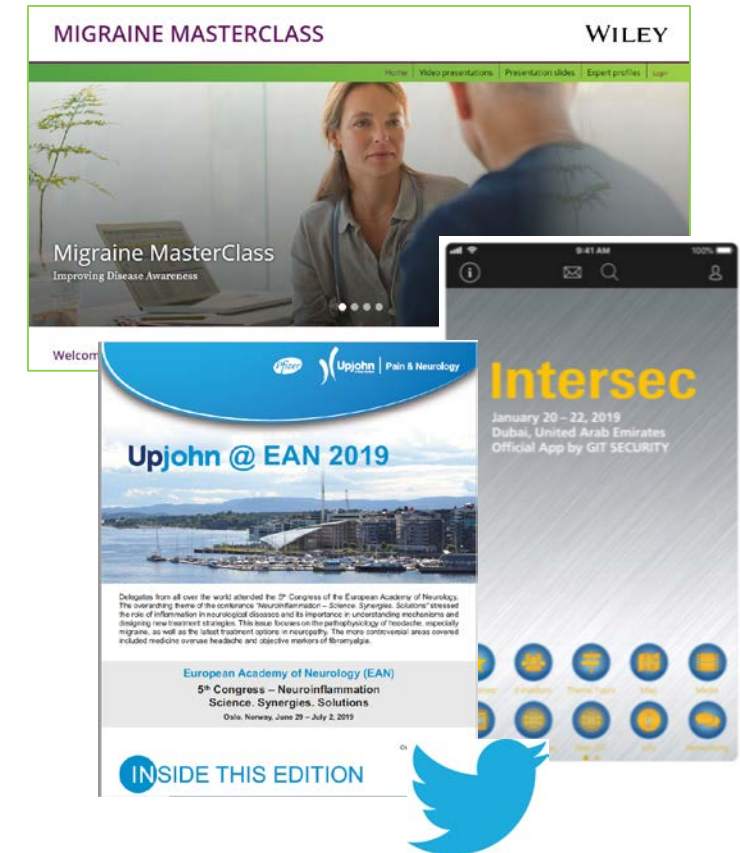
# PARTNERING FOR SUCCESS



Reach into a  
community



Relevant content



2020

# EUROPEAN MEETING of ISMPP

PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE



21-22 January, 2020 | London, UK

# 'Newer entrant' publisher perspective

*Liz Allen, Director of Strategic Initiatives*

F1000 Research



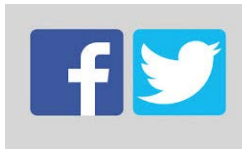
2020 EUROPEAN MEETING OF ISMPP

# HOW RESEARCH IS SHARED & TALKED ABOUT IS CHANGING FAST

THE CONVERSATION



meta



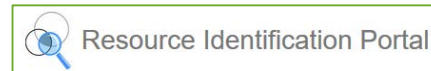
Open Library of Humanities

bioRxiv

THE PREPRINT SERVER FOR BIOLOGY



SOCARXIV  
open archive of the social sciences



PLOS ONE



medRxiv

THE PREPRINT SERVER FOR HEALTH SCIENCES

scienceOPEN

F1000Research



# SUB-OPTIMAL SCHOLARLY PUBLISHING SYSTEM?

- Inefficiencies in system:
  - Long delays in publishing
  - Peer review non-transparent & biased?
  - Lack of access to data/resources
  - Much research goes unpublished – negative, null, data-sets etc
  - Cost escalating
  - Divorced from funders & funding decisions ...
  - Peer review overload





# RESEARCH WASTE & REPRODUCIBILITY CRISIS!

PLOS MEDICINE

3 comments on PubPeer (by: Comment From PubPeer)

OPEN ACCESS

ESSAY

**Why Most Published Research**

John P. A. Ioannidis

Published: August 30, 2005 • <https://doi.org/10.1371/journal.pmed.0050081>

3 comments on PubPeer

Article | Authors | Metrics

**Abstract**

Modeling the Framework for False Positive Findings

Bias

Testing by Several Independent Teams

Corollaries

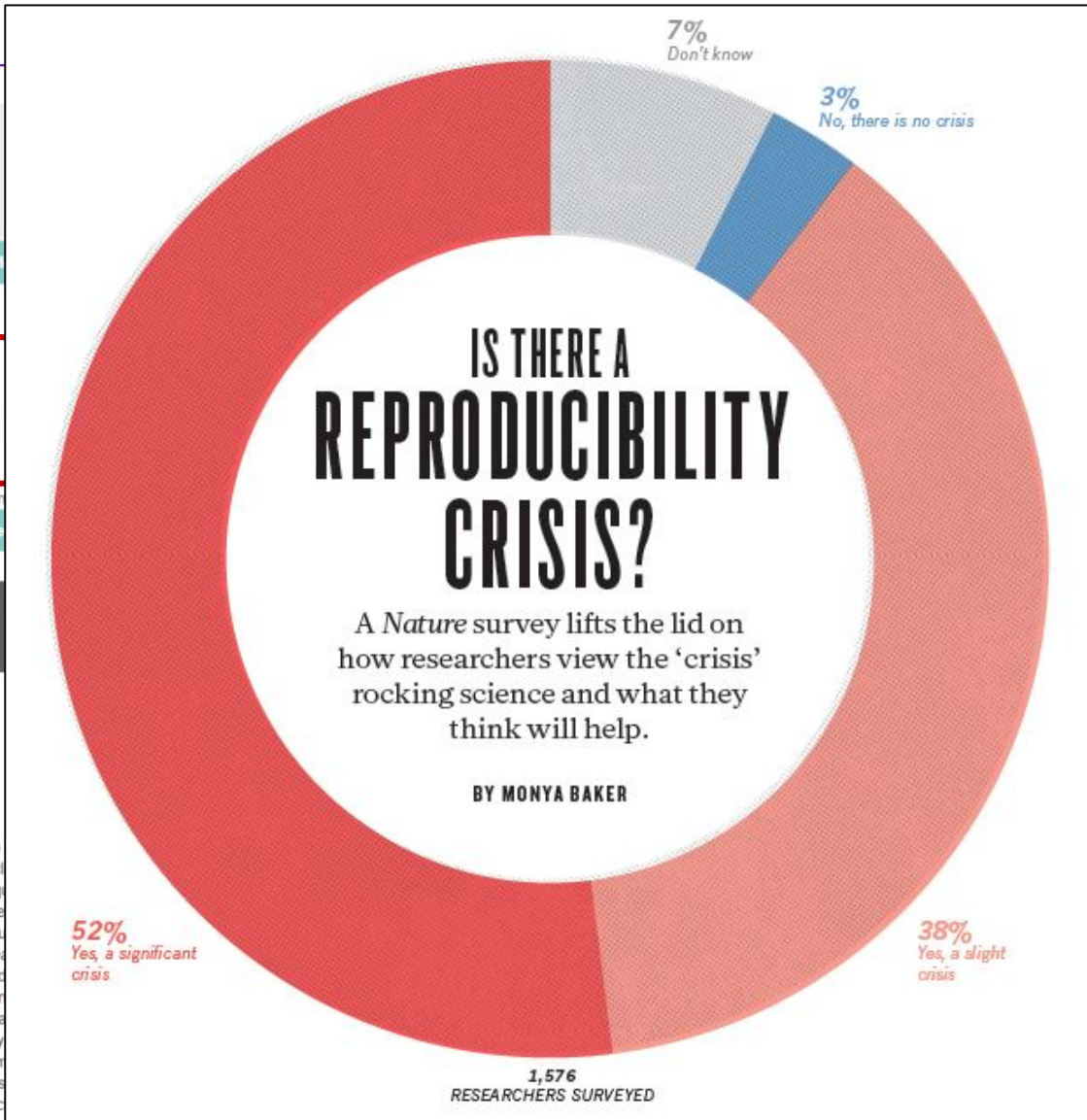
Most Research Findings Are False for Most Research Designs and for Most Fields

Claimed Research Findings May Often Be Simply Accurate Measures of the Prevailing Bias

**Abstract**

**Summary**

There is increasing concern about the probability that a research finding is true when the study is smaller, when there is a greater relationship between the relationships probed in the study, when there is greater flexibility in design, or when there is greater financial and other incentives in the scientific field in chase of status and settings, it is more likely to be true. In current scientific fields, claim the prevailing bias. In this essay, we discuss the interpretation of research findings and the interpretation of research findings.



