



20 ISMPP WEST 20

**THE WINDS OF CHANGE: NAVIGATING UNCHARTED TERRITORY
FOR MEDICAL COMMUNICATION PROFESSIONALS**

From a Meeting Place to a Virtual Space: Adapting to Create
Impactful Congress Content

Gemma Allen, David Barrett, Scott Houck, Teresa Steininger, James Turnbull

October 1-2, 2020 • Virtual





Session Faculty



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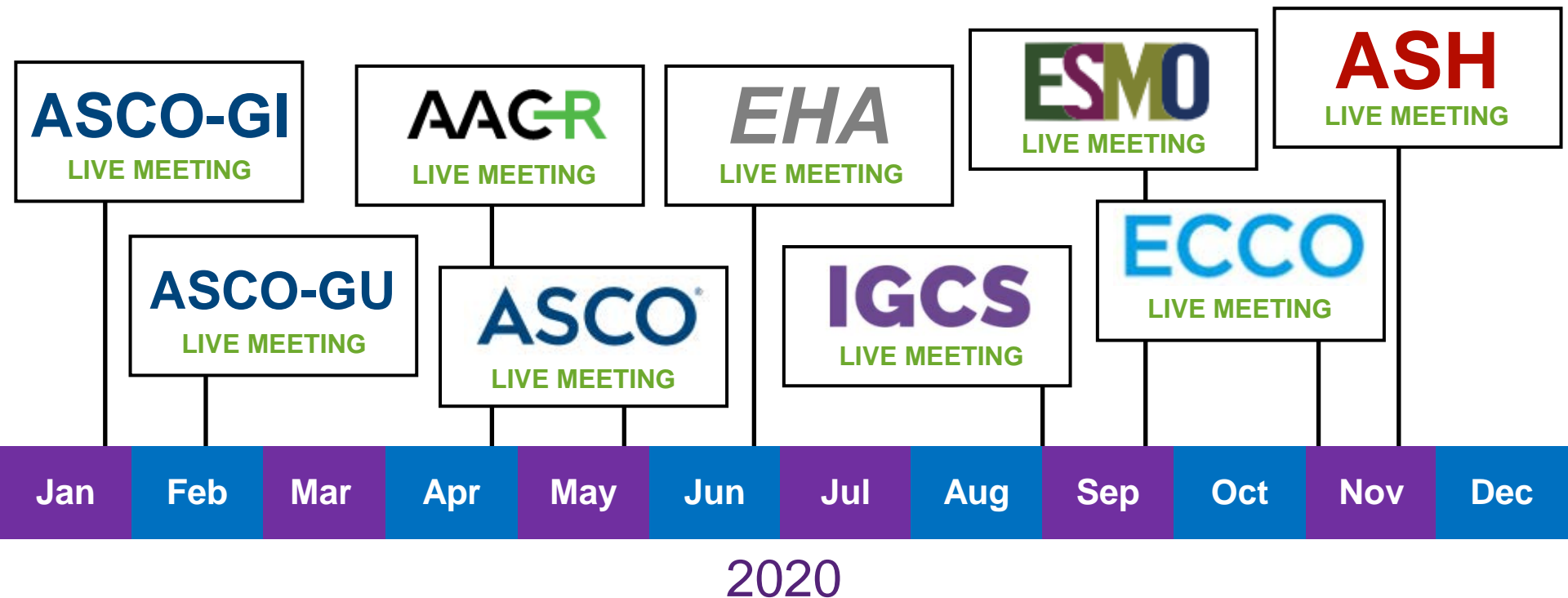
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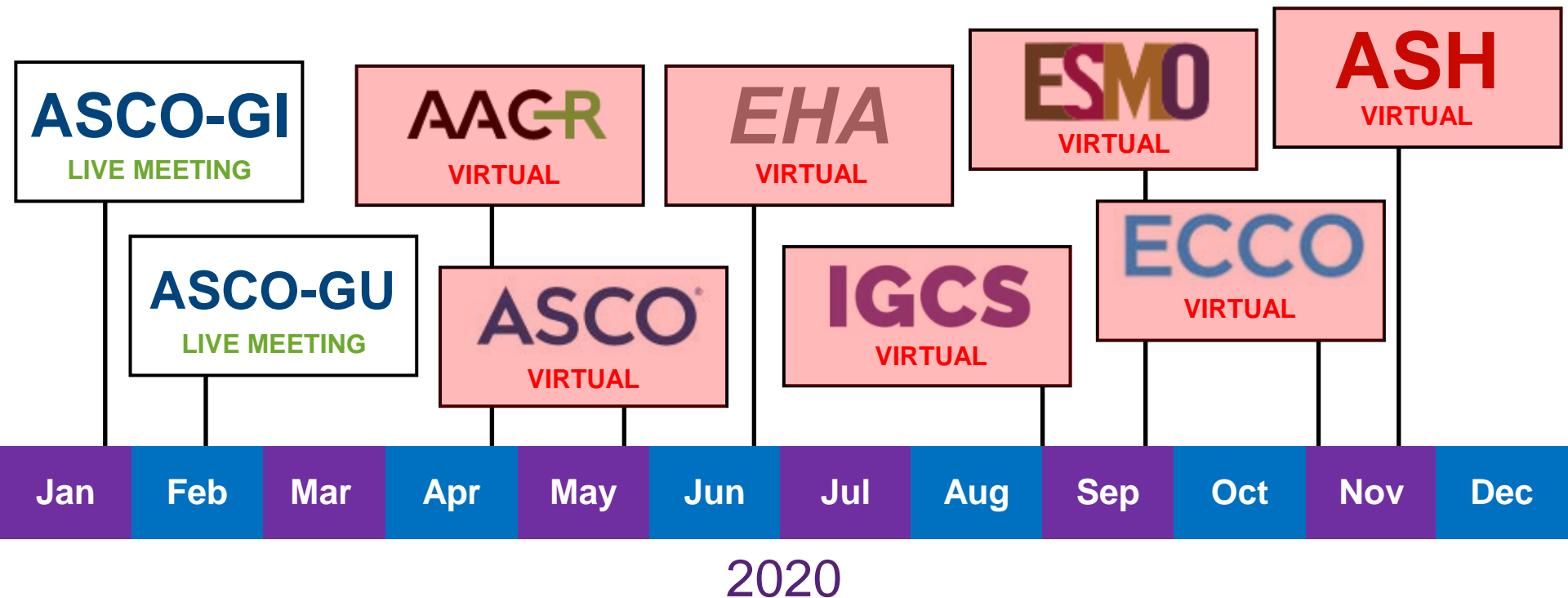


Original Conference Landscape





Revised Conference Landscape





Adapting Content For Virtual Conferences



**LIVE CONFERENCE
CONTENT**



**VIRTUAL CONFERENCE
CONTENT**

Insights from the pharmaceutical medical communications perspective

Teresa Steininger, PhD, ISMPP CMPP™

Associate Director, Medical Communications, Global Scientific Affairs

Jazz Pharmaceuticals

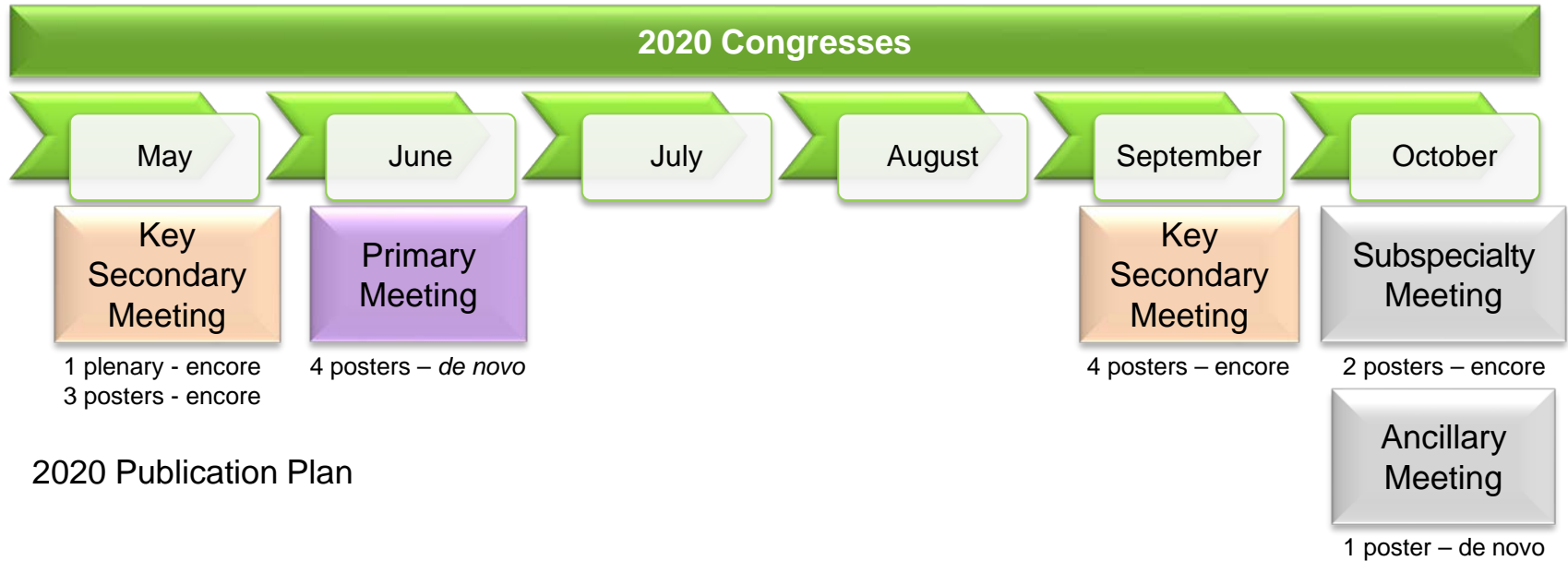


Presenter Disclosure

- I am an employee of Jazz Pharmaceuticals, with stock and/or options in the company.
- The views expressed in this presentation do not reflect those of Jazz Pharmaceuticals, and are solely my own. The information in this presentation is intended for this audience only.
- Nothing in this presentation represents official Jazz policy or procedures and no proprietary or company confidential information is included.



