

How does the inclusion of supplemental materials impact delegate engagement metrics? Lessons from a QR-coded poster database

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Scan here for the **poster and its supplemental content**



Scan here for the **plain language summary**



Background

- Conference presentations are frequently the first opportunity for companies to present data on new assets and to gauge the reaction of the medical and scientific community.
- Quantitative assessment of the impact of these presentations can be challenging and time consuming.
- The inclusion of quick response (QR) codes on posters serves multiple purposes:
 - Enhanced dissemination of data because delegates can download posters, supplemental content, and plain language summaries (PLS) to be viewed after the meeting.
 - Poster sponsors can gather delegate engagement data.¹
 - More succinct and visually appealing posters can be created by moving ancillary data to supplemental content.
 - The reduced need for printed materials provides a sustainability benefit.

Objective

- To examine real-world data obtained from poster QR code scans and report the impact of supplemental materials, including PLS, on engagement metrics.

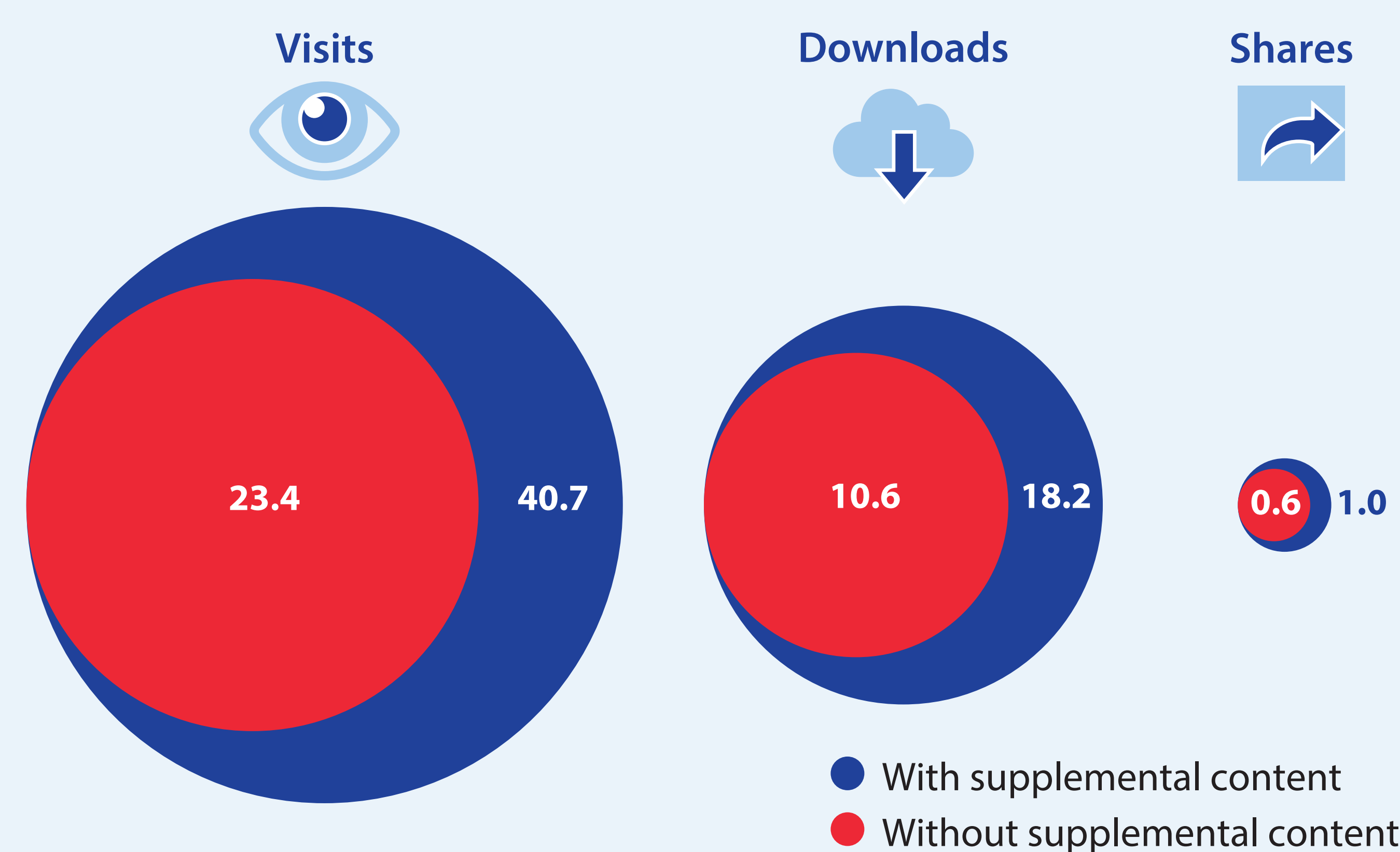
Methods

- Several companies (n = 7) and affiliated agencies generated QR-coded posters that linked to a proprietary digital poster content-management platform with a delegate-facing interface (QRdb, Oxford PharmaGenesis, Oxford, UK).
- Digital content (supplemental data, PLS, audio walk-throughs, etc) was uploaded to the platform and was accessible via poster QR codes.
