

Audience Amplification



>> NOW SPEAKING: **Jennifer Riggins, PharmD**

Sr. Advisor, Global Medical Affairs, Eli Lilly and Company

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>> NOW SPEAKING: **Jennifer Riggins, PharmD**

Sr. Advisor, Global Medical Affairs, Eli Lilly and Company

Webinar Faculty



Jennifer Riggins, PharmD

Moderator

Sr Advisor, Global Medical Affairs Ecosystem

Eli Lilly and Company



Renu Juneja, PhD

Presenter

Head, Scientific Evidence and Communications

Janssen

Publication Importance



Stephen Casey

Presenter

Managing Partner

Omni Healthcare Communications

Publication Optimization



Sarah Burns

Presenter

Director, Global Scientific Communications

Eli Lilly and Company

Data Visualization



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Sr. Advisor, Global Medical Affairs, Eli Lilly and Company

Webinar Objectives:

At the end of today's webinar, participants will have a better understanding of:

- the expanded landscape for scientific communications in the digital environment
- how to use digital tools to enhance the impact of scientific communications
- the awareness and usage of digital metrics to demonstrate scientific communication value



>> NOW SPEAKING: Jennifer Riggins, PharmD

Sr. Advisor, Global Medical Affairs, Eli Lilly and Company

Introduction: Some Statistics...

- Over 6,000 new peer reviewed articles published every day in 27,000 online journals¹
- In 2010, there were estimated to be almost 50 million scientific papers published and available in the scientific archive and the number continues to increase.²
- The doubling time of medical knowledge in 2020 was projected at just 73 days.³
- Nearly 75% of physicians change their clinical practice quarterly or monthly based on reading medical literature.⁴

¹Ware, M., & Mabe, M. (2015). The STM Report: An overview of scientific and scholarly journal publishing. Accessed at <http://www.stm-assoc.org>

²Jinha, Arif. 2010. Article 50 million: An estimate of the number of scholarly articles in existence. *Learned Publishing*. 23. 258-263. 10.1087/20100308

³Densen P. Challenges and opportunities facing medical education. *Trans Am Clin Climatol Assoc*. 2011;122:48-58. PMID: 21686208; PMCID: PMC3116346.

⁴Doximity Survey (2014) Doximity's survey of physicians was conducted online between July 9 and July 17, 2014

Pubs are the Hub!

The importance of publications and a good communication plan



>> NOW SPEAKING: **Renu Juneja, PhD**
Head, Scientific Evidence & Communications, Janssen

Pubs are the Hub

Gaps to data generation to data communications

Data is published in a peer reviewed journal-
now what?



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Head, Scientific Evidence & Communications, Janssen

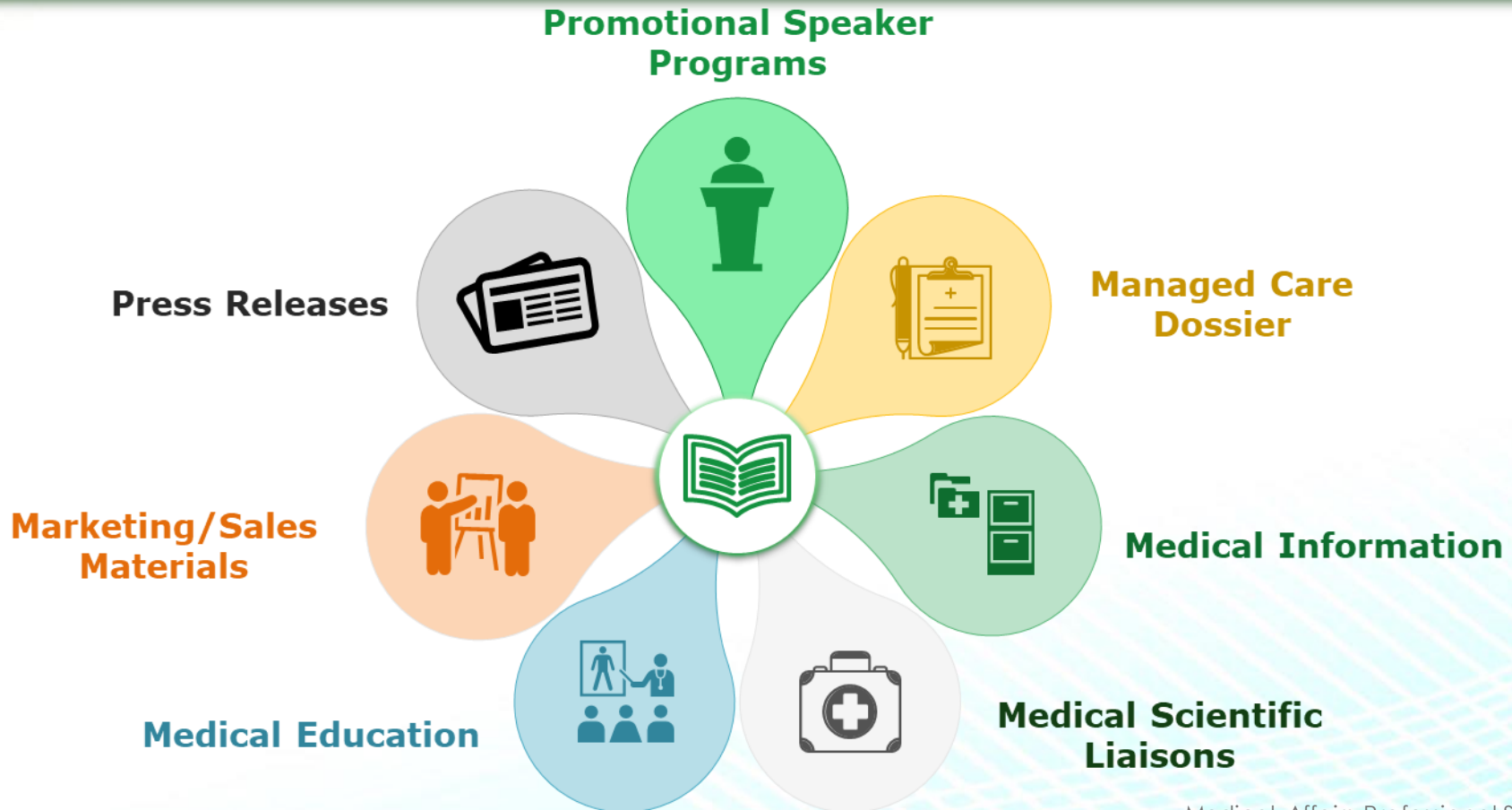
“Science does not
exist until it is
published”

