

Online Discoverability of Publications: The Role of Search Engine Optimization

Medical Communications Focus Area Working Group
July 14, 2021

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Housekeeping

Questions for Presenters:

Please submit questions throughout the presentation using the Q&A button in your control panel.

Evaluations:

The control panel includes a webinar evaluation. Please complete that evaluation so that we can work to ensure the highest quality presentations.

On-demand Availability of Webinar:

This webinar, as with all previous ones, will be available next week on-demand for members via the MAPS website content hub.

Presenters



Moderator:

Jennifer Schwinn RPh

Director, Worldwide Scientific
Publications

Bristol Myers Squibb



Speaker:

Louise Ostergaard PhD

Global Publications Director, Strategic
Operations, Medical Affairs

Novo Nordisk



Speaker:

Dan Shure

Consultant & Owner
Evolving SEO

Educational Objectives

This session will provide a learning opportunity for our audience by:

1. Describe what search engine optimization (SEO) is and why it is important
2. Explain how you can use SEO to increase discoverability of scientific publications
3. Review key insights from a recent survey on HCP online search behavior and the impact of SEO

Polling Question #1

- How would you rate your current knowledge of SEO?
 - None
 - I know what it is but have never used it
 - I have tested its use in select medical initiatives
 - I am very familiar with it and use it often

MAPS Resources on the Topic

- **Webinars**
 - Audience Amplification
- **Elevate Articles**
 - Audience Amplification and Digital Scientific Exchange



>> NOW SPEAKING: **Dan Shure**
SEO Consultant - Evolving SEO



SEO: 7 Principles Of Successful Content For A “Search Audience”

Why “Search Audience”?

hydrocodone vs oxycodone

Volume: 22,200/mo | CPC: \$1.44 | Competition: 0.01 |  



1. Write A Great Title

www.healthline.com › health › oxycodone-vs-hydroco... ⋮ **Traf/mo** (us): 11.20K/100.09M - **Kw** (us): 97/2.78M

Oxycodone vs. Hydrocodone for Pain Relief - Healthline

Oxycodone is more likely to cause side effects of dizziness and drowsiness, as well as fatigue, headaches, and feelings of euphoria. **Hydrocodone** is more likely to ...

[Vicodin vs. Percocet for Pain...](#) · [Hydrocodone/Oxycodone...](#) · [Opioids](#)

- Title Tag = Blue Link
- Include “Keyword”
- Make It “Clickworthy”

2. Answer The Searcher's Main Question Right Away

what is hydroxyzine

Volume: 14,800/mo | CPC: \$0.72 | Competition: 0

All News Videos Shopping Books More Settings Tools

About 2,100,000 results (0.62 seconds)

medlineplus.gov > Drugs, Herbs and Supplements : Traf/mo (us): 101.50K/29.19M - Kw (us): 478/696.95K

Hydroxyzine: MedlinePlus Drug Information

It is also used alone or with other medications in adults and children to relieve anxiety and tension. **Hydroxyzine** is also used along with other medications in adults ...

Health Topics Drugs & Supplements Genetics Medical Tests Videos & Tools Español

Home → Drugs, Herbs and Supplements → Hydroxyzine

Hydroxyzine

pronounced as (hye-dra-zine)

- Why is this medication prescribed?
- How should this medicine be used?
- Other uses for this medicine
- What special precautions should I follow?
- What special dietary instructions should I follow?
- What should I do if I forget a dose?
- What side effects can this medication cause?
- What should I know about storage and disposal of this medication?
- In case of emergency/overdose
- What other information should I know?
- Brand names

Why is this medication prescribed?

Hydroxyzine is used in adults and children to relieve itching caused by allergic skin reactions. It is also used alone or with other medications in adults and children to relieve anxiety and tension. Hydroxyzine is also used along with other medications in adults and children as a sedative before and after general anesthesia for surgery. Hydroxyzine is in a class of medications called antihistamines. It works by blocking the action of histamine a substance in the body that causes allergic symptoms. It also works by decreasing activity in the brain.