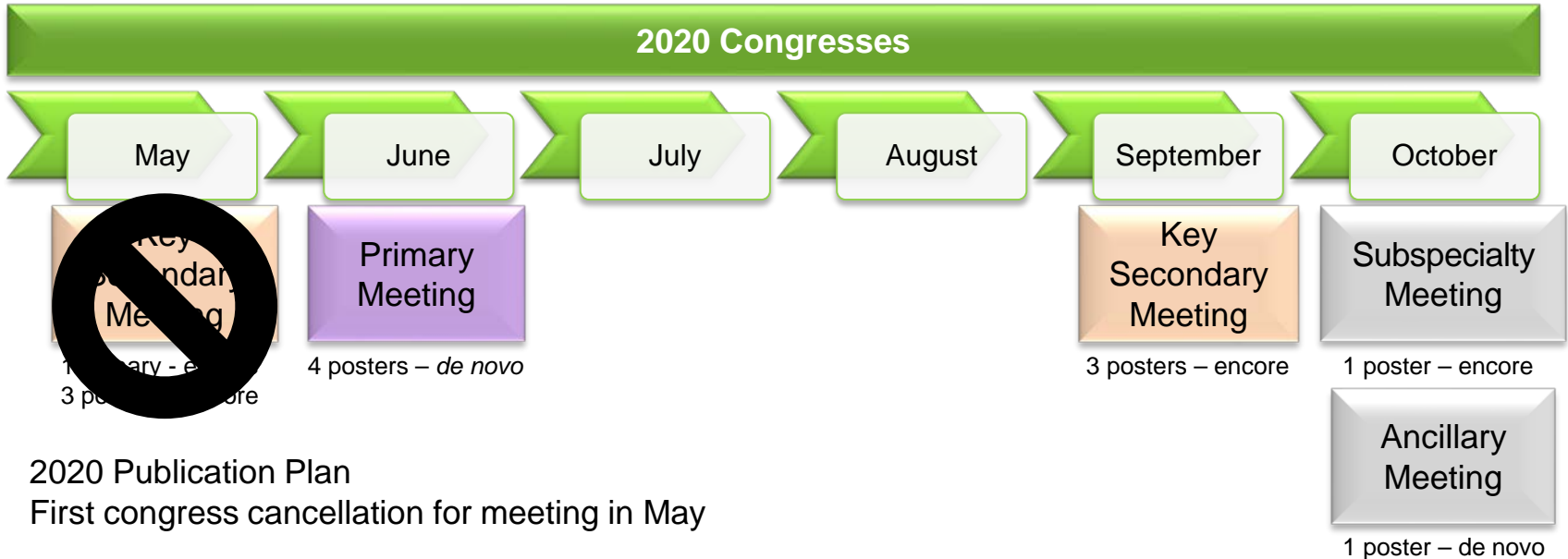
How we started the year...



- 2020 Publication Plan



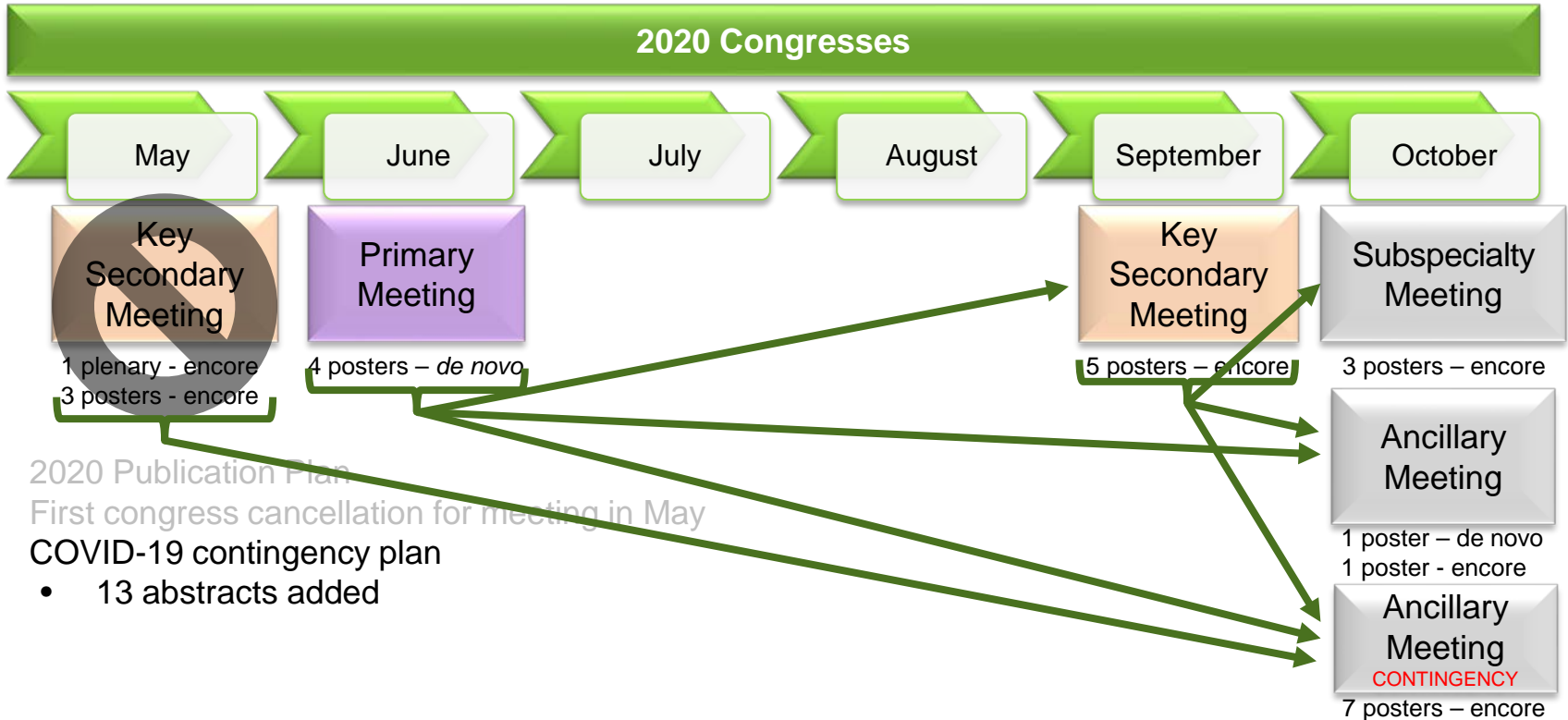
March 2020



- 2020 Publication Plan
- First congress cancellation for meeting in May



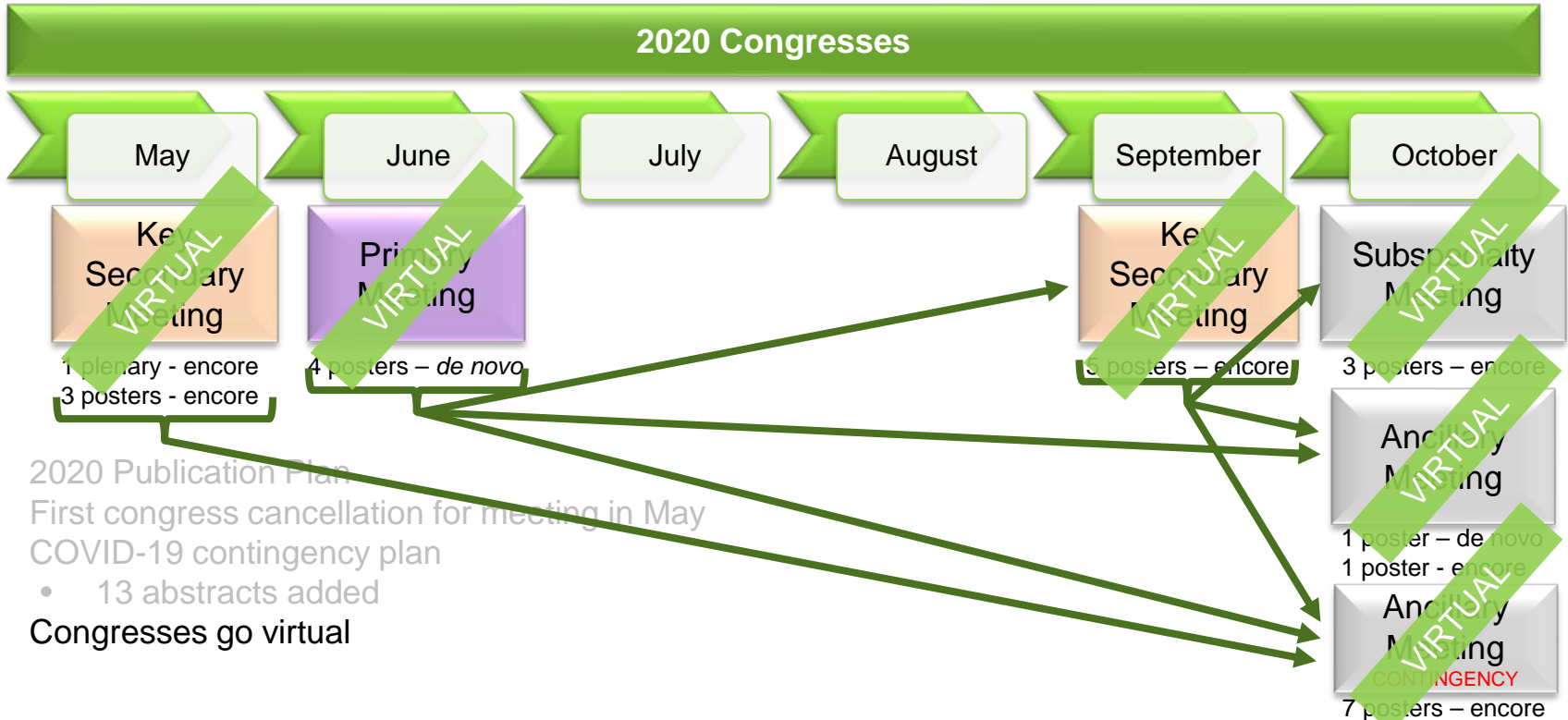
COVID-19 Contingency Planning



- 2020 Publication Plan
- First congress cancellation for meeting in May
- COVID-19 contingency plan
 - 13 abstracts added