Drummond Rennie, contributing deputy editor
The Journal of the American Medical Association.
Lancet. 1998 Oct;352 Suppl 2:S118-22



>> NOW SPEAKING: **Renu Juneja, PhD**
Head, Scientific Evidence & Communications, Janssen

Pubs are the Hub



Audience Amplification™

An integrated process to increase access to and impact from medical communications

ELEVATE

[Audience Amplification and Digital Scientific Exchange](#)



>> NOW SPEAKING: **Stephen Casey**
Managing Partner, Omni Healthcare Communications

Audience Amplification™

A process designed to enhance digital readership, access and impact



=

Improved access and resonance

Increased author engagement

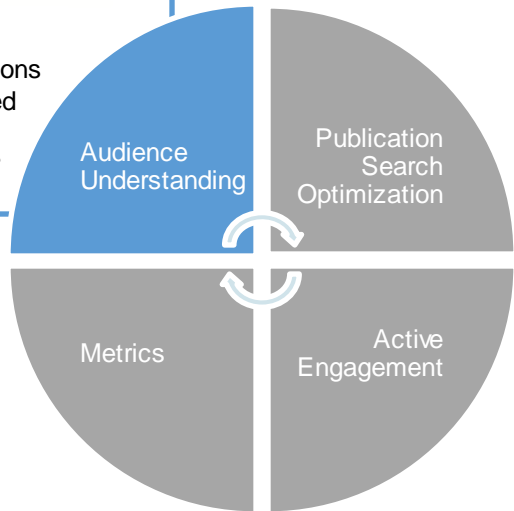
Article level metrics



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 Managing Partner, Omni Healthcare Communications

