

Introducing a Framework for Evaluating Publication Plan Functionality: The Zoidis Publication Plan Assessment Index

Meredith Whitaker¹, Clair Geary¹, Jamie L Weiss², Andrew Cooper³, Yaming Wang¹

¹Alphabet Health, New York, NY; ²Previously at LEO Pharma, Madison, NJ; Currently at Alnylam Pharmaceuticals, Cambridge, MA; ³LEO Pharma, Madison, NJ

The framework was developed in partnership with **Dr John Zoidis**, who unfortunately passed away shortly after. Therefore, this publication plan assessment index is named after him in memoriam.

Introduction

Publications professionals routinely assess the performance of manuscripts using metrics such as citations and downloads. **But what if we could assess the quality of the publication plan itself?** Proactively assessing publication plan quality would enable teams to optimally design and update plans for **excellence, impact, and overall success**.

Objective

To develop and evaluate a publication plan assessment index.

Methods

4 Pillars

STEP 1: PILLAR DESIGN
Based on our perspective of what constitutes high-quality medical communications, we developed 4 pillars of publication plan design.

STEP 2: CREATE QUESTIONS
We created 10 questions (2-3/pillar), tailored to the resources and strategy of the team (e.g., publications leads, medical affairs team, and medcomms agency).

10 Questions

Excellent
90-100

Good
80-89

Fair
70-79

Poor
60-69

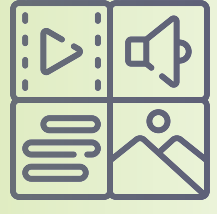
Unacceptable
0-59

STEP 3: SCORE THE PLAN
Each question was scored from 0-10 points each, leading to overall plan scores of 0-100.



The Zoidis Publication Plan Assessment Index

A tool to strategically design and assess publication plans

QUESTIONS USED FOR MARCH 2022 SAMPLE ASSESSMENT			SCORE
 Support scientific narrative/strategy	1	Does the plan accurately reflect the scientific narrative/medical strategy?	10/10
	2	Does the plan address unmet needs/data gaps in the field?	9/10
	3	Are topics in the plan comparable to those of competitors?	9/10
 Reach priority target audiences	4	Does the plan reach priority target audiences?	10/10
	5	Does the plan reach key secondary target audiences?	10/10
	6	Are invited authors appropriate for publication topic & intended audiences?	10/10
 Engage audience with digital tools	7	For congresses in the plan, are publication extenders (e.g., videos, podcasts, plain language summaries) used when possible?	5/10
	8	For manuscripts in the plan, are supplemental publication extenders utilized when supported by the target journal?	5/10
 Maximize available resources	9	Does the plan have publication activities during all quarters of the year?	10/10
	10	Is each original abstract concept being encored at least once?	9/10

Results

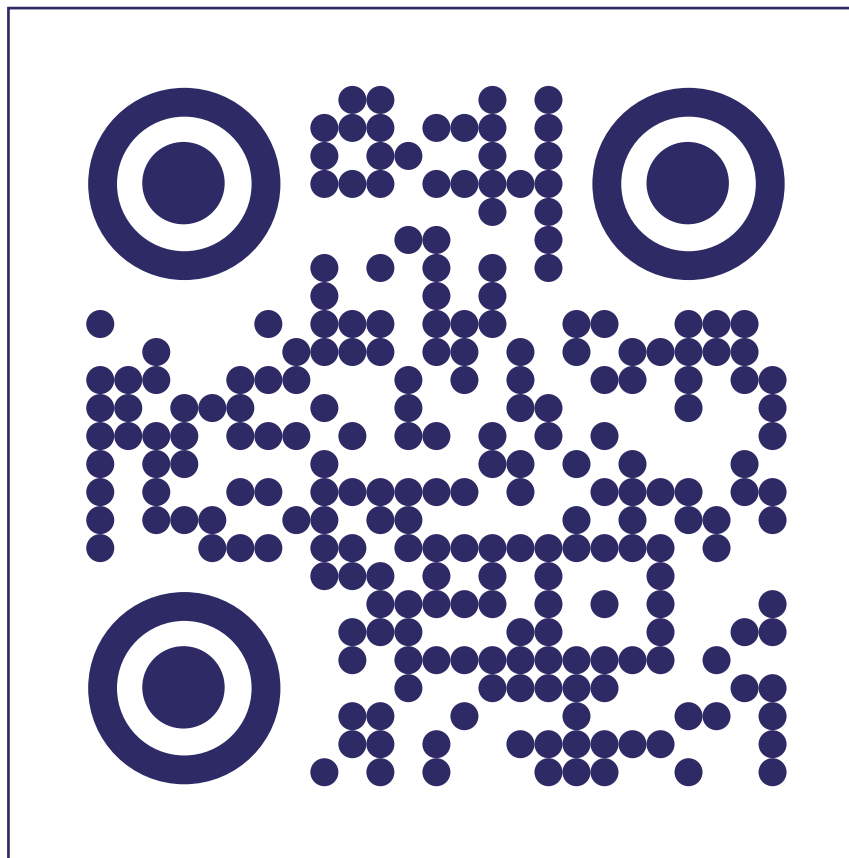
The Index was tested on a publication plan, which was first evaluated in Mar 2022, and yielded a score of 87/100 (Good). **The assessment identified actionable insights, raising awareness of limited utilization of digital extenders, as the questions for this pillar received the lowest scores.** The team subsequently prioritized opportunities to add publication extenders and other innovative tactics to the plan.