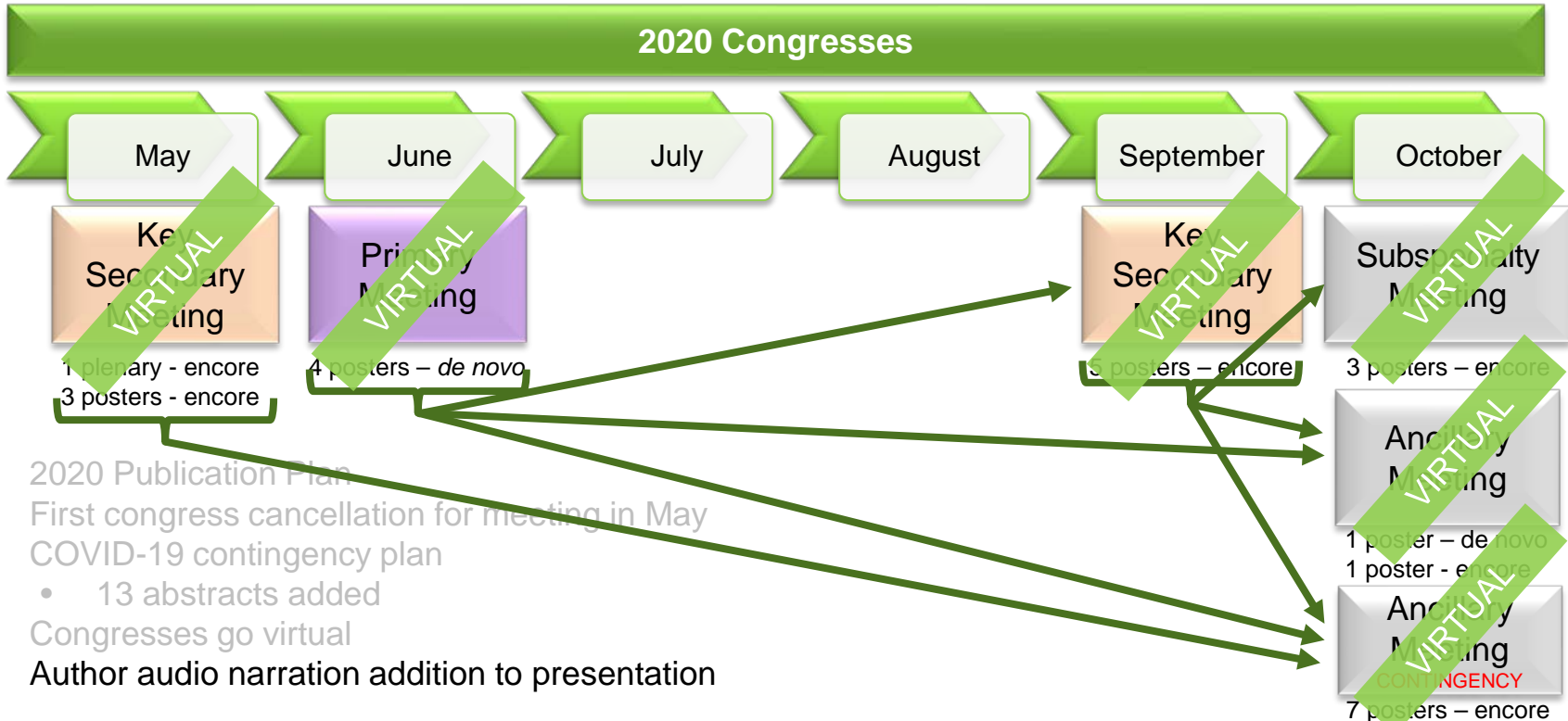
Congresses Adapt to Social Distancing



- 2020 Publication Plan
- First congress cancellation for meeting in May
- COVID-19 contingency plan
 - 13 abstracts added
- Congresses go virtual



Congresses Enhance Virtual Platforms



- 2020 Publication Plan
- First congress cancellation for meeting in May
- COVID-19 contingency plan
 - 13 abstracts added
- Congresses go virtual
- Author audio narration addition to presentation

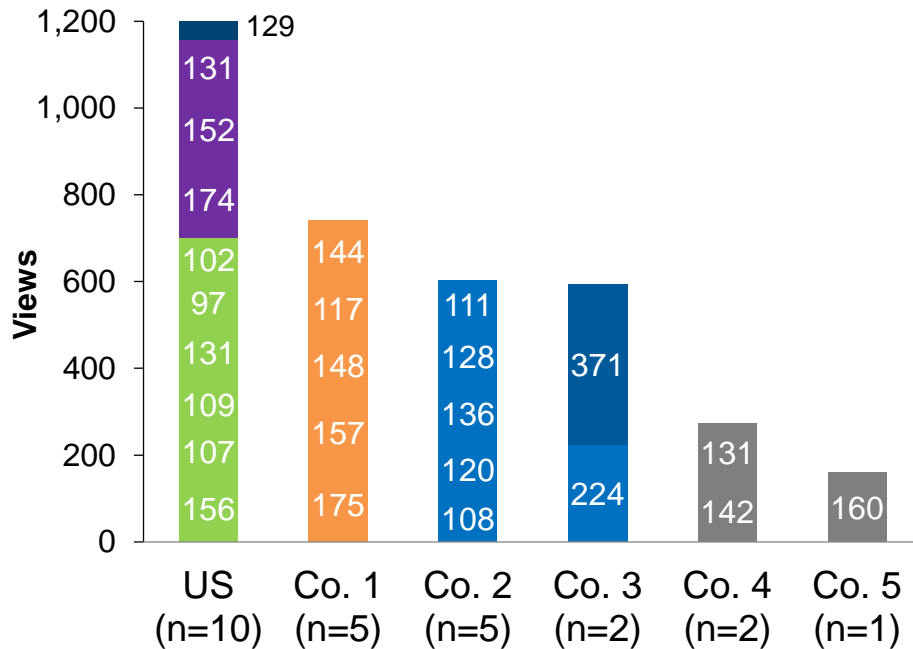


Congress Poster Engagement

Poster Views

Product ^a	No. of Posters	Poster Views
Product 1	6	700
Product 2	3	457
Product 3	1	129
Total	10	1288

Share of Voice





Virtual Presentations per Congress

Key Secondary Meeting	Primary Meeting	Key Secondary Meeting	Subsidiary Meeting	Ancillary Meeting	Ancillary Meeting
1 plenary - encore 3 posters - encore	4 posters – <i>de novo</i>	5 posters – encore	3 posters – encore	1 poster – <i>de novo</i> 1 poster - encore	7 posters – encore
10-slides	16:9 PDF	16:9 PDF	16:9 PDF	16:9 PDF	16:9 PDF
Slide narration 5 minute limit	Audio overview 2 minute limit	Audio overview 3 minute limit	TBC	Audio overview 5 minute limit	Live author moderation in virtual meeting room

- Poster format varied by congress; typically single-page PDF in 16:9 dimension
- Audio enhancement varied from 2-5 minutes; one meeting with live presentation
- Audio was either pre-recorded or was recorded by author on congress site
 - Estimating talk time: <https://wordstotime.com/>
- Challenges of insufficient lead time for audio script approval



Impact to Med Com Processes

- Internal approval of enhanced content for publications
 - Live meeting author presentations have no approval process
 - Audio scripts for recording needed to be approved
 - Short timelines between acceptance notification and upload due dates were challenging
- Study investigator engagement
 - No live investigator poster meeting
 - Created poster ‘microsite’ to invite investigators to view company-sponsored presentations



Impact to Budget

- Cost of additional abstracts and presentations (encores)
 - Abstracts: x 13
 - Presentations: x 13
- Cost of developing and approving audio scripts
 - Scripts: x 13
- Total cost of COVID-19 contingency plan

- Costs associated with virtual meetings are partially offset by decrease in spending on author and employee travel



Take-Aways and Future Directions

- Congresses will likely continue to be virtual in 2021
 - Plan for audio content in 2021 budget
- Med Com will continue to adapt to the evolving landscape
 - Congress cancellations and/or rescheduling
 - Drive content engagement
 - Evolving poster graphics and enhancements
 - Promote scientific presentation content in virtual congress booth

Thank you!



Communicating scientific data in a virtual world

Gemma Allen

Head of Digital Communications

OPEN Health Group



Users consume digital content differently

They scroll through
50-60% of an article

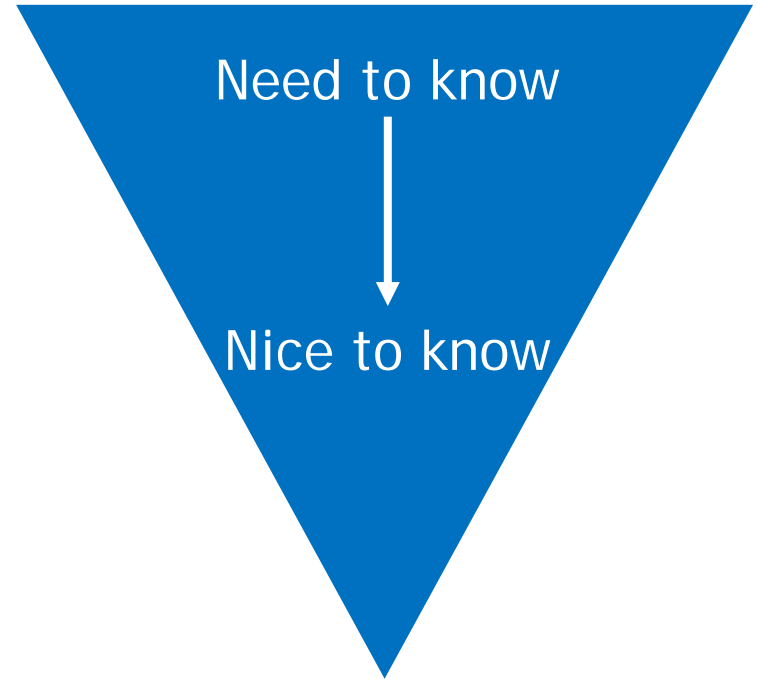
Concise, scannable
writing improves
usability by over
120%

Readers take in less
than 20% of the
content on an
average webpage



Inverted pyramids leads to better engagement

- The most important information (or what might even be considered the conclusion) is presented first
- Using the inverted pyramid style can:
 - Improve comprehension
 - Decrease interaction cost
 - Encourage scrolling
 - Structure content logically
 - Support readers who skim