3. Format Your Content So It's Easy To Consume

4. Antioxidants may lower the risk of some cancers

Cancer is caused by uncontrolled growth of cells. It's one of the world's leading causes of death.

Research has shown that oxidative damage can lead to chronic inflammation, which can lead to chronic diseases, including cancers. Antioxidants can help protect against oxidative damage (20^o).

Green tea is an excellent source of powerful antioxidants.

Research has linked green tea compounds with a reduced risk of cancer, including the following studies:

- **Breast cancer.** A comprehensive review of observational studies found that women who drank the most green tea had an approximately 20–30% lower risk of developing breast cancer, one of the most common cancers in women (21^o).
- **Prostate cancer.** One study observed that men drinking green tea had a lower risk of advanced prostate cancer (22).
- **Colorectal cancer.** An analysis of 29 studies showed that those drinking green tea were around 42% less likely to develop colorectal cancer (23^o).

Many observational studies indicate that green tea drinkers are less likely to develop several types of cancer, but more high quality research is needed to confirm these effects (24, 25^o).

To get the most health benefits, avoid adding milk to your tea. Some studies suggest it can reduce the antioxidant value in some teas (26^o).

SUMMARY

Green tea has powerful antioxidants that may protect against cancer. Multiple studies show that green tea drinkers have a lower risk of various types of cancer.

- Big Header
- Line Breaks
- Bullets
- Bolding
- Summary Section

....bug your web developer :)

4. Write Clearly

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

1. Contains healthy bioactive compounds

Green tea is more than just a hydrating beverage.

The green tea plant contains a range of healthy compounds that make it into the final drink ([1Trusted Source](#)).

Tea is rich in polyphenols, which are natural compounds that have health benefits, such as reducing inflammation and helping to fight cancer.

Green tea contains a catechin called epigallocatechin-3-gallate (EGCG). Catechins are natural antioxidants that help prevent cell damage and provide other benefits.

These substances can reduce the formation of free radicals in the body, protecting cells and molecules from damage. These free radicals play a role in aging and many types of diseases.

EGCG is one of the most powerful compounds in green tea. Research has tested its ability to help treat various diseases. It appears to be one of the main compounds that gives green tea its medicinal properties ([2Trusted Source](#)).

Write Edit

Hemingway
Editor

Readability

Grade 10

OK. Aim for 9.

Words: 1255

Show More ▾

7 adverbs, meeting the goal of 22 or fewer.

5 uses of passive voice, meeting the goal of 18 or fewer.

6 phrases have simpler alternatives.

16 of 92 sentences are hard to read.

19 of 92 sentences are very hard to read.

- Use HemingwayApp (free)
- Reduce “very hard to read”
- *Clear* is not “dumbed down”

5. ADVANCED! Be “Topically Complete”

benefits of antioxidants



Volume: 14,800/mo | CPC: \$0.98 | Competition: 0.03 |  ★

Ranks #14

:-)

my.clevelandclinic.org › health › articles › 16739-antio... : **Traf/mo** (us): 140/8.44M - **Kw** (us): 50/439.04K

Antioxidants & Heart Health: Nutrition, Foods & Benefits

Apr 22, 2019 — **Antioxidants** work to deactivate free radicals by binding to oxidants. Thus, preventing the damage of the free radicals from occurring. Research ...

5. ADVANCED! Be “Topically Complete”

Keyword [?]

benefits of antioxidants

Your URL Your Content None [?]

https://www.verywellfit.com/what-are-the-benefits-of-antioxidants-25t

Country

United States ▼

Language

English

Multi word Analysis [?]

All ▼

Analyze

Three Word

Two Word

One Word

Actionable insights

Missed Opportunity [?]

oxidative stress

heart disease

damage caused

high doses

prostate cancer

green leafy

leafy vegetables

lung cancer

vision loss

sweet potatoes

plantbased foods

good sources

medically reviewed

unstable molecules

body produces

antioxidant intake

diseases including

high levels

whole foods

green tea

may play

6. Add Internal Links

as you age.

Alzheimer's disease is a common neurodegenerative disease and dementia in older adults (27).