HOW WE DECIDED ON THE PILLARS & QUESTIONS

We designed the pillars to capture key aspects of impactful publication strategy:

Accurately communicate the scientific narrative Reflect the communication themes of the scientific narrative, with volume of activities for certain themes aligned with strategic priorities. By monitoring the theme(s) supported by each publication, gaps in communication can be addressed.	Reach the right audiences Include the primary providers in a care team, patients/caregivers, and potentially secondary audiences such as payers. Measure audience reach by (1) examining the types of journals and congresses in the publication plan, and (2) diversifying the invited authors (e.g., if nurse practitioners [NPs] are an important audience, ensure NP-focused congresses are included in the plan and that NPs are invited to be authors.	Utilize digital extenders to broaden reach¹ Incorporating digital extenders into the plan ensures individuals with varying preferred learning styles and schedules can easily digest the content. ^{2,4} In our experience, developing digital extenders in parallel with a publication, rather than once a final draft is submitted, is advantageous for streamlined author efforts and peer review.	Maximize resources to achieve goals This initiative largely centered on the use of encore abstract submissions to enable different congress audiences to learn the content. This also helped to support publication goals with limited additional resources. Maximizing resources can also encompass ensuring congress submissions are well-distributed throughout the year, avoiding duplicative publication ideas, etc.
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Pillars and questions can be tailored to the priorities/preferences of the publications team; the exercise of thoughtfully scoring the plan is arguably the most important component of the tool.



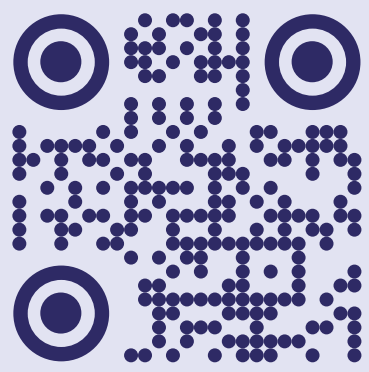
SCAN FOR AUDIO NARRATION

POSTER
77

Conclusions

Implementing the Zoidis Pub Plan Index optimized the publication planning process by objectively assessing the plan and identifying gaps

- The Index pillars used could be tailored to unique team/product needs
- Involving cross-functional team members in scoring offers both the opportunity to increase assessment objectivity and for team alignment
- This Index is intended for evaluating an existing plan; Thompson et al detail best practices for de novo publication plan design, including regular review/revisions of the plan⁵, which this Index could facilitate
- Input from the publications community would be valuable to improve this Index; **scan to share your thoughts as to how the Zoidis Index could be improved!**



ACKNOWLEDGEMENTS

The authors wish to thank the teammates involved in the first scoring of a plan with this Index, and especially the late John Zoidis who drove the development of the Index.

DISCLOSURES

MW, CG, and YW are employees of Alphabet Health; JLW is an employee and stockholder of Alnylam and a Novartis stockholder. AC is an employee of LEO Pharma and a Novartis stockholder.

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