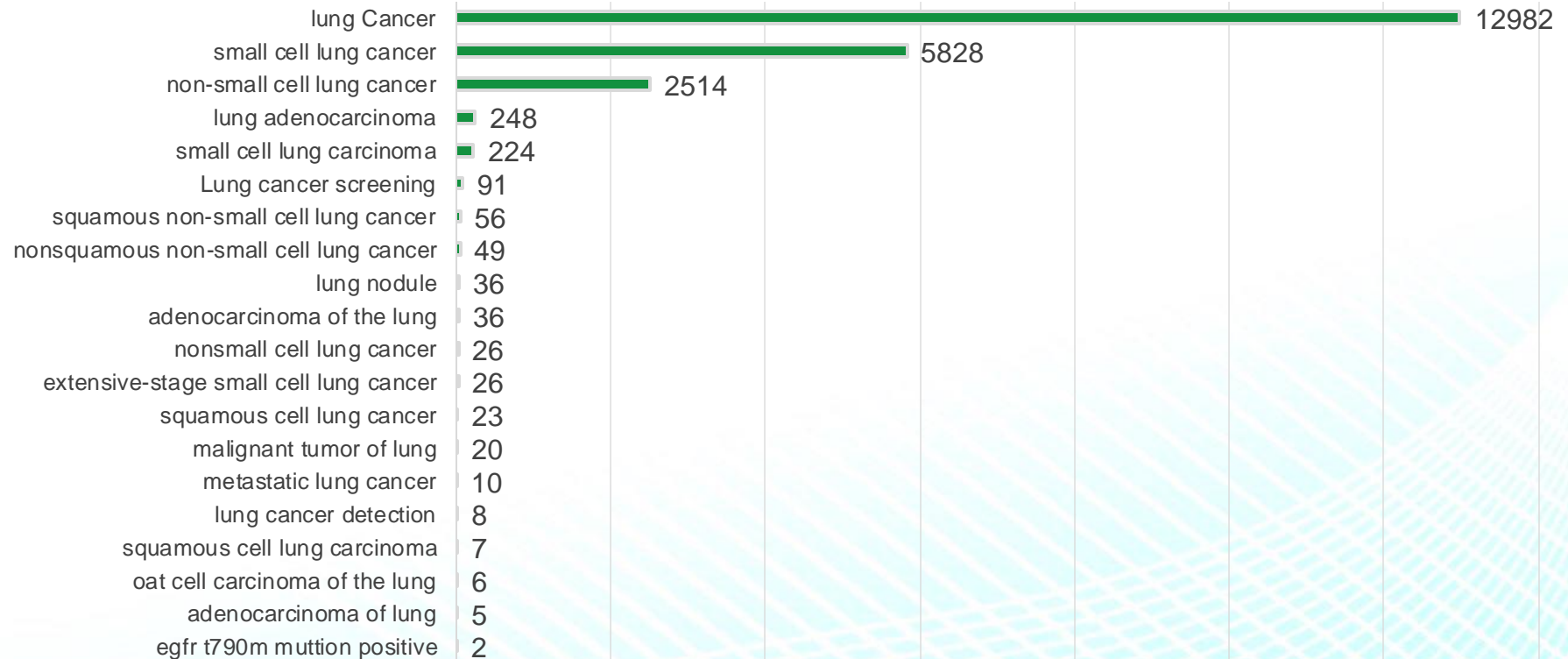
Audience Understanding

- Digital footprint
- Online destinations
- Preferred search methods



Oncologist Online Lung Cancer Searches by Term

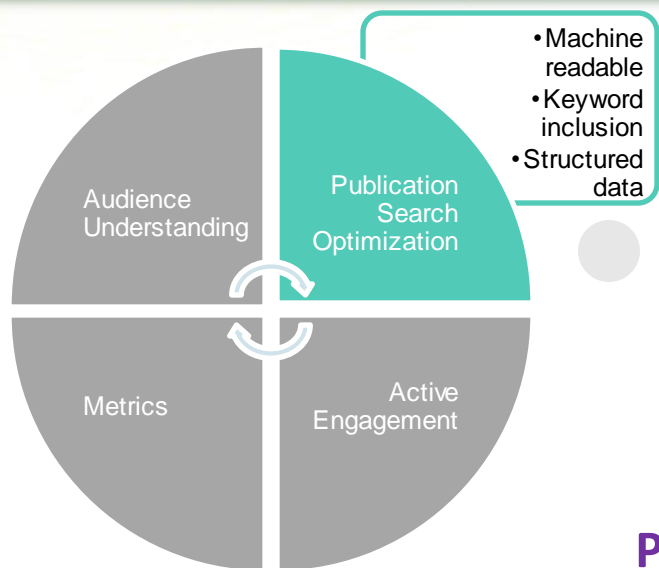
(n=3,600)





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 Managing Partner, Omni Healthcare Communications

Publication Search Optimization



- Machine readable
- Keyword inclusion
- Structured data



Publication Plan

- Identify audience preferences
- Identify resonance goals
- Determine best publication pathway



Manuscript Development

- Align with author goals
- Ensure machine readability
- Proper Indexing



Publication

- Encourage author announcements and engagement in discussions



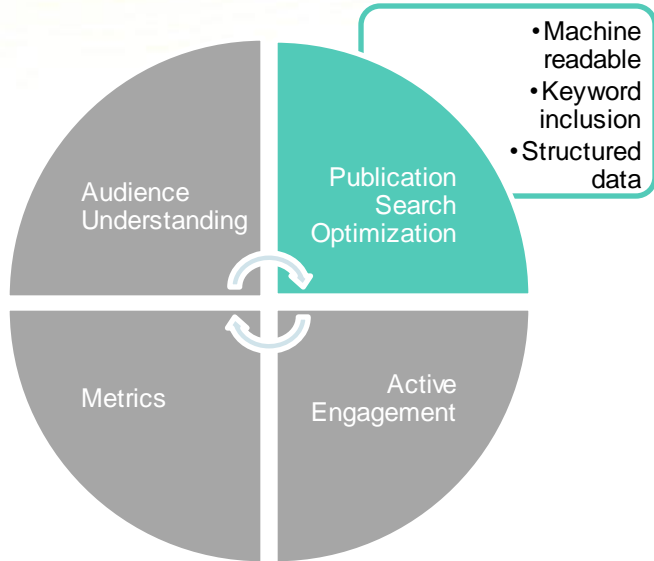
Measure

- Measure connectivity and ongoing article level metrics



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Publication Search Optimization