Parkinson's disease is another common neurodegenerative disease that affects dopamine-producing neurons in the brain.

Several studies show that the catechin compounds in green tea can have a protective effect on neurons in test tubes and animal models, possibly lowering the risk of Parkinson's disease.

<https://www.healthline.com/health/parkinsons>

7. Consider “Calls To Action”

For more information on a heart-healthy diet plan, please contact:

- The Preventive Cardiology and Rehabilitation Program at 216.444.9353 (or toll-free at 800.223.2273, extension 49353) and we can schedule a nutrition consultation.
- Remote Cardiac Nutrition Counseling Services.

Get useful, helpful and relevant health + wellness information

SIGN UP!

health
essentials
ENEWS

Polling Question #2

- Based on this overview, are there areas where integration of SEO could be of use?
 - Yes
 - No
 - Not sure



>> NOW SPEAKING: **Louise Ostergaard, PhD**

Global Publications Director, Novo Nordisk Health Care AG



HCP online search behavior

Polling Question #3

- What do you think is the most popular way that HCPs find scientific content online?
 - Industry websites
 - Journal websites
 - Search engines (e.g., Google)
 - Publication portals (e.g., PubMed)



>> NOW SPEAKING: **Louise Ostergaard, PhD**

Global Publications Director, Novo Nordisk Health Care AG

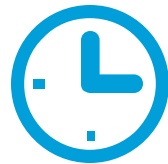
Increasing Scientific Share of Voice via digital channels



Increased Treatment options



Exponential growth of scientific literature



Time pressure



Digital on demand offerings

- Scientific!
- Engaging content
- Relevant formats
- Availability
- Easy to find
- Non-promotional

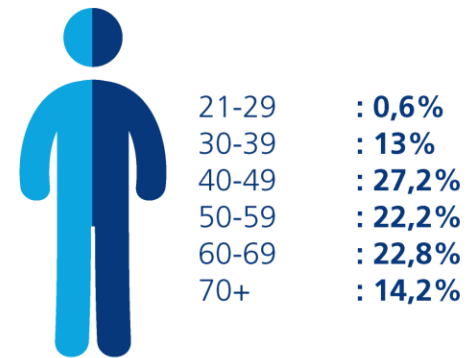
Survey: A look into haematologists' preferences

Total Respondents: 162

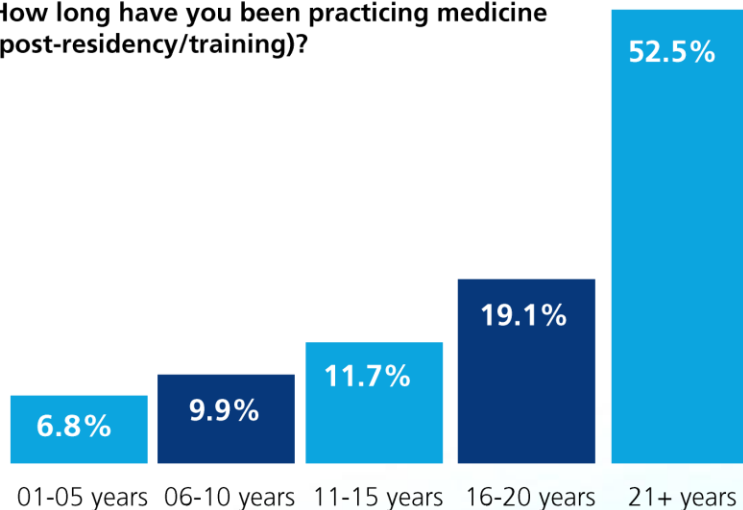
In which continent are you located?



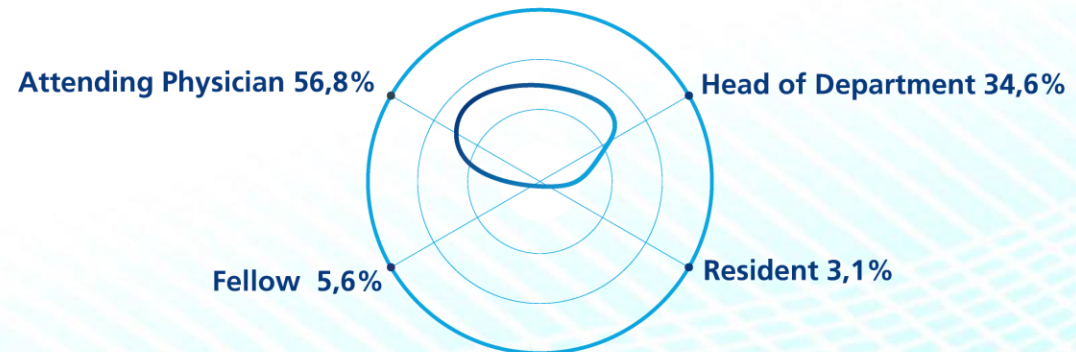
Please select your age range?



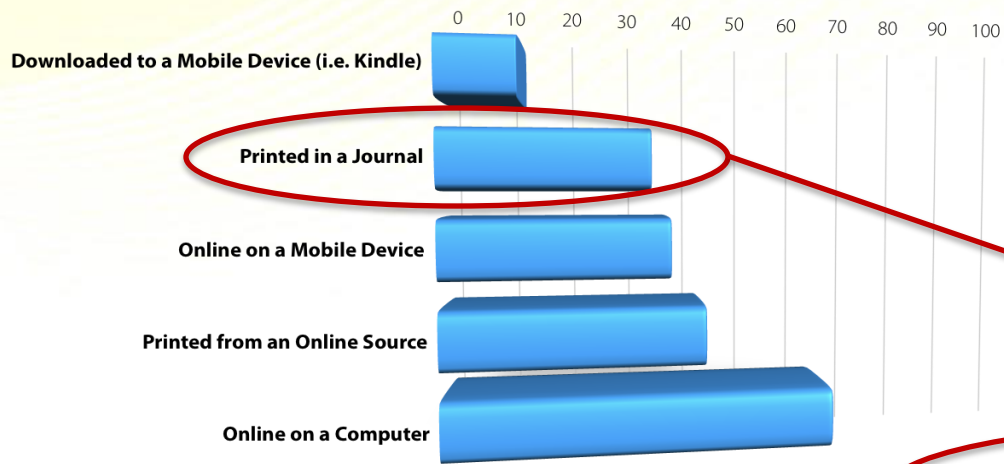
How long have you been practicing medicine (post-residency/training)?



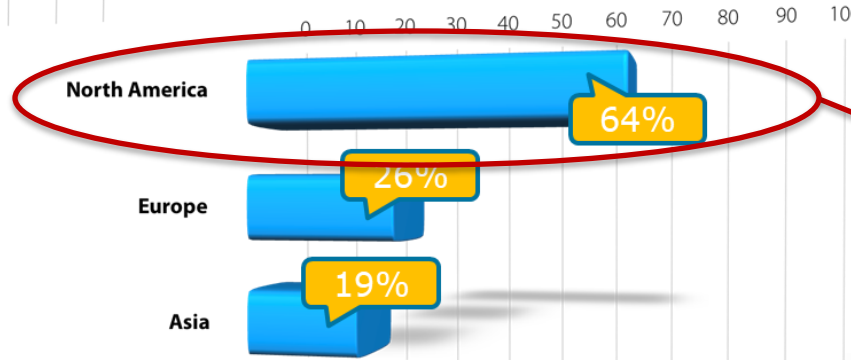
What is your level of seniority?



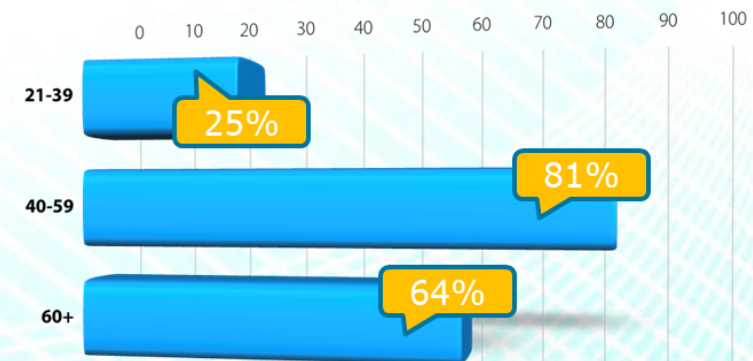
How are the HCPs reading publications?



