Welcome!

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

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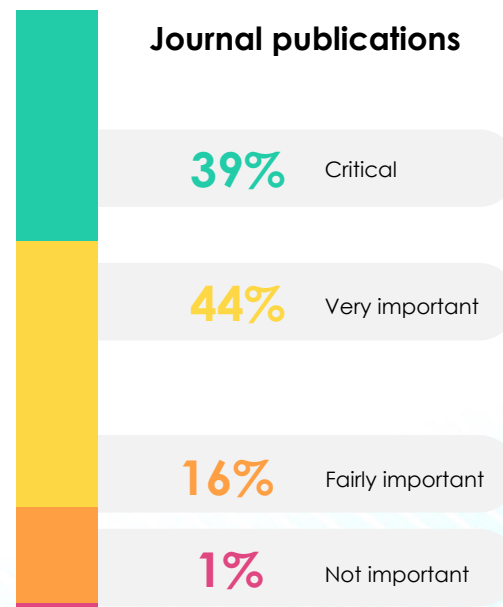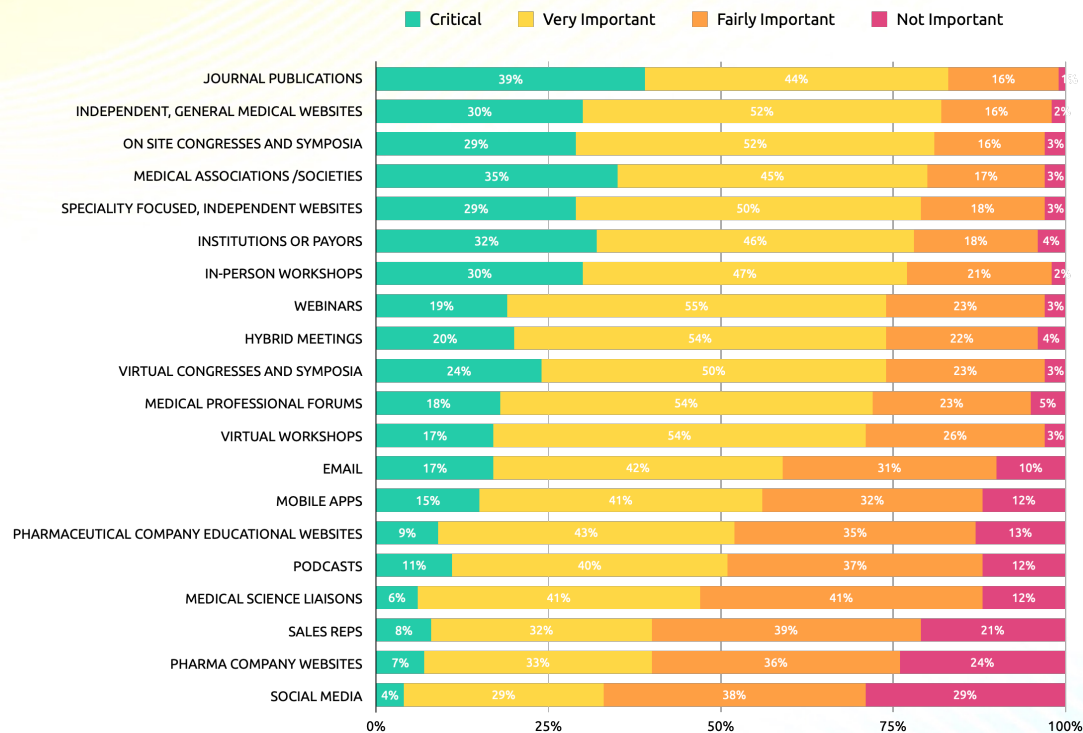
What we'll discuss today