- Primary and encore posters were presented between 2020 and 2023 at scientific conferences covering diverse therapy areas.
- We analysed anonymized, pooled data on all QR-coded posters that were uploaded to the platform.
- Delegate engagement metrics evaluated included:
 - poster visits (poster QR code scans that take delegates to the content-management landing page)
 - poster downloads (poster QR code scans followed by poster PDF downloads)
 - email shares (poster QR code scans followed by sharing of the poster via email from the landing page).

Results

- Posters in the data set were presented at 470 conferences, representing a range of therapy areas (**Supplemental Table S1**).
- As of January 2, 2024, 2092 posters hosted on the QRdb platform were:
 - visited 55 650 times (mean 26.6 visits per poster)
 - downloaded 25 137 times (mean 12.0 downloads per poster)
 - shared 1393 times (mean 0.7 shares per poster)
- Posters with supplemental content (n = 386) averaged 74% more visits, 71% more downloads and 79% more shares than those without supplemental content (n = 1706) (**Figure 1**)

Figure 1. Mean numbers of visits^a, downloads, and shares^b per poster were higher for posters with versus without supplemental content.



^aRepresents total visits, not necessarily unique visits.

^bEmail-sharing functionality was not enabled by all clients.

- Posters with a PLS accessed by a separate QR code had 2.7-times higher mean number of poster visits and downloads and 3.8-times higher mean number of poster shares than those without a separate PLS QR code (**Figure 2**).
- PLS downloads were 4.4 times higher for posters with PLS-specific QR codes versus those with 1 QR code that linked to all supplemental material.

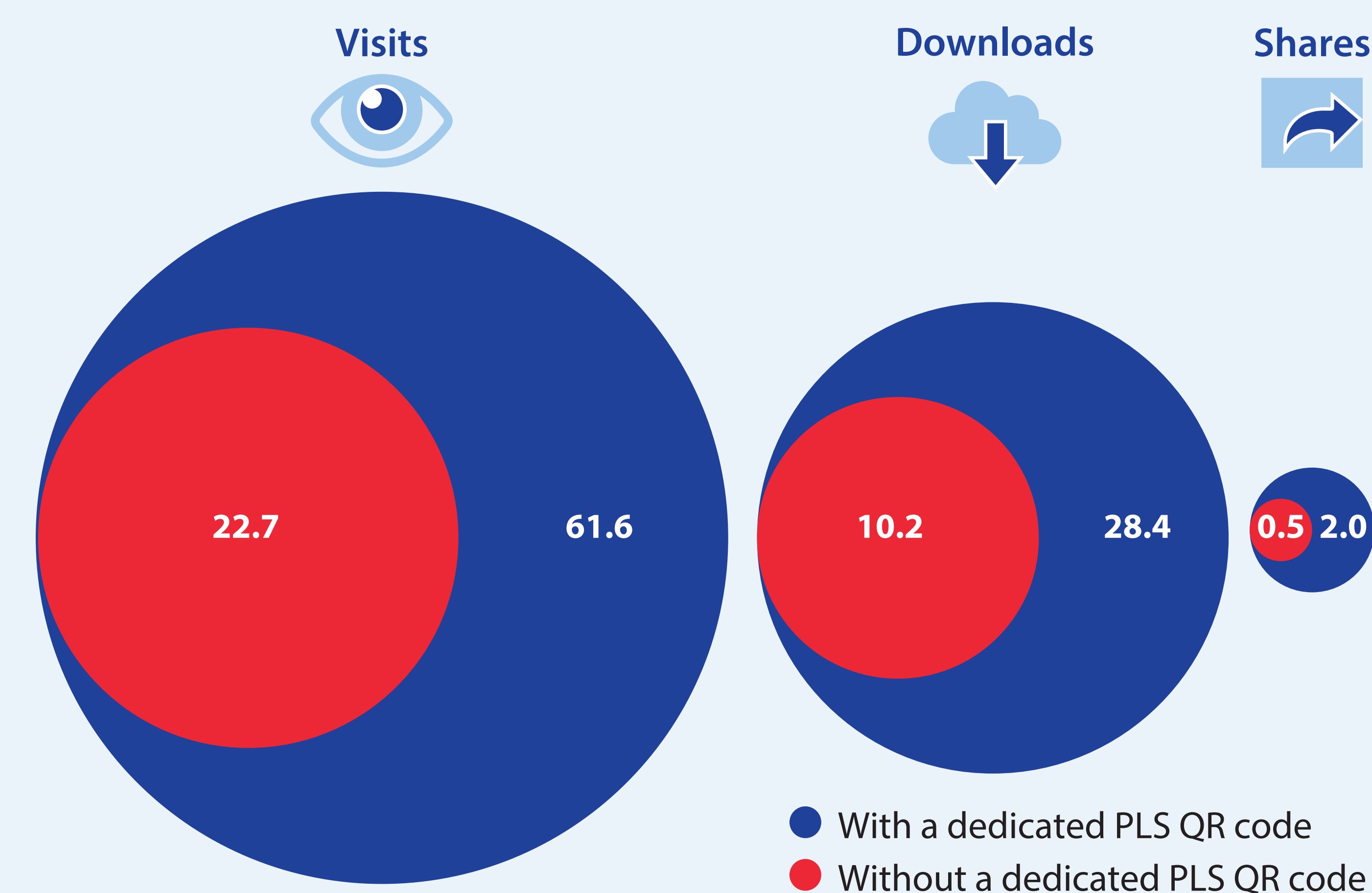
Limitations

- Conference attendance and poster-session formats were likely impacted by the COVID-19 pandemic, which may have contributed to the peak of engagement during 2022.
- Not every company enables the email-sharing function; therefore, mean share data are representative of a subset of posters on the platform.
- The placement of the QR code(s) on each poster was decided by the poster developers; variations in presentation likely affected delegate engagement with the QR codes.
- Some conferences (eg, ASCO) now require posters to be uploaded to a conference-specific proprietary platform. While solutions are available in QRdb, for a small subset of posters in this data set there was no landing page in place within QRdb to ensure the collection of appropriate metrics.

Reference

- Young F et al. *Curr Med Res Opin.* 2017;33(Suppl 1):20

Figure 2. Mean numbers of visits^a, downloads, and shares^b per poster were higher for posters with versus without a dedicated PLS QR code.



^aRepresents total visits, not necessarily unique visits.

^bEmail-sharing functionality was not enabled by all clients.

- Supplemental results, including engagement metrics over time (**Supplemental Figure S1, S2**) and conference-level metrics for 10 large conferences (**Supplemental Table S2**), can be accessed via the poster and supplemental content QR code.

Conclusions

- Adding QR-coded links to digital content provides delegates with additional opportunities to review posters and obtain supplemental content, while also allowing sponsors to track engagement with congress presentations.
- Our data suggest that inclusion of QR-code-linked supplemental material in general, and PLS-specific QR codes in particular, may increase audience engagement.

Declarations of interest

SB is a former employee of Galapagos NV. **JG** is an employee of and stockholder in Pfizer Inc. **EL** is a former employee of PTC Therapeutics, Inc. **MN** is an employee of PTC Therapeutics, Inc. **SP** is an employee of Viridian Therapeutics, Inc. **CP** is an employee of Ipsen. **TR** and **MH** are employees of Oxford PharmaGenesis Ltd, UK. **KMW** and **RCB** are employees of Oxford PharmaGenesis Inc., USA. **CCW** is an employee, Director, and shareholder of Oxford PharmaGenesis Ltd, UK; a Director of Oxford Health Policy Forum CIC; a Trustee of the Friends of the National Library of Medicine; and an Associate Fellow of Green Templeton College, University of Oxford.