Respondents' frequency of reading scientific publications 'printed in a journal' by continent

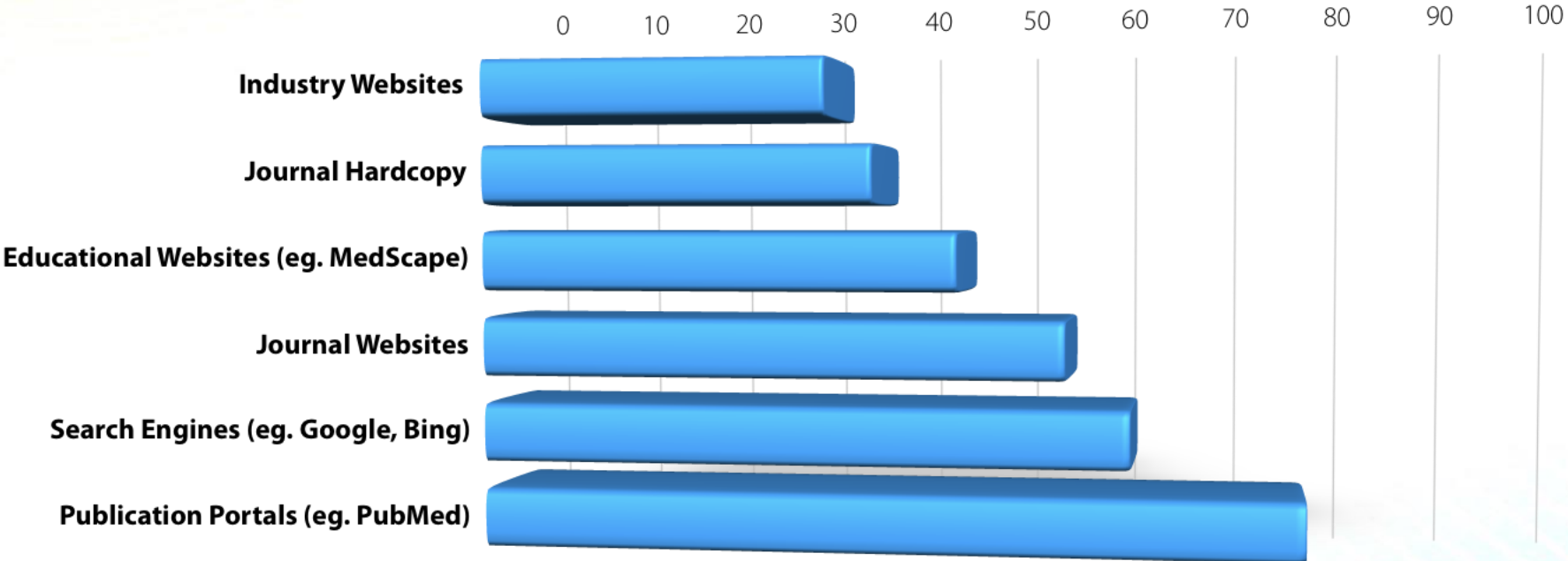


Respondents from North America that refer to sources that are 'printed in a journal' by age



Where do they find scientific content online?