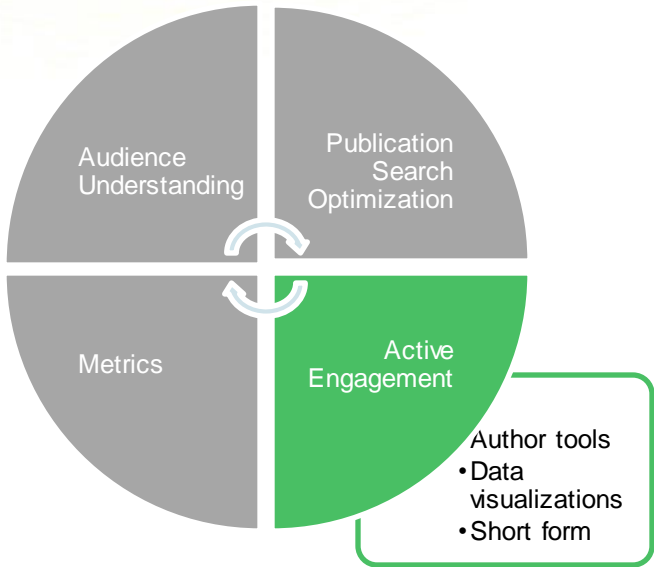
- Start early and encourage authors
- Gain alignment and agreement with authors
- Review and suggest keywords
- Attach metatags whenever possible
- Ensure the publication uses headers to identify individual sections



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Managing Partner, Omni Healthcare Communications

Active Engagement



Pfizer Inc. @pfizer_news · Nov 19

@NEJM has published data from the CROWN trial of our ALK-inhibitor in people with untreated #ALKpositive #NSCLC. We're excited to share these results with the #lungcancer community. #LCAM #LCSM on.pfizer.com/3pCHnTX

PUBLICATION ALERT

0:03 990 views

4 2 9



AstraZeneca 1,551,736 followers 2w •

In our latest *JAMA Cardiology* paper in collaboration with [Columbia University in the City of New York](#), we utilised whole-exome sequencing to demonstrate significant enrichment of genetic variants in the TTN gene in heart failure patients compared to controls, and the commonality in the genetic signatures across different heart failure subgroups. [Carolina Haefliger](#), VP, Head of Centre for Genomics Research, and [David Goldstein](#) from share the importance of this research. <http://know.az/3akJ574>

0943 they really are similar and we see the same genes



Efficacy and safety outcomes of oral anticoagulants and antiplatelet drugs in the secondary prevention of venous thromboembolism: systematic review and network meta-analysis

Lana A. Castellucci, Chris Cameron, Gregoire Le Gal, Marc A. Rodger, Doug Coyle, Philip S. Wells, Tammy Clifford, Esteban Gandara, George Wells, Marc Carrier

0:01 / 6:34

Ottawa Hospital Research Institute Institut de recherche de l'Hôpital d'Ottawa uOttawa



NEW ENGLAND JOURNAL OF MEDICINE

Oral Azacitidine (CC-486) Maintenance for AML in First Remission

DOUBLE-BLIND, RANDOMIZED, CONTROLLED TRIAL

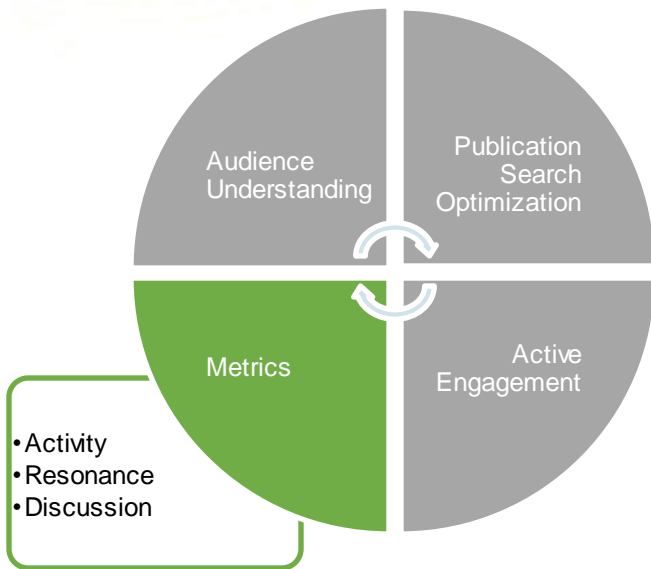
	CC-486 N=218	Placebo N=214
472 Patients ≥55 yr of age with AML in first remission after chemotherapy	300 mg	
	Once daily for 14 days per 28-day cycle	
Median overall survival	24.7 mo	14.8 mo
	P<0.001	
Median relapse-free survival	10.2 mo	4.8 mo
	P<0.001	

