ISMPP University

The Asia Pacific ISMPP U: Tools for Being Strategic in Publication Planning

Webinar will begin promptly at:
China: 10 AM / U.S.: 9 PM ET
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- Use a hardwired connection if available
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Questions

- To ask a question, please type your query into the Q&A box
- To ensure anonymity and that all presenters receive your question, please choose the drop down box option: "Host & Presenters"
- Otherwise, all audience members will be able to see your submitted question
- We will make every effort to respond to all questions

NOTE: Make sure you send your question to: “Host & Presenters”
**FACULTY:** Jake Burrell, PhD, ISMPP CMPP™

Jake was awarded his PhD in oncology from the Institute of Cancer Research in London. He began his career in medical communications in London, where he worked with a range of top-20 pharma companies across a range of therapy areas including oncology, virology and hematology.

He speaks fluent Chinese and has worked in Shanghai for 5+ years, where he is currently the Operations Director of Rude Health Consulting.

Jake is an ISMPP Certified Medical Publication Professional™ (CMPP) and is co-chair of ISMPP’s Asia-Pacific Education Taskforce.
• MODERATOR: Laine Capaccio, ISMPP CMPP™

• Laine joined ISMPP as Certification Program Director in 2013 until June of 2015 when she assumed her current role as Director of Operations.

• Laine is responsible for directing all activities associated with the day-to-day operations of the society as well as ISMPP’s annual conferences. Prior to joining ISMPP, Laine worked for nearly 10 years at medical communications agencies managing publications and scientific communications projects. She also spent two years as a specialty sales representative with Warner Chilcott in their Women’s Health division.

• Laine has a BA in Communication from Rutgers University and holds the ISMPP Certified Medical Publication Professional™ credential.
Disclaimer

Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers or the position of ISMPP.
Tools for Being Strategic in Publication Planning
What does a publication plan usually contain?
Question: Have you ever worked on a publication strategy?

• Yes
• No
• Not sure!
What are the key uses for a publication strategy?

- Consistent communication
- Strategic data release
- Stakeholder alignment
- Manage expectations
- Compliance/risk management
Inputs and outputs

- Market research
- Medical strategy
- Competitive landscape analysis
- Literature review/gap analysis
- Clinical data

Publication strategy

- Situation analysis
- Audit of publications
- Target audience identification
- Competitor benchmarking
- Educational objectives
- Scientific messaging
- SWOT
What can we do with the outcomes of a publication strategy?

The outputs from a strategic publication plan can be used to inform many different activities, and ensure consistency of communication and scientific integrity.
Compliance and risk management

- Strategic planning leads to clear timelines
- Easier to develop publications in a timely manner allowing for proper processes
- Ensures timely delivery of publications
- Provides enough time to understand and interpret data
- Planning author engagement
- Gives an opportunity to set up a publication steering committee
- Engage authors at an early stage
- Ensure input from authors and author-driven publications
- Ensuring content and strategy are compliant
- Scientific not commercial
- Educational versus marketing
- Example: registration of systematic reviews
Situation analysis

- A product-level publication strategy often begins with a situation analysis – this is usually a short literature review of the therapy area
- The situation analysis can also include market information such as estimated patient number, patient journeys
- This section has several components:
  - Disease background and epidemiology
  - Summary of treatment landscape
  - Summary of treatment guideline recommendations
  - Key data for common treatment options
Internal audit of existing publications

• It is often useful to take a snapshot of existing publications for a therapy area or product to:
  • Identify common themes in the literature
  • Investigate which audiences have been communicated to
  • Investigate volume of publications in a given timeframe

• *For example*: in past congresses have data been presented to Chinese audiences, or only at international congresses?
External comparison of existing publications

• Use gap analysis results to compare themes, messaging and publication volumes with selected competitors
  • Determine reach of competitor communications
  • Determine strength and focus of competitor evidence

![Bar chart showing comparison of Drug 1 and Drug 2 across topics.](image)
Analysis of target audiences

• By using the gap analysis results to analyse journals and congresses it is possible to develop a picture of which audiences have been targeted with communications

• For example: in China this can often mean understanding how much communication has been targeted to Chinese doctors and HCPs
Example of target audience identification

- Search terms: Advanced rectal cancer, Oxaliplatin, Neoadjuvant
- The results show a fairly even coverage of publications from China, Japan, North America and Europe
- A journal analysis shows that radiation oncologists have been highly targeted by research for oxaliplatin in the neoadjuvant setting
Competitor publication benchmarking

• Many variables can be analysed and compared
  • Numbers of publications
  • Types and focus of publications (e.g., preclinical vs. clinical, reviews, letters)
  • Timing of publications and publication types (vs. lifecycle)
  • Journals (target audiences)
  • Geography (US vs. non-US, specific countries)
  • Authors/investigators/research centers & study sites
  • Strength of clinical data/evidence
A note about phases of the product lifecycle

**Phase I**
- Gaining scientific recognition

**Phase II**
- Further ‘scene setting’ – review articles
- Main clinical data releases
  - Congress activities
  - Manuscripts
  - Health outcomes data

**Phase III**
- Post-marketing studies
- HEOR studies
- Observational studies
- Product registries
- Safety data
- Secondary analyses
- Meta-analyses

**Launch**
- Observational studies
- Further HEOR research
- Limited new data from large clinical studies
- Investigator data
- Data mining
- Review articles
- Meta-analyses

**Post-launch**
- Clinical proof, cost-benefit analysis, ‘real world’

**Novel concept**
- Novel data/change in clinical practice
This is all very nice but...
This is all very nice but...

• ...what is the value of a publication strategy?
This is all very nice but...