Adapting content for virtual congresses



GO VISUAL



USE VIDEO

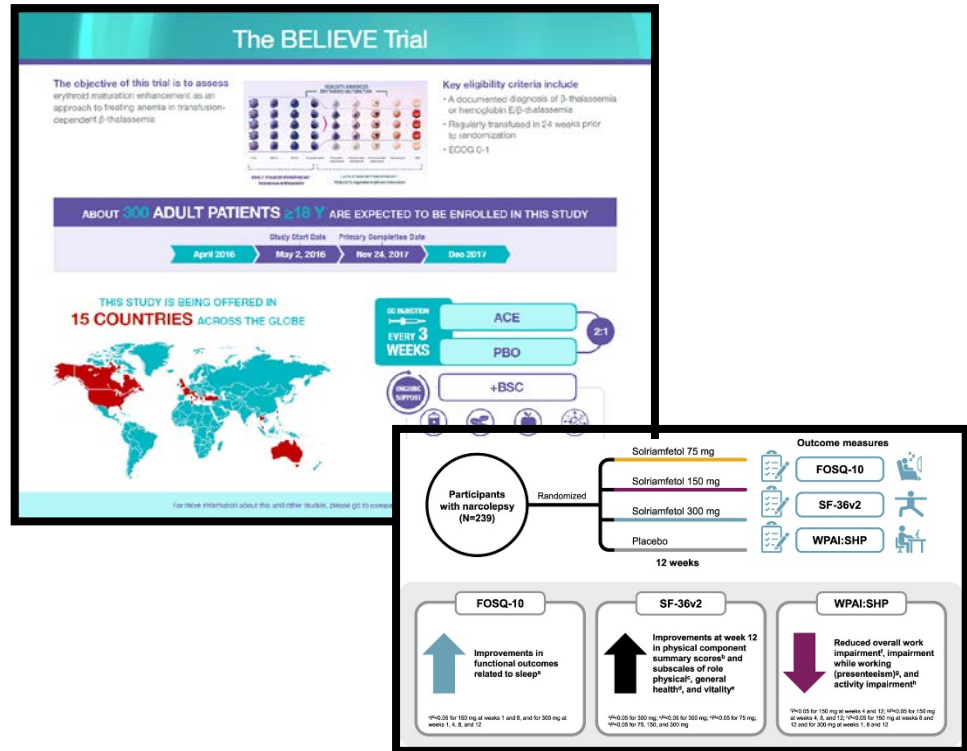


CREATE
VARIETY



Data visualization and storytelling

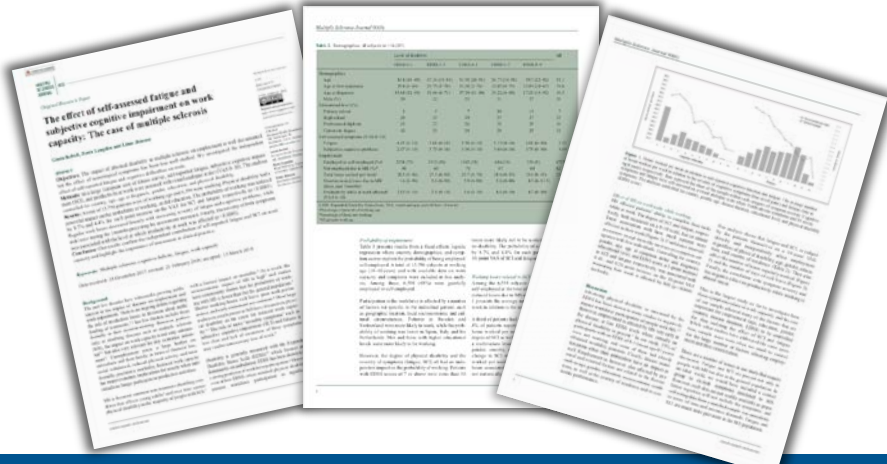
- Close partnership between subject matter experts and designers
- Range of styles and treatments to suit specific audiences
- Innovative designs to enhance engagement





Interactive data infographics

- The creation of interactive pages from published manuscripts
 - Highlights important aspects of the data more clearly
 - Allows users to explore complex data in a visual way



The effect of self-assessed fatigue and subjective cognitive impairment on work capacity: the case of multiple sclerosis¹

Gratia Robert, Dawn Langdon, and Lisa Genova
Multiple Sclerosis Journal 2018; 28(1): 1-7 | DOI: 10.1177/135245951876107

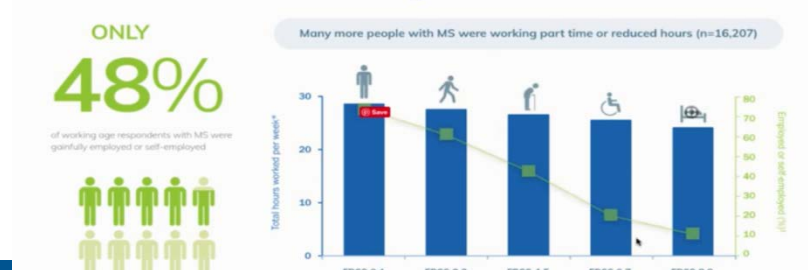
Select a section

Introduction

- MS is a highly disabling disease that has a substantial impact on work capacity,^{1,2} which is of particular relevance for economic assessment³
- Data from a large, international, cross-sectional study was used to investigate work impairment associated with the presence of **fatigue** and **subjective cognitive impairment (SCI)**^{1,3}
- Despite the public debate about the role of production losses in decisions about public funding of treatments, few funders include them formally in their decision-making^{1,3}
- The probability of being employed is lower in those with MS than for the general public; patients with MS commonly work shorter hours, take more sick leave, have poorer work performance and retire earlier^{1,3}

across 16 European countries concluded that the majority of working age people with MS are not working¹

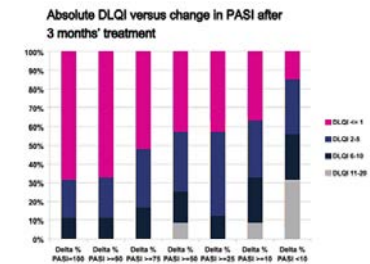
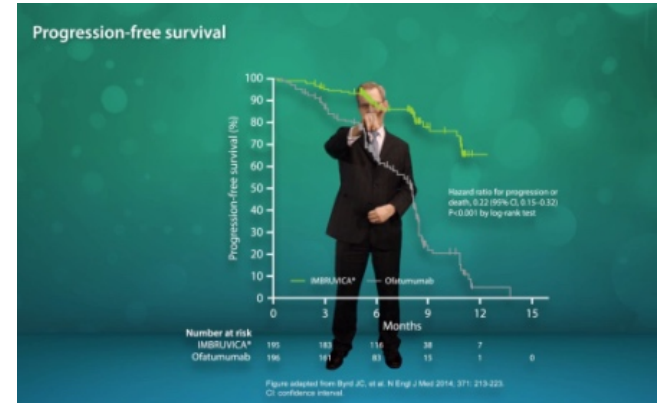
Novel insights on the impact of MS on employment





Immersive data presentation

- Data presented in the format of immersive data presentations
- Bring the science to life for the audience and promoted learning and engagement
- Can be used at congress stands, F2F interactions, live meetings or remotely



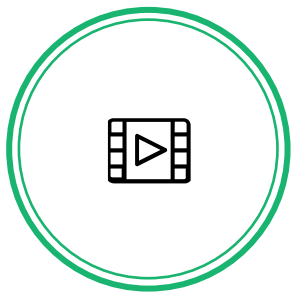
Lorem ipsum dolor sit amet, consectetur adipiscing



Enhanced digital publications



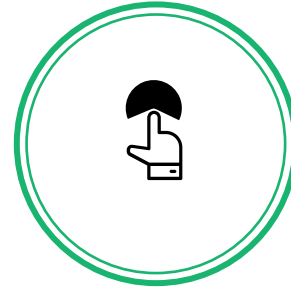
Audio



Video



Mobile



Interactive



Responsive

Enhance reader retention | Increase number of downloads | Improve chance of acceptance



Interactive poster

- Interactive version of congress poster with hotspots
- User (internal or external) can explore the data further, e.g.
 - Author video: impact on practice
 - Background information
 - Data analysis
 - Key messages

Author commentary video: impact on practice

Key messages - popup and info boxes

Take home messages

- Primary data for many trials could not be identified using our search methodology
- Our analysis suggests that the dissemination of primary data from negative trials appears generally comparable to that of data from positive trials
- More widespread reporting of registry identifiers in abstracts would improve speed and certainty when searching for publications
- Searching Google Scholar as well as PubMed may be of value when performing a systematic review

Data analysis - animated charts and graphs

Background information audio clips and definitions

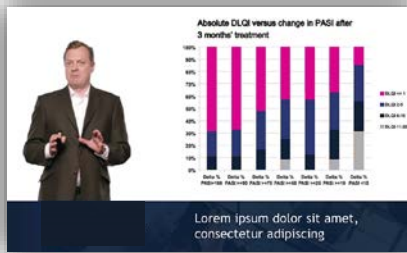
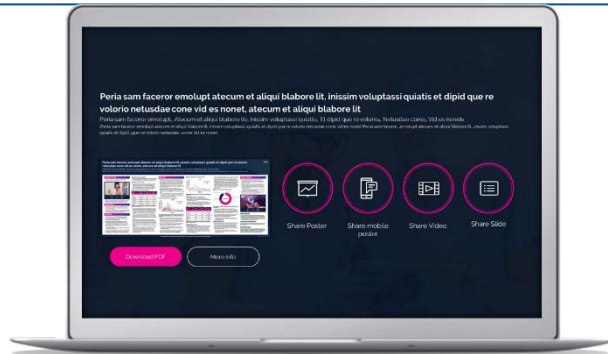
The screenshot shows a digital poster with the following sections:

- Author commentary:** Bernard Kerr, Ein Siddiqui, André de Luiz, Veronique Buchanan, Sara Black and Rachel Spice. Succinct Medical Communications, United Kingdom.
- RESULTS:** Includes a flowchart showing the process from 'Phase 3 trial results' to 'Publication in peer-reviewed journal'.
- STUDY LIMITATIONS:** Discusses the challenges of identifying primary data from negative trials.
- CONCLUSIONS:** States that the dissemination of primary data from negative trials appears generally comparable to that of data from positive trials.
- Search methodology:** Lists search engines used, including PubMed, Google Scholar, and others.