Publication portals and search engines frequently used by respondents to find new scientific publications



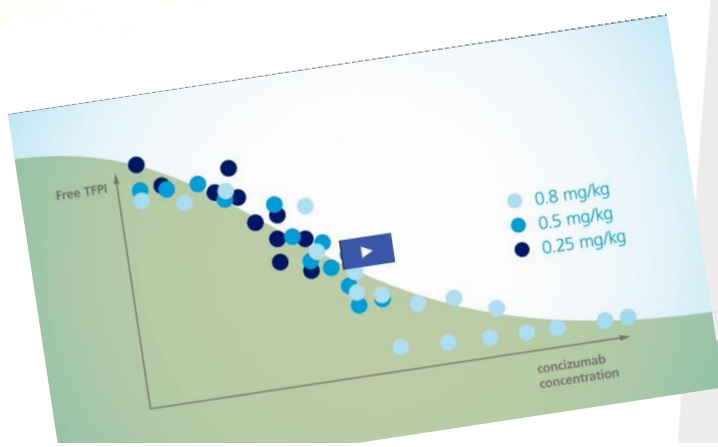
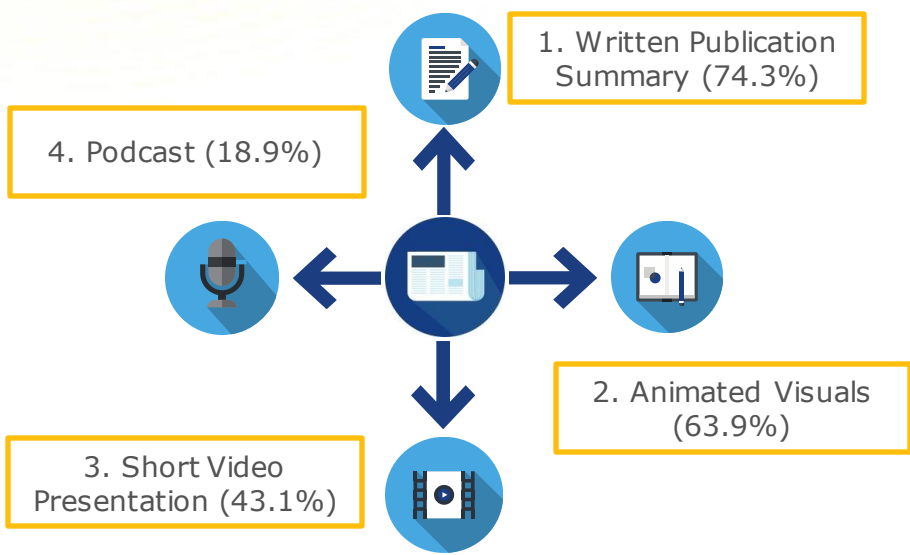
70%

More inclined to consult online educational platforms

Regional search behaviors



Which formats are relevant?



NordiNet[®] IOS and ANSWER Program overview

Non-interventional, multicentre studies evaluating long-term effectiveness and safety of Norditropin[®] (somatotropin)* as prescribed by treating physicians in a real-life clinical setting¹

NordiNet [®] IOS (NCT00960128)	ANSWER Program (NCT01009905)
<ul style="list-style-type: none"> In 23 countries (469 clinics) Paediatric and adult patients 2524 adults² 	<ul style="list-style-type: none"> In the USA (207 clinics) Paediatric and adult patients 966 adults²
Pooled effectiveness analysis set (n=1275)	

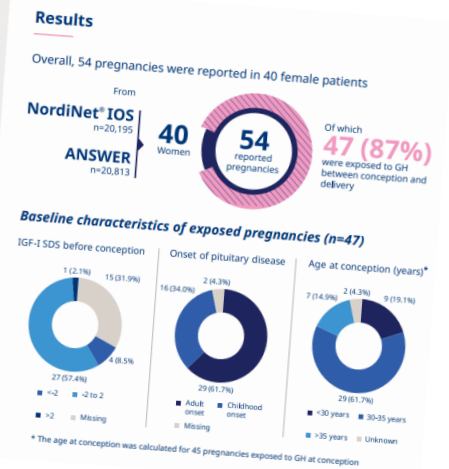
*Novus Nordisk A/S, Denmark
¹Effectiveness analysis set included patients who were GH naïve at baseline and who received their first GH dose at age >20 years, for whom valid body mass index, age and dosing information was available at baseline
²ADHD, adult growth hormone deficiency; IOS, International Outcome Study