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

Legend: Critical | Very Important | Fairly Important | Not Important

	Critical	Very Important	Fairly Important	Not Important
JOURNAL PUBLICATIONS	39%	44%	16%	1%
INDEPENDENT, GENERAL MEDICAL WEBSITES	30%	52%	16%	2%
ON SITE CONGRESSES AND SYMPOSIA	29%	52%	16%	3%
MEDICAL ASSOCIATIONS /SOCIETIES	35%	45%	17%	3%
SPECIALITY FOCUSED, INDEPENDENT WEBSITES	29%	50%	18%	3%
INSTITUTIONS OR PAYORS	32%	46%	18%	4%
IN-PERSON WORKSHOPS	30%	47%	21%	2%
WEBINARS	19%	55%	23%	3%
HYBRID MEETINGS	20%	54%	22%	4%
VIRTUAL CONGRESSES AND SYMPOSIA	24%	50%	23%	3%
MEDICAL PROFESSIONAL FORUMS	18%	54%	23%	5%
VIRTUAL WORKSHOPS	17%	54%	26%	3%
EMAIL	17%	42%	31%	10%
MOBILE APPS	15%	41%	32%	12%
PHARMACEUTICAL COMPANY EDUCATIONAL WEBSITES	9%	43%	35%	13%
PODCASTS	11%	40%	37%	12%
MEDICAL SCIENCE LIAISONS	6%	41%	41%	12%
SALES REPS	8%	32%	39%	21%
PHARMA COMPANY WEBSITES	7%	33%	36%	24%
SOCIAL MEDIA	4%	29%	38%	29%

Journal publications

39% Critical

44% Very important

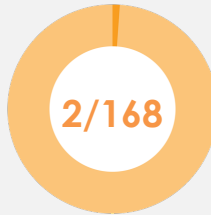**16%** Fairly important

1% Not important

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]

1/26

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

2/168

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

1. Garba, S. (2010) "Proliferations of scientific medical journals: A burden or a blessing," Oman Medical Journal [Preprint]. Available at: https://doi.org/10.5001/omj.2010.100.
2. Alper BS, Hand JA, Elliott SG, et al. How much effort is needed to keep up with the literature relevant for primary care? Journal of the Medical Library Association. 2004;92(4):429-437.
3. Portegies, W. and Nadell, J. (n.d.). Industry Sponsored Education in Neurology. [Online Survey] On File MedComms Experts, New York, NY, United States.

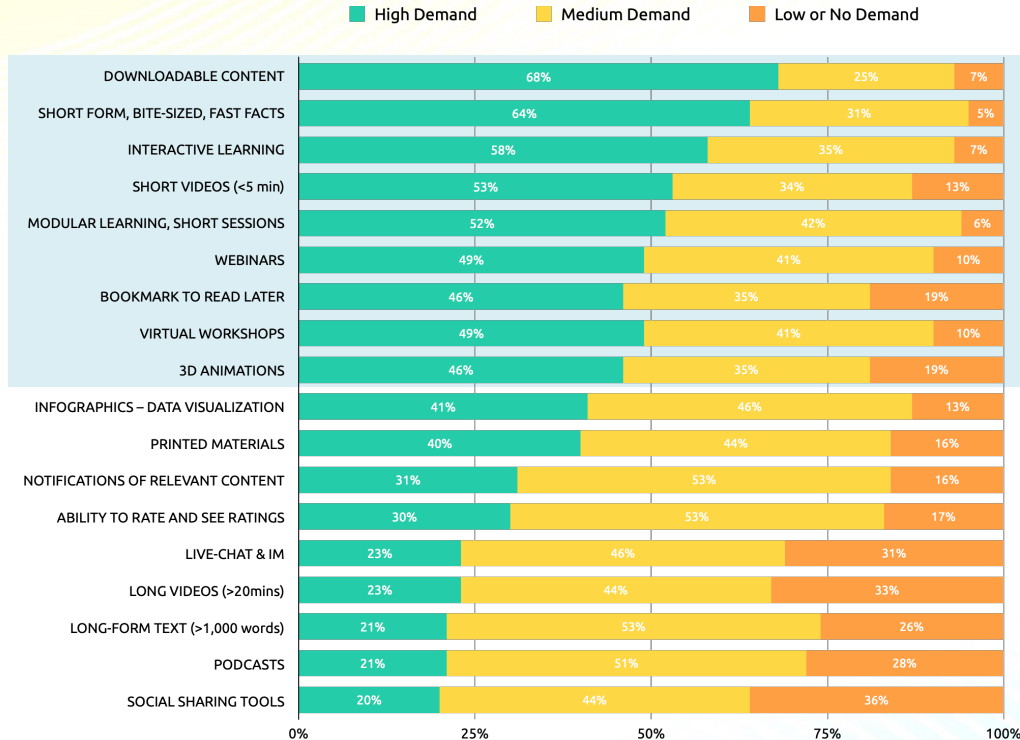# Enabling physicians to distill information

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.
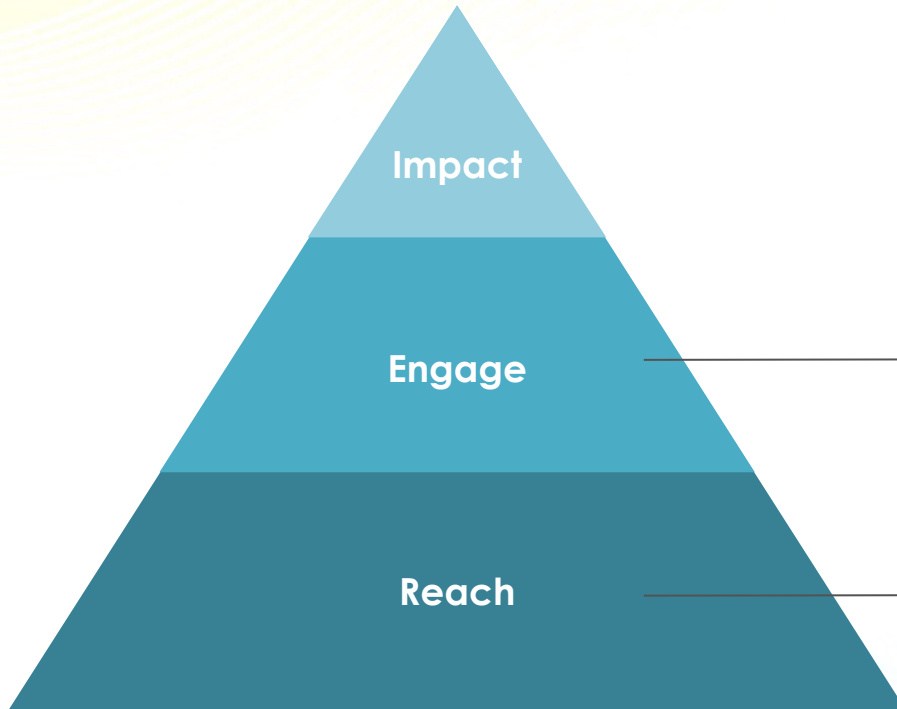
(2022) *Physician Learning Preferences.* Available at: https://press.doximity.com/reports/physician-learning-report-2022.pdf (Accessed: 21 June 2023).

And this is why Publication Extenders are crucial

Legend: ■ High Demand   ■ Medium Demand   ■ Low or No Demand

Content Format	High Demand	Medium Demand	Low or No Demand
DOWNLOADABLE CONTENT	68%	25%	7%
SHORT FORM, BITE-SIZED, FAST FACTS	64%	31%	5%
INTERACTIVE LEARNING	58%	35%	7%
SHORT VIDEOS (<5 min)	53%	34%	13%
MODULAR LEARNING, SHORT SESSIONS	52%	42%	6%
WEBINARS	49%	41%	10%
BOOKMARK TO READ LATER	46%	35%	19%
VIRTUAL WORKSHOPS	49%	41%	10%
3D ANIMATIONS	46%	35%	19%
INFOGRAPHICS – DATA VISUALIZATION	41%	46%	13%
PRINTED MATERIALS	40%	44%	16%
NOTIFICATIONS OF RELEVANT CONTENT	31%	53%	16%
ABILITY TO RATE AND SEE RATINGS	30%	53%	17%
LIVE-CHAT & IM	23%	46%	31%
LONG VIDEOS (>20mins)	23%	44%	33%
LONG-FORM TEXT (>1,000 words)	21%	53%	26%
PODCASTS	21%	51%	28%
SOCIAL SHARING TOOLS	20%	44%	36%

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

Engage — Leverage tactics and channels to deliver the message

Reach — Make the message discoverable 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.
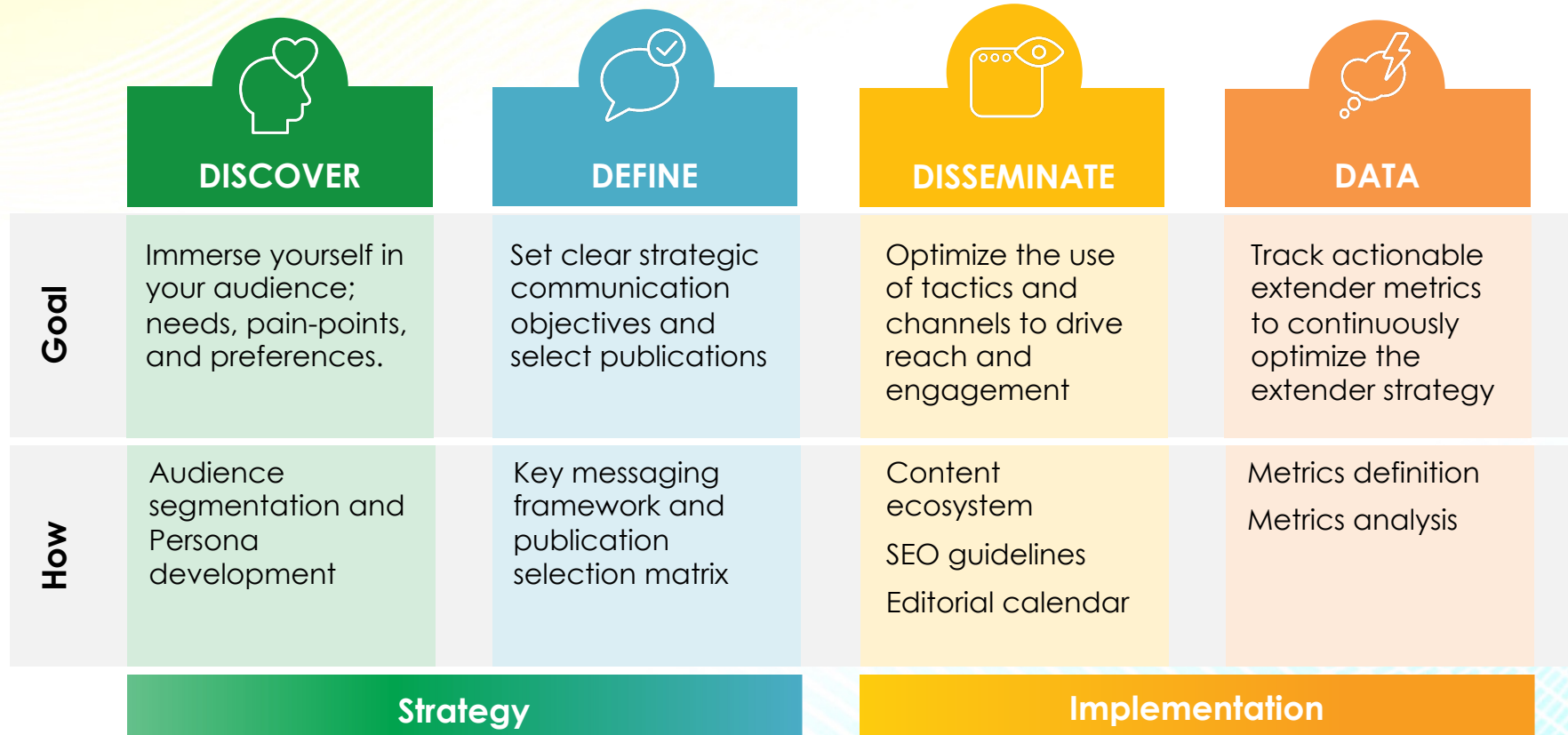
Publication Extenders

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

	DISCOVER	DEFINE	DISSEMINATE	DATA
Goal	Immerse yourself in your audience; needs, pain-points, and preferences.	Set clear strategic communication objectives and select publications	Optimize the use of tactics and channels to drive reach and engagement	Track actionable extender metrics to continuously optimize the extender strategy
How	Audience segmentation and Persona development	Key messaging framework and publication selection matrix	Content ecosystem SEO guidelines Editorial calendar	Metrics definition Metrics analysis
	Strategy		**Implementation**	