Microsites are an excellent hub for assets

- Reader is directed to supplemental content in various formats

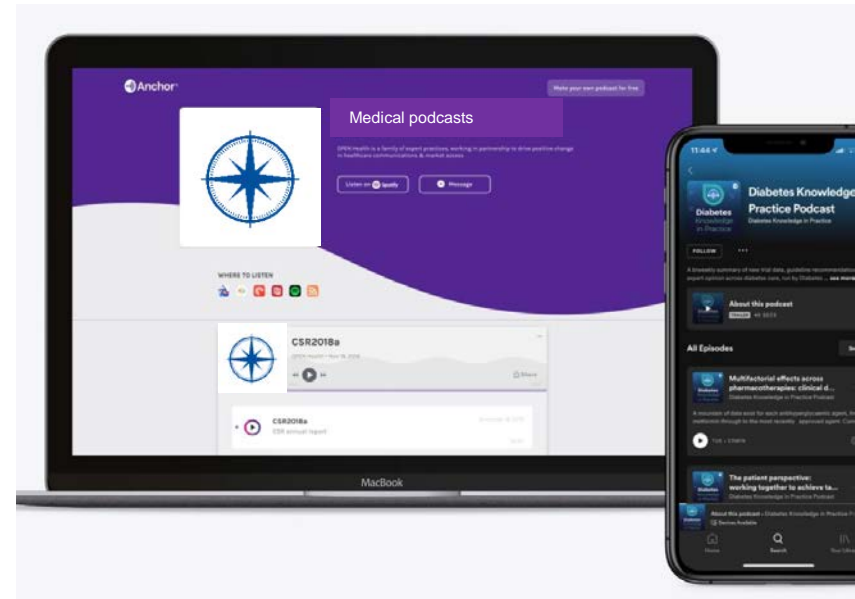




Podcasts

Reach your audience on-the-go

- To make a successful podcast, we recommend:
 - Use debate or interview style
 - Tell a story with the narrator adding context
 - Produce the audio files as a series
 - Create effective intros – including a synopsis of the content, personal introductions and a teaser to encourage the listener to engage with the series





Communicating data in a virtual environment

Insight

Action required

Key takeaway message

Complex posters and charts are difficult to engage with online

Use animation to improve understanding

Add layers of content to add context and explanations

GO VISUAL
and use interactivity to add layers of explanation to complex data

Video increases engagement

Include videos of authors

Use animated videos where real filming isn't possible


USE VIDEO
to increase the likelihood that users will engage with the content

Users prefer different content formats

Create multiple assets in different formats

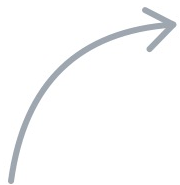
Collate on a microsite hub

CREATE VARIETY
to increase the likelihood that users will engage with the content

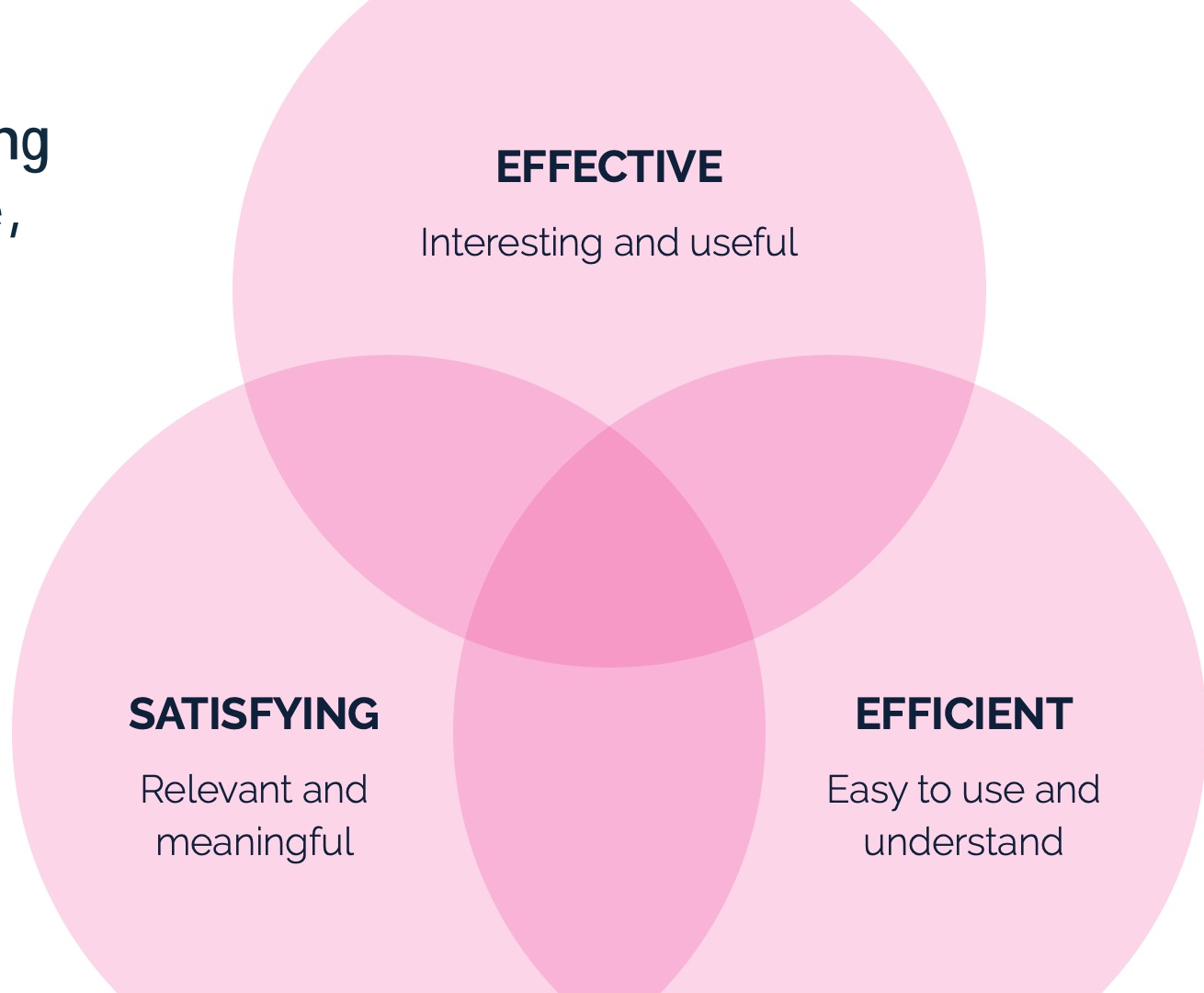
A hand is shown pointing at a tablet screen, which is displaying a blurred image of a person. The entire scene is overlaid with a dark blue, semi-transparent filter. The background is a solid, slightly lighter blue color.

Virtual meetings
and congresses

We're designing
an experience,
not just static
content



*Key attributes
of a positive
user experience*



EFFECTIVE

Interesting and useful

SATISFYING

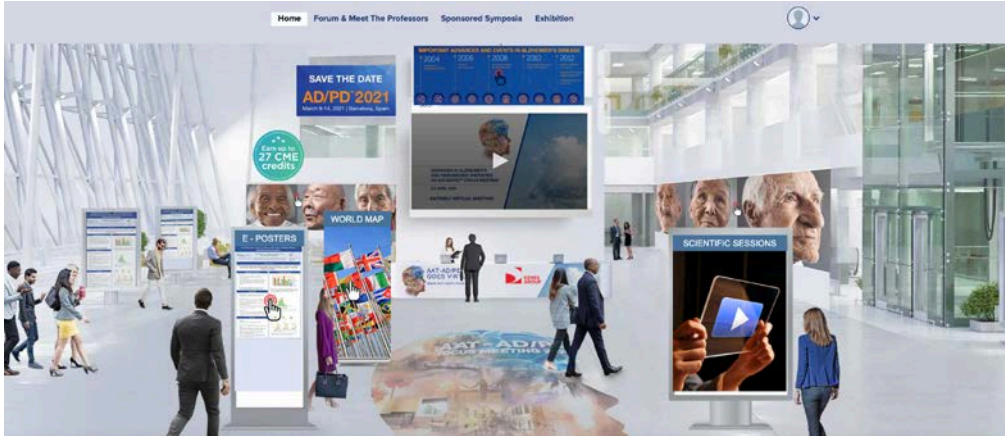
Relevant and
meaningful

EFFICIENT

Easy to use and
understand



Existing congress platforms don't optimize user experiences



- Important content is small/hidden
- Clickable features are not easy to spot

- Screen real estate is cluttered with non-value-adding objects
- Is not responsive to different device sizes



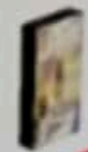
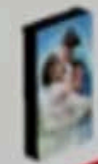
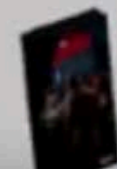
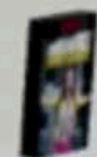
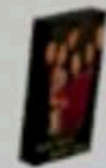
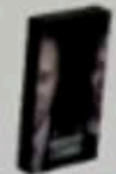
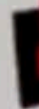
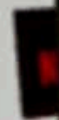
BOJACK
HORSEMAN