Materials and methods

Study design
 Pregnancy data were pooled from two multicentre, longitudinal, non-interventional, observational cohort registries (NordiNet[®] IOS and ANSWER)¹

Data were collected during routine clinic visits by participating physicians using a web-based system

Patient population
 The study population included female patients who were exposed to GHRT before and during pregnancy in routine clinical practice



Blood Advances Talks
 Jan 12, 2021

Concizumab: a novel anti-TFPI therapeutic for hemophilia

Play • 16 min

Polling Question #4

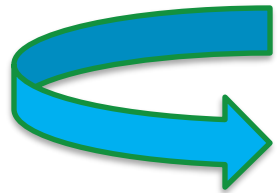
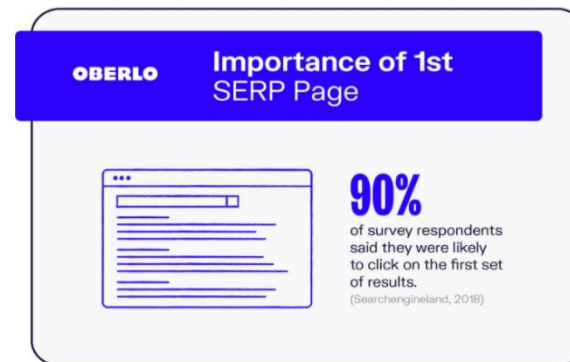
- Which of these additional formats has your company supported for scientific publications? (Click all that apply)
 - Written publication/plain language summaries
 - Podcasts
 - Video presentations
 - Animated visuals

Learnings: next steps

- Information overload
- One “size” does *not* fit all
- Must consider SEO

approximately 2 trillion

Google doesn't share its **search** volume data. However, it's estimated **Google** processes approximately 63,000 **search** queries every second, translating to 5.6 billion **searches per day** and approximately 2 trillion global **searches per year**. 9 Jun 2021



Continue working on digital formats



Virtual platform for Scientific Exchange



Incorporate measures to increase SEO

Novo Nordisk Rare Diseases Science Hub



- **Scientific exchange hub** on rare bleeding and rare endocrine disorders
- Launched in **July 2020** and continuously updated list of resources from 2018 onwards
- Easy to search **database** (full text and by filtering)
- Features **non-traditional types of content** like audio posters, infographics and webinars

Scientific content on the Hub

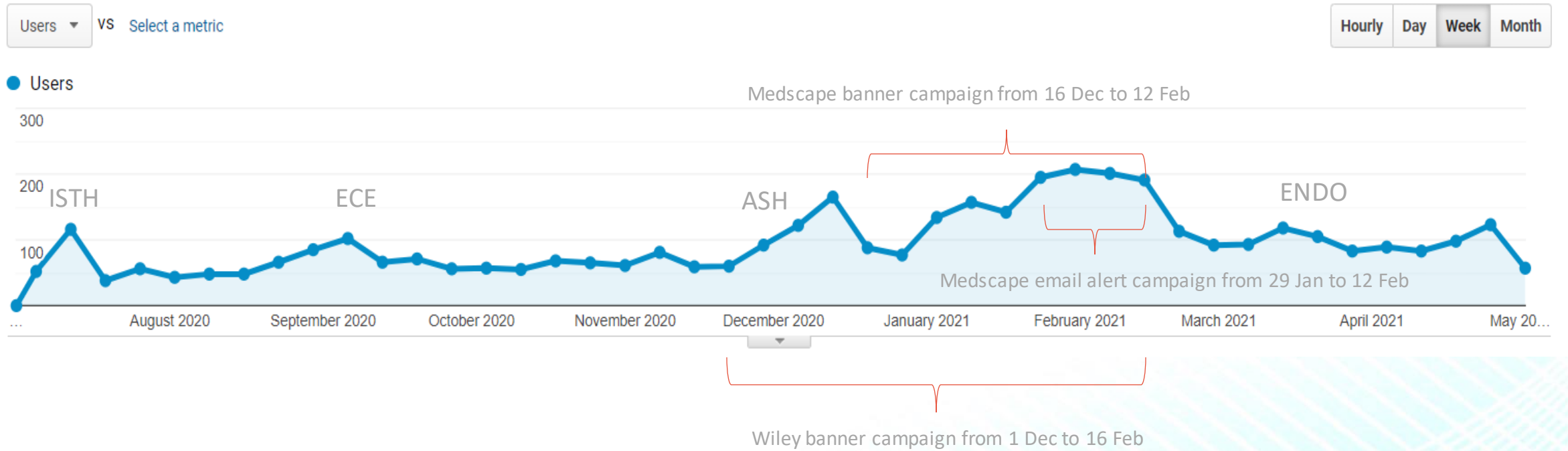
The screenshot shows the homepage of the Rare Diseases Science Hub. The background features a large, textured sphere. The text "Rare Diseases Science Hub" is prominently displayed in the center. Below the title, there is a search bar with the placeholder text "Search by keyword or title" and a "Search" button. To the right of the search bar, there are dropdown menus for "Disease area" and "Publication year". A vertical navigation menu on the right side lists categories: "Rare Bleeding Disorders", "Rare Endocrine Disorders", "Congresses", and "Educational resources".

