

Insight on the Current State of Industry-Sponsored Non-Peer-Reviewed Publications

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Background & Aim

- Non-peer-reviewed publications (NPRP) are emerging as scientific platforms for communicating data with healthcare practitioners, payers, and other members of the public.
- NPRP offer an alternative to the traditional construct of peer-reviewed publications.
- Individuals involved in the publication of medical research were surveyed to determine how they plan, develop, and disseminate NPRP.

Methods

- An online survey was developed to gauge NPRP uptake among publications professionals and glean best practices for implementing NPRP.
- Surveys were hosted on the SurveyMonkey platform and featured a multiple-choice format (15 questions) with options for free-text responses.
 - Surveys were posted on ISMPP Member Connect Forum and the ISMPP LinkedIn Group site.
- The survey was active from 12/13/2022 to 01/03/2023, with one reminder sent at the end of the first week.
- Results were analyzed in aggregate using descriptive statistics.

Limitations

- Members of ISMPP who responded to the survey may not necessarily be representative of the larger organization.
- Due to the small sample size, we are unable to conduct subgroup analyses, such as by organization and function/role.
- Although we allowed for open text responses on some questions, more research would be needed to more thoroughly explore the reasons for, or barriers to, NPRP development.

Results

- Respondent characteristics are shown in **Figure 1**.
- 49 respondents completed the survey; there are approximately 2,400 members in ISMPP.¹
- The majority (70%) of respondents said they do not currently publish NPRP, while the remaining 30% said they do or are considering it (**Figure 3**).
 - Trade journal articles were mentioned as the most common format for those who currently publish or plan to publish an NPRP.
- NPRP mainly focused on the disease state (n=9), although a few were product specific (n=6). NPRP underwent medical and legal review in most cases.
- Participants cited disseminating data to a broader audience as one of the key benefits of NPRP.
- The value of NPRP remains unclear, and respondents indicated they experience process challenges in implementing NPRP.
 - A key barrier was the perception that they are promotional in nature.

