Welcome!

Beyond Journals: Leveraging the Power of Publication Extenders for Medical Communications
Presenters

Wesley Portegies
Chief Executive Officer & Founder
MedComms Experts

Louise Ostergaard
Global Publication Director
Novo Nordisk

Avishek Pal
Global Medical Director,
Cell & Gene Therapy
Novartis
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What we’ll discuss today:

- How to integrate publication extenders into your publication planning?
- What are the elements that define effective extender development and dissemination?
- How to collect metrics that are meaningful and actionable?
Publications are the most important source of scientific information for HCPs

Adapted from: The gaps between HCP demand and pharma supply of medical information, October 2021, EPG Health
But we have a problem

Publications are appearing at a rate of at least **one** every **26 seconds**.¹

However, the average HCP spends about **2 hours per week** on self-studying.³

It would take a physician **29 hours/day** to skim all literature published in their field.²

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In a recent survey, an overwhelming 95% of physicians expressed their keen interest in staying informed about novel trials, treatments, and procedures. However, a significant majority, comprising 68% of respondents, admitted to feeling overwhelmed by the sheer volume of information they must keep up with.

And this is why Publication Extenders are crucial

Out of 18 content formats, HCPs prioritize short form content

- Downloadable content
- Short form, bite-size, fast facts
- Interactive learning
- Short videos
- Modular learning, short webinars

Adapted from: The gaps between HCP demand and pharma supply of medical information, October 2021, EPG Health
Extenders offer a more holistic approach

**Prism of Impact**

- **Impact**: Leverage tactics and channels to deliver the message
- **Engage**: Make the message discoverable
- **Reach**: and reach your audience
Extenders, amplifiers, and enhancers: what are they?

**Enhanced Publication Content**
Supplementary materials that aid understanding. This material is included in the publication or published by the journal as a supplement to the publication.

**Publication Extenders**
Educational micro-content that increases reach and engagement by utilizing the publication's key data to address audience needs. Typically hosted on industry HCP education platforms.

**Publication Amplifiers**
Tactics that primarily focus on increasing the reach of the publication, typically through 3rd party platforms (i.e. social media, HCP platforms).
## Q4D Framework for Publication Extender Strategy

<table>
<thead>
<tr>
<th>Goal</th>
<th>How</th>
<th>Strategy</th>
<th>Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DISCOVER</strong></td>
<td>Immerse yourself in your audience; needs, pain-points, and preferences.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DEFINE</strong></td>
<td>Set clear strategic communication objectives and select publications</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DISSEMINATE</strong></td>
<td>Optimize the use of tactics and channels to drive reach and engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DATA</strong></td>
<td>Track actionable extender metrics to continuously optimize the extender strategy</td>
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</tbody>
</table>

**How**
- Audience segmentation and Persona development
- Key messaging framework and publication selection matrix
- Content ecosystem
- SEO guidelines
- Editorial calendar
- Metrics definition
- Metrics analysis
DISCOVER

“Embrace their world, ignite their hearts”
Immerse yourself in your audience

<table>
<thead>
<tr>
<th>Audience</th>
<th>Personas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group of users</td>
<td>Segment within the target audience</td>
</tr>
</tbody>
</table>

- **HCPs**

- **Personas**
  - Specialist KOL
  - Specialist non-KOL
  - Non-specialist

- Personality traits and interests
- Role within the diagnostic journey
- Individual needs and pain points
- Preferred resources to stay up to date
Deeper understanding enables impactful communication

<table>
<thead>
<tr>
<th>2-3 HCPs or stakeholders who fit this person’s description</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the typical demographics of this person?</td>
</tr>
<tr>
<td>At which step of the diagnostic journey is this person playing a role?</td>
</tr>
<tr>
<td>What are the pain points and challenges related to your therapy area that can be an obstacle for this person?</td>
</tr>
<tr>
<td>When your therapy is presented for the first time, what questions does this person typically ask?</td>
</tr>
<tr>
<td>What are the most challenging objections this person has for your therapy?</td>
</tr>
<tr>
<td>What are the key sources of information that this person uses to stay up to date with your therapy area?</td>
</tr>
</tbody>
</table>

**Guidance for Success**

**What are the most challenging objections this person has for your therapy?**

Ensure this is as specific as possible to your therapy (rather than to ‘any’ treatment for this disease). It is advisable to request input from Field Medical on this.
DEFINE

“Clarity fuels impact”
Strategic approach to publication selection

**Input:**
- Personas
- Scientific communications platform (SCP)
- Publications plan
## Prioritize Key Publications for Extenders