Immerse yourself in your audience

Audience
Group of users

HCPs

Personas
Segment within the target audience

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

	Persona 1	Persona 2	Persona 3
2-3 HCPs or stakeholders who fit this person's description			
What are the typical demographics of this person? →			
At which step of the diagnostic journey is this person playing a role?			
What are the pain points and challenges related to your therapy area that can be an obstacle for this person? →			
When your therapy is presented for the first time, what questions does this person typically ask?			
What are the most challenging objections this person has for your therapy? →			
What are the key sources of information that this person uses to stay up to date with your therapy area?			

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.

Strategic approach to publication selection

Input:

- Personas
- Scientific communications platform (SCP)
- Publications plan

Strategic Imperative

Rank Key Messages

Assess publications

Prioritize publications
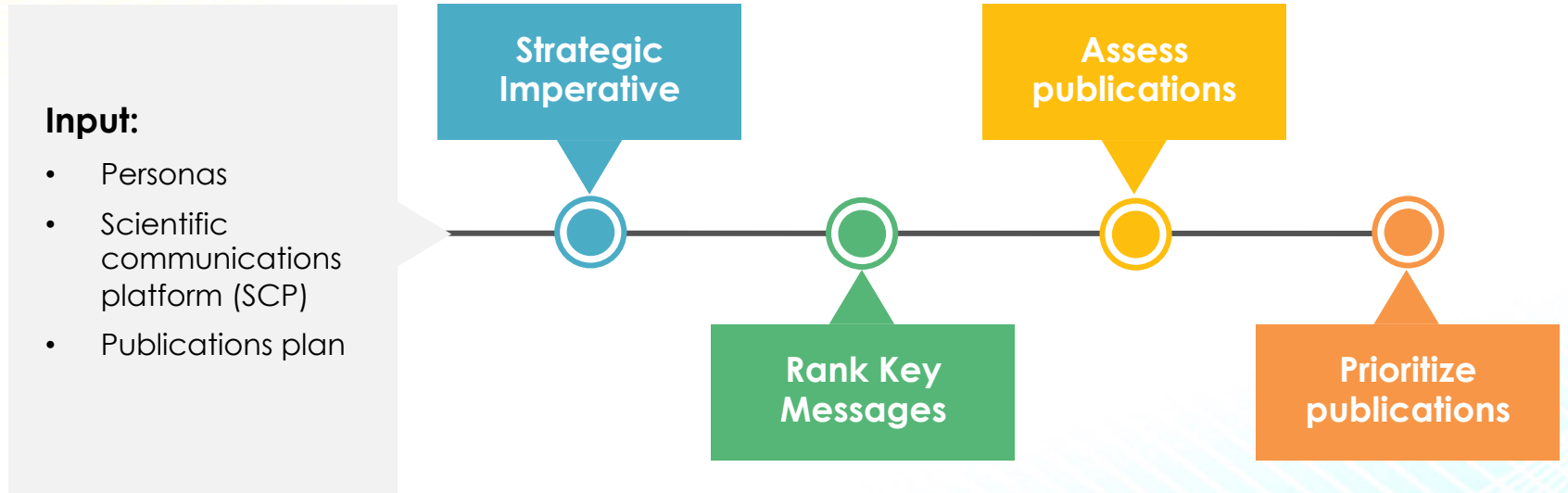
Prioritize Key Publications for Extenders

Publication Selection Matrix

Criteria	Weight
Supports key message 1	30
Supports key message 2	25
Supports key message 3	20
Supports key message 4 and beyond	15
Globally relevant	10
Priority publication	10
Persona 1	15
Persona 2	10
Persona 3	10

