Poster 19

Impact of **Digital Enhancements** on **Article Reach** for **Clinical and Health-Economic Outcomes** Publications

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Objective

Using the artificial intelligence tool, Scite, we explored whether digital enhancements embedded in the online version of published articles **increased the number of citations per publication**

Background & Methods

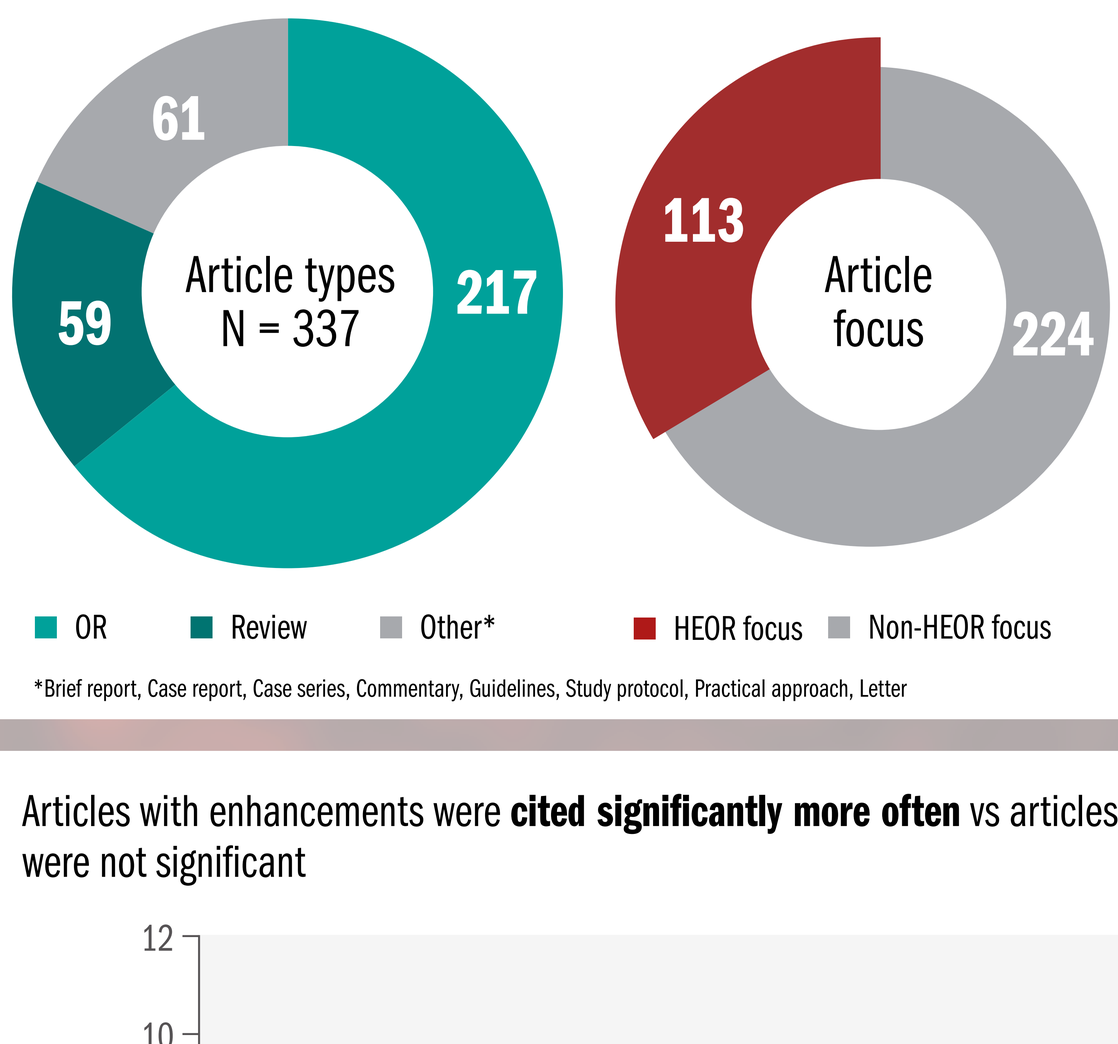
- Scientific journals are increasingly offering **digital enhancements**, such as **plain language summaries** (PLS), **graphical abstracts** (GA), **infographics**, and **videos**, to be published alongside their articles. These enhancements aim to communicate key findings to a range of target audiences, and aim to **increase understanding of and interest in the article**[1,2]
- **12 issues** (2022) from **2 open-access journals** facilitating digital enhancements (e.g. providing guidelines and embedding enhancements in online article) were reviewed to identify the **number of articles published with/without enhancements**; **health economic outcomes research (HEOR)** articles were identified based on title and abstract