CC-486 maintenance therapy significantly prolonged overall and relapse-free survival



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Currently Established Publication Metrics

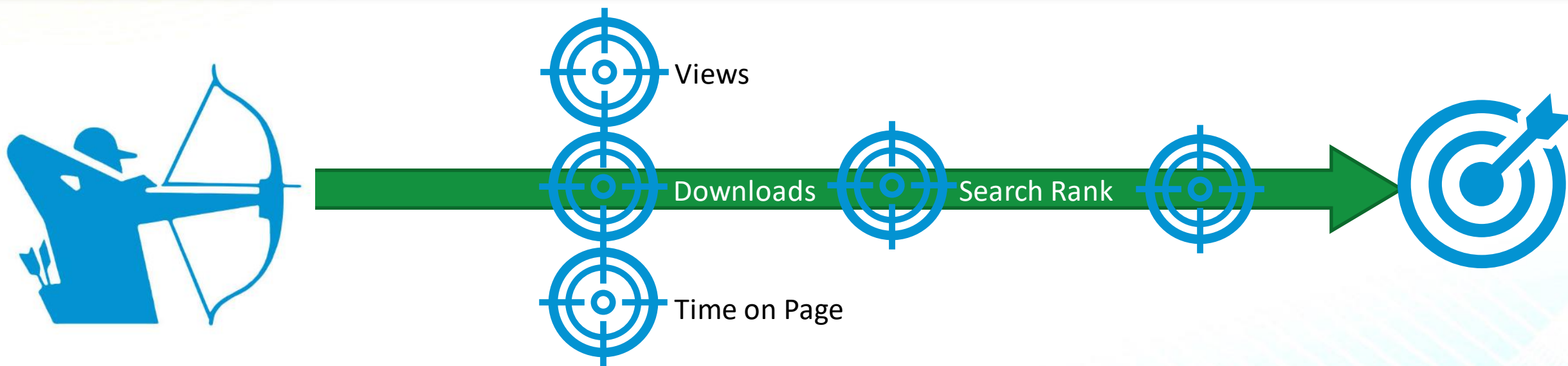


Journal metrics	Impact factor	Eigen factor	SNIP	SJR	Scimago	
Author Metrics	h-Index	Relative citation ration (RCR)	g-index			
Article Metrics	Web page activity	Search rank	Citation counts	Relative citation ration (RCR)	Altmetrics	PlumX metrics



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Managing Partner, Omni Healthcare Communications

The Metrics Objective



Planning

Publication

T I M E

Citations

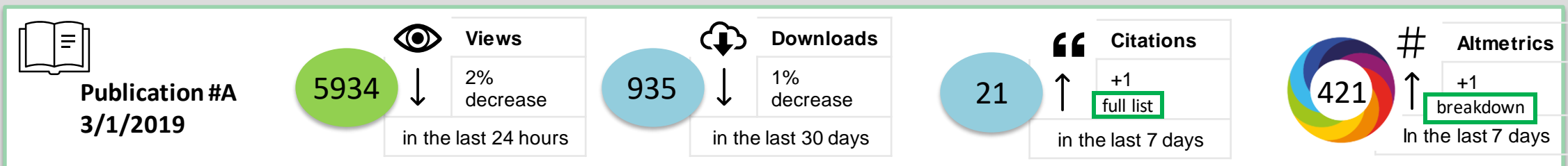
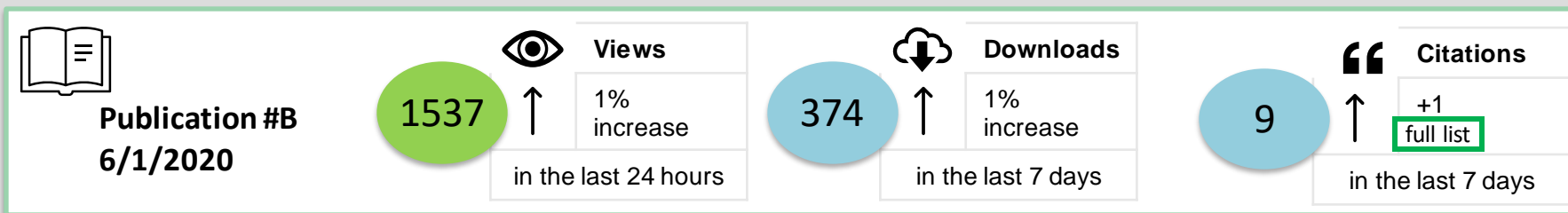
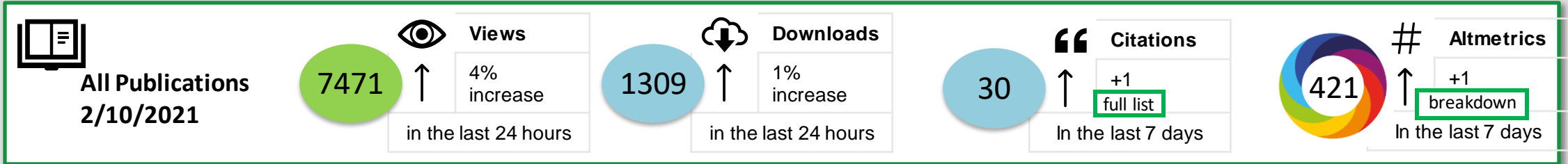
Patient Care



