



## The Future of Research Visibility: Beyond Traditional Metrics

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Presented by the MAPS in collaboration with:





## The Future of Research Visibility: Beyond Traditional Metrics



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Scientific Communications  
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**Panelist: Shehla Sheikh**

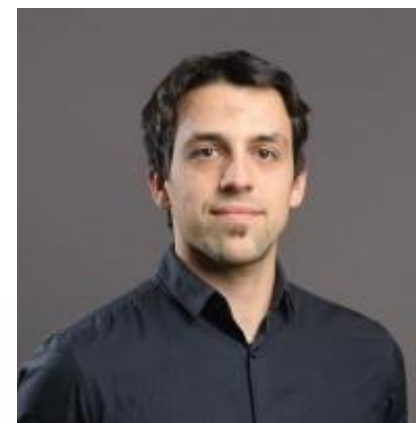
Head of Medical  
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Kyowa Kirin



**Panelist: Myriam Cherif**

Founder, formerly Medical  
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**Panelist: Carlos Areia**

Senior Data Scientist  
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**Moderator: Natalie Jonk**

Marketing Segment Lead  
Digital Science



## Conflicts of Interest and Disclosures

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The following faculty and planning members do disclose financial relationships:

Kim Della Penna

Myriam Cherif



# Agenda

Section 1: Publications in the Evolving Communications Ecosystem (15 mins)

Section 2: Maximizing the Reach of Publication Extenders (15 mins)

Section 3: Practical Metrics & Tools: From Reach to Engagement (10 mins)

Section 4: Relevance for Medical Affairs Strategy and Future Outlook (10 mins)

Q&A: (10 mins)