

The effect of digital enhancements on publication reach in the cardiovascular space

Palma R, Rametta M, Toscani M



Rebecca Palma, PharmD

rebecca.palma.ext@bayer.com

Background

Digital enhancements^a are key in communicating published literature in an easily-digestible manner. Research shows that the general public, including patients, seek information from medical journals on latest research in medicine. Advantages of digital features of publications include:

1 BROADER AUDIENCE

increased reach is driven by the fact that digital features are more likely to be shared on social media¹



2 BETTER UNDERSTANDING

it has been proven that people learn **easier** and **quicker** through the use of audiovisual media, as opposed to walls of text¹⁻³

If we improve the **reach** and **accessibility** of our research, we can foster shared (healthcare professional/patient) decision making, which ultimately...

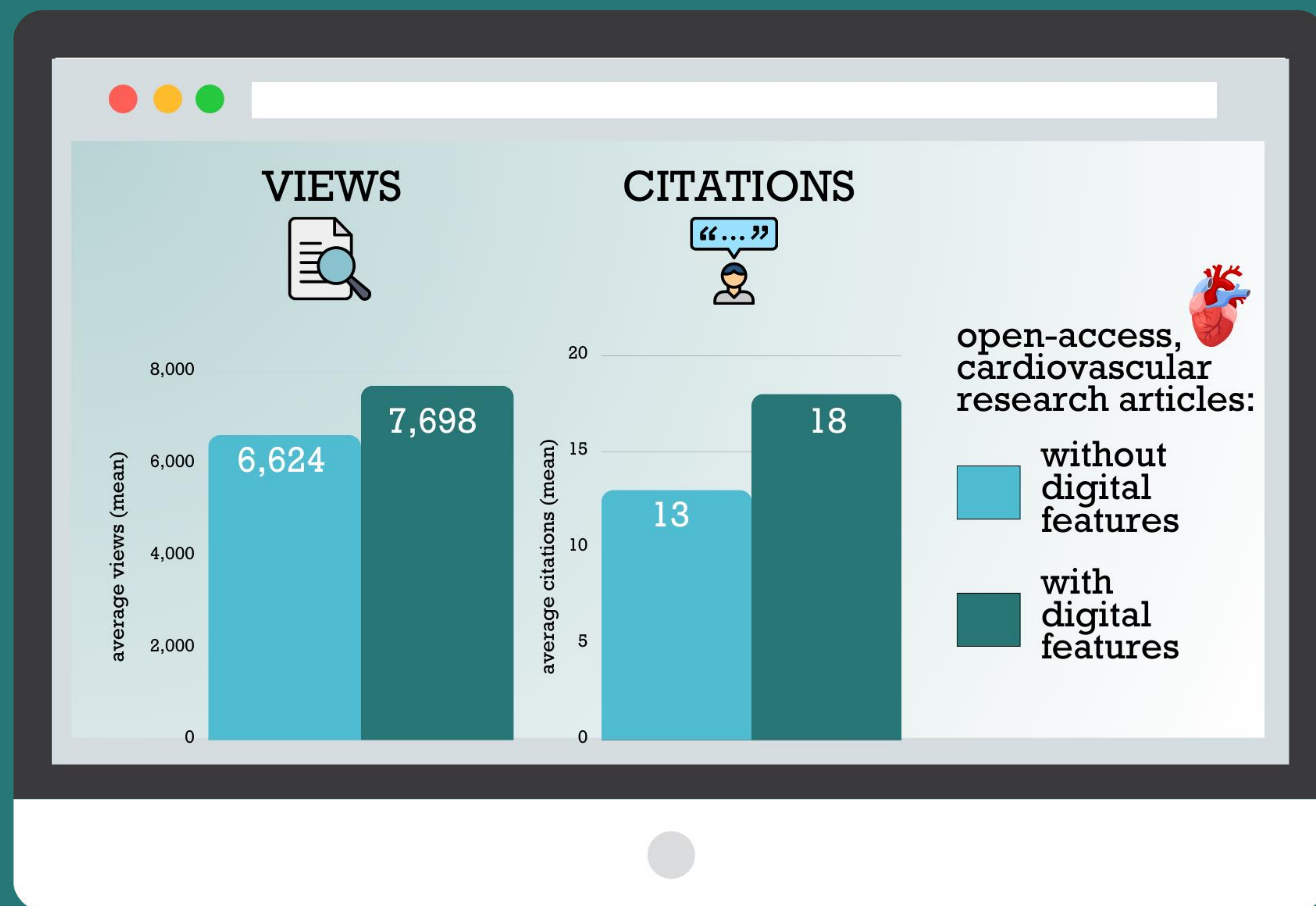
improves the quality of our patients' care!