• ...what is the value of a publication strategy?

If we don’t have a map how do we:
• Know where we want to go?
• Which direction to go in?
• How far we have travelled?
• If there are dangers/challenges to face?
• Judge how well we have travelled?
• Decide the best route to take?
Mining the literature
Question: Have you ever conducted or used a gap analysis?

• Yes
• No
• Not sure!
Looking at literature can be overwhelming!

• There is often a lot of literature to review and it is hard to see the important and relevant information

• It is also hard to start processing the literature to inform your publication strategy

• Luckily there are some useful tools
# Gap analysis process

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<thead>
<tr>
<th>Step</th>
<th>Task Description</th>
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<tbody>
<tr>
<td>Step 1</td>
<td>Identify the scope and focus areas (potential gaps)</td>
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<td>Step 2</td>
<td>Determine a meaningful timeframe</td>
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<td>Step 3</td>
<td>Identify the information sources</td>
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<td>Step 4</td>
<td>Define the search parameters</td>
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<td>Step 5</td>
<td>Select format for gap analysis output</td>
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<td>Step 6</td>
<td>Conduct the search</td>
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<tr>
<td>Step 7</td>
<td>Organise and prioritise results to identify trends</td>
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</tbody>
</table>

Finucane, S. Conducting a Gap Analysis for a Medical Publication Plan. AMWA Journal. 2014;29(3)
Setting search scope and goals

• Initial search goals/parameters should be set based on communication with the medical team and other stakeholders

What are the key medical questions that need to be answered?

Are there any ‘known unknowns’ that could be researched?

What are the key themes or topics for the therapy area?
Setting search parameters

- A full analysis might include several sets of data searches
  - Product-specific, disease-specific, patient-related etc.
- Identify the search terms (key words) based on the focus of the analysis
  - Product name and competitors
  - Therapy area or disease target
  - Type of treatment (class of drug)
  - Any data of interest
Example case

• Your medical team is supporting a new immunotherapy drug for liver cancer that will be launched in the APAC region in one year.

• They want to find out what is currently being said about anti-PD-1 antibodies in liver cancer treatment, and what the scientific messaging is for the similar molecules pembrolzumab and nivolumab.

• There are preclinical and clinical trial data to publish to support the launch.
Example case

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• There are preclinical and clinical trial data to publish to support the launch

Key question: what are the keywords to be used in the literature search and what is the scope of the search?
Example search strategy

• Key words
  - Liver cancer OR hepatocellular carcinoma
  - First-line
  - Asian patients
  - Immune checkpoint
  - Drug name
  - Pembrolizumab
  - Nivolumab

• Search channels: pubmed, congress abstracts, clinicaltrials.gov
Example search

PubMed Advanced Search Builder

(((Pembrolizumab[Title/Abstract]) AND Hepatocellular carcinoma[Title/Abstract]) AND ("2005"[Date - Publication] : "3000"[Date - Publication])) NOT review[Title/Abstract] NOT Preclinical[Title/Abstract]

Search or Add to history
Example search results

Search results
Items: 1 to 20 of 23

1. Immune-related adverse events predict the therapeutic efficacy of anti-PD-1/PD-L1 therapy in patients.
   - PMID: 30682533

2. Systemic Therapy for Advanced Hepatocellular Carcinoma in an Evolving Landscape.
   - Mody K, Abou-Alfa GK.
   - PMID: 30635732

Download 23 items.
Format: CSV

Send to
- File
- Clipboard
- Collections
- E-mail
- Order
- My Bibliography
- Citation manager

Find related data
Database: Select

Create File

See more...
Open the CSV file in excel
Open the CSV file in excel

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Looks horrible! But we can start by deleting all the information we do not need.
We can process further...
We can process further...
This list of journals and dates can be useful

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We need to add a ‘dummy variable’ so that excel can produce pivot tables.
This list of journals can be useful
How can this information be used?

- Generate a list of target journals
- Identify the audiences who are interested in these research topics
- Define audience gaps
- Look at geographical spread of research
Further organizing your results

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Using these headings we can begin to create an excel database that allows us to systematically look at literature search results. We can combine the CSV and abstract outputs to do this.
This can be time consuming but is worth it!
What can we do with the database?

• We can easily look at key topic coverage
What can we do with the database?

- We can easily look at key topic coverage

We need to add a ‘dummy variable’ so that excel can produce pivot tables
What can we do with the database?

- We can easily look at key topic coverage

Pivot tables provide a quick way to calculate summary data.
What can we do with the database?

- We can easily look at key topic coverage
What can we do with the database?

• Create a metric of ‘research impact/strength’
  – For example using patient number, study type and design and location (as our example is focussed on Asia Pacific)

• We can then look at the relative impact of research associated with different therapies, or for different themes

\[
\text{Impact} = \text{patient number} \times \text{study type} \times [\text{meta analysis} = 1, \text{RCT}=0.8, \text{retrospective study} = 0.5, \text{case series} = 0.1] \times [\text{APAC} = 1, \text{Non-APAC} = 0.5]
\]
Using an impact/strength metric

- We can now filter and organise our results by impact/strength
- For example; we can answer questions like ‘what is the current highest impact safety data for pembrolizumab?’
What can we do with the database?

- Essentially, the database can be used to answer a lot of different questions!
- Compared with simply qualitatively reading search results it provides a more structured way to investigate literature or even clinical trials.
From strategy to tactics
Key components of a publication plan

- **Executive summary**
- Situation analysis
- Target audience identification
- Key scientific & clinical communication points
- Analyses of key journals/medical meetings
- Competitor publication & gap analyses
- SWOT
- Publication strategy/educational objectives
- Abstract & publication tactical recommendations
- Timing of abstracts/posters/publications
- Gantt charts, other visual presentations
- Key meetings information
- Key journals information
- May include other communication/meeting activity recommendations

Strategic elements

Tactical elements
A publication strategy should end with 4–5 strategic goals

- Based on the findings of your strategic plan
- Summarize what you need to teach doctors/other stakeholders about your therapy area and drug
- Address identified weaknesses
- Address knowledge gaps
Tactics begin with data

- Strategic objectives allow data to be published with the highest possible impact
- We still have to be compliant and transparent!
Tactics begin with data

• Strategic objectives allow data to be published with the highest possible impact

• We still have to be compliant and transparent!

How can you use the data available to meet your strategic objectives?
### Example tactical tools and uses

<table>
<thead>
<tr>
<th>Example strategic goal</th>
<th>Tactical tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase doctor’s understanding of XXX</td>
<td>Review articles, editorial, medical education activities</td>
</tr>
<tr>
<td>Educate doctors on results from XXX clinical trial</td>
<td>Congress activities, full publications</td>
</tr>
<tr>
<td>Ensure that local audiences understand key data</td>
<td>Encore activities in local-language congresses, translations of articles, medical education, digital communities</td>
</tr>
<tr>
<td>Establish consistent use of wording for product XXX based on clinical data</td>
<td>All publications activities and external communications, plus internal communication</td>
</tr>
<tr>
<td>Address a specific knowledge gap relevant to a therapy or therapy area</td>
<td>Review articles, sub analyses, meta-analyses, medical education</td>
</tr>
</tbody>
</table>
All tactics should support a strategic goal

<table>
<thead>
<tr>
<th>Tactical plan</th>
<th>Strategic goals</th>
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</thead>
<tbody>
<tr>
<td>Manuscript #1</td>
<td>Strategic goal #1</td>
</tr>
<tr>
<td>Manuscript #2</td>
<td>Strategic goal #2</td>
</tr>
<tr>
<td>Manuscript #3</td>
<td>Strategic goal #3</td>
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<tr>
<td>Review article</td>
<td>Strategic goal #4</td>
</tr>
<tr>
<td>Congress abstract #1</td>
<td></td>
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<tr>
<td>Congress abstract #2</td>
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<td>Congress abstract #3</td>
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<tr>
<td>Congress abstract #4</td>
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# Summarizing strategic goals in the tactical plan

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<tr>
<th>Strategic aim(s) covered</th>
<th>Study #</th>
<th>Publication type</th>
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<th>2019</th>
<th>2020</th>
<th>2021</th>
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<td>Q1</td>
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<td>Q3</td>
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<td>Publication</td>
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</table>

* Submission
* Publication
Measuring coverage of strategic goals

- This can help make sure important goals are not under-represented in the strategy
Using a strategic plan to set goals
Setting more informative goals

• Using publication volume or success alone as a primary goal/outcome measure is not very informative

• Setting goals based on coverage of educational objectives and strategic aims gives a better measure of success
Assessment of strategic goals

- We could build a graph to summarise how well objectives have been covered.
- We could also track progress over time.
Key points

• Creating a full publication strategy takes a lot of work but is a very powerful tool

• Each plan is different and the overall aim is to become as well informed as possible before starting to publish data

• The process can be made easier if approached systematically and by using digital tools

• Linking a tactical plan to a set of strategic goals helps get more impact from publication activities

• We can set better and more informative goals from a strategic plan than from just a tactical plan
Thank you!
Questions

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• To ensure anonymity, before sending please choose the drop-down box option, "Hosts, Presenters and Panelists." Otherwise, ALL audience members will be able to see your submitted question
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• Highlights of the 2019 European Meeting of ISMPP
  27 February at 11 AM ET

• Next AP ISMPP U will be in June 2019
Thank You for Attending!

• We hope you enjoyed today's presentation! **Please check your email for a link** to a quick survey.

• We depend on your feedback as we develop future educational offerings. Thank you in advance for your participation!