Figure 1: Respondent Characteristics

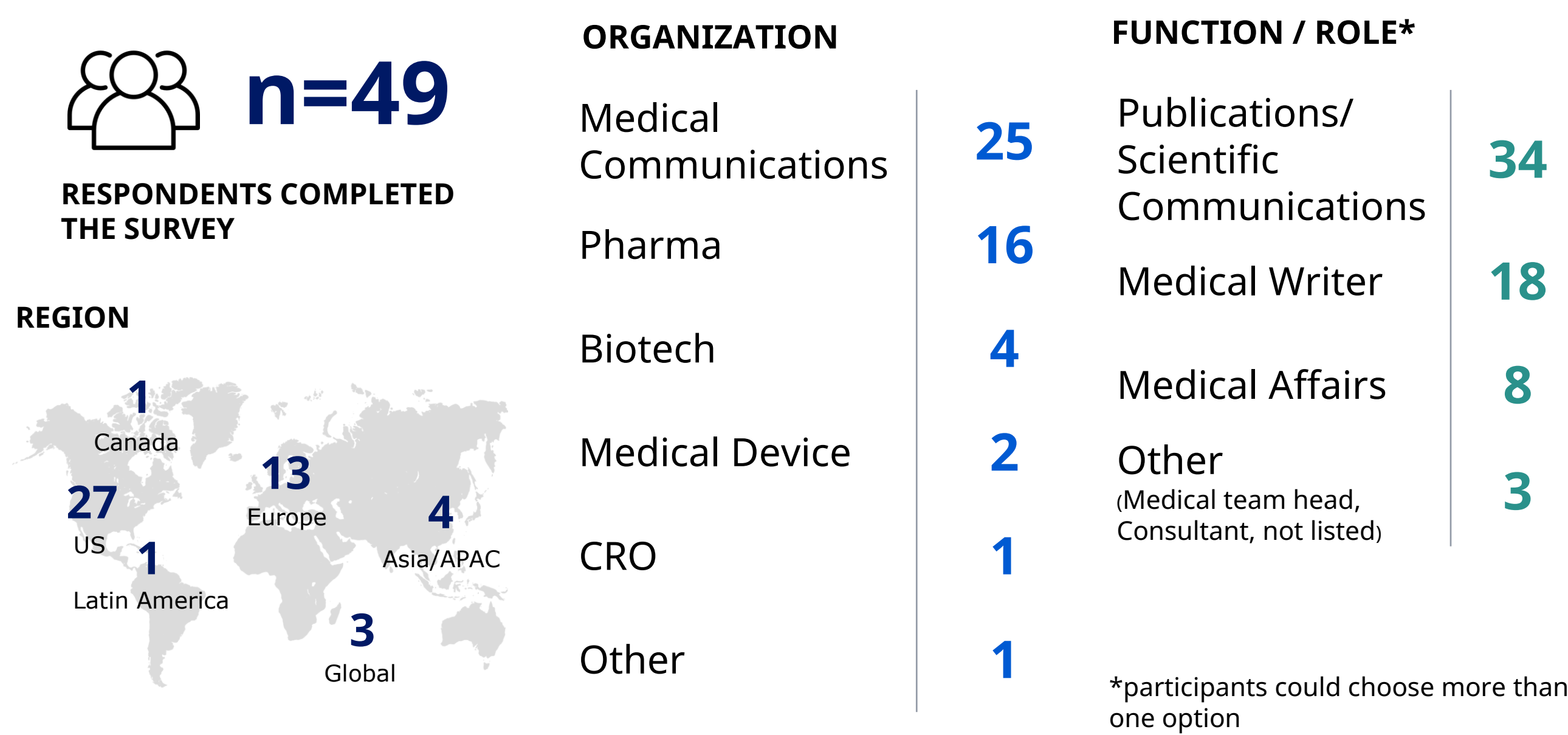


Figure 2: Respondents reported consuming peer-reviewed publications more than other forms of scientific / medical information.

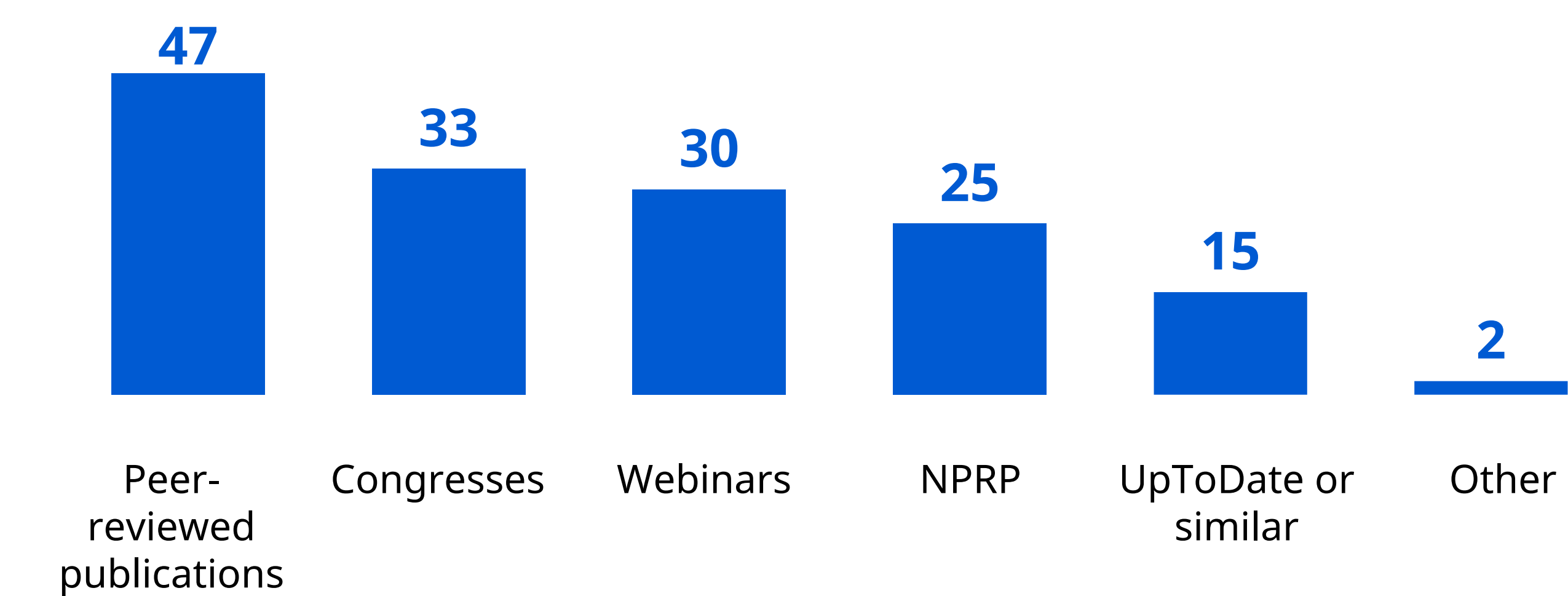


Figure 3: Most respondents reported they are not currently publishing NPRP.

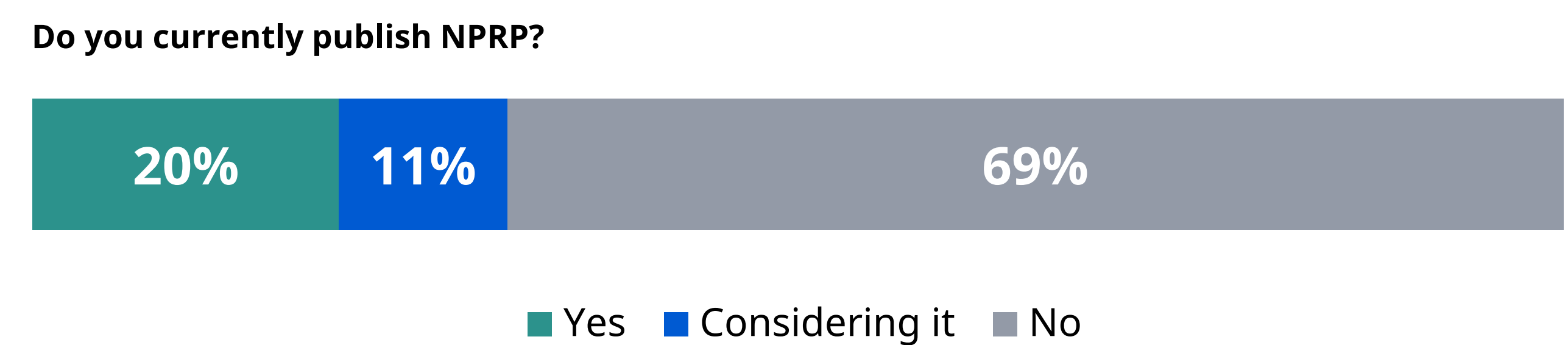


Figure 4: Among those publishing NPRP, they are creating a range of different formats of NPRP targeting varying stakeholders.

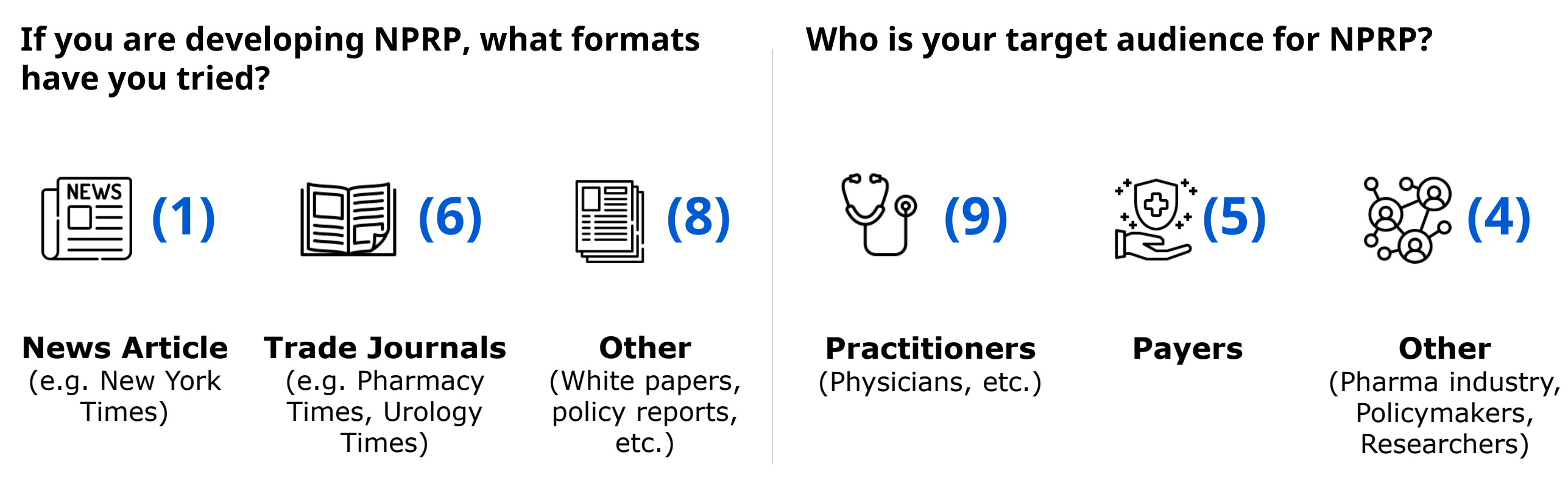
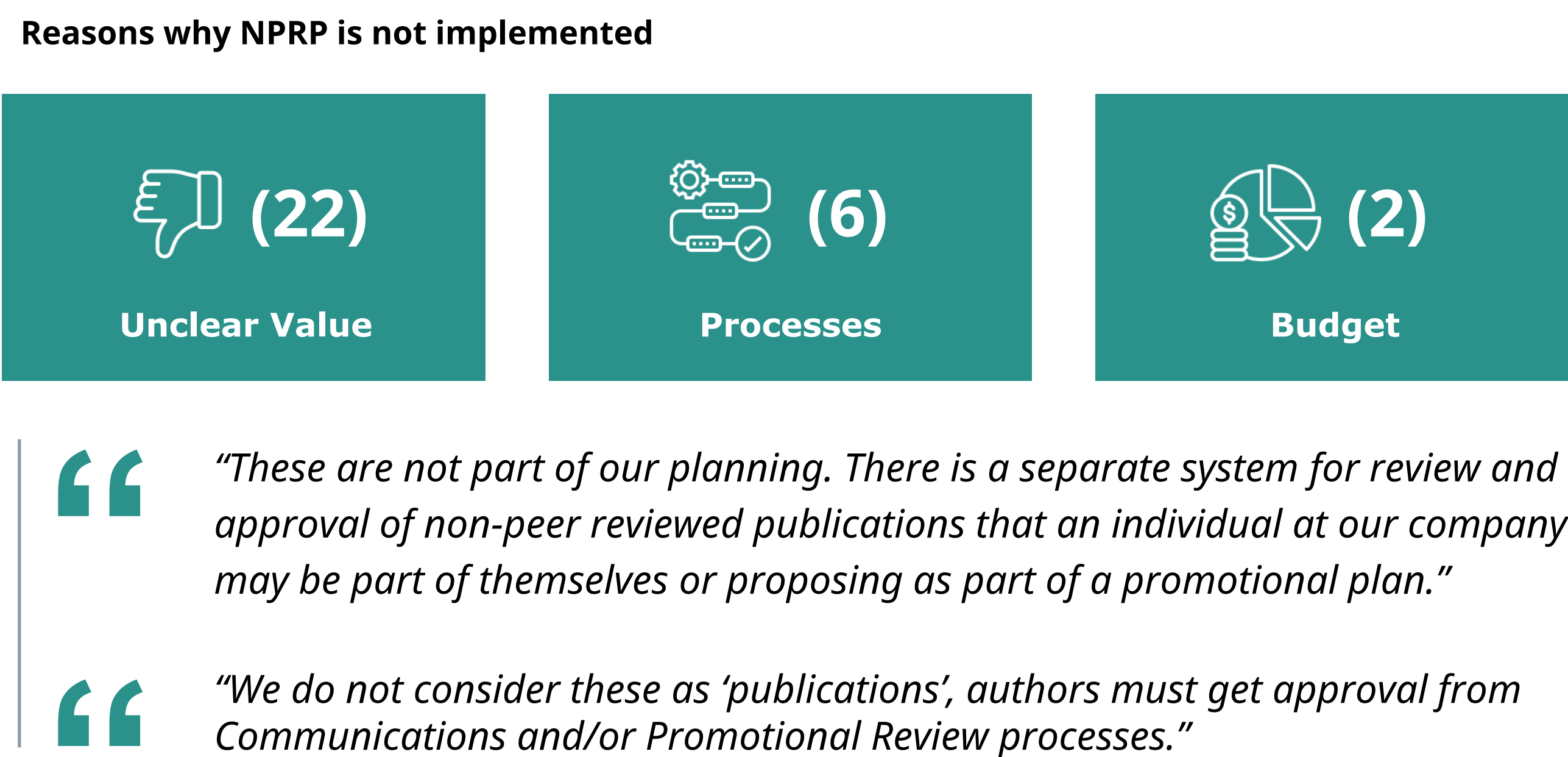


Figure 5: Among those publishing NPRP, their process for NPRP development includes a range of writers and typically requires medical and legal review.



Figure 6: For respondents who reported they are not currently publishing NPRP, they reported it was primarily due to unclear value.



Conclusion

NPRP continue to be nascent based on the limited data from this survey.

1. International Society for Medical Publication Professionals. Who Joins ISMPP. Retrieved March 29, 2023, from <https://www.ismpp.org/join#:~:text=Who%20joins%20ISMPP%3F,medical%20publications%20and%20communications%20agencies>