Latest | Authors | Topics

ers: Is 85% of health research

our estimate that 85% of all health research is being avoidably wasted" [Chalmers & Glasziou, 2009] commonly elicits disbelief. Our own first reaction was similar: "that can't be right?" Not only did 85% sound too much, but given only on health and medical research, it implied an amount ranks somewhere between the GDPs of Kuwait and serious analysis and attention. But how can we

ponents. The easiest fraction to understand is the completed research. We know from follow up of are never published in full, a figure which varies little source, or phase of trial [Ross, 2012]. If the results of sible—to other researchers or to end-users—then he time, effort, and funds involved in planning and ccess to this knowledge is incalculable.

cet/article/PIIS0140-6736(13)62329-6/

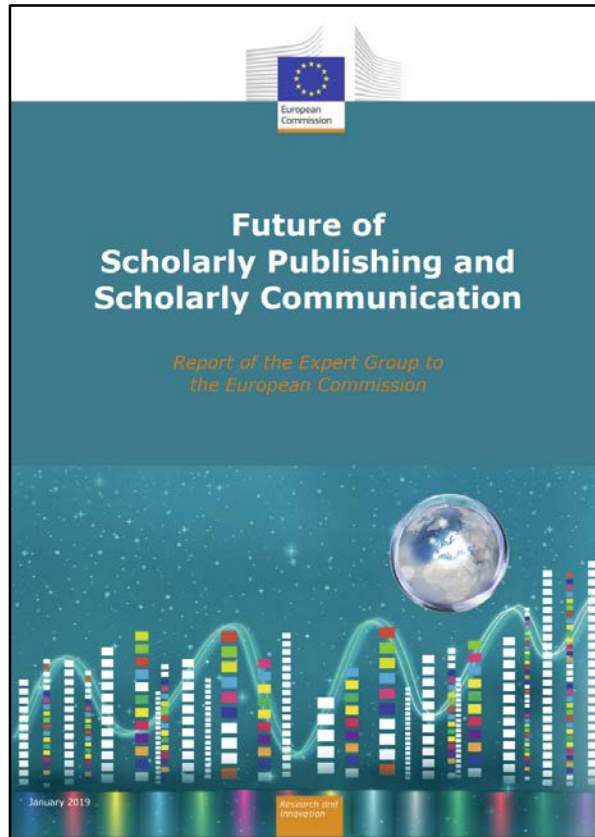


# SUB-OPTIMAL SCHOLARLY PUBLISHING SYSTEM?

- Inefficiencies in system:
  - Long delays in publishing
  - Peer review non-transparent & biased?
  - Lack of access to data/resources
  - Much research goes unpublished – negative, null, data-sets etc
  - Cost escalating
  - Divorced from funders & funding decisions ...
  - Peer review overload
- Shift to ‘Open’
  - Research behind paywalls
  - Attempt to put brake on escalating costs ...

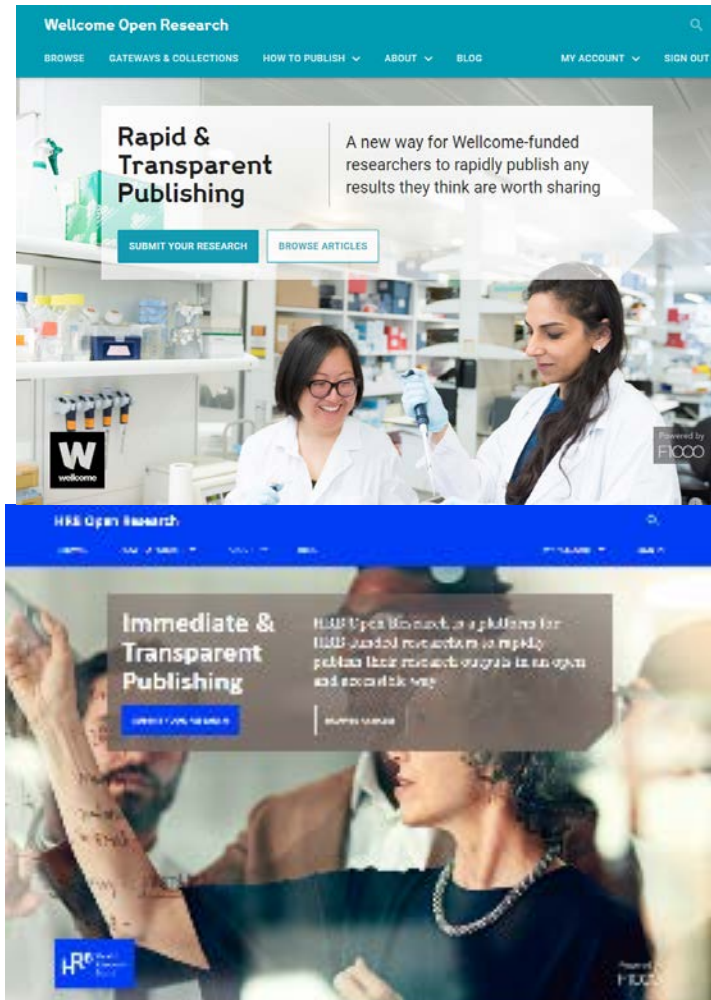


# TRENDS IN SCHOLARLY PUBLISHING



- **Overlay services** – select and publish
- **Versioning** – version of record & continuous publishing
- **Including peer reviews** in the scholarly record
- **Linking outputs** (doi/identifiers)– data, software etc
- **New players, new partnerships**
  - Funder platforms (e.g. Wellcome; Gates; HRB et al)
  - Open Library of Humanities – library consortia
  - Big deals – pay to publish not read
  - Other innovations

# NEW PLAYERS, NEW PARTNERSHIPS: 1



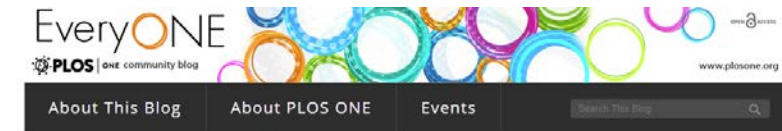
Research  
funder  
platforms

# NEW PLAYERS, NEW PARTNERSHIPS: 2



**Article Contents**  
References  
Author notes

**Improving the Efficiency of Grant and Journal Peer Review: Registered Reports Funding**  
Marcus R. Munafó, PhD

The logo for the Children's Tumor Foundation, featuring the text 'CHILDREN'S TUMOR FOUNDATION' in blue and green, with 'ENDING NF THROUGH RESEARCH' in a blue banner below it.