ALL E
NOW

TOP PICKS
For Marco

TOP PICKS
For Marco

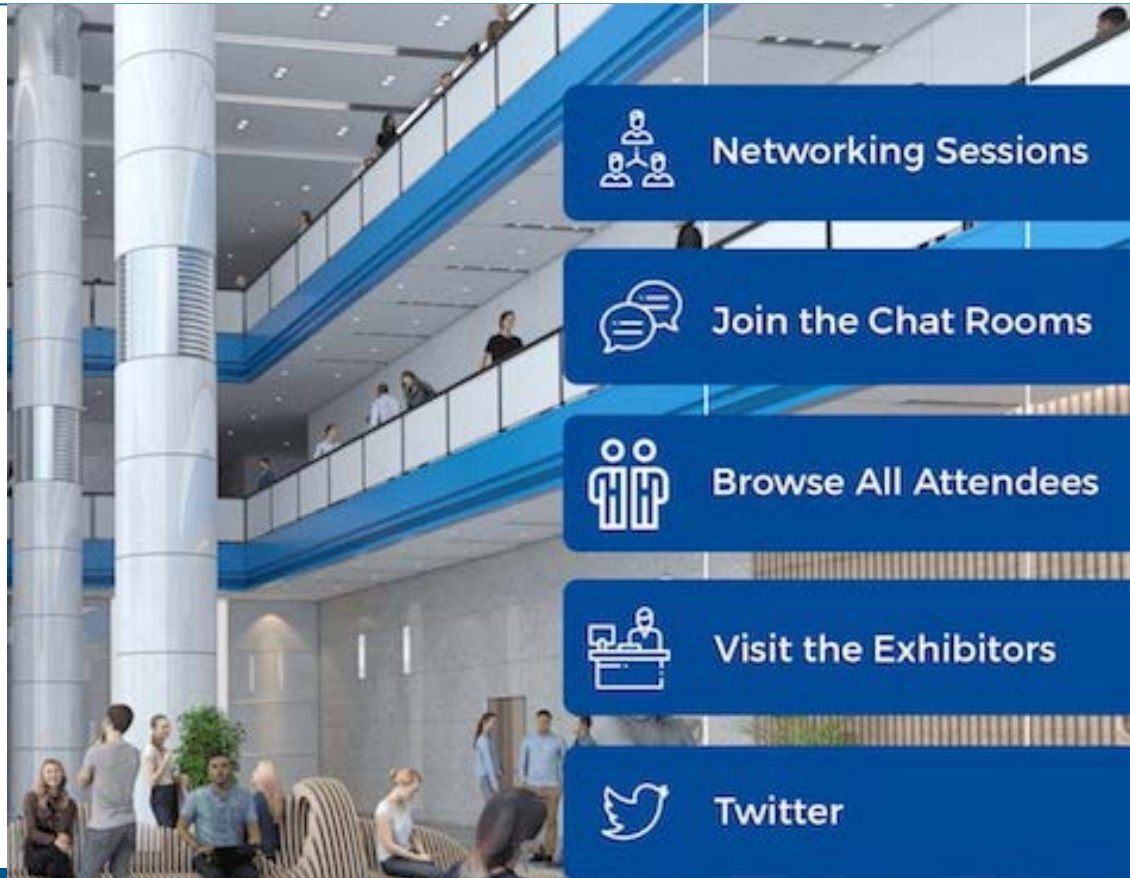
ow Streaming





Focus on easy access to the content

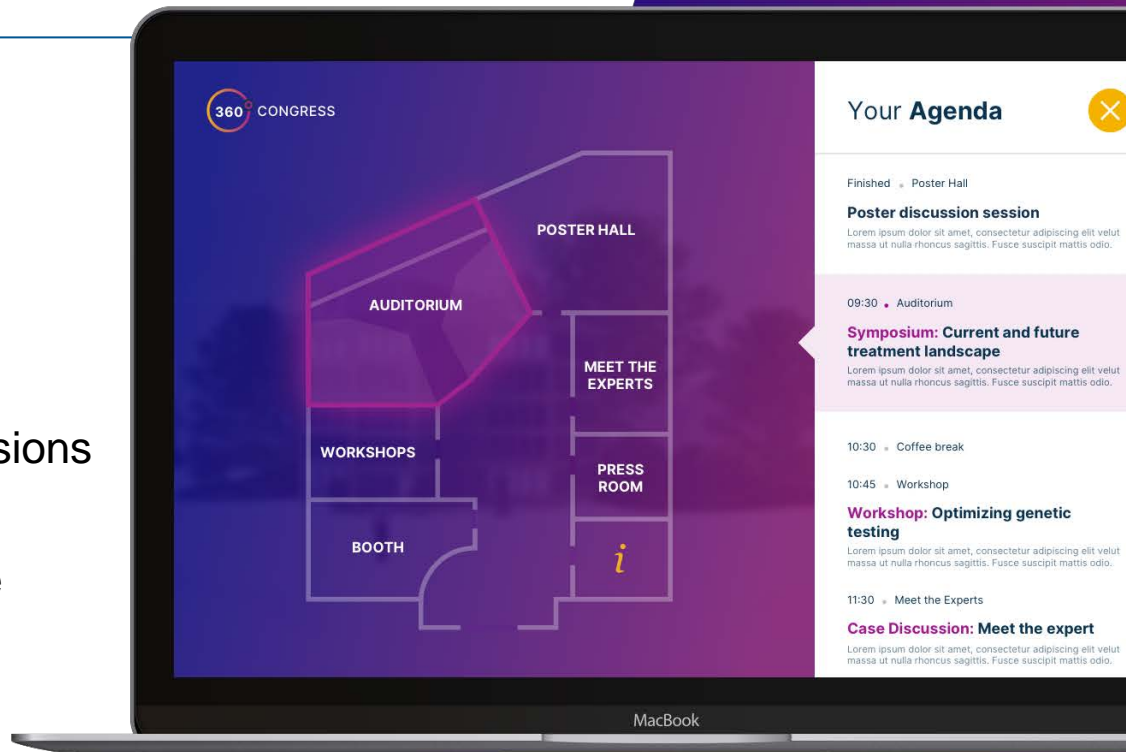
- Make it simple to see and access content
- Remember it's really just a fancy menu





Explore different content formats

- Auditorium
 - Live virtual symposia
- Poster hall
 - Interactive posters
- Meet the experts
 - Virtual patient case discussions
- Workshops
- Brand booth
 - Immersive sessions & take home toolkits
- Brand booth
 - Commercial materials & medical info





Virtual exhibition booths

- Virtual congresses will be varied in format, but are likely to contain consistent types of assets such as videos and downloadable files
- Focus on developing quality assets that can easily be uploaded into the conference organisers' frameworks
- Explore different technologies to connect with your audience effectively

Don't forget

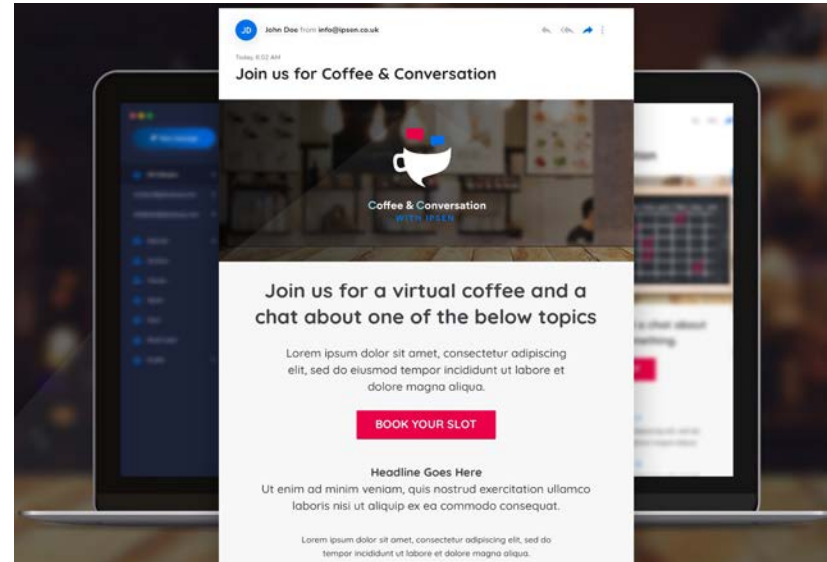
These assets can also be repurposed for other digital channels





Virtual coffee calendar

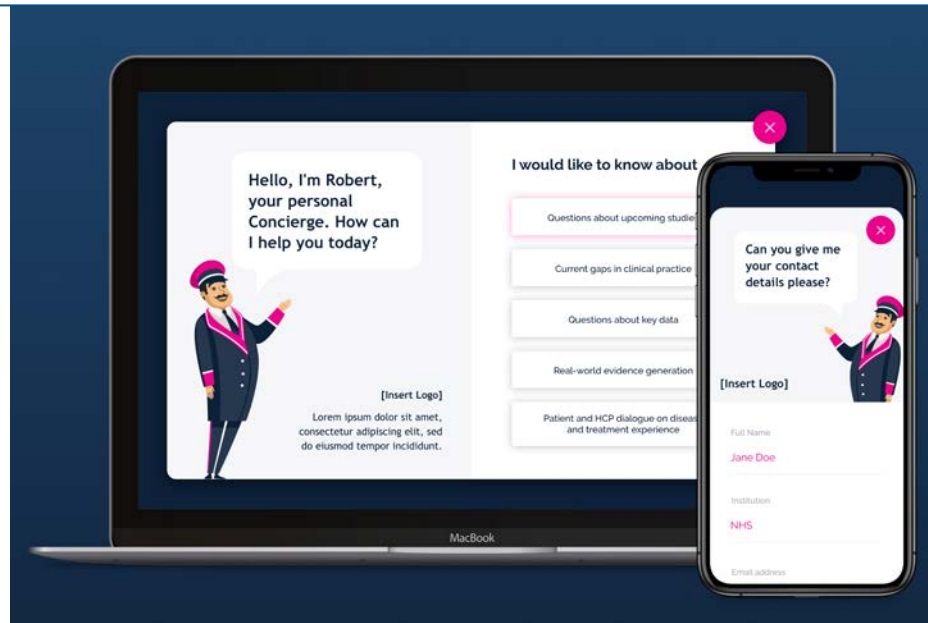
- Objectives:
 - Enable informal conversations between your company and HCPs during congress ‘down-time’
- Digital tool for HCPs to schedule short one-to-one time with you throughout the congress period
- Discussion topics and key questions to be included in a welcome survey





Chat bots and digital booth 'concierge'

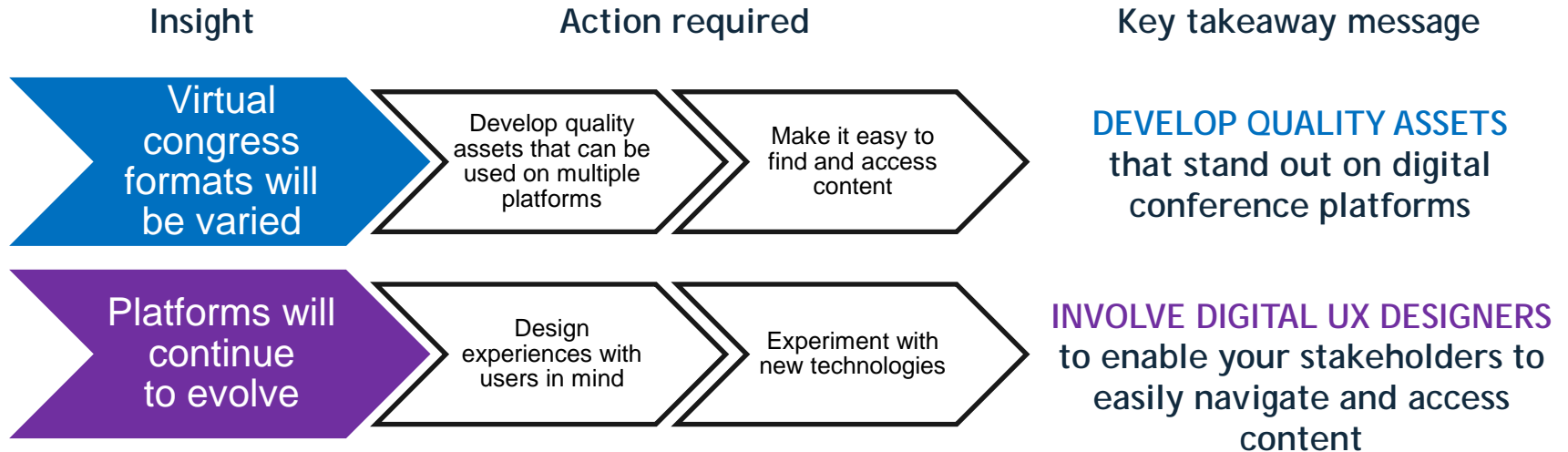
- Automated help service, assisting visitors to:
 - find answers to common questions
 - direct them to appropriate content
 - redirect them to a member of staff
- Simple forms for HCPs to request information about specific topics