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Managing Partner, Omni Healthcare Communications

Metrics Dashboards Can Be of Great Benefit

General **Geographic** Referring Sites



Creating Content Impact

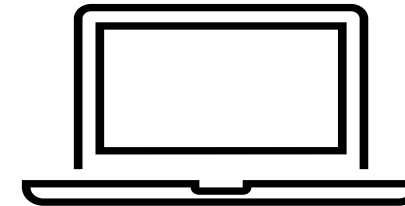
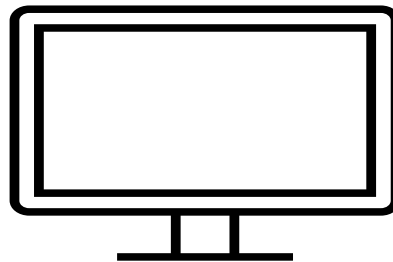
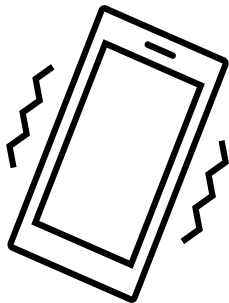
Optimizing Opportunities for Data Visualizations in Publications



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Director Data Visualization, Eli Lilly and Company

Competing in a New Content Landscape

90% of HCPs considered themselves triple screen users



66% wished for more visual content in medical meetings



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Director Data Visualization, Eli Lilly and Company

Competing in a New Content Landscape

- The growing multi-channel engagement opportunities in medical journals (i.e., social media/podcast subscriptions) can become additional homes for data visualizations.
- Journal websites have varying capabilities of the types of content they can publish.
- Journal copyright policies can be limiting.

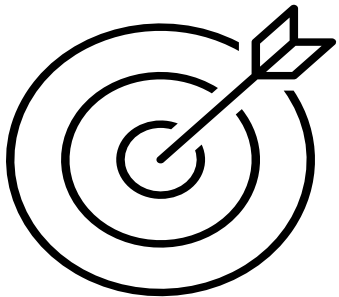




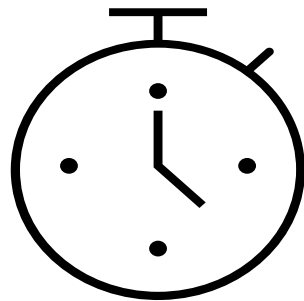
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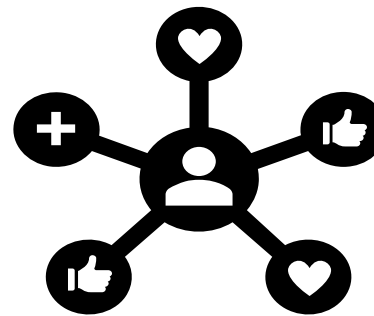
Make the Most of Measurement



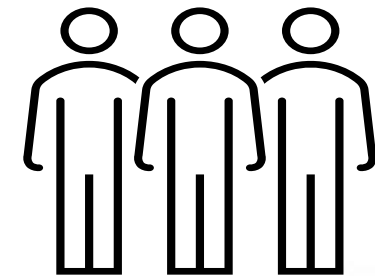
What metrics can the target offer?



Internal timeline



External impact



What learnings can the team leverage moving forward?