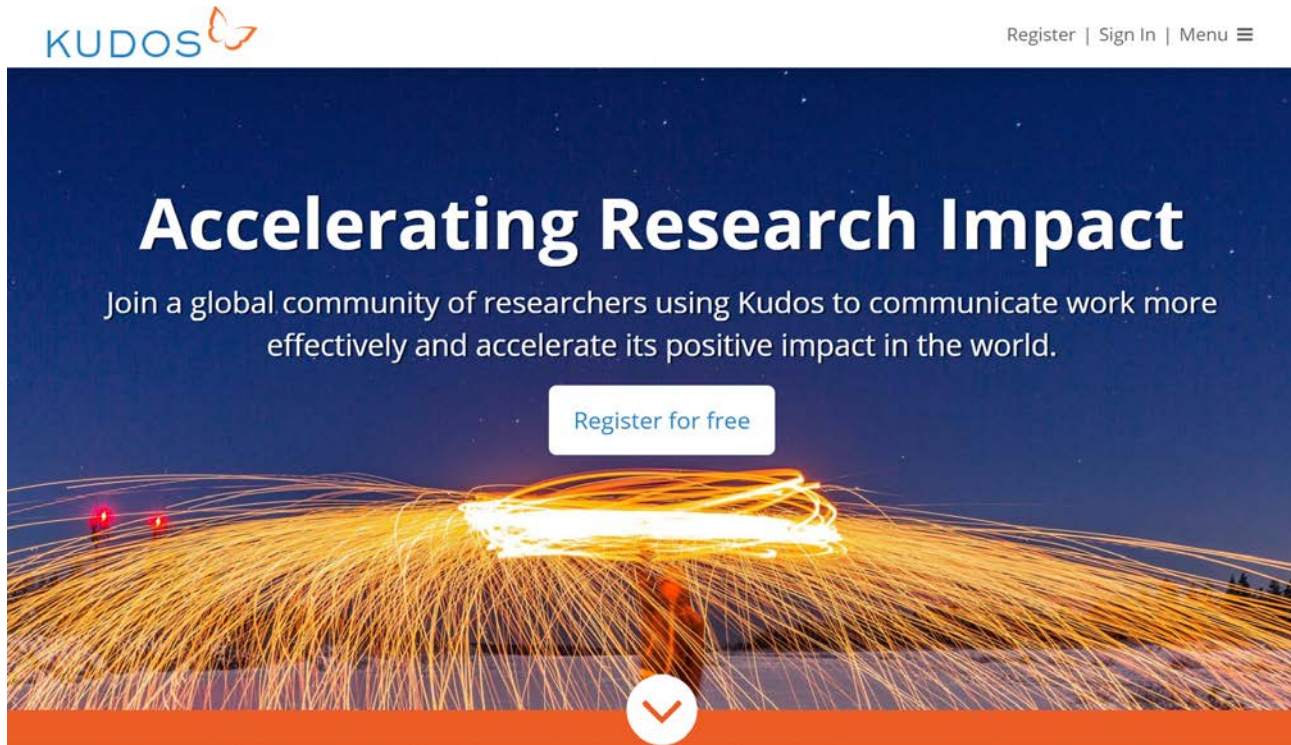
PLOS ONE partners with the Children's Tumor Foundation to trial Registered Reports


Posted September 26, 2017 by PLOS ONE Editors in Editorial and Publishing Policy & News


## Registered Reports & combined peer review?



# NEW PLAYERS, NEW PARTNERSHIPS: 3

A screenshot of the Kudos website banner. The background is a dark blue night sky with a person in the foreground creating a large, glowing orange and yellow light trail that resembles a comet or a firework. The Kudos logo is in the top left, and navigation links are in the top right. The main text is centered and reads "Accelerating Research Impact" followed by a sub-headline and a "Register for free" button. A small white circle with a red checkmark is at the bottom center.


KUDOS 

Register | Sign In | Menu 

## Accelerating Research Impact

Join a global community of researchers using Kudos to communicate work more effectively and accelerate its positive impact in the world.

[Register for free](#)