Helping visitors discover content, arrange virtual MSL meetings and register for live meetings



Delivering impactful congress content

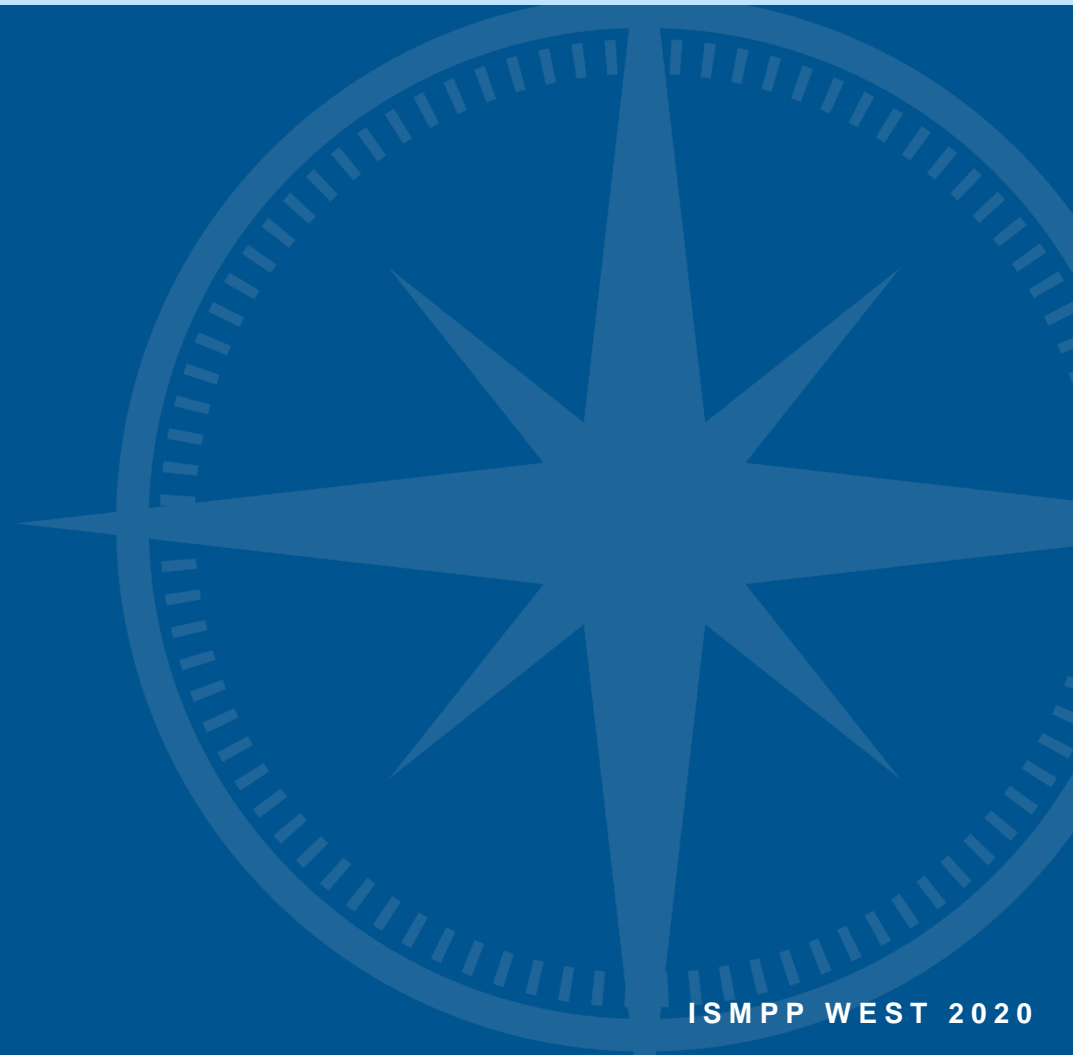




Don't just
recreate it,

reimagine it

Thank you!

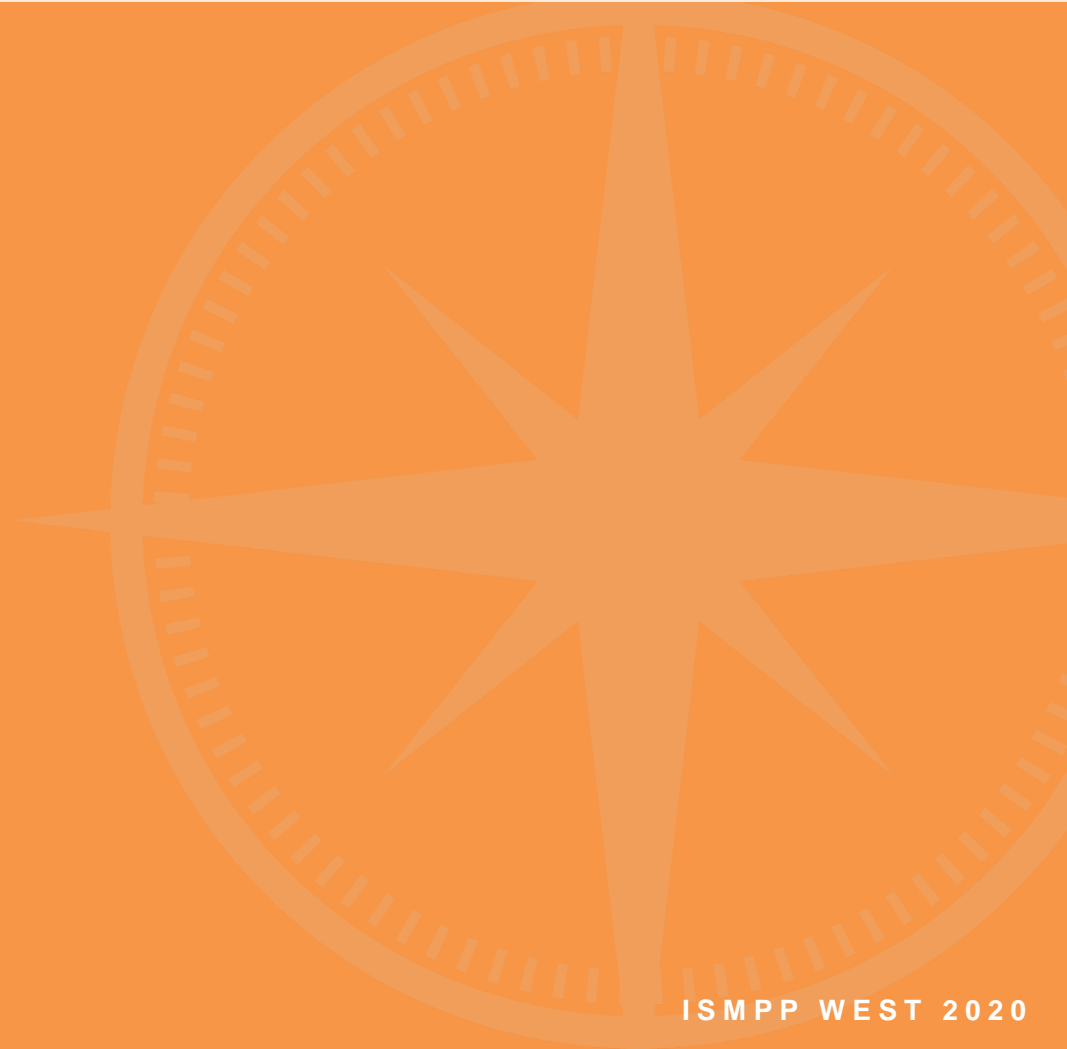


Society Perspective

David Barrett, JD, MS

CEO

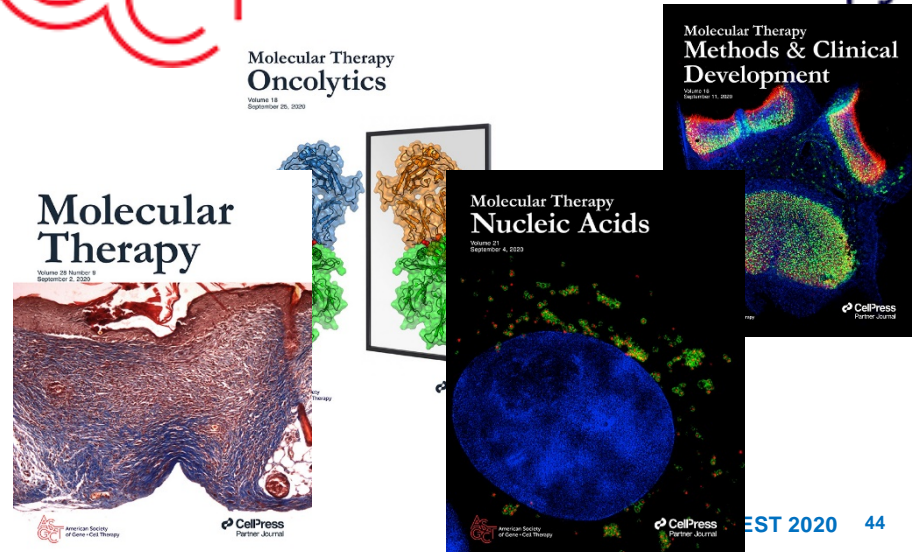
American Society of Gene & Cell Therapy





American Society of Gene and Cell Therapy

- Professional membership association for 4,500+ scientists/professionals
- Key programming includes
 - Scientific and educational conferences
 - Academic publishing
 - Regulatory and legislative advocacy
 - Patient/public education
 - Supporting early career scientists





2020 ASGCT Annual Meeting

- May 12-15
- 6,200 Attendees
- 65 Exhibiting Companies
- 600+ presenters

- 1,400 abstracts
 - 350 invited for brief oral presentations
 - Remainder invited for posters – about 800

The screenshot shows the ASGCT 2020 website. The header includes navigation links for Registration, Abstracts, Hotel & Travel, Program, Exhibitors & Sponsors, Media, Contact Us, and www.asgct.org. The main content area features a blue banner with the text "ASGCT 23rd Annual Meeting VIRTUAL FORMAT May 12 - 15, 2020". Below the banner, there is a "Thank You for Attending the 23rd Annual Meeting!" section with a "Watch On-Demand Sessions" button. To the right, there is an "Important Dates" section listing "Abstract Notifications Sent April 6, 2020", "Abstracts Released April 28, 2020", and "23rd ASGCT Annual Meeting May 12 - 15, 2020". At the bottom right, there is a "Download the #ASGCT20 App" section with the text "Use the ASGCT app on your".