	Supports KM1	Supports KM2	Supports KM3	Supports KM4 and beyond	Globally relevant	Priority publication	Persona 1	Persona 2	Persona 3	Total
Publication 1	✓	✓	✗	✗	✓	✓	✓	✓	✓	100
Publication 2	✗	✗	✓	✓	✗	✗	✗	✓	✓	55
Publication 3	✓	✗	✓	✓	✓	✓	✗	✓	✗	95
Publication 4	✗	✓	✗	✗	✓	✗	✗	✗	✓	70
Publication 5	✓	✗	✗	✗	✓	✗	✗	✗	✓	50
Publication 6										40
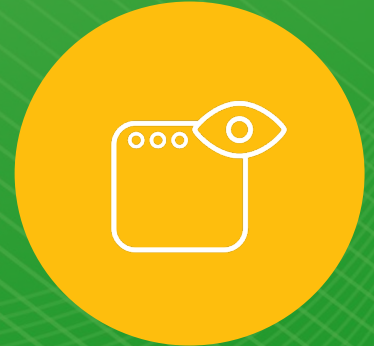
Building a Content Ecosystem

Impact

HCP Educational Portal

| Disease State Awareness | Knowledge Base | Congresses |

Call to Action (e.g. Downloads, Newsletter Sign-ups, Account Registrations)

Journal websites

Metrics

Engage

Drive

| MSL Tools | Congress |
| Newsletter | Local Affiliates |

Attract

| SEO | Social Media |
| Third Party Platforms | |

Reach
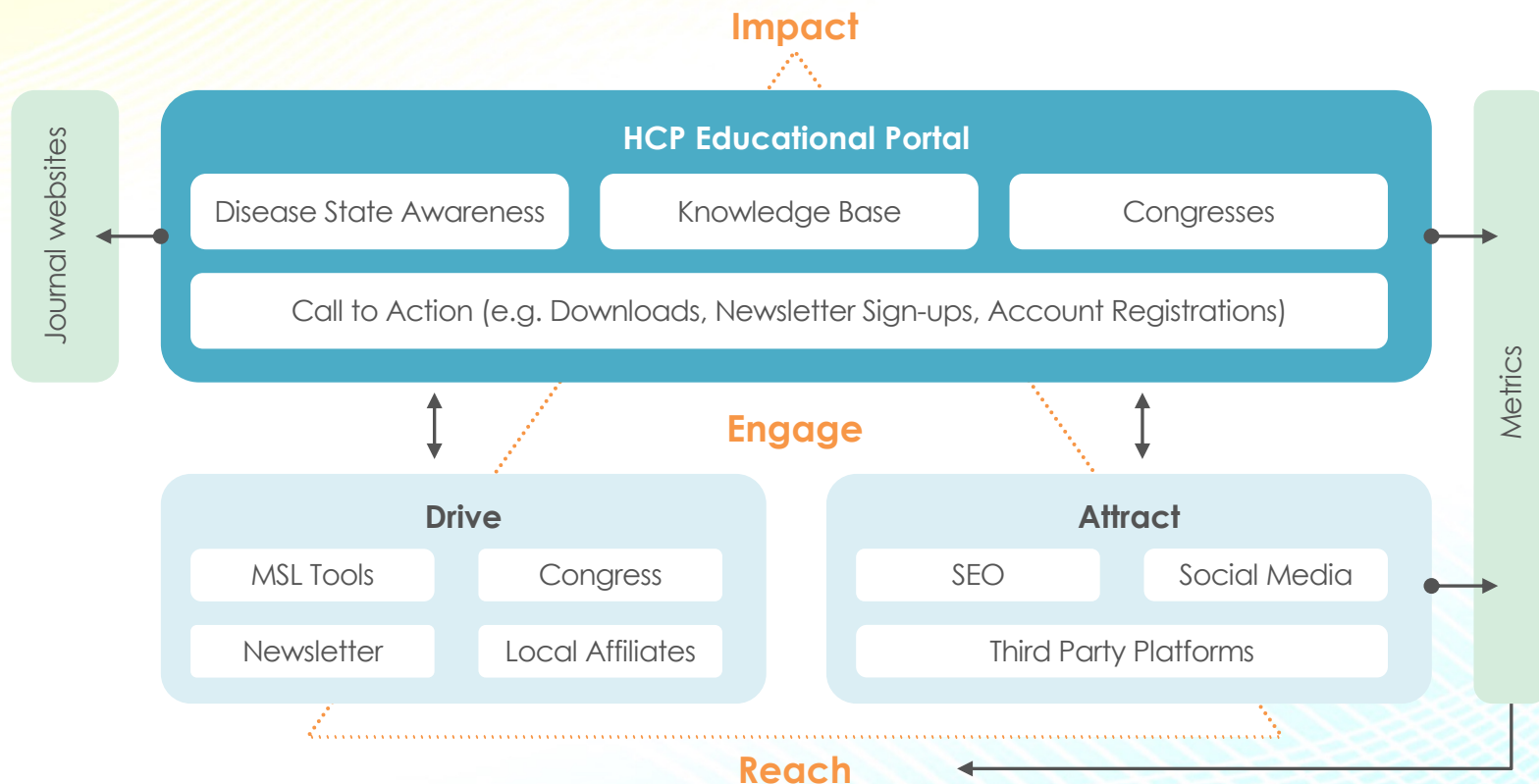
The ultimate extender information architecture