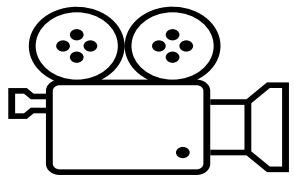


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Analyzing Opportunities: Data Visualizations

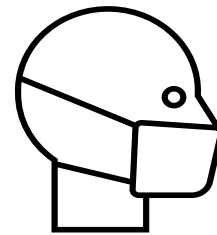
Data visualizations in scientific publications can simplify and focus information, minimize time to interpret key data, and organically increase audience engagement. Common formats can include:



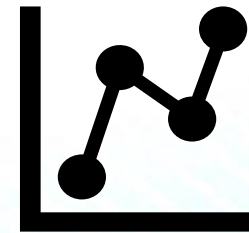
Videos



Podcasts



Infographics



Advanced Analytics



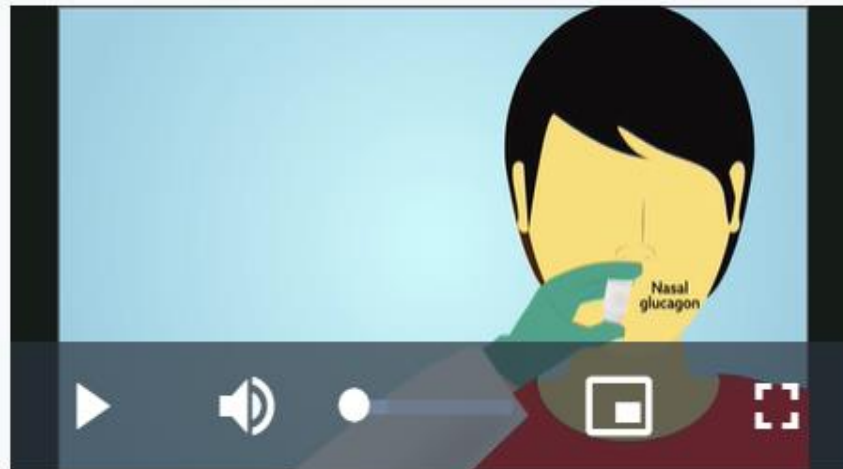
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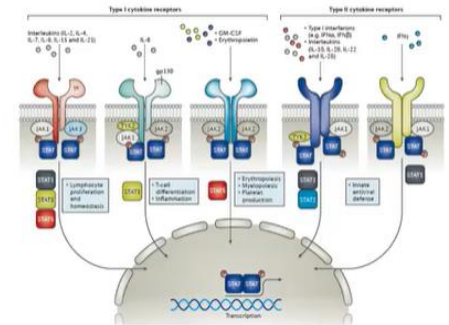
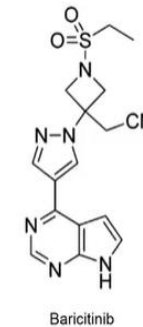
Videos: Finding the Right Format



Efficacy and safety of ixekizumab in a phase III, randomized, double-blind, placebo-controlled study in paediatric patients with moderate-to-severe plaque psoriasis (IXORA-PEDS). *British Journal of Dermatology*, 4/21/20



Nasal glucagon as a viable alternative for treating insulin-induced hypoglycemia in Japanese patients with type 1 or type 2 diabetes: A phase 3 randomized crossover study. *Diabetes Obesity and Metabolism*, 3/1/20.



Nat Rev Rheumatol 2017;13:234

Infections in baricitinib clinical trials for patients with active rheumatoid arthritis. *Annals of Rheumatic Diseases*, 9/14/2020



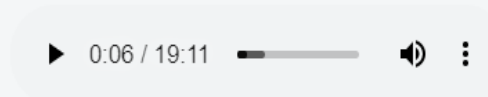
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Positioning Podcasts for Optimal Engagement

- Generally 15 to 30 minutes in length
- Involve an interview with the author
- Often 'by invitation only' and created by journals upon acceptance
- Typically based on 'hot' topics
- Should not feel overly orchestrated
- Need to offer added value

Face-Aging Mobile App-Based Intervention on Skin Cancer Protection Behavior



[Download MP3](#) [Subscribe to Podcast](#)

Interview with Titus Josef Brinker, MD, author of Effect of a Face-Aging Mobile App-Based Intervention on Skin Cancer Protection Behavior in Secondary Schools in Brazil: A Cluster-Randomized Clinical Trial