**Services to  
support  
engagement  
in research  
outputs**

2020

# EUROPEAN MEETING of ISMPP

PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE



21-22 January, 2020 | London, UK



ACROSS  
HEALTH

# Medical Communications: Embracing The Digital Future

*Ben Harbour, Across Health*

Any opinions expressed are strictly my own



2020 EUROPEAN MEETING OF ISMPP

# THE DIGITAL FUTURE OF MED COMMS

---







MEDICAL REPORT

02-08-35

02 43 080

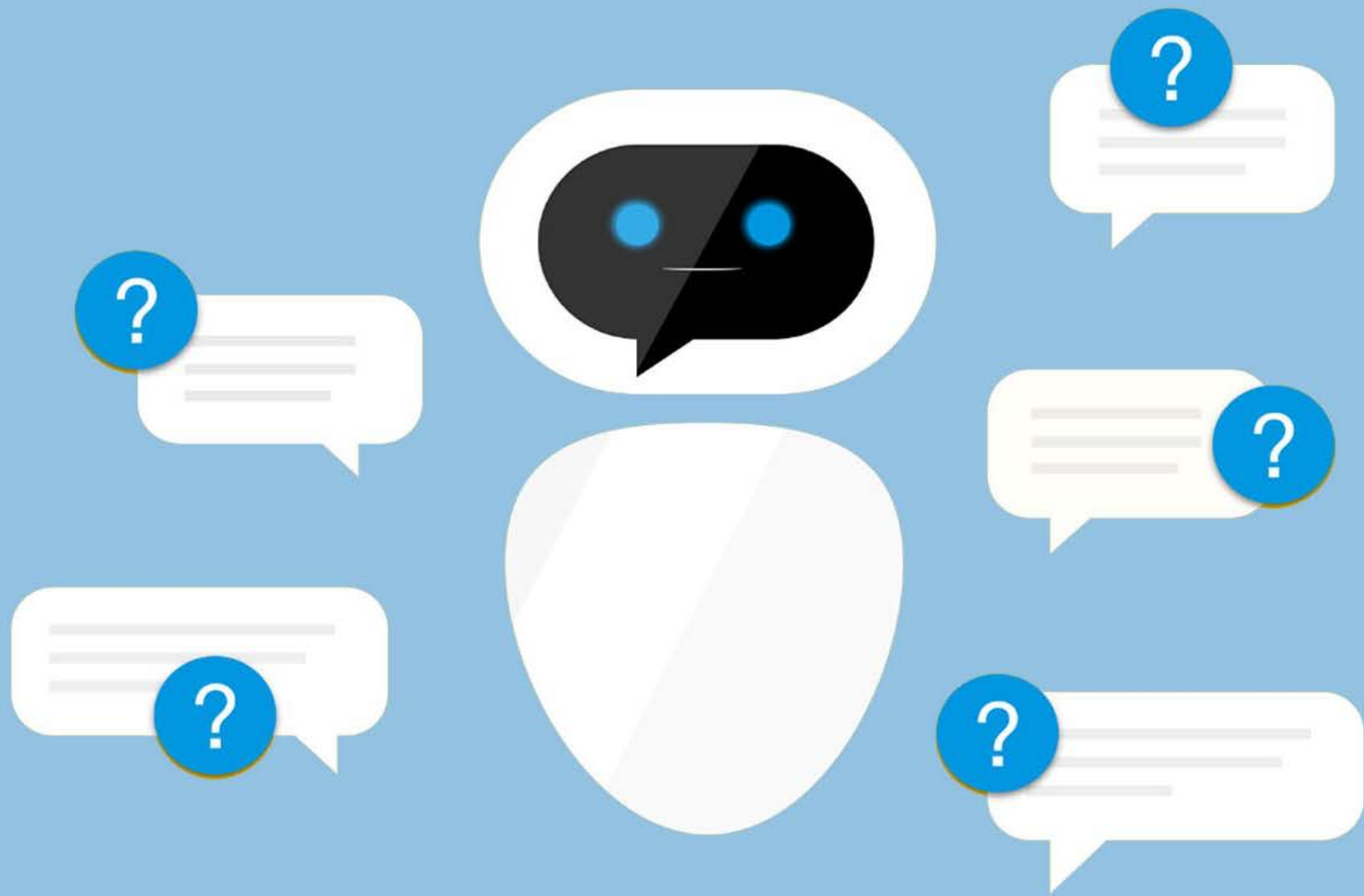
586 89 403

253 684 01

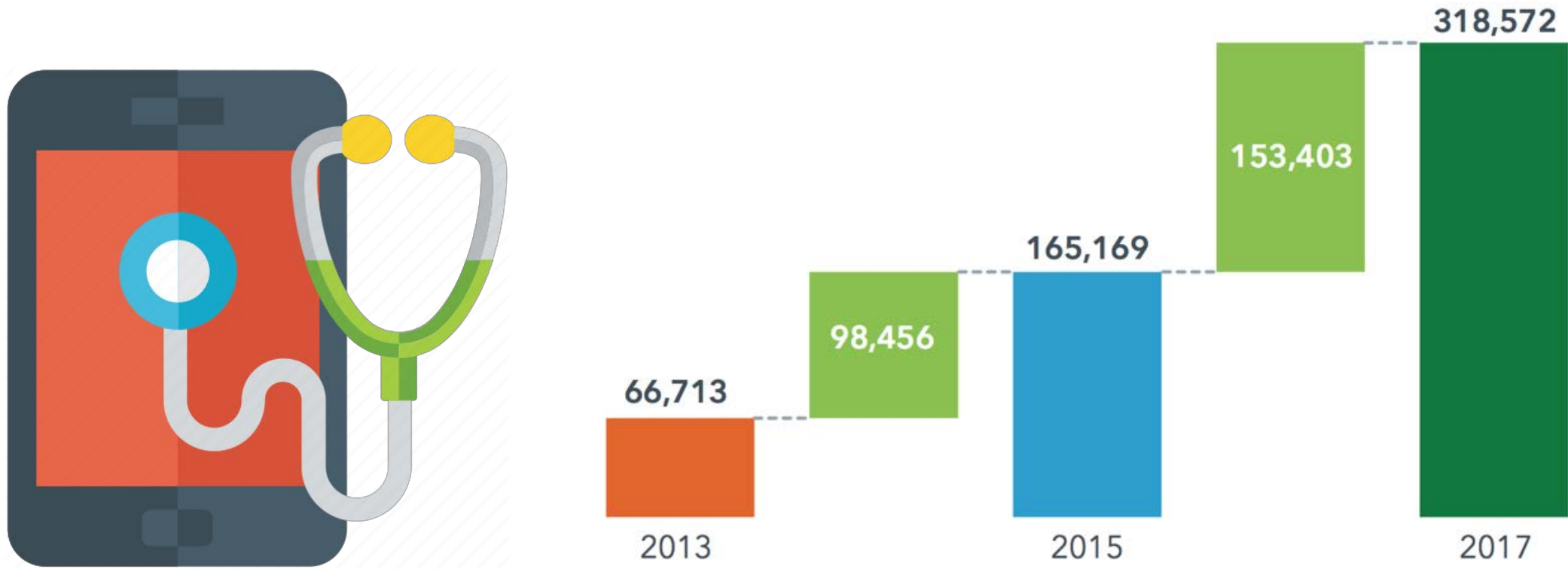
99 RP\_809