Extender Page

- Related Article
- Animated Publication Summary
- Podcast
- Download (e.g. infographic)
- Publication
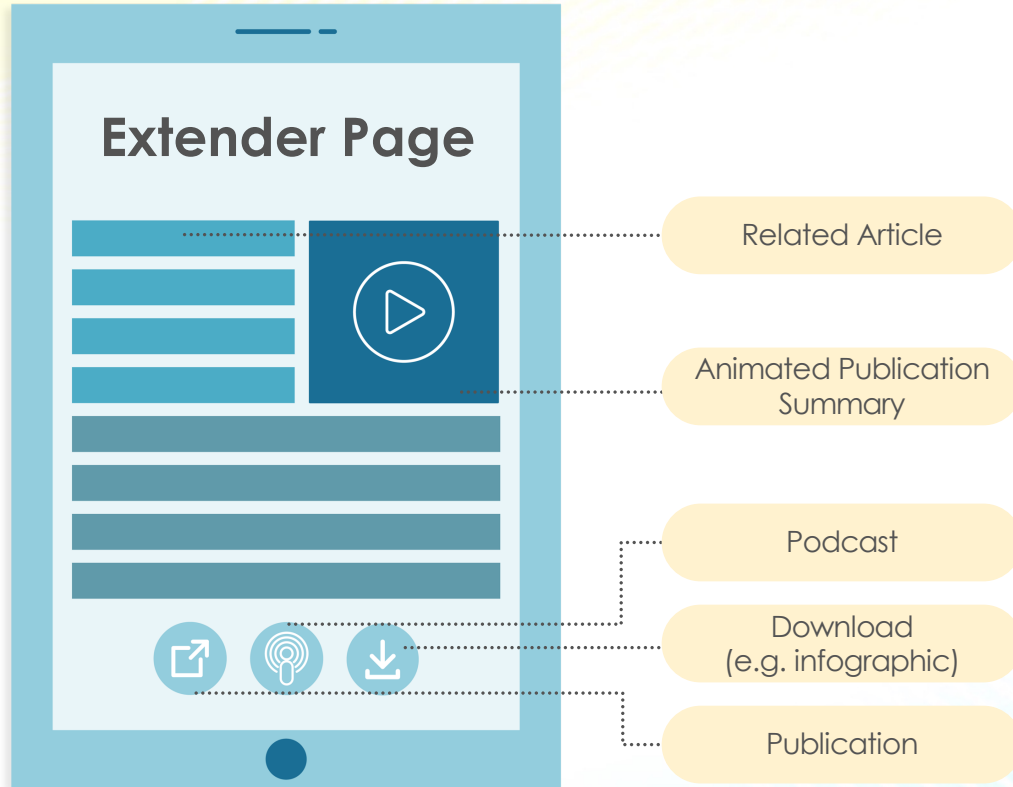
Your ecosystem is only as strong as the connective tissue that binds it together.

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
2. https://www.marketingprofs.com/charts/2011/4856/serps-the-benefits-of-being-no-1

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

Medium	Level of Focus	Metric Set	Typical Metrics
Journals	Comprehensive (e.g. Therapy Area)	Journal Level Metrics	Impact Factor
Publications	Focused (e.g. Safety and Efficacy)	Article Level Metrics	Citations, downloads, altmetrics
Extenders	Detailed (e.g. Efficacy)	Content Performance Metrics	Visitors, time on page, video view duration, downloads, traffic sources, organic search traffic

Direction of Influence

Use the GAME Framework to set metrics

Goals

Actions

Metrics

Evaluations

What are the actions you expect your audience to take?