### Publication Selection Matrix

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports key message 1</td>
<td>30</td>
</tr>
<tr>
<td>Supports key message 2</td>
<td>25</td>
</tr>
<tr>
<td>Supports key message 3</td>
<td>20</td>
</tr>
<tr>
<td>Supports key message 4 and beyond</td>
<td>15</td>
</tr>
<tr>
<td>Globally relevant</td>
<td>10</td>
</tr>
<tr>
<td>Priority publication</td>
<td>10</td>
</tr>
<tr>
<td>Persona 1</td>
<td>15</td>
</tr>
<tr>
<td>Persona 2</td>
<td>10</td>
</tr>
<tr>
<td>Persona 3</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Publication</th>
<th>Supports KM1</th>
<th>Supports KM2</th>
<th>Supports KM3</th>
<th>Supports KM4 and beyond</th>
<th>Globally relevant</th>
<th>Priority publication</th>
<th>Persona 1</th>
<th>Persona 2</th>
<th>Persona 3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication 1</td>
<td>✔️</td>
<td>✔️</td>
<td>✗️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>100</td>
</tr>
<tr>
<td>Publication 2</td>
<td>✗️</td>
<td>✗️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗️</td>
<td>✗️</td>
<td>✗️</td>
<td>✔️</td>
<td>✔️</td>
<td>55</td>
</tr>
<tr>
<td>Publication 3</td>
<td>✔️</td>
<td>✗️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗️</td>
<td>✗️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗️</td>
<td>95</td>
</tr>
<tr>
<td>Publication 4</td>
<td>✗️</td>
<td>✔️</td>
<td>✗️</td>
<td>✔️</td>
<td>✗️</td>
<td>✗️</td>
<td>✗️</td>
<td>✔️</td>
<td>✗️</td>
<td>70</td>
</tr>
<tr>
<td>Publication 5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗️</td>
<td>✗️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>50</td>
</tr>
</tbody>
</table>
DISSEMINATE

“Unlocking the potential of information”
Building a Content Ecosystem

HCP Educational Portal
- Disease State Awareness
- Knowledge Base
- Congresses
- Call to Action (e.g. Downloads, Newsletter Sign-ups, Account Registrations)

Drive
- MSL Tools
- Congress
- Newsletter
- Local Affiliates

Attract
- SEO
- Social Media
- Third Party Platforms

Engage

Impact

Reach

Metrics

Journal websites
The ultimate extender information architecture

Your ecosystem is only as strong as the connective tissue that binds it together.

To organize your content effectively, use a **hub and spoke model**.

Start with a main asset that covers a topic broadly.

Embed and link to other assets that delve deeper into related sub-topics.
Make your content be found

Keyword research, content relevance, and site structure are key SEO drivers

More than 70% of physicians are using search engines—most often Google—at least once daily for professional purposes.¹

60% of clicks are generated by the top three SERP results, while the average CTR (click-through rate) for the top spot is 36.4%.²

¹ https://www.fiercepharma.com/marketing/doctor-google-physicians-report-daily-online-searches-for-info-still-also-rely
Use 3rd Party Platforms to Increase Reach

Key Recommendations:

• Consider these platforms to be a “vehicle” to bring visitors to where your extenders are, rather than separate content channels.

• Include metrics to compare which platforms work best for you based on content type, topic, and communication goals.

• Add links to your posts and use techniques that encourage click-throughs to your extender pages.
DATA

“Guiding lights on the path to progress”
**Extender metrics provide insights on detailed topics**

<table>
<thead>
<tr>
<th>Medium</th>
<th>Level of Focus</th>
<th>Metric Set</th>
<th>Typical Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journals</td>
<td>Comprehensive (e.g. Therapy Area)</td>
<td>Journal Level Metrics</td>
<td>Impact Factor</td>
</tr>
<tr>
<td>Publications</td>
<td>Focused (e.g. Safety and Efficacy)</td>
<td>Article Level Metrics</td>
<td>Citations, downloads, altmetrics</td>
</tr>
<tr>
<td>Extenders</td>
<td>Detailed (e.g. Efficacy)</td>
<td>Content Performance Metrics</td>
<td>Visitors, time on page, video view duration, downloads, traffic sources, organic search traffic</td>
</tr>
</tbody>
</table>
Use the GAME Framework to set metrics

<table>
<thead>
<tr>
<th>Goals</th>
<th>Actions</th>
<th>Metrics</th>
<th>Evaluations</th>
</tr>
</thead>
</table>

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What are the actions you expect your audience to take?

<table>
<thead>
<tr>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>How will the audience hear about the content?</td>
<td>How can HCPs benefit from this content?</td>
</tr>
<tr>
<td>At what stage of the HCP journey is the content solving potential pain points?</td>
<td>What does the audience do when they are interested in the content and at what interval?</td>
</tr>
<tr>
<td>Where does the audience go to find this content?</td>
<td></td>
</tr>
</tbody>
</table>

**Examples**

- Share information with peers
- Ask additional questions
- Review other materials
- Visit a website/app
- Download an asset (i.e., podcast)
### Questions

**Example Tactic:** Interactive publication extender for scientific publication

<table>
<thead>
<tr>
<th>Questions</th>
<th>Example Tactic: Expand the reach of publication by 10% among XYZ audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the objective for this tactic?</td>
<td>1. Visitors</td>
</tr>
<tr>
<td>What are the metrics that will be influenced by the execution of the tactic?</td>
<td>2. Organic search traffic</td>
</tr>
<tr>
<td></td>
<td>3. Time on page</td>
</tr>
<tr>
<td></td>
<td>4. Bounce rate</td>
</tr>
<tr>
<td>If the tactic was a total success, how would each parameter behave?</td>
<td>1. Visitors $$\uparrow$$</td>
</tr>
<tr>
<td></td>
<td>2. Organic search traffic $$\uparrow$$</td>
</tr>
<tr>
<td></td>
<td>3. Time on page $$\uparrow$$</td>
</tr>
<tr>
<td></td>
<td>4. Bounce rate $$\downarrow$$</td>
</tr>
</tbody>
</table>

What are the metrics that will be influenced by the actions, and how would each metric behave?
Content Ecosystems make metrics analysis easier
Additional Resources

• **Webinars**
  - HCP Communication Preferences in the Virtual Era
  - Online Discoverability of Publications: The Role of Search Engine Optimization

• **White Papers**
  - Upcoming: Novel approaches to measuring the impact of scientific publications and publication extenders
Q&A