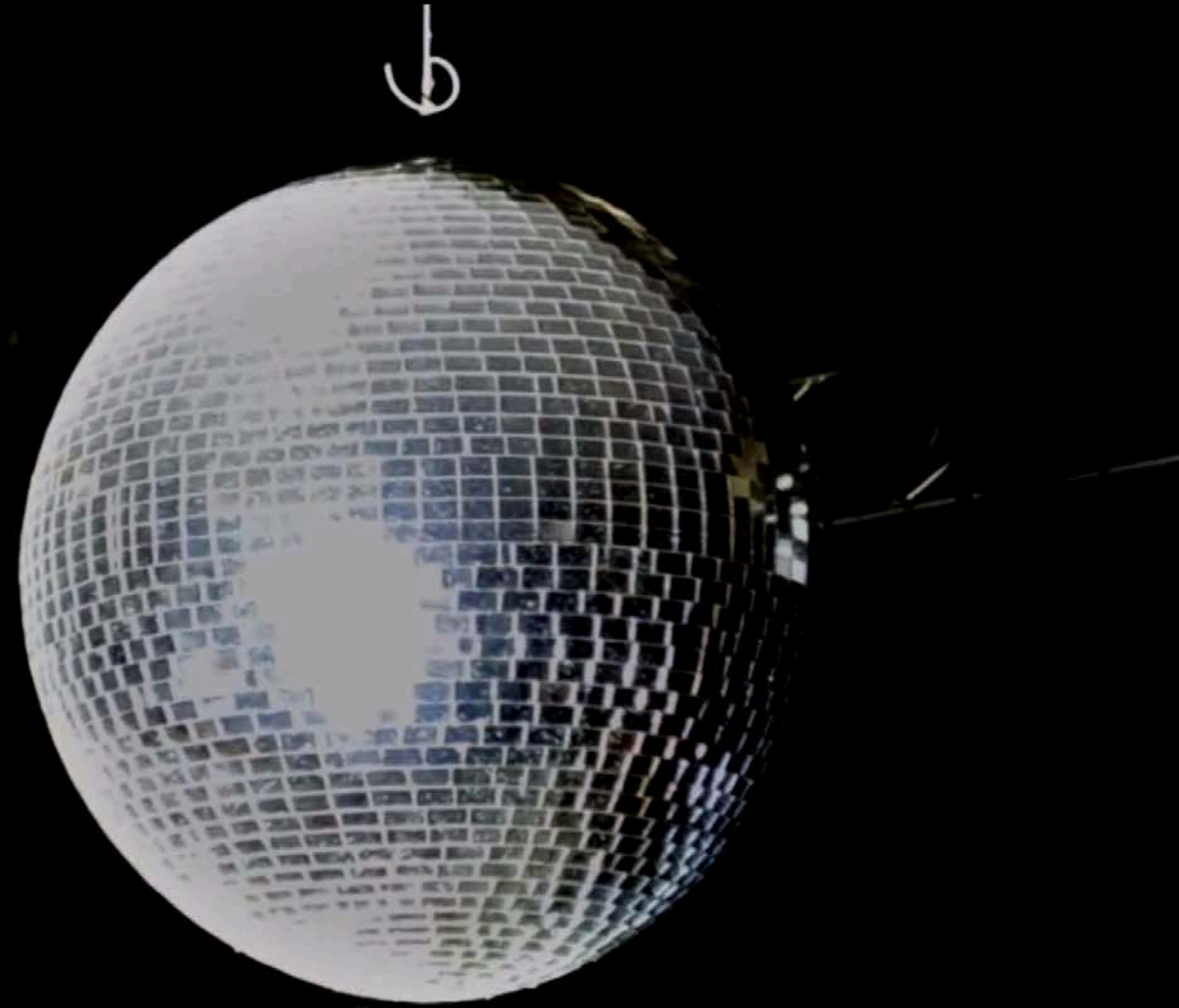


# MORE THAN 200 NEW HEALTH APPS PER DAY BETWEEN 2015 AND 2017





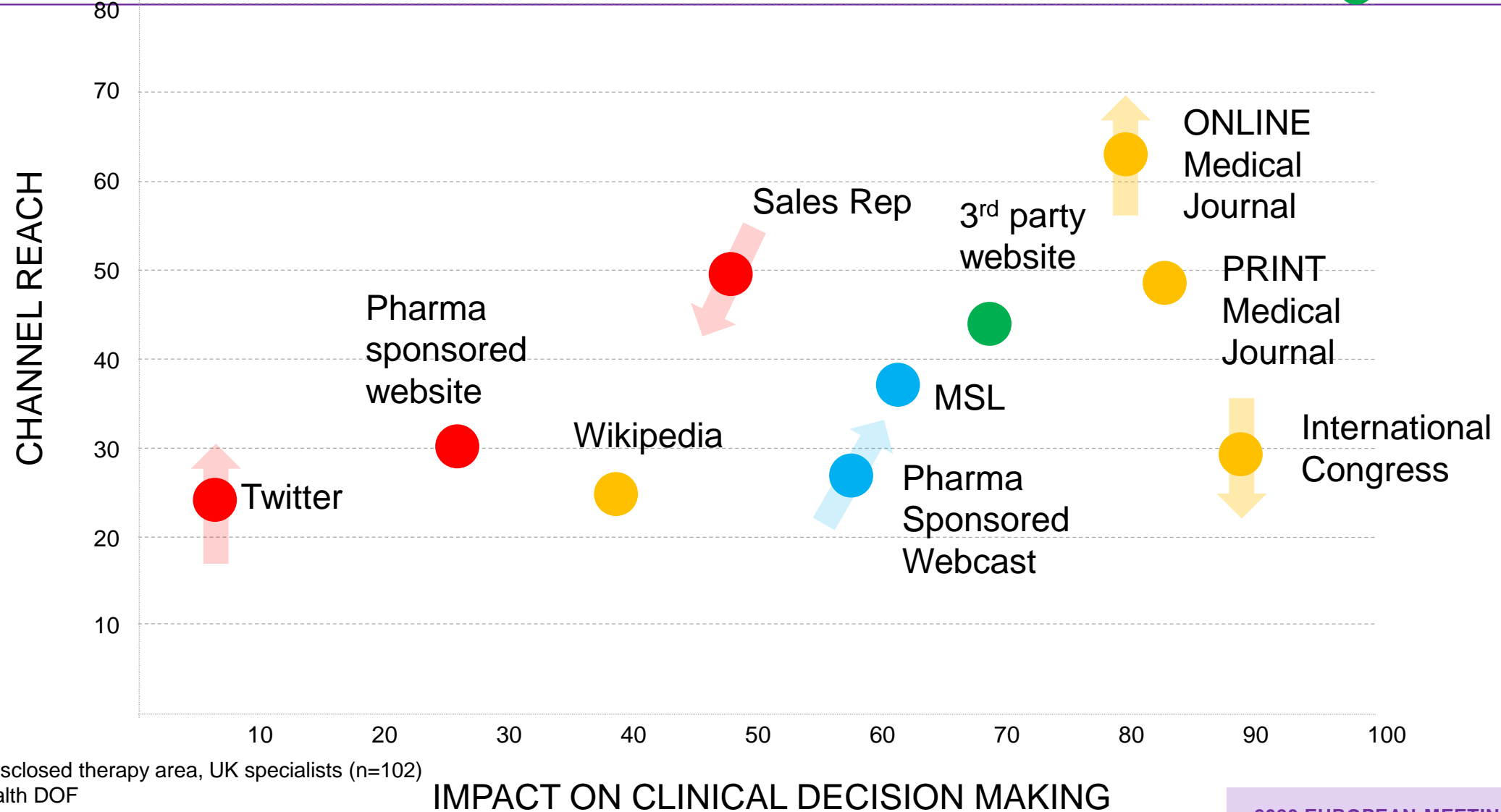
*...Pharma  
must avoid  
chasing the  
next shiny  
object...*





# CHANNEL IMPACT AND PREFERENCE

- Pharma Commercial Channels
- Pharma Medical Channels
- Earned Channels
- 3<sup>rd</sup> Party Channels

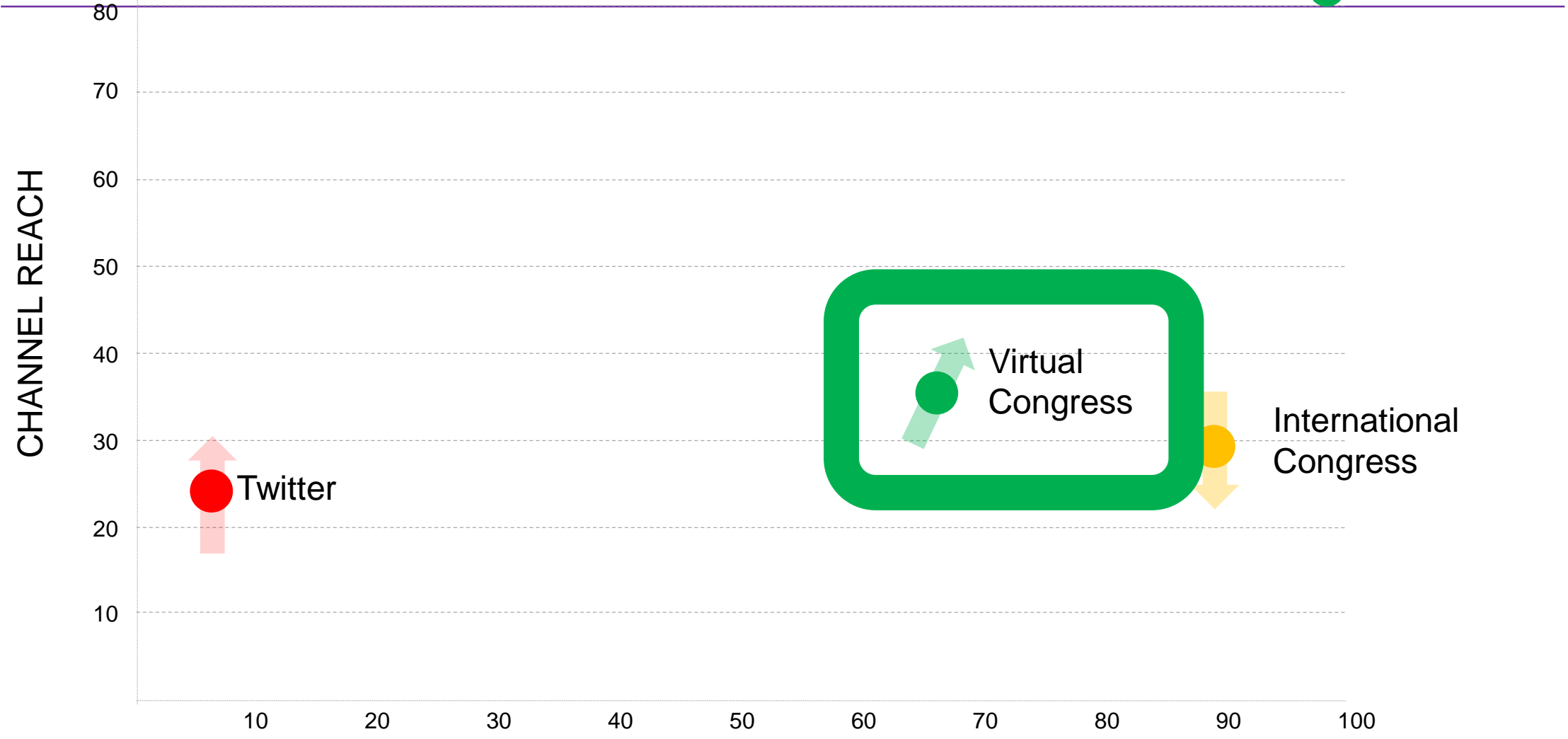


\*2019 Undisclosed therapy area, UK specialists (n=102)  
 Across Health DOF  
 Arrows show delta since 2015



- Pharma Commercial Channels
- Pharma Medical Channels
- Earned Channels
- 3<sup>rd</sup> Party Channels