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

Examples

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

Turning Qualitative Action into Quantitative Values

What are the metrics that will be influenced by the actions, and how would each metric behave?

Questions	Example Tactic: Interactive publication extender for scientific publication
What is the objective for this tactic?	Expand the reach of publication by 10% among XYZ audience
What are the metrics that will be influenced by the execution of the tactic?	1. Visitors 2. Organic search traffic 3. Time on page 4. Bounce rate
If the tactic was a total success, how would each parameter behave?	1. Visitors ⬆ 2. Organic search traffic ⬆ 3. Time on page ⬆ 4. Bounce rate ⬇

Content Ecosystems make metrics analysis easier
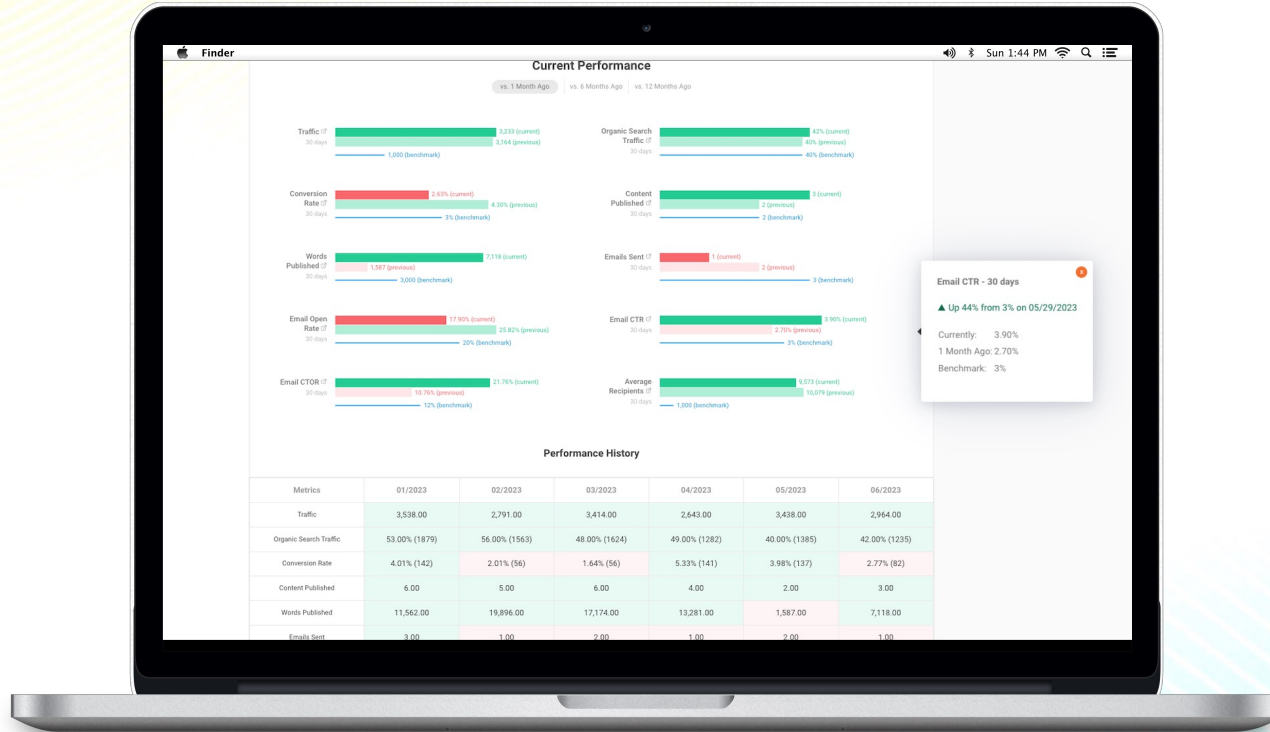
Additional Resources

- **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

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