Pivoting to Virtual

- March 1 – APS cancels
- March 6 – CROI transition to virtual; Keystone Conferences Cancelled
- March 9 – HIMSS, ACHE, ACC, AAAAI all cancelled
- March 13 – US declares national emergency
- March 15 – CDC calls for cancellation of all mass gatherings for 8 weeks
- March 16 – ASGCT Executive Committee meets

The 2020 APS March Meeting is Canceled

Due to rapidly escalating health concerns relating to the spread of the coronavirus disease (COVID-19), the 2020 APS March Meeting in Denver, CO, has been canceled. Please do not travel to Denver to attend the March Meeting.

More information will follow shortly.

[Coronavirus Updates](#)

MDedge | Internal Medicine

HOME COVID-19 Updates Diseases & Conditions Subspecialties Multimedia Business

Virus News Center

MEJOBNETWORK.com Search 1000's of Physician Jobs [Click Here!](#)

What medical conferences are being canceled by coronavirus?

Publication: March 1, 2020
By Lauren Grunz

Internal Medicine News

Issued on: March 13, 2020

Proclamation on Declaring a National Emergency Concerning the Novel Coronavirus Disease (COVID-19) Outbreak

In December 2019, a novel (new) coronavirus known as SARS-CoV-2 ("the virus") was first detected in Wuhan, Hubei Province, People's Republic of China, causing outbreaks of the coronavirus disease COVID-19 that has now spread globally. The Secretary of Health and Human Services (HHS) declared a public health emergency on January 31, 2020, under section 319 of the Public Health Service Act (42 U.S.C. 247d), in response to COVID-19. HHS has taken sweeping action to control the spread of the virus in the United States, including by suspending entry of foreign nationals seeking entry who had been physically present within the prior 14 days in certain jurisdictions where COVID-19 outbreaks have occurred, including the People's Republic of China, the Islamic Republic of Iran, and the Schengen Area of Europe. The Federal Government, along with State and local governments, has taken preventive and passive measures to slow the spread of the virus and treat those affected, including by instituting Federal quarantines for individuals evacuated from foreign nations, issuing a declaration pursuant to



Navigating the Transition

- Impacted roughly **300** contracts and agreements
- Required the change of more than 10,000 registration records, hundreds of exhibitors and sponsors, 5,000 hotel bookings, and more than 50 planned meetings held in conjunction with ASGCT
- Identify a platform that could support thousands of concurrent users, 10 simultaneous break-out sessions, approximately 100 sessions total, 700 presenters and moderators, and 250 hours of presentation



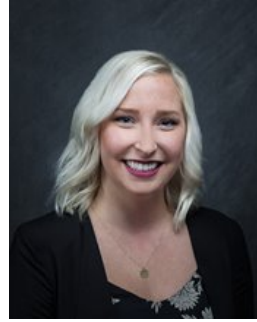
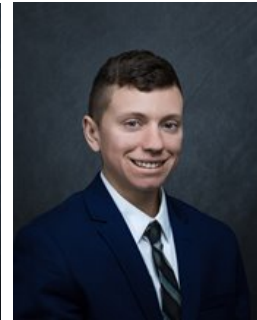
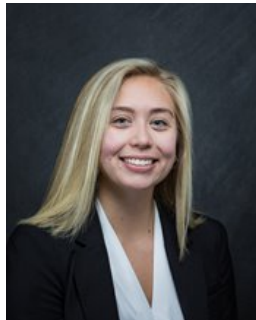
Navigating the Transition

- Identify a second platform to handle 800 digital posters, index, and allow audio
- Train 1,500 to use the presentation side and 6,200 people to use the attendee-side

Do it in six weeks



How we did it





What stayed the same

- 90% of all presentations live, 10% pre-recorded
- All presenters available for Q&A
- Only one out of 100+ sessions was cancelled
- All poster presenters engaged in live chat during set times
- Supplemental programming – mentoring program, career fair – moved to virtual



Outcomes

- Attendance increased 30%
- Speaker attrition was less than 5%
- Poster attrition was 15%
- Key clinical findings and pre-clinical efforts were presented
- “Talk surfing” a top benefit

- Two-thirds of all exhibitors did not participate
- Networking events cancelled



- Poster sessions

- Attendee use was down compared to in-person meetings
- Unclear instructions on what could be presented and how
- Presenters unsure what could be presented
- 15% of presenters declined to participate
- Organic conversation and establishing collaborative relationships did not happen easily



Covid-19 Symposium

- Two-day event, September 15-16
- **No registration fee**
- Three month lead time
- 60 abstracts – 40% received oral presentation slots
- 2,200 registrants
- 40 speakers
- 16 hours of content



Findings

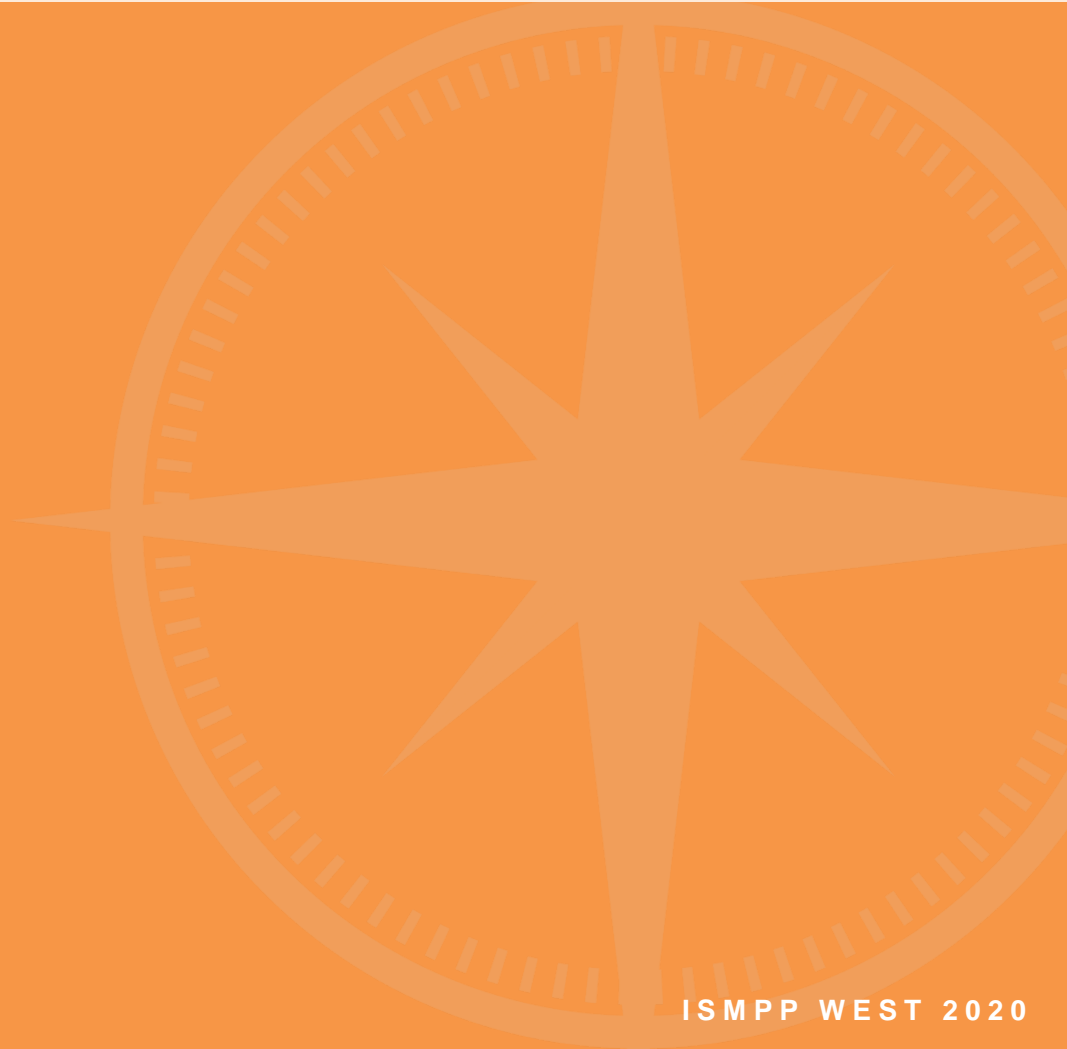
- 60% of all registrants attended
- 80% of registrants attended live sessions
- 40% of registrants attended recorded sessions – on the same day
- 90% viewed on desktop / 10% on mobile device
- Average watch time of 50% of total presentation time



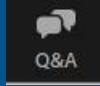
Future?

- There is a market for virtual content
- In-person or not, there will be a virtual component.
- The audience is becoming savvier and expects technical performance and high-quality content
- The need to present science is stronger than the need to connect in person – for now
- The need to create interactions and connections is key to success – especially in the poster halls

Thank you!



Questions



Up Next:

Exhibitor Gallery & Exhibitor Engagement: 10:00 – 10:30 PT

*From Presentations to Conversations: Creating Dialogue in Virtual Congress
Settings: 10:30 – 11:30 PT*



20 ISMPP WEST 20

**THE WINDS OF CHANGE: NAVIGATING UNCHARTED TERRITORY
FOR MEDICAL COMMUNICATION PROFESSIONALS**

From a Meeting Place to a Virtual Space: Adapting to Create
Impactful Congress Content

Gemma Allen, David Barrett, Scott Houck, Teresa Steininger, James Turnbull

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