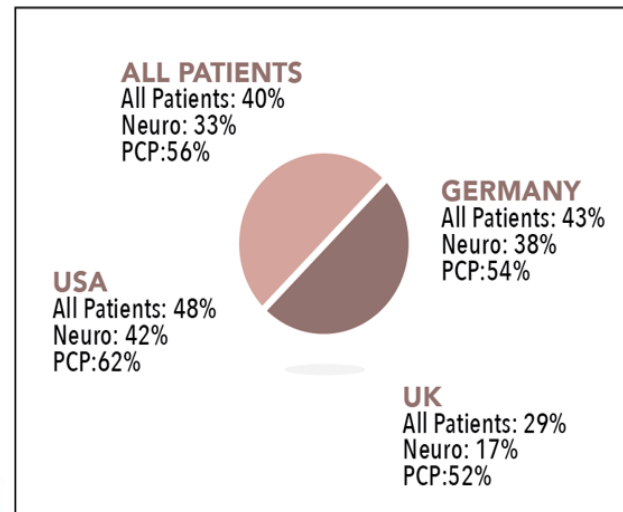
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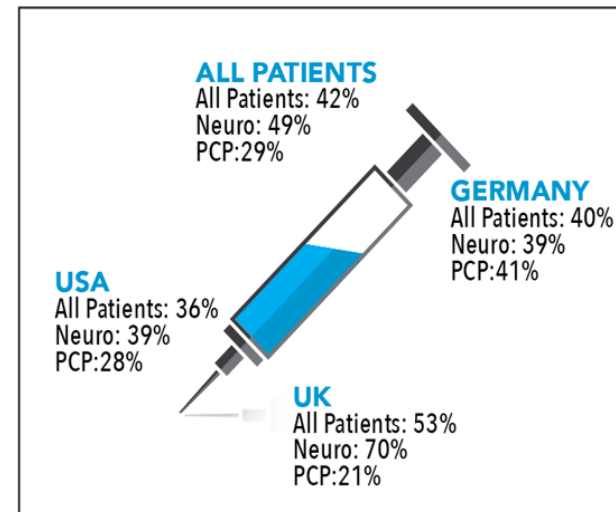
Infographics: Creating More Succinct Experiences

	All patients (n=591)			USA (n=233)			Germany (n=167)			UK (n=191)		
	All patients (n=591)	Neuro (n=406)	PCP (n=185)	All patients (n=233)	Neuro (n=168)	PCP (n=65)	All patients (n=167)	Neuro (n=113)	PCP (n=54)	All patients (n=191)	Neuro (n=125)	PCP (n=66)
Oral	40%	33%	56%	48%	42%	62%	43%	38%	54%	29%	17%	52%
Injection	42%	49%	29%	36%	39%	28%	40%	39%	41%	53%	70%	21%
Intranasal	17%	18%	15%	17%	19%	11%	17%	23%	6%	18%	13%	27%

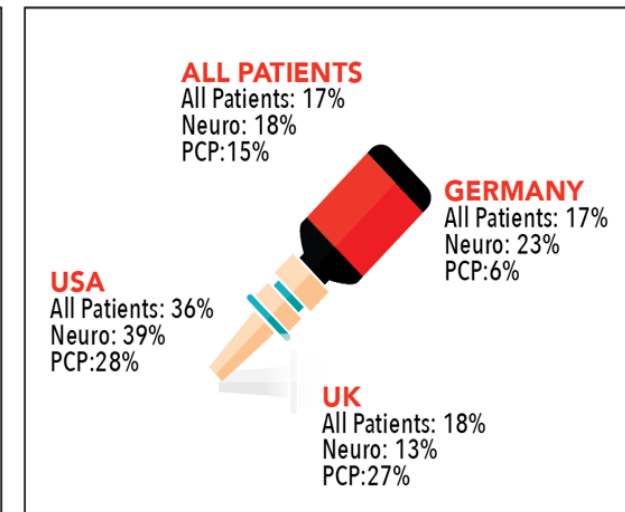
ORAL



INJECTION



INTRANASAL





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Director Data Visualization, Eli Lilly and Company

Advanced Analytics: Impress and Impact

- Graphical representations that dynamically communicate relationships between data.
- Can be static or have motion but should have a singular message.
- Creation can take time, depending on data set and image type.
- Ideal candidates include safety and efficacy, side effects, or data over time.



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Advanced Analytics: Impress and Impact

- Content can be embedded in a manuscript on the journal's web site (based on technology).
- This format that can be appealing to journal editors for social media platforms since it offers succinct captures of complex data in a visual way.
- Best images are easy to understand, unbiased, transparent representations of data.



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Conversations to Consider

Content

Does the content serve a direct benefit?

Will the formula align with the wants and needs of the audience?

Does the journal target have existing examples to draw from? Do they have the tech capability?

Metrics

Metrics are not often provided by journals

Are you engaging in open access? How long will the content live on the site?

What metrics are available for the team to examine in an after-action review?

Value

Can the content be reused? If so, who else could benefit?

What kind of copyright or patent policy is in place by the journal and corporate?

What channels could the content be compliantly reused in the organization?

Time

External vs. Internal

Will the content creation be done in-house or with a vendor?

Does the team have enough staff, time, budget and buy-in?

Thank you!
Questions?