Conclusions

- Our results suggest that the **inclusion of digital enhancements**, embedded in the online article, may have a **positive impact** on article reach and impact
- This emphasizes the benefit of **including digital enhancements**, easily accessed in the online article, for original research and review articles

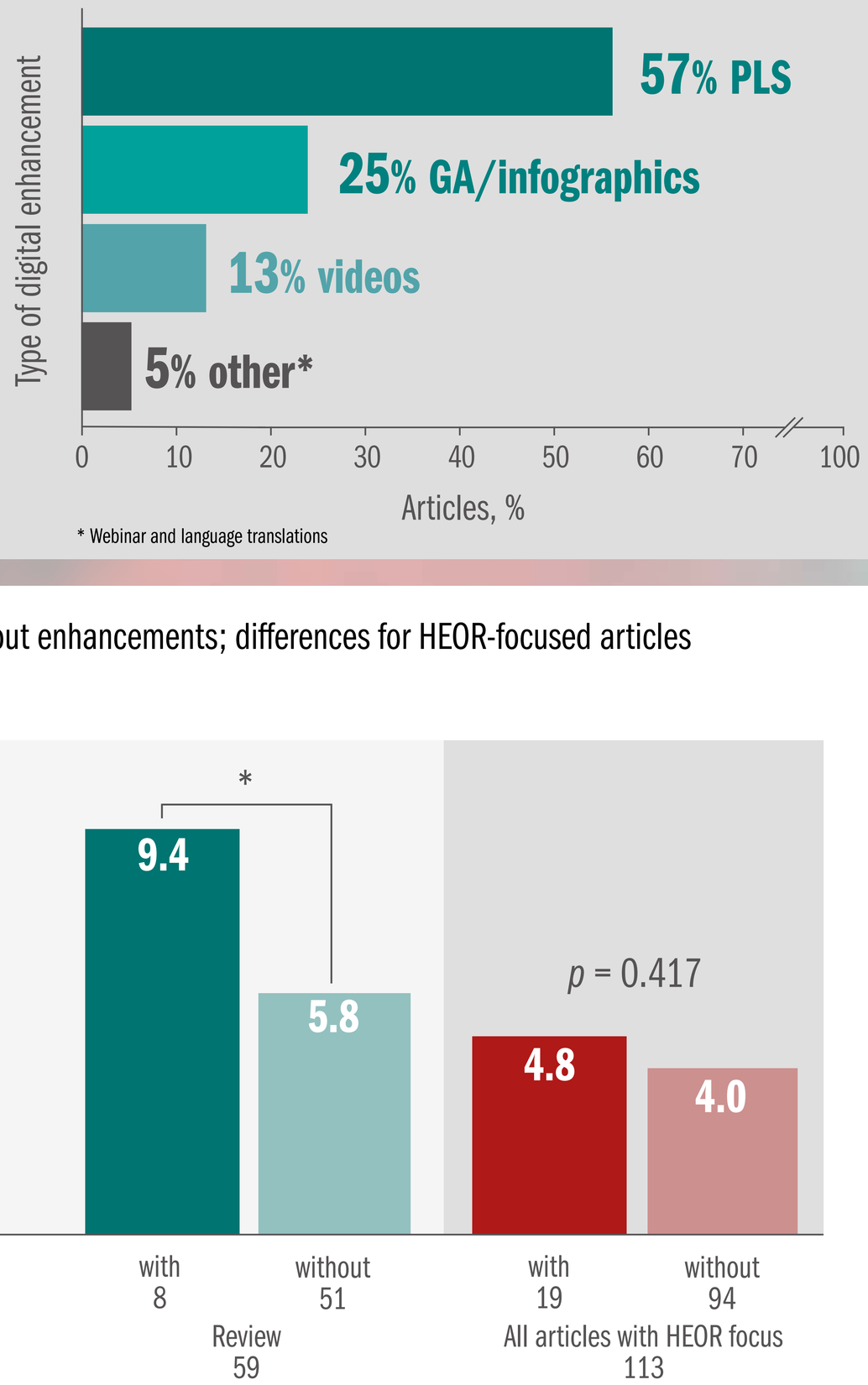
Results

In total, **337** articles were assessed, of which **217 were original research (OR)**, **59 reviews** and **61 other**; **113** articles had a focus on HEOR



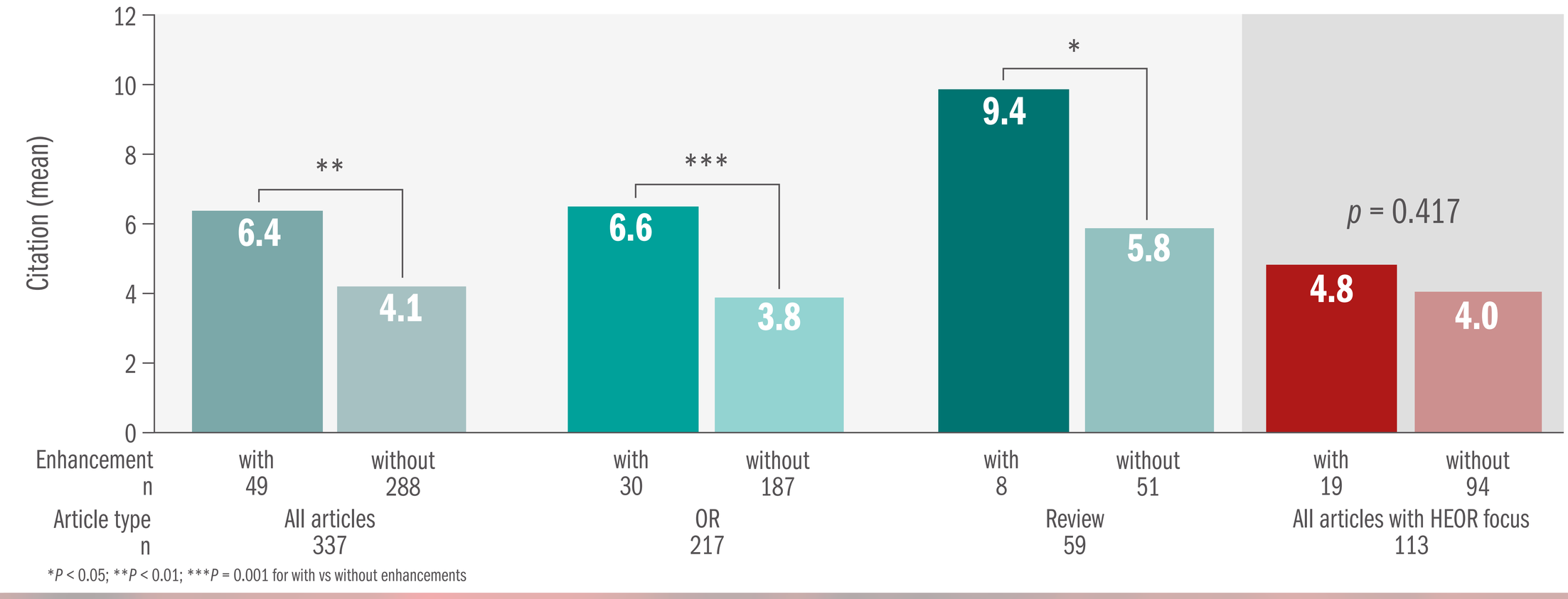
*Brief report, Case report, Case series, Commentary, Guidelines, Study protocol, Practical approach, Letter

- **15% of all articles had ≥1 digital extender**
- Of those articles, **PLS** were the most common type, followed by **GA/infographics** and then **videos**



* Webinar and language translations

Articles with enhancements were **cited significantly more often** vs articles without enhancements; differences for HEOR-focused articles were not significant



*P < 0.05; **P < 0.01; ***P = 0.001 for with vs without enhancements

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References:
1. Paltridge B. RELC Journal. 2020;51:147-57.
2. Kim Y, et al. J Korean Med Sci. 2022;37:e321.

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