^aJournals have varying capacities to support different types of digital enhancements. Examples include graphical, audio and video abstracts, infographics, podcasts and animated videos.

Within this subset of cardiovascular publications...

Publications with **digital features** have more **reach**, as measured by views and citations.



References

1. Flemming, P. "Digital Features in Medical Publishing: A Publisher's Perspective." The Publication Plan, 8 Sept. 2020
2. Smiciklas, M. The Power of Infographics: Using Pictures to Communicate and Connect With Your Audience. Que Pub., 2012
3. Moran, K. "How People Read Online: New and Old Findings". Nielsen Norman Group

Methods

Date range: January 2021 - December 2022

Top 10 cardiovascular journals by Scientific Journal Ranking (SJR)^b

Company-sponsored publications (open access) in the diabetic kidney disease space

N=87
 ✓ with digital enhancements (n=44)
 ✗ without digital enhancements (n=43)

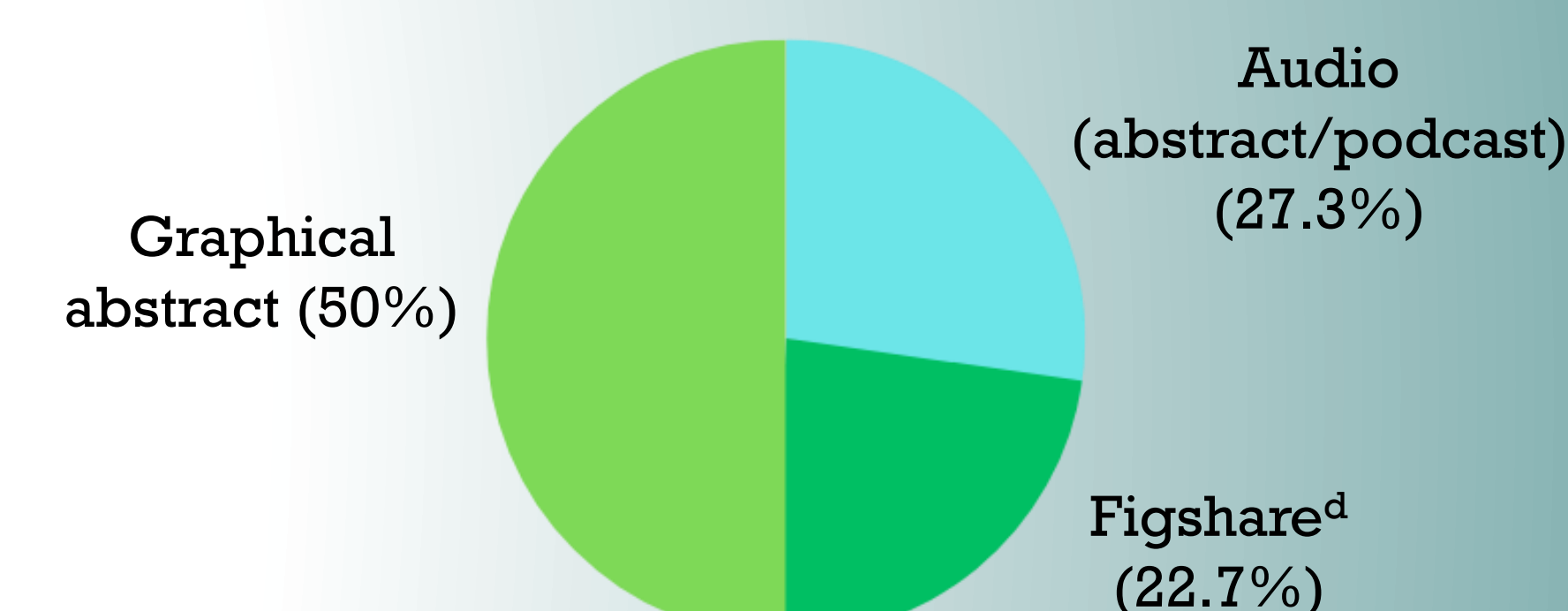
Endpoints - mean of online publication metrics:

VIEW  VIEWS  CITATIONS  DOWNLOADS^c

^bSJR: average number of weighted citations received in a year, by articles published in a journal in the previous 3 years sourced by Scopus.
^cThere was an inverse relationship between digital enhancements and publication downloads. This may be because publications without digital enhancements are more likely to be downloaded/printed, as opposed to publications with digital features that are not accessible in print.

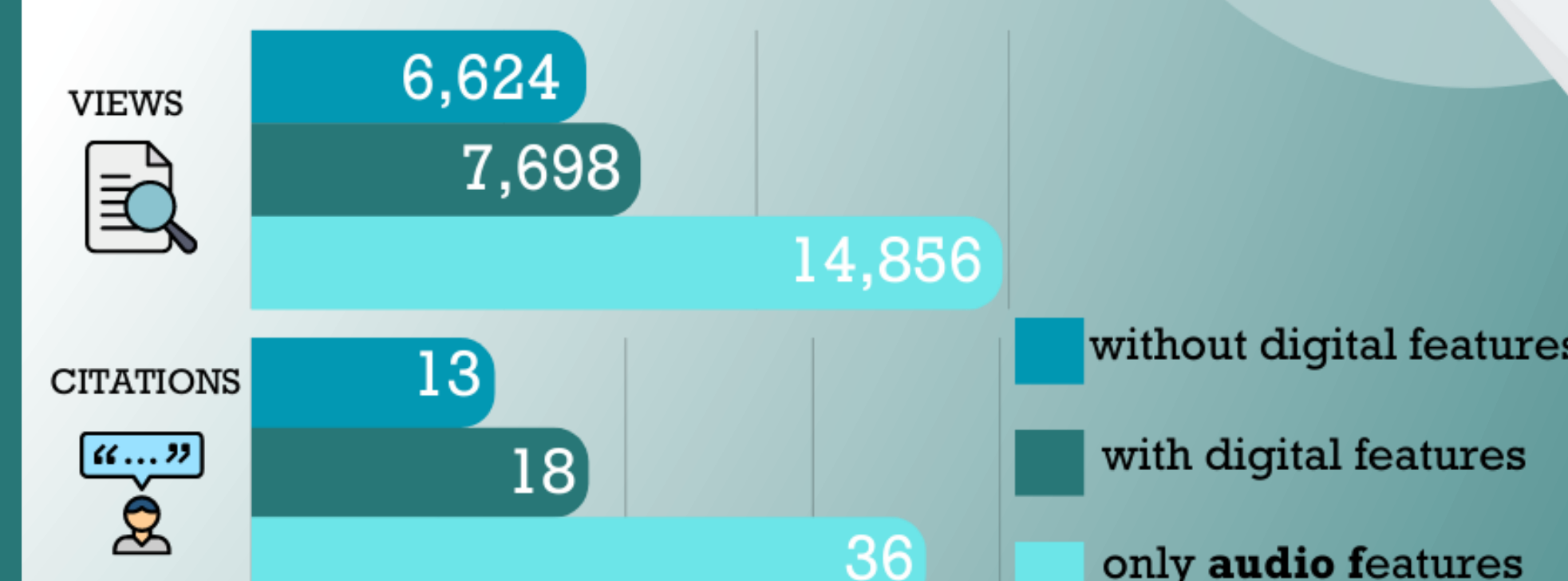
Additional Results

Types of Digital Enhancements



^dFigshare is an online open access repository where researchers can preserve research outputs in a citable, shareable and discoverable manner. The types of digital enhancements that were housed on Figshare in this dataset were: data reports, tables and figures.

The publications with **audio** features (abstract or podcast) had **higher mean views and citations**, than the publications with graphical abstracts or supplemental files on Figshare (see below), suggesting that audio features may be the most effective digital feature in this subset.



This poster was designed using Mike Morrison's "Better Poster" template. Supplementary information can be found by scanning QR codes below:

