

Interactive plain language summaries as a tool to educate lay audiences about oncology trial results.

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Background

Based on interviews of individuals without healthcare backgrounds (laypeople), we previously found that **interactivity enhances engagement with oncology-focused plain language summaries (PLSs).**¹ The present study further explores the strengths and limitations of PLS interactivity.

Research design and methods

1:1 qualitative interviews for 30 to 40 minutes (n=12) discussing opinions on a PLS presenting melanoma trial results² in three different formats

Static PDF

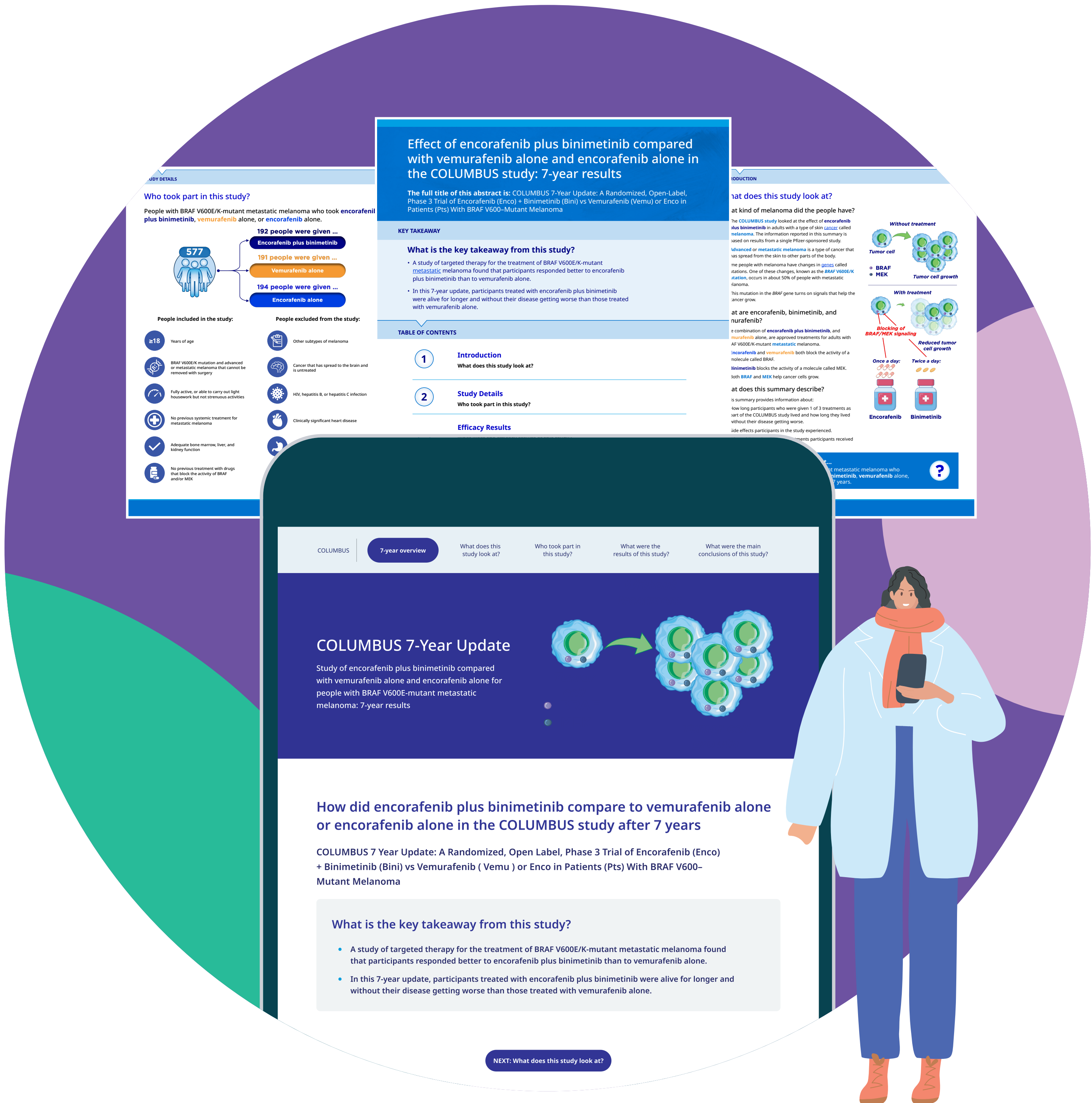
- No interactivity
- Can be easily printed
- Content cannot be changed to better engage audience

Interactive PDF

- PDF with clickable buttons for navigation
- Can be easily printed
- Links to audio/glossary and provides framework for related information
- Content cannot be changed to better engage audience

Interactive microsite

- Website with interactive links/animated graphics
- Cannot be easily printed
- More complex to develop but allows for greater contextualization of data by linking to other PLS content
- Potential to scaffold data/information due to web format



Conclusions

Our findings indicate that PLS interactivity increases lay audience engagement. There is a need to improve our understanding of target audiences for PLSs in order to personalize interaction with oncology trial results.

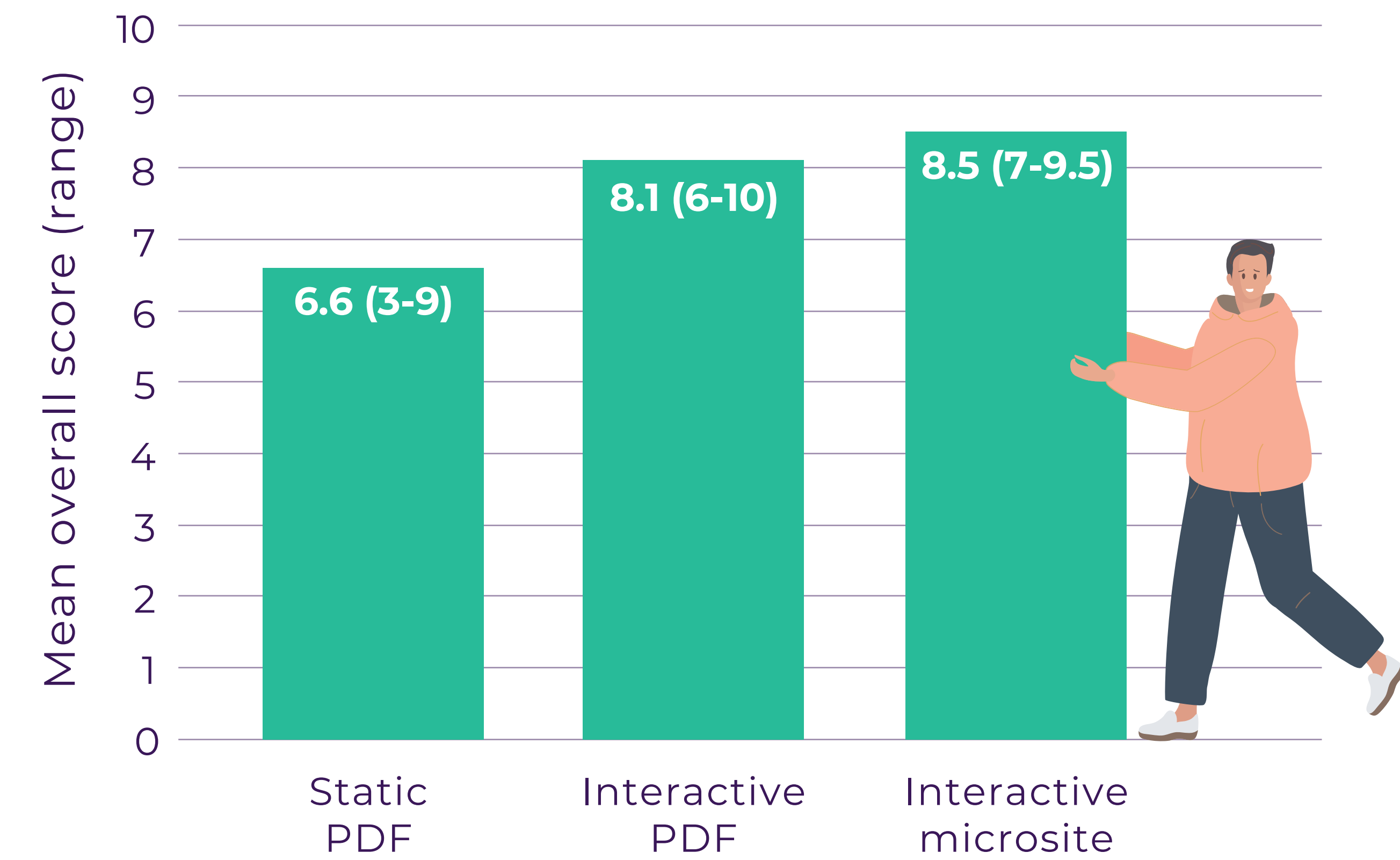
Poster microsite

Visit our ISMPP microsite to view the full data and supplementary materials.



PLS format rating

How would you rate each of the 3 PLS documents (ie, static PDF, interactive PDF, and interactive microsite) on a scale of 1 to 10 (10 being extremely useful/insightful; 0 being not at all useful/insightful)?



Insights on PLS formats (laypeople quotes)

All interviewees found that the interactive PDF and microsite were more engaging than the static PDF, based on their answers to the interview questions.

What I liked about the interactive PDF is the table of contents. You can see what exactly is in the summary, and then you are able to explore with the button where you need to go.

I think the interactive PDF would be the one for making treatment decisions because it provides the option to find additional information but also gives you the information you need.

A majority (66%) thought the interactive PDF would be most helpful in making treatment plan decisions, although 33% felt the static PDF would be easier to share with loved ones due to its potential printability.

All interviewees noted the value of the microsite based on its layering of additional context (eg, key terms, publication links); 50% noted the usefulness of this information to medical professionals.

I liked that you could hover over the words to get the meaning. I also liked the extra functionalities and navigability that you see with the microsite.

The graphics are similar, but they are better in the interactive PDF.

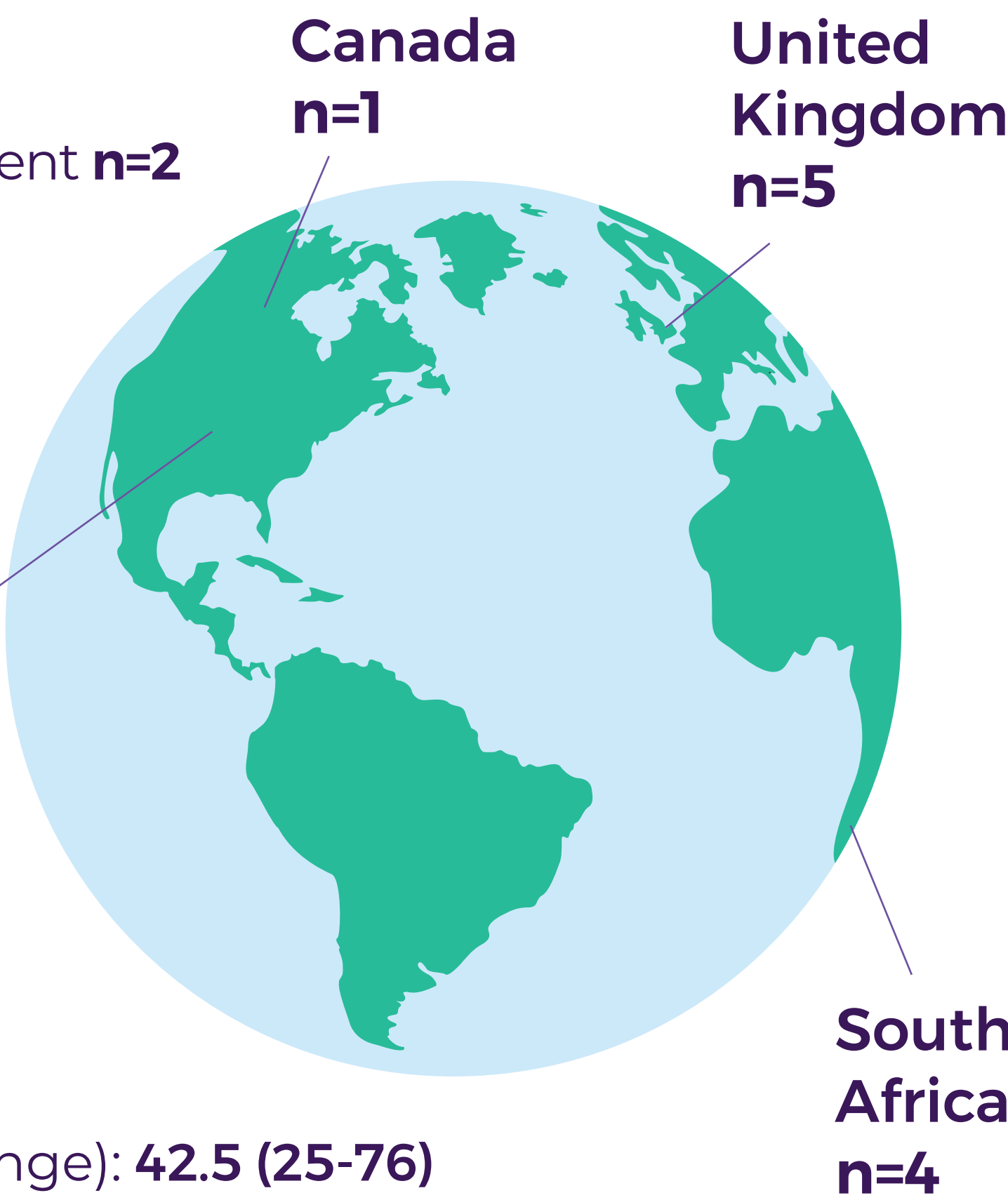
However, respondents were evenly divided over whether the interactive PDF or microsite provided the best approach to presenting easily understandable content.

Interviewee demographics

A total of 12 laypeople were interviewed between December 14 and 21, 2023.

Professions/occupations:

- Retired **n=3**
- Finance **n=2**
- Operations/management **n=2**
- Copywriting **n=1**
- Law **n=1**
- Environment **n=1**
- Pharmacy trainee **n=1**
- IT **n=1**



Median age, years (range): **42.5 (25-76)**
Gender: **7 female, 5 male**

References

1. Subramanian RP, et al. ISMPP 2023. Poster 66.
2. Schadendorf D, et al. ESMO 2023. Poster 1113P.

Acknowledgments

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