# UP AND COMING CHANNELS



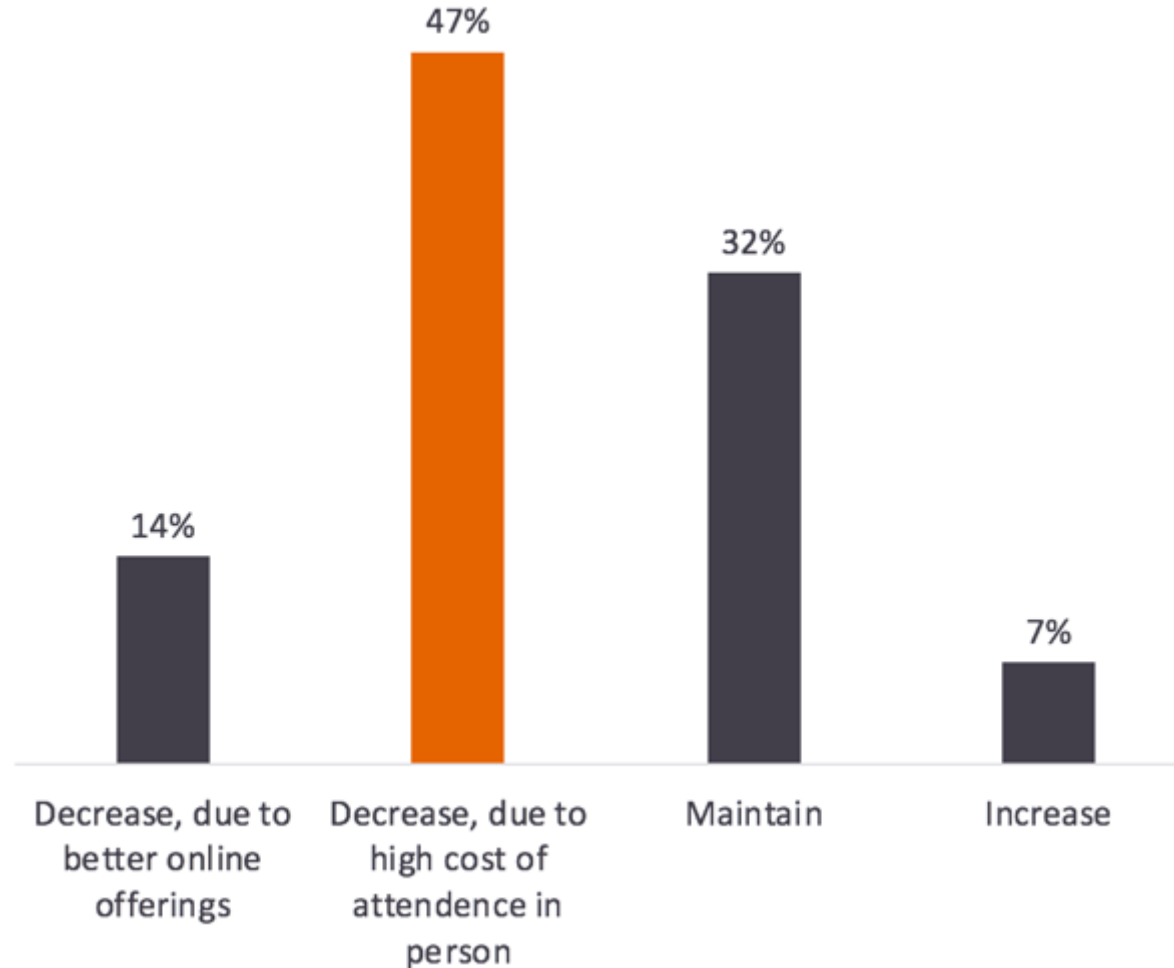
\*2019 Undisclosed therapy area, UK specialists (n=102)  
Across Health DOF  
Arrows show delta since 2015

IMPACT ON CLINICAL DECISION MAKING



# CONGRESS ATTENDANCE MAY DECREASE THROUGHOUT EU5 SPECIALISTS (N=1869)

FUTURE ATTENDANCE AT INTL CONGRESSES





For the second consecutive  
year, we are simplifying  
our exhibition stand and are  
proud to

**reinvest**

our resources in

**ESMO educational programs**

for health care

professionals in Europe.

# SO WHAT'S THE ALTERNATIVE?

N=1869 EU5 specialists

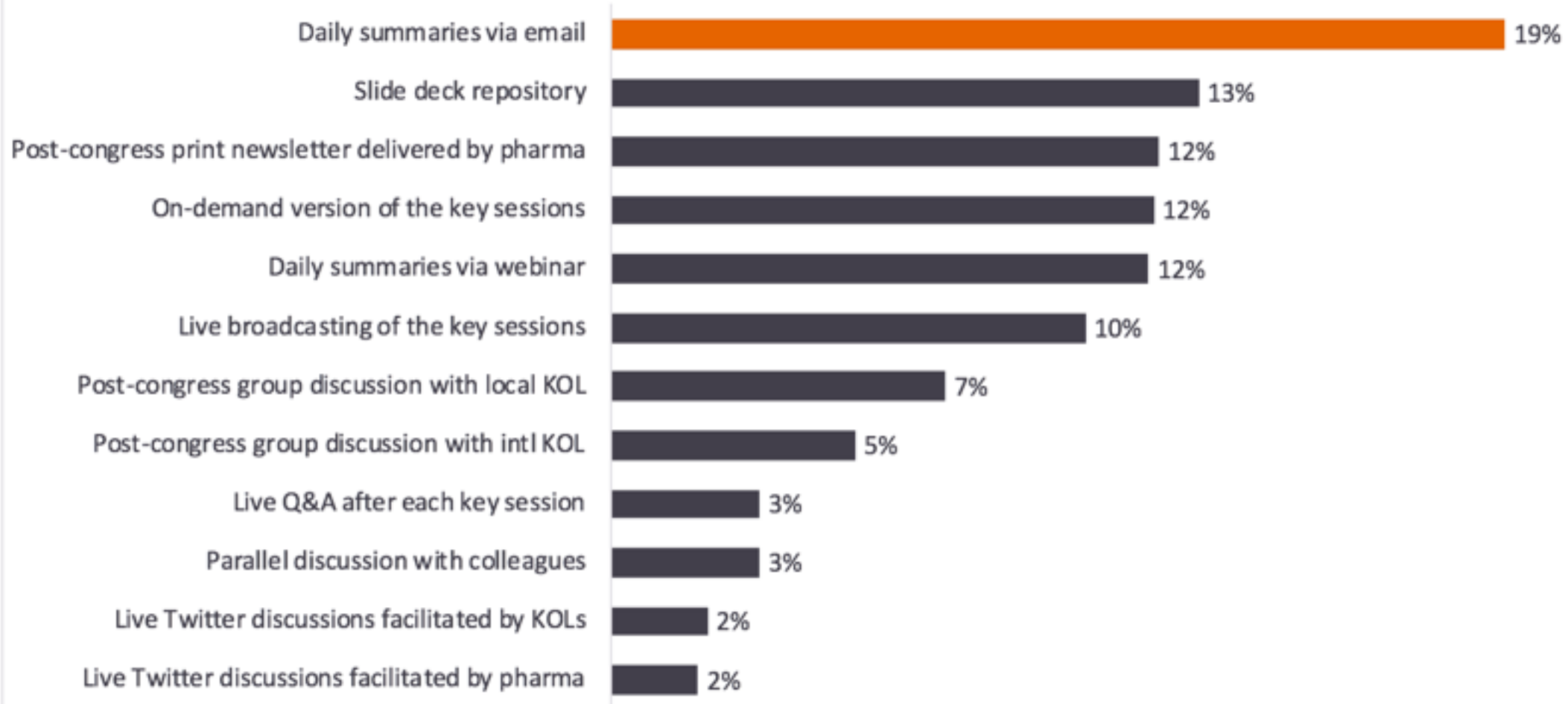


HCPs were asked to distribute 100 points to no more than 3 options  
Score = sum of points scored over total possible points (ie. #HCPs x100)

# SO WHAT'S THE ALTERNATIVE?

N=1869 EU5 specialists

## INTERNATIONAL CONGRESS ALTERNATIVES



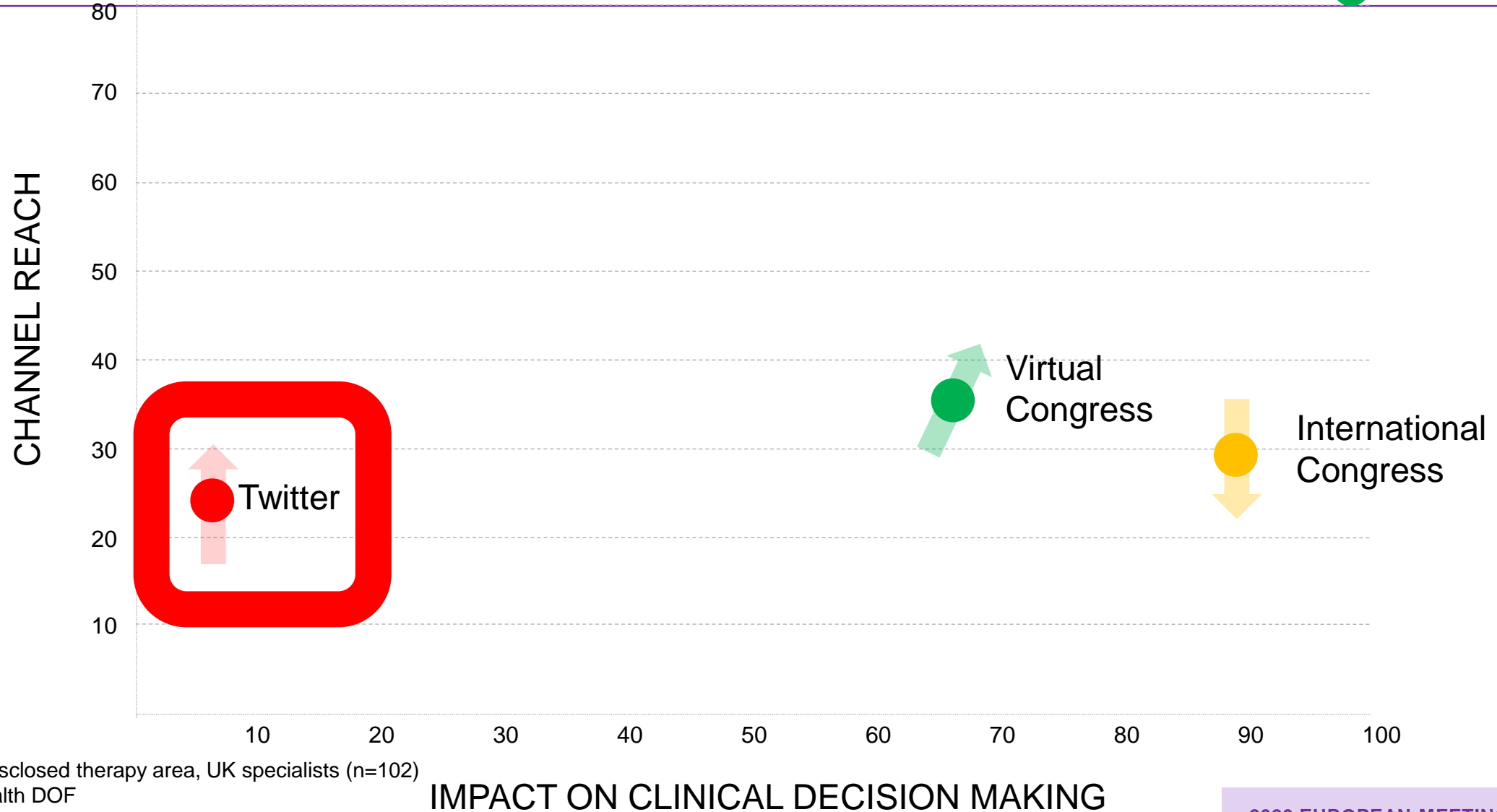
HCPs were asked to distribute 100 points to no more than 3 options  
Score = sum of points scored over total possible points (ie. #HCPs x100)





- Pharma Commercial Channels
- Pharma Medical Channels
- Earned Channels
- 3<sup>rd</sup> Party Channels

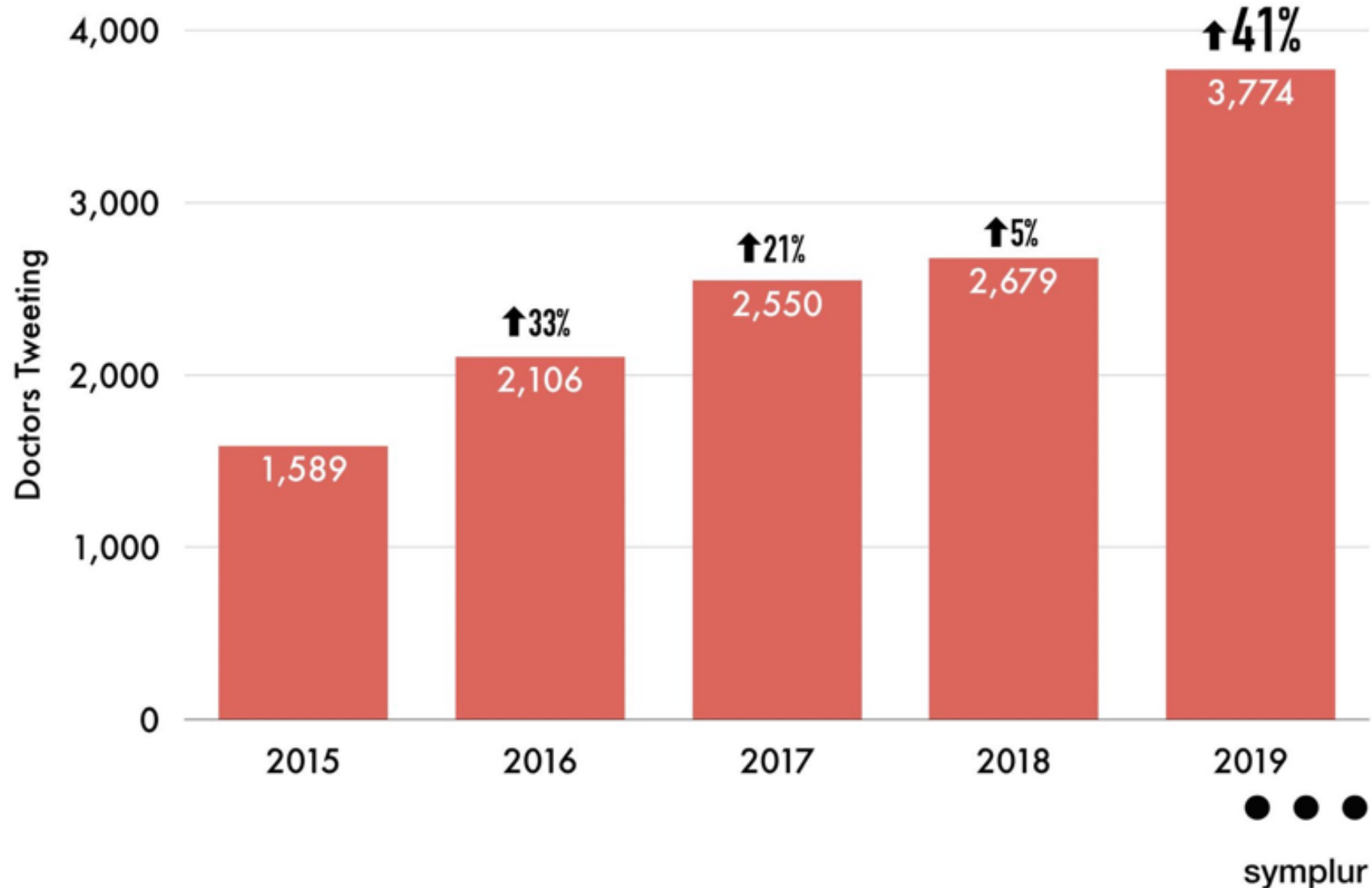
# TAKE AN EVIDENCE BASED APPROACH



\*2019 Undisclosed therapy area, UK specialists (n=102)  
Across Health DOF  
Arrows show delta since 2015

# Dramatic Growth in Doctor Engagement at ASCO 2019

Unique doctor accounts participating on Twitter during the American Society of Clinical Oncology Annual Meeting.  
Data from the Healthcare Social Graph® – Symplur. 2015-2019.