The screenshot shows the "Congresses" page. The background is a blurred image of people walking in a modern building. The word "Congresses" is written in a large, white font. Below it, there is a search bar with the placeholder text "Search for a specific congress by keyword or title". To the right of the search bar, there are dropdown menus for "Time" and "Disease area", and a "Search" button. A vertical navigation menu on the right side lists categories: "Rare Bleeding Disorders", "Rare Endocrine Disorders", "Congresses", and "Educational resources".

The screenshot shows the "Educational Resources" page. The background features a stylized, branching tree structure. The text "Educational Resources" is written in a white font. Below the title, there is a search bar with the placeholder text "Search by keyword or title" and a "Search" button. To the right of the search bar, there are dropdown menus for "Disease Area" and "Content type". A "Reset all filters" button is located at the bottom right. A vertical navigation menu on the right side lists categories: "Rare Bleeding Disorders", "Rare Endocrine Disorders", "Congresses", and "Educational resources".

This section contains a collage of scientific content. On the left is a line graph with data points, showing a downward trend. The legend indicates three data series: 0.8 mg/kg (blue circle), 0.5 mg/kg (green square), and 0.25 mg/kg (red triangle). The y-axis is labeled "Area (mg·h)" and the x-axis is labeled "Time (h)". In the center is a card titled "out of the blue: an introduction to acquired haemophilia". The card features a blue water drop icon and text describing a rare and unexpected bleeding disorder. On the right is another card titled "Congregating observations on abnormal coagulation: growth hormone replacement therapy enrolled in the NordNet® International Outcome Study (IOS) and the American NordNet® Studies: Web-Enabled Research (ANSWER) Program". This card includes a "Description" section and a "Study Design" section. The background of the collage is a light blue grid pattern.

Awareness and Visitors



Search terms and Google ranking

Google

- “concizumab” #7
- “concizumab anti-TFPI” #5
- “somapacitan” #3
- “Mim8” #2, 3 and #9
- “guardian haemophilia novo” #8

SEO

- Links to/from Novonordisk.com
- Activity around congresses
- Banner/email campaigns
- News section with original content
- Internal awareness

Source/Medium ?	Acquisition			Behaviour
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
google / organic				
01-Oct-2020 - 30-Nov-2020	73 (15.24%)	61 (15.89%)	117 (14.46%)	28.21%
01-Apr-2021 - 27-May-2021	247 (34.26%)	223 (35.97%)	399 (36.74%)	30.08%

Educational summary:
Exploring the long-term efficacy and safety of N8-GP: a closer look at the pathfinder2 and pathfinder5 clinical trials

In Research - 21st April, 2021

Recently the long-term efficacy and safety results of the pathfinder2 and pathfinder5 clinical trials on N8-GP, an extended half-life FVIII (FVIII) molecule (Esperoct®, Novo Nordisk A/S, Bagsvaerd, Denmark), were published in the Journal of Thrombosis and Haemostasis.

read more

Thank you!
Questions?