# MEDICAL DATA OVERLOAD

- Medical knowledge is expanding faster than our ability to assimilate and apply it effectively
- The doubling time of medical knowledge in 1960 was 50 years; in 1980: 7 years; and in 2010: 3.5 years.

**In 2020, it is projected to  
be just 73 days<sup>1</sup>**



*I'll be attending the ASCO  
virtually, in my dressing gown,  
from the comfort of my home  
office*

*I have set-up a list of all the  
Oncologists I know who will be  
tweeting, following the hashtag  
for the meeting (#ASCO18)"*













The  
Economist

MAY 6TH-12TH 2017

Crunch time in France

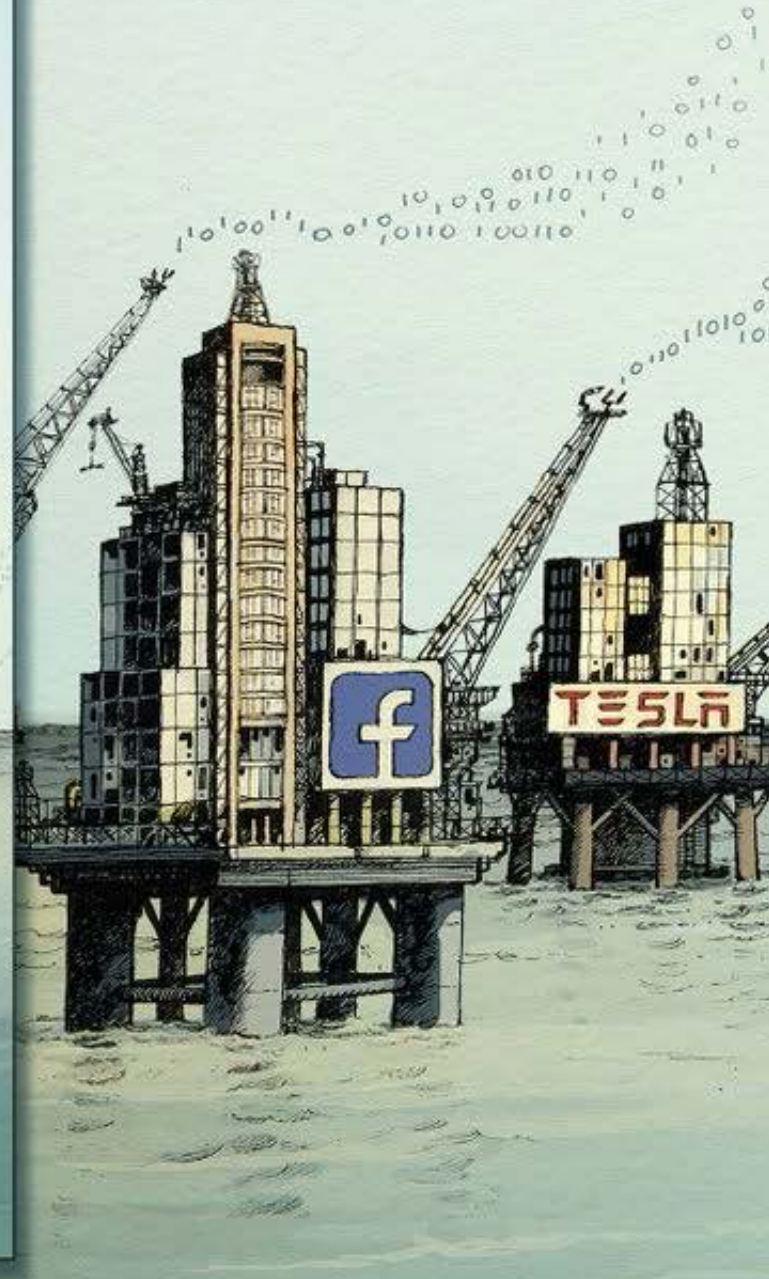
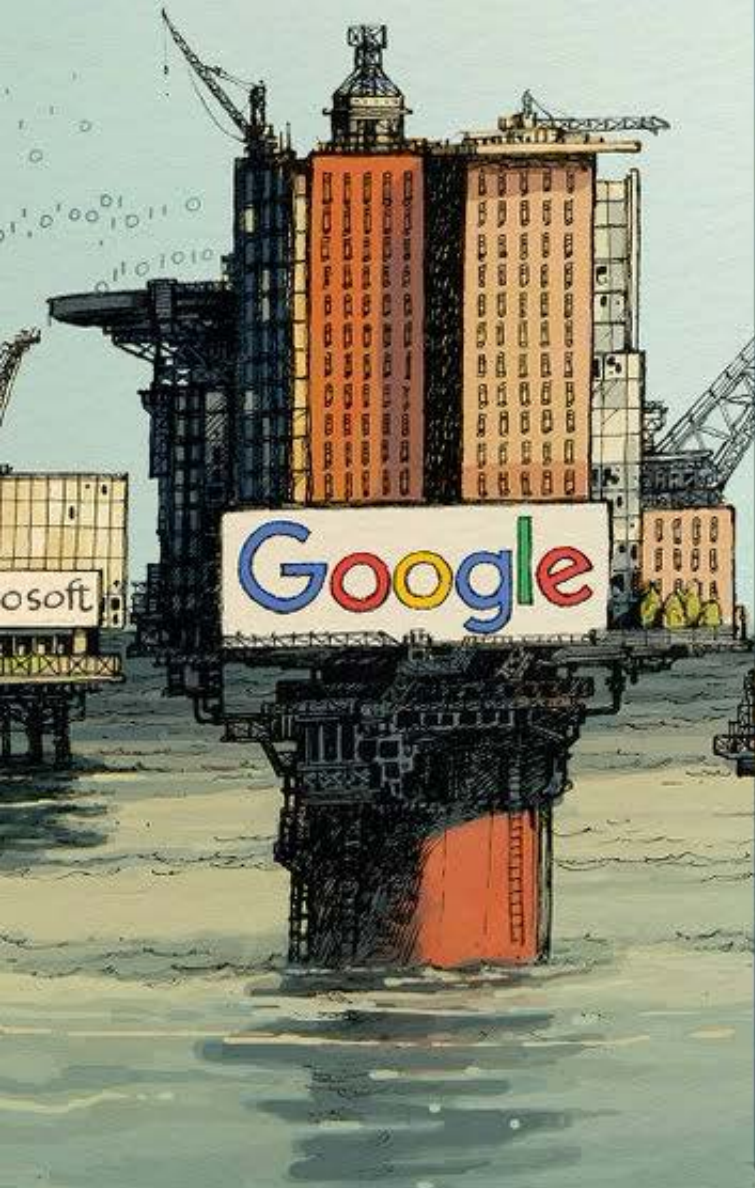
Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells

# The world's most valuable resource

Data and the new rules  
of competition



2020

# EUROPEAN MEETING of ISMPP

PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE



21-22 